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**2020 City of Dunedin
Business Owner/
Manager Opinion
Survey**

FINAL REPORT



Prepared for:
City of Dunedin

Prepared by:
Research Data Services, Inc.

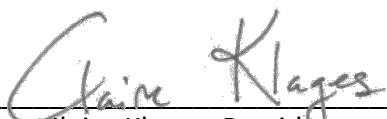
www.RDSMarketResearch.com

May 18, 2020

CERTIFICATION

RESEARCH DATA SERVICES, INC., hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. The underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing.
7. The 2020 research results detailed in the attached were obtained by **Research Data Services, Inc.** and are based on an Internet survey of 156 Dunedin businesses.



Claire Klages, President

May 18, 2020

Date

RESEARCH BACKGROUND AND METHODOLOGY

The 2020 study was undertaken at the request of the City of Dunedin City Manager's Office and the Dunedin City Commission. The survey's qualified respondents (156 surveys) represent a random sample of the general population of Dunedin businesses.

An invitation to respond to the survey was emailed to a cross section of Dunedin business owners and managers. The database included contact information provided by City staff, as well as email addresses from the Dunedin Chamber of Commerce. Links to the survey were also posted on the City's website, Facebook page, and through other channels. Additionally, a sampling of business who did not respond to the email invitation or for whom an email contact was not available were contacted by phone. This approach provided highly reliable data that assures representation across the population of Dunedin's business community. To minimize potential bias introduced by non-response, individuals who did not respond on the first contact were subjected to up to six (6) reminders.

The 2020 Dunedin Business Opinion Survey results are based on 156 interviews, completed from February 20 to May 14, 2020. Unfortunately, 36.5% of the surveys were completed after the Safer at Home order was put in place for Pinellas County to try to combat the spread of CoVID-19. Another 18.6% were completed in the two weeks prior to that decision (March 11 – 24, 2020) as the severity of the crisis was becoming known. Knowing that the pandemic has severely impacted business owners' and managers' attitudes and perceptions, in undertaking the analysis of the data we have compared surveys taken prior to March 11 with those after to assess the magnitude of the effects.

Taking into account the attitudinal gravitation, at the 95% confidence level, the standard error of the probability sample underlying this study is estimated to not exceed $\pm 4.5\%$.

EXECUTIVE SUMMARY: FINDINGS AND CONCLUSIONS

The 2020 study was developed to provide a benchmark of business owners and managers’ opinions and levels of satisfaction with City services. The data will provide input to Dunedin’s strategic planning and budgeting processes.

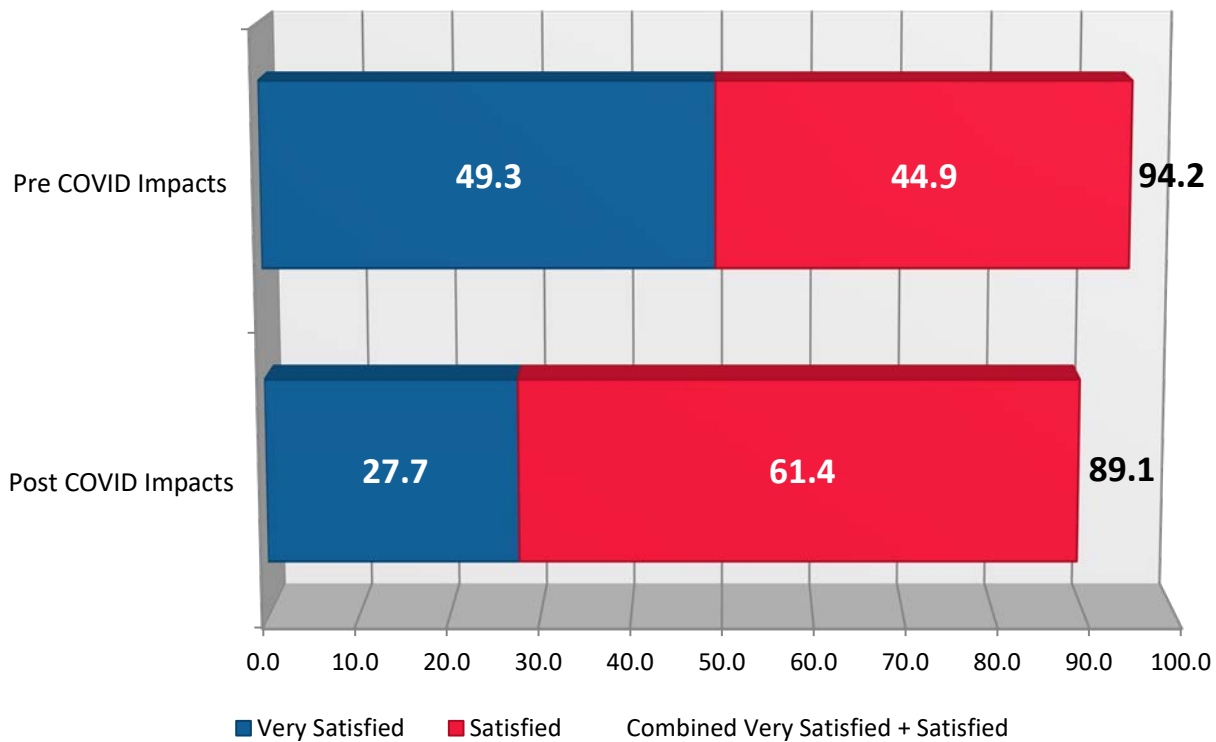
The principal findings and conclusions of the 2020 study are summarized in the following:

