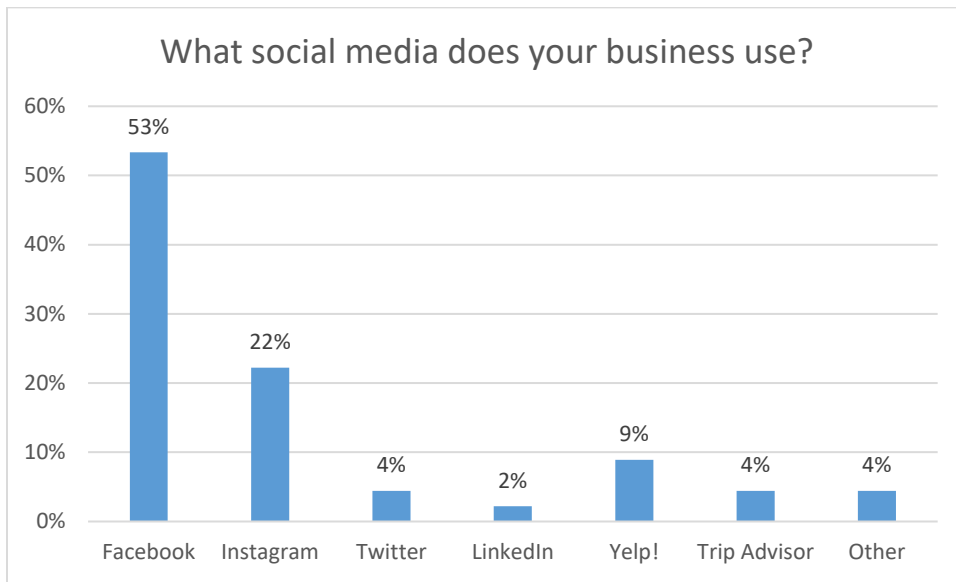


TOWN OF RIDGWAY
BUSINESS SURVEY RESULTS SUMMARY
SEPTEMBER 7, 2017

RPI Consulting LLC
Durango, Colorado



The Town of Ridgway contracted for a business and building inventory and business survey in May, 2017. The business survey was conducted in person over two days in early May. RPI Consulting staff contacted businesses by phone or email two weeks prior to the survey to schedule convenient times to stop by each business. Three staff went to each business in the Main Street boundary to conduct the survey. Many businesses were able to complete the survey in person, while others were left with a copy they could complete and drop off at Town Hall. A few businesses requested a digital version and were emailed a link to the online survey. By the end of May, a total of 59 businesses responded to the survey. The following report includes the responses in graphical and table form.



What social media does your business use?		
	Percent	Count
Facebook	53%	24
Instagram	22%	10
Twitter	4%	2
LinkedIn	2%	1
Yelp!	9%	4
Trip Advisor	4%	2
Other	4%	2

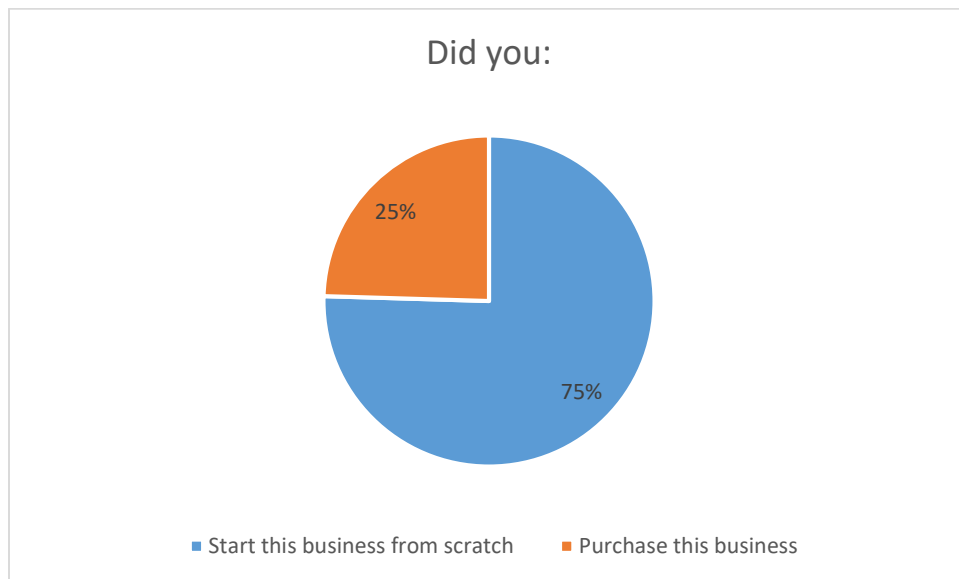
Ridgway Business Survey May 2017 – Results Summary

Business type	Count
Antiques	1
Arts/Crafts	6
Architecture	1
Automotive	3
Building Trades	6
Clothing	2
Engineering	2
Entertainment	2
Financial	1
Fine Art	2
Food/Alcohol	11
Gifts	6
Grocery	1
Health Care	5
Home/Garden	6
Interior Design	2
Jewelry	3
Landscape Design	3
Lodging	2
Manufacturing	8
Nonprofit/Religious	3
Office Supplies	1
Professional Services	4
Realty	1
Recreation	3
Salon/Spa	1
Wellness/Fitness	3
Other	24

