



# Team Chico

## 2023 Business Needs Assessment Results & Next Steps

Monday, September 21, 2023

# Business Make-Up

- Approximately 5% of Chico's 4,000 businesses responded to the survey.
- Top business categories responding = Retail, Restaurant/Food Service, and Professional Services
- Majority of businesses surveyed are business owners (78%) who have been in business for over 20 years (40%).

# Business Needs

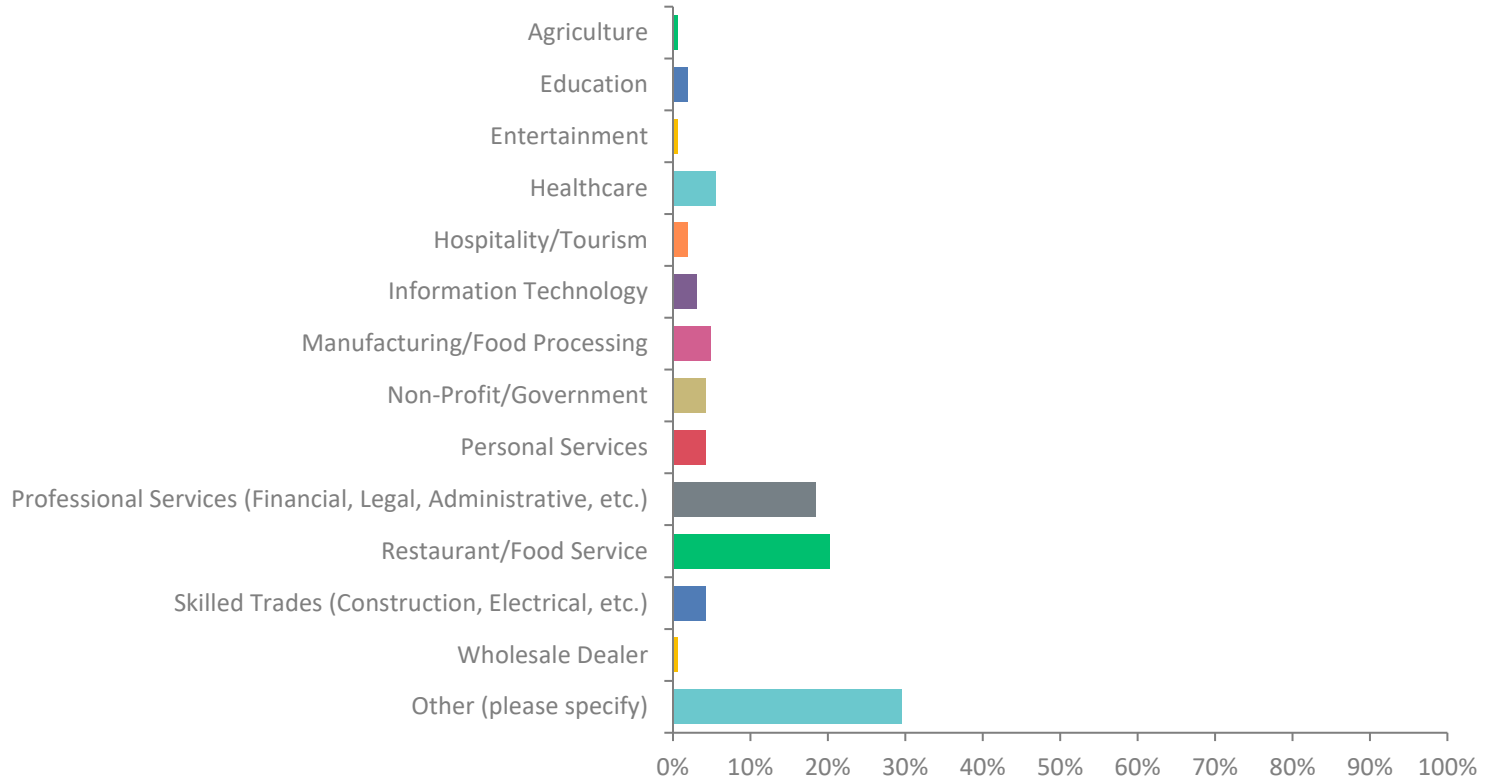
- Majority of businesses surveyed (60%) have not had any difficulties hiring over the past 6 months.
- For those facing difficulties hiring – top issue is finding qualified labor (75%).
- Top business service needs include Marketing (52%), Financial Assistance (31%) and Job Posting/Recruitment (26%).

# Business Climate

- 65% of businesses surveyed are either Satisfied or Extremely Satisfied with Chico as a place to do business.
- Chico's Quality of Life was the most influential factor in choosing Chico as a location for business (41%).
- Looking forward, businesses expressed Quality of Life (27%), Access to Qualified Labor (27%), and Housing Availability (27%) as their greatest concern about doing business in Chico.

