



Memorandum

Memorandum No: 21-036

Date: May 3, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: 2020 Business Survey Results

In December 2020, the City administered its first Business Survey through the ETC Institute to gauge the perception of the City as a place to do business and businesses' satisfaction with City services. This memorandum summarizes the findings of the survey; the full report is included as an attachment.

The survey results are statistically valid and representative of the businesses in the City, both demographically and geographically (by Commission District). The survey is valuable to guide decisions as we continue to implement *Fast Forward Fort Lauderdale 2035*, the City's Vision Plan, and *Press Play Fort Lauderdale 2024*, the City's five-year Strategic Plan. The responses also provide important information in the development of the Annual Operating Budget and Community Investment Plan.

Survey Administration and Respondents

This year a total of 13,000 surveys were mailed to randomly selected businesses in Fort Lauderdale. A total of 355 responded to the survey, which is approximately a 3% response rate. These respondents represented a wide variety of industries. The top industries or business sectors represented were professional, scientific, and technical services (14%), healthcare and social assistance (12%), and the retail trade (10%).

The results have a precision of at least +/- 5.2% at the 95% level of confidence, meaning that if the same survey was administered 100 times, 95 of those 100 times, the results would come back as they are reported here, within +5.2% or -5.2% of the results indicated.

Major Findings

Although this past year presented many challenges for our business community considering the COVID-19 pandemic, the overall perception of the City amongst the business community was positive.

- 82% of respondents indicated the City is an “excellent” or “good” place to do business
- 81% of respondents indicated the City is an “excellent” or “good” place to work
- 70% of respondents indicated the overall image of the City is “excellent” or “good”
- 60% of respondents identified the overall sense of community as “excellent” or “good”

Regarding the overall satisfaction with City services, businesses were most satisfied with the quality of fire rescue and police services. For the full list of services that were polled, see the table below.

City Service	Satisfied Responses <i>(“very satisfied” and “satisfied”)</i>
Quality of fire rescue services	84%
Quality of police services	68%
Quality of City Services	62%
Appearance of City	60%
Quality of customer service from City employees	55%
Availability of online or mobile services	53%
Enforcement of City codes and ordinances	49%
Timeliness of response to service requests	47%
How well the City is prepared for disasters	45%
Maintenance of City streets/sidewalks/ infrastructure	43%
City’s efforts to attract new businesses	40%
Efforts to support business growth and development	40%
How well the City is preparing for the future	37%
City’s efforts to retain existing businesses	32%
Effectiveness of efforts to revitalize low-income areas	31%
Flow of traffic	20%

Respondents also indicated that the feeling of safety and level of taxation are the top reasons that will impact businesses’ decision to stay in the City for the next five years.

Reasons Businesses Stay in City for Next 5 Years	Percentage of Businesses <i>(that selected the item as one of their top 3 choices)</i>
Feeling of safety	37%
Level of taxation	37%
Attitude of local government toward businesses	25%
Overall reputation of the City	24%
Availability of qualified employees	21%
Proximity of businesses important to your business	19%
Access to airports	16%

Reasons Businesses Stay in City for Next 5 Years <i>(continued from previous page)</i>	Percentage of Businesses <i>(that selected the item as one of their top 3 choices)</i>
Tourism	15%
Availability of affordable housing for employees	9%
Availability of alternate transportation options	9%
Availability of parks and open spaces	7%
Access to ports	6%
Quality of local public schools	5%
Availability of libraries/arts/cultural amenities	3%
Quality of post-secondary education/training	3%

COVID-19

To better understand how businesses are recovering from the COVID-19 pandemic, the survey also asked respondents a variety of questions related to how businesses have been affected or if they have changed their business model. Forty-six percent (46%) indicated that COVID-19 has had a significant impact on their business with another 58% indicating that their business has yet to return to pre-COVID-19 levels of business activity. Loss of customers has impacted the ability of 47% of respondents to resume normal operations. Unfortunately, 30% of businesses responded that they have had to furlough or lay off employees because of the pandemic; however, 48% of the businesses in this group have been able to rehire employees.

Conclusion

City staff will review and analyze the survey results and evaluate appropriate activities and initiatives to address the areas identified as low performing or where low satisfaction is indicated. Please contact me if you have questions or would like additional information about the 2020 Business Survey results.

Attachment: 2020 Business Survey Report

c: Tarlesha W. Smith, Esq., Assistant City Manager
Greg Chavarria, Assistant City Manager
Alain E. Boileau, City Attorney
Jeffrey A. Modarelli, City Clerk
John C. Herbst, City Auditor
Department Directors
CMO Managers

Fort Lauderdale Business Survey

Findings Report

...helping organizations make better decisions since 1982

2020

Submitted to the City of Fort Lauderdale, FL

by:
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725 W. Frontier Lane,
Olathe, Kansas
66061

March 2021



ETC
INSTITUTE

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2020 Fort Lauderdale Business Survey

Executive Summary Report

Purpose and Methodology

ETC Institute administered a survey to businesses in Fort Lauderdale between December 2020 and March 2021. The survey was administered as part of the City's effort to assess how well they are meeting the needs of their businesses. The survey results will help reveal where the City is exceeding expectations, as well as identify where improvements are needed.

The survey was administered by mail and online to a random sample of 13,000 businesses in Fort Lauderdale. A total of 355 surveys were completed. The overall results for the sample of 355 businesses have a precision of at least +/-5.2% at the 95% level of confidence.

This report contains:

- an executive summary of the methodology for administering the survey and major findings,
- charts and graphs for each question on the survey (Section 1),
- a copy of the survey instrument (Section 2)

Respondent Profile

Business Sector: Respondents were asked to indicate, from a list of 21 possible descriptors, which one best describes their business/organization's sector. Fourteen percent (14%) of respondents indicated their business is in the professional, scientific, and technical services sector; 12% are in the healthcare and social assistance sector; 10% are in the retail trade sector; 8% are in the real estate, rental leasing, development sector; 7% are in the construction sector; 7% are in the wholesale trade sector; 5% are in the hospitality sector; 4% are in the finance and insurance sector; 4% are in the arts, entertainment, and recreation sector; 3% are in the transportation and warehousing sector; 2% are in the personal care services sector; 1% are in the information and advertising sector; 1% are in the communications sector; 1% are in the educational services sector; 1% are in the agriculture, forestry, fishing, and hunting sector; 1% are in the utilities sector; 1% are in the management of companies and enterprises sector; less than 1% are in the administrative, support, waste management, remediation sector; and the remaining 15% are in various other sectors.

Length of Time Business has Been Located in Fort Lauderdale: Respondents were asked to indicate how many years their business has been located in Fort Lauderdale. Forty-four percent (44%) indicated they have been in the City for 21 years or more, 24% have been in Fort Lauderdale between 11 and 20 years, 13% between 6 and 10 years, 10% between 3 and 5 years, and 9% of businesses surveyed have been in Fort Lauderdale 2 years or less.

Own or Rent/Lease Facility: Respondents were asked to indicate whether they own or rent/lease their facility. Forty-four percent (44%) of respondents indicated they own their facility, and 56% rent/lease the facility where their business is located.

Number of Employees: Respondents were asked to indicate how many employees their company currently employs at the location where the survey was received. Sixty-nine percent (69%) of respondents indicated they have fewer than 11 employees; 19% have between 11 and 25 employees; 6% have between 26 and 50 employees, and 6% have more than 50 employees. When asked about telecommuting, 15% indicated that a majority of their employees telecommute, 27% said some of their employees telecommute, and 58% do not telecommute.

Anticipated Organizational Change Over the Next 12 Months: Sixty-five percent (65%) of the businesses surveyed indicated their business/organization plans to maintain their current operations over the next 12 months.

Fifteen percent (15%) of businesses indicated they are planning to expand within Fort Lauderdale; 8% plan to relocate to another location in Fort Lauderdale; 8% plan to relocate to another location outside Fort Lauderdale; 4% indicated their business plans to close, and 4% plan to downsize.

Major Findings

Perceptions of Doing Business in Fort Lauderdale: Overall, 82% of respondents indicated Fort Lauderdale is either an “excellent” (37%) or “good” (45%) place to do business; 81% indicated the City is an “excellent” (39%) or “good” (42%) place to work; 70% thought the overall image of the City was “excellent” (22%) or “good” (48%), and 60% of businesses thought the overall sense of community was “excellent” (21%) or “good” (39%).

Satisfaction with City Services: Businesses were asked to indicate their level of satisfaction with various City services in Fort Lauderdale. Eighty-four percent (84%) were “very satisfied” or “satisfied” with overall quality of fire rescue services; 68% were satisfied with overall quality of police services; 62% were satisfied with overall quality of City services; and 60% were satisfied with overall appearance of the City.

Rating the Workforce: Businesses gave “excellent” or “good” ratings for the availability of qualified workers (39%), the stability of the workforce (38%), and the education/technical skills of the workforce (32%).

Additional Findings

- Sixty-four percent (64%) of businesses indicated their primary source of information about City issues, services, programming, and events was the City website (www.fortlauderdale.gov), and 31% indicated television/news was their primary source of information.

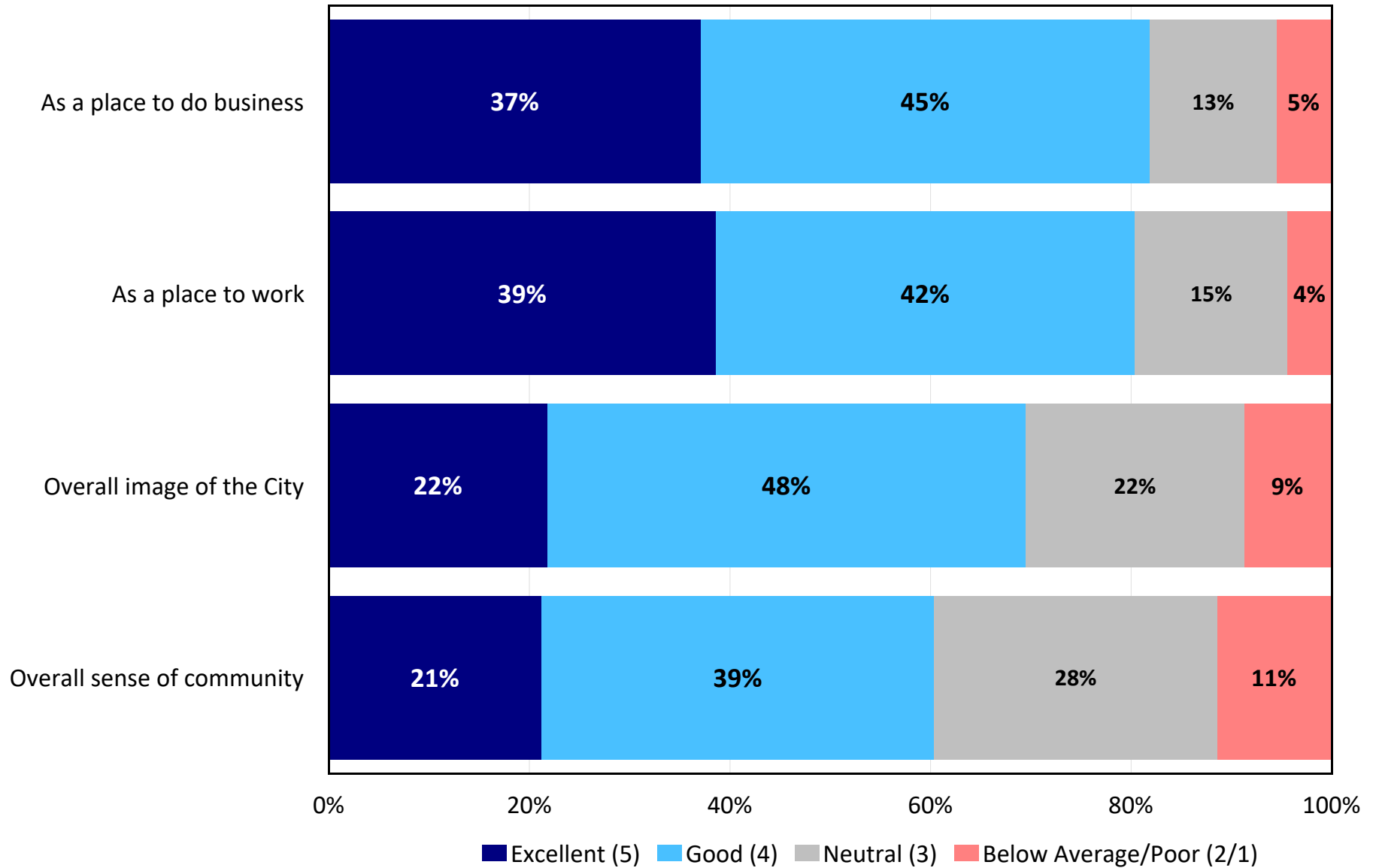
- Seventy-six percent (76%) of businesses indicated access to airports was “extremely important” or “important” in their decision to locate in Fort Lauderdale; 74% indicated feeling of safety was important, 70% thought proximity of businesses was important, and 68% indicated the overall reputation of the City was important.
- When businesses were asked to name two areas that the City should prioritize in the next year to improve traffic flow, the top two responses were: improving traffic signal timing and coordination (63%) and improving safety for all modes (42%). Feeling of safety and level of taxation were the top reasons that businesses indicated would have the most impact on their decision to stay in Fort Lauderdale for the next 5 years.
- Seventy percent (70%) of businesses indicated homelessness has a major impact in Fort Lauderdale; 69% of businesses indicated they see people experiencing homelessness in their area of business almost daily; 13% see it a few times a week, 5% a few times a month, 4% a few times a year, and 9% seldom or never see homelessness in their area of business.
- Most businesses (84%) indicated they provide parking facilities for employees and 83% provide parking to customers.

Section 1

Charts and Graphs

Q1. Overall Opinion of the City

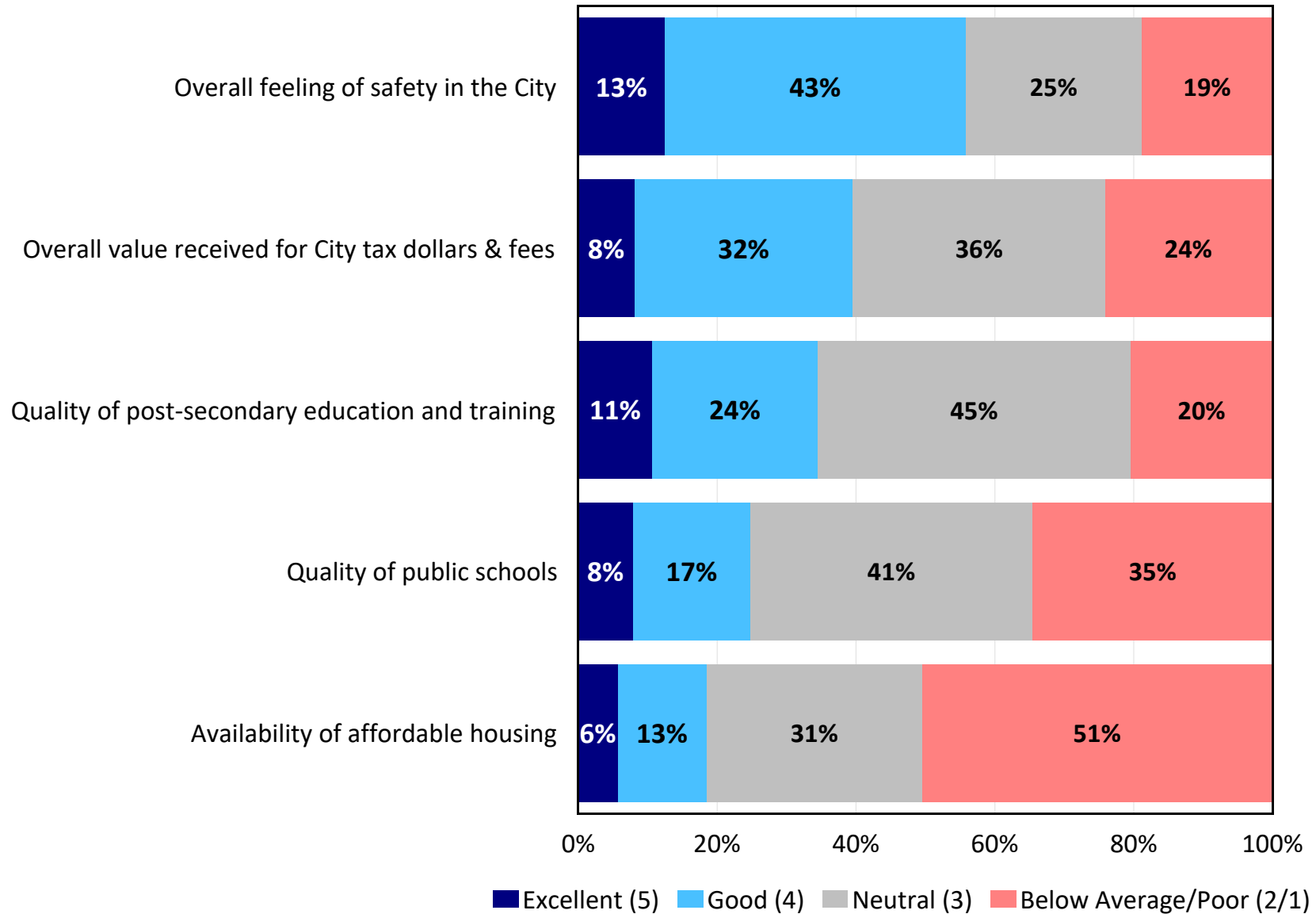
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020)

Q2. Ratings of Perceptions of the City

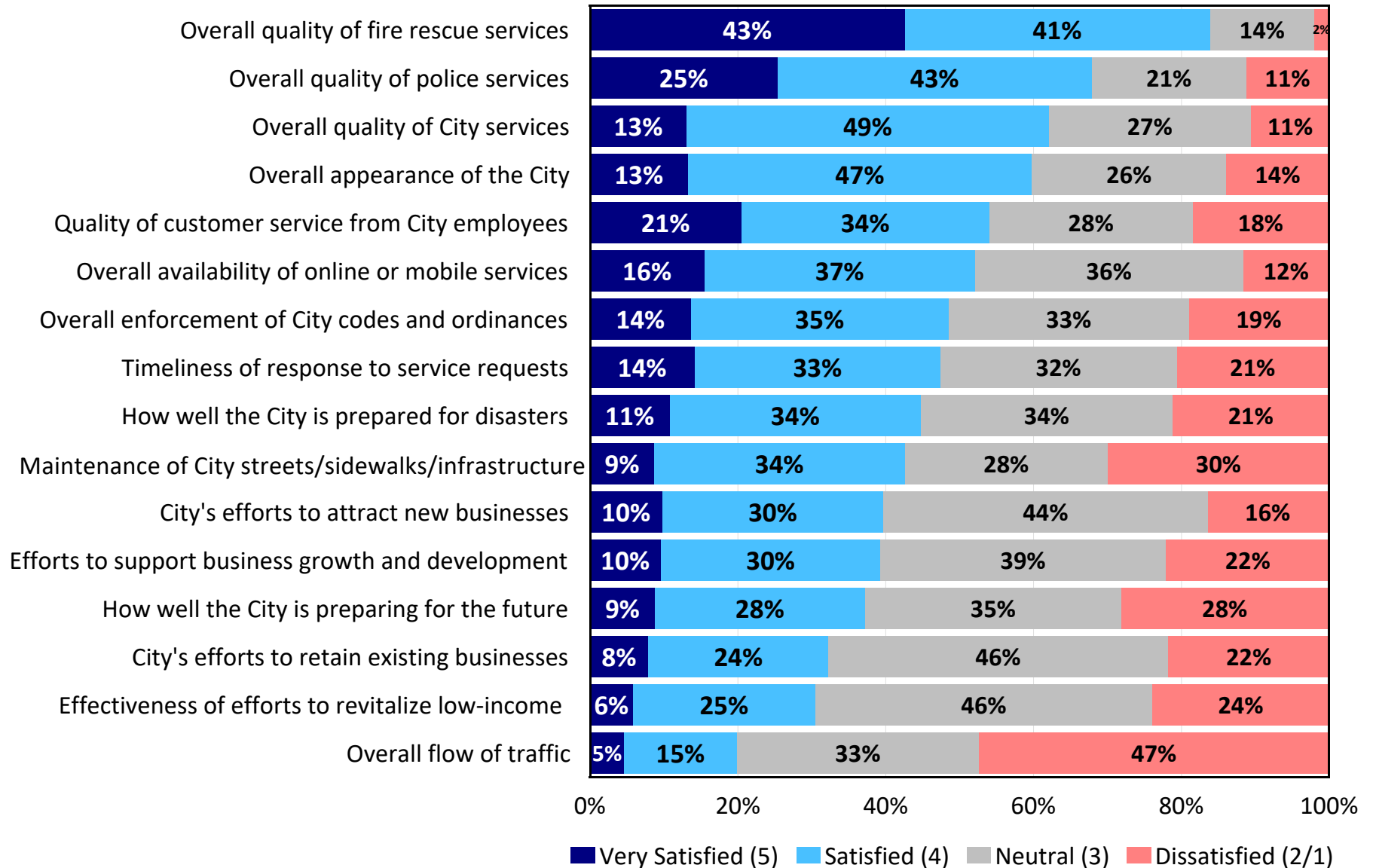
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020)

