2014 Hallandale Beach Business Survey Findings

Presented by

ETC Institute

May 2014

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

…helping city and county governments gather and use survey data to enhance organizational performance for 30 years

More than 1,850,000 Persons Surveyed
for more than 800 cities in 48 States

Agenda

- Purpose
- Methodology
- Survey Topics
  - Characteristics of Businesses
  - Perceptions of the City
  - Perceptions of the City's Labor Pool
  - Satisfaction with City Services
  - Reasons Businesses Located in HB
- Summary
- Questions

Purpose

- To objectively assess the quality of City services that are provided to businesses in Hallandale Beach
- To identify ways improve the quality of City services that are provided to businesses in the community
- To assess the City's performance over time

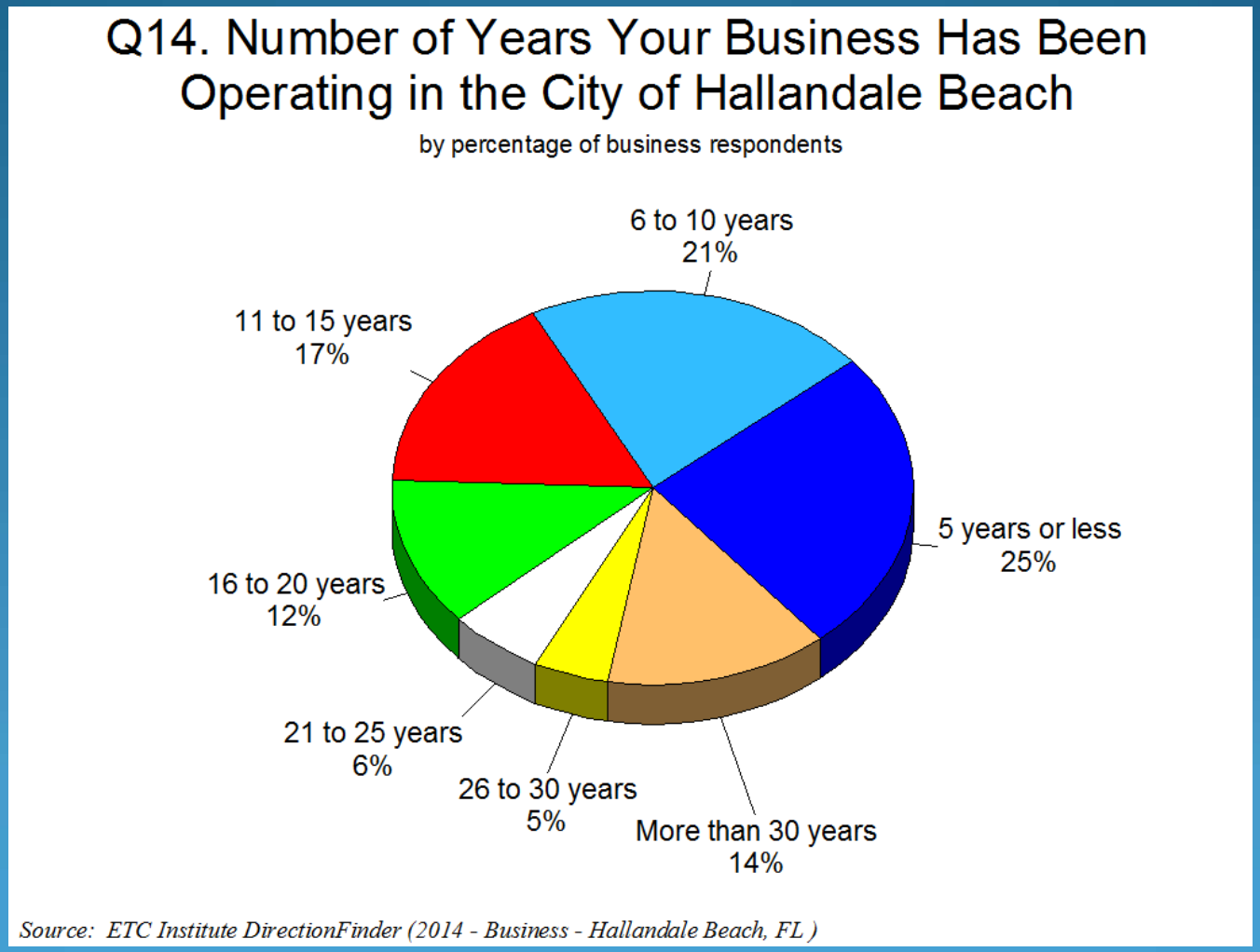
Methodology

- Administered during April 2014
- A random sample of 201 business owners/senior managers completed the survey
- Administered by mail and phone
- Survey took the average respondent about 15 minutes to complete
- Many of the questions were similar to those asked on the 2011 survey

