

DC Nightlife Economic Impact Survey FAQ

Why did I get this survey?

The Mayor's Office of Nightlife and Culture (MONC) and the Washington DC Economic Partnership (WDCEP) are embarking on a study to better understand the District of Columbia's nighttime economy. ***This is the first time a large-scale study of the District's Nighttime economy has ever been conducted.***

What is the Mayor's Office of Nightlife and Culture (MONC)?

The legislation creating the Mayor's Office of Nightlife and Culture was first introduced by Ward 4 Councilmember Brandon Todd and later signed by Mayor Muriel Bowser on October 18, 2018. The MONC's mission is to serve as a resource office – an intermediary between nightlife establishments, residents, and District agencies. Overall, MONC strives to promote the nighttime economy and preserve the District of Columbia's cultural vibrancy.

Who is JS&A?

Jon Stover & Associates (JS&A) was chosen through a competitive grant process to execute the **Nighttime Economy Impact Study**. JS&A is an Economic Development Consulting firm and Certified Business Enterprise (CBE) located in Washington, DC. JS&A has completed hundreds of projects throughout the country and much of their work focuses specifically on supporting the nighttime economy, arts and culture, and the creative economy. JS&A is being supported by two other local firms: the Javera Group and Brick & Story. The project is being overseen by the Washington DC Economic Partnership (WDCEP).

How can a Nighttime Economy Impact Study help businesses like mine?

Defining the contribution that nighttime businesses, restaurants and performance venues make to the District's economy, tax revenues and job base will help ensure that there are services in place to support a thriving business environment. The data will also help ensure there are more resources available to resolve conflict and address common issues in the nighttime economy.

How are you defining the "Nighttime Economy"?

There is not a universal definition to the concept of the nighttime economy or nightlife industry. For the purposes of this study, we are taking a particularly close look at businesses that serve as restaurants, bars, clubs, theaters, and/or performance venues. We are also paying close attention to business and employment activity between the hours of 5pm and 5am. However, we want to hear perspectives from business representatives even if their establishments do not fall neatly into these categories.

How do you plan to measure economic activity at night?

We are using publicly available data sources to develop the initial analysis and supplementing it with surveys to entities like yours.

I have multiple businesses and/or locations, can I fill out one survey that covers all of them?

The survey is designed to cover one business location at a time. To get the very best, most accurate results we ask that you provide one survey per business location.



Do I have to provide sensitive business data?

We ask you to provide a range of annual earnings but please note, the survey is completely anonymous. We also ask you to estimate the percentage of revenues you generate and the share of employees on duty by specific times of day. You are welcome to skip any questions if you are unsure of the answer or do not wish to answer that question.

Am I expected to provide an exact calculation of how much revenue my business generates or people I employ by time period?

NO, we know these numbers can be variable and hard to calculate. We are asking for your best estimate.

Why is it so important that I fill this survey out?

In addition to asking a few questions about how you define your business and where you are located (we want to make sure our results are as representative as possible), we ask you to share what challenges you face as well as how you hope the Mayor's Office on Nightlife and Culture could play a role in improving the overall landscape for businesses like yours.

What will the results of this study be used for?

More data on the nighttime economy will help MONC and its partners develop programs and strategies to support a thriving and vibrant nighttime economy while minimizing conflict around its impacts in mixed use neighborhoods. It will also provide the data to help your industry tell a compelling story about the role your businesses play in the city's cultural, social and economic life.

How long will it take me to fill out the survey?

This study is designed to take about 10 minutes to complete.

Why is it important to have as high a response rate as possible?

The better the response rate, the more compelling and useful this study will be in telling the important story of the contribution your businesses make to the District's economy.

What is the timeline for this survey?

We are hoping to complete survey collection by mid-January. We estimate that the study analysis will be completed by the end of February.

Will my answers be shared or is the survey anonymous?

All answers will be kept anonymous and providing your business's name or contact information is optional.

How can I learn more, ask a question, or participate further?

Do not hesitate to contact Roger Sanchez (roger.sanchez@dc.gov) or Jennifer McCahill (jennifer.mccahill@dc.gov) at the Mayor's Office of Nightlife and Culture to learn more.

Thank you again for helping the Mayor's Office of Nightlife and Culture better understand and support the needs of our city's nightlife businesses!

