

*2016 Hallandale Beach
Business Survey
Findings Report*



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

by
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April 2016



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City of Hallandale Beach 2016 Business Survey Executive Summary Report

Overview and Methodology

ETC Institute administered a business survey for the City of Hallandale Beach during February and March of 2016. The survey was administered as part of the City's on-going strategic planning process designed to involve the community in long-range planning decisions and to determine how well the City is meeting the needs of businesses in Hallandale Beach. This is the third business survey that ETC Institute has administered for the City, with the previous surveys being administered in 2011 and 2014.

Methodology. A four-page survey was mailed to a list of businesses provided by the City of Hallandale Beach. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey. Approximately 10 days after the surveys were mailed, businesses who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to receive at least 200 completed surveys. This goal was accomplished, with a total of 203 businesses completing a survey. The results for the random sample of 203 households have a 95% level of confidence with a precision of at least +/- 6.5%.

This report contains:

- an executive summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- tabular data that shows the overall results for each question on the survey (Section 2)
- a copy of the survey instrument (Section 3)

Major Survey Findings

Overall Satisfaction with City Services

- Over 65% of businesses were “very satisfied” or “satisfied” with 13 of the 16 major categories of city services. The city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses that had an opinion, were: fire services (94%), emergency medical services (93%), police services (89%), city water and sewer services (81%), and city sanitation services (79%). Since the 2014 survey there has been a significant increase in satisfaction (difference of more than 6%) in one area: City’s drainage system (+8%). There were significant decreases in two areas: building department services (-16%), and city sanitation services (-8%).

Importance of City Services

- Based on the sum of their top three choices, the major categories of city services that businesses rated as the most important for their business were: 1) traffic flow in the City and 2) police services.

Perceptions of the City

- Eighty-five percent (85%) of businesses were “very satisfied” or “satisfied” with the overall quality of services provided by the City, compared to only 3% who are “dissatisfied”. Seventy-nine percent (79%) of businesses were “very satisfied” or “satisfied” with the quality of new development, compared to only 7% who are “dissatisfied”, and 79% are also “very satisfied” or “satisfied” with how well the City is planning growth, compared to only 7% who are dissatisfied. Since the 2014 survey there have been no significant changes.

Hallandale Beach as a “Business Friendly” Community

- Eighty percent (80%) of businesses feel that Hallandale Beach is a “business friendly” community, which is an increase from 78% in 2014, and 76% in 2011.
- Fifty-seven percent (57%) of businesses rated the physical appearance of the area where their business is located as “excellent” or “good”; 36% rated the physical appearance as “average”, and 7% rated it as “poor”.
- Fifty-one percent (51%) of businesses feel Hallandale Beach’s tax rate is “about the same” as other cities where they might want to do business; 13% feel Hallandale Beach’s tax rate is “better” than other cities, 5% feel it’s “worse”, and 31% indicated “don’t know”.
- Seventy percent (70%) of businesses “strongly agree” or “agree” that the City of Hallandale Beach is responsive to the needs of the business community, compared to only 7% who disagree; 21% indicated “neutral”, and 2% indicated “don’t know”.

Reasons for Moving and Staying in Hallandale Beach

- The items that businesses felt were the most important in their decision to locate their business in Hallandale Beach, based upon the combined percentage of “extremely important”, “very important”, and “important” responses were: access to highways (93%), availability of telecommunications & utilities (92%), low crime rate (92%), attitude of local government toward businesses (87%), and overall image of the City (87%).
- Based on the sum of their top three choices, the reasons that will have the biggest impact in businesses’ decision to stay in Hallandale Beach for the next 10 years were: 1) low crime rate, 2) overall image of the City, and 3) competitive land or lease costs.

Rating Units of Government That Businesses Have Contacted

- When asked to rate the performance of various units of government they had contacted, 87% of businesses rated fire inspections as “excellent” or “good”, 84% rated business tax receipts as “excellent” or “good”, and 82% rated pre-occupancy/safety inspections as “excellent” or “good”. Since the 2014 survey, there has been a significant increase in satisfaction (difference of more than 6%) in one area: zoning (+12%), and there was a significant decrease in one area: building construction/building permits or inspections (-9%).

Rating the Labor Pool in Hallandale Beach

- When asked to rate the labor pool in Hallandale Beach, the areas that had the highest positive ratings, based on the combined percentage of “excellent” and “good” responses were: the productivity of the work force (58%), attitude of employees (53%), and the quality of labor (51%). There was a significant increase in satisfaction (difference of more than 6%) in one area: quality of labor (+7%), and there was a significant decrease in one area: attitude of employees (-7%).

Other Findings

- Twenty-three percent (23%) of businesses indicated they are considering expanding in Hallandale Beach in the next 12 months.
- Businesses reported that 28% of their business is from customers in the City of Hallandale Beach, 24% of their business is from customers in Broward County (but outside of Hallandale Beach), 20% is from other Florida customers, 16% is from customers outside of Florida, and 12% is from International/overseas customers.
- Thirty-five percent (35%) of businesses are aware of the City’s or Community Redevelopment Agency’s (CRA) available business programs.
- Seventeen percent (17%) of businesses have participated in City or CRA business programs.

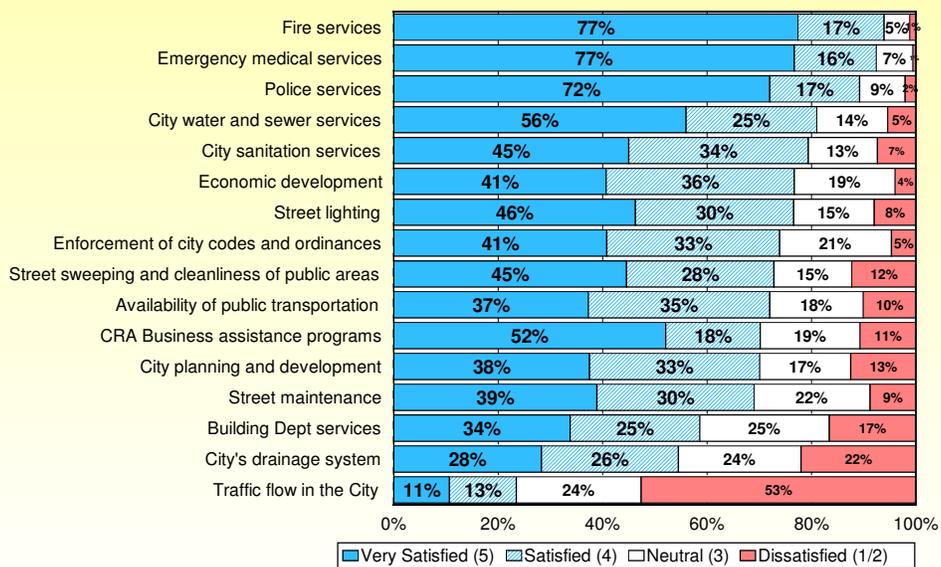
- Of the 17% that have participated in City or CRA business programs, 71% are “very satisfied” with the program, 9% are “satisfied”, and only 3% are “dissatisfied”; 11% gave a rating of “neutral”, and 6% indicated “don’t know”.
- Of the 17% that have participated in City or CRA business programs, 66% are “very satisfied” with the CRA staff, 14% are “satisfied”, and only 3% are “dissatisfied”; 9% gave a rating of “neutral”, and 8% indicated “don’t know”.

Section 1:
Charts and Graphs

2016 City of Hallandale Beach Business Survey

Q1. Satisfaction with Various City Services

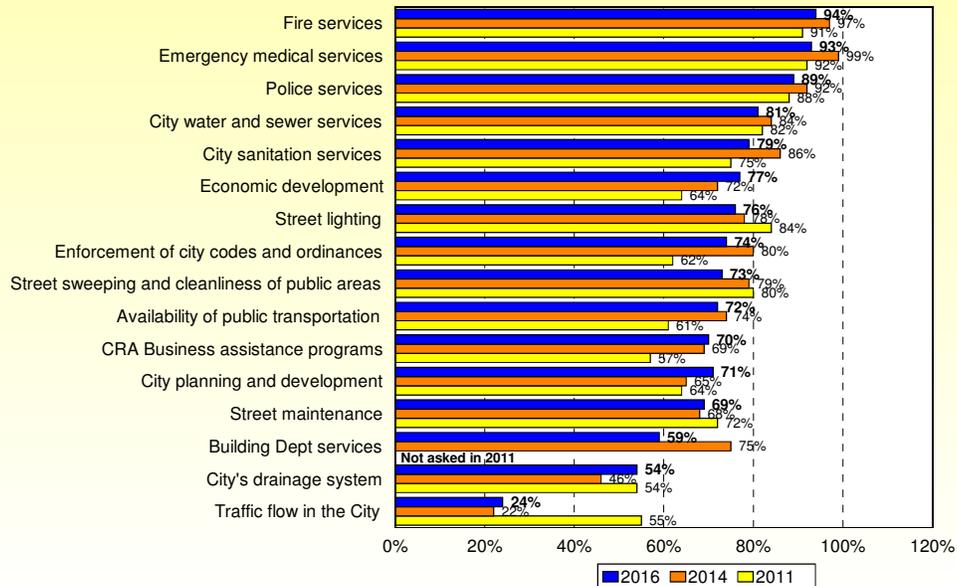
by percentage of respondents who rated the item on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Trends: Satisfaction with Various Aspects of City Services - 2016 vs. 2014 vs. 2011

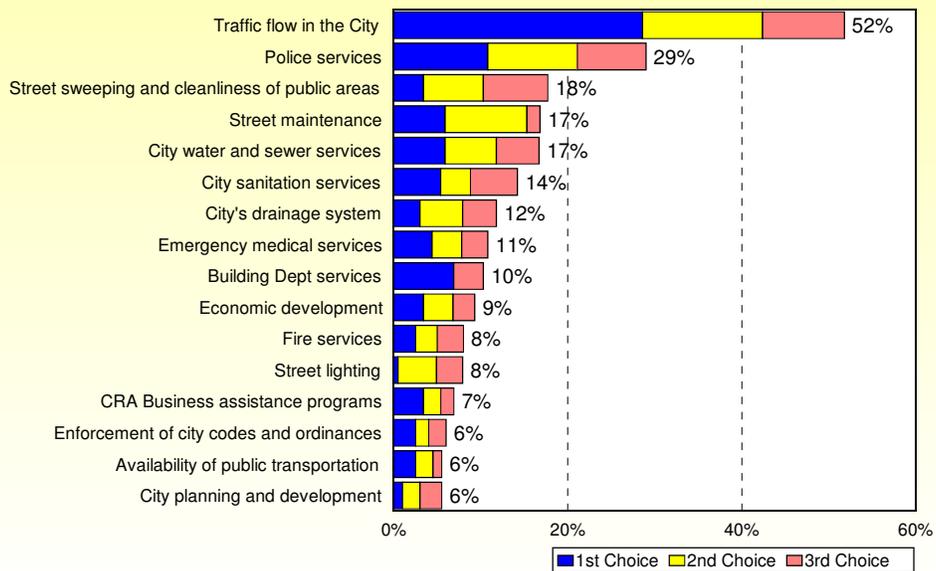
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q2. City Services Most Important to Hallandale Beach Businesses

