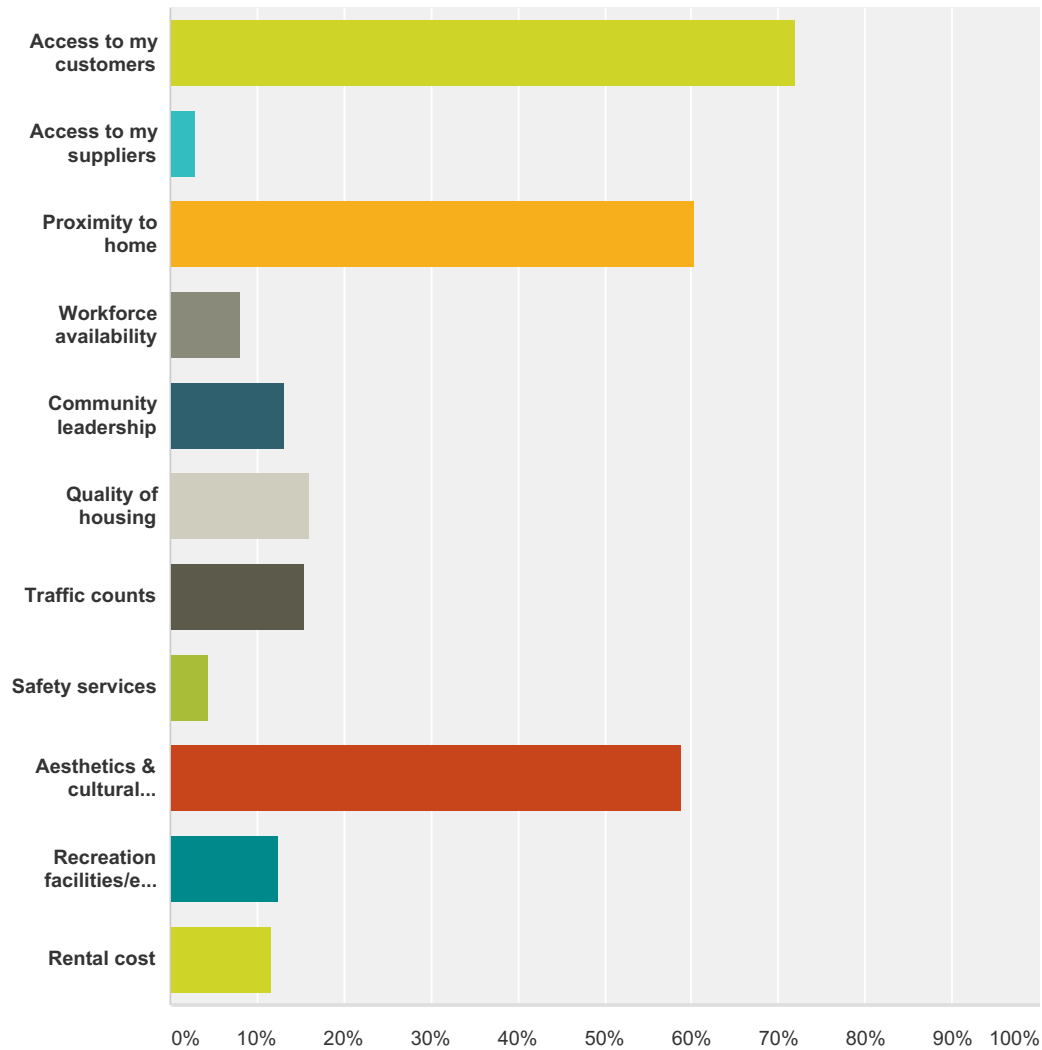


Q1 What are your top three reasons for locating or keeping your business in Winter Park? (Select only three)

