

**2011** downtownpensacola  
Business Census and Survey

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*what a life!*

# Number of Business Units by NAICS Code

	2005	2006	2007	2008	2009	2010	2011	Variance 10-11	Variance 05-11
Utilities	2	2	1	1	1	2	2	0	0
Construction	5	7	7	9	9	10	12	2	7
Manufacturing	13	12	12	10	9	11	10	-1	-3
Wholesale Trade	13	11	11	18	19	14	11	-3	-2
Retail Trade	51	59	56	53	55	52	55	4	4
Information	14	13	12	15	14	18	16	-2	2
Finance & Insurance	41	46	61	56	52	45	43	-2	2
Real Estate	32	43	47	46	43	40	46	6	14
Professional, Scientific & Technical Services	153	175	181	185	202	208	207	-1	54
Management of Companies and Enterprises	2	4	4	2	4	4	5	1	3
Administration and Support	24	17	16	21	25	25	26	1	2
Educational Services	8	7	11	13	12	12	10	-2	2
Health Care and Social Services	20	23	24	24	33	37	39	2	19
Arts, Entertainment and Recreation	11	13	13	16	16	16	17	1	6
Accommodation and Food Services	49	52	58	57	58	60	67	7	18
Repair Services	6	5	5	6	6	6	4	-2	-2
Personal & Laundry Services	10	14	15	15	14	14	18	4	8
Religious, Grant making, Civic and other Similar Organizations	19	20	20	18	23	24	24	0	5
Public Administration	5	6	6	9	8	8	7	-1	2
Other	8	8	7	6	4	8	5	-3	-3
<b>TOTAL</b>	<b>486</b>	<b>535</b>	<b>567</b>	<b>583</b>	<b>607</b>	<b>613</b>	<b>624</b>	<b>11</b>	<b>+138</b>

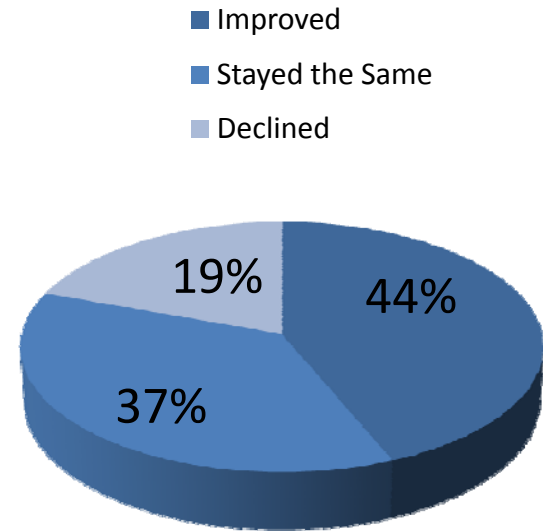
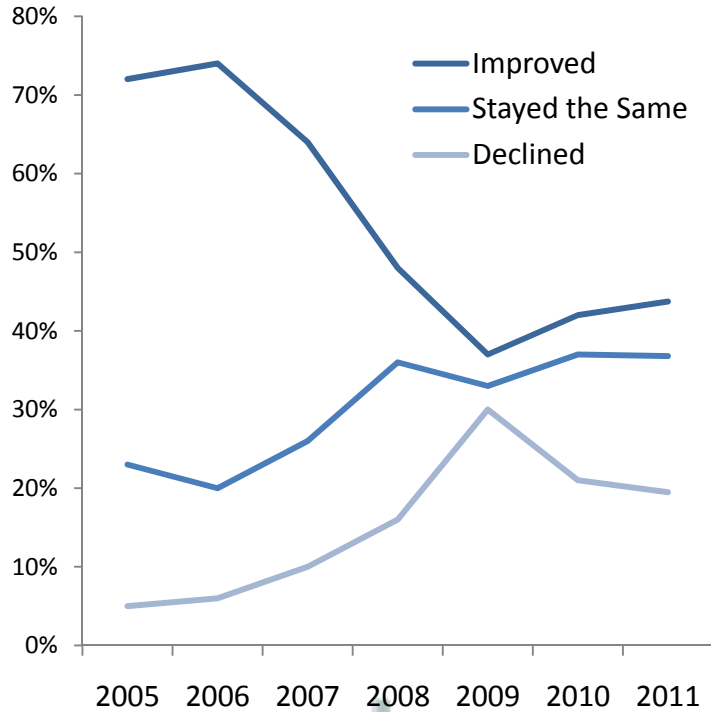
## Total Businesses

2005	2006	2007	2008	2009	2010	2011
486	535	567	584	607	613	624
	(+9.2%)	(+5.6%) '06-'07	(+3.2%) '07-'08	(+3.8%) '08-'09	(+0.01%) '09-'10	(+1.92%) '10-'11
		(+14.3%) '05-'07	(+17%) '05-'08	(+19.9%) '05-'09	(+20.7%) '05-'10	(+22.24%) '05-'11

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# Business Health

Business Health	2005	2006	2007	2008	2009	2010	2011
Improved	72%	74%	64%	48%	37%	42%	44%
Stayed the Same	23%	20%	26%	36%	33%	37%	37%
Declined	5%	6%	10%	16%	30%	21%	19%

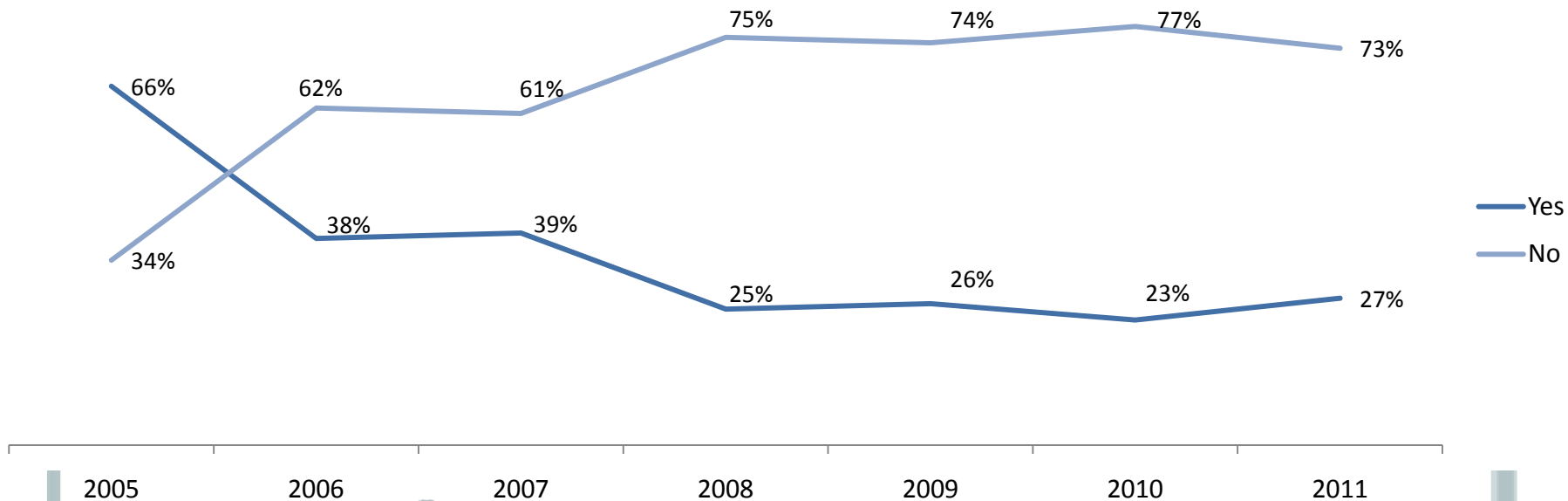


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# Plans for Expansion within the Coming 18 Months (Employees or Square Footage)

