Local Austin Business F1™ Impact Survey

RESULTS

Spring 2013 Findings

small business
DEVELOPMENT PROGRAM
CITY OF AUSTIN

Executive Summary

The Small Business Development Program (SBDP) of the City of Austin, in collaboration with local community partners, designed the Local Austin Business F1™ Impact Survey to:

1. Gauge the business community's expectations leading up to the Grand Prix event.
2. Understand the experiences of local businesses during event weekend, particularly in comparison to expectations.
3. Measure impacts from the event.
4. Solicit preferences for information and services for next year's event.

Who Responded

The online survey returned 231 responses from self-identified business owners and managers across the Austin metropolitan area. Respondents include a cross-section of Austin-area industries, with strong representation from businesses located in the central urban core.

Anticipated Impact

A majority of respondents (62%) expected a positive impact. Optimistic expectations were especially pronounced downtown: 76% of 78701 respondents expected a positive impact from the race.

Sixty-five percent of surveyed business owners changed their operations for race weekend. The most numerous changes were increased inventories and longer hours, but a handful of respondents reported closing or reducing hours.

Actual Impact

Respondents reported 910 new hires and contracts.

About a quarter of respondents (26%) found the impacts of race weekend to be more or less what they expected, and 19% found the impacts better than expected. Almost half (46%) considered the impacts worse than expected.

Half of all respondents reported fewer customers than expected, particularly local customers. Slightly fewer respondents (43%) considered the number of total customers to be fewer than the absolute numbers in previous years.

Total sales revenues for the event weekend roughly followed the proportions of customer turn-out, though sales revenues per customer downtown were more likely to match or exceed expectations.

Considerations for Next Year

Respondents most strongly emphasized the need to manage the message about road closures and traffic with the media to assure that local clients and customers patronize businesses as they normally would. Comments also requested timely information on special event management and visitor numbers.

City Response

The business community impacts elicited by this survey have been included in the city-wide event report distributed to all City departments as well as Mayor and City Council. City departments will also receive copies of this survey, and the Small Business Development Program (SBDP) is convening a staff team to examine the concerns raised by survey respondents.

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Survey Overview

Background

The Local Austin Business F1™ Impact Survey sought to understand the impacts of the race on local businesses.

To probe the full dimensions of the impacts, the main questionnaire included four sections:

1. Expectations leading up to the Grand Prix event.
2. Experiences of local businesses during event weekend, particularly in comparison to expectations.
3. Quantifiable impacts from the event.
4. Preferences for information and services for next year's event.

Methodology

The City of Austin Economic Growth and Redevelopment Services Office (EGRSO) solicited input from a team of collaborating organizations and community stakeholders to put together the survey. Collaborating organizations included:

- City of Austin Economic Growth and Redevelopment Services Office (EGRSO)
- Austin Convention and Visitors Bureau (ACVB)
- Greater Austin Chamber of Commerce (GACC)
- Greater Austin Hispanic Chamber of Commerce (GAHCC)
- Greater Austin Asian Chamber of Commerce (GAACC)
- Capital City African American Chamber of Commerce (CCAACC)
- Austin Gay and Lesbian Chamber of Commerce (AGLCC)
- Downtown Austin Alliance (DAA)
- Austin Independent Business Alliance (AIBA)

Survey Design

Input from the survey partners was incorporated into an online survey designed to anonymously collect information.

A single screening question qualified respondents as business owners or managers. The main questionnaire asked about expectations, experiences, quantifiable impacts, and suggestions for next year. A concluding series of questions requested classification data to understand what industries, regions, and company sizes responded and how they had heard about the survey.

Survey Delivery

Respondents were acquired through various means:

- direct emails from survey partners to their respective small business memberships
- e-newsletters from survey partners
- social media tweets and posts
- City website spot
- TV news reports
- online news articles

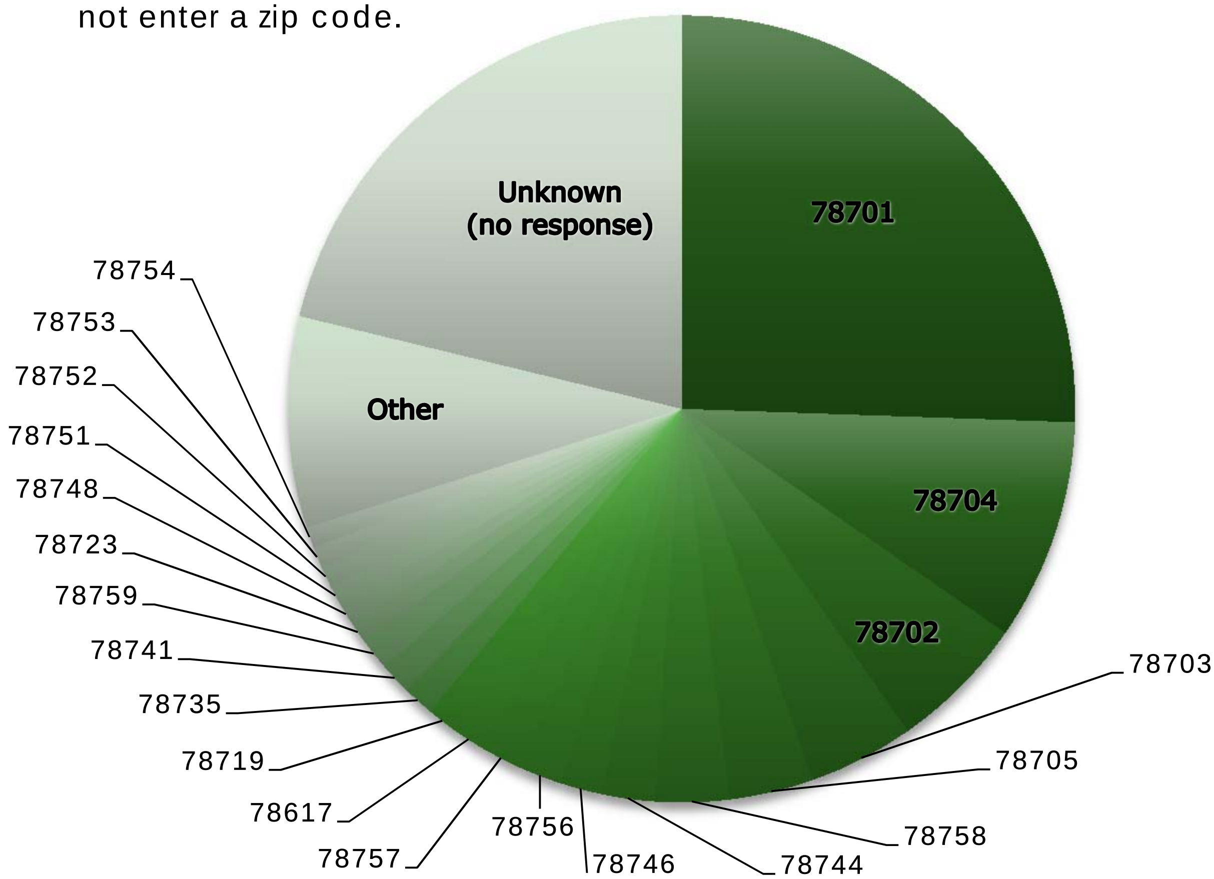
Respondent Population

The online survey returned 231 responses from business owners. A single screening question qualified these respondents: the survey-taker had to confirm that he or she was the *owner or operator of a business in the Austin metropolitan area during the F1TM event*. It is the aggregated responses of these survey participants that constitute the quantitative summary data in this report.

