

City of Oakland Park, FL

Business Survey

Draft Report of Results
June 2010

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Executive Summary

Survey Purpose

The City of Oakland Park contracted with National Research Center, Inc. (NRC) to conduct a community-wide business survey. The Oakland Park Business Survey provided business owners or managers the opportunity to rate the quality of services provided to them by the City of Oakland Park, as well as their satisfaction with local government.

Methods

The 2010 survey was mailed to 1,000 randomly selected Oakland Park, FL businesses. Those selected to participate in the survey received three mailings, one week apart, beginning in April of 2010. About 118 of the postcards were returned as undeliverable because the unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 882 businesses that received the survey, 144 respondents completed a survey, providing an overall response rate of 16%.

Summary of Findings

Many businesses are facing tough economic times across the nation and Oakland Park has not been spared. Oakland Park businesses were concerned about the economic climate in their city. In the prior 12 months, most businesses had frozen or reduced their employees' wages and benefits and about 40% had instigated some lay-offs.

Respondents were not satisfied with the pace of retail and job growth in Oakland Park; they thought both were too slow. Most thought the economy would have a neutral (29%) or negative (43%) impact on their business income in the next six months. The remaining 28% said they thought the economy would have a positive impact. Businesses also were split in their opinions as to whether revenue and profits would increase or contract in the next 12 months.

While there was concern about the economic outlook in Oakland Park, most businesses thought their local government was effective in supporting the business community. They thought the City of Oakland Park should prioritize activities to retain current businesses and recruit new businesses and activities to revitalize blighted areas in the city. While they were satisfied with sales tax levels, most thought property taxes were too high and when asked what one thing Oakland Park could do to help businesses, 22% thought reducing taxes and fees would be most effective. Others thought the city should stimulate the economy, offer incentives and promote businesses (22%), improve code enforcement and infrastructure (16%) or reduce signage and other regulations (14%).

When asked to rate the significance of problems they may face as a business, many cited too much government regulation as a major or moderate problem. High crime rates were rated as a major or moderate problem by the most businesses. Accordingly, businesses also rated police protection and emergency services as the most essential services.

While there was some concern about the availability of skilled workers in Oakland Park, most businesses felt they had enough skilled workers in their own organizations. In terms of future development, businesses would like to see more family entertainment venues and movie theaters brought to the city and about half the businesses thought there could be more promotional event and festivals.

Survey Background

Background

The City of Oakland Park contracted with National Research Center, Inc. (NRC) to conduct a community-wide business survey. The Oakland Park Business Survey provided business owners or managers the opportunity to rate the quality of services provided to them by the City of Oakland Park, as well as their satisfaction with local government. The results will help the City assess how well it is meeting the Business Customer needs and expectations of City provided services, and to set benchmarks for tracking the quality of services provided to businesses.

Methods

The 2010 survey was mailed to 1,000 randomly selected Oakland Park, FL businesses. Those selected to participate in the survey received three mailings, one week apart, beginning in April of 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor, a questionnaire and a postage-paid envelope. About 12% of the postcards were returned as undeliverable because the unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 882 businesses that received the survey, 144 responded, providing an overall response rate of 16%. (For more information see *Appendix IV: Survey Methodology*.)

How the Results are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the “percent positive” is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “strongly support” and “somewhat support”).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix II: Complete Set of Survey Frequencies* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select or write in multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents were counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus eight percentage points around any given percent reported for the entire sample (144 completed surveys). Where estimates are given for subgroups, they are less precise. Generally the

95% confidence interval is plus or minus 10 percentage points for samples of 100, and for smaller sample sizes (i.e., 50), the margin of error rises to 14%.

Comparing Resident and Business Survey Results

Because the City of Oakland Park recently conducted a citizen survey, the 2010 citizen survey results are presented along with business survey results when available. Differences between percentages reported in the body of the report can be considered “statistically significant” if they are greater than 10 percentage points.

Report of Results

Respondent Characteristics

The Oakland Park business survey was completed by representatives of 144 businesses. Most of these representatives were the owners (69%) of the business, 26% were managers and 5% were administrative assistants or other employees.

Most respondents were long term business owners and about 80% had only one location. The businesses were generally small (6 employees or less), but one responding business employed 150 people. About one-quarter of the businesses were minority owned and one-quarter were women owned. (See *Appendix I: Survey Respondent Demographics* for more details).

Figure 1: Length of Time Business Located in Oakland Park

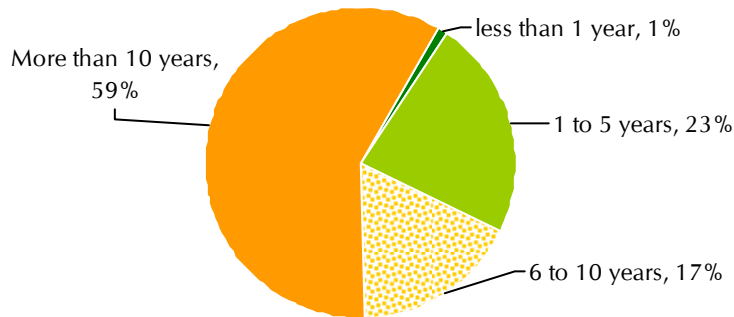
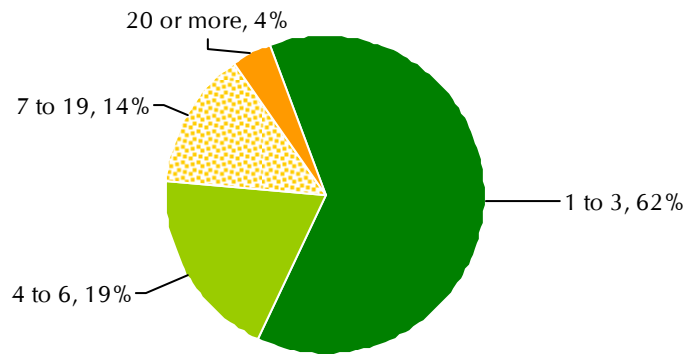


Figure 2: Number of Employees



Quality of Life

Business respondents were less likely than resident respondents to rate the quality of life in Oakland Park as excellent or good. Business respondents were concerned about the economic climate in the city, with only 35% rating it as excellent or good, most thought it was fair (43%), but 22% rated it as poor. Almost half (46%) thought Oakland Park was an excellent or good place to do business.

Figure 3: Quality of Life

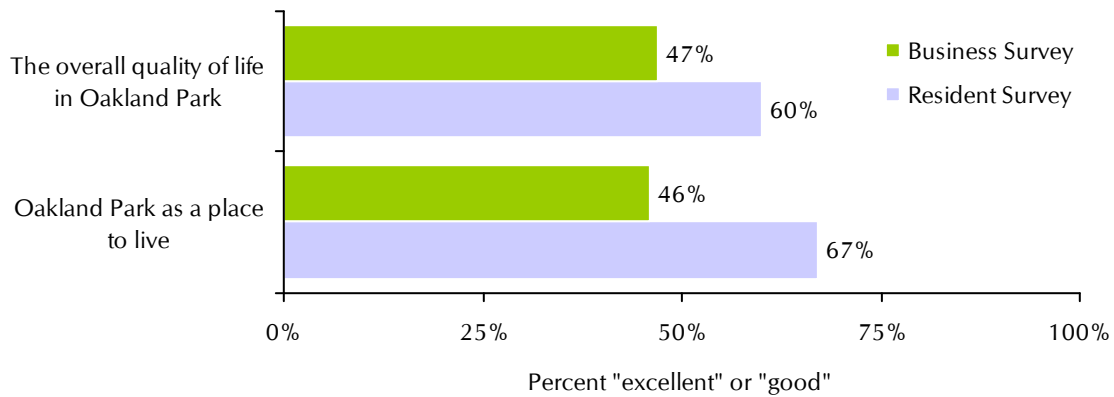
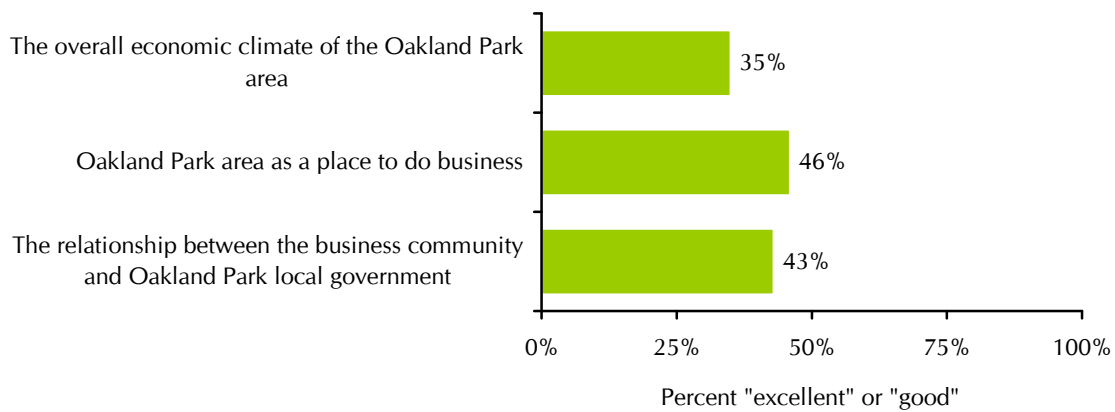


Figure 4: Quality of Business Climate

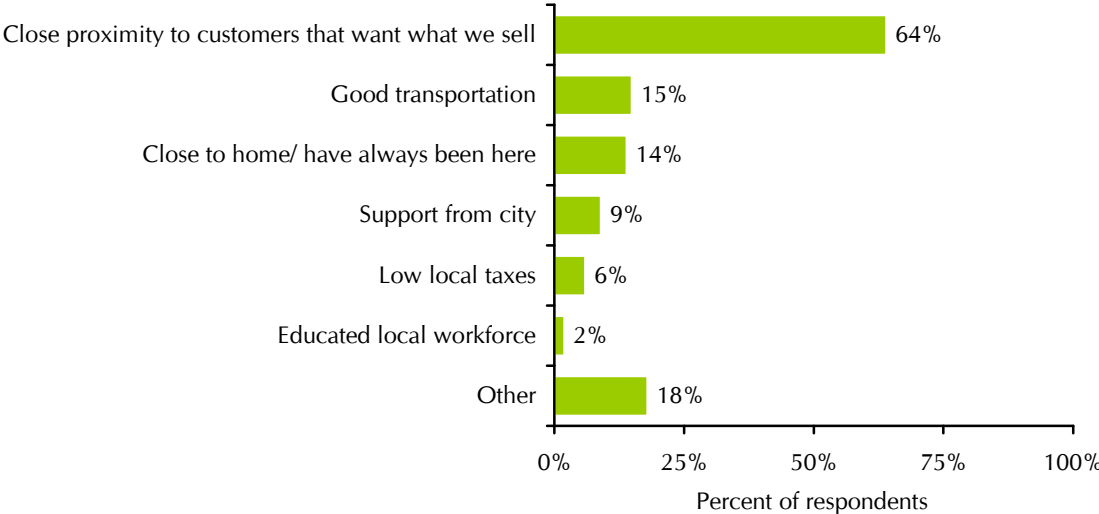


Reasons for Doing Business in Oakland Park

Respondents were given a list of 5 reasons they may have chosen to locate in Oakland Park and to check all the reasons that were relevant to them (they could also choose other, and specify their reason). They were then asked to choose the most important reason.

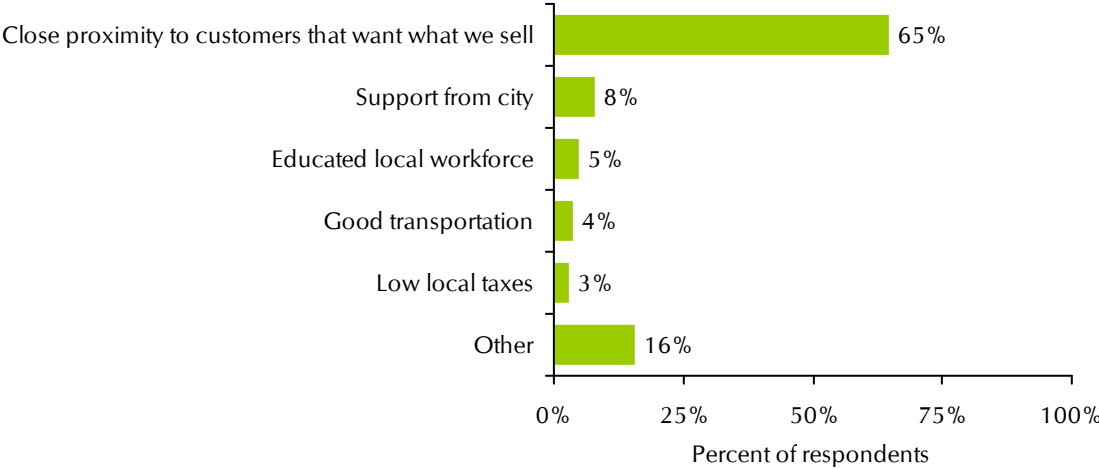
Businesses generally indicated they were located in Oakland Park because of its proximity to their customer base. Some also were influenced by good transportation access and support from the city.