- Overall, half of Dunedin business owners and managers (50.6%) rate the City as an excellent place to operate a business, with an additional 44.2% rating it as “good.” Significantly, only 5.1% rate Dunedin as a below average or poor place to operate a business. Business owners’ and managers’ ratings of Dunedin are as follows (excluding “don’t know” and no answer):

Rating Category {Q2}	% Rating:	TOTAL	Completed Before/After March 11	
			Pre COVID Impacts	Post COVID Impacts
As a place to operate a business (n = 156)	Excellent	50.6%	55.7%	46.5%
	Excellent/Good	94.9	95.7	94.2
As a place to work (n = 155)	Excellent	58.1	68.1	50.0
	Excellent/Good	97.4	97.1	97.7
In terms of the overall image of the City (n = 156)	Excellent	64.7	65.7	64.0
	Excellent/Good	96.8	94.3	98.8
In terms of overall quality of life (n = 156)	Excellent	65.4	71.4	60.5
	Excellent/Good	99.4	98.6	100.0
In terms of the quality of new development (n = 155)	Excellent	34.8	37.1	32.9
	Excellent/Good	84.5	84.3	84.7
In terms of an overall feeling of safety (n = 156)	Excellent	59.6	64.3	55.8
	Excellent/Good	98.1	97.1	98.8

2. Better than one-third of Dunedin businesses are very satisfied with the level of services that they receive from the City (37.5%) and 53.9% are satisfied (excluding “don’t know” and no answer) {Q4}. Downtown business owners and managers rate their satisfaction with the level of services they receive higher than businesses located in other parts of the City (Downtown: 42.2% very satisfied; Other Areas: 34.1% very satisfied).

Satisfaction with the Level of Services Received from the City of Dunedin:



3. Business owners and managers rated the following factors relative to the importance of each in the decision to locate the business in Dunedin (excluding “don’t know” and no answer):

Rating Category {Q5}	% Rating:	TOTAL	Completed Before/After March 11	
			Pre COVID Impacts	Post COVID Impacts
Attitude of local government toward business (n = 153)	Ext. Important	57.5%	67.6%	49.4%
	Ext. Imp./Imp.	89.5	92.6	87.1
Low crime rate (n = 152)	Ext. Important	53.3	55.9	51.2
	Ext. Imp./Imp.	90.8	89.7	91.7
Overall image of the City (n = 153)	Ext. Important	48.4	53.7	44.2
	Ext. Imp./Imp.	90.8	89.6	91.9
City's focus on sustainability and care for the environment (n = 150)	Ext. Important	42.0	47.1	37.8
	Ext. Imp./Imp.	80.7	82.4	79.3
Synergistic business/ professional community (n = 150)	Ext. Important	41.3	44.8	38.6
	Ext. Imp./Imp.	82.0	83.6	80.7
Libraries, arts, historical, and cultural amenities (n = 151)	Ext. Important	40.4	41.2	39.8
	Ext. Imp./Imp.	74.2	79.4	69.9
Tourism (n = 151)	Ext. Important	39.7	36.8	42.2
	Ext. Imp./Imp.	72.2	67.6	75.9
Level of taxation (n = 147)	Ext. Important	32.7	29.9	35.0
	Ext. Imp./Imp.	68.7	70.1	67.5
Availability of quality housing (n = 149)	Ext. Important	26.2	29.4	23.5
	Ext. Imp./Imp.	71.1	72.1	70.4
Availability of skilled employees (n = 146)	Ext. Important	22.6	22.4	22.8
	Ext. Imp./Imp.	63.7	65.7	62.0
Availability of affordable housing (n = 149)	Ext. Important	22.1	25.4	19.5
	Ext. Imp./Imp.	58.4	65.7	52.4
Access to airports (n = 151)	Ext. Important	14.6	19.1	10.8
	Ext. Imp./Imp.	39.7	44.1	36.1