# Q1: Please indicate the category of business that best fits your company.

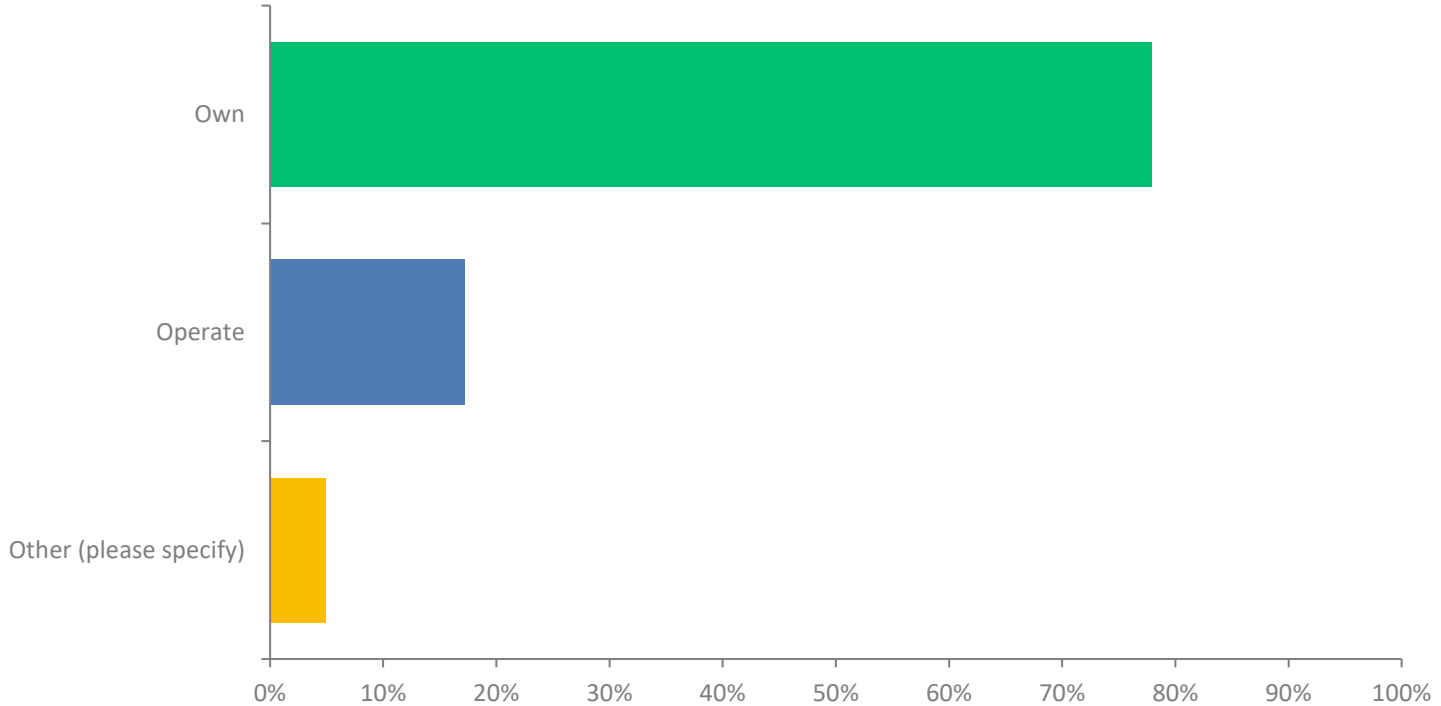
Answered: 163 Skipped: 0



**Note:** Main response under “Other” was Retail

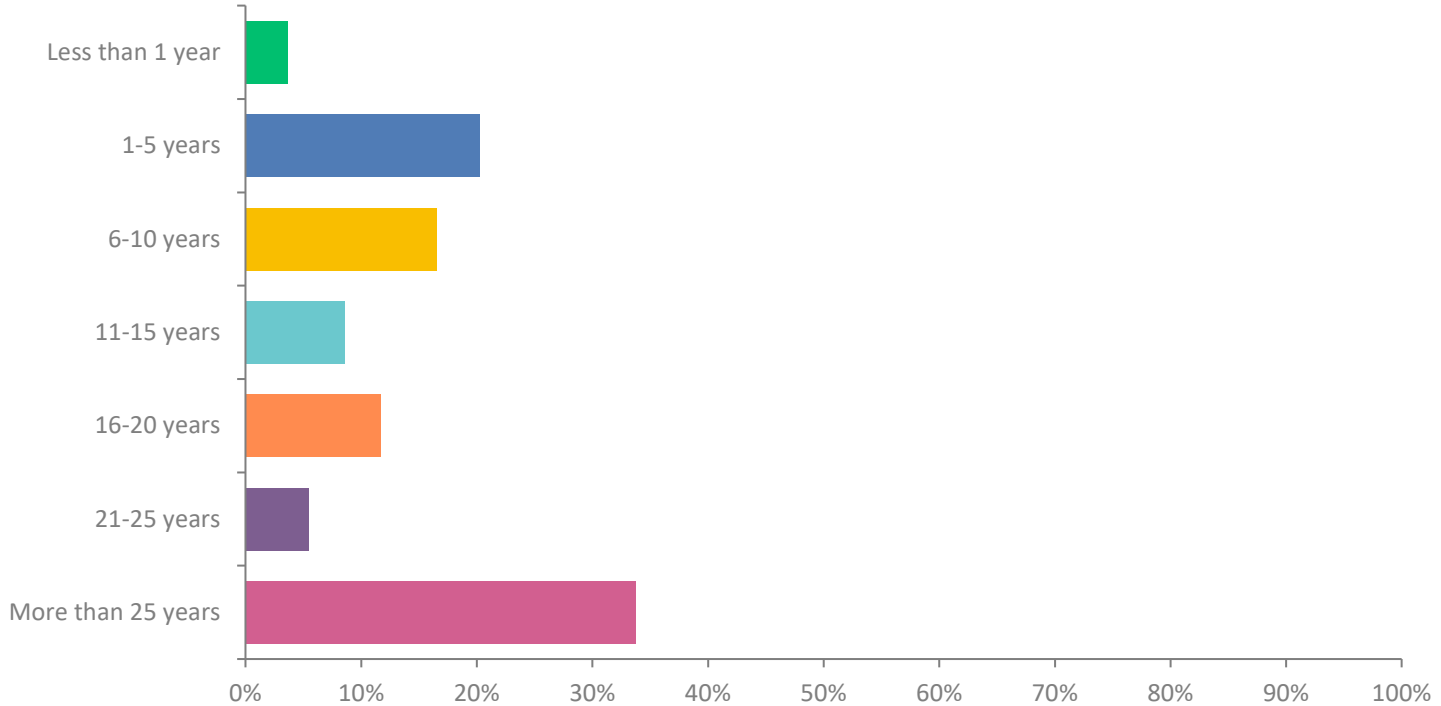
## Q2: Do you own or operate a business in Chico?

