



City of Louisville Business Satisfaction Survey Results

November 12, 2017

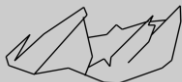


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Project Details

Objective: Understand the general satisfaction of businesses in Louisville on a number of topics assumed to be impacting them.

- Survey Open 10/27 - 11/3
- Respondents were not incentivized
- Survey was anonymous
- 200 Louisville businesses contacted via email
 - List was provided by the Office of Economic Development
 - 54 Respondents (27% response rate)
 - 100% of respondents would take the survey again
- The following charts indicate the percentage of respondents that disagree, agree, or are neutral towards a statement about Louisville given in the survey.

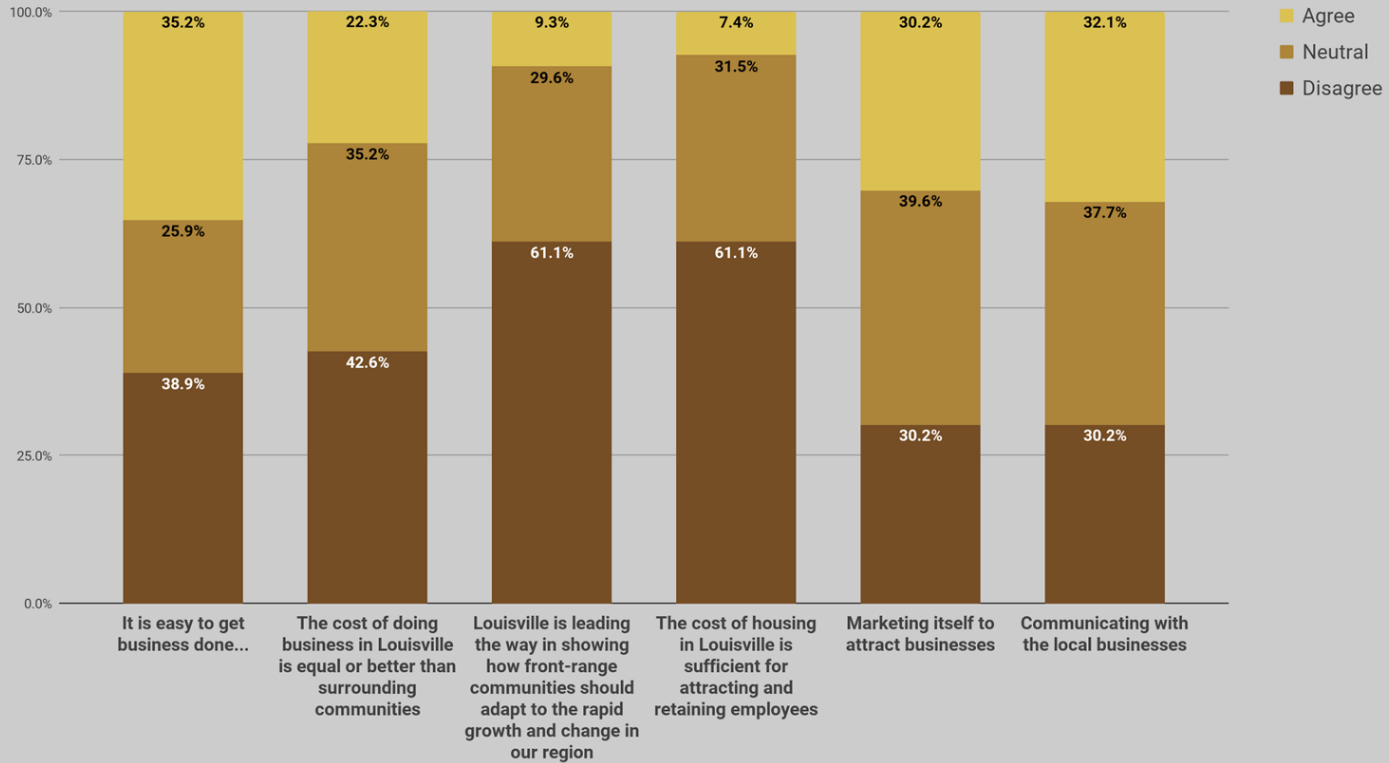


Project Details

- 92.5% are the owners/senior decision makers
- Size of businesses
 - 1-5 employees (41.5%)
 - 6-25 employees (37.7%)
 - 26+ employees (20.8%)
- Business Corridors Represented
 - Downtown Louisville (37.7%)
 - Centennial Valley/McCaslin Corridor (22.6%)
 - Colorado Technology Center (20.8%)
 - South Boulder Road Corridor (13.2%)
 - Other (5.7%)
- Industry of businesses was not asked, as it could lead to identifiable traits given the number of respondents