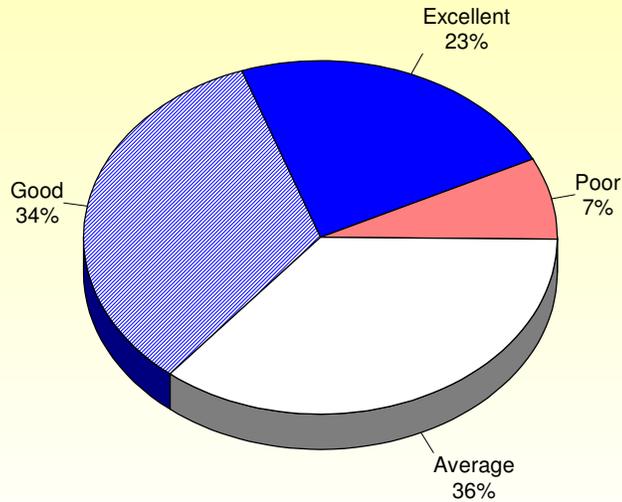
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q3. How would you rate the physical appearance of the area where your business is located?

by percentage of businesses surveyed

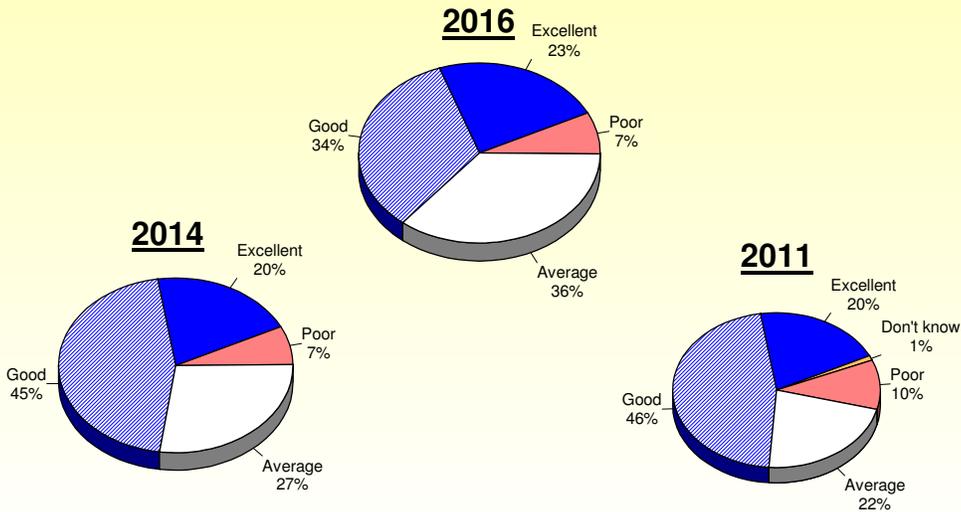


Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

TRENDS: How would you rate the physical appearance of the area where your business is located?

2016 vs. 2014 vs. 2011

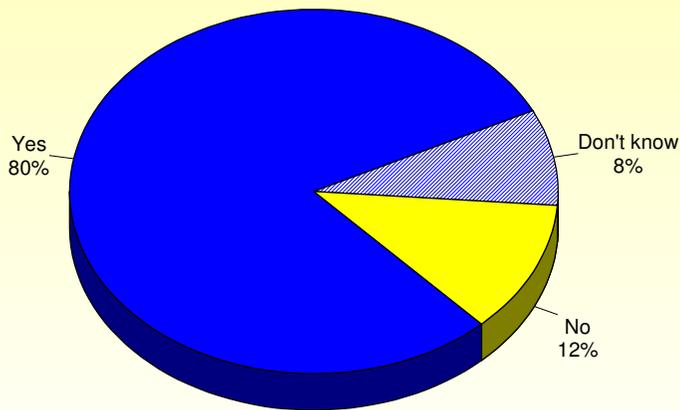
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q4. Do you think that the City of Hallandale Beach is a “Business Friendly” community?

by percentage of businesses surveyed

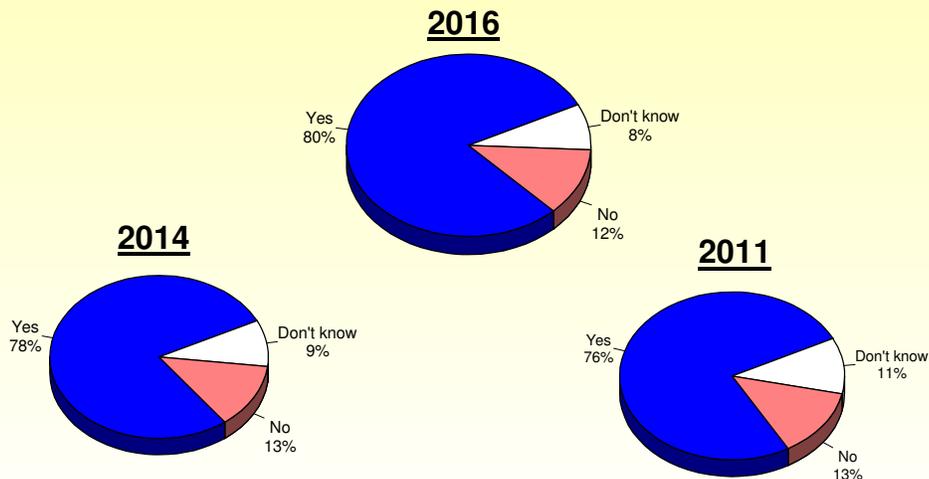


Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

TRENDS: Do you think that the City of Hallandale Beach is a “Business Friendly” community?

2016 vs. 2014 vs. 2011

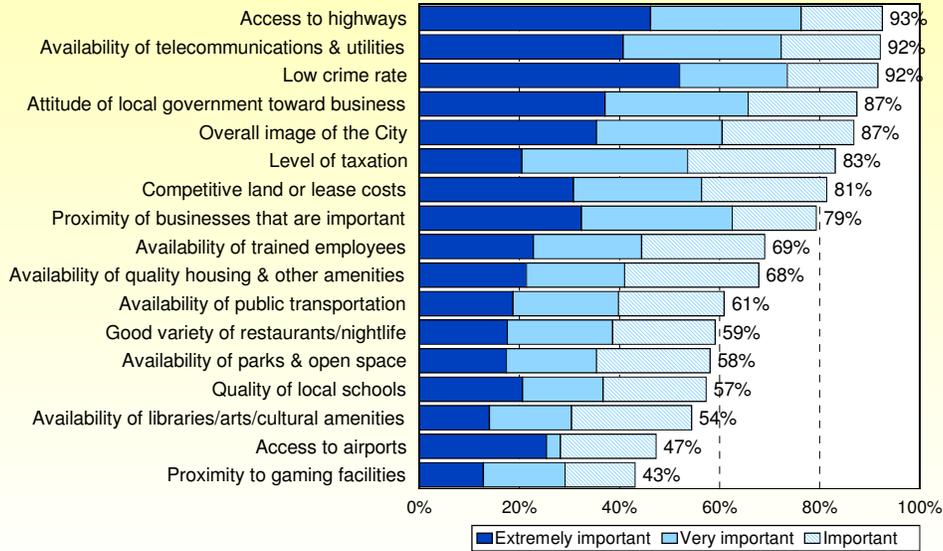
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q5. Importance of Various Issues in the Decision to Locate in Hallandale Beach

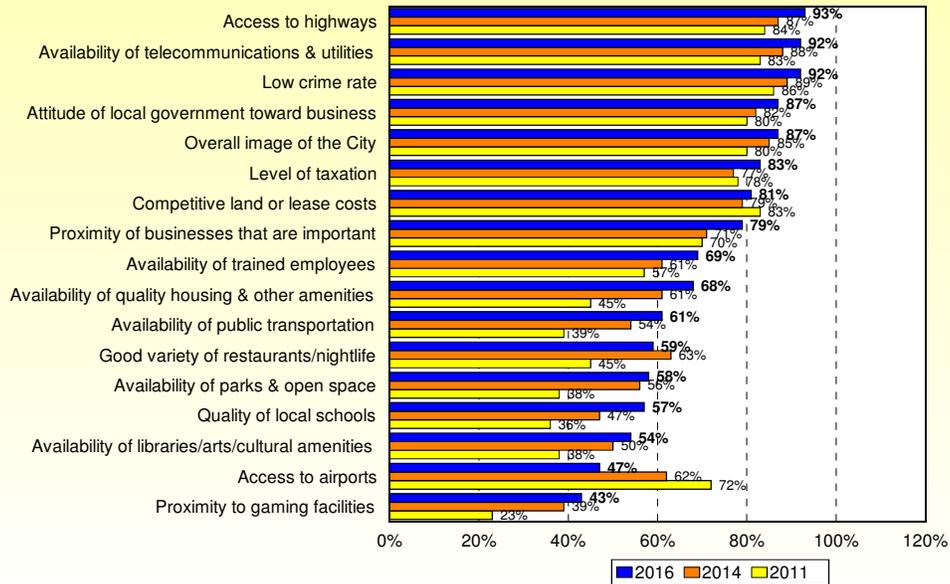
by percentage of businesses who rated the item as "extremely important", "very important" or "important" (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Trends: Importance of Various Issues in the Decision to Locate in Hallandale Beach - 2016 vs. 2014 vs. 2011

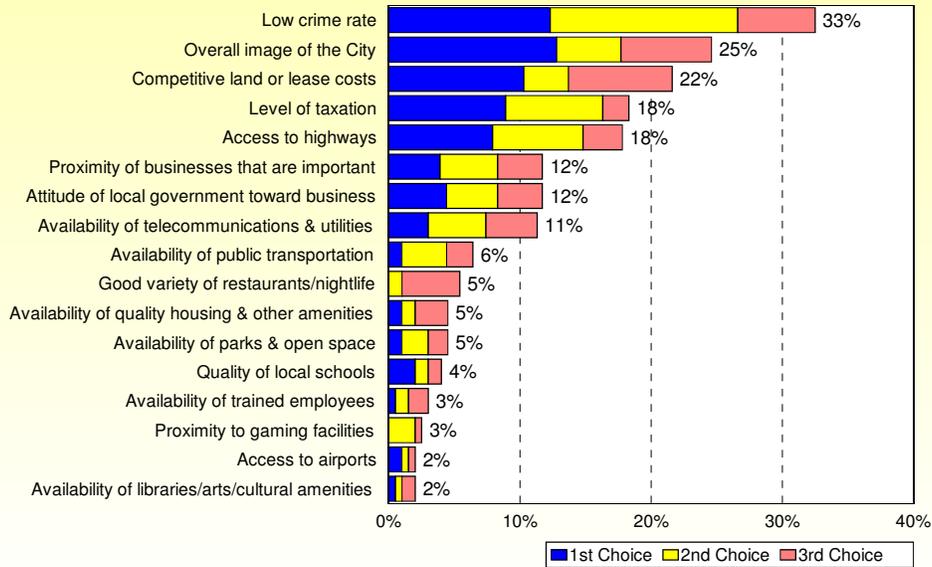
by percentage of respondents who rated the item as a 3 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q6. Reasons that Will Have the Most Impact in Decision to Stay in the City of Hallandale Beach for the Next 10 Years

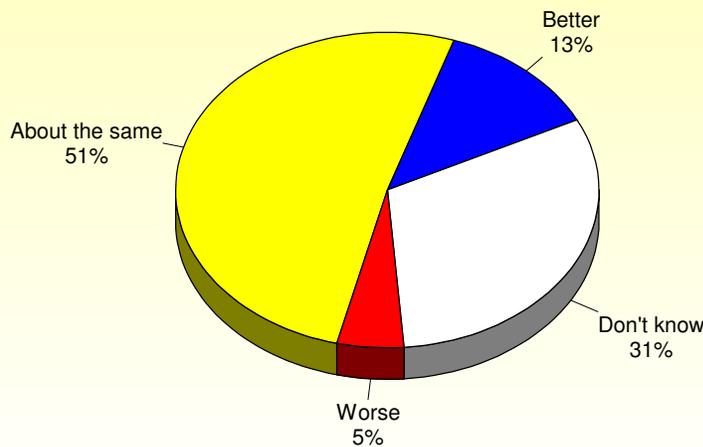
by percentage of businesses who selected the item as one of their top three choices



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q7. How would you compare the City of Hallandale Beach's tax rate to those of other cities where you might want to do business?