Figure 5: Reasons for Operating a Business in Oakland Park



Note: "Other" responses can be found in Appendix III: Verbatim Responses to Open-ended Questions, items may add to more than 100%, as more than one reason could be chosen.

Figure 6: Top Reason for Operating Business in Oakland Park

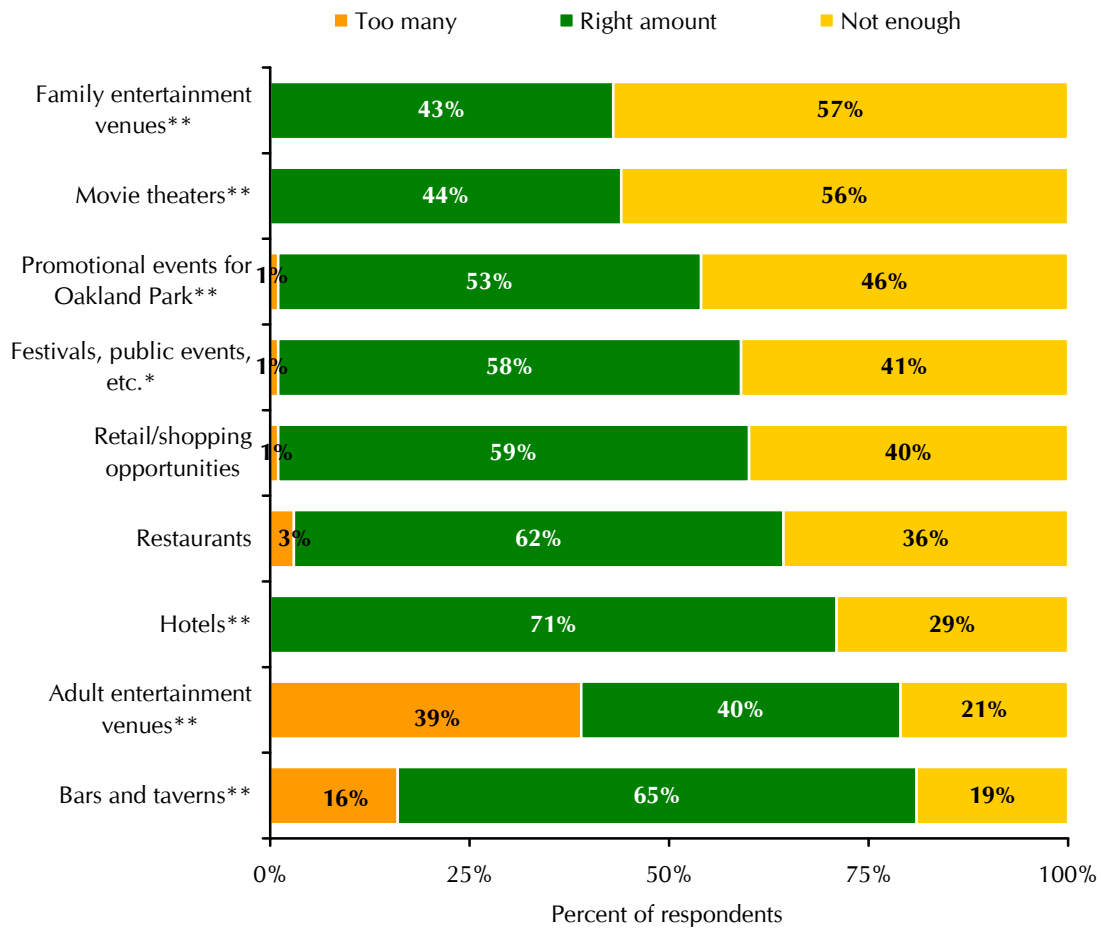


Note: "Other" responses can be found in Appendix III: Verbatim Responses to Open-ended Questions.

Business Climate

Business representatives were asked whether there were too many, too few or the right amount of businesses in Oakland Park. Many indicated that they did not know, but of those with an opinion, most would like to see more movie theatres and family entertainment venues. A majority were happy with the number of hotels, restaurants, retail stores, and festivals and events. Many would prefer fewer adult entertainment venues.

Figure 7: Satisfaction with Number of Businesses

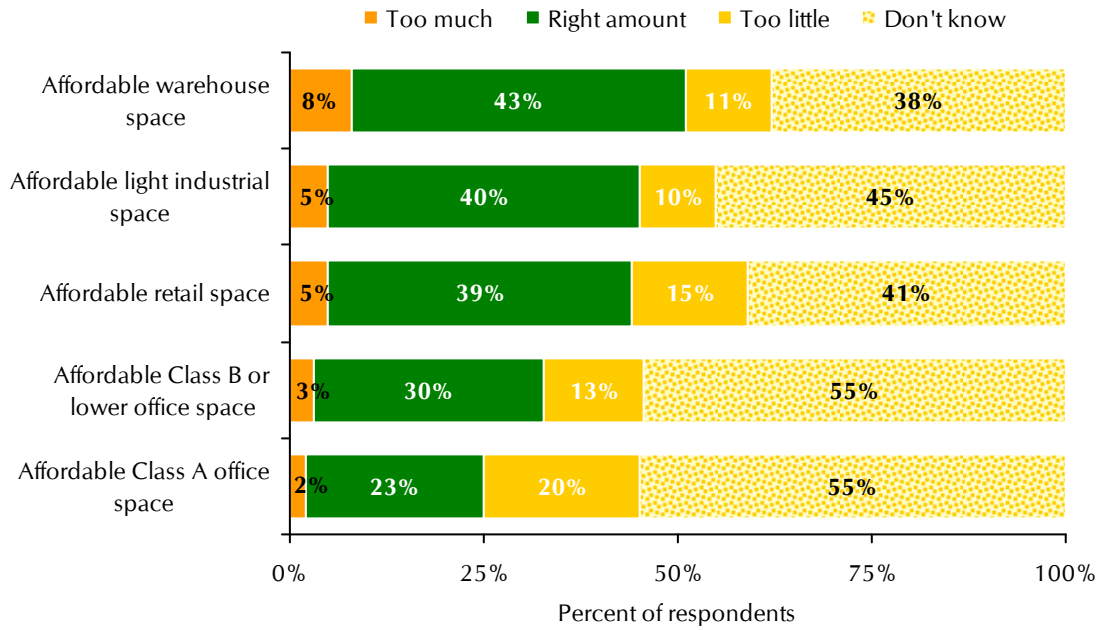


* 20% or more indicated "Don't know"

** 30% or more indicated "Don't know"

There was not great concern about the amount of workspace available in Oakland Park. Most respondents either did not know the level of availability or they thought there was about the right amount. However, one in five respondents thought there was not enough class A office space, about one in six thought there was not enough class B office space or retail space and about one in 10 wanted to see more industrial or warehouse space.

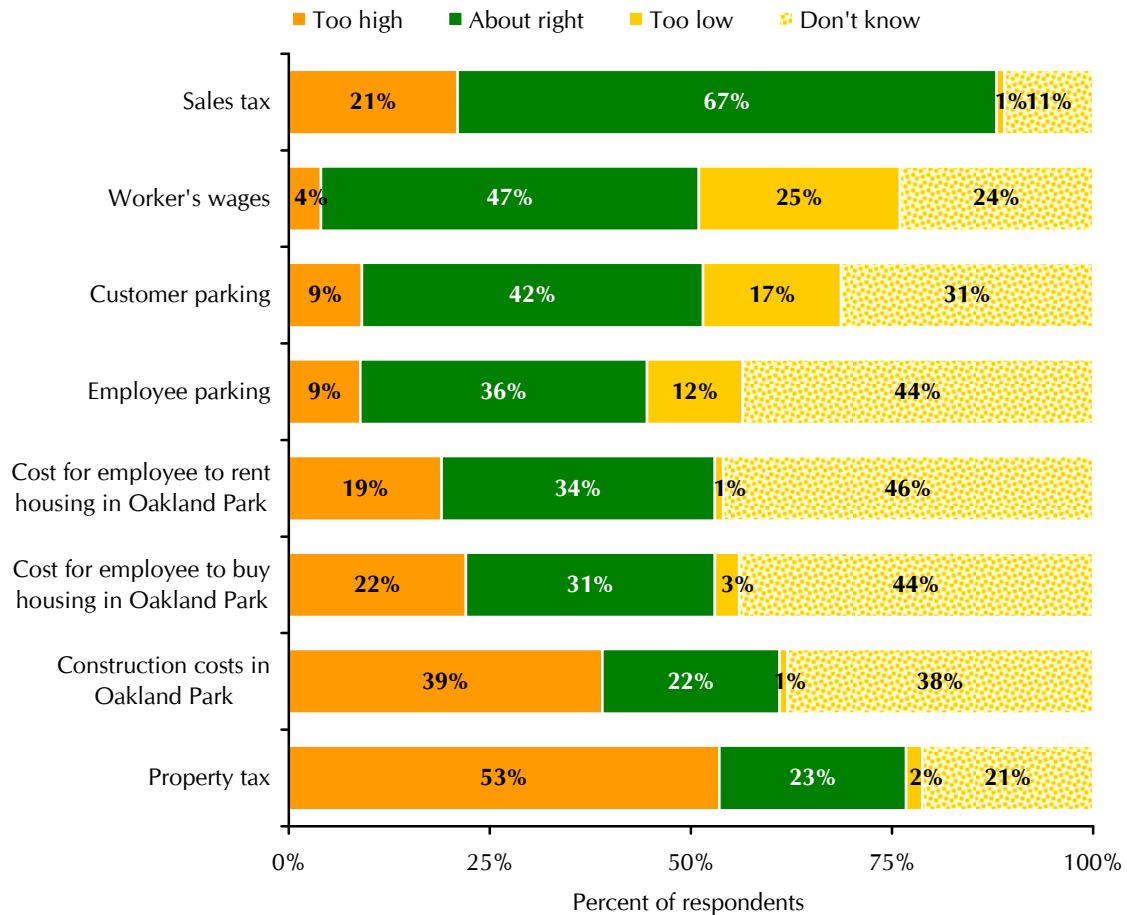
Figure 8: Work Space Availability



When asked about the cost of doing business in Oakland Park, business respondents were generally satisfied with the sales tax level, but were concerned about their property taxes. Workers wages and parking costs were not a concern for many, but construction costs in Oakland Park were thought to be too high by 39% of all respondents (or 63% of those who did not respond “don’t know”).

Almost half the business owners/managers were not aware of whether the cost of living was appropriate for their employees, but most of those with an opinion thought it was about right.

Figure 9: Costs of Doing Business



Employees

While most businesses (69%) thought they had skilled employees, they were not likely to agree that skilled workers were readily available in Oakland Park. Only 24% agreed that skilled workers were available, while 27% disagreed, the other half of respondents said they did not know or they neither agreed nor disagreed.

About one in five businesses had difficulties in hiring or retaining employees and one in six had difficulty with absenteeism and employee turnover.