Topic #1

Characteristics of the Business Community

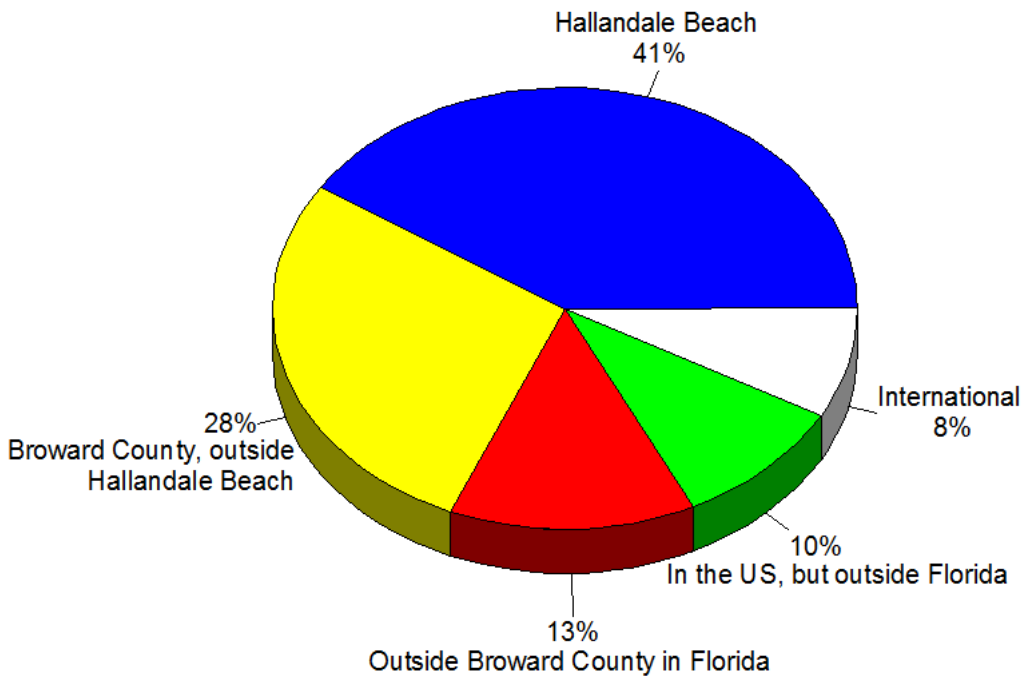
Characteristics of Survey Respondents



Characteristics of Survey Respondents

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

based on mean distribution reported by respondents to the business survey

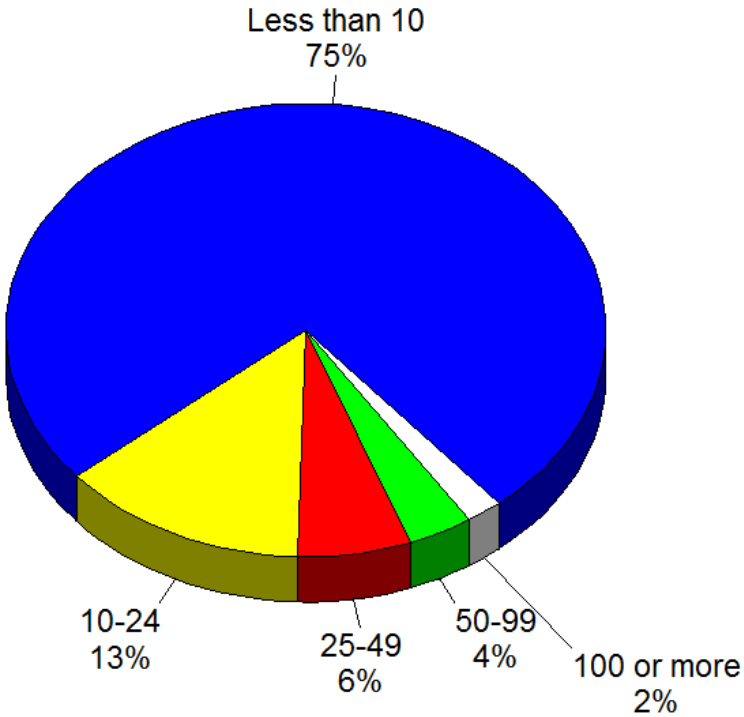


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Characteristics of Survey Respondents

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

by percentage of business respondents

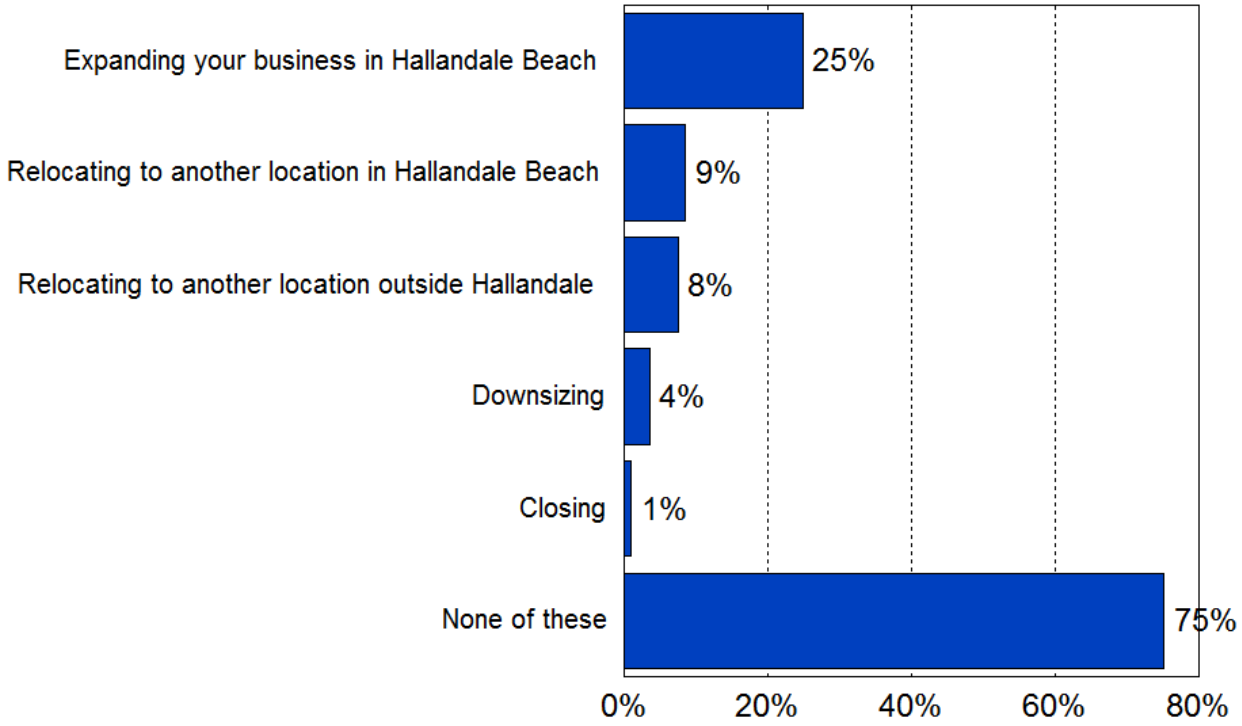


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Characteristics of Survey Respondents

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

by percentage of business respondents



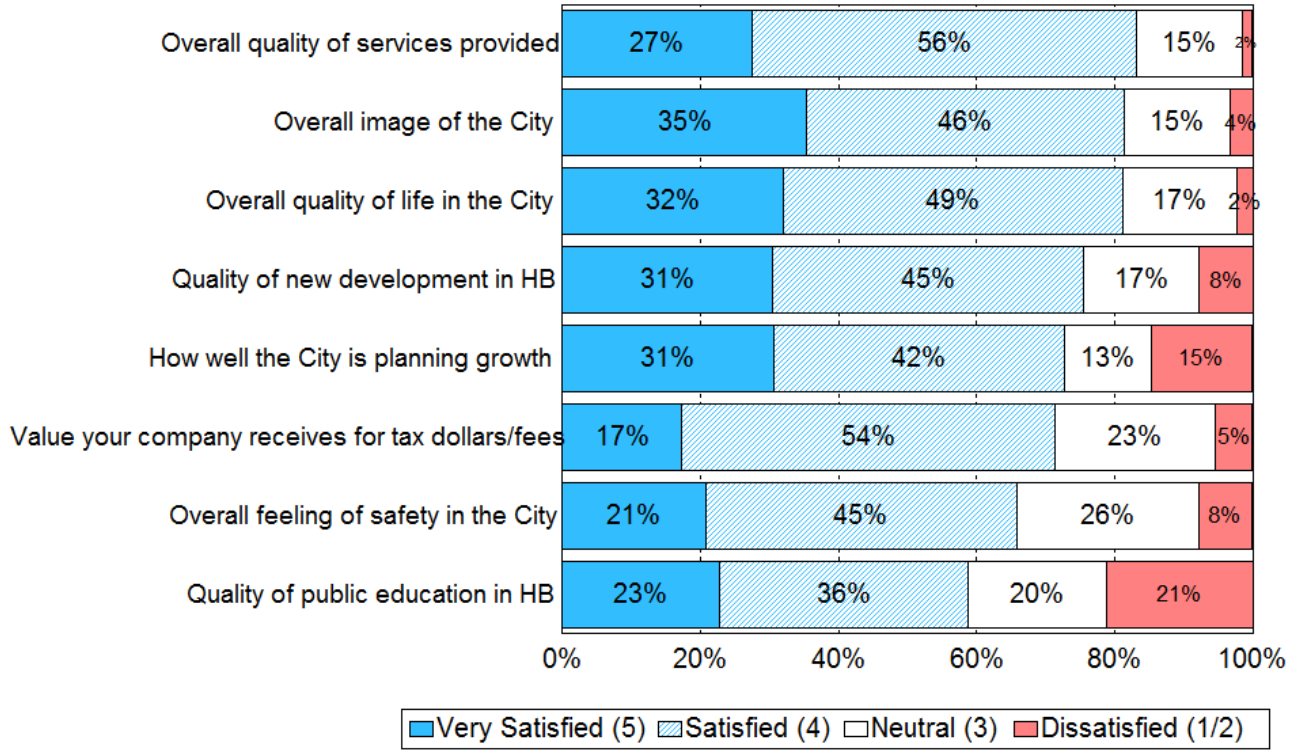
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Topic #2

Perceptions of the City

Q12. Items That Influence Your Perception of the City of 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)

