



downtownKC



^{KC} **bizcare**

SMALL BUSINESS SURVEY 2016



River Market North
3RD & GRAND

River Market West
4TH & DELAWARE

City Market
5TH & WALNUT

North Loop
7TH & MAIN

Library
9TH & MAIN

Metro Center
12TH & MAIN

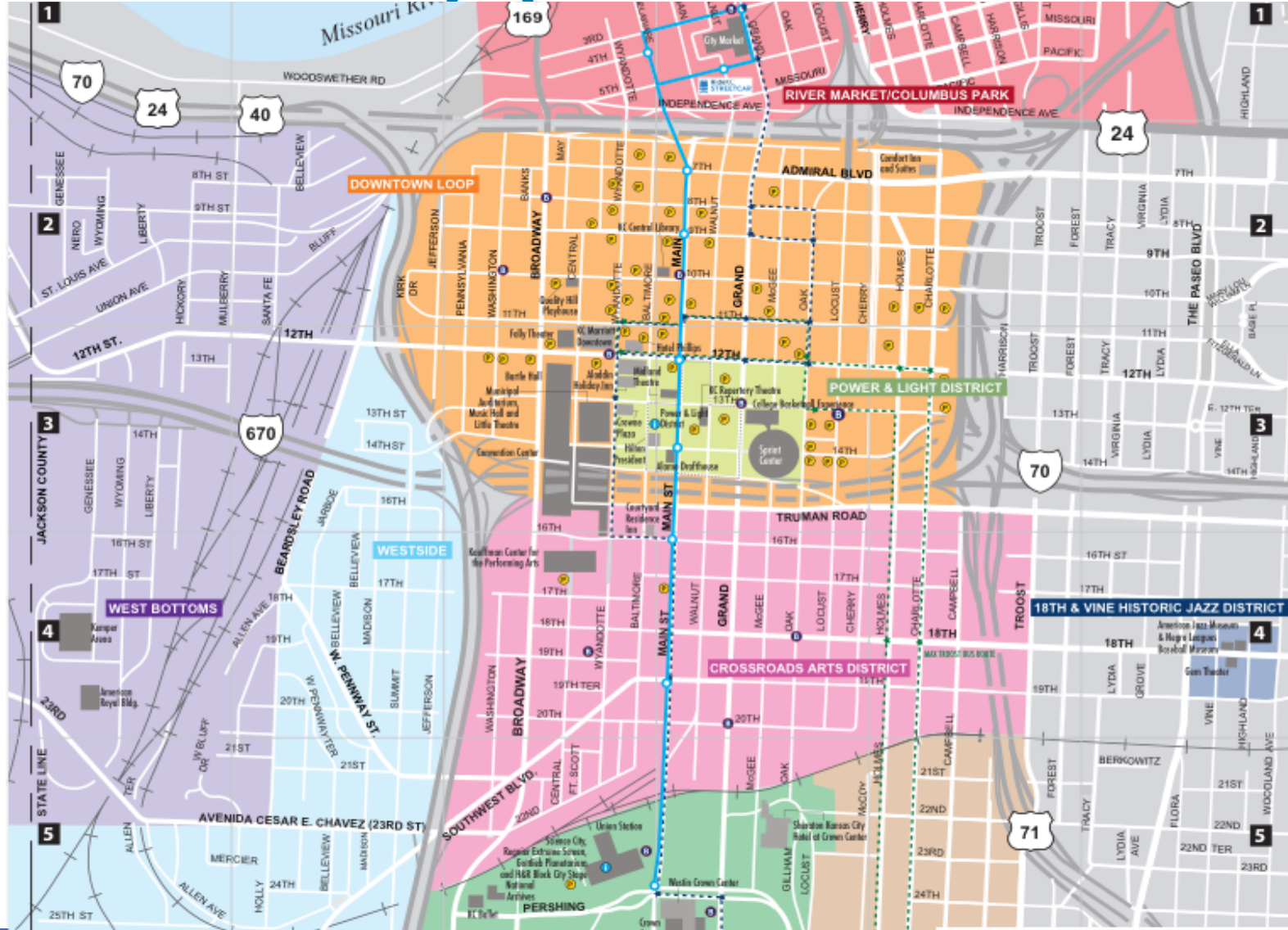
Power & Light
14TH & MAIN

Kauffman Center
16TH & MAIN

Crossroads
19TH & MAIN

Union Station
PERSHING & MAIN

RideKC STREETCAR™



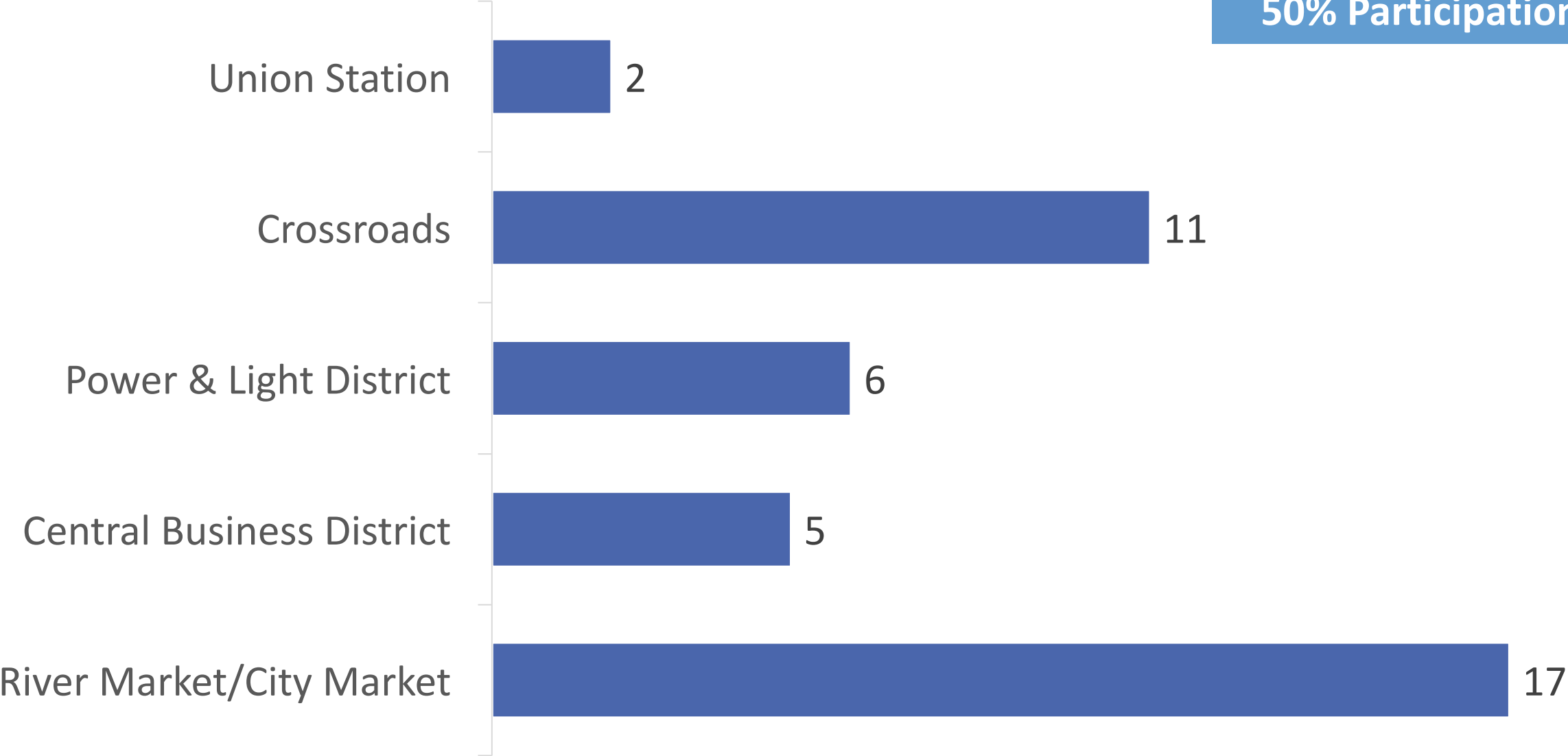
DOWNTOWN KANSAS CITY

SURVEY SYNOPSIS

- Survey of small businesses on the KC Streetcar route, from Union Station to the River Market
- More than 80 small businesses contacted either via email, phone or personal visits
- 41 small businesses responded
- Businesses ranged from restaurants, retail, bars, coffee shops, etc.
- Follow up includes delivering survey results to participating businesses
- Perform regular surveys of businesses on the streetcar route as well as riders