Figure 10: Employee Availability

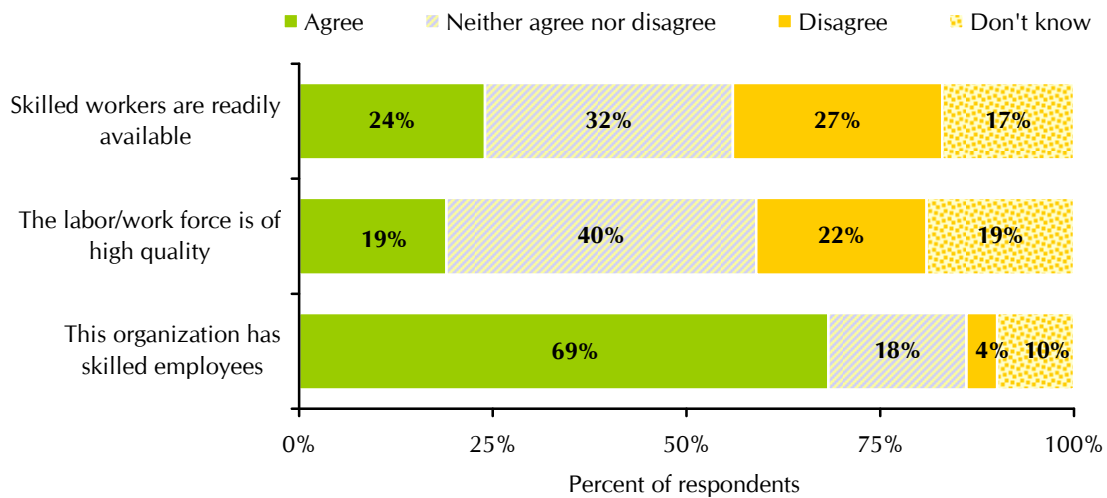
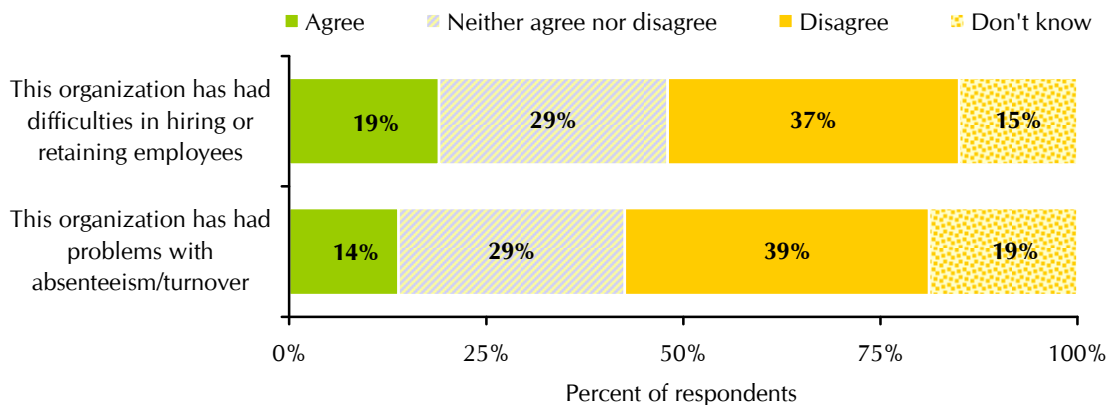
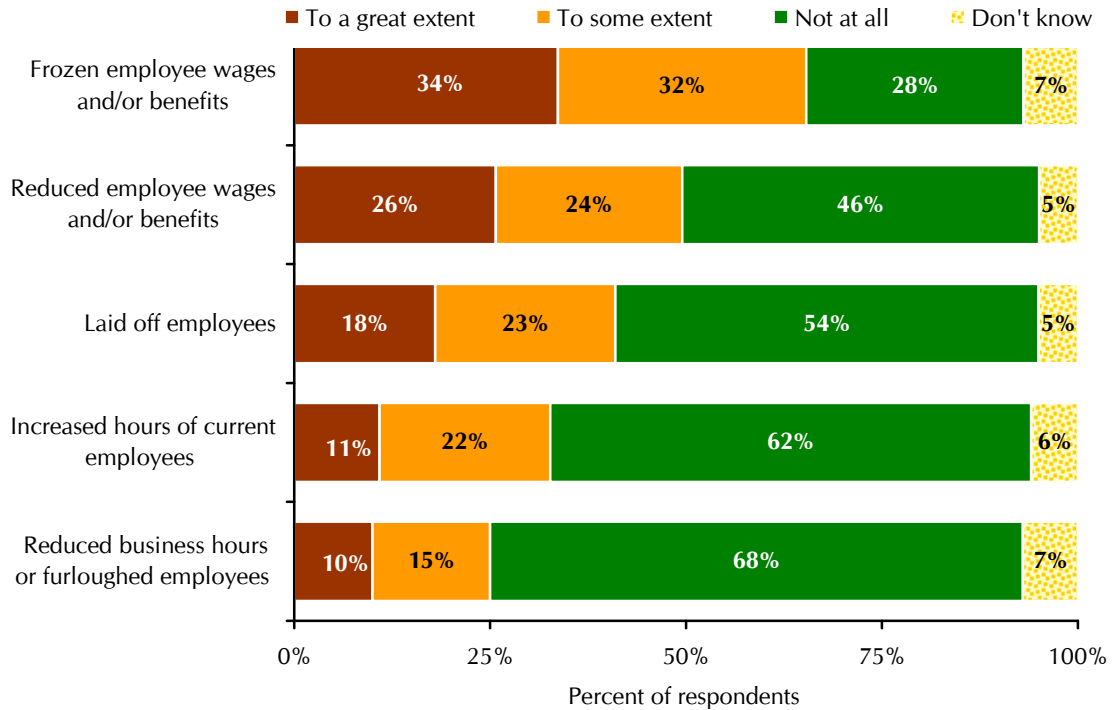


Figure 11: Employee Challenges



In responding to the recent economic downturn, many businesses froze or reduced their employees' wages. Almost half had to lay off employees. One-third of businesses had to increase the hours of current employees to avoid the expense of new hires and one-quarter had reduced their business hours or introduced furlough days to cut expenses.

Figure 12: Employee Changes in Response to Economic Downturn



Economy

Most business respondents and residents thought the pace of retail and jobs growth was too slow, but residents were somewhat less concerned. Business respondents have a more “front row” view of the impact of slow growth and this may be one reason their overall ratings of the quality of life in Oakland Park were lower than residents.

Figure 13: Satisfaction with Growth

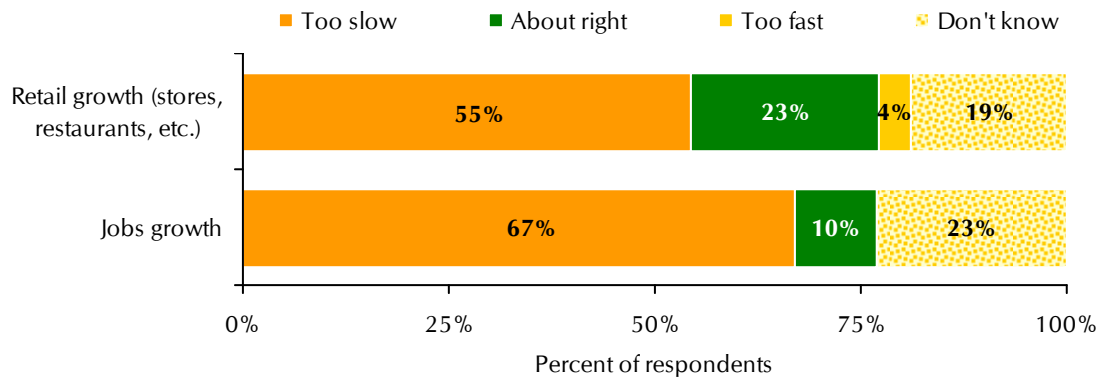


Table 1: Resident Survey - Satisfaction with Growth

Please rate the speed of growth in the following categories in Oakland Park over the past 2 years:	Right amount			
	Too slow	Right amount	Too fast	Don't know
Retail growth (stores, restaurants, etc.)	46%	33%	3%	18%
Jobs growth	49%	10%	1%	40%

Business respondents and residents both had a somewhat more negative than positive view of how the economy would impact their business or household in the next six months. Most thought there would be a neutral or negative impact.

Figure 14: Expected Impact of Economy on Business in Next 6 Months

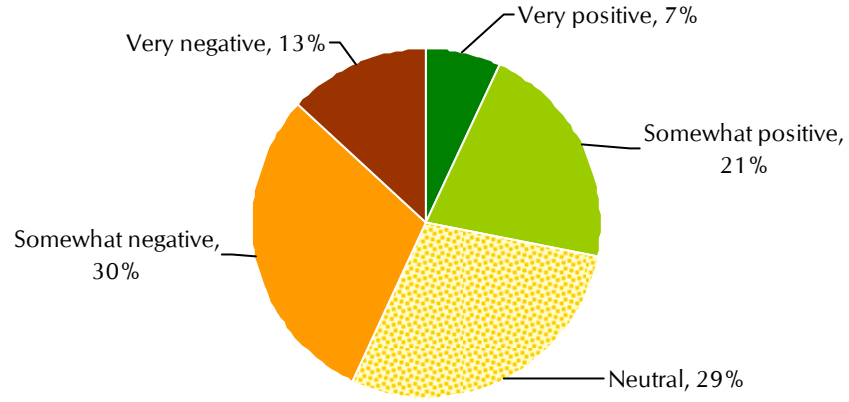
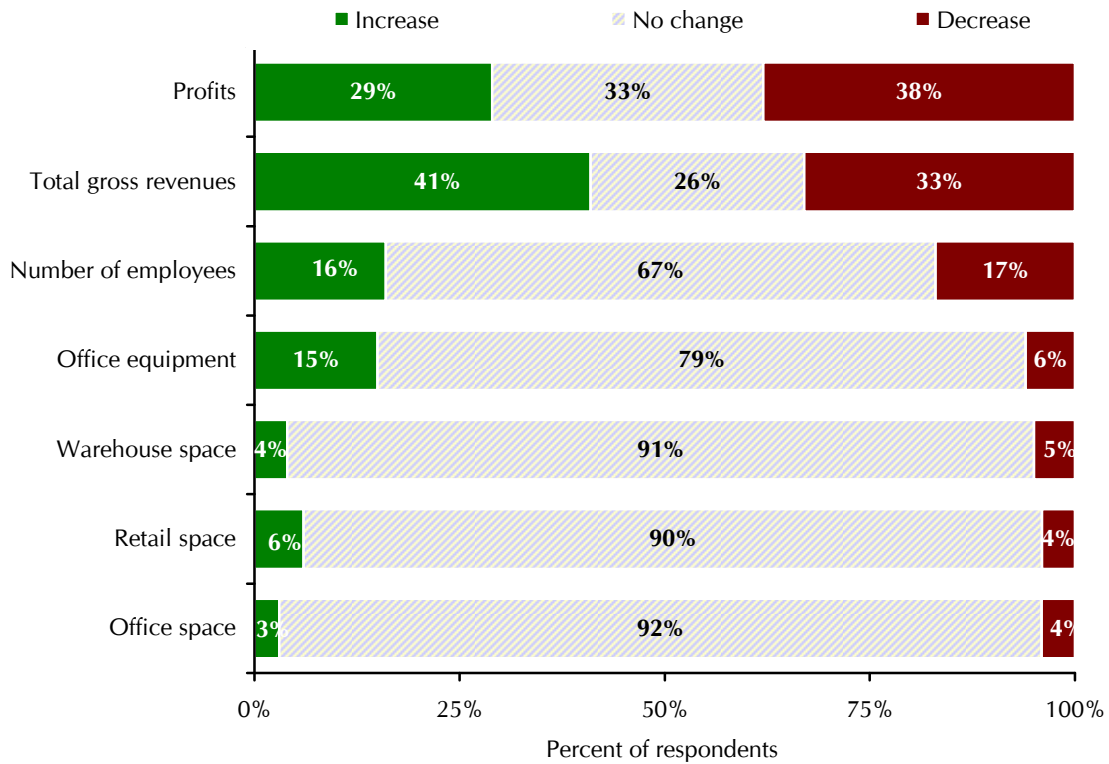


Table 2: Resident Survey - Expected Impact of the Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	8%
Somewhat positive	18%
Neutral	38%
Somewhat negative	24%
Very negative	12%
Total	100%

Business respondents were divided in their assessment of how their businesses would change in the next 12 months. Most did not think their space, equipment or number of employees would change. Many thought their revenues and profits would change, but they were divided as to whether they would go up or down.

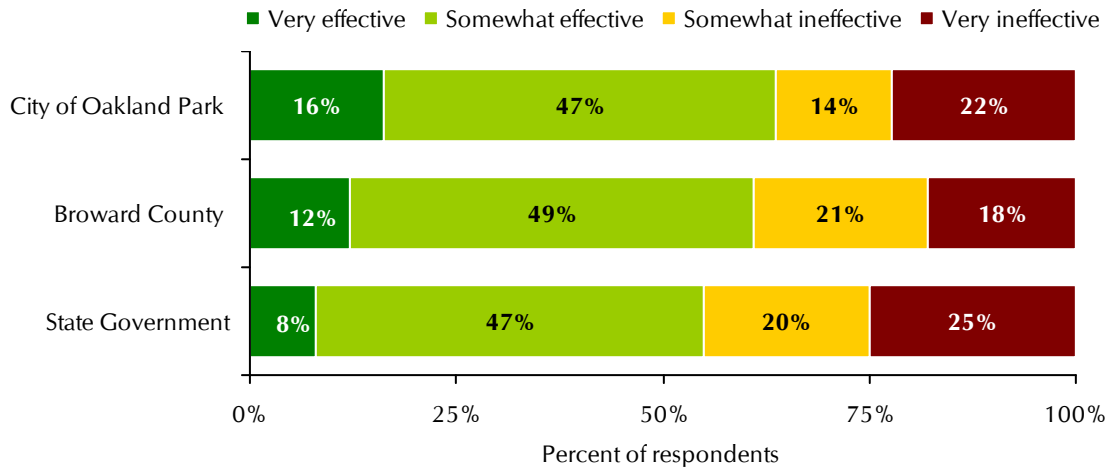
Figure 15: Expected Changes in Next 12 Months



Government

Oakland Park businesses generally thought that their local government was very or somewhat effective in supporting them, but 36% thought they were somewhat or very ineffective. Thirty-nine percent thought Broward County was ineffective and 45% thought the state government was ineffective at supporting businesses.