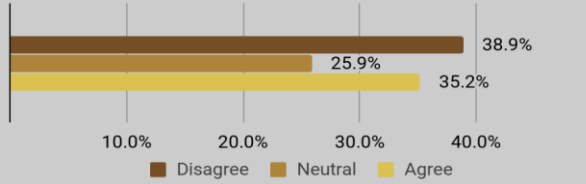


Overall Perceptions in Louisville, CO



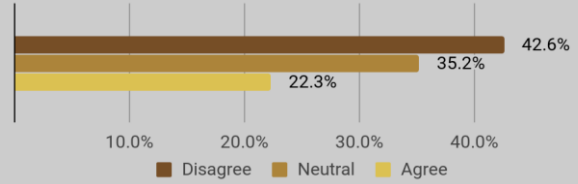
* These metrics indicate some of the key issues that business owners face, as well as the perceptions of the city of Louisville.

Ease of Doing Business



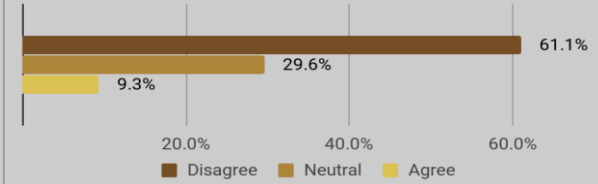
- **Q: How much do you agree with the following sentence: "It is easy to get business done in the City of Louisville."**
- Open answer sections indicate that there is a growing concern with rising rents for businesses.
- In an open response section, respondents indicated reasons to move out of Louisville included decreased regulations and fees.

Cost of Doing Business



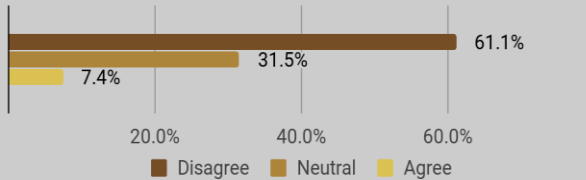
- **Q: How much do you agree with the following sentence: "It is easy to get business done in the City of Louisville."**
- Businesses in the Downtown Louisville corridor disagree with this statement, while those around McCaslin tend to agree.
- This could be related to the high rent in the downtown area.

Growth and Change



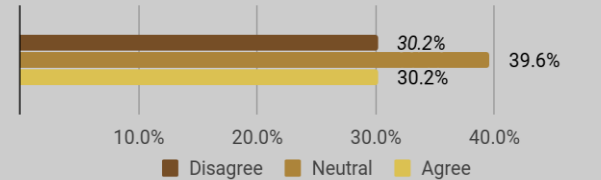
- **Q: How much do you agree with the following sentence: "Louisville is leading the way in showing how front-range communities should adapt to the rapid growth and change in our region."**
- Open answer sections have several comments encouraging growth of the city.

Cost of Housing



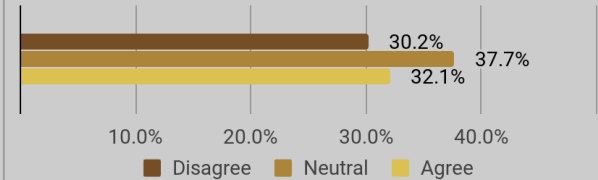
- **Q: How much do you agree with the following sentence: "the cost of housing in Louisville is sufficient for attracting and retaining employees."**
- Businesses indicated that they have a difficult time finding employees from Louisville due to the high costs of housing.

