



VILLAGE OF SUAMICO 2011 BUSINESS STRATEGIC PLAN SURVEY RESULTS

Information for 2012-2014 Strategic Plan

2011 Business Strategic Plan Survey

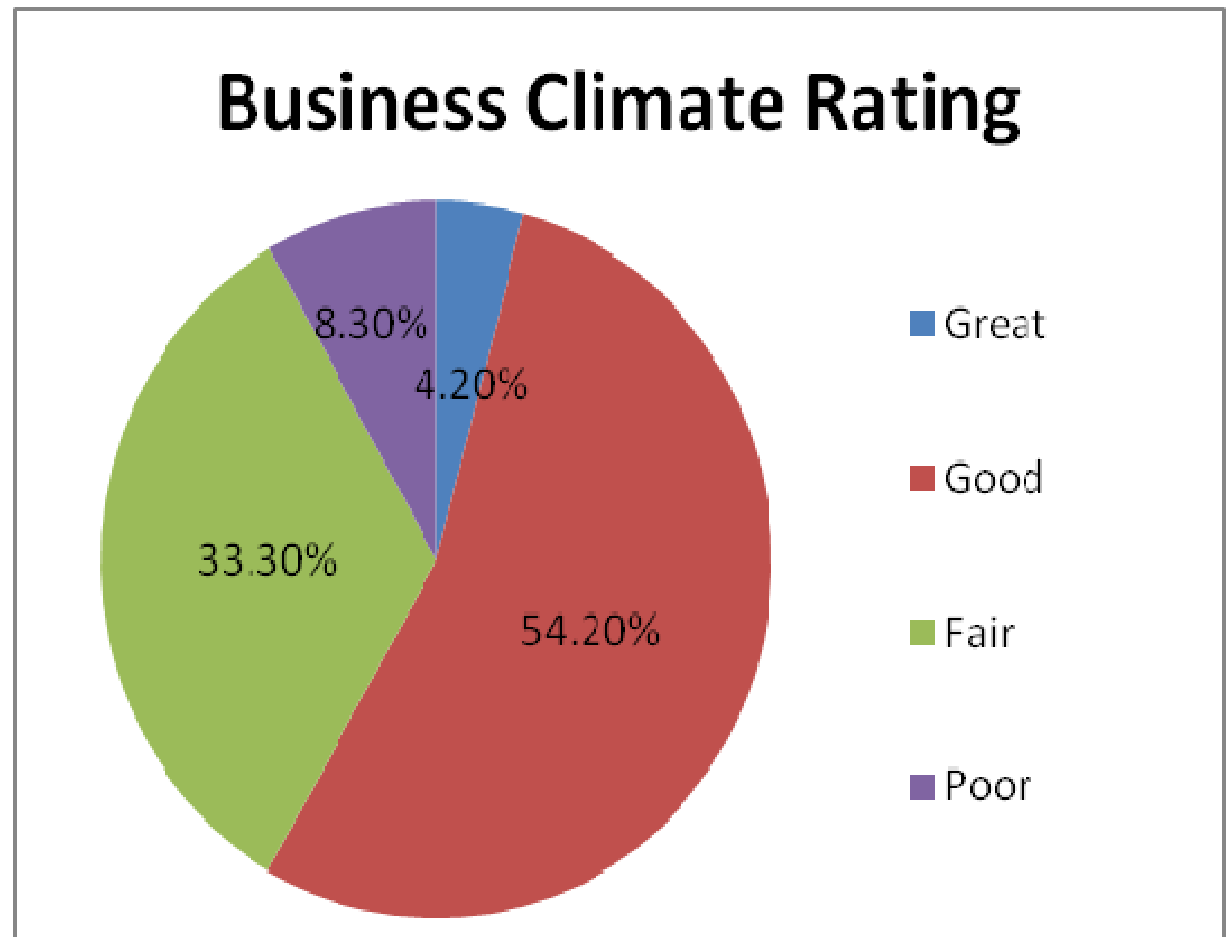
Overview

- The Village of Suamico is developing a strategic plan for 2012-2014.
- Two surveys (one residential and one business) will be distributed.
- In March 2011, the 2011 Business Strategic Plan Survey was sent to 232 businesses and establishments located in Suamico.
- 50 responded, for a return rate of 21.6%.
- There were five main subject areas: Business Climate, Village and Business Assistance, Village and Business Communication, Community Development and Additional suggestions.
- This survey was done in conjunction with the Suamico Area Business Association (SABA).
- Due to the limited response rate, these results may not demonstrate the perspectives of all local businesses; however the data provides a quality sample of the public, offers a foundation for further discussion of the initiatives of the strategic plan and provides a starting point for further research.

Business Climate:

1.) Please indicate your opinion of the overall business climate in Suamico.

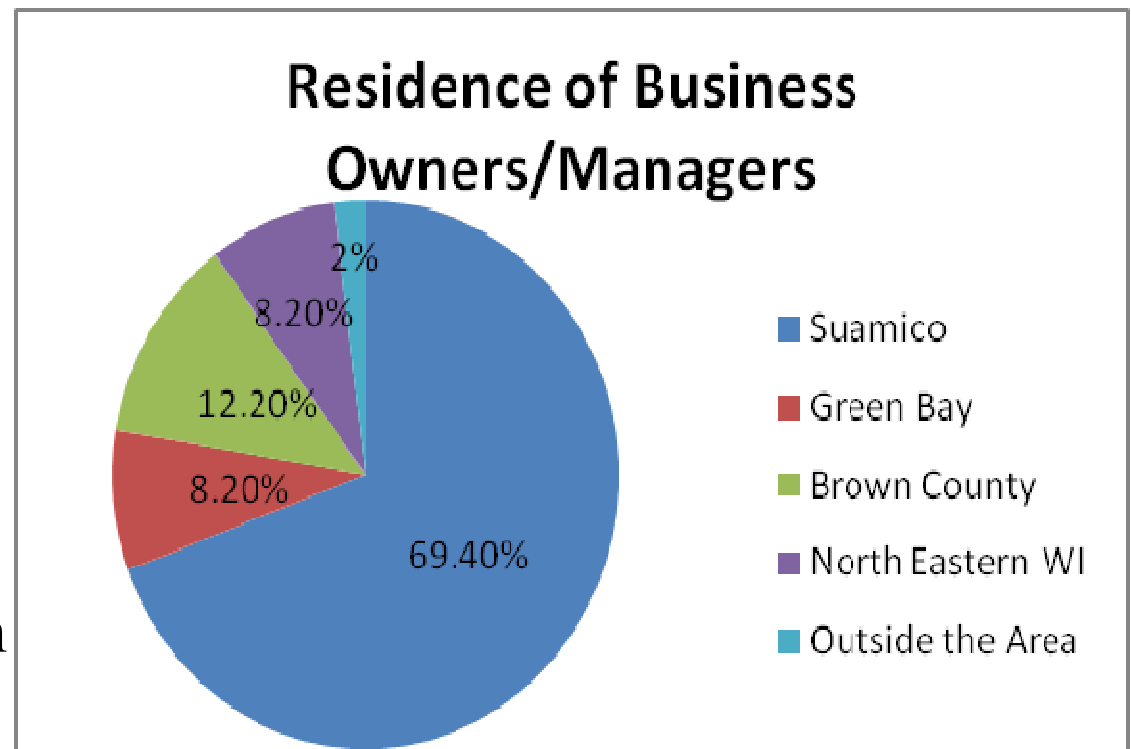
- This demonstrates that while many businesses are content with the business climate of Suamico, there is room for improvement.
- 54.2% - Good
- 33.3% - Fair
- 8.3% - Poor
- 4.2% - Great



Business Climate:

2.) Do you live in or near Suamico?