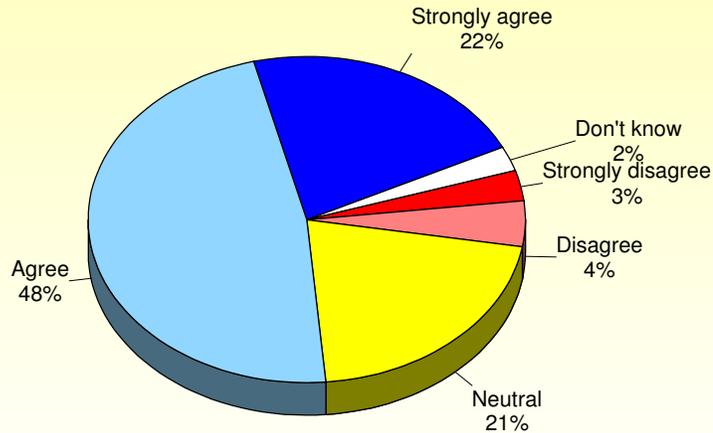
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q8. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the Business Community needs"?

by percentage of businesses surveyed

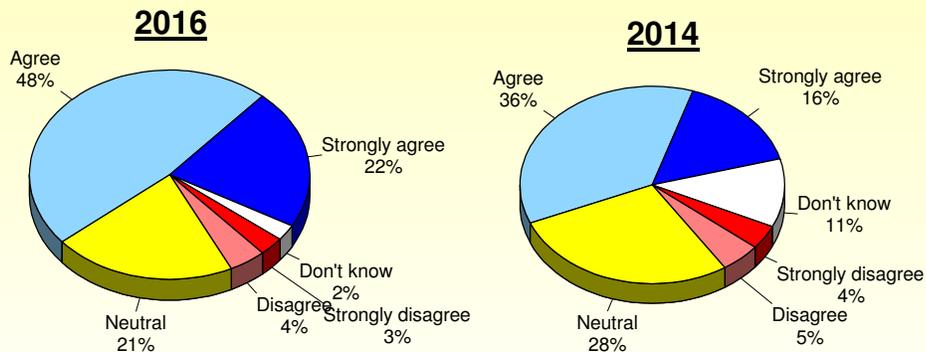


Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

TRENDS: How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the Business Community needs"?

2016 vs. 2014

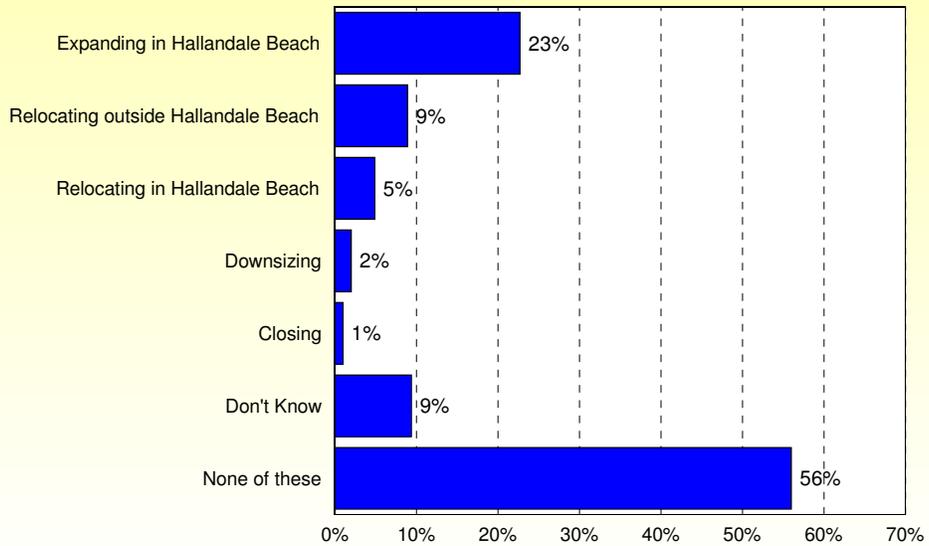
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q9. In the Next 12 Months, is Your Business Considering Any of the Following?

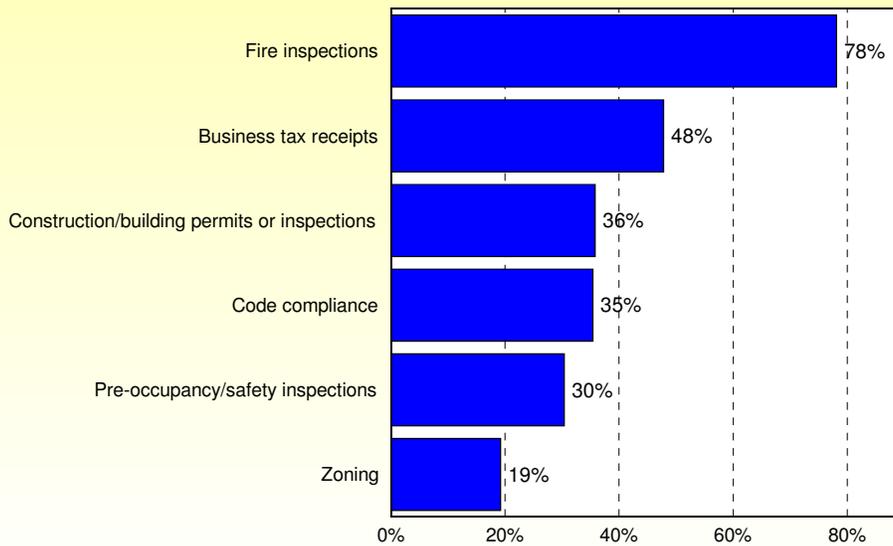
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q10. Had Any Contact With Various Units of Hallandale Beach City Government During the Past Year

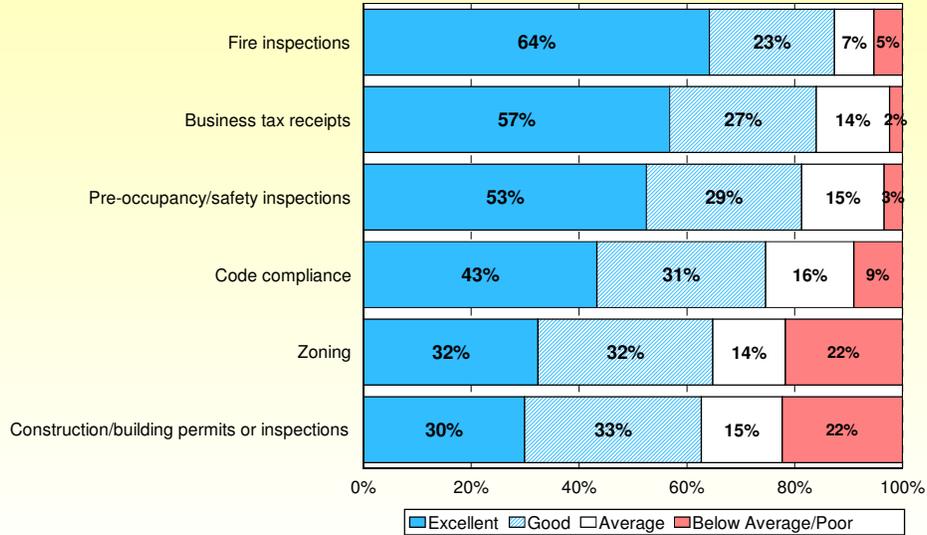
by percentage of businesses surveyed (multiple choices could be made)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q10. Performance in Various Units of Hallandale Beach City Government

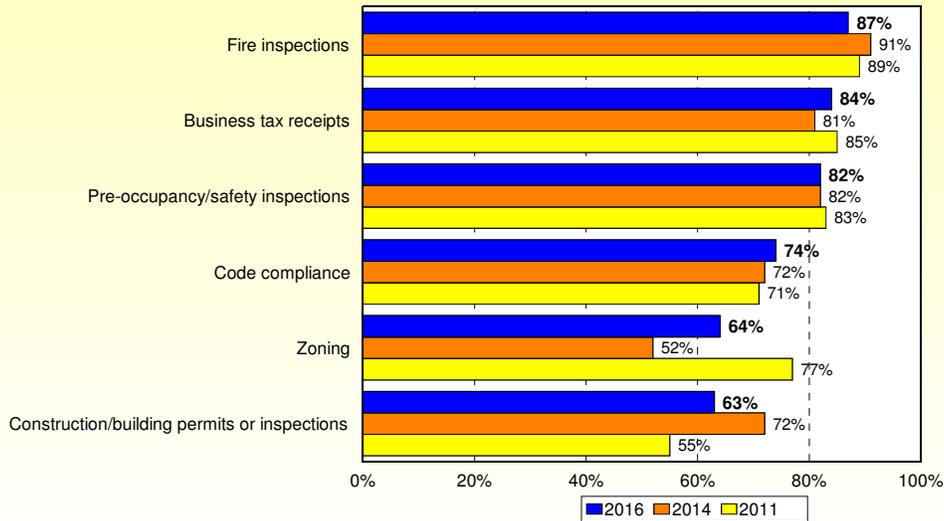
by percentage of businesses that have had contact with the department who rated the item as a 1 to 5 on a 5-point scale, where 5 means "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Trends: Performance in Various Units of Hallandale Beach City Government 2016 vs. 2014 vs. 2011

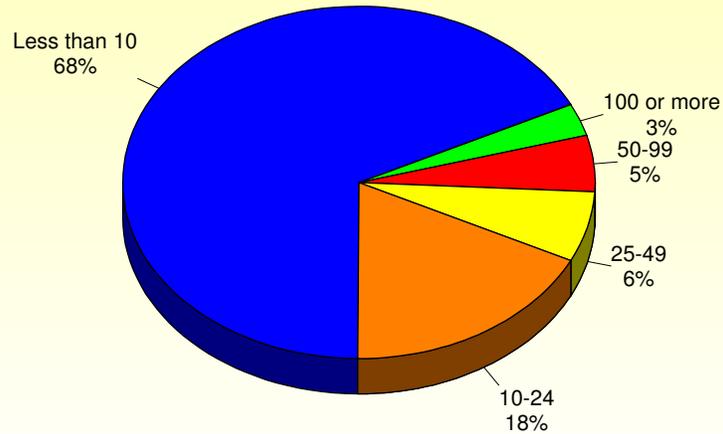
by percentage of business that have had contact with the department who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q11. Approximately how many employees do you employ in Hallandale Beach?