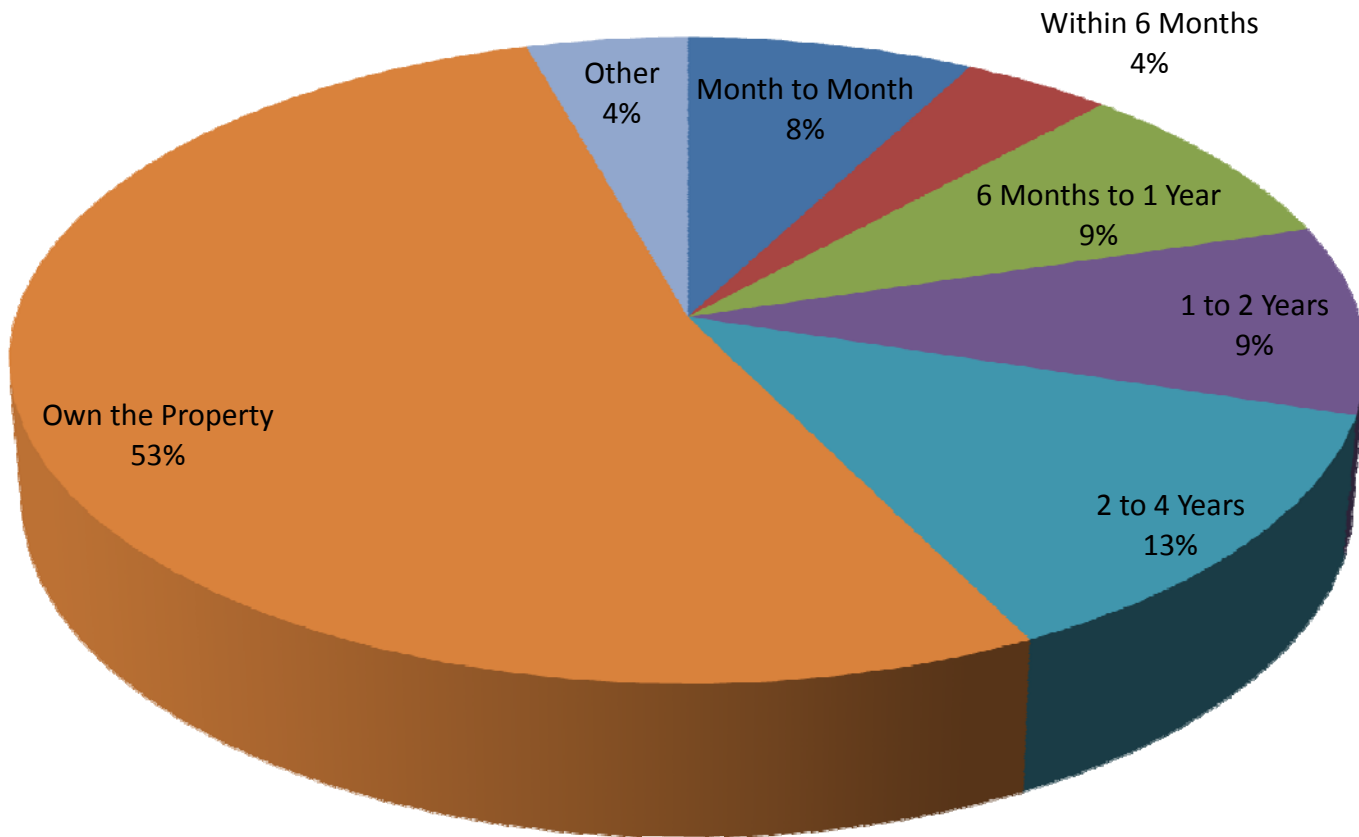
	2005	2006	2007	2008	2009	2010	2011
<b>Yes</b>	66%	38%	39%	25%	26%	23%	27%
<b>No</b>	34%	62%	61%	75%	74%	77%	73%



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# Lease Expiration



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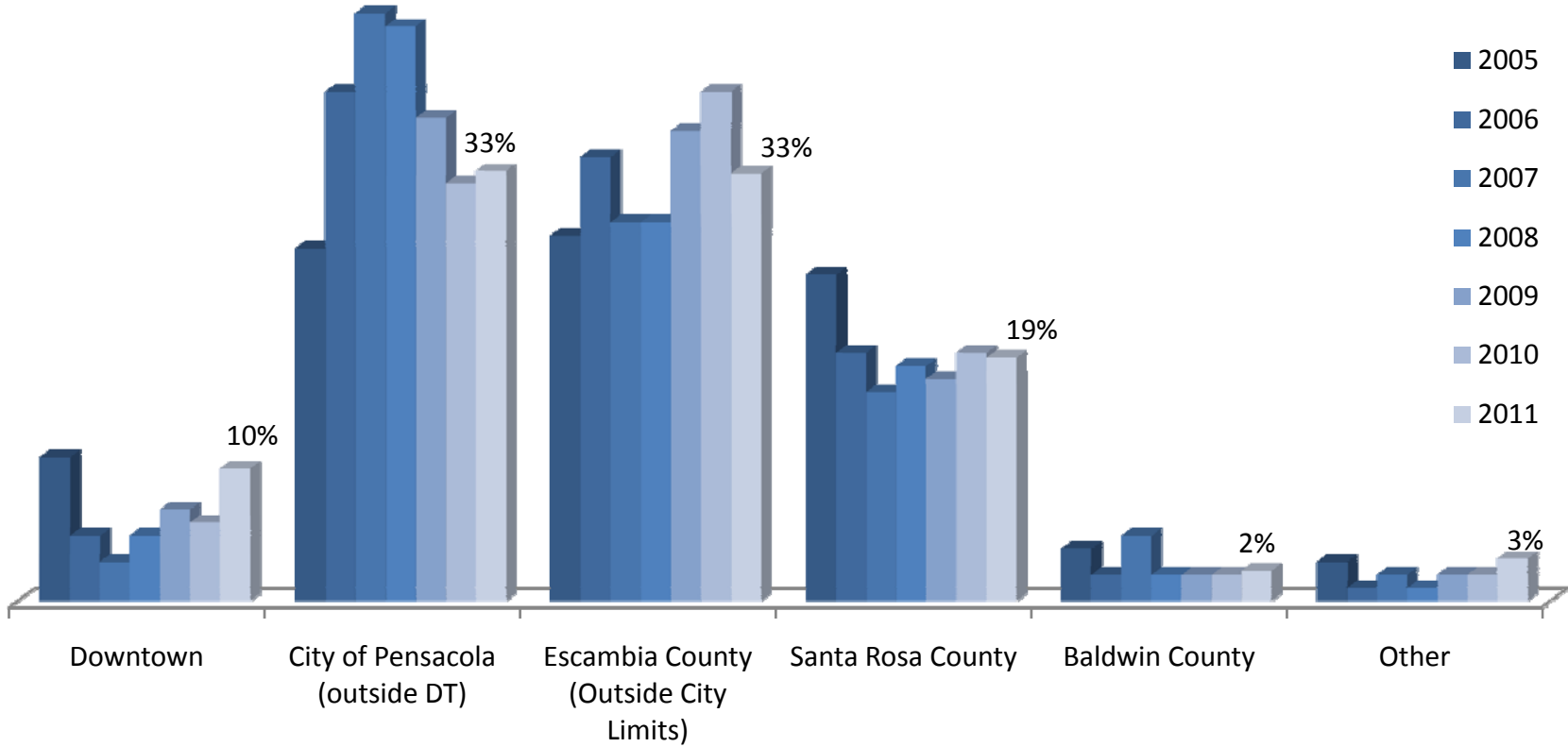
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# Number of Employees by Industry Sector