Q3. Satisfaction With City Services

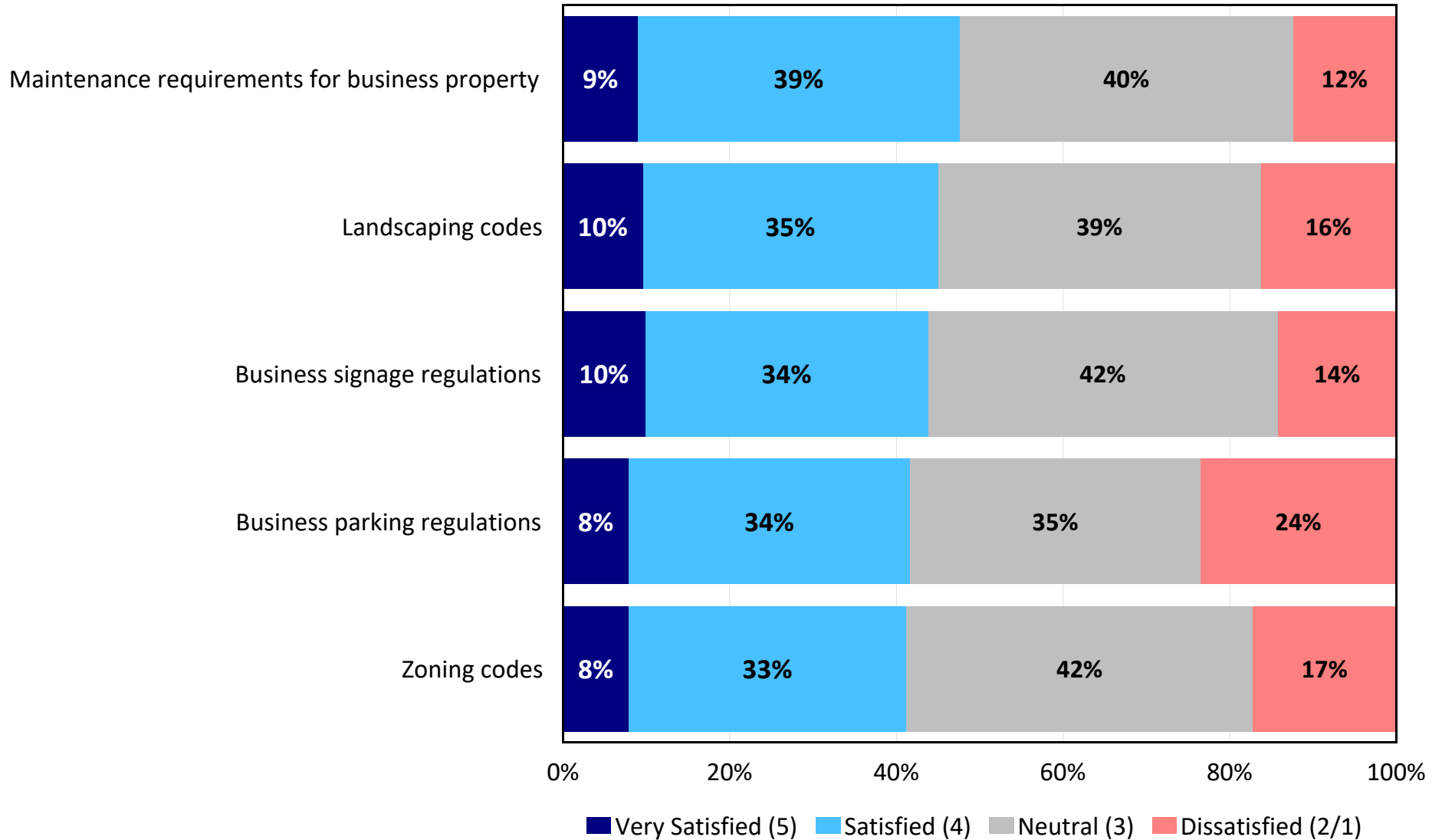
by percentage of businesses surveyed (excluding "don't know")



Source: ETC Institute (2020)

Q4. Satisfaction With Codes and Ordinances

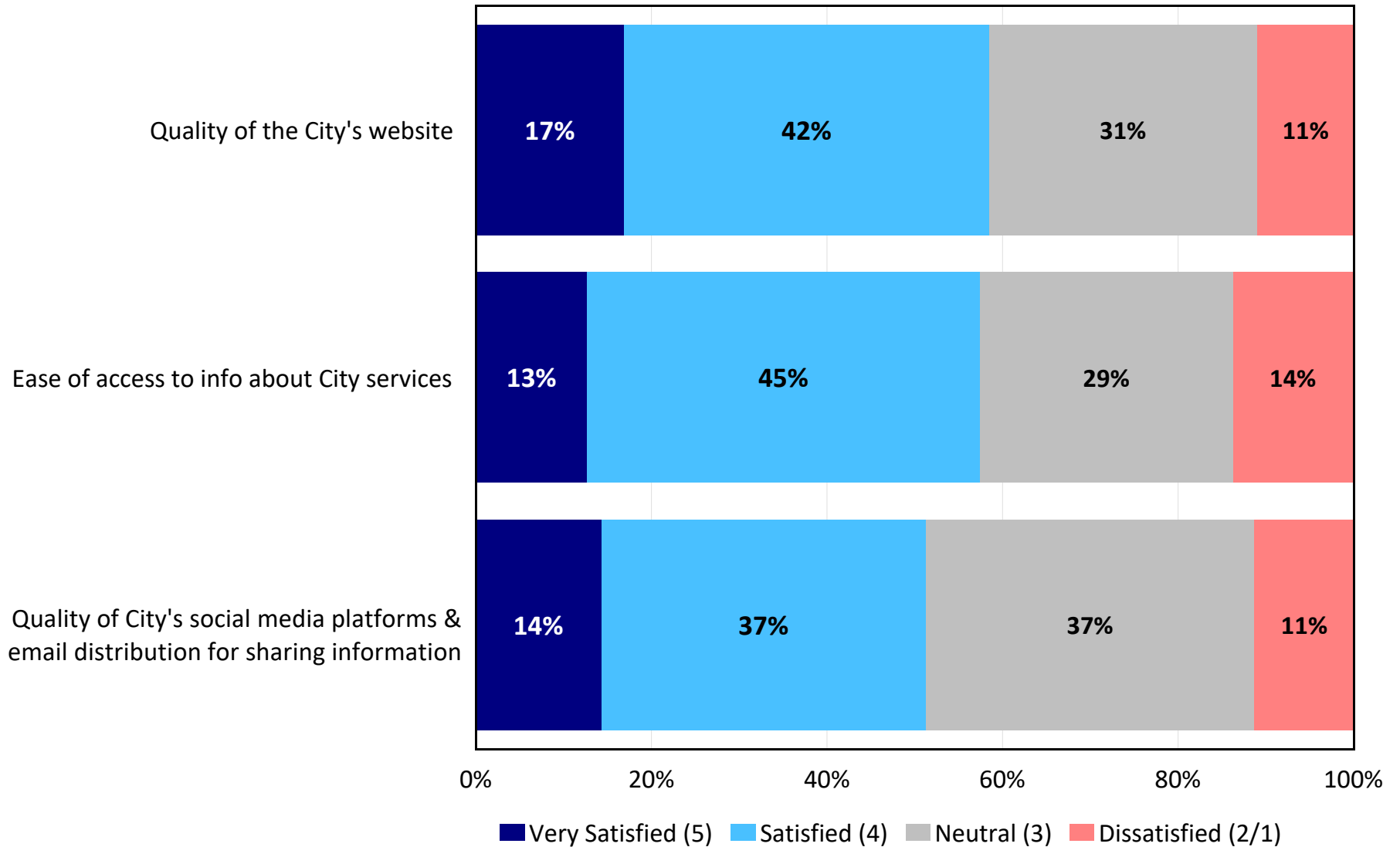
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020)

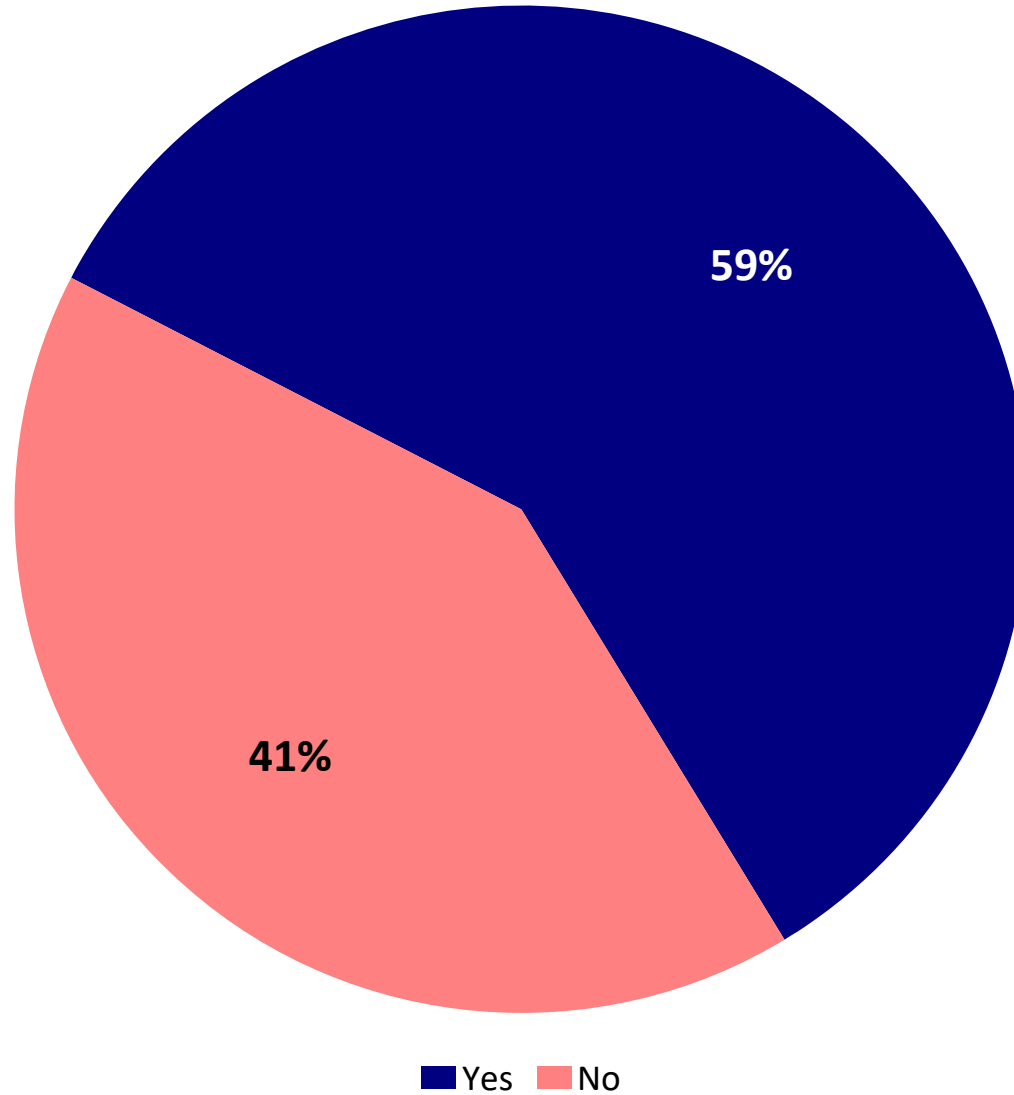
Q5. Satisfaction With Communication and Outreach

by percentage of businesses surveyed (excluding "don't know")



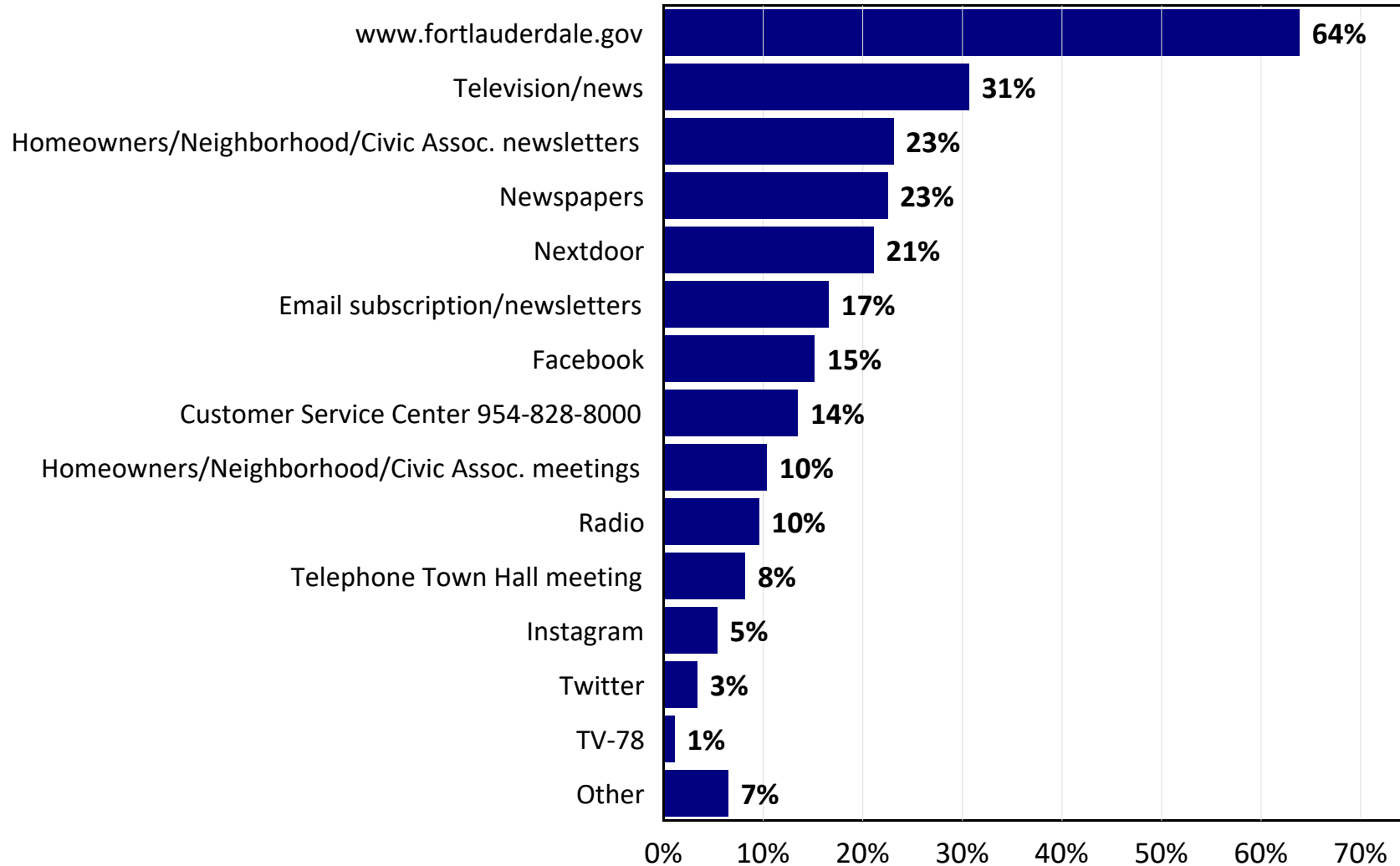
Q6. Have you contacted the City during the past year?

by percentage of businesses surveyed (excluding “don’t know”)



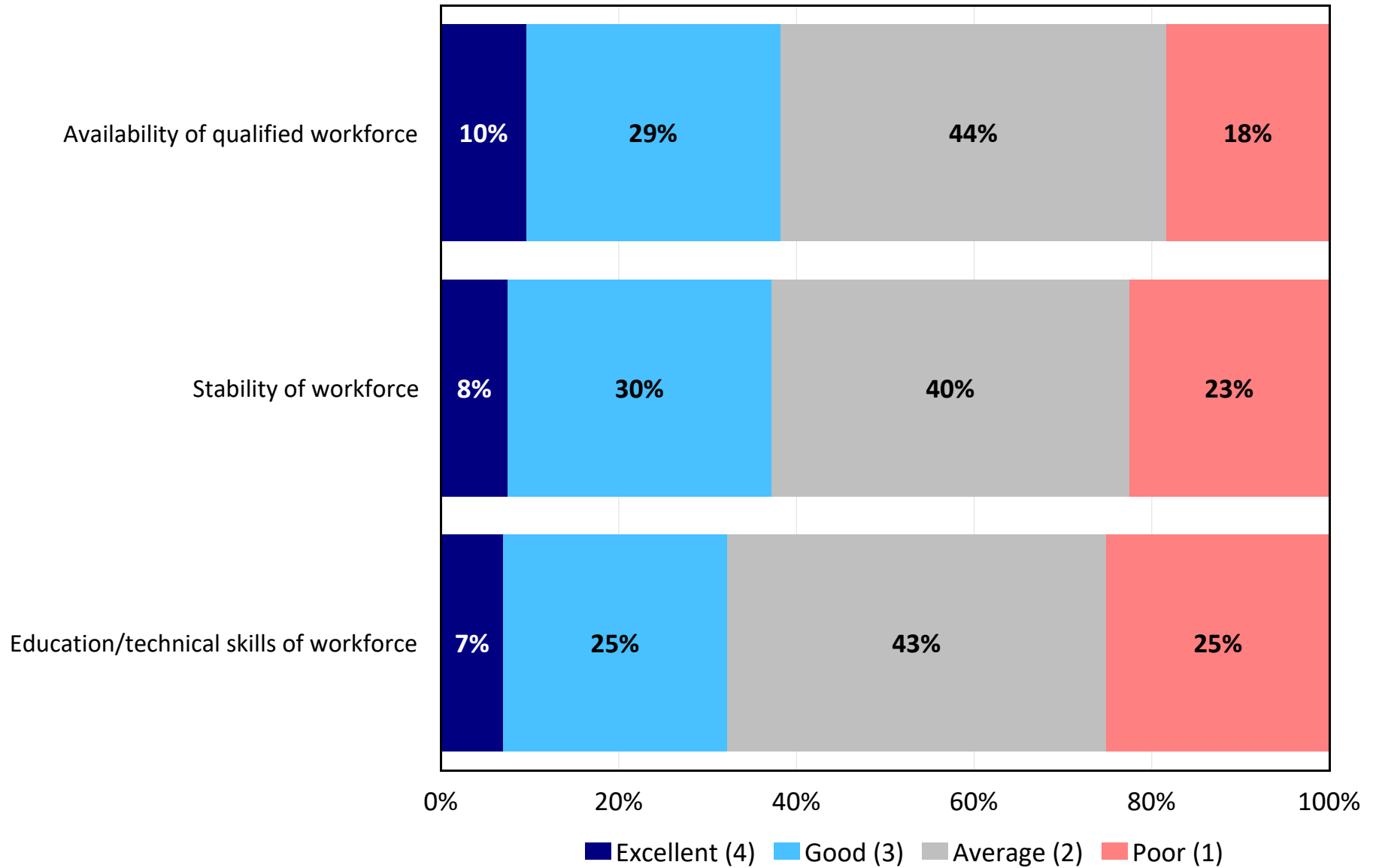
Q7. Which of the following are your primary sources of information about City issues, services, programming, and events?

by percentage of businesses surveyed (multiple selections could be made)



Q8. Ratings of the Workforce in Fort Lauderdale

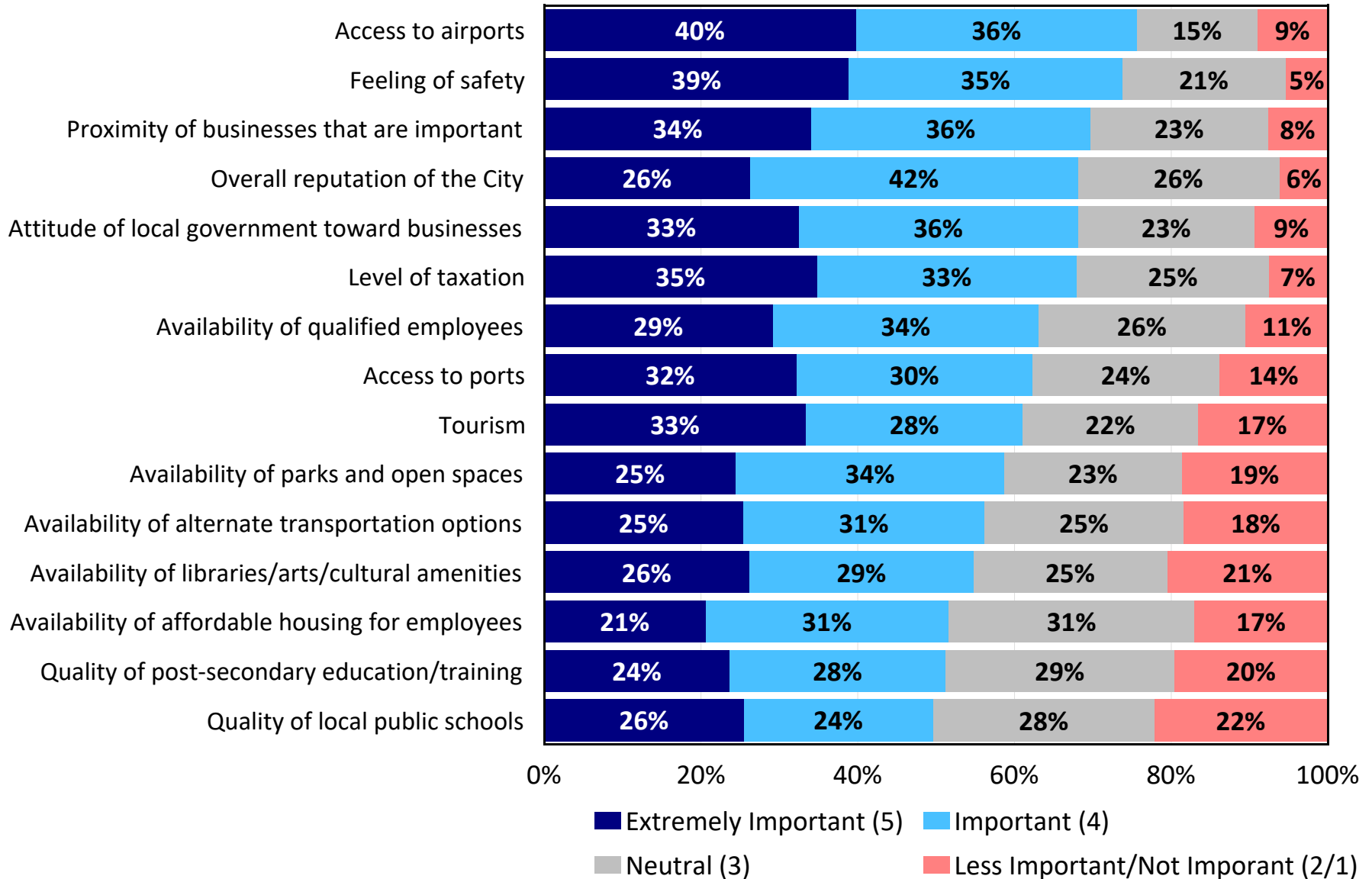
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020)

Q9. Importance of the Following Reasons for Deciding to Locate Business in Fort Lauderdale