Answered: 163 Skipped: 0



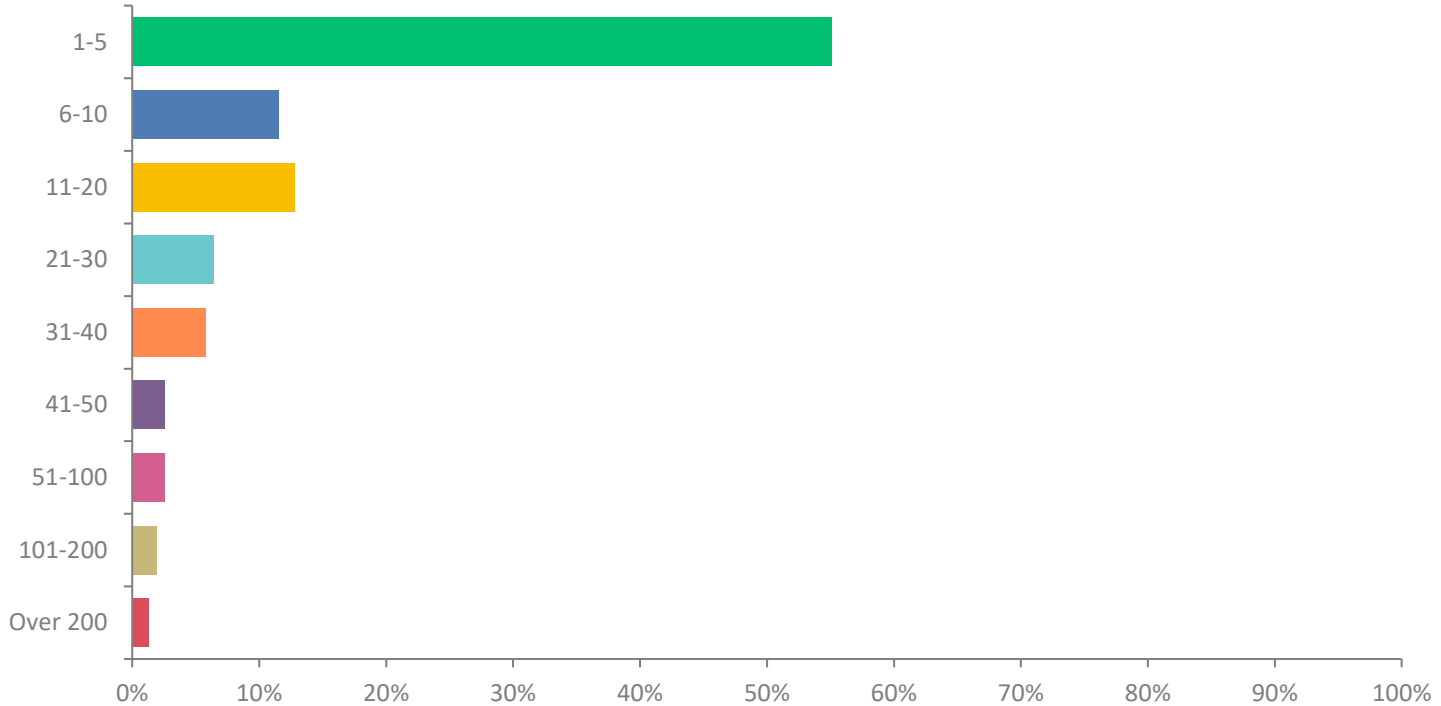
# Q3: How long has your business been operating in Chico?