Marketing



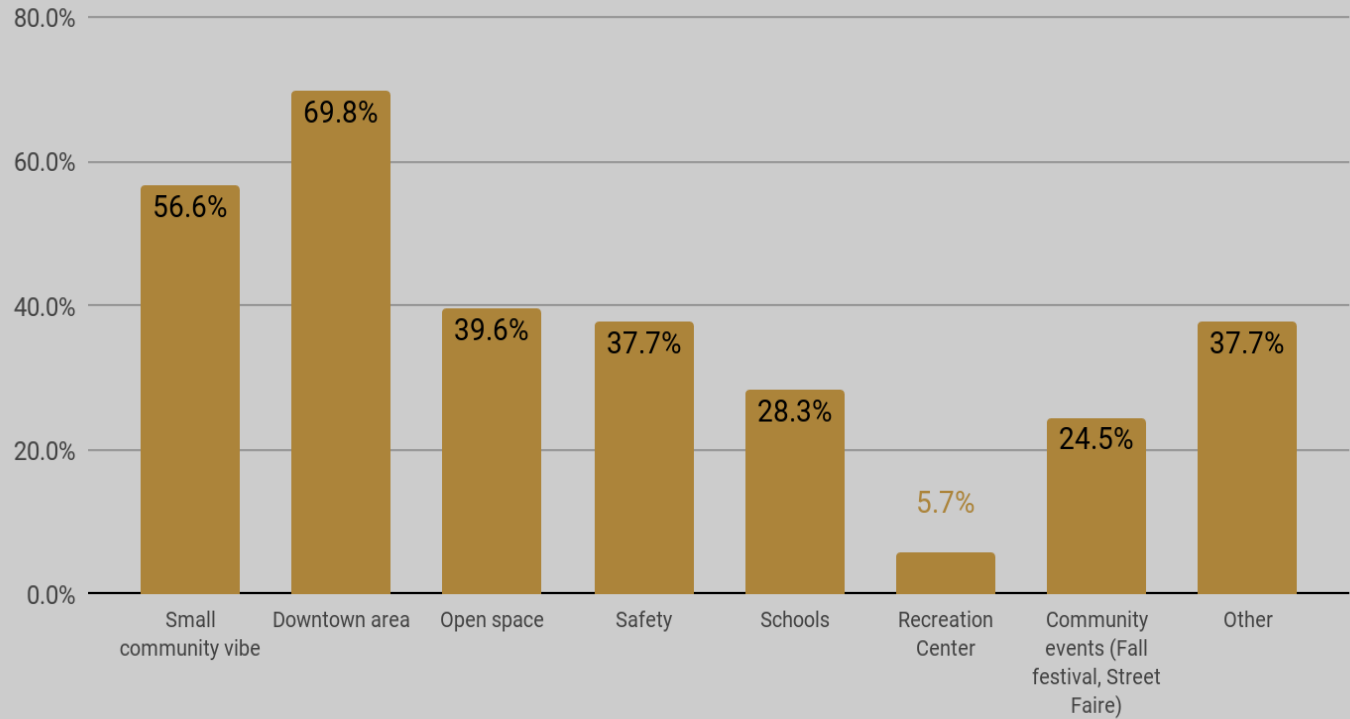
- **Q: How much do you agree with the following sentence: "Louisville does a good job of marketing itself to attract businesses."**
- The high amount of neutrals may indicate unawareness in current marketing efforts.

Communication



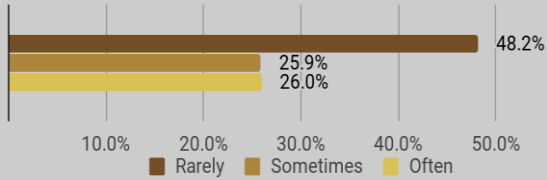
- **Q: How much do you agree with the following sentence: "the city does a good job communicating with the local businesses."**
- The high amount of neutrals may indicate unawareness in current communication efforts or communication effectiveness.

Most Important Quality of Life Factors That Keep You here



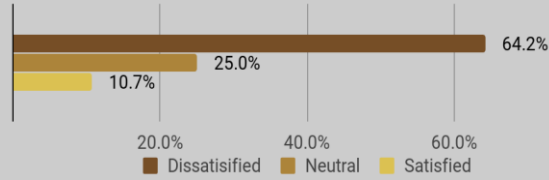
* Respondents were instructed to choose three options

Transportation Impact



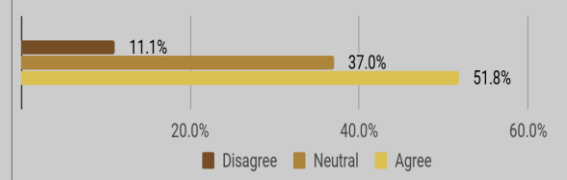
- **Q: Does Louisville's transportation infrastructure impact your business?**
- Only 10% of respondents indicated that they are affected on a daily basis.
- The downtown corridor is the most affected business district.

Transportation Satisfaction



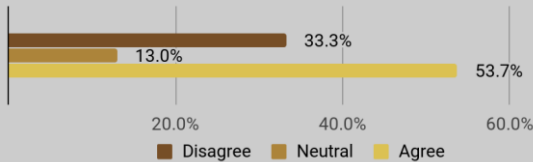
- **Q: Since you indicated you are impacted, how satisfied are you with the transportation infrastructure?**
- This question was only shown to respondents who indicated in the previous question that they were impacted.
- Open answer comments primarily revolve around a lack of parking downtown, as well as public transportation to the Colorado Technology Center, traffic on hwy 42

Education Options



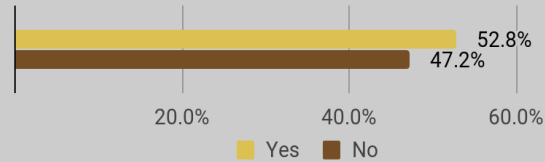
- **Q: How much do you agree with the following sentence: "the education options (daycare, elementary, middle and high school) in Louisville are sufficient for retaining and attracting my workforce."**
- There was no noticeable segment (size of business, location, etc) that tended to answer a certain way.

