

2018 HOB Downtown Business Survey

This is the second edition of the downtown business survey sponsored by the Heart of Biddeford. This survey is designed to:

- 1) assess the current environment for businesses in downtown Biddeford
- 2) measure the level of satisfaction with City services and infrastructure
- 3) identify additional actions that could be taken to help downtown businesses grow and prosper

We would like to collect contact information to improve our ability to follow up with concerns.

If you have any questions about the survey, please call Delilah Poupore at 207 284-8520 or contact by e-mail at director@heartofbiddeford.org. Thank you for your participation.

1. Email address *

GENERAL BUSINESS INFORMATION

Please fill out the following information pertaining to your business.

2. Name of business:

3. Address:

4. Primary contact, phone email:

5. Is the building owned or leased:

6. Approximate business square footage:

7. Approximately how many full-time individuals are currently employed at this business?

8. Approximately how many part-time individuals are currently employed at this business?

9. Approximately how many seasonal workers do you employ?

10. What is your primary business location?

Mark only one oval.

- Storefront
- Street-level, not storefront
- Upper floor
- Mill district

11. What is your primary business activity?

Mark only one oval.

- Arts and Entertainment
- Food/Restuarant
- Fitness/Recreation
- Health Care
- Manufacturing
- Retail
- Education
- Social assistance/Nonprofit
- Wholesale trade
- Professional services
- Other: _____

12. When was your business established here in Biddeford?

Mark only one oval.

- Less than 1 year
- 1-3 years
- 4-6 years
- 7-10 years
- More than 10 years

13. Have your sales increased, stayed the same, or decreased in the last three years?*Mark only one oval.*

- Increased
- Stayed the same
- Decreased

14. Do you expect the sales of your products or services to increase, stay the same, or decrease over the next three years?*Mark only one oval.*

- Increase
- Stayed the same
- Decrease

15. Are you considering relocating, selling, or closing this business in the next three years?*Mark only one oval.*

- Relocating
- Selling
- Closing
- None of the above

BUSINESS RETENTION QUESTIONS

Please check all of the answers that apply to your business:

16. If you are considering relocating, selling, or closing your business in the next three years: what would be your primary reason for this decision?*Check all that apply.*

- No plans to relocate, sell, or close
- Changing Market Conditions
- Overcrowding Building
- Land For Expansion
- Environmental Concerns
- Rigid Code Enforcement
- Local Taxes
- State Taxes
- Lease Expiration
- Declining Population
- Insufficient Labor Supply
- Retirement
- Another Business Opportunity
- Technology Needs
- Other: _____

17. If you are planning to expand your business in the next three years, what needs do you anticipate?*Check all that apply.*

- No plans to expand
- Additional Employees
- Additional Equipment
- New or Additional Building
- Employees with New Skills
- Additional Financing
- Other

18. Please indicate which of the following methods you use to hire replacement or new employees?*Check all that apply.*

- Area Technical Colleges
- Area Universities
- Internet
- Local High Schools
- Newspaper Advertising
- Staffing Agencies
- Television
- Union Hall
- Word of Mouth
- Other: _____

19. Do you have difficulty recruiting employees in the following categories?*Check all that apply.*

- General Labor
- General Production Labor
- Precision Production/Specialty Skills
- Clerical
- Sales
- Professional/Management
- Temporary/Contract Employees
- Youth Employees

20. Does your company provide any of the following benefits to its employees?*Check all that apply.*

- Health Insurance
- Life Insurance
- Disability Insurance
- Paid Vacation Time
- Paid Sick Leave
- Bonus
- Profit Sharing
- Tuition Reimbursement
- Retirement/401K Contribution
- Uniforms/Uniform Allowance
- Child Care/ Dependent Benefits
- Flexible Scheduling
- Other: _____

21. Which of the following factors have a positive impact on your business? Check any that may apply.*Check all that apply.*

- Internet Business
- Local Competition
- Big Business Moving In
- Cost of Materials
- Distribution Costs
- Transportation
- Fuel Costs
- Space Availability
- Quality/Dedication of Employees

22. Which of the following factors have a negative impact on your business? Check any that may apply.*Check all that apply.*

- Internet Business
- Local Competition
- Big Business Moving In
- Cost of Materials
- Distribution Costs
- Transportation
- Fuel Costs
- Space Availability

23. What type of assistance from the Biddeford Economic Development Department would be most beneficial to your business?

