

# 2023/2024

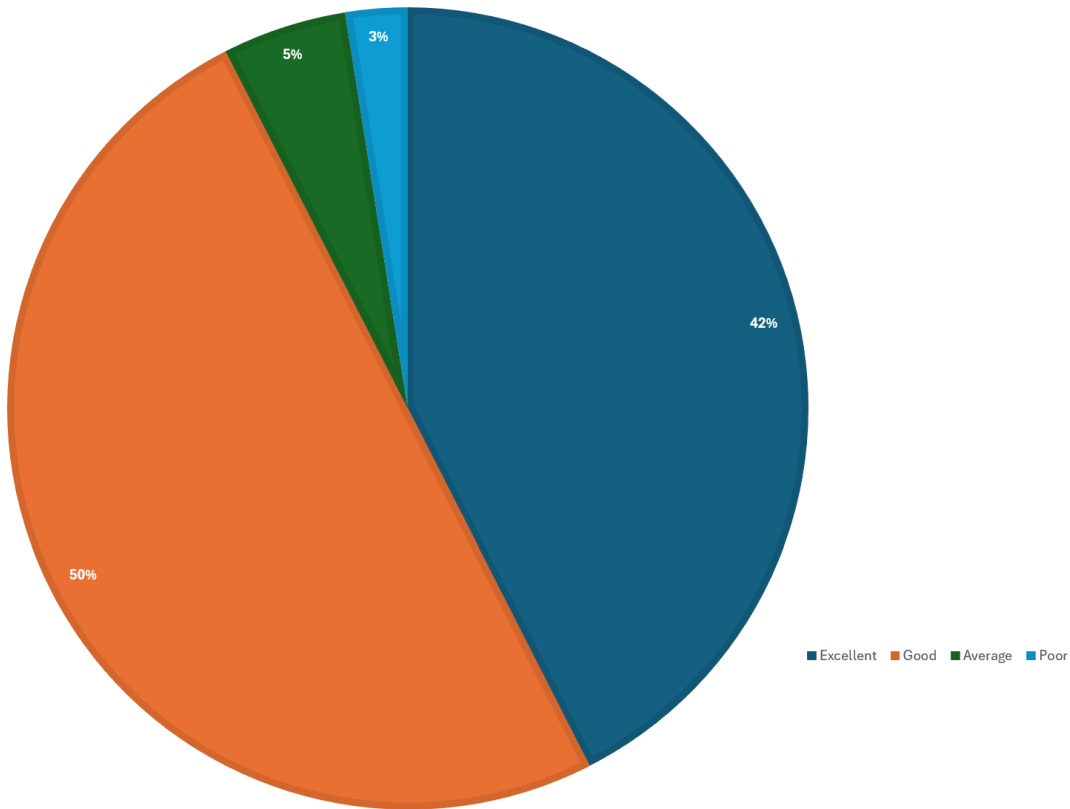
# Annual Business Survey Findings



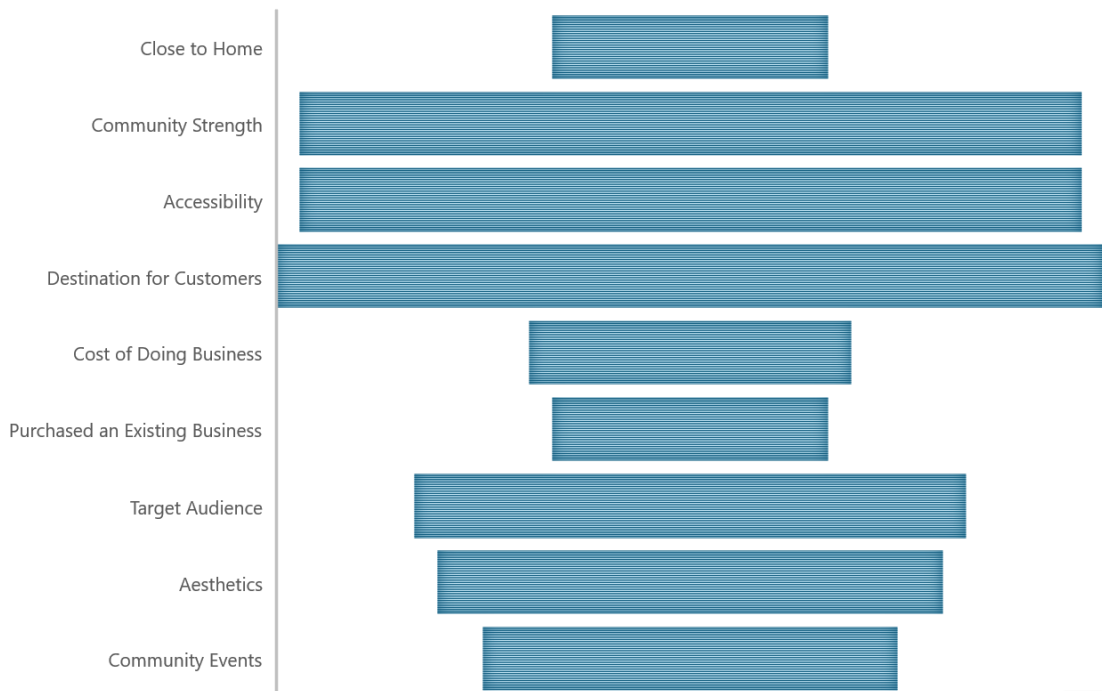
**Prepared by**  
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Executive Director