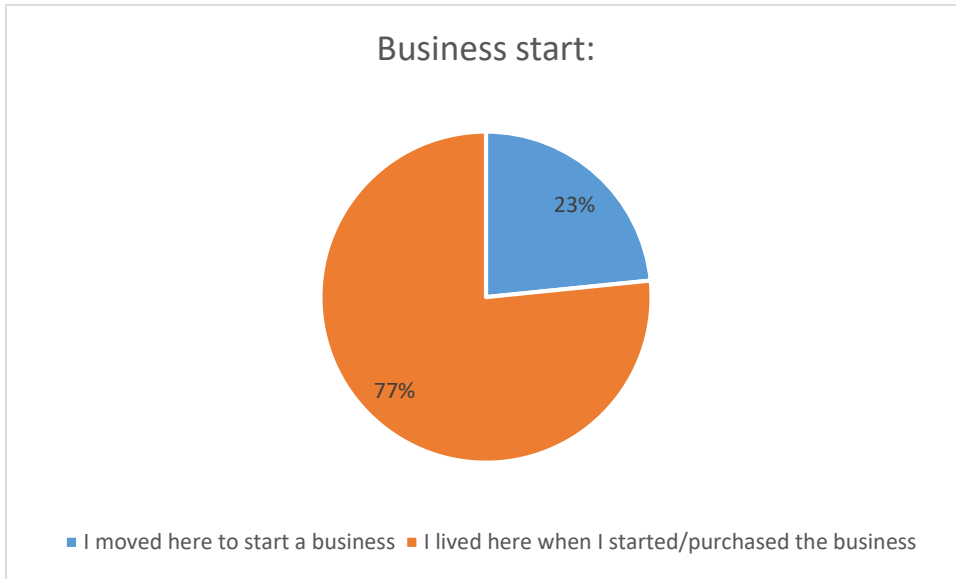
Other responses - Business Type	Count
Transportation	1
Graphic Design, Photography	1
Education, child care	1
Gas Station	1
Consignment	1
Design, General contracting	1
Construction	1
Educational	1
Chiropractor, Nutritionist	1
Retail	1
Real estate title and closing services	1
Thrift store	1



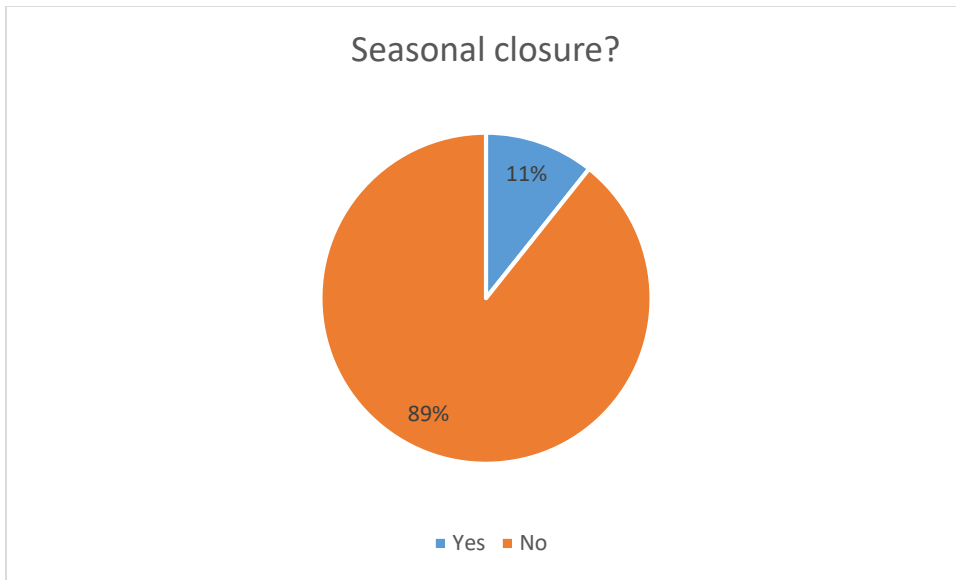
Stringed instrument repair	1
Government	1
Hardware	1
Solar contractor	1
Management	1
Pet food	1
Floral	1
Shipping, copies, stamps, dry cleaning, office services, faxing, scanning, binding, notary, archiving	1
Event center and fairgrounds	1
Accounting services	1
Recreational marijuana dispensary	1
Ice cream parlor	1



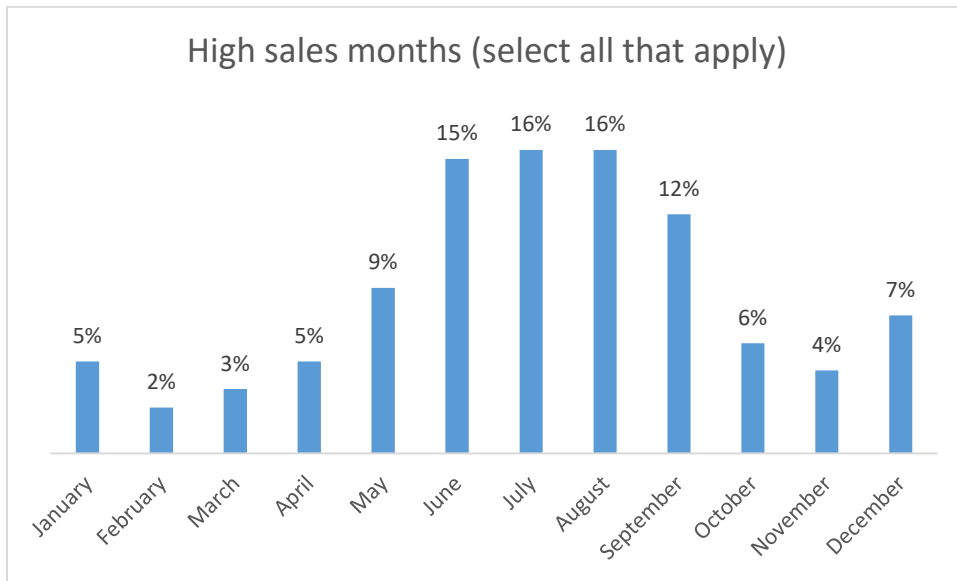
Did you:		
	Percent	Count
Start this business from scratch	75%	40
Purchase this business	25%	13