	2005	2010	2011	Variance 10-11	Variance 05-11
Utilities	405	440	433	-7	28
Construction	45	39	55	16	10
Manufacturing	128	136	91	-45	-37
Wholesale Trade	77	68	70	2	-7
Retail Trade	349	331	310	-21	-39
Information	640	400	446	46	-194
Finance & Insurance	812	700	724	24	-88
Real Estate	214	179	155	-24	-59
Professional, Scientific & Technical Services	1829	1886	1889	3	60
Management of Companies and Enterprises	22	39	15	-24	-7
Administration and Support	160	283	306	23	146
Educational Services	167	261	215	-46	48
Health Care and Social Services	387	361	431	70	44
Arts, Entertainment and Recreation	386	508	356	-152	-30
Accommodation and Food Services	1285	1324	1614	290	329
Repair Services	29	18	12	-6	-17
Personal & Laundry Services	59	86	93	7	34
Religious, Grant making, Civic and other Similar Organizations	203	216	211	-5	8
Public Administration	1439	1836	1611	-225	172
Other	127	178	94	-84	-33
<b>TOTAL</b>	<b>8763</b>	<b>9289</b>	<b>9697</b>	<b>408</b>	<b>934</b>

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# Where Employees Live



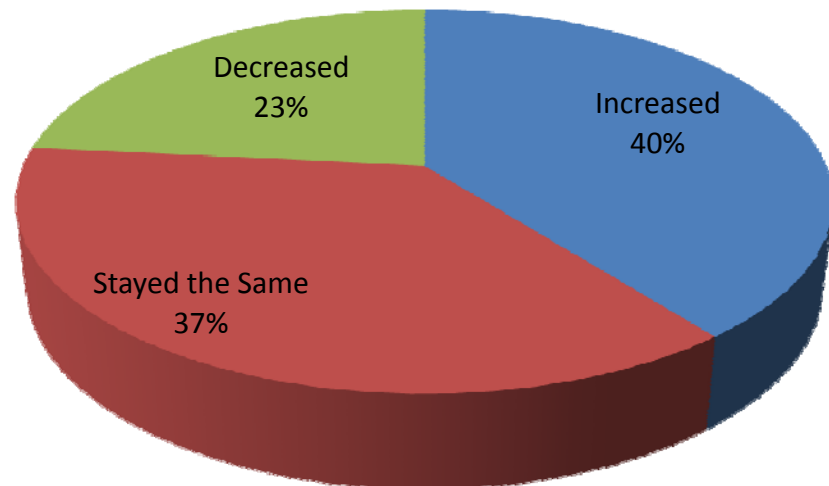
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## Business Size

	2007	2008	2009	2010	2011
Less than 10 Employees	399	424	461	453	458
10-25 Employees	99	105	75	95	97
26-100 Employees	58	54	57	51	54
Over 100 Employees	11	15	14	14	15

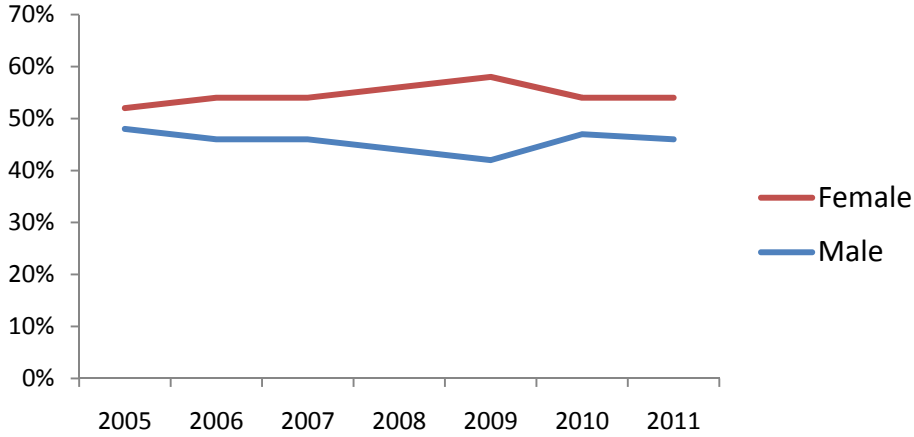
## Business Employment



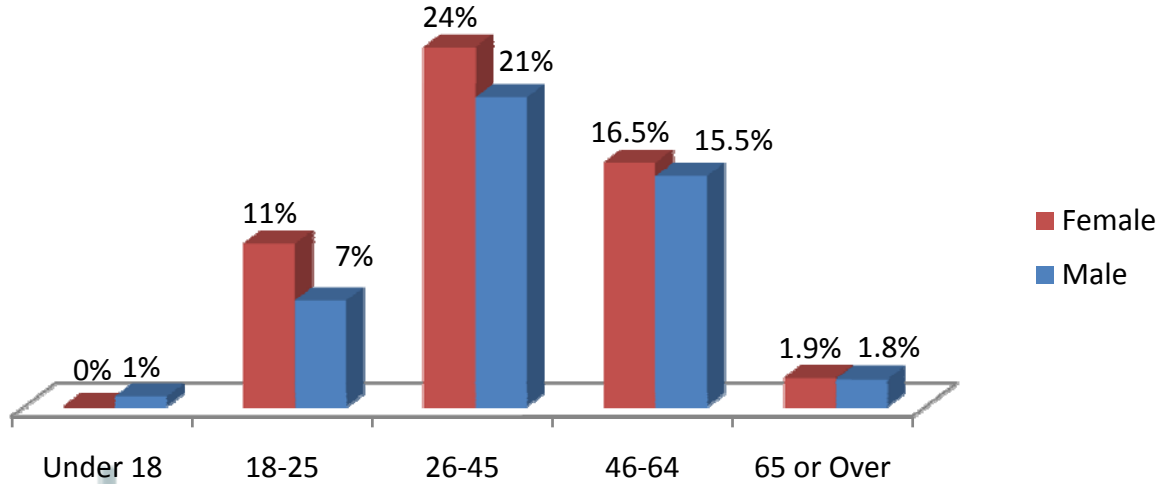
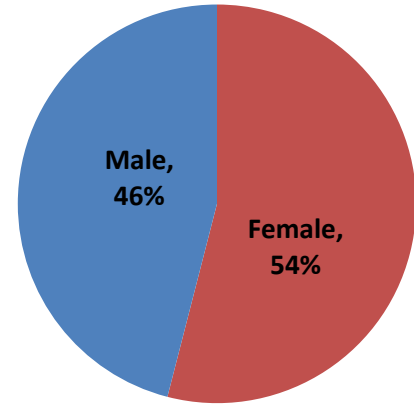
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# Downtown Employee Gender Distribution



