



Legislation Details (With Text)

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| Title: | Analysis of the Business Environment for the Carrboro Business Community PURPOSE: The purpose of this report is to update the Board on the economic vitality of the Carrboro businesses. | | | | |
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| Attachments: | 1. Attachment 1 - Analysis of the Carrboro Business Environment 2019, 2. Attachment 2 - Business Survey Data | | | | |

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TITLE:

Analysis of the Business Environment for the Carrboro Business Community

PURPOSE: The purpose of this report is to update the Board on the economic vitality of the Carrboro businesses.

DEPARTMENT: Economic and Community Development

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INFORMATION: . In June of 2019, the Carrboro Board of Aldermen requested staff report on the Carrboro business environment in light of several restaurant closings. The business environment is defined as a combination of internal and external factors that influence a company's operating situation. The business environment can include factors such as: clients and suppliers; competition; changes in technology; laws and government activities; and market, social and economic trends. Staff began to collect data on business owners' attitude toward the local business environment with a survey and several one-on-one conversations with business and property owners. Attached is an analysis of the data collected.

FISCAL & STAFF IMPACT: Only cost incurred has been staff time. The survey was conducted with the assistance of the Moxie and MPA Summer Interns

RECOMMENDATION: See report for recommendations