# How is Downtown Wausau as a place to conduct business?

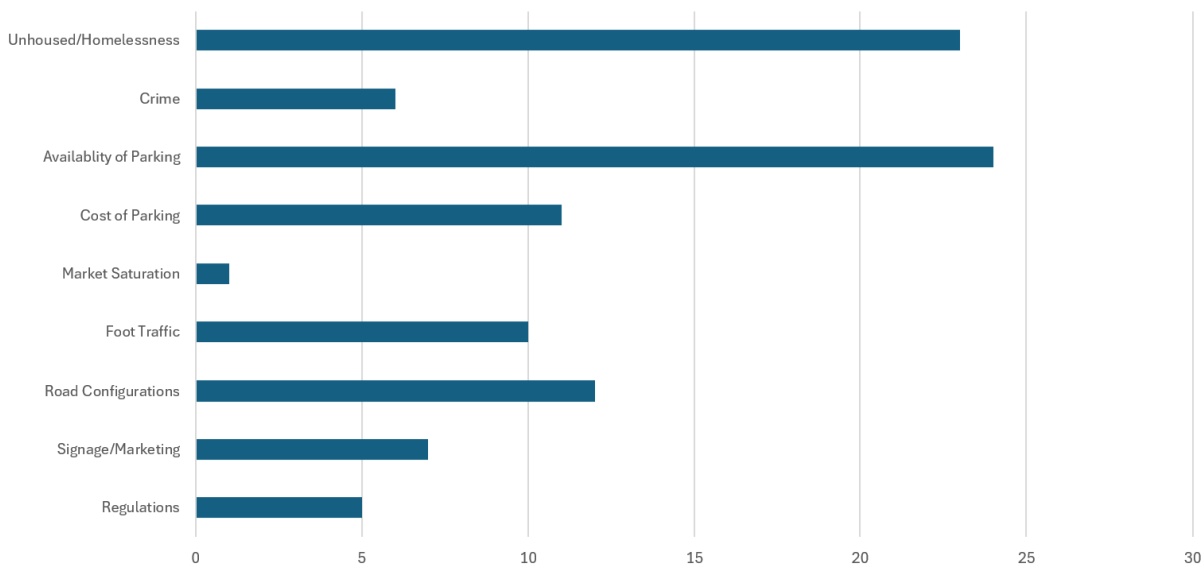
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# Why Did You Choose to Locate Your Business in Downtown Wausau?