Answered: 163 Skipped: 0



# Q4: How many employees do you currently have (excluding owners/partners)?

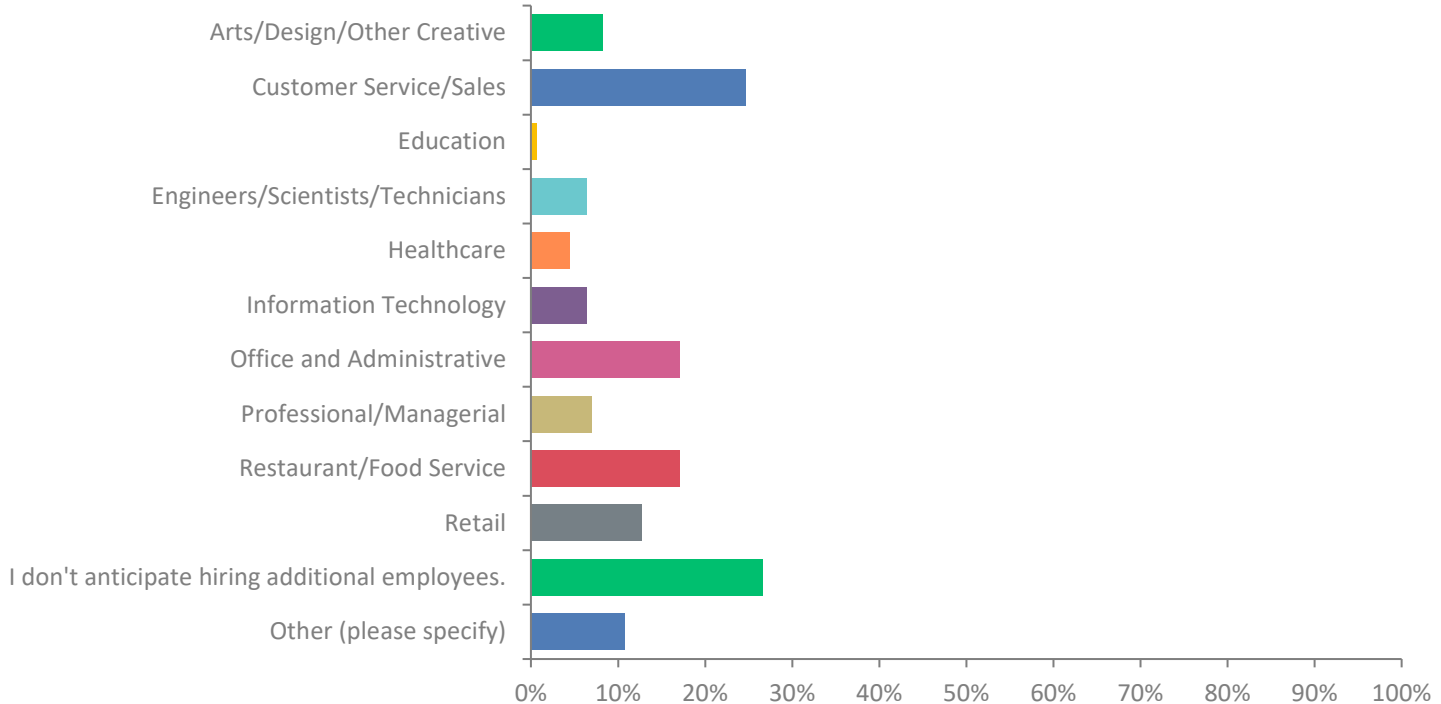
Answered: 156 Skipped: 7





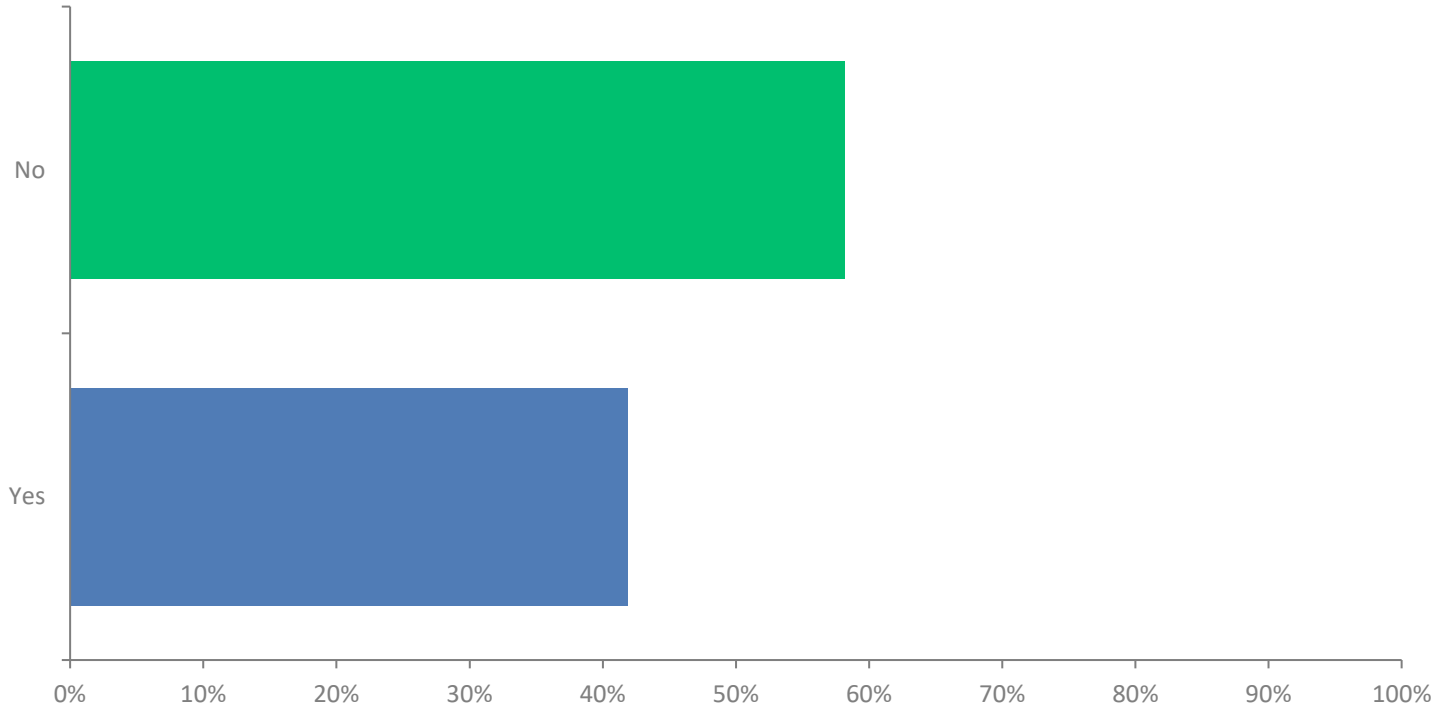
# Q5: What types of employees do you anticipate hiring in the next 12 months (check all that apply)