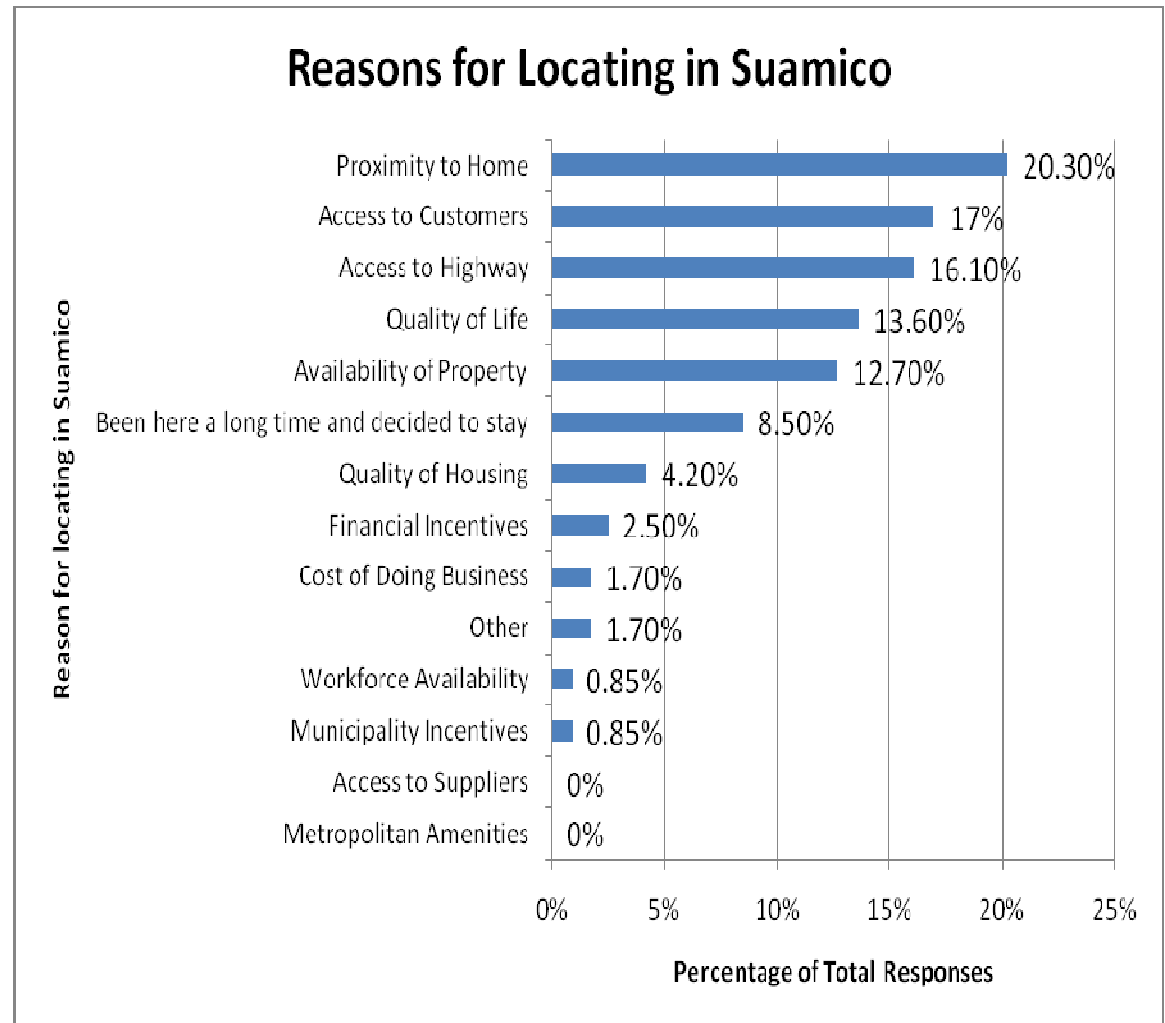
- The majority of business owners/managers live in Suamico with 69.4%, while only 2% live outside of North Eastern Wisconsin.
- Suamico – 69.4%
- Brown County – 12.2%
- Green Bay – 8.2%
- North Eastern Wisconsin – 8.2%
- Outside the Area – 2%



Business Climate:

3.) Please circle or list the top three reasons you selected to establish your business in Suamico.

- Business are choosing to locate in Suamico because of the quality of the community, growth in population and accessibility of the Village through Highway 41.
- Based on this survey, local Business favor residential development and increased access to Suamico rather than municipal incentives alone.
- Also, many expressed that keeping the character of the community intact was highly important.

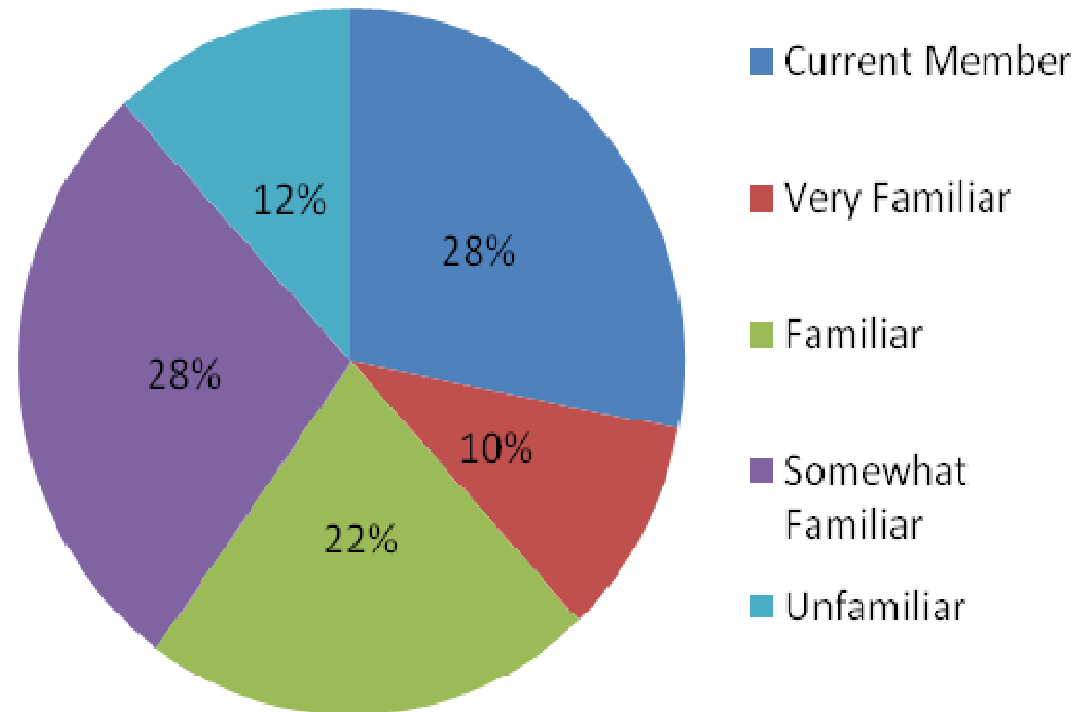


Business Climate:

4.) Are you familiar with the Suamico Area Business Association (SABA)?

- A majority of businesses have a basic understanding of the organization but have not chosen to join.
- 28% were somewhat familiar
- 28% were members
- 22% Familiar
- 12% Unfamiliar
- 10 Very Familiar

Local Familiarity with SABA

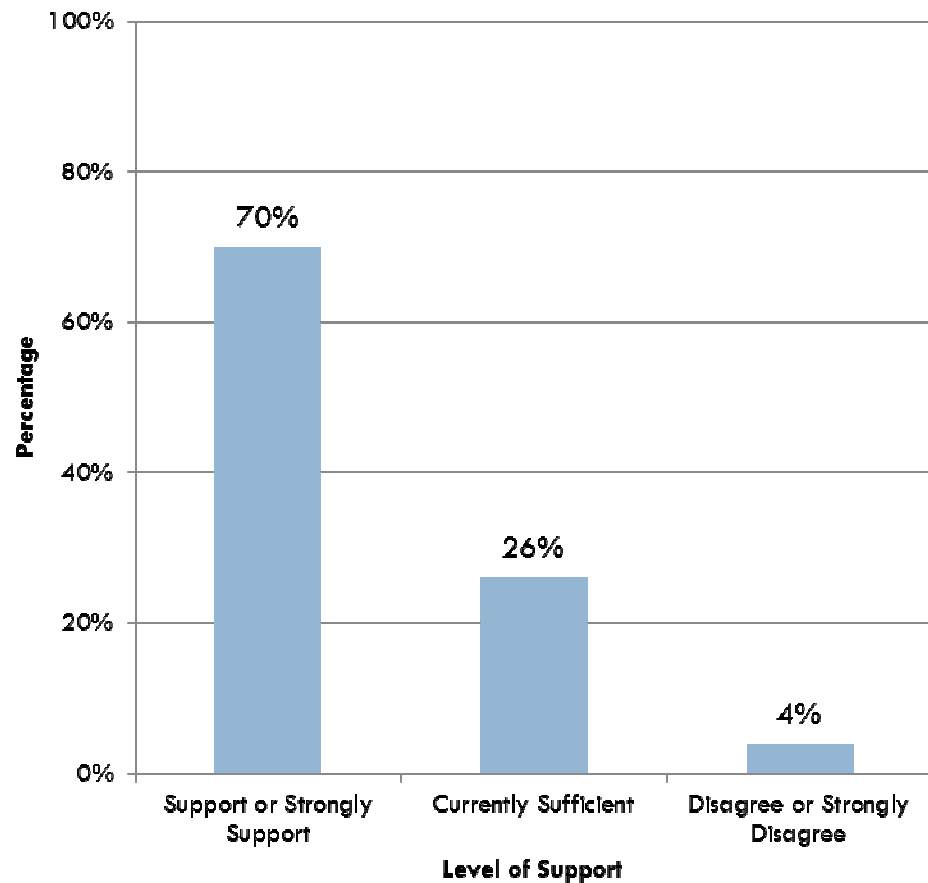


Village and Business Assistance:

5.) Should the Village and SABA provide local businesses with additional assistance and/or information about zoning and other ordinances?