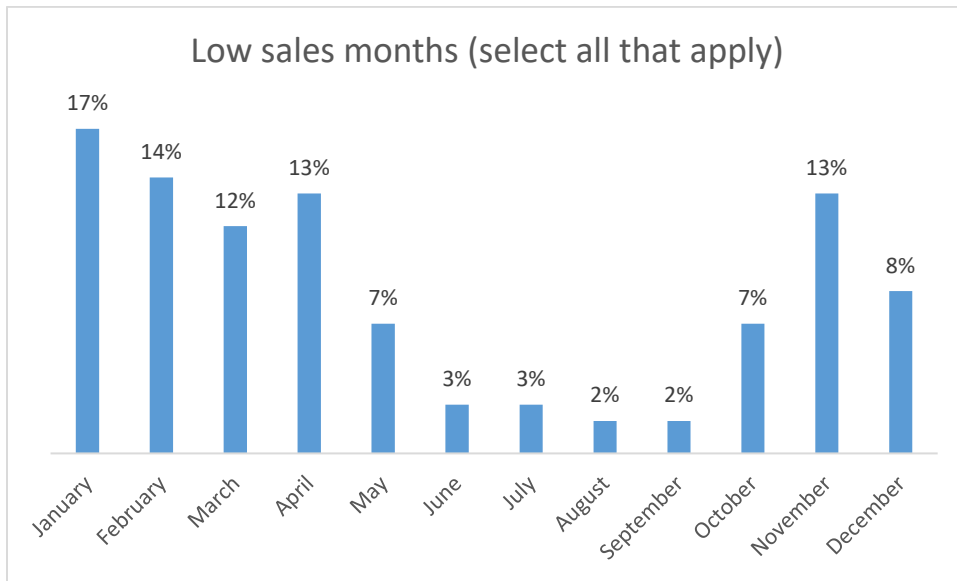
Business start:		
	Percent	Count
I moved here to start a business	23%	11
I lived here when I started/purchased the business	77%	36



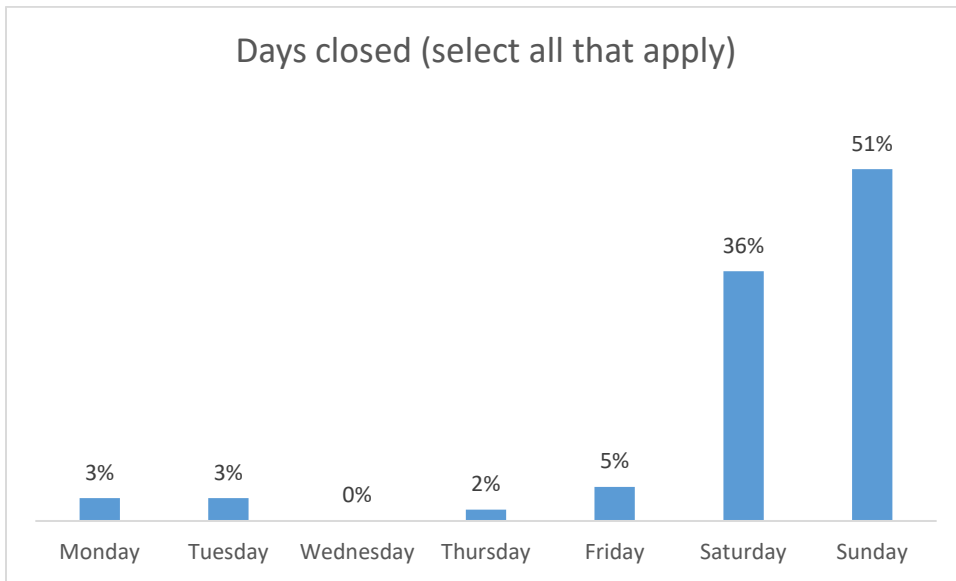
Seasonal closure?		
	Percent	Count
Yes	11%	6
No	89%	50



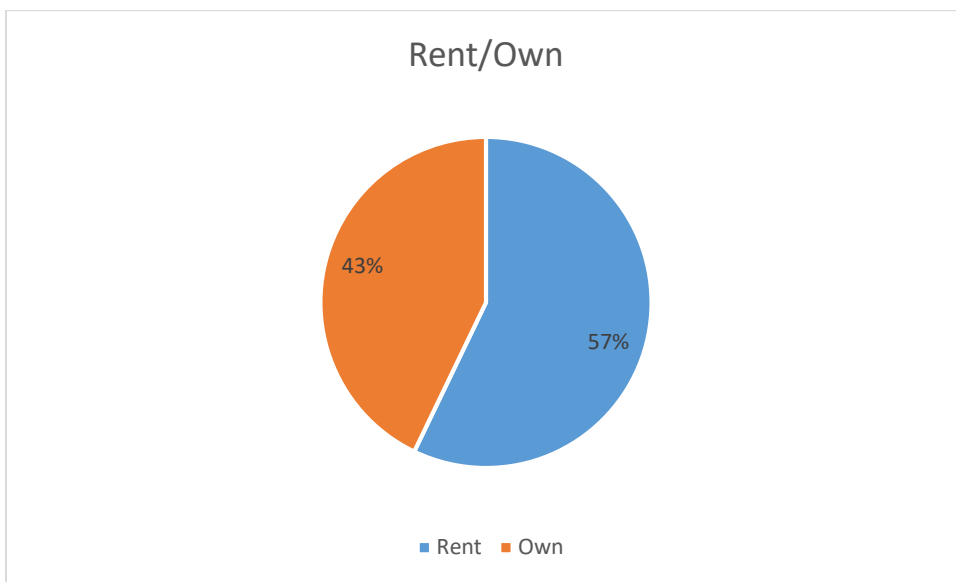
High sales months (select all that apply)		
	Percent	Count
January	5%	10
February	2%	5
March	3%	7
April	5%	10
May	9%	18
June	15%	32
July	16%	33
August	16%	33
September	12%	26
October	6%	12
November	4%	9
December	7%	15



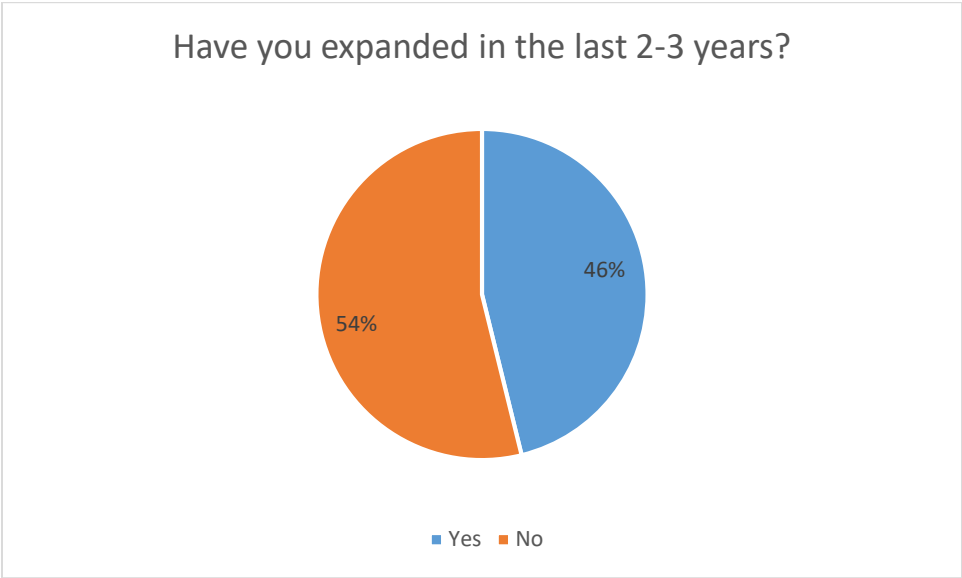
Low sales months (select all that apply)		
	Percent	Count
January	17%	20
February	14%	17
March	12%	14
April	13%	16
May	7%	8
June	3%	3
July	3%	3
August	2%	2
September	2%	2
October	7%	8
November	13%	16
December	8%	10