Retail Amenities



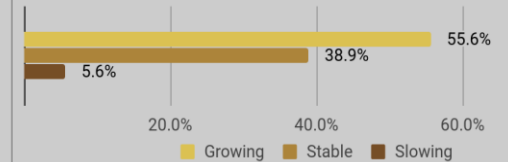
- **Q: How much do you agree with the following sentence: "the retail amenities (coffee shops, restaurants, stores, etc) are sufficient for my employees and me."**
- The downtown corridor is split between "Agree" and "Disagree".

Business Relocation



- **Q: Is there something specific which would cause you to consider moving your business from Louisville?**
- Small business owners leaned towards "No", while medium sized business owners leaned towards "Yes".
- Open answer comments primarily revolve around the high cost of rent for business, as well as taxes and regulations as reasons to move.

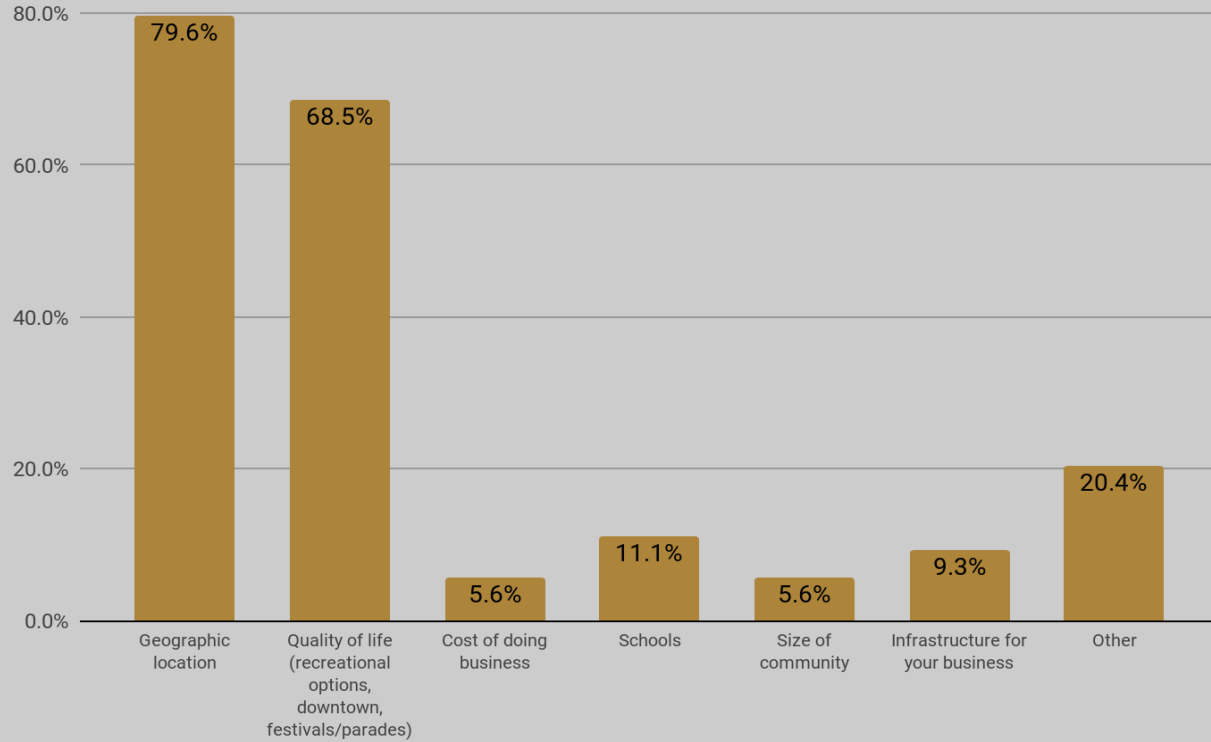
Business Outlook



- **Q: What is the current outlook for your business over the next 18 months?**
- Businesses from all corridors indicated "Stable" to "Growing"

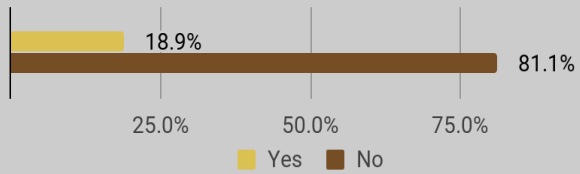


Why should a business choose Louisville?



