

Economic Development Business Survey Results

September 2025



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Executive Summary

In 2025, the City of Arvada conducted its third business economic development survey, building on previous efforts in 2021 and 2023. This report presents a comprehensive overview of business sentiment, engagement, and challenges within the city, based on survey responses from 338 Arvada businesses across various sectors, sizes, and tenure.

This year's results show a notable rebound in satisfaction across key metrics, reversing the declines seen in 2023 as businesses adjusted to post-pandemic realities. Businesses today reported improved experiences operating in Arvada, with many citing ease of engagement and the effectiveness of online tools and resources. Satisfaction as a place to do business, its attractiveness for new ventures, and the quality of relationships with city departments all saw statistically significant gains.

Despite these improvements, perceptions of the Arvada Economic Development Association (AEDA) declined for the second consecutive year. While 60% of respondents are familiar with the organization, fewer are aware of its offerings, and impressions have softened. However, those who interacted with AEDA recently rated those experiences more positively than in prior years. Businesses, especially smaller and newer ones, expressed a desire for more outreach, promotional support, and funding opportunities, especially given recent Federal funding cuts. AEDA's communications are not yet a primary source of information for most businesses, indicating room for growth in visibility and engagement.

While businesses praised the City for maintaining efficient and effective services and improving public safety, concerns about homelessness have intensified. A growing number of businesses, particularly those in retail, service, and industrial sectors, reported impacts ranging from safety concerns to property damage. Many feel the issue is worsening and that the City's response has been insufficient. Transportation infrastructure also remains a lower-rated area of service.

Housing affordability emerged as a key concern, especially among larger employers. Half of respondents expressed at least slight concern about workforce housing, and three out of ten reported increased difficulty in recruitment and retention compared to 2023. Although only 10% have taken steps to support employee housing and just 3% are open to investing in housing solutions, with several indicated that government incentives and tax relief could encourage future involvement.

Support for economic growth remains strong, with 95% of businesses expressing at least some support. However, satisfaction with how the City manages growth continues to decline. Businesses are cautiously optimistic: 60% expect growth, 23% plan to hire, and 14% anticipate capital investments. Yet fewer expect to remain in business over the next one, three, and five years compared to 2023. The most cited barriers to expansion include lack of marketing resources and talent, regulatory restrictions from non-Arvada entities, and insufficient space or capital.

Understanding Different Business Perspectives

There are four general type of businesses discussed throughout this report: retail/service businesses, commercial office businesses, industrial/warehouse businesses, and home-based businesses. The amount of information can make it challenging to synthesize their differences and potential opportunities for the City of Arvada and AEDA to help each type of business. The following summaries are provided to make this more manageable.



Retail/Service Businesses

Retail and service businesses represent a significant portion of the survey sample and offer a complex picture of satisfaction and concern. While they report generally good satisfaction ratings with Arvada, they are least likely to rate it at the highest levels of satisfaction compared to other business types. These businesses also tend to have lower annual earnings than other businesses, which may influence their expectations and needs. Retail/service businesses are among the most engaged with the City, with high rates of interaction, particularly by means of its online tools. They are more likely to say the City is easy to work with and express belief that it can help their business succeed. However, they are less likely to view Arvada as an attractive place to do business, and they show the lowest long-term optimism, with only 24% expecting to still be in business in five years. They praise the City's services, especially efforts to combat crime, but also note that homelessness has worsened and continues to impact their operations. These businesses frequently cite a lack of access to marketing resources, high-quality utilities, and supportive business services. Many feel the City does not adapt well to their needs and express a desire for more outreach and support from AEDA. Despite their high engagement, retail/service businesses report lower levels of contact with AEDA and have lower impressions of its effectiveness.



Commercial Office Businesses

Commercial office businesses present a generally optimistic outlook, with many expecting growth and continued operations in Arvada. However, their perception of Arvada's business environment is more critical. They are less likely to feel the City creates a good environment for business, and many express a desire for more space to expand and fewer regulatory barriers. While they often have their main office located within Arvada, they are less familiar with AEDA, and engagement with it remains low. These businesses are also more likely to report being impacted by crime, and many cite homelessness as a growing concern, particularly in relation to safety, property damage, and encampments near their locations. Despite these challenges, they are looking for constructive support from the City, including funding opportunities, marketing and promotional assistance, information about construction impacts, and resources for sustainability. Commercial businesses tend to rely on social media for updates about Arvada and are interested in seeing more visitors brought into the area to support local commerce. Their feedback suggests a need for stronger communication, targeted support, and a more adaptive approach from the City to meet their evolving needs.

Understanding Different Business Perspectives



Industrial/Warehouse Businesses

Industrial and warehouse businesses present a unique profile within Arvada's business community. Many have been operating for over 20 years, and they report the highest annual revenues among all business types. Despite their longevity and financial strength, they express the lowest overall satisfaction with operating in Arvada and give the lowest ratings for its attractiveness as a place to do business. These businesses are most impacted by crime, and they report significant challenges related to homelessness, including encampments and the need for increased security. While they rate the City highly for managing growth, they give lower marks for how it has handled crime and question the efficiency and effectiveness of city services. They are the most optimistic about the future of their businesses, with strong expectations for growth, workforce expansion, and long-term viability. Concerns about affordable housing are moderate, as many employees live outside the city. Still, there is agreement that housing affordability affects recruitment and retention. These businesses report the lowest familiarity with AEDA, but those who are aware of it tend to be highly familiar with its programs, have a positive impression, and are more likely to have interacted with the organization in the past year than other business types. Key barriers to growth include regulations from non-Arvada entities, lack of space to expand, difficulty finding qualified employees, and limited access to capital. Industrial businesses frequently engage with economic development services and express a need for improvements in permitting and zoning, workforce support, and access to sustainability resources.



Home-Based Businesses

Home-based businesses are one more notable segment of Arvada's business landscape. Many have been in operation for less than three years and report annual revenues under \$500,000. Despite their smaller scale, they express high satisfaction with operating in Arvada and are the most likely to view it as an attractive place to do business, likely influenced by the fact that they are Arvada homeowners as well. However, their relationship with the City is limited, with considerably less interaction compared to other business types. They are also the least familiar with AEDA, and few have engaged with its programs or services. While they report almost no impact from homelessness, they are more likely to feel the effects of affordable housing challenges, particularly in terms of recruiting and retaining qualified staff. Barriers to growth for home-based businesses include a lack of access to capital, difficulty finding qualified employees, and limited support from other businesses. Many are seeking help connecting with the broader business community, indicating a need for networking opportunities and outreach. Their feedback suggests that while they are generally content with their current operations, they would benefit from greater inclusion in City programs and targeted support to help them scale.

Background and Methodology



This is the third survey of Arvada Businesses focused on attitudes surrounding economic growth and development, the first two being conducted in 2021 and 2023.

This year's survey includes metrics used for tracking over time, such as satisfaction with operating a business in Arvada, perceptions about services provided and respondents' relationships with the City, as well as support for economic growth and its management by the City. Additional topics were added this year to explore perceptions about affordable workforce housing and possible support the City or AEDA could potentially provide to businesses.

A total of 338 surveys among Arvada businesses were completed online, averaging 13 minutes in length. Respondents were selected from a list of 3,993 businesses provided by the Arvada Economic Development Association (AEDA), for a response rate of 9%. Data were weighted by industry classification to more accurately reflect the Arvada's business population. The sample size of 338 for this survey has a maximum margin of sampling error of +/- 5.3 percentage points.

Some images in this report were generated using Microsoft Copilot for illustrative purposes, which were often further modified by the authors.

See Appendix for explanation of survey research terminology used throughout this report.

Topics Addressed

- Participant demographics
- Impressions & Relations with the City
- Impacts of Crime & the Unhoused
- Employee information
- Workforce housing
- Impressions & Relations with AEDA
- Attitudes toward economic growth

Business Survey Respondents

Participant Characteristics

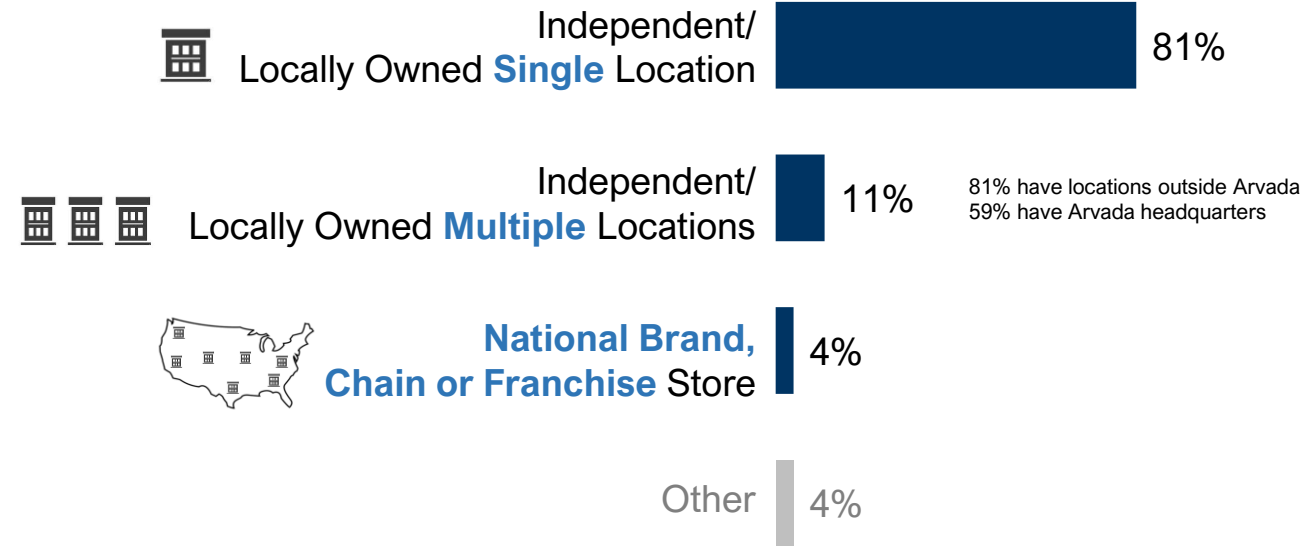
- 338 Arvada businesses participated in this survey, solicited from a listing of 3,993 active businesses with email addresses.
- Similar to prior years' surveys, most respondents are the Owners/CEOs/Presidents of their respective organizations and most work at independently owned, single location businesses.
- They are most likely to be retail/service-oriented or commercial offices, at approximately half of all respondents, averaging about seven full-time and three part-time employees.
- About a quarter of businesses have existed for less than three years, with a similar amount for 20 or more years. Seven out of ten have annual revenues of less than \$1 million.



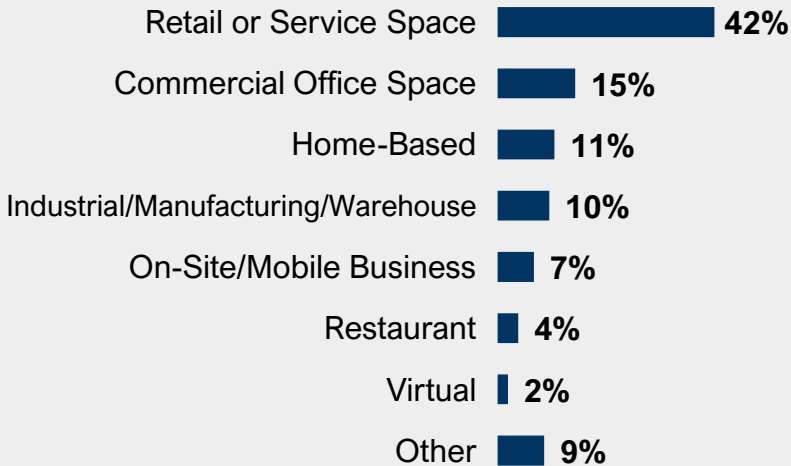
Participating Businesses

Approximately nine out of ten respondents are owners, presidents or CEOs of their Arvada-based businesses (88%), with those remaining being office managers/administrators (6%), senior executives (2%) or area/branch managers (2%). Six out of ten reside in Arvada (66%) and most to work at independent, single location businesses (81%).

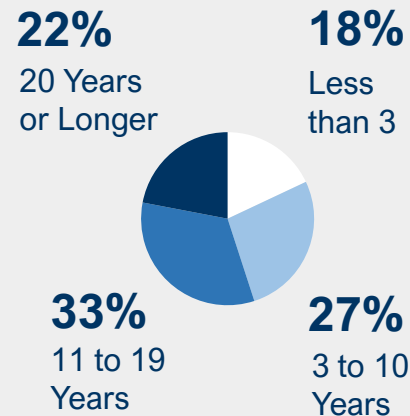
Businesses were mixed in terms of how long they have existed in Arvada, with about half (55%) being in business for more than 10 years. They are most often in retail or service (42%), while about one in seven (15%) have commercial offices, and one in ten are home-based or in industrial/warehouse spaces. Most (61%) have annual revenues less than \$500K.



Physical Space



Years in Business

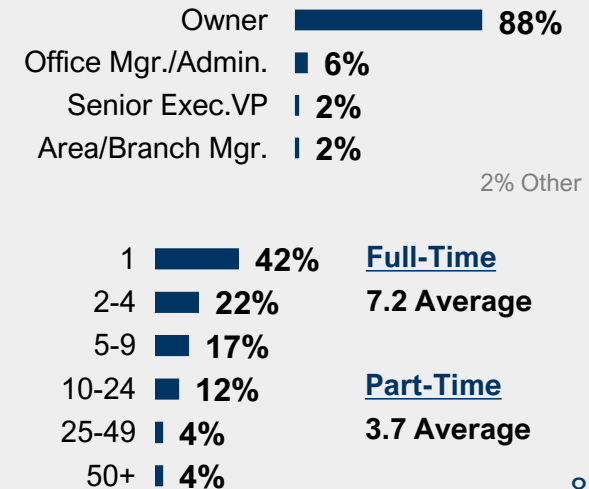


Annual Revenues



4% Don't Know

Employees



General Perceptions of Arvada

Takeaways

- There has been a shift towards the positive among the businesses surveyed. In 2023, ratings had declined, often significantly from 2021, as the pandemic wound down. This may have reflected the challenges at the time of returning to pre-pandemic attitudes and habits. However, this year's ratings have returned to prior higher levels.
- Statistically significant gains were seen in key metrics such as *satisfaction with operating in Arvada*, *Arvada being an attractive location for business* and *business relationships with Arvada*, each gaining significantly at the top box¹ or top-two box level.
- This can be largely attributed to the greater ease respondents felt when working with the City, which was mentioned significantly more often than in 2021, with respondents most often citing the use of online tools and resources as their main contact point.
- Businesses are more open to the idea that the City of Arvada can help their business than in 2023, and are hoping extra support, particularly in terms of funding or grants, can be provided to help offset some of the recently discontinued federal funding.

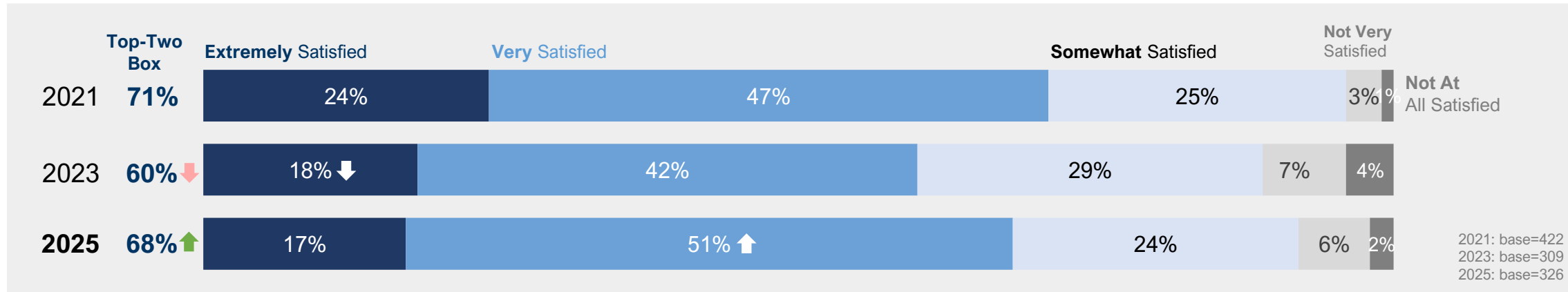


¹ See Appendix for explanation of survey research terminology used throughout this report.

Overall Satisfaction

Following a decline in respondents' overall satisfaction with operating an Arvada business between 2021 and 2023, a statistically significant eight-point gain this year among those who said they were "extremely" or "very" satisfied marked a recovery for this rating. Seven out of ten respondents (68%) rated their satisfaction at these higher levels this year. Retail/service businesses as well as business with annual revenues less than \$500K were significantly more likely to say they are highly satisfied.

"Overall, how satisfied operating a business in the City of Arvada?"



Business Space



Years in Business



Number of employees



Recent Annual Revenue

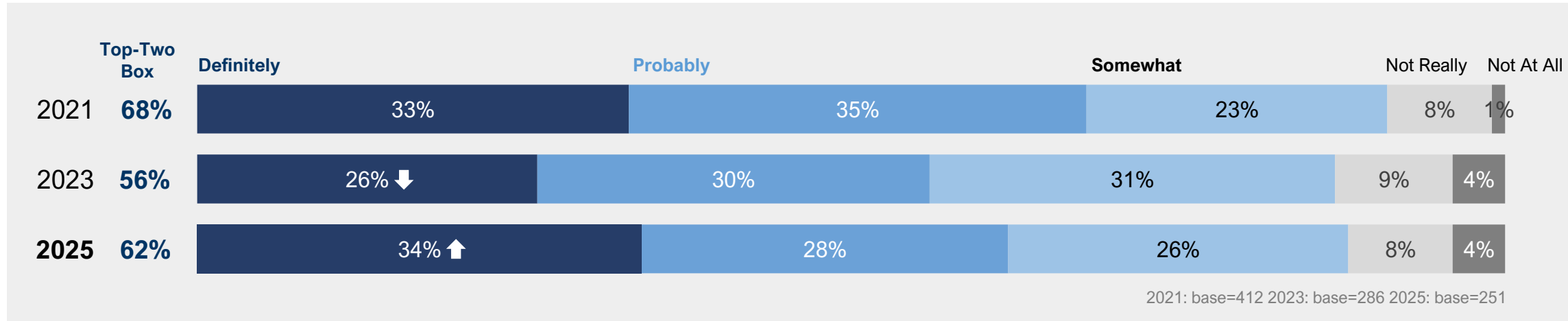
2025 % (change from 2023 if available)

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|---------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|----------|----------|----------|------------|------------------|-----------------|----------|
| Extremely + Very | 75% (+21) | 65% (+8) | 74% (-3) | 57% (-20) | 74% (+14) | 62% (+4) | 76% (+11) | 57% (-4) | 81% (+8) | 62% (+1) | 56% (+8) | 55% (+4) | 79% (+14) | 45% (+2) | 56% (-3) |
| Extremely Satisfied | 9% (-8) | 16% (+7) | 28% (-12) | 15% (0) | 23% (+2) | 19% (-7) | 9% (-6) | 20% (+9) | 17% (-9) | 26% (+8) | 9% (-2) | 12% (+1) | 21% (-2) | 13% (+2) | 11% (0) |

Location Attractiveness

This year, one-third of respondents (34%) “definitely” feel that Arvada is an attractive location for a business, while another 28% said it “probably” is and 26% feel it is a “somewhat” attractive location. Similar to the overall satisfaction rating, following a dip in ratings in 2023, this year’s rating recovered significantly. This gain occurred in part due to gains seen among retail/service and commercial office-based businesses, as well as those that have been in business over 10 years.

“Do you think the City of Arvada is an attractive place for businesses to locate?”



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

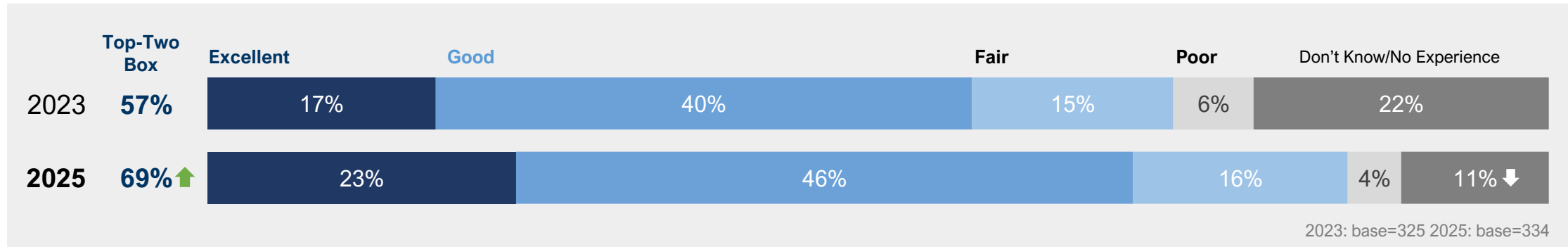
| | Retail/ Service | Commercial Office | Home-Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|-----------------------|-----------------|-------------------|------------|-----------------------|-------------------|---------------|----------------|------------------|----------|-----------|-----------|------------|------------------|-----------------|-----------|
| Definitely + Probably | 58% (+4) | 62% (+5) | 71% (-6) | N/A | 71% (+11) | 63% (+5) | 58% (-7) | 56% (-5) | 69% (-4) | 59% (-2) | 59% (+11) | 58% (+7) | 66% (+1) | 61% (+18) | 54% (-5) |
| Definitely | 34% (+17) | 32% (+23) | 33% (-7) | N/A | 37% (+16) | 32% (+6) | 37% (+22) | 30% (+19) | 37% (11) | 34% (+16) | 34% (+23) | 30% (+19) | 40% (+17) | 28% (+17) | 26% (+15) |

* N/A indicates insufficient sample sizes to report out

Business Relationships

Respondents were significantly more like to rate their relationship with the City of Arvada as “excellent” or “good”, up from six out of ten (57%) in 2023 to now seven out of ten today (69%). All types of businesses provided a significantly higher top-two box rating this year, with strong gains among home-based businesses (+30), those who have existed for 11-19 years (+37), sole proprietorships (+35), and those with annual revenues under one million dollars (+31).

“How would you describe the business relationship you have with the City of Arvada?”



Business Space

Years in Business

Number of employees

Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----------|-----------|-----------|------------|------------------|-----------------|-----------|
| Excellent + Good | 74% (+14) | 63% (+19) | 59% (+30) | 77% (+28) | 61% (+21) | 61% (+23) | 79% (+37) | 68% (+24) | 73% (+35) | 59% (+18) | 67% (+29) | 71% (+25) | 72% (+31) | 64% (+31) | 67% (+24) |
| Excellent | 14% (0) | 20% (+11) | 30% (-10) | 28% (+13) | 30% (+9) | 22% (-4) | 18% (+3) | 28% (+17) | 16% (-10) | 34% (+16) | 21% (10) | 28% (+17) | 22% (-1) | 18% (+7) | 28% (+17) |



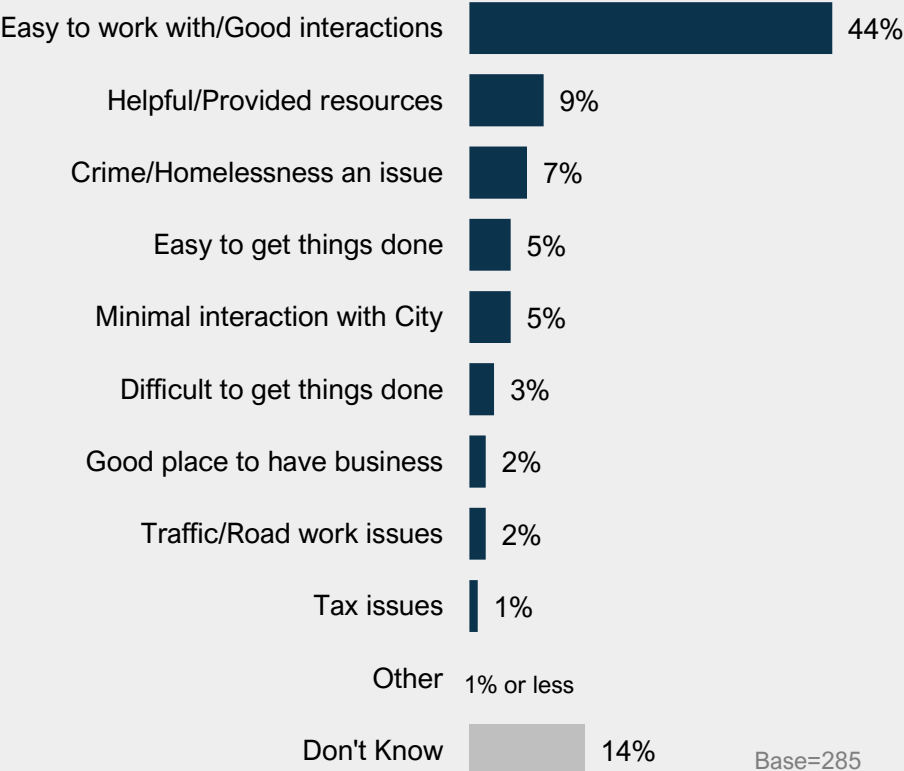
Relationship Drivers

Respondents who hold a positive relationship with the City of Arvada often say it is because the City is easy to work with, the resources it provides are helpful and have contributed positively towards their relationship. Those who have a less than favorable relationship with the City mention a greater variety of reasons for their negative perceptions, such as tax issues, difficulty in getting things accomplished, negative interactions, and traffic/road issues, among others, all at about 10% of reasons mentioned.

