



Memorandum

Memorandum No: 24-118

Date: August 2, 2024
To: Honorable Mayor, Vice Mayor, and Commissioners
From: Susan Grant, Acting City Manager *Susan Grant*
Re: City of Fort Lauderdale Business Survey

The City of Fort Lauderdale has launched its annual Business Survey. Since 2020, the City has used the results of the Business Survey to evaluate businesses' overall satisfaction with City services and sentiments around the City as a place to do business. The City's leadership uses the data collected to focus improvements in areas that are of the highest importance to businesses, guide priorities, allocate resources, and validate the impact of improvement strategies.

ZenCity, a leader in gathering and analyzing public sentiment, is conducting the survey on behalf of the City. The Survey is being distributed with business tax renewals so that as businesses are notified of their upcoming renewal, they are also provided with the opportunity to complete the survey. Additionally, City staff has partnered with the Fort Lauderdale Chamber of Commerce to promote the survey and is sharing the survey opportunity with businesses through our email listserv. Businesses may also complete the online survey by visiting <https://www.fortlauderdale.gov/business>.

Zencity will ensure that results are anonymous, statistically valid, and representative of the City. The Survey will run through September 30, 2024, with a final report of survey results expected from Zencity in October 2024.

For further information, please contact Yvette Matthews, Acting Director of the Office of Management and Budget, at [ymatthews@fortlauderdale.gov](mailto:y Matthews@fortlauderdale.gov).

Attachment: 2024 Business Survey Form

c: Anthony G. Fajardo, Assistant City Manager
Laura Reece, Acting Assistant City Manager
Ben Rogers, Acting Assistant City Manager
Chris Cooper, Acting Assistant City Manager
Thomas J. Ansbro, City Attorney
David R. Solomon, City Clerk
Patrick Reilly, City Auditor
Department Directors
CMO Managers

Fort Lauderdale 2024 Business Survey



Introduction

Hi there! Thank you for choosing to share your thoughts with us.

Fort Lauderdale is running this confidential survey to hear from business owners like you about your satisfaction with the City as a place to do business. Your answers help us know where to focus and how to plan for the future. Thank you for taking the time to share what you think.

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

- a. Owner/Executive
- b. Manager
- c. Employee

General Satisfaction

For each question, please choose the rating that best matches your answer.

2. Overall, how would you rate the City as a place to do business? *

On scale of 1 (Poor) to 5 (Excellent)

3. Overall, how would you rate the City as a place to work?*

On scale of 1 (Poor) to 5 (Excellent)

Business Environment

4. How satisfied are you with each of the following?*

Select Completely Satisfied, Somewhat Satisfied, Neither Satisfied nor Unsatisfied, Somewhat Unsatisfied, or Completely Unsatisfied

- a. Local government policies toward businesses
- b. Level of taxation
- c. Tourism
- d. Feeling of safety
- e. Transportation options
- f. Availability of affordable housing for employees
- g. Quality of local schools
- h. Availability of qualified/skilled employees

Fort Lauderdale 2024 Business Survey



5. Which of the following are most important to keeping your business in Fort Lauderdale?*

Please choose the top three.

- a. Local government policies toward businesses
- b. Level of taxation
- c. Tourism
- d. Feeling of safety
- e. Transportation options
- f. Availability of affordable housing for employees
- g. Quality of local schools
- h. Availability of qualified/skilled employees
- i. Other: _____

6. How satisfied are you with the local government's business-related support services?*

On a scale of 1 (Very Dissatisfied) to 5 (Very Satisfied)

7. What support is needed? _____

8. What types of business development workshops would you be interested in attending? _____

About You

A few final questions!

To make sure we're hearing from all business groups in Fort Lauderdale, we have a few questions about your business. Your answers will remain confidential.

9. What is your business's tax ID number?* _____

10. What is the zip code of your business?* _____

11. What are your primary business hours on a typical weekday? _____

12. What are your primary business hours on a typical weekend? _____

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

- a. Own
- b. Rent/lease
- c. I don't know

Fort Lauderdale 2024 Business Survey



14. Which of the following best describes your business industry?*

- a. Construction
- b. Manufacturing
- c. Retail trade
- d. Transportation and warehousing
- e. Information
- f. Finance and insurance
- g. Real estate and rental and leasing
- h. Professional, scientific, and technical services
- i. Administrative and support and waste management and remediation services
- j. Educational services
- k. Health care and social assistance
- l. Arts, entertainment, and recreation
- m. Accommodation and food services
- n. Other services (except public administration)

15. Is your business any of the following?*

Select all that apply

- a. Minority Business Enterprise (MBE)
- b. Women Owned Business (WBE)
- c. Small Business Enterprise (SBE)
- d. Veteran Owned Business
- e. None of these
- f. I don't know

16. In what year did your business open in Fort Lauderdale?* _____

17. How many full-time employees does your business currently employ? _____

18. How many part-time employees does your business currently employ? _____

19. Do your employees telecommute?

- a. Majority
- b. Some
- c. No

Fort Lauderdale 2024 Business Survey



20. In the next year, is your business considering any of the following?*

- a. Expanding within Fort Lauderdale
- b. Relocating to another location in Fort Lauderdale
- c. Relocating to another location outside Fort Lauderdale
- d. Downsizing
- e. Closing
- f. Maintaining current operations
- g. None of the above

21. If you have any additional comments that you would like to share with the City of Fort Lauderdale, please write them in the space below.

22. Fort Lauderdale businesses that provide complete submissions to this survey can be highlighted in the City's upcoming business directory for increased market exposure. If you would like to participate in this optional incentive, please provide the name of your business below.

Thank you for taking the time to complete this survey!

If you have any questions about this survey and would like to reach out to the City's Office of Management and Budget, please call 954-828-5015 or email structuralinnovation@fortlauderdale.gov.

*Survey response required


Commission Memo 24-118 City of Fort Lauderdale Business Survey


Final Audit Report


2024-08-02


Created:	2024-08-02
By:	Rebecca McClam (rmclam@fortlauderdale.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAwNMxzxtJVn0_yrcb07Qj7nwp-N03DIQc


"Commission Memo 24-118 City of Fort Lauderdale Business Survey" History

 Document created by Rebecca McClam (rmclam@fortlauderdale.gov)
2024-08-02 - 8:29:29 PM GMT

 Document emailed to Susan Grant (SuGrant@fortlauderdale.gov) for signature
2024-08-02 - 8:29:35 PM GMT

 Email viewed by Susan Grant (SuGrant@fortlauderdale.gov)
2024-08-02 - 8:37:13 PM GMT

 Document e-signed by Susan Grant (SuGrant@fortlauderdale.gov)
Signature Date: 2024-08-02 - 8:37:49 PM GMT - Time Source: server

 Agreement completed.
2024-08-02 - 8:37:49 PM GMT