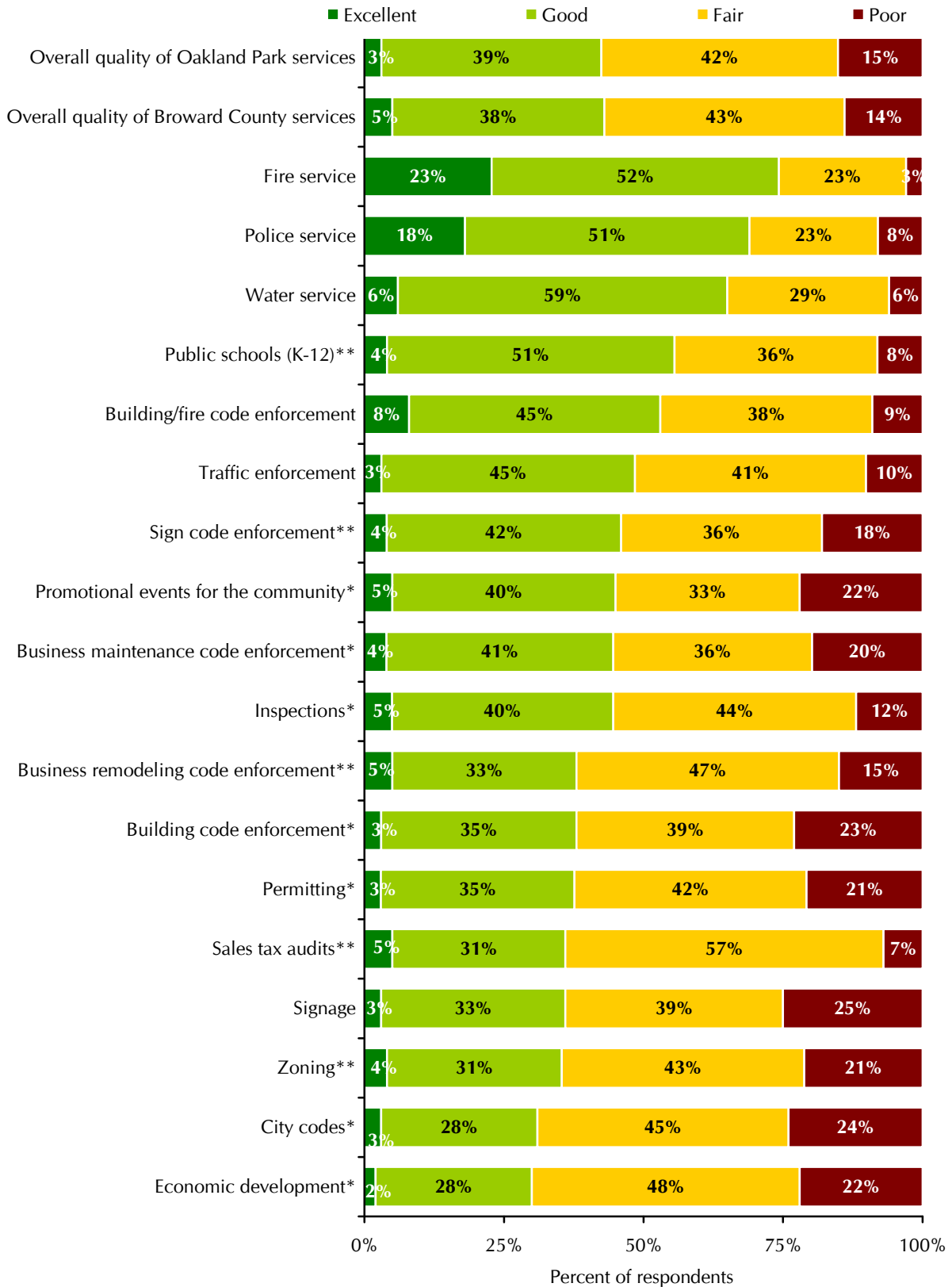
Figure 16: Effectiveness of Government in Supporting Businesses



When asked to rate City of Oakland Park services (related their impact on the business climate), 42% of business respondents thought that overall services were excellent or good (Figure 17). Services they were most happy with were fire, police, water and schools. Services they were least happy with were economic development, city codes, zoning and signage.

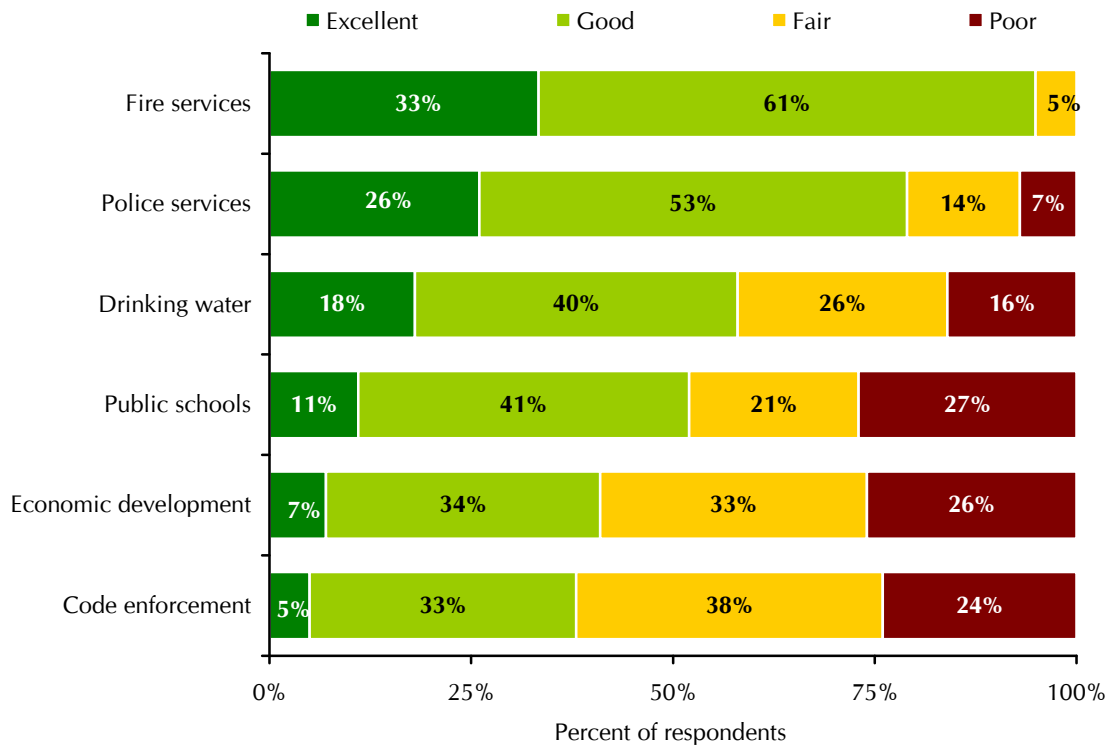
In the resident survey (Figure 18), residents gave ratings similar to those given by business respondents for water, schools and code enforcement. They gave somewhat better ratings than businesses for economic development, police and fire services.

Figure 17: Quality of Government Services Related to their Impact on the Business Climate



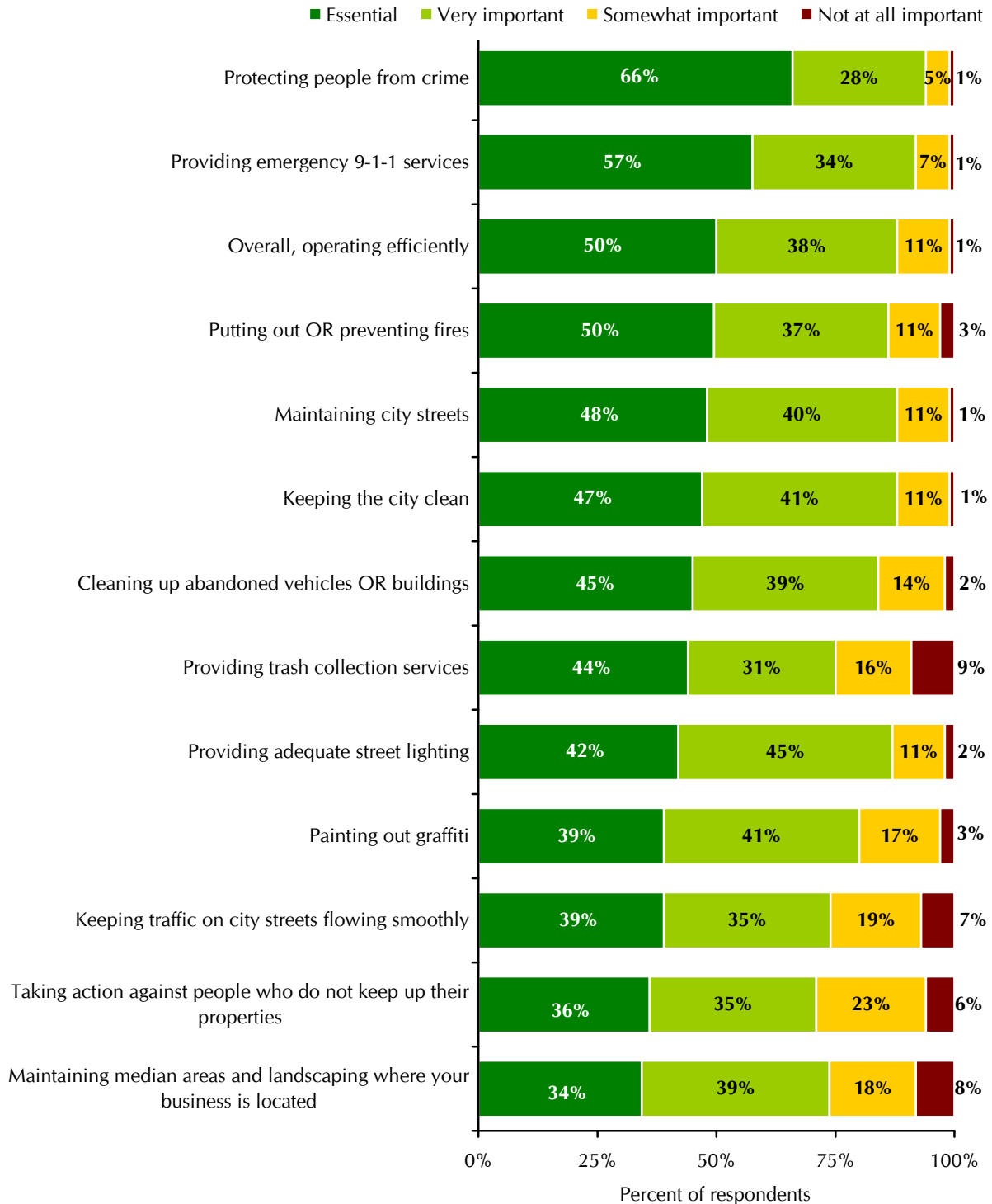
*20% or more indicated "Don't know"; ** 30% or more indicated "Don't know"

Figure 18: Resident Survey - Quality of Government Services



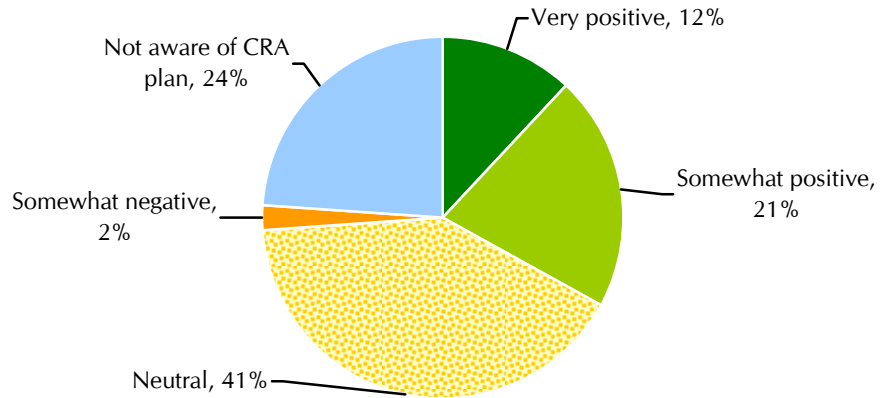
City of Oakland Park crime prevention and emergency 9-1-1 services were considered the most important services by business respondents. No service listed was thought to be essential or very important by fewer than 70% of business respondents.

Figure 19: Importance of Oakland Park Services to Success of Business



About one-quarter of business respondents had not heard of the Community Redevelopment Area (CRA) Plan, but one-third of all respondents (or 43% of all who had heard of it) thought it would have a positive impact on their business.