Answered: 136 Skipped: 1

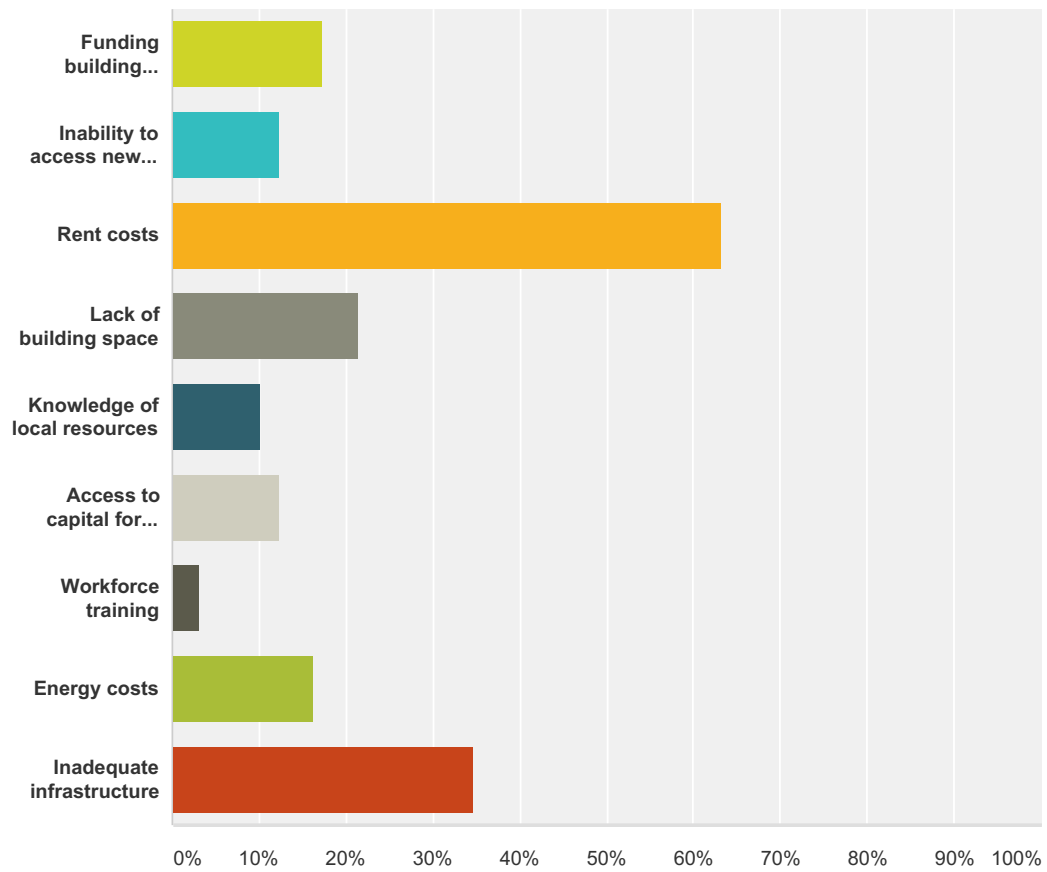


Answer Choices	Responses
Access to my customers	72.06% 98
Access to my suppliers	2.94% 4
Proximity to home	60.29% 82
Workforce availability	8.09% 11
Community leadership	13.24% 18
Quality of housing	16.18% 22
Traffic counts	15.44% 21

Safety services	4.41%	6
Aesthetics & cultural environment	58.82%	80
Recreation facilities/entertainment	12.50%	17
Rental cost	11.76%	16
Total Respondents: 136		

Q2 Please indicate the following barriers to your business (select all that apply)