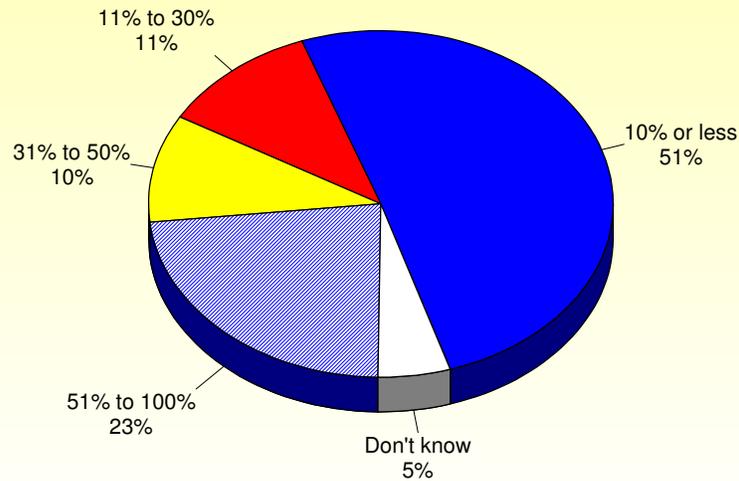
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q11-1. What percentage of your employees are residents of Hallandale Beach?

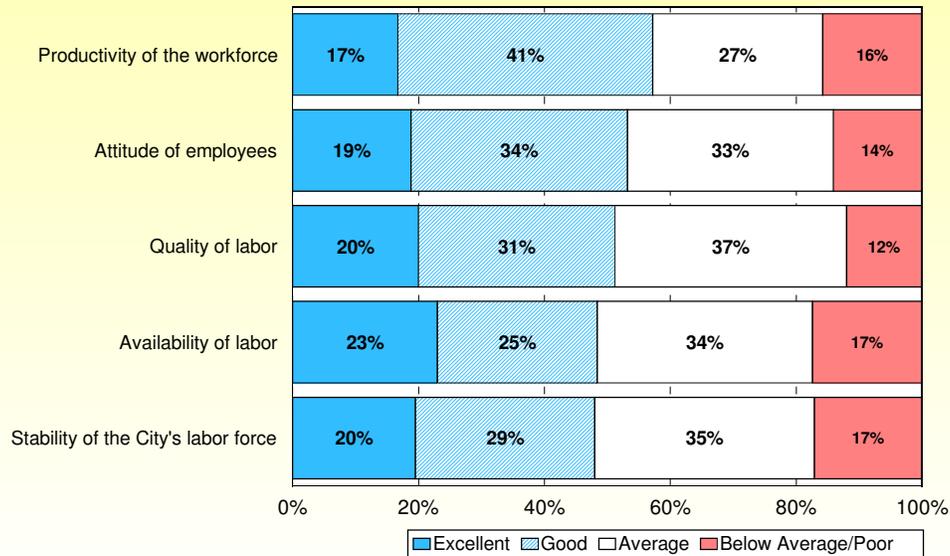
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q11-2. Satisfaction with Various Aspects of the Labor Pool

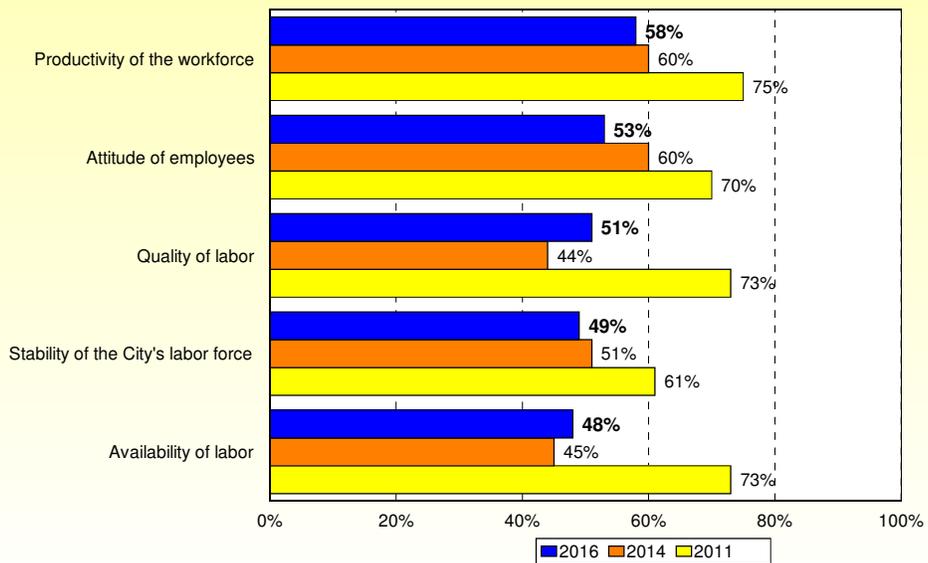
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Trends: Satisfaction With Various Aspects of the Labor Pool - 2016 vs. 2014 vs. 2011

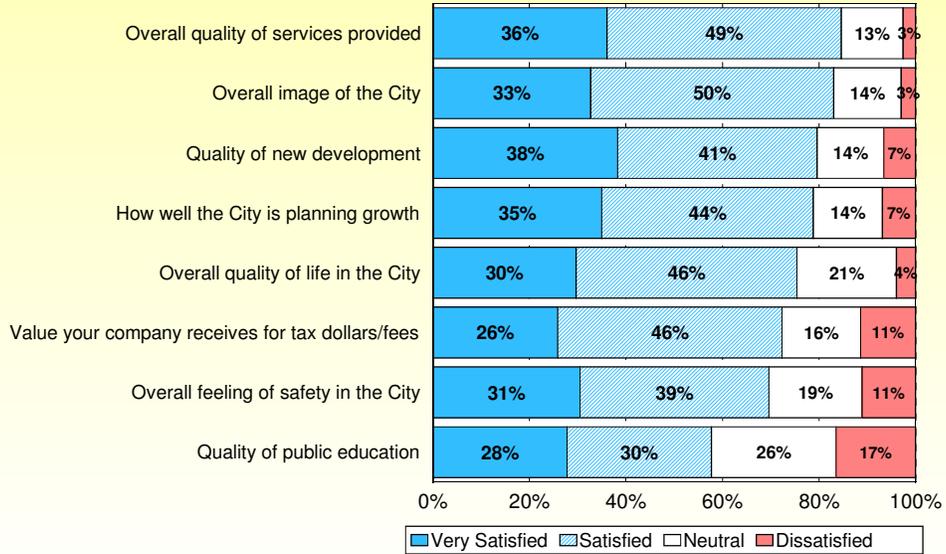
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q12. Perception of the City of Hallandale Beach

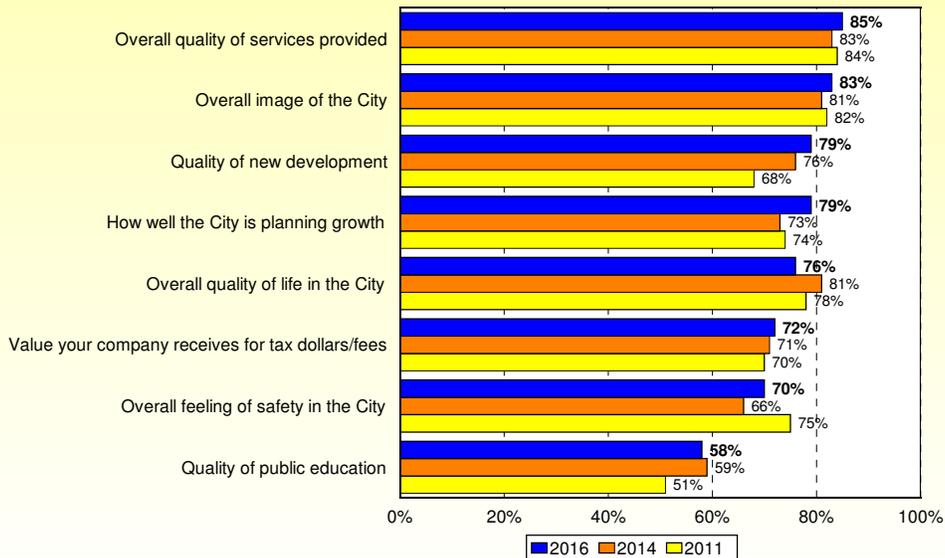
by percentage of businesses who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Trends: Perception of the City of Hallandale Beach 2016 vs. 2014 vs. 2011

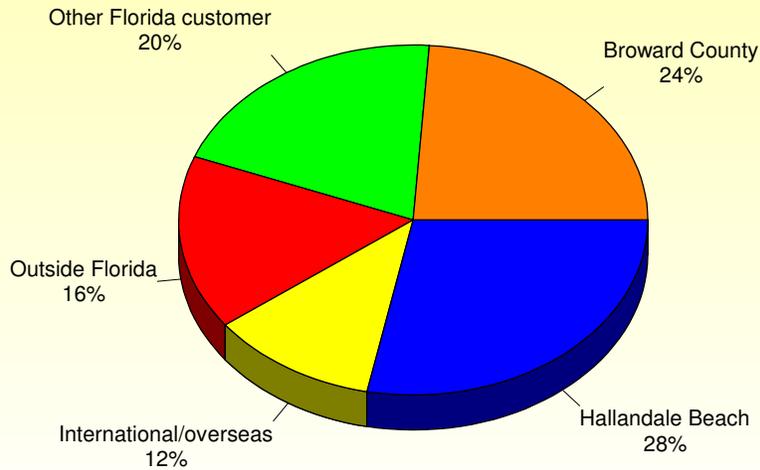
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q13. Approximately what percentage of your customer base is represented by the following groups?

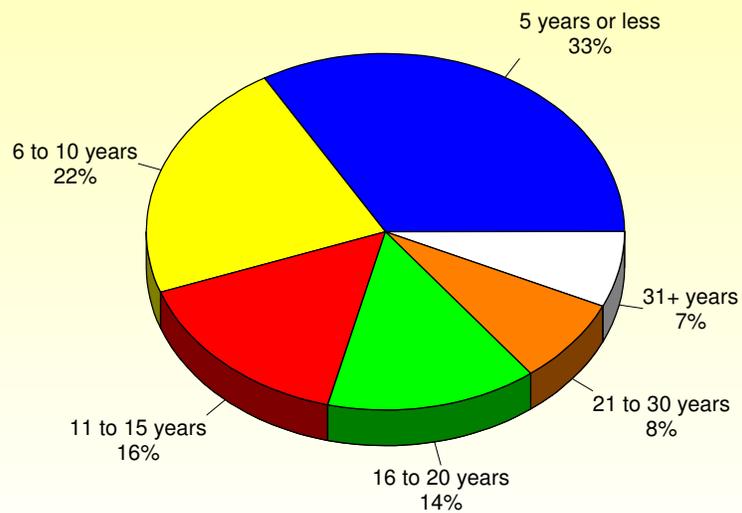
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q14. Approximately how many years has your business been operating in the City of Hallandale Beach?