- 70% Support or Strongly Support additional information/assistance with zoning and other regulations.
- Based on this survey, local businesses would support measures to provide access to zoning information on the Village website or through administrative interaction.

Additional Village Assistance with Zoning Information

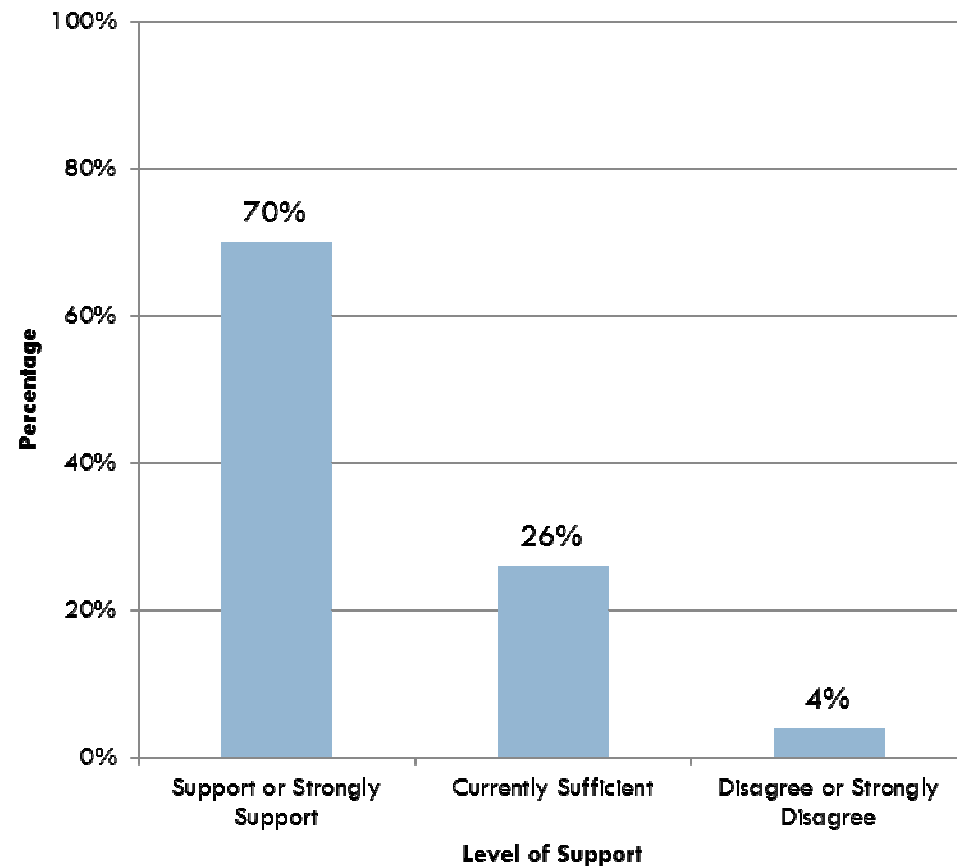


Village and Business Assistance:

6.) Should the Village and SABA provide local businesses with additional assistance and/or information about Suamico permit processes?

- 70% Support or Strongly Support additional assistance with permit processes.
- Based on this survey, local businesses would support increased communication and the provision of information regarding the permit process.

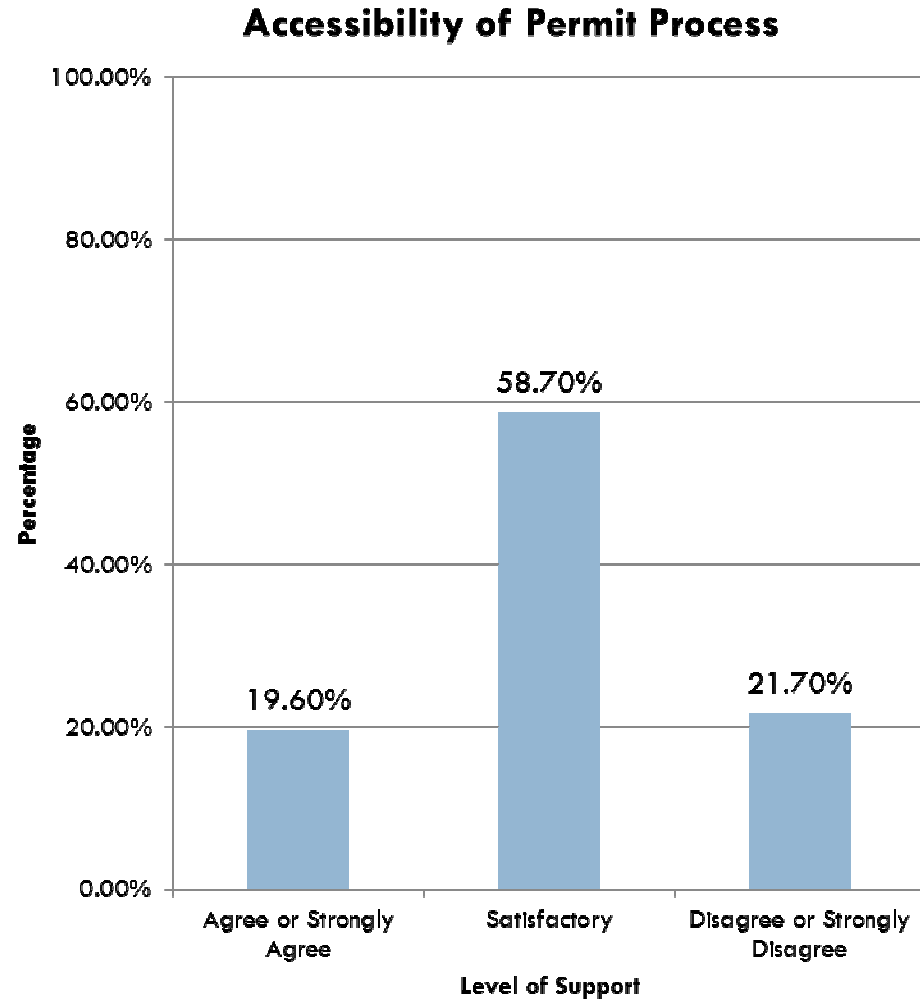
Additional Village Assistance with Permit Process



Village and Business Assistance:

7.) Is the current permit process easily accessible and clear for starting and expanding businesses?

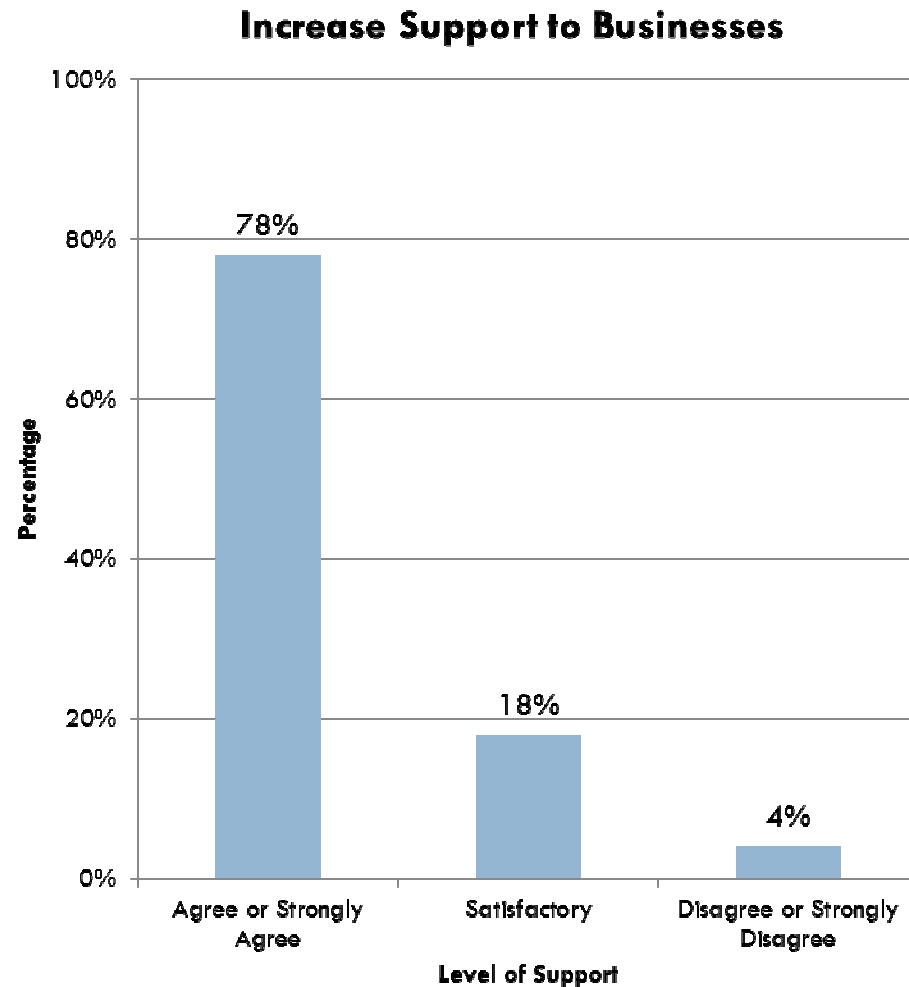
- 58.7% of Businesses are satisfied with current permit process.
- While many feel the process is currently adequate, the Village could pursue measures to increase accessibility and information to assist local businesses.