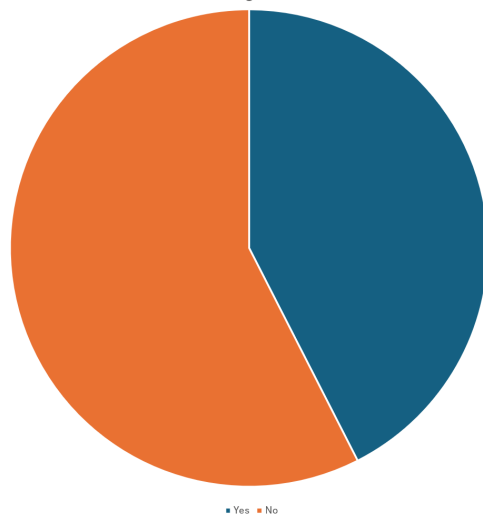


# Challenges of Conducting Business in Downtown Wausau?





**Has the increased presence of the unhoused population in the district have a direct negative economic impact on your business?**

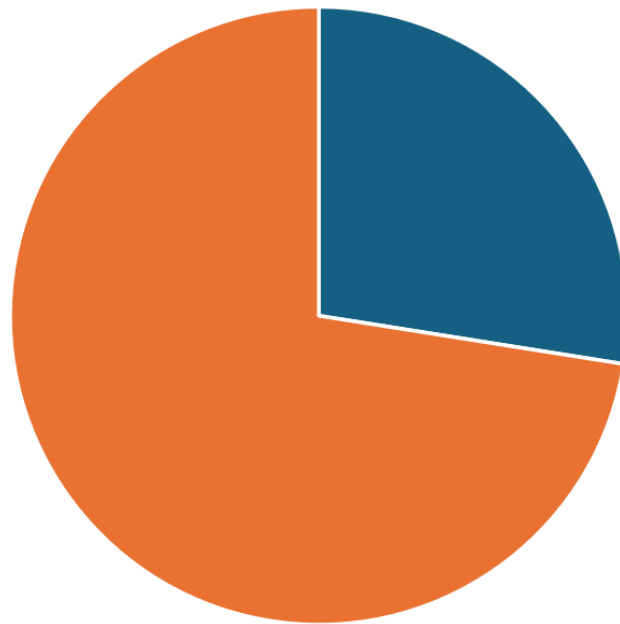


**What percentage of  
your staff are currently  
working remotely?**

**10% of businesses have  
staff working remotely**

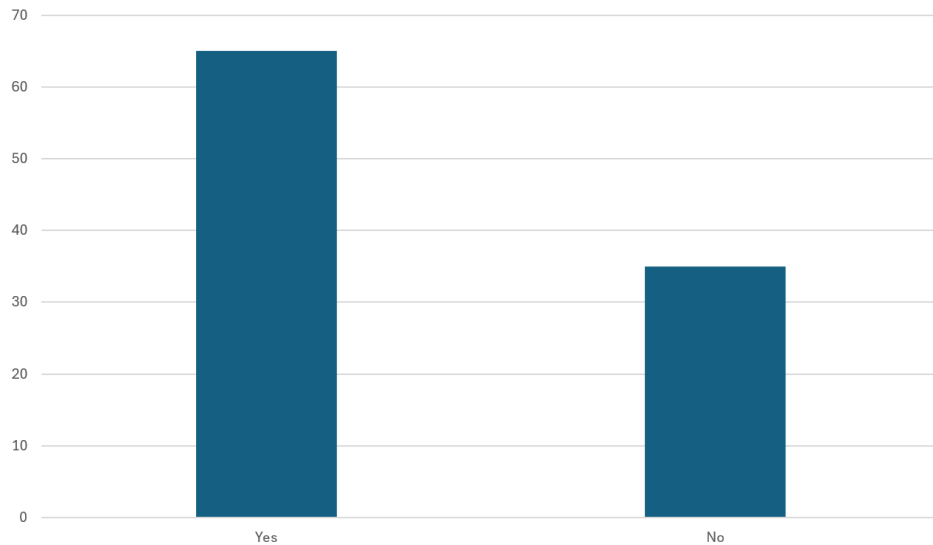
**47.5% average**

# Are you having trouble hiring available position in your business?



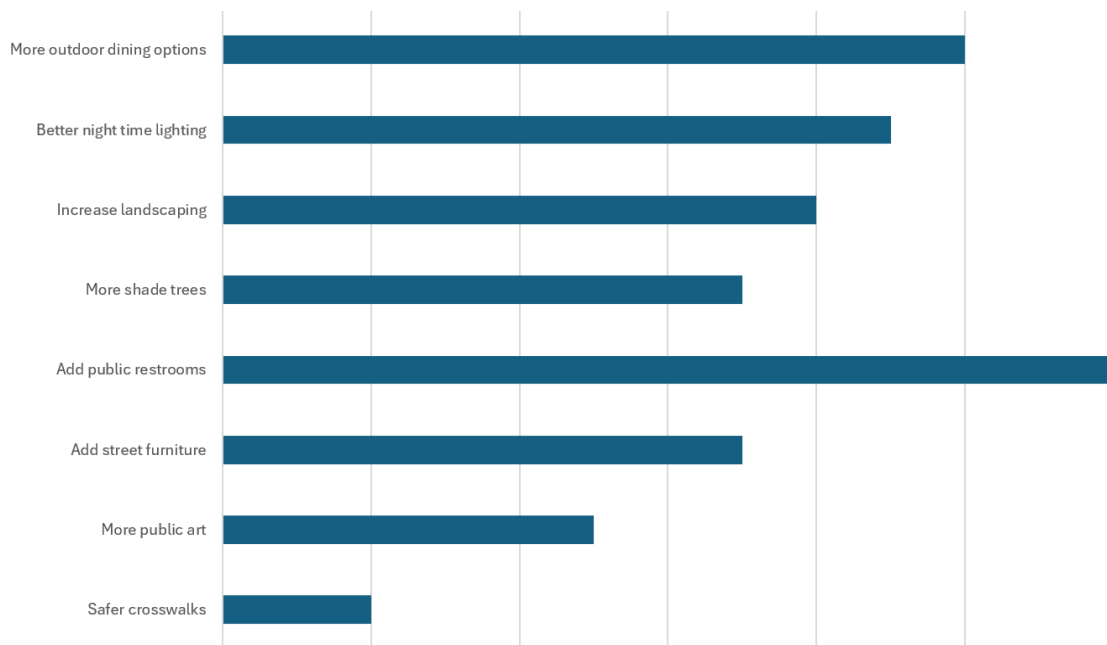
■ Yes ■ No

# Is your business more profitable and healthy than this time last year?






# Outside of quantity or quality of parking, what amenities are your customers telling you that they would like to see downtown?



Businesses report that their customers would like to see a public restroom, more outdoor dining options and better nighttime lighting.



# Outside of quantity or quality of parking, what amenities are your customers telling you that they would like to see downtown?

- It would be nice to know what the plan is for the closed down parking garage.
- There should be a grant program to rehab the exterior of homes within a quarter mile of downtown.
- The property taxes are increased utility bills have been the biggest stress on our business this year, in addition to the complaints from customers of interactions with unhoused individuals.
- Continued strategic planning at all time when doing construction / events. Planning and a head's up when roads will be closed so that we can help train / alert our customer basis
- Get rid of parking kiosks
- Please develop the old mall site ASAP! It is an eyesore and is a crater in our downtown.
- The unhoused population in the jefferson street ramp and stairwell is a problem. Staff doesn't always feel safe going to their vehicles. The tree and large round planter that were removed from the front of my office to benefit a neighboring business without any communication to my business or the building owner is ridiculous and unacceptable. The tree provided shade that kept our office cooler in the summer months.
- Lack of retail has severely decreased foot traffic.
- Please finish the mall site faster.
- I would like the see the cultural offerings promoted and supported more.
- Closure of streets is bad for business. When decorating for events etc. it would need nice to do this when most businesses are closed.
- "Mall project" completion will be hugh for downtown area
- Need new Signage or Directory for Downtown Businesses
- Hoping for a group sign for our shopping area.
- I'd like to see city investment and partnerships planned for the River West neighborhood. All development is occurring on the East side of the River.
- Remember to always include pedestrian paths (either hard paths or soft trails) and green spaces!