

# **2014 Hallandale Beach Business Survey**

## **Final Report**

**725 W. Frontier Circle**

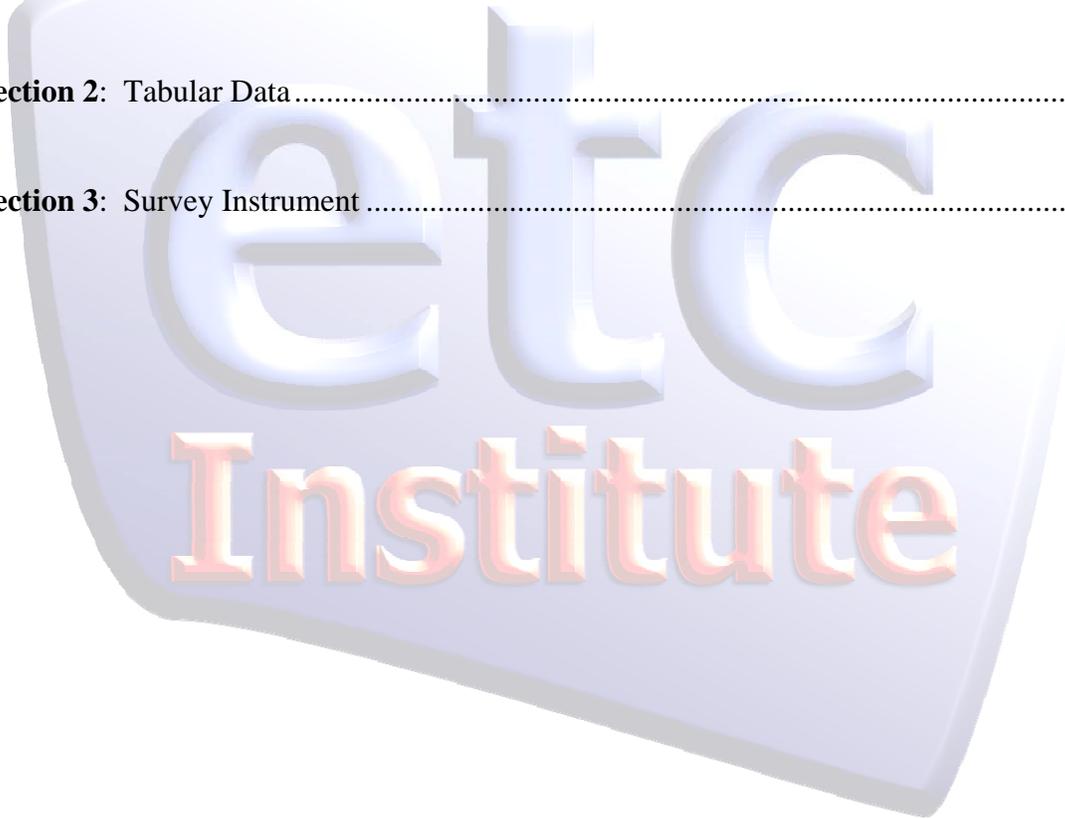
**Olathe, KS 66061**

**(913) 829- 1215**

**May 2014**

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# *2014 City of Hallandale Beach Business Survey*

## Executive Summary

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### **Purpose and Methodology**

During April of 2014, ETC Institute administered a survey to businesses in the City of Hallandale Beach. The survey was 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 second Business Survey administered by the City, the previous survey was administered in 2011.

The survey was administered using a combination of mail, phone, and fax to a random sample of 201 businesses in the City of Hallandale Beach. The overall results of the business survey have a precision of at least +/-6.5% at the 95% level of confidence.

### **Major Findings from the Business Survey**

- **Satisfaction with City Services** Sixty-five percent (65%) or more of the businesses surveyed were satisfied with the 12 out of 14 major categories of City services assessed on the survey. The City services that businesses were most satisfied with, based upon a combination of "very satisfied" and "satisfied" responses, were: emergency medical services (99%), fire services (97%), police services (92%) and sanitation services (86%). The City services that showed **significant increases** (increases of more than 6%) in satisfaction ratings from 2011 were: enforcement of city codes (+18%), availability of public transportation services (+13%), CRA programs (+12%), sanitation services (+11%), economic development (+8%), emergency medical services (+7%), and fire services (+6%). There were three **significant decreases** from 2011 (traffic flow, drainage, and street lighting).

- **Importance of City Services** The major categories of City services that businesses felt were most important to their organization were:
  - traffic flow (61%)
  - police services (30%)
  - drainage (20%)
  
- **Hallandale Beach as a “Business Friendly” Community** The findings from questions related to how satisfied businesses were with the City of Hallandale Beach as a place to own and/or run a business are provided below:
  - Over three-fourths (78%) of the businesses surveyed felt the City of Hallandale Beach is a “Business Friendly” community, 13% disagreed, and 9% did not know.
  - Sixty-five percent (65%) of the businesses surveyed rated the physical appearance of the area where their business is located as “excellent” or “good;” 27% rated it as “average,” only 7% rated it as “poor.” There was **no significant increase** (increase of more than 6%) in the percent of residents who rated the physical appearance of the area where their business is located as “excellent” or “good” (-1%) compared to the 2011 survey results.
  - Nearly two-thirds (61%) of the businesses surveyed felt the tax structure for businesses in the City of Hallandale Beach is fair, 9% did not feel the tax structure is fair, and 30% did not know. When compared to the 2011 survey results, there was **no significant increase** (increase of more than 6%) in the percent of residents who felt the tax structure for businesses in the City was fair (-5%).
  
- **Reasons for Moving and Staying in Hallandale Beach** When asked to indicate which issues they felt were most important in their decision to locate their business in Hallandale Beach, the items that businesses identified as most important, based upon a combined percentage of “extremely important,” “very important” and “important” responses, were:
  - low crime rate (89%)
  - availability of telecommunications/utilities, etc. (88%)
  - access to highways (87%)
  - overall image of the City (85%)
  - attitude of local government toward businesses (82%)

The top reasons businesses indicated they would stay in Hallandale Beach for the next 10 years were:

- low crime rate (24%)

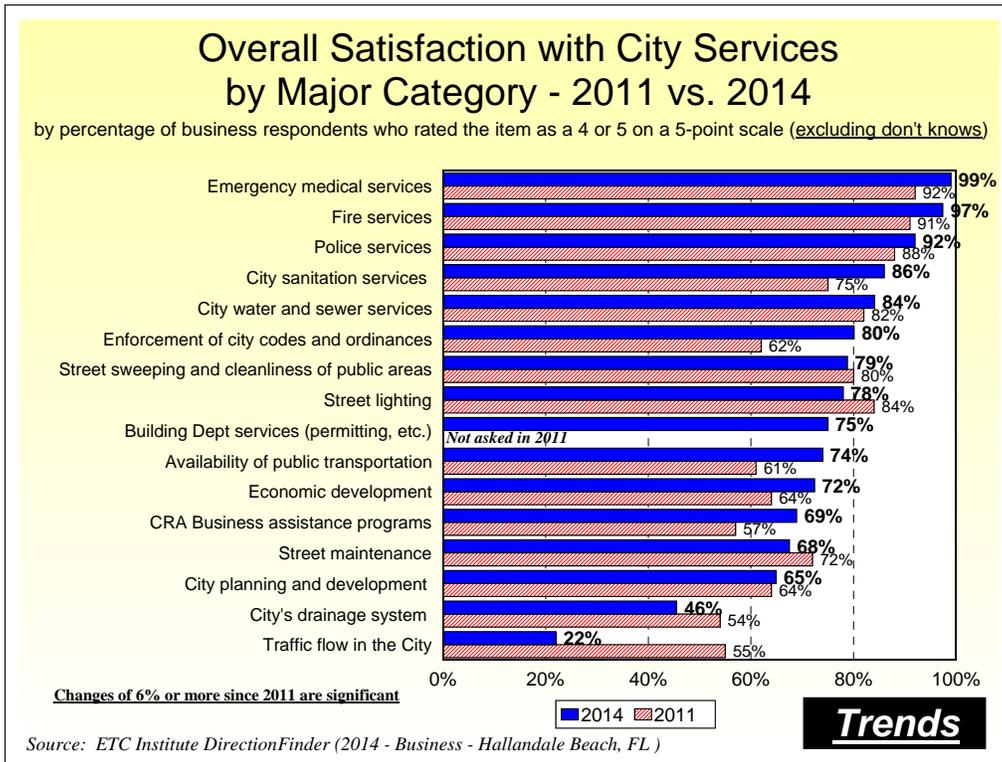
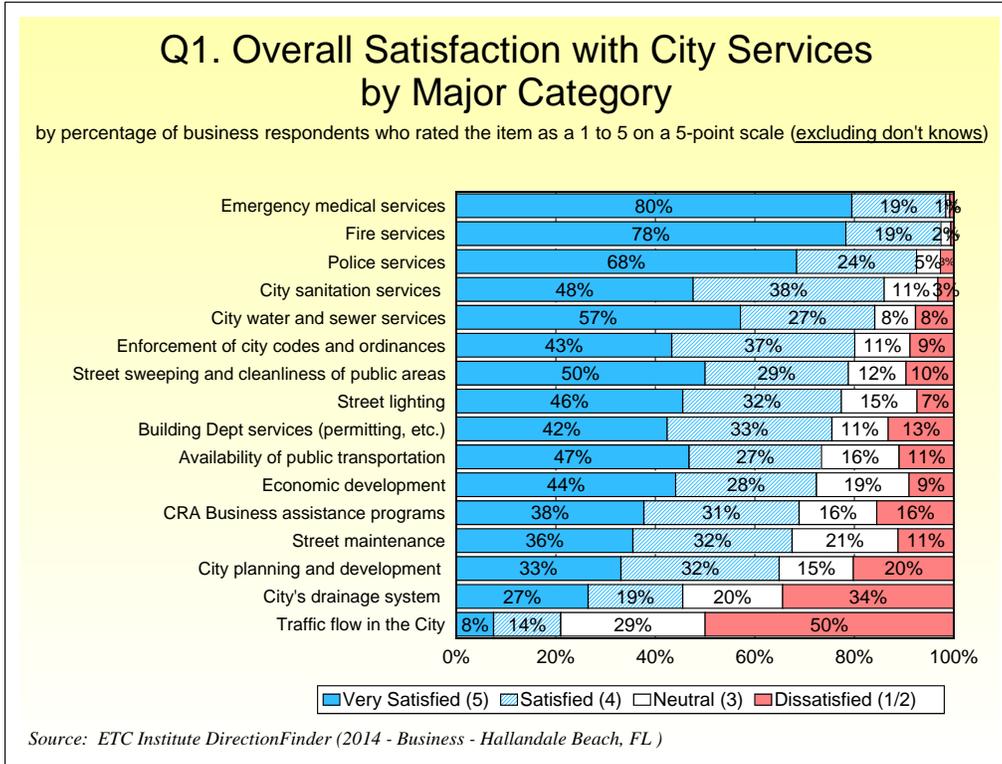
- competitive land and lease costs (23%)
  - overall image of the City (19%)
- **Ratings of Business Related Services** When asked to rate the performance of various units of City government they had contacted during the past year, 91% of businesses rated Fire Inspections as “excellent” or “good” and 82% rated pre-occupancy/safety inspections as “excellent” or “good. There was a **significant increase** (increase of more than 6%) in the positive ratings for construction and building permits/inspections. There was a **significant decreases** (decrease of more than 6%) in positive ratings for Zoning (-25%).
- **Ratings of the Labor Pool in Hallandale Beach** When asked to rate the labor pool in Hallandale Beach, the items that showed the highest positive ratings, based upon a combined percentage of “excellent” and “good” responses, were: the attitude of employees (60%) and the productivity of the workforce (60%). There were decreases in the positive ratings for all of the labor pool items assessed on the survey from 2011. The items that showed **significant decreases** (decrease of more than 6%) in positive ratings are listed below:
- quality of labor (-29%)
  - availability of labor (-28%)
  - productivity of the workforce (-15%)
  - stability of the City’s labor (-10%)
  - attitude of employees (-10%)
- **General Perceptions of the City** Businesses were asked to indicate how satisfied they were with various issues that may influence their perceptions of the City. The items that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses, were:
- quality of the services provided (83%)
  - overall image of the City (81%)
  - quality of life in the City (81%)

The item that showed a **significant increase** (increase of more than 6%) in satisfaction ratings from 2011 was the quality of new development in Hallandale Beach (+8%).

