

# CITY OF GLENDORA BUSINESS RETENTION AND EXPANSION SURVEY

# RESULTS OCTOBER 2012

Economic Development For more information contact (626) 914-8292

## **Glendora Business Survey Report**

The economic well being of our community is largely based upon our existing businesses. In recognition of this, a business retention and expansion survey was conducted in Glendora, CA during the months of September and October 2012. The following report outlines the findings of this survey.

#### INTENT

#### Business Retention and Expansion (BRE) Survey

The BRE Survey seeks to:

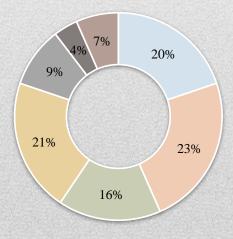
- Demonstrate the City's pro-business attitude.
- Build on developing communication with local businesses.
- Obtain their opinion and satisfaction level with the City.
- Identify business needs and concerns that may be addressed by the city.
- Identify their future outlook; profit change; relocation; expansion?
- Identify the opportunity to provide training.
- Develop strategies and actions that will support economic development.

#### **IMPLEMENTATION**

#### **Delivery**

- Over 700 Surveys (approximately 25% of Glendora licensed businesses) were delivered in the month of September, 2012.
  - Approximately 200 businesses were personally visited and invited to participate.
  - More than 500 surveys were mailed.
- Delivery was made to:
  - The three areas of focus in the Glendora Economic Action Plan, approved on 06/12/2012:
    - Route 66 Specific Plan Area
    - Glendora Plaza 630 S. Grand Ave.
    - Peachwood Center 750 W. Route 66
  - The Downtown Village
- All surveys included a cover letter stating the importance of the survey, its purpose and instructions for return.

# **Location Breakdown for Survey**



- Barranca Gateway [Peachwood], 20%
- Town Center Mixed Use, 23%
- Route 66, Serv. Commercial, 16%
- Downtown Village, 21%
- Grand Ave Mixed Use [Glendora Plaza], 9%
- Glendora Technology /Commerce/Office, 4%
- Other, 7%

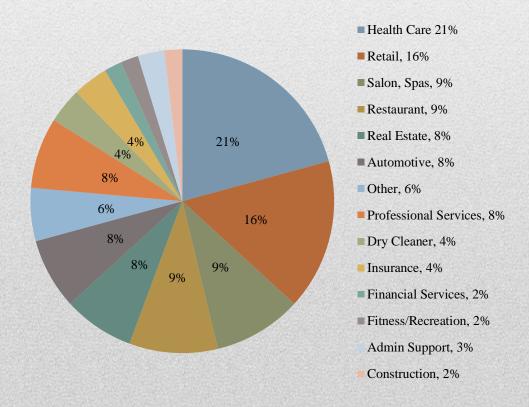
#### Response Rate

- The overall response rate was within the norm at 15%, or 106 completed surveys.
  - Hand Delivered Surveys had a response rate greater than 31%
  - Mailed Surveys had a response rate of approximately 10%

#### Representation

The survey had a good representation of Glendora businesses. There was a variety of representation among different industries. The largest representation came from industries related to Health Care, Retail, Restaurants and Salons.

## **Industry Sector Representation**

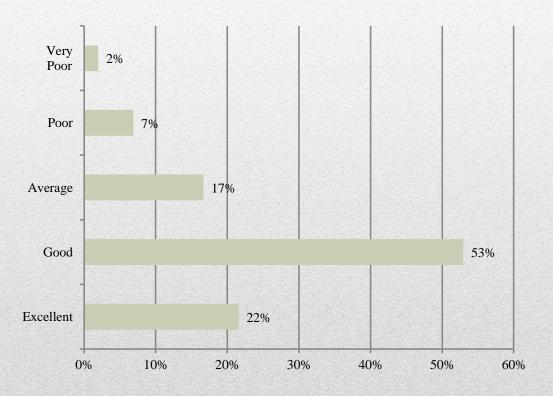


#### **Business Opinion of Glendora**

The majority of businesses have a positive opinion about doing business in Glendora. 75% of businesses consider Glendora as either 'Good' or 'Excellent'. Less than 10% ranked Glendora as 'Poor' or 'Very Poor'.

# **Opinion of Glendora**

Respondents were asked their overall opinion of Glendora as a place to conduct business.



When asked what can be done to make the local economy stronger for their business, 55% of respondents provided feedback. The following were a recurring concern among respondents:

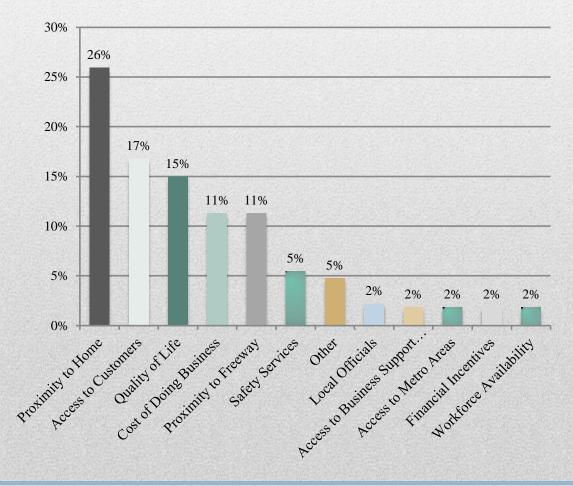
- Reduce Sign Restrictions
- Market Local Businesses / Community Marketing
- Provide more small business incentives / reduce license fees.
- Attract more anchor businesses or restaurants / reduce vacancies.
- Development Approval process needs to be less difficult and faster.