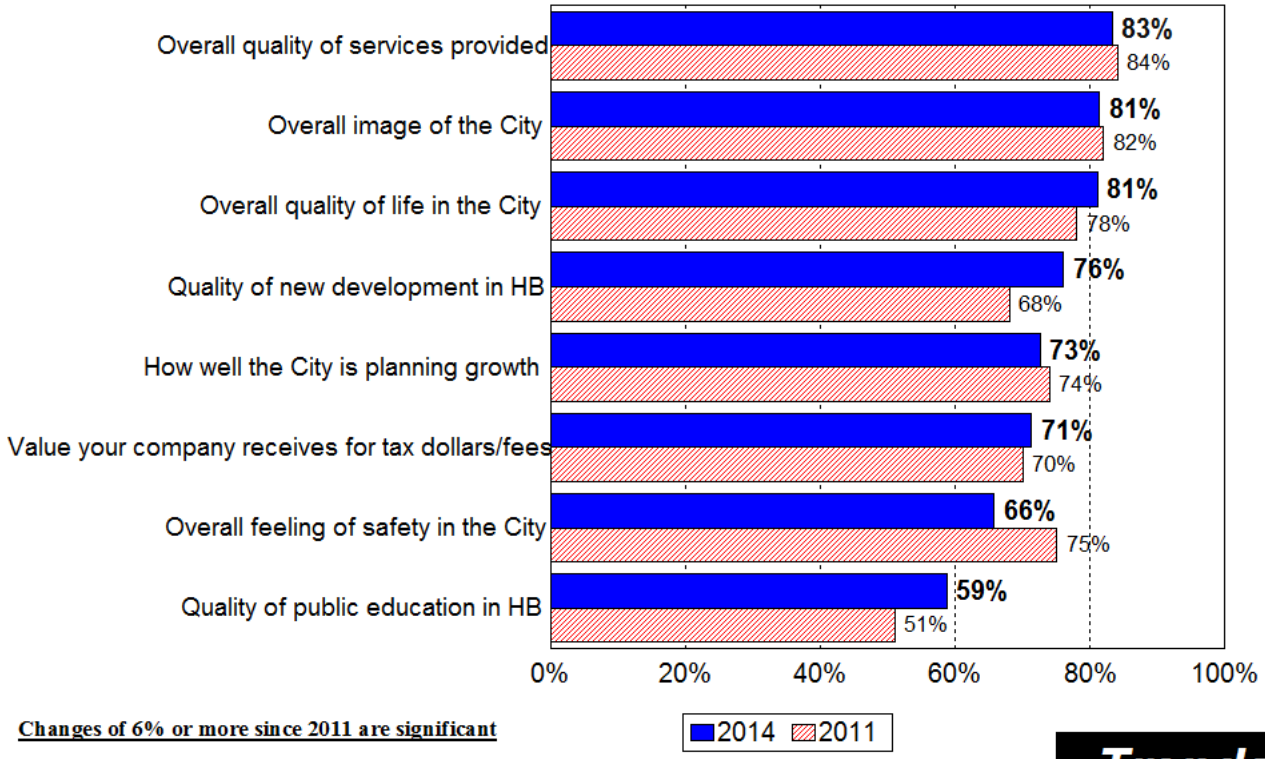


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

The City has a very strong brand. The ratio of positive ratings to negative ratings for the overall quality of City services was more than 40 to 1.

Items That Influence Your Perception of the City of Hallandale Beach - 2011 vs. 2014

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



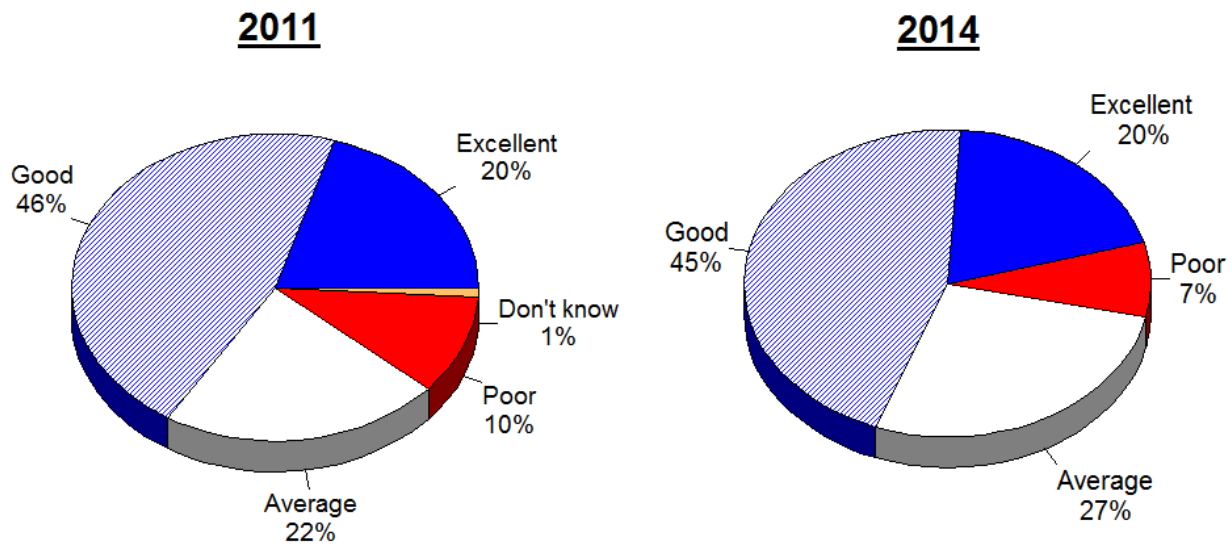
Changes of 6% or more since 2011 are significant