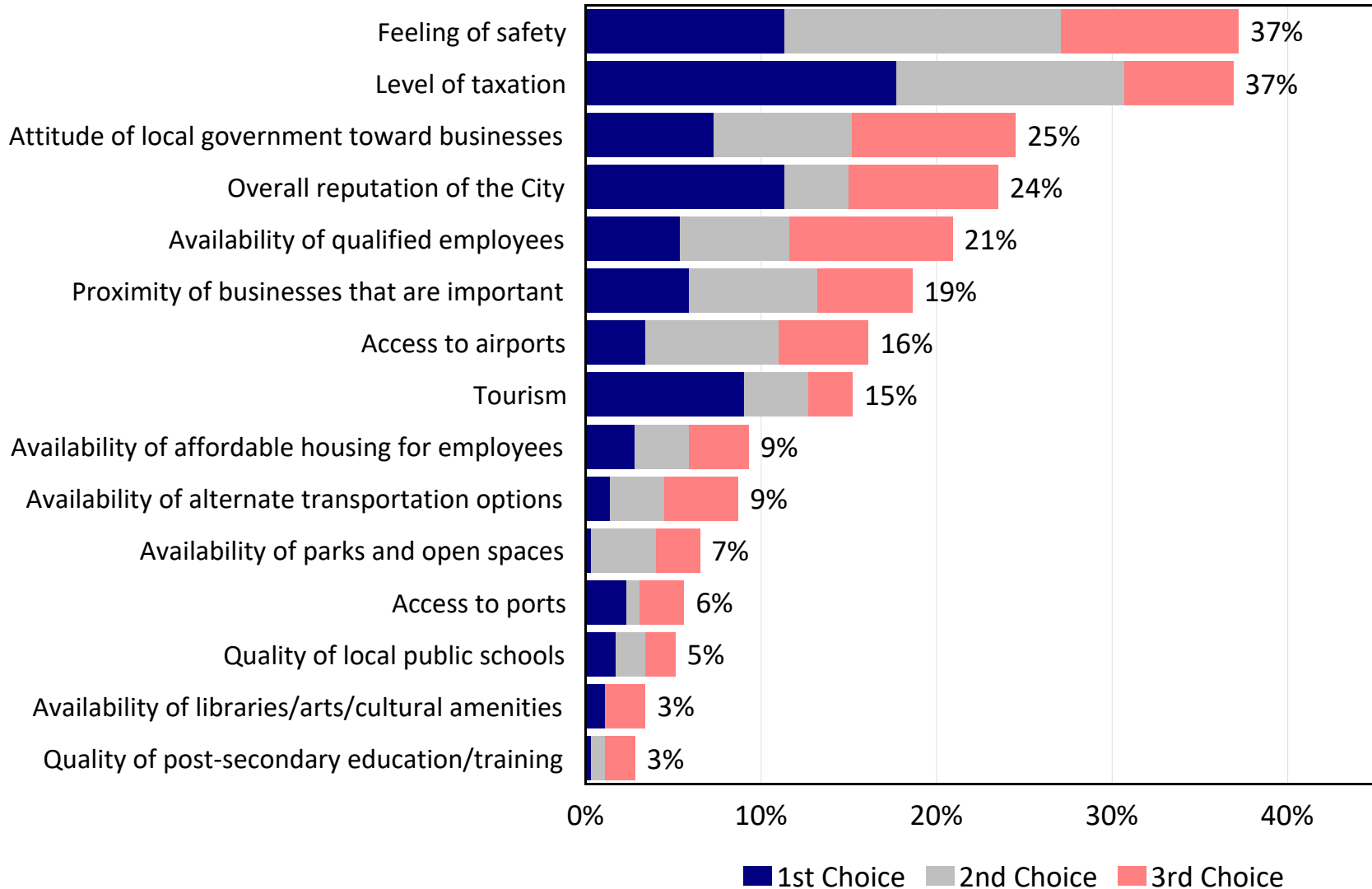
by percentage of businesses surveyed (excluding “don’t know”)



Source: ETC Institute (2020)

Q10. Reasons That Will Have the Most Impact on Business' Decision to Stay in Fort Lauderdale for the Next 5 Years

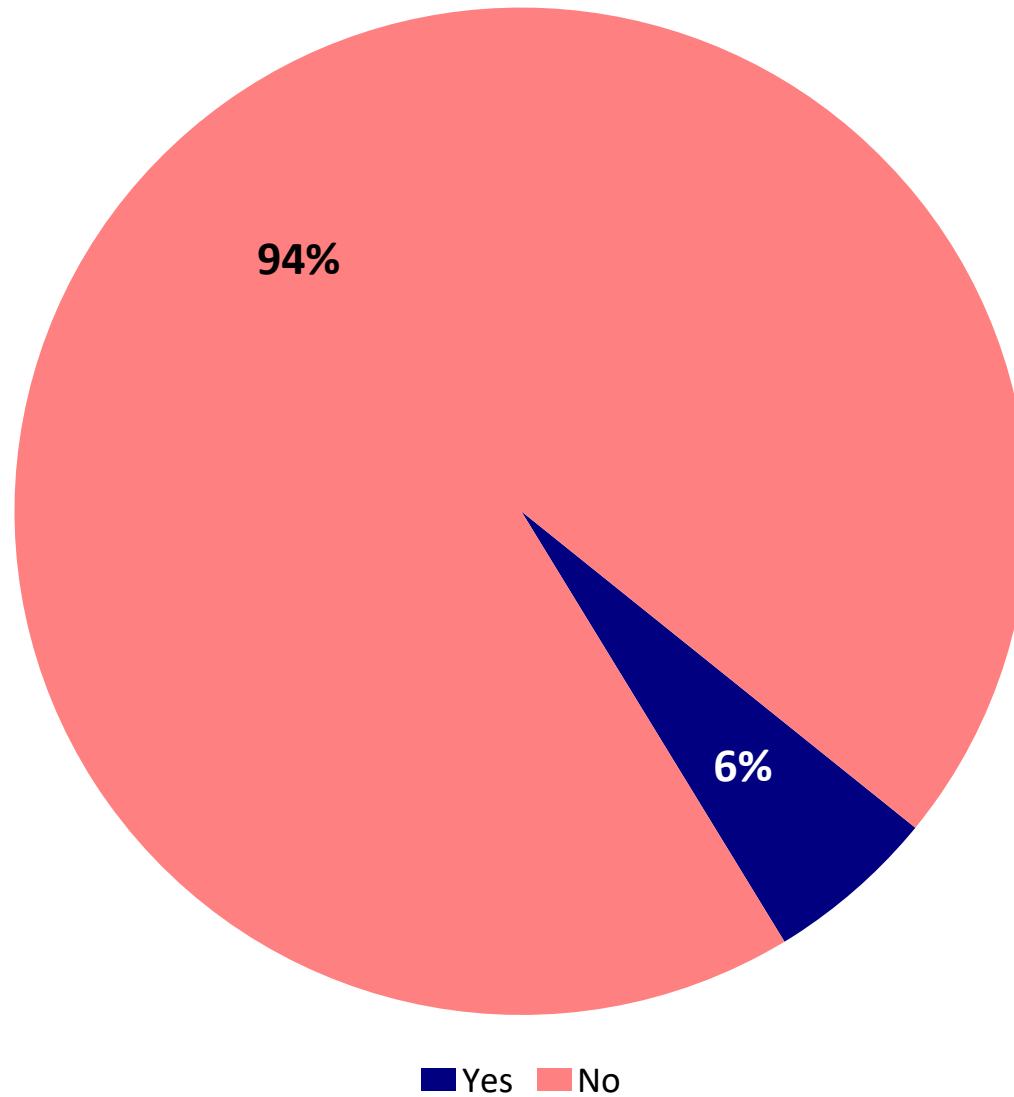
by percentage of businesses that selected the item as one of their top three choices



Source: ETC Institute (2020)

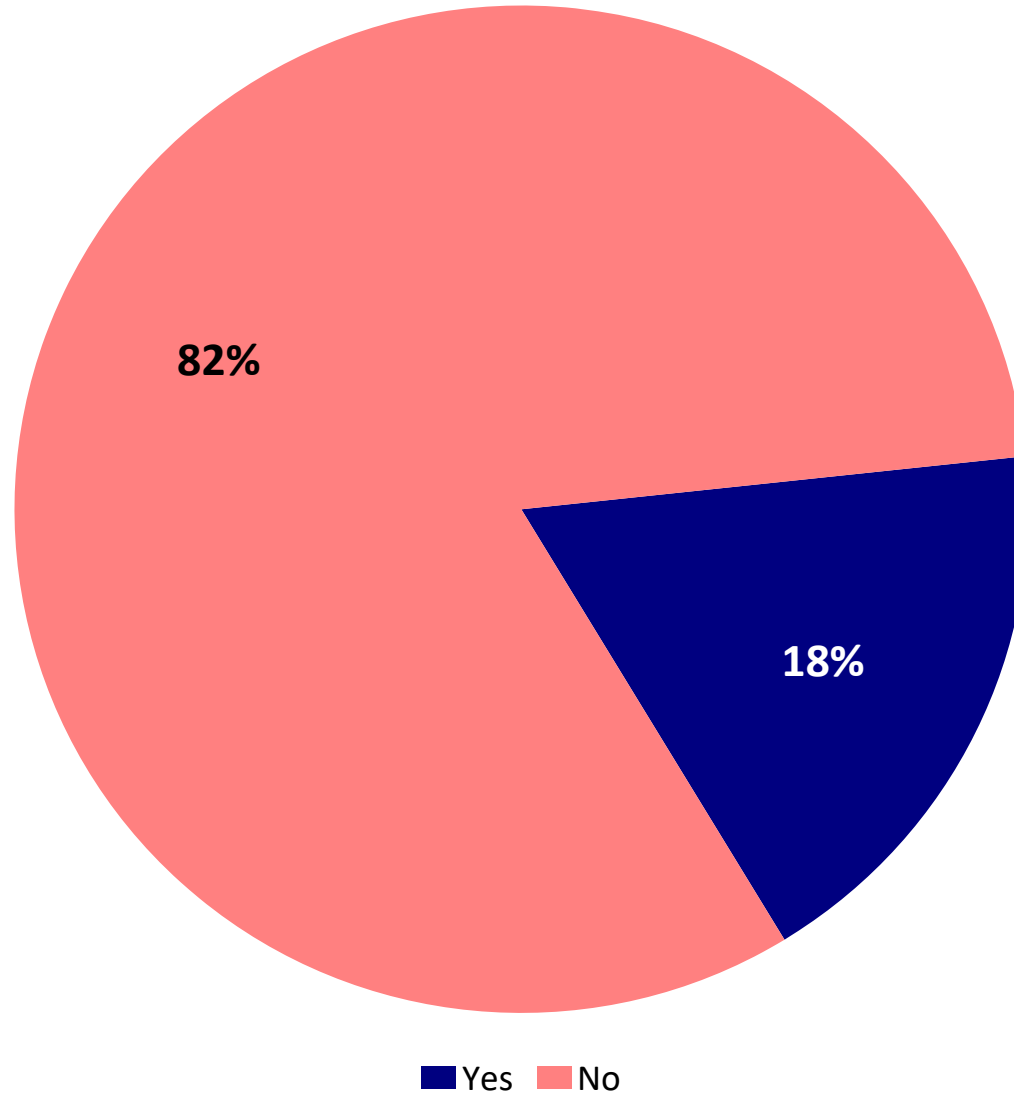
Q11. Does your business provide incentives to employees for alternative modes of transportation?

by percentage of businesses surveyed



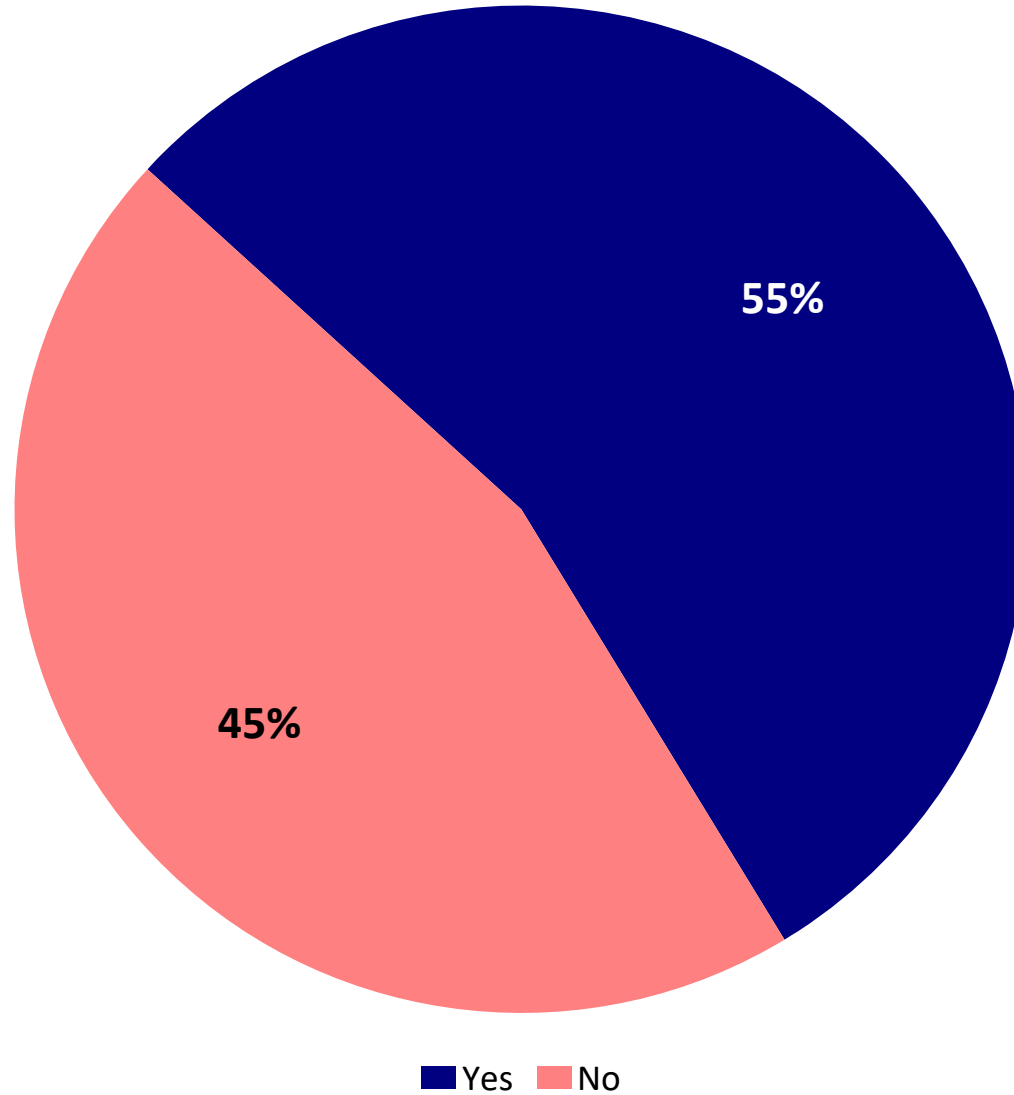
Q12. Do you know the location of the City's free Community Shuttle bus stop nearest to your business?

by percentage of businesses surveyed



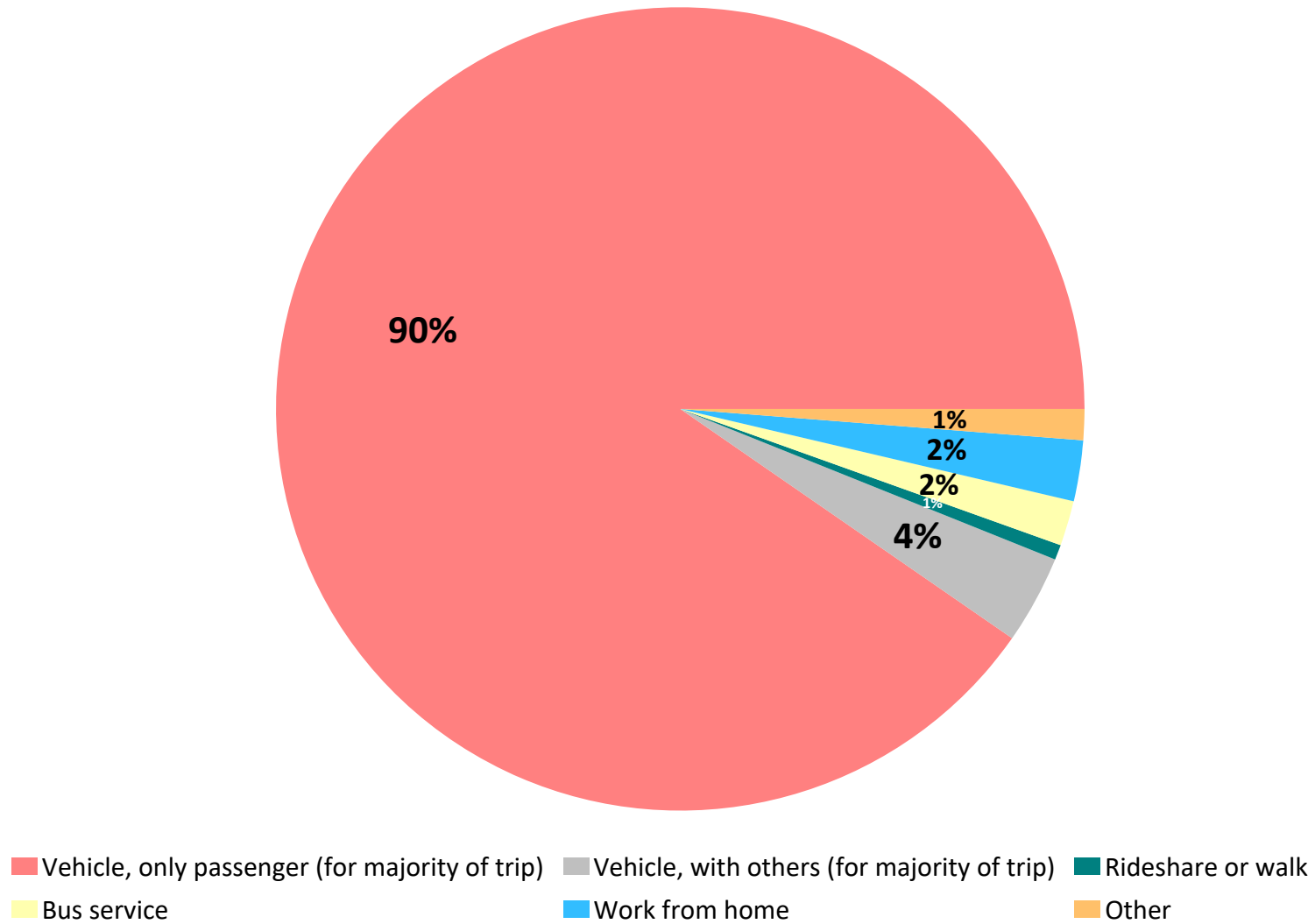
Q13. Would you recommend its service to your employees and customers?

by percentage of businesses surveyed (excluding “not provided”)



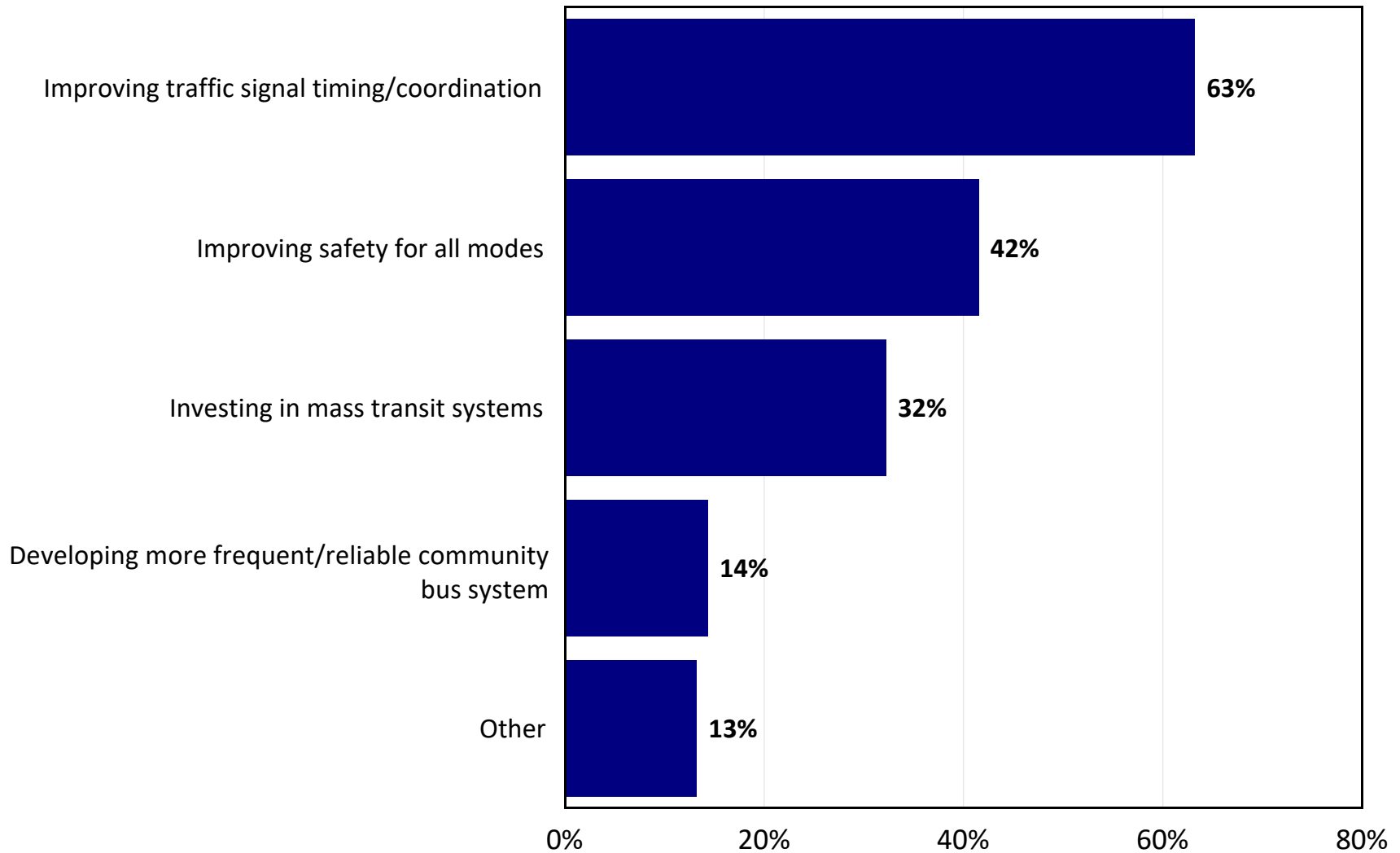
Q14. How do most of your employees primarily travel to work?

by percentage of businesses surveyed (excluding "not provided")