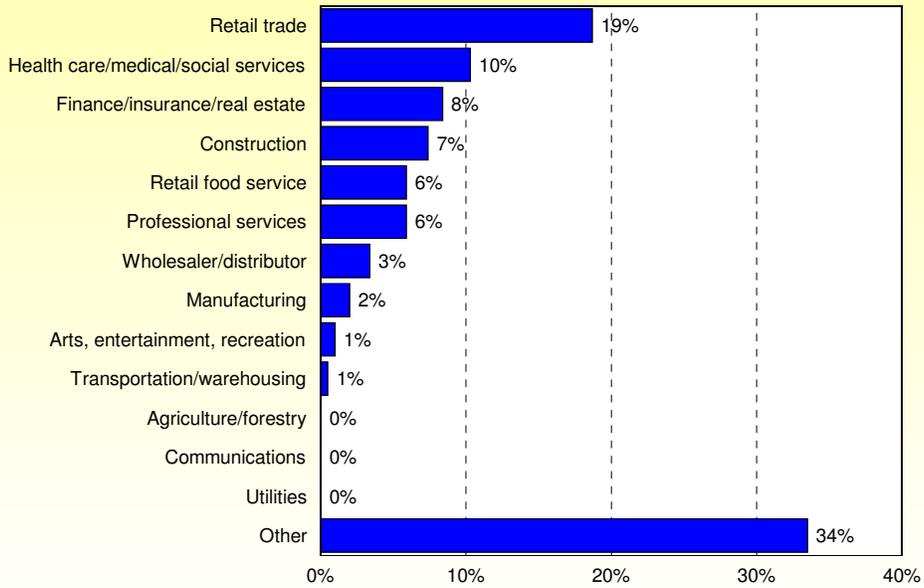
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q15. How would you best describe your business?

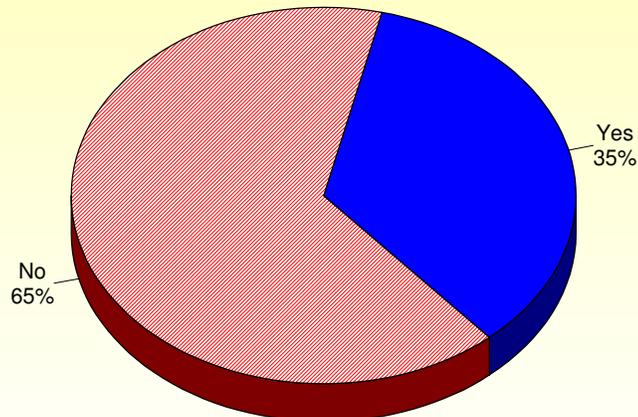
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q16. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?

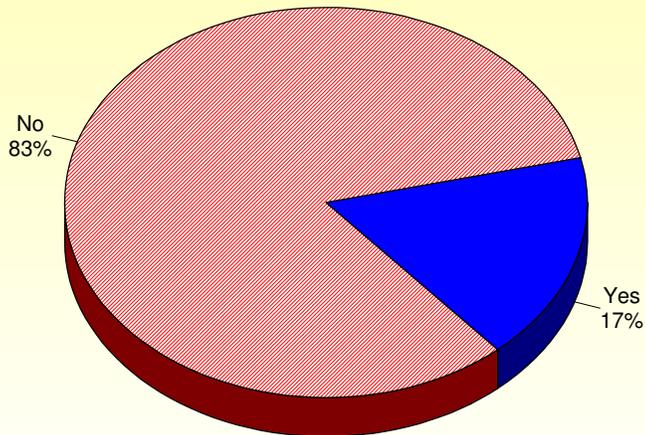
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q17. Have you participated in any of the City's or CRA's business programs?

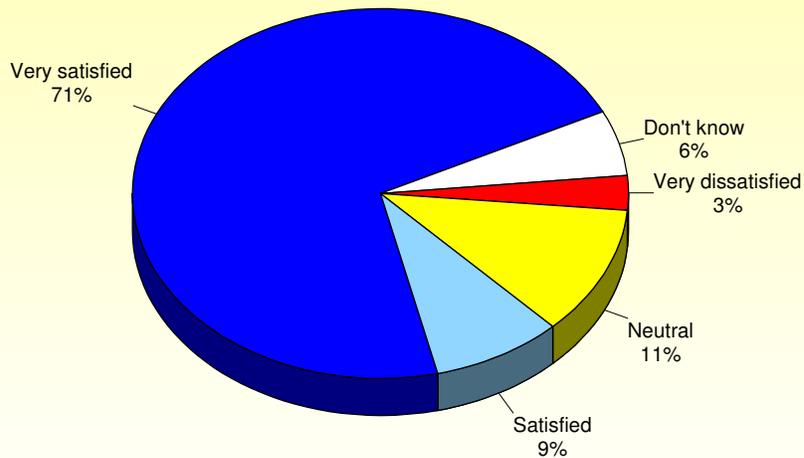
by percentage of businesses surveyed



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q17b. How satisfied were you with the programs?

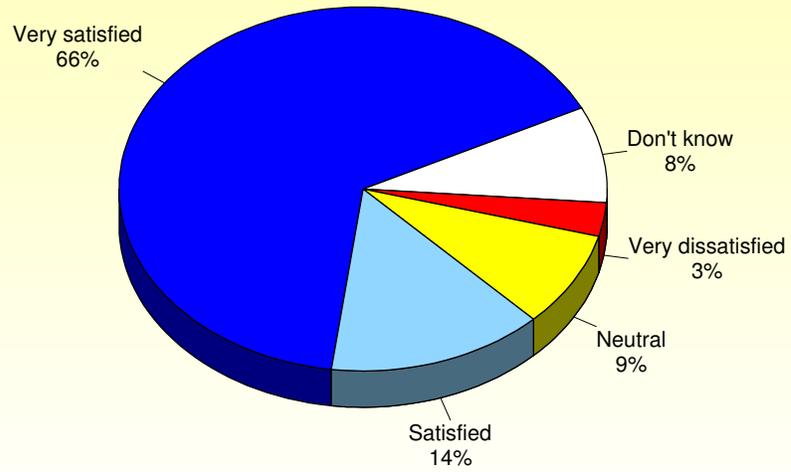
by percentage of businesses that have participated in any of the City's or CRA's business programs



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Q17c. How satisfied were you with CRA staff?

by percentage of businesses that have participated in any of the City's or CRA's business programs



Source: ETC Institute (2016 City of Hallandale Beach Business Survey)

Section 2:
Tabular Data

Q1. Please rate your overall satisfaction with the following City services regarding how each service affects your business' ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=203)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. City water and sewer services	50.7%	22.7%	12.3%	3.4%	1.5%	9.4%
Q1-2. Fire services	62.6%	13.3%	3.9%	0.0%	1.0%	19.2%
Q1-3. Emergency medical services	60.1%	12.3%	5.4%	0.5%	0.0%	21.7%
Q1-4. Police services	66.0%	15.8%	7.9%	1.5%	0.5%	8.4%
Q1-5. Street maintenance	37.1%	28.7%	21.3%	5.0%	3.5%	4.5%
Q1-6. Street lighting	42.9%	28.1%	14.3%	5.4%	2.0%	7.4%
Q1-7. Street sweeping and cleanliness of public areas	42.9%	27.1%	14.3%	7.4%	4.4%	3.9%
Q1-8. City's drainage system	26.1%	24.1%	21.7%	10.8%	9.4%	7.9%
Q1-9. Availability of public transportation	21.8%	20.3%	10.4%	3.5%	2.5%	41.6%
Q1-10. City planning and development	26.6%	23.2%	12.3%	5.4%	3.4%	29.1%
Q1-11. Overall enforcement of city codes and ordinances	34.0%	27.6%	17.7%	3.4%	0.5%	16.7%
Q1-12. Economic development	30.2%	26.7%	14.4%	2.0%	1.0%	25.7%
Q1-13. CRA Business assistance programs	24.3%	8.4%	8.9%	3.0%	2.0%	53.5%
Q1-14. City sanitation services	41.9%	32.0%	12.3%	3.0%	3.9%	6.9%
Q1-15. Building Dept services	24.4%	17.9%	17.9%	5.5%	6.5%	27.9%
Q1-16. Traffic flow in the City	10.6%	12.6%	23.6%	28.6%	23.1%	1.5%

WITHOUT DON'T KNOW

Q1. Please rate your overall satisfaction with the following City services regarding how each service affects your business' ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=203)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. City water and sewer services	56.0%	25.0%	13.6%	3.8%	1.6%
Q1-2. Fire services	77.4%	16.5%	4.9%	0.0%	1.2%
Q1-3. Emergency medical services	76.7%	15.7%	6.9%	0.6%	0.0%
Q1-4. Police services	72.0%	17.2%	8.6%	1.6%	0.5%
Q1-5. Street maintenance	38.9%	30.1%	22.3%	5.2%	3.6%
Q1-6. Street lighting	46.3%	30.3%	15.4%	5.9%	2.1%
Q1-7. Street sweeping and cleanliness of public areas	44.6%	28.2%	14.9%	7.7%	4.6%
Q1-8. City's drainage system	28.3%	26.2%	23.5%	11.8%	10.2%
Q1-9. Availability of public transportation	37.3%	34.7%	17.8%	5.9%	4.2%
Q1-10. City planning and development	37.5%	32.6%	17.4%	7.6%	4.9%
Q1-11. Overall enforcement of city codes and ordinances	40.8%	33.1%	21.3%	4.1%	0.6%
Q1-12. Economic development	40.7%	36.0%	19.3%	2.7%	1.3%
Q1-13. CRA Business assistance programs	52.1%	18.1%	19.1%	6.4%	4.3%
Q1-14. City sanitation services	45.0%	34.4%	13.2%	3.2%	4.2%
Q1-15. Building Dept services	33.8%	24.8%	24.8%	7.6%	9.0%
Q1-16. Traffic flow in the City	10.7%	12.8%	24.0%	29.1%	23.5%

Q2. Which THREE of the City services listed in Question 1 are most important to your business?

<u>Q2. Most important</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	12	5.9 %
Fire services	5	2.5 %
Emergency medical services	9	4.4 %
Police services	22	10.8 %
Street maintenance	12	5.9 %
Street lighting	1	0.5 %
Street sweeping and cleanliness of public areas	7	3.4 %
City's drainage system	6	3.0 %
Availability of public transportation	5	2.5 %
City planning and development	2	1.0 %
Overall enforcement of city codes and ordinances	5	2.5 %
Economic development	7	3.4 %
CRA Business assistance programs	7	3.4 %
City sanitation services	11	5.4 %
Building Dept. services	14	6.9 %
Traffic flow in the city	58	28.6 %
<u>None chosen</u>	<u>20</u>	<u>9.9 %</u>
Total	203	100.0 %

Q2. Which THREE of the City services listed in Question 1 are most important to your business?