Trends

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

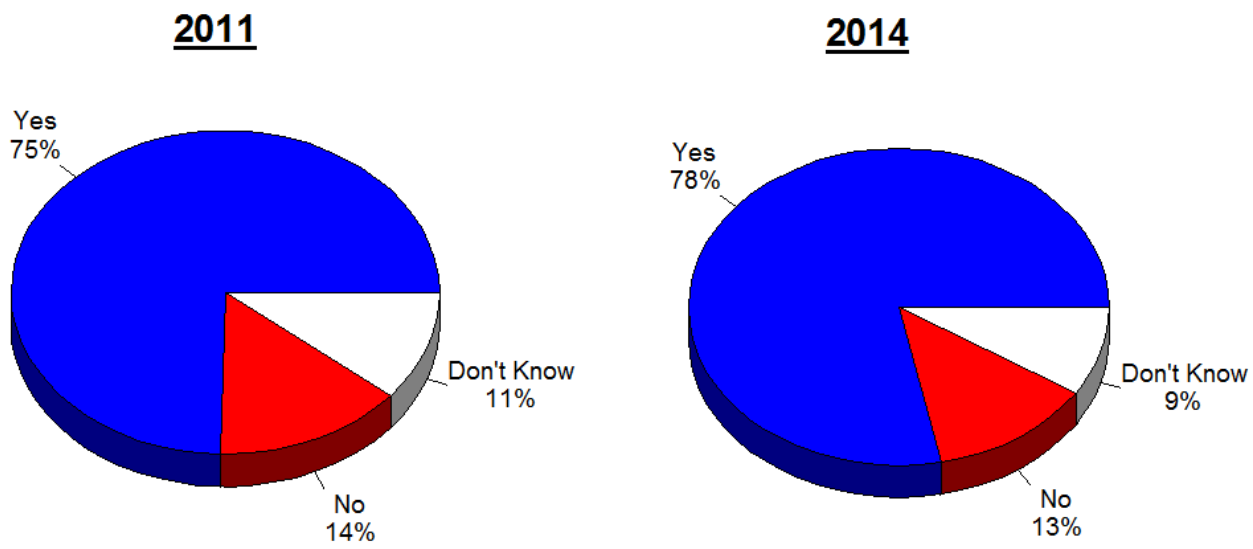


Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Trends

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

by percentage of business respondents

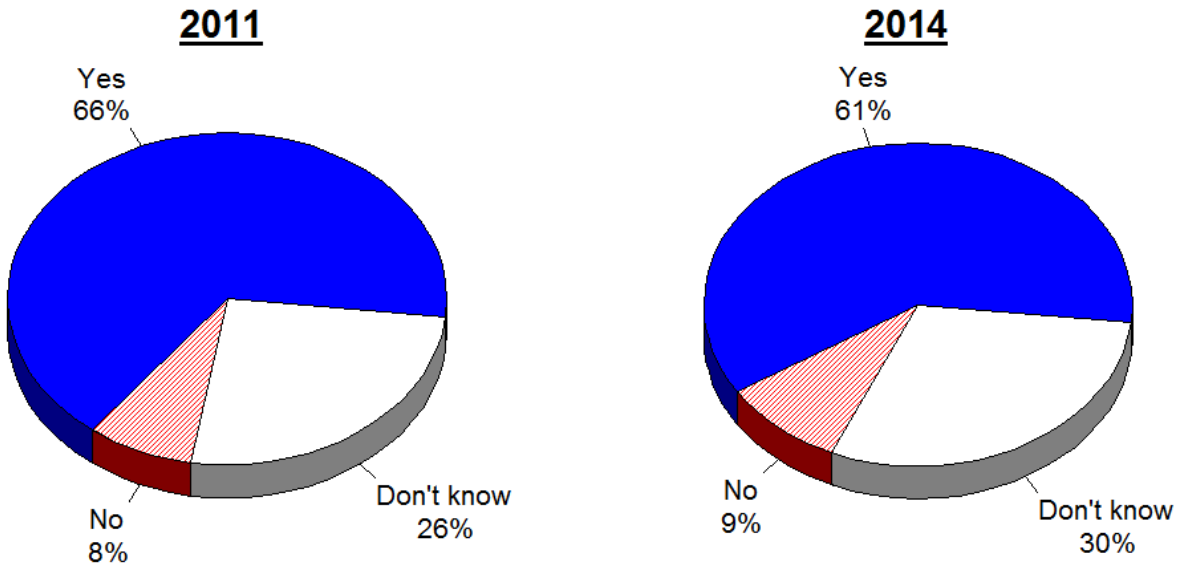


Trends

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

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

by percentage of business respondents



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

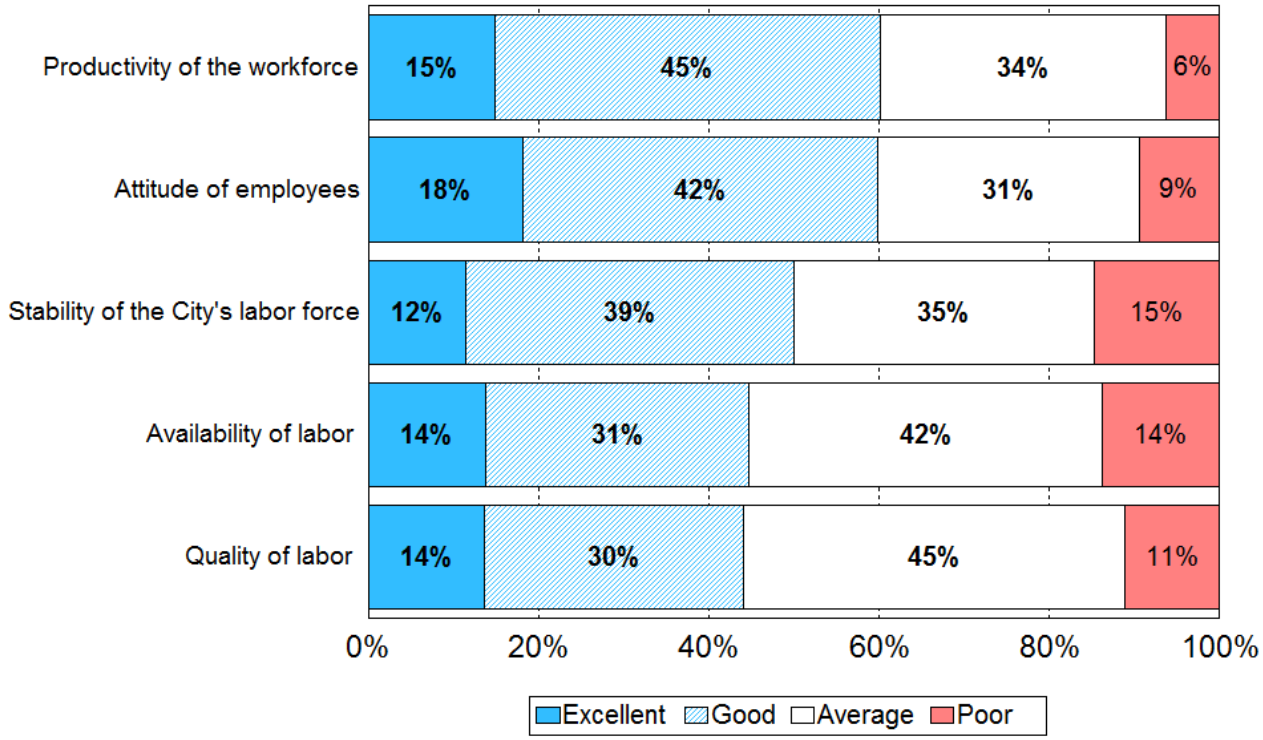
Trends

Topic #3

Perceptions of the Labor Pool in Hallandale Beach

Q11b. Please Rate the Labor Pool in the City of Hallandale Beach

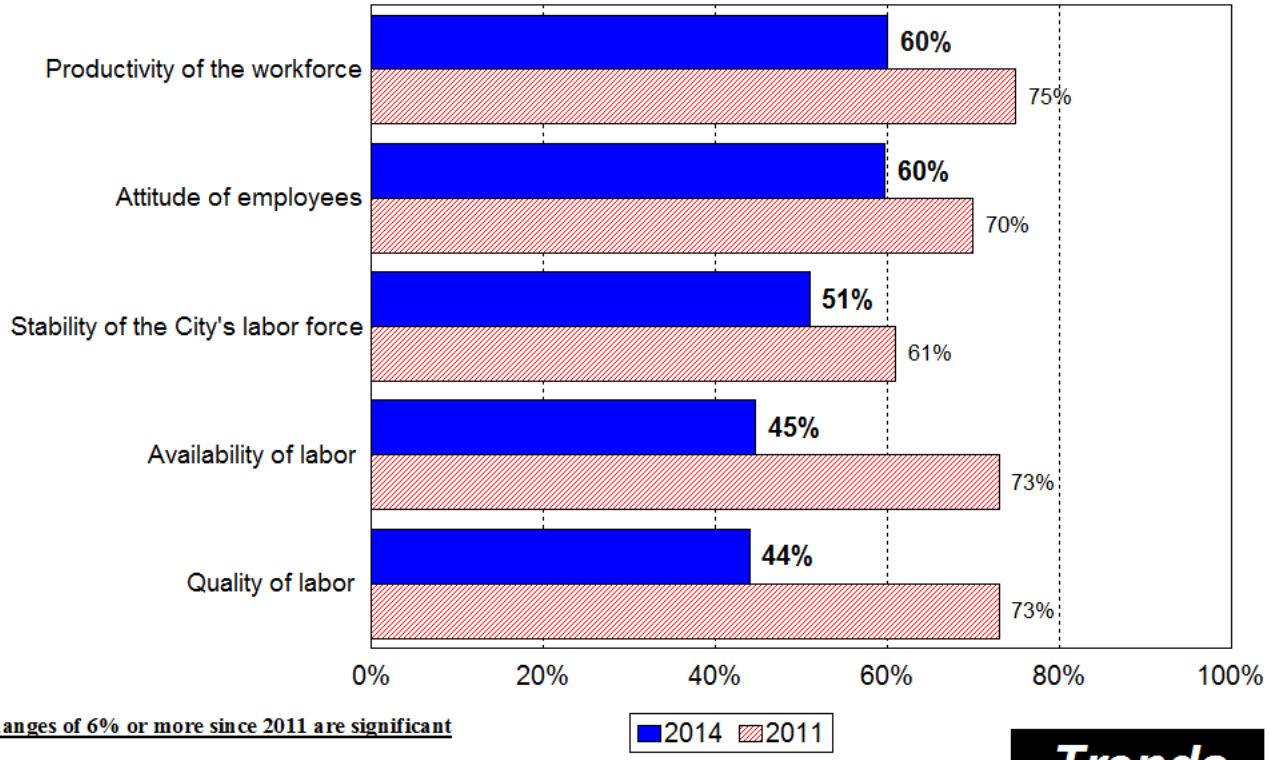
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Please Rate the Labor Pool in the City of Hallandale Beach - 2011 vs. 2014