RESPONSE BY DISTRICT

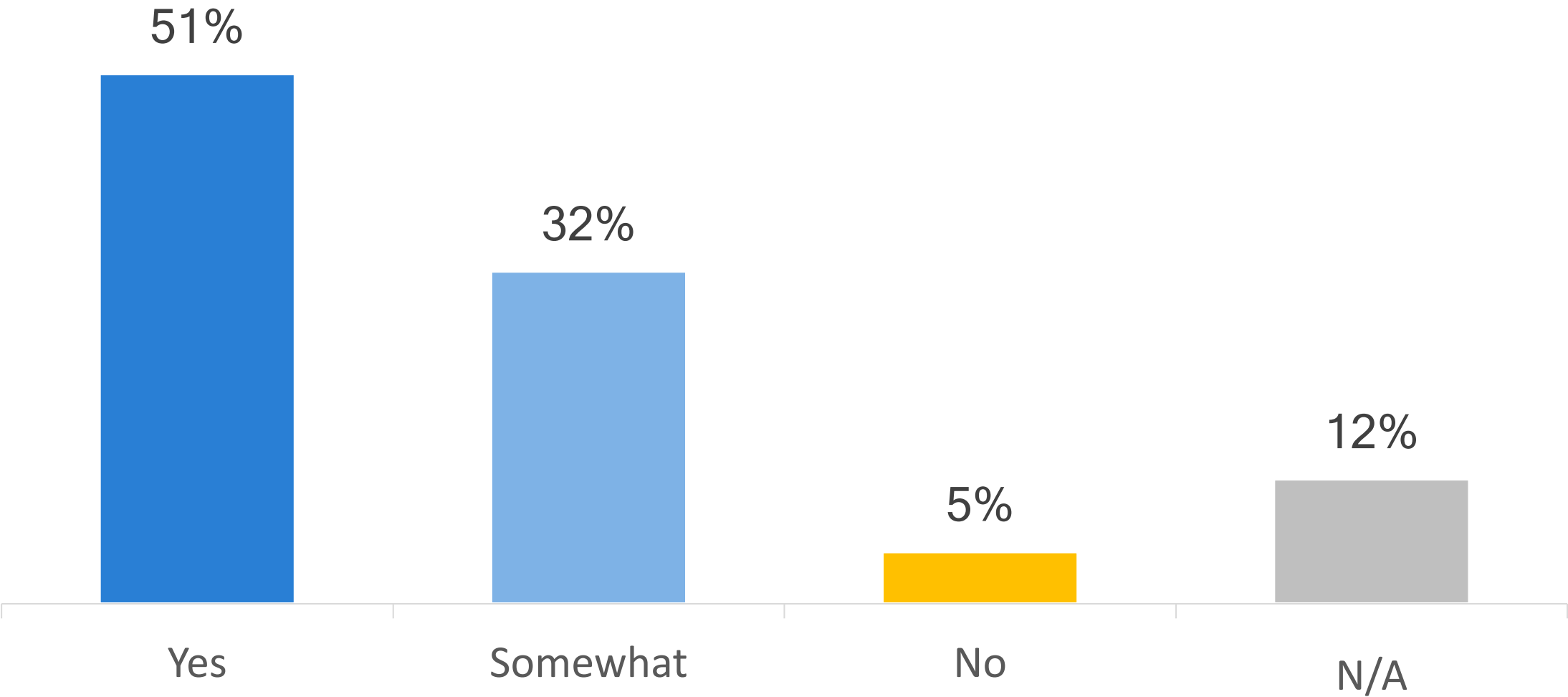
50% Participation



RESULTS

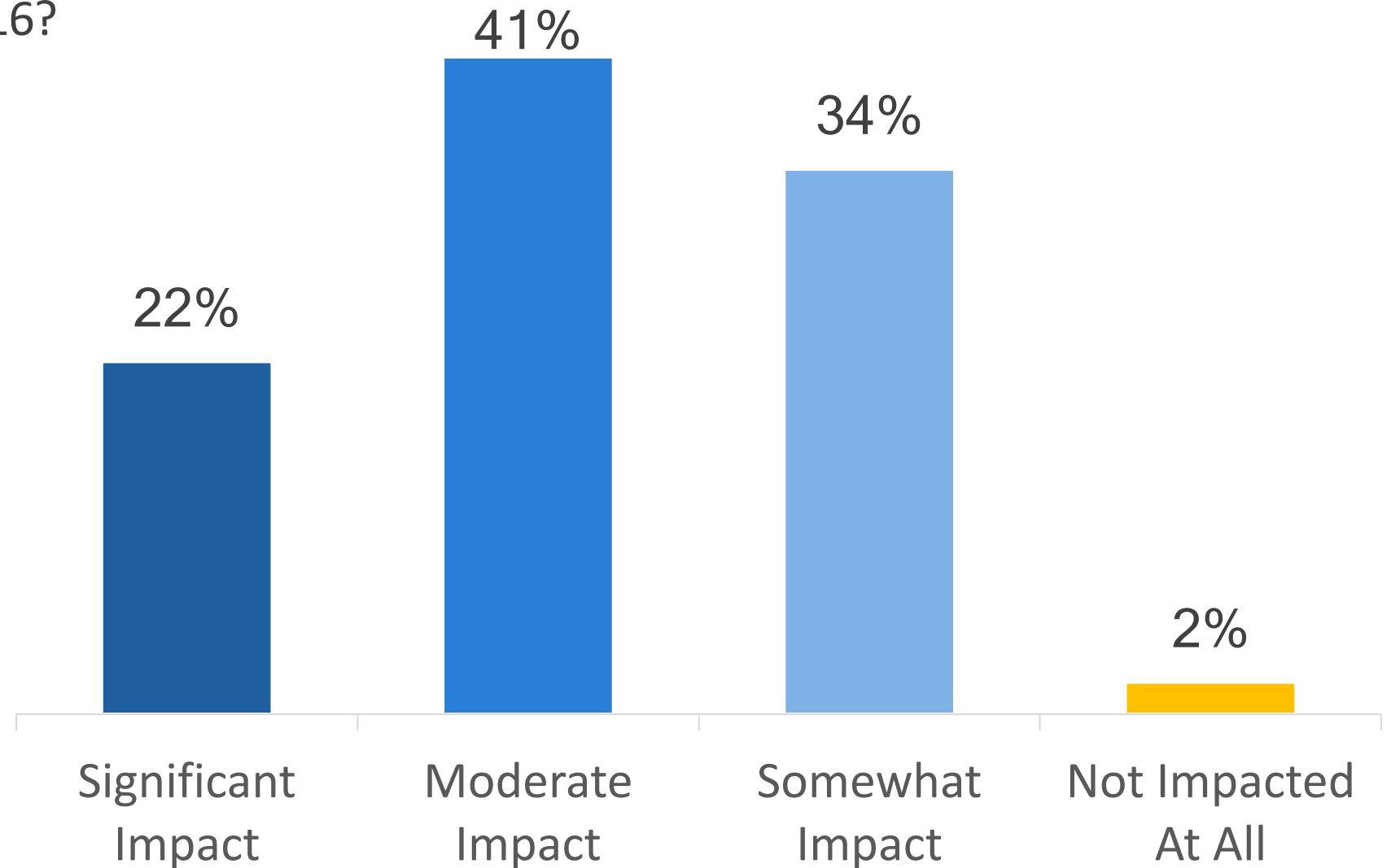


Q1: In the months prior to the opening of the KC Streetcar (May 6, 2016), did you feel prepared in what the expected impact the streetcar would have on your business?