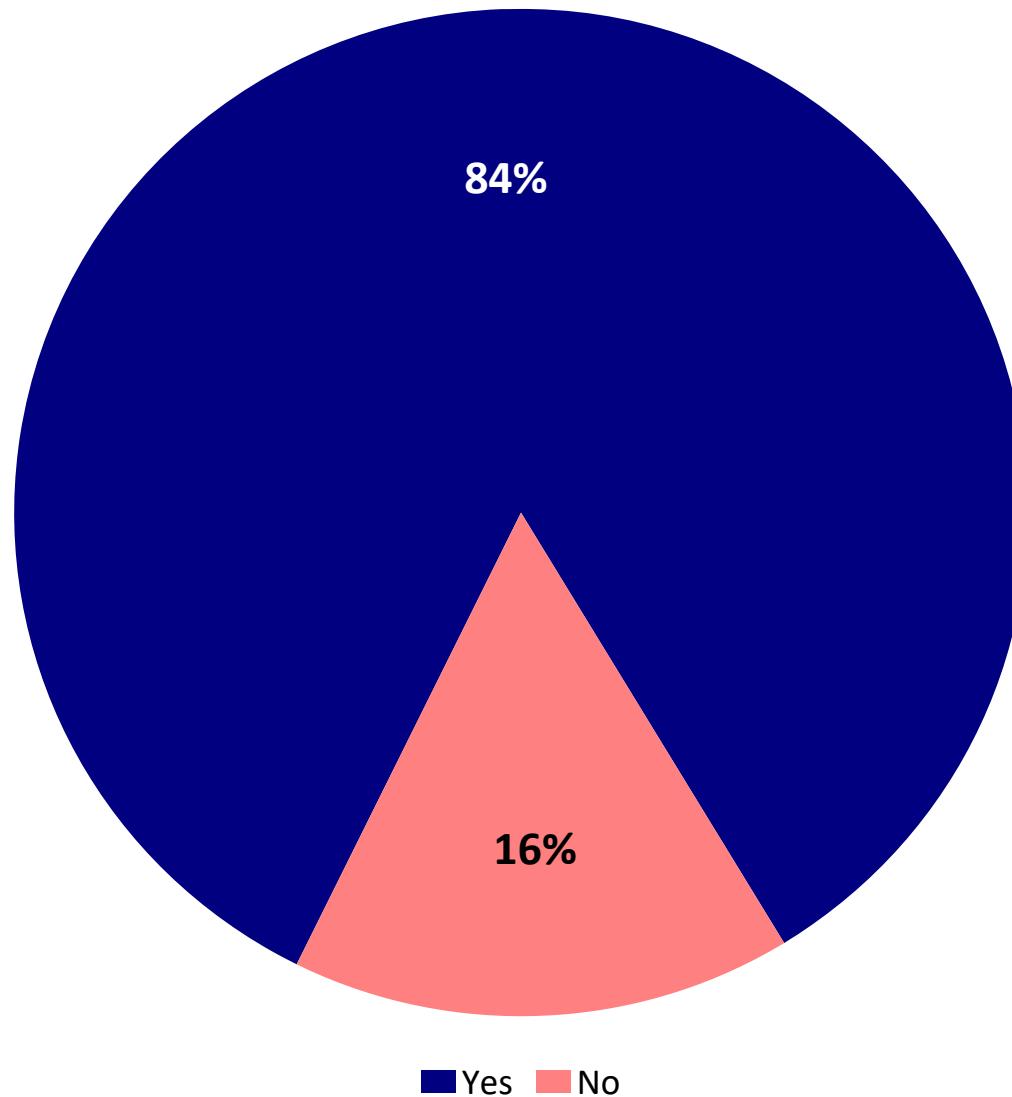
Q15. Areas That the City Should Prioritize in the Next Year to Improve Traffic Flow

by percentage of businesses surveyed (two selections could be made)



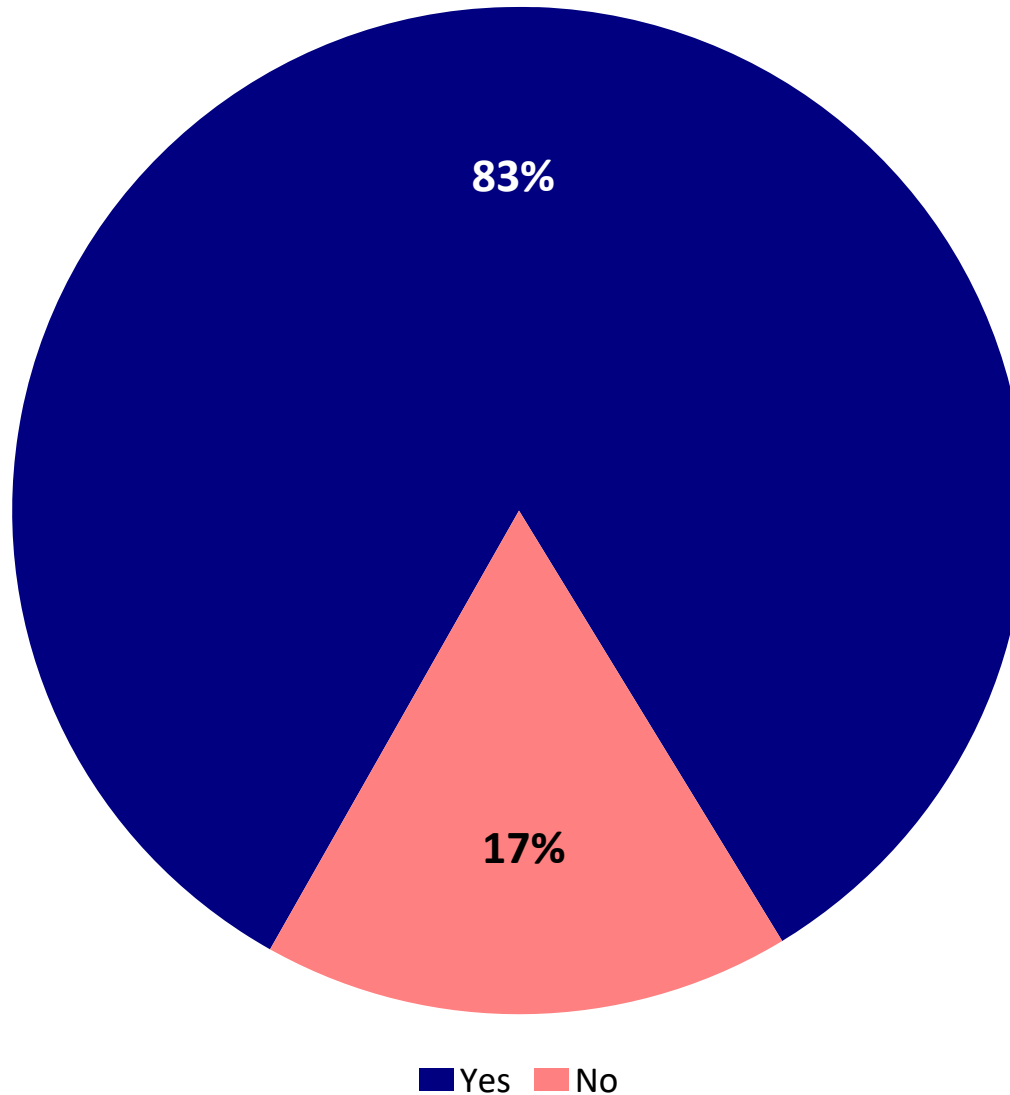
Q16. Does your business provide parking facilities for employees?

by percentage of businesses surveyed (excluding “not provided”)



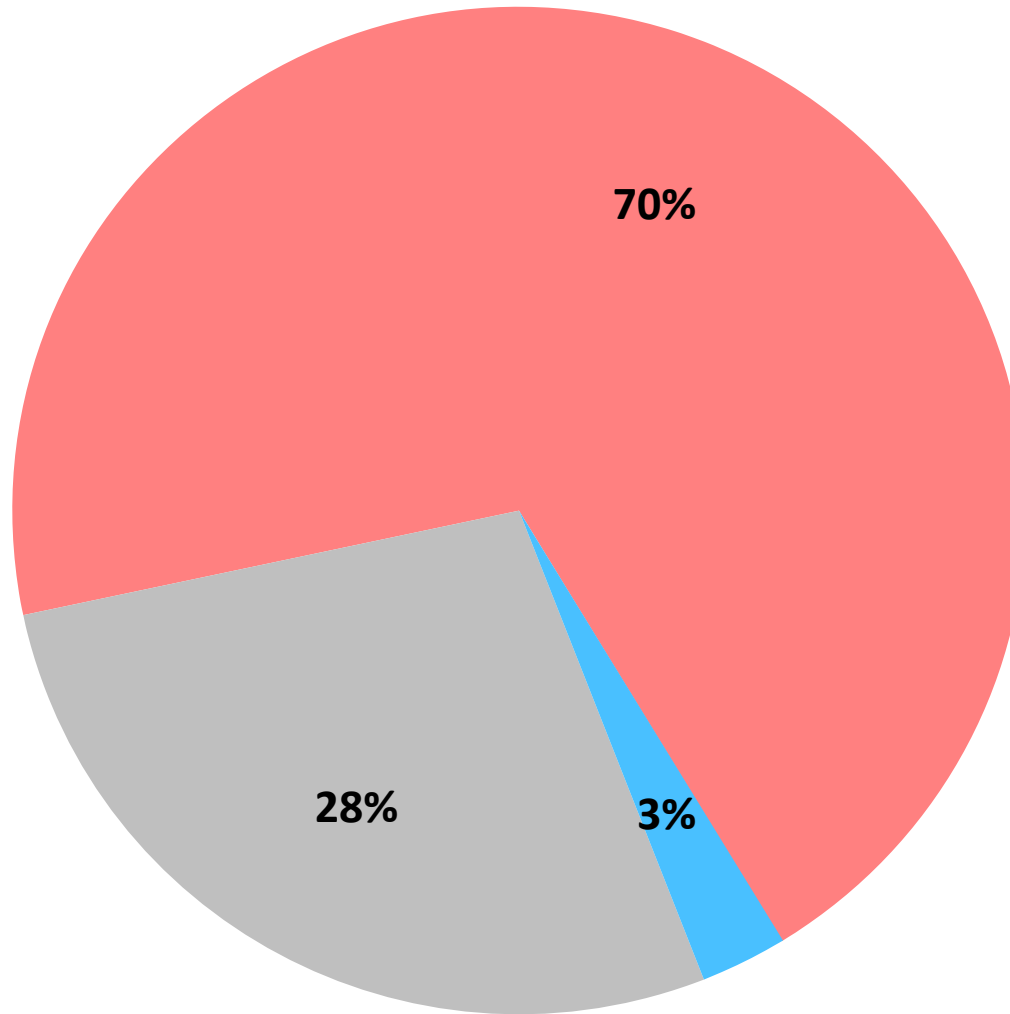
Q17. Does your business provide parking to customers?

by percentage of businesses surveyed (excluding “not provided”)



Q18. Overall, do you think homelessness has a major impact, minor impact, or no impact in Fort Lauderdale?

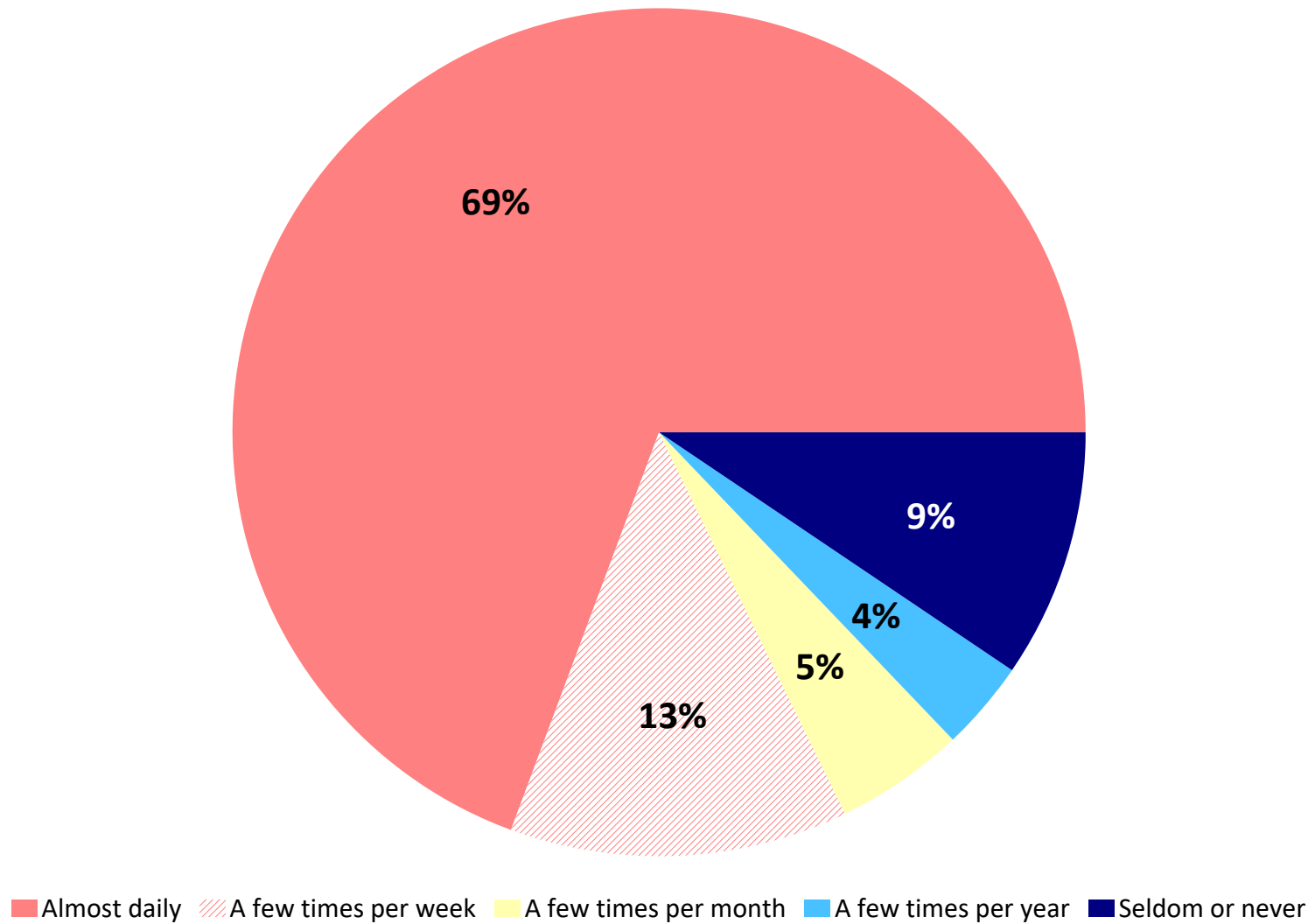
by percentage of businesses surveyed (excluding "don't know")



Major impact Minor impact No impact

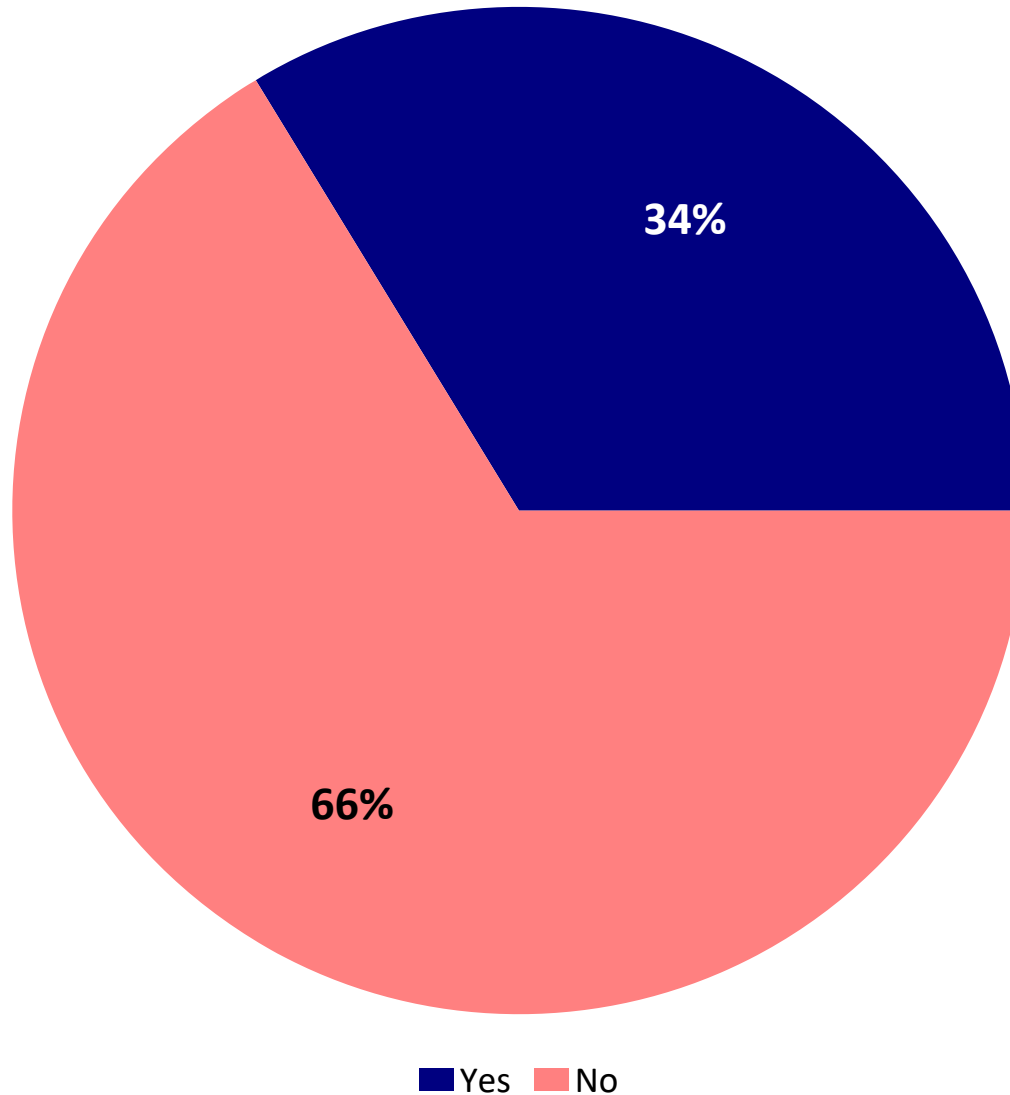
Q19. How often do you see people experiencing homelessness in your area of business?

by percentage of businesses surveyed (excluding “don’t know”)



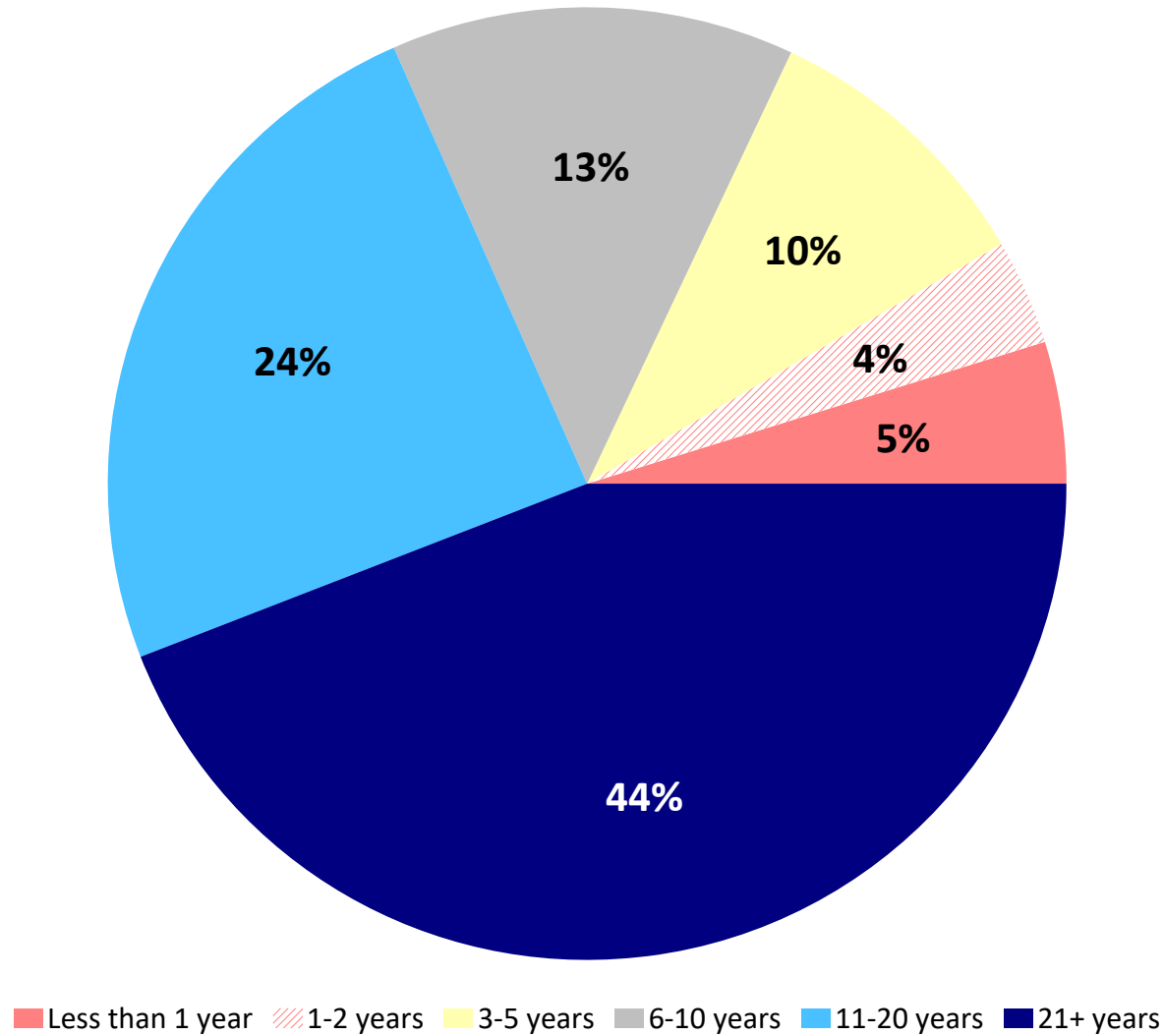
Q20. Would your business consider contributing to address homelessness in Fort Lauderdale?

by percentage of businesses surveyed (excluding "not provided")



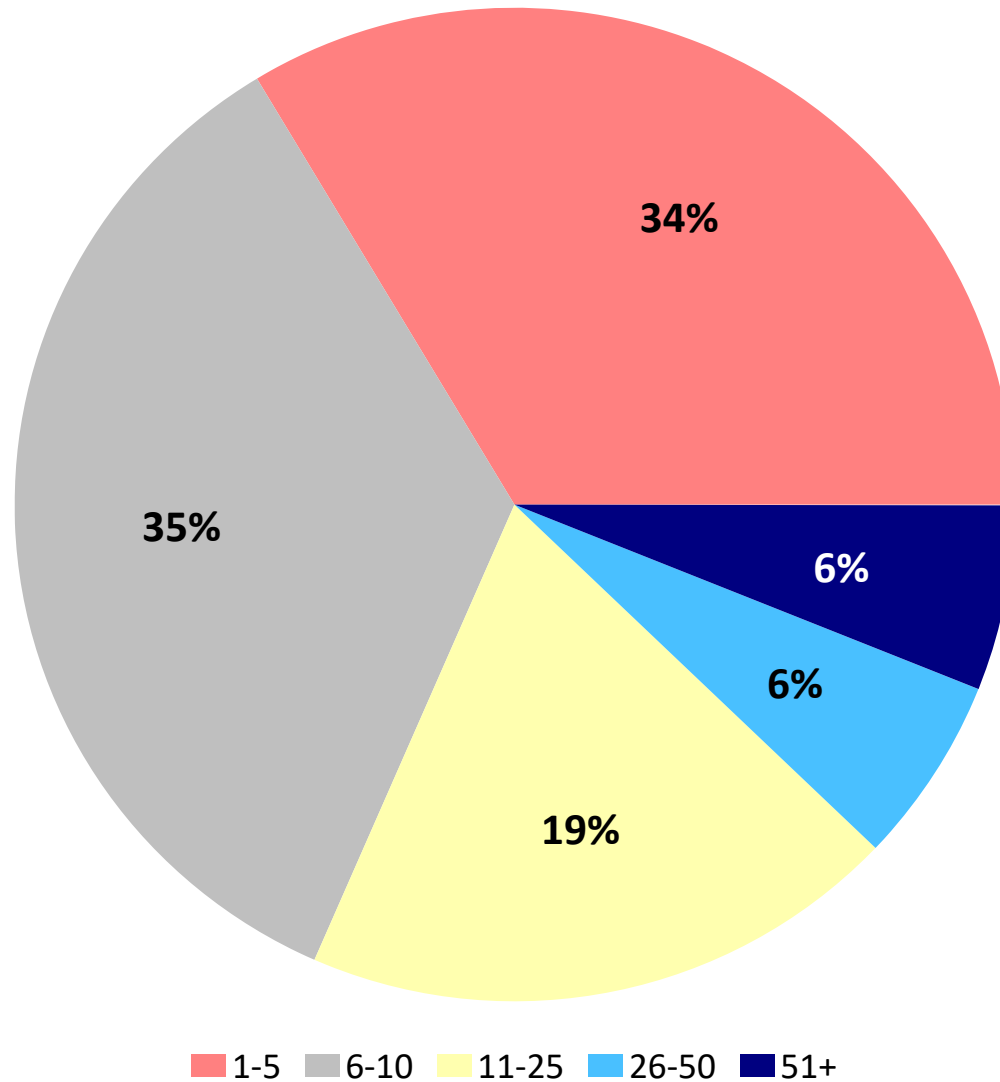
Q21. Demographics: How many years has your business been in Fort Lauderdale?

by percentage of businesses surveyed (excluding “not provided”)



Q22. Demographics: How many employees does your business currently employ?