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



Changes of 6% or more since 2011 are significant

Trends

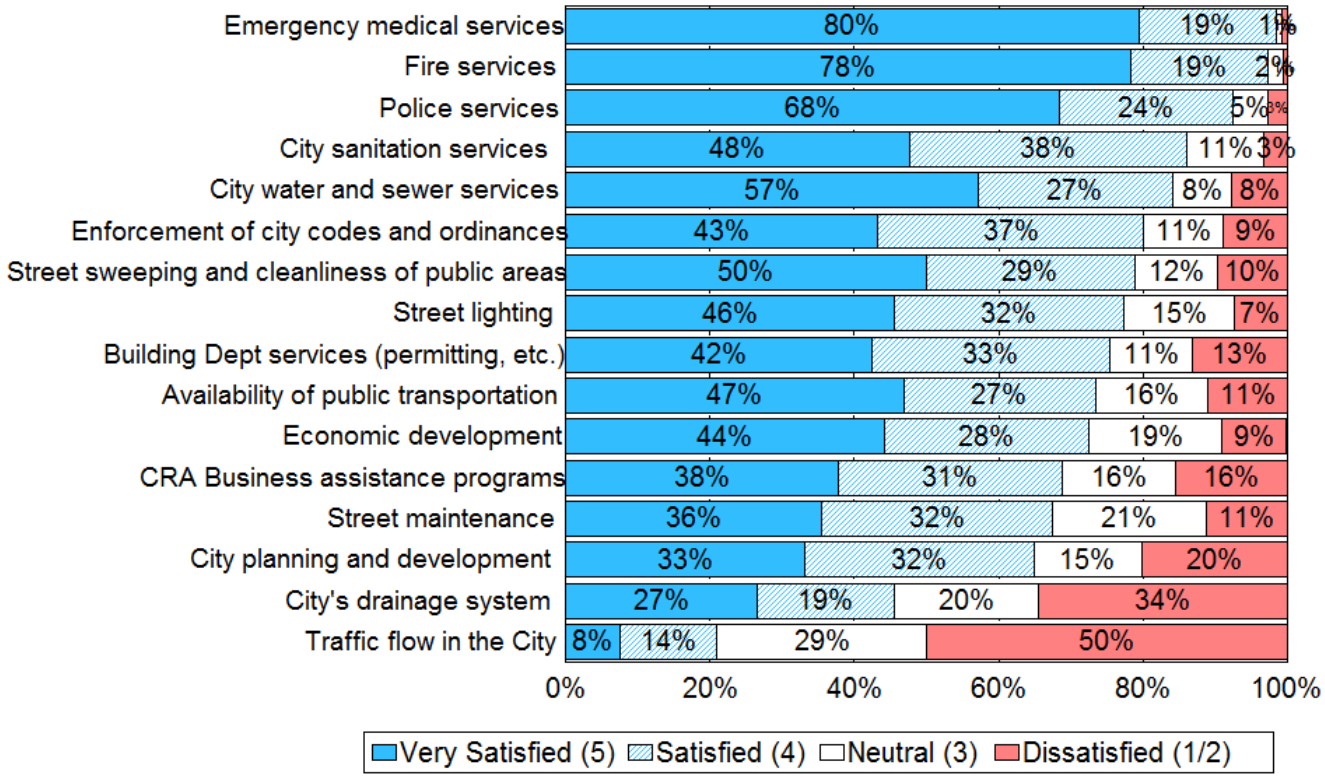
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Topic #4

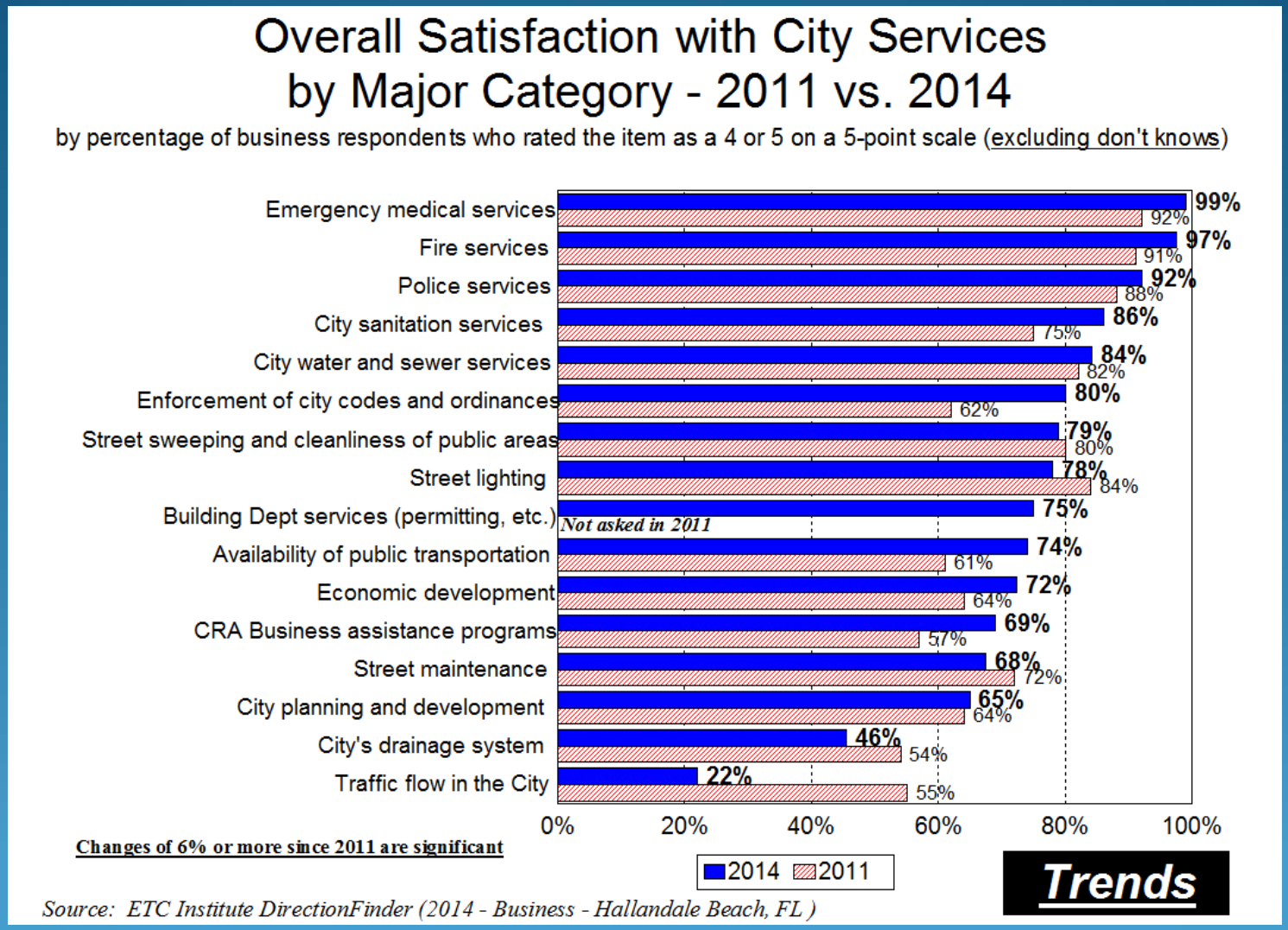
Satisfaction with City Services and Priorities for Improvement