Answered: 158 Skipped: 5



# Q6: Have you had any difficulties filling positions in the last 6 months?

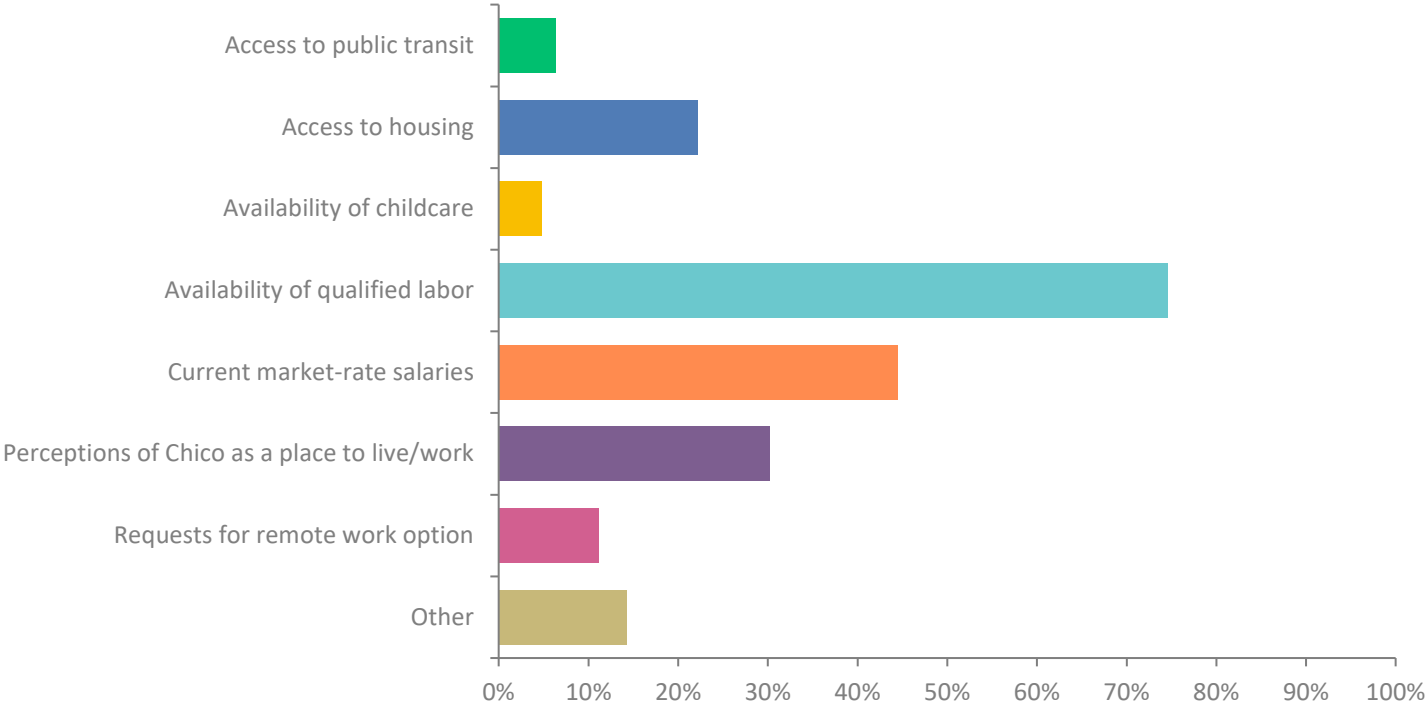
Answered: 160 Skipped: 3



# Q7: If you answered "Yes" to #6: Have any of the following issues affected your ability to hire or retain qualified staff in the past 6 months (select all that apply)?