<u>Q2. 2nd most important</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	12	5.9 %
Fire services	5	2.5 %
Emergency medical services	7	3.4 %
Police services	21	10.3 %
Street maintenance	19	9.4 %
Street lighting	9	4.4 %
Street sweeping and cleanliness of public areas	14	6.9 %
City's drainage system	10	4.9 %
Availability of public transportation	4	2.0 %
City planning and development	4	2.0 %
Overall enforcement of city codes and ordinances	3	1.5 %
Economic development	7	3.4 %
CRA Business assistance programs	4	2.0 %
City sanitation services	7	3.4 %
Traffic flow in the city	28	13.8 %
<u>None chosen</u>	<u>49</u>	<u>24.1 %</u>
Total	203	100.0 %

Q2. Which THREE of the City services listed in Question 1 are most important to your business?

<u>Q2. 3rd most important</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	10	4.9 %
Fire services	6	3.0 %
Emergency medical services	6	3.0 %
Police services	16	7.9 %
Street maintenance	3	1.5 %
Street lighting	6	3.0 %
Street sweeping and cleanliness of public areas	15	7.4 %
City's drainage system	8	3.9 %
Availability of public transportation	2	1.0 %
City planning and development	5	2.5 %
Overall enforcement of city codes and ordinances	4	2.0 %
Economic development	5	2.5 %
CRA Business assistance programs	3	1.5 %
City sanitation services	11	5.4 %
Building Dept. services	7	3.4 %
Traffic flow in the city	19	9.4 %
None chosen	77	37.9 %
Total	203	100.0 %

SUM OF TOP THREE CHOICES

Q2. Which THREE of the City services listed in Question 1 are most important to your business? (sum of top three choices)

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	34	16.7 %
Fire services	16	7.9 %
Emergency medical services	22	10.8 %
Police services	59	29.1 %
Street maintenance	34	16.7 %
Street lighting	16	7.9 %
Street sweeping and cleanliness of public areas	36	17.7 %
City's drainage system	24	11.8 %
Availability of public transportation	11	5.4 %
City planning and development	11	5.4 %
Overall enforcement of city codes and ordinances	12	5.9 %
Economic development	19	9.4 %
CRA Business assistance programs	14	6.9 %
City sanitation services	29	14.3 %
Building Dept. services	21	10.3 %
Traffic flow in the city	105	51.7 %
None chosen	20	9.9 %
Total	483	

Q3. How would you rate the physical appearance of the area where your business is located?

Q3. How would you rate the physical appearance of the area where your business is located?	Number	Percent
Excellent	47	23.2 %
Good	69	34.0 %
Average	72	35.5 %
Poor	15	7.4 %
Total	203	100.0 %

Q4. Do you think that the City of Hallandale Beach is a "Business Friendly" community?

Q4. Do you think that the City of Hallandale Beach is a Business Friendly community?	Number	Percent
Yes	162	79.8 %
No	24	11.8 %
Don't know	17	8.4 %
Total	203	100.0 %

Q4-1. If "No," why not?

<u>Q4-1. If no, why not?</u>	<u>Number</u>
Not enough participation of small business in city contracts. Projects are awarded to large firms mostly.	1
Need to improve the building services dept. permits/license takes way too long. Need to listen to people and their comments.	1
Because they do not know what business needs. You cannot have PPL without business running the city.	1
Complicated to do anything.	1
They make it difficult for business to start up in Hallandale, building and zoning.	1
Working with the city to get our business certificate was a headache. The info needs to be provided up front so don't have to keep going back and forth. Also need to recheck along 95, the drainage is still backed up. Also need to do something about traffic light off 95. Too much back up and poorly synchronized, east is the worst.	1
Its disgusting therefore it isn't business friendly. Need to do a better job on everything.	1
Being charged for item that should be included with the high rate of taxes, plus duplication charges with the county.	1
Building dept. time to rec permit and inspection. 3 months for start permit \$1000 fee to rush permit progress is extortion.	1
Silly rules.	1
Landlord/property owner lack of disregard for property upkeep and code compliance.	1
There are no regulations for the distance between the same lines of business.	1
City believes business area is running in the black. If city needs more funds, they just add it to the business. Having all; water bills (trash) in owner names only is not fair to the owners. That's why city ask for deposits, next, people and other utilities will do the same.	1
Area does not seem safe, there's a lot of homeless people roaming around. Traffic is horrible.	1
Too much regulation.	1
Contracts are being awarded to large well known firms instead of awarding at least part of the contracts to small local businesses.	1
Unfair taxation.	1
Very difficult to do signs & permitting. Takes too long.	1
I have complained with no response.	1
The city will not do anything about the illegal dumping that goes on at our facility.	1
City does not communicate. City needs to send out information.	1
Should encourage businesses by helping with security & the panhandling. Also too much red tape.	1
City makes it hard to create more business. Regulations are too strict.	1
<hr/> Total	<hr/> 23

Q5. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach.

(N=203)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q5-1. Overall image of the City	30.5%	21.7%	22.7%	3.4%	7.9%	13.8%
Q5-2. Quality of local schools	16.0%	12.5%	16.0%	5.0%	28.0%	22.5%
Q5-3. Low crime rate	45.3%	18.7%	15.8%	1.0%	6.4%	12.8%
Q5-4. Availability of trained employees	18.7%	17.7%	20.2%	7.9%	17.7%	17.7%
Q5-5. Level of taxation	16.7%	27.1%	24.1%	3.0%	10.8%	18.2%
Q5-6. Access to highways	40.0%	26.0%	14.0%	2.5%	4.0%	13.5%
Q5-7. Access to airports	21.7%	17.7%	16.3%	5.9%	23.6%	14.8%
Q5-8. Availability of quality housing and other amenities for employees	17.7%	16.3%	22.2%	8.4%	18.2%	17.2%
Q5-9. Proximity of businesses that are important to your business	27.6%	25.6%	14.3%	2.5%	15.3%	14.8%
Q5-10. Availability of public transportation	15.8%	17.7%	17.7%	9.4%	23.6%	15.8%
Q5-11. Availability of libraries, arts, and cultural amenities	11.8%	13.8%	20.2%	6.9%	31.5%	15.8%
Q5-12. Attitude of local government toward business	32.0%	24.6%	18.7%	3.9%	6.9%	13.8%
Q5-13. Availability of telecommunications, utilities and other infrastructure	35.5%	27.6%	17.2%	2.0%	4.9%	12.8%
Q5-14. Proximity to gaming facilities	10.8%	13.8%	11.8%	9.4%	38.9%	15.3%
Q5-15. Availability of parks and open space	14.9%	15.4%	19.4%	10.0%	25.9%	14.4%
Q5-16. Good variety of restaurants/nightlife	15.3%	18.2%	17.7%	10.8%	24.6%	13.3%
Q5-17. Competitive land or lease costs	26.1%	21.7%	21.2%	3.4%	12.3%	15.3%

WITHOUT DON'T KNOW

Q5. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach. (excluding don't know)

(N=203)

	Extremely important	Very important	Important	Less important	Not important
Q5-1. Overall image of the City	35.4%	25.1%	26.3%	4.0%	9.1%
Q5-2. Quality of local schools	20.6%	16.1%	20.6%	6.5%	36.1%
Q5-3. Low crime rate	52.0%	21.5%	18.1%	1.1%	7.3%
Q5-4. Availability of trained employees	22.8%	21.6%	24.6%	9.6%	21.6%
Q5-5. Level of taxation	20.5%	33.1%	29.5%	3.6%	13.3%
Q5-6. Access to highways	46.2%	30.1%	16.2%	2.9%	4.6%
Q5-7. Access to airports	25.4%	20.8%	19.1%	6.9%	27.7%
Q5-8. Availability of quality housing and other amenities for employees	21.4%	19.6%	26.8%	10.1%	22.0%
Q5-9. Proximity of businesses that are important to your business	32.4%	30.1%	16.8%	2.9%	17.9%
Q5-10. Availability of public transportation	18.7%	21.1%	21.1%	11.1%	28.1%
Q5-11. Availability of libraries, arts, and cultural amenities	14.0%	16.4%	24.0%	8.2%	37.4%
Q5-12. Attitude of local government toward business	37.1%	28.6%	21.7%	4.6%	8.0%
Q5-13. Availability of telecommunications, utilities and other infrastructure	40.7%	31.6%	19.8%	2.3%	5.6%
Q5-14. Proximity to gaming facilities	12.8%	16.3%	14.0%	11.0%	45.9%
Q5-15. Availability of parks and open space	17.4%	18.0%	22.7%	11.6%	30.2%
Q5-16. Good variety of restaurants/nightlife	17.6%	21.0%	20.5%	12.5%	28.4%
Q5-17. Competitive land or lease costs	30.8%	25.6%	25.0%	4.1%	14.5%

Q6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?

<u>Q6. Most impact on decision to stay</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	26	12.8 %
Quality of local schools	4	2.0 %
Low crime rate	25	12.3 %
Availability of trained employees	1	0.5 %
Level of taxation	18	8.9 %
Access to highways	16	7.9 %
Access to airports	2	1.0 %
Availability of quality housing and other amenities for employees	2	1.0 %
Proximity of businesses that are important to your business	8	3.9 %
Availability of public transportation	2	1.0 %
Availability of libraries, arts, and cultural amenities	1	0.5 %
Attitude of local government toward business	9	4.4 %
Availability of telecommunications, utilities and other infrastructure	6	3.0 %
Availability of parks and open space	2	1.0 %
Competitive land or lease costs	21	10.3 %
<u>None chosen</u>	<u>60</u>	<u>29.6 %</u>
Total	203	100.0 %

Q6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?

<u>Q6. 2nd most impact</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	10	4.9 %
Quality of local schools	2	1.0 %
Low crime rate	29	14.3 %
Availability of trained employees	2	1.0 %
Level of taxation	15	7.4 %
Access to highways	14	6.9 %
Access to airports	1	0.5 %
Availability of quality housing and other amenities for employees	2	1.0 %
Proximity of businesses that are important to your business	9	4.4 %
Availability of public transportation	7	3.4 %
Availability of libraries, arts, and cultural amenities	1	0.5 %
Attitude of local government toward business	8	3.9 %
Availability of telecommunications, utilities and other infrastructure	9	4.4 %
Proximity to gaming facilities	4	2.0 %
Availability of parks and open space	4	2.0 %
Good variety of restaurants/nightlife	2	1.0 %
Competitive land or lease costs	7	3.4 %
<u>None chosen</u>	<u>77</u>	<u>37.9 %</u>
Total	203	100.0 %

Q6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?