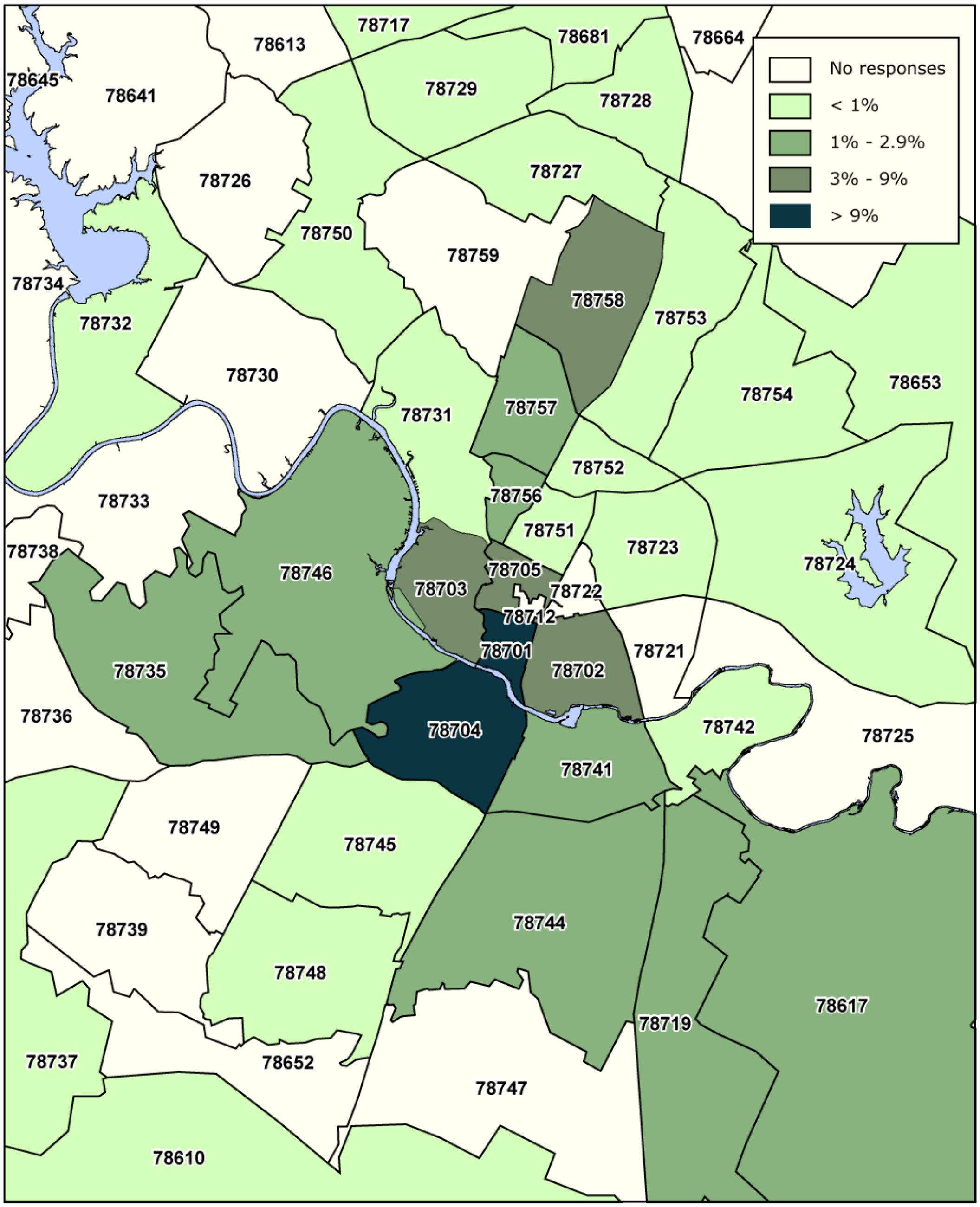
Unless otherwise noted, all percentages in this report represent the proportion of a particular response or characteristic among the full pool of all 231 screened individuals. When percentages for a particular question do not add up to 100%, it is because the remaining proportion of the 231 respondents indicated "not applicable," answered "unsure," or did not answer at all. The full set of quantitative data is available in the Appendix.

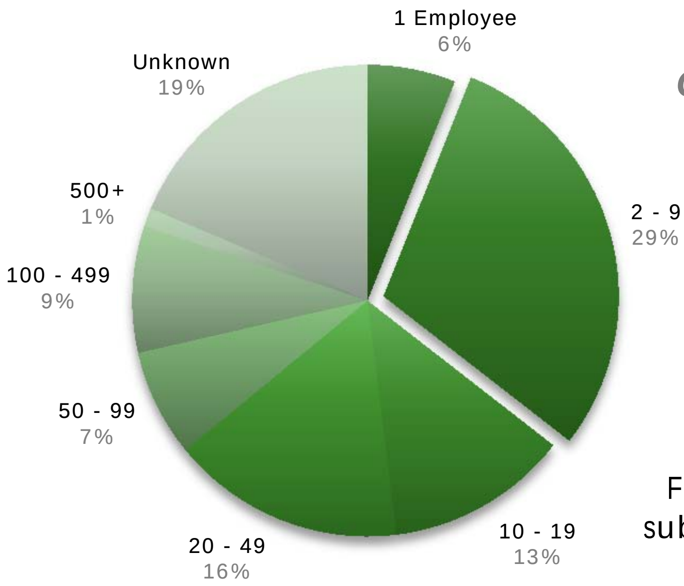
Geographic Distribution

The respondent population includes strong representation of the central business district, with 26 % of all entries claiming 78701 as a base or outlet for operations. The large zip code just south of downtown also has a strong presence: 9 % of all respondents reported from 78704. Twenty respondents (9%) listed single, unique zip codes, so these are grouped together in the chart below as "Other." Forty-nine respondents (21%) did not enter a zip code.



The map below illustrates the degree of survey participation across different zip codes. Survey involvement radiates out from the central business district, including major transit corridors and the areas leading to the Circuit of the Americas™ track in 78617.





Company Size

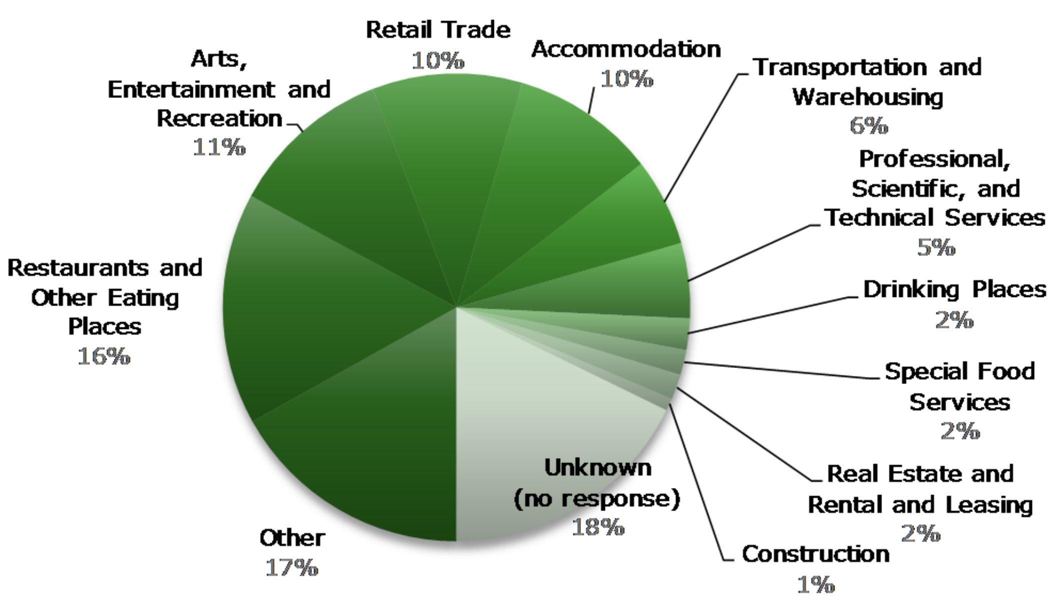
Fourteen respondents (6%) were sole proprietors. None of these operated in 78701.

Businesses with two to nine employees make up 29% of the respondent pool, the largest company-size segment illustrated to the left.

Forty-three survey-takers (19%) did not submit company-size information.