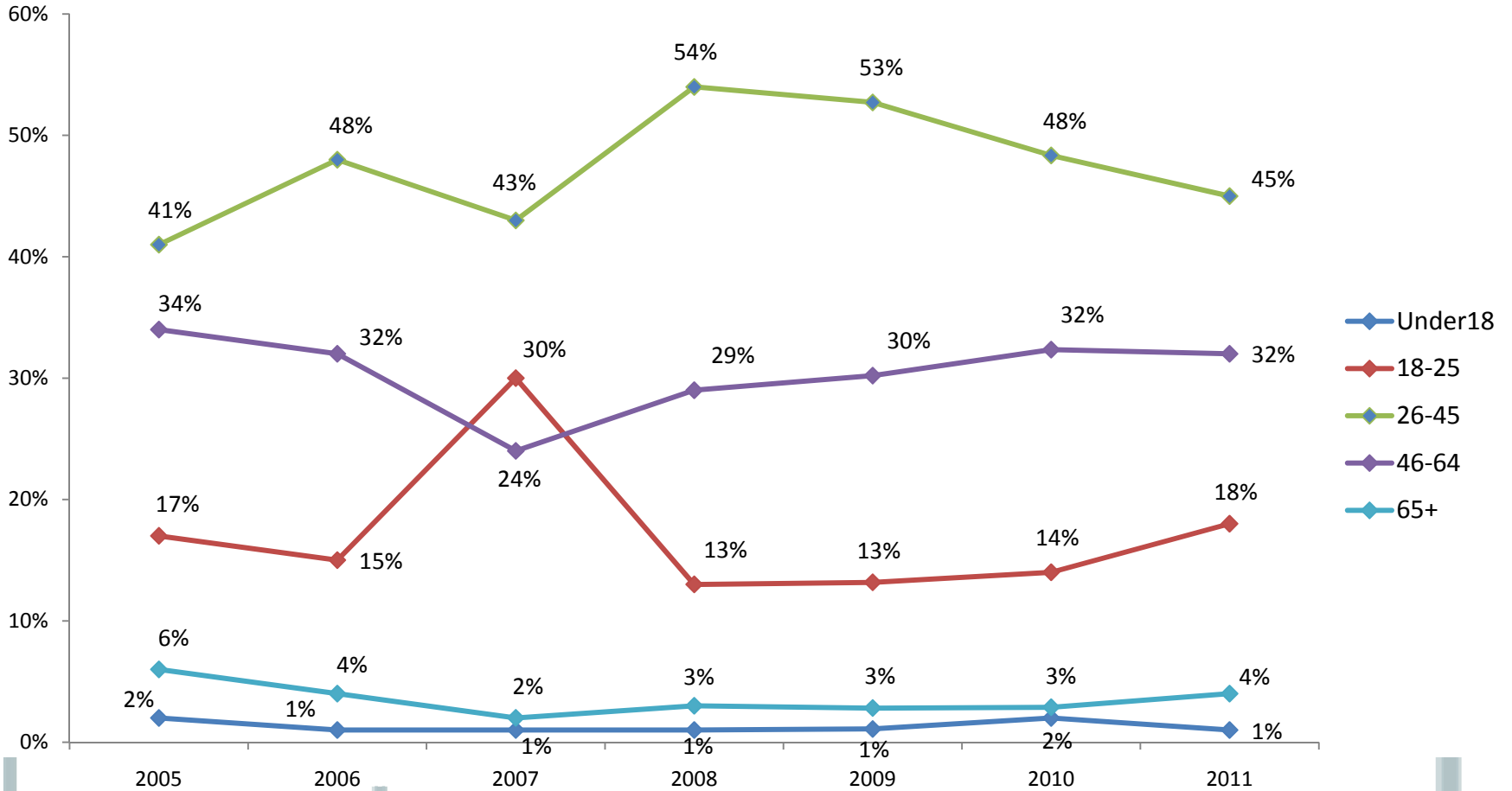
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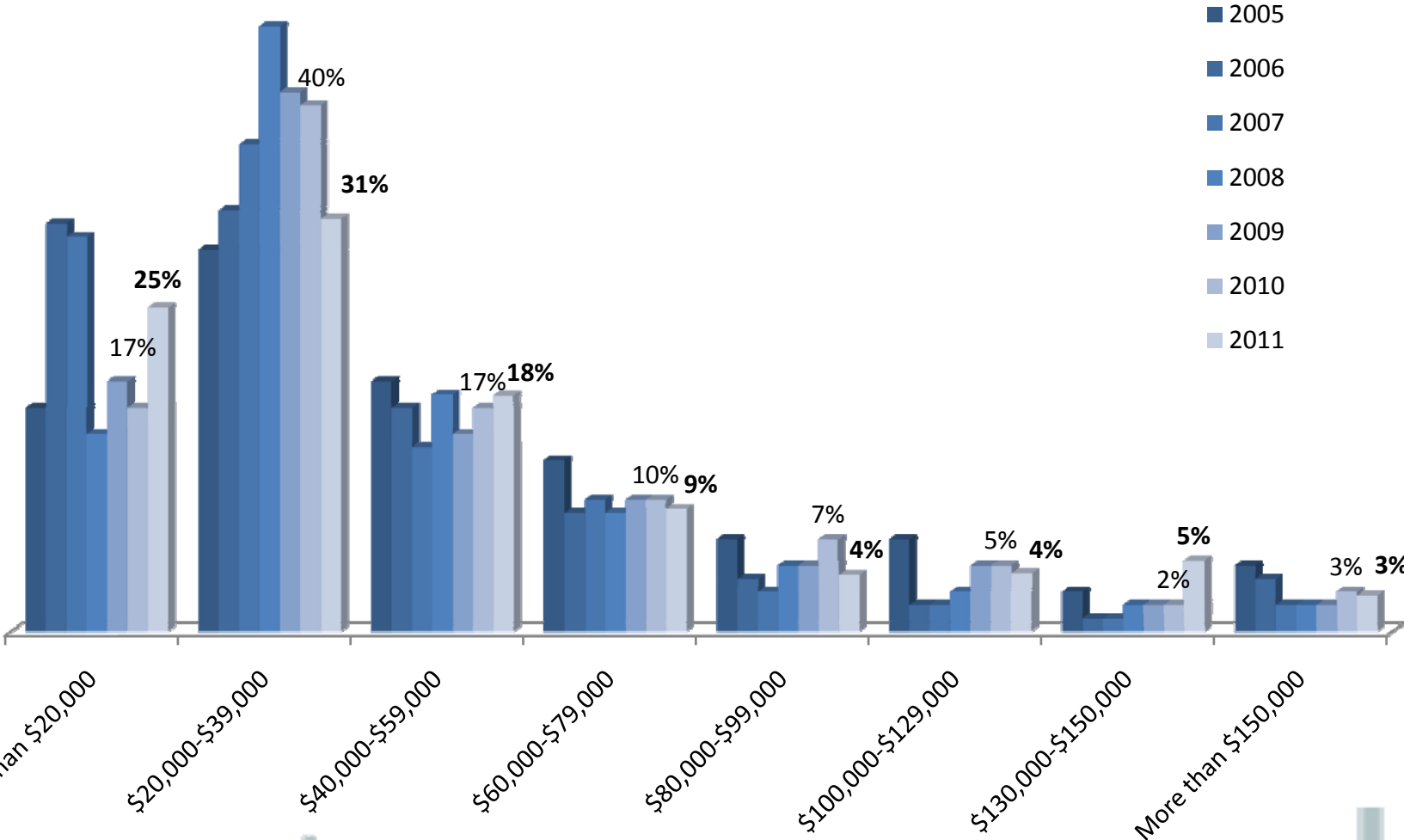
# Downtown Employee Age Distribution