Figure 20: Expected Impact of Community Redevelopment Area (CRA) Plan on Business

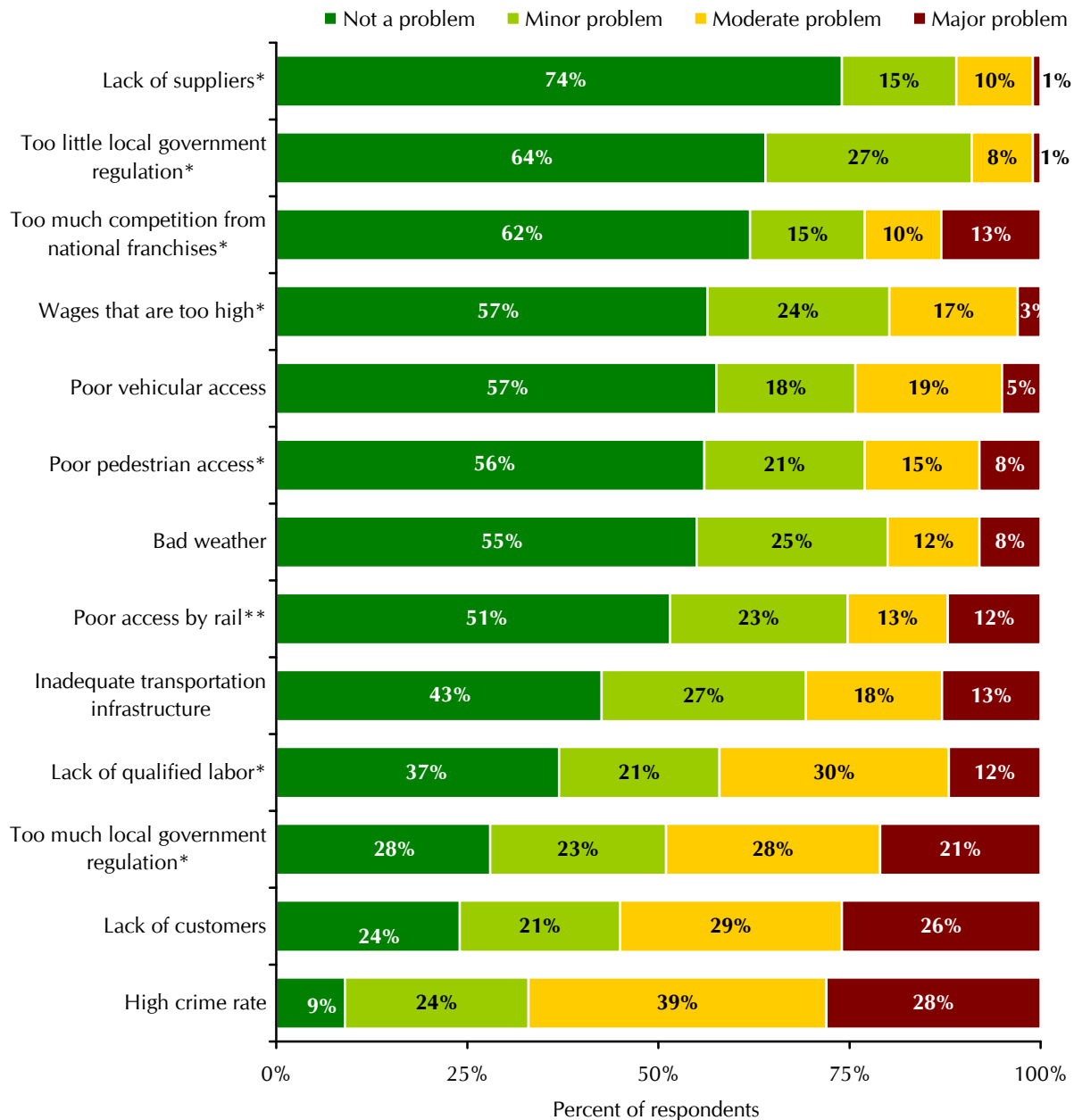


Issues and Solutions

When asked to rate the relevance of potential problems in Oakland Park to their business, half or more of respondents did not think a lack of supplies, too little local government regulation, competition from national franchises, high wages, transportation issues or bad weather were major or moderate problems.

The greatest concerns were the high crime rate, a lack of customers and too much local government regulation.

Figure 21: Problems for Businesses in Oakland Park



*20% or more indicated "Don't know";

** 30% or more indicated "Don't know"

Transportation infrastructure was considered adequate enough by most businesses respondents such that it was either not impacting their business or having a positive effect. Generally, less than one in 10 businesses felt that transportation issues were having a negative impact on them. Most were also satisfied with the availability of parking for their employees and customers.

Figure 22: Effect of Transportation Issues on Business

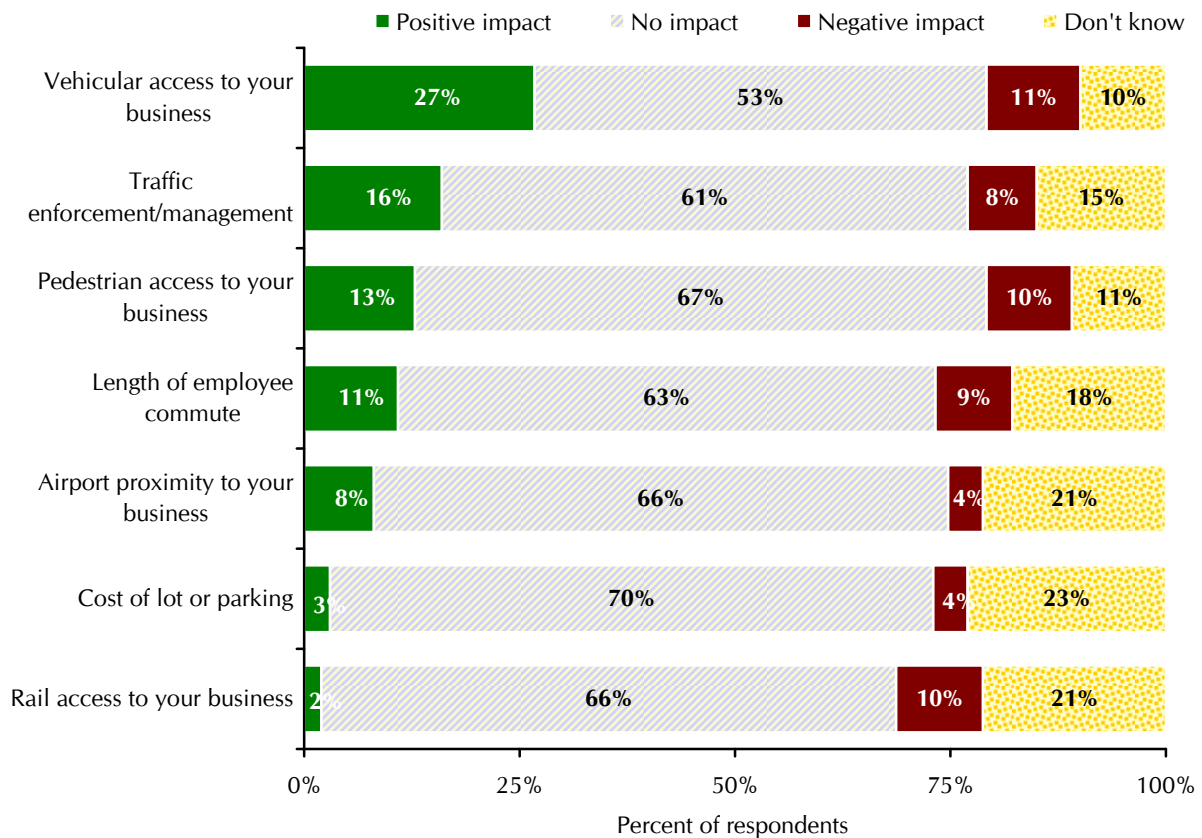
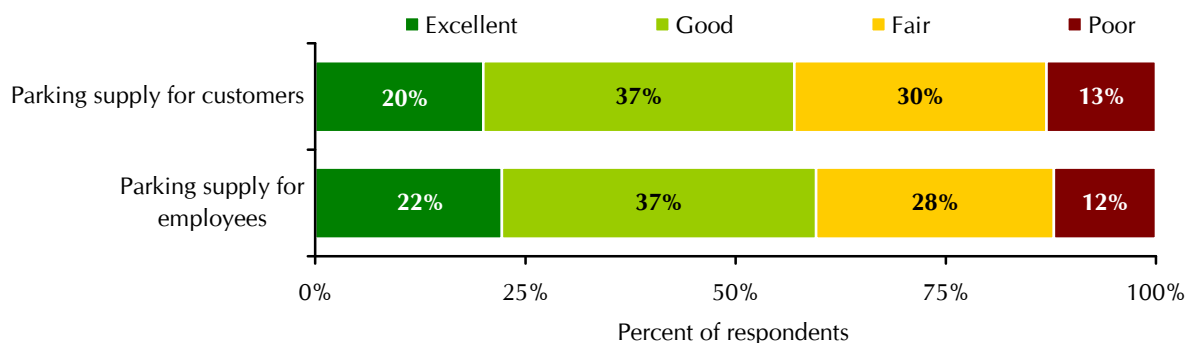


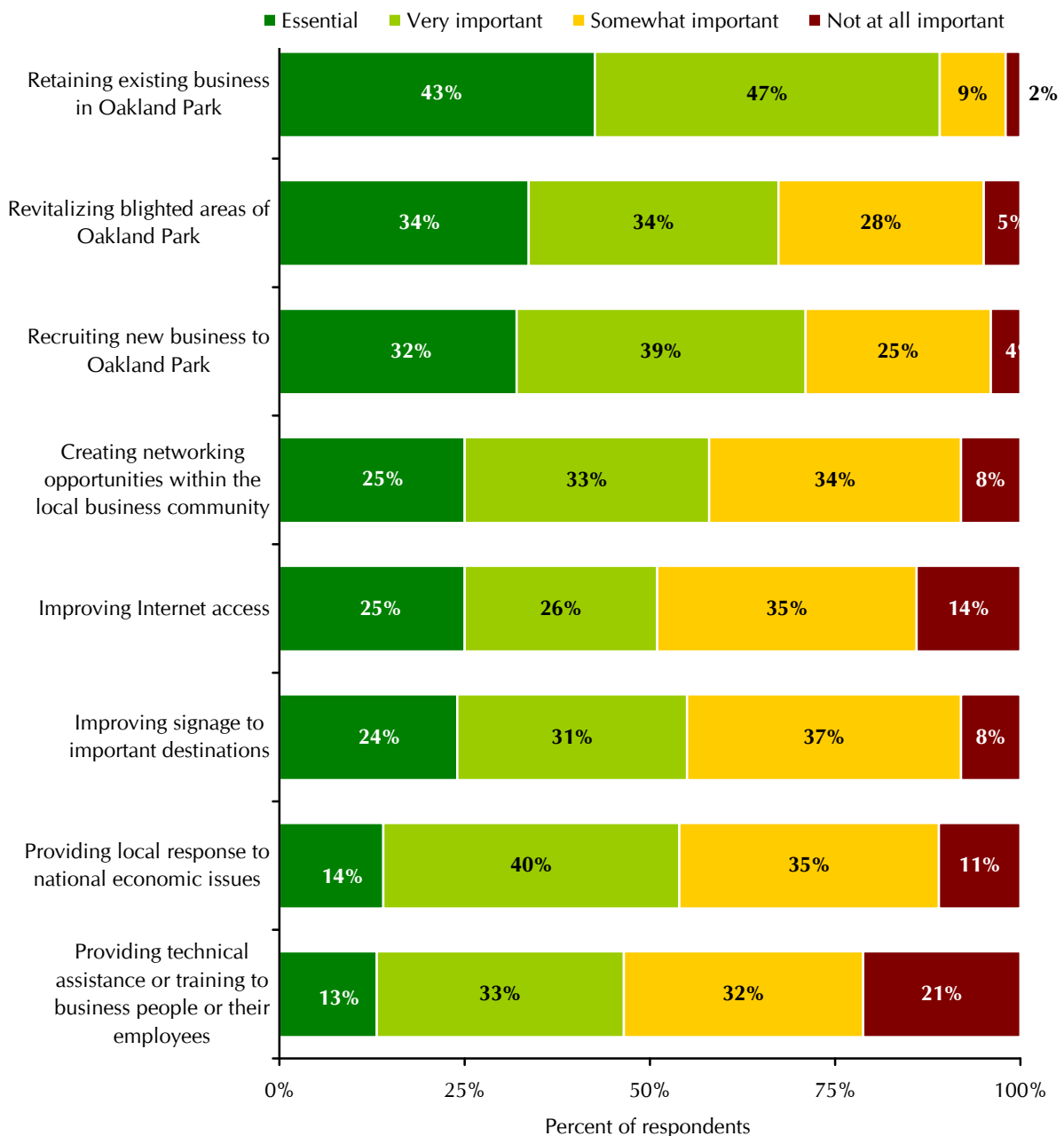
Figure 23: Availability of Parking



Given the economic and business climate challenges that they were facing, businesses were asked to prioritize activities that could be undertaken to improve the business climate. Most activities were considered to be essential or very important by at least half the respondents, but the most important activities were retaining existing businesses, recruiting new businesses and revitalizing blighted areas of Oakland Park.