4. From the perspective of business owners/managers, the overall image of the city is the top factor in their decision to continue their business in Dunedin. Fully 26.2% of respondents give it “number one” precedence, with 55.9% including it in their top three ranked factors (excluding “don’t know” and no answer) (n = 145).

Influential Factors in Decision to Continue to Operate Business in Dunedin {Q6}	% Ranking as Number One Most Influential Factor	% Ranking as One of Top Three Most Influential Factors
Overall image of the City	26.2%	55.9%
Tourism	16.6	34.5
Synergistic business/professional community	13.1	33.8
Attitude of local government toward business	13.1	53.8
Level of taxation	6.9	18.6
Libraries, arts, historical, and cultural amenities	4.1	19.3
Low crime rate	3.4	21.4
Availability of affordable housing	3.4	8.3
City’s focus on sustainability and care for the environment	2.8	18.6
Availability of skilled employees	1.4	9.0
Availability of quality housing	1.4	10.3
Access to airports	0.7	2.1
Other	6.9	13.1

5. Two in five Dunedin business owners and managers (41.5%) rate the business atmosphere in Dunedin as “better” compared to two years ago and an additional 42.3% categorize it as unchanged, but good (excluding “don’t know” and no answer) {Q8} (n = 142). Downtown businesses are significantly more likely to think that the business atmosphere has improved than those located in other areas of the City (Downtown: 52.4% better; Other Areas: 32.9% better).

**Completed
Before/After March 11**

The Business Atmosphere in Dunedin Compared to Two Years Ago: {Q8}	TOTAL	Pre COVID Impacts	Post COVID Impacts
Better	41.5%	42.2%	41.0%
No change, but good	42.3	42.2	42.3
No change, but poor	3.5	1.6	5.1
Worse	12.7	14.1	11.5

6. Some 35.7% of respondents strongly agree that the mix of businesses in Dunedin helps attract customers to their business, with 48.6% agreeing (excluding “don’t know” and no answer) {Q9} (n = 140). In general, downtown businesses respond significantly more positively about the synergistic benefits of the mix of business in the City (Downtown: 50.8% strongly agree; Other Areas: 23.4% strongly agree).

