

# 2011 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 (FAX: 913-829-1591).

Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<i>How Satisfied Are You With:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. City water and sewer services	5	4	3	2	1	9
B. Fire services	5	4	3	2	1	9
C. Emergency medical services	5	4	3	2	1	9
D. Police services	5	4	3	2	1	9
E. Street maintenance	5	4	3	2	1	9
F. Street lighting	5	4	3	2	1	9
G. Street sweeping and cleanliness of public areas	5	4	3	2	1	9
H. City's drainage system	5	4	3	2	1	9
I. Availability of public transportation	5	4	3	2	1	9
J. City planning and development	5	4	3	2	1	9
K. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
L. Economic development	5	4	3	2	1	9
M. CRA Business assistance programs	5	4	3	2	1	9
O. City sanitation services	5	4	3	2	1	9
P. Traffic flow in the City	5	4	3	2	1	9

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

\_\_\_\_\_  
 1st                      2nd                      3rd

3. How would you rate the physical appearance of the area where your business is located?
- \_\_\_\_\_(1) Excellent                      \_\_\_\_\_(4) Poor  
 \_\_\_\_\_(2) Good                              \_\_\_\_\_(9) Don't know  
 \_\_\_\_\_(3) Average

4. Do you think that the City of Hallandale Beach is a “Business Friendly” community?  
 \_\_\_(1) Yes \_\_\_(2) No \_\_\_(9) Don’t Know

4a. 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
A. Overall image of the City	5	4	3	2	1
B. Quality of local schools	5	4	3	2	1
C. Low crime rate	5	4	3	2	1
D. Availability of trained employees	5	4	3	2	1
E. Level of taxation	5	4	3	2	1
F. Access to highways	5	4	3	2	1
G. Access to airports	5	4	3	2	1
H. Availability of quality housing and other amenities for employees	5	4	3	2	1
I. Proximity of businesses that are important to your business	5	4	3	2	1
J. Availability of public transportation	5	4	3	2	1
K. Availability of libraries, arts, and cultural amenities	5	4	3	2	1
L. Attitude of local government toward business	5	4	3	2	1
M. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
N. Proximity to gaming facilities	5	4	3	2	1
O. Availability of parks and open space	5	4	3	2	1
P. Good variety of restaurants/nightlife	5	4	3	2	1
Q. Competitive land or lease costs	5	4	3	2	1

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 the letters for your top 3 choices below using the letters from the list in Question 5 above]

\_\_\_\_\_ 1st                      \_\_\_\_\_ 2nd                      \_\_\_\_\_ 3rd

7. Do you think the tax structure for businesses in the City of Hallandale Beach is fair?  
 \_\_\_(1) Yes \_\_\_(2) No \_\_\_(9) Don’t Know

7a. IF NO: Why not? \_\_\_\_\_

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

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

**9. Please indicate whether your business had any 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.**

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

**10. Please rate the labor pool in the City of Hallandale Beach in the following areas:**

<i>Area Rated</i>		Excellent	Good	Average	Below Average	Poor	Don't Know
A.	Quality of labor	5	4	3	2	1	9
B.	Availability of labor	5	4	3	2	1	9
C.	Stability of the City's labor force	5	4	3	2	1	9
D.	Attitude of employees	5	4	3	2	1	9
E.	Productivity of the workforce	5	4	3	2	1	9

**11. 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."**

<i>How Satisfied Are You With:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City of Hallandale Beach (HB)	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Quality of new development in HB	5	4	3	2	1	9
F.	Quality of public education in HB	5	4	3	2	1	9
G.	Overall feeling of safety in the City	5	4	3	2	1	9
H.	Overall value your company receives for your City tax dollars and fees	5	4	3	2	1	9

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

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Less than 10 | <input type="checkbox"/> (5) 100-249     |
| <input type="checkbox"/> (2) 10-24        | <input type="checkbox"/> (6) 250-499     |
| <input type="checkbox"/> (3) 25-49        | <input type="checkbox"/> (7) 500 or more |
| <input type="checkbox"/> (4) 50-99        |  |

**13. Approximately what percentage of your customer base is represented by the following groups? (total should add 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.?** [check the most appropriate category; if you don't see a description that matches, write a description in "other"]

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

**16. Are you aware of the City's available business programs?**  (1) Yes  (2) No

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

**17a. If Yes, then: Which program?** \_\_\_\_\_

**17b. How satisfied were you with the program?**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Very satisfied | <input type="checkbox"/> (4) Dissatisfied      |
| <input type="checkbox"/> (2) Satisfied      | <input type="checkbox"/> (5) Very Dissatisfied |
| <input type="checkbox"/> (3) Neutral        | <input type="checkbox"/> (9) Don't know        |

**THIS CONCLUDES THE SURVEY - THANK YOU FOR YOUR TIME!**