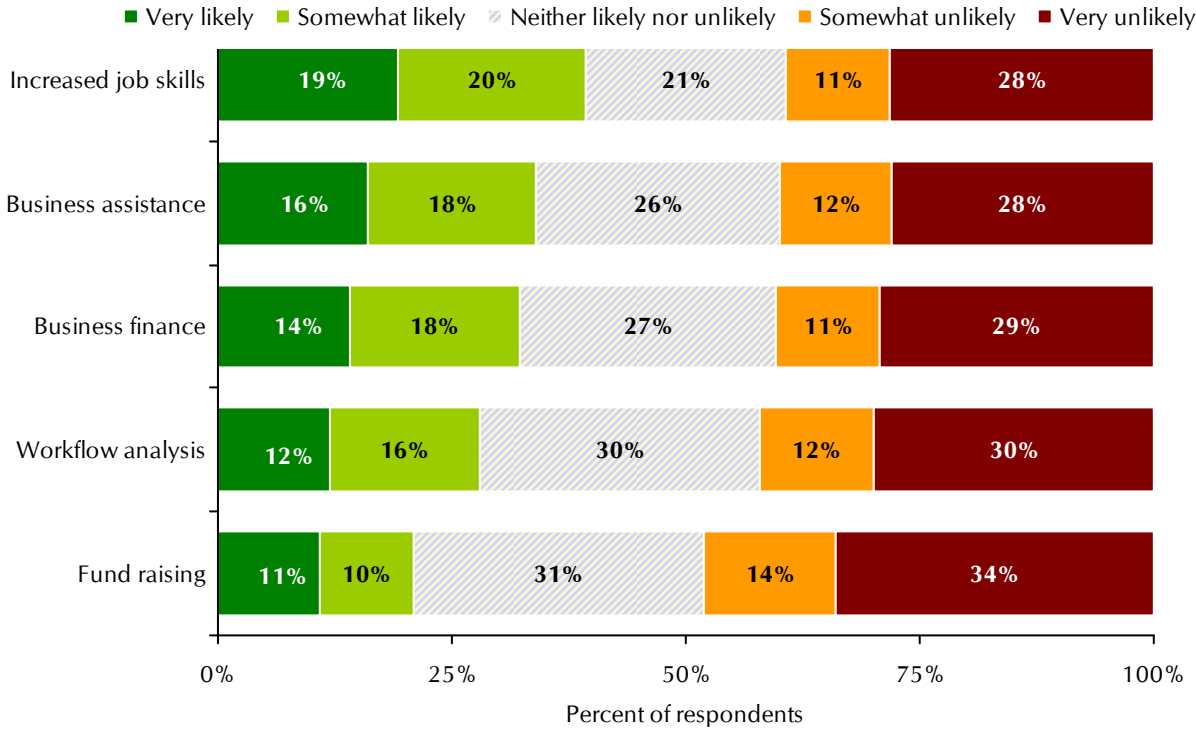
Providing technical assistance or training to business people or their employees was least important relative to other activities but was considered essential or very important by 46% of business respondents.

Figure 24: Importance of Activities That Could Be Undertaken to Improve Business Climate



When asked what types of trainings they or their employees might attend, the most popular was job skills training, followed by business assistance or business finance training. Fund raising training was least likely to be attended.

Figure 25: Likelihood of Attending Types of Trainings



Appendix I: Survey Respondent Demographics

Characteristics of the survey respondents are displayed in the tables on the following pages of this appendix.

D1		
How many years has your business been located in Oakland Park?	Number	Percent
Less than 1 year	1	1%
1 to 5 years	34	23%
6 to 10 years	24	17%
More than 10 years	86	59%
Total	145	100%

D2		
Is this business...	Number	Percent
A branch of a multi-site company	16	11%
The headquarters of a multi-site company	4	3%
A single-site company	123	86%
Total	143	100%

D3		
Is this your company head quarters?	Number	Percent
Yes	125	87%
No	18	13%
Total	143	100%

D4		
How many branches (in addition to head quarters) does your company have in Oakland Park?	Number	Percent
None	115	81%
1	22	15%
2-3	4	3%
4-5	0	0%
6+	1	1%
Total	142	100%

D5

Which of the following industries best describes the nature of your business? (Please check the one that comes closest.)	Number	Percent
Agriculture	0	0%
Automotive Sales	0	0%
Automotive Service	14	10%
Banking	1	1%
Communication (telephones, cell phones, long distance)	2	1%
Construction	12	9%
Finance/Insurance/Real Estate	15	11%
Gas and Electric Services	1	1%
Healthcare	15	11%
Manufacturing	14	10%
Mining	0	0%
Non-profit Charitable Organization	1	1%
Printing, Copying, Typesetting	0	0%
Publishing	1	1%
Restaurant / Bar	7	5%
Retail (please specify)	18	13%
Transportation	0	0%
Wholesale Sales	6	4%
Services (please specify)	16	12%
Others	11	8%
Total	134	100%

Verbatim responses to (please specify) can be found in Appendix III: Verbatim Responses to Open-ended Questions.

D6

Is this business home-based?	Number	Percent
Yes	25	18%
No	116	82%
Total	141	100%

D7

Including yourself, how many employees work at your Oakland Park worksite?	Full-time employees	Part-time employees	Total employees
None	18%	62%	0%
1-3	48%	35%	62%
4-6	15%	2%	19%
7-19	14%	1%	14%
20 or more	5%	0%	4%
Total	100%	100%	100%

D7

Including yourself, how many employees work at your Oakland Park worksite?	Count	Mean	Standard Error of Mean	Mode	Median	Minimum	Maximum
Number of full-time (30 or more hours per week) employees	146	5.5	1.1	2	2	0	140
Number of part-time (less than 30 hours per week) employees	146	0.8	.1	0	0	0	10
Total number of employees at this worksite	146	6.3	1.5	1	3	1	150

D8

Please write in the approximate number of staff in each of the following positions.	Number of businesses	Total number of staff	Mean number of staff	Standard Error of Mean	Mode	Median	Minimum	Maximum
Management	146	185	1.3	.1	1	1	0	6
Administration	146	124	.8	.1	0	0	0	9
Technical	146	280	1.9	.9	0	0	0	125
Labor	146	387	2.7	.9	0	1	0	128
Other	146	97	.7	.2	0	0	0	15
All staff	146	1073	7.3	1.4	2	3	0	150

D9		
Is this a minority-owned business (not including women)?	Number	Percent
Yes	37	26%
No	105	74%
Total	142	100%

D10		
Is this business owned by a woman or women?	Number	Percent
Yes	33	23%
No	109	77%
Total	142	100%

D11			
Approximately what % of your work force at this location:	Resides in Oakland Park	Relies on public transportation to come to work	Drives to work from outside Oakland Park
None	53%	88%	17%
1-25%	20%	8%	2%
26-50%	8%	3%	11%
51-75%	4%	0%	5%
76-100%	16%	1%	66%
Total	100%	100%	100%

D11							
Approximately what % of your work force is at this location:	Count	Mean	Standard Error of Mean	Mode	Median	Minimum	Maximum
Resides in Oakland Park	146	24.7%	3.3%	0%	0%	0%	100%
Relies on public transportation to come to work	146	3.2%	1.1%	0%	0%	0%	100%
Drives to work from outside Oakland Park	146	72.1%	3.3%	100%	91%	0%	100%

D12		
Does your company have a Web site?	Number	Percent
Yes	81	56%
No	63	44%
Total	144	100%

D13		
Does your company sell services or products on the Web?	Number	Percent
Yes	35	42%
No	48	58%
Total	83	100%

Asked only if company has a website.

D14		
Approximately what percent of your company's sales are made on the Web?	Number	Percent
Less than 5%	15	44%
5-10%	4	12%
11-20%	9	26%
21-50%	4	12%
51-100%	2	6%
Total	34	100%

Asked only if company sells products or services on their website.

D15		
Thinking about the coming 12 months, how likely or unlikely are you to keep your business in this area?	Number	Percent
Very likely	110	76%
Somewhat likely	21	14%
Somewhat unlikely	9	6%
Very unlikely	5	3%
Total	145	100%

D16		
What were the approximate annual sales for the most recent accounting year, generated by all of your Oakland Park sites?	Number	Percent
Less than \$100,000	42	32%
\$100,000 to \$499,999	41	31%
\$500,000 to \$999,999	26	20%
\$1,000,000 to \$4,999,999	16	12%
\$5,000,000 or more	6	5%
Total	131	100%

Appendix II: Complete Set of Survey Frequencies

The following pages contain a complete set of frequencies for each survey question.

Q1	
What is your position in this organization?	Percent
Owner	69%
Manager or administrator	26%
Administrative assistant	4%
Other	1%
Total	100%

Q2						
Please indicate how you would rate each of the following by circling the number that comes closest to your opinion:	Excellent	Good	Fair	Poor	Don't know	Total
The overall economic climate of the Oakland Park area	3%	30%	40%	20%	7%	100%
The relationship between the business community and Oakland Park local government	5%	34%	32%	19%	10%	100%
Oakland Park area as a place to live	4%	37%	39%	10%	11%	100%
Oakland Park area as a place to do business	9%	36%	42%	11%	2%	100%
The overall quality of life in Oakland Park	4%	40%	43%	6%	7%	100%

Q3					
Thinking about the impact of each of the following on the business climate in Oakland Park, please indicate whether you feel that there are too many, the right amount or not enough in Oakland Park.	Too many	Right amount	Not enough	Don't know	Total
Hotels	0%	46%	19%	35%	100%
Bars and taverns	12%	45%	13%	30%	100%
Restaurants	2%	51%	30%	16%	100%
Movie theaters	0%	29%	37%	34%	100%
Family entertainment venues	0%	28%	37%	35%	100%
Adult entertainment venues	21%	22%	11%	45%	100%
Festivals, public events, etc.	1%	43%	30%	26%	100%
Promotional events for Oakland Park	1%	35%	30%	34%	100%
Retail/shopping opportunities	1%	49%	33%	17%	100%

Q4

Please indicate your opinion about the costs of each of the following in Oakland Park.	Way too high	Somewhat high	About right	Somewhat low	Way too low	Don't know	Total
Sales tax	3%	19%	67%	1%	0%	11%	100%
Property tax	20%	33%	23%	2%	0%	21%	100%
Construction costs in Oakland Park	12%	27%	22%	1%	0%	38%	100%
Employee parking	2%	7%	36%	8%	4%	44%	100%
Customer parking	2%	7%	42%	12%	5%	31%	100%
Cost for employee to rent housing in Oakland Park	3%	16%	34%	1%	0%	46%	100%
Cost for employee to buy housing in Oakland Park	4%	19%	31%	3%	0%	44%	100%
Worker's wages	1%	3%	47%	22%	4%	24%	100%

Q5

What are your reasons for operating a business in Oakland Park? (Mark all that apply.)	Percent
Close proximity to customers that want what we sell	64%
Educated local workforce	2%
Low local taxes	6%
Support from city	9%
Good transportation	15%
Other	18%
Q5g	14%
Total	100%

Verbatim responses to "Other:" can be found in Appendix III: Verbatim Responses to Open-ended Questions.

Q6

Which ONE factor would you say matters the most in making your business successful in Oakland Park? (Select only one.)	Percent
Close proximity to customers that want what we sell	65%
Educated local workforce	5%
Low local taxes	3%
Support from city	8%
Good transportation	4%
Other	16%
Total	100%

Verbatim responses to "Other:" can be found in Appendix III: Verbatim Responses to Open-ended Questions.

Q7

Please rate the speed of growth in the following categories in Oakland Park over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Retail growth (stores, restaurants, etc.)	18%	37%	23%	3%	1%	19%	100%
Jobs growth	27%	40%	10%	0%	0%	23%	100%

Q8

Thinking about the impact of each of the following on the business climate in Oakland Park, please rate the quality of the following Oakland Park government services in.	Excellent	Good	Fair	Poor	Don't know	Total
Economic development	1%	20%	35%	15%	28%	100%
Sales tax audits	3%	16%	30%	4%	47%	100%
Zoning	3%	22%	30%	15%	30%	100%
City codes	2%	21%	34%	18%	26%	100%
Building code enforcement	2%	28%	30%	18%	21%	100%
Building/fire code enforcement	6%	36%	31%	8%	19%	100%
Permitting	2%	26%	32%	16%	24%	100%
Inspections	4%	31%	34%	9%	22%	100%
General building/business remodeling code enforcement	4%	22%	31%	10%	34%	100%
General building/business maintenance code enforcement	3%	29%	26%	14%	27%	100%
Sign code enforcement	3%	29%	25%	13%	30%	100%
Signage (i.e., adequate for ease in finding your business)	2%	27%	32%	21%	18%	100%
Traffic enforcement	3%	38%	34%	9%	17%	100%
Public schools (K-12)	2%	26%	19%	4%	49%	100%
Water service	5%	51%	25%	5%	14%	100%
Police service	17%	47%	22%	7%	8%	100%
Fire service	19%	44%	19%	3%	15%	100%
Promotional events for the community	4%	30%	25%	17%	25%	100%
Overall quality of local government services in Oakland Park	3%	35%	38%	13%	11%	100%
Overall quality of Broward County services	4%	34%	38%	13%	10%	100%

Q9

Please rate the effectiveness of each of the following in supporting businesses in Oakland Park.	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	Don't know	Total
The City of Oakland Park Government	13%	39%	11%	18%	18%	100%
Broward County Government	10%	40%	17%	14%	19%	100%
The State Government	6%	37%	15%	20%	21%	100%