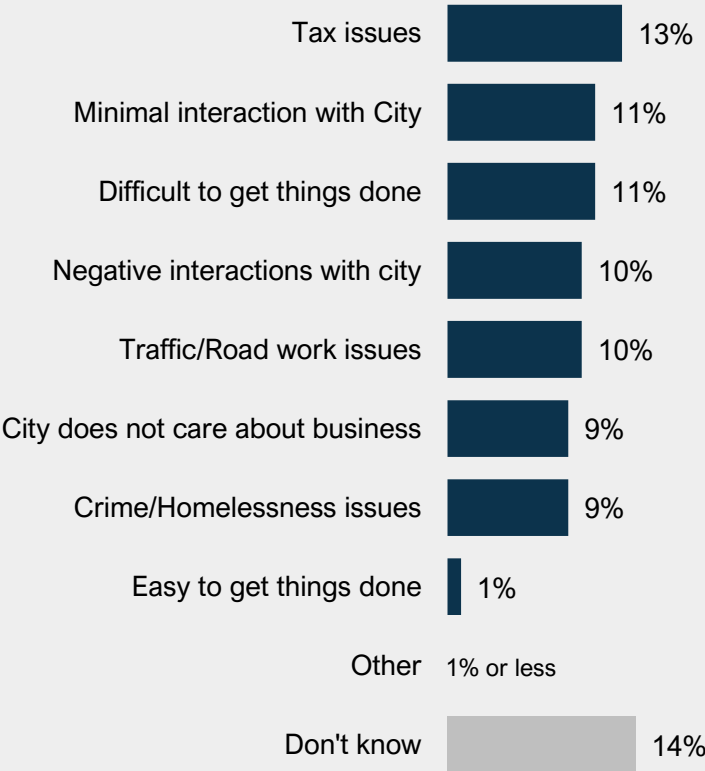
“What has contributed either positively or negatively to the relationship you have with the city?”

(compiled from comments)

Those reporting an **“Excellent”** or **“Good”** relationships with the city



Those reporting **“Fair”** or **“Poor”** Relationships with the city



Specific Comments

Below are a sampling of comments relating to their business relationships with the city.

“What has contributed either positively or negatively to the relationship you have with the city?”

Good Interactions

“Early on, I had a few questions. The city’s tax office staff was very helpful and provided answers quickly.”

“The Mayor is very approachable. The BID in Olde Town is doing a very good job.”

“Easy to contact the city. The city employees are knowledgeable and helpful.”

“The simplicity of filing sales tax is so nice.”

“My experience with AEDA has always been a positive experience.”

“AEDA seeks to understand our business and how they can support us. There are some great initiatives such as affordable housing, MWMA, Leadership boot camps and networking events”

Tax Issues

“The high property taxes have me looking for locations outside of the town and county. I can’t think of a single time when the city has encouraged residents to use and spend money on businesses in Arvada.”

“High sales tax for no value.”

“Property taxes being increased 300% in two years has negatively impacted my business more than I could possibly explain.”

“Please stop taxes us so much! Business personal property tax is KILLING us.”

“My only complaint would be that the on-line sales tax reporting could be a bit more sophisticated.”

“Negatively - Use Tax. This is something that is time-consuming to maintain. While I understand the reasoning, it seems like a huge strain on small businesses like us.”

“The government, even the city of Arvada, needs to, respectfully, f\$% off and let people run their businesses and live their lives with none of the nonsensical and illegal taxes.”*



Specific Comments

“What has contributed either positively or negatively to the relationship you have with the city?”

**Difficult to
get things
done**

“Currently, I just want a sign for my business. I had one before the Ralston Road expansion- the expectation was that I could have a sign again. But now I have to jump through hoops and go through all the arbitrary rules. Since I bought my property, I have only made it better-working with the City to make things better is a process...and not a fun or productive one.”

“Since we are property developers, we have experienced several avoidable delays in obtaining permits and the delays were directly caused by the city and their personnel. These delays ultimately caused us to miss the prime part of the market. More in depth, had we been able to obtain permits when anticipated, our construction costs would have been lower, and the leasing market would have been stronger. It ultimately took longer to lease and when it did lease, we had to lower the rent below our projections.”

“The building permitting department is a nightmare. No one knows how to communicate properly,”

“Very rigid in protocols and you do not do enough to protect, preserve, and grow beyond olde town.”

“The planning and development process was cumbersome. There were a lot of extra fees and expenses which would make me reconsider opening up again.”

“The city seems anti-business. Difficult to get permits, things approved, in a timely and cost-effective manner.”

“The City has largely been easy to work with, but the permitting process is frequently too long and drawn out (not enough employees?).”

“It's hard to get a hold of and have a conversation with a person. Messages like emails or voice mails tend to go unanswered.”

“Feel like the city is very approachable. Only have had one problem really - and that's with trying to build a wall around our patio because 86th parkway has become SO BUSY and loud with trucks. City has denied a permit to add a wall in the past.”

“Arvada has no communication skills.”

“The city does not adequately address any issue from safety to vagrancy to theft.”



Interactions With Arvada

About two-thirds of respondents (64%) have had an interaction with the City of Arvada within the past 12 months, which is the highest percentage seen to date, significantly more than in 2023 (46%).

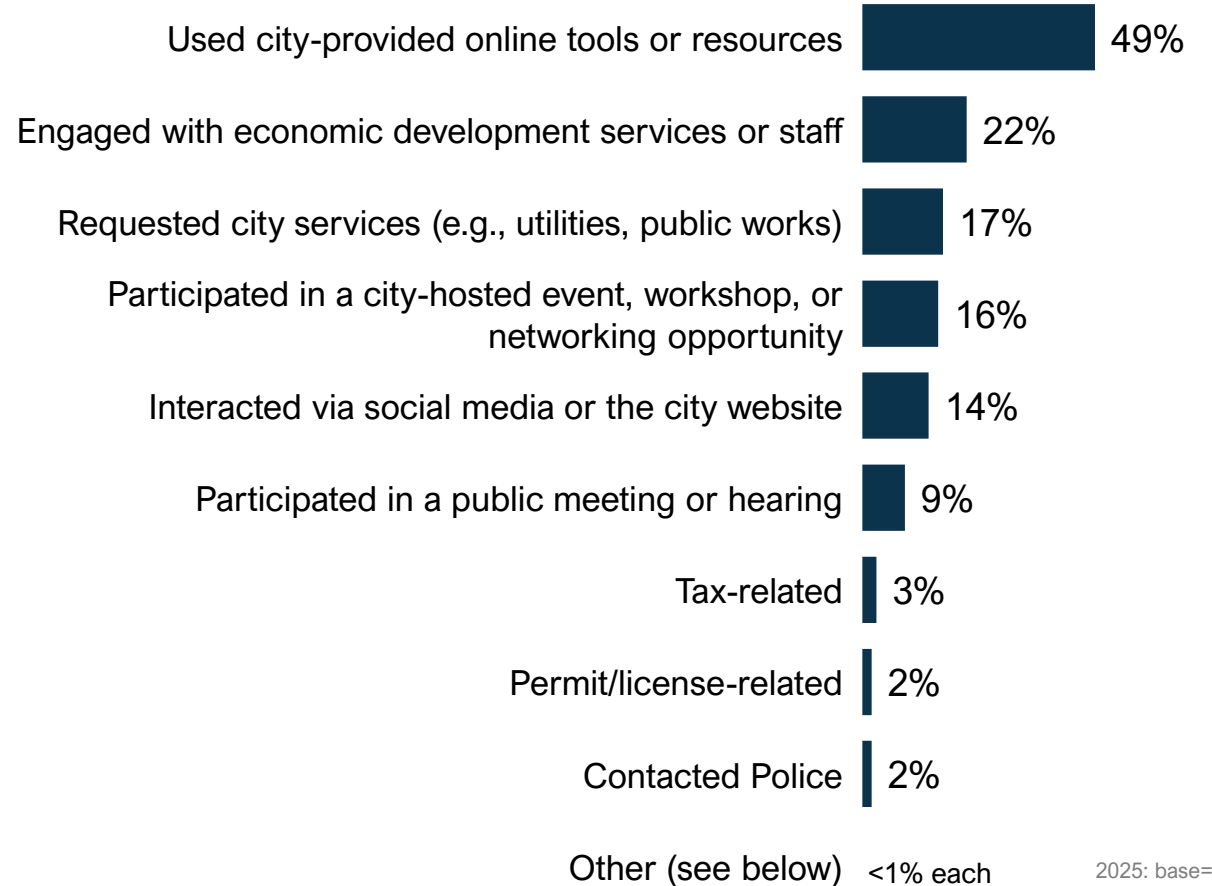
Most respondents interacted via the City’s online tools and resources (49%), while about one-fifth engaged with economic development services (22%) or requested city services (17%).

64%

Have interacted with the City of Arvada in the past 12 months

Compared to the 46% rating in 2023 and 51% in 2021

“In what ways have you recently interacted with the city?”



2025: base=316

Sample of Other mentions

*Applied for grant
Audit
Fire inspection
Hosted BID meetings*

*Taste of Arvada
Tree code compliance for client
Visited the office on Ralston
Emailed and met in person*

*Organized volunteer events
Register business
Talked directly with City personnel*

Interactions With Arvada

Among the various types of businesses surveyed, those in retail/service and commercial office locations were significantly more likely to interact with the City of Arvada this year, at 73% and 58%, respectively, with 20+ percentage point increases for both from 2023. Retail/service-oriented companies typically only used the tools and resources provided by the City (64%), significantly more than other types of businesses. The smallest companies (those with just one employee) and the largest companies (10+ employees) were also much more likely to interact this year than in 2023, small companies working with online tools and larger companies working more with the city in a variety of ways (using economic development services, participating in events, requesting city services and social media/website interaction).



Business Space



Years in Business



Number of employees



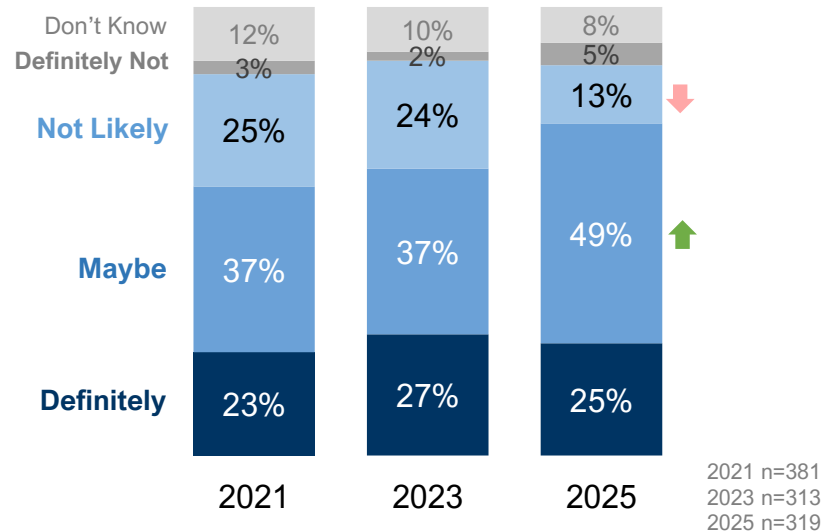
Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ | |
|--|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----------|-----------|-----------|------------|------------------|-----------------|-----------|--|
| Interacted with city | 73% (+22) | 58% (+25) | 46% (-2) | 52% (+1) | 60% (0) | 52% (+11) | 81% (+38) | 56% (+14) | 69% (+27) | 62% (+15) | 39% (-10) | 76% (+27) | 63% (+20) | 53% (-7) | 68% (+19) | |
| Reasons for Interacting | | | | | | | | | | | | | | | | |
| Used city-provided online tools or resources | 64% | N/A | N/A | N/A | 42% | 36% | 64% | 36% | 75% | 23% | N/A | 31% | 65% | N/A | N/A | |
| Engaged with economic development services or staff | 13% | N/A | N/A | N/A | 18% | 31% | 14% | 36% | 6% | 22% | N/A | 45% | 10% | N/A | N/A | |
| Requested city services (e.g., utilities, public works) | 11% | N/A | N/A | N/A | 21% | 25% | 4% | 32% | 4% | 13% | N/A | 36% | 7% | N/A | N/A | |
| Participated in a city-hosted event, workshop, or networking opportunity | 9% | N/A | N/A | N/A | 23% | 27% | 6% | 17% | 7% | 16% | N/A | 31% | 13% | N/A | N/A | |
| Interacted via social media or the city website | 11% | N/A | N/A | N/A | 19% | 21% | 6% | 22% | 9% | 14% | N/A | 27% | 13% | N/A | N/A | |
| Participated in a public meeting or hearing | 7% | N/A | N/A | N/A | 2% | 14% | 5% | 20% | 2% | 9% | N/A | 15% | 5% | N/A | N/A | |
| Other | 11% | N/A | N/A | N/A | 26% | 29% | 14% | 27% | 13% | 37% | N/A | 24% | 15% | N/A | N/A | |

Help from Arvada

“Do you believe the City of Arvada can help you and your business?”

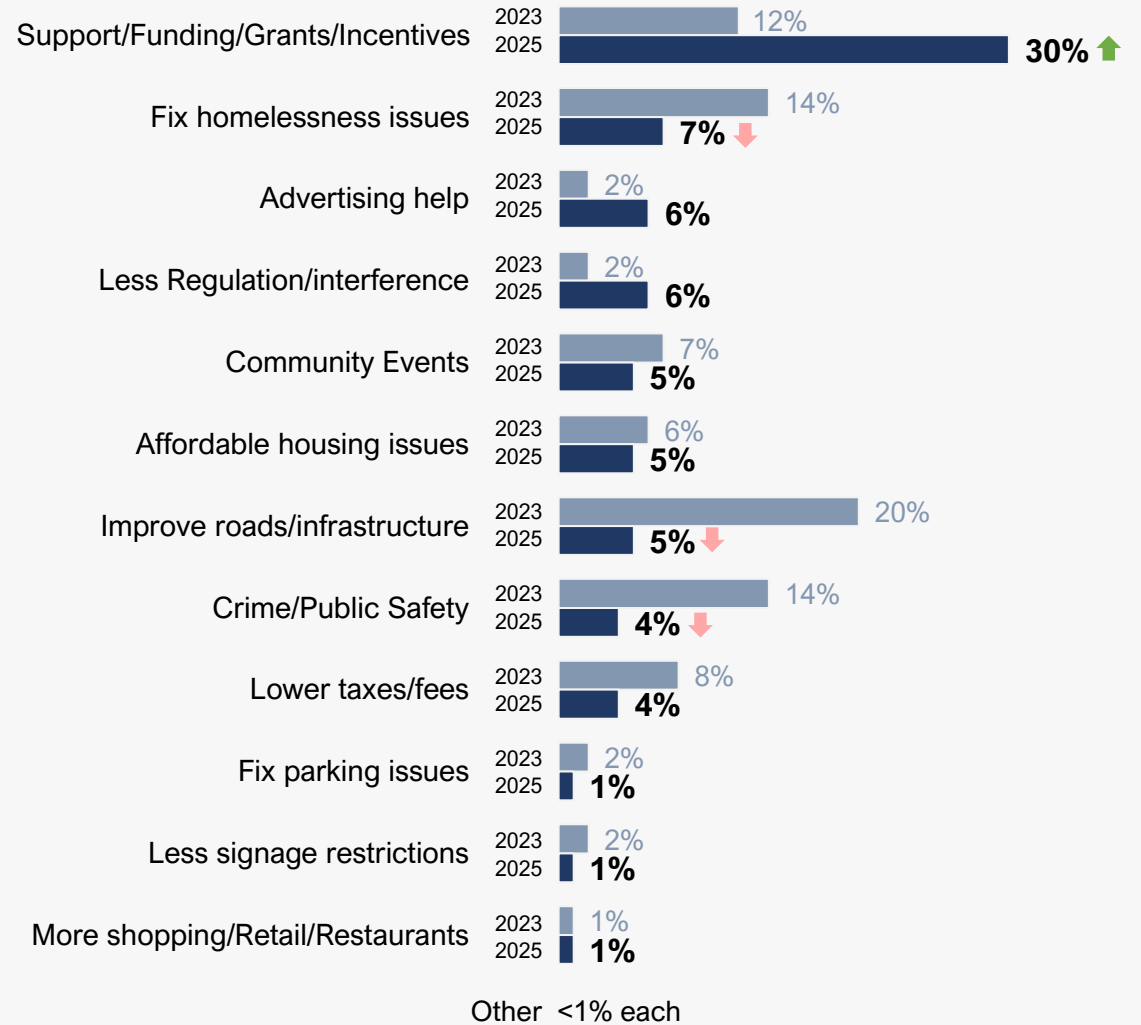


Optimism among respondents that the City of Arvada can help them and their business improved this year, now at 74% (top-two box rating) compared to 64% in 2023 and just 60% in 2021. Those who feel Arvada is “not likely” to help them dropped by nearly half as well, from 24% in 2023 to now just 13%.

When asked how the City can help them, some key declines in comments stand out, with significant drops for homelessness, crime and road/infrastructure construction, indicating concern about these issues may be lessening, with each now only at about 5% of comments compared to at least 14% in 2023. Support and funding/grant opportunities are now the most requested (30%).

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

(compiled from comments)



2023: base=123
2025: base=320

Specific Comments

Below are a sample of respondent comments about what could help them and their businesses be more successful.

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

Support/ Funding/ Grant/ Incentives

“As Federal support is withdrawn from our communities it's very important for local leaders to work with state & regional government to keep (fund) the programs we already have. I don't expect much expansion during this time, but I hope to see vigorous support for our Arvada community and businesses so we don't slide backward.”

“More help promoting smaller local businesses over larger scale businesses, almost all of the spotlight seems to be on larger businesses that are interested in moving to/relocating to Arvada.”

“More support, not just communicating when our taxes are due or we messed something up.”

“Continue the support and grow the partnership we have!”

“It would be awesome if the city could provide more support to online businesses.”

“More involvement in long term and new businesses.”

“Additional supports to businesses outside of Olde Town.”

“More grants or classes on running the business smoothly within Arvada.”

“More support for retail and family friendly events.”

“Local business incentives and tax guidance, resources or workshops to help businesses navigate local tax compliance, especially with changing sales and use tax regulations, would be extremely valuable. Networking and Collaboration Opportunities – More opportunities for local businesses to connect, share best practices, and collaborate, such as meetups, expos, or co-sponsored events, would foster stronger community partnerships and innovation.”

“Continued support/options to encourage property and business development.”

“A focus on how to build a very small start up business. Most of the city's focus is on established businesses and I struggle to hire my first employee because the requested pay rate is so high. I feel like most resources are not available to help someone like me, and to become a part of the Arvada's small business community, it would be another fee I would have to pay to get the community support I am looking for with no guaranteed return.”

Specific Comments

Below are a sample of respondent comments about what could help them and their businesses be more successful.

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

Other Ways to Support Businesses

“Leadership more aligned with the current Federal Government and its objectives so we are seen as favorable for Federal grants and opportunities.”

“For an artist like me, I want to see the city invest in local artists - for painting murals, hiring for art events, etc. I understand the need to support all metro artists, but for being one in Arvada, I am invisible to my own community. We also need access to affordable spaces as artists, and the city should look into providing unused spaces as affordable options for artists.”

“A better variety of businesses and attractions to Old Town. It isn’t a destination that keeps people coming back. There are too many restaurants and not enough activities to keep someone there all day and wanting to come back many times.”

“Help to streamline land development process. I would love for the city employees to become more pro business and not treat developers like we have unlimited funds. I am not a large developer, but I do know that large developers have an easier time obtaining the necessary approvals for their project. The smaller developers seem to always be told no. I know for a fact that when Amazon was trying to build in Arvada, their process was expedited compared to my smaller project.”

“Stop raising minimum wages! It just raises all businesses cost of goods! Young kids (20 to 35 years old) can't afford to live in Colorado anymore! Too many are moving away! That's our employee base.”

“Promotional opportunities with emphasis on the healthcare community. Also, opportunities to meet other healthcare organizations to help with networking and referrals.”

“I wish Arvada was more inclusive and welcoming to more diverse visitors (young adults, families, etc.). I see it more in the general public and residents, but I don't see the City standing up against intolerance.”

“A better commercial recycling program, updated web UI interfaces for licensing and taxes.”

“The city needs an Urban Ag water program like Boulder, Denver, Westminster, and Aurora. Currently, Arvada is penalizing urban farms for water usage by treating them like residents. They are crippling them by not charging them a base rate or giving them a water allowance. I think the city needs to do some pilot programs with small farms in the area if they want to be a leader in the urban ag and sustainability space.”

Specific Comments

Below are a sample of respondent comments about what could help them and their businesses be more successful.

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

Other Ways to Support Businesses

“Encourage and invest in small business at least as much as national chain, private equity funded businesses. Reduce red tape, regulations, etc. for small businesses. Reduce costs associated with growth, etc. Think about homelessness from a family and business perspective. Reduce amount of apartment/multifamily building in favor of more single-family building.”

“Replace the awful Broken Tracks sculpture in Olde Town with an appropriate sculpture that represents Arvada history.”

“A safer, cleaner city. Better attention to traffic flow on major streets. Fewer massive apartment complex developments and low-income housing projects. (not trying to be insensitive but the city is already too crowded)”

“More business happy hours/connection points for b2b.”

“Lower the rent for businesses. My rent has doubled in 10 years but is still the same place. Put back the thru streets in downtown. The pandemic ended years ago. Customers have a hard time finding the business due to closed streets. We don't even know what new businesses are downtown due to the closed streets.”

“Maybe work with the Chamber of Commerce to create some networking events that feature small businesses?”

“My business is dependent on the availability of quality and affordable insurance products. Right now, we're seeing an unprecedented increase in home and auto insurance premiums not only in Arvada, but statewide. We are to the point where it has become unaffordable for many homeowners to continue to live here and have moved out of state. The DOI refuses to put many restrictions on rate increases for fear that carriers will leave the state and cause a collapse of available home insurers. We need to encourage home insurers to come up with a better way to mitigate the cost of hail claims other than higher wind/hail deductibles and/or scheduled roof payment endorsements. For example, allowing the homeowner to select the amount of coverage for their roof they'd like to purchase. This issue is not specific to Arvada but will continue to hinder the growth and prosperity of all.”

“Technical skills training.”

“Local Business Incentives and Tax Guidance, Resources or workshops to help businesses navigate local tax compliance, especially with changing sales and use tax regulations, would be extremely valuable. Networking and Collaboration Opportunities – More opportunities for local businesses to connect, share best practices, and collaborate, such as meetups, expos, or co-sponsored events, would foster stronger community partnerships and innovation.”

Help from Arvada

Approximately eight out of ten retail/service or commercial locations believe the City can help them succeed, the highest among the various business types. Retail/service businesses are most likely to seek out support, especially for funding and grants, as are sole proprietorships and businesses with lower annual revenues (<\$500K/year). Commercial businesses are more likely to look for help with crime and issues with the unhoused, along with affordable housing help.