#### Marketing Message

It is helpful to know how best to market and promote Glendora by finding out why existing businesses chose to establish their business and remain here in Glendora. Among being close to home, the key features of marketing Glendora as a good place to conduct business should include:

- Access to Customers
- Quality of Life
- Cost of Doing Business
- Proximity to Freeway

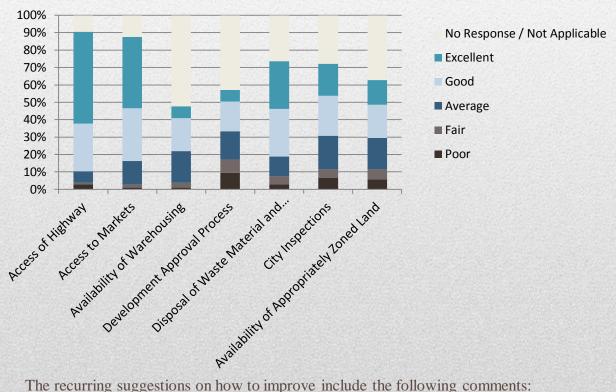
# Why Businesses Locate in Glendora (select top 3)



#### **Business Services**

An important factor to supporting local businesses is maintaining a strong infrastructure. The response on the level of satisfaction, to those topics that apply to each business, were for the most part, positive. Nearly all services or infrastructure are performing at an acceptable level with most services rated less than 15% 'Fair' or 'Poor.' The Development Approval Process had the greatest amount of discontent with 18% rating it 'Fair' to 'Poor', however, it is important to note that there is still a greater amount satisfied with the Development Approval Process, with 40% rating it 'Average' to 'Excellent.'

#### What is your level of satisfaction with each of the following services and infrastructure?



The recurring suggestions on how to improve include the following comments:

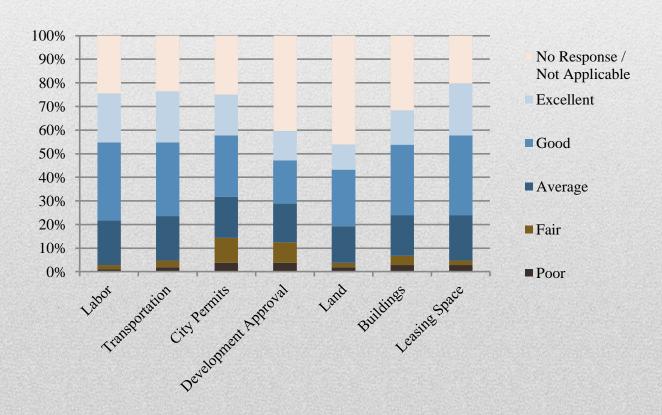
- The Development Approval process takes to long and needs to be more streamlined with more communication between applicant and the different divisions.
- Sign regulations are too strict .
- City staff needs to be more friendly.
- City inspections should be more accommodating.
- The average small business owner is not familiar with all the city regulations. A warning or grace period for correction should be given before a violation is issued.

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#### Cost of Doing Business

While it is recognized that California is an expensive state to do business in, Glendora has been recognized by the 17<sup>th</sup> Annual Kosmont-Rose Institute of Doing Business Survey (2011) as one of the ten least expensive cities to do business in Los Angeles County. It would appear that Glendora businesses widely acknowledge this benefit. Of those that responded (other than 'No Response / Not Applicable'), more than 50% rate all categories 'Good' to 'Excellent'; nearly 80% and greater rated the Cost of Doing Business for all categories at least 'Average' to 'Excellent'.

# In terms of the cost of doing business, how do you rate the following factors?



#### **Business Classification**

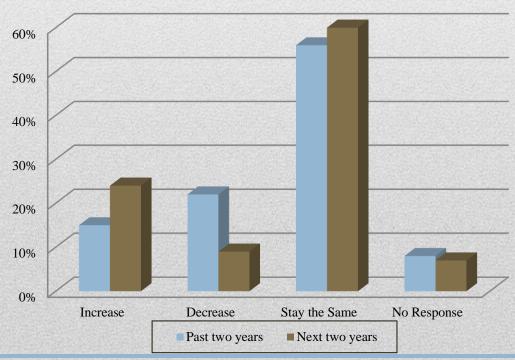
The city issues approximately 2,700 business licenses every year. 80% to 90% fall within the general definition of a small business used by the Small Business Administration: 500 or less employees and \$6 million or less in sales. The results of this survey further support this statement by revealing 83% of respondents had ten or less employees.