Village and Business Assistance:

8.) Should the Village and SABA institute measures to increase support to starting businesses and the expansion of existing establishments?

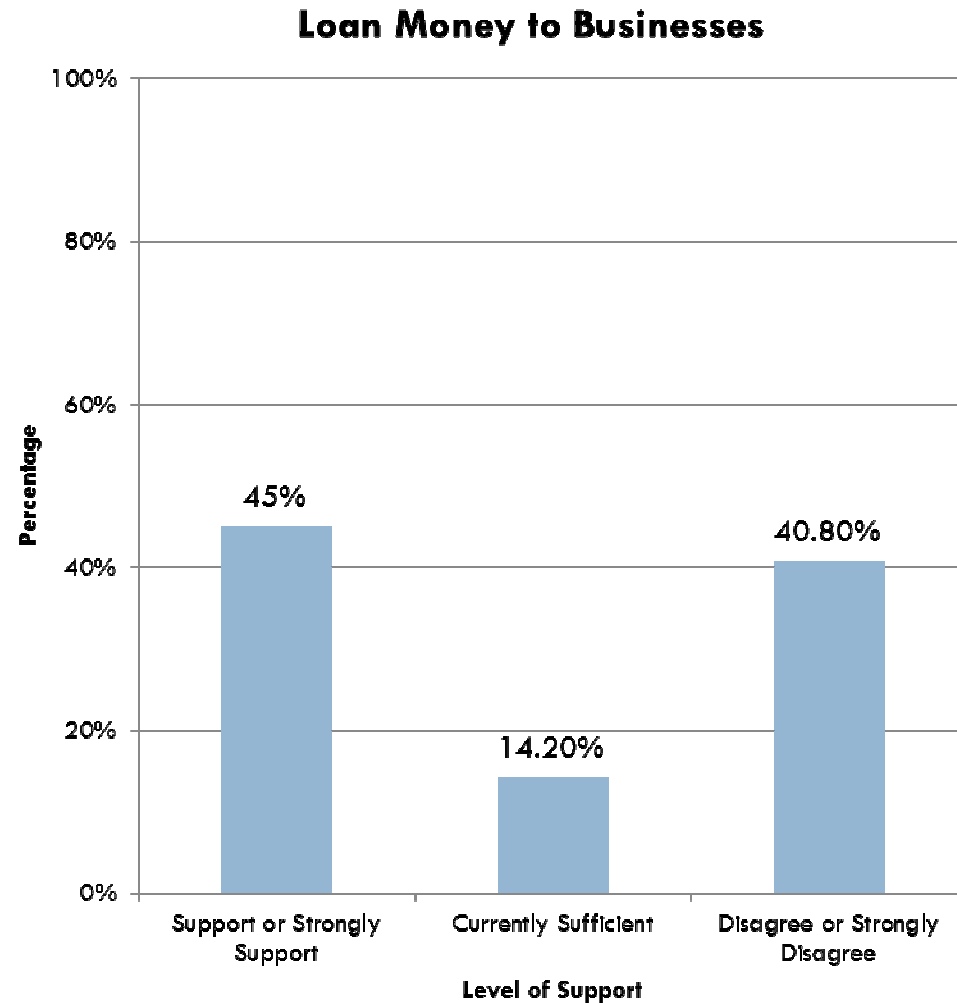
- 78% Agree or Strongly Agree the Village should institute further measures to assist local establishments.
- Local Business Recommendations:
 - “Tax credits for growing and successful businesses.”
 - “Lower taxes, more incentive.”
 - “Loans at lowest interest rate for expanding businesses to hire more employees.”
 - “Business operational manual – training”
 - “State fund program.”
 - “Village only. Don’t think SABA needs to be involved.
 - “Any help a business needs.”



Village and Business Assistance:

9.) Should the Village loan money to starting and expanding businesses to encourage development in Suamico?

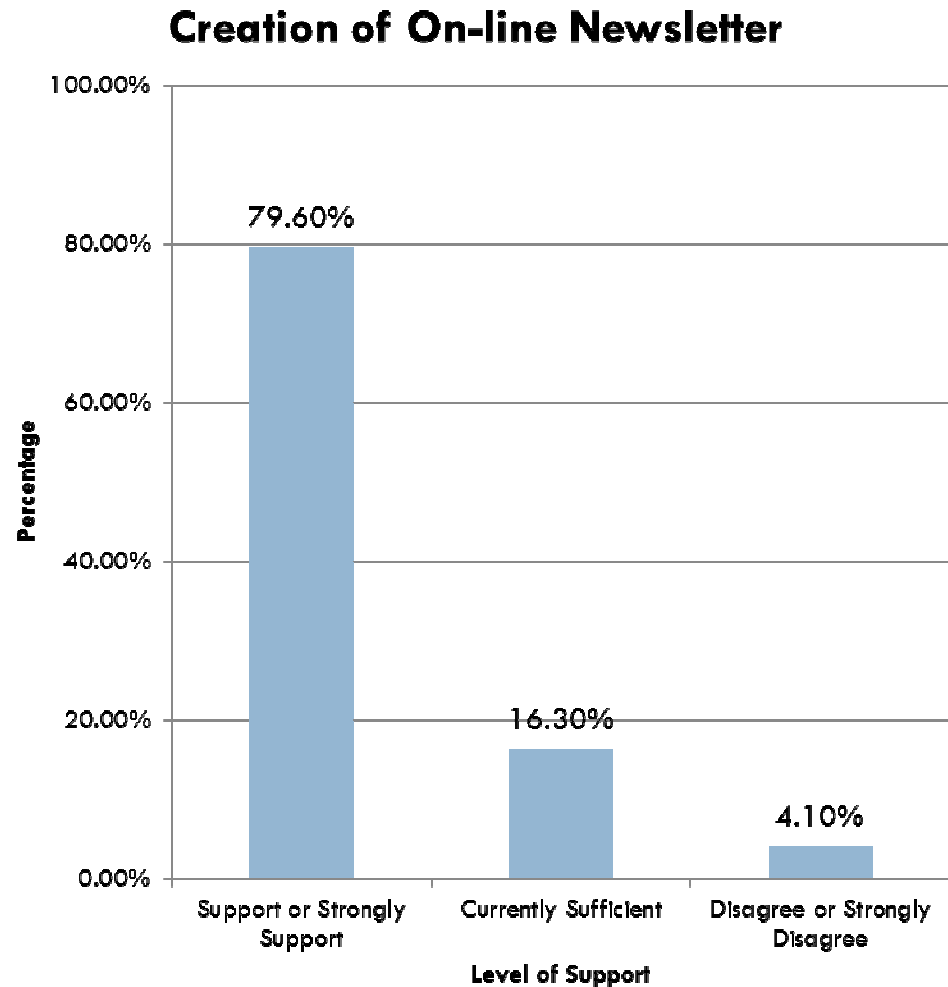
- Businesses disagree on this topic as 45% support and 40.8% disagree
- Before making this significant change, the Village should consult with the community through the Resident survey and public forums to find an agreeable solution to this potential development option.



Village and Business Communication:

10.) Should the Village and SABA develop an online business newsletter to provide information to businesses in regard to Board activities, community developments and other initiatives that may impact local establishments?