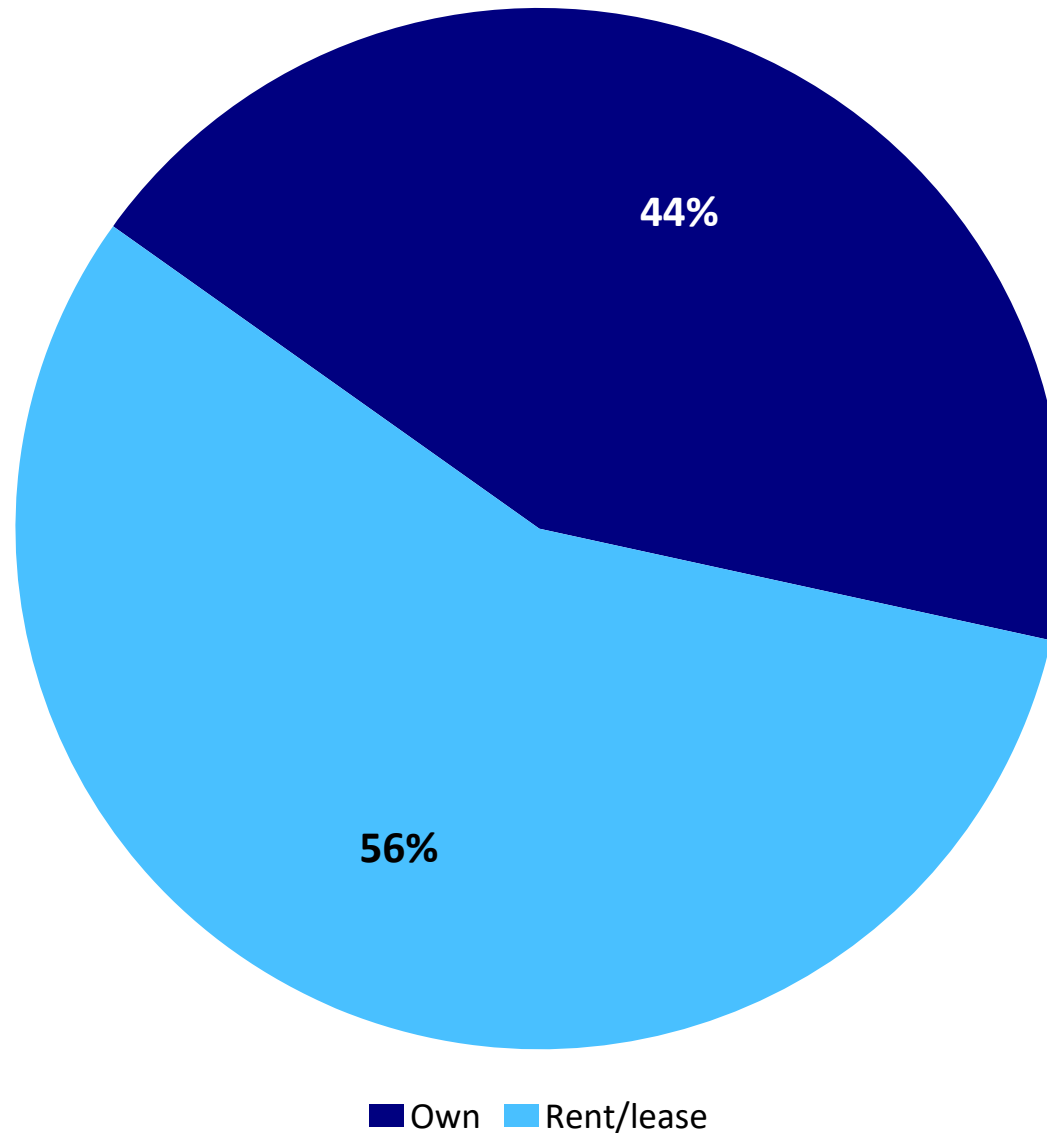
by percentage of businesses surveyed (excluding “not provided”)



Source: ETC Institute (2020)

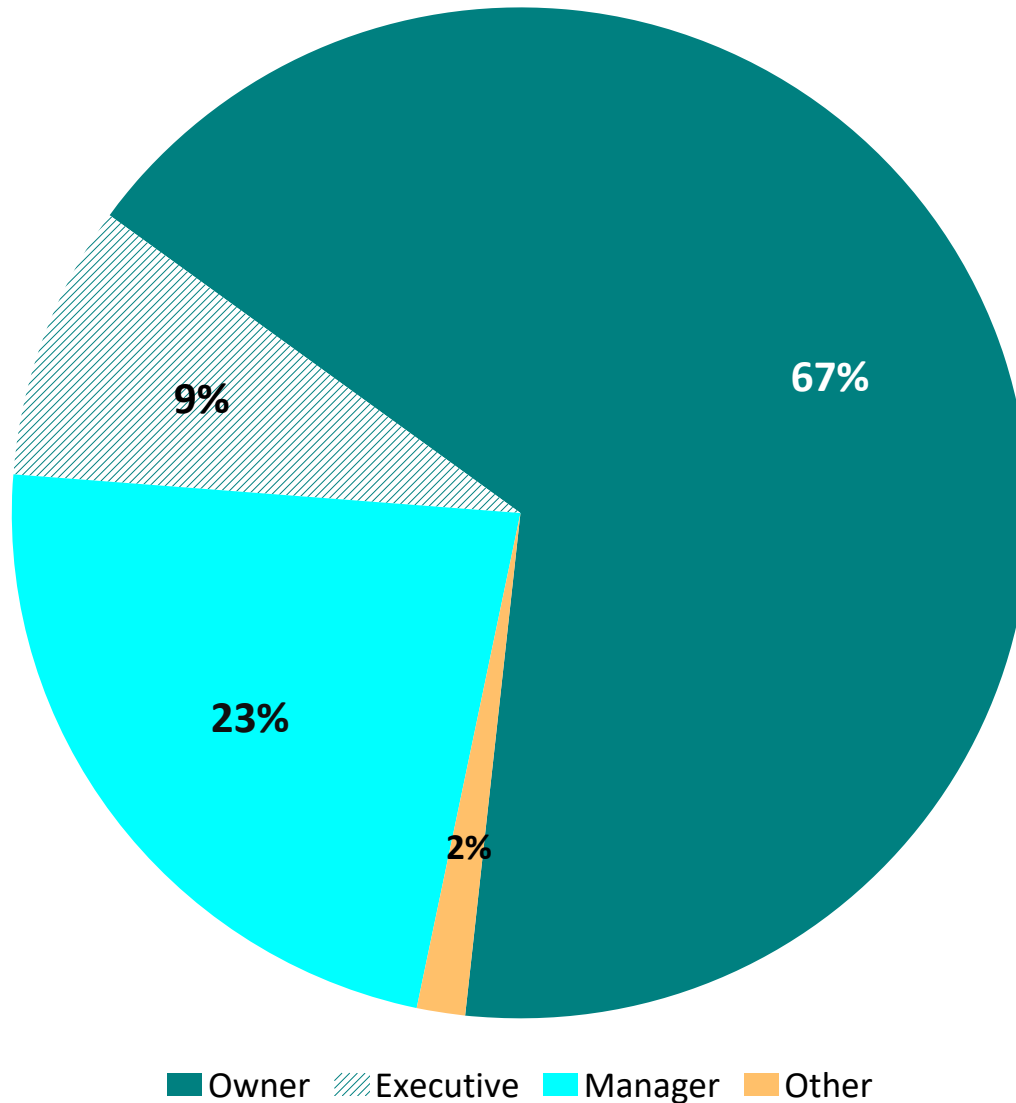
Q23. Demographics: Does your business own or rent/lease the facility where your business is located?

by percentage of businesses surveyed (excluding "not provided")



Q24. Demographics: Which of the following best describes your position within your company?

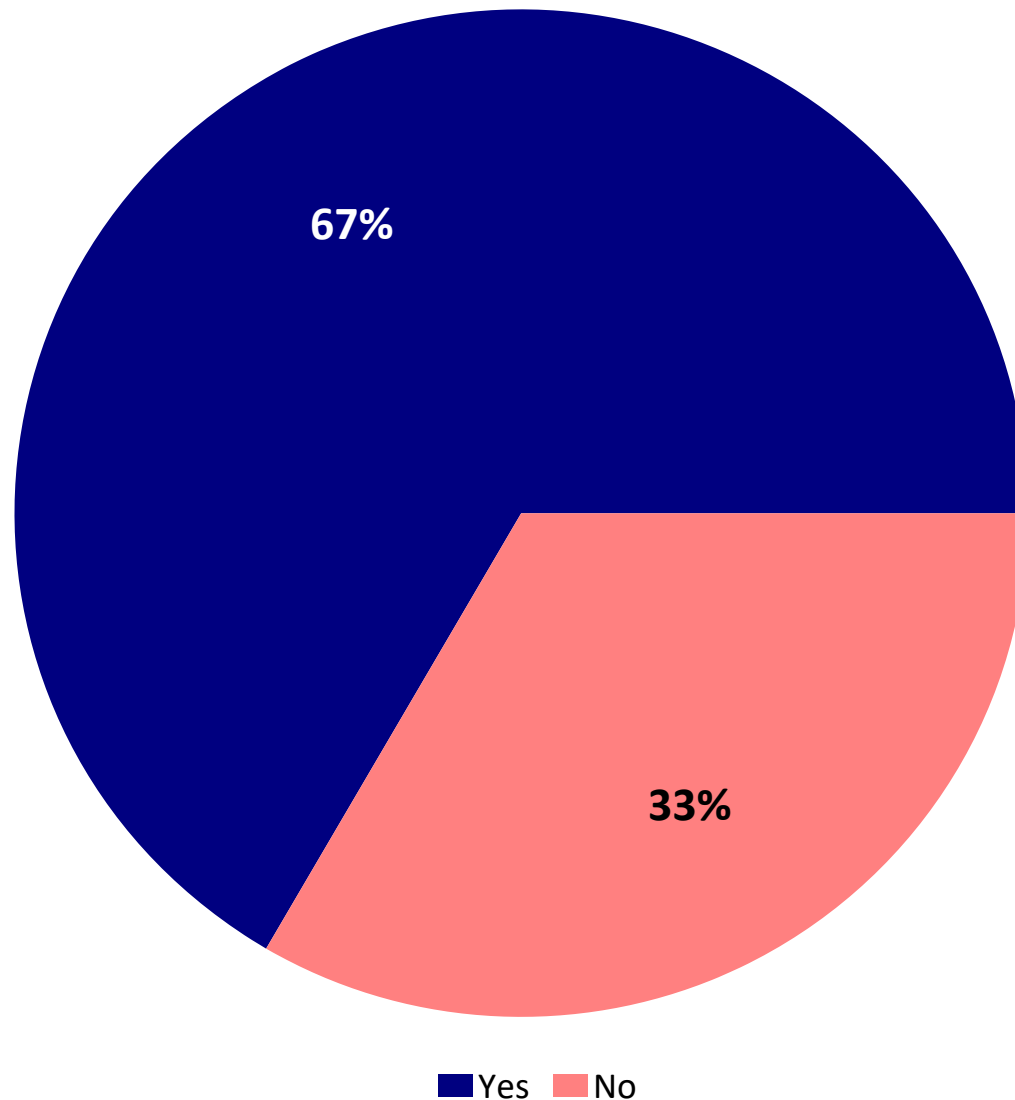
by percentage of businesses surveyed (excluding "not provided")



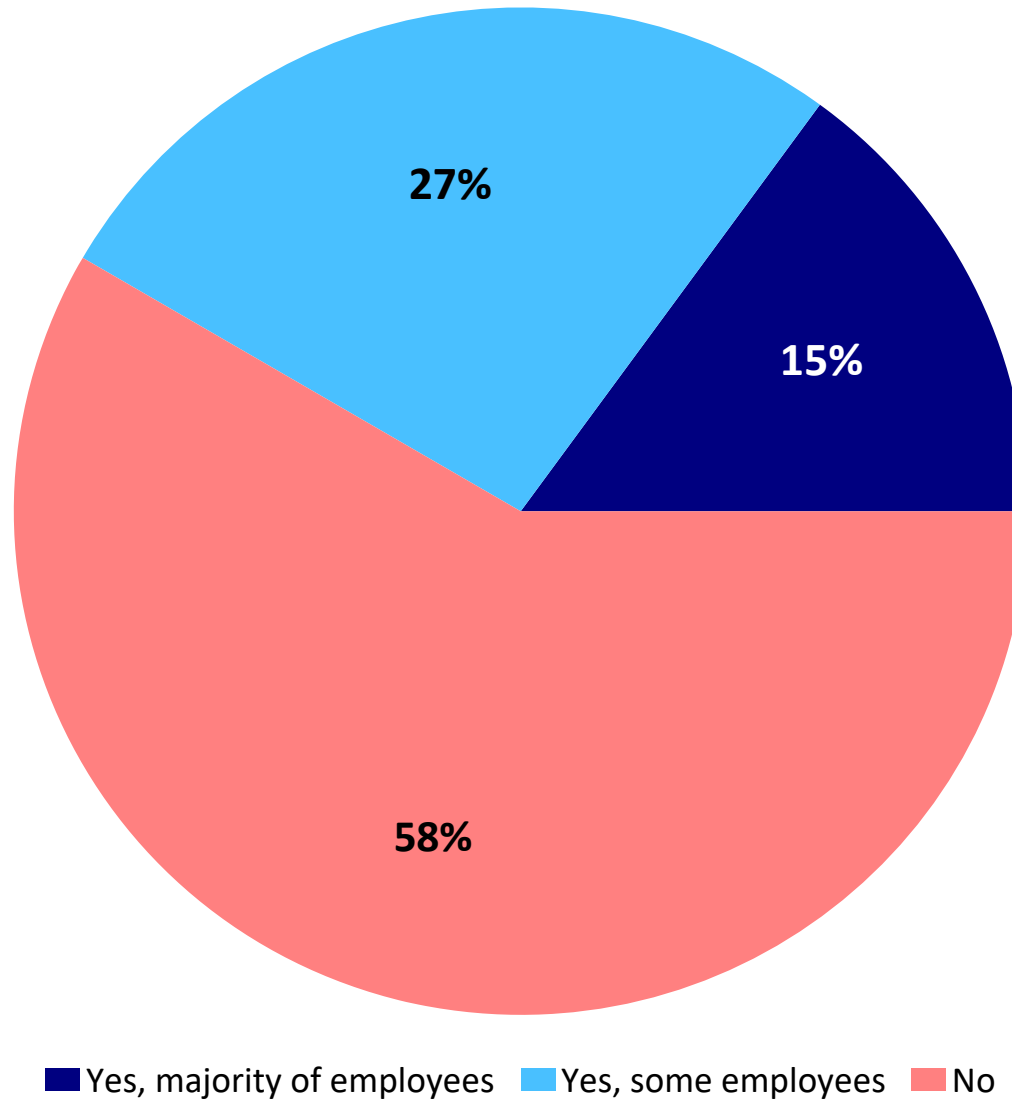
Source: ETC Institute (2020)

Q25. Demographics: Is your personal residence in Fort Lauderdale?

by percentage of businesses surveyed (excluding “not provided”)

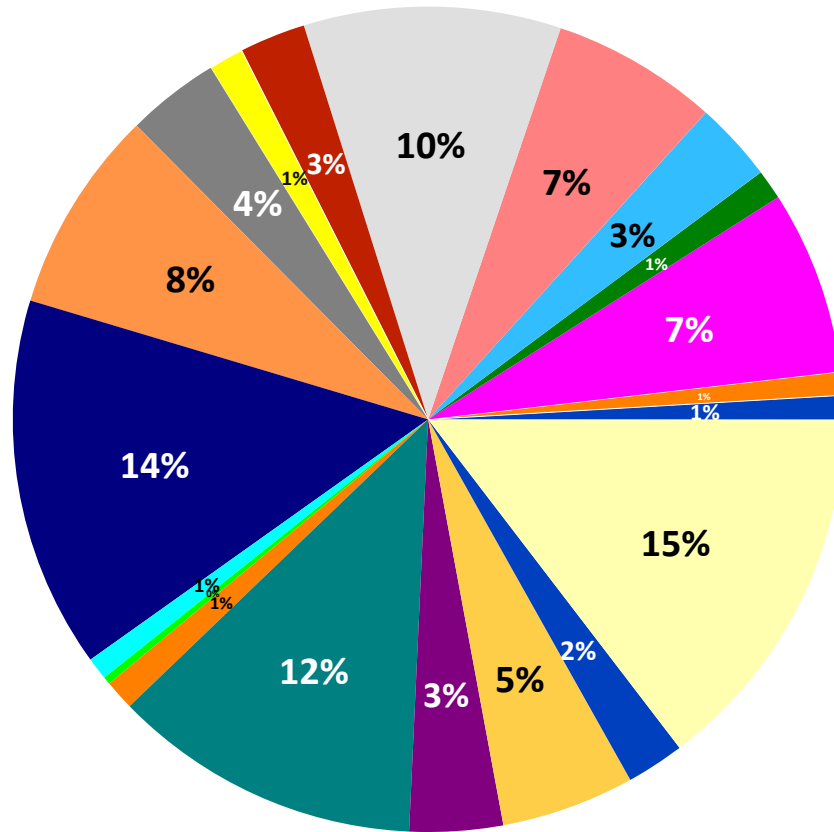


Q26. Demographics: Do your employees telecommute? by percentage of businesses surveyed (excluding “not provided”)



Q27. Demographics: Which of the following best describes your business/organization's sector?

by percentage of businesses surveyed (excluding "not provided")