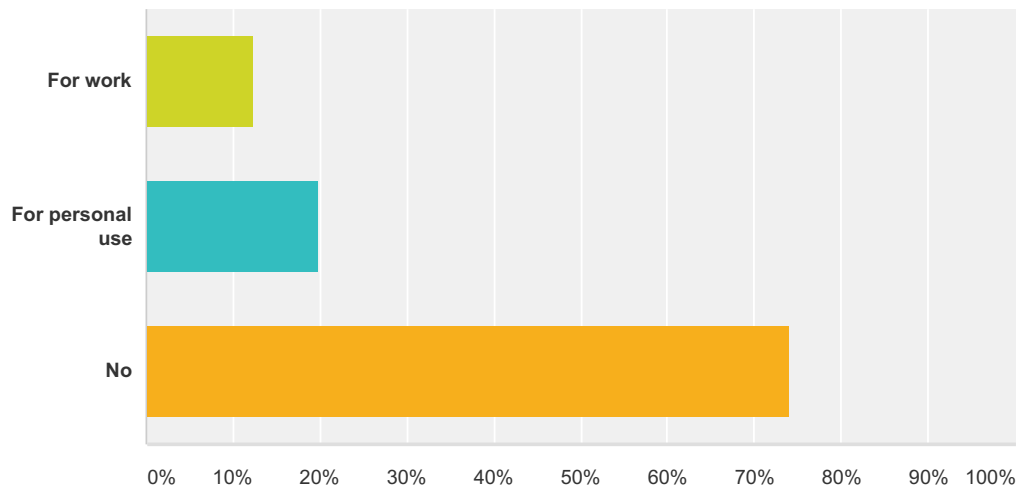
Answered: 98 Skipped: 39



Answer Choices	Responses
Funding building improvements	17.35% 17
Inability to access new markets	12.24% 12
Rent costs	63.27% 62
Lack of building space	21.43% 21
Knowledge of local resources	10.20% 10
Access to capital for equipment	12.24% 12
Workforce training	3.06% 3
Energy costs	16.33% 16
Inadequate infrastructure	34.69% 34
Total Respondents: 98	

Q3 Do you or your employees use SunRail? (select all that apply)

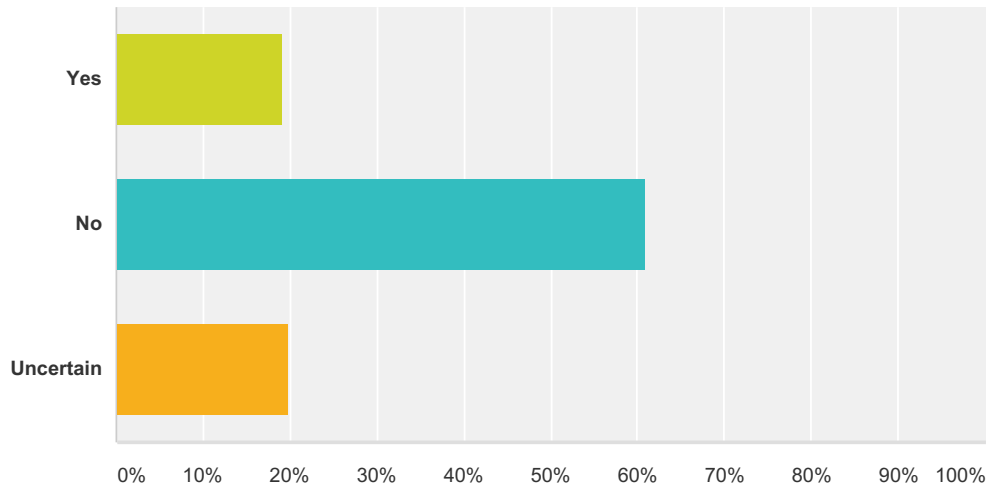
Answered: 131 Skipped: 6



Answer Choices	Responses
For work	12.21% 16
For personal use	19.85% 26
No	74.05% 97
Total Respondents: 131	

Q4 Have you seen more business activity as a result of SunRail?