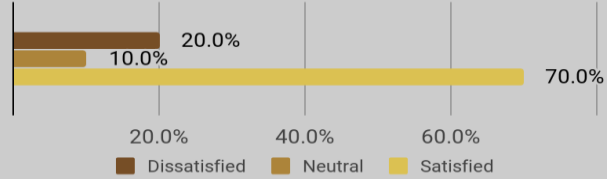
* Respondents were instructed to choose two options

Business Retention Meeting



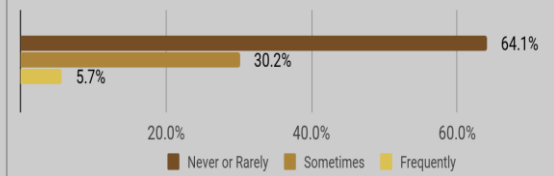
- **Q: Have you had a Business Retention meeting with the City or the Business Retention and Development (BRaD) Committee ?**

Retention Visit Satisfaction



- **Q: How satisfied are you with the retention visits?**
- This question was only shown to respondents who indicated in the previous question that they have had a business retention meeting.

Chamber Usage



- **Q: How often do you utilize resources from the Louisville Chamber of Commerce?**
- Small business respondents are the most frequent users, as well as those from the downtown business corridor.
- Large firms tend to not use these resources.

Recommendations for Future Research

- Need to grow the email database of businesses
 - City has only ~25% of businesses in email contact list
 - A contact management or CRM system would allow for more sophisticated management of contact information
 - It will be challenging to communicate other updates with a more thorough list
- Organize an in-person feedback and discussion session with local businesses
 - With the concern areas known, these sessions will be easier to facilitate
 - Consider grouping by corridor or business size
- Revisit survey questions prior to next survey fielding
 - Consider a single question about “would you recommend Louisville” (Net Promoter)
 - Remove questions where there was little to no insight or data will not change
 - Add questions and details around the areas which most impact businesses (from open comments and the in-person feedback)



Appendix



Survey Questions

1. Demographic

1. What is your role in the business?
2. What business corridor/center is your business located in?
3. Approximately how many employees do you have?
4. What is the current outlook for your business over the next 18 months?

2. Louisville Perceptions

1. How much do you agree with the following sentence: "It is easy to get business done in the city of Louisville."
2. How much do you agree with the following sentence: "The cost of doing business in Louisville is equal or better than surrounding communities."
3. How much do you agree with the following sentence: "Louisville is leading the way in showing how front-range communities should adapt to the rapid growth and change in our region."
4. Why should a business choose Louisville? (Pick 2)



Survey Questions, Continued

3. Infrastructure and Amenities

1. Does Louisville's transportation infrastructure impact your business?
 1. (If Yes to 3.1) Since you indicated you are impacted, how satisfied are you with the transportation infrastructure?
2. How much do you agree with the following sentence: "the education options (daycare, elementary, middle and high school) in Louisville are sufficient for retaining and attracting my workforce."
3. How much do you agree with the following sentence: "the cost of housing in Louisville is sufficient for attracting and retaining employees."
4. How much do you agree with the following sentence: "the retail amenities (coffee shops, restaurants, stores, etc) are sufficient for my employees and me."

4. Quality of Life

1. What are the most important quality of life factors that keep you here? (pick 3)
2. Is there something specific which would cause you to consider moving your business from Louisville?
 1. (If Yes to 4.2) Can you please elaborate on what would cause you to move your business out of Louisville? (Open Answer)



Survey Questions, Continued

5. Economic Development Office

1. Have you had a Business Retention meeting with the City or the Business Retention and Development (BRaD) Committee ?
2. How satisfied are you with the retention visits?
3. How much do you agree with the following sentence: "Louisville does a good job of marketing itself to attract businesses."
4. How much do you agree with the following sentence: "the city does a good job communicating with the local businesses."

6. Chamber of Commerce / Final Comments

1. How often do you utilize resources from the Louisville Chamber of Commerce?
2. Would you be willing to participate in future annual surveys to help us better understand what is on the minds of Louisville businesses?
3. Do you have any additional comments or requests? We promise to read them all, however cannot promise to act on all the requests immediately. (Open Answer)



Thanks For Reading