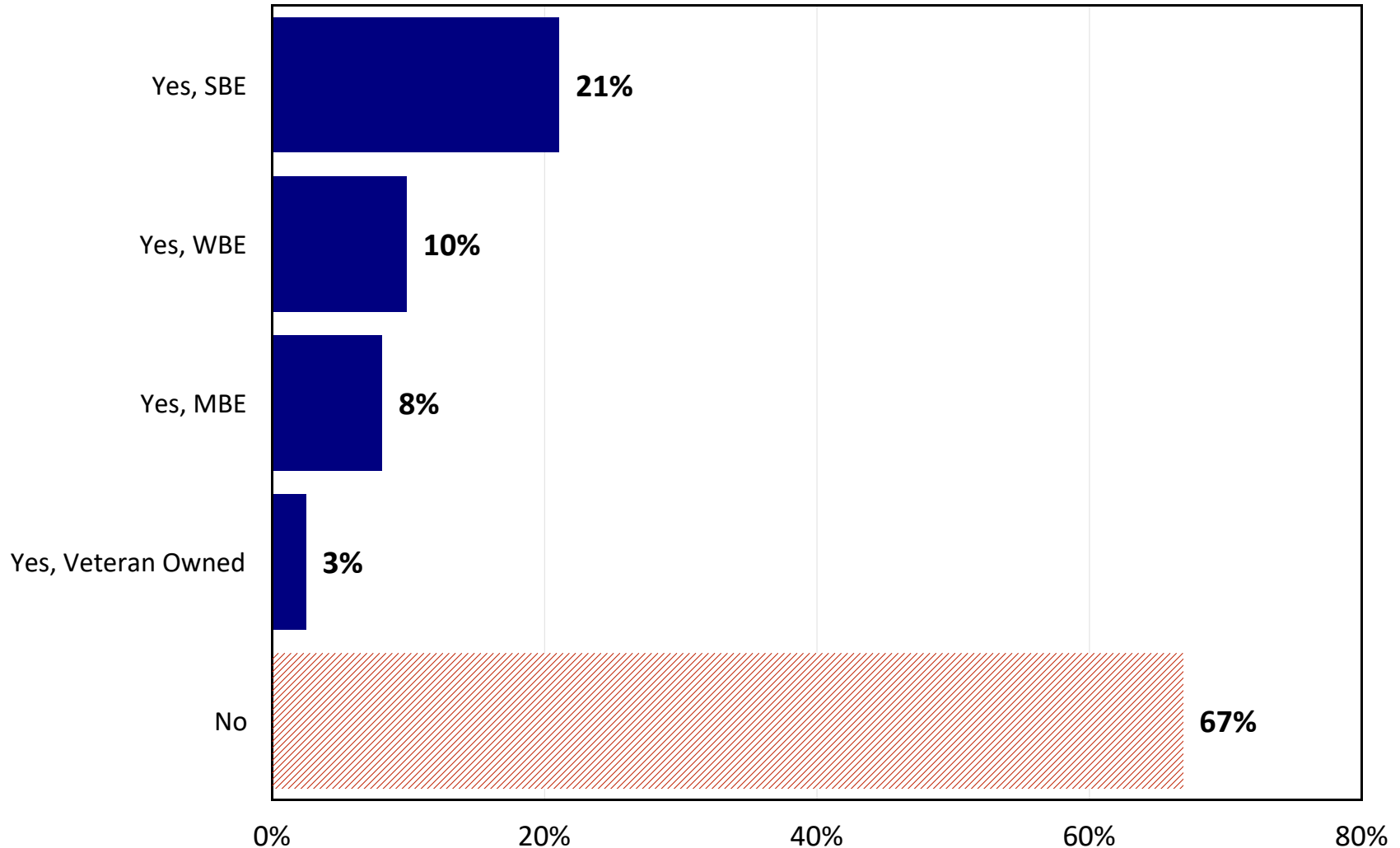


- Agriculture, Forestry, Fishing, & Hunting
- Communications
- Retail Trade
- Finance & Insurance
- Management of Companies & Enterprises
- Healthcare & Social Assistance
- Personal Care Services
- Utilities
- Manufacturing
- Transportation & Warehousing
- Real Estate, Rental Leasing, Development
- Administrative, Support, Waste Management, Remediation
- Arts, Entertainment, & Recreation
- Professional, Scientific, & Technical Services
- Educational Services
- Hospitality (Hotels, Food/Beverage Service)
- Construction
- Wholesale Trade
- Information & Advertising

Source: ETC Institute (2020)

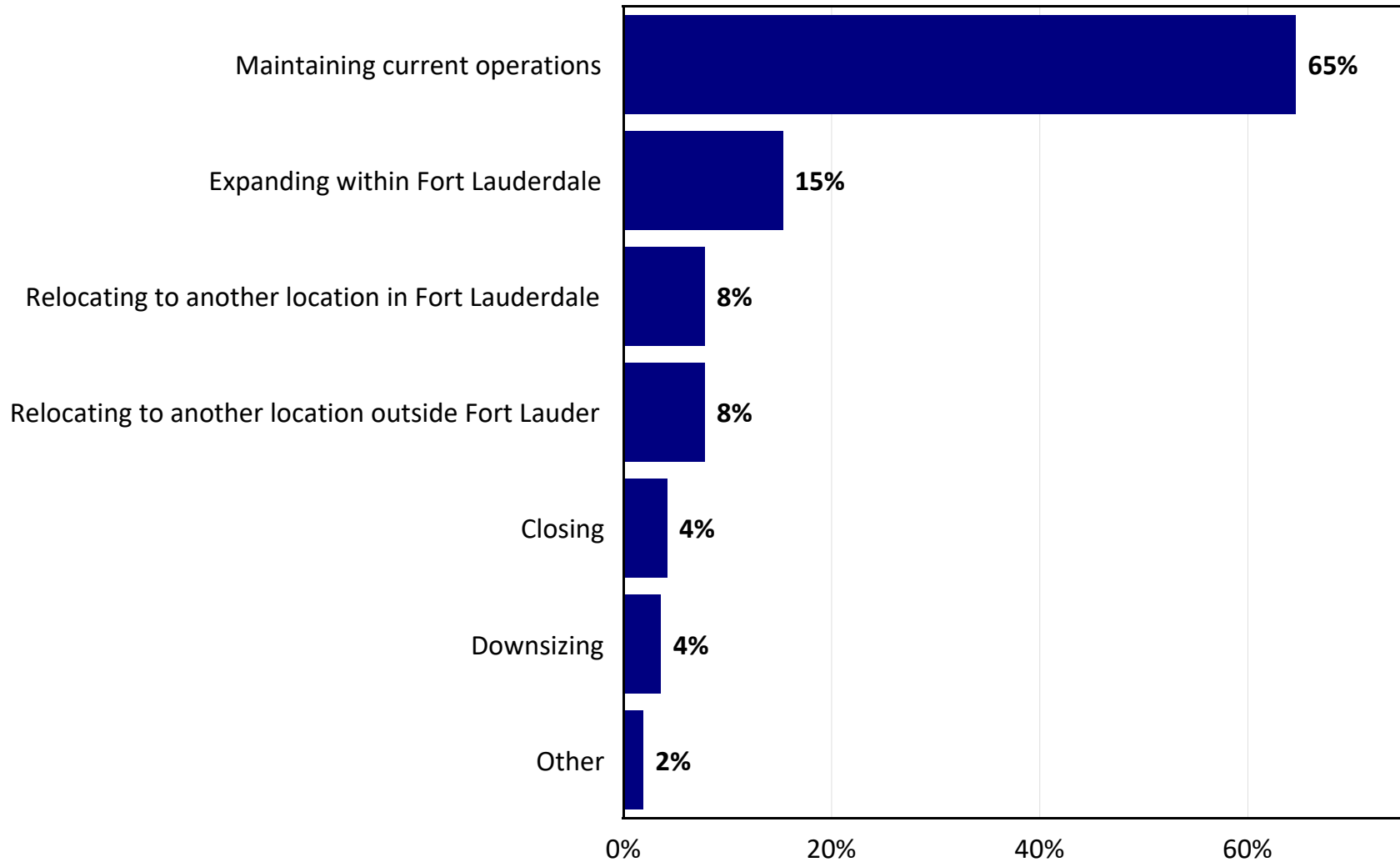
Q29. Demographics: Is your business currently classified by the government as an MBE, WBE, SBE, or Veteran Owned?

by percentage of businesses surveyed (excluding “don’t know” - multiple selections could be made)



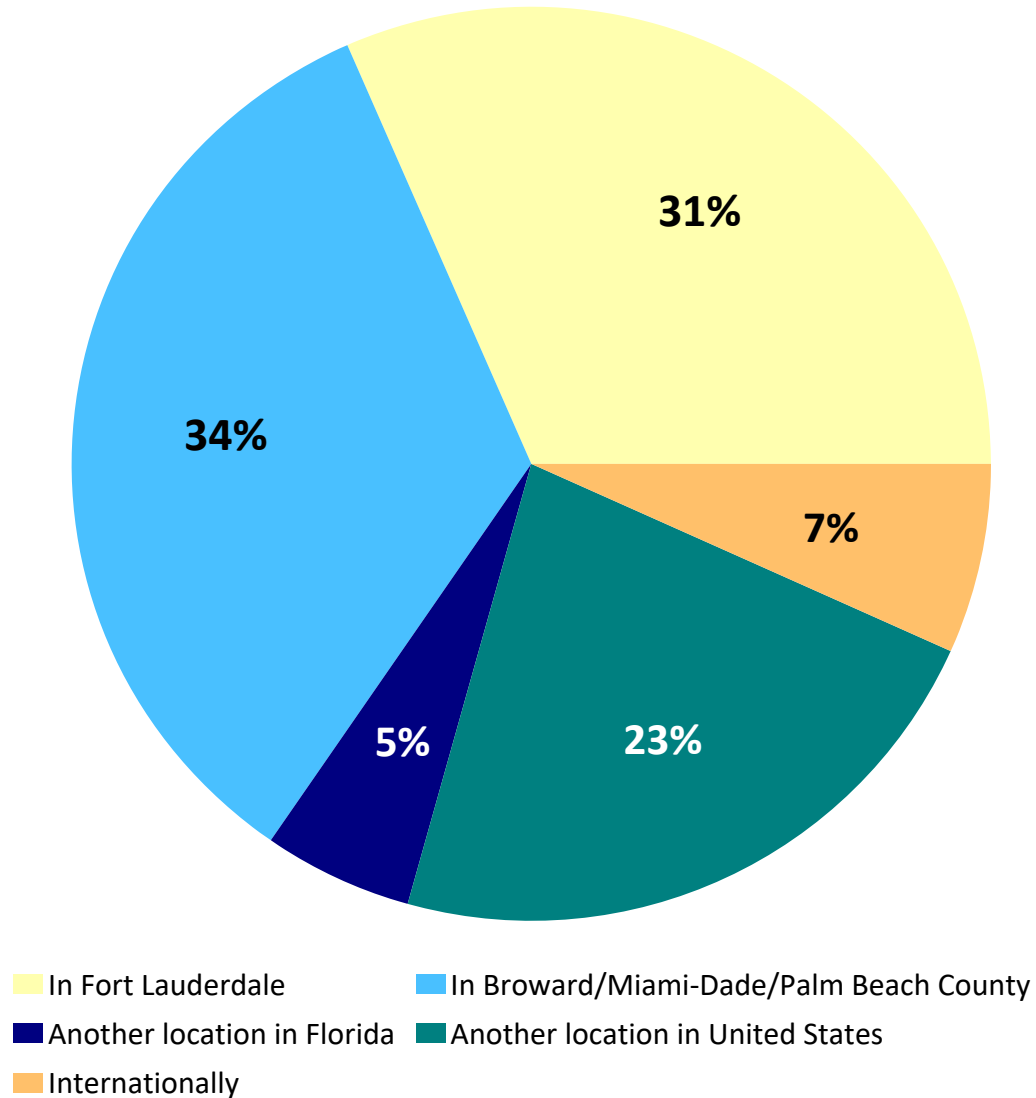
Q30. Demographics: In the next 12 months, is your business considering any of the following?

by percentage of businesses that are considering the action in the next 12 months (excluding “don’t know”)



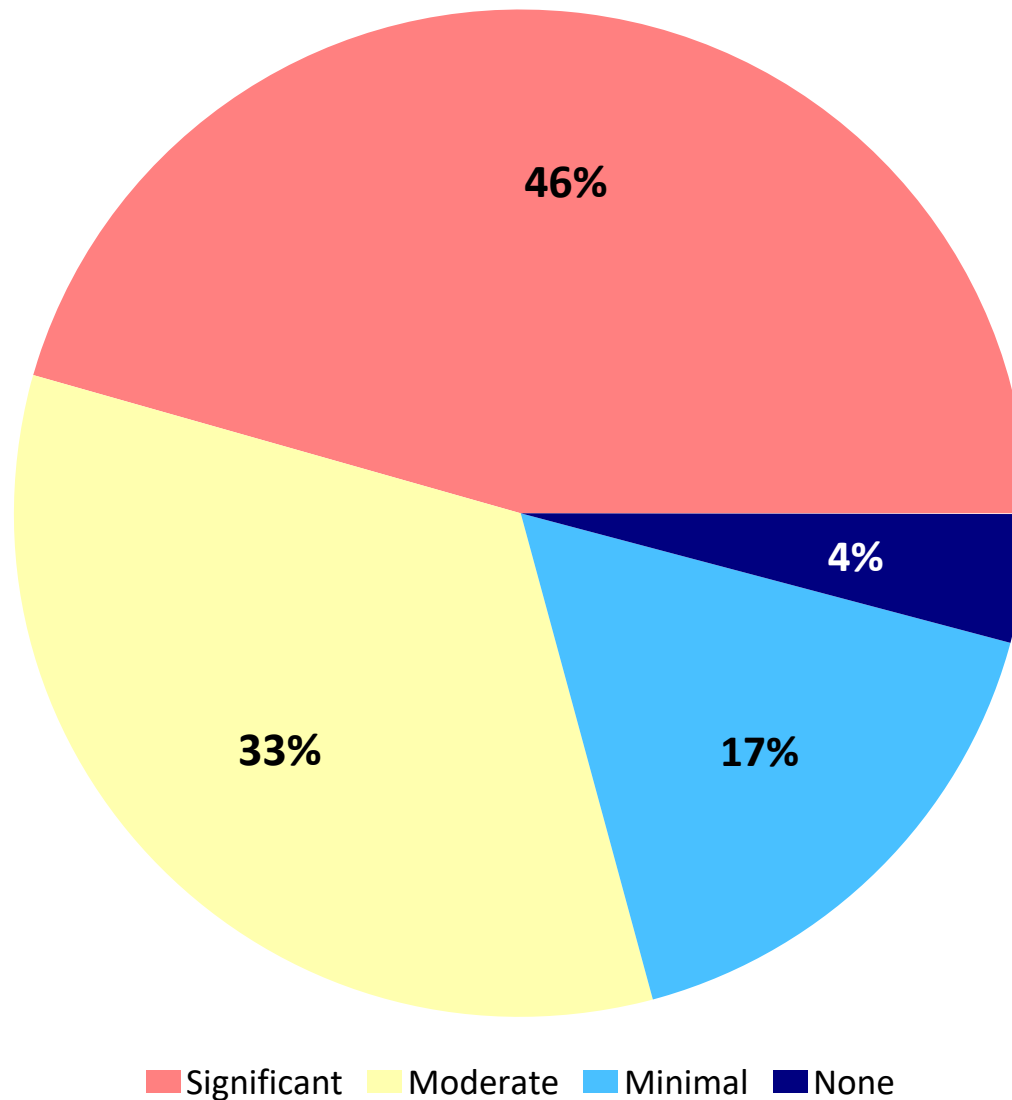
Q31. Demographics: Where are most of your suppliers located?

by percentage of businesses surveyed (excluding “don’t know”)



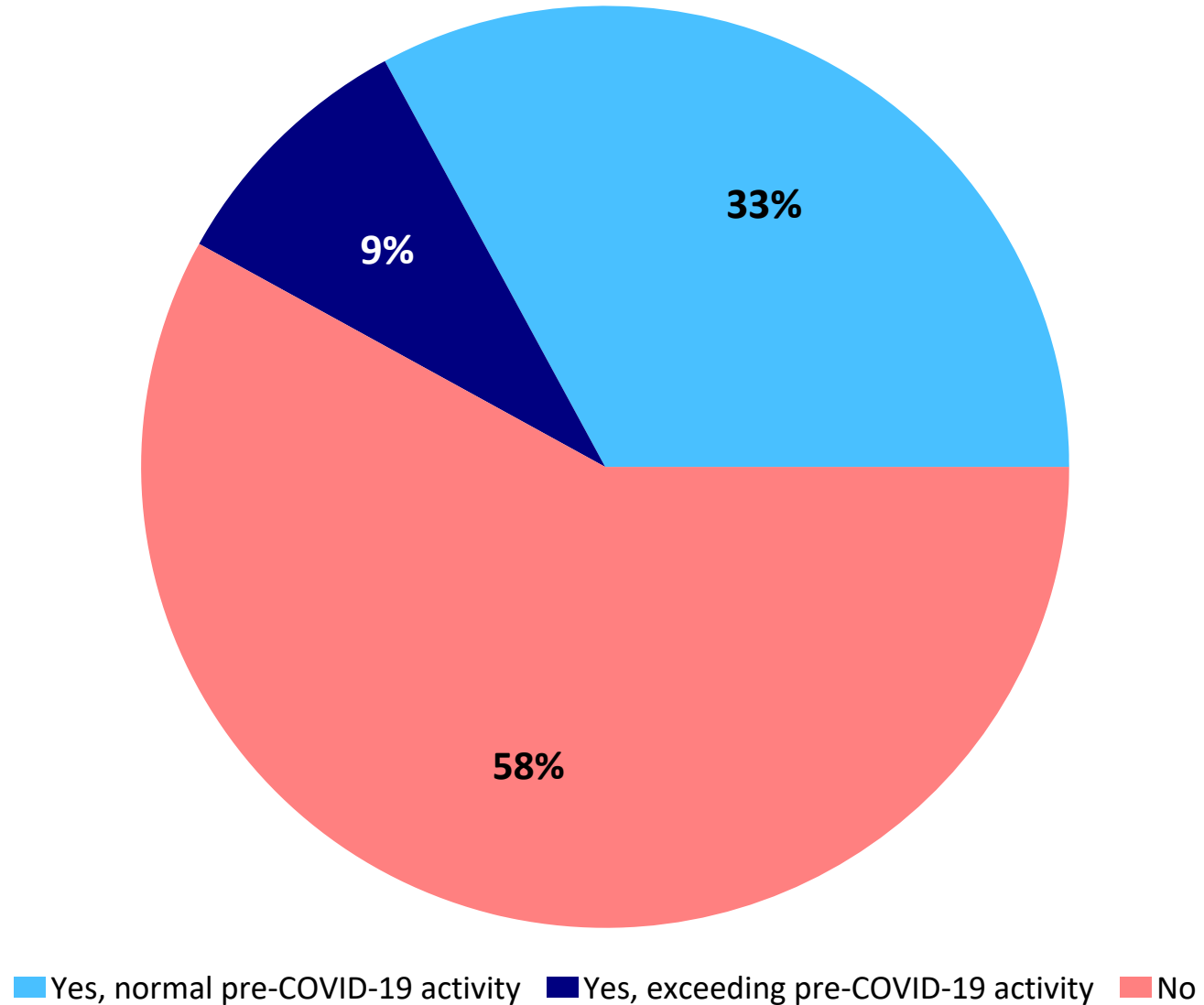
Q32. Demographics: What best describes the impact COVID-19 has had upon your business, if any?

by percentage of businesses surveyed (excluding “not provided”)



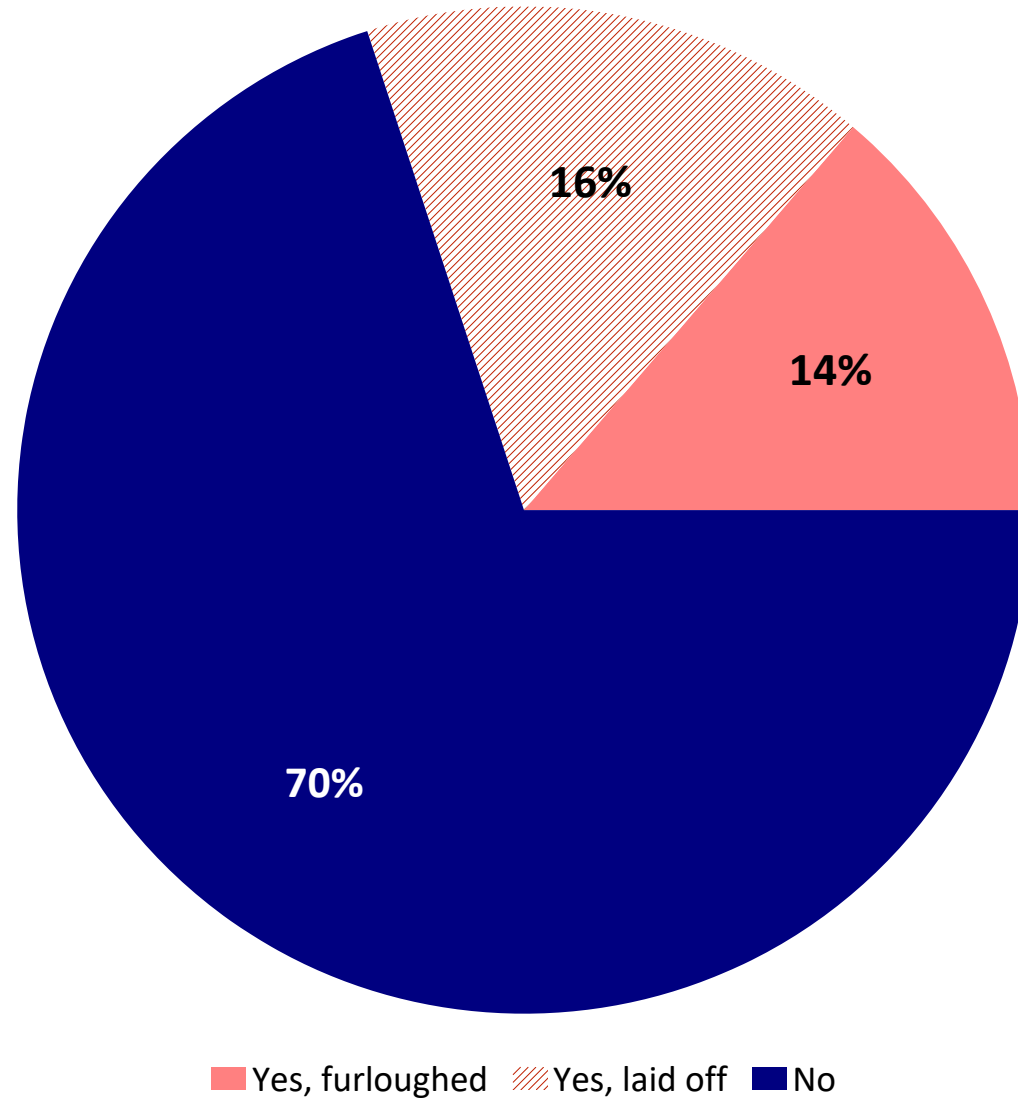
Q33. Demographics: Has your business returned to pre-COVID-19 levels of business activity?

by percentage of businesses surveyed (excluding “not provided”)