#### **Employment Changes**

The past few years have proven difficult for the majority of the nation. The results of this survey state that in the past two years, the majority of businesses had no change in the amount of employees. More businesses, however, decreased the amount of employees than those increasing the amount. On a positive note, the next two years look brighter. While most businesses will continue to have no change in the amount of employees, it appears there has been a shift, with more businesses looking to increase employees than those decreasing the amount.

## **Employment Changes**

How has employment changed in the past two years and how do you expect it to change in the next two years?



City of Glendora Business Survey Results, October 2012

#### **Business Sentiment and Growth**

Overall business sentiment is good, approximately 50% of businesses expect their product demand and profit to increase in the next two years. Less than ten percent forecast a decline.

Level of Change	Forecast Profit Change for Next Two Years	Forecast Product Demand for Next Two Years
Increase	51%	47%
No Significant Change	37%	37%
Decrease	7%	7%
No Response	6%	9%

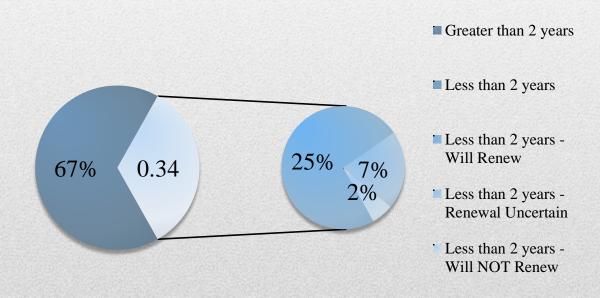
#### Modernization, Renovation or Expansion

In addition to expected profit increase, approximately 20% of businesses are considering renovations or expansion. Of those looking at renovations or expansion, the areas of most interest are exterior and interior remodeling, and increasing employees. While these 20% of businesses would like to carry out these plans, the most common constraint is the need for financial assistance.

#### Leased Space

The intent of this survey is to look at the course of Glendora businesses over the next two years. Businesses that are on a month to month basis or will have their lease expire in the next two years, were asked about their plans on renewing their lease, and therefore continuing to operate their business in Glendora. More than 30% of businesses are on a month to month lease agreement or have less than two years remaining, most will renew. Only 2% stated they do not plan on renewing their lease, and 7% stated they were uncertain.

# If less than two years remain on your lease, will you renew?



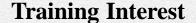
When asked why they are uncertain or will not renew, various reasons are as follows:

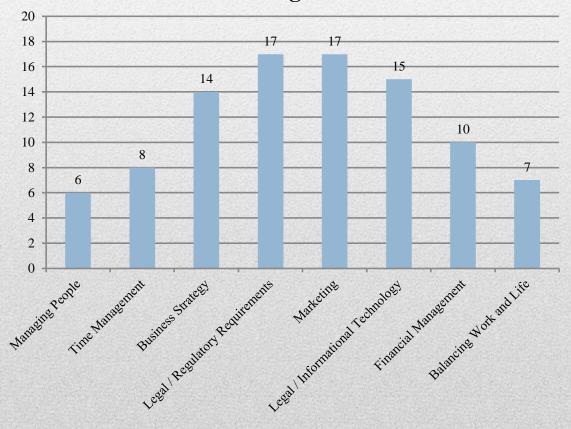
- Business is not covering expenses or not profitable.
- Other cities only require a business license from the owner, not each individual subcontractor.
- Would like to relocate to a city that limits competing business within close proximity of one another.
- · Lack of Glendora locations zoned for specific business use.

#### **BUSINESS SURVEY RESULTS**

#### **Educational support**

Participants were asked to rate their own business management skills and identify their interest level on possible future training. The response from businesses owners interested in taking advantage of offered training was lower than expected, with less than 20% across the board. The areas of most interest, however were Regulatory Requirements, Marketing, Informational Technology and Business Strategy.





#### CONCLUSION

#### Results

- Overall the results of this survey were generally positive.
- Response Rate of 15%
- Respondents are from a diverse industry representation.

The majority of the respondents shared the following opinions:

- 75% rank Glendora as either an 'Excellent' or 'Good' place to conduct business.
- Satisfied with City services and infrastructure as well as the cost of doing business.
- Optimism, expecting profit to increase, and employees to remain stable or increase.
- Will continue to conduct business in Glendora for at minimum the next two years.

#### Plan of Action

This report will be made available to the public, the business community and our partners in Economic Development, including the Glendora Chamber of Commerce. The information will also be shared with our city departments. Follow up action includes:

- Review and consideration of concerns raised. How can they be addressed?
- Follow up with businesses that have requested to be contacted.
- Partner with our educational partners, Citrus College, APU and adult schools to see how they might be able to assist with training opportunities.
- Utilize the information to market Glendora as a good place to conduct business and promote Economic Development



# CITY OF GLENDORA BUSINESS RETENTION AND EXPANSION SURVEY

October 2012
The End.