Q6. 3rd most impact	Number	Percent
Overall image of the City	14	6.9 %
Quality of local schools	2	1.0 %
Low crime rate	12	5.9 %
Availability of trained employees	3	1.5 %
Level of taxation	4	2.0 %
Access to highways	6	3.0 %
Access to airports	1	0.5 %
Availability of quality housing and other amenities for employees	5	2.5 %
Proximity of businesses that are important to your business	7	3.4 %
Availability of public transportation	4	2.0 %
Availability of libraries, arts, and cultural amenities	2	1.0 %
Attitude of local government toward business	7	3.4 %
Availability of telecommunications, utilities and other infrastructure	8	3.9 %
Proximity to gaming facilities	1	0.5 %
Availability of parks and open space	3	1.5 %
Good variety of restaurants/nightlife	9	4.4 %
Competitive land or lease costs	16	7.9 %
None chosen	99	48.8 %
Total	203	100.0 %

SUM OF TOP THREE CHOICES

Q6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years? (sum of top three choices)

Q6. Sum of Top 3 Choices	Number	Percent
Overall image of the City	50	24.6 %
Quality of local schools	8	3.9 %
Low crime rate	66	32.5 %
Availability of trained employees	6	3.0 %
Level of taxation	37	18.2 %
Access to highways	36	17.7 %
Access to airports	4	2.0 %
Availability of quality housing and other amenities for employees	9	4.4 %
Proximity of businesses that are important to your business	24	11.8 %
Availability of public transportation	13	6.4 %
Availability of libraries, arts, and cultural amenities	4	2.0 %
Attitude of local government toward business	24	11.8 %
Availability of telecommunications, utilities and other infrastructure	23	11.3 %
Proximity to gaming facilities	5	2.5 %
Availability of parks and open space	9	4.4 %
Good variety of restaurants/nightlife	11	5.4 %
Competitive land or lease costs	44	21.7 %
None chosen	60	29.6 %
Total	433	

Q7. How would you compare the City of Hallandale Beach's tax rate to those of other cities where you might want to do business?

Q7.How would you compare the City of Hallandale Beach s tax rate to those of other cities where you might want to do business?

	Number	Percent
Better	26	12.8 %
About the same	104	51.2 %
Worse	10	4.9 %
Don't know	63	31.0 %
Total	203	100.0 %

Q8. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the needs of the business community."

Q8. How much do you agree with the following statement: The City of Hallandale Beach is responsive to the needs of the business community.

	Number	Percent
Strongly agree	44	21.7 %
Agree	97	47.8 %
Neutral	43	21.2 %
Disagree	9	4.4 %
Strongly disagree	5	2.5 %
Don't know	5	2.5 %
Total	203	100.0 %

Q9. In the next 12 months, is your business considering any of the following?

Q9-1.Business is considering	Number	Percent
Expanding your business in Hallandale Beach	46	22.7 %
Relocating to another location in Hallandale Beach	10	4.9 %
Relocating to another location outside Hallandale Beach	18	8.9 %
Downsizing	4	2.0 %
Closing	2	1.0 %
Don't know	19	9.4 %
None of these	113	55.7 %
Total	212	

Q10. Please indicate whether your business had contact with any unit of Hallandale Beach City government during the past year related to the following issues.

(N=203)

	Yes	No
Q10-1. Zoning	19.2%	80.8%
Q10-2. Pre-occupancy/safety inspections	30.4%	69.6%
Q10-3. Construction/building permits or Inspections	35.8%	64.2%
Q10-4. Fire inspections	78.1%	21.9%
Q10-5. Business tax receipts	47.8%	52.2%
Q10-6. Code compliance	35.4%	64.6%

Q10. If "Yes," please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

(N=203)

	Excellent	Good	Average	Below average	Poor	Don't know
Q10-1a. Zoning	26.1%	26.1%	10.9%	8.7%	8.7%	19.6%
Q10-2a. Pre-occupancy/safety inspections	48.4%	26.6%	14.1%	1.6%	1.6%	7.8%
Q10-3a. Construction/building permits or Inspections	26.3%	28.9%	13.2%	10.5%	9.2%	11.8%
Q10-4a. Fire inspections	62.2%	22.4%	7.1%	1.3%	3.8%	3.2%
Q10-5a. Business tax receipts	44.2%	21.2%	10.6%	1.0%	1.0%	22.1%
Q10-6a. Code compliance	37.7%	27.3%	14.3%	3.9%	3.9%	13.0%

WITHOUT DON'T KNOW

Q10. If "Yes," please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor." (excluding don't know)

(N=203)

	Excellent	Good	Average	Below average	Poor
Q10-1a. Zoning	32.4%	32.4%	13.5%	10.8%	10.8%
Q10-2a. Pre-occupancy/safety inspections	52.5%	28.8%	15.3%	1.7%	1.7%
Q10-3a. Construction/building permits or Inspections	29.9%	32.8%	14.9%	11.9%	10.4%
Q10-4a. Fire inspections	64.2%	23.2%	7.3%	1.3%	4.0%
Q10-5a. Business tax receipts	56.8%	27.2%	13.6%	1.2%	1.2%
Q10-6a. Code compliance	43.3%	31.3%	16.4%	4.5%	4.5%

Q11. Approximately how many employees do you employ in Hallandale Beach?

Q11. Approximately how many employees do you employ in Hallandale Beach?

	Number	Percent
Less than 10	136	67.7 %
10-24	36	17.9 %
25-49	13	6.5 %
50-99	10	5.0 %
100-249	4	2.0 %
250-499	2	1.0 %
Total	201	100.0 %

Q11-1. Of that, what percentage of your employees are residents of Hallandale Beach?

Q11-1. Of that, what percentage of your employees are residents of Hallandale Beach?

	Number	Percent
10% or less	103	50.7 %
11% to 30%	23	11.3 %
31% to 50%	20	9.9 %
51% to 100%	47	23.2 %
Don't know	10	4.9 %
Total	203	100.0 %

Q11-2. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

(N=203)

	Excellent	Good	Average	Below average	Poor	Don't know
Q11-2-1. Quality of labor	12.4%	19.3%	22.8%	4.5%	3.0%	38.1%
Q11-2-2. Availability of labor	14.4%	15.9%	21.4%	6.0%	5.0%	37.3%
Q11-2-3. Stability of the City s labor force	11.9%	17.4%	21.4%	7.0%	3.5%	38.8%
Q11-2-4. Attitude of employees	11.9%	21.9%	20.9%	5.0%	4.0%	36.3%
Q11-2-5. Productivity of the workforce	10.4%	25.4%	16.9%	5.0%	5.0%	37.3%

WITHOUT DON'T KNOW

Q11-2. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor." (excluding don't know)

(N=203)

	Excellent	Good	Average	Below average	Poor
Q11-2-1. Quality of labor	20.0%	31.2%	36.8%	7.2%	4.8%
Q11-2-2. Availability of labor	23.0%	25.4%	34.1%	9.5%	7.9%
Q11-2-3. Stability of the City s labor force	19.5%	28.5%	35.0%	11.4%	5.7%
Q11-2-4. Attitude of employees	18.8%	34.4%	32.8%	7.8%	6.3%
Q11-2-5. Productivity of the workforce	16.7%	40.5%	27.0%	7.9%	7.9%

Q12. Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=203)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of services provided by the City of Hallandale Beach	35.0%	47.0%	12.5%	2.5%	0.0%	3.0%
Q12-2. Overall image of the City	32.5%	50.0%	14.0%	2.0%	1.0%	0.5%
Q12-3. How well the City is planning growth	28.0%	35.0%	11.5%	4.0%	1.5%	20.0%
Q12-4. Overall quality of life in the City	26.0%	40.0%	18.0%	2.5%	1.0%	12.5%
Q12-5. Quality of new development in HB	32.0%	34.5%	11.5%	4.0%	1.5%	16.5%
Q12-6. Quality of public education in HB	13.5%	14.5%	12.5%	5.5%	2.5%	51.5%
Q12-7. Overall feeling of safety in the City	30.0%	38.5%	19.0%	9.0%	2.0%	1.5%
Q12-8. Overall value your company receives for your City tax dollars and fees	21.5%	38.5%	13.5%	7.0%	2.5%	17.0%

WITHOUT DON'T KNOW

Q12. Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (excluding don't know)

(N=203)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of services provided by the City of Hallandale Beach	36.1%	48.5%	12.9%	2.6%	0.0%
Q12-2. Overall image of the City	32.7%	50.3%	14.1%	2.0%	1.0%
Q12-3. How well the City is planning growth	35.0%	43.8%	14.4%	5.0%	1.9%
Q12-4. Overall quality of life in the City	29.7%	45.7%	20.6%	2.9%	1.1%
Q12-5. Quality of new development in HB	38.3%	41.3%	13.8%	4.8%	1.8%
Q12-6. Quality of public education in HB	27.8%	29.9%	25.8%	11.3%	5.2%
Q12-7. Overall feeling of safety in the City	30.5%	39.1%	19.3%	9.1%	2.0%
Q12-8. Overall value your company receives for your City tax dollars and fees	25.9%	46.4%	16.3%	8.4%	3.0%

Q13. Approximately what percentage of your customer base is represented by the following groups?

	Mean
Q13 Customers from the City of Hallandale Beach	35.95
Q13 Customers from Broward County outside the City of Hallandale Beach	30.70
Q13 Other Florida customers	26.49
Q13 Customers in the U.S. but outside Florida	20.43
Q13 International/overseas customers	15.08

Q14. Approximately how many years has your business been operating in the City of Hallandale Beach?

Q14. Approximately how many years has your business been operating in the City of Hallandale

<u>Beach?</u>	<u>Number</u>	<u>Percent</u>
5 or less	59	29.1 %
6 to 10	39	19.2 %
11 to 15	28	13.8 %
16 to 20	25	12.3 %
21 to 30	14	6.9 %
31+years	12	5.9 %
Total	203	100.0 %

Q15. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?

<u>Q15. How would you best describe your business?</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	4	2.0 %
Retail trade	38	18.7 %
Retail food service	12	5.9 %
Transportation/warehousing	1	0.5 %
Finance/insurance/real estate	17	8.4 %
Wholesaler/distributor	7	3.4 %
Construction	15	7.4 %
Health care/medical/social services	21	10.3 %
Arts, entertainment, recreation	2	1.0 %
Professional services	12	5.9 %
Other	68	33.5 %
Not provided	6	3.0 %
Total	203	100.0 %

Other:

<u>Q15. Other.</u>	<u>Number</u>
Adult night club	1
Advertising/marketing	1
Alterations & dry cleaning	1
Auto body repair	1
Bank	1
Beauty salon	1
Bookkeeping	1
Car rental	1
Catering	1
Church	2
Commercial laundry service	1
Commercial program	1
Consulting/management/finance	1
Cosmetic/laser	1
Daycare	1
Design and decor	1
Dry cleaners	1
Education	5
Fashion/e-commerce	1
Gas station/quickie mart	1
Garage auto	1
Garbage and recycling	1
Glass and glazing work	1
Graphic design	1
Grocery store	1
Hair salon	2
Home good rental	1
Hospitality	1
Hotel	1
Insurance sales	1
Landscaping	1
Laundromat	1
Lodging	1
Marine repair	1
Mechanical contractor	1
Montessori school	1
Moving co.home base bus.	1
Nail salon	1
Newspaper publication	1
Not for profit	1
Online retailer	1
Personal asset management	1
Pharmacy	1
Pre-school	1
Printing company	2
Psychic	1
Real estate developer	1

Q15. Other:

<u>Q15. Other.</u>	<u>Number</u>
Resort/condo	1
Restaurant	1
Salon & spa	1
School	1
Service	3
Service-laundry	1
Tax accounting	2
Towing service	1
Translation services	1
Valet service	1
Veterinary center	1
Total	68

Q16. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?