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/ Service | Commercial Office | Home- Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|------------------------------|--------------------|----------------------|----------------|--------------------------|----------------------|------------------|-------------------|---------------------|----------|-----------|-----------|---------------|---------------------|--------------------|-----------|
| Believe city can help | 80% (+8) | 76% (+31) | 60% (-1) | N/A | 78% (0) | 73% (-1) | 83% (+31) | 61% (+9) | 77% (+5) | 64% (+5) | 78% (+28) | 78% (+7) | 75% (+6) | 80% (+31) | 76% (+13) |
| Support/Funding/Grants | 51% | 16% | 12% | N/A | 21% | 20% | 55% | 12% | 50% | 17% | 7% | 22% | 41% | 8% | 20% |
| Fix homelessness issues | 9% | 11% | 5% | N/A | 6% | 11% | 4% | 10% | 2% | 10% | 12% | 12% | 4% | 13% | 12% |
| Advertising help | 6% | 4% | 7% | N/A | 10% | 6% | 2% | 8% | 8% | 3% | 4% | 6% | 6% | 5% | 5% |
| Less Regulation/interference | 6% | 0% | 0% | N/A | 3% | 7% | 2% | 12% | 2% | 5% | 4% | 14% | 3% | 0% | 14% |
| Community Events | 3% | 4% | 7% | N/A | 15% | 5% | 1% | 2% | 3% | 6% | 6% | 5% | 5% | 4% | 3% |
| Affordable housing issues | 3% | 10% | 2% | N/A | 5% | 3% | 7% | 5% | 2% | 3% | 8% | 11% | 4% | 11% | 6% |
| Improve roads/infrastructure | 3% | 3% | 6% | N/A | 5% | 4% | 3% | 8% | 2% | 5% | 8% | 8% | 3% | 8% | 8% |
| Crime/Public Safety | 3% | 11% | 0% | N/A | 3% | 6% | 3% | 3% | 1% | 3% | 9% | 7% | 2% | 6% | 8% |
| Lower taxes/fees | 3% | 5% | 2% | N/A | 1% | 9% | 1% | 6% | 3% | 4% | 3% | 7% | 3% | 0% | 7% |
| Fix parking issues | 1% | 4% | 0% | N/A | 4% | 1% | 1% | 0% | 0% | 1% | 3% | 3% | 0% | 0% | 1% |
| Less signage restrictions | 2% | 0% | 0% | N/A | 3% | 1% | 1% | 0% | 1% | 0% | 2% | 1% | 1% | 0% | 0% |
| Shopping/Retail/Restaurants | 0% | 0% | 7% | N/A | 2% | 0% | 0% | 3% | 0% | 2% | 2% | 0% | 1% | 3% | 0% |

* N/A indicates insufficient sample sizes to report out

General Perceptions of AEDA

Takeaways

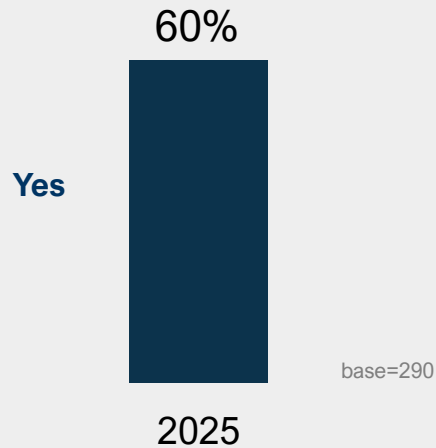
- Six out of ten respondents are familiar with AEDA, with three out of ten familiar with the organization's offerings.
- Among those aware of AEDA, their impression of it declined this year, marking the second consecutive decline in top-box ratings.
- Fewer respondents indicate having interacted with AEDA recently, but the ones who did provided improved interaction ratings compared to 2023. Respondents are often looking for more outreach from the organization and potentially help with funding and promotion.
- Smaller organizations with lower annual revenues are most likely to desire more outreach from AEDA, while younger businesses and those with 10 or more employees are interested in other offerings, such as funding/grant opportunities or promotional efforts.
- AEDA's communications are not currently a top source for information about Arvada for business respondents, offering plenty of room for growth in this area.



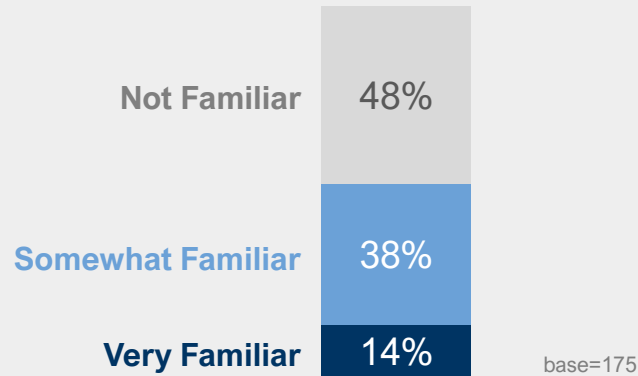
AEDA Familiarity and Impressions

Six out of ten respondents (60%) are familiar with AEDA, with half of those at least “somewhat” familiar with AEDA’s programs (71% of *all* respondents were unfamiliar with AEDA’s offerings). Unlike many other metrics in this year’s survey which have improved this year compared to 2023, overall impression of AEDA declined in top-box ratings of “excellent” for the second consecutive year. In 2021, top-box ratings were 21%, then 17% in 2023 and now 13%. About four out of ten respondents who are aware of AEDA (37%) have at least a “good” impression of the organization.

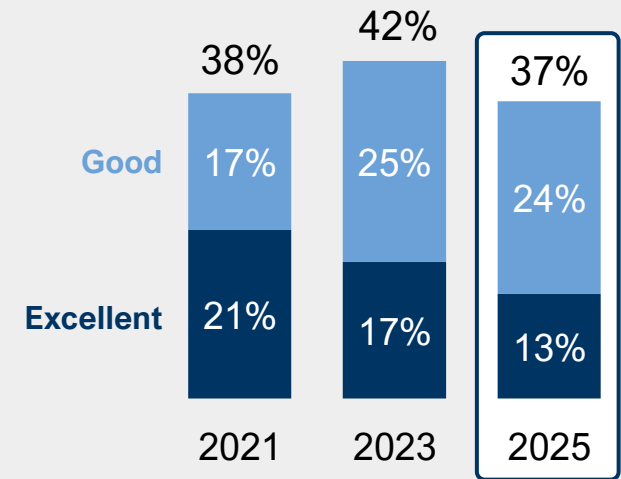
“Are you familiar with the Arvada Economic Development Association (AEDA)?”



“How familiar are you with the programs that AEDA offers to Arvada businesses (e.g. development assistance, incentives, grants, revolving loan fund, partnership referrals, etc.)?”



“How would you describe your overall impression of AEDA?”



2021: base=211
2023: base=151
2025: base=175

Business Space

Years in Business

Number of employees

Recent Annual Revenue

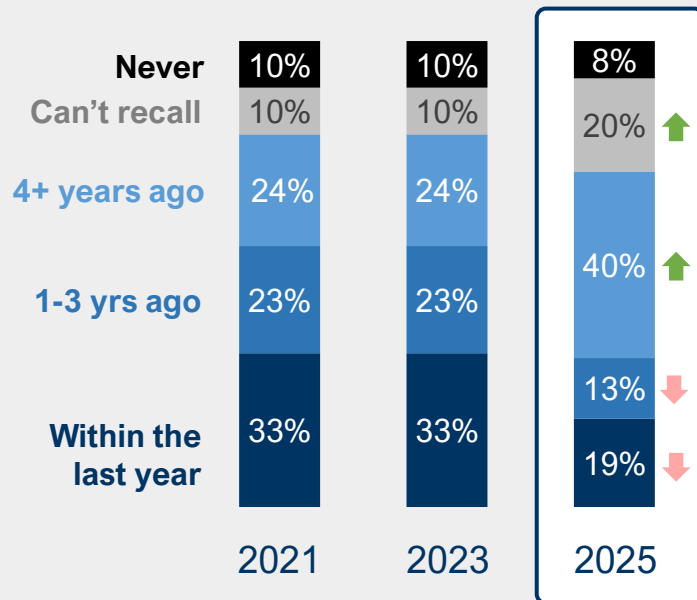
2025 % (change from 2023 if available)

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|------------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----------|--------|-----------|------------|------------------|-----------------|-----------|
| Familiar with AEDA | 72% | 53% | 53% | 47% | 41% | 38% | 80% | 74% | 67% | 48% | 60% | 58% | 63% | 53% | 59% |
| Familiar with programs | 36% | N/A | N/A | N/A | N/A | N/A | 24% | 78% | 27% | N/A | 78% | 81% | 35% | N/A | 72% |
| Impression | 22% (-10) | N/A | N/A | N/A | N/A | N/A | 19% (+1) | 42% (+18) | 18% (-18) | N/A | 66% (+44) | 61% (+25) | 24% (-10) | N/A | 55% (+18) |

AEDA Interactions

Despite the lower impression rating of AEDA, among those who have interacted with AEDA, three-fourths (75%) rated their interactions as “excellent” or “good,” which marks an increase of six points over 2023. However, these interactions have been less frequent recently, with only 19% of respondents who are aware of AEDA having interacted with it in the past year (compared to 33% in 2023) and just 32% in the past three years compared to 56% in 2021 and 2023. One out of ten aware of the organization have never interacted with it. Those who have are typically seeking information and looking for resources (42%), while one out of ten are looking into either grants (12%), events, workshops or classes (7%).

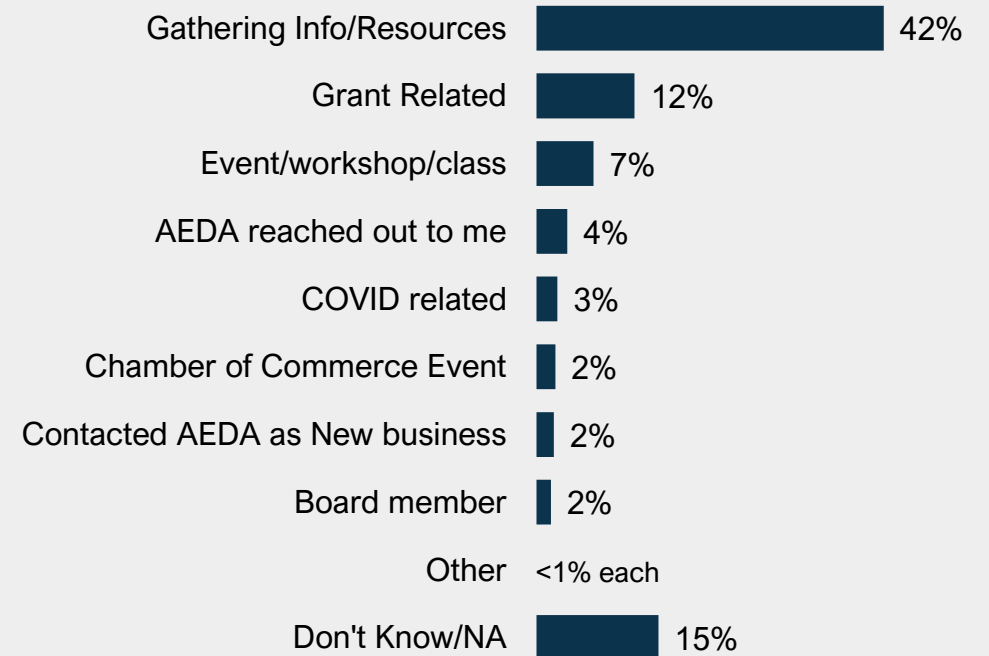
“When was the last time you interacted with AEDA?”



75%
 Rated their interaction as
 “Excellent” or
 “Good”

Compared to the 69% rating in 2023

Top Reasons for Interacting with AEDA



2021: base=211
 2023: base=151
 2025: base=174

2025: base=147

Specific Comments

Below are a sample of respondent comments about respondents' AEDA interactions.

“What was your reason(s) for interacting with AEDA?”

“We were awarded a community service award, and I got to be in a video about it:) We also applied for grants for signage for our early learning center and resource center. AEDA staff have attended our grand openings and groundbreakings”

“We attended the AEDA Business Award Breakfast last year and then met with some of the board members post event discuss how the AEDA could help with some of our business needs.”

“Saw a grant opportunity and inquired about it. Home-based businesses were not eligible.”

“Members of AEDA came to visit our business and have a tour.”

“We meet at least annually if not more to discuss the state of the union in our world and what they can do to assist.”

“I was curious about what AEDA had to offer me when I moved to the city in 2019. However, I didn't feel there was much to offer my business at the time.”

“We received a grant for outside improvements.”

“I owned a coffee shop in olde town. AEDA scheduled several events with outside vendors that were in direct competition for the business of the coffee shop so during what could have been a very successful week with the olde town events for the business, outside vendors were set up that took most of the business away from the local operators. When I spoke with AEDA, it had never even occurred to them that outside vendors would negatively impact local business during the week's special events.”

“AEDA attended a planning meeting for a new development.”

“We participated in the beverage manufacturers' roundtable last week.”

“Inquiring about an updated map of commercial spaces under construction and what businesses are going in. Most commercial developers lack signage when under construction. I was directed to the permit site which was helpful.”

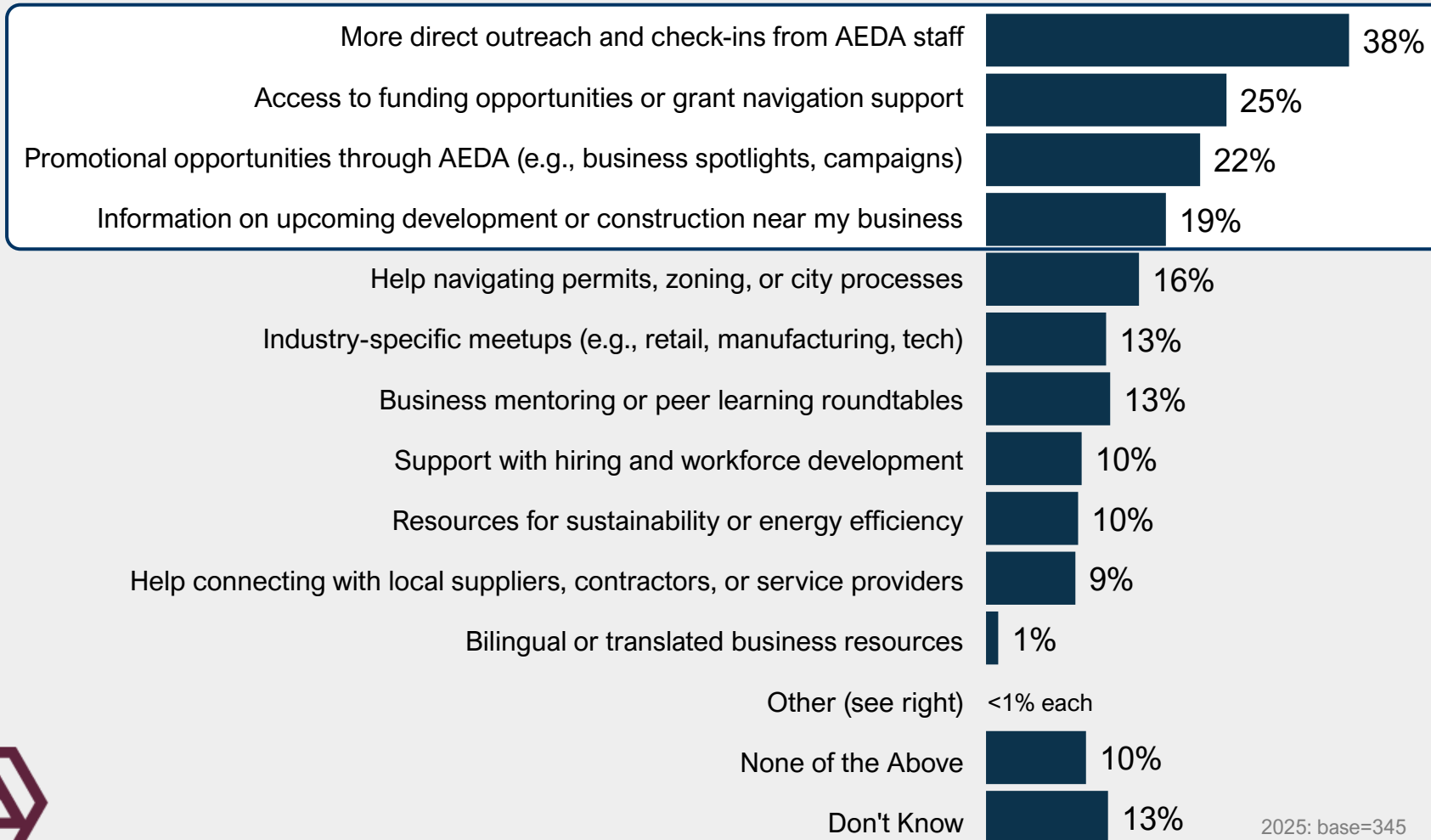
“Grant funding for marketing to prospective employees and for funding to train our current employees for higher retention.”

“Our lease will be up in a year and the owners of the building are planning to sell. We met to discuss commercial options in Arvada.”

Help from AEDA

From the list provided below to respondents, they were most likely to say that they would like to see AEDA reach out directly more often and check-in with them, at four out of ten (38%). At least one out of four would like access to funding opportunities or grant help (25%), promotional opportunities (22%), or information about potential construction disruptions to their business (19%).

“What other programming would you like to see from AEDA to help your business succeed?”



Other mentions

Tax reduction assistance

Marketing is the biggest pain point in our business

Access to billboards for local businesses

Information about opportunities like farmer market signups or a bulletin with those listings

Drop DEI, promote small business, end incentives for Walmart, etc.

Less urban renewal that only supports targeted groups or issues.

2025: base=345

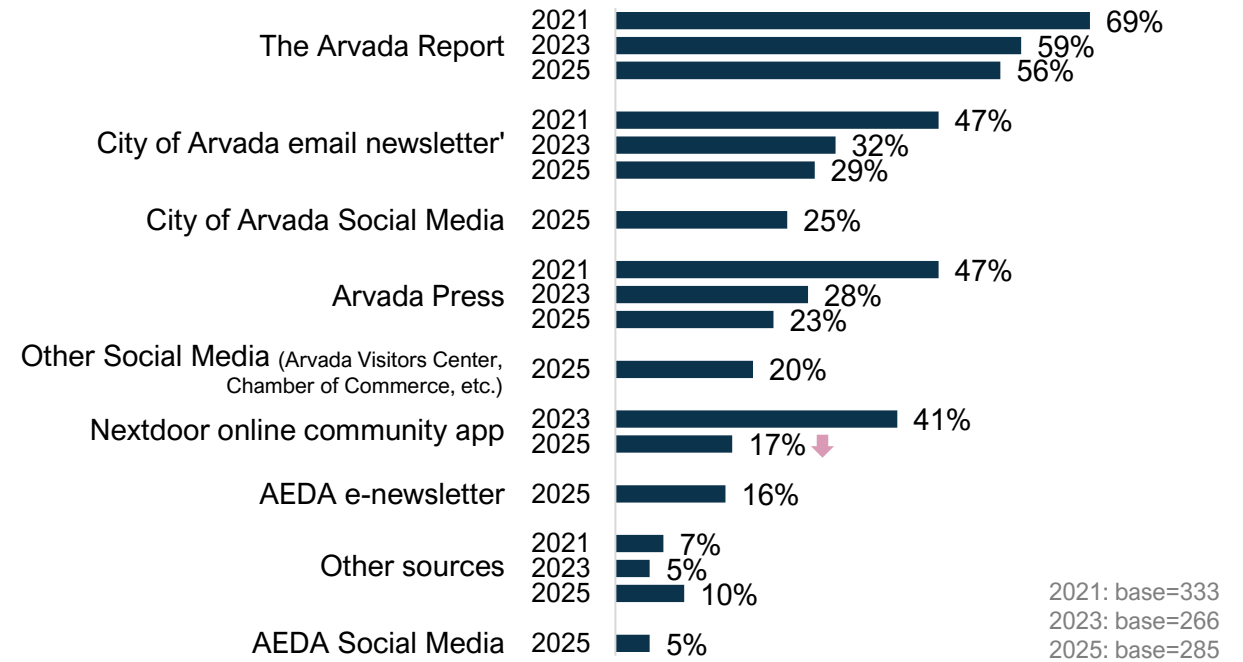


News Sources

The Arvada Report continues to be the news source of choice for Arvada-related news among respondents. However, this, along with most other information sources have declined in readership over time. The Arvada Report has fallen 13 points since 2021 (now 56%), while the City of Arvada Newsletter and the Arvada Press have each decline by about 20 points during this time. The Nextdoor App had the only statistically significant decline since 2023, down 24 points to now 17%. The new additions this year, the AEDA e-newsletter and AEDA social media, were mentioned by 16% and 5% as information sources, respectively. While many of these have declined, respondents provided little information about other sources where they obtain information about Arvada, with only word of mouth standing out among the “other” responses (3%).

Compared to 2023, the Arvada Report stands out among retail/service locations, while Nextdoor app usage increased among business with the highest (\$1M+) annual revenues.

“How do you get news or information about what is happening in Arvada?”



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/ Service | Commercial Office | Home-Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or more | Less than \$500K | \$500K to <\$1M | \$1M+ |
|---------------------------------|-----------------|-------------------|------------|-----------------------|-------------------|---------------|----------------|------------------|-----------|-----------|-----------|------------|------------------|-----------------|-----------|
| The Arvada Report | 65% (+18) | 50% (-21) | 82% (+11) | N/A | 38% (-1) | 41% (-11) | 76% (-1) | 60% (-12) | 73% (+10) | 44% (-19) | 43% (-8) | 44% (-12) | 67% (+6) | 36% (-29) | 44% (-11) |
| City of Arvada email newsletter | 25% (-19) | 31% (-3) | 25% (-11) | N/A | 25% (-12) | 43% (-11) | 13% (-13) | 39% (-4) | 15% (-25) | 36% (+2) | 53% (-1) | 33% (-3) | 23% (-15) | 37% (-5) | 36% (-5) |
| City of Arvada Social Media | 22% (N/A) | 32% (N/A) | 27% (N/A) | N/A | 25% (N/A) | 34% (N/A) | 12% (N/A) | 35% (N/A) | 19% (N/A) | 28% (N/A) | 24% (N/A) | 36% (N/A) | 24% (N/A) | 25% (N/A) | 27% (N/A) |
| Arvada Press | 12% (-9) | 33% (+9) | 56% (+3) | N/A | 27% (0) | 28% (-10) | 11% (-8) | 33% (-9) | 22% (-22) | 28% (-2) | 24% (-3) | 22% (+4) | 26% (-13) | 29% (+4) | 15% (+1) |
| Other Social Media | 13% (-27) | 21% (-14) | 20% (-32) | N/A | 18% (-27) | 33% (-8) | 10% (-44) | 22% (-10) | 14% (-32) | 26% (-17) | 16% (-19) | 29% (-10) | 18% (-28) | 30% (-19) | 21% (+1) |
| Nextdoor app | 12% (-4) | 23% (-8) | 26% (-21) | N/A | 15% (-6) | 17% (-9) | 13% (-17) | 27% (+3) | 12% (-21) | 16% (-15) | 30% (+17) | 19% (+7) | 13% (-19) | 18% (+1) | 24% (+16) |
| AEDA e-newsletter | 10% (-25) | 24% (-12) | 12% (-12) | N/A | 17% (-7) | 20% (-19) | 6% (-12) | 26% (-1) | 8% (-20) | 12% (-7) | 28% (-11) | 25% (-3) | 12% (-14) | 21% (-21) | 21% (-7) |
| AEDA Social Media | 4% (N/A) | 4% (N/A) | 5% (N/A) | N/A | 2% (N/A) | 5% (N/A) | 2% (N/A) | 11% (N/A) | 3% (N/A) | 4% (N/A) | 5% (N/A) | 9% (N/A) | 3% (N/A) | 5% (N/A) | 8% (N/A) |

* N/A indicates insufficient sample sizes to report out

Specific Issues in Arvada

Key Insights

- Respondents are most likely to praise the City of Arvada for maintaining efficient and effective services for everyone. Additionally, ratings regarding keeping the city safe from crime have improved after declining in 2023.
- About four out of ten participants feel Arvada promotes a good business environment and adapts well to businesses needs. However, transportation continue to hold lower ratings.
- There was a significant increase in businesses impacted by the unhoused, typically citing safety concerns for both customers and employees, as well as property damage. Respondents feel this issue is getting worse and the City is not doing enough to combat it. Retail and service-oriented companies, as well as industrial/warehouse locations, typically those with more employees and revenue, were more likely to be impacted by issues among the unhoused.



Service Ratings

When asked about the performance of the City of Arvada on the services shown to the right, only two received top-two box ratings over 50% (“extremely” + “very well”): maintaining efficient and effective services for doing business in Arvada (60%) and maintaining a city that is safe from crime (52%). The crime-oriented attribute declined significantly in 2023 but surged this year to its highest rating-to-date.

Among the other services, promoting an attractive and supportive business environment (41%), adapting to changing business needs (39%) and maintaining/expanding the city’s transportation (33%) were mentioned by fewer participants. However, the highest rating of “extremely well” occurred on the attribute about promoting an attractive and supportive business environment, albeit at 14%.