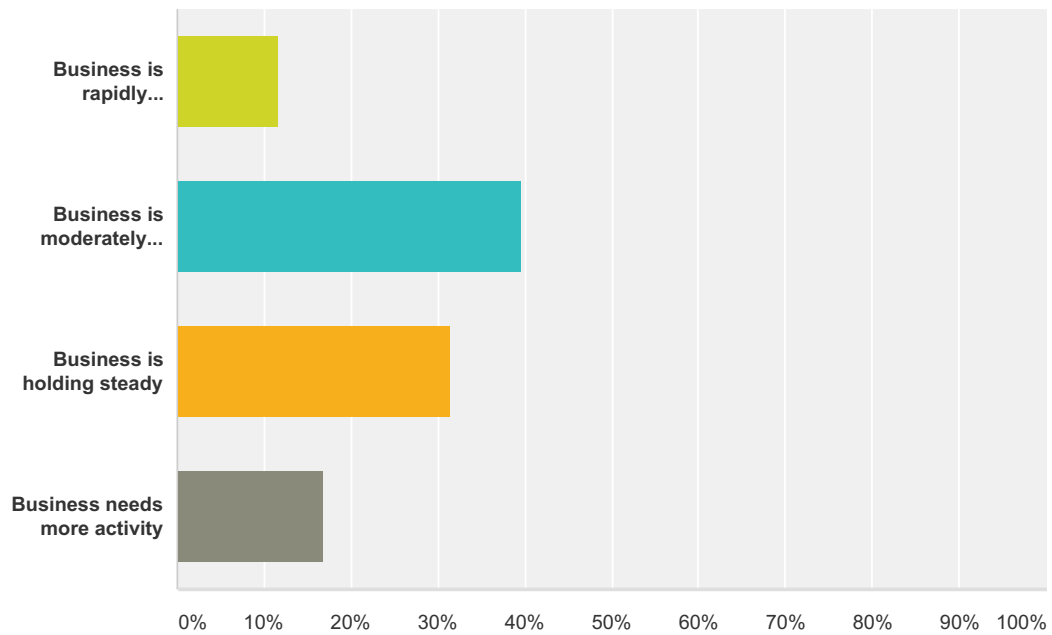
Answered: 136 Skipped: 1



Answer Choices	Responses
Yes	19.12% 26
No	61.03% 83
Uncertain	19.85% 27
Total	136

Q5 How would you characterize your current business activity level?