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# Downtown Employee Income Distribution



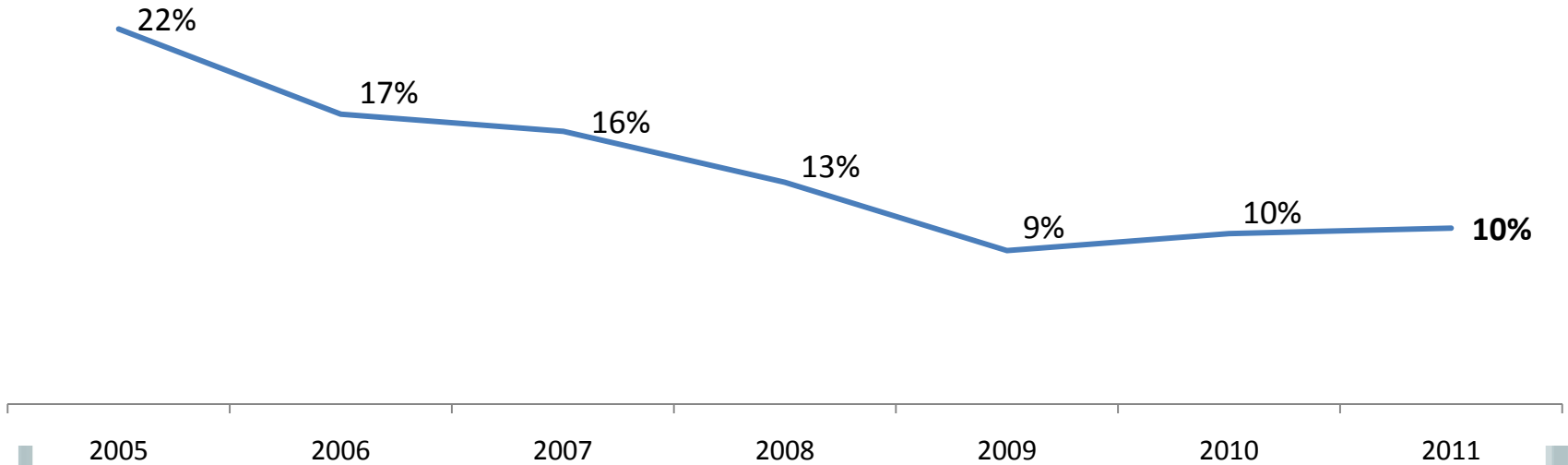
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# Where Downtown Employees Park

	2005	2006	2007	2008	2009	2010	2011
On the Street	22%	17%	16%	13%	9%	10%	10%
In a Public Garage/Lot paid for by Employer	12%	6%	3%	13%	11%	9%	9%
In a Private Garage/Lot (provided by Employer)	59%	70%	79%	68%	75%	80%	78%
In a Public Garage/Lot nor paid for by Employer	7%	7%	2%	6%	5%	2%	3%

## On the Street

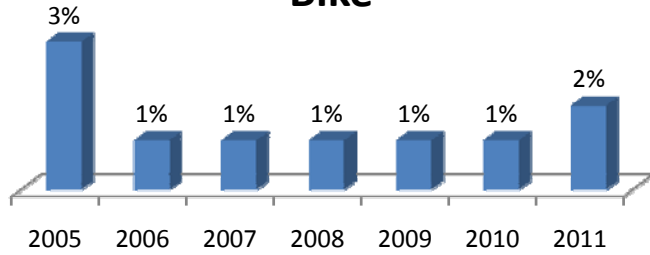


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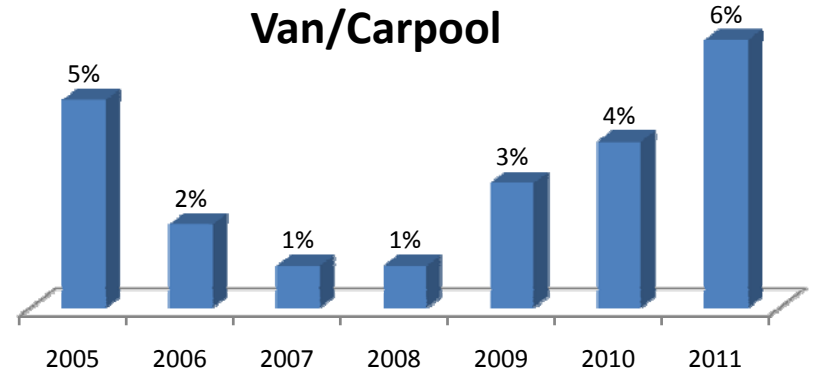
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# How Employees Get to Work