- **Other Findings** Businesses reported that forty-one percent (41%) of their customers were from the City of Hallandale Beach, 28% were from other areas of Broward County outside of Hallandale Beach, 13% were from other areas of Florida outside of Broward County, 10% were from outside the state of Florida but still within the United States and 8% were international or overseas customers.

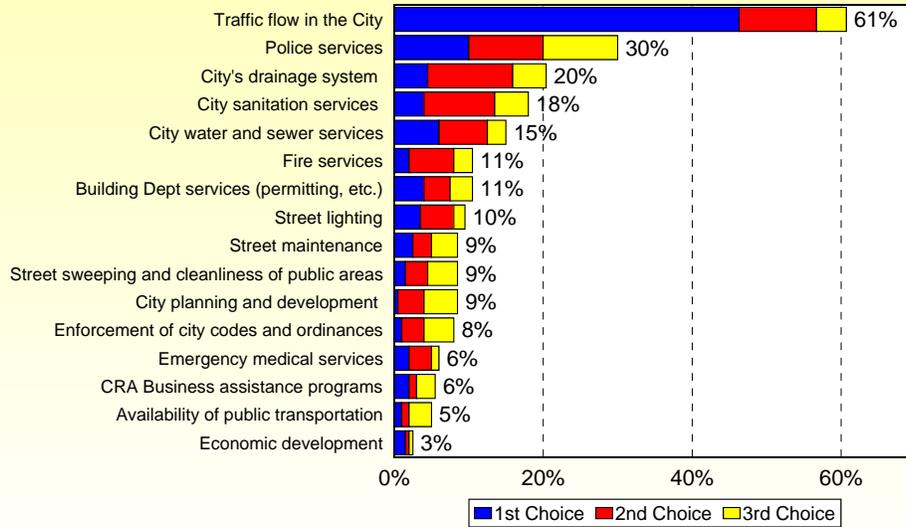
# *Charts and Graphs*

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## Q2. City Services That Are Most Important to Your Business

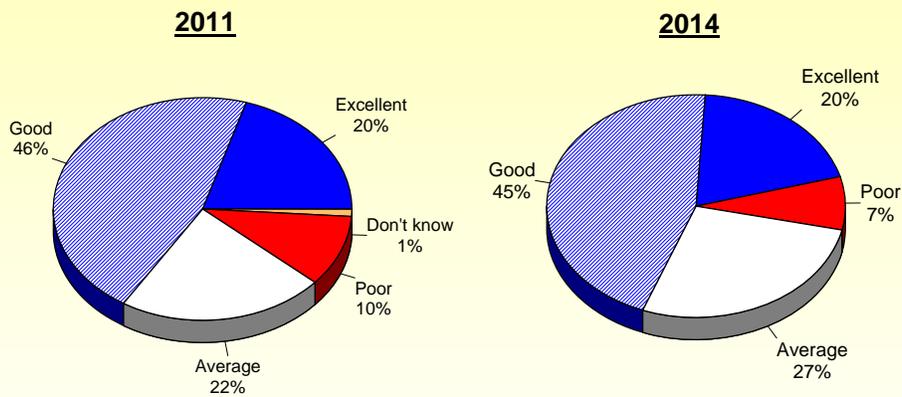
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

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

by percentage of business respondents

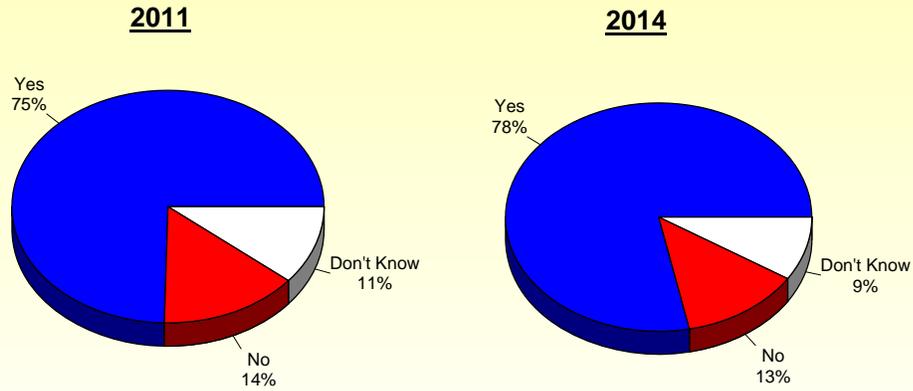


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)



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

by percentage of business respondents

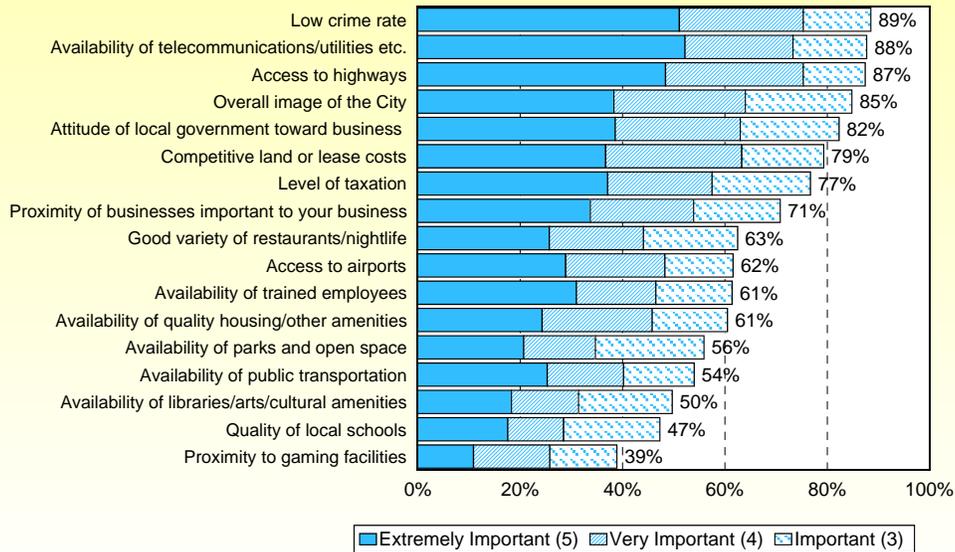


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

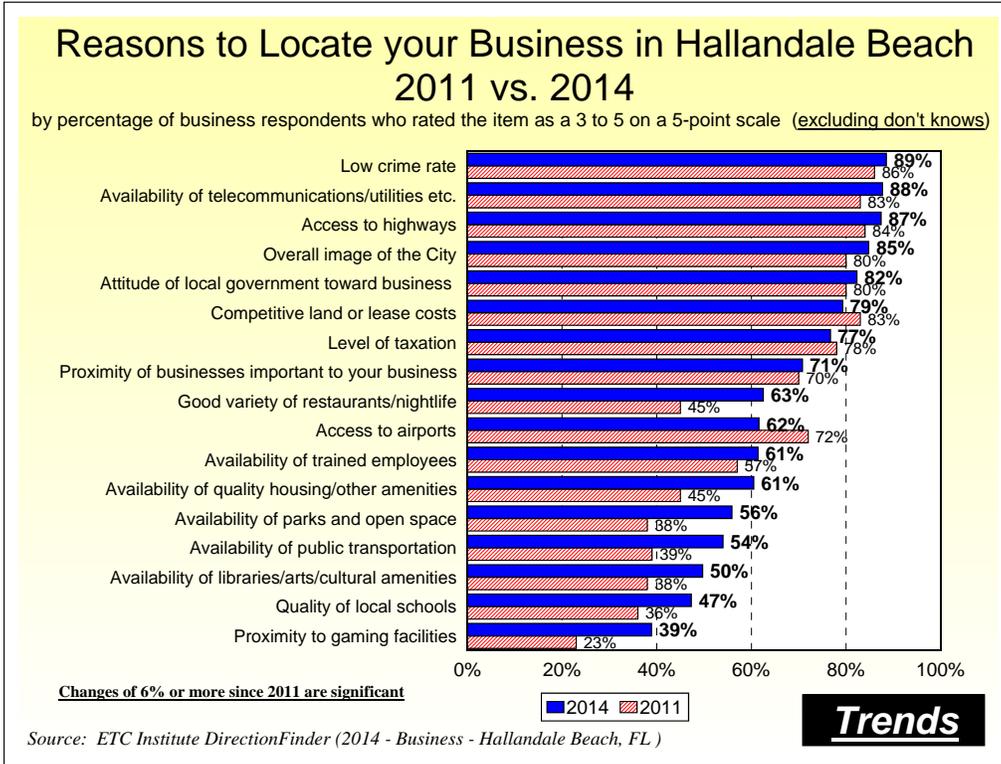


### Q5. Reasons to Locate your Business in Hallandale Beach

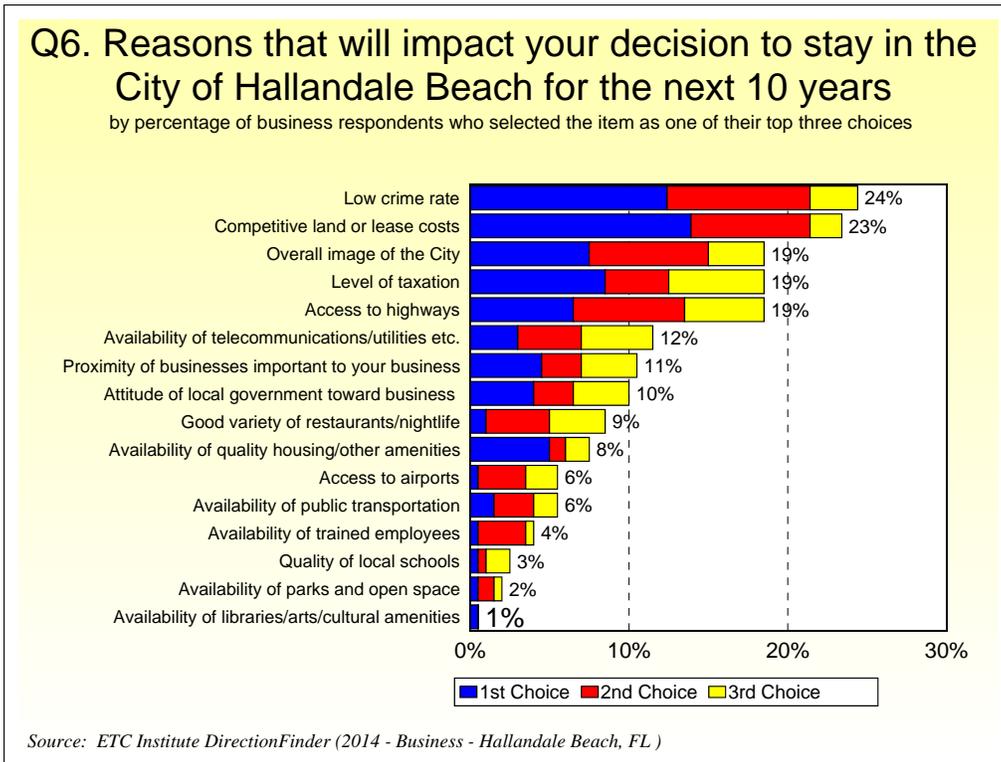
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