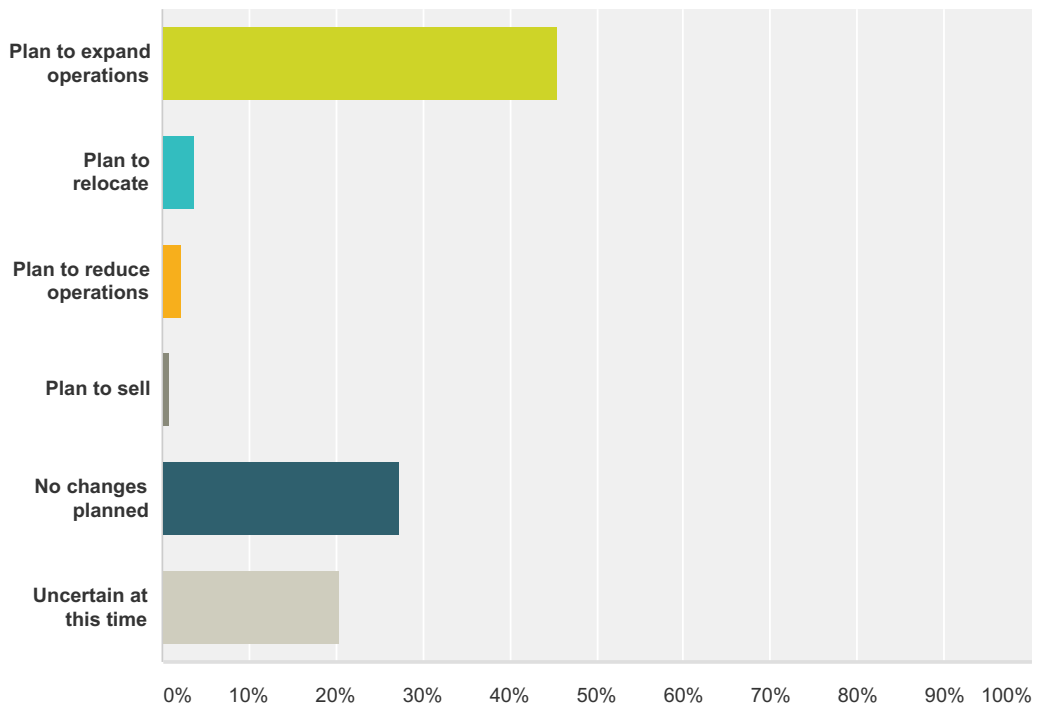
Answered: 136 Skipped: 1



Answer Choices	Responses	
Business is rapidly expanding	11.76%	16
Business is moderately growing/increasing	39.71%	54
Business is holding steady	31.62%	43
Business needs more activity	16.91%	23
Total		136

Q6 Which best describes your business plans in the next 1-2 years?

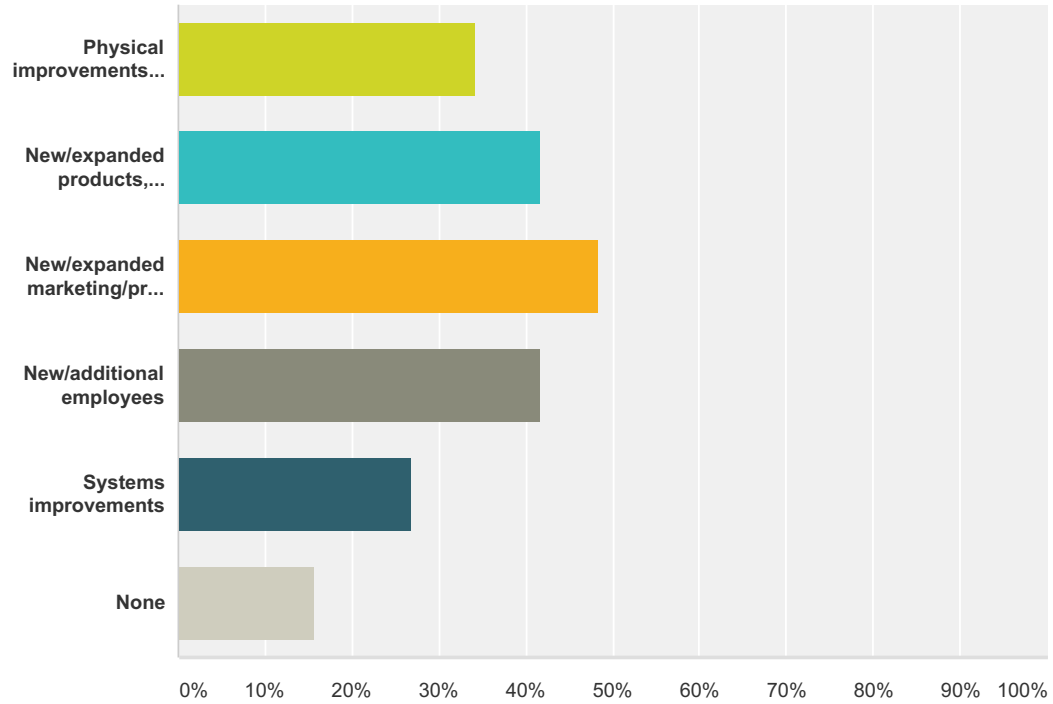
Answered: 132 Skipped: 5



Answer Choices	Responses
Plan to expand operations	45.45% 60
Plan to relocate	3.79% 5
Plan to reduce operations	2.27% 3
Plan to sell	0.76% 1
No changes planned	27.27% 36
Uncertain at this time	20.45% 27
Total	132

Q7 Please check any type of investment or improvement you plan on making in the next 1-2 years