Q1. Overall Satisfaction with City Services by Major Category

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



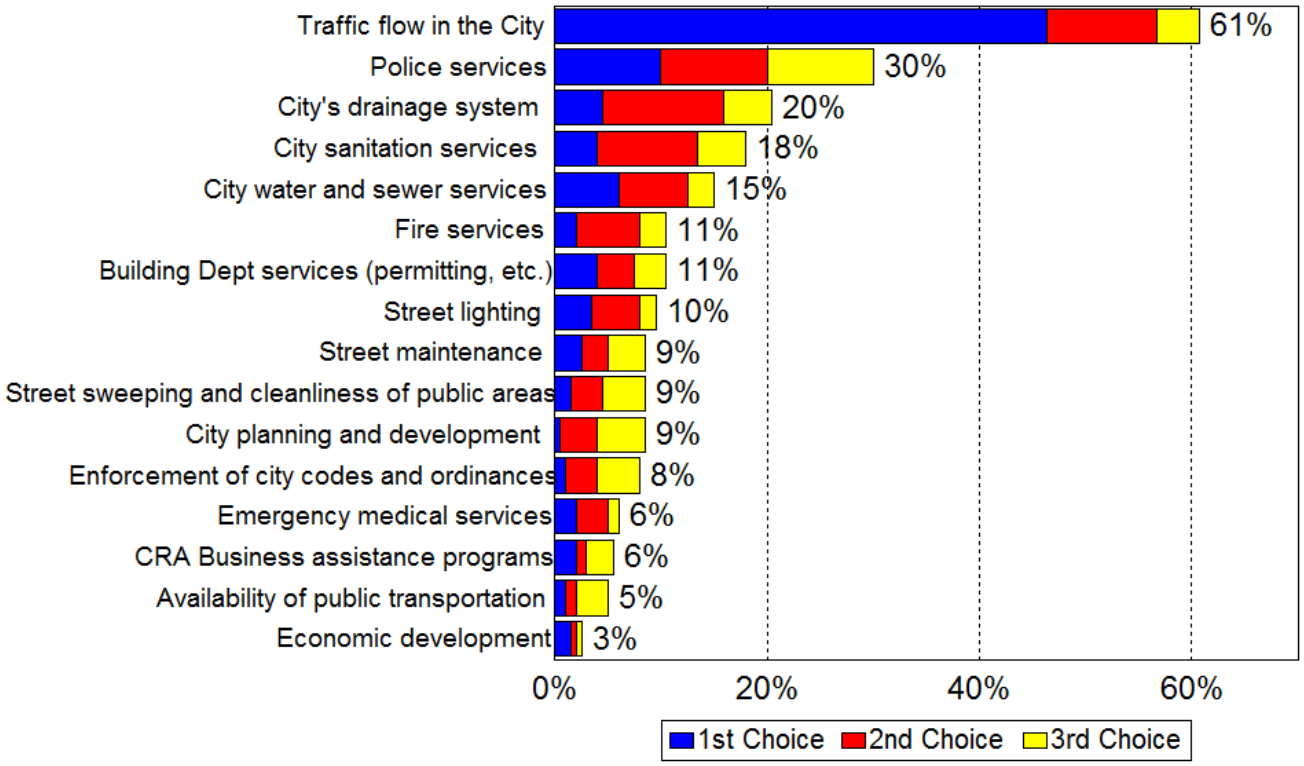
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)



Satisfaction improved in a majority of the areas that were rated

Q2. City Services That Are Most Important to Your Business

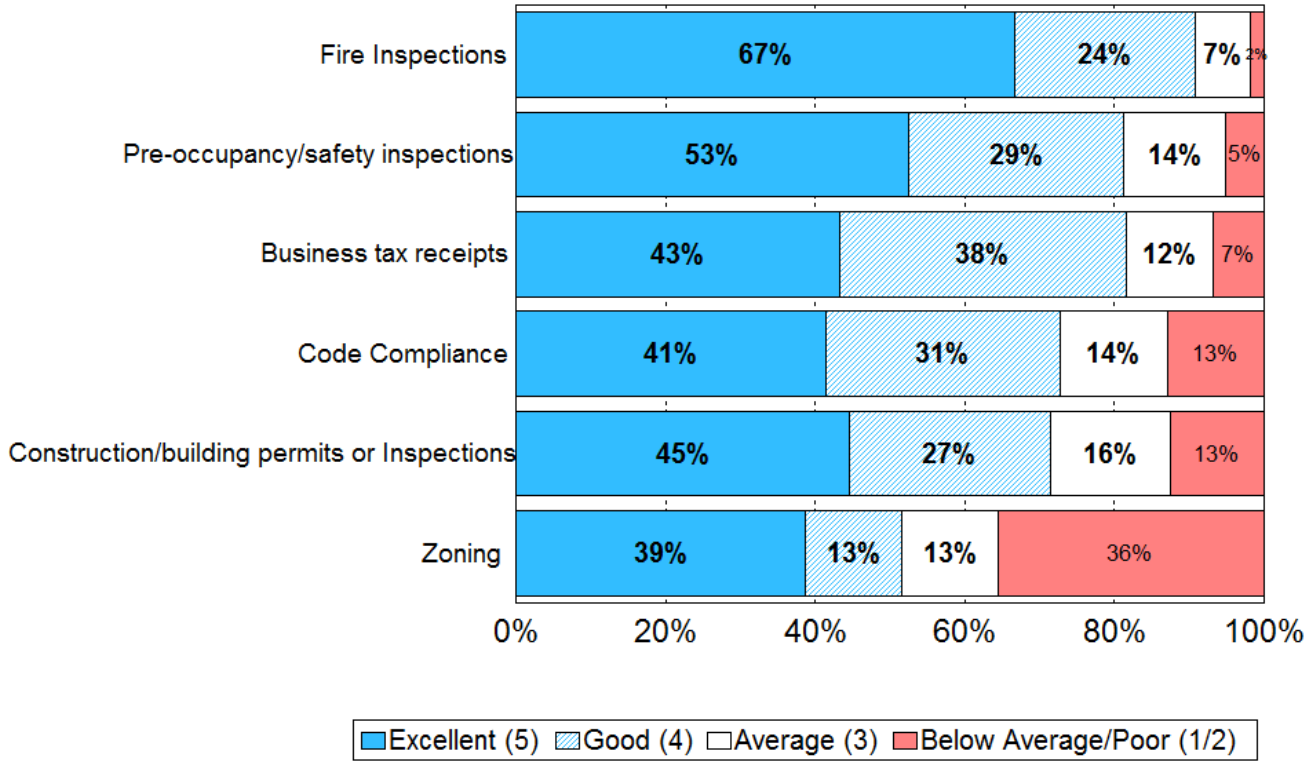
by percentage of business respondents who selected the item as one of their top three choices