Q10

To what degree, if at all, are the following problems for businesses in Oakland Park?	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Too much local government regulation	22%	18%	22%	16%	23%	100%
Too little local government regulation	48%	21%	6%	1%	25%	100%
Lack of customers	20%	17%	24%	22%	18%	100%
Lack of qualified labor	29%	17%	24%	9%	21%	100%
Wages that are too high	41%	17%	12%	2%	28%	100%
Poor pedestrian access	44%	16%	12%	6%	22%	100%
Poor vehicular access	48%	15%	16%	4%	16%	100%
Poor access by rail	35%	16%	9%	9%	30%	100%
High crime rate	8%	20%	33%	23%	16%	100%
Inadequate transportation infrastructure (roads, parking, buses)	35%	22%	14%	10%	19%	100%
Bad weather	48%	22%	10%	7%	12%	100%
Lack of suppliers	58%	12%	8%	1%	22%	100%
Too much competition from national franchises	48%	12%	8%	10%	23%	100%

Q11

Thinking about the impact of each of the following on the business climate of your community, please indicate whether you feel that there is too much, the right amount or too little of each of the following in Oakland Park.	Too much	Right amount	Too little	Don't know	Total
Affordable Class A office space	2%	23%	20%	55%	100%
Affordable Class B or lower office space	3%	30%	13%	55%	100%
Affordable light industrial space	5%	40%	10%	45%	100%
Affordable warehouse space	8%	43%	11%	38%	100%
Affordable retail space	5%	39%	15%	41%	100%

Q12

Please rate each of the following transportation issues in relation to your business.	Excellent	Good	Fair	Poor	Don't know	Total
Parking supply for employees	18%	30%	23%	10%	19%	100%
Parking supply for customers	16%	30%	25%	10%	19%	100%

Q13

How, if at all, does each of the following transportation issues affect the operation of your business?	Positive impact	No impact	Negative impact	Don't know	Total
Traffic enforcement/management	16%	61%	8%	15%	100%
Length of employee commute	11%	63%	9%	18%	100%
Cost of lot or parking	3%	70%	4%	23%	100%
Pedestrian access to your business	13%	67%	10%	11%	100%
Vehicular access to your business	27%	53%	11%	10%	100%
Rail access to your business	2%	66%	10%	21%	100%
Airport proximity to your business	8%	66%	4%	21%	100%

Q14

Please rate each of the following characteristics of the labor force in Oakland Park as it relates to your business needs.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
The labor/work force is of high quality	5%	13%	40%	13%	9%	19%	100%
Skilled workers are readily available	5%	19%	32%	19%	8%	17%	100%

Q15

Please rate each of the following labor situations related to experiences of your company.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
This organization has had problems with absenteeism/turnover	5%	9%	29%	13%	25%	19%	100%
This organization has had difficulties in hiring or retaining employees	5%	14%	29%	10%	26%	15%	100%
This organization has skilled employees	44%	25%	18%	3%	1%	10%	100%

Q16

In the past 12 months, to what extent, if at all, has your business had to take the following actions as a result of the economic downturn?	To a great extent	To some extent	Not at all	Don't know	Total
Frozen employee wages and/or benefits	34%	32%	28%	7%	100%
Reduced employee wages and/or benefits	26%	24%	46%	5%	100%
Increased hours of current employees to reduce need for more employees	11%	22%	62%	6%	100%
Laid off employees	18%	23%	54%	5%	100%
Reduced business hours or furloughed employees (for example, instituting a four-day work week)	10%	15%	68%	7%	100%

Q17

What one thing could the City of Oakland Park do to help your business maintain or improve their customer base, given the current economic climate?	Percent
Reduce signage or other regulations	14%
Code enforcement, clean area, improve infrastructure	16%
Stimulate economy, offer incentives, promote businesses	22%
Reduce taxes/fees	22%
Other comments	16%
Nothing/don't know	13%
Total	100%

These categories were coded from an open ended questions, verbatim responses to the open ended questions can be found in Appendix III: Verbatim Responses to Open-ended Questions.

Q18						
What impact, if any, do you think the economy will have on your business income in the next 6 months?	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your business income in the next 6 months?	7%	21%	29%	30%	13%	100%

Q19						
What is your outlook for your company over the coming 12 months? Do you expect an increase, decrease or no change in each of the following areas?	Increase	No change	Decrease	Don't know	Not applicable	Total
Total gross revenues	36%	23%	29%	10%	1%	100%
Profits	26%	29%	34%	9%	2%	100%
Number of employees	13%	57%	15%	10%	6%	100%
Office space	3%	76%	3%	6%	12%	100%
Retail space	4%	56%	3%	7%	30%	100%
Warehouse space	3%	65%	3%	8%	22%	100%
Office equipment	13%	64%	5%	7%	12%	100%

Q20							
Please rate how likely or unlikely you or an employee of your company would be to attend each kind of training listed below in the coming 12 months.	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Don't know	Total
Increased job skills	17%	18%	19%	10%	25%	12%	100%
Workflow analysis	10%	14%	26%	10%	26%	13%	100%
Business assistance	14%	16%	23%	10%	24%	13%	100%
Business finance	13%	16%	24%	10%	26%	13%	100%
Fund raising	9%	8%	27%	12%	29%	15%	100%

Q21

How do you rate the importance of each activity that could be done to improve the business climate in Oakland Park?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Recruiting new business to Oakland Park	28%	34%	22%	3%	13%	100%
Retaining existing business in Oakland Park	38%	42%	8%	1%	10%	100%
Providing technical assistance or training to business people or their employees	11%	28%	27%	18%	15%	100%
Improving Internet access	20%	21%	29%	11%	18%	100%
Improving signage to important destinations	20%	25%	31%	7%	17%	100%
Revitalizing blighted areas of Oakland Park	30%	30%	25%	4%	11%	100%
Creating networking opportunities within the local business community	21%	28%	29%	7%	15%	100%
Providing local response to national economic issues	12%	35%	30%	9%	15%	100%

Q22

How important, if at all, is each of the following Oakland Park services to the success of your business?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Providing trash collection services	43%	30%	15%	9%	3%	100%
Keeping traffic on city streets flowing smoothly	38%	34%	18%	7%	2%	100%
Protecting people from crime	65%	28%	5%	1%	2%	100%
Putting out OR preventing fires	49%	36%	10%	3%	2%	100%
Providing emergency 9-1-1 services	56%	33%	7%	1%	3%	100%
Keeping the city clean	46%	40%	11%	1%	2%	100%
Maintaining city streets	47%	39%	11%	1%	2%	100%
Cleaning up abandoned vehicles OR buildings	44%	38%	13%	2%	3%	100%
Taking action against people who do not keep up their properties	35%	34%	22%	6%	3%	100%
Painting out graffiti	38%	40%	17%	3%	3%	100%
Maintaining median areas and landscaping where your business is located	33%	38%	17%	8%	4%	100%
Providing adequate street lighting	41%	44%	10%	2%	3%	100%
Overall, operating efficiently	49%	37%	11%	1%	4%	100%

Q23

What impact, if any, do you think the Community Redevelopment Area (CRA) Plan for the redevelopment of Downtown Oakland Park will have on your business?	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	I am not aware of the CRA plan	Total
What impact, if any, do you think the Community Redevelopment Area (CRA) Plan for the redevelopment of Downtown Oakland Park will have on your business?	12%	21%	41%	2%	0%	24%	100%

Appendix III: Verbatim Responses to Open-ended Questions

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

Q5: WHAT ARE YOUR REASONS FOR OPERATING A BUSINESS IN OAKLAND PARK? (OTHER)

- Affordable lease.
- Availability.
- Best space available at that time.
- Building was available for purchase.
- Ethnic Diversity
- Family business.
- Insurance Premium.
- Interested in building.
- Location.
- Low Rent.
- Lowest rent close to Mason Highway.
- Own Prop in poor loc.
- Reasonable office rent.
- Relocated.
- Stephen business here.
- Stuck here.
- Unincorporated Broward County annexed by O P.

Q6: WHICH ONE FACTOR WOULD YOU SAY MATTERS THE MOST IN MAKING YOUR BUSINESS SUCCESSFUL IN OAKLAND PARK? (OTHER)

- Affordable lease.
- City will not let the business advertise business in the windows.
- Doctors
- Don't know.
- Drainage
- Economy
- Get rid of homeless; stop passing laws that hurt businesses(traffic, signs, trash encl.)
- Get rid of unlicensed auto body businesses doing bootleg work of cut throat prices & no broth.
- Good rapor with police and code enforcement.
- Happened to find the business.
- Hard work!
- History & Reputation of business to our customer.
- Live here.
- More support from city.
- No geographic significance for our business.
- Nothing about Oakland Park.
- Our own hard work.
- Our skills.
- Reasonable office rent.

Q17: WHAT ONE THING COULD THE CITY OF OAKLAND PARK DO TO HELP YOUR BUSINESS MAINTAIN OR IMPROVE THEIR CUSTOMER BASE, GIVEN THE CURRENT ECONOMIC CLIMATE?

- Allow for signage professional banners, stake signs.
- Allow the business too advertise specials, special offers and sales.
- Assist in how to get some of the police rotation work.
- Be more understanding-Helpful-flexable.
- Because open more business, take a lot tour travel.
- Better roads for traffic.
- Buy from local business.
- Change sign code so businesses could bring more walk in business.
- Clean out the back ally way of my building.
- Create jobs by having a job board for Oakland Park residents.
- Decrease unsavory vagabond loitering; decrease littering, improve roads and landscape near business.
- Do not change ordinance resulting in higher fees
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Ease up on allowing automotive to rent my warehouses.
- Easy access to bidding of city contracts - not giving all city business to large companies.
- Enforce code violation.
- Enforce the business license laws.
- Enforce the business license laws.
- Expedite permitting get personnel that really provide customer service instead of looking for problems - look for solutions.
- Fight crime.
- Fix flooding problem.
- Get rid of the old eye sore retail space to encourage more upscale retail shops.
- Give small business owners some incentive in regards to licensing costs, permits, fires, etc.
- Give work to local business.
- Help to improve the managing of the small business.
- Help with property tax I have to paid 10,000?
- I cannot name one.
- I don't know
- Improve networking opportunities.
- Inject some money for business development. i.e. Small business loan.
- Install proper drainage for streets.
- Keep homeless from loitering around. This scores away business.
- Keep the area clean.
- Law & border patrol enforcement east of Andrews N. Of 38 Street.
- Less local restrictions.
- Less signs regulation.
- Lessen 10yr building inspection fee & other fees!
- Let us place merchandise outside to attract new customers.
- Lower costs of permits fees.
- Lower malpractice insurance premiums.
- Lower property taxes - showcase local businesses.
- Lower regulations.
- Lower rental rates to produce more popularity.
- Lower taxes
- Lower taxes & water so our rent could come down.
- Lower taxes, reduce regulation.
- Maintain best attitude.

- More work.
- My business 98% is outside FL.
- Need a loan rent is too high.
- Need more foot traffic on Main Street.
- No more fees or increases in dollars for services.
- None.
- Not allow so many business same as ours so close.
- Nothing
- Offer advertisement.
- Offer economic & housing improvements.
- Operate an efficient cost effective government in order to keep property taxes & other taxes as low as possible.
- Promoting local business in local publications.
- Purchasing goods from businesses in our city.
- Reduce local regulations.
- Reduce property taxes.
- Reduce taxes.
- Re-open north ridge hospital.
- Repair NE 12 Ave.
- Run more efficiently to reduce taxes.
- Secure the environment.
- Sponsor / lead affordable and accessible financing / funding credit lines.
- Stimulate business growth If economy goes up business goes up and vice versa.
- Stimulate the economy
- Stop being so strict on signage!
- Stop enacting laws that cause homeless to congregate & bother customers.
- Stop enacting laws that cause us to remove existing (25 yrs) signage,
- Stop excessive regulations that make companies not want to locate or work in Oakland Park.
- Stop looking for ways to extort money from the small businesses.
- Stricter code enforcement (clean-up city)
- Try to help business not make it harder for them.
- We have national not local sales.

D5: WHICH OF THE FOLLOWING INDUSTRIES BEST DESCRIBES THE NATURE OF YOUR BUSINESS?

Retail

- Apparel.
- Beauty supply.
- Cento Park.
- Clothes, shoes, accessories.
- Clothing
- Coffee.
- Dvd/cd duplication.
- Gas & Grocery.
- Gifts.
- Mail order.
- Pet supplies.
- Rent-To-Own.
- Retail, WHSL, Internet sales of bowling, darts, billiards and Disc golf.
- Sales
- Wine & Liquor.

Services

- A/C
- Air conditioning.
- Architect.

- Career Education.
- Cleaning.
- Commercial cleaning service.
- Environmental
- Flooring.
- Furn. Repair
- Industrial / Marine repair
- Interior/Exterior lighting.
- Marketing / promotions
- Marketing, Internet.
- Paralegal Immigration services.
- Pest control / fertilizations
- Plumbing.
- PR/Mktg.
- Safety
- Tree care
- Warehouses.