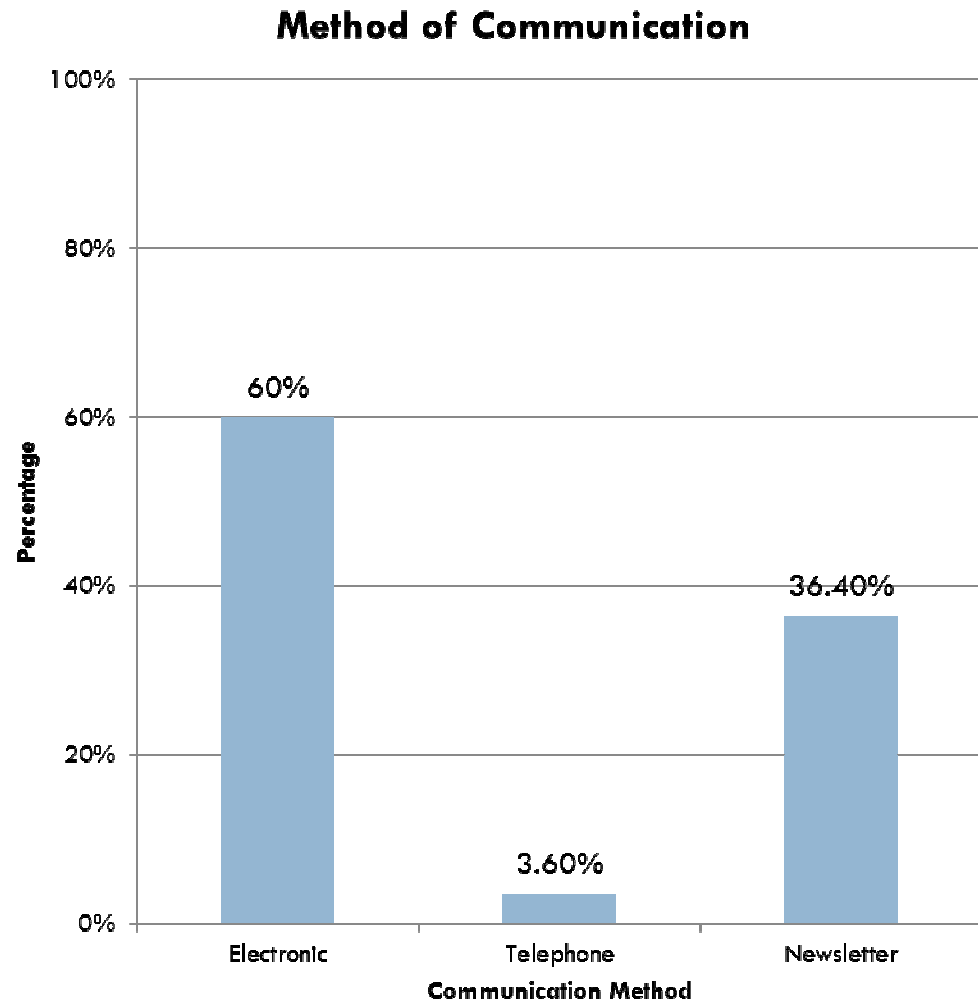
- 79.6% Support or Strongly Support the establishment of an on-line businesses newsletter
- Based on this survey, local businesses would utilize and benefit from an on-line data-source that would provide routine updates regarding the permit and zoning process, new businesses in the area and Board initiatives.
- A plan is already underway to make much of this information available.



Village and Business Communication:

11.) What method is most preferable for the Village and SABA to communicate with your business?

- 60% selected electronic sources (either email or website)
- Based on this survey, businesses would prefer if the Village pursued further communication through on-line sources.
- Percentage of Total Responses
 - Website 18.2%
 - Email 41.8%
 - Telephone 3.6%
 - Newsletter 36.4%



Village and Business Communication:

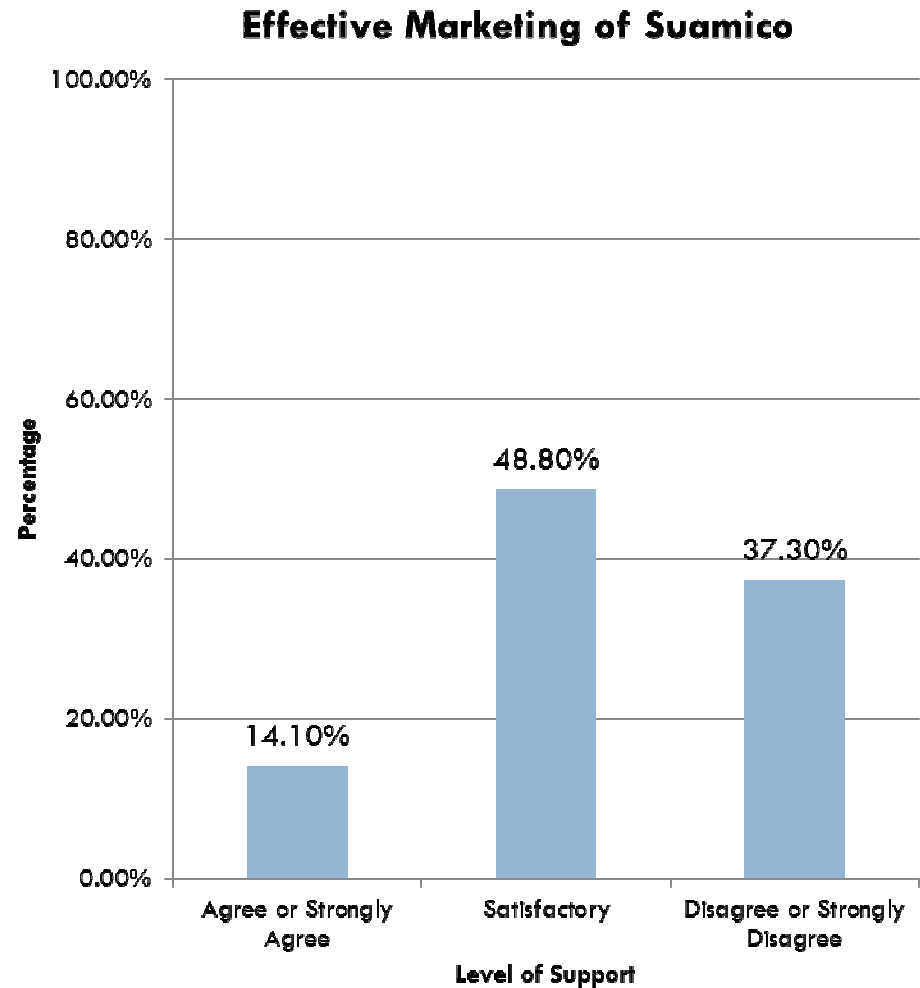
12.) Is there information you would like to receive from the Village and SABA on an ongoing basis that would assist you in your business?

- Local Business Recommendations regular reports and communication methods:
 - “Available funds for expansion”
 - “Upcoming events in the community”
 - “Meeting/minutes information, business information – new businesses, business developments and updates.”
 - “An open forum for local businesses. Meeting twice a year with local businesses and Village staff.”
 - “List of new businesses coming into the area.”
 - “Business growth and sales.”
 - “Information on new buildings before bidding process.”
 - “Make an annual visit to see how businesses can promote growth.”
- Several responses call for direct communication between the Village and Businesses. An on-line newsletter is an inexpensive and practical method to provide adequate information to local establishments in regards to community developments. The concept of an open forum would not only promote Village and Business communication but give the citizenry an opportunity to participate and learn more about local businesses.

Village and Business Communication:

13.) Is the Village marketing itself as to best attract residents and businesses to the community?