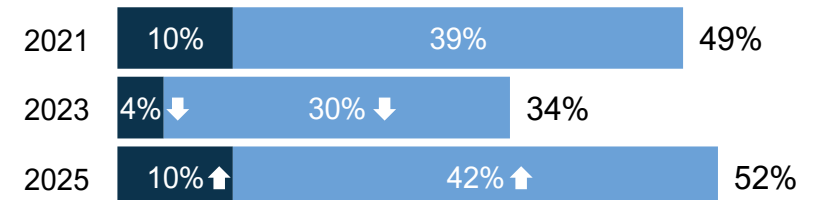
No top-box rating of “extremely well” reached 15%, similar to the past two surveys.

“How well do you think the City of Arvada is providing the following services to the business community?”

Maintaining **efficient and effective services for doing business in Arvada** (e.g., police services, ticket enforcement, criminal prosecution)



Maintaining a city that is **safe from crime** (e.g., police services, ticket enforcement, criminal prosecution)



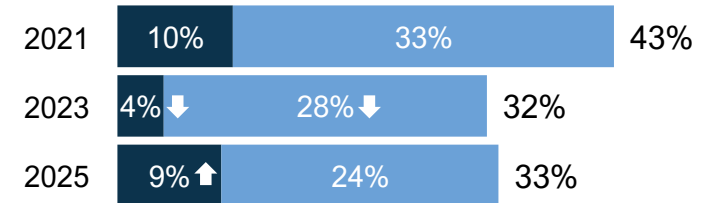
Promoting an attractive and supportive **business environment** and enhancing operations to better meet business needs



Adapting to changing business needs



Maintaining and expanding the city’s **transportation** network (such as road maintenance, traffic signaling, bike and pedestrian pathways, etc.)



2021: base=~398
2023: base=~267
2025: base=~251



Service Ratings

Retail/service, sole proprietorships and businesses with annual revenues less than \$500K are most likely to rate the City of Arvada highest for providing efficient and effective services, being safe from crime and creating a positive business environment.

Commercial offices, businesses with 10 or more employees and those with the highest annual revenues are more likely to rate it highly for maintenance and expansion of its transportation services.

Businesses with the highest revenues (\$1 million or more) rate the City of Arvada significantly lower for keeping the same from crime, and are less likely to say it creates a positive business environment, demonstrating a possible areas of opportunity.



Business Space

| 2025 % (change from 2023) % Extremely + Very Well | Retail / Service | Commercial Office | Home-Based | Industrial / Warehouse |
|--|------------------|-------------------|------------|------------------------|
| Efficient Services | 73% (N/A) | 48% (N/A) | N/A | N/A |
| Safe from Crime | 61% (+10) | 52% (+21) | N/A | N/A |
| Business Environment | 42% (N/A) | 32% (N/A) | N/A | N/A |
| Adapting to Needs | 33% (N/A) | 40% (N/A) | N/A | N/A |
| Transportation | 23% (-7) | 36% (+19) | N/A | N/A |



Years in Business

| | Less than 3 years | 3 to 10 Years | 11 to 19 Years | 20 or more years |
|----------------------|-------------------|---------------|----------------|------------------|
| Efficient Services | 65% (N/A) | 60% (N/A) | 71% (N/A) | 41% (N/A) |
| Safe from Crime | 55% (+1) | 41% (-12) | 70% (+31) | 34% (-8) |
| Business Environment | 56% (N/A) | 38% (N/A) | 36% (N/A) | 38% (N/A) |
| Adapting to Needs | 39% (N/A) | 43% (N/A) | 39% (N/A) | 34% (N/A) |
| Transportation | 39% (+5) | 46% (+10) | 19% (-14) | 34% (+8) |



Number of employees

| | 1 | 2 to 4 | 5 to 9 | 10 or More |
|----------------------|-----------|-----------|-----------|------------|
| Efficient Services | 77% (N/A) | 56% (N/A) | 45% (N/A) | 42% (N/A) |
| Safe from Crime | 68% (+14) | 41% (-1) | 32% (-8) | 45% (-3) |
| Business Environment | 50% (N/A) | 44% (N/A) | 26% (N/A) | 40% (N/A) |
| Adapting to Needs | 39% (N/A) | 43% (N/A) | 27% (N/A) | 43% (N/A) |
| Transportation | 22% (-21) | 39% (+9) | 33% (+21) | 48% (14) |



Recent Annual Revenue

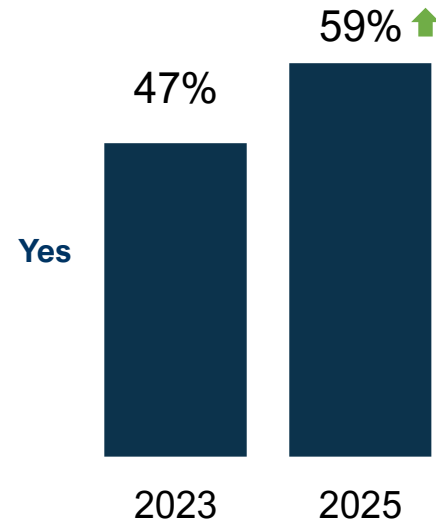
| | Less than \$500K | \$500K to <\$1M | \$1M+ |
|----------------------|------------------|-----------------|-----------|
| Efficient Services | 71% (N/A) | 40% (N/A) | 46% (N/A) |
| Safe from Crime | 62% (+16) | 32% (-7) | 36% (-18) |
| Business Environment | 49% (N/A) | 29% (N/A) | 34% (N/A) |
| Adapting to Needs | 41% (N/A) | 35% (N/A) | 39% (N/A) |
| Transportation | 30% (-2) | 32% (+5) | 41% (+8) |

* N/A indicates insufficient sample sizes to report out

Impacts of The Unhoused

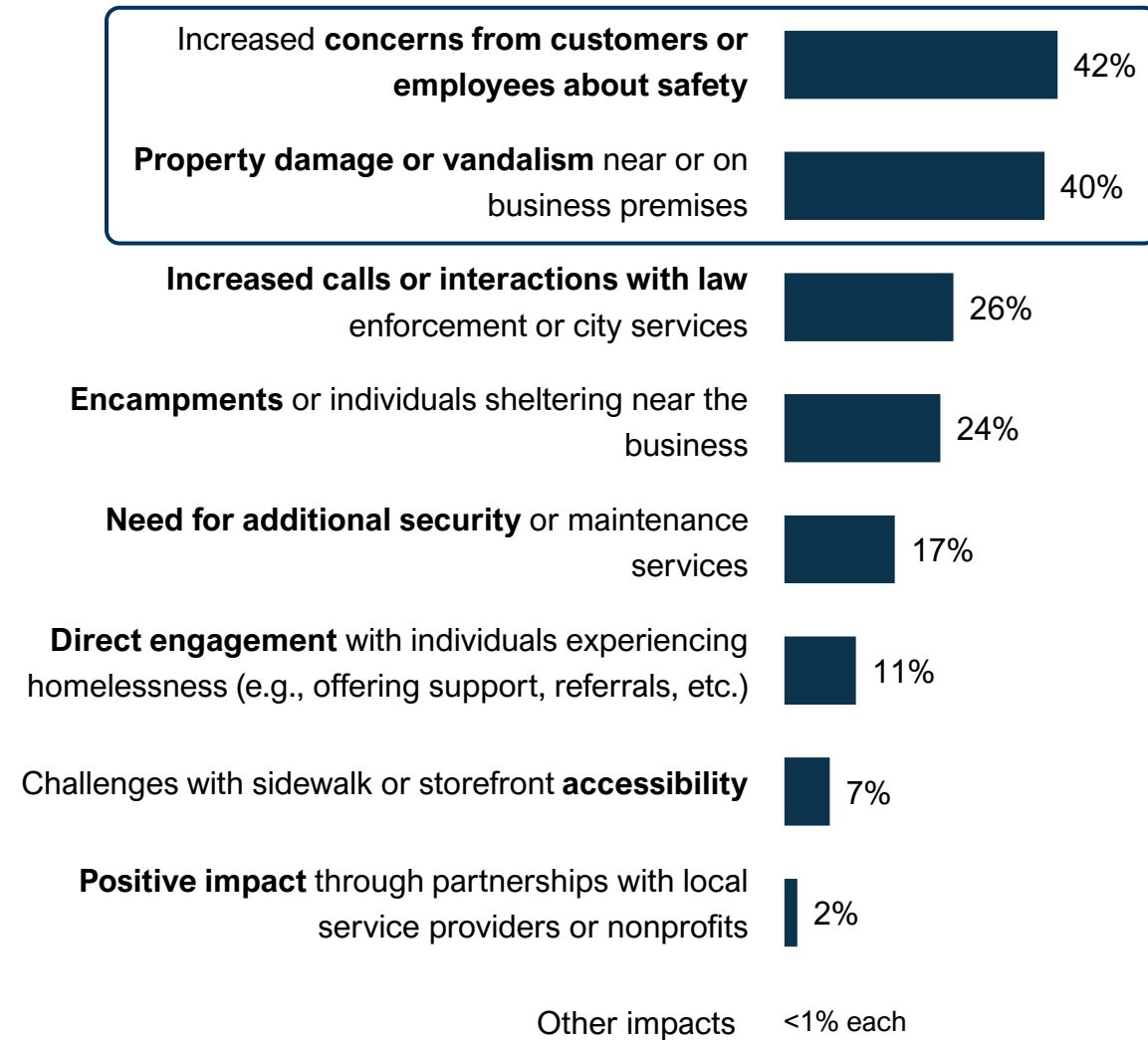
While fewer respondents this year said their business had been impacted by crime over the last 12 months than in 2023 (a decrease of 10 points to 25%), six out of ten respondents (59%) said homelessness had impacted their business. This marks a significant 12-point increase in those impacted, with concerns about customer and employer safety (42%) and property damage or vandalism (40%) being the most significant impacts.

“Has your business been impacted by homelessness within the past 12 months?”



2023: base=303
2025: base=312

Specific Impacts on Businesses



2025: base=312



Impacts of The Unhoused

The impact of the unhoused was higher among those in retail/service and industrial/warehouse businesses, as well as those with more employees and those with the highest annual revenues, all near or above 70%. Concerns about safety and property damage were highest for retail/service businesses (63% and 62%, respectively). Retail/service locations were also significantly more likely to mention needing to interact with police due to the unhoused (50%) along with sole proprietorships (40%) and business with annual revenues under \$500K (31%). Industrial/warehouse businesses, those with more employees and higher earning businesses were more likely to be impacted by encampments, the need for added security, and directly engaging with the unhoused.

 **Business Space**

 **Years in Business**

 **Number of employees**

 **Recent Annual Revenue**

2025 %

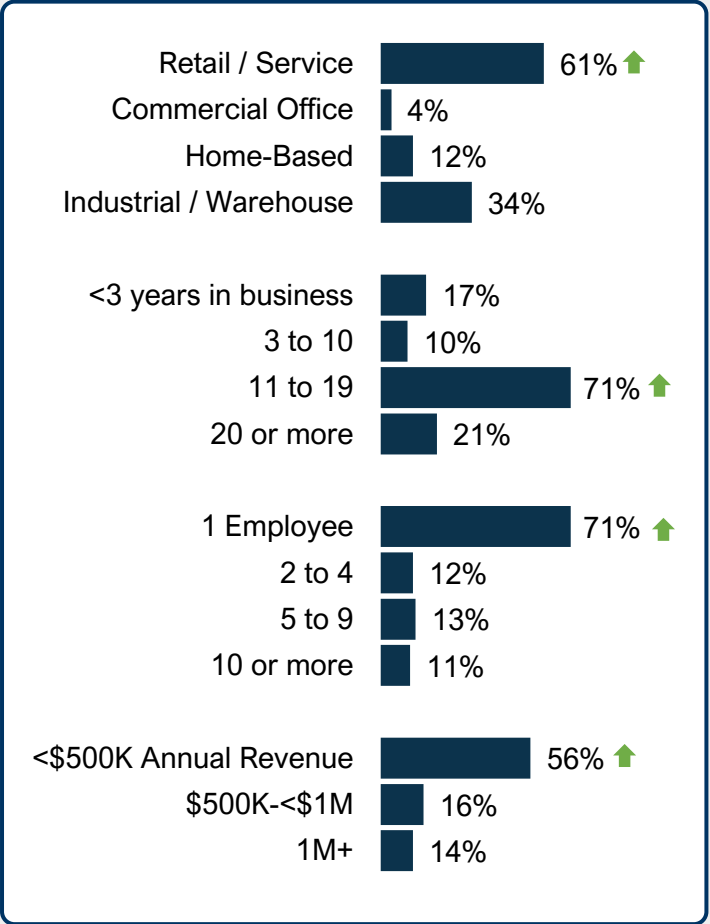
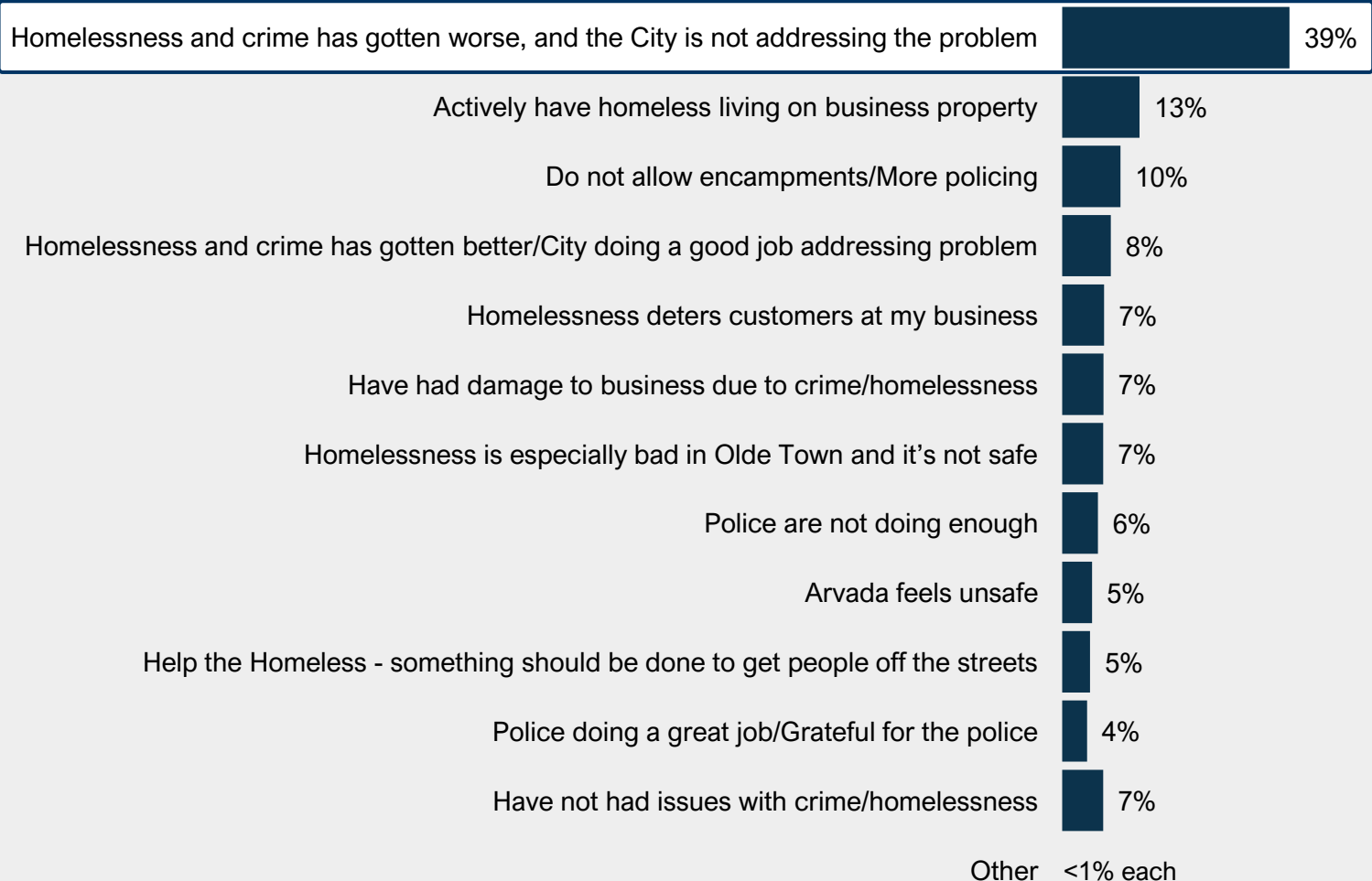
| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|------------------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----|--------|--------|------------|------------------|-----------------|-------|
| Impacted by Unhoused | 76% | 59% | 17% | 73% | 37% | 60% | 70% | 60% | 55% | 49% | 71% | 68% | 55% | 67% | 70% |
| Concerns about safety | 63% | 43% | 9% | 36% | 17% | 38% | 62% | 34% | 49% | 33% | 39% | 39% | 44% | 44% | 39% |
| Property damage | 62% | 33% | 2% | 37% | 15% | 30% | 59% | 44% | 43% | 27% | 42% | 48% | 38% | 40% | 47% |
| Calls/Interactions with law | 50% | 9% | 0% | 14% | 6% | 13% | 50% | 22% | 40% | 11% | 15% | 22% | 31% | 21% | 20% |
| Encampments | 23% | 31% | 6% | 45% | 20% | 32% | 13% | 34% | 6% | 30% | 46% | 35% | 14% | 44% | 37% |
| Need for additional security | 16% | 21% | 6% | 34% | 18% | 21% | 7% | 26% | 6% | 13% | 37% | 28% | 8% | 36% | 30% |
| Direct engagement | 11% | 8% | 5% | 8% | 7% | 21% | 6% | 9% | 1% | 15% | 17% | 22% | 5% | 21% | 21% |
| Business accessibility | 9% | 7% | 2% | 8% | 4% | 12% | 2% | 10% | 3% | 10% | 6% | 11% | 4% | 17% | 8% |
| Positive impact | 2% | 0% | 0% | 6% | 1% | 1% | 2% | 2% | 0% | 0% | 6% | 3% | 1% | 2% | 3% |
| Other impacts | 5% | 10% | 6% | 2% | 9% | 8% | 4% | 5% | 5% | 3% | 7% | 10% | 4% | 7% | 11% |

In Respondents' Own Words

Respondents were asked to provide their thoughts on crime and homelessness in Arvada. The majority of the comments stated that these issues have become worse and the City of Arvada is not doing enough to resolve them (39% of comments). Retail/service businesses, those with lower annual revenues (<\$500K) and sole proprietorships were most likely to feel this way, each above 60%. Additionally, one in ten (13%) said they have unhoused individuals living on their business property and that more should be done to disallow or remove encampments.

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

(compiled from comments)



Specific Comments

Below are a sample of respondent comments about respondents' thoughts on crime and the unhoused.

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

“I had a homeless person living in my crawl space for months! Cost me a lot of money to get it cleaned up.”

“Our required dumpster enclosure is often used by homeless (if we forget to lock it) and/or others as a restroom. The concrete wall separating our commercial space from the residential behind us has a small channel where we sometimes see camp evidence and/or trash from folks using it as shelter.”

“Graffiti, vagrancy and homelessness are on the rise. A number of our staff have had scary experiences with vagrants, particularly at night. Many homeless we encounter are reasonably stable and communicative, but there are many who defecate and pee on the property, and constantly leave trash and debris all over the property.”

“I know the homeless issue is an overwhelming problem for all of us but if it does not improve soon we will be forced to close/move our business.”

“The food bank across the street from the library directly impacts us in a negative way. Due to the loitering of homelessness, we have much more crime and vandalism and our employees do not feel safe. We have had to permanently lock our doors, so homeless individuals do not trespass and enter our property. This does not allow our customers and clients in, nor do they want to come to our office. Also, we have lost tenants due to the unsafe neighborhood.”

“Our mall stores continue to have break-ins from the homeless!”

“We have had homeless people camping out back in our parking lot, as well as coming into our business asking for water, food, or to use our outlets for phone charging.”

“It is unfortunate that the housing navigation center fell through. This population needs a one-stop shop for resources. We are sympathetic to their situation, but it is uncomfortable for our staff and the teen moms we serve when a homeless individual is walking through our parking lot, asleep on our sidewalk, running from police through our neighborhood/parking lot, or asking for help/handouts.”

“We are contributing a significant amount in sales tax to the city and the lack of support concerning security is making us consider moving.”

“I am virtually ready to lease a different office to get away from the homelessness. It cost me \$2500 in vandalism this year and scares my clients.”

“There has been a significant increase in transients' damage (trash, feces, damaged landscape, etc.) Near and around our property. The city has responded fairly quickly to assist but it still is an issue none the less.”

Specific Comments

Below are a sample of respondent comments about respondents' thoughts on crime and the unhoused.

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

“We no longer bring our children to Old town or nearby parks due to the safety concern. We were put in a very uncomfortable situation at the library with a homeless woman who was under the influence and tried to take my son from his sister. It is sad that Arvada is not what it used to be. Our families grew up here and our children attend schools in Arvada currently.”

“Please do something about it before it becomes like Denver! I am noticing it more and more.”

“Being a hotel, we have had car break-ins, cars stolen and homeless people walk into the lobby. This gives the perception that the town and the hotel is not safe. While I believe most people understand that this a huge issue for many cities/areas across the nation some guests are not very empathetic.”

“Would like to see more info being put out there about what to do and how to help the homeless we may come across while doing business or being out with our families in Arvada, and funding of more shelters and day services like food and showers for the homeless within Arvada.”

“We constantly are dealing with homeless individuals and there is no help from the law enforcement to mitigate the people who are making our business an uncomfortable space for our patrons.”

“We have had a lot of theft and loitering all over the area. I used to be able to leave the back of my work vehicle open for loading/unloading, etc. I don't dare do that now. I also won't deliver at night or to certain locations. Not safe for a female anymore.”

“The city must prosecute all property damage and theft crimes and then these crimes will magically disappear. Also, it seems like many of the homeless encampments have been dealt with but some remain, as do abandoned shopping carts, excessive litter and more on the sides of roads and under highway overpasses. Please, under no circumstances allow what they are currently allowing in Denver, which are people at intersections trying to wash car windows.”

“Continuing to allow encampments and individuals harassing businesses & patrons in Olde Town is detrimental for all, including the homeless. Businesses lose patrons, who choose to go somewhere else to avoid encampments and many homeless are clearly struggling with mental illness and addiction. Ignoring this is enabling their struggles, not helping them.”

“I know homelessness is an extremely difficult issue to tackle, with no quick fix. Addressing root causes would obviously be the best solution, albeit the slowest one. Providing wraparound services and keeping panhandlers away would be helpful. We have had to do extra cleanup due to encampments on our property. Which is not only an additional cost, it is also something that deters customers and even staff from wanting to work with us.”

Employee Housing

Key Observations

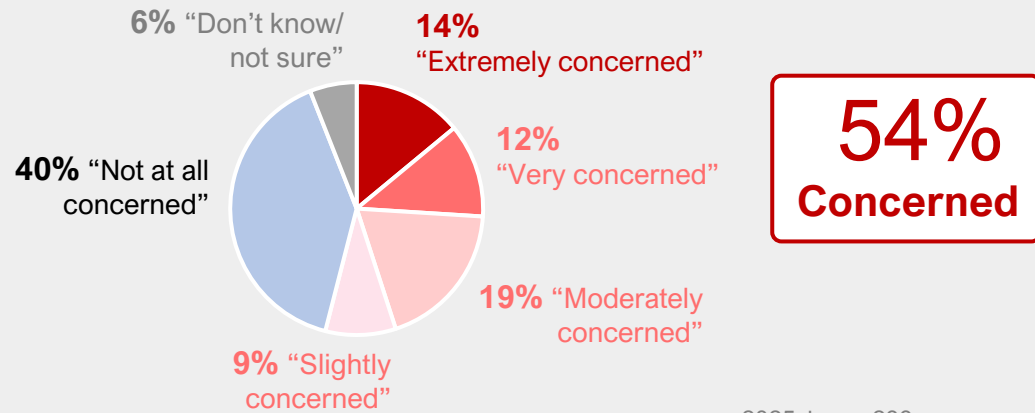
- Half of respondents are at least “slightly” concerned about affordable housing for their employees, with a quarter showing great concern about this. As expected, companies with the most employees are most likely to be concerned about affordable housing.
- A quarter of those surveyed felt recruitment and retention is more difficult than it was in 2023, and while 30% felt that affordable housing has an impact on recruitment and retention, which is more of a challenge for larger companies with revenues over \$1 million per year.
- One out ten businesses have taken steps to support workforce housing, ranging from employer-sponsored housing to relocation assistance.
- Just 3% said they would be open to investing in housing solutions for their employees, with policy or advocacy efforts topping the list of potential actions they might consider. Respondents were most likely to say government incentives and tax relief may help encourage their organizations to consider investing in this.



