

2022



VISTA CARES REPORT

THE CITY OF VISTA PRESENTS:

2022 VISTA CARES BUSINESS WALK SURVEY RESULTS

In an effort to better understand the needs of Vista businesses and help further their growth, the City of Vista has developed a business outreach program called Vista CARES Business Walk. The Business Walks are just one piece of a comprehensive program known as the Vista CARES program. CARES stands for: Communicate. Assist. Retain. Expand. Support. The CARES program is a business retention and expansion program that supports businesses by answering business related questions and assisting with challenges that may arise. The Business Walk is an in-person event where volunteers from all over the City visit Vista businesses in the Business Park to conduct a short survey in order for the City to better assist the business community. This year, the City and the Vista Chamber of Commerce collected business walk data from over 35 businesses in the business park. The results from the surveys are summarized in this report.

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SURVEY RESULTS



Business Park Trends

Despite hardships brought on by the COVID-19 pandemic, 94% of Vista businesses expect to grow or remain stable over the next three years. Over 65% of businesses that participated in the survey are engaged in international business with the vast majority of businesses exporting U.S. goods. 50% of businesses are satisfied with the workforce in Vista and do not need assistance finding qualified employees. Over 85% of businesses expect their number of employees to increase over the next three years. The results from the survey showed that an overwhelming number of Vista businesses believe they will be able to sustain the pandemic by pivoting their businesses and making accommodations that can be used in the future.

By the Numbers

37

businesses
surveyed

94%

businesses
expected
to grow or
remain
stable

50%

businesses
satisfied
with Vista
workforce