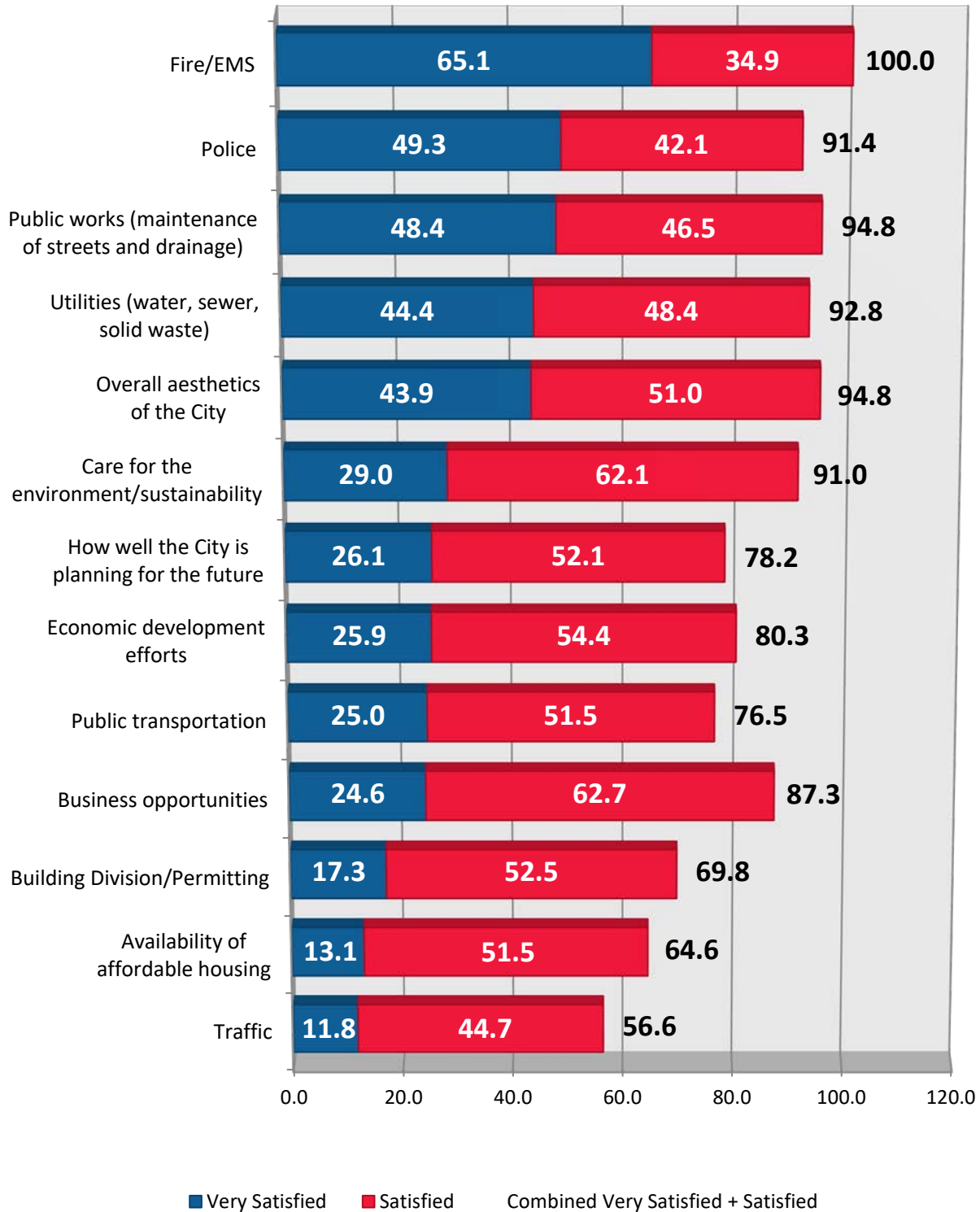
**Completed
Before/After March 11**

Agree or Disagree that the Mix of Businesses in Dunedin Helps Attract Customers to Your Business: {Q9}	TOTAL	Pre COVID Impacts	Post COVID Impacts
Strongly agree	35.7%	40.3%	32.1%
Agree	48.6	41.9	53.8
Disagree	9.3	9.7	9.0
Strongly disagree	6.4	8.1	5.1

7. In terms of major categories of city services, Dunedin receives its highest business satisfaction ratings for its Fire/EMS services, police, and public works. Similar to last year’s resident research, the availability of affordable housing and traffic have the lowest satisfaction scores. The response matrix as follows (excluding “don’t know” and no answer):

Rating Category {Q10}	% Rating:	TOTAL	Completed Before/After March 11	
			Pre COVID Impacts	Post COVID Impacts
Fire/EMS (n = 149)	Very Satisfied	65.1%	71.0%	60.0%
	Very Sat./Sat.	100.0	100.0	100.0
Police (n = 152)	Very Satisfied	49.3	52.2	47.0
	Very Sat./Sat.	91.4	89.9	92.8
Public works (maintenance of streets and drainage) (n = 155)	Very Satisfied	48.4	59.4	39.5
	Very Sat./Sat.	94.8	97.1	93.0
Utilities (water, sewer, solid waste) (n = 153)	Very Satisfied	44.4	55.1	35.7
	Very Sat./Sat.	92.8	94.2	91.7
Overall aesthetics of the City (n = 155)	Very Satisfied	43.9	45.7	42.4
	Very Sat./Sat.	94.8	92.9	96.5
Care for the environment/sustainability (n = 145)	Very Satisfied	29.0	30.3	27.8
	Very Sat./Sat.	91.0	87.9	93.7
How well the City is planning for the future (n = 142)	Very Satisfied	26.1	27.3	25.0
	Very Sat./Sat.	78.2	81.8	75.0
Economic development efforts (n = 147)	Very Satisfied	25.9	35.3	17.7
	Very Sat./Sat.	80.3	82.4	78.5
Public transportation (n = 132)	Very Satisfied	25.0	30.2	20.3
	Very Sat./Sat.	76.5	69.8	82.6
Business opportunities (n = 142)	Very Satisfied	24.6	31.3	18.7
	Very Sat./Sat.	87.3	86.6	88.0
Building Division/Permitting (n = 139)	Very Satisfied	17.3	21.2	13.7
	Very Sat./Sat.	69.8	71.2	68.5
Availability of affordable housing (n = 130)	Very Satisfied	13.1	14.1	12.1
	Very Sat./Sat.	64.6	59.4	69.7
Traffic (n = 152)	Very Satisfied	11.8	14.5	9.6
	Very Sat./Sat.	56.6	49.3	62.7