Affordable Housing Concerns

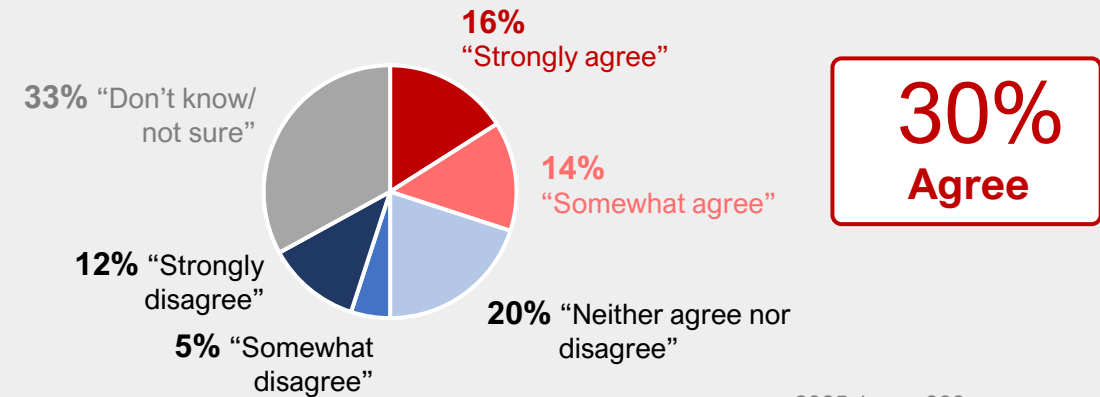
Similar to 2023, about half of businesses reported that most (14%) or all (37%) of their employees reside in Arvada. Over half of respondents (54%) are at least “slightly” concerned about the availability of affordable housing in Arvada for their workforce, with a quarter either “extremely” (14%) or “very” concerned (12%). This is especially evident among larger businesses with 10 or more employees (44% top-two box). Three-in-ten respondents (30%) reported being concerned about the lack of affordable housing and its impact on employee recruitment and retention.

“How concerned are you about the availability of affordable workforce housing in Arvada?”



2025: base=299

“To what extent do you agree a lack of affordable housing impacts your ability to recruit and retain employees?”



2025: base=299

Business Space

Years in Business

Number of employees

Recent Annual Revenue

2025 % (change from 2023 if available)

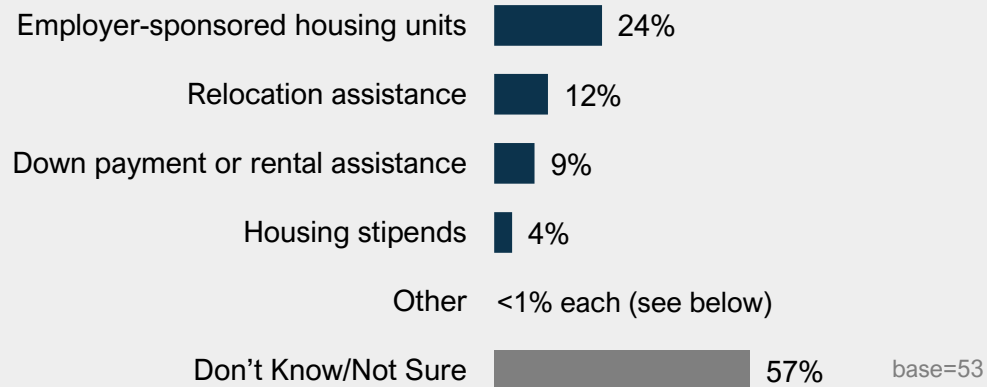
| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|--------------------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|----------|-----------|-----------|------------|------------------|-----------------|-----------|
| Housing Concern | 16% | 23% | N/A | N/A | 26% | 28% | 19% | 35% | 15% | 26% | 32% | 44% | 21% | N/A | 35% |
| Impact on Recruiting/Retention | 24% | 27% | N/A | N/A | 43% | 35% | 19% | 29% | 11% | 35% | 40% | 53% | 20% | N/A | 50% |
| All/most live here | 60% (+2) | 32% (-37) | 60% (-20) | N/A | 46% (-13) | 44% (-15) | 63% (0) | 42% (-26) | 74% (+6) | 44% (-28) | 26% (-21) | 29% (-28) | 67% (0) | 37% (-30) | 22% (-27) |

Housing Efforts

One out of ten respondents (7%) said their organization has taken steps to support their employees' housing needs, and among those who have, 24% have provided employer-sponsored housing units, while about 10% have provided relocation or down payment/rental assistance. Just 3% said their organization would consider investing in housing solutions (another 21% said "maybe" they would consider this), most likely to provide advocacy or policy engagement (24%).

7% Have taken any steps to support employee housing needs

“Which of the following initiatives has your company implemented?”

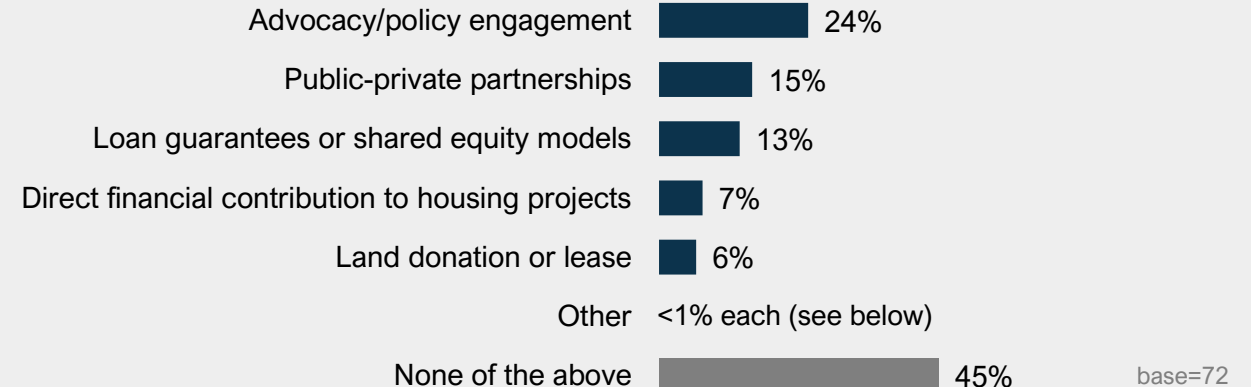


Other mentions: Capitalize on homeownership financing programs, Commute stipend, homebuying classes, introductions to realtors, brokers, Housing Kit, On-site living, We have helped with down payments

3% Report their organization would be open to investing in workforce housing solutions

21% "Maybe"

“What types of investment or partnership would your company consider?”



Other mentions: Donating survey/landscape/civil engineering services, Mechanical, electrical and plumbing consulting, Potential partnership with other nonprofits building housing to offer reduced rent in new units to staff of both organizations

Business Space

Years in Business

Number of employees

Recent Annual Revenue

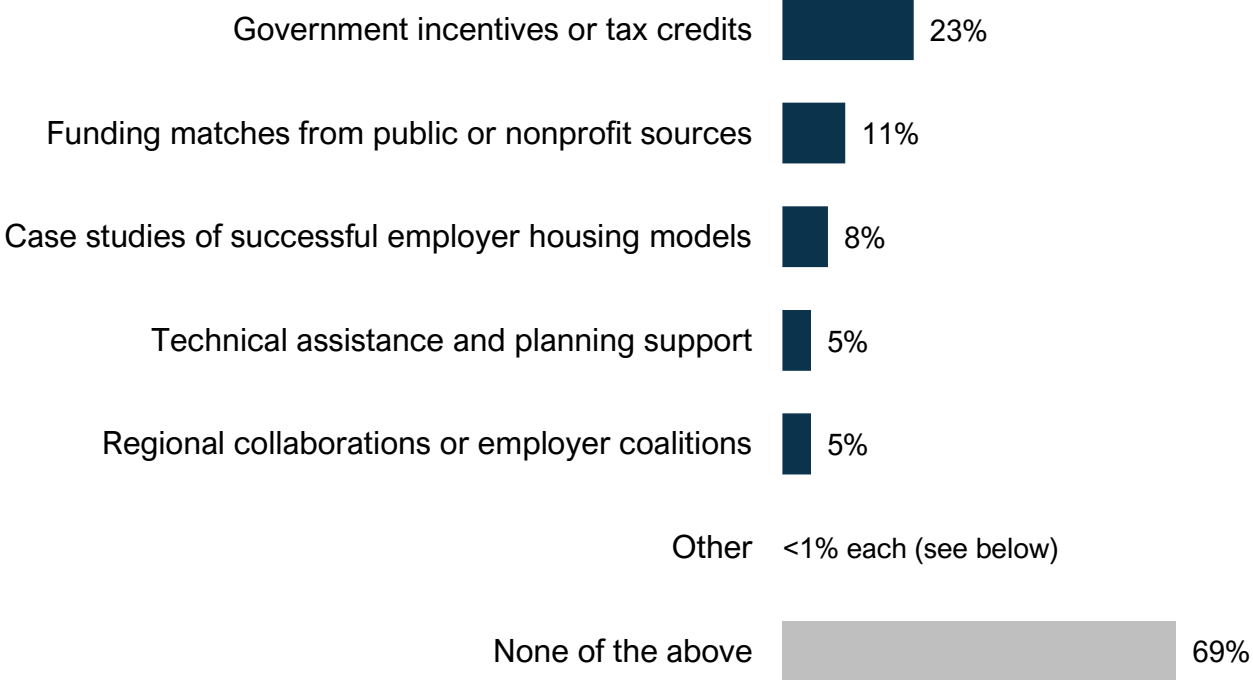
2025 %

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|---------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----|--------|--------|------------|------------------|-----------------|-------|
| Housing steps taken | 5% | 8% | 0% | 10% | 2% | 1% | 9% | 12% | 15% | 26% | 32% | 44% | 3% | 15% | 11% |
| Open to housing aid | 2% | 3% | 0% | 4% | 4% | 5% | 1% | 3% | 1% | 1% | 3% | 9% | 2% | 2% | 6% |

Housing Support Opportunities

When asked what support would encourage their organizations to invest in workforce housing, incentives and tax credits topped the list (23%), followed by funding matches (11%) and case studies of successful employer housing models (8%).

“What kind of support would encourage your organization to invest in workforce housing?”



2025: base=290

Other mentions

- Abolish taxes
- Demonstrate a desire to be a partner. It is far easier to expand operations in cities where we are wanted.
- I am a VERY small business, and I do not see how start up businesses can survive in Arvada or how I could even fathom help with housing if I can barely afford my first high payment requirement employee
- If we had more money. Sales are down and costs are up.

- If/when we develop our own housing for our teen moms, we will have units available for staff
- My business is too small for that kind of financial commitment.
- My business is too small to be able to financially assist in housing.
- Reduce time and fees associated with approvals. Your fees and slow response times are a significant part of the high housing costs.
- We wouldn't be allowed to



Housing Support Opportunities

Newer businesses, those who have existed for three years or less, were most open to several of the workforce housing support ideas shown below. They were most likely to select government incentives and tax credits (35%), as were companies with five or more employees (35%+) and those with the highest annual revenues of \$1 million or more (38%).

Retail/service businesses and sole proprietorships were most likely to feel that none of these possibilities would encourage workforce housing efforts.

 **Business Space**

 **Years in Business**

 **Number of employees**

 **Recent Annual Revenue**

2025 %

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|--|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----|--------|--------|------------|------------------|-----------------|-------|
| Government incentives or tax credits | 16% | 28% | 16% | 35% | 35% | 27% | 13% | 25% | 10% | 25% | 35% | 40% | 15% | 29% | 38% |
| Funding matches from public or nonprofit sources | 6% | 19% | 11% | 10% | 22% | 7% | 9% | 9% | 6% | 11% | 20% | 14% | 8% | 18% | 13% |
| Case studies of successful employer housing models | 6% | 8% | 11% | 7% | 18% | 4% | 4% | 9% | 3% | 11% | 9% | 11% | 6% | 6% | 8% |
| Technical assistance and planning support | 4% | 11% | 2% | 0% | 13% | 4% | 3% | 4% | 1% | 5% | 10% | 10% | 3% | 9% | 6% |
| Regional collaborations or employer coalitions | 3% | 8% | 4% | 3% | 10% | 6% | 2% | 4% | 1% | 3% | 6% | 13% | 2% | 4% | 8% |
| Other | 2% | 4% | 6% | 10% | 1% | 8% | 2% | 6% | 3% | 5% | 1% | 7% | 4% | 2% | 4% |
| None of the above | 80% | 62% | 74% | 48% | 60% | 64% | 83% | 61% | 86% | 65% | 60% | 45% | 78% | 69% | 52% |

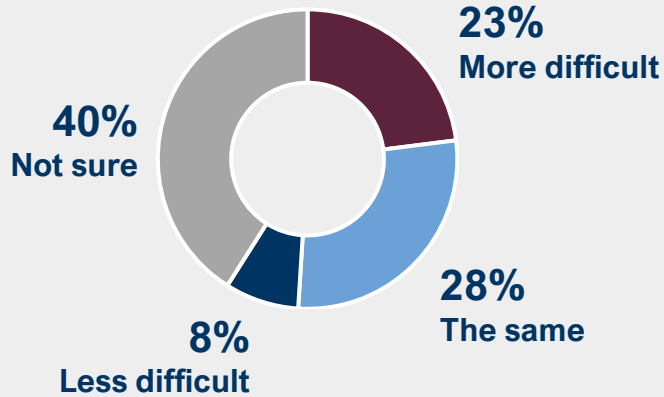


Looking for Help Outside Arvada

One quarter of respondents (23%) feel it's more difficult than it was in 2023 to find and retain employees and 20% have considered outsourcing to fill the gaps.

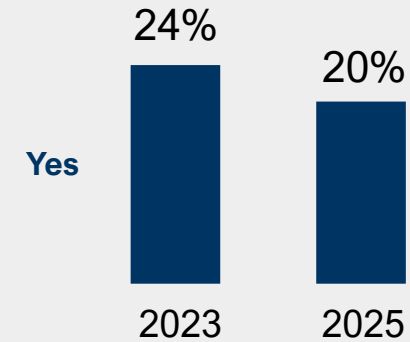
Retail/service and home-based business are most likely to have local employees, while commercial office locations, those that have been in business the longest (20+ years), and higher earning companies are more likely to consider outsourcing because they find it harder to recruit and retain new employees.

“Is finding and retaining qualified employees more or less difficult today than it has been the last 2 years?”



2025: base=290

“Have you considered outsourcing some of your remote work either out of state or even out of the country?”



2023: base=151
2025: base=290

Business Space

Years in Business

Number of employees

Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|-----------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----|--------|--------|------------|------------------|-----------------|-------|
| Consider outsourcing | 11% | 28% | 21% | N/A | 25% | 23% | 10% | 28% | 6% | 25% | 23% | 42% | 12% | 21% | 38% |
| Harder to find people | 19% | 36% | 15% | N/A | 16% | 25% | 17% | 37% | 11% | 36% | 26% | 35% | 13% | 38% | 40% |

* N/A indicates insufficient sample sizes to report out

Support for Business Economic Growth

Key Insights

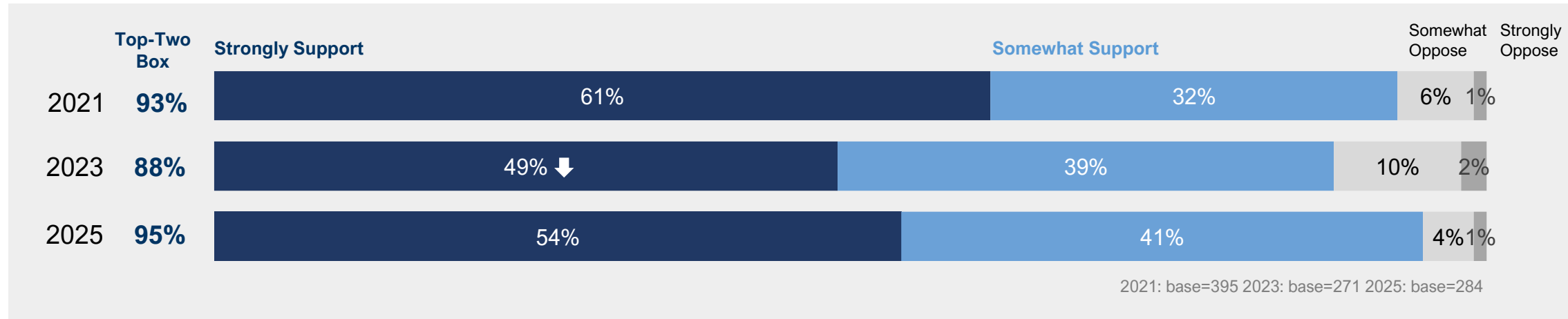
- Respondents were more likely to agree that they support business economic growth than in either 2023 or 2021, currently with 95% at least “somewhat” supporting this idea, with the greatest support coming from newer business (less than three years).
- Satisfaction with how the City of Arvada is managing economic growth was not as strong at the top-two box level, declining each survey period thus far, but fewer respondents were *dissatisfied* with the City’s efforts, at 15% compared to over 20% in the past.
- Respondents are mixed between being optimistic about their futures (60% expect to grow, 23% expect to hire more and 14% plan major capital investments) and pessimistic (fewer expect to be in business at the three measure points of one, three and five years than they were in 2023).
- The most often mentioned barrier to expansion was a lack of marketing resources and talent at the top-two box level, but when looking at just top-box scores, the primary barriers are having too many regulatory restrictions imposed by non-Arvada government entities, as well as a lack of sufficient capital or space to expand.



Supporting Economic Growth

After showing less support for economic growth in 2023, 2025 saw the highest level of support for economic growth in the City of Arvada to-date, with 95% saying they are at least “somewhat” supportive, and 54% “strongly” supporting it. Gains were seen among most types of businesses, with significant increases among home-based and commercial office businesses, as well as both newer (under 3 years) and older (20+ years) businesses.

“How much do you support or oppose economic growth in the City of Arvada?”



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

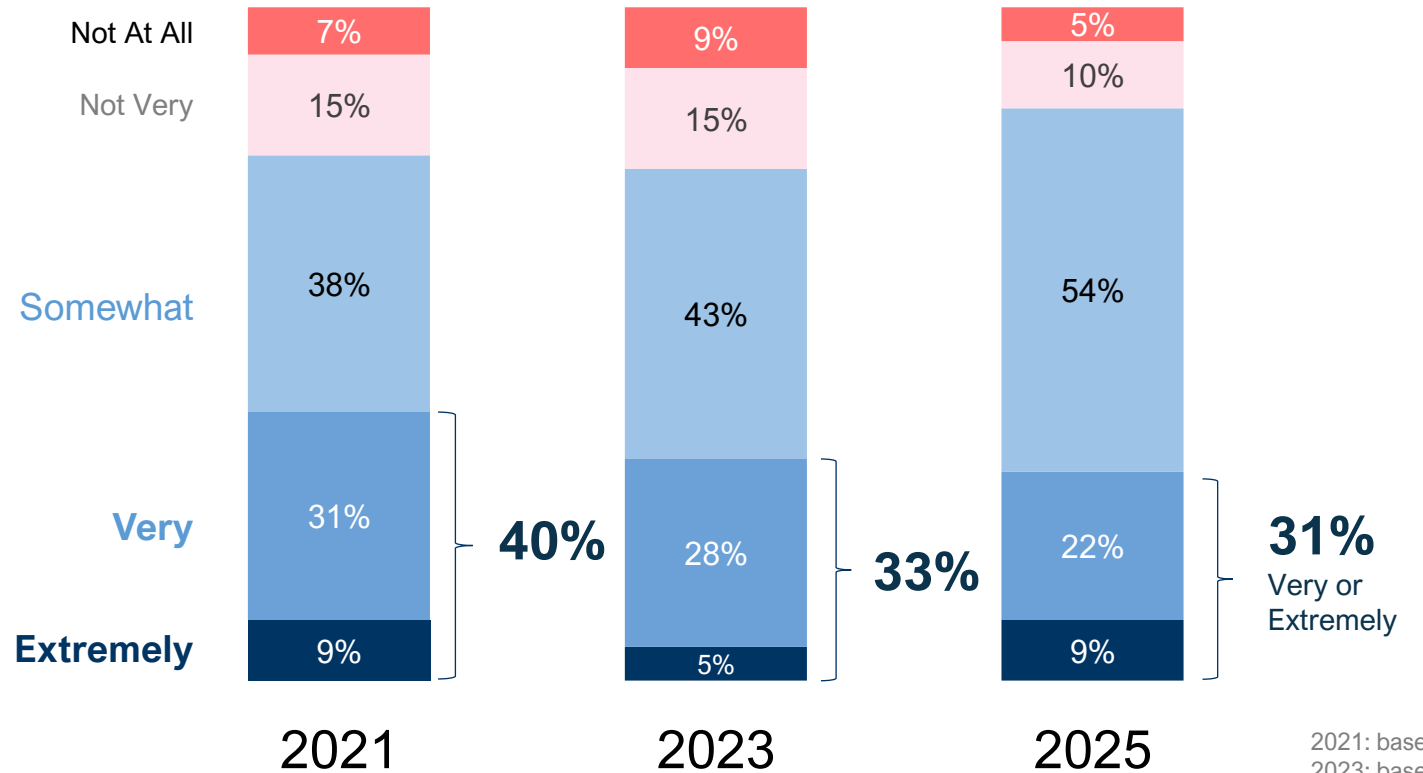
| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|-------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|----------|-----------|-----------|------------|------------------|-----------------|-----------|
| Strongly/Somewhat | 96% (+5) | 93% (+7) | 93% (0) | 90% (+7) | 99% (+10) | 95% (+3) | 97% (+9) | 91% (+7) | 95% (+7) | 95% (+6) | 93% (+8) | 99% (+8) | 94% (+6) | 100% (+8) | 95% (+9) |
| Strongly | 40% (-14) | 60% (+20) | 51% (+25) | 53% (-15) | 74% (+19) | 66% (+1) | 32% (-11) | 55% (+24) | 30% (-8) | 76% (+25) | 65% (+16) | 72% (+1) | 42% (-1) | 73% (11) | 75% (+16) |

Growth Management

In contrast to support for economic growth, just 31% of respondents gave the highest ratings when it came to satisfaction with Arvada’s handling of growth and development, compared to 33% in 2023 and 40% in 2021. However, while respondents may not give Arvada top ratings, they are also less likely to provide the lowest rating of “not at all” and “not very” satisfied, just 15% today versus at least 22% the last two survey periods.

While there were some double-digits shifts among different businesses, the only statistically significant decline was an 18-point decline among sole proprietorships to 18%, about half that of businesses with more employees.

“How satisfied are you with the way in which the city is managing economic growth and development?”



2021: base=395
2023: base=271
2025: base=256



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023)

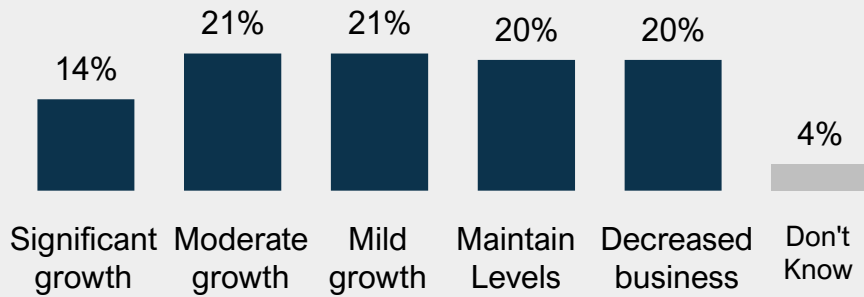
| | Retail/ Service | Commercial Office | Home-Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|---------------------|-----------------|-------------------|------------|-----------------------|-------------------|---------------|----------------|------------------|-----------|-----------|-----------|------------|------------------|-----------------|----------|
| Extremely + Very | 22% (-10) | 30% (+8) | N/A | N/A | 43% (-3) | 46% (+4) | 14% (-4) | 31% (+7) | 18% (-18) | 44% (+10) | 32% (+10) | 43% (+7) | 27% (-7) | 34% (+9) | 38% (+1) |
| Extremely Satisfied | 5% (0) | 10% (+8) | N/A | N/A | 18% (+15) | 8% (-1) | 9% (+7) | 3% (-2) | 4% (-4) | 23% (16) | 8% (+6) | 4% (+2) | 9% (+3) | 7% (+5) | 9% (+4) |

Growth Expectations

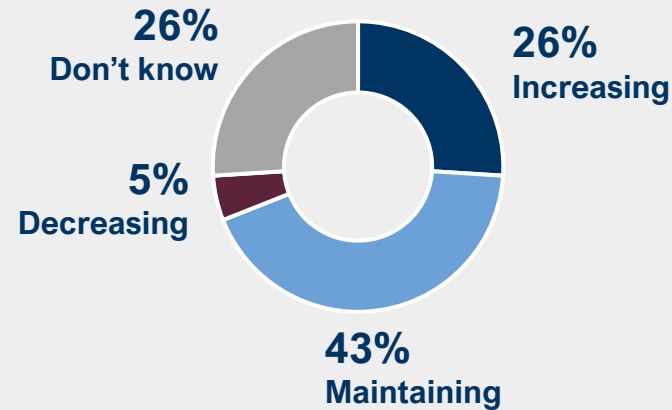
Nearly seven out of ten respondents (66%) are expecting at least mild growth over the next few years, while 20% see their growth declining. One-quarter (26%) feel they will need to increase their workforce, with 43% seeing them maintaining their current staffing levels. New businesses, those who have been in business for a decade or less are most likely to be optimistic about growth and the need for more workers.