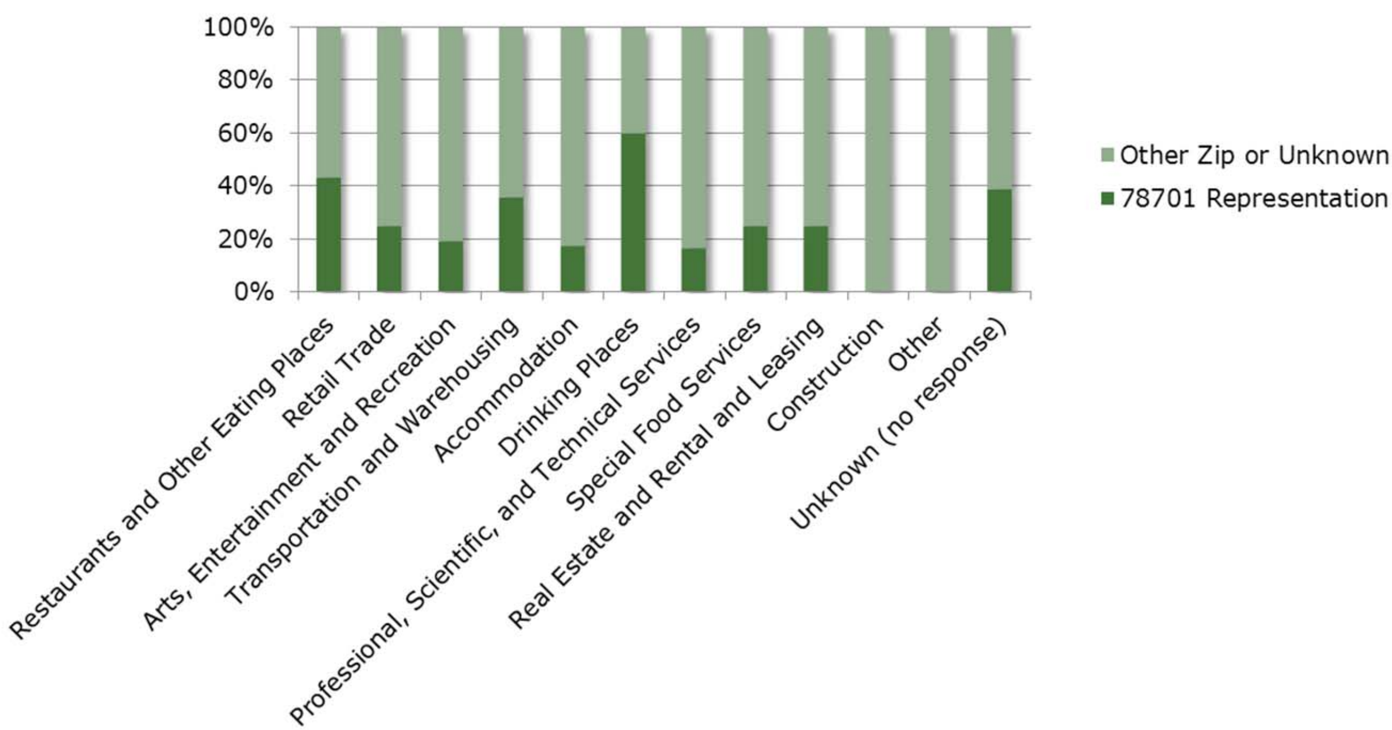
Industry Types

Eighty-two percent of survey respondents provided insight on their business industry specialties. Sixty-five percent reported industry sectors that fell within the ten most numerous Austin tourism trade industry types as segmented by the North American Industry Classification System (NAICS). The pie chart below illustrates the proportions of self-reported industry segments in the respondent population.



The most heavily represented sector in the survey was the food and beverage industry, accounting for 20% of all responses. This includes businesses that receive most of their sales income from food sales (16% of respondents) as well as establishments that make the majority of their revenue from the sale of alcoholic beverages (2%).

Downtown establishments contributed substantially to these numbers: 3 of the 5 self-identified “Drinking Places” and 16 of the 39 “Restaurants and Other Eating Places” listed 78701 as their business location. The bar chart below shows the contribution of 78701 to the total responses in each industry category.



Seventeen percent of respondents from all zip codes selected “Other” for their industry category. Most respondents explained that they spanned different industry categories or felt that they fell outside the ten listed; specific write-in responses ranged across “auto sales and storage” to “media” to “event promotions” to “tax preparation.”

Certainly, it is possible that some of the respondents who selected “Other” actually fall into the ten NAICS categories specifically enumerated in the preceding pie chart. In light of the anonymity of the respondents and for the sake of process consistency and error control, this report relays the self-reported categories rather than re-categorizing write-in responses without knowing more about the individual respondents.

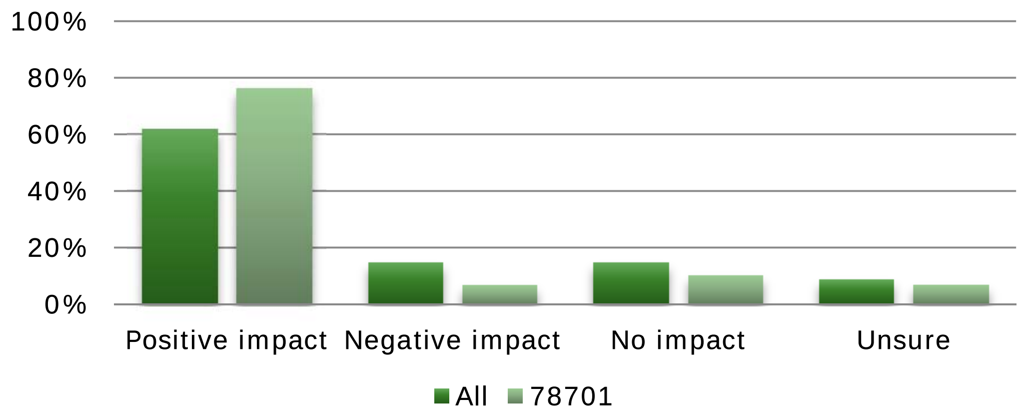
Main Questionnaire

Eleven multiple-choice questions asked the business community about expectations, qualitative experience, quantitative impact, and information sources. A single write-in question solicited suggestions for next year, and a final open-ended question welcomed comments on any aspect of the event.

The following narrative examines the most salient data that resulted from the survey. The comprehensive results are available in the Appendix.

Expectations

What impact on your business operations did you expect from the Grand Prix event?

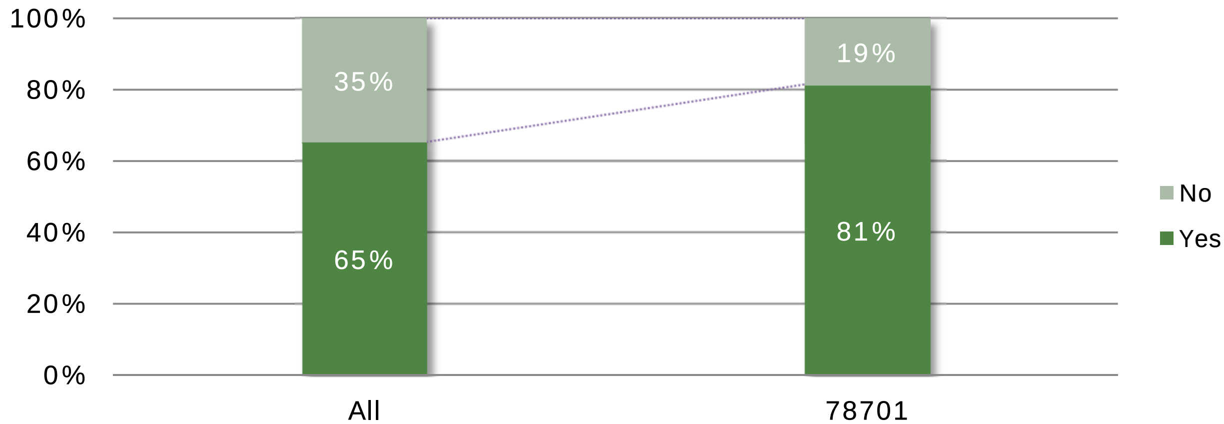


Across all 231 business community respondents, 62% expected positive impact, and these optimistic expectations were especially pronounced in the downtown 78701 zip code where 76% of respondents anticipated a net positive experience. The table below summarizes the results for the complete respondent pool and those reporting from 78701.