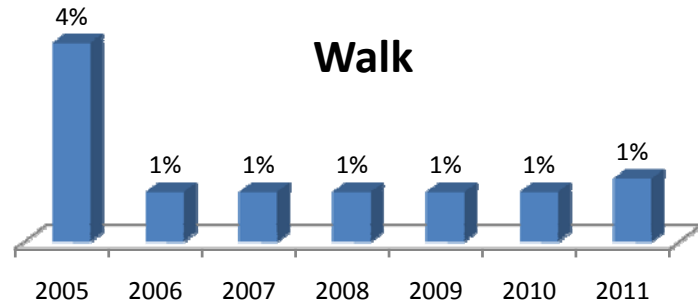
## Bike



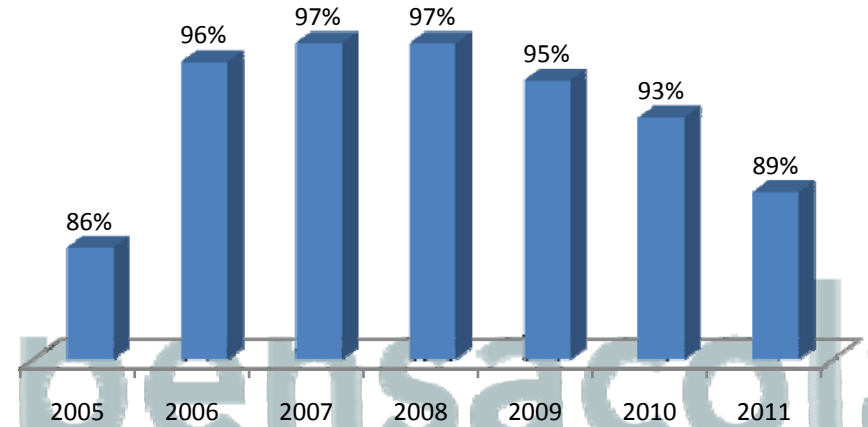
## Van/Carpool



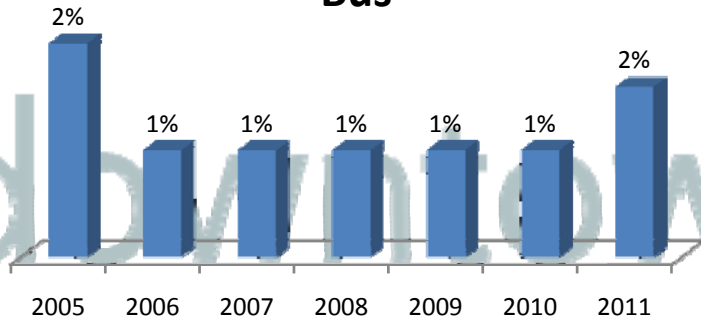
## Walk



## Drive Alone



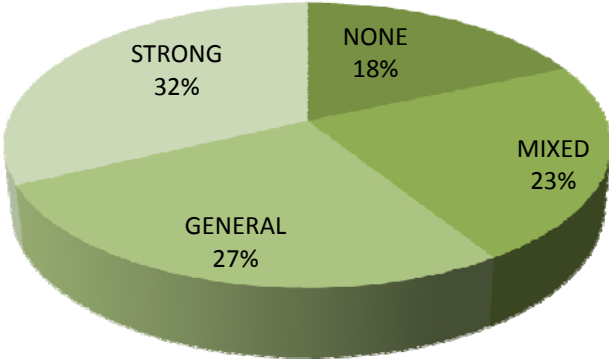
## Bus



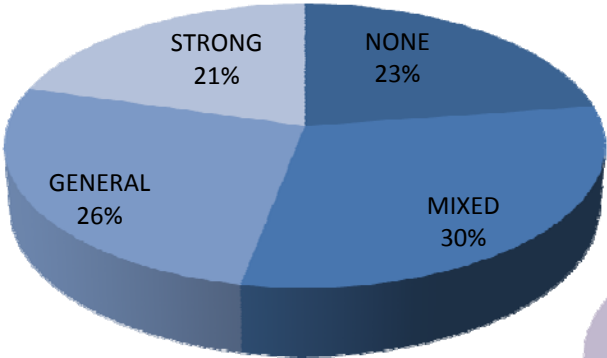
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# Business Support For...

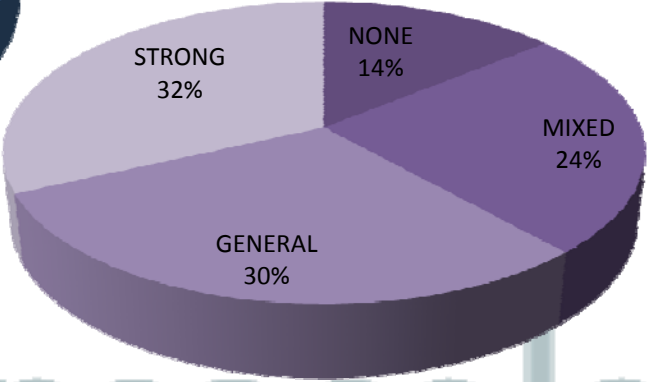
## More Downtown Residential Units



## New Office Building



## Full Service Hotel

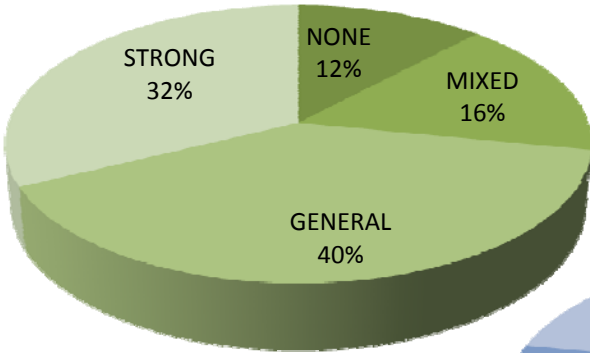


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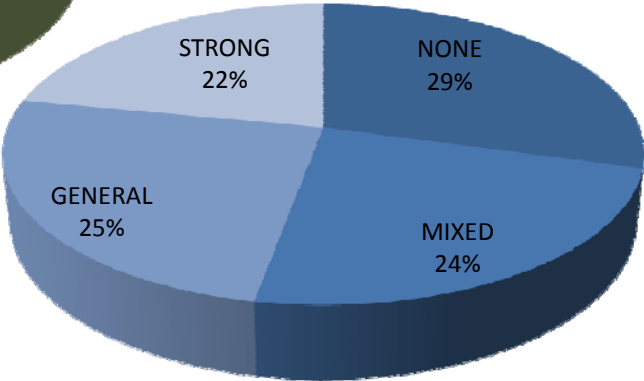
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# Business Support For...

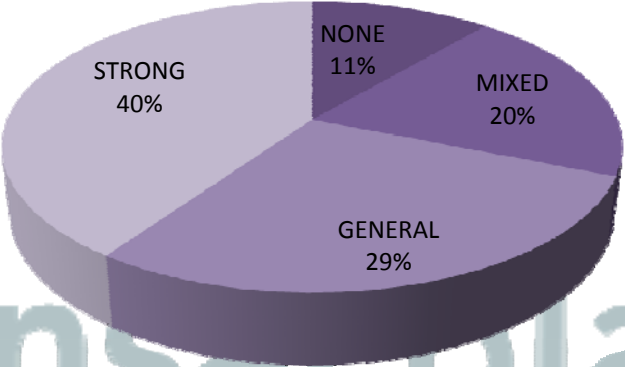
## Landscaping Plan for Downtown



## Ferry Service



## Bike & Walking Paths



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# Business Support For...

	<b>NONE</b>	<b>MIXED</b>	<b>GENERAL</b>	<b>STRONG</b>	
More Downtown Residential Units	18%	23%	27%	32%	<b>(59%)</b>
New Office Building	23%	30%	26%	21%	<b>(47%)</b>
Full Service Hotel	14%	24%	30%	32%	<b>(62%)</b>
Landscaping Plan for Downtown	12%	16%	40%	32%	<b>(72%)</b>
Ferry Service	29%	24%	25%	22%	<b>(47%)</b>
Bike & Walking Paths	11%	20%	29%	40%	<b>(69%)</b>

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## Factors Most Important for Businesses Locating and Staying Downtown

2005	2006	2007	2008	2009	2010	2011
1. Arts & Cultural Offerings	1. Art & Cultural Offerings	1. Art & Cultural Offerings	1 Arts & Cultural Offerings	1. Arts & Cultural Offerings	1. Special Events	1. Arts & Cultural Offerings
2. Historic Buildings	2. Special Events	2. Special Events	2. Special Events	2. Historic Buildings	2. Arts & Cultural offerings	2. Restaurant Selection
3. Central Location	3. Historic Buildings	3. Historic Buildings	3. Historic Buildings	3. Central Location	3. Restaurant Selection	3. Historic Buildings
4. Special Events	4. Green Space/Public Parks	4. Central Location	4. Restaurant Selection	4. Proximity of Bay	4. Proximity to Bay	4. Special Events
5. Pedestrian Atmosphere	5. Restaurant Selection	5. Restaurant Selection	5. Central Location	4. Special Events	5. Central Location	5. Proximity to Bay