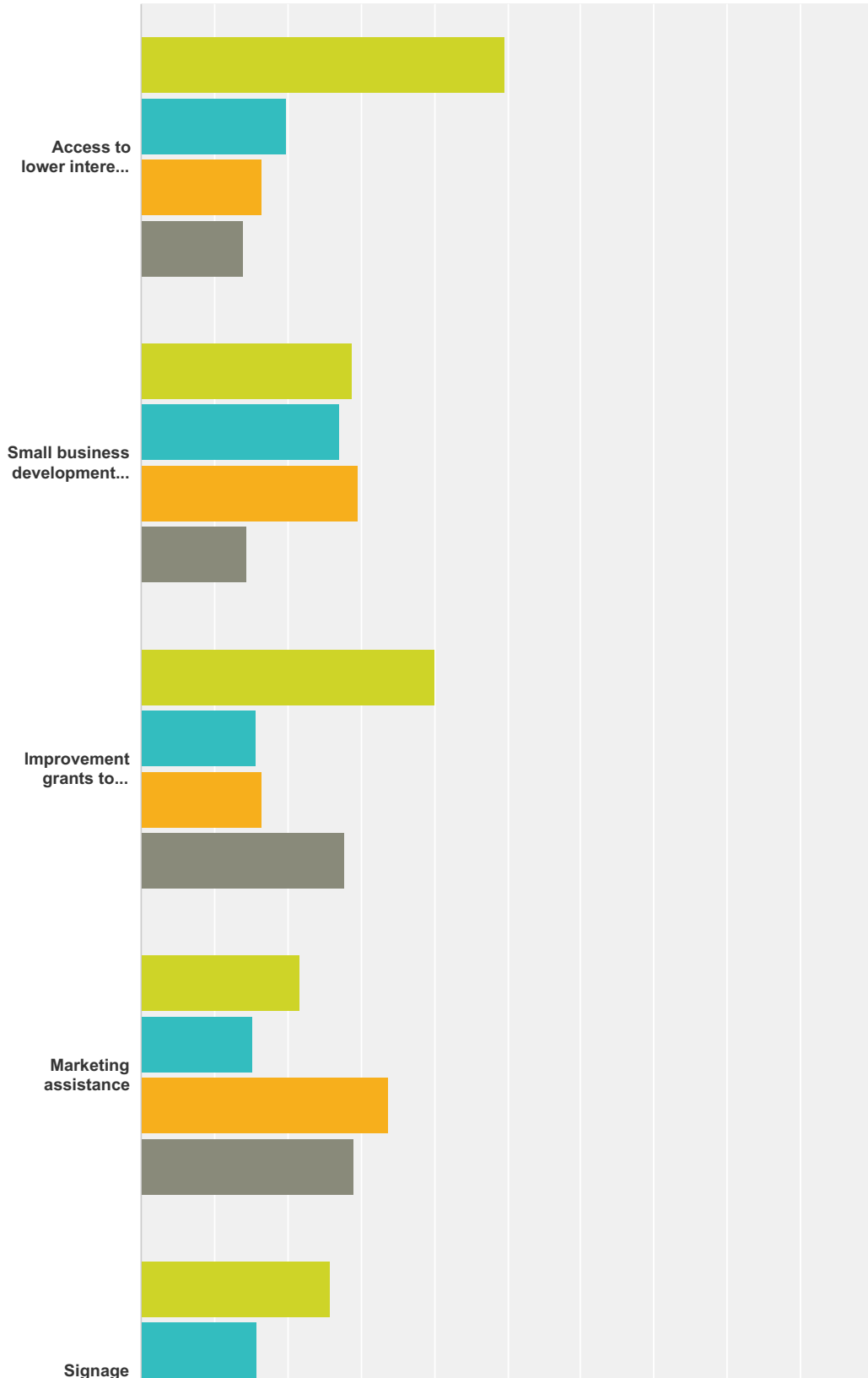
Answered: 134 Skipped: 3

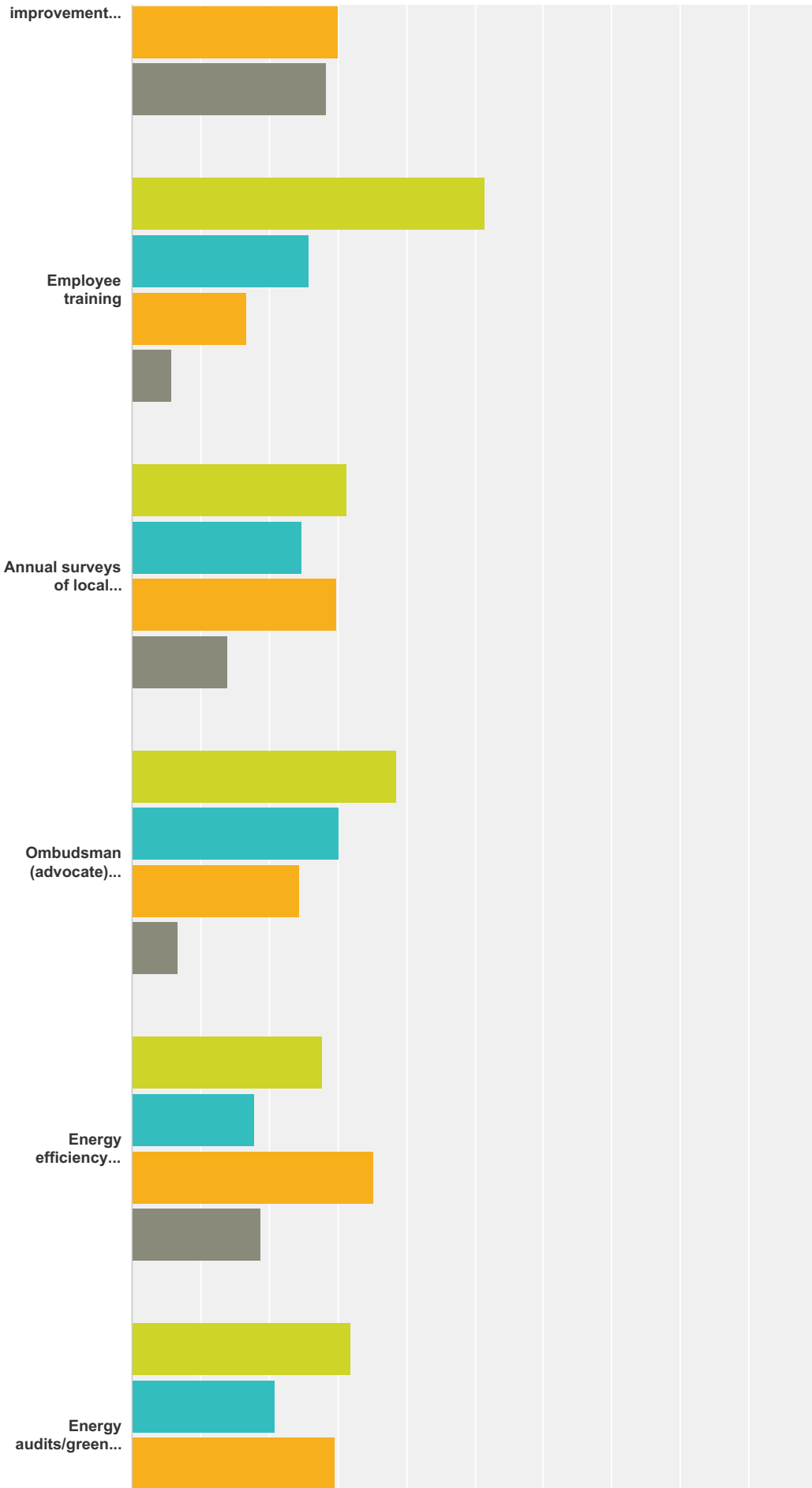


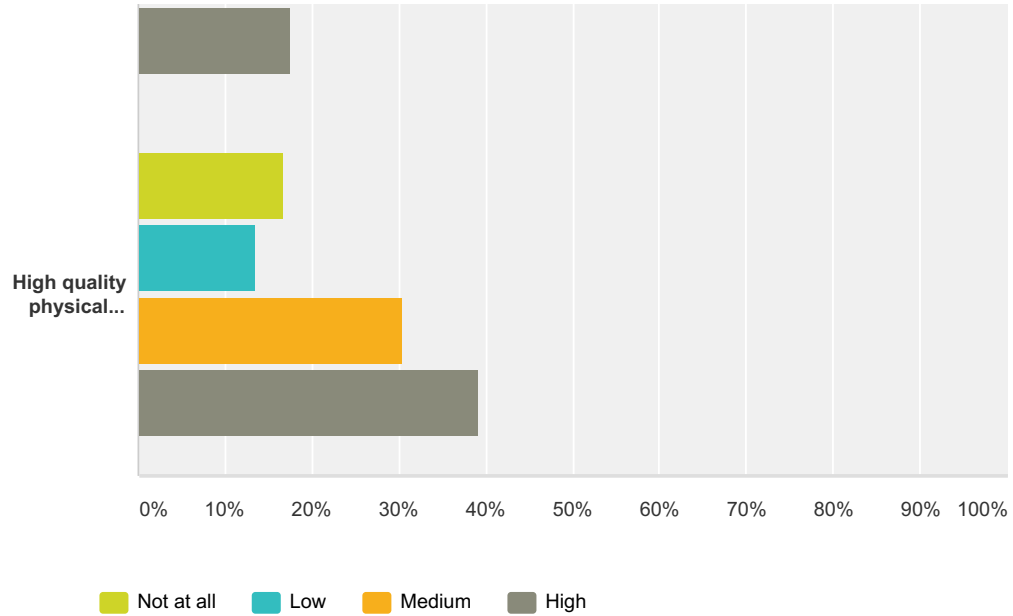
Answer Choices	Responses
Physical improvements (design, layout, interior/exterior remodeling)	34.33% 46
New/expanded products, services, inventory	41.79% 56
New/expanded marketing/promotional activities	48.51% 65
New/additional employees	41.79% 56
Systems improvements	26.87% 36
None	15.67% 21
Total Respondents: 134	

Q8 Please indicate your interest level in participating in the following economic development tools:

Answered: 134 Skipped: 3







	Not at all	Low	Medium	High	Total
Access to lower interest loans	49.59% 60	19.83% 24	16.53% 20	14.05% 17	121