Impact Expectations

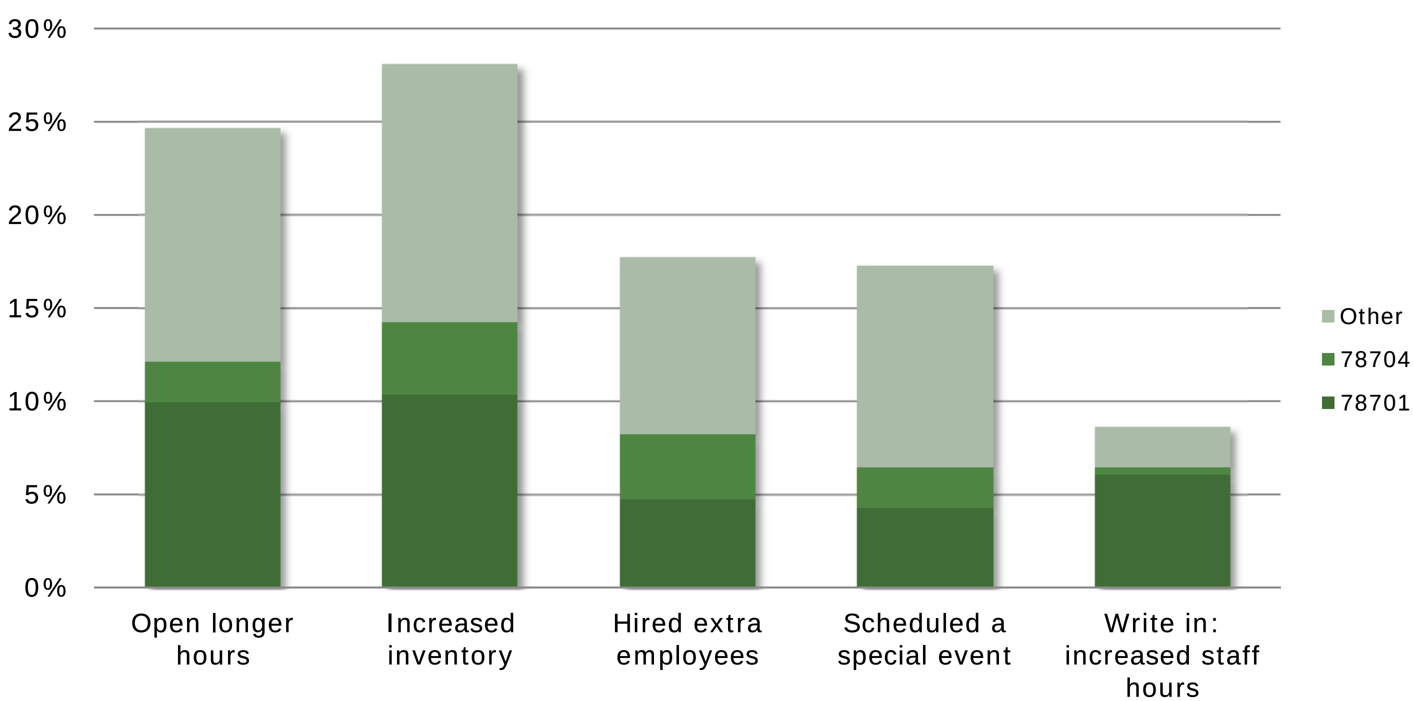
	All	78701
Positive impact	62%	76%
Negative impact	15%	7%
No impact	15%	10%
Unsure	9%	7%

Did you change your operations based on your expectations?



Sixty-five percent of respondents indicated that they adjusted operations for the event. As reflected in the chart above, businesses in 78701 reported a greater tendency to adjust operations. There, 81% of respondents changed business operations in some way. Responses from 78704 did not differ significantly from the general pool.

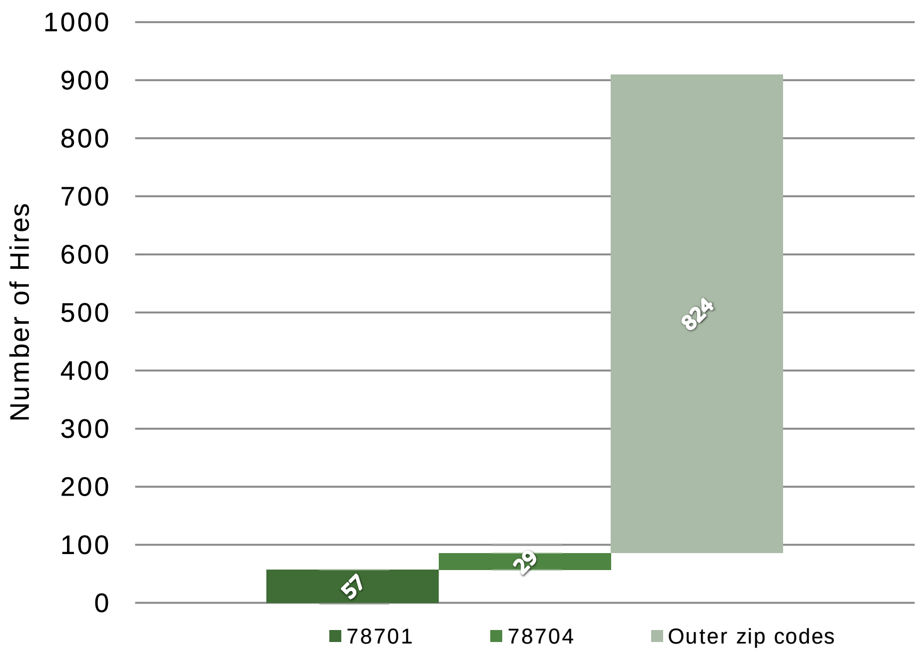
How did you change your operations based on your expectations?



The most common operational change was that of increased inventory (28% of all respondents). Longer operating hours was a close second (25%). Many respondents also hired extra employees (18%) or scheduled a special event (17%).

About 18% of survey-takers related that they changed operations in some other way. Many of these respondents reported that while they did not hire additional employees, they did "staff up," increasing hours for current employees and/or ensuring that they had more staff on hand during the event timeframe. Three percent shared that they closed or reduced capacity in some way; about half of these respondents reported from 78701.

If you hired extra employees, how many did you hire?



Respondents reported 910 new hires or contracts. Of those, 57 came from respondents in 78701 and 29 came from 78704. The remainder came from other zip codes or did not include geographic data.

Please rate how influential the following information sources were in setting your expectations leading up to the Grand Prix event:

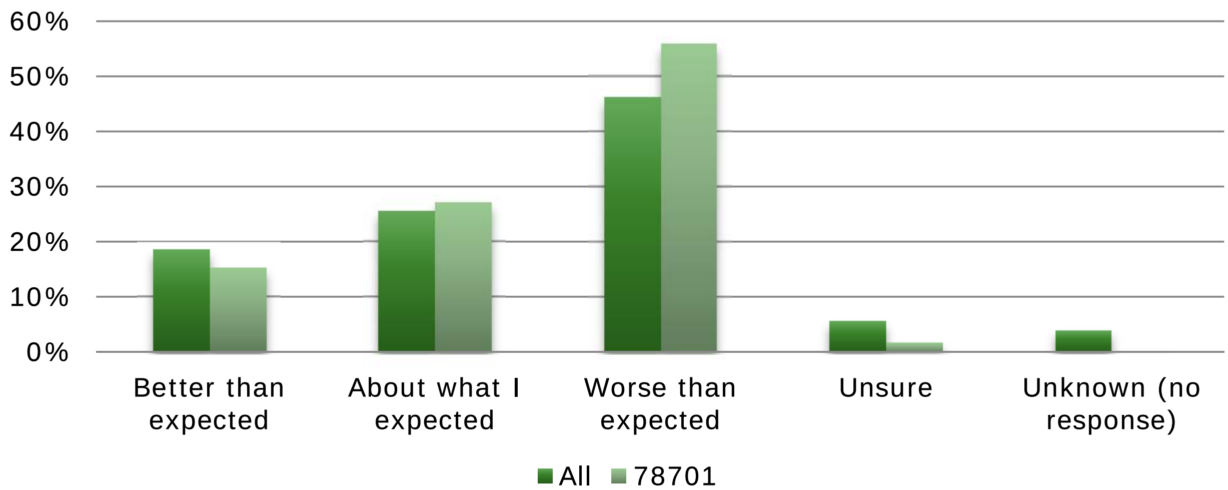
	Not influential	A little influential	Moderately influential	Very influential
TV	26%	21%	23%	21%
Radio	34%	22%	17%	13%
News publications	13%	17%	28%	30%
ATXGrandPrix.org	39%	16%	17%	14%
City's training sessions	43%	16%	10%	18%

The table above summarizes the degree of influence for each information source. Note that percentages are in terms of responses out of the total respondent pool of 231 submissions, and not all respondents participated in this question.