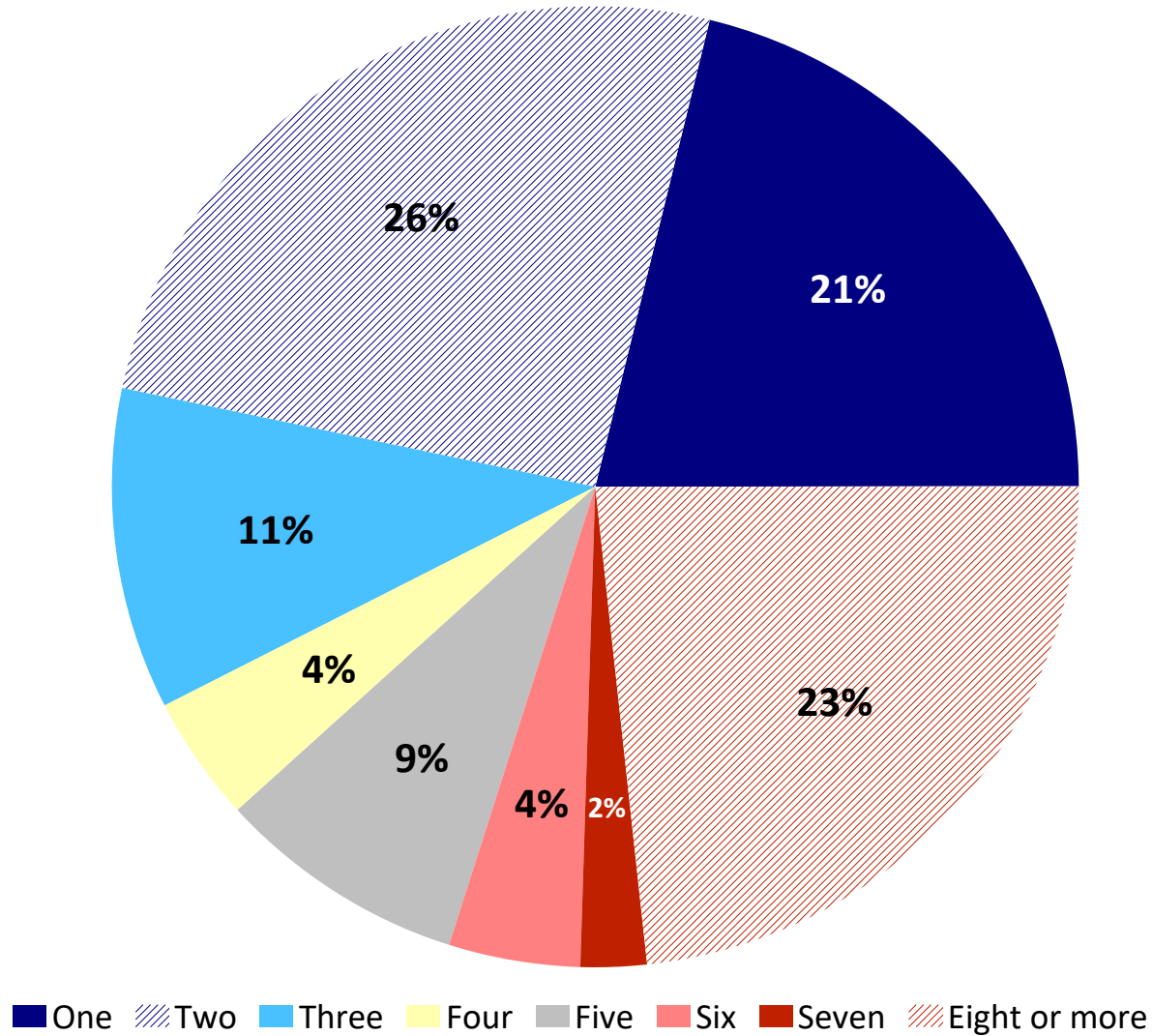
Q34a. Demographics: Have you furloughed or laid off employees as a result of COVID-19?

by percentage of businesses surveyed



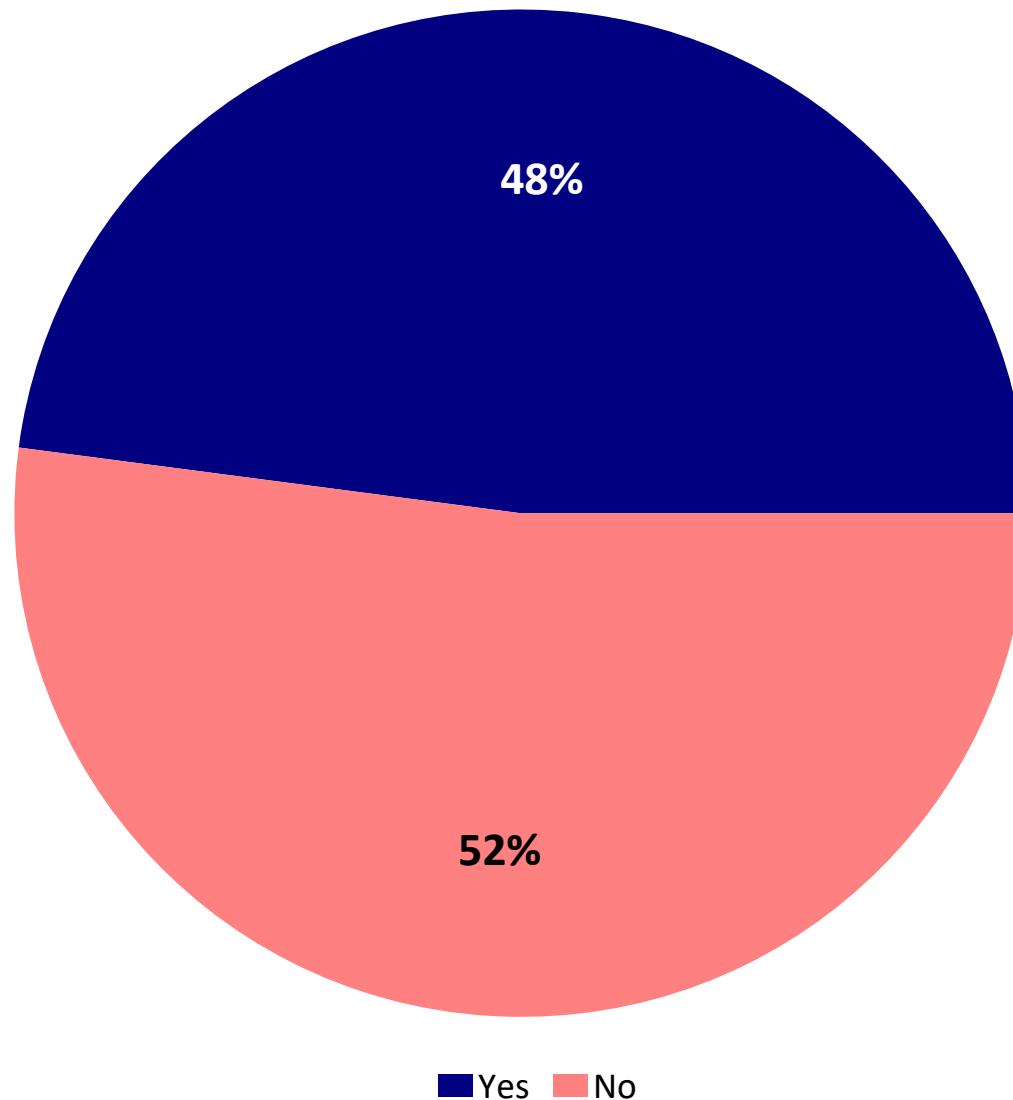
Q34b. Demographics: How many employees have been furloughed or laid off?

by percentage of businesses that have furloughed or laid off employees (excluding “not provided”)



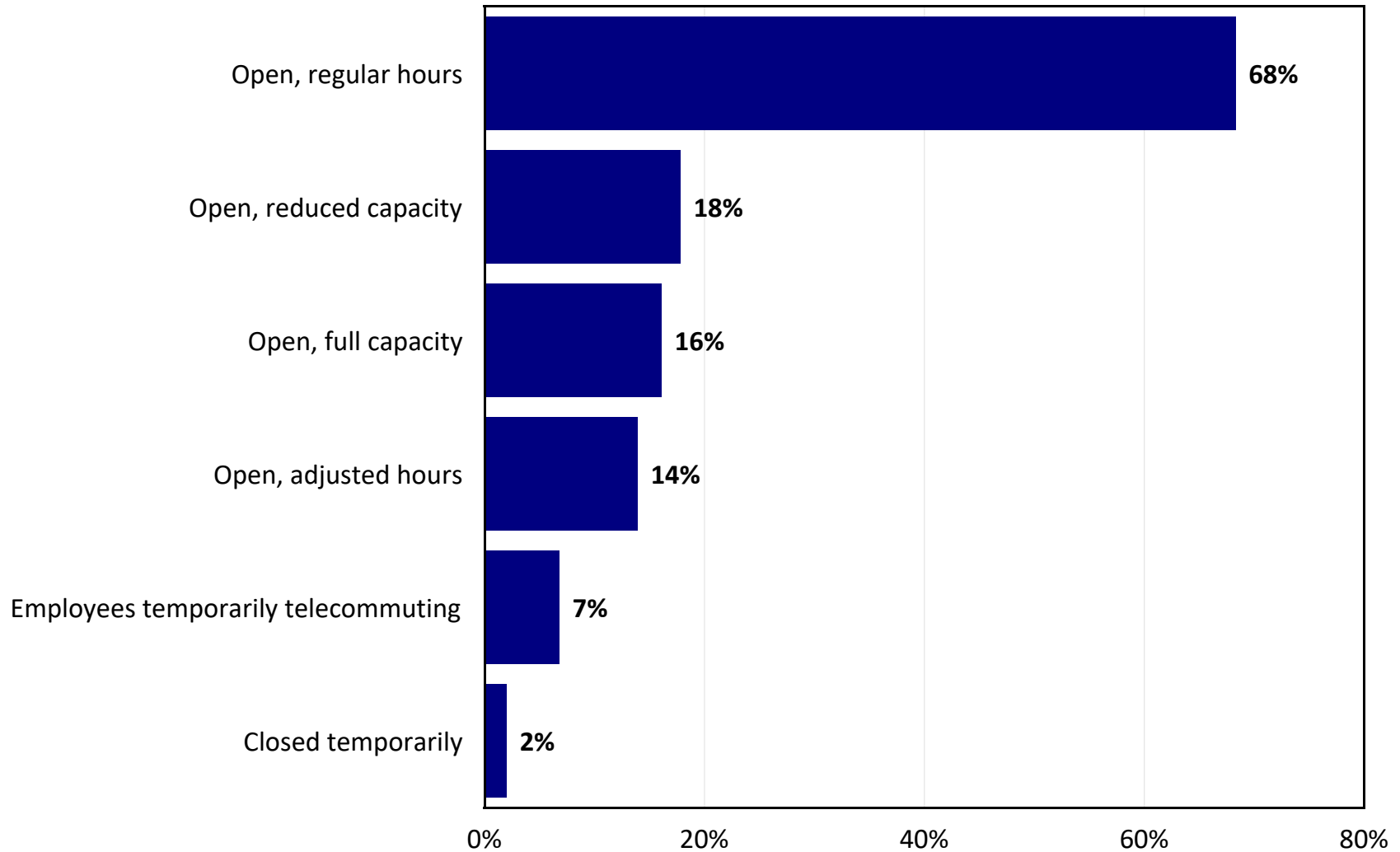
Q34c. Demographics: Have you rehired employees since furloughing or laying off employees?

by percentage of businesses that have furloughed or laid off employees (excluding “not provided”)



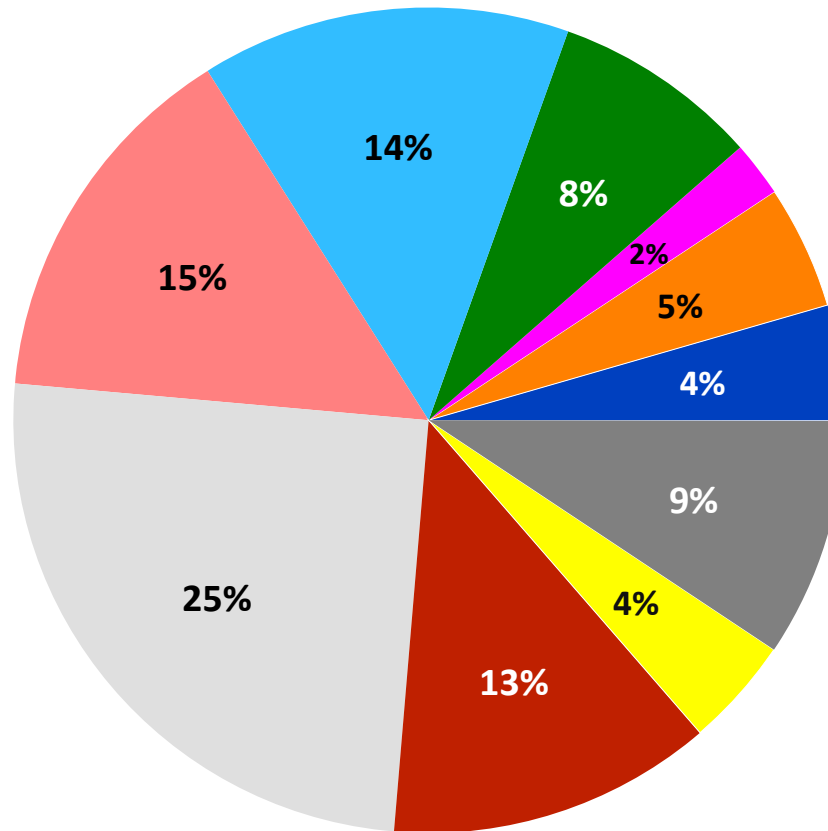
Q35. What is the current operational status of your business?

by percentage of businesses surveyed (excluding “don’t know” - multiple selections could be made)



Q36a. Demographics: What was your approximate revenue in 2019?

by percentage of businesses surveyed (excluding "not provided")

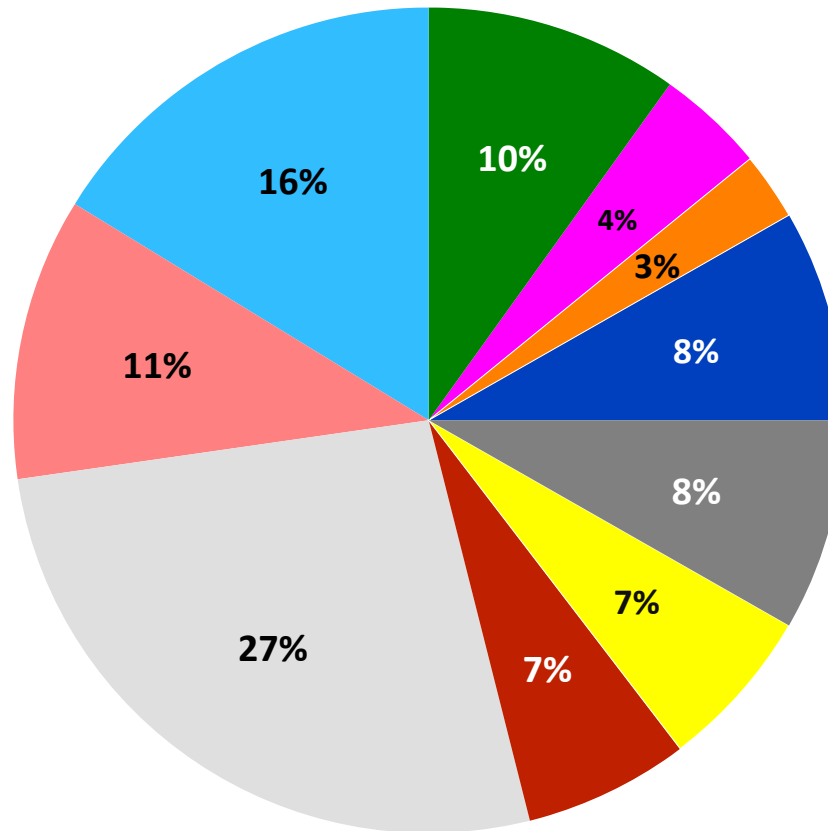


- Less than \$20,000
- \$20K to \$49,999
- \$50K to \$99,999
- \$100K to \$199,999
- \$200K to \$499,999
- \$500K to \$999,999
- \$1M to \$2,999,999
- \$3M to \$4,999,999
- \$5M to \$9,999,999
- \$10M or more

Source: ETC Institute (2020)

Q36b. Demographics: What is your anticipated revenue in 2020?

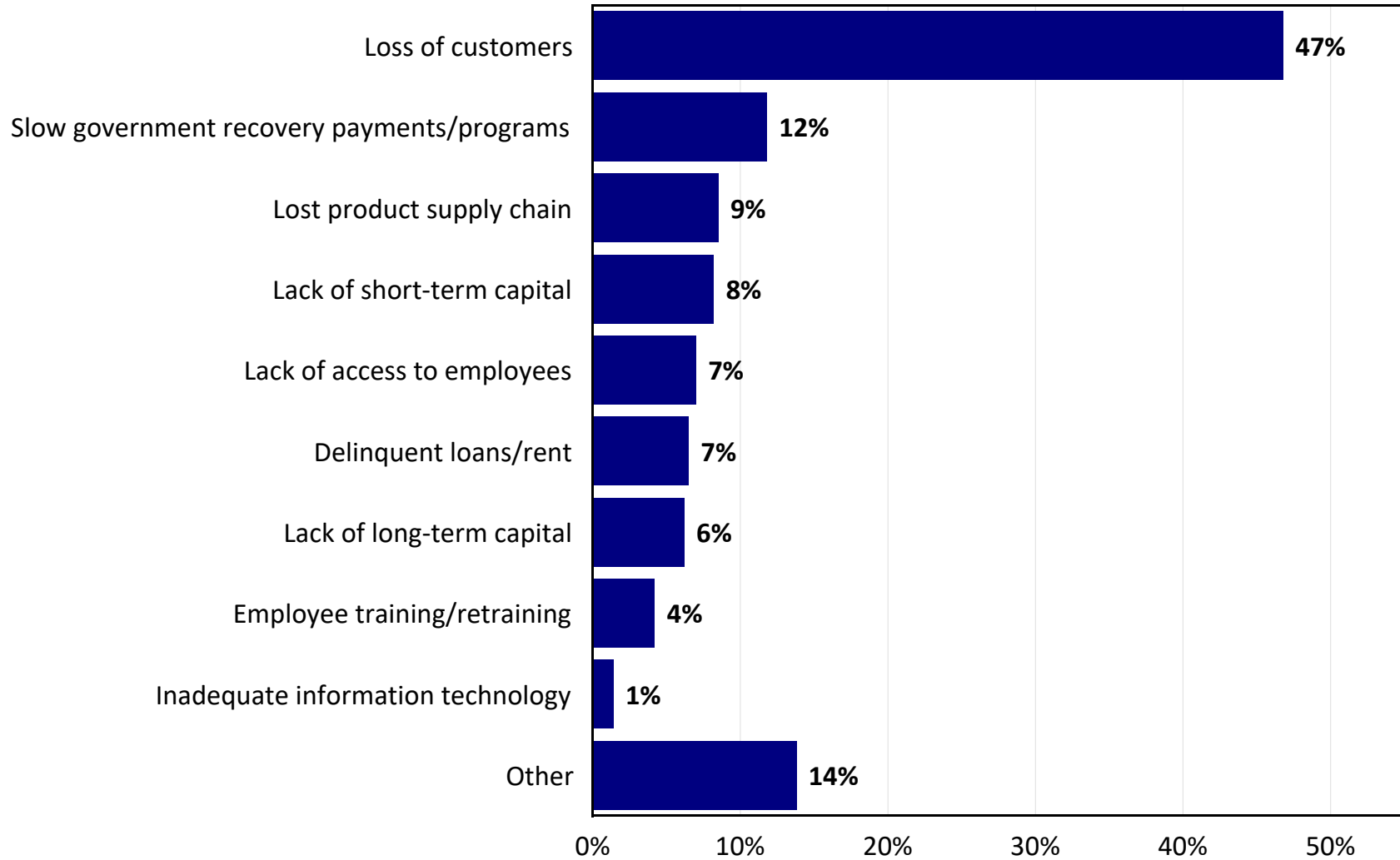
by percentage of businesses surveyed (excluding "not provided")



- Less than \$20,000
- \$20K to \$49,999
- \$50K to \$99,999
- \$100K to \$199,999
- \$200K to \$499,999
- \$500K to \$999,999
- \$1M to \$2,999,999
- \$3M to \$4,999,999
- \$5M to \$9,999,999
- \$10M or more

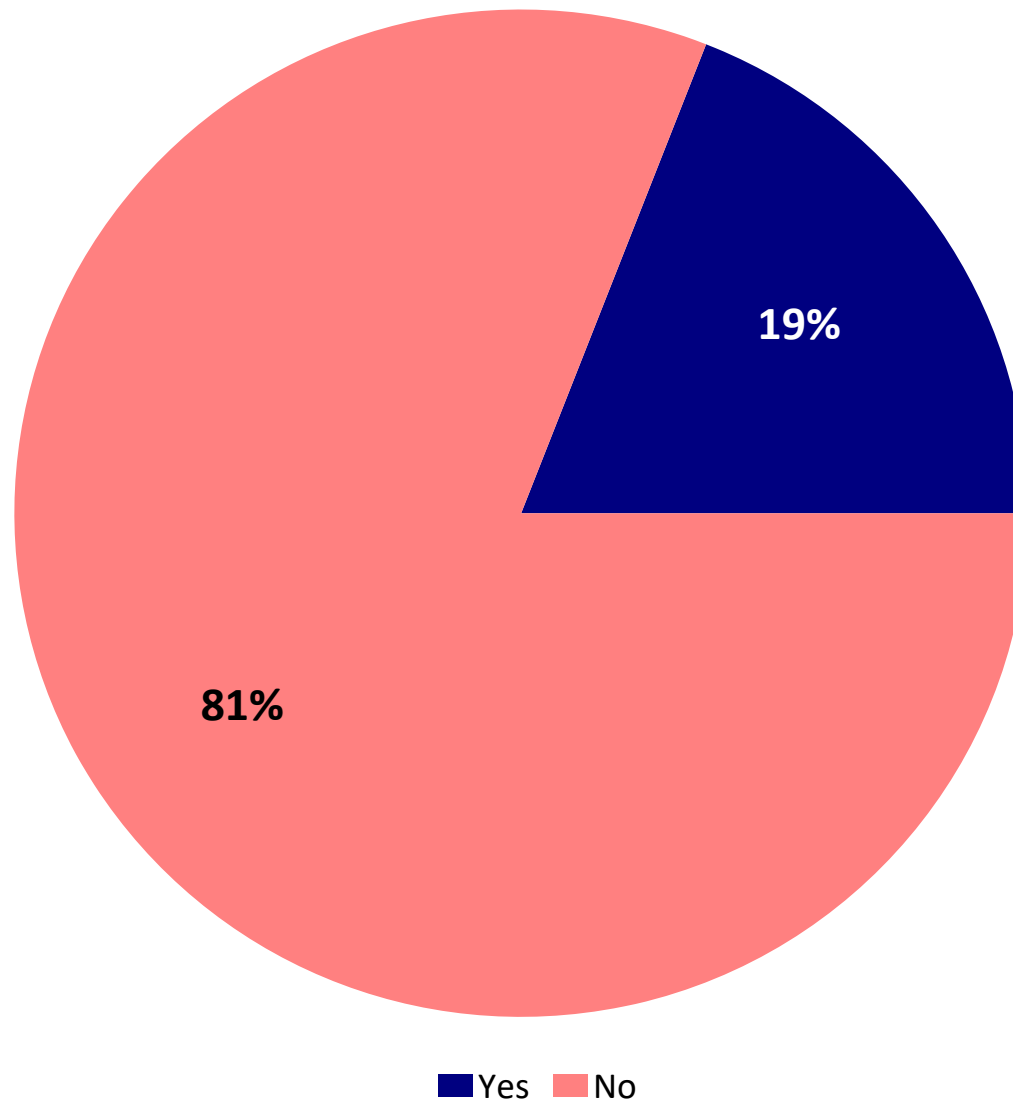
Q37. Demographics: What are the key factors that have hindered the ability of your business to restart normal operations?

