



Grand Junction Area
CHAMBER
OF COMMERCE

**DOWNTOWN BUSINESS PULSE &
CONSUMER CONFIDENCE SURVEY**

April 1, 2025

www.gjchamber.org



INTRODUCTION

A Downtown Under Pressure – Business and Consumer Sentiment in Decline

Over the past 12–18 months, the Downtown Grand Junction economic corridor has experienced a notable shift in both business performance and consumer confidence—one driven not by macroeconomic trends alone, but by local decisions that have impacted accessibility, safety, and the ease of commerce in this vital area.

New data from two Chamber-led surveys—one measuring consumer sentiment with over 750 responses, and the other focused on nearly 70 downtown business operators—offers a clear and consistent narrative: Downtown is facing real and immediate challenges that must be addressed.



RESULTS OVERVIEW

Consumer Pulse: Confidence Has Declined

From a wide-ranging survey of 769 consumers, the findings are conclusive:

- **71.5%** of respondents report **visiting downtown less** often due to recent changes.
- **81.3%** say those changes have made them **less likely to visit**.
- **85.3%** state that their **experience downtown has worsened**.
- **76.6%** believe downtown is now **less safe and less accessible** for pedestrians.
- **75.7%** say new parks, public spaces, or community hubs have not increased their likelihood of visiting.
- **Over 70% are dissatisfied with parking**, with 44.8% reporting they are very dissatisfied.
- **Only 12.8% are very likely to recommend visiting downtown, while over 61% are unlikely or very unlikely to do so.**

When asked what would most improve downtown:

- 55% of respondents said access improvements
- 25% said parking. Very few prioritized design or aesthetics.

When asked directly whether recent changes encourage or discourage support for downtown businesses:

- Nearly 80% said they are discouraged.



RESULTS OVERVIEW

Downtown Business Pulse: Performance and Confidence Are Strained

The Chamber also surveyed business owners operating within the downtown district. Their concerns are even more urgent:

- **More than half of businesses** rated their current **business health at 3 or below on a 5-point scale.**
- Top reported challenges include **reduced customer access due to traffic pattern changes, diminished street parking availability, and public safety concerns** impacting both staff and customer behavior.
- **Over 70%** of downtown businesses reported that public safety issues—often tied to transient populations—are negatively impacting operations.
- Many expressed concern that ongoing infrastructure changes were made without meaningful input from business owners.
- **Parking** for both customers and employees was ranked “**somewhat difficult**” to “**very difficult**” by the majority of respondents.
- The most cited priority for improvement among business owners? Access to downtown, followed closely by parking.

In open responses, businesses shared stories of lost foot traffic, disruptions to deliveries, and confusion from customers navigating new traffic and parking configurations. **Several noted frustration with being asked to be part of a revitalized district while facing rising costs and declining support.**





CONCLUSION

These data points paint a stark but necessary picture: Downtown is hurting. While the intent behind infrastructure changes may have been to improve flow, aesthetics, or pedestrian access, the results—layered with expanded metering, traffic rerouting, and increased safety concerns—have created a climate of hesitation from both consumers and businesses.

Downtown is the heart of our city, but a heart under stress cannot sustain the body. If these conditions persist unchecked, they risk compounding challenges for locally owned establishments that form the cultural and economic backbone of Grand Junction.

These surveys have given us a clear and credible picture: confidence in the downtown corridor has eroded.

Consumer visitation is down, satisfaction is low, and the majority of residents feel that downtown is less safe and less accessible. From the business perspective, day-to-day operations have become more difficult. Safety concerns, access limitations, and parking frustrations have created new headwinds for those working to serve customers and stay viable in an increasingly complex landscape.

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