News publications, whether print or online, influenced respondent attitudes the most leading up to the event, with 58% of respondents considering those to be moderately to very influential. It should be noted that individuals with a preference for online news publications may have been more likely to take an online survey, so this demographic may be over-represented.

Business Experience

How did the impacts of the Grand Prix weekend compare with your expectations?



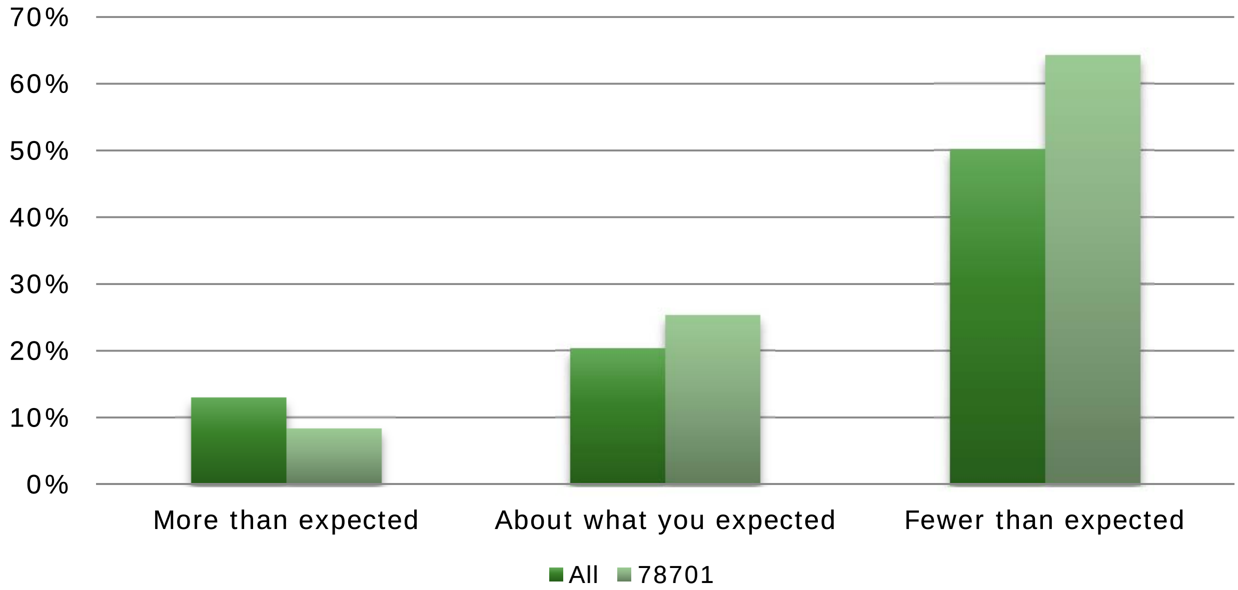
Forty-six percent of all respondents felt that the impacts were worse than expected. This sentiment was slightly more pronounced in 78701, where 56% were disappointed with the effects of the race. Overall, 19% of all respondents found the impacts better than expected, and 26% felt that the impacts were about what they expected. The table below lays out the full results.

Experience v. Expectations

	All	78701
Better than expected	19%	15%
About what I expected	26%	27%
Worse than expected	46%	56%
Unsure	6%	2%
Unknown	4%	0%

Ten percent of the survey population did not respond to the question or answered that they were unsure. Subsequent charts will omit these last two categories of respondents to emphasize the other relative respondent proportions.

How did the number of customers at your business during Grand Prix weekend compare to your expectations?



Fifty percent of all respondents reported fewer than expected customers during the event weekend. Sixty-four percent of 78701 respondents found that patron numbers did not reach their expectations. The chart above compares 78701 responses to the survey average across all geographies.

Location, visibility, and advertising reach likely played a much larger role in the experience of downtown businesses. Such factors would explain the diversity of outcomes exemplified by comments like:

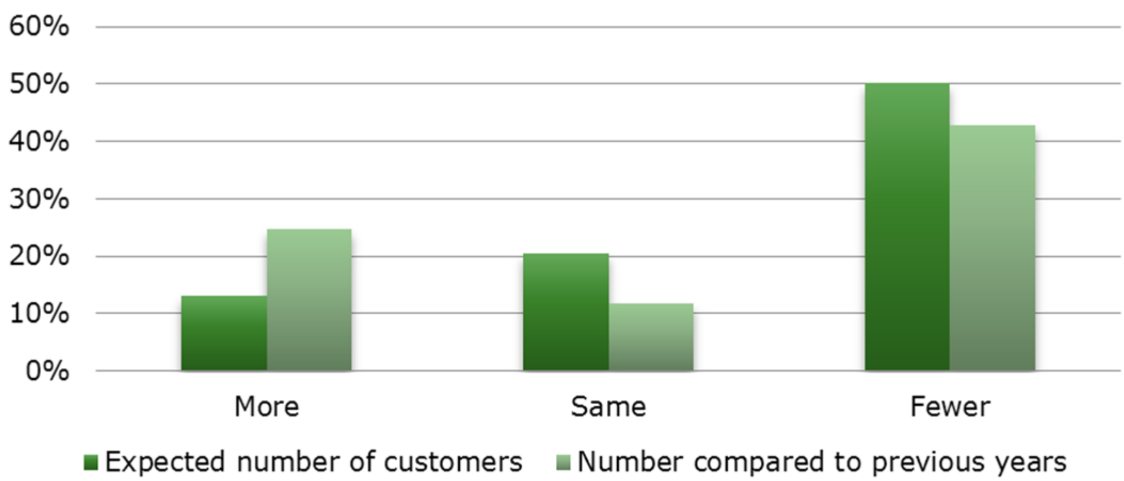
> *"My expectations were very high and were met."*
>
> *"Due to road closures and street vendors/exhibits directly in front of and surrounding our business, our business was masked off and difficult to see."*

Across all geographies, forty-seven percent of respondents found that local patrons in particular turned out in fewer numbers than expected. One survey respondent observed,

> *"Locals stayed far away from downtown due to all the hype. There were open meters on W. 6th St. at 8pm on Friday night. People visiting for F1 did not go out in sufficient numbers to make up for the lack of locals."*

Thirty-four percent considered the visitor turnout to be more than or about what they expected. The chart below illustrates the comparative impressions of local versus visitor turn-out.

How did the number of customers at your business during Grand Prix weekend compare to the same time period in previous years?



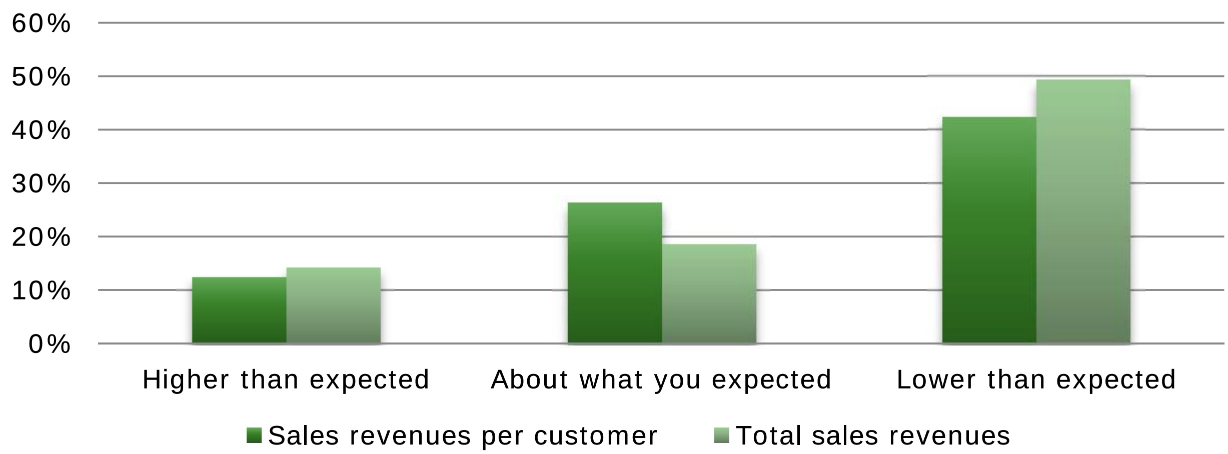
Though fifty percent of respondents reported fewer than expected total customers, only forty-three percent considered the number of customers to be fewer than the absolute numbers in previous years. Similarly, 37% found numbers to be more or about the same as in previous years, whereas only 33% found numbers to match or exceed expectations.