14% of respondents said their business plans to make major capital investments in the near future, mainly those with 10 or more employees (25%).

“What are your business’s growth expectations over the next 1–3 years?”



“Do you anticipate increasing, maintaining, or decreasing your workforce?”



14%
Are planning major capital investments in the near future

2025: base=309

Business Space

Years in Business

Number of employees

Recent Annual Revenue

2025 %

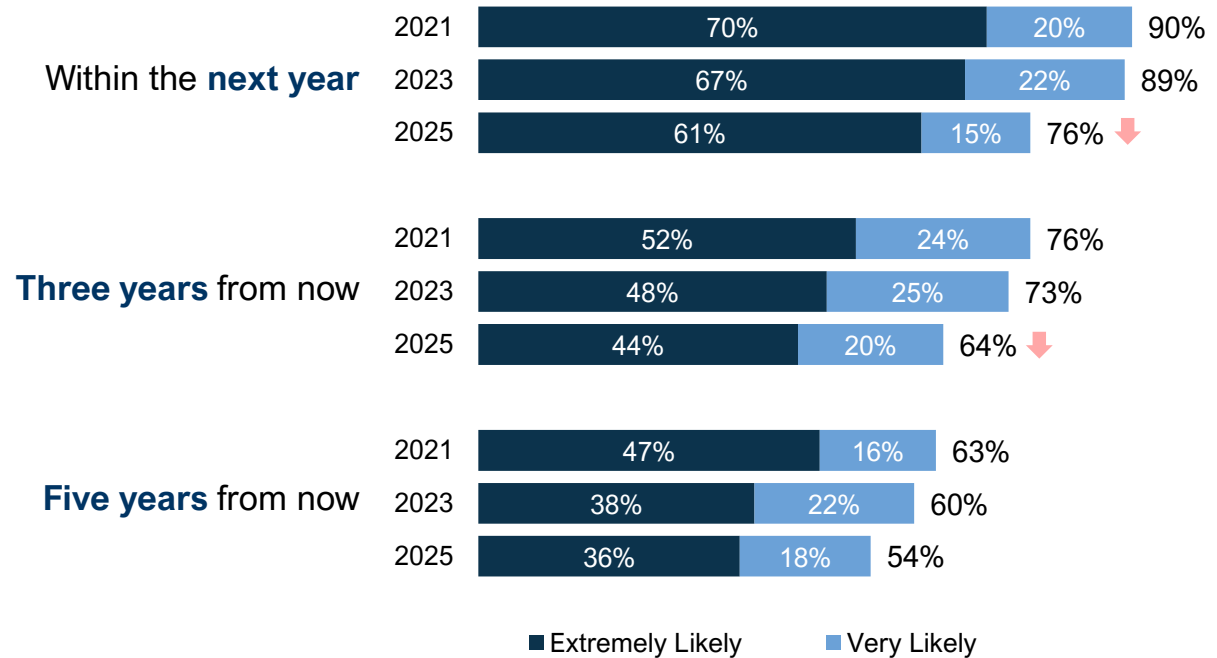
| | Retail/Service | Commercial Office | Home-Based | Industrial/Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|-------------------------------|----------------|-------------------|------------|----------------------|-------------------|---------------|----------------|------------------|-----|--------|--------|------------|------------------|-----------------|-------|
| Significant + moderate growth | 26% | 43% | 28% | 50% | 56% | 44% | 14% | 38% | 20% | 42% | 51% | 44% | 27% | 32% | 55% |
| Increase workforce | 22% | 30% | 16% | 47% | 41% | 35% | 12% | 26% | 12% | 27% | 47% | 38% | 19% | 25% | 42% |
| Plan to invest | 10% | 13% | N/A | N/A | 12% | 15% | 9% | 23% | 3% | 18% | 23% | 25% | 7% | N/A | 25% |

Business Outlook

Fewer respondents were optimistic about the chances their businesses would exist next year, just 76%, compared to 89% in 2023. Also declining significantly were those who feel their business will be around three years from now (-9 to 64%), with even fewer (54%) saying their company will exist in 2030.

Each of these downward trends were driven by retail/service companies, sole proprietorships and those with annual revenues below \$500K.

“How likely do you think you will continue to be in business here in Arvada...?”



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/ Service | Commercial Office | Home-Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or More | Less than \$500K | \$500K to <\$1M | \$1M+ |
|-------------|-----------------|-------------------|------------|-----------------------|-------------------|---------------|----------------|------------------|-----------|-----------|-----------|------------|------------------|-----------------|----------|
| Next Year | 54% (-36) | 94% (+3) | 92% (+3) | N/A | 95% (+2) | 92% (+3) | 52% (-43) | 82% (+1) | 52% (-39) | 96% (+10) | 95% (+11) | 88% (-6) | 65% (-22) | 90% (-4) | 93% (+2) |
| Three Years | 43% (-34) | 78% (+2) | 86% (+5) | N/A | 79% (-4) | 80% (+5) | 41% (-23) | 73% (+3) | 43% (-31) | 80% (+5) | 83% (+13) | 78% (+2) | 56% (-18) | 77% (+12) | 77% (-2) |
| Five years | 36% (-32) | 71% (+9) | 72% (+3) | N/A | 61% (-9) | 75% (+19) | 36% (-19) | 58% (0) | 36% (-28) | 70% (+15) | 75% (+17) | 62% (+1) | 48% (-11) | 68% (+19) | 65% (-3) |

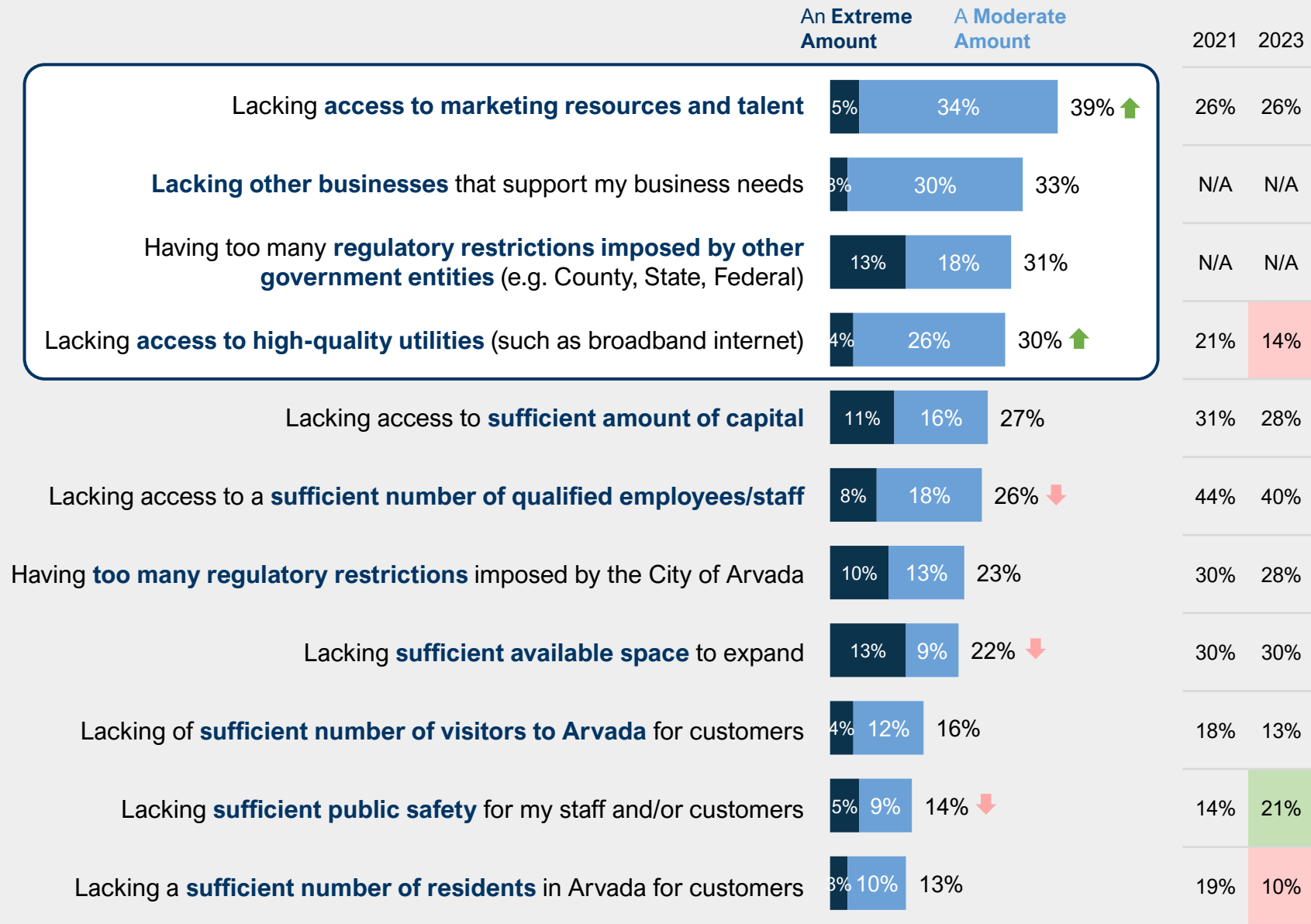
Barriers to Growth

Among the list of potential barriers to growth businesses may be experiencing, two were added this year and quickly rose to the top of the list: *Lacking other businesses that support their needs* and *Having too many regulatory restrictions from non-Arvada government entities*, both at approximately 32% top-two box. The second of these concerning regulatory restrictions tied for the highest top-box rating of “an extreme amount”, at 13%, tied with *Lacking sufficient available space to expand*.

The top barrier this year was *Lacking access to marketing resources and talent* (39%), which increased significantly from 2023, up 13 points. Only one other barrier listed increased significantly, *Lacking access to high-quality utilities* (+16 to 30%).

The top two highest barriers from 2023 were rated significantly lower this year. *Lacking a sufficient number of qualified employees/staff*, the greatest barrier among 2023’s respondents, fell from 40% to now 26%. The second-highest barrier in 2023, *Lacking sufficient available space to expand*, fell from 30% to now 22%. The only other barrier showing a significant decline was *Lacking public safety for my staff and/or customers* (-7 to 14%).

“How much are the following holding you back from expanding?”



Barriers Among Groups

There were few statistically significant increases in barriers to growth among the various types of businesses, with retail/service businesses, sole proprietorships and those with annual revenues less than \$500K being significantly more likely to mention a lack of marketing resources and high-quality utilities as barriers to growth than in 2023. These types of businesses were also less likely to mention a lack of qualified employees and sufficient space for expansion. Among the others, the newest businesses (<3 years) were more likely to mention a lack of residents, while commercial office locations were more likely to cite a lack of visitors to Arvada.



Business Space



Years in Business



Number of employees



Recent Annual Revenue

2025 % (change from 2023 if available)

| | Retail/ Service | Commercial Office | Home- Based | Industrial/ Warehouse | Less than 3 years | 3 to 10 years | 11 to 19 years | 20 or more years | 1 | 2 to 4 | 5 to 9 | 10 or more | Less than \$500K | \$500K to <\$1M | \$1M+ |
|---|--------------------|----------------------|----------------|--------------------------|----------------------|------------------|-------------------|---------------------|-----------|-----------|-----------|---------------|---------------------|--------------------|-----------|
| Lacking access to marketing resources and talent | 62% (+28) | 17% (+9) | N/A | N/A | 36% (+16) | 28% (-11) | 60% (+37) | 19% (+1) | 60% (+36) | 29% (+12) | 18% (-14) | 20% (-11) | 53% (+27) | 10% (-20) | 16% (-9) |
| Lacking other businesses that support my business needs | 55% (N/A) | 7% (N/A) | N/A | N/A | 19% (N/A) | 24% (N/A) | 55% (N/A) | 18% (N/A) | 54% (N/A) | 21% (N/A) | 14% (N/A) | 14% (N/A) | 43% (N/A) | 16% (N/A) | 17% (N/A) |
| Having too many regulatory restrictions imposed by other government entities (e.g. County, State, Federal) | 30% (N/A) | 36% (N/A) | N/A | N/A | 24% (N/A) | 34% (N/A) | 27% (N/A) | 37% (N/A) | 21% (N/A) | 32% (N/A) | 27% (N/A) | 45% (N/A) | 21% (N/A) | 26% (N/A) | 48% (N/A) |
| Lacking access to high-quality utilities (such as broadband internet) | 56% (+39) | 6% (-6) | N/A | N/A | 19% (+9) | 14% (-1) | 54% (+33) | 15% (+5) | 50% (+42) | 10% (-3) | 19% (+4) | 17% (-8) | 39% (+28) | 4% (-21) | 22% (+5) |
| Lacking access to sufficient amount of capital | 23% (-19) | 30% (+14) | N/A | N/A | 47% (+6) | 38% (+4) | 14% (+2) | 24% (+3) | 21% (-4) | 39% (+19) | 26% (-13) | 31% (+1) | 31% (-1) | 23% (-2) | 19% (-3) |
| Lacking access to a sufficient number of qualified employees/staff | 21% (-21) | 31% (-14) | N/A | N/A | 28% (0) | 42% (+6) | 11% (-42) | 32% (-15) | 6% (-11) | 26% (-7) | 53% (-4) | 42% (-19) | 17% (-15) | 43% (+2) | 41% (-20) |
| Having too many regulatory restrictions imposed by the City of Arvada | 15% (-16) | 38% (+18) | N/A | N/A | 14% (-16) | 29% (+2) | 14% (-3) | 42% (+8) | 11% (-4) | 32% (0) | 20% (-15) | 41% (+5) | 13% (-11) | 19% (-11) | 46% (+6) |
| Lacking sufficient available space to expand | 16% (-13) | 42% (+12) | N/A | N/A | 28% (-7) | 23% (-17) | 15% (+3) | 29% (+5) | 12% (-11) | 28% (-5) | 28% (-5) | 35% (0) | 14% (-13) | 19% (-5) | 43% (+6) |
| Lacking a sufficient number of visitors to Arvada for customers | 16% (+1) | 21% (+19) | N/A | N/A | 28% (+7) | 29% (+13) | 5% (0) | 13% (+6) | 10% (0) | 24% (+11) | 17% (0) | 23% (+10) | 13% (-1) | 20% (+18) | 22% (+5) |
| Lacking sufficient public safety for your staff and/or customers | 16% (-7) | 16% (+1) | N/A | N/A | 9% (-14) | 14% (0) | 6% (-22) | 33% (+11) | 9% (-6) | 15% (+3) | 17% (-11) | 22% (-13) | 10% (-6) | 14% (-19) | 25% (0) |
| Lacking a sufficient number of residents in Arvada for customers | 12% (+3) | 20% (+14) | N/A | N/A | 34% (+19) | 15% (0) | 6% (+2) | 7% (+4) | 9% (-1) | 16% (+9) | 11% (+2) | 22% (+9) | 9% (-1) | 25% (+18) | 17% (+4) |

* N/A indicates insufficient sample sizes to report out

Appendix

Terminology

Data Tables



Explanation of Terminology

This report uses terminology that is somewhat unique to survey research:

Top-Box Responses

Several survey questions provide respondents with different options to choose from, such as “Strongly Agree,” “Agree,” etc. When we refer to the “Top-Box,” this is in reference to the highest level of agreement on any of these types of scales, such as the percentage of respondents who said, “Strongly Agree.”

Top-Two Box Responses

The “Top-Two Box” response includes the second-highest response along with the top-box response. For example, on a question with an agreement scale, respondents who answered, “Strongly Agree” are combined with those who answered, “Somewhat Agree,” and the percentage of these respondents represents the top-two box response.

Statistical Significance Testing

Statistical tests (typically t-tests of proportions) are used throughout the analysis to indicate which results are most likely to represent real differences in the data (as opposed to differences which fall within the margin of sampling error). Significance testing is performed only when the sample size is at or greater than 30. The level of confidence used for all statistical significance testing in this document is 95%. When a difference is said to be statistically significant, it is notated by either an arrow (in charts) or a shaded cell (in tables). If a metric was asked in 2023 and the difference is shown in parentheses next to the rating, the significance testing applies to that difference. If no difference is shown in parentheses, the significance testing is between the rating and the other ratings combined. For example, annual revenue of <\$500K would be compared to the combination of annual revenues of \$500K-\$999K and \$1Million or more.

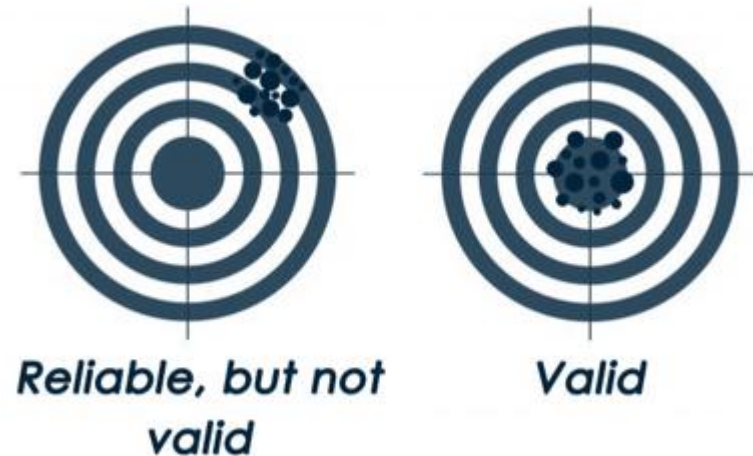
Research

Reliability & Validity

When gathering survey data, thought must be given to the representativeness of the results. While many believe that good data is achieved by simply gathering more of it, larger sample sizes only serve to reduce sampling error, or the reliability of the results, but do not necessarily relate to whether the results are representative of the population, which is an assessment of the validity of the data.

Validity From a data collection standpoint, validity considers the extent to which the sampling method is able to produce results which are representative of the population of interest. For this assessment, a random sampling of residents was employed rather than convenience sampling (e.g., social media recruitment or posting a link to the survey in newsletters). Multiple attempts were made to encourage respondents to participate and statistical adjustments (i.e., data weighting) were applied to further refine the representativeness of the data.

Reliability Reliability refers to the reproducibility of the data, meaning the extent to which similar results would be obtained if the study were to be repeated in the same manner. Larger sample sizes create more reliable data due to their smaller margin of sampling error. However, consistency does not equate to validity, making it necessary to strive for both reliability and validity.



Data Tables

Overall Satisfaction

“Overall, how satisfied operating a business in the City of Arvada?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 328 | 137 | 51 | 35 | 33 | 57 | 87 | 112 | 71 | 134 | 71 | 56 | 65 |
| Overall Satisfaction (extremely + very) | 68% | 75% | 65% | 74% | 57% | 74% | 62% | 76% | 57% | 81% | 62% | 56% | 55% |
| extremely | 17% | 9% | 16% | 28% | 15% | 23% | 19% | 9% | 20% | 17% | 26% | 9% | 12% |

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|---|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 328 | 196 | 41 | 77 | 288 | 38 | 212 | 115 |
| Overall Satisfaction (extremely + very) | 68% | 79% | 45% | 56% | 66% | 77% | 72% | 58% |
| extremely | 17% | 21% | 13% | 11% | 16% | 19% | 16% | 17% |



Data Tables

Business Relationship with City of Arvada

“How would you describe the business relationship you have with the City of Arvada?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 334 | 138 | 51 | 38 | 33 | 60 | 88 | 112 | 73 | 140 | 72 | 56 | 66 |
| Relationship with city (excellent + good) | 69% | 74% | 63% | 59% | 77% | 61% | 61% | 79% | 68% | 73% | 59% | 67% | 71% |
| excellent | 23% | 14% | 20% | 30% | 28% | 30% | 22% | 18% | 27% | 16% | 34% | 21% | 28% |

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|---|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 334 | 201 | 41 | 77 | 216 | 35 | 218 | 116 |
| Overall Satisfaction (extremely + very) | 69% | 72% | 64% | 67% | 67% | 78% | 71% | 65% |
| extremely | 23% | 22% | 18% | 28% | 21% | 40% | 18% | 32% |



Data Tables

Arvada is attractive place for businesses to locate

“Do you think the City of Arvada is an attractive place for businesses to locate?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 251 | 80 | 44 | 32 | 29 | 50 | 81 | 54 | 65 | 77 | 63 | 49 | 61 |
| Arvada is attractive (definitely + probably) | 62% | 58% | 62% | 71% | N/A | 71% | 63% | 58% | 56% | 69% | 59% | 59% | 58% |
| definitely | 34% | 34% | 32% | 33% | N/A | 37% | 32% | 37% | 30% | 37% | 34% | 34% | 30% |

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 251 | 133 | 39 | 50 | 216 | 35 | 148 | 103 |
| Arvada is attractive (definitely + probably) | 62% | 66% | 61% | 54% | 61% | 69% | 62% | 62% |
| definitely | 34% | 40% | 28% | 26% | 34% | 33% | 31% | 37% |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

Business Relationship with City of Arvada

“What has contributed either positively or negatively to the relationship you have with the City?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|----------------------------------|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 283 | 120 | 45 | 25 | 28 | 42 | 69 | 104 | 67 | 115 | 57 | 48 | 63 |
| City is easy to work with | 35% | 53% | 17% | N/A | N/A | 26% | 18% | 57% | 22% | 54% | 21% | 22% | 20% |
| Crime/homelessness an issue | 8% | 8% | 9% | N/A | N/A | 5% | 10% | 4% | 11% | 2% | 9% | 18% | 7% |
| Helpful/provided resources | 7% | 2% | 2% | N/A | N/A | 8% | 7% | 7% | 6% | 3% | 15% | 5% | 6% |
| Minimal interaction with City | 6% | 1% | 18% | N/A | N/A | 5% | 8% | 4% | 7% | 10% | 2% | 6% | 2% |
| Difficult to get things done | 5% | 2% | 3% | N/A | N/A | 5% | 5% | 5% | 4% | 2% | 2% | 1% | 15% |
| Easy to get things done | 4% | 3% | 5% | N/A | N/A | 14% | 6% | 1% | 3% | 6% | 4% | 0% | 5% |
| Tax issues | 4% | 3% | 12% | N/A | N/A | 4% | 6% | 5% | 1% | 3% | 11% | 3% | 1% |
| Traffic/road work issues | 4% | 4% | 4% | N/A | N/A | 4% | 2% | 4% | 4% | 1% | 0% | 11% | 5% |
| City doesn't care about business | 2% | 2% | 7% | N/A | N/A | 0% | 4% | 2% | 3% | 0% | 5% | 6% | 1% |
| Negative interactions with City | 2% | 3% | 0% | N/A | N/A | 3% | 3% | 1% | 3% | 2% | 2% | 3% | 3% |
| Good place to have business | 1% | 1% | 1% | N/A | N/A | 2% | 2% | 0% | 2% | 2% | 0% | 0% | 0% |
| Other | 17% | 11% | 19% | N/A | N/A | 28% | 19% | 6% | 25% | 11% | 12% | 17% | 33% |
| Don't Know/None | 14% | 11% | 13% | N/A | N/A | 7% | 21% | 11% | 14% | 8% | 22% | 18% | 13% |

Others 1% or less each

* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown



Data Tables

Business Relationship with City of Arvada

“What has contributed either positively or negatively to the relationship you have with the City?”