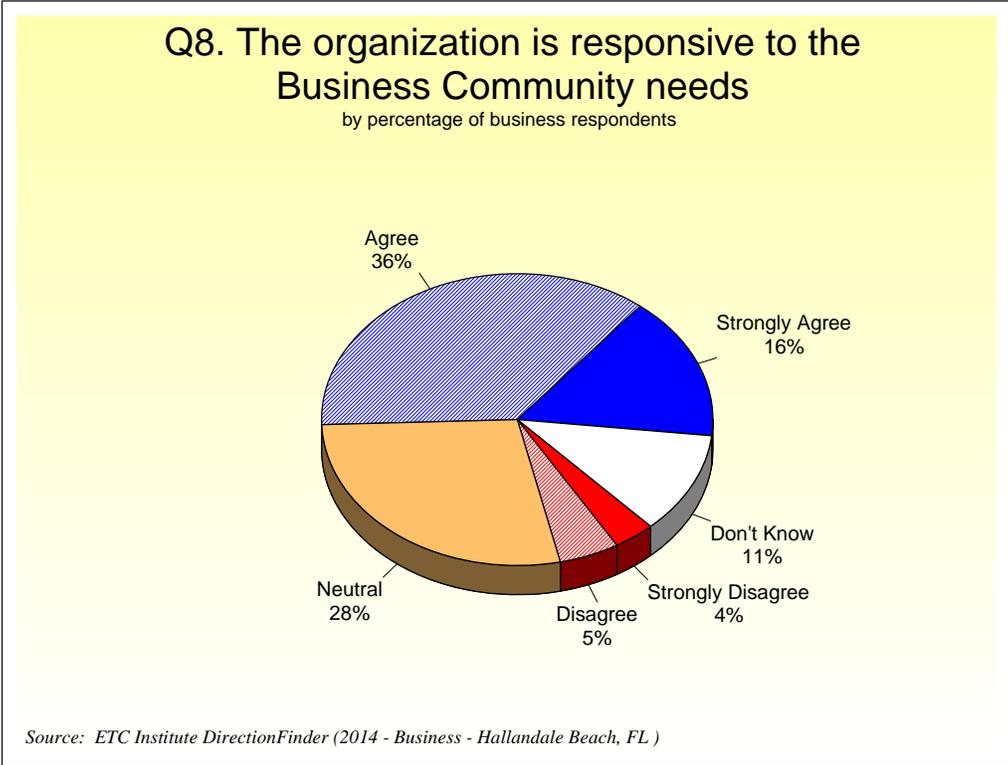
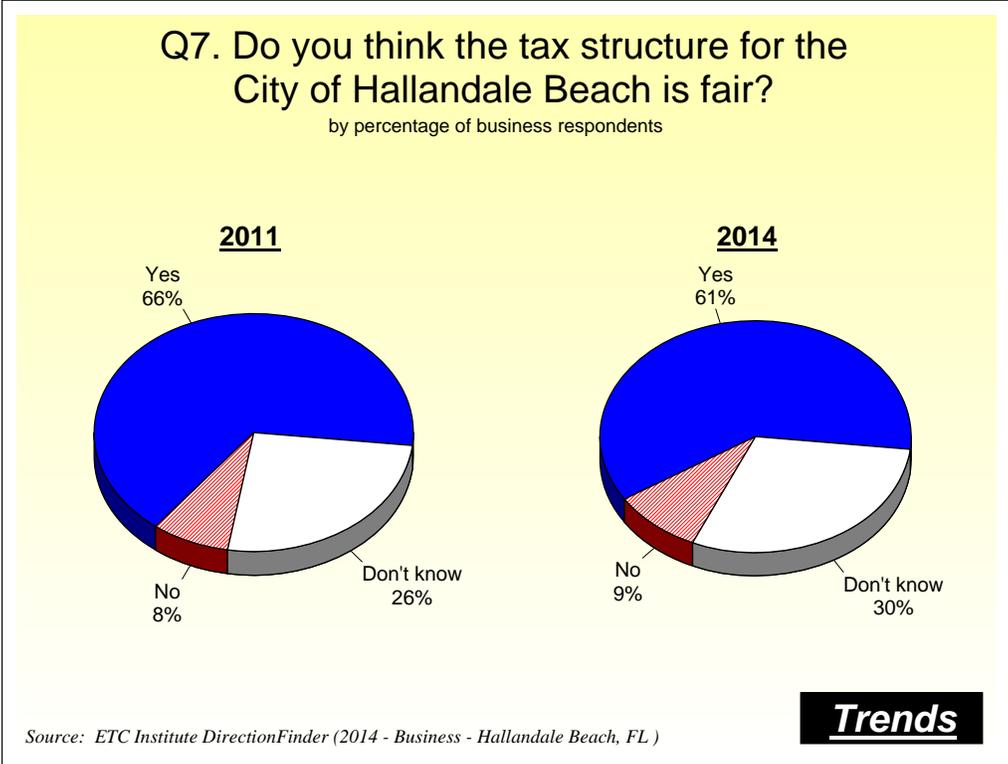


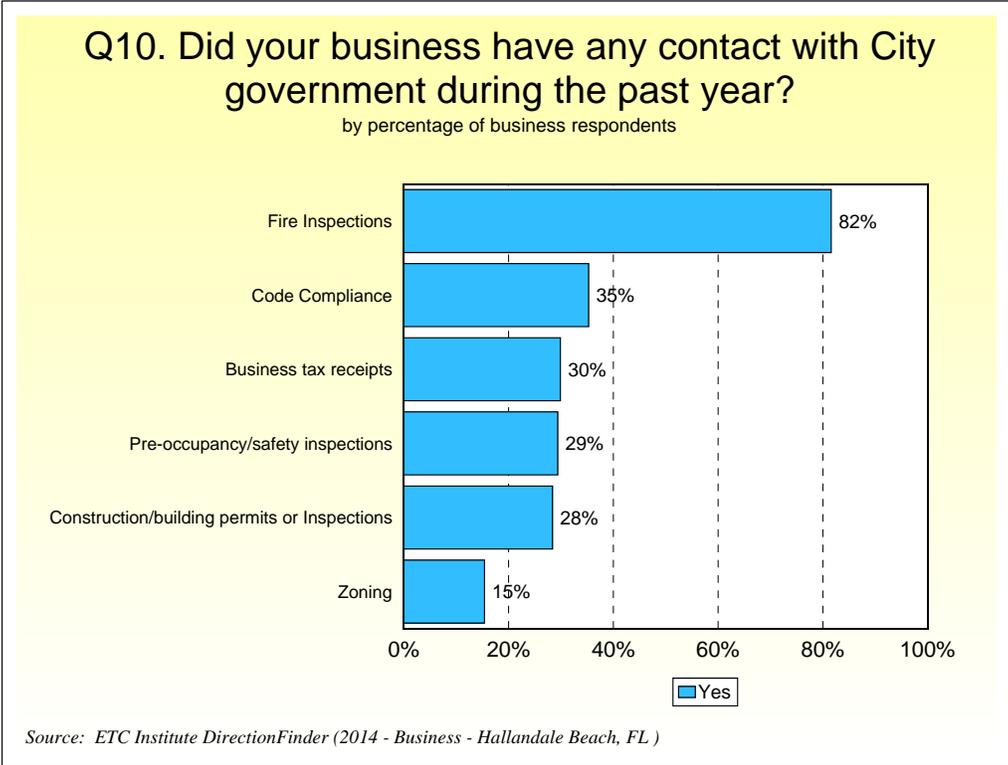
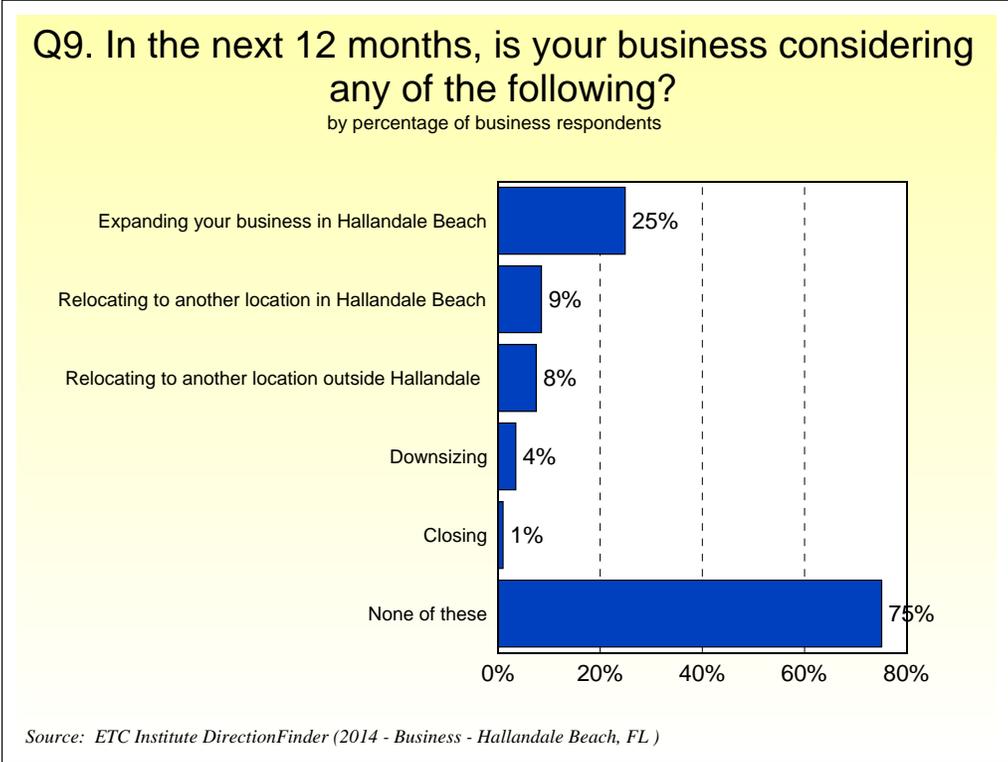
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

