

Welcome!

Thank you for taking the time to complete this Business Environment Survey!

The City of Fort Bragg wants to work with local businesses to encourage business expansion and retention. Most Fort Bragg business owners, citizens and officials have stories about difficulties operating in our local economy. While the stories from the community are certainly beneficial and shed light on the issues facing our economy, the City is asking our business community to participate in this survey to help identify the most common barriers to growth or expansion, and shed light on the competitive advantages of doing business in Fort Bragg.

The results of this survey will provide the City Council with data to match available resources with the specific needs of our business community, and review existing policies that could prevent economic growth. Your participation in this survey is vital to the success of the City's future efforts, so thank you very much for your valuable time.

Basic Business Information

Tell us a little bit about your business. We will use the information here to better understand and sort your responses to the rest of the questions in this survey.

1. Which best describes the principal industry of your business?

2. Select the ownership status of your business.

- Private
- Public
- Non-Profit

3. Provide a brief description of your business.

Challenges and Advantages

Tell us what the challenges and advantages are of doing business in Fort Bragg.

4. How would you rate the following factors in the Fort Bragg area and their impact on your business?

	Challenge	Neither challenge nor advantage	Advantage	Factor not applicable to my business
Availability of appropriate space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local customer base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utility costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permit process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning permit process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of available space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transients/homelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Provide more information here, if necessary.

5. Do any of the following currently present your business with difficulties? Mark all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Taxes | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Workforce issues | <input type="checkbox"/> Zoning regulation |
| <input type="checkbox"/> Financing | <input type="checkbox"/> Technology |

Please elaborate or explain other challenges your business faces.

6. What are the competitive advantages of your business? Mark all that apply.

Price

Reputation

Location

Suppliers

Quality

Employees

Please elaborate or explain other advantages of your business.

7. What are the three greatest challenges your business currently faces?

1.

2.

3.

8. What are the three most important expectations you have for the City of Fort Bragg?

1.

2.

3.

Your Facility

Tell us more about your facility and its strengths and weaknesses.

9. Is your business operated from within your home?

- Yes
- No

10. Do you lease or own your Fort Bragg facility?

- Lease
- Own

11. What is the approximate square footage of your Fort Bragg business facility?

12. How would you rate the condition of your Fort Bragg business facility?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| Poor | Needs Improvement | Satisfactory | Excellent | N/A (no physical facility) |
| <input type="radio"/> |

Please explain. For example, are cosmetic improvements needed? Structural improvements?

13. Does your Fort Bragg facility meet your business' current needs?

- Yes
- No

Please explain. For example, is your facility too large/small? Lacking necessary parking/loading?

14. If your business were to expand or grow, is your facility and/or location suitable for expansion?

- Yes
- No
- Business cannot/will not expand

15. What is your facility and/or location lacking preventing future expansion?

Workforce

Tell us more about your employees.

16. Do you have employees?

- Yes
- No

17. How many employees do you have in your Fort Bragg location?

18. How many employees do you have outside of your Fort Bragg location?

19. What percentage of your employees are full time?

0% 100%

20. How easy/difficult is it to find and hire employees for your Fort Bragg location?

Easy Difficult

21. Is it easy/difficult to retain employees for your Fort Bragg location?

Easy Difficult

22. List the titles of positions you have difficulty filling/retaining.

23. Are there any specific areas of training that would be beneficial to your workforce?

24. Rate the importance of the following issues for your employees. Please add your own if they are not listed.

 Housing Transportation Living Wage Child Care Opportunity for Advancement

25. What other issues are of concern to your employees?

Contact Information

Please let us know how to follow-up with you regarding future economic development efforts.

31. Point of Contact

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

32. Would you like to be notified of future City efforts for Economic Development?

- Yes
- No