<u>Q16. Are you aware of the City's or CRA's available business programs?</u>	<u>Number</u>	<u>Percent</u>
Yes	70	34.5 %
No	132	65.0 %
Don't know	1	0.5 %
Total	203	100.0 %

Q17. Have you participated in any of the City's or CRA's business programs?

<u>Q17. Have you participated in any of the City's or CRA's business programs?</u>	<u>Number</u>	<u>Percent</u>
Yes	35	17.2 %
No	168	82.8 %
Total	203	100.0 %

Q17-1. If "Yes," which program(s)?

<u>Q17-1. Which programs?</u>	<u>Number</u>
property improvements	1
facade	1
development	1
windows painting and sign	1
facade improvement	2
facade, grant, paint voucher	1
sign	1
business incentive program	1
sign graph	1
facade grant	1
spue	1
meetings/education forums	1
cra grant	1
improvement of facade	1
Facade grant	1
concrete for my front sidewalk	1
lending	1
bus. incentive program	1
renovation grant	1
beautification grant	1
partner with job readiness program	1
Monies for renovations and repairs.	1
Renovation grant	1
grant	1
improvement grant	1
Reno improvement grant	1
new construction	1
Business incentive loan	1
working with local low income construction	1
<u>Hopps</u>	<u>1</u>
Total	31

Q17-2. How satisfied were you with the program(s)?

<u>Q17-2. How satisfied were you with the program?</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	25	71.4 %
Satisfied	3	8.6 %
Neutral	4	11.4 %
Very dissatisfied	1	2.9 %
Don't know	2	5.7 %
Total	35	100.0 %

Q17-3. How satisfied were you with the CRA Staff?

<u>Q17-3. How satisfied were you with the CRA Staff?</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	23	65.7 %
Satisfied	5	14.3 %
Neutral	3	8.6 %
Very dissatisfied	1	2.9 %
Don't know	3	8.6 %
Total	35	100.0 %

Section 3:
Survey Instrument



OFFICE OF THE
MAYOR
&
CITY COMMISSION

JOY COOPER
Mayor

WILLIAM JULIAN
Vice Mayor

MICHELE LAZAROW
Commissioner

KEITH LONDON
Commissioner

ANTHONY SANDERS
Commissioner

400 S. Federal Highway
Hallandale Beach, FL 33009
Ph (954) 457-1300
Fax (954) 457-1454

www.coHB.org

February 2016

Dear Hallandale Beach Business Leader:

We appreciate your continued support and involvement in making City of Hallandale Beach a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. This survey is part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of our community while providing the best services possible. The information you provide will help the City Commission make important decisions regarding City of Hallandale Beach services. These services include areas such as police, fire/rescue, maintenance of public areas, communication, parks and recreation, and utilities.

On behalf of the City Commission, I want to thank you in advance for taking the time to respond. We realize the survey takes a little time to complete but every question is important. This survey will take approximately 10 minutes to complete, but your answers are very important and I encourage you to answer every question. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community.

Please return your completed survey to ETC Institute in the next few days if possible, and return it in the enclosed postage-paid envelope. Your responses will remain **confidential**. ETC Institute will compile the results and present a report to the City in the weeks ahead. This report will be a valuable resource as we work to provide you with the most responsive government possible. You can also look for a summary of survey results in a future issue of the *Hallandale Beach Happenings* and on the City's website, www.hallandalebeachfl.gov. If you prefer to complete the survey online, go to www.hallandale16businesssurvey.org.

If you have questions about this survey, please contact Jason Morado, Project Manager at 913-829-1215. Thank you for taking the time to build a better Hallandale Beach.

Sincerely,

Joy Cooper
Mayor

Si usted no habla ingles y quiere participar en esta encuesta en español, por favor llame al/1-844-811-0411.



2016 City of Hallandale Beach Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve the community in long-range planning decisions, and determine how well the City is meeting your company's needs.

You may return this survey in the enclosed postage paid envelope or fax your answers to ETC Institute, (913) 829-1591.

1. Please rate your overall satisfaction with the following City services regarding how each service affects your business' ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. City water and sewer services	5	4	3	2	1	9
02. Fire services	5	4	3	2	1	9
03. Emergency medical services	5	4	3	2	1	9
04. Police services	5	4	3	2	1	9
05. Street maintenance	5	4	3	2	1	9
06. Street lighting	5	4	3	2	1	9
07. Street sweeping and cleanliness of public areas	5	4	3	2	1	9
08. City's drainage system	5	4	3	2	1	9
09. Availability of public transportation	5	4	3	2	1	9
10. City planning and development	5	4	3	2	1	9
11. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
12. Economic development	5	4	3	2	1	9
13. CRA Business assistance programs	5	4	3	2	1	9
14. City sanitation services	5	4	3	2	1	9
15. Building Dept. services (permitting, etc.)	5	4	3	2	1	9
16. Traffic flow in the City	5	4	3	2	1	9

2. Which THREE of the City services listed in Question 1 are most important to your business?
[Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. How would you rate the physical appearance of the area where your business is located?

____(4) Excellent ____ (3) Good ____ (2) Average ____ (1) Poor ____ (9) Don't know

4. Do you think that the City of Hallandale Beach is a "Business Friendly" community?

____ (1) Yes ____ (2) No ____ (9) Don't Know

4-1. If "No," why not? _____

5. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach.

Reason	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
01. Overall image of the City	5	4	3	2	1	9
02. Quality of local schools	5	4	3	2	1	9
03. Low crime rate	5	4	3	2	1	9
04. Availability of trained employees	5	4	3	2	1	9
05. Level of taxation	5	4	3	2	1	9
06. Access to highways	5	4	3	2	1	9
07. Access to airports	5	4	3	2	1	9
08. Availability of quality housing and other amenities for employees	5	4	3	2	1	9
09. Proximity of businesses that are important to your business	5	4	3	2	1	9
10. Availability of public transportation	5	4	3	2	1	9
11. Availability of libraries, arts, and cultural amenities	5	4	3	2	1	9
12. Attitude of local government toward business	5	4	3	2	1	9
13. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1	9
14. Proximity to gaming facilities	5	4	3	2	1	9
15. Availability of parks and open space	5	4	3	2	1	9
16. Good variety of restaurants/nightlife	5	4	3	2	1	9
17. Competitive land or lease costs	5	4	3	2	1	9

6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years? [Write-in your top three answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. How would you compare the City of Hallandale Beach's tax rate to those of other cities where you might want to do business?

____(3) Better ____ (2) About the same ____ (1) Worse ____ (9) Don't Know

8. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the needs of the business community."

____(5) Strongly Agree ____ (3) Neutral ____ (1) Strongly Disagree
 ____ (4) Agree ____ (2) Disagree ____ (9) Don't Know

9. In the next 12 months, is your business considering any of the following? (Check all that apply.)

____ (1) Expanding your business in Hallandale Beach ____ (5) Closing
 ____ (2) Relocating to another location in Hallandale Beach ____ (9) Don't know
 ____ (3) Relocating to another location outside Hallandale Beach ____ (0) None of these
 ____ (4) Downsizing

10. Please indicate whether your business had contact with any unit of Hallandale Beach City government during the past year related to the following issues.

If "Yes," please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

Type/Area of Contact		Have you had this type of contact with the City?		Excellent	Good	Average	Below Average	Poor	Don't Know
1.	Zoning	YES	NO	5	4	3	2	1	9
2.	Pre-occupancy/safety inspections	YES	NO	5	4	3	2	1	9
3.	Construction/building permits or Inspections	YES	NO	5	4	3	2	1	9
4.	Fire inspections	YES	NO	5	4	3	2	1	9
5.	Business tax receipts	YES	NO	5	4	3	2	1	9
6.	Code compliance	YES	NO	5	4	3	2	1	9

11. Approximately how many employees do you employ in Hallandale Beach?

- ____ (1) Less than 10 ____ (3) 25-49 ____ (5) 100-249 ____ (7) 500 or more
 ____ (2) 10-24 ____ (4) 50-99 ____ (6) 250-499

11-1. Of that, what percentage of your employees are residents of Hallandale Beach? _____%

11-2. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

Area	Excellent	Good	Average	Below Average	Poor	Don't Know
1. Quality of labor	5	4	3	2	1	9
2. Availability of labor	5	4	3	2	1	9
3. Stability of the City's labor force	5	4	3	2	1	9
4. Attitude of employees	5	4	3	2	1	9
5. Productivity of the workforce	5	4	3	2	1	9

12. Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City of Hallandale Beach (HB)	5	4	3	2	1	9
2. Overall image of the City	5	4	3	2	1	9
3. How well the City is planning growth	5	4	3	2	1	9
4. Overall quality of life in the City	5	4	3	2	1	9
5. Quality of new development in HB	5	4	3	2	1	9
6. Quality of public education in HB	5	4	3	2	1	9
7. Overall feeling of safety in the City	5	4	3	2	1	9
8. Overall value your company receives for your City tax dollars and fees	5	4	3	2	1	9

13. Approximately what percentage of your customer base is represented by the following groups?

(Total should add-up to 100%.)

- _____ % Customers from the City of Hallandale Beach
- _____ % Customers from Broward County outside the City of Hallandale Beach
- _____ % Other Florida customers (*Outside Broward County*)
- _____ % Customers in the U.S. but outside Florida
- _____ % International/overseas customers

100% total

14. Approximately how many years has your business been operating in the City of Hallandale Beach? *[Circle "Outside the City" if your business is not located inside the City limits of Hallandale Beach.]*

_____ years OUTSIDE THE CITY

15. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? *[Please check the most appropriate category; if you don't see a description that matches, check option 99 and write a description in the "Other" field.]*

- | | |
|---|--|
| ____(01) Manufacturing | ____(08) Finance/insurance/real estate |
| ____(02) Agriculture/forestry | ____(09) Wholesaler/distributor |
| ____(03) Retail trade (<i>not food service</i>) | ____(10) Construction |
| ____(04) Retail food service | ____(11) Health care/medical/social services |
| ____(05) Transportation/warehousing | ____(12) Arts, entertainment, recreation |
| ____(06) Communications | ____(13) Professional services (<i>law, consulting, architecture, engineers, etc.</i>) |
| ____(07) Utilities | ____(99) Other: _____ |

16. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?

____(1) Yes ____ (2) No

17. Have you participated in any of the City's or CRA's business programs? ____ (1) Yes ____ (2) No

17-1. If "Yes," which program(s)? _____

17-2. How satisfied were you with the program(s)?

- | | | |
|------------------------|----------------------|---------------------------|
| ____(5) Very satisfied | ____(3) Neutral | ____(1) Very Dissatisfied |
| ____(4) Satisfied | ____(2) Dissatisfied | ____(9) Don't Know |

17-3. How satisfied were you with the CRA Staff?

- | | | |
|------------------------|----------------------|---------------------------|
| ____(5) Very satisfied | ____(3) Neutral | ____(1) Very Dissatisfied |
| ____(4) Satisfied | ____(2) Dissatisfied | ____(9) Don't Know |

This concludes the survey - Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential and will be used to help guide improvements in City services, allowing us to serve you better. The information to the right will ONLY be used to help identify the level of satisfaction with City services in your area.