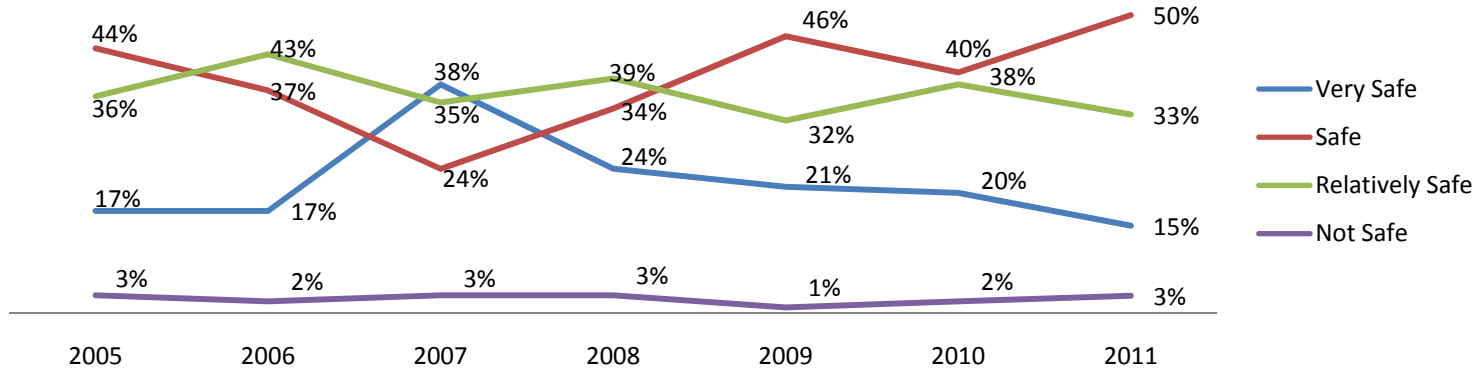
## Factors that Downtown Businesses Believe Need Improving

2005	2006	2007	2008	2009	2010	2011
1. Vandalism/Graffiti	1. Availability of Parking	1. Availability of Parking	1. Panhandlers	1. Retail Variety	1. Retail Variety	1. Panhandlers
2. Availability of Parking	2. Retail Variety	2. Retail Variety	2. Availability of Parking	2. Panhandlers	2. Available (free) Parking	2. Retail Variety
3. Lodging/Hotel Options	3. Permitting & Zoning Issues	3. Panhandlers	3. Retail Variety	3. Number of Attractions	3. Panhandlers	3. Available (free) Parking
4. Retail	4. Lodging/Hotel Options	4. Number of Attractions	4. Number of Attractions	4. Available (free) Parking	4. Number of Attractions	4. Vandalism/Graffiti
5. Traffic Patterns/One Way Streets	5. Number of Attractions	5. Lodging/Hotel Options (tie)	5. Restaurant Selection	5. Housing/Residential Options	5. Housing/Residential Options	5. Housing/Residential Options
		5. Restaurant Selection (tie)				

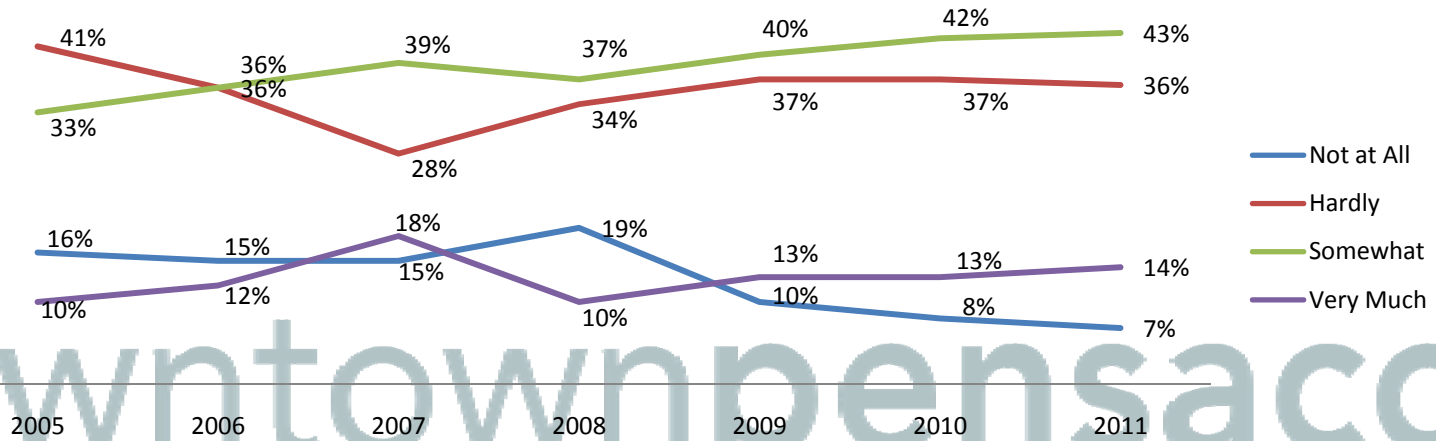
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# Impressions of Downtown...