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|----------------------------------|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 149 | 163 | 37 | 71 | 247 | 35 | 181 | 101 |
| City is easy to work with | 35% | 43% | 25% | 21% | 35% | 30% | 41% | 23% |
| Crime/homelessness an issue | 8% | 4% | 14% | 15% | 8% | 6% | 6% | 10% |
| Helpful/provided resources | 7% | 8% | 5% | 6% | 6% | 10% | 5% | 9% |
| Minimal interaction with City | 6% | 8% | 2% | 2% | 5% | 10% | 8% | 2% |
| Difficult to get things done | 5% | 2% | 5% | 12% | 5% | 0% | 5% | 5% |
| Easy to get things done | 4% | 6% | 2% | 2% | 4% | 8% | 5% | 4% |
| Tax issues | 4% | 4% | 5% | 0% | 5% | 0% | 3% | 7% |
| Traffic/road work issues | 4% | 1% | 6% | 6% | 4% | 3% | 2% | 6% |
| City doesn't care about business | 2% | 1% | 9% | 3% | 3% | 0% | 2% | 2% |
| Negative interactions with City | 2% | 2% | 2% | 3% | 3% | 0% | 2% | 4% |
| Good place to have business | 1% | 2% | 0% | 0% | 1% | 0% | 1% | 2% |
| Other | 17% | 12% | 4% | 33% | 14% | 36% | 16% | 19% |
| Don't Know/None | 14% | 12% | 28% | 12% | 13% | 18% | 11% | 18% |

Others 1% or less each

Columns may not sum to 100% due to don't know responses which may not be shown



Data Tables

Interactions with the City of Arvada

“Have you interacted with the City of Arvada in the past 12 months?”

“In what ways have you recently interacted with the City?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 322 | 128 | 49 | 32 | 31 | 48 | 84 | 107 | 66 | 131 | 65 | 48 | 62 |
| Interacted with city in past 12 mos. (yes) | 64% | 73% | 58% | 46% | 52% | 60% | 52% | 81% | 56% | 69% | 62% | 39% | 76% |
| base | 127 | 97 | 29 | 17 | 16 | 33 | 44 | 86 | 39 | 92 | 43 | 20 | 48 |
| Used city-provided online tools or resources | 49% | 64% | N/A | N/A | N/A | 42% | 36% | 64% | 36% | 75% | 23% | N/A | 31% |
| Engaged with economic development services or staff | 22% | 13% | N/A | N/A | N/A | 18% | 31% | 14% | 36% | 6% | 22% | N/A | 45% |
| Requested city services (e.g., utilities, public works) | 17% | 11% | N/A | N/A | N/A | 21% | 25% | 4% | 32% | 4% | 13% | N/A | 36% |
| Participated in a city-hosted event, workshop, or networking opportunity | 16% | 9% | N/A | N/A | N/A | 23% | 27% | 6% | 17% | 7% | 16% | N/A | 31% |
| Interacted via social media or the city website | 14% | 11% | N/A | N/A | N/A | 19% | 21% | 6% | 22% | 9% | 14% | N/A | 27% |
| Participated in a public meeting or hearing | 9% | 7% | N/A | N/A | N/A | 2% | 14% | 5% | 20% | 2% | 9% | N/A | 13% |
| Other | 22% | 11% | N/A | N/A | N/A | 26% | 29% | 14% | 27% | 13% | 37% | N/A | 21% |

Others 1% or less each

* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown



Data Tables

Interactions with the City of Arvada

“Have you interacted with the City of Arvada in the past 12 months?”

“In what ways have you recently interacted with the City?”

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 318 | 121 | 39 | 75 | 283 | 38 | 177 | 111 |
| Interacted with city in past 12 mos. (yes) | 46% | 63% | 53% | 68% | 63% | 69% | 65% | 62% |
| base | 127 | 75 | 17 | 29 | 177 | 26 | 75 | 52 |
| Used city-provided online tools or resources | 49% | 65% | N/A | N/A | 29% | N/A | 65% | 17% |
| Engaged with economic development services or staff | 22% | 10% | N/A | N/A | 19% | N/A | 15% | 36% |
| Requested city services (e.g., utilities, public works) | 17% | 7% | N/A | N/A | 16% | N/A | 15% | 20% |
| Participated in a city-hosted event, workshop, or networking opportunity | 16% | 13% | N/A | N/A | 13% | N/A | 15% | 17% |
| Interacted via social media or the city website | 14% | 13% | N/A | N/A | 9% | N/A | 14% | 15% |
| Participated in a public meeting or hearing | 9% | 5% | N/A | N/A | 11% | N/A | 7% | 12% |
| Other | 22% | 15% | N/A | N/A | 9% | N/A | 15% | 34% |

Others 1% or less each

* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown



Data Tables

Help from the City of Arvada

“Do you believe the City of Arvada can help you and your business be successful?”

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 319 | 124 | 42 | 32 | 28 | 48 | 74 | 97 | 60 | 121 | 53 | 48 | 57 |
| City can help (definitely + probably/maybe) | 74% | 80% | 76% | 60% | N/A | 78% | 73% | 83% | 61% | 77% | 64% | 78% | 78% |
| definitely | 25% | 19% | 26% | 21% | N/A | 31% | 29% | 17% | 29% | 13% | 30% | 28% | 45% |
| base | 320 | 124 | 42 | 32 | 28 | 48 | 74 | 97 | 60 | 121 | 53 | 48 | 57 |
| Support/Funding/Grants/Incentives | 30% | 51% | 16% | 12% | N/A | 21% | 20% | 55% | 12% | 50% | 17% | 7% | 22% |
| Fix homelessness issues | 7% | 9% | 11% | 5% | N/A | 6% | 11% | 4% | 10% | 2% | 10% | 12% | 12% |
| Advertising help | 6% | 6% | 4% | 7% | N/A | 10% | 6% | 2% | 8% | 8% | 3% | 4% | 6% |
| Less Regulation/interference | 6% | 6% | 0% | 0% | N/A | 3% | 7% | 2% | 12% | 2% | 5% | 4% | 14% |
| Community Events | 5% | 3% | 4% | 7% | N/A | 15% | 5% | 1% | 2% | 3% | 6% | 6% | 5% |
| Affordable housing issues | 5% | 3% | 10% | 2% | N/A | 5% | 3% | 7% | 5% | 2% | 3% | 8% | 11% |
| Improve roads/infrastructure | 5% | 3% | 3% | 6% | N/A | 5% | 4% | 3% | 8% | 2% | 5% | 8% | 8% |
| Crime/Public Safety | 4% | 3% | 11% | 0% | N/A | 3% | 6% | 3% | 3% | 1% | 3% | 9% | 7% |
| Lower taxes/fees | 4% | 3% | 5% | 2% | N/A | 1% | 9% | 1% | 6% | 3% | 4% | 3% | 7% |
| Fix parking issues | 1% | 1% | 4% | 0% | N/A | 4% | 1% | 1% | 0% | 0% | 1% | 3% | 3% |
| Less signage restrictions | 1% | 2% | 0% | 0% | N/A | 3% | 1% | 1% | 0% | 1% | 0% | 2% | 1% |
| More shopping/Retail/Restaurants | 1% | 0% | 0% | 7% | N/A | 2% | 0% | 0% | 3% | 0% | 2% | 2% | 0% |
| Other | 14% | 5% | 25% | 23% | N/A | 18% | 19% | 10% | 10% | 10% | 19% | 13% | 17% |



Data Tables

Help from the City of Arvada

“Do you believe the City of Arvada can help you and your business be successful?”

“What would you most like to see the city or community provide that would allow you and your business to be more successful?”

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|---|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 319 | 169 | 36 | 74 | 247 | 32 | 188 | 92 |
| City can help (definitely + probably/maybe) | 74% | 75% | 80% | 76% | 74% | 81% | 75% | 74% |
| definitely | 25% | 21% | 27% | 35 | 24% | 38% | 21% | 33% |
| base | 320 | 169 | 36 | 67 | 247 | 32 | 188 | 92 |
| Support/Funding/Grants/Incentives | 30% | 41% | 8% | 20% | 32% | 16% | 39% | 12% |
| Fix homelessness issues | 7% | 4% | 13% | 12% | 8% | 3% | 6% | 10% |
| Advertising help | 6% | 6% | 5% | 5% | 5% | 8% | 5% | 8% |
| Less Regulation/interference | 6% | 3% | 0% | 14% | 6% | 3% | 4% | 9% |
| Community Events | 5% | 5% | 4% | 3% | 4% | 9% | 3% | 7% |
| Affordable housing issues | 5% | 4% | 11% | 6% | 5% | 8% | 4% | 7% |
| Improve roads/infrastructure | 5% | 3% | 8% | 8% | 5% | 5% | 3% | 8% |
| Crime/Public Safety | 4% | 2% | 6% | 8% | 4% | 0% | 3% | 6% |
| Lower taxes/fees | 4% | 3% | 0% | 7% | 5% | 0% | 4% | 5% |
| Fix parking issues | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 2% |
| Less signage restrictions | 1% | 1% | 0% | 0% | 1% | 3% | 1% | 2% |
| More shopping/Retail/Restaurants | 1% | 1% | 3% | 0% | 1% | 0% | 1% | 0% |
| Other | 14% | 11% | 17% | 19% | 14% | 9% | 15% | 11% |



Data Tables

Arvada Service Ratings

“How well do you think the City of Arvada is providing the following services to the business community?”

| (extremely + very well) | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | ~251 | ~99 | ~40 | ~25 | ~26 | ~41 | ~71 | ~78 | ~60 | ~93 | ~58 | ~41 | ~58 |
| Maintaining efficient and effective services | 60% | 73% | 48% | N/A | N/A | 65% | 60% | 71% | 41% | 77% | 56% | 45% | 42% |
| Maintaining a city safe from crime | 52% | 61% | 52% | N/A | N/A | 55% | 41% | 70% | 34% | 68% | 41% | 32% | 45% |
| Promoting attractive/supportive business environment | 41% | 42% | 32% | N/A | N/A | 56% | 38% | 36% | 38% | 50% | 44% | 26% | 40% |
| Adapting to changing business needs | 39% | 33% | 40% | N/A | N/A | 39% | 43% | 39% | 34% | 39% | 43% | 27% | 43% |
| Maintaining and expanding the city’s transportation | 33% | 23% | 36% | N/A | N/A | 39% | 46% | 19% | 34% | 22% | 39% | 33% | 48% |

| (extremely + very well) | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | ~251 | ~142 | ~35 | ~60 | ~218 | ~33 | ~158 | ~93 |
| Maintaining efficient and effective services | 60% | 71% | 40% | 46% | 59% | 71% | 62% | 57% |
| Maintaining a city safe from crime | 52% | 62% | 32% | 36% | 51% | 56% | 57% | 41% |
| Promoting attractive/supportive business environment | 41% | 49% | 29% | 34% | 40% | 48% | 42% | 41% |
| Adapting to changing business needs | 39% | 41% | 35% | 39% | 37% | N/A | 37% | 42% |
| Maintaining and expanding the city’s transportation | 33% | 30% | 32% | 41% | 31% | 43% | 26% | 45% |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

AEDA-Specific Ratings

“Are you familiar with the Arvada Economic Development Association (AEDA)?”

“How familiar are you with the programs that AEDA offers to Arvada businesses? (e.g. development assistance, incentives, grants, revolving loan fund, partnership referrals, etc.)”

“How would you describe your overall impression of AEDA?”

“When was the last time you interacted with AEDA?”

“How would you describe the interaction(s) you had with AEDA?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 290 | 127 | 43 | 33 | 28 | 52 | 77 | 97 | 63 | 125 | 54 | 50 | 61 |
| Familiar with AEDA | 60% | 72% | 53% | 53% | 47% | 41% | 38% | 80% | 74% | 67% | 48% | 60% | 58% |
| base | 175 | 92 | 23 | 17 | 13 | 21 | 29 | 78 | 47 | 83 | 26 | 30 | 35 |
| Familiarity with AEDA programs (very + somewhat) | 52% | 36% | N/A | N/A | N/A | N/A | N/A | 24% | 78% | 27% | N/A | 78% | 81% |
| very | 14% | 10% | N/A | N/A | N/A | N/A | N/A | 8% | 17% | 4% | N/A | 28% | 30% |
| base | 175 | 92 | 23 | 17 | 13 | 21 | 29 | 78 | 47 | 83 | 26 | 30 | 35 |
| Impression of AEDA (excellent + good) | 37% | 22% | N/A | N/A | N/A | N/A | N/A | 19% | 42% | 18% | N/A | 66% | 61% |
| excellent | 13% | 6% | N/A | N/A | N/A | N/A | N/A | 6% | 15% | 4% | N/A | 19% | 32% |
| base | 174 | 92 | 23 | 17 | 13 | 20 | 29 | 78 | 47 | 82 | 26 | 30 | 35 |
| Within the last year | 19% | 12% | N/A | N/A | N/A | N/A | N/A | 9% | 22% | 6% | N/A | 22% | 47% |
| 1-3 years ago | 13% | 10% | N/A | N/A | N/A | N/A | N/A | 5% | 18% | 7% | N/A | 23% | 17% |
| More than 3 years ago | 40% | 61% | N/A | N/A | N/A | N/A | N/A | 72% | 23% | 66% | N/A | 26% | 17% |
| Never | 20% | 13% | N/A | N/A | N/A | N/A | N/A | 11% | 22% | 18% | N/A | 16% | 10% |
| Don't remember/Not sure | 8% | 5% | N/A | N/A | N/A | N/A | N/A | 2% | 14% | 4% | N/A | 13% | 9% |
| Base | 139 | 79 | 20 | 9 | 10 | 13 | 21 | 69 | 36 | 67 | 15 | 25 | 32 |
| Interaction with AEDA (excellent + good) | 56% | 87% | N/A | N/A | N/A | N/A | N/A | 93% | 47% | 84% | N/A | N/A | 63% |
| excellent | 19% | 12% | N/A | N/A | N/A | N/A | N/A | 8% | 25% | 5% | N/A | N/A | 42% |



Data Tables

AEDA-Specific Ratings

“Are you familiar with the Arvada Economic Development Association (AEDA)?”

“How familiar are you with the programs that AEDA offers to Arvada businesses? (e.g. development assistance, incentives, grants, revolving loan fund, partnership referrals, etc.)”

“How would you describe your overall impression of AEDA?”

“When was the last time you interacted with AEDA?”

“How would you describe the interaction(s) you had with AEDA?”

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 290 | 173 | 37 | 71 | 256 | 34 | 195 | 95 |
| Familiar with AEDA (yes) | 60% | 63% | 53% | 59% | 61% | 58% | 65% | 51% |
| base | 175 | 109 | 19 | 42 | 155 | 20 | 126 | 49 |
| Familiarity with AEDA programs (very + somewhat) | 52% | 35% | N/A | 72% | 47% | N/A | 40% | 81% |
| very | 14% | 6% | N/A | 24% | 12% | N/A | 9% | 28% |
| base | 174 | 109 | 19 | 42 | 155 | 20 | 126 | 49 |
| Impression of AEDA (excellent + good) | 37% | 24% | N/A | 55% | 34% | N/A | 27% | 63% |
| excellent | 13% | 7% | N/A | 26% | 11% | N/A | 8% | 25% |
| base | 174 | 108 | 19 | 42 | 154 | 20 | 125 | 49 |
| Within the last year | 19% | 11% | N/A | 31% | 17% | N/A | 13% | 35% |
| 1-3 years ago | 13% | 9% | N/A | 18% | 13% | N/A | 10% | 22% |
| More than 3 years ago | 40% | 53% | N/A | 16% | 44% | N/A | 51% | 13% |
| Never | 20% | 21% | N/A | 17% | 19% | N/A | 19% | 21% |
| Don't remember/Not sure | 8% | 5% | N/A | 17% | 7% | N/A | 8% | 8% |
| base | 139 | 84 | 16 | 35 | 124 | 15 | 101 | 38 |
| Interaction with AEDA (excellent + good) | 56% | 79% | N/A | 62% | 76% | N/A | 76% | 73% |
| excellent | 19% | 12% | N/A | 38% | 18% | N/A | 12% | 39% |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

AEDA Interactions

“What was your reason(s) for interacting with AEDA?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--------------------------------|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 147 | 81 | 20 | 9 | 10 | 14 | 21 | 69 | 37 | 68 | 15 | 25 | 33 |
| Gathering Info/Resources | 42% | 65% | N/A | N/A | N/A | N/A | N/A | 74% | 13% | 79% | N/A | N/A | 8% |
| Grant Related | 12% | 11% | N/A | N/A | N/A | N/A | N/A | 4% | 18% | 2% | N/A | N/A | 28% |
| Event/workshop/class | 7% | 2% | N/A | N/A | N/A | N/A | N/A | 3% | 5% | 1% | N/A | N/A | 14% |
| AEDA reached out to me | 4% | 3% | N/A | N/A | N/A | N/A | N/A | 0% | 11% | 0% | N/A | N/A | 11% |
| COVID related | 3% | 3% | N/A | N/A | N/A | N/A | N/A | 3% | 1% | 0% | N/A | N/A | 5% |
| Contacted AEDA as New business | 2% | 0% | N/A | N/A | N/A | N/A | N/A | 1% | 3% | 1% | N/A | N/A | 4% |
| Board member | 2% | 1% | N/A | N/A | N/A | N/A | N/A | 0% | 2% | 1% | N/A | N/A | 0% |
| Other | 15% | 4% | N/A | N/A | N/A | N/A | N/A | 10% | 19% | 7% | N/A | N/A | 24% |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

AEDA Interactions

“What was your reason(s) for interacting with AEDA?”

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|--------------------------------|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 147 | 85 | 16 | 36 | 125 | 16 | 101 | 40 |
| Gathering Info/Resources | 42% | 63% | N/A | 12% | 47% | N/A | 55% | 9% |
| Grant Related | 12% | 6% | N/A | 21% | 13% | N/A | 9% | 20% |
| Event/workshop/class | 7% | 6% | N/A | 10% | 6% | N/A | 5% | 12% |
| AEDA reached out to me | 4% | 1% | N/A | 8% | 4% | N/A | 3% | 6% |
| COVID related | 3% | 1% | N/A | 3% | 3% | N/A | 2% | 4% |
| Contacted AEDA as New business | 2% | 1% | N/A | 2% | 2% | N/A | 2% | 3% |
| Board member | 2% | 2% | N/A | 0% | 2% | N/A | 3% | 0% |
| Other | 15% | 10% | N/A | 24% | 12% | N/A | 8% | 30% |



Data Tables

Help from AEDA

“What other programming would you like to see from AEDA to help your business succeed?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 345 | 81 | 20 | 14 | 13 | 18 | 25 | 70 | 36 | 79 | 17 | 25 | 28 |
| More direct outreach | 38% | 66% | N/A | N/A | N/A | N/A | N/A | 74% | 11% | 67% | N/A | N/A | N/A |
| Funding/grant support | 25% | 18% | N/A | N/A | N/A | N/A | N/A | 15% | 29% | 10% | N/A | N/A | N/A |
| Promotional opportunities | 22% | 15% | N/A | N/A | N/A | N/A | N/A | 10% | 32% | 18% | N/A | N/A | N/A |
| Construction Information | 19% | 11% | N/A | N/A | N/A | N/A | N/A | 11% | 34% | 7% | N/A | N/A | N/A |
| Permits/zoning, or city processes help | 16% | 7% | N/A | N/A | N/A | N/A | N/A | 8% | 30% | 8% | N/A | N/A | N/A |
| Industry-specific meetups | 13% | 8% | N/A | N/A | N/A | N/A | N/A | 5% | 10% | 12% | N/A | N/A | N/A |
| Business mentoring | 13% | 9% | N/A | N/A | N/A | N/A | N/A | 3% | 5% | 11% | N/A | N/A | N/A |
| Hiring/workforce support | 10% | 5% | N/A | N/A | N/A | N/A | N/A | 3% | 12% | 2% | N/A | N/A | N/A |
| Sustainability resources | 10% | 1% | N/A | N/A | N/A | N/A | N/A | 7% | 8% | 6% | N/A | N/A | N/A |
| Help connecting with local suppliers, contractors, or service providers | 9% | 4% | N/A | N/A | N/A | N/A | N/A | 1% | 10% | 7% | N/A | N/A | N/A |
| Bilingual/translation resources | 1% | 0% | N/A | N/A | N/A | N/A | N/A | 0% | 0% | 1% | N/A | N/A | N/A |
| Other | 3% | 3% | N/A | N/A | N/A | N/A | N/A | 4% | 2% | 2% | N/A | N/A | N/A |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

Help from AEDA

“What other programming would you like to see from AEDA to help your business succeed?”

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|---|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 345 | 100 | 15 | 31 | 134 | 15 | 112 | 37 |
| More direct outreach | 38% | 58% | N/A | 10% | 49% | N/A | 53% | 15% |
| Funding/grant support | 25% | 19% | N/A | 40% | 30% | N/A | 22% | 49% |
| Promotional opportunities | 22% | 20% | N/A | 29% | 25% | N/A | 22% | 37% |
| Construction Information | 19% | 8% | N/A | 42% | 19% | N/A | 18% | 33% |
| Permits/zoning, or city processes help | 16% | 12% | N/A | 29% | 18% | N/A | 15% | 27% |
| Industry-specific meetups | 13% | 13% | N/A | 10% | 16% | N/A | 13% | 20% |
| Business mentoring | 13% | 16% | N/A | 7% | 16% | N/A | 12% | 22% |
| Hiring/workforce support | 10% | 7% | N/A | 27% | 10% | N/A | 7% | 25% |
| Sustainability resources | 10% | 8% | N/A | 14% | 11% | N/A | 7% | 24% |
| Help connecting with local suppliers, contractors, or service providers | 9% | 9% | N/A | 9% | 11% | N/A | 10% | 13% |
| Bilingual/translation resources | 1% | 2% | N/A | 0% | 2% | N/A | 1% | 4% |
| Other | 3% | 4% | N/A | 3% | 3% | N/A | 2% | 7% |



Data Tables

News Sources

“How do you get news or information about what is happening in Arvada?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|----------------------------------|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 285 | 126 | 43 | 33 | 28 | 49 | 76 | 97 | 63 | 122 | 53 | 50 | 59 |
| The Arvada Report | 56% | 65% | 50% | 82% | N/A | 38% | 41% | 76% | 60% | 73% | 44% | 43% | 44% |
| City of Arvada email newsletter' | 29% | 25% | 31% | 25% | N/A | 25% | 43% | 13% | 39% | 15% | 36% | 53% | 33% |
| City of Arvada Social Media | 25% | 22% | 32% | 27% | N/A | 25% | 34% | 12% | 35% | 19% | 28% | 24% | 36% |
| Arvada Press | 25% | 12% | 33% | 56% | N/A | 27% | 28% | 11% | 33% | 22% | 28% | 24% | 22% |
| Other Social Media | 23% | 13% | 21% | 20% | N/A | 18% | 33% | 10% | 22% | 14% | 26% | 16% | 29% |
| Nextdoor app | 17% | 12% | 23% | 26% | N/A | 15% | 17% | 13% | 27% | 12% | 16% | 30% | 19% |
| AEDA e-newsletter | 16% | 10% | 24% | 12% | N/A | 17% | 20% | 6% | 26% | 8% | 12% | 28% | 25% |
| AEDA Social Media | 5% | 4% | 4% | 5% | N/A | 2% | 5% | 2% | 11% | 3% | 4% | 5% | 9% |



* N/A indicates insufficient sample sizes to report out
Columns may not sum to 100% due to don't know responses which may not be shown

Data Tables

News Sources

“How do you get news or information about what is happening in Arvada?”

| | | 2024 Annual Revenue | | | Position | | Home Location | | |
|----------------------------------|--|---------------------|---------|---------------|----------|-------|---------------|-----------------|-----|
| | | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | | 285 | 170 | 37 | 70 | 252 | 33 | 192 | 93 |
| The Arvada Report | | 56% | 67% | 36% | 44% | 59% | 37% | 72% | 25% |
| City of Arvada email newsletter' | | 29% | 23% | 37% | 36% | 29% | 30% | 23% | 42% |
| City of Arvada Social Media | | 25% | 24% | 25% | 27% | 24% | 33% | 28% | 19% |
| Arvada Press | | 25% | 26% | 29% | 15% | 24% | 20% | 27% | 15% |
| Other Social Media | | 23% | 18% | 30% | 21% | 20% | 21% | 22% | 16% |
| Nextdoor app | | 17% | 13% | 18% | 24% | 17% | 20% | 19% | 15% |
| AEDA e-newsletter | | 16% | 12% | 21% | 21% | 15% | 21% | 13% | 22% |
| AEDA Social Media | | 5% | 3% | 5% | 8% | 5% | 6% | 6% | 2% |



Data Tables

Crime and Homelessness Impacts

“Has your business been impacted by crime within the past 12 months?”