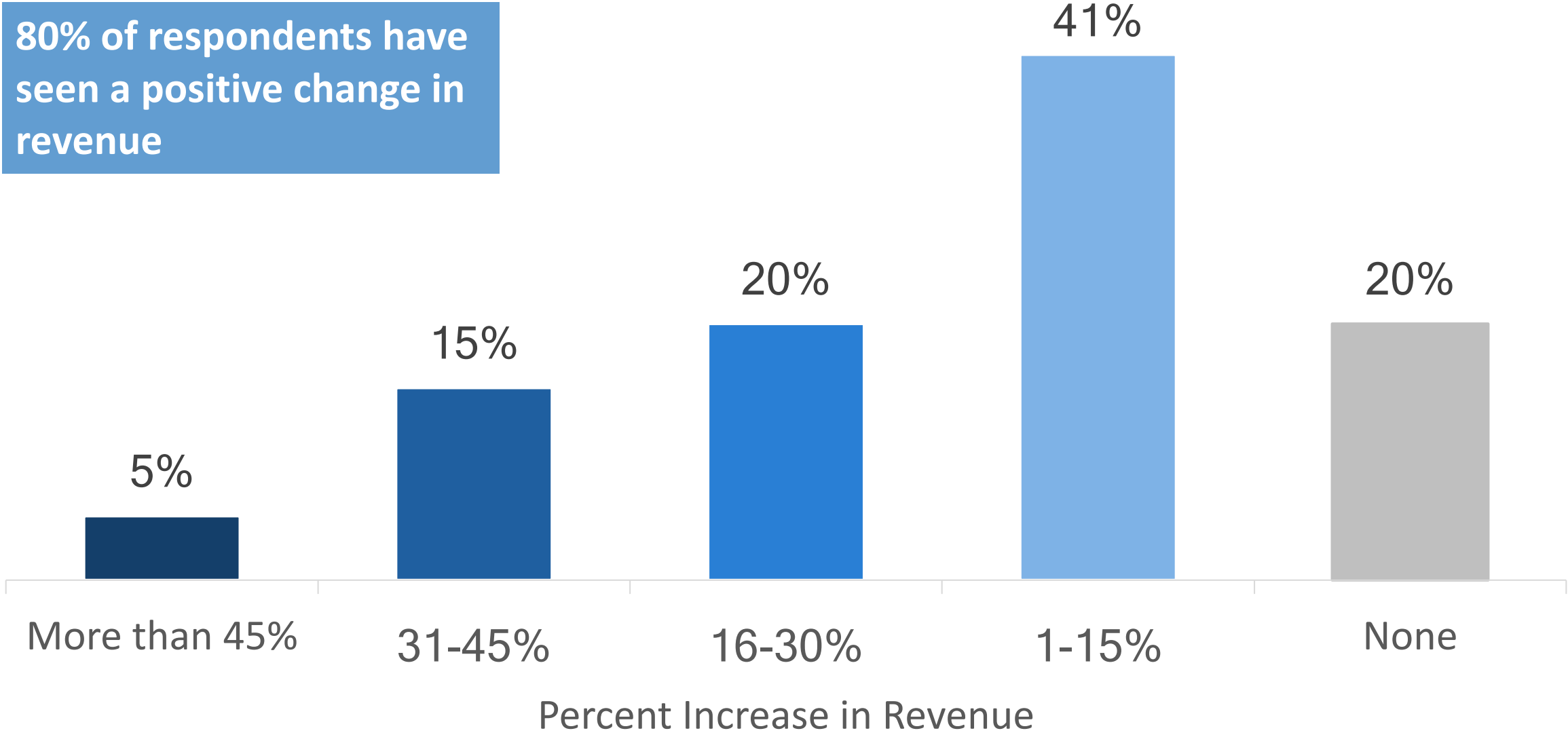


Q2: Acknowledging the recent uptick in activity in downtown Kansas City over the course of a year, what impact has the KC Streetcar specifically