Days closed (select all that apply)		
	Percent	Count
Monday	3%	2
Tuesday	3%	2
Wednesday	0%	0
Thursday	2%	1
Friday	5%	3
Saturday	36%	22
Sunday	51%	31



Rent/Own		
	Percent	Count
Rent	57%	32
Own	43%	24



Have you expanded in the last 2-3 years?		
	Percent	Count
Yes	46%	24
No	54%	28



Which best describes the challenges faced by your business?		
	Percent	Count
Access to support services	3%	3
Physical design of downtown (i.e. lack of parking, highway corridor, lack of pedestrian crossings, etc.)	4%	4
Lack of adequate public infrastructure (i.e. signage)	5%	5
Having appropriate space/location	8%	8
Compliance with regulations	9%	9
Not enough volume of sales	13%	13
Employment/hiring challenges (i.e. turnover, lack of qualified employees, etc.)	21%	21
Seasonal swings	23%	23
No major challenges	12%	12



Which factor do you think has helped your business succeed the most?		
	Percent	Count
Chamber/Economic development organization efforts	2%	2
Business friendly government	4%	5
Support from other local businesses	8%	11
Lack of competition	12%	16
Ability to provide more than one service	13%	17
Other	16%	21
Location	18%	24
Determination to stay in Ridgway	26%	34

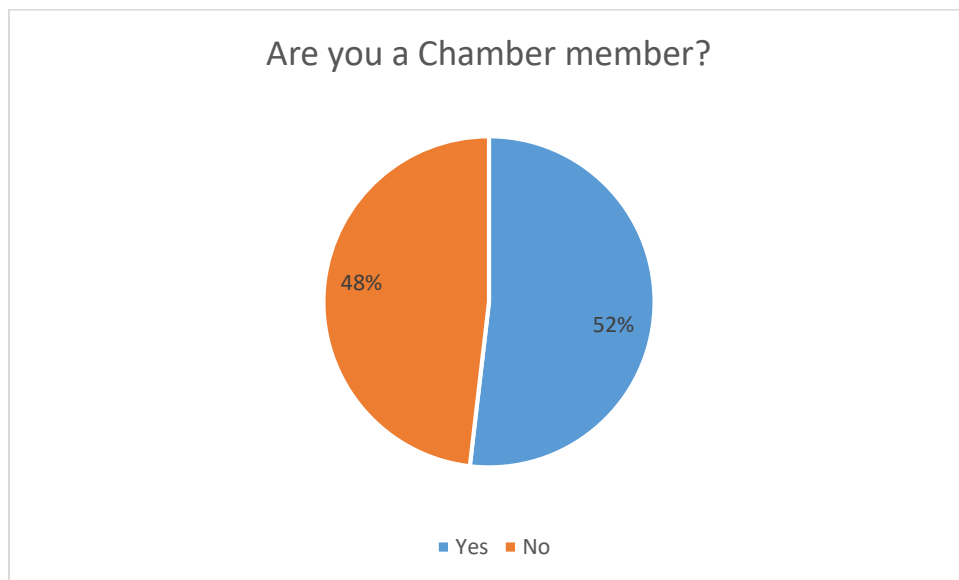
Other responses to “Which factor do you think has helped your business succeed the most?”	
	Count
Telluride clientele/proximity	4
Word of mouth	5
Offering good quality services	2
Volunteers	1
Community	1
Hard work and giving back to the community that supports us.	1
Web	1
People/local's feedback	1
Donors	1
Reputation	1
My product is price competitive and I offer personal service and customer care.	1
Being locals who want to serve other locals	1
Changing times!	1



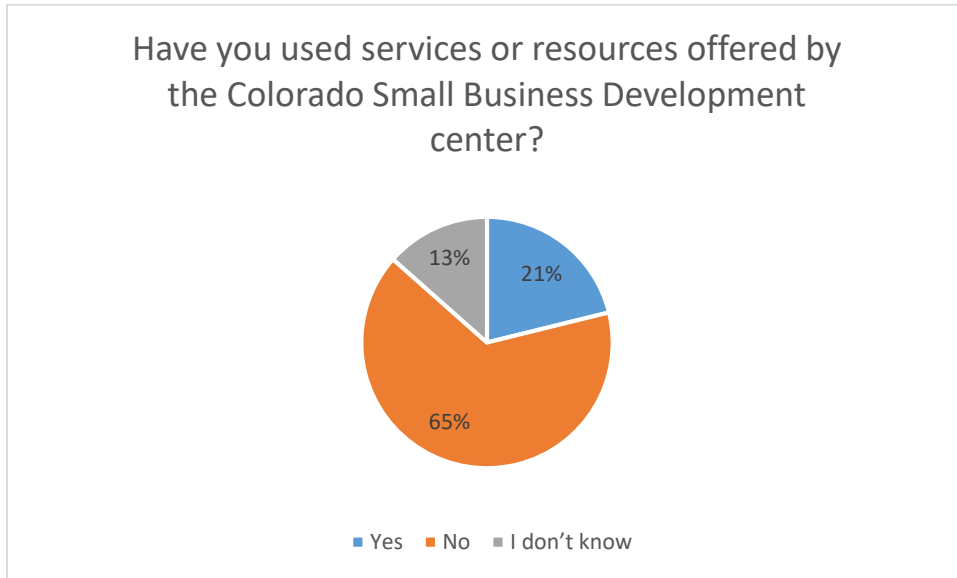
Our design.	1
Want to retire here	1
Strong media presence	1
An incredibly talented and generous business owner!!	1