The implication is that the number of customers expected was above the numbers expected in previous years, and, though turn-out may not have matched expectations, turn-out appears to have been higher in absolute terms for some businesses.

As far as the numbers of local customers compared to visitors, the same trend emerges as in the previous question: respondents reported fewer than usual local patrons. The table below summarizes the relative proportions of local v. visiting customers compared to the same time period in previous years.

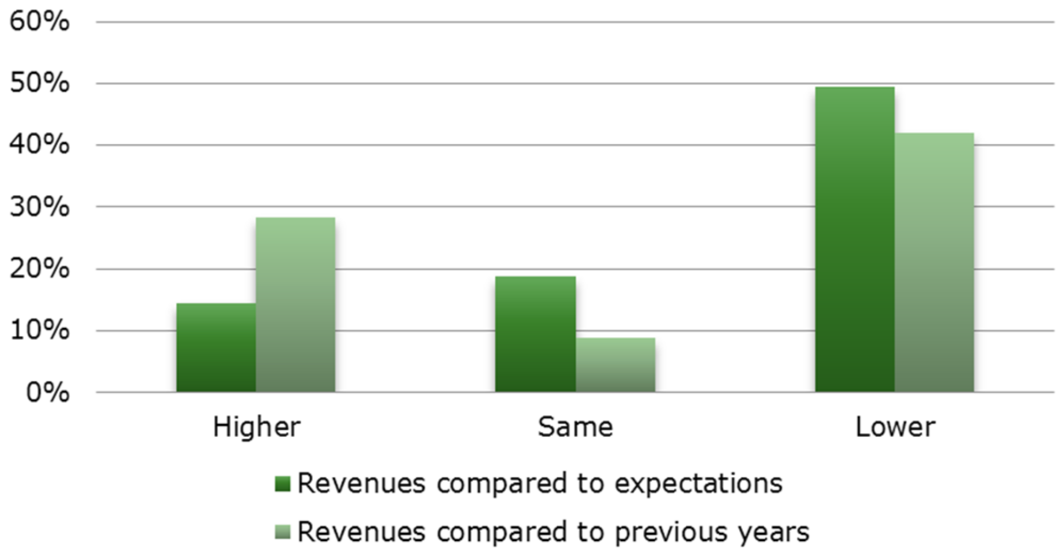
	More than usual	About the usual	Fewer than usual
Number of *local* customers	8%	17%	49%
Number of non-local customers	24%	13%	36%

How did sales revenues at your business during Grand Prix weekend compare to your expectations?



Forty-nine percent of respondents reported that total sales revenues were lower than expected. Sales revenues per customer do not track precisely with total sales revenues, suggesting that though total sales revenues were lower than expected, per-customer spending might have been higher than expected. This looks especially likely downtown, where sales revenues per customer met or exceeded the expectations of 46% of 78701 respondents, while only 33% found the same to be true of total sales revenues.

How did sales revenues at your business during Grand Prix weekend compare to the same time period in previous years?



Forty-two percent of respondents reported that their total revenues were lower compared to previous years. While only 14% of respondents found that revenues exceeded their expectations, 28% reported total revenues that exceeded revenues from the same time period in previous years.

How helpful were the following City resources in preparing for the Grand Prix weekend?

	Very helpful	Moderately helpful	A little helpful	Not helpful	Not applicable / Did not use
ATXGrandPrix.org	11%	18%	13%	15%	29%
City's workshop	10%	10%	11%	15%	39%
SBDP emails	10%	10%	16%	18%	32%

ATXGrandPrix.org was a first for the City of Austin: a dedicated url and page for a special event in the city. As a portal for information about the F1™ race in Austin, it directed viewers to information for businesses, residents, and visitors. Respondents were split on the website: forty-two percent of respondents found the website useful to some degree, while forty-four percent considered it unhelpful, did not use it, or did not find it applicable. Fourteen percent of the 231 total respondents did not provide information for this question.

The City's Economic Growth and Redevelopment Services Office sponsored workshops with local businesses on the F1™ customer culture and industry, and its Small Business Development Program (SBDP) continued to send out related information to its subscribers after the event.

Representative comments:

> *"While all the above resources had information, I feel they misrepresented the impact F1 would have on typical businesses in Austin and downtown specifically. Everyone I talked to in the service industry had no idea what to expect."*
>
> *"I think better coordination with COTA, the City, and all participants in a single resource center would be beneficial."*
>
> *"I believe that the City did a commendable job overall."*

Preparing for Next Year

What information or services would help you prepare for and make the most of next year's race?

One hundred and one free-form answers to this survey question revealed a number of trends:

1. Local customers are hugely important to maintaining business (32% of comments related to local customers)

   Representative comment: *"Sadly, the Austinites stayed home. Never have I been on I-35 at 5pm on a Friday crossing town with no traffic. It was eerie."*

2. Traffic and transportation information is important, but it should be relayed in a way that does not scare local residents away from businesses in Austin's urban core (29%)

   Representative comment: *"We have traffic and crowds EVERY WEEKEND – the 'hype' scared off all the locals."*

3. The timeliness and availability of information are crucial (27%)

   Representative comment: *"We need to be informed, earlier than this year, about any intended activities, such as Fan Fest, that might interfere or compete directly with our normal business activities."*

4. Business owners want to connect to visitors and business opportunities (24%)

   Representative comment: *"Encouragement by the City for event participants to actually explore the City and visit local business, not just the FanFest area, which corals the fans in a small area."*

5. Accurate estimates of visitor numbers and behaviors are desirable to set expectations (22%)

   Representative comment: *"Support & pit team arrival times/dates, numbers expected in pre-race week. Clear analysis of crowd counts during race weekend track hours (how many attended, during what hours were max crowds at the track seen, etc.) We saw a big drop off in regular business during the day because crowds were at the track, AND locals were scared to come downtown."*

6. The media is hugely influential in setting expectations (14%)

   Representative comment: *"Please give the news stations accurate information about traffic delays. Clearly the traffic was well-*

handled, however, the fear about traffic played a large role in downtown being slower than usual that weekend."

Free-form Comments

Thirty-one percent of respondents left a final concluding comment when invited to do so at the end of the survey. A number of topics emerged as trends through the seventy-one entries:

1. Impact was largely dictated by location, and this was especially evident in the FanFest area (28% of comments)

   Representative comments: *"Encourage race fans to explore the city, don't coral them in a small area where no one in the city benefits except the businesses in the fanfest area."*

   "F1 pedestrian traffic seemed to be limited to a 4 block radius. Downtown. Not too much on South Congress Ave. A negative effect on [an established eastside event]."

2. Maintaining normal business operations is paramount (24%)

   Representative comments: *"Do not allow for profit events, such as Fan Fest, to interfere with existing for profit businesses, such as mine, in a manner in which the event does harm, not good, to the local business."*

3. This first year's experience was a learning experience that set a baseline for future expectations and for comparisons to other major events (14%)

   Representative comments: *"The City did a fabulous job with something that was totally unknown! Now that we know, let's make the necessary changes - hotels, ticketing, coordination of events,... as well as maintain the level of service of the first year - in particular traffic flow. Rave reviews from the around the world."*

4. Various transportation changes could disperse the impact of the event or enhance the experience (11%)

   Representative comments: "The Metro Red Line should have been scheduled to accommodate the race on all days."