- 48.8% are Satisfied with current marketing
- However a significant percentage (37.3%) Disagree or Strongly Disagree



Village and Business Communication:

Local Business Recommendations and Comments on Village Marketing

Effective Marketing:

- “Seems like a lot of people come for the school district.”
- “Appearance”
- “The area markets itself”

Areas for Improvement/Recommendations

- “We are not aware of your marketing. Make all residents aware of your marketing.”
- “Not sure what programs are in place.”
- “Have not seen any marketing personally to bring people to Suamico other than Vickery Village.”
- “Highway presence –TV -hasn’t seen anything to promote Suamico (i.e. Door County, Downtown Green Bay, and Appleton all do some promotion).”
- “Board advertising for buildings, more signage and improve roads.”
- “Communicate and work with businesses, not against”
- “Attention getting media articles announcing incentives, promote TIF, fee deferral etc. Suamico is open for business.”
- “Not sure how SABA differs itself from HSBPA”

Village and Business Communication:

Local Business Recommendations and Comments on Village Marketing

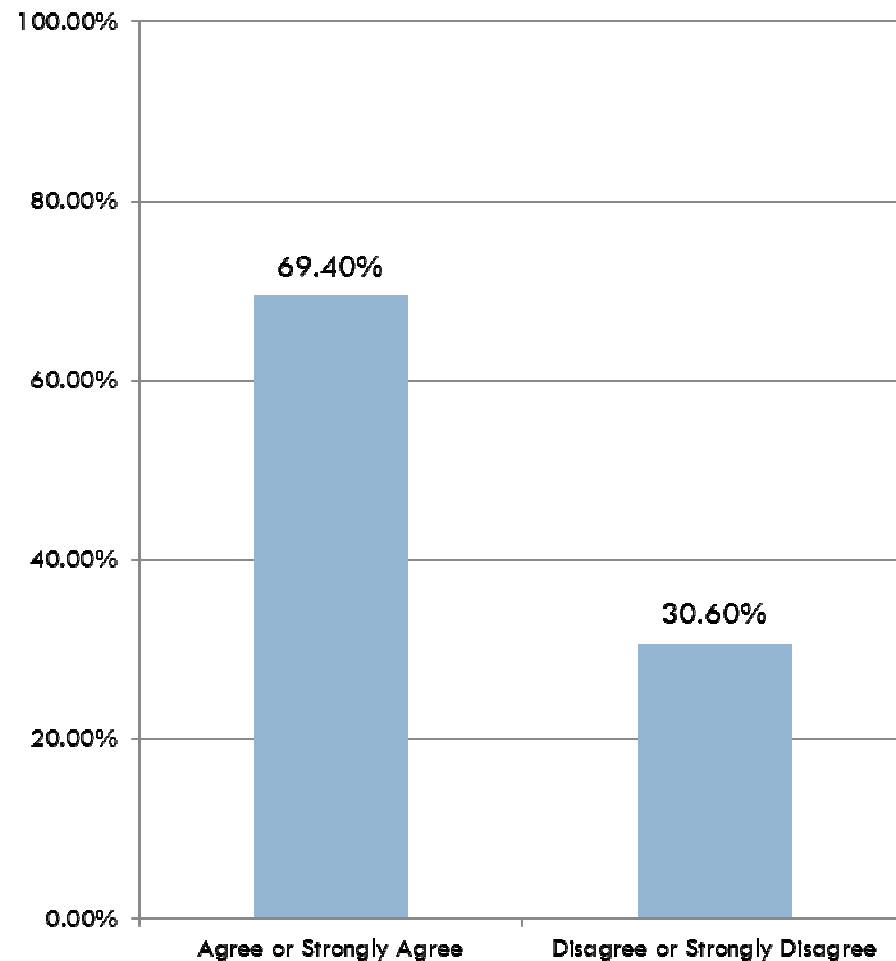
- “Our community has a lot to offer. I have found in talking to many customers that they are not aware of where Suamico is, there seems to be a lack of promotion from this standpoint on where we are and what the community has to offer.”
- Based on this survey, many businesses are unfamiliar with current marketing efforts and accordingly they would like the Village to increase advertising for the Village (both residential and commercial).

Village and Business Communication:

14.) Should the Village and SABA provide advertising for local businesses on the Village's website?

- 69.4% Agree or Strongly Agree with permitting local businesses to advertise on the Village website
- Based on this survey, local businesses would utilize the opportunity to advertise on the Village website.

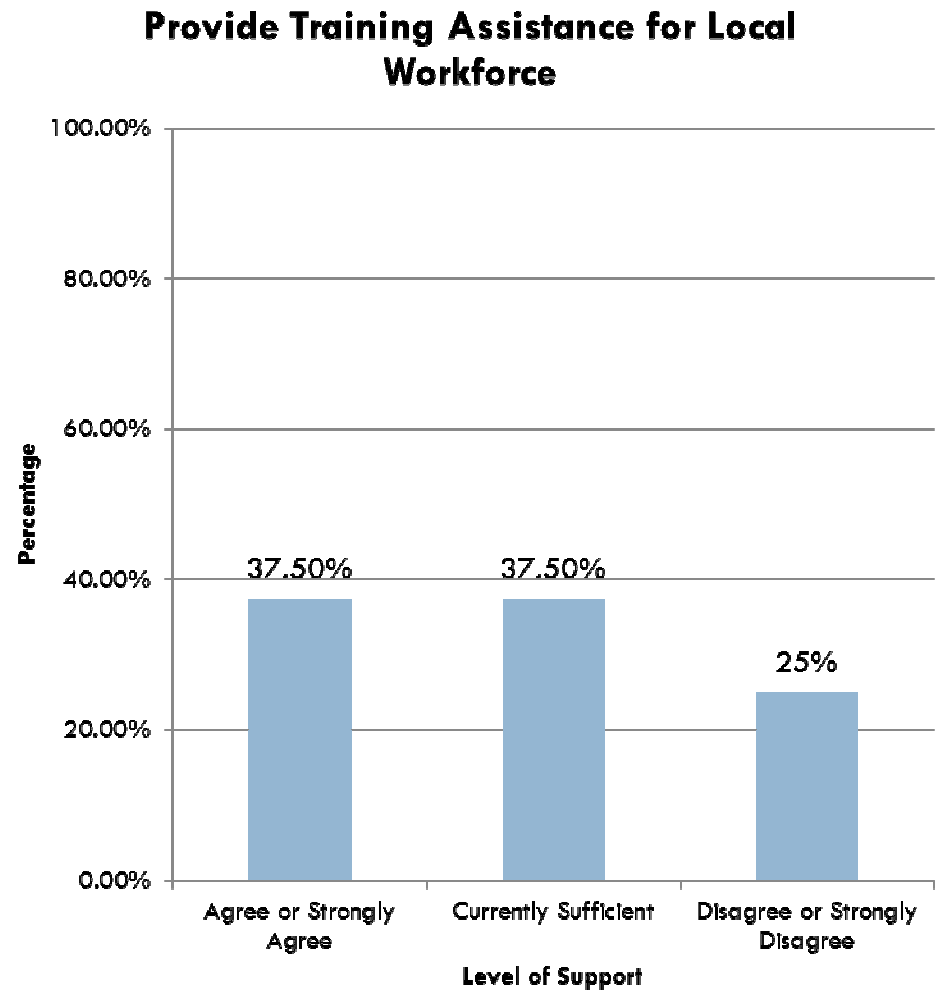
Local Advertising on Village Website



Village and Business Communication:

15.) Should the Village and SABA provide local tools to help educate and support your workforce (grants for skill training and community workshops)?

- An even split of 37.5% for Agree/Strongly Agree and Currently Sufficient.
- Based on this survey, some businesses may benefit from community workshops and/or guest speakers.
- The Village should explore this question in the resident survey to gain the perspective of the residency.

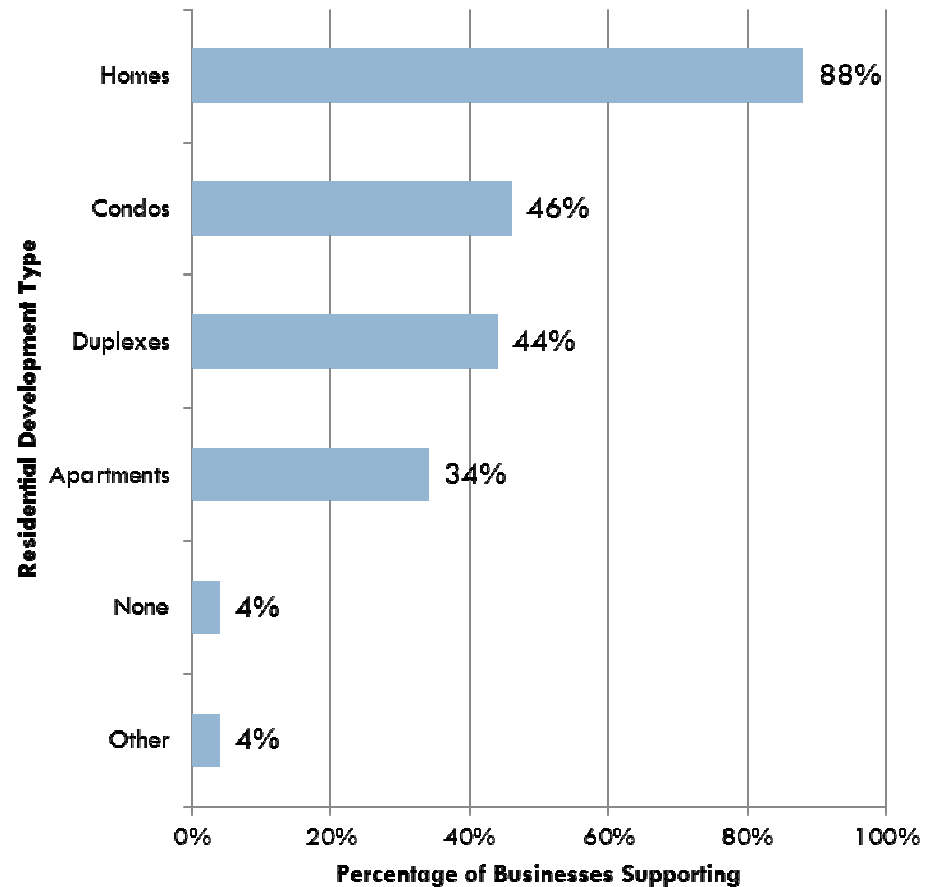


Community Development:

16.) What type of residential development should be encouraged in Suamico?
(circle all that apply)

- 88% of Businesses support further development of homes in Suamico
- Based on this survey, local businesses would like to see further residential development in Suamico. They would support Village initiatives to attract people to the area.

% of Businesses that Support Specific Residential Development

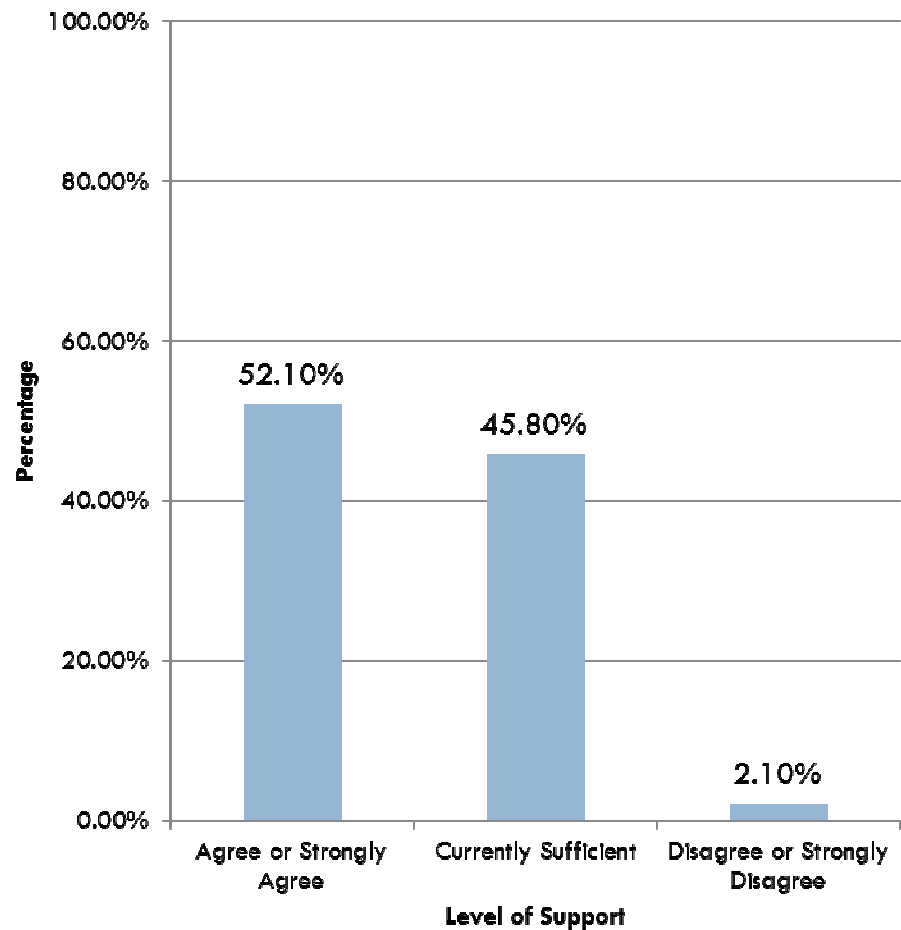


Community Development:

17.) Is the street layout and business accessibility adequate in Suamico? (For information regarding construction on Highway 41, please visit www.suamico.org and select “Highway 41 Construction Update” on the homepage)

- 52.1% Agree or Strongly Agree that the current road layout in terms of accessibility to business is adequate.
- Based on this survey, local businesses want the Village to focus on making the Village more accessible through the Highway.
- Many expressed the need for routine renovation of Village roads.

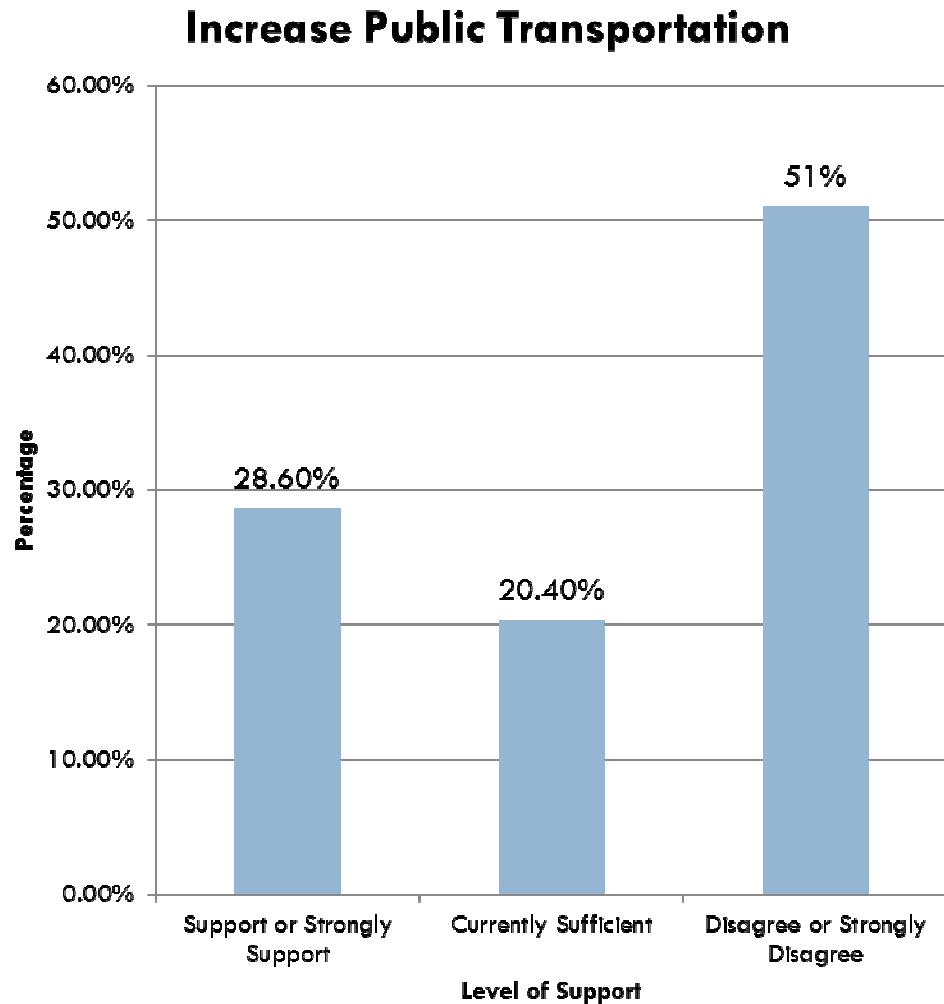
Adequate Business Accessibility



Community Development:

18.) Should the Village and SABA increase measures to provide public transportation to and throughout the Village for consumers and employees to reach local businesses?