had on your business since it began operations on May 6, 2016?

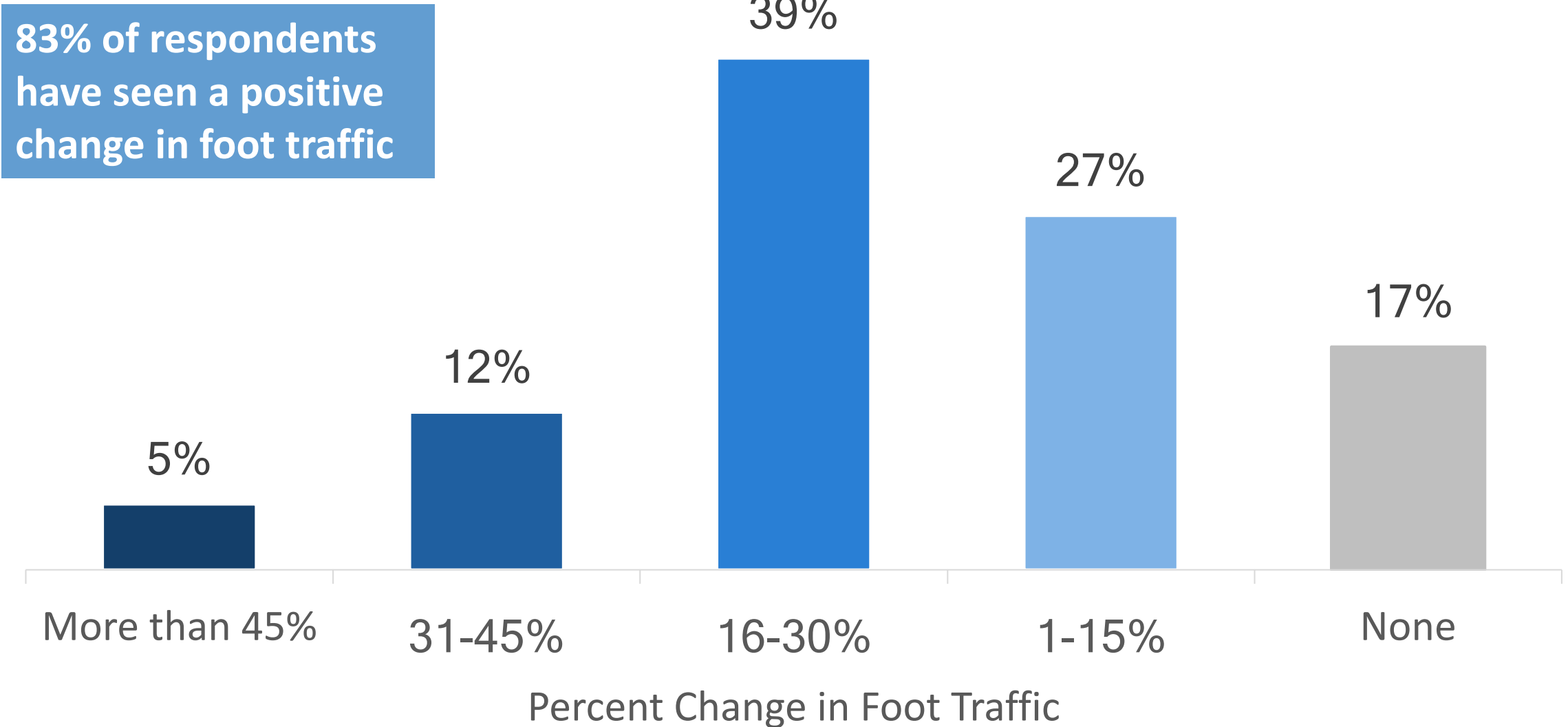
97% of respondents credited the streetcar with having an impact on their business



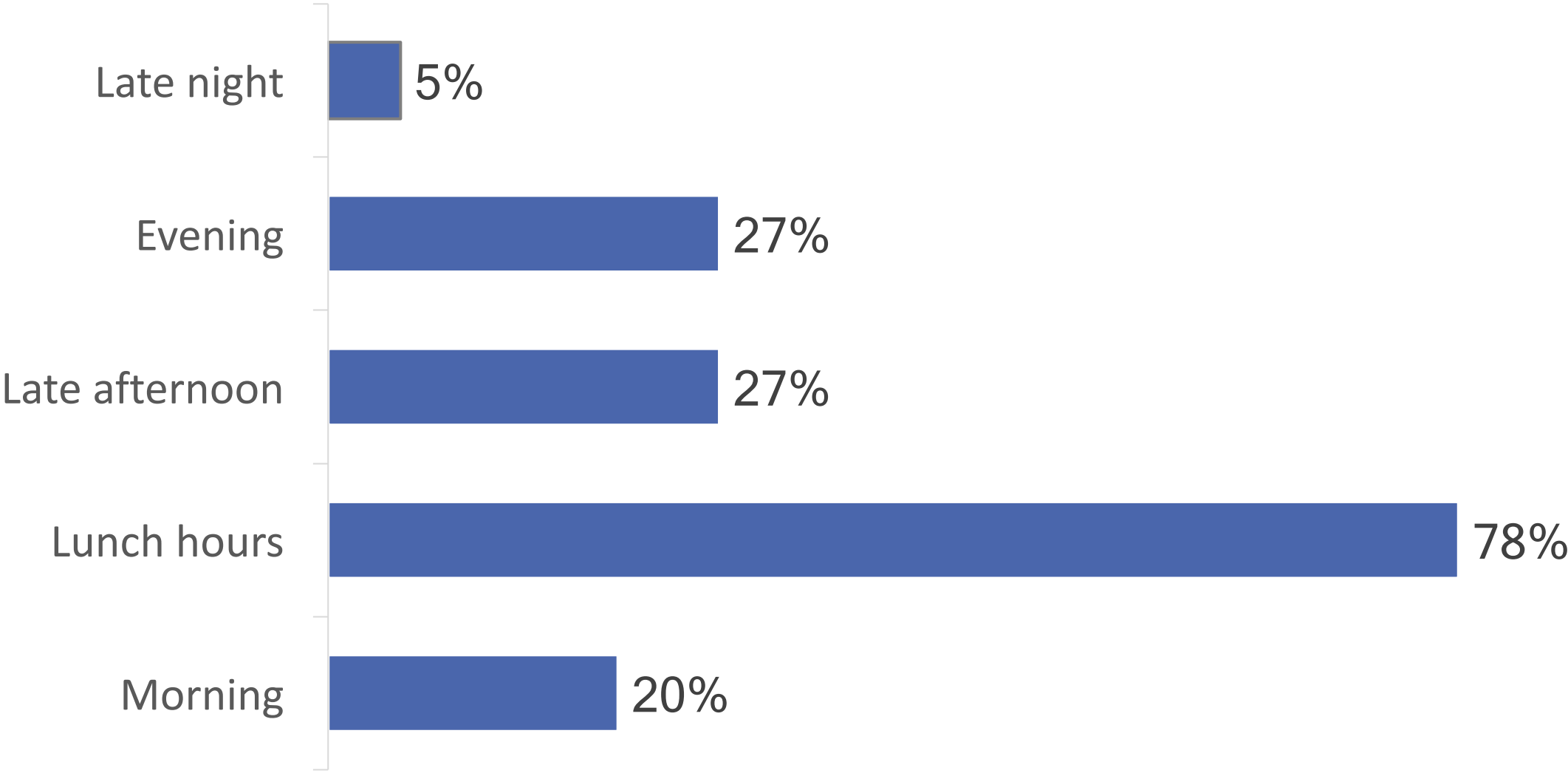
Q3: Have you seen a change in revenue this year over the same time period last year?



