



2011 Business Strategic Plan Survey Results



The Village of Suamico is preparing a strategic plan for 2012-2014 and to ensure that the Village correlates its initiatives with the needs of Suamico residents and local businesses, the Village developed the strategic planning survey. There are two versions of this survey, one for Suamico residents set to be distributed in summer 2011 and the Business survey, which was sent out in March 2011. The Business survey, which was conducted in collaboration with the Suamico Area Business Association (SABA), was issued to 232 businesses and local establishments in Suamico. 50 responded for a return rate of 21.6%. The survey consisted of 20 questions for business owners/managers to complete and offered a section for further suggestions. Due to the limited response rate, these results may not reflect the perspectives of all local businesses; however the data provides a quality sample of the public, offers a foundation for further discussion of initiatives of the strategic plan, and provides a good starting point for further research. The following are the results of the 2011 Business Strategic Plan Survey which documents the needs of Suamico businesses and offers an opportunity for the Village to work in conjunction with SABA and local businesses to help promote economic and community development in the Village of Suamico.

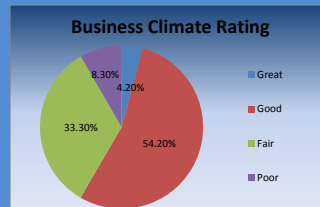
Total Responses	50
Return Rate	21.60%

Business Climate:

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

	Number of Responses:	Percentage:
Great	2	4.2
Good	26	54.2
Fair	16	33.3
Poor	4	8.3
Total	48	

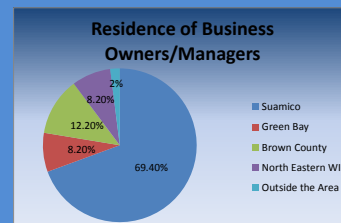
	Percentage:
Great	4.20%
Good	54.20%
Fair	33.30%
Poor	8.30%



2.) Do you live in or near Suamico?

	Number of Responses:	Percentage:
Suamico	34	69.4
Green Bay	4	8.2
Brown County	6	12.2
North Eastern WI	4	8.2
Outside the Area	1	2
Total	49	

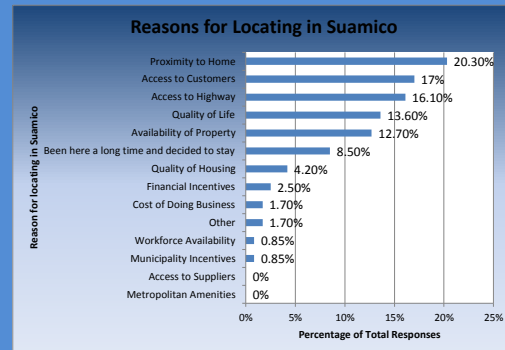
	Percentage:
Suamico	69.40%
Green Bay	8.20%
Brown County	12.20%
North Eastern WI	8.20%
Outside the Area	2%



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

	Number of Responses:	Percentage:
Financial Incentives	3	2.5
Municipality Incentives	1	.85
Cost of Doing Business	2	1.7
Workforce Availability	1	.85
Availability of Property	15	12.7
Access to Highway	19	16.1
Access to Customers	20	17
Access to Suppliers	0	0
Metropolitan Amenities	0	0
Quality of Life	16	13.6
Quality of Housing	5	4.2
Proximity to Home	24	20.3
Been here a long time and decided to stay	10	8.5
Other	2	1.7
Total	118	

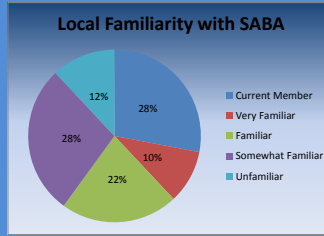
	Percentage:
Metropolitan Amenities	0%
Access to Suppliers	0%
Municipality Incentives	0.85%
Workforce Availability	0.85%
Other	1.70%
Cost of Doing Business	1.70%
Financial Incentives	2.50%
Quality of Housing	4.20%
Been here a long time and decided to stay	8.50%
Availability of Property	12.70%
Quality of Life	13.60%
Access to Highway	16.10%
Access to Customers	17%
Proximity to Home	20.30%
Total	



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

	Number of Responses:	Percentage:
Current Member	14	28
Very Familiar	5	10
Familiar	11	22
Somewhat Familiar	14	28
Unfamiliar	6	12
Total	50	