Business Satisfaction with Dunedin in terms of:



8. In terms of City efforts to support the business community, business owners and managers express the highest levels of satisfaction with the creation of attractions and events and keeping City streets and public areas clean. The lowest satisfaction ratings are with traffic congestion and road conditions. The specific satisfaction ratings are as follows (excluding “don’t know” and no answer):

Rating Category {Q12}	% Rating:	TOTAL	Completed Before/After March 11	
			Pre COVID Impacts	Post COVID Impacts
Create attractions/events to bring in residents from surrounding cities (n = 149)	Very Satisfied	48.3%	52.2%	45.1%
	Very Sat./Sat.	90.6	88.1	92.7
Clean City streets and public areas (n = 151)	Very Satisfied	48.3	52.9	44.6
	Very Sat./Sat.	90.1	91.2	89.2
Collect litter on City streets (n = 153)	Very Satisfied	43.8	47.1	41.0
	Very Sat./Sat.	91.5	91.4	91.6
Attract tourists/visitors to the City (n = 148)	Very Satisfied	38.5	48.5	30.0
	Very Sat./Sat.	89.9	86.8	92.5
Provide lighting in commercial areas (n = 144)	Very Satisfied	30.6	32.8	28.6
	Very Sat./Sat.	88.9	86.6	90.9
Retain existing businesses in Dunedin (n = 135)	Very Satisfied	28.9	32.8	25.4
	Very Sat./Sat.	85.2	90.6	80.3
Attract new businesses to Dunedin (n = 137)	Very Satisfied	27.7	34.4	21.9
	Very Sat./Sat.	82.5	84.4	80.8
Support business growth and development (n = 142)	Very Satisfied	26.1	32.3	20.8
	Very Sat./Sat.	77.5	83.1	72.7
Improve road conditions (n = 145)	Very Satisfied	14.5	16.4	12.8
	Very Sat./Sat.	79.3	79.1	79.5
Ease traffic congestion (n = 144)	Very Satisfied	13.2	16.7	10.3
	Very Sat./Sat.	59.7	59.1	60.3

9. From the perspective of business owners/managers, retaining existing businesses and supporting business growth and development are the most important services the City can offer their business community (excluding “don’t know” and no answer) (n = 147).

Most Important City Efforts for Businesses {Q13}	% Ranking as Number One Most Important Effort	% Ranking as One of Top Three Most Important Efforts
Retain existing businesses in Dunedin	29.3%	60.5%
Support business growth and development	27.2	66.7
Attract tourists/visitors to the City	19.7	42.2
Attract new businesses to Dunedin	9.5	27.9
Create attractions/events to bring in residents from surrounding cities	7.5	37.4
Ease traffic congestion	4.1	25.9
Clean City streets and public areas	1.4	19.7
Improve road conditions	1.4	7.5
Provide lighting in commercial areas	--	6.1
Collect litter on City streets	--	1.4
Other	--	2.0

10. In terms of City codes and regulations, the specific satisfaction ratings are as follows (excluding “don’t know” and no answer):

Rating Category {Q15}	% Rating:	TOTAL	Completed Before/After March 11	
			Pre COVID Impacts	Post COVID Impacts
Zoning codes (n = 132)	Very Satisfied	18.2%	23.8%	13.0%
	Very Sat./Sat.	75.0	79.4	71.0
Landscaping codes (n = 133)	Very Satisfied	21.1	25.4	17.1
	Very Sat./Sat.	83.5	82.5	84.3
Business sign regulations (n = 137)	Very Satisfied	15.3	24.2	8.0
	Very Sat./Sat.	63.5	67.7	60.0
Business parking regulations (n = 132)	Very Satisfied	20.5	26.2	15.5
	Very Sat./Sat.	78.0	77.0	78.9

Although downtown business are more likely to be “very satisfied” with Dunedin codes and regulations, they express significantly less overall satisfaction with signage and parking regulations than businesses in other areas of the City.