“Has your business been impacted by homelessness within the past 12 months?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | ~312 | ~131 | ~48 | ~36 | ~30 | ~54 | ~84 | ~107 | ~67 | ~132 | ~68 | ~51 | ~63 |
| Business impacted by crime (yes) | 26% | 25% | 32% | 0% | 41% | 19% | 29% | 13% | 49% | 8% | 20% | 43% | 57% |
| Business impacted by homelessness (yes) | 59% | 76% | 59% | 17% | 73% | 37% | 60% | 70% | 60% | 55% | 49% | 71% | 68% |
| Increased concerns from customers or employees about safety | 42% | 63% | 43% | 9% | 36% | 17% | 38% | 62% | 34% | 49% | 33% | 39% | 39% |
| Property damage or vandalism near or on business premises | 40% | 62% | 33% | 2% | 37% | 15% | 30% | 59% | 44% | 43% | 27% | 42% | 48% |
| Increased calls or interactions with law enforcement or city services | 26% | 50% | 9% | 0% | 14% | 6% | 13% | 50% | 22% | 40% | 11% | 15% | 22% |
| Encampments or individuals sheltering near the business | 24% | 23% | 31% | 6% | 45% | 20% | 32% | 13% | 34% | 6% | 30% | 46% | 35% |
| Need for additional security or maintenance services | 17% | 16% | 21% | 6% | 34% | 18% | 21% | 7% | 26% | 6% | 13% | 37% | 28% |
| Direct engagement with individuals experiencing homelessness (e.g., offering support, referrals, etc.) | 11% | 11% | 8% | 5% | 8% | 7% | 21% | 6% | 9% | 1% | 15% | 17% | 22% |
| Challenges with sidewalk or storefront accessibility | 7% | 9% | 7% | 2% | 8% | 4% | 12% | 2% | 10% | 3% | 10% | 6% | 11% |
| Positive impact through partnerships with local service providers or nonprofits | 2% | 2% | 0% | 0% | 6% | 1% | 1% | 2% | 2% | 0% | 0% | 6% | 3% |
| Other impacts | 6% | 5% | 10% | 6% | 2% | 9% | 8% | 4% | 5% | 5% | 3% | 7% | 10% |

Data Tables

Crime and Homelessness Impacts

“Has your business been impacted by crime within the past 12 months?”

“Has your business been impacted by homelessness within the past 12 months?”

| | | 2024 Annual Revenue | | | Position | | Home Location | | |
|--|--|---------------------|---------|---------------|----------|-------|---------------|-----------------|------|
| | | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | | ~313 | ~188 | ~39 | ~73 | ~275 | ~36 | ~204 | ~109 |
| Business impacted by crime (yes) | | 26% | 11% | 28% | 61% | 24% | 43% | 19% | 39% |
| Business impacted by homelessness (yes) | | 59% | 55% | 67% | 70% | 59% | 55% | 59% | 60% |
| Increased concerns from customers or employees about safety | | 42% | 44% | 44% | 39% | 43% | 34% | 45% | 36% |
| Property damage or vandalism near or on business premises | | 40% | 38% | 40% | 47% | 42% | 28% | 43% | 35% |
| Increased calls or interactions with law enforcement or city services | | 26% | 31% | 21% | 20% | 28% | 13% | 32% | 14% |
| Encampments or individuals sheltering near the business | | 24% | 14% | 44% | 37% | 22% | 32% | 18% | 33% |
| Need for additional security or maintenance services | | 17% | 8% | 36% | 30% | 17% | 14% | 12% | 26% |
| Direct engagement with individuals experiencing homelessness (e.g., offering support, referrals, etc.) | | 11% | 5% | 21% | 21% | 10% | 16% | 6% | 21% |
| Challenges with sidewalk or storefront accessibility | | 7% | 4% | 17% | 8% | 7% | 5% | 6% | 9% |
| Positive impact through partnerships with local service providers or nonprofits | | 2% | 1% | 2% | 3% | 1% | 5% | 1% | 3% |
| Other impacts | | 6% | 4% | 7% | 11% | 6% | 8% | 4% | 9% |

Data Tables

Compiled comments about crime or homelessness in Arvada

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 171 | 91 | 25 | 11 | 15 | 21 | 37 | 70 | 43 | 77 | 29 | 29 | 36 |
| Homelessness and crime has gotten worse | 39% | 61% | N/A | N/A | N/A | N/A | 10% | 71% | 21% | 71% | N/A | N/A | 11% |
| Have homeless living on business property | 13% | 9% | N/A | N/A | N/A | N/A | 23% | 3% | 17% | 5% | N/A | N/A | 20% |
| Do not allow encampments/More policing | 10% | 7% | N/A | N/A | N/A | N/A | 17% | 3% | 14% | 6% | N/A | N/A | 13% |
| Homelessness and crime has gotten better | 8% | 6% | N/A | N/A | N/A | N/A | 13% | 3% | 16% | 6% | N/A | N/A | 10% |
| Homelessness deters customers | 7% | 9% | N/A | N/A | N/A | N/A | 5% | 0% | 20% | 4% | N/A | N/A | 15% |
| Have had damage to business | 7% | 7% | N/A | N/A | N/A | N/A | 14% | 3% | 7% | 5% | N/A | N/A | 8% |
| Homelessness is bad in Olde Town | 7% | 6% | N/A | N/A | N/A | N/A | 11% | 3% | 9% | 4% | N/A | N/A | 13% |
| Police are not doing enough | 6% | 2% | N/A | N/A | N/A | N/A | 4% | 2% | 11% | 5% | N/A | N/A | 8% |
| Arvada feels unsafe | 5% | 4% | N/A | N/A | N/A | N/A | 12% | 0% | 4% | 2% | N/A | N/A | 3% |
| Help the Homeless | 5% | 4% | N/A | N/A | N/A | N/A | 5% | 0% | 6% | 4% | N/A | N/A | 5% |
| Police doing a great job | 4% | 1% | N/A | N/A | N/A | N/A | 4% | 0% | 11% | 0% | N/A | N/A | 11% |
| Have not had issues | 7% | 4% | N/A | N/A | N/A | N/A | 9% | 7% | 1% | 2% | N/A | N/A | 3% |
| Other | 13% | 5% | N/A | N/A | N/A | N/A | 18% | 4% | 22% | 7% | N/A | N/A | 25% |

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Data Tables

Compiled comments about crime or homelessness in Arvada

“Please feel free to share any comments you would like to make regarding crime and/or homelessness in Arvada.”

| | Total | 2024 Annual Revenue | | | Position | | Home Location | |
|---|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 171 | 101 | 21 | 41 | 156 | 16 | 120 | 52 |
| Homelessness and crime has gotten worse | 39% | 56% | N/A | 14% | 42% | N/A | 50% | 13% |
| Have homeless living on business property | 13% | 10% | N/A | 19% | 12% | N/A | 11% | 17% |
| Do not allow encampments/More policing | 10% | 10% | N/A | 12% | 10% | N/A | 11% | 8% |
| Homelessness and crime has gotten better | 8% | 7% | N/A | 11% | 8% | N/A | 7% | 11% |
| Homelessness deters customers | 7% | 4% | N/A | 15% | 6% | N/A | 7% | 8% |
| Have had damage to business | 7% | 8% | N/A | 10% | 7% | N/A | 6% | 10% |
| Homelessness is bad in Olde Town | 7% | 4% | N/A | 11% | 6% | N/A | 6% | 9% |
| Police are not doing enough | 6% | 6% | N/A | 8% | 6% | N/A | 8% | 1% |
| Arvada feels unsafe | 5% | 4% | N/A | 4% | 6% | N/A | 4% | 8% |
| Help the Homeless | 5% | 4% | N/A | 3% | 5% | N/A | 3% | 9% |
| Police doing a great job | 4% | 1% | N/A | 13% | 4% | N/A | 3% | 6% |
| Have not had issues | 7% | 5% | N/A | 1% | 7% | N/A | 2% | 18% |
| Other | 13% | 8% | N/A | 30% | 12% | N/A | 12% | 13% |

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Data Tables

Employee-Related Ratings

“Do your employees live in Arvada, or do at least some commute to the City?”

“Have you considered outsourcing some of your remote work either out of state or even out of the country?”

“Is finding and retaining qualified employees more or less difficult today than it has been the last 2 years?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 299 | 127 | 47 | 33 | 28 | 52 | 77 | 106 | 63 | 125 | 63 | 50 | 61 |
| All employees live in Arvada | 37% | 52% | 18% | 48% | N/A | 36% | 31% | 52% | 21% | 73% | 23% | 4% | 4% |
| Half or more, but not all | 21% | 22% | 21% | 16% | N/A | 17% | 25% | 22% | 31% | 1% | 33% | 44% | 44% |
| Less than half | 23% | 20% | 48% | 10% | N/A | 29% | 31% | 18% | 34% | 6% | 32% | 51% | 44% |
| base | 290 | 127 | 43 | 33 | 28 | 52 | 77 | 97 | 63 | 125 | 54 | 50 | 61 |
| Have considered outsourcing | 20% | 11% | 28% | 21% | N/A | 25% | 23% | 10% | 28% | 6% | 25% | 23% | 42% |
| base | 290 | 122 | 40 | 33 | 25 | 46 | 72 | 94 | 54 | 122 | 52 | 46 | 46 |
| Finding/retaining employees more difficult today | 23% | 19% | 36% | 15% | N/A | 16% | 25% | 17% | 37% | 11% | 36% | 26% | 35% |
| Unchanged | 28% | 23% | 35% | 28% | N/A | 20% | 40% | 20% | 35% | 10% | 40% | 50% | 38% |
| Less difficult today | 8% | 5% | 7% | 0% | N/A | 11% | 6% | 3% | 15% | 2% | 4% | 7% | 24% |

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Data Tables

Employee-Related Ratings

“Do your employees live in Arvada, or do at least some commute to the City?”

“Have you considered outsourcing some of your remote work either out of state or even out of the country?”

“Is finding and retaining qualified employees more or less difficult today than it has been the last 2 years?”

| | | 2024 Annual Revenue | | | Position | | Home Location | | |
|--|--|---------------------|---------|---------------|----------|-------|---------------|-----------------|-----|
| | | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | | 299 | 162 | 38 | 71 | 265 | 34 | 166 | 99 |
| All employees live in Arvada | | 37% | 59% | 7% | 3% | 41% | 9% | 55% | 3% |
| Half or more, but not all | | 21% | 12% | 50% | 39% | 23% | 33% | 17% | 36% |
| Less than half | | 23% | 11% | 42% | 51% | 23% | 51% | 17% | 45% |
| base | | 290 | 173 | 37 | 72 | 256 | 34 | 195 | 95 |
| Have considered outsourcing | | 20% | 12% | 21% | 38% | 20% | 25% | 20% | 21% |
| base | | 290 | 167 | 35 | 72 | 256 | 34 | 181 | 85 |
| Finding/retaining employees more difficult today | | 23% | 13% | 38% | 40% | 22% | 32% | 17% | 35% |
| Unchanged | | 28% | 21% | 49% | 36% | 26% | 48% | 24% | 37% |
| Less difficult today | | 8% | 3% | 4% | 20% | 7% | 14% | 7% | 11% |

Data Tables

Housing-Related Ratings

“To what extent do you agree a lack of affordable housing impacts your ability to recruit and retain employees?”

“How concerned are you about the availability of affordable workforce housing in Arvada?”

“Has your organization taken any steps to support employee housing needs?”

“Would your organization be open to investing in workforce housing solutions?”

“What kind of support would encourage your organization to invest in workforce housing?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 299 | 110 | 35 | 24 | 24 | 43 | 58 | 93 | 43 | 106 | 47 | 39 | 46 |
| Housing availability is important for hiring/retention | 29% | 24% | 27% | N/A | N/A | 43% | 35% | 19% | 29% | 11% | 35% | 40% | 53% |
| base | 299 | 105 | 32 | 29 | 26 | 40 | 60 | 92 | 50 | 111 | 45 | 40 | 47 |
| Concern about availability of affordable housing | 26% | 16% | 23% | N/A | N/A | 26% | 28% | 19% | 35% | 15% | 26% | 32% | 44% |
| base | 293 | 119 | 43 | 28 | 28 | 39 | 68 | 99 | 57 | 111 | 53 | 46 | 53 |
| Taken steps to support employee housing | 7% | 5% | 8% | N/A | N/A | 2% | 1% | 9% | 12% | 1% | 17% | 4% | 11% |
| base | 293 | 112 | 35 | 24 | 20 | 36 | 63 | 84 | 48 | 114 | 36 | 39 | 42 |
| Open to housing aid | 3% | 2% | 3% | N/A | N/A | 4% | 5% | 1% | 3% | 1% | 1% | 3% | 9% |
| base | 290 | 149 | 59 | 40 | 31 | 83 | 91 | 113 | 74 | 138 | 68 | 71 | 86 |
| Support to encourage workforce housing investment | | | | | | | | | | | | | |
| Government incentives or tax credits | 23% | 16% | 28% | 16% | 35% | 35% | 27% | 13% | 25% | 10% | 25% | 35% | 40% |
| Funding matches from public or nonprofit sources | 11% | 6% | 19% | 11% | 10% | 22% | 7% | 9% | 9% | 6% | 11% | 20% | 14% |
| Case studies of successful employer housing models | 8% | 6% | 8% | 11% | 7% | 18% | 4% | 4% | 9% | 3% | 11% | 9% | 11% |
| Technical assistance and planning support | 5% | 4% | 11% | 2% | 0% | 13% | 4% | 3% | 4% | 1% | 5% | 10% | 10% |
| Regional collaborations or employer coalitions | 5% | 3% | 8% | 4% | 3% | 10% | 6% | 2% | 4% | 1% | 3% | 6% | 13% |

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Data Tables

Housing-Related Ratings

“To what extent do you agree a lack of affordable housing impacts your ability to recruit and retain employees?”

“How concerned are you about the availability of affordable workforce housing in Arvada?”

“Has your organization taken any steps to support employee housing needs?”

“Would your organization be open to investing in workforce housing solutions?”

“What kind of support would encourage your organization to invest in workforce housing?”

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 299 | 145 | 24 | 72 | 265 | 34 | 157 | 82 |
| Housing availability is important for hiring/retention | 29% | 20% | N/A | 50% | 27% | 51% | 23% | 42% |
| base | 299 | 152 | 26 | 70 | 265 | 34 | 168 | 76 |
| Concern about availability of affordable housing | 26% | 21% | N/A | 35% | 25% | 35% | 23% | 31% |
| base | 293 | 156 | 33 | 72 | 259 | 34 | 177 | 87 |
| Taken steps to support employee housing | 7% | 3% | 15% | 8% | 6% | 16% | 5% | 10% |
| base | 293 | 149 | 24 | 56 | 259 | 34 | 165 | 66 |
| Open to housing aid | 3% | 2% | N/A | 7% | 3% | 2% | 2% | 5% |
| base | 290 | 201 | 50 | 68 | 256 | 34 | 229 | 133 |
| Support to encourage workforce housing investment | | | | | | | | |
| Government incentives or tax credits | 23% | 15% | 29% | 38% | 24% | 16% | 17% | 37% |
| Funding matches from public or nonprofit sources | 11% | 8% | 18% | 13% | 11% | 6% | 8% | 16% |
| Case studies of successful employer housing models | 8% | 6% | 6% | 8% | 8% | 5% | 6% | 10% |
| Technical assistance and planning support | 5% | 3% | 9% | 6% | 6% | 2% | 4% | 9% |
| Regional collaborations or employer coalitions | 5% | 2% | 4% | 8% | 5% | 2% | 4% | 7% |

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Data Tables

Economic Growth Opinions

“How much do you support or oppose economic growth in the City of Arvada?”

“How satisfied are you with the way in which the City of Arvada is managing economic growth and development?”

| | | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | Total | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 271 | 125 | 42 | 32 | 26 | 50 | 75 | 97 | 61 | 123 | 60 | 47 | 55 |
| Support economic growth (strongly + somewhat) | 88% | 96% | 93% | 93% | N/A | 99% | 95% | 97% | 91% | 95% | 95% | 93% | 99% |
| Strongly support | 49% | 40% | 60% | 51% | N/A | 74% | 66% | 32% | 55% | 30% | 76% | 65% | 72% |
| base | 233 | 113 | 37 | 28 | 23 | 34 | 69 | 93 | 60 | 110 | 50 | 43 | 53 |
| Satisfied with growth mgmt. (extremely + very) | 33% | 22% | 30% | N/A | N/A | 43% | 46% | 14% | 31% | 18% | 44% | 32% | 43% |
| Extremely satisfied | 5% | 5% | 10% | N/A | N/A | 18% | 8% | 9% | 3% | 4% | 23% | 8% | 4% |

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|--|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | 271 | 173 | 36 | 46 | 250 | 34 | 188 | 96 |
| Support economic growth (strongly + somewhat) | 88% | 94% | 100% | 95% | 96% | 87% | 94% | 99% |
| Strongly support | 49% | 42% | 73% | 75% | 53% | 58% | 43% | 75% |
| base | 233 | 157 | 34 | 42 | 226 | 30 | 174 | 81 |
| Satisfied with growth mgmt. (extremely + very) | 33% | 27% | 34% | 38% | 28% | 51% | 24% | 44% |
| Extremely satisfied | 5% | 9% | 7% | 9% | 9% | 5% | 6% | 15% |

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Data Tables

Business Optimism

“How likely do you think you will continue to be in business here in Arvada....?”

| | | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|---------------------------|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| (extremely + very likely) | Total | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | ~280 | ~120 | ~45 | ~31 | ~26 | ~47 | ~71 | ~103 | ~57 | ~119 | ~62 | ~45 | ~54 |
| Within the next year | 76% | 54% | 94% | 92% | N/A | 95% | 92% | 52% | 82% | 52% | 96% | 95% | 88% |
| Three years from now | 64% | 43% | 78% | 86% | N/A | 79% | 80% | 41% | 73% | 43% | 80% | 83% | 78% |
| Five years from now | 54% | 36% | 71% | 72% | N/A | 61% | 75% | 36% | 58% | 36% | 70% | 75% | 62% |

| | | 2024 Annual Revenue | | | Position | | Home Location | |
|---------------------------|-------|---------------------|---------------|-------|----------|-----|-----------------|-----|
| (extremely + very likely) | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | ~280 | ~171 | ~32 | ~44 | ~250 | ~29 | ~82 | ~97 |
| Within the next year | 76% | 65% | 90% | 93% | 74 | N/A | 67% | 92% |
| Three years from now | 64% | 56% | 77% | 77% | 62 | N/A | 55% | 82% |
| Five years from now | 54% | 48% | 68% | 65% | 53 | N/A | 46% | 71% |



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Data Tables

Business Growth

“What are your business’s growth expectations over the next 1–3 years?”

“Do you anticipate increasing, maintaining, or decreasing your workforce?”

“Are you planning any major capital investments in the near future?”

“How much are the following holding you back from expanding?”

| | Total | Physical Space | | | | Years in Business | | | | Number of Employees | | | |
|--|-------|----------------|------------|------------|----------------------|-------------------|---------|----------|-----|---------------------|--------|--------|-----|
| | | Retail/Service | Commercial | Home-Based | Industrial/Warehouse | Less than three | 3 to 10 | 11 to 19 | 20+ | 1 | 2 to 4 | 5 to 9 | 10+ |
| base | 309 | 130 | 48 | 34 | 30 | 54 | 82 | 107 | 65 | 129 | 67 | 51 | 61 |
| Expected growth (significant + moderate) | 35% | 26% | 43% | 28% | 50% | 56% | 44% | 14% | 38% | 20% | 42% | 51% | 44% |
| Significant | 14% | 11% | 12% | 11% | 25% | 23% | 18% | 5% | 16% | 6% | 21% | 22% | 17% |
| base | 309 | 130 | 48 | 34 | 30 | 54 | 82 | 107 | 65 | 129 | 67 | 51 | 61 |
| Plan to increase workforce | 26% | 22% | 30% | 16% | 47% | 41% | 35% | 12% | 26% | 12% | 27% | 47% | 38% |
| base | 309 | 109 | 38 | 26 | 21 | 39 | 59 | 97 | 50 | 115 | 49 | 38 | 43 |
| Plan major capital investment | 14% | 10% | 13% | N/A | N/A | 12% | 15% | 9% | 23% | 3% | 18% | 23% | 25% |
| base | ~231 | ~113 | ~37 | ~22 | ~26 | ~42 | ~63 | ~92 | ~52 | ~105 | ~55 | ~43 | ~48 |
| Lacking access to marketing resources and talent | 39% | 62% | 17% | N/A | N/A | 36% | 28% | 60% | 19% | 60% | 29% | 18% | 20% |
| Lacking other businesses that support my business needs | 33% | 55% | 7% | N/A | N/A | 19% | 24% | 55% | 18% | 54% | 21% | 14% | 14% |
| Having too many regulatory restrictions imposed by other government entities (e.g. County, State, Federal) | 31% | 30% | 36% | N/A | N/A | 24% | 34% | 27% | 37% | 21% | 32% | 27% | 45% |
| Lacking access to high-quality utilities (such as broadband internet) | 30% | 56% | 6% | N/A | N/A | 19% | 14% | 54% | 15% | 50% | 10% | 19% | 17% |
| Lacking access to sufficient amount of capital | 27% | 23% | 30% | N/A | N/A | 47% | 38% | 14% | 24% | 21% | 39% | 26% | 31% |
| Lacking access to a sufficient number of qualified employees/staff | 26% | 21% | 31% | N/A | N/A | 28% | 42% | 11% | 32% | 6% | 26% | 53% | 42% |
| Having too many regulatory restrictions imposed by the City of Arvada | 23% | 15% | 38% | N/A | N/A | 14% | 29% | 14% | 42% | 11% | 32% | 20% | 41% |
| Lacking sufficient available space to expand | 22% | 16% | 42% | N/A | N/A | 28% | 23% | 15% | 29% | 12% | 28% | 28% | 35% |
| Lacking of sufficient number of visitors to Arvada for customers | 16% | 16% | 21% | N/A | N/A | 28% | 29% | 5% | 13% | 10% | 24% | 17% | 23% |
| Lacking sufficient public safety for my staff and/or customers | 14% | 16% | 16% | N/A | N/A | 9% | 14% | 6% | 33% | 9% | 15% | 17% | 22% |
| Lacking a sufficient number of residents in Arvada for customers | 13% | 12% | 20% | N/A | N/A | 34% | 15% | 6% | 7% | 9% | 16% | 11% | 22% |

An extreme amount + a moderate amount

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Data Tables

Business Growth

“What are your business’s growth expectations over the next 1–3 years?”

“Do you anticipate increasing, maintaining, or decreasing your workforce?”

“Are you planning any major capital investments in the near future?”

“How much are the following holding you back from expanding?”

| | | 2024 Annual Revenue | | | Position | | Home Location | | |
|--|--|---------------------|---------|---------------|----------|-------|---------------|-----------------|-----|
| | | Total | <\$500K | \$500K – \$1M | \$1M+ | Owner | Non | Arvada Resident | Non |
| base | | 309 | 185 | 39 | 73 | 272 | 36 | 201 | 108 |
| Expected growth (significant + moderate) | | 35% | 27% | 32% | 55% | 32% | 54% | 32% | 39% |
| Significant | | 14% | 11% | 10% | 22% | 13% | 16% | 13% | 14% |
| base | | 309 | 185 | 39 | 71 | 272 | 36 | 201 | 108 |
| Plan to increase workforce | | 26% | 19% | 25% | 42% | 25% | 31% | 23% | 31% |
| base | | 309 | 163 | 28 | 50 | 272 | 36 | 162 | 83 |
| Plan major capital investment | | 14% | 7% | N/A | 25% | 14% | 16% | 9% | 23% |
| base | | ~244 | ~153 | ~32 | ~57 | ~226 | ~25 | ~163 | ~88 |
| Lacking access to marketing resources and talent | | 39% | 53% | 10% | 16% | 16% | N/A | 48% | 22% |
| Lacking other businesses that support my business needs | | 33% | 43% | 16% | 17% | 9% | N/A | 44% | 11% |
| Having too many regulatory restrictions imposed by other government entities (e.g. County, State, Federal) | | 31% | 21% | 26% | 48% | 32% | N/A | 27% | 36% |
| Lacking access to high-quality utilities (such as broadband internet) | | 30% | 39% | 4% | 22% | 13% | N/A | 40% | 13% |
| Lacking access to sufficient amount of capital | | 27% | 31% | 23% | 19% | 32% | N/A | 26% | 30% |
| Lacking access to a sufficient number of qualified employees/staff | | 26% | 17% | 43% | 41% | 21% | N/A | 22% | 32% |
| Having too many regulatory restrictions imposed by the City of Arvada | | 23% | 13% | 19% | 46% | 29% | N/A | 18% | 32% |
| Lacking sufficient available space to expand | | 22% | 14% | 19% | 43% | 35% | N/A | 18% | 31% |
| Lacking of sufficient number of visitors to Arvada for customers | | 16% | 13% | 20% | 22% | 12% | N/A | 11% | 27% |
| Lacking sufficient public safety for my staff and/or customers | | 14% | 10% | 14% | 25% | 14% | N/A | 14% | 13% |
| Lacking a sufficient number of residents in Arvada for customers | | 13% | 9% | 25% | 17% | 10% | N/A | 10% | 19% |

An extreme amount + a moderate amount

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