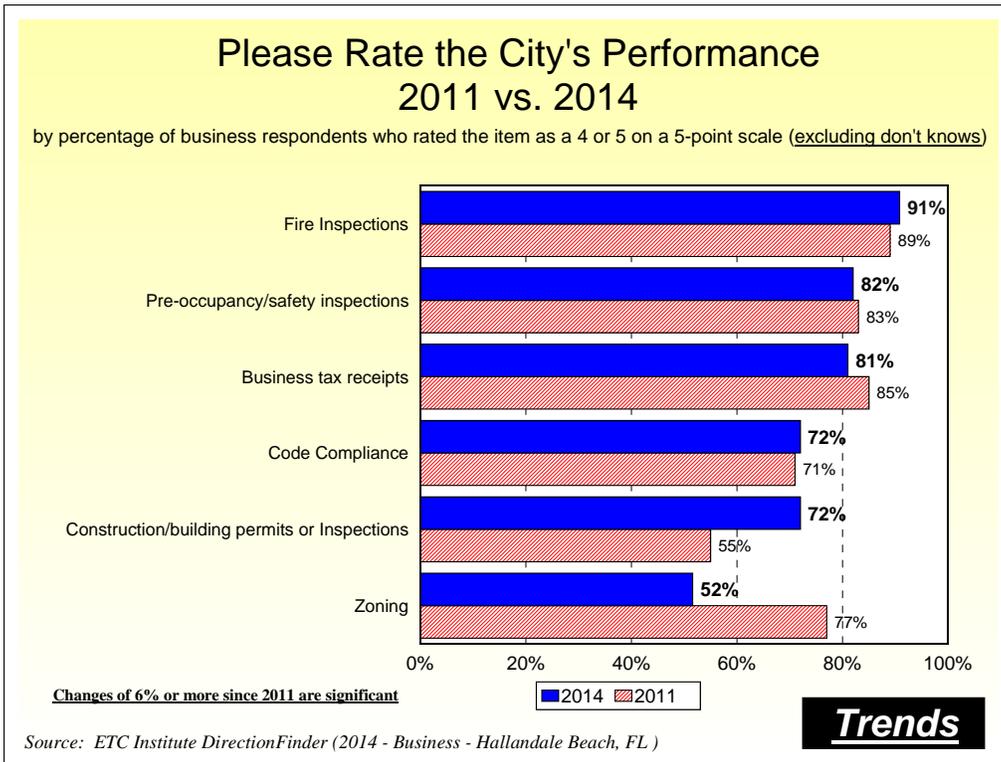
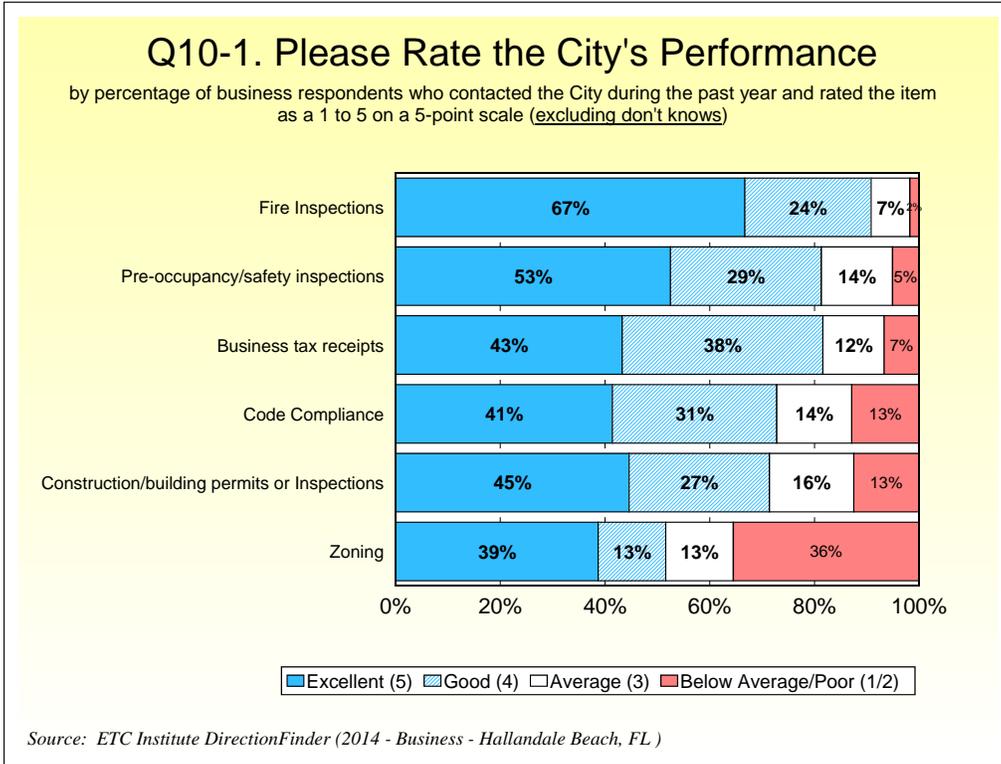


**Trends**



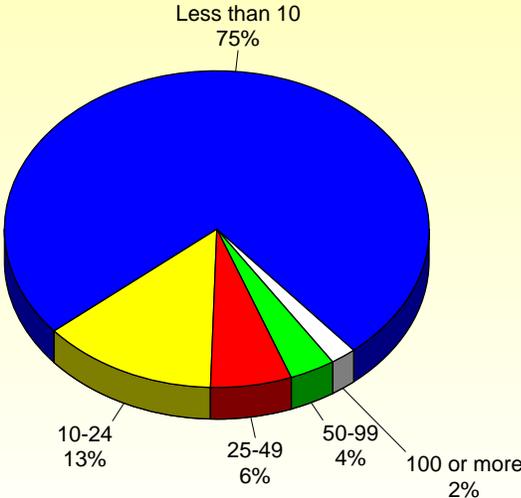






### Q11. Approximately how many employees do you employ in Hallandale Beach?

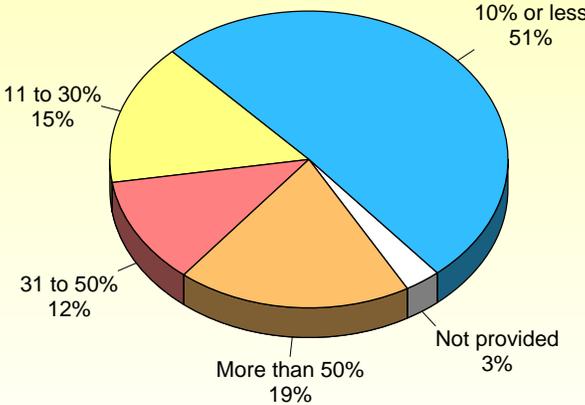
by percentage of business respondents



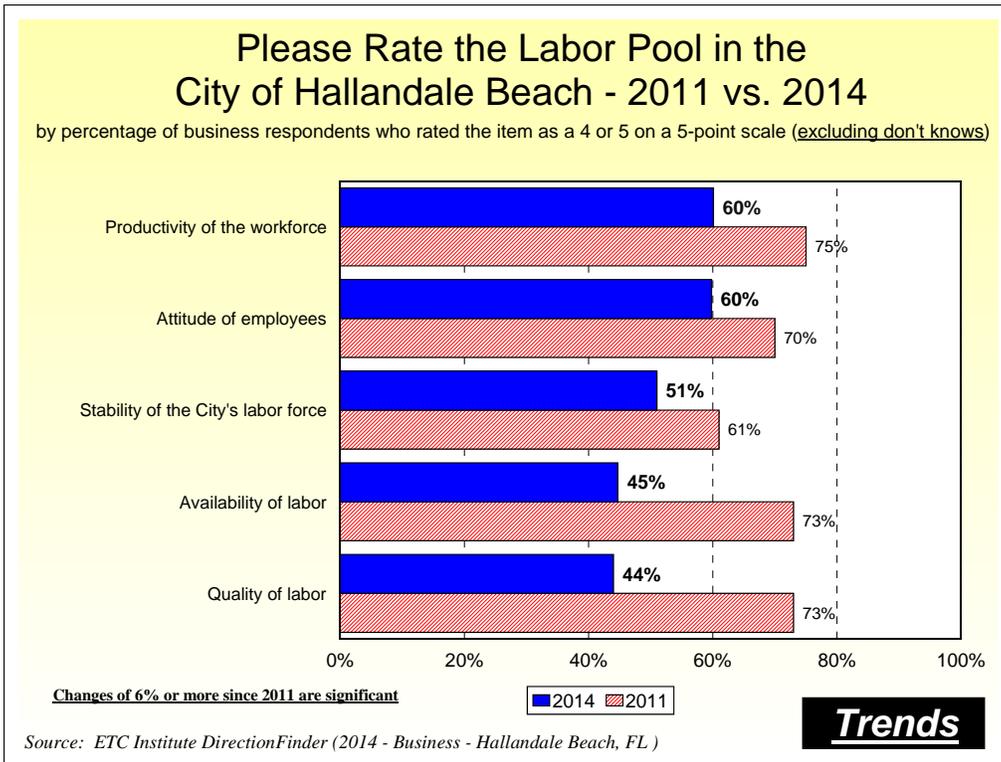
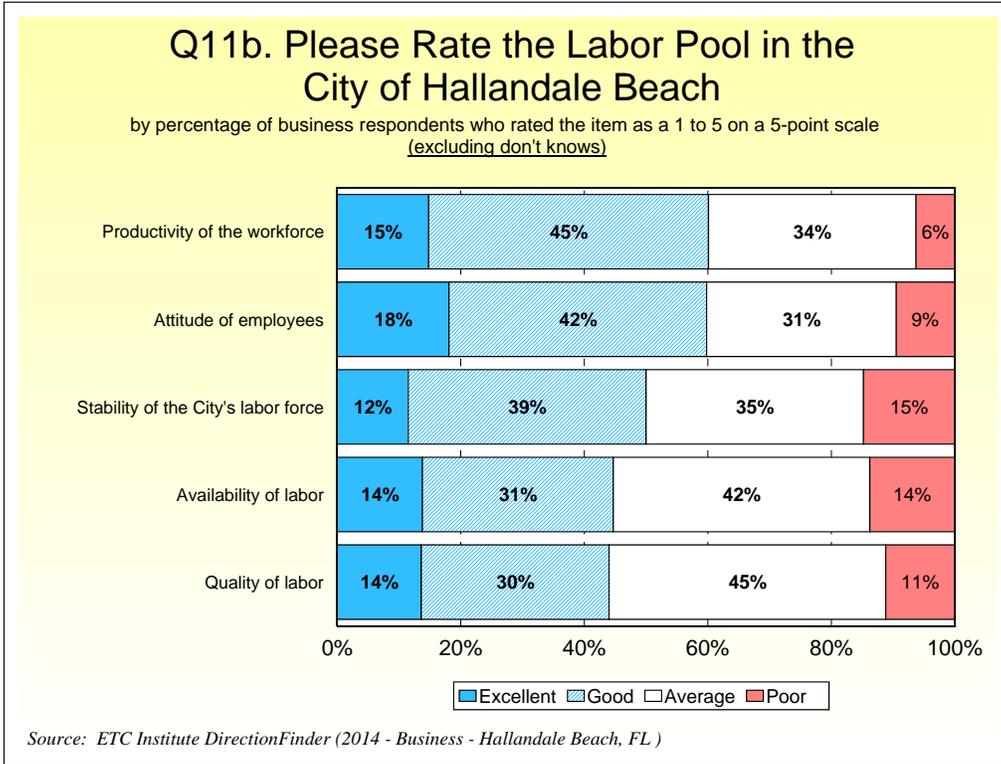
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