	Percentage:
Current Member	28%
Very Familiar	10%
Familiar	22%
Somewhat Familiar	28%
Unfamiliar	12%

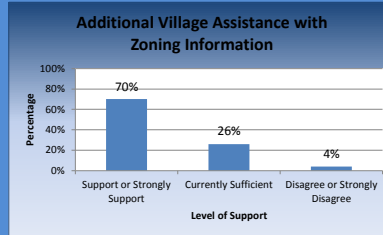


Village and Business Assistance:

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

	Number of Responses:	Percentage:
Strongly Support	10	20
Support	25	50
Currently Sufficient	13	26
Disagree	2	4
Strongly Disagree	0	0
Total	50	

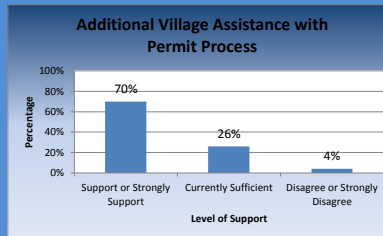
	Percentage:
Support or Strongly Support	70%
Currently Sufficient	26%
Disagree or Strongly Disagree	4%



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

	Number of Responses:	Percentage:
Strongly Support	11	22
Support	24	48
Currently Sufficient	13	26
Disagree	2	4
Strongly Disagree	0	0
Total	50	

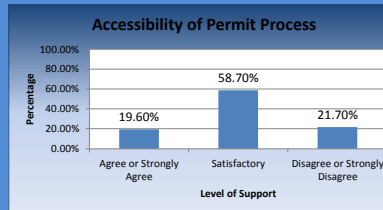
	Percentage:
Support or Strongly Support	70%
Currently Sufficient	26%
Disagree or Strongly Disagree	4%



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

	Number of Responses:	Percentage:
Strongly Agree	1	2.2
Agree	8	17.4
Satisfactory	27	58.7
Disagree	8	17.4
Strongly Disagree	2	4.3
Total	46	

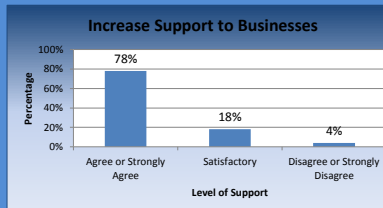
	Percentage:
Agree or Strongly Agree	19.60%
Satisfactory	58.70%
Disagree or Strongly Disagree	21.70%



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

	Number of Responses:	Percentage:
Strongly Agree	14	28
Agree	25	50
Satisfactory	9	18
Disagree	2	4
Strongly Disagree	0	0
Total	50	

	Percentage:
Agree or Strongly Agree	78%
Satisfactory	18%
Disagree or Strongly Disagree	4%

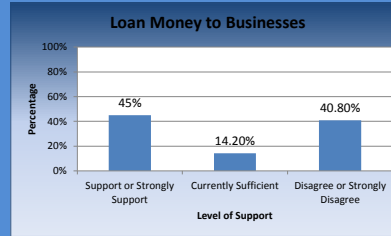


Recommendations from Local Businesses:

- Tax credits for growing and successful businesses
- Loans at lowest interest rate for expanding businesses to hire more employees
- Lower taxes, more incentive
- Monitor State Sales tax collection applications for new Businesses.
- State fund program
- Business operational manual –training
- Village only, don't think SABA needs to be involved
- Any help a business needs

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

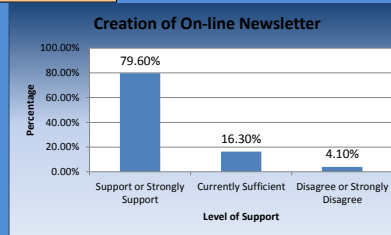
	Number of Responses:	Percentage:		Percentage:
Strongly Support	11	22.5	Support or Strongly Support	45%
Support	11	22.5	Currently Sufficient	14.20%
Currently Sufficient	7	14.2	Disagree or Strongly Disagree	40.80%
Disagree	10	20.4		
Strongly Disagree	10	20.4		
Total	49			



Village and Business Communication

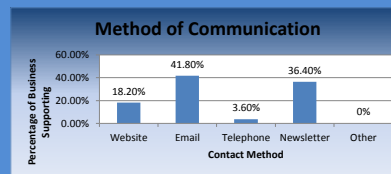
10.) Should the Village and SABA develop an online business newsletter to provide information to businesses in regard to Board activities, community developments and other initiatives that may impact local establishments?

