

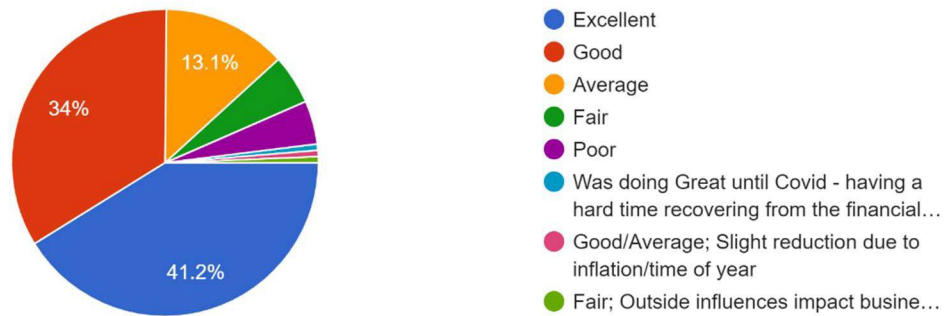


## 2023 Business Walk - Results

The 2023 Atascadero Chamber Business Walk marked a significant milestone in community engagement and support for local enterprises. On October 12, a dedicated team of over 40 volunteers embarked on a mission to visit 300 businesses across the city. This event stands as a testament to the unwavering commitment of the Atascadero Chamber of Commerce to foster strong relationships within the local business ecosystem. The walk not only provided a platform for valuable interactions but also offered a comprehensive insight into the diverse strengths and challenges faced by businesses in Atascadero.

### Question 1: How is business?

153 responses



### KEY THEMES FROM 2023 ATASCADERO CHAMBER BUSINESS WALK:

#### Homelessness as a Safety Concern:

Numerous businesses mentioned concerns about homelessness affecting safety, leading to car break-ins, and, in some cases, encountering homeless individuals engaging in inappropriate behavior.

#### Financial Recovery Post-COVID:

Businesses experienced challenges due to the financial loss and debt accrued during the pandemic. Owners mentioned difficulty in recovering from these setbacks.



### Visibility and Exposure Challenges:

Businesses described challenges related to visibility and exposure. This includes concerns about signage and marketing efforts.

### Need for More Local Events:

Businesses expressed interest in hosting or participating in more local events on Traffic Way to draw in foot traffic.

### BUSINESSES IN ATASCADERO FIND STRENGTHS IN VARIOUS ASPECTS OF THEIR OPERATIONS:

- They appreciate the sense of community and local support.
- The quality of the community is highly valued.
- Many businesses enjoy the small-town atmosphere.
- Efforts to address homelessness are acknowledged and welcomed.
- Visibility and exposure are considered important for business growth.
- The Chamber of Commerce is recognized for its positive impact.
- The community's support during challenging times is highly regarded.
- Businesses appreciate the opportunity to network and collaborate.
- Some businesses find comfort in the town's central location.
- Overall, the supportive and friendly community is a major asset for businesses in Atascadero.

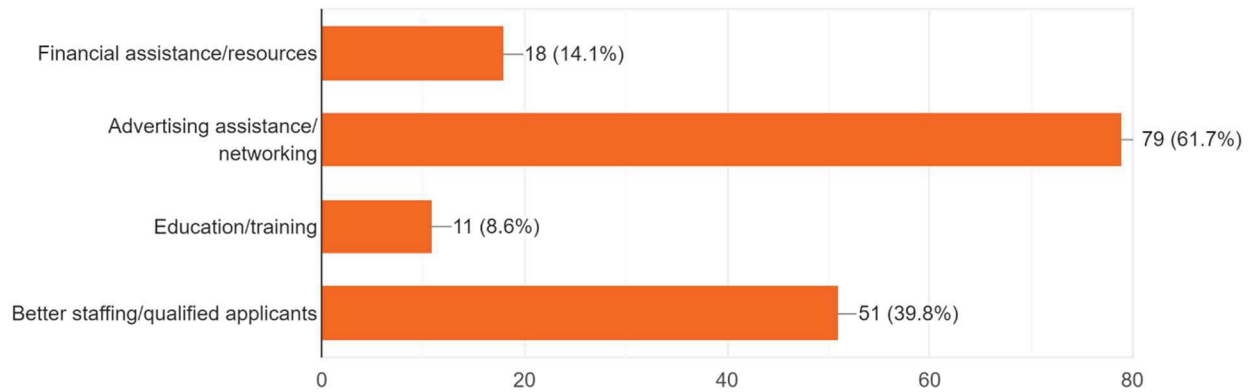
### BUSINESSES IN ATASCADERO FACE SEVERAL CHALLENGES:

- Some struggle with the lingering effects of the COVID-19 pandemic.
- Financial difficulties and debt incurred during the pandemic recovery pose significant obstacles for a few.
- Staffing and finding qualified applicants can be a recurring issue.
- Homelessness and related safety concerns are mentioned by several businesses.
- Visibility and exposure remain a concern for some establishments.
- Specific regulatory issues and city regulations have been raised by a few businesses.
- Shoplifting and theft present challenges for certain retail businesses.
- Parking issues, particularly in specific areas, are noted as a concern.
- Some businesses express a desire for improved signage and marketing support.
- The need for more affordable housing options is raised by a few.
- Business-specific challenges, such as niche markets or location-based issues, are mentioned by some.



Question 3: Which of the following would best help your business be more successful:

128 responses



## THE CHAMBER CAN PROVIDE VALUABLE SUPPORT TO THESE BUSINESSES IN SEVERAL WAYS:

### Financial Assistance/Resources:

Provide grant or financial aid information to help businesses recover from losses, especially those impacted by events like COVID-19.

### Advertising Assistance/Networking:

Facilitate advertising opportunities for businesses to increase their visibility and customer reach. Continue to organize networking events to help businesses connect with potential clients and partners.

### Education/Training:

Provide workshops, seminars, or training sessions on topics relevant to local businesses, such as marketing strategies or regulatory compliance.

### Better Staffing/Qualified Applicants:

Continue to assist in workforce development efforts by providing resources for hiring and training.

### Community Engagement:

Advocate for policies that address concerns like homelessness and safety issues to create a more conducive business environment.

### Infrastructure Improvements:

Work with the city to address specific infrastructure needs mentioned, such as improved lighting or better parking solutions.

805-466-2044 · [info@atascaderochamber.org](mailto:info@atascaderochamber.org)

[www.atascaderochamber.org](http://www.atascaderochamber.org)



**Promote Buy Local Initiatives:**

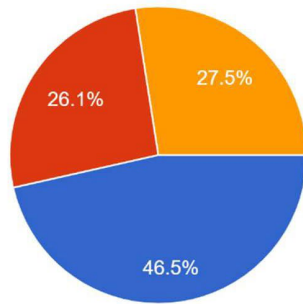
Focus on campaigns that encourage residents to support local businesses, potentially boosting sales for those involved.

**Collaboration Opportunities:**

Encourage businesses to collaborate on events or promotions, creating a mutually beneficial environment.

Are you a Chamber of Commerce member?

142 responses



- Yes
- No
- No, but I am interested in learning about the benefits of a chamber membership