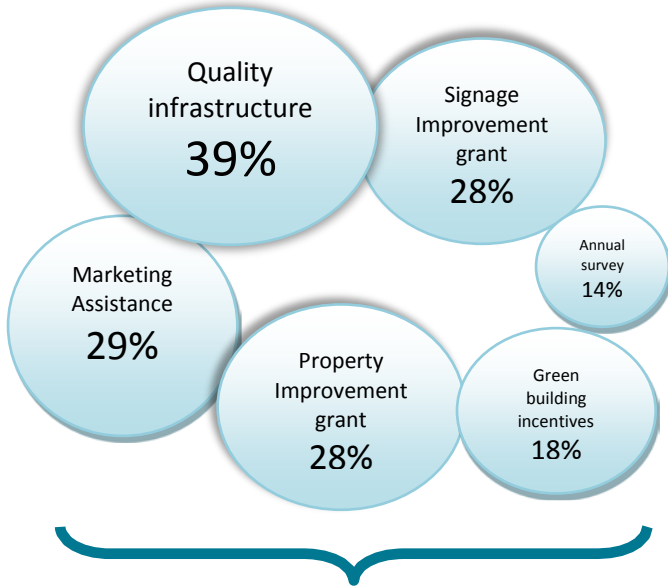


# 2015 Business Survey Results

Conducted by Winter Park Economic Development Division

## Interest in ED Programs

*High level interest only*



129 Total Responses

## Program Participation Prevention

83 respondents

- Time **42%**
- Awareness **12%**
- None **10%**
- Lack of autonomy **5%**
- Program deadlines **5%**

## Business Growth

**52%** Increasing  
**32%** Stable



**45%** of businesses surveyed plan to expand in 2 years

## 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	<b>72%</b>
Proximity to home	<b>60%</b>
Aesthetics & cultural environment	<b>59%</b>
Quality of housing	<b>16%</b>
Traffic counts	<b>15%</b>
Community Leadership	<b>13%</b>
Recreation facilities / entertainment	<b>13%</b>

## 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	<b>63%</b>
Inadequate infrastructure	<b>35%</b>
Lack of building space	<b>21%</b>
Funding building improvements	<b>17%</b>
Energy costs	<b>16%</b>
Inability to access new markets	<b>12%</b>
Knowledge of local resources	<b>10%</b>

## Investment Plans

