2015 Business Survey Results
Conducted by Winter Park Economic Development Division

Interest in ED Programs
*High level interest only*

- Quality infrastructure: 39%
- Signage Improvement grant: 28%
- Property Improvement grant: 28%
- Green building incentives: 18%
- Marketing Assistance: 29%
- Annual survey: 14%

129 Total Responses

Program Participation

Prevention
- 83 respondents
  - Time: 42%
  - Awareness: 12%
  - None: 10%
  - Lack of autonomy: 5%
  - Program deadlines: 5%

Top Market Strengths
The area’s high quality of life, access to customers and close proximity to home are the top reasons for attracting and sustaining business in Winter Park.

- Access to my customers: 72%
- Proximity to home: 60%
- Aesthetics & cultural environment: 59%
- Quality of housing: 16%
- Traffic counts: 15%
- Community Leadership: 13%
- Recreation facilities / entertainment: 13%

Top Business Obstacles
Rent costs were clear front runner in business obstacles. From an economic development perspective, this can be interpreted as a strong, desirable location to do business. Respondents also felt that infrastructure and lack of building space were also hurdles to business growth.

- Rent costs: 63%
- Inadequate infrastructure: 35%
- Lack of building space: 21%
- Funding building improvements: 17%
- Energy costs: 16%
- Inability to access new markets: 12%
- Knowledge of local resources: 10%

Investment Plans

- 27% System improvements
- 16% None
- 34% Physical improvements
- 42% New products
- 42% New/additional employees
- 48% Promotional Activities

Business Growth

- 52% Increasing
- 32% Stable
- 45% of businesses surveyed plan to expand in 2 years