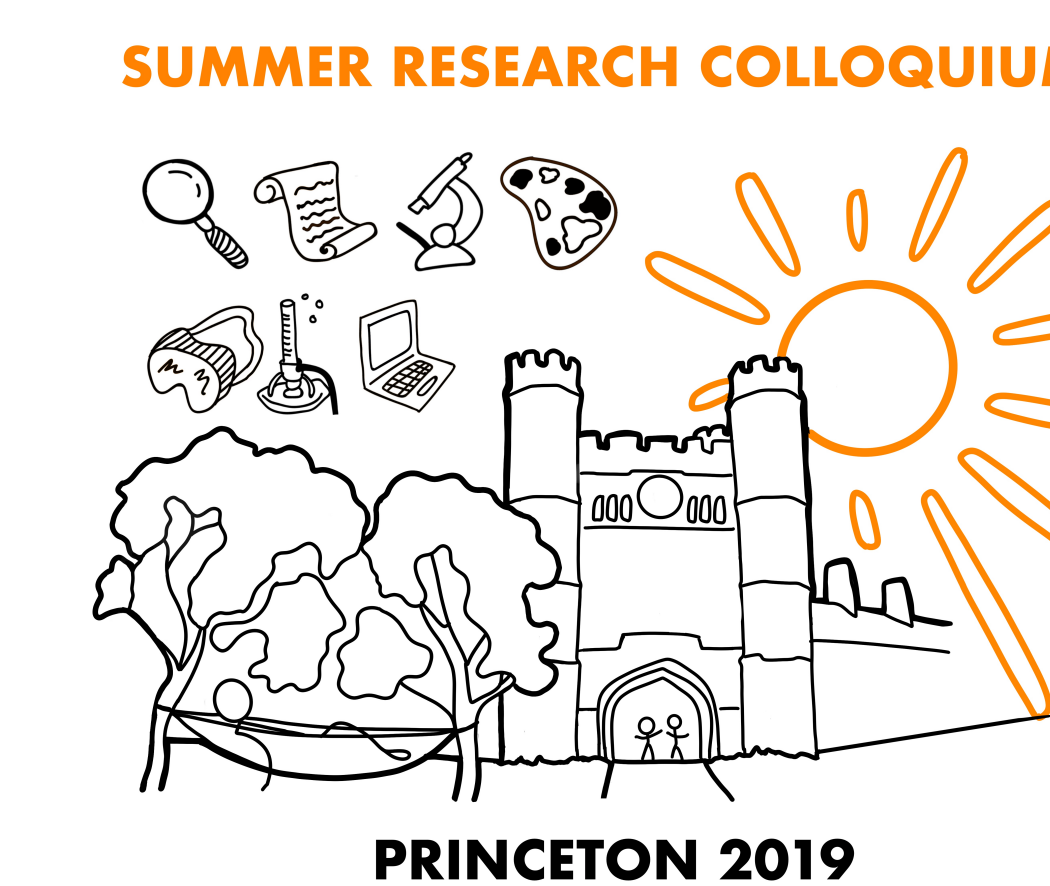


East Trenton Small Business Revitalization

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Background

East Trenton Collaborative is a community organizing and development initiative in the East Trenton neighborhood.

What they do

- Connect neighbors
- Build resident's power
- Improve homes, business and places in the community.

Research Questions

In order to support the revitalization of businesses in East Trenton, we wanted to give the business owners an opportunity to share their business assistance needs, and organize their responses into usable data.

Methods and Materials

I created a survey specific to the possible issues East Trenton's businesses could be facing. We spent time walking the neighborhood, distributing/collecting surveys, and urging business owners to fill them out. I then took the completed surveys and organized the responses into usable data.

8. Please rate the degree to which you are experiencing the following business challenges *

Please choose only one answer for each row
Check all that apply.

	Major Challenge (3)	Minor Challenge (2)	Don't Know (1)	No challenge (0)
Conflict with building owner or tenant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty recruiting or retaining employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive or unavailable utilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive employee wages or benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive Rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-town competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out-of-town competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language barriers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor building condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrictive business regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting or theft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unskilled workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How useful to your business are (could be) the following services? *

Please choose only one answer for each row
Check all that apply.

	Very useful (3)	Useful (1)	Don't know (-1)	Useless (-3)
Group business training (i.e. workshops, speakers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facade grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking events (i.e. breakfast/luncheon meetings, business after hours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website or Internet Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business expos or trade shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative advertising coordination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These are two examples of questions, taken from the survey.

Results

The results are still in preliminary stages. The responses to the various questions will be organized in simple easy to read charts. If there are common trends across the businesses' needs, these requests can fuel a new research question that targets a specific issue.

Discussion

Every community is different, and even if the results show one major problem, there is no standardized solution. Research will have to be done on possible policy recommendations, while keeping in mind East Trenton's unique characteristics and needs.

Acknowledgments

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References

The East Trenton Collaborative website;
<http://www.east-trenton.org/the-collaborative.html>