



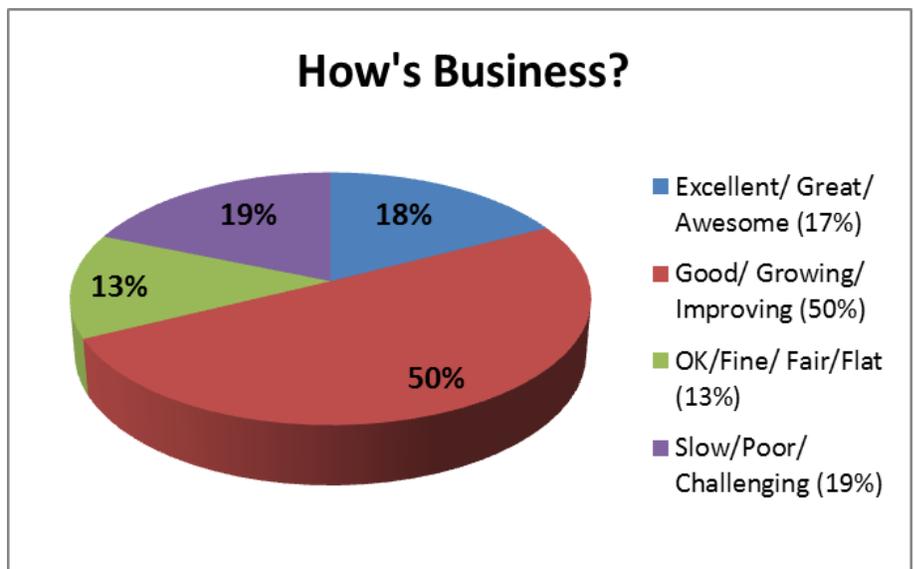
Beaverton Business Walk Presented by Wells Fargo Community Report October 11, 2016

To gauge the pulse of the Beaverton business community, we checked in with Beaverton area retailers and asked three questions about their business: 1) How is business? 2) How is doing business in Beaverton? 3) Your #1 business challenge? IMPACT Beaverton and the Beaverton Area Chamber of Commerce teamed up with Wells Fargo, the City of Beaverton and nearly 30 volunteers comprised of business owners, civic leaders, and community members, went door-to-door with this personal, high-touch approach.

As a champion of community building and active listening, business walks have proven to be an excellent opportunity for local business to share their thoughts and identify questions, comments and concerns. All in all, we were again very well received with many merchants sharing their appreciation, welcoming our visit and participating in a quick and informal survey. Multiple retail shopping districts and developments were covered throughout Beaverton including Allen Blvd, Beaverton-Hillsdale Hwy, Murry Hills and Progress Ridge. Collectively, we visited nearly 500 merchants and compiled 160 responses.

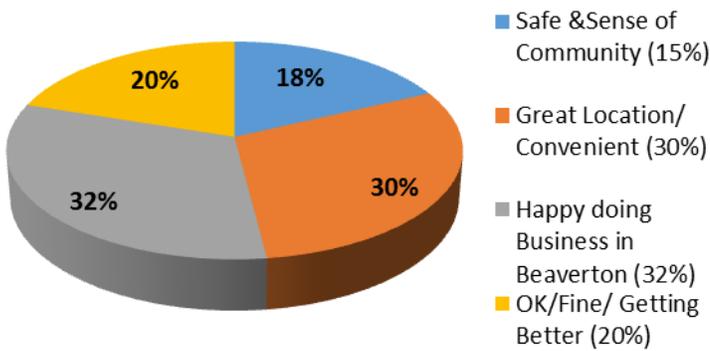
Question 1: How is business?

Feedback for Beaverton-based business in the retail sector was generally positive with most respondents, representing 68%, feeling business was good to great. Compared to last year's survey, the biggest drop of 10% was related to retailer's sensing business was just "OK/Fine/Fair/Flat". These middle-of-the-road respondents migrated to either "Good/Growing/Improving" or "Slow/Poor/Challenging" with both replies showing 5% gains since 2015. Many local mom-and-pop retailers expressed concerns of increased competition from big box retailers and online buying platforms such as Amazon.



Beaverton Business Walk volunteers in action: door-knocking, lunching and listening to small businesses.

How's Business in Beaverton?



Question 2: How is business in Beaverton?

At this point, it should be clear that Beaverton retailers love Beaverton and its connectivity to the Portland Metro's Westside market. There continues to be an overwhelming sense of pride in Beaverton as roughly a third, or 32% are happy doing business in Beaverton. Moreover, nearly another third, or 30% feel Beaverton is a great and convenient location. Several retailers (15%) were proud and felt a sense of safety and community in Beaverton. Many mention the livability of great schools, parks, city services, and proximity of major employers (Nike and Intel), in attracting a high-end or sophisticated customer.

Question 3: What is your biggest business challenge?

Always the most loaded question of the Business Walk as many businesses often use this time to vent their concerns in a form of business therapy. By far and away, the #1 overall business challenge and the most frequent response (28%) for retailers is related to sales and marketing. No surprise to any small business owner, attracting and maintaining customers is a common business concern across all retail niches, segments and specialties. A distant second, at 19%, is related to Beaverton area Congestion/Traffic/Mobility/Parking problems, seeing a big jump from 11% in 2015. It is no secret that Beaverton continues to have growing pains associated to inadequate highway transportation capacity and bottlenecked arterials. Not only does this affect shoppers but also employees, and shipments, consistently getting to their destination on time. Business regulations and working with the city continue to be an on-going issue that can be addressed with advocating and lobbying with local, county, Metro and state governments. Strict sign code restrictions continue to be top of mind as small, local retailers struggle to get noticed. Some, or 8% expressed workforce and HR issues related to lack of quality employees, burdening costs of healthcare, mandatory sick leave, PTO, and minimum wage increases.

What's Your #1 Business Challenge?