Check all that apply.

- Workforce Training Resources
- Financing Resources
- Industry Specialists Speakers
- Business Training Courses
- Other: _____

24. If any business development programs were offered on any of the following topics, what would your three primary choices be?

Check all that apply.

- Management Training
- Supervision Training
- Leadership Training
- Strategic Business Planning
- Continuous Improvement
- Workforce Training/ Technical skills
- Internet/ E-Business
- Financial Assistance Programs
- Marketing Strategies
- Human Resources Practices
- New State Regulations
- Recycling Business Wastes
- Meeting Needs of Diverse Clientele
- Other: _____

25. HOB's business promotion efforts bring over 10,000 people to the downtown through various community events. HOB sends 2,000 weekly newsletters and administers numerous Facebook pages. HOB also coordinates monthly entrepreneur group meeting. Have you been able to convert any of these activities into a benefit for your business by:

Check all that apply.

- Attending an Entrepreneur Group Event
- Sponsoring an HOB Event
- Holding Special Promotions or Sales during Events
- Sharing the HOB Newsletter with your Mailing List
- Sharing HOB Social Media Posts/Events on your Businesses Social Media
- Other: _____

BIDDEFORD AS A BUSINESS LOCATION (1)

How satisfied are you with Biddeford as a business location with respect to the following factors:

Use the following scale to rate the following questions:

1. Very Dissatisfied

2. Being Dissatisfied
3. Being Neutral
4. Being Satisfied
5. Very Satisfied

26. Overall quality of services provided by the City:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

27. Overall image of the City:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

28. Quality of new development in the downtown:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

29. Overall feeling of safety in the downtown:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

30. Availability of telecommunications, utilities and other infrastructure

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

BIDDEFORD AS A BUSINESS LOCATION (2)

Please use this scale to answer the following questions:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

31. It is easy to find parking in the area where my business is located:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

32. Staff and customers feel safe and secure in the area where my business is located:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

33. The appearance of buildings and storefronts in the area where my business is located is satisfactory:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

34. The appearance and condition of public amenities and spaces in the area where my business is located is satisfactory:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

35. Streets and sidewalks are free of dirt and trash in the area where my business is located:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

36. The downtown has a good range of shops, entertainment, and services that meet the community's needs:

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

37. Are there complementary businesses you would like to see downtown, i.e. other businesses that would strengthen your own business?

Five horizontal lines for text input.

38. Any additional comments on Biddeford as a business location?

Five horizontal lines for text input.

SATISFACTION WITH CITY SERVICES

Please rate how satisfied you are with each of the following services provided by the city of Biddeford:

- 1. Very Dissatisfied
- 2. Being Dissatisfied
- 3. Being Neutral
- 4. Being Satisfied
- 5. Very Satisfied

39. Lighting, condition, and maintenance of streets and sidewalks:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

40. Plowing and shoveling of streets and sidewalks:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

41. Enforcement of city ordinances for issues such as property and noise:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

42. Design of streets and public spaces:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

43. City beautification efforts, including signage, landscaping, and street banners:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

44. Fire department services:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

45. Police services:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

46. Building permits and inspections:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

47. Business licensing:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

48. City website:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

49. Ease of navigating the City's planning process:

Mark only one oval.

| | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

QUESTIONS REGARDING SERVICE EXPANSION:

Please indicate your level of interest in having the following services offered and/or expanded (see the scale below):

- 1. is Not at all interested
- 2. is Not very interested
- 3. is Neutral/not applicable
- 4. is Interested
- 5. is Very interested

50. Business Trash pick-up

Mark only one oval.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

51. Business Recycling

Mark only one oval.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

52. Street cleaning

Mark only one oval.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

53. Additional beautification projects

Mark only one oval.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

54. Security cameras

Mark only one oval.

| | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

55. Marketing campaigns

Mark only one oval.

| | 1 | 2 | 3 | 4 | 5 | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

56. Downtown events

Mark only one oval.

| | 1 | 2 | 3 | 4 | 5 | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

57. Parking facility

Mark only one oval.

| | 1 | 2 | 3 | 4 | 5 | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| Not at all interested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very interested |

58. Please indicate the top three improvements you would like to see made in the downtown:

59. Would you be interested in accepting payment through a Downtown Gift Card?

Mark only one oval.

- Yes
- No
- Maybe