Answered: 63 Skipped: 100



# Q8: Which of the following services would be helpful to your business?

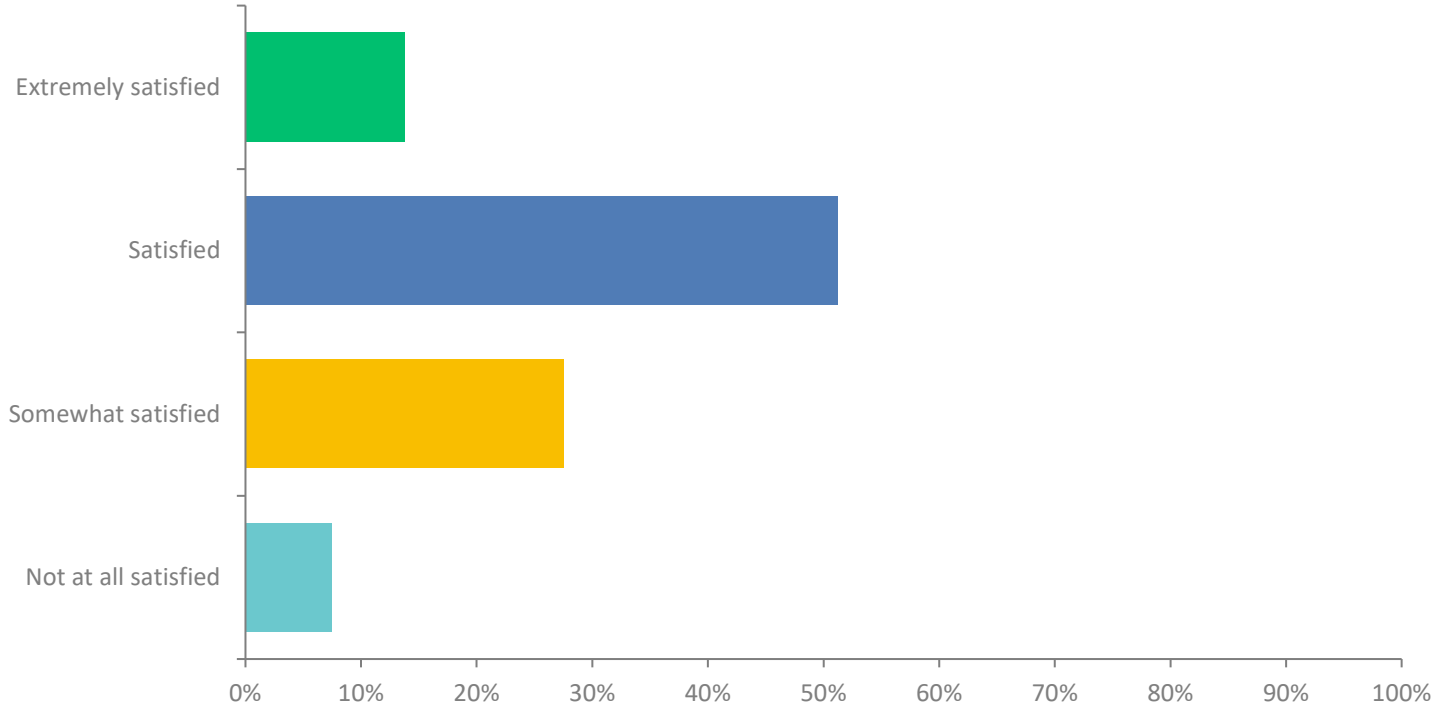
Answered: 120 Skipped: 43



Note: 30 businesses requested Team Chico services.