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

Q10-1. Please Rate the City's Performance

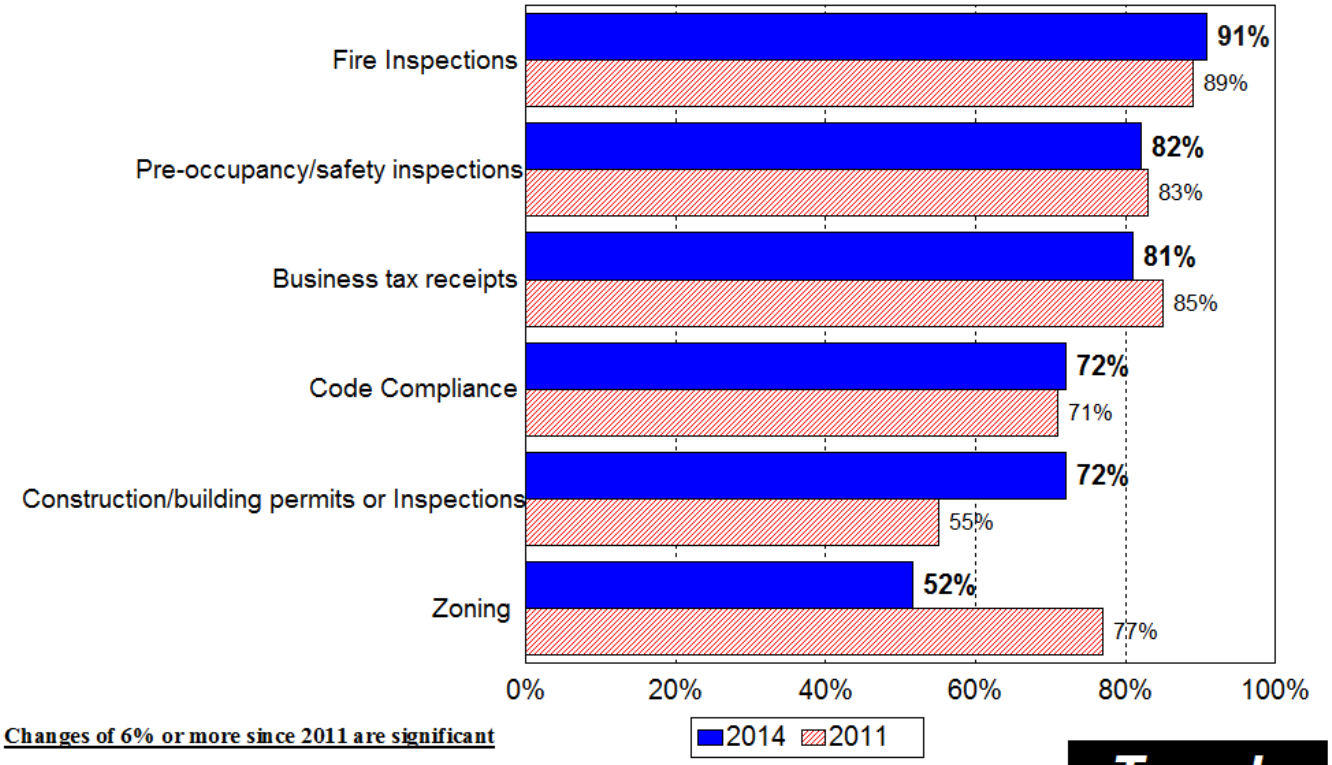
by percentage of business respondents who contacted the City during the past year and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Please Rate the City's Performance
2011 vs. 2014

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



Changes of 6% or more since 2011 are significant

Trends

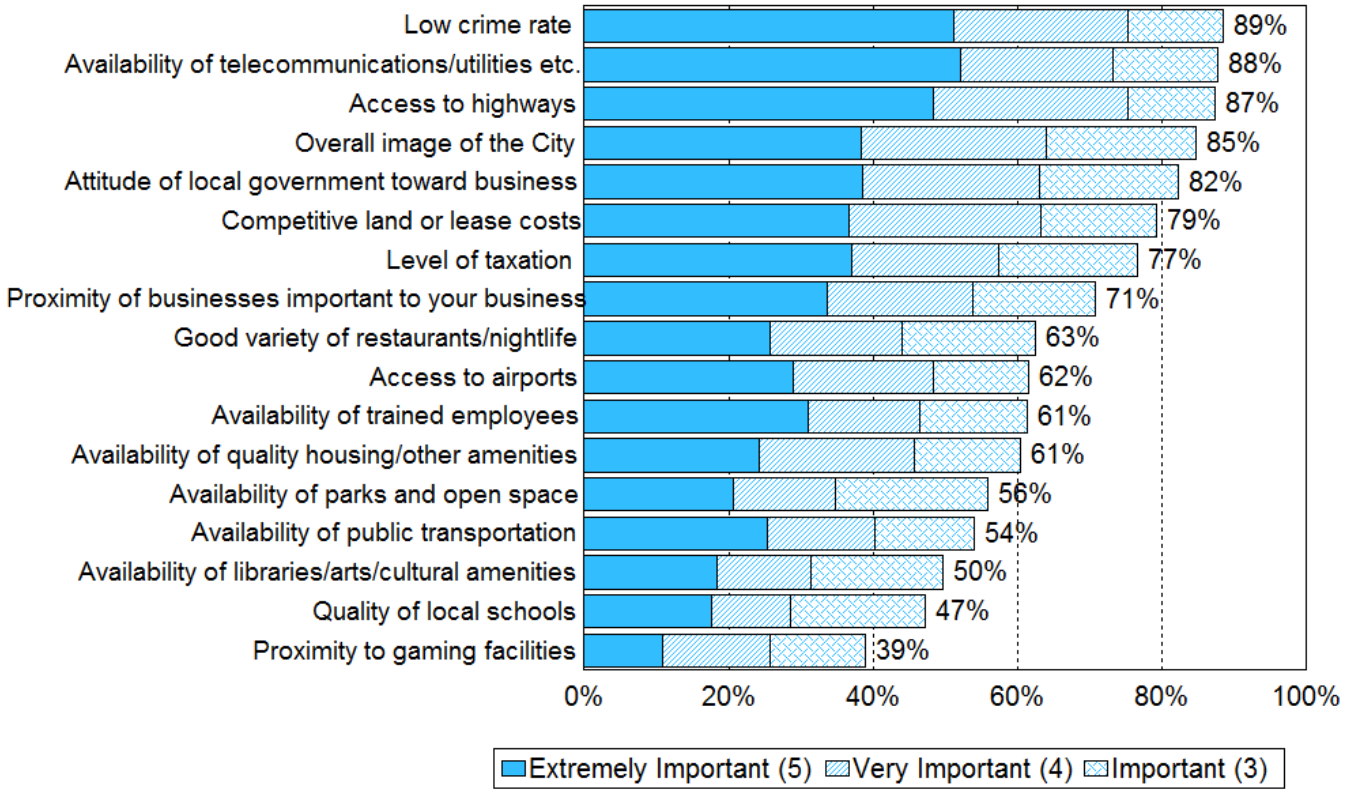
Source: ETC Institute DirectionFinder (2014 - Business - Hallandale Beach, FL)

