Morena Business Association Walk

The Economic Development Department’s Neighborhood Investment Unit held its seventh Business Walk on Aug. 17, 2017, canvassing businesses in the Morena Business Association area. More than 20 volunteers participated in this outreach effort that engaged local business owners, surveyed them about their concerns and distributed EDD leave-behind cards (below) promoting some of the City’s small business resources.

- **Volunteers:** 23 (Representatives from the City’s Economic Development Department, Morena Business Association, Southwestern Community College and Office of State Senator Toni Atkins; and Councilmember Lorie Zapf and Council District 2 staff)
- **Number of Businesses Visited:** 154
- **Number of Surveys Completed:** 77
  
  Retail businesses: 24  
  Food and beverage: 14  
  Professional services: 14  
  Health/wellness: 7  
  Other: 18

**Survey Results**

The Morena Business Association Walk used a new, shorter and more streamlined survey that improved data collection and survey methodology so that the Economic Development Department could get a better pulse on the business community.

**Doing Business in the Morena Area**

*Question: How would you rate your community as a place to do business?*

**75% favorable**

Percentage of 71 respondents who consider Morena an “excellent” or “good” place to do business
Survey Results (continued)

Morena Business Climate Future

Question: How optimistic are you about the business climate in your community?

75% optimistic

Percentage of 56 respondents who answered "very optimistic" or "optimistic" about the Morena business climate.

Why Do Business in Morena?

Question: What are the benefits of operating a business in this community? (Select as many as three)

Good business community

Top reason given for doing business in Morena

Seventy-seven respondents provided 108 responses.

What's Challenging in Morena?

Question: What are the challenges of operating a business in Morena? (Select as many as three)

Homelessness

The rising homeless population is the top challenge business owners are facing.

Seventy-seven respondents provided 127 responses.
Survey Results (continued)

Growing Businesses in Morena
Question: Do you plan on expanding your business in the near future? If so, how?

52% look to expand
Percentage of 69 respondents who intend to grow their businesses by hiring, making tenant improvements, opening another location, etc.

Learning About City Programs
Question: Is your business interested in learning about any of the following City programs or services?

Storefront Improvement
The most respondents were interested in the City's Storefront Improvement Program, which helps property or business owners enhance curb appeal by offering free design assistance and construction incentives.

Promotional Material Left at ALL Businesses Visited (5x7)