Major public improvements (RAMP UP Ridgway!) are underway and will be completed soon with new sidewalks, crosswalks, lighting, delineated parking, trees and amenities in historic downtown. What other public improvements would enhance your business and downtown as a whole? Please be specific.	
Signage related comments	
Better signage, new signage with RAMP UP are not easily seen, larger signs.	1
Signs	1
Centralized signage, location business map.	1
Signage of businesses located in the industrial park to be seen from highway? No one can see as is...	1
Town of Ridgway signage restrictions are difficult.	1
A sign on main street pointing visitors to Clinton street business, there are no signs on Clinton now.	1
No directional signage for business off main drag.	1
The ability to have lighted signs advertising after hours	1
Better connection and draw between main downtown Ridgway and east side of Ridgway (Trail town, Conoco area). Pointing people towards east side of Ridgway (through better signage).	1
Sidewalks, roads and traffic	
Lighting, sidewalks, overall better traffic flow.	1
Sidewalks throughout town, chip seal roads eventually.	1
Sidewalks through town	1
more asphalt, more locations	1
Traffic slowing through town!	1
Patio access at location, more sidewalks to allow outdoor expansion.	1
More sidewalks to increase tourists to area	1
Pave roads and trails further out. Trail connectivity, bike and trail walk.	1
Clear safe sidewalks, pretty good as it is.	1
Put more noticeable signage to Rollans Park, put that park on a map at Harwell park extend the trail between Rollans park to connect to the trail at the bridge near SMPA extend riverside trail to the south of sherman st bridge public access tv station to lend out equipment, train local businesses on video production, and provide affordable services	1
Paving entire town, it is silly to just have only a few streets paved.	1
Parking	
Parking	4
Improved parking and increased handicapped parking.	1
PARKING! We gained 0 parking with streetscape and with space to create coming to our	1

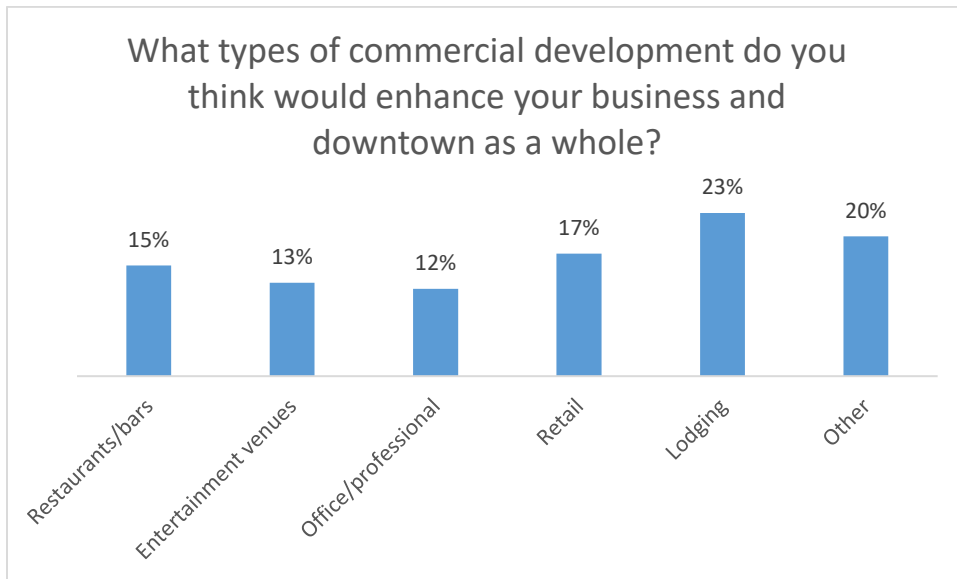
only parking- we are at a serious loss! Town should be as flexible as possible (with lighting) to encourage business success!	
Increased RV parking with good signage, increased summer traffic is common.	1
Affordable Housing	
Workforce housing, commute, 2 employees live in Ridgway	1
Lack of affordable housing for employees. Ridgway also needs a recreation/fitness center.	1
Affordable housing. Tourist season takes care of itself. It's why downtown Ridgway can exist AT ALL. It's the door not opening enough off season that is the challenge. I have seen too many families move away in the last 6 months, unable to find affordable housing as former leases came I send points. Entrance to town at 550/62 crossroad signage is bad. Every year I speak to people who have passed by us for years thinking Ridgway was just a 550 crossroad. (See more in comments)	1
Other	
lighting	1
Public transportation	1
Better-timed construction and improvements not in peak-season, leads to loss of sales and income for main street businesses/	1
Public awareness, but this is not up to the city.	1
More benches along sidewalks to make the area more inviting	1
Marketing	1
Improvements focused on downtown- not on town as a whole.	1
High speed internet!	1
Landscaping, visual curb appeal, keep grass green and clean, weed overgrowth, strict lighting regulations.	1



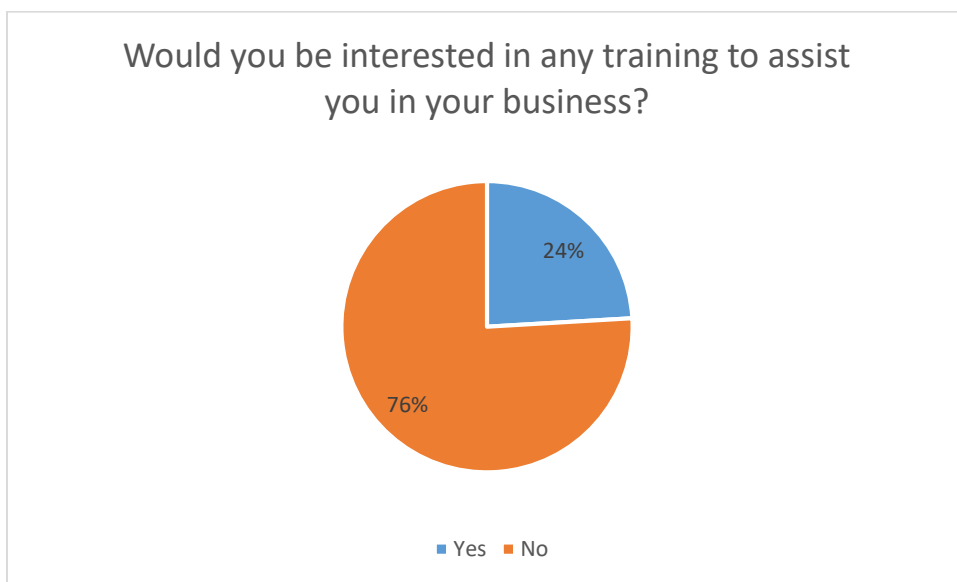
Are you a Chamber member?		
	Percent	Count
Yes	52%	28
No	48%	26