	Number of Responses:	Percentage:		Percentage:
Strongly Support	11	22.5	Support or Strongly Support	79.60%
Support	28	57.1	Currently Sufficient	16.30%
Currently Sufficient	8	16.3	Disagree or Strongly Disagree	4.10%
Disagree	2	4.1		
Strongly Disagree	0	0		
Total	49			



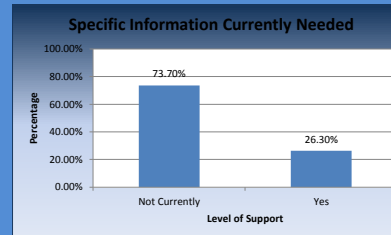
11.) What method is most preferable for the Village and SABA to contact your business?

	Number of Responses:	Percentage:		Percentage:
Website	10	18.2	Website	18.20%
Email	23	41.8	Email	41.80%
Telephone	2	3.6	Telephone	3.60%
Newsletter	20	36.4	Newsletter	36.40%
Other	0	0	Other	0%
Total	55			



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?

	Number of Responses:	Percentage:		Percentage:
Yes	10	26.3	Not Currently	73.70%
Not Currently	28	73.7	Yes	26.30%
Total	38			

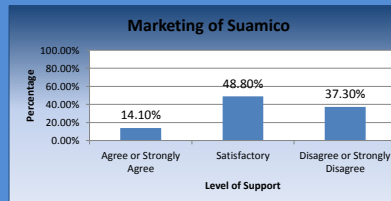


Recommendations from Local Businesses:

- Available funds for expansion.
- Information on new buildings before the bidding process begins.
- What new businesses are coming to the area.
- New businesses coming into the area. Competitors so we can plan appropriately.
- Open forum! Would help. Meeting twice a year, Village of Suamico and Businesses, not just SABA.
- Upcoming events in the community.
- Meeting/Minutes information, business information – new businesses opening, business development updates.
- Make a visit to see how we can promote or annually what is new.
- Need large industrial park.

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

	Number of Responses:	Percentage:		Percentage:
Strongly Agree	1	2.5	Agree or Strongly Agree	14.10%
Agree	5	11.6	Satisfactory	48.80%
Satisfactory	21	48.8	Disagree or Strongly Disagree	37.30%
Disagree	15	35		
Strongly Disagree	1	2.3		
Total	43			



Effective Marketing:

- Seems like a lot of people come for school district.
- Appearance.
- As well as can be expected.
- Website add on too current program.
- The area markets itself.

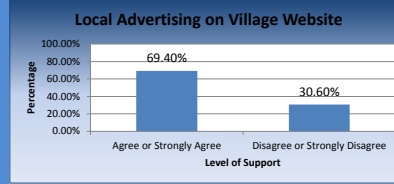
Areas for Improvement and Recommendations from Local Businesses:

- Many believe that Suamico is part of Green Bay. Village needs to promote its identity by various media outlets.
- We are not aware of your marketing. Make all residents aware of your marketing.
- Have not seen any marketing personally to bring people to Suamico other than Vickery Village.
- Other than Village Hall- not sure what else is going on.
- Not sure what programs are in place. Board advertising for buildings.
- Not sure what you are doing now.
- Highway presence, TV – haven't seen anything to promote Suamico (i.e. Door County, Downtown GB, and Appleton all do some promotion).
- Not sure how SABA differentiates itself from HSBPA.
- Listen to the people and hear them! No wasteful spending.
- More signage, improve roads around Vickery Village.
- Maintenance of rural roads.
- Communicate and work with, not against.
- Market and understand what we have here to start. Could start with recognizing Suamico is 1 of 221 communities in the United States with an AZA accredited zoo.
- Attention getting media articles announcing incentives promotional TIF, fee deferral etc. Suamico is open for business.