Others

- Architect
- Architect
- Architecture
- Consulting/Psycitic.
- Funeral / Professional.
- Glass & Mirrors
- Heavy Marine Contractor.
- Housing / Condominium
- Lawn mower services.
- Marine sales & service (Boats)
- Marketing
- Painting
- Plumbing contractor.
- Pre school
- Warehousing & receiving.
- Wellness

Appendix IV: Survey Methodology

The Oakland Park Business Survey was administered by mail in April of 2010. The survey instrument was developed by starting with a list of topics suggested by the client as well as example questions provided by National Research Center, Inc. Topics and questions were modified to find those that were the best fit for the 2010 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

For the 2010 survey, 1,000 businesses were randomly selected from a list of licensed businesses provided by the City. The owner or manager was asked to complete the survey.

Businesses received three mailings, one week apart beginning in April of 2010. Completed surveys were collected over a five-week period. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor inviting the business to participate, a questionnaire and a postage-paid envelope. About 12% of the postcards were returned as undeliverable because the unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 882 businesses that received the survey, 144 respondents completed the survey, providing an overall response rate of 16%.

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report.

Appendix V: Survey Instrument

The following pages contain the survey instrument.

2010 Oakland Park Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Your responses are anonymous and will be reported in group form only.

1. What is your position in this organization?

- Owner
- Manager or administrator
- Administrative assistant
- Other

2. Please indicate how you would rate each of the following by circling the number that comes closest to your opinion:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The overall economic climate of the Oakland Park area	1	2	3	4	5
The relationship between the business community and Oakland Park local government	1	2	3	4	5
Overall quality of business and service establishments in Oakland Park					
Oakland Park area as a place to live	1	2	3	4	5
Oakland Park area as a place to do business	1	2	3	4	5
The overall quality of life in Oakland Park	1	2	3	4	5

3. Thinking about the impact of each of the following on the business climate in Oakland Park, please indicate whether you feel that there are too many, the right amount or not enough in Oakland Park.

	<u>Too many</u>	<u>Right amount</u>	<u>Not enough</u>	<u>Don't know</u>
Hotels	1	2	3	4
Bars and taverns	1	2	3	4
Restaurants	1	2	3	4
Movie theaters	1	2	3	4
Family entertainment venues	1	2	3	4
Adult entertainment venues	1	2	3	4
Festivals, public events, etc.	1	2	3	4
Promotional events for Oakland Park	1	2	3	4
Retail/shopping opportunities	1	2	3	4

4. Please indicate your opinion about the costs of each of the following in Oakland Park.

	<u>Way too high</u>	<u>Somewhat high</u>	<u>About right</u>	<u>Somewhat low</u>	<u>Way too low</u>	<u>Don't know</u>
Sales tax	1	2	3	4	5	6
Property tax	1	2	3	4	5	6
Construction costs in Oakland Park	1	2	3	4	5	6
Employee parking	1	2	3	4	5	6
Customer parking	1	2	3	4	5	6
Cost for employee to rent housing in Oakland Park	1	2	3	4	5	6
Cost for employee to buy housing in Oakland Park	1	2	3	4	5	6
Worker's wages	1	2	3	4	5	6

5. What are your reasons for operating a business in Oakland Park? (Mark all that apply.)

- Close proximity to customers that want what we sell
- Educated local workforce
- Low local taxes
- Support from city
- Good transportation
- Other: _____

6. Which ONE factor would you say matters the most in making your business successful in Oakland Park? (Select only one.)

- Close proximity to customers that want what we sell
- Educated local workforce
- Low local taxes
- Support from city
- Good transportation
- Other: _____

7. Please rate the speed of growth in the following categories in Oakland Park over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

8. Thinking about the impact of each of the following on the business climate in Oakland Park, please rate the quality of the following Oakland Park government services in.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Economic development.....	1	2	3	4	5
Sales tax audits.....	1	2	3	4	5
Zoning.....	1	2	3	4	5
City codes.....	1	2	3	4	5
Building code enforcement.....	1	2	3	4	5
Building / Fire code enforcement.....	1	2	3	4	5
Permitting.....	1	2	3	4	5
Inspections.....	1	2	3	4	5
General building / business remodeling code enforcement.....	1	2	3	4	5
General building / business maintenance code enforcement.....	1	2	3	4	5
Sign code enforcement.....	1	2	3	4	5
Signage (i.e., adequate for ease in finding your business).....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Public schools (K-12).....	1	2	3	4	5
Water service.....	1	2	3	4	5
Police service.....	1	2	3	4	5
Fire service.....	1	2	3	4	5
Promotional events for the community.....	1	2	3	4	5
Overall quality of local government services in Oakland Park.....	1	2	3	4	5
Overall quality of Broward County services.....	1	2	3	4	5

9. Please rate the effectiveness of each of the following in supporting businesses in Oakland Park.

	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Somewhat Ineffective</u>	<u>Very Ineffective</u>	<u>Don't know</u>
The City of Oakland Park Government.....	1	2	3	4	5
Broward County Government.....	1	2	3	4	5
The State Government.....	1	2	3	4	5

10. To what degree, if at all, are the following problems for businesses in Oakland Park?

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Too much local government regulation.....	1	2	3	4	5
Too little local government regulation.....	1	2	3	4	5
Lack of customers.....	1	2	3	4	5
Lack of qualified labor.....	1	2	3	4	5
Wages that are too high.....	1	2	3	4	5
Poor pedestrian access.....	1	2	3	4	5
Poor vehicular access.....	1	2	3	4	5
Poor access by rail.....	1	2	3	4	5
High crime rate.....	1	2	3	4	5
Inadequate transportation infrastructure (roads, parking, buses).....	1	2	3	4	5
Bad weather.....	1	2	3	4	5
Lack of suppliers.....	1	2	3	4	5
Too much competition from national franchises.....	1	2	3	4	5

11. Thinking about the impact of each of the following on the business climate of your community, please indicate whether you feel that there is too much, the right amount or too little of each of the following in Oakland Park.

	<u>Too much</u>	<u>Right amount</u>	<u>Too little</u>	<u>Don't know</u>
Affordable Class A office space.....	1	2	3	4
Affordable Class B or lower office space	1	2	3	4
Affordable light industrial space.....	1	2	3	4
Affordable warehouse space	1	2	3	4
Affordable retail space.....	1	2	3	4

12. Please rate each of the following transportation issues in relation to your business.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Parking supply for employees.....	1	2	3	4	5
Parking supply for customers	1	2	3	4	5

13. How, if at all, does each of the following transportation issues affect the operation of your business?

	<u>Positive impact</u>	<u>No impact</u>	<u>Negative impact</u>	<u>Don't know</u>
Traffic enforcement/management.....	1	2	3	4
Length of employee commute.....	1	2	3	4
Cost of lot or parking	1	2	3	4
Pedestrian access to your business	1	2	3	4
Vehicular access to your business	1	2	3	4
Rail access to your business.....	1	2	3	4
Airport proximity to your business	1	2	3	4

14. Please rate each of the following characteristics of the labor force in Oakland Park as it relates to your business needs.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
The labor/work force is of high quality.....	1	2	3	4	5	6
Skilled workers are readily available.....	1	2	3	4	5	6

15. Please rate each of the following labor situations related to experiences of your company.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
This organization has had problems with absenteeism/turnover	1	2	3	4	5	6
This organization has had difficulties in hiring or retaining employees	1	2	3	4	5	6
This organization has skilled employees.....	1	2	3	4	5	6

16. In the past 12 months, to what extent, if at all, has your business had to take the following actions as a result of the economic downturn?

	<u>To a great extent</u>	<u>To some extent</u>	<u>Not at all</u>	<u>Don't know</u>
Frozen employee wages and/or benefits	1	2	3	4
Reduced employee wages and/or benefits	1	2	3	4
Increased hours of current employees to reduce need for more employees	1	2	3	4
Laid off employees.....	1	2	3	4
Reduced business hours or furloughed employees (for example, instituting a four-day work week.....	1	2	3	4

17. What one thing could the City of Oakland Park do to help your business maintain or improve their customer base, given the current economic climate?

18. What impact, if any, do you think the economy will have on your business income in the next 6 months?

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

19. What is your outlook for your company over the coming 12 months? Do you expect an increase, decrease or no change in each of the following areas?

	<u>Increase</u>	<u>No Change</u>	<u>Decrease</u>	<u>Don't know</u>	<u>Not applicable</u>
Total gross revenues.....	1	2	3	4	5
Profits.....	1	2	3	4	5
Number of employees.....	1	2	3	4	5
Office space.....	1	2	3	4	5
Retail space.....	1	2	3	4	5
Warehouse space.....	1	2	3	4	5
Office equipment.....	1	2	3	4	5

20. Please rate how likely or unlikely you or an employee of your company would be to attend each kind of training listed below in the coming 12 months.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Neither likely nor unlikely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Increased job skills.....	1	2	3	4	5	6
Workflow analysis.....	1	2	3	4	5	6
Business assistance.....	1	2	3	4	5	6
Business finance.....	1	2	3	4	5	6
Fund raising.....	1	2	3	4	5	6

21. How do you rate the importance of each activity that could be done to improve the business climate in Oakland Park?

	<u>Very Essential</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>	
Recruiting new business to Oakland Park.....	1	2	3	4	5
Retaining existing business in Oakland Park.....	1	2	3	4	5
Providing technical assistance or training to business people or their employees.....	1	2	3	4	5
Improving Internet access.....	1	2	3	4	5
Improving signage to important destinations.....	1	2	3	4	5
Revitalizing blighted areas of Oakland Park.....	1	2	3	4	5
Creating networking opportunities within the local business community.....	1	2	3	4	5
Providing local response to national economic issues.....	1	2	3	4	5
Influencing local government policy.....	1	2	3	4	5

22. How important, if at all, is each of the following Oakland Park services to the success of your business?

	<u>Very Essential</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>	
Providing trash collection services.....	1	2	3	4	5
Keeping traffic on city streets flowing smoothly.....	1	2	3	4	5
Protecting people from crime.....	1	2	3	4	5
Putting out OR preventing fires.....	1	2	3	4	5
Providing emergency 9-1-1 services.....	1	2	3	4	5
Keeping the city clean.....	1	2	3	4	5
Maintaining city streets.....	1	2	3	4	5
Cleaning up abandoned vehicles OR buildings.....	1	2	3	4	5
Taking action against people who do not keep up their properties.....	1	2	3	4	5
Painting out graffiti.....	1	2	3	4	5
Maintaining median areas and landscaping where your business is located.....	1	2	3	4	5
Providing adequate street lighting.....	1	2	3	4	5
Overall, operating efficiently.....	1	2	3	4	5

23. What impact, if any, do you think the Community Redevelopment Area (CRA) Plan for the redevelopment of Downtown Oakland Park will have on your business?

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative
 I am not aware of the CRA plan

Our last questions are about your company. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years has your business been located in Oakland Park?

- Less than 1 year 6 to 10 years
 1 to 5 years More than 10 years

D2. Is this business...

- a branch of a multi-site company?
 the headquarters of a multi-site company?
 a single-site company?

D3. Is this your company head quarters?

- Yes No

D4. How many branches (in addition to head quarters) does your company have in Oakland Park?

- None 4-5
 1 6+
 2-3

D5. Which of the following industries best describes the nature of your business? (Please check the one that comes closest.)

- Agriculture
 Automotive Sales
 Automotive Service
 Banking
 Communication (telephones, cell phones, long distance)
 Construction
 Finance/Insurance/Real Estate
 Gas and Electric Services
 Healthcare
 Manufacturing
 Mining
 Non-profit Charitable Organization
 Printing, Copying, Typesetting
 Publishing
 Restaurant / Bar
 Retail (please specify) _____
 Transportation
 Wholesale Sales
 Services (please specify) _____
 Others (please list) _____

D6. Is this business home-based?

- Yes No

D7. Including yourself, how many employees work at your Oakland Park worksite?

- _____ Number of full-time (30 or more hours per week) employees
_____ Number of part-time (less than 30 hours per week) employees
_____ Total number of employees at this worksite

D8. Please write in the approximate number of staff in each of the following positions.

- _____ Management
_____ Administration
_____ Technical
_____ Labor
_____ Other

D9. Is this a minority-owned business (not including women)?

- Yes No

D10. Is this business owned by a woman or women?

- Yes No

D11. Approximately what % of your work force is at this location:

- _____ Resides in Oakland Park
_____ Relies on public transportation to come to work
_____ Drives to work from outside Oakland Park

D12. Does your company have a Web site?

- Yes No → go to question D15

D13. Does your company sell services or products on the Web?

- Yes No → go to question D15

D14. Approximately what percent of your company's sales are made on the Web?

- Less than 5%
 5-10%
 11-20%
 21-50%
 51-100%

D15. Thinking about the coming 12 months, how likely or unlikely are you to keep your business in this area?

- Very likely
 Somewhat likely
 Somewhat unlikely
 Very unlikely

D16. What were the approximate annual sales for the most recent accounting year, generated by all of your Oakland Park sites?

- Less than \$100,000
 \$100,000 to \$499,999
 \$500,000 to \$999,999
 \$1,000,000 to \$4,999,999
 \$5,000,000 or more

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502