Rating Category {Q15}	% Rating:	Location		
		TOTAL	Downtown	Other Areas
Zoning codes (n = 132)	Very Satisfied	18.2%	26.8%	11.8%
	Very Sat./Sat.	75.0	76.8	73.7
Landscaping codes (n = 133)	Very Satisfied	21.1	27.3	16.7
	Very Sat./Sat.	83.5	85.5	82.1
Business sign regulations (n = 137)	Very Satisfied	15.3	19.7	11.8
	Very Sat./Sat.	63.5	54.1	71.1
Business parking regulations (n = 132)	Very Satisfied	20.5	24.6	17.3
	Very Sat./Sat.	78.0	71.9	82.7

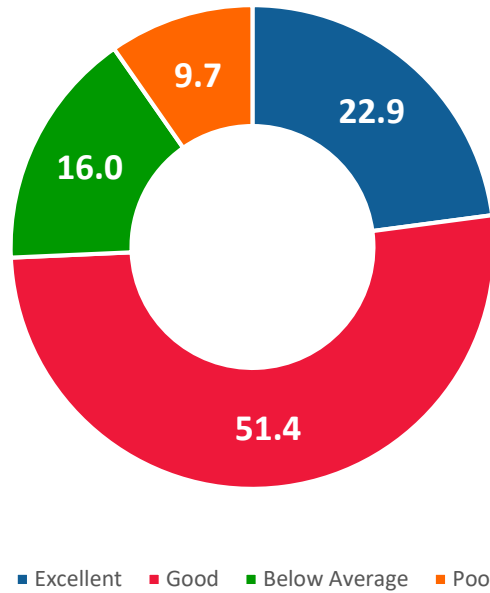
11. Less than one-third of businesses (30.7%) think the City is growing too quickly. The survey responses are as follows (excluding “don’t know” and no answer) {Q19} (n = 154)

The City of Dunedin: {Q19}	TOTAL	Completed Before/After March 11	
		Pre COVID Impacts	Post COVID Impacts
Is growing and developing too quickly	30.7%	25.0%	35.4%
Has the right amount of growth and development	58.7	64.7	53.7
Is not growing and developing quickly enough	10.7	10.3	11.0

Downtown businesses (20.3%) are significantly less likely to think the City is growing too quickly (Other areas: 38.4%).

12. Three out of four Dunedin businesses (74.3%) rate the City’s communications as excellent or good (excluding “don’t know,” “none,” and no answer) (n = 144).

Rating of City Communications



13. Overall for businesses, the City’s website (62.2%), social media outreach (58.1%), as well as the City’s e-Notify program (41.9%) are cited as the most prominent information sources about the City (excluding “don’t know,” “none,” and no answer) (n = 148).

Information sources about the City of Dunedin {Q23}	% Citing Using Information Source
The City of Dunedin’s website: <i>dunedingov.com</i>	62.2%
The City of Dunedin on social media	58.1
Dunedin’s E-Notify Program	41.9
The Dunedin Beacon	27.0
Your City @ Work monthly newsletter	26.4
Dunedin TV (Channel 15)	15.5
The Dunedin Orange	12.2
The Patch.com/Florida/Dunedin	8.1

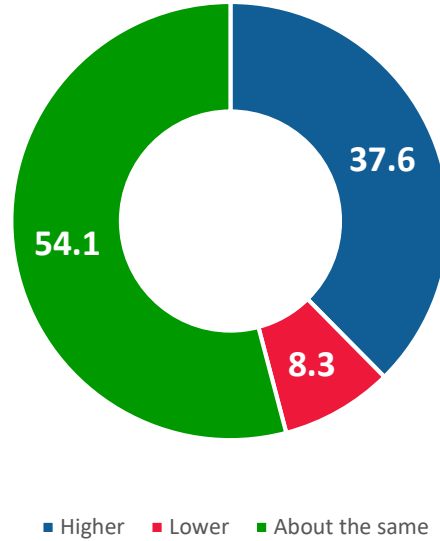
Other communication vehicles volunteered as good ways to communicate with the City’s business community include the Chamber of Commerce; the Downtown Dunedin Merchants Association (DDMA) meetings, newsletter, and emails; direct mail; the Open Communications 2020 Facebook group; other Facebook groups; city emails; and personal visits.