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

	Number of Responses:	Percentage:
Strongly Agree	12	24.5
Agree	22	44.9
Disagree	12	24.5
Strongly Disagree	3	6.1
Total	49	

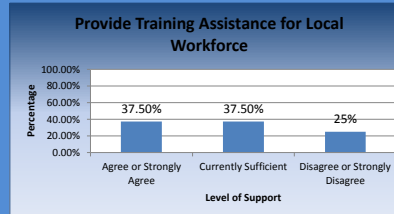
	Percentage:
Agree or Strongly Agree	69.40%
Disagree or Strongly Disagree	30.60%



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

	Number of Responses:	Percentage:
Strongly Agree	6	12.5
Agree	12	25
Currently Sufficient	18	37.5
Disagree	10	20.8
Strongly Disagree	2	4.2
Total	48	

	Percentage:
Agree or Strongly Agree	37.50%
Currently Sufficient	37.50%
Disagree or Strongly Disagree	25%

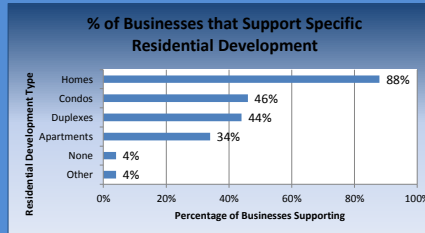


Community Development:

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

	Number of Responses:	Percentage:
Homes	44	40
Duplexes	22	20
Apartments	17	15.5
Condos	23	20.9
None	2	1.8
Other	2	1.8
Total	110	

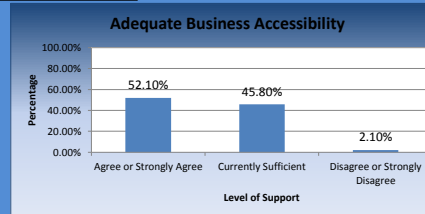
	Percentage:
Other	4%
None	4%
Apartments	34%
Duplexes	44%
Condos	46%
Homes	88%



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)

	Number of Responses:	Percentage:
Strongly Agree	2	4.2
Agree	23	47.9
Currently Sufficient	22	45.8
Disagree	1	2.1
Strongly Disagree	0	0
Total	48	

	Percentage:
Agree or Strongly Agree	52.10%
Currently Sufficient	45.80%
Disagree or Strongly Disagree	2.10%



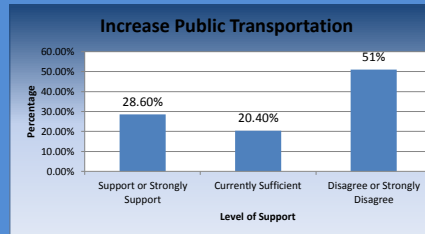
Recommendations from Local Businesses:

- Lineville needs to be 4 lanes.
- Exit ramp for Harbor Lights – improve w. Frontage Road between B & M.
- Stop filling in wetland.
- More residential development needed north of City B- Norfield Road.
- Planning for future growth on Highway 41.
- Don't let them take Lineville! Exit not big enough.
- Where "B" and Velp intersect needs a light or roundabout.

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?

	Number of Responses:	Percentage:
Strongly Support	5	10.2
Support	9	18.4
Currently Sufficient	10	20.4
Disagree	19	38.8
Strongly Disagree	6	12.2
Total	49	

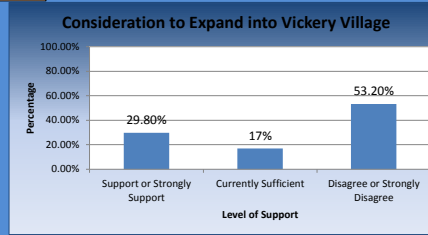
	Percentage:
Support or Strongly Support	28.60%
Currently Sufficient	20.40%
Disagree or Strongly Disagree	51%



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?

	Number of Responses:	Percentage:
Strongly Support	6	12.8
Support	8	17
Currently Sufficient	8	17
Disagree	19	40.4
Strongly Disagree	6	12.8
Total	47	

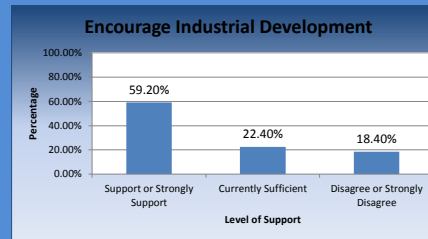
	Percentage:
Support or Strongly Support	29.80%
Currently Sufficient	17%
Disagree or Strongly Disagree	53.20%



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

	Number of Responses:	Percentage:
Strongly Support	7	14.3
Support	22	44.9
Currently Sufficient	11	22.4
Disagree	7	14.3
Strongly Disagree	2	4.1
Total	49	

	Percentage:
Support or Strongly Support	59.20%
Currently Sufficient	22.40%
Disagree or Strongly Disagree	18.40%



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."