   "Open the streets where the shuttles drop off for pedicabs."

   "Local malls and chains were ready with special shuttles to bring in customers, whereas visitors were not directed to local businesses by hotels and F1 promotions."

   "Information about transportation is critical. Also- please take a look into possible using the Highland Mall for an embark hub to the track. This would help to accommodate race visitors staying at the north end of Austin."

5. Adverse impact was especially noticed in the South Congress business area (8%)

   Representative comment: *"I feel the events and street vendors downtown, the blockage of streets, and the redirecting of traffic also played a large part in the reduced number of tourists to the South Congress business district. I feel the over-hype of the news media is what kept the locals from going to any potential tourist destination, i.e. SoCo. Live & learn."*

6. Hotels seemed too expensive (3%)

   Representative comment: *"Every F1 customer I talk to complained about the hotels and said it was less expensive to take their clients to F1 in Malaysia and several others that to bring them to Austin."*

7. Austinites should ramp up the welcome to visitors (3%)

   Representative comments: "*In other cities, when a big event comes to town, the City or CVB encourages every business in town to welcome the event to the city. For instance, in New Orleans for an event, every person had a button on with "Welcome to NOLA for event name" – Austin needs such a program."*

   "Having the USGP here raises the profile of Austin in a major way. We need to 'dress up' for this event, make sure the city looks nice. Hang banners, embrace the visitors. The int'l attendees enjoyed the event but were puzzled at the lack of enthusiasm from the city and the local residents."

Conclusion

This survey revealed several important trends in the local business community:

- The inaugural year of the event set a baseline to understand and anticipate future impact.
- Expectation management is important for effective business planning and efficient operations.
- Traffic flowed well, and that message needs to be amplified to the local community to minimize disruption to normal business operations.
- The behaviors and spending habits of visitors are different from those associated with special events that happen downtown.
- However, like SXSW and UT football games, it is crucial to intercept potential customers and drive them to local businesses, especially when businesses are not directly part of a special event.

A team in the Small Business Development Program (SBDP) is already taking up these lessons learned to develop and recommend strategies to address the concerns raised by survey respondents. To stay in in the loop on future programming, join the mailing list at www.austinsmallbiz.org or call 512-974-7800.

Appendix

Question 1

Were you the owner or operator of a business based in the Austin metropolitan area during the Formula 1 US Grand Prix? November 16-18, 2012?

78701	59
78704	21
Other/Unknown	151
TOTAL	231

Question 2

What impact on your business operations did you expect from the Grand Prix event?

All Geographies		
Positive impact	143	62%
Negative impact	34	15%
No impact	34	15%
Unsure	20	9%
TOTAL	231	100%

78701		
Positive impact	45	76%
Negative impact	4	7%
No impact	6	10%
Unsure	4	7%
TOTAL	59	100%

78704		
Positive impact	13	62%
Negative impact	3	14%
No impact	3	14%
Unsure	2	10%
TOTAL	21	100%

Question 3

Did you change your operations based on your expectations?

All		
Yes	151	65%
No	80	35%
TOTAL	231	100%

78701		
Yes	48	81%
No	11	19%
TOTAL	59	100%

78704		
Yes	14	67%
No	7	33%
TOTAL	21	100%

Question 4

How did you change your operations based on your expectations? Choose all that apply.

All		
Total Q.4 Respondents	140	61%

78701		
78701 respondents	47	80%

78704		
78704 respondents	14	67%

Change	Count	Count/ 231
Open longer hours	57	25%
Increased inventory	65	28%
Hired extra employees	41	18%
Scheduled a special event	40	17%
Other	42	18%
Write in: increased staff hours	20	9%
Write in: closed or reduced hours	8	3%

Change	Count	Count/59
Open longer hours	23	39%
Increased inventory	24	41%
Hired extra employees	11	19%
Scheduled a special event	10	17%
Other	19	32%
Write in: increased staff hours	14	24%
Write in: closed or reduced hours	3	5%

Change	Count	Count/21
Open longer hours	5	24%
Increased inventory	9	43%
Hired extra employees	8	38%
Scheduled a special event	5	24%
Other	3	14%
Write in: increased staff hours	1	5%
Note: no indication of reduced hours	0	0%

Question 5

If you hired extra employees, how many did you hire? Please enter numerical data.

All	
No. responses	34
Total reported hires	910
Average	26.8
Median	5

78701	
No. responses	12
Total reported hires	57
Average	4.8
Median	5

78704	
No. responses	5
Total reported hires	29
Ave	5.8
Median	1

Question 6

Please rate how influential the following information sources were in setting your expectations leading up to the Grand Prix event.

All

	Not influential	A little influential	Moderately influential	Very influential	Total responses
TV	59	48	52	48	207
Radio	79	50	40	31	200
News publications (online and paper formats)	29	40	65	70	204
ATXGrandPrix.org, the City's Grand Prix information portal	89	38	39	33	199
City's business preparedness training sessions (tinyurl.com/ATXGPWebinar)	99	36	23	41	199

78701

	Not influential	A little influential	Moderately influential	Very influential	Total responses
TV	14	15	14	15	58
Radio	22	16	9	8	55
News publications (online and paper formats)	5	15	14	20	54
ATXGrandPrix.org, the City's Grand Prix information portal	22	12	11	10	55
City's business preparedness training sessions (tinyurl.com/ATXGPWebinar)	22	10	7	15	54

Question 7

How did the impacts of the Grand Prix weekend compare with your expectations?

All		
Better than expected	43	19%
About what I expected	59	26%
Worse than expected	107	46%
Unsure	13	6%
Total responses	222	96%
Unknown (no response)	9	4%
Total	231	100%

78701		
Better than expected	9	15%
About what I expected	16	27%
Worse than expected	33	56%
Unsure	1	2%
Total responses	59	100%
Unknown (no response)	0	0%
Total	59	100%

Question 8

How did the number of customers at your business during Grand Prix weekend compare to your expectations?

All

	More than expected	About what you expected	Fewer than expected	Unsure or not applicable	Total responses
Total number of customers	**30**	**47**	**116**	**16**	209
Number of local customers	12	52	108	33	205
Number of non-local customers (visitors	30	48	104	23	205

78701

	More than expected	About what you expected	Fewer than expected	Unsure or not applicable	Total responses
Total number of customers	**5**	**15**	**38**	**1**	59
Number of local customers	2	12	39	6	59
Number of non-local customers (visitors	5	14	35	3	57

Representative Comments

Due to road closures and street vendors/exhibits directly in front of and surrounding our business, our business was masked off and difficult to see.

From what I could see, all the Grand Prix visitors were most interested in bars and restaurants after the race activities were over for each day.

Locals stayed far away from downtown due to all the hype. There were open meters on W 6th St at 8pm on Friday night. People visiting for F1 did not go out in sufficient numbers to make up for the lack of locals.

The flow of traffic was much less than usual because the locals were staying away from the downtown area that we are located. They are the day to day business that we rely on. They were not replaced by new comers or visitors.

My expectations were very high and were met.

Question 9

How did the number of customers at your business during Grand Prix weekend compare to the same time period in previous years?

All

	More than usual	About the usual	Fewer than usual	Unsure or not applicable	Total responses
Total number of customers	**57**	**27**	**99**	**23**	206
Number of local customers	19	39	113	35	206
Number of non-local customers (visitors	55	29	83	38	205

78701

	More than usual	About the usual	Fewer than usual	Unsure or not applicable	Total responses
Total number of customers	**11**	**7**	**35**	**5**	58
Number of local customers	2	8	40	8	58
Number of non-local customers (visitors	11	8	29	8	56

Representative Comments

our business was up 200% from the same three day period the year before

Local news online and on-air did their best to terrify local residents about colossal congestion downtown, which of course did not materialize. Reduced local business

Again, lowest weekly sales in the last four years.

Question 10

How did sales revenues at your business during Grand Prix weekend compare to your expectations?