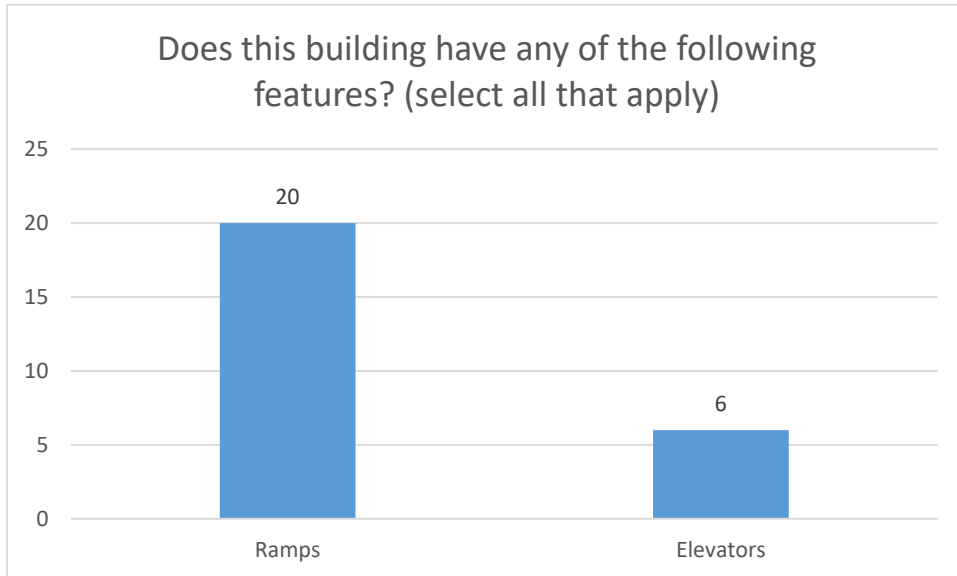
Have you used services or resources offered by the Colorado Small Business Development center?		
	Percent	Count
Yes	21%	11
No	65%	34
I don't know	13%	7



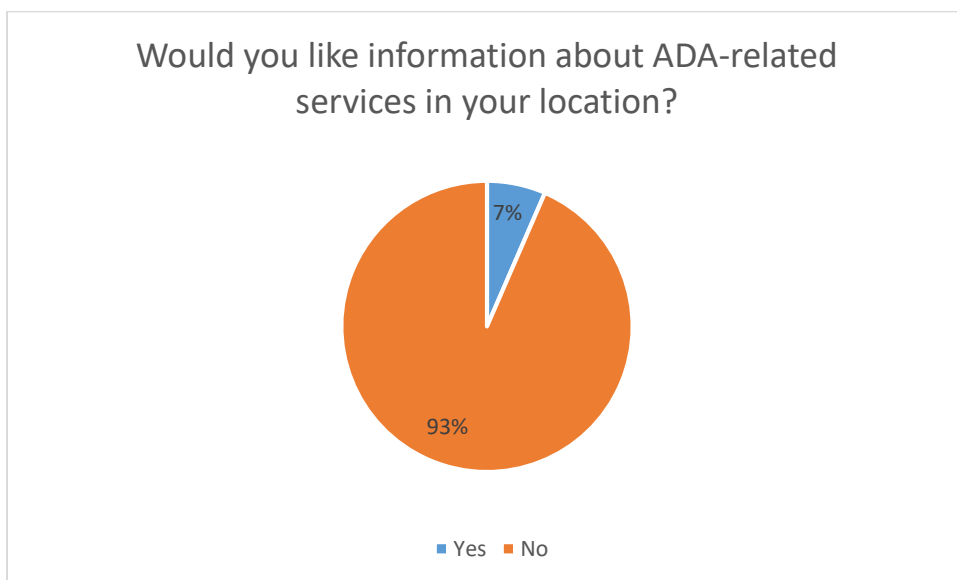
What types of commercial development do you think would enhance your business and downtown as a whole?		
	Percent	Count
Restaurants/bars	15%	19
Entertainment venues	13%	16
Office/professional	12%	15
Retail	17%	21
Lodging	23%	28
Other	20%	24



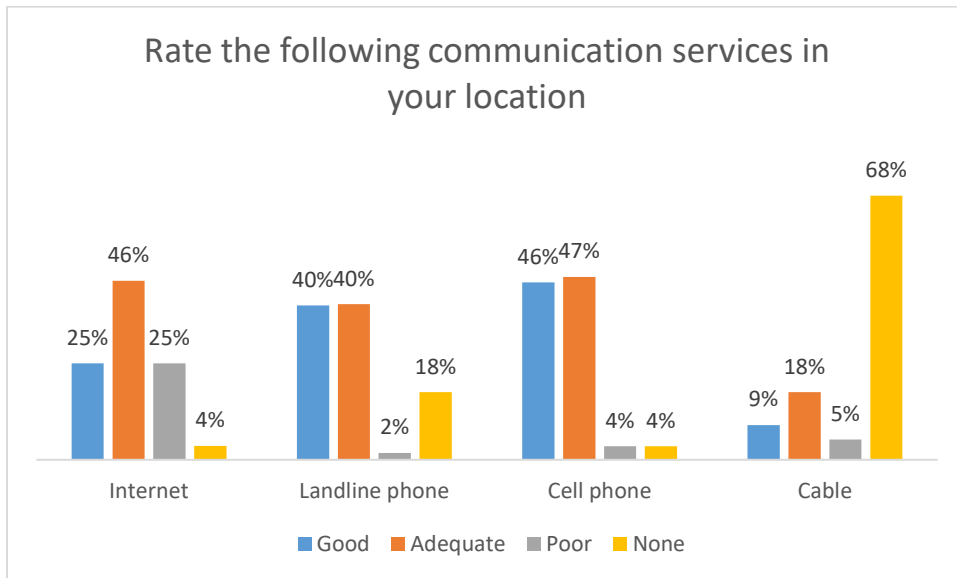
Would you be interested in any training to assist you in your business?		
	Percent	Count
Yes	24%	13
No	76%	41