- 14. Overall 91.6% of business owners and managers report having used dunedingov.com {Q24} (n = 154).
- 15. One in five Dunedin business owners/managers (21.8%) is not or does not know if they are interested in transacting business with the City on-line {Q25}. Of those business who would like to conduct business with the City on-line, the following services generate the most interest (excluding “don’t know,” “none,” and no answer) (n = 122):

Information sources about the City of Dunedin {Q25}	% Citing Interest In Transacting Business with the City On-line
Pay utility bills	74.6%
Business tax receipt renewal	74.6
Permitting	72.1
Incident reporting (i.e., sewer or water line breaks)	57.4
Start/cancel/suspend utilities services	56.6
Apply for business tax receipt	55.7
Parks and Rec room reservations	50.8
Other	5.7

- 16. Nearly a third of Dunedin business owners and managers (30.1%) don’t have an opinion about the City’s property taxes relative to surrounding communities. The following are the responses of those who could form an opinion (excluding “don’t know” and no answer) (n = 109).

Dunedin Property Taxes Compared to Surrounding Communities



- 17. Dunedin businesses estimate that approximately 50.8% of their employees reside in the City {Q36} (n = 139)
- 18. The COVID-19 crisis has significantly impacted Dunedin businesses’ plans for potential expansion or relocation {Q37} (n = 152)

Business considering: {Q37}	TOTAL	Completed Before/After March 11	
		Pre COVID Impacts	Post COVID Impacts
Expanding in the City of Dunedin	34.9%	45.7%	25.6%
Relocating to another location in Dunedin	5.9	5.7	6.1
Relocating to another location outside of Dunedin	5.9	5.7	6.1
Downsizing	2.6	1.4	3.7
Closing	4.6	2.9	6.1
Don't know/unsure	19.1	11.4	25.6
None of the above	38.8	38.6	39.0

APPENDIX:
Survey Instrument

2020 Dunedin Business Owner/Manager Opinion Survey

Thank you for participating in our survey. Your feedback is important.

1. Does your company conduct business in the City of Dunedin *(that is, either operate a business within the City limits or have a location outside of the City, but do business in Dunedin)?*

Yes No

2. Overall, how do you rate the City of Dunedin:

	Excellent	Good	Below Average	Poor	Don't Know
As a place to operate a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a place to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In terms of the overall image of the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In terms of overall quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In terms of the quality of new development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In terms of an overall feeling of safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. If "below average" or "poor," please provide some details or insights as to why you say that.

4. And how satisfied are you with the level of services that you receive from the City?

Very satisfied Very dissatisfied
 Satisfied Don't know
 Dissatisfied

5. Please indicate how important each of the following factors was in contributing to the decision to locate your business in Dunedin:

	Extremely Important	Important	Less important	Not at All Important	Don't Know
Overall image of the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low crime rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of skilled employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of taxation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of quality housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Synergistic business/professional community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries, arts, historical and cultural amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude of local government toward business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City's focus on sustainability and care for the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other -- Please Specify

6. And which three of the above factors will be most influential in your business' decision to continue operations in the City of Dunedin?

2020 Dunedin Business Owner/Manager Opinion Survey

7. What does Dunedin uniquely offer you as a business?

8. Which of the following best describes the business atmosphere in Dunedin compared to two years ago:

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Better | <input type="checkbox"/> Worse |
| <input type="checkbox"/> No change, but good | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> No change, but poor | |

9. Would you agree or disagree that the mix of businesses in Dunedin helps attract customers to your business?

- | | |
|---|--|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Agree | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Disagree | |

10. As a Dunedin business owner/manager, how satisfied are you with the City in terms of:

	Very Satisfied	Satisfied	Dis-satisfied	Very Dis-satisfied	Don't Know
Police	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire/EMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public works <i>(maintenance of streets and drainage)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall aesthetics of the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilities <i>(water, sewer, solid waste)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building Division/Permitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care for the environment/sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How well the City is planning for the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. If "dissatisfied" or "very dissatisfied," why do you say that?

12. How satisfied is your business with the City's efforts to:

	Very Satisfied	Satisfied	Dis-satisfied	Very Dis-satisfied	Don't Know
Retain existing business in Dunedin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attract new business to Dunedin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support business growth and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attract tourists/visitors to the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide lighting in commercial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve road conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create attractions/events to bring residents from surrounding cities into Dunedin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean City streets and public areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collect litter on City streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. In your opinion, which three of the above are most important to your business? *(Please rank from Question 12.)*

14. Please share with us any specific areas of concern with the City's infrastructure and maintenance.

2020 Dunedin Business Owner/Manager Opinion Survey

15. How satisfied is your business with the City's:

	Very Satisfied	Satisfied	Dis-satisfied	Very Dis-satisfied	Don't Know
Zoning codes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping codes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business sign regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business parking regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. If "dissatisfied" or "very dissatisfied," please explain why you say that.