All

	Higher than expected	About what you expected	Lower than expected	Unsure or not applicable	Total responses
Sales revenues per customer	**29**	**61**	**98**	**18**	206
Total sales revenues	33	43	114	15	205

78701

	Higher than expected	About what you expected	Lower than expected	Unsure or not applicable	Total responses
Sales revenues per customer	**6**	**21**	**28**	**3**	58
Total sales revenues	8	11	39	1	59

Representative Comments

High roller international crowd promised did not materialize

The impact in total revenue was affected by the fewer local attendees. They did not eat in our outlets as

Question 11

How did sales revenues at your business during Grand Prix weekend compare to the same time period in previous years?

All

	Higher than expected	About what you expected	Lower than expected	Unsure or not applicable	Total responses
Sales revenues per customer	**61**	**33**	**86**	**25**	205
Total sales revenues	65	20	97	24	206

78701

	Higher than expected	About what you expected	Lower than expected	Unsure or not applicable	Total responses
Sales revenues per customer	**13**	**12**	**26**	**6**	57
Total sales revenues	14	7	32	4	57

Question 12

How helpful were the following City resources in preparing for the Grand Prix weekend?

All

	Very helpful	Moderately helpful	A little helpful	Not helpful	Not applicable or did not use	Total responses
ATXGrandPrix.org, the City's Grand Prix information portal	26	41	29	35	68	199
City's business preparedness training session or webinar (tinyurl.com/ATXGPWebinar)	24	24	26	34	89	197
Informational emails from the Small Business Development Program (SBDP)	22	23	38	41	74	198

78701

	Very helpful	Moderately helpful	A little helpful	Not helpful	Not applicable or did not use	Total responses
ATXGrandPrix.org, the City's Grand Prix information portal	10	10	7	13	16	56
City's business preparedness training session or webinar (tinyurl.com/ATXGPWebinar)	7	7	9	13	20	56
Informational emails from the Small Business Development Program (SBDP)	7	6	7	15	21	56

Representative Comments

While all the above resources had information, I feel they misrepresented the impact F1 would have on typical businesses in Austin and downtown specifically. Everyone I talked to in the service industry had no idea what to expect.

I think better coordination with COTA, the City, and all participants in a single resource center would be beneficial.

I believe that the City did a commendable job overall.

Question 13

What information or services would help you prepare for and make the most of next year's race?

All Geographies		
Q.13 responses	101	44%
No response	130	56%

Topic trends	Count	Count/231
LOCALS: Importance of local customers	32	14%
VISITOR DATA: Desire estimates of visitor numbers and behaviors to set expectations	22	10%
TRANSPORTATION INFO: shuttle routes, special event street closings, traffic flow, local perception	29	13%
INFO: timeliness and availability	27	12%
CONNECTING TO BUSINESS: reaching business opportunities + visitors	24	10%
MEDIA: influential in setting expectations	14	6%

78701		
78701 Q.13 responses	30	51%
78701 no response	29	49%

Topic trends	Count	Count/59
LOCALS: Importance of local customers	13	22%
VISITOR DATA: Desire estimates of visitor numbers and behaviors to set expectations	8	14%
TRANSPORTATION INFO: shuttle routes, special event street closings, traffic flow, local perception	9	15%
INFO: timeliness and availability	12	20%
CONNECTING TO BUSINESS: reaching business opportunities + visitors	5	8%
MEDIA: influential in setting expectations	8	14%

Question 14

If you would like to receive information related to next year's Grand Prix from the City and business community partners, please enter the information indicated below.

	Count	Count /Population	
Respondents from all geographies	91	39%	= 91/231
78701	22	37%	= 22/59

Question 15

In which zip code is your business located? Please enter 5 digits only.

Zip	Count	Count/231
78701	59	26%
78704	21	9%
78702	13	6%
78703	10	4%
78705	8	3%
78758	7	3%
78744	5	2%
78746	4	2%
78756	4	2%
78757	4	2%
78617	3	1%
78719	3	1%
78735	3	1%
78741	3	1%
78759	3	1%
78723	2	1%
78748	2	1%
78751	2	1%
78752	2	1%
78753	2	1%
78754	2	1%
Other	20	9%
Unknown (no response)	*49*	*21%*

TOTAL Q.15 Respondents	182	79%
TOTAL Survey Respondents	231	100%

Question 16

How many employees does your company have (including yourself)?

All

Employees	Count	Count/231
1	14	6%
2 - 9	68	29%
10 - 19	29	13%
20 - 49	37	16%
50 - 99	17	7%
100 - 499	20	9%
500+	3	1%
Unknown (no response)	*43*	*19%*
TOTAL Q.16 Respondents	188	81%
TOTAL Survey Respondents	231	100%

78701

Employees	Count	Count/231
1	0	0%
2 - 9	19	32%
10 - 19	12	20%
20 - 49	17	29%
50 - 99	4	7%
100 - 499	6	10%
500+	1	2%
Unknown (no response)	*0*	*0%*
TOTAL 78701 Q.16 Respondents	59	100%
TOTAL 78701 Survey Respondents	59	100%

Question 17

What industry is your business in? (Categories come from the North American Industry Classification System.)

All

Industry	Count	Count/231
Other	39	17%
Restaurants and Other Eating Places (7225)	37	16%
Arts, Entertainment and Recreation (71)	26	11%
Retail Trade (44)	24	10%
Accommodation (hotel, motel, RV park, etc.) (721)	23	10%
Transportation and Warehousing (48)	14	6%
Professional, Scientific, and Technical Services (54)	12	5%
Drinking Places (alcoholic beverages) (7224)	5	2%
Special Food Services (food service contractors, caterers, mobile food services, etc.) (7223)	4	2%
Real Estate and Rental and Leasing (53)	4	2%
Construction (23)	2	1%
Unknown (no response)	*41*	*18%*
TOTAL Q.17 Respondents	190	82%
TOTAL Survey Respondents	231	100%

78701

Industry	Count	Count/59
Restaurants and Other Eating Places (7225)	16	27%
Retail Trade (44)	6	10%
Arts, Entertainment and Recreation (71)	5	8%
Transportation and Warehousing (48)	5	8%
Accommodation (hotel, motel, RV park, etc.) (721)	4	7%
Drinking Places (alcoholic beverages) (7224)	3	5%
Professional, Scientific, and Technical Services (54)	2	3%
contractors, caterers, mobile food services, etc.) (7223)	1	2%
Real Estate and Rental and Leasing (53)	1	2%
Construction (23)	0	0%
Other	0	0%
Unknown (no response)	*16*	*27%*
TOTAL 78701 Q.17 Respondents	43	73%
TOTAL 78701 Survey Respondents	59	100%

Question 18

How did you hear about this survey?

All

Source	Count	Count/231
SBDP direct email	75	32%
Chamber or trade association	34	15%
News publication	59	26%
Other	21	9%
Unknown (no response)	*42*	*18%*
TOTAL Q.18 Respondents	189	82%
TOTAL Survey Respondents	231	100%

78701

Source	Count	Count/59
SBDP direct email	18	31%
Chamber or trade association	14	24%
News publication	20	34%
Other	7	12%
Unknown (no response)	*0*	*0%*
TOTAL 78701 Q.18 Respondents	59	100%
TOTAL 78701 Survey Respondents	59	100%

Question 19

Please use the space below to offer any additional comments that you feel were not captured in the structure of this survey.

All

Total responses	71	31%
No comment	160	69%

Topic trends	Count	Count/231
Transportation recommendations	8	3%
Importance of maintaining normal biz operations	17	7%
Geographical concentration of impact (esp. FanFest), for good or	20	9%
Learned from this year for next year, expectations set, comparisons to UT football games and SXSW	10	4%
Hotels expensive	2	1%
More welcoming of visitors	2	1%
SoCo impact	6	3%

78701

Total responses	21	36%
No comment	38	64%

Topic trends	Count	Count/59
Transportation recommendations	2	3%
Importance of maintaining normal biz operations	7	12%
Geographical concentration of impact (esp. FanFest), for good or ill	7	12%
Learned from this year for next year, expectations set, comparisons to UT football games and SXSW	3	5%
Hotels expensive	2	3%
More welcoming of visitors	0	0%