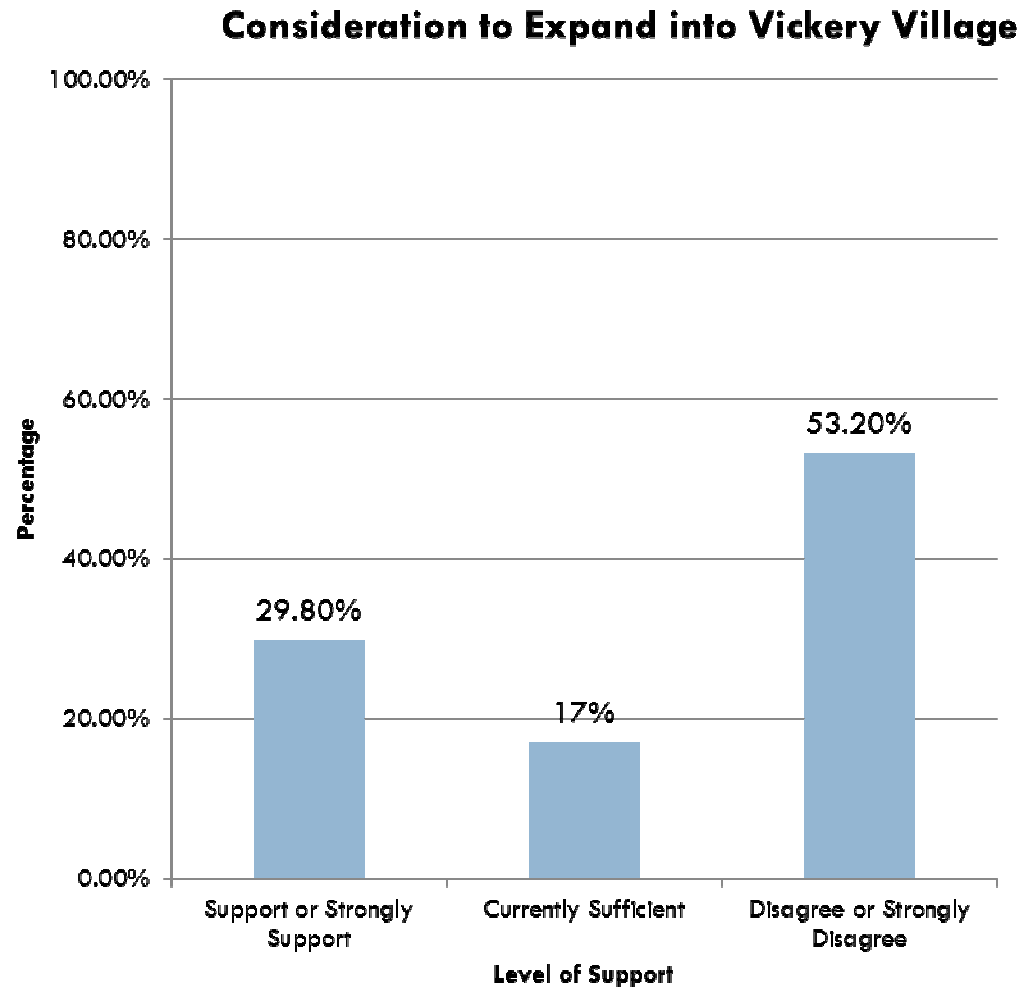
- 51% Disagree or Strongly Disagree that public transportation should be increased
- Before increasing or reducing public transportation consult the community through Resident survey and open forums.



Community Development:

19.) Would financial encouragement for retail/commercial development in Vickery Village, our designated Village Center, increase your consideration to expand your business to this area?

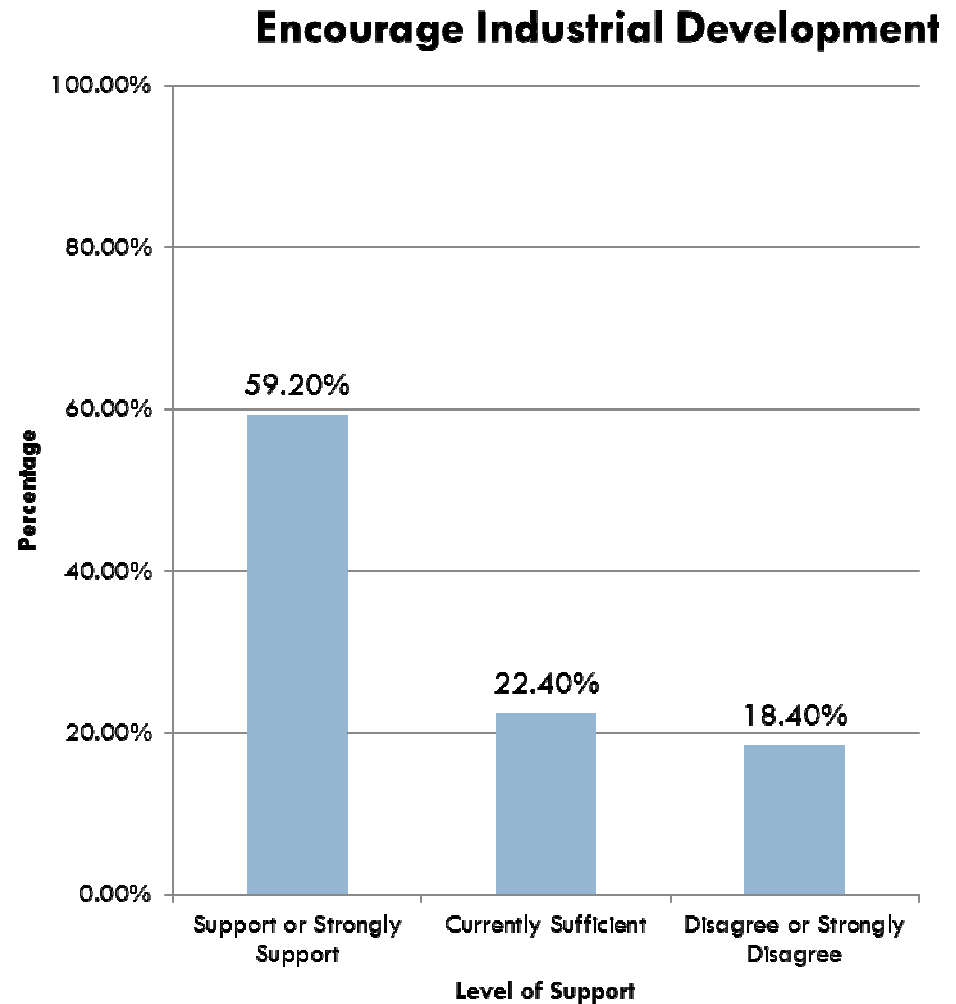
- 53.2% Disagree or Strongly Disagree that they would expand to Vickery Village with only financial encouragement
- Some businesses expressed they unable to expand now or are content with current location.
- Further research should be conducted for new businesses entering the area to find their perspective.



Community Development:

20.) Should the Village and SABA financially encourage industrial development in Suamico?

- 59.2% Support or Strongly Support financially encouraging industrial development in Suamico
- Based on this survey, local businesses would support the development of new and expansion of existing industrial areas.



Additional Suggestions you would like the Village and SABA to address through 2014:

- “The Village has been great to work with! The SABA on the hand is only interested in business they have known. New business is treated cool and distant, need to be a team concept.”
- “Running culverts & filling in the ditches along E. Deerfield Ave. Make sure trees and brush are cleared along Highway 41 for visibility of businesses on the Frontage Roads.”
- “Our community has a lot to offer. I have found in talking to many customers that they are not aware of where Suamico is, there seems to be a lack of promotion from this standpoint on where we are and what the community has to offer.”
- “My handwriting is shaky because of too much caffeine. Sorry! Each village neighborhood has at least three home businesses. Why does the zoning board fight this? I can certainly understand not having a factory next to nice homes, but having a small business seems to invoke their ire, in spite of the fact that my neighbors love my home business because they know I will help them with woodworking problems. You really need to study this, especially with the new and crazy version of capitalism afoot.”
- “You did not give us a vote on our new village hall and buildings! Your town vs. village vote did not include us and then you annex us without any say – Bad move!”
- “SABA is a waste of time and energy. Joined Howard-Suamico, good speakers. Village needs to Buy! Products! Local!! From tax payers. Adam needs a business lunch or breakfast with a invited business group. No one knows who you are!”
- “That [loaning money] is a big step and a lot of issues with town lending money.”
- “Look at developing Sunset to Norfield instead of always Lineville area.”
- “Keep it rural – contain government spending. Listen to the taxpayers – get rid of dogmatic attitudes in local government. Referendums on all issues proposed by village and SABA. Background checks on all village employees and elected/nominated officials! Promote: buy local-stay local keep money in Suamico.”
- “My 1 concern is to keep costs down. In these hard times, I do not feel that Suamico should spend more than is absolutely needed. Until they get better, many owners are just trying to survive.”
- “The reason I marked a lot of disagree as I don’t feel comfortable with a volunteer business association making future development decisions. I feel SABA like any other business organization duty is to promote existing business. If the village supports SABA will they support all business organizations?”
- “Frustrating that Suamico should support and promote more its 1 tourists attraction that brings in over 250,000 visitors annually into the Suamico Village. I can pretty sure the visitors are spending and supporting local business”

Questions:

