



Parkland Events Impact on Business

The City of Austin has created a Parkland Events Task Force to investigate issues related to the hosting of events on public parks. The task force seeks your input on the issue as it relates to your business.

The survey is related to EVENTS that are held on PARKLAND only, and does NOT include input for street events only or events at private or other venues.

SUMMARY OF RESPONSES

Prepared by Community Engagement Division, City of Austin

Survey summary for **BUSINESSES** near the park.

This does NOT include businesses who serve events but aren't near the parks.

What is the primary service that your business provides?

Retail: 10
Service/rentals: 7
Restaurant: 12
Bar: 4
Apartment: 0
Hotel/motel: 0
Other: 3

What park is our business closest to?

Festival Beach: 1
Other: 3
Auditorium Shores: 5
Zilker: 20

Please rate the impact the park closest to you has on your overall revenue?

Decrease: 2
Increase: 9
Neutral/No difference: 9
Substantial Decrease: 2
Substantial Increase: 7

Please rate the impact the park closest to you has on your existing customer sales.

Decrease: 2
Increase: 10
Neutral/No difference: 10
Substantial Decrease: 3
Substantial Increase: 4

Please rate the impact the park closest to you has on your new/one-time sales.

Decrease: 1
Increase: 13
Neutral/No difference: 11
Substantial Decrease: 0
Substantial Increase: 4

Please rate the impact the park closest to you has on your company market exposure to new customers.

Decrease: 1
Increase: 12
Neutral/No difference: 11
Substantial Decrease: 0
Substantial Increase: 5

What percentage change in OVERALL REVENUE alone can you report as a result of park events? Is the change in revenue reported above an increase or decrease?

0-5%: 9
20%-30%:5
30% or more: 4

Is the change in revenue reported above an increase or decrease?

Increase: 17
Decrease: 12

What number of events in the park closest to your business do you attribute that increase or decrease?

1: 4
2: 6
3 or more: 15
All events: 4

What types of events are the most beneficial to your business?

Cultural: 6
Food festival: 3
Music festival: 12
Runs/walks/triathlons: 8

What types of events provide the most challenges to your business?

Cultural: 3
Food festival: 3
Music festival: 14
Runs/walks/triathlons: 9

Please indicate the business impact of increased pedestrian traffic due to events as it applies to your business.

Negative: 9
Neutral: 7
Positive: 13

Please indicate the business impact of increased vehicular traffic due to events as it applies to your business.

Negative: 18

Neutral: 5

Positive: 6

Please indicate the business impact of noise/amplified sound due to events as it applies to your business.

Negative: 0

Neutral: 27

Positive: 2

Please indicate the business impact of park closure due to events as it applies to your business.

Negative: 8

Neutral: 17

Positive: 4

Please indicate the business impact of street closures due to events as it applies to your business.

Negative: 21

Neutral: 7

Positive: 1

Please indicate the business impact of parking restrictions due to events as it applies to your business.

Negative: 16

Neutral: 13

Positive: 0

Please indicate the business impact due to events of access related to deliveries/supplies to establishment as applies to your business.

Negative: 9

Neutral: 18

Positive: 2

Please indicate the business impact due to events of access by regular clientele as it applies to your business.

Negative: 15

Neutral: 10

Positive: 4

Please indicate the business impact due to events of access by new one-time clientele as it applies to your business.

Negative: 4

Neutral: 15

Positive: 10

Overall, rate the benefits of park events to your business.

Neutral: 5

Important: 11

Not significantly beneficial: 8

Significantly beneficial: 5