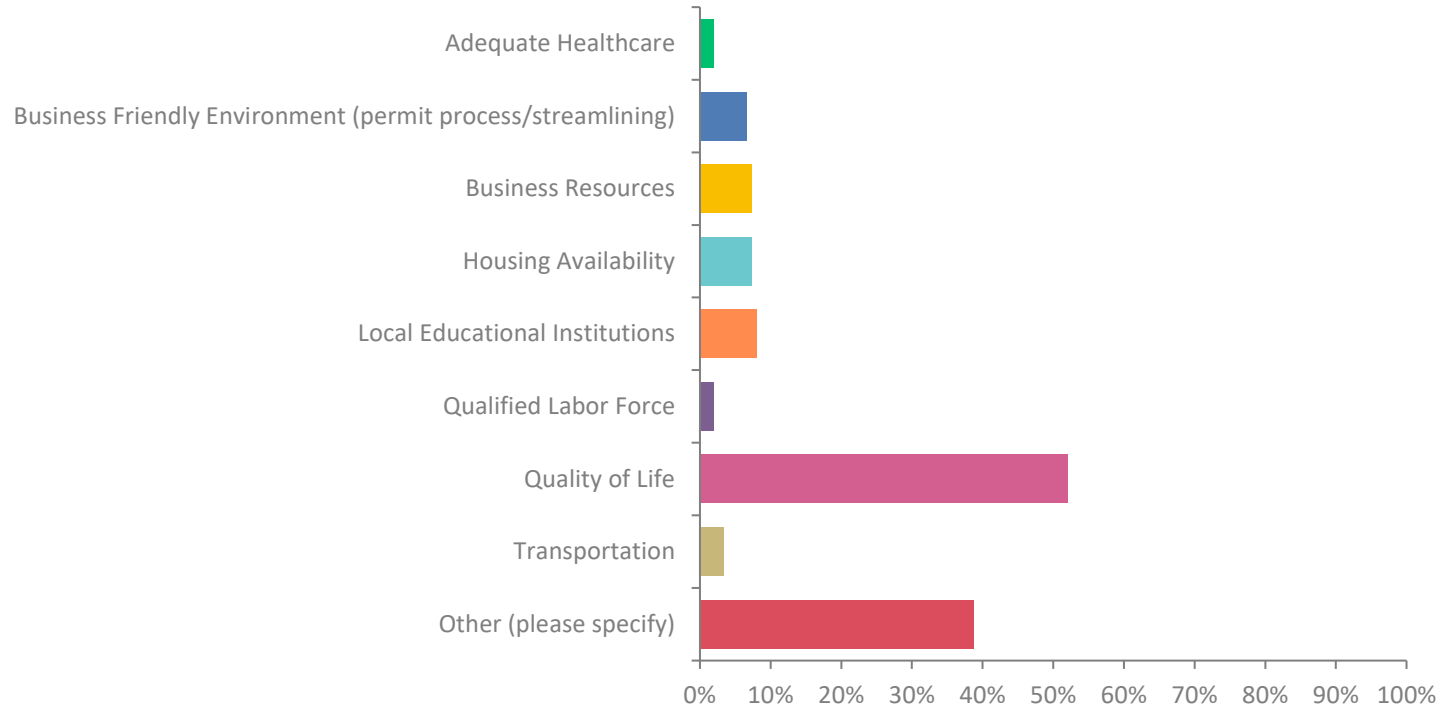
# Q9: How satisfied are you with Chico as a place to do business?