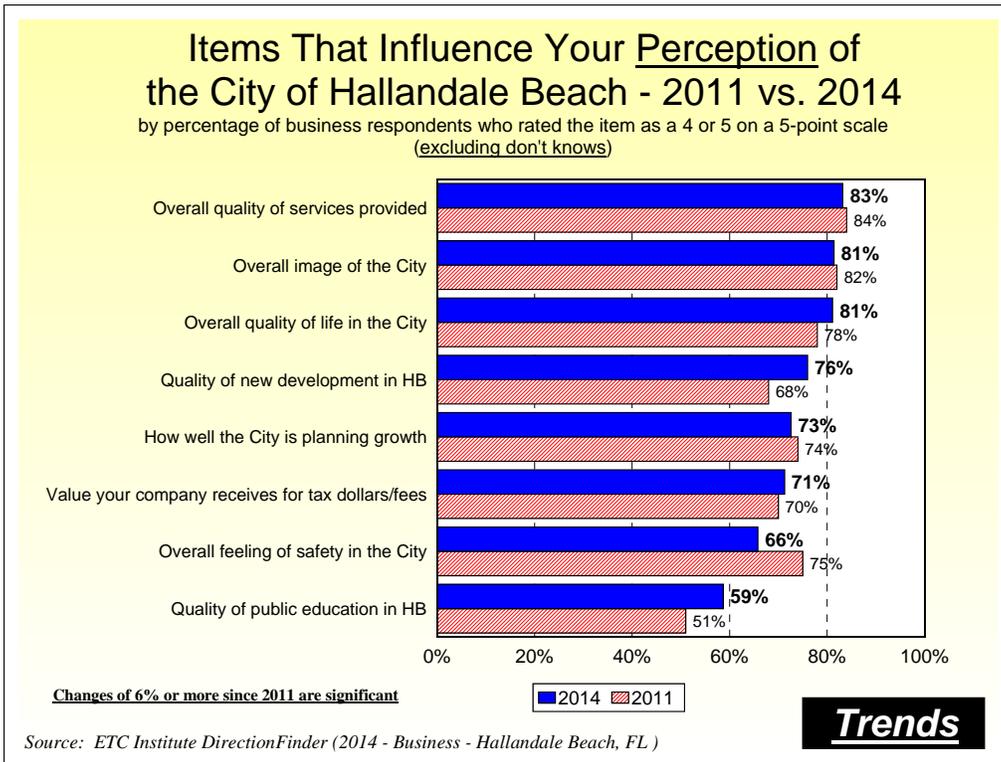
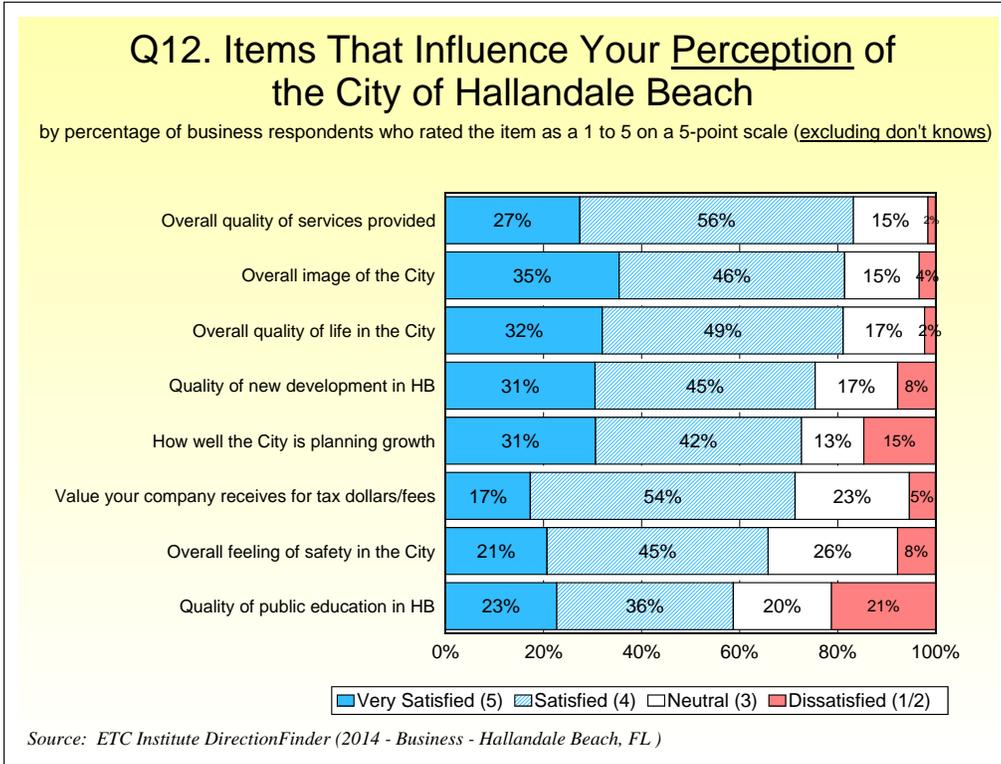
### Q11a. Of these, what percentage of your employees are residents of Hallandale Beach?

by percentage of business respondents



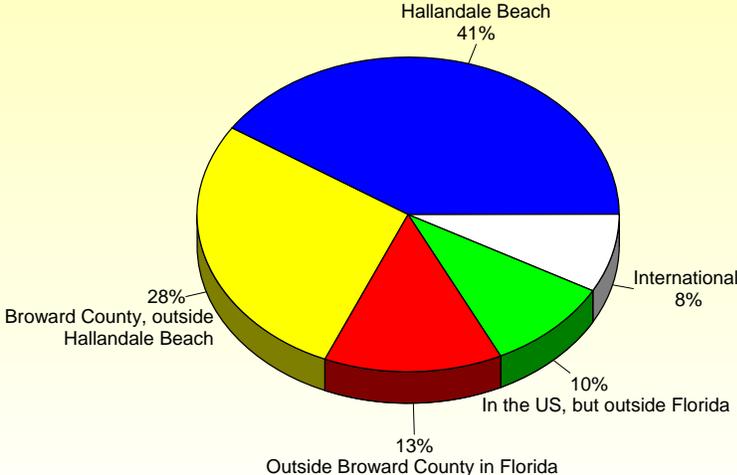
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)





### Q13. What percentage of your customer base is represented by these areas?

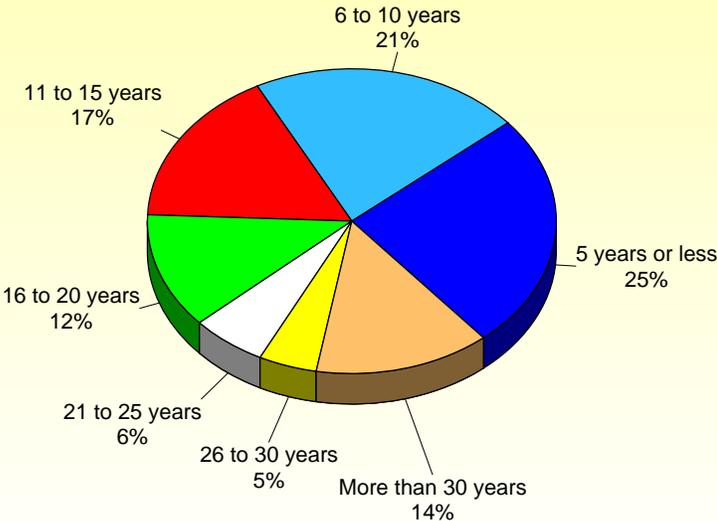
based on mean distribution reported by respondents to the business survey



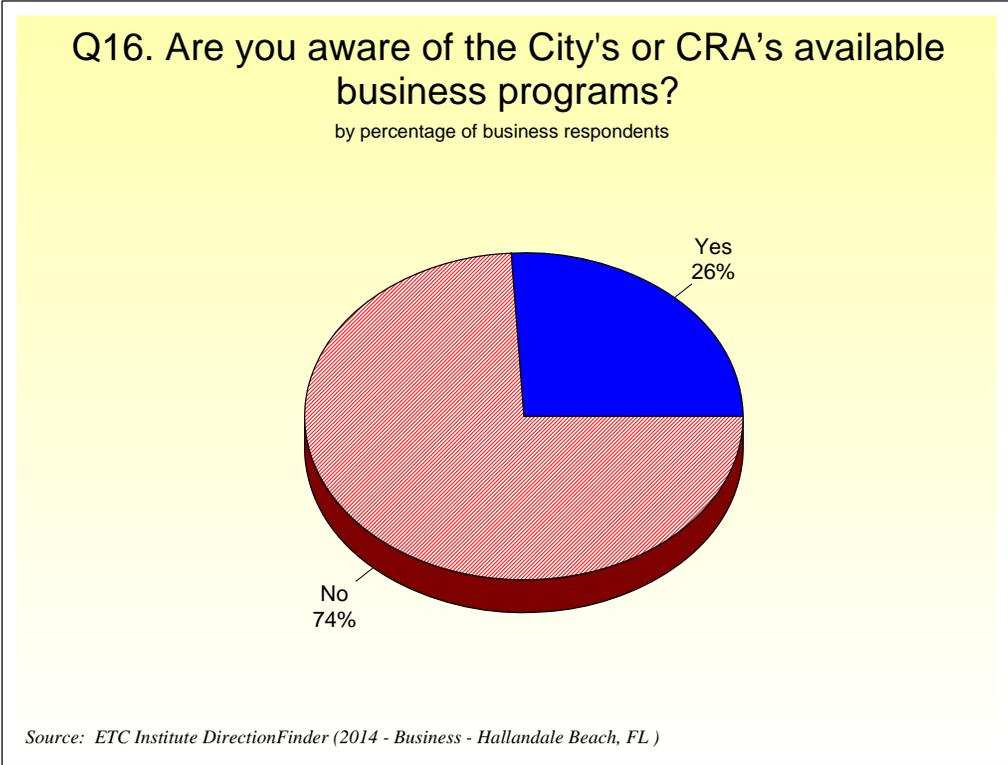
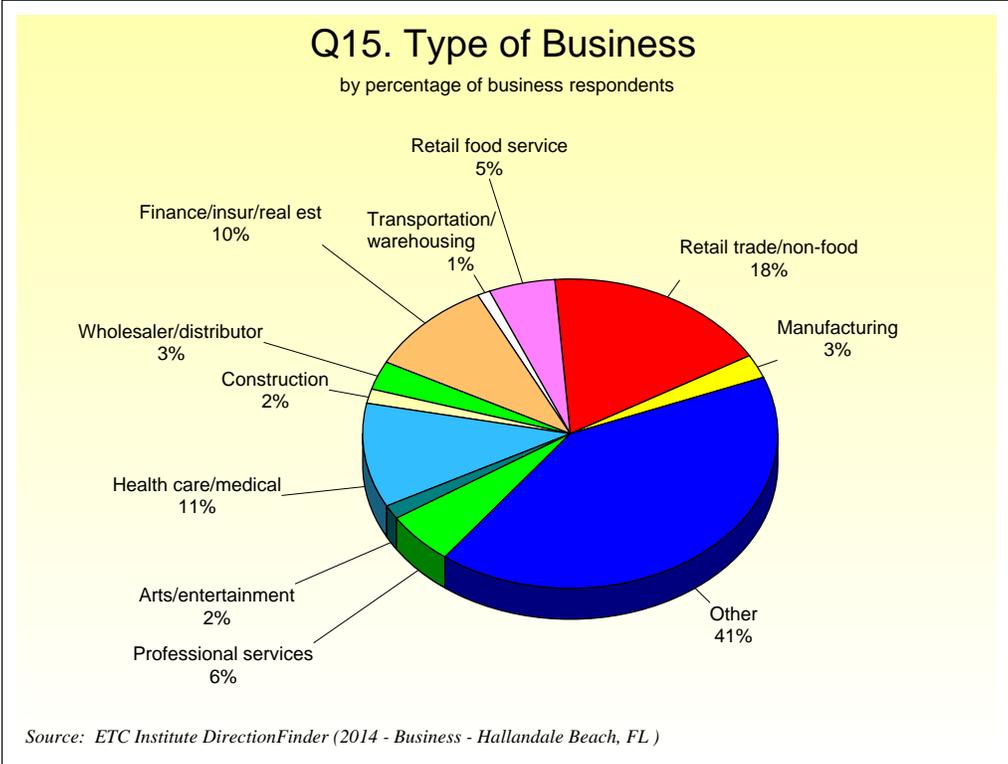
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