by percentage of businesses surveyed (multiple selections could be made)



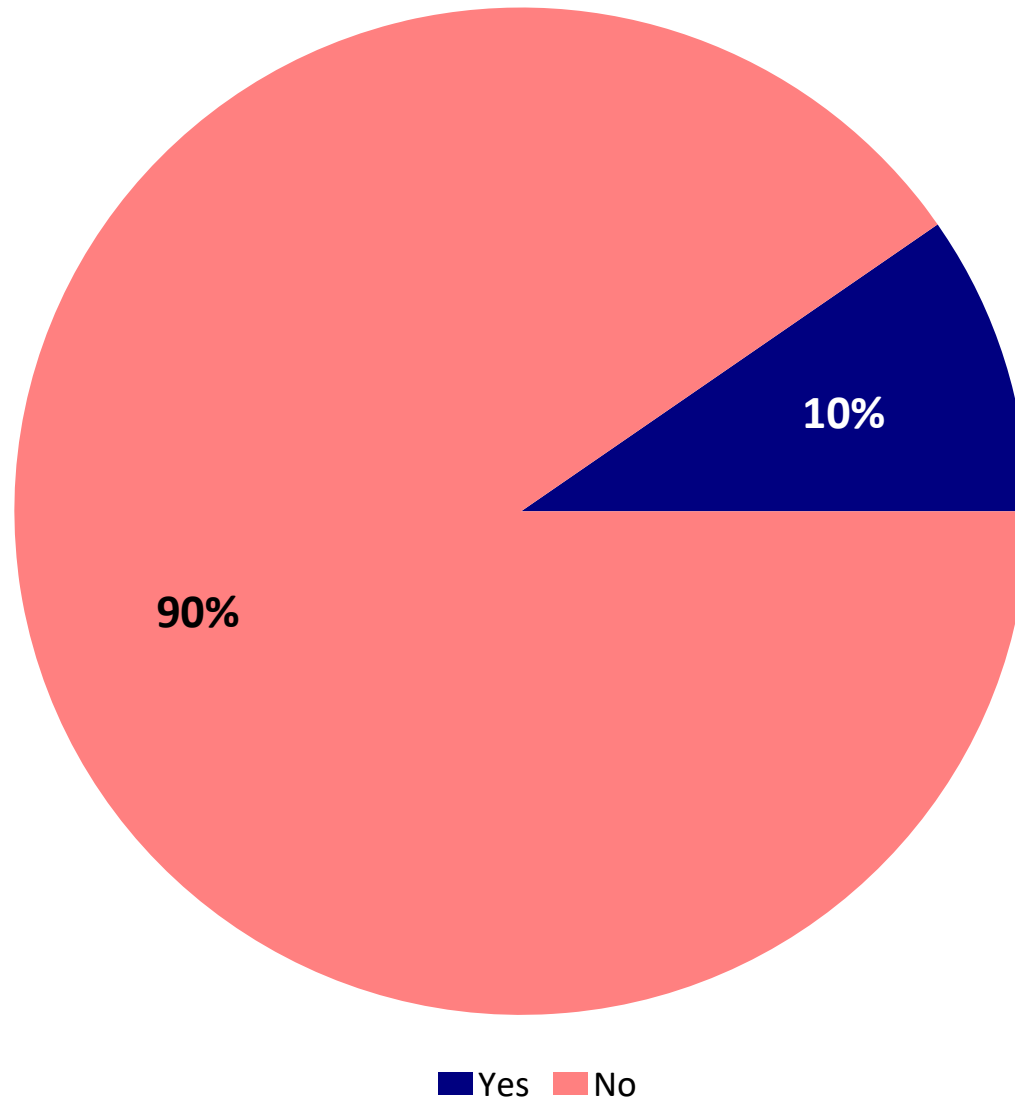
Q38. Demographics: Would you be interested in attending a Business Resiliency and Recovery Workshop?

by percentage of businesses surveyed



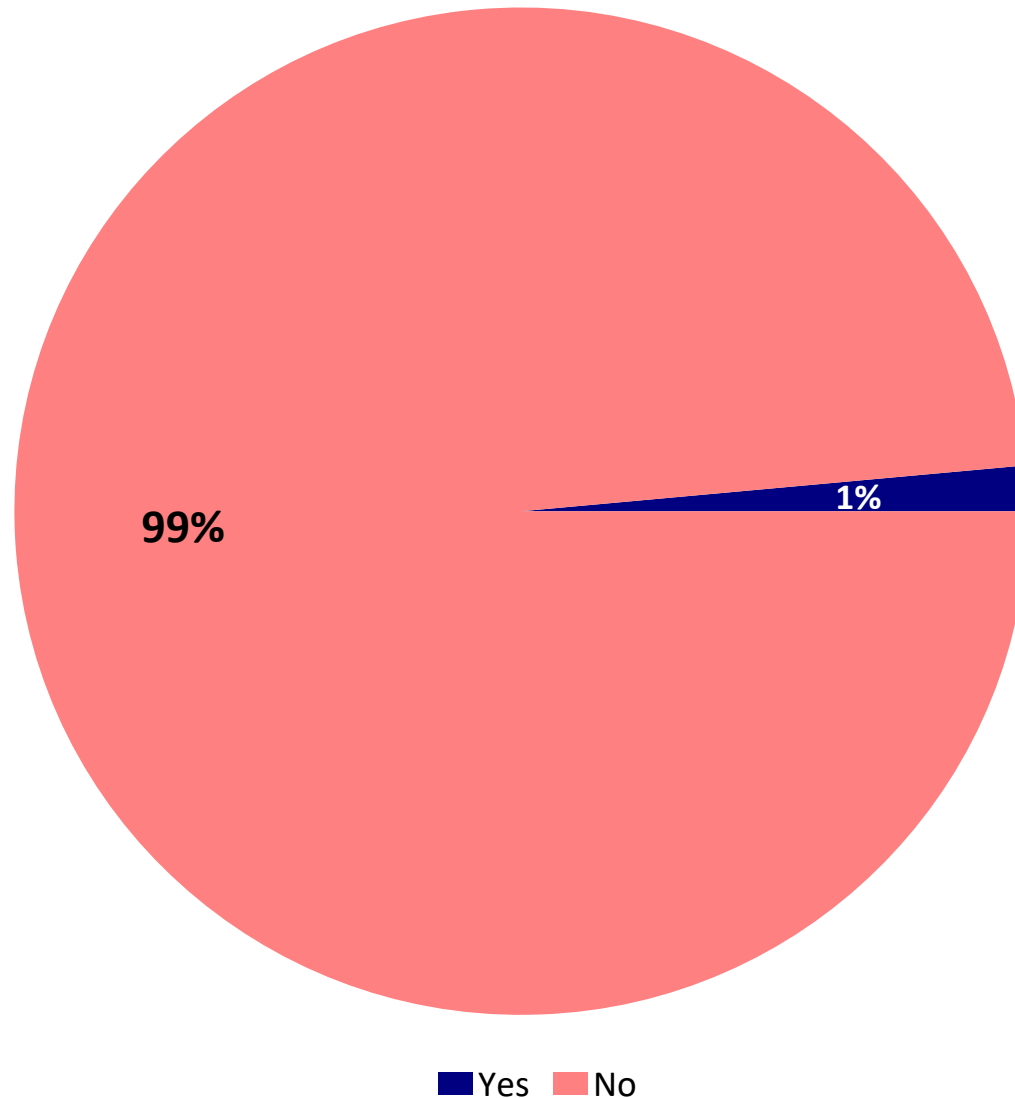
Q39a. Demographics: Are you aware of the City's Business Engagement Assistance and Mentorships (BEAMs) Academy?

by percentage of businesses surveyed



Q39b. Demographics: Have you participated in the City's BEAMs Academy?

by percentage of businesses surveyed



Section 2

Survey Instrument



CITY OF FORT LAUDERDALE



Dean J. Trantalis
Mayor

100 North Andrews Avenue
Fort Lauderdale, FL 33301
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December 2020

Dear Business Owner and Neighbor:

The City of Fort Lauderdale is committed to building community in partnership with each one of you – our business owners and neighbors. As such, we are conducting our first Business Survey in an effort to enhance our programs and services. Therefore, we are asking for your participation to ensure our city moves strategically and innovatively into the future. Your input will help reveal where we are exceeding expectations, as well as identify areas where improvements are needed.

Please take a few moments to complete the attached/enclosed survey. Your participation is vital to the success of this effort, and your responses will remain anonymous. A postage-paid return envelope has been provided for your convenience, or you may complete the survey online at www.FortLauderdaleSurvey.org.

Once the survey results are compiled, a report will be presented to the community. If you have any questions, please contact the Office of Management and Budget at (954) 828-5015.

Thank you for your help on this collaborative effort to build community, and thank you for continuing to work with us to make Fort Lauderdale an even better place to live, work, play, visit and raise a family.

Sincerely,

Dean J. Trantalis
Mayor

Fast Forward Fort Lauderdale: Our City, Our Vision 2035 - www.fortlauderdale.gov/vision
Press Play Fort Lauderdale: Our City, Our Strategic Plan - www.fortlauderdale.gov/pressplay

- Si tiene preguntas acerca de la encuesta y no habla inglés, por favor llame al 1-844-811-0411.
- Si ou pa pale angle epi ou gen kesyon sou sondaj sa a tanpri rele 1-844-247-8189.

2020 Fort Lauderdale Business Survey

The City of Fort Lauderdale is committed to building community. Your feedback will inform planning and service delivery. Please take a few minutes to complete this survey. If you have questions, please contact the Office of Management and Budget at (954) 828-5015.

1. <u>Overall Opinion of the City.</u> Please rate Fort Lauderdale regarding the following.		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to do business	5	4	3	2	1	9
2.	As a place to work	5	4	3	2	1	9
3.	Overall sense of community	5	4	3	2	1	9
4.	Overall image of the City	5	4	3	2	1	9
2. <u>Perception.</u> Please rate Fort Lauderdale regarding the following.		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Overall feeling of safety in the City	5	4	3	2	1	9
2.	Overall value received for City tax dollars and fees	5	4	3	2	1	9
3.	Quality of public schools	5	4	3	2	1	9
4.	Quality of post-secondary education and training	5	4	3	2	1	9
5.	Availability of affordable housing	5	4	3	2	1	9
3. <u>Overall Satisfaction with City Services.</u> Please rate your satisfaction with each of the following items.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of City services	5	4	3	2	1	9
02.	Overall quality of police services	5	4	3	2	1	9
03.	Overall quality of fire rescue services	5	4	3	2	1	9
04.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
05.	Timeliness of response to service requests	5	4	3	2	1	9
06.	Overall enforcement of City codes and ordinances	5	4	3	2	1	9
07.	Overall maintenance of City streets, sidewalks, and infrastructure	5	4	3	2	1	9
08.	Overall appearance of the City	5	4	3	2	1	9
09.	Overall flow of traffic	5	4	3	2	1	9
10.	Overall availability of online or mobile services	5	4	3	2	1	9
11.	How well the City is preparing for the future	5	4	3	2	1	9
12.	How well the City is prepared for disasters	5	4	3	2	1	9
13.	Effectiveness of City efforts to revitalize low-income areas	5	4	3	2	1	9
14.	City's efforts to retain existing businesses	5	4	3	2	1	9
15.	City's efforts to attract new businesses	5	4	3	2	1	9
16.	City's efforts to support business growth and development	5	4	3	2	1	9
4. <u>Codes and Ordinances.</u> Please rate your satisfaction with each of the following items.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Zoning codes	5	4	3	2	1	9
2.	Landscaping codes	5	4	3	2	1	9
3.	Maintenance requirements for business property	5	4	3	2	1	9
4.	Business signage regulations	5	4	3	2	1	9
5.	Business parking regulations	5	4	3	2	1	9
5. <u>Communication and Outreach.</u> Please rate your satisfaction with each of the following items.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Ease of access to information about City services	5	4	3	2	1	9
2.	Quality of the City's website: www.fortlauderdale.gov	5	4	3	2	1	9
3.	Quality of the City's social media platforms and email distribution for sharing information	5	4	3	2	1	9

6. **Have you contacted the City during the past year?** ___(1) Yes ___(2) No

7. **Which of the following are your primary sources of information about City issues, services, programming, and events? [Check all that apply.]**

- | | |
|--|--|
| ___(01) www.fortlauderdale.gov | ___(10) Newspapers (Which ones? _____) |
| ___(02) Nextdoor | ___(11) Homeowners, Neighborhood, or other Civic Association newsletters |
| ___(03) Twitter | ___(12) Homeowners, Neighborhood, or other Civic Association meetings |
| ___(04) Instagram | ___(13) Email subscription/newsletters |
| ___(05) Facebook | ___(14) Telephone Town Hall Meeting |
| ___(06) TV-78 | ___(15) Other: _____ |
| ___(07) Television/News (Which ones? _____) | |
| ___(08) Customer Service Center 954-828-8000 | |
| ___(09) Radio (Which ones? _____) | |

8. <u>Workforce.</u> Please rate the workforce in Fort Lauderdale in the following areas.		Excellent	Good	Average	Below Average	Poor	Don't Know
1.	The availability of a qualified workforce	5	4	3	2	1	9
2.	The stability of the workforce	5	4	3	2	1	9
3.	The education/technical skills of the workforce	5	4	3	2	1	9
9. <u>Location.</u> Please rate the below items as reasons for deciding to locate your business in Fort Lauderdale.		Extremely Important	Important	Neutral	Less Important	Not Important	Don't Know
01.	Overall reputation of the City	5	4	3	2	1	9
02.	Attitude of local government toward businesses	5	4	3	2	1	9
03.	Level of taxation	5	4	3	2	1	9
04.	Feeling of safety	5	4	3	2	1	9
05.	Availability of affordable housing for employees	5	4	3	2	1	9
06.	Availability of qualified employees	5	4	3	2	1	9
07.	Quality of local public schools	5	4	3	2	1	9
08.	Quality of post-secondary education and training	5	4	3	2	1	9
09.	Access to airports	5	4	3	2	1	9
10.	Access to ports	5	4	3	2	1	9
11.	Proximity of businesses that are important to your business	5	4	3	2	1	9
12.	Availability of parks and open spaces	5	4	3	2	1	9
13.	Availability of libraries, arts, and cultural amenities	5	4	3	2	1	9
14.	Tourism	5	4	3	2	1	9
15.	Availability of alternate transportation options, such as walking, biking, mass transit, or dockless mobility (e.g., scooters)	5	4	3	2	1	9

10. **Which THREE of the reasons listed above will have the most impact on your business' decision to stay in Fort Lauderdale for the next 5 years? [Write in your answers below using the numbers from the list in Question 9.]**

1st: ___ 2nd: ___ 3rd: ___

11. **Transportation and Parking. Does your business provide incentives to employees for alternative modes of transportation such as bus passes, discounted train tickets, bicycle parking, showers, etc.?**

___(1) Yes ___(2) No

12. **Do you know the location of the City's free Community Shuttle bus stop nearest to your business?**

___(1) Yes ___(2) No

13. **Would you recommend its service to your employees and customers?** (1) Yes (2) No

14. **How do most of your employees primarily travel to work?**

- (01) Vehicle, only passenger (for majority of the trip)
- (02) Vehicle, with others (for majority of the trip)
- (03) Rideshare (Taxi, Uber, Lyft)
- (04) Bicycle
- (05) Walk
- (06) Bus Service
- (07) City's Community Shuttle Service ("Sun Trolley")
- (08) Tri-Rail/Brightline
- (09) Work from home
- (10) Other: _____

15. **Which TWO areas below should the City of Fort Lauderdale prioritize in the next year to improve traffic flow? [Check only TWO.]**

- (1) Improving safety for all modes (vehicles, bicycles, pedestrians, etc.)
- (2) Developing a more frequent and reliable community bus system
- (3) Improving traffic signal timing and coordination
- (4) Investing in mass transit systems (such as rail, light rail, and streetcar)
- (5) Other: _____
- (9) Don't know

16. **Does your business provide parking facilities for employees?** (1) Yes (2) No

17. **Does your business provide complimentary parking to customers?**

- (1) Yes
- (2) No

18. **Homelessness. Overall, do you think homelessness has a major impact, minor impact, or no impact in Fort Lauderdale?**

- (1) Major impact
- (2) Minor impact
- (3) No impact
- (9) Don't know

19. **How often do you see people experiencing homelessness in your area of business?**

- (1) Almost daily
- (2) A few times per week
- (3) A few times per month
- (4) A few times per year
- (5) Seldom or never
- (9) Don't know

20. **Would your business consider contributing to address homelessness in Fort Lauderdale?**

- (1) Yes [Answer Q20a.]
- (2) No

20a. **If so, how?** _____

Demographics

21. **How many years has your business been in Fort Lauderdale?** _____ years

22. **How many employees does your business currently employ?** _____ employees

23. **Does your business own or rent/lease the facility where your business is located?**

- (1) Own
- (2) Rent/Lease

24. **Which of the following best describes your position within your company?**

- (1) Owner
- (2) Executive
- (3) Manager
- (4) Other: _____

25. **Is your personal residence in Fort Lauderdale?** (1) Yes (2) No

26. **Do your employees telecommute?**

- (1) Yes, majority of employees
- (2) Yes, some employees
- (3) No

27. Which of the following best describes your business/organizational sector?

- (01) Agriculture, Forestry, Fishing, and Hunting
- (02) Utilities
- (03) Construction
- (04) Communications
- (05) Manufacturing
- (06) Wholesale Trade
- (07) Retail Trade
- (08) Transportation and Warehousing
- (09) Information and Advertising
- (10) Finance and Insurance
- (11) Real Estate, Rental Leasing, Development
- (12) Professional, Scientific, and Technical Services
- (13) Management of Companies and Enterprises
- (14) Administrative, Support, Waste Management, and Remediation Services
- (15) Educational Services
- (16) Healthcare and Social Assistance
- (17) Arts, Entertainment, and Recreation
- (18) Public Administration
- (19) Hospitality (Hotels, Food/Beverage Service)
- (20) Personal Care Services
- (21) Other: _____

28. What are the hours of your business? [Please indicate the opening and closing time of your business as well as AM or PM.]

Monday: _____ to _____ Thursday: _____ to _____ Sunday: _____ to _____
 Tuesday: _____ to _____ Friday: _____ to _____
 Wednesday: _____ to _____ Saturday: _____ to _____

29. Is your business currently classified by the government as an MBE (Minority Business Enterprise), WBE (Women Owned Business), SBE (Small Business Enterprise), or Veteran Owned? [Check all that apply.]

- (1) Yes, MBE
- (2) Yes, WBE
- (3) Yes, SBE
- (4) Yes, veteran owned
- (5) No
- (9) Don't know

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

- (1) Expanding within Fort Lauderdale
- (2) Relocating to another location in Fort Lauderdale
- (3) Relocating to another location outside Fort Lauderdale
- (4) Downsizing
- (5) Closing
- (6) Maintaining current operations
- (7) Other: _____
- (9) Don't know

31. Where are most of your suppliers located?

- (1) In Fort Lauderdale
- (2) In Broward/Miami-Dade/Palm Beach County (outside of Fort Lauderdale)
- (3) Another location in Florida
- (4) Another location in the United States
- (5) Internationally
- (9) Don't know

COVID-19 Impacts. Please answer the following questions regarding your business and the impacts it faced as a result of COVID-19.

32. What best describes the impact COVID-19 has had upon your business, if any?

- (1) Significant
- (2) Moderate
- (3) Minimal
- (4) None

33. Has your business returned to pre-COVID-19 levels of business activity?

- (1) Yes, normal pre-COVID-19 activity
- (2) Yes, exceeding pre-COVID-19 activity
- (3) No

34a. Have you furloughed or laid off employees as a result of COVID-19?

- (1) Yes, Furlough
- (2) Yes, Laid Off
- (3) No [Skip to Q35.]

34b. How many employees have been furloughed or laid off? _____ employees

34c. Have you rehired employees since furloughing or laying off employees?

- (1) Yes
- (2) No

35. What is the current operational status of your business? [Check all that apply.]

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Open, regular hours | <input type="checkbox"/> (4) Open, reduced capacity | <input type="checkbox"/> (6) Closed temporarily |
| <input type="checkbox"/> (2) Open, adjusted hours | <input type="checkbox"/> (5) Employees temporarily telecommuting | <input type="checkbox"/> (9) Don't know |
| <input type="checkbox"/> (3) Open, full capacity | | |

36a. What was your approximate revenue in 2019? \$ _____

36b. What is your anticipated revenue in 2020? \$ _____

37. What are the key factors that have hindered the ability of your business to restart normal operations? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Delinquent loans/rent | <input type="checkbox"/> (06) Lost product supply chain |
| <input type="checkbox"/> (02) Slow government recovery payments/programs | <input type="checkbox"/> (07) Lack of access to employees |
| <input type="checkbox"/> (03) Lack of short-term capital | <input type="checkbox"/> (08) Inadequate Information Technology |
| <input type="checkbox"/> (04) Lack of long-term capital | <input type="checkbox"/> (09) Employee training/retraining |
| <input type="checkbox"/> (05) Loss of customers | <input type="checkbox"/> (10) Other: _____ |

38. Would you be interested in attending a Business Resiliency and Recovery Workshop?

- (1) Yes (2) No

39a. Are you aware of the City's Business Engagement Assistance and Mentorships (BEAMs) Academy?

- (1) Yes (2) No

39b. Have you participated in the City's BEAMs Academy? (1) Yes (2) No

If you would like to speak to the City of Fort Lauderdale regarding any of the above topics or participation in the City's BEAMs Academy, please contact Economic and Business Development at (954) 828-6075.

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.