Does this building have any of the following features? (select all that apply)	
	Count
Ramps	20
Elevators	6

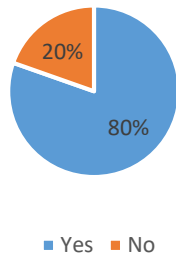


Would you like information about ADA-related services in your location?		
	Percent	Count
Yes	7%	3
No	93%	43



Rate the following communication services in your location:					
	Good (3)	Adequate (2)	Poor (1)	None (0)	Average Rating
Internet	14 (25%)	26 (46%)	14 (25%)	2 (4%)	2
Landline phone	23 (40%)	23 (40%)	1 (2%)	10 (18%)	1.5
Cell phone	26 (46%)	27 (47%)	2 (4%)	2 (4%)	1.6
Cable	5 (9%)	10 (18%)	3 (5%)	39 (68%)	1.9

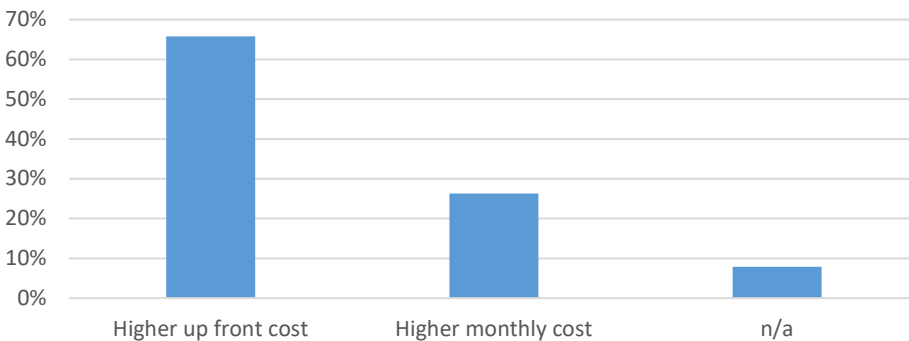
If one or more local internet providers were to provide reliable fiber internet service at a comparable price to your current provider, would you use their service over your current internet provider?



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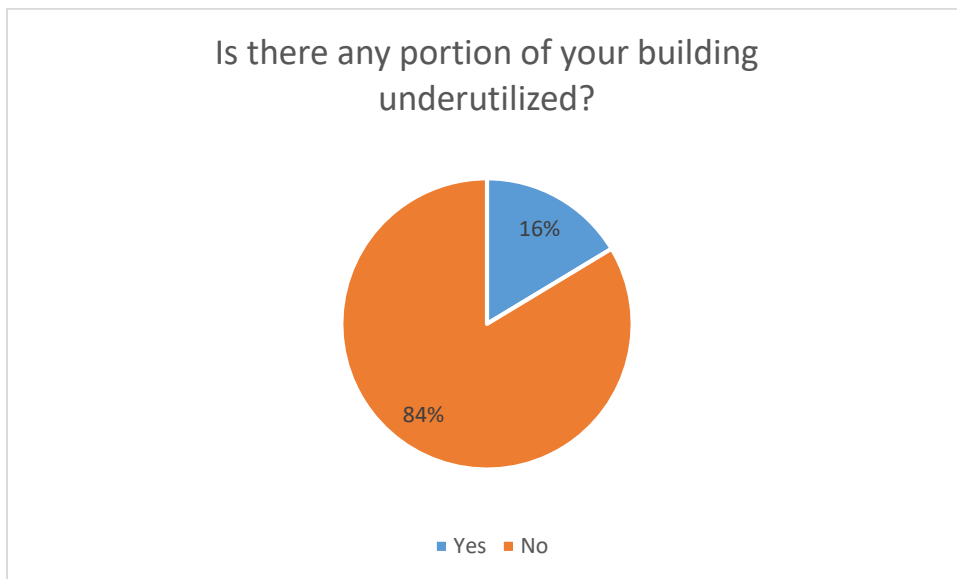
Yes	80%	41
No	20%	10

If there was an expense for the installation of fiber internet to your business, would you prefer an up-front installation cost with lower monthly fees or higher monthly charges to cover the cost?