### Q14. Number of Years Your Business Has Been Operating in the City of Hallandale Beach

by percentage of business respondents

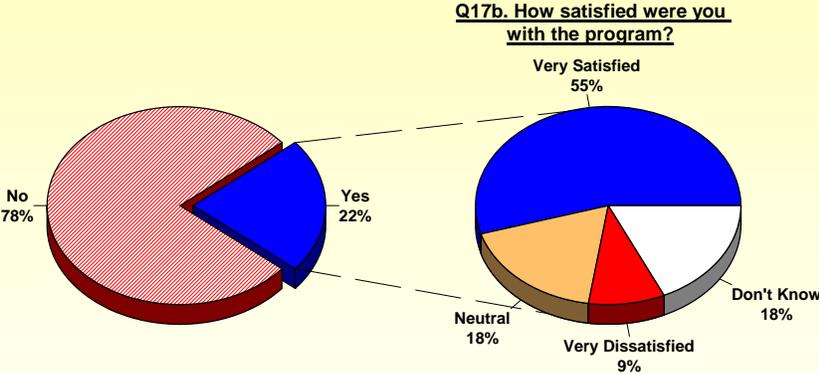


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)



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

by percentage of business respondents



Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

# *Tabular Data*

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**Q1. OVERALL SATISFACTION WITH CITY SERVICES. 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."**

(N=201)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Satisfaction with City water and sewer services	55.7%	26.4%	8.0%	4.5%	3.0%	2.5%
Q1b. Satisfaction with Fire services	59.2%	14.4%	1.5%	0.0%	0.5%	24.4%
Q1c. Satisfaction with Emergency Medical Services	50.2%	11.9%	0.5%	0.5%	0.0%	36.8%
Q1d. Satisfaction with Police Services	63.7%	22.4%	4.5%	1.0%	1.5%	7.0%
Q1e. Satisfaction with street maintenance	34.8%	31.3%	20.9%	7.0%	4.0%	2.0%
Q1f. Satisfaction with street lighting	43.3%	30.3%	14.4%	5.5%	1.5%	5.0%
Q1g. Satisfaction with street sweeping and the cleanliness of public areas	49.3%	28.4%	11.4%	6.5%	3.0%	1.5%
Q1h. Satisfaction with the City's drainage system	24.9%	17.9%	18.9%	18.9%	13.4%	6.0%
Q1i. Satisfaction with the availability of public transportation	25.4%	14.4%	8.5%	3.0%	3.0%	45.8%
Q1j. Satisfaction with City planning and development	24.4%	23.4%	10.9%	10.9%	4.0%	26.4%
Q1k. Satisfaction with the overall enforcement of city codes and ordinances	36.8%	31.3%	9.5%	4.0%	3.5%	14.9%
Q1l. Satisfaction with economic development	31.8%	20.4%	13.4%	3.5%	3.0%	27.9%
Q1m. Satisfaction with CRA Business assistance programs	14.4%	11.9%	6.0%	3.5%	2.5%	61.7%
Q1o. Satisfaction with the City sanitation services	43.8%	35.3%	10.0%	2.0%	1.0%	8.0%
Q1p. Satisfaction with the Building Department services	31.8%	24.9%	8.5%	5.5%	4.5%	24.9%
Q1q. Satisfaction with Traffic flow in the City	7.5%	13.4%	28.9%	19.9%	29.9%	0.5%

**WITHOUT DON'T KNOW**

**Q1. OVERALL SATISFACTION WITH CITY SERVICES. 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." (Without "Don't Know")**

(N=201)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Satisfaction with City water and sewer services	57.1%	27.0%	8.2%	4.6%	3.1%
Q1b. Satisfaction with Fire services	78.3%	19.1%	2.0%	0.0%	0.7%
Q1c. Satisfaction with Emergency Medical Services	79.5%	18.9%	0.8%	0.8%	0.0%
Q1d. Satisfaction with Police Services	68.4%	24.1%	4.8%	1.1%	1.6%
Q1e. Satisfaction with street maintenance	35.5%	32.0%	21.3%	7.1%	4.1%
Q1f. Satisfaction with street lighting	45.5%	31.9%	15.2%	5.8%	1.6%
Q1g. Satisfaction with street sweeping and the cleanliness of public areas	50.0%	28.8%	11.6%	6.6%	3.0%
Q1h. Satisfaction with the City's drainage system	26.5%	19.0%	20.1%	20.1%	14.3%
Q1i. Satisfaction with the availability of public transportation	46.8%	26.6%	15.6%	5.5%	5.5%
Q1j. Satisfaction with City planning and development	33.1%	31.8%	14.9%	14.9%	5.4%
Q1k. Satisfaction with the overall enforcement of city codes and ordinances	43.3%	36.8%	11.1%	4.7%	4.1%
Q1l. Satisfaction with economic development	44.1%	28.3%	18.6%	4.8%	4.1%
Q1m. Satisfaction with CRA Business assistance programs	37.7%	31.2%	15.6%	9.1%	6.5%
Q1o. Satisfaction with the City sanitation services	47.6%	38.4%	10.8%	2.2%	1.1%
Q1p. Satisfaction with the Building Department services	42.4%	33.1%	11.3%	7.3%	6.0%
Q1q. Satisfaction with Traffic flow in the City	7.5%	13.5%	29.0%	20.0%	30.0%

**Q2. Which THREE of the City services listed above are most important to your business?**

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	12	6.0 %
Fire services	4	2.0 %
Emergency medical services	4	2.0 %
Police services	20	10.0 %
Street maintenance	5	2.5 %
Street lighting	7	3.5 %
Street sweeping and cleanliness of public areas	3	1.5 %
City's drainage system	9	4.5 %
Availability of public transportation	2	1.0 %
City planning and development	1	0.5 %
Overall enforcement of city codes and ordinances	2	1.0 %
Economic development	3	1.5 %
CRA Business assistance programs	4	2.0 %
City sanitation services	8	4.0 %
Building Dept services (permitting, etc.)	8	4.0 %
Traffic flow in the City	93	46.3 %
None selected	16	8.0 %
Total	201	100.0 %

**Q2. Which THREE of the City services listed above are most important to your business?**

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	13	6.5 %
Fire services	12	6.0 %
Emergency medical services	6	3.0 %
Police services	20	10.0 %
Street maintenance	5	2.5 %
Street lighting	9	4.5 %
Street sweeping and cleanliness of public areas	6	3.0 %
City's drainage system	23	11.4 %
Availability of public transportation	2	1.0 %
City planning and development	7	3.5 %
Overall enforcement of city codes and ordinances	6	3.0 %
Economic development	1	0.5 %
CRA Business assistance programs	2	1.0 %
City sanitation services	19	9.5 %
Building Dept services (permitting, etc.)	7	3.5 %
Traffic flow in the City	21	10.4 %
None selected	42	20.9 %
Total	201	100.0 %

**Q2. Which THREE of the City services listed above are most important to your business?**

<u>Q2 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	5	2.5 %
Fire services	5	2.5 %
Emergency medical services	2	1.0 %
Police services	20	10.0 %
Street maintenance	7	3.5 %
Street lighting	3	1.5 %
Street sweeping and cleanliness of public areas	8	4.0 %
City's drainage system	9	4.5 %
Availability of public transportation	6	3.0 %
City planning and development	9	4.5 %
Overall enforcement of city codes and ordinances	8	4.0 %
Economic development	1	0.5 %
CRA Business assistance programs	5	2.5 %
City sanitation services	9	4.5 %
Building Dept services (permitting, etc.)	6	3.0 %
Traffic flow in the City	8	4.0 %
None selected	90	44.8 %
Total	201	100.0 %

**Q2. Which THREE of the City services listed above are most important to your business?**  
**(Sum of Top 3 Choices)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
City water and sewer services	30	14.9 %
Fire services	21	10.4 %
Emergency medical services	12	6.0 %
Police services	60	29.9 %
Street maintenance	17	8.5 %
Street lighting	19	9.5 %
Street sweeping and cleanliness of public areas	17	8.5 %
City's drainage system	41	20.4 %
Availability of public transportation	10	5.0 %
City planning and development	17	8.5 %
Overall enforcement of city codes and ordinances	16	8.0 %
Economic development	5	2.5 %
CRA Business assistance programs	11	5.5 %
City sanitation services	36	17.9 %
Building Dept services (permitting, etc.)	21	10.4 %
Traffic flow in the City	122	60.7 %
None selected	17	8.5 %
Total	472	

**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	40	19.9 %
Good	91	45.3 %
Average	55	27.4 %
Poor	15	7.5 %
Total	201	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	157	78.1 %
No	26	12.9 %
Don't know	18	9.0 %
Total	201	100.0 %

**WITHOUT DON'T KNOW**

**Q4. Do you think that the City of Hallandale Beach is a "Business Friendly" community? (Without "Don't Know")**

Q4. Do you think that the City of Hallandale Beach is a Business Friendly community?	Number	Percent
Yes	157	85.8 %
No	26	14.2 %
Total	183	100.0 %

**Q4a. If NO, why not?**

<u>Q4a If NO: Why not?</u>	<u>Number</u>	<u>Percent</u>
Too difficult to open up a business	1	3.8 %
Nobody wants to go to the City of Hallandale. Too complicated and not friendly.	1	3.8 %
Not cooperating with businesses	1	3.8 %
Impossible to qualify for grant money and they don't do what they promise	1	3.8 %
They rezoned the commercial area across from business to residential causing undue problems.	1	3.8 %
Way too regulated	1	3.8 %
Can't have signs. City won't let us do anything to advertise business	1	3.8 %
There is the spirit there, but how we make things work does not exist.	1	3.8 %
Police service, maintain the roads, cars should not be parked on sidewalks.	1	3.8 %
Restrictions on advertisement	1	3.8 %
Traffic	1	3.8 %
Have a lot to improve on.	1	3.8 %
Make process too difficult for opening businesses	1	3.8 %
HB does not reach out to businesses--my business only grows by my efforts--I believe Hallandale Beach needs to be more proactive with helping/assisting business through benefits, assisting businesses to run, stay attractive, to stay in HB--make it easier for businesses to want to stay here.	1	3.8 %
No allowance for signage/advertisement	1	3.8 %
Too strict on signs & banner regulations that can promote business	1	3.8 %
Banner restrictions and selective enforcement of regulations	1	3.8 %
Make it too difficult	1	3.8 %
Getting permits and sign ordinance very difficult	1	3.8 %
Traffic, over population, bad management of traffic.	1	3.8 %
Misguided.	1	3.8 %
Because of the taxation and code enforcement.	1	3.8 %
Have not seen them do anything special. Don't have a supported Chamber. Not active, does as little possible to keep itself a Chamber.	1	3.8 %
The city needs to reach out to new business more	1	3.8 %
Code Enforcement harasses small business	1	3.8 %
The city makes effort to help businesses	1	3.8 %
<b>Total</b>	<b>26</b>	<b>100.0 %</b>