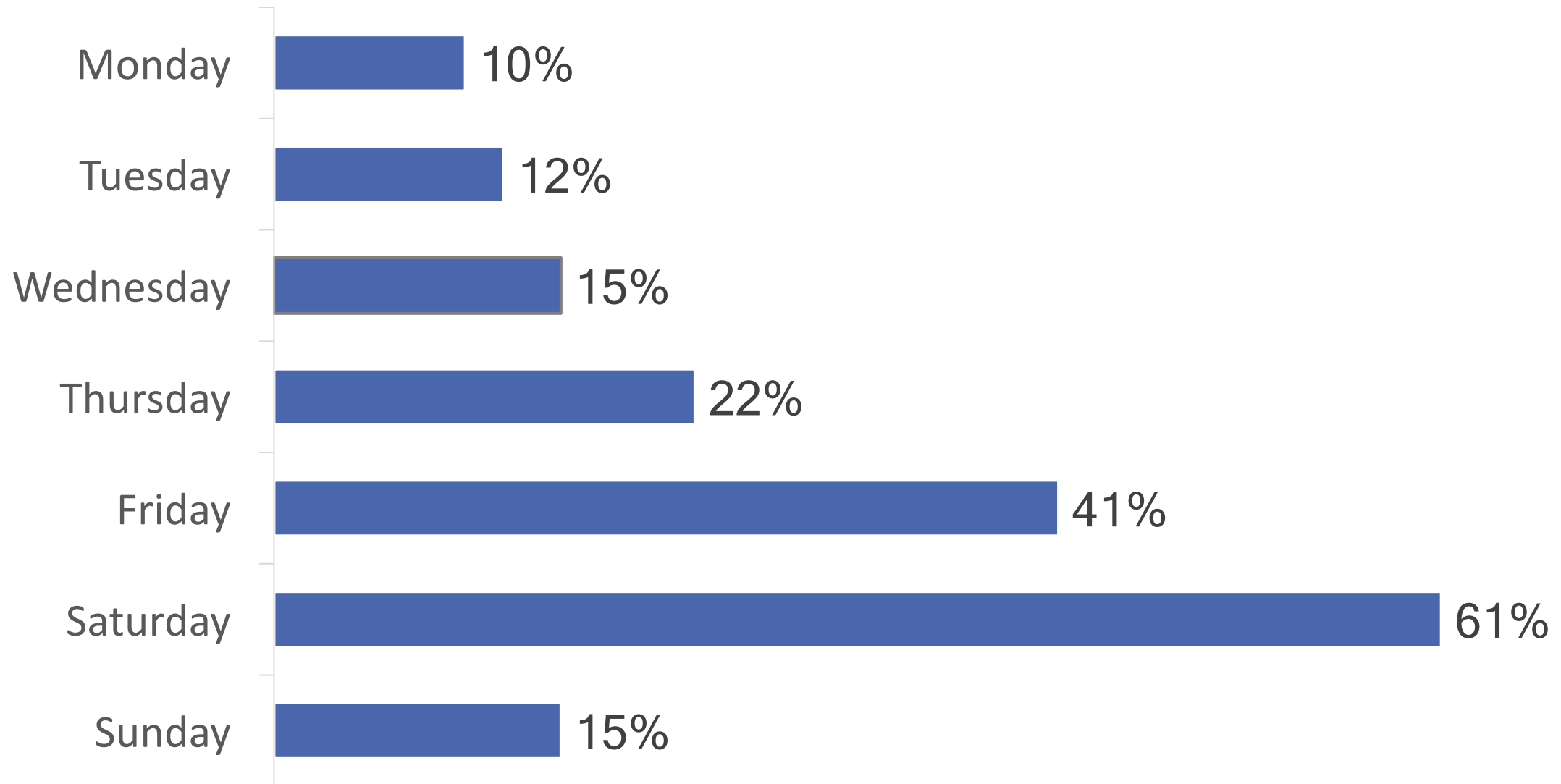
Q4: Have you seen a change in foot traffic this year over the same time period as last year?