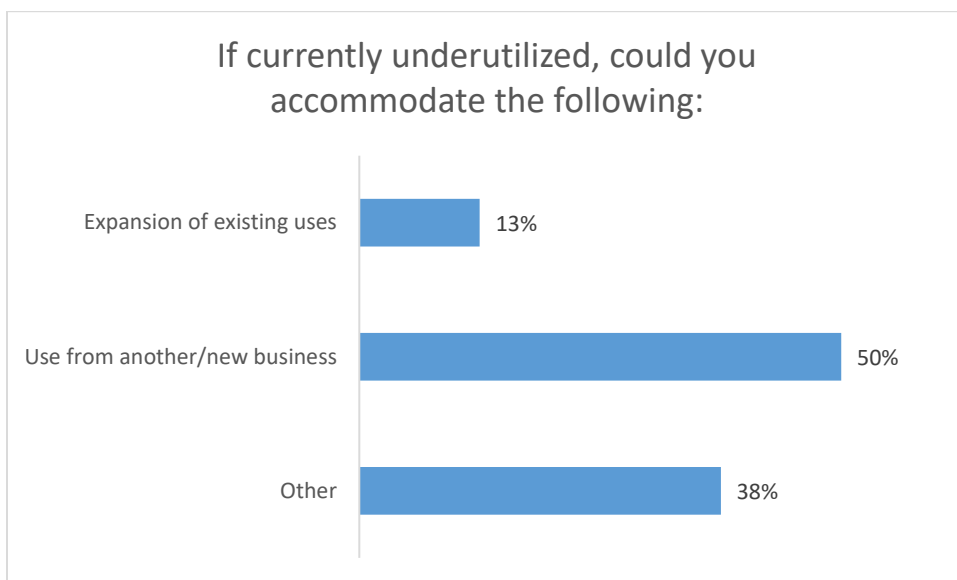


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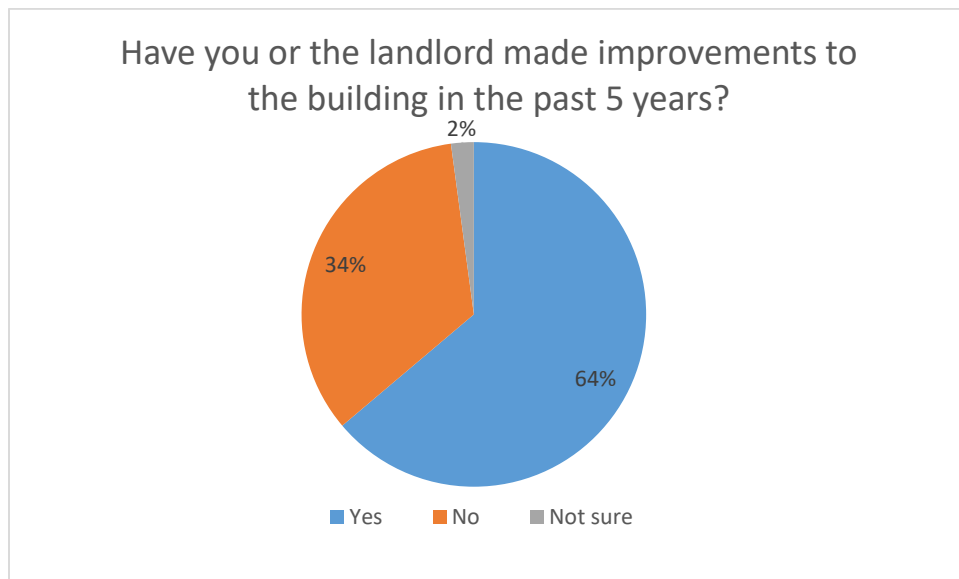
Higher up front cost	66%	25
Higher monthly cost	26%	10
n/a	8%	3



Is there any portion of your building underutilized?		
Yes	16%	9
No	84%	46



If currently underutilized, could you accommodate the following:		
Expansion of existing uses	13%	1
Use from another/new business	50%	4
Other	38%	3



Have you or the landlord made improvements to the building in the past 5 years?		
	Percent	Count
Yes	64%	30
No	34%	16
Not sure	2%	1

How many off-street parking spaces does your business have? (Open ended response)	
Number of parking spaces	Count
0	9
1	0
2	7
3	3
4	3
5	1
6	2
7	4
8	1
9	1
10	1
11	0
12	2
13	0
14	1
15	2
24	1
30	1
175	1

Other response	
Numerous	1
Parking lot	5
Shared lot	1
Shared parking lot	1
Street and cul-de-sac	1

Number of dedicated employee parking spaces	
Number of dedicated spaces	Count
0	24
2	5
3	8
4	1
6	2
8	1

Where do employees typically park?	
	Count
Anywhere/Wherever possible	11
On street	9
Parking lot	7
Shared lot	2
On property	3
In back	1
Public parking	1
Outback	1
At office/ on the job site	1
Next to bank	1
In front of building	1
South end of building	1
Town park	1
Along the building	1
East side of building	1
In front of building and on Cora Street	1
Off street in front of building	1
At event center	1
Across from our building	1
Out front on Liddell	1

Additional Comments:
RAMP UP as been an amazing blessing to this town. ...My concern is the town government's excitement for new business and a new vision for the town without much interest in those of us who have stood the test of time.
Town of Ridgway staff have been amazing and super supportive, which is another reason why we loving having our business in Ridgway!
Better internet service in Ridgway.
No support from local businesses.
Home occupation is a strength.
Patio space- extend the sidewalk to have outdoor seating.
Add ramp to building/ business.
Affordable housing and housing in general is a huge issue for Ridgway.
Road expansion has taken away substantial street parking making RV and large truck parking very difficult.
Ridgway is a good community, doing business locally is nice but having State-support is great (servers/funding/infrastructure).
The biggest problems for us are #1: building space, we need a warehouse where trucks can deliver and office. #2: housing for employees- difficult to live when affordable housing is hard to find.
Need lights for crosswalk at school.
Parking is the biggest issue by far in the historic core. "Space to create" location and the loss of that parking area only will worsen the impacts to surrounding businesses and residential homes. Town must find a way to procure small parking areas CLOSE to businesses, in order to successfully accommodate our visitors, and so it is not a long walk to the business they want to visit.
Any assistance to help businesses communicate to county population (residents, commercial, and visitors) about our services would be terrific. Via social media, website presence, etc. The Chamber is currently broken and unable to help the business community. (i.e. O.C. Community Could use Ridgway-Ouray yelp, trip advisor, type presence. Fill the chamber void. Other challenges: dealing with obsolete out sourcing, ordering online with pre-paid UPS shipping competition. Amazon, office depot, vistaprint, online printing, etc.
We support fiber!!
Internet connection is horrible sometimes lost over 10 days in 2016 of NO internet, it was a nightmare. Mainly due to lines getting hit by construction.
Biggest concern for the future of Ridgway is seeing it become yet another cookie cutter town without soul. Towns lose soul when they lose their diversity when they become places where the people who provide services to the town can no longer afford to live there. That Ridgway has the downtown it has with the minuscule population that it has is due to various peoples' creativeness, belief in community, spirit, willingness to where more than 1 hat. Please don't turn this town into something that looks that out. We sure aren't trying because of the money. We must provide affordable housing! As a 2 lane town, left hand traffic turns kept speed down and created reasonable crossing pockets for pedestrians. The part of RAMP UP RIDGWAY that I am concerned about is the 3rd lane....I AM VERY CONCERNED about crosswalks and signage.... I was a chamber member during Gale's tenure. I am no longer a chamber member at this time- I feel the chamber has to reprove itself to me- I thought their treatment of Gale was WRONG!!!