**Q5. REASONS TO LOCATE YOUR BUSINESS IN HALLANDALE BEACH. 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=201)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q5a. Overall image of the City	34.8%	23.4%	18.9%	3.0%	10.9%	9.0%
Q5b. Quality of local schools	14.4%	9.0%	15.4%	4.0%	39.3%	17.9%
Q5c. Low crime rate	46.3%	21.9%	11.9%	1.5%	9.0%	9.5%
Q5d. Availability of trained employees	26.9%	13.4%	12.9%	3.0%	30.3%	13.4%
Q5e. Level of taxation	30.8%	16.9%	15.9%	3.5%	15.9%	16.9%
Q5f. Access to highways	43.8%	24.4%	10.9%	2.5%	9.0%	9.5%
Q5g. Access to airports	25.9%	17.4%	11.9%	6.5%	27.9%	10.4%
Q5h. Availability of quality housing and other amenities for employees	21.4%	18.9%	12.9%	6.5%	28.4%	11.9%
Q5i. Proximity of businesses that are important to your business	29.9%	17.9%	14.9%	5.0%	20.9%	11.4%
Q5j. Availability of public transportation	21.9%	12.9%	11.9%	6.0%	33.8%	13.4%
Q5k. Availability of libraries, arts, and cultural amenities	15.9%	11.4%	15.9%	10.0%	33.8%	12.9%
Q5l. Attitude of local government toward business	33.8%	21.4%	16.9%	2.5%	12.9%	12.4%
Q5m. Availability of telecommunications, utilities and other infrastructure	46.8%	18.9%	12.9%	2.0%	9.0%	10.4%
Q5n. Proximity to gaming facilities	9.5%	12.9%	11.4%	7.5%	45.8%	12.9%
Q5o. Availability of parks and open space	18.4%	12.4%	18.9%	9.0%	30.3%	10.9%
Q5p. Good variety of restaurants/nightlife	22.9%	16.4%	16.4%	8.5%	24.9%	10.9%
Q5q. Competitive land or lease costs	30.8%	22.4%	13.4%	2.0%	15.4%	15.9%

**WITHOUT DON'T KNOW**

**Q5. REASONS TO LOCATE YOUR BUSINESS IN HALLANDALE BEACH. 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? (Without "Don't Know")**

(N=201)

	Extremely Important	Very Important	Important	Less Important	Not Important
Q5a. Overall image of the City	38.3%	25.7%	20.8%	3.3%	12.0%
Q5b. Quality of local schools	17.6%	10.9%	18.8%	4.8%	47.9%
Q5c. Low crime rate	51.1%	24.2%	13.2%	1.6%	9.9%
Q5d. Availability of trained employees	31.0%	15.5%	14.9%	3.4%	35.1%
Q5e. Level of taxation	37.1%	20.4%	19.2%	4.2%	19.2%
Q5f. Access to highways	48.4%	26.9%	12.1%	2.7%	9.9%
Q5g. Access to airports	28.9%	19.4%	13.3%	7.2%	31.1%
Q5h. Availability of quality housing and other amenities for employees	24.3%	21.5%	14.7%	7.3%	32.2%
Q5i. Proximity of businesses that are important to your business	33.7%	20.2%	16.9%	5.6%	23.6%
Q5j. Availability of public transportation	25.3%	14.9%	13.8%	6.9%	39.1%
Q5k. Availability of libraries, arts, and cultural amenities	18.3%	13.1%	18.3%	11.4%	38.9%
Q5l. Attitude of local government toward business	38.6%	24.4%	19.3%	2.8%	14.8%
Q5m. Availability of telecommunications, utilities and other infrastructure	52.2%	21.1%	14.4%	2.2%	10.0%
Q5n. Proximity to gaming facilities	10.9%	14.9%	13.1%	8.6%	52.6%
Q5o. Availability of parks and open space	20.7%	14.0%	21.2%	10.1%	34.1%
Q5p. Good variety of restaurants/nightlife	25.7%	18.4%	18.4%	9.5%	27.9%
Q5q. Competitive land or lease costs	36.7%	26.6%	16.0%	2.4%	18.3%

**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 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	15	7.5 %
Quality of local schools	1	0.5 %
Low crime rate	25	12.4 %
Availability of trained employees	1	0.5 %
Level of taxation	17	8.5 %
Access to highways	13	6.5 %
Access to airports	1	0.5 %
Availability of quality housing and other amenities for employees	10	5.0 %
Proximity of businesses that are important to your business	9	4.5 %
Availability of public transportation	3	1.5 %
Availability of libraries, arts, and cultural amenities	1	0.5 %
Attitude of local government toward business	8	4.0 %
Availability of telecommunications, utilities	6	3.0 %
Availability of parks and open space	1	0.5 %
Good variety of restaurants/nightlife	2	1.0 %
Competitive land or lease costs	28	13.9 %
None selected	60	29.9 %
Total	201	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 Choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of the City	15	7.5 %
Quality of local schools	1	0.5 %
Low crime rate	18	9.0 %
Availability of trained employees	6	3.0 %
Level of taxation	8	4.0 %
Access to highways	14	7.0 %
Access to airports	6	3.0 %
Availability of quality housing and other amenities for employees	2	1.0 %
Proximity of businesses that are important to your business	5	2.5 %
Availability of public transportation	5	2.5 %
Attitude of local government toward business	5	2.5 %
Availability of telecommunications, utilities	8	4.0 %
Availability of parks and open space	2	1.0 %
Good variety of restaurants/nightlife	8	4.0 %
Competitive land or lease costs	15	7.5 %
None selected	83	41.3 %
Total	201	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 Choice	Number	Percent
Overall image of the City	7	3.5 %
Quality of local schools	3	1.5 %
Low crime rate	6	3.0 %
Availability of trained employees	1	0.5 %
Level of taxation	12	6.0 %
Access to highways	10	5.0 %
Access to airports	4	2.0 %
Availability of quality housing and other amenities for employees	3	1.5 %
Proximity of businesses that are important to your business	7	3.5 %
Availability of public transportation	3	1.5 %
Attitude of local government toward business	7	3.5 %
Availability of telecommunications, utilities	9	4.5 %
Availability of parks and open space	1	0.5 %
Good variety of restaurants/nightlife	7	3.5 %
Competitive land or lease costs	4	2.0 %
None selected	117	58.2 %
Total	201	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? (Sum of Top 3 Choices)**

Q6. Sum of Top 3 Choices	Number	Percent
Overall image of the City	37	18.4 %
Quality of local schools	5	2.5 %
Low crime rate	49	24.4 %
Availability of trained employees	8	4.0 %
Level of taxation	37	18.4 %
Access to highways	37	18.4 %
Access to airports	11	5.5 %
Availability of quality housing and other amenities for employees	15	7.5 %
Proximity of businesses that are important to your business	21	10.4 %
Availability of public transportation	11	5.5 %
Availability of libraries, arts, and cultural amenities	1	0.5 %
Attitude of local government toward business	20	10.0 %
Availability of telecommunications, utilities	23	11.4 %
Availability of parks and open space	4	2.0 %
Good variety of restaurants/nightlife	17	8.5 %
Competitive land or lease costs	47	23.4 %
None selected	60	29.9 %
Total	403	

**Q7. Do you think the tax structure for businesses in the City of Hallandale Beach is fair?**

Q7. Do you think the tax structure for businesses in the City of Hallandale Beach is fair?	Number	Percent
Yes	122	60.7 %
No	19	9.5 %
Don't know	60	29.9 %
Total	201	100.0 %

**WITHOUT DON'T KNOW**

**Q7. Do you think the tax structure for businesses in the City of Hallandale Beach is fair? (Without "Don't Know")**

Q7. Do you think the tax structure for businesses in the City of Hallandale Beach is fair?	Number	Percent
Yes	122	86.5 %
No	19	13.5 %
Total	141	100.0 %

**Q7a. If NO, why not?**

Q7a IF NO: Why not?	Number	Percent
Too high	7	36.8 %
Every other yr. they keep increasing fees	1	5.3 %
Mismanagement of funds. Corrupt	1	5.3 %
In our case they get us a little than they should for emergency services even though we may have an empty lot.	1	5.3 %
They are high compared to other cities.	1	5.3 %
Taxing for everything	1	5.3 %
Taxes are too high	1	5.3 %
When I compare business tax fees of HB, they are substantially higher than county tax fees--they need to be more in line with those fees of the county for fairness to businesses.	1	5.3 %
It appears that not all businesses are taxed in a commensurate way (too many internet businesses are not taxed at all)	1	5.3 %
Getting too high	1	5.3 %
Don't know	1	5.3 %
You tax things not even important	1	5.3 %
Too High	1	5.3 %
Total	19	100.0 %

**Q8. The organization is responsive to the Business Community needs?**

Q8. The City is responsive to the Business Community needs?	Number	Percent
Strongly Agree	32	15.9 %
Agree	73	36.3 %
Neutral	56	27.9 %
Disagree	10	5.0 %
Strongly Disagree	7	3.5 %
Don't Know	23	11.4 %
Total	201	100.0 %

**WITHOUT DON'T KNOW**

**Q8. The organization is responsive to the Business Community needs? (Without "Don't Know")**

Q8. The City is responsive to the Business Community needs?	Number	Percent
Strongly Agree	32	18.0 %
Agree	73	41.0 %
Neutral	56	31.5 %
Disagree	10	5.6 %
Strongly Disagree	7	3.9 %
Total	178	100.0 %

**Q9. In the next 12 months, is your business considering any of the following? (Sum of Choices)**

Q9. In the next 12 months, is your business considering any of the following?	Number	Percent
Expanding your business in Hallandale Beach	50	24.9 %
Relocating to another location in Hallandale Beach	17	8.5 %
Relocating to another location outside Hallandale Beach	15	7.5 %
Downsizing	7	3.5 %
Closing	2	1.0 %
None of these	151	75.1 %
Total	242	

**Q10. 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.**

(N=201)

	Yes	No
Q10a. Zoning	15.4%	84.6%
Q10b. Pre-occupancy/safety inspections	29.4%	70.6%
Q10c. Construction/building permits or Inspections	28.4%	71.6%
Q10d. Fire Inspections	81.6%	18.4%
Q10e. Business tax receipts	29.9%	70.1%
Q10f. Code Compliance	35.3%	64.7%

**Q10. If yes, please rate the City's performance in that area.**

(N=201)

	Excellent	Good	Average	Below Average	Poor	Don't Know
Q10a. Zoning	24.0%	8.0%	8.0%	10.0%	12.0%	38.0%
Q10b. Pre-occupancy/safety inspections	50.8%	27.9%	13.1%	1.6%	3.3%	3.3%
Q10c. Construction/building permits or inspections	42.4%	25.4%	15.3%	3.4%	8.5%	5.1%
Q10d. Fire inspections	64.3%	23.2%	7.1%	0.6%	1.2%	3.6%
Q10e. Business tax receipts	40.6%	35.9%	10.9%	0.0%	6.3%	6.3%
Q10f. Code compliance	39.7%	30.1%	13.7%	4.1%	8.2%	4.1%

**WITHOUT DON'T KNOW**

**Q10. If yes, please rate the City's performance in that area. (Without "Don't Know")**

(N=201)

	Excellent	Good	Average	Below Average	Poor
Q10a. Zoning	38.7%	12.9%	12.9%	16.1%	19.4%
Q10b. Pre-occupancy/safety inspections	52.5%	28.8%	13.6%	1.7%	3.4%
Q10c. Construction/building permits or inspections	44.6%	26.8%	16.1%	3.6%	8.9%
Q10d. Fire inspections	66.7%	24.1%	7.4%	0.6%	1.2%
Q10e. Business tax receipts	43.3%	38.3%	11.7%	0.0%	6.7%
Q10f. Code compliance	41.4%	31.4%	14.3%	4.3%	8.6%

**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	150	74.6 %
10-24	27	13.4 %
25-49	12	6.0 %
50-99	7	3.5 %
100 or more	5	2.5 %
Total	201	100.0 %

**Q11a. Of that, what percentage of your employees are residents of Hallandale Beach?**

Q11a. Of that, what percentage of your employees are residents of Hallandale Beach?