Answered: 160 Skipped: 3



# Q10: What was most influential in your decision to base your business in Chico?

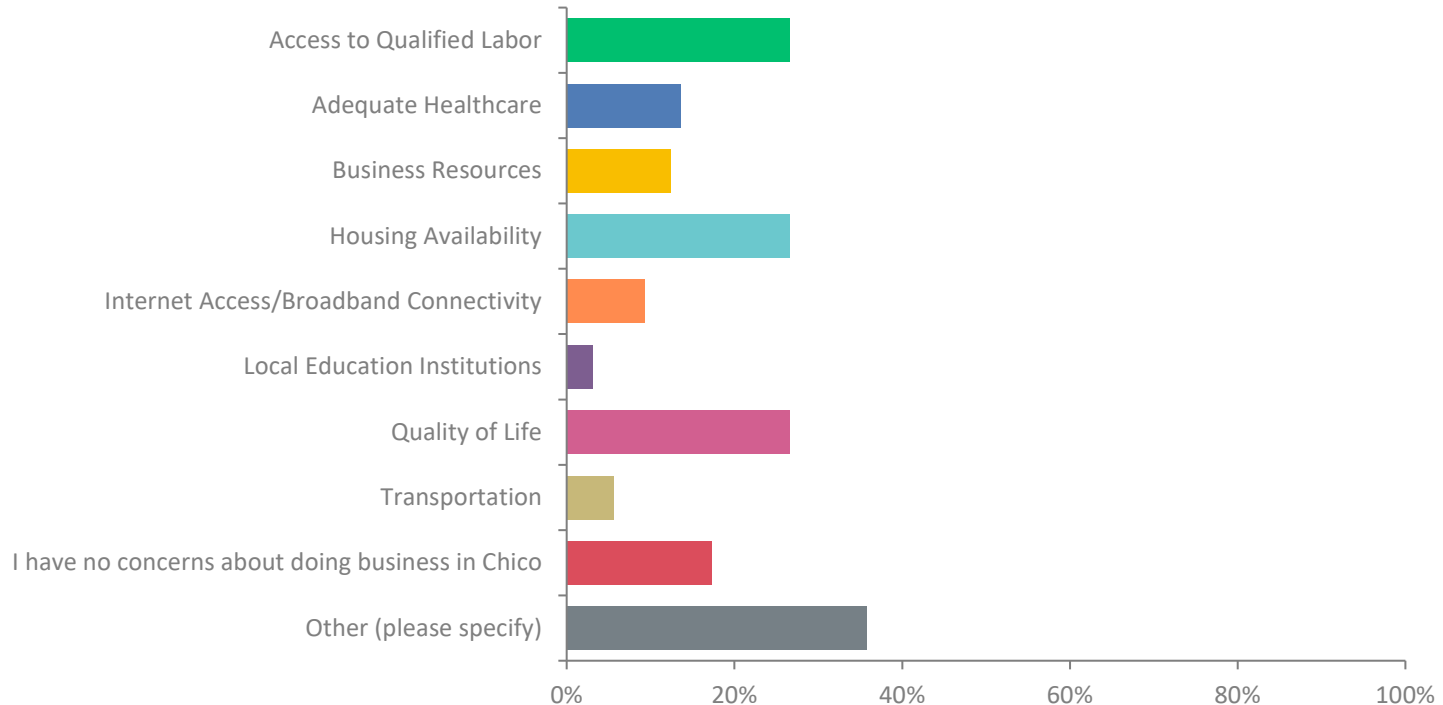
Answered: 150 Skipped: 13



**Note:** “Other” top responses include Hometown and Family

# Q11: What are your greatest concerns about doing business in Chico?

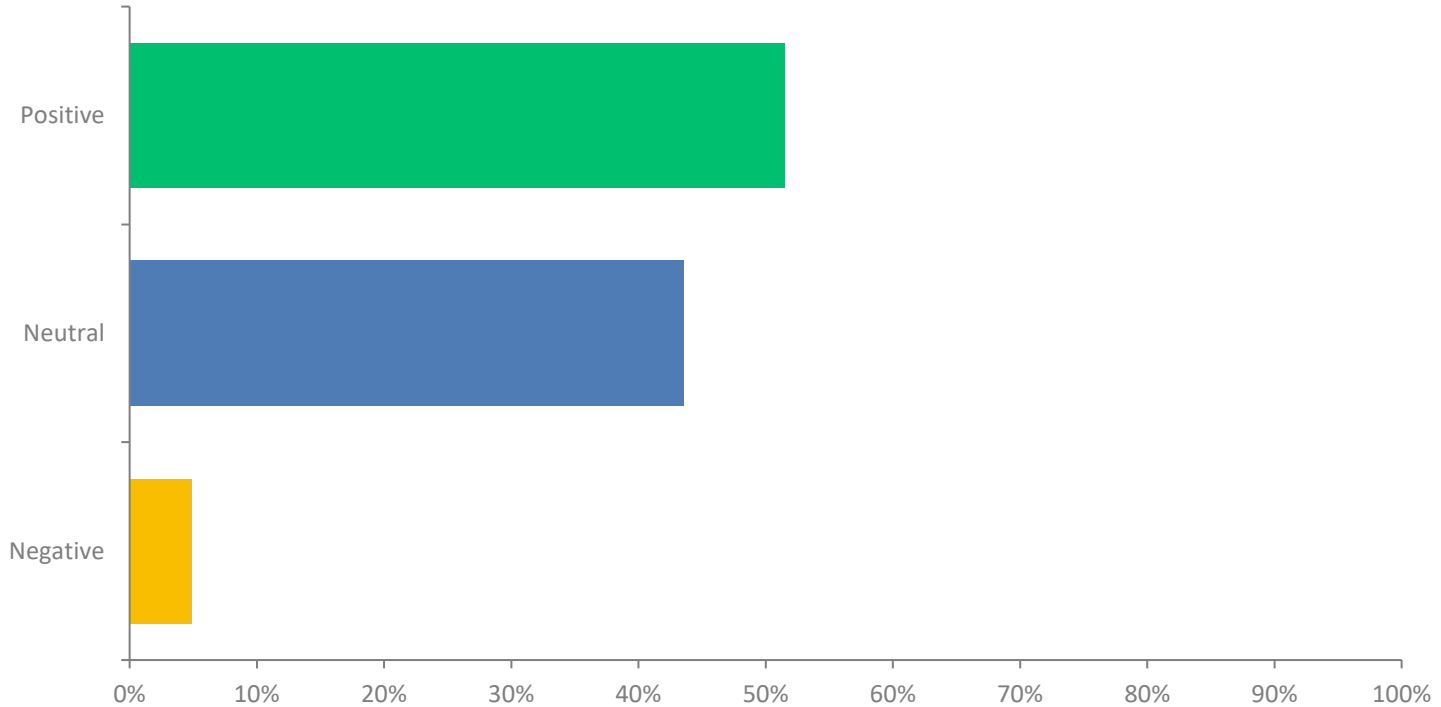
Answered: 162 Skipped: 1



Note: "Other" top responses included Homelessness & Crime

# Q12: Over the next 6 months, do you expect positive or negative growth within your company?

Answered: 163 Skipped: 0





## Q13: Is there any additional information that you would like to share with Team Chico?

Summary of top responses below:

- *Thank you for clearing homeless encampments.*
- *Increase safety in downtown.*
- *Downtown parking is an issue.*
- *Downtown vacant buildings are an issue.*
- *Chico has a wonderful quality of life!*
- *Quality of life is in jeopardy.*
- *Homeless are an issue for businesses.*
- *Difficult to get people to shop local.*
- *Grateful for the assistance available to businesses.*

# Team Chico Next Steps

2023-2024 Work Plan

# Team Chico Next Steps

## 2023-2024 Work Plan



- Expand outreach to local businesses.
- Expand distribution of business resources to local companies.
- Expand Choose Chico campaign, highlighting Chico as a quality location for business and labor.
- Provide short targeted training sessions – “Business Forward” series around top topics such as:
  - Marketing
  - Financial Assistance
  - Employee Recruitment

For additional information on Team Chico and Business Resources:  
<https://chico.ca.us/economic-development>



A proud partner of America's Job Center of California™ network.