## Perception of Public Safety



## Degree that Inebriates, Vagrants and Transients Affect Business or Customers/Clients

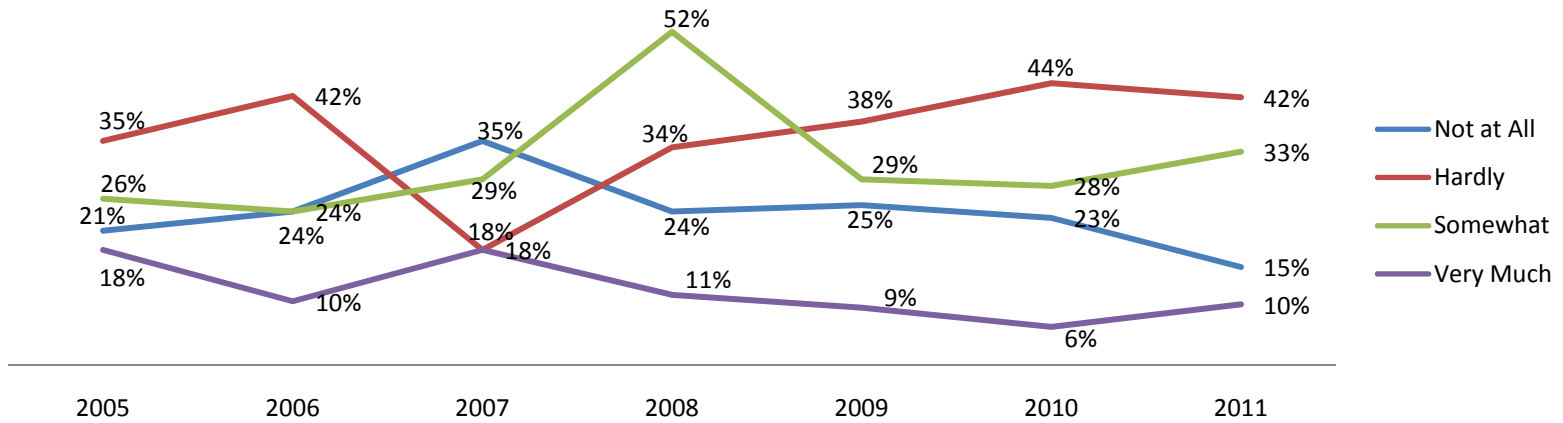


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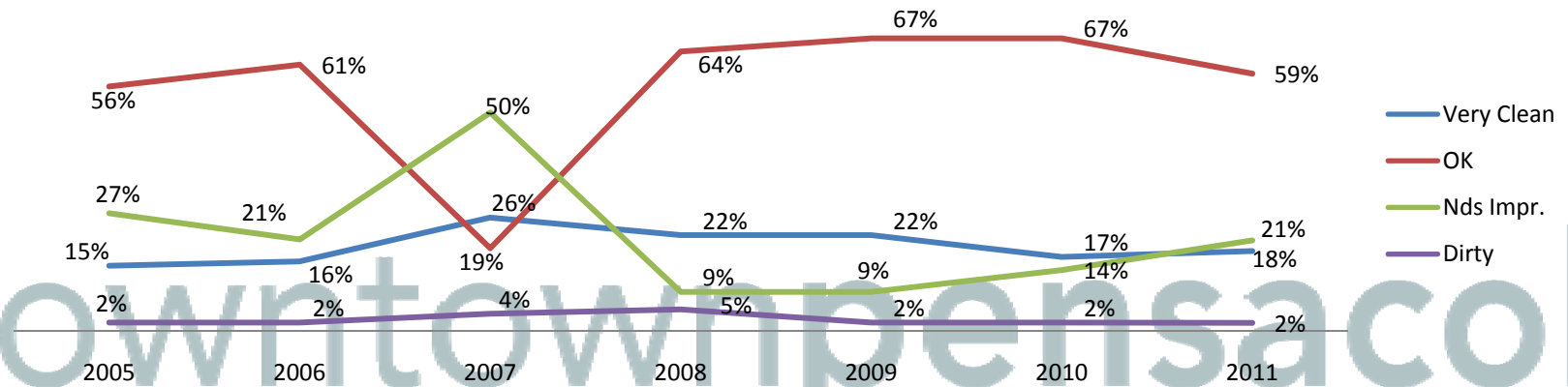
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# Impressions of Downtown...

## Degree that Graffiti and/or Vandalism Affects Business and/or Customers/Clients



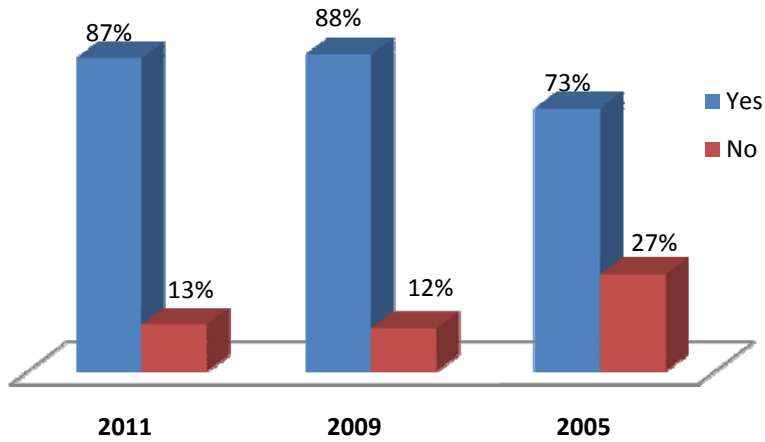
## Cleanliness



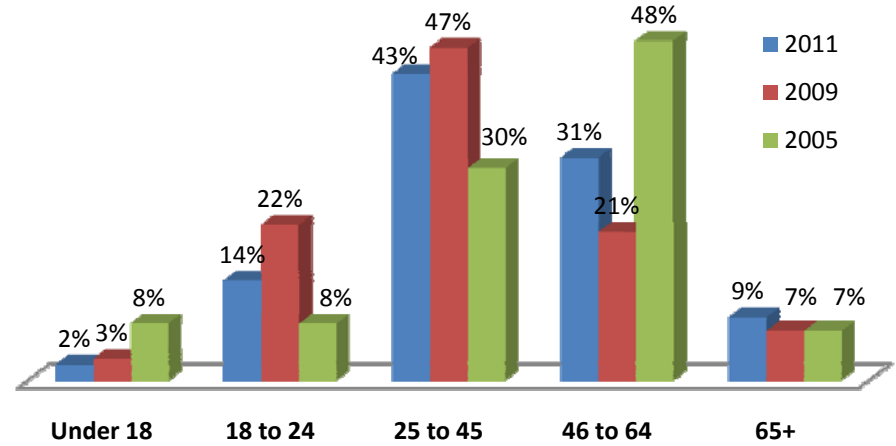
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# Retailers Only

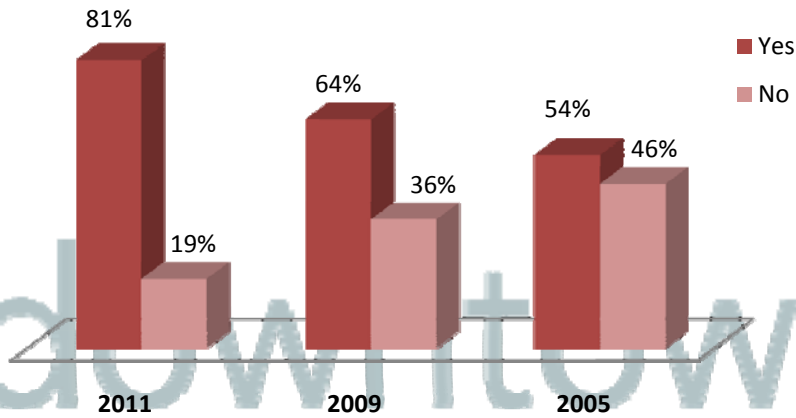
## Open Saturdays



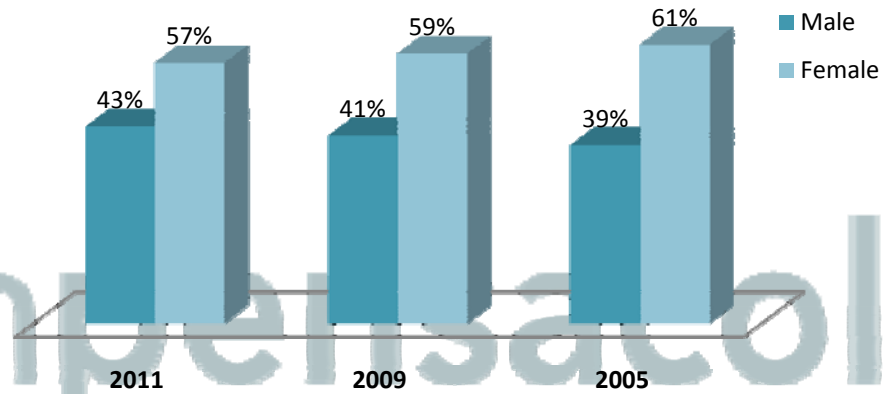
## Customer Age Groups



## Business Open After 5pm



## Customer Gender



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