	Number	Percent
10% or less	103	51.2 %
11-30%	31	15.4 %
31-50%	24	11.9 %
More than 50%	37	18.4 %
Not Provided	6	3.0 %
Total	201	100.0 %

**Q11b. Please rate the labor pool in the City of Hallandale Beach in the following areas:**

(N=201)

	Excellent	Good	Average	Poor	Don't Know
Q11b-A. Quality of labor	8.5%	18.9%	27.9%	7.0%	37.8%
Q11b-B. Availability of labor	8.5%	18.9%	25.4%	8.5%	38.8%
Q11b-C. Stability of the City's labor force	7.0%	23.4%	21.4%	9.0%	39.3%
Q11b-D. Attitude of employees	11.4%	26.4%	19.4%	6.0%	36.8%
Q11b-E. Productivity of the workforce	9.5%	28.9%	21.4%	4.0%	36.3%

**WITHOUT DON'T KNOW**

**Q11b. Please rate the labor pool in the City of Hallandale Beach in the following areas: (Without "Don't Know")**

(N=201)

	Excellent	Good	Average	Poor
Q11b-A. Quality of labor	13.6%	30.4%	44.8%	11.2%
Q11b-B. Availability of labor	13.8%	30.9%	41.5%	13.8%
Q11b-C. Stability of the City's labor force	11.5%	38.5%	35.2%	14.8%
Q11b-D. Attitude of employees	18.1%	41.7%	30.7%	9.4%
Q11b-E. Productivity of the workforce	14.8%	45.3%	33.6%	6.3%

**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=201)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Overall quality of services provided by the City of Hallandale Beach (HB)	26.9%	54.7%	14.9%	0.5%	1.0%	2.0%
Q12b. Overall image of the City	34.8%	45.3%	14.9%	3.0%	0.5%	1.5%
Q12c. How well the City is planning growth	23.9%	32.8%	10.0%	8.5%	3.0%	21.9%
Q12d. Overall quality of life in the City	26.9%	41.3%	13.9%	1.5%	0.5%	15.9%
Q12e. Quality of new development in HB	25.4%	37.3%	13.9%	2.5%	4.0%	16.9%
Q12f. Quality of public education in HB	8.5%	13.4%	7.5%	3.5%	4.5%	62.7%
Q12g. Overall feeling of safety in the City	19.9%	43.3%	25.4%	6.5%	1.0%	4.0%
Q12h. Overall value your company receives for your City tax dollars and fees	12.9%	40.3%	17.4%	3.0%	1.0%	25.4%

**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." (Without "Don't Know")**

(N=201)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Overall quality of services provided by the City of Hallandale Beach (HB)	27.4%	55.8%	15.2%	0.5%	1.0%
Q12b. Overall image of the City	35.4%	46.0%	15.2%	3.0%	0.5%
Q12c. How well the City is planning growth	30.6%	42.0%	12.7%	10.8%	3.8%
Q12d. Overall quality of life in the City	32.0%	49.1%	16.6%	1.8%	0.6%
Q12e. Quality of new development in HB	30.5%	44.9%	16.8%	3.0%	4.8%
Q12f. Quality of public education in HB	22.7%	36.0%	20.0%	9.3%	12.0%
Q12g. Overall feeling of safety in the City	20.7%	45.1%	26.4%	6.7%	1.0%
Q12h. Overall value your company receives for your City tax dollars and fees	17.3%	54.0%	23.3%	4.0%	1.3%

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

	Mean
Q13. % Customers from the City of Hallandale Beach	41.20
Q13. % Customers from Broward County outside the City of Hallandale Beach	27.62
Q13. % Other Florida customers (Outside Broward County)	13.50
Q13. % Customers in the U.S. but outside Florida	10.32
Q13. % International/overseas customers	8.23

**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 Beach?	Number	Percent
5 yrs. or less	49	24.4 %
6 to 10 yrs.	42	20.9 %
11 to 15 yrs.	33	16.4 %
16 to 20 yrs.	24	11.9 %
21 to 25 yrs.	12	6.0 %
26 to 30 yrs.	9	4.5 %
More than 30 yrs.	27	13.4 %
Not Provided	5	2.5 %
Total	201	100.0 %

**WITHOUT NOT PROVIDED**

**Q14. Approximately how many years has your business been operating in the City of Hallandale Beach? (Without "Not Provided")**

Q14. Approximately how many years has your business been operating in the City of Hallandale Beach?	Number	Percent
5 yrs or less	49	25.0 %
6 to 10 yrs	42	21.4 %
11 to 15 yrs	33	16.8 %
16 to 20 yrs	24	12.2 %
21 to 25 yrs	12	6.1 %
26 to 30 yrs	9	4.6 %
More than 30 yrs	27	13.8 %
Total	196	100.0 %

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

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

	Number	Percent
Other	81	40.3 %
Manufacturing	5	2.5 %
Retail trade (not food service)	35	17.4 %
Retail food service	10	5.0 %
Transportation/warehousing	2	1.0 %
Finance/insurance/real estate	20	10.0 %
Wholesaler/distributor	6	3.0 %
Construction	3	1.5 %
Health care/medical/social services	21	10.4 %
Arts, entertainment, recreation	3	1.5 %
Professional services (law, consulting, architecture, engineers, etc.)	11	5.5 %
Not Provided	4	2.0 %
Total	201	100.0 %

**WITHOUT NOT PROVIDED**

**Q15. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? (Without "Not Provided")**

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

	Number	Percent
Other	81	41.1 %
Manufacturing	5	2.5 %
Retail trade (not food service)	35	17.8 %
Retail food service	10	5.1 %
Transportation/warehousing	2	1.0 %
Finance/insurance/real estate	20	10.2 %
Wholesaler/distributor	6	3.0 %
Construction	3	1.5 %
Health care/medical/social services	21	10.7 %
Arts, entertainment, recreation	3	1.5 %
Professional services (law, consulting, architecture, engineers, etc.)	11	5.6 %
Total	197	100.0 %

**Q15. Other**

Q15. Other	Number	Percent
Auto repair	2	2.5 %
Printing	2	2.5 %
Jet-ski repair shop	1	1.2 %
Condominiums	1	1.2 %
Group home	1	1.2 %
Assisted Living	1	1.2 %
Management	1	1.2 %
Ship packages	1	1.2 %
Photography & Publishing	1	1.2 %
Mailing & shipping services	1	1.2 %
Dry Cleaning	1	1.2 %
Trash hauling	1	1.2 %
Driving school	1	1.2 %
Auto Repair	1	1.2 %
Tax preparation and immigration	1	1.2 %
Food Pantry	1	1.2 %
Convenient gas station	1	1.2 %
Mobile Home Park	1	1.2 %
Real Estate Development	1	1.2 %
Telemarketers	1	1.2 %
Travel Agency	1	1.2 %
Self-Storage	1	1.2 %
Moving Company	1	1.2 %
Electronic Repair	1	1.2 %
Digital Company	1	1.2 %
Water mitigation	1	1.2 %
Develop software	1	1.2 %
Beauty Salon & Spa	1	1.2 %
Barber and Hair Salon	1	1.2 %
Health & Fitness	1	1.2 %
Certified GC	1	1.2 %
Translations	1	1.2 %
Publication	1	1.2 %
Service	1	1.2 %
Property Management	1	1.2 %
Janitorial	1	1.2 %
Moving company	1	1.2 %
Hotel	1	1.2 %
Construction	1	1.2 %
Hair salon	1	1.2 %
Beauty salon	1	1.2 %
Beauty Salon	1	1.2 %
Gas station	1	1.2 %
Travel Agency	1	1.2 %
Homeowners association	1	1.2 %
Rent to own	1	1.2 %
Pet Grooming	1	1.2 %
Convenience store	1	1.2 %
Promotions	1	1.2 %
Barber shop	1	1.2 %
Hair Shop	1	1.2 %
Early Learning Center	1	1.2 %

**Q15. Other**

<u>Q15. Other</u>	<u>Number</u>	<u>Percent</u>
Auto service	1	1.2 %
Hair salon	1	1.2 %
Auto garage & repair	1	1.2 %
Printing company	1	1.2 %
Dental lab	1	1.2 %
Cell phone repair	1	1.2 %
Commercial laundry service	1	1.2 %
Bank	1	1.2 %
Valet Contracted Parking	1	1.2 %
Locksmith	1	1.2 %
Rental Car	1	1.2 %
Car dealership	1	1.2 %
Install shutters and windows	1	1.2 %
Advertisement	1	1.2 %
Veterinary Office	1	1.2 %
Montessori School	1	1.2 %
Entertainment	1	1.2 %
Design Firm	1	1.2 %
Movie Rental	1	1.2 %
Signs and printing	1	1.2 %
Moving	1	1.2 %
Taxi	1	1.2 %
Car Wash	1	1.2 %
Real estate	1	1.2 %
Dog Grooming	1	1.2 %
Service	1	1.2 %
Tailoring and dry cleaning	1	1.2 %
Total	81	100.0 %

**Q16. Are you aware of the City's or CRA's 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	52	25.9 %
No	149	74.1 %
Total	201	100.0 %

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

Q17. Have you participated in any of the City's or CRA's business programs?	Number	Percent
Yes	11	5.5 %
No	39	19.4 %
Don't know	151	75.1 %
Total	201	100.0 %

**WITHOUT DON'T KNOW**

**Q17. Have you participated in any of the City's or CRA's business programs? (Without "Don't Know")**

Q17. Have you participated in any of the City's or CRA's business programs?	Number	Percent
Yes	11	22.0 %
No	39	78.0 %
Total	50	100.0 %

**Q17a. If YES, which programs?**

Q17a If YES, which programs?	Number	Percent
CRA	2	18.2 %
Benefits	1	9.1 %
Community reinvestment loans	1	9.1 %
We were offered a grant, then the grant was taken back and offered a loan. A loan was not what we wanted and I ended up taking the money needed out of my own finances. I was very unhappy with this.	1	9.1 %
Loan	1	9.1 %
CRA Small Business Loan	1	9.1 %
Paid half it I had my sidewalk done.	1	9.1 %
Improve store fronts	1	9.1 %
Business expansion program	1	9.1 %
Grant program	1	9.1 %
Total	11	100.0 %

**Q17b. How satisfied were you with the program?**

Q17b. How satisfied were you with the program?	Number	Percent
Very Satisfied	6	54.5 %
Neutral	2	18.2 %
Don't know	2	18.2 %
Very Dissatisfied	1	9.1 %
Total	11	100.0 %

# *Survey Instrument*

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# 2014 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).

- 1. 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."**

<b>How Satisfied Are You With:</b>		<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.	Building Dept services (permitting, etc.)	5	4	3	2	1	9
Q.	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. The organization is responsive to the Business Community needs?

\_\_\_(1)Strongly Agree    \_\_\_(2)Agree    \_\_\_(3)Neutral    \_\_\_(4)Disagree  
 \_\_\_(5)Strongly Disagree    \_\_\_(6) 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
  - \_\_\_(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

10. 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.

Have you had this type of contact with the City?			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

11. Approximately how many employees do you employ in Hallandale Beach?
- \_\_\_(1) Less than 10
  - \_\_\_(2) 10-24
  - \_\_\_(3) 25-49
  - \_\_\_(4) 50-99
  - \_\_\_(5) 100-249
  - \_\_\_(6) 250-499
  - \_\_\_(7) 500 or more

11.A Of that, what percentage of your employees are residents of Hallandale Beach?  
 \_\_\_\_\_%

11.B Please rate the labor pool in the City of Hallandale Beach in the following areas:

Area Rated	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

**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.”**

<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.	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

**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”]**

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

**16. Are you aware of the City’s or CRA’s 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

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

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

\_\_\_\_(1) Very satisfied

\_\_\_\_(4) Dissatisfied

\_\_\_\_(2) Satisfied

\_\_\_\_(5) Very Dissatisfied

\_\_\_\_(3) Neutral

\_\_\_\_(9) Don't know

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