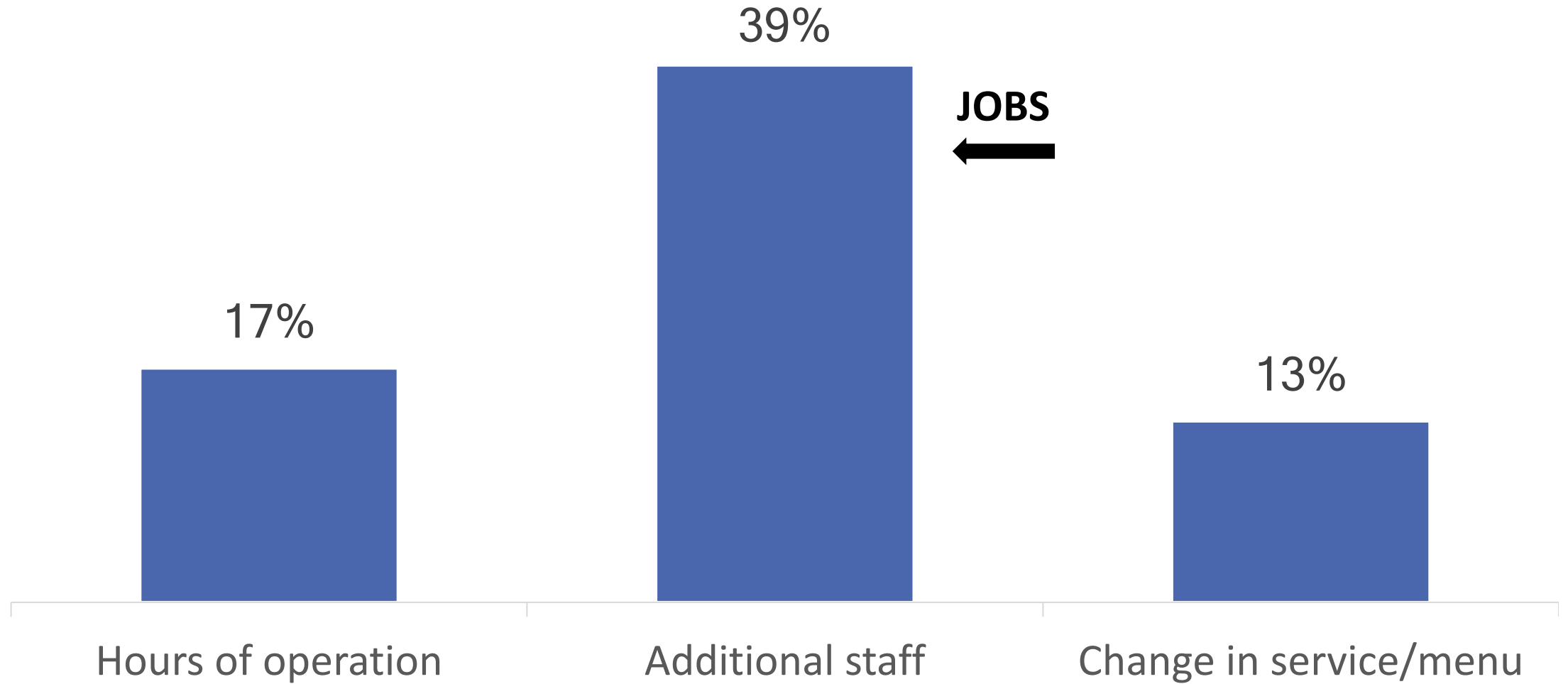
Q5: What time of day do you see the most customers?



Q6: What is your busiest day of the week? (choose more than one if applicable)



Q7: What adjustments have you made in your business due to the addition of the KC Streetcar to downtown? (choose more than one if applicable)



Q8: What KC Streetcar related improvements would be beneficial to your business?

- Expand the streetcar line (9 responses)
- Satisfied with the results (4 responses)
- Plan for additional parking (4 responses)
- Develop a Park & Ride (2 responses)
- Advertising opportunities for those businesses with a Main Street address (4 responses)
- Develop a map pinpointing area restaurants (2 responses)
- Make improvements to traffic at certain intersections (1 response)

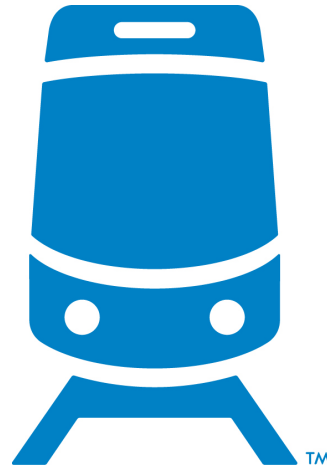
Q9: Additional Comments

- Expand the streetcar line
- It has been a fantastic addition to the city
- We love the streetcar
- The streetcar is greatly impacting most local businesses in a positive manner.
- Glad the construction is done
- Without the streetcar as an option, customers would not have visited my store at the City Market
- We need more parking
- Investment of time, energy and construction detours have paid off
- We are happy to have the streetcar as a benefit to our employees and customers
- I see the streetcar bringing more people downtown.
- Bring more retail on the line
- Nothing but positive results to our business
- Construction impacted my business and revenue fell during construction
- With the streetcar people now have the option of exploring more of our city
- The streetcar and streetcar staff are some of the nicest and greatest additions to our city



A graphic consisting of five overlapping, fan-like shapes in purple, green, red, orange, and yellow.

*downtown*KC



^{KC}
bizcare