Major Finding #5

Reasons Businesses Decided to Locate in Hallandale Beach

Q5. Reasons to Locate your Business in Hallandale Beach

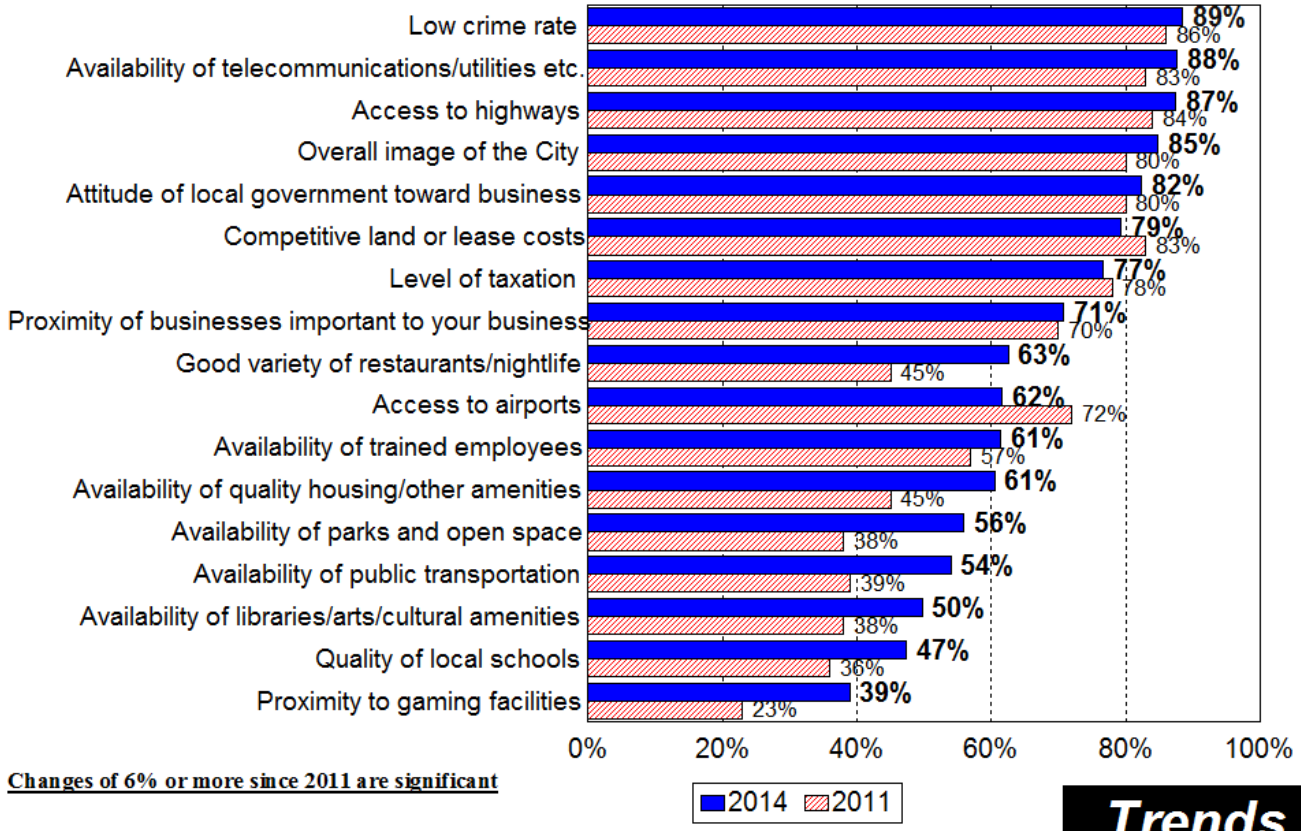
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Reasons to Locate your Business in Hallandale Beach 2011 vs. 2014

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



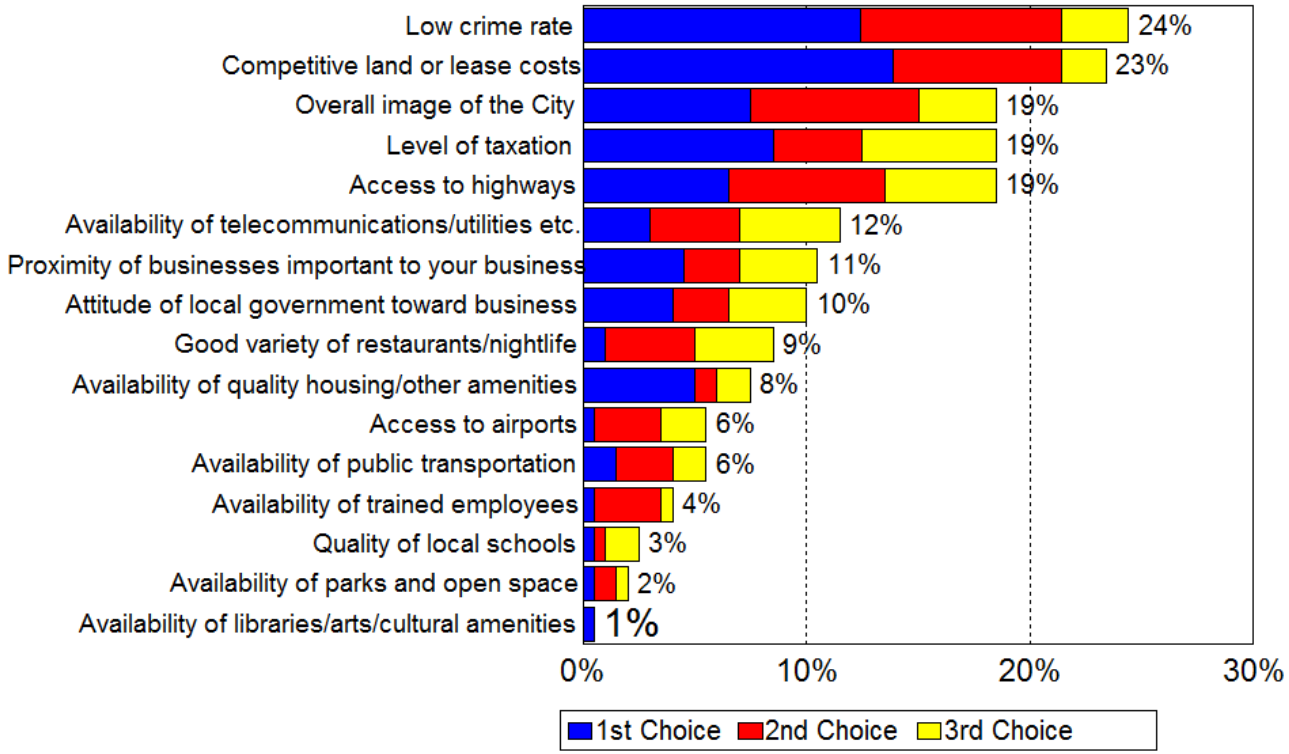
Changes of 6% or more since 2011 are significant

Trends

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

Q6. Reasons that will impact your decision to stay in the City of Hallandale Beach for the next 10 years

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)

Summary

- The City of Hallandale Beach has strong brand among businesses
- Businesses generally have very positive perception of the City
- Satisfaction with City services has generally improved since 2011. Of the 16 major services that were assessed on the survey:
  - 7 increased significantly
  - 6 were statistically unchanged
  - 3 decreased significantly
- Traffic flow is clearly the top issue for the business community
- The top two reasons businesses plan to stay in Hallandale Beach are: (1) the City's low crime low and (2) availability of competitive leasing rates

Questions?

THANK YOU