Small business development center	28.80% 36	27.20% 34	29.60% 37	14.40% 18	125
Improvement grants to physically upgrade your property	40.16% 49	15.57% 19	16.39% 20	27.87% 34	122
Marketing assistance	21.77% 27	15.32% 19	33.87% 42	29.03% 36	124
Signage improvement programs	25.83% 31	15.83% 19	30.00% 36	28.33% 34	120
Employee training	51.67% 62	25.83% 31	16.67% 20	5.83% 7	120
Annual surveys of local business	31.40% 38	24.79% 30	29.75% 36	14.05% 17	121
Ombudsman (advocate) program	38.66% 46	30.25% 36	24.37% 29	6.72% 8	119
Energy efficiency programs	27.87% 34	18.03% 22	35.25% 43	18.85% 23	122
Energy audits/green building incentives	32.00% 40	20.80% 26	29.60% 37	17.60% 22	125
High quality physical infrastructure(roads, landscaping, etc.)	16.80% 21	13.60% 17	30.40% 38	39.20% 49	125

Q9 What would prevent you from participating in a local economic development tool stated in question 8?

Answered: 86 Skipped: 51

Q10 Please enter in the following information to be considered eligible for your chance at 1 of 15 gift cards from Bosphorous and Cocina 214!

Answered: 137 Skipped: 0

Answer Choices	Responses	
Business name	100.00%	137
Business address	100.00%	137
Name of respondent	97.81%	134
Name of CEO/owner	93.43%	128
Telephone number	99.27%	136
Company website	88.32%	121
Respondent email address	100.00%	137