17. Do you have any suggestions for how the City could drive more business to Dunedin merchants during the off season?

18. Which City events impact your business the most, either positively or negatively, and why?

19. And do you think that the City of Dunedin:

- Is growing and developing too quickly
- Has the right amount of growth and development
- Is not growing and developing quickly enough
- Don't know

20. Why do you say that?

21. Overall, how would you rate the job the City of Dunedin does in communicating with business owners/managers?

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Poor |
| <input type="checkbox"/> Good | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Below Average | |

22. If "below average" or "poor," how can the City improve its communications with the Dunedin business community?

23. What are the best ways for the City of Dunedin to communicate with you? *(Please mark all that apply.)*

- | | |
|--|--|
| <input type="checkbox"/> The City's website: dunedingov.com | <input type="checkbox"/> Dunedin's E-Notify Program |
| <input type="checkbox"/> Your City @ Work monthly newsletter | <input type="checkbox"/> The Dunedin Beacon |
| <input type="checkbox"/> Dunedin TV (<i>Channel 15</i>) | <input type="checkbox"/> The Dunedin Orange |
| <input type="checkbox"/> City of Dunedin on Social Media (<i>e.g., Facebook, Twitter, YouTube, etc.</i>) | <input type="checkbox"/> The Patch.com/Florida/Dunedin |
| | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Don't know |
| | <input type="checkbox"/> None |

Other -- Please Specify

24. Have you used the City of Dunedin's website: dunedingov.com?

- | | |
|------------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> No | |

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25. What services would you be interested in transacting with the City on-line? *(Please mark all that apply.)*

- | | |
|---|--|
| <input type="checkbox"/> Permitting | <input type="checkbox"/> Business tax receipt renewal |
| <input type="checkbox"/> Start/cancel/suspend utilities services | <input type="checkbox"/> Parks & Rec room reservations |
| <input type="checkbox"/> Pay utility bills | <input type="checkbox"/> Other |
| <input type="checkbox"/> Incident reporting <i>(i.e., sewer or water line breaks)</i> | <input type="checkbox"/> None |
| <input type="checkbox"/> Apply for business tax receipt | <input type="checkbox"/> Don't know |

Other -- Please Specify

26. Based on what you know, would you say the City of Dunedin's property taxes are higher, lower, or about the same as surrounding communities?

- | | |
|---------------------------------|---|
| <input type="checkbox"/> Higher | <input type="checkbox"/> About the same |
| <input type="checkbox"/> Lower | <input type="checkbox"/> Don't know |

27. All things considered, what would you tell a colleague about the City of Dunedin as a place to run a business?

28. What one issue or challenge does Dunedin need to prioritize for the future health of the business community?

29. In your opinion, what types of businesses are under-represented or would be a good fit in Dunedin's economic landscape? In what areas should the City focus their economic development efforts?

30. What kind of impact, if any, do Dunedin assets like the Toronto Blue Jays, Clearwater Ferry, Jolley Trolley, Pinellas Trail, etc. have on your business?

Just a few classification questions:

31. Please classify your organization/business:

- | | |
|---|--|
| <input type="checkbox"/> Construction | <input type="checkbox"/> Professional and business services |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Educational services |
| <input type="checkbox"/> Other goods producing | <input type="checkbox"/> Health care and social assistance |
| <input type="checkbox"/> Wholesale trade | <input type="checkbox"/> Arts, entertainment, and recreation |
| <input type="checkbox"/> Retail trade | <input type="checkbox"/> Accommodation |
| <input type="checkbox"/> Transportation and warehousing | <input type="checkbox"/> Food services and drinking places |
| <input type="checkbox"/> Utilities | <input type="checkbox"/> Other services |
| <input type="checkbox"/> Information <i>(including publishing and telecommunications)</i> | <input type="checkbox"/> Not classified |
| <input type="checkbox"/> Finance and insurance | |
| <input type="checkbox"/> Real estate, rental, and leasing | |

32. And how long has the business been in operation in the City of Dunedin?

- | | |
|---|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 11 - 20 years |
| <input type="checkbox"/> 1 - 2 years | <input type="checkbox"/> 21 years or longer |
| <input type="checkbox"/> 3 - 5 years | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> 6 - 10 years | |

33. Is the business located:

- | | |
|---|---|
| <input type="checkbox"/> Downtown | <input type="checkbox"/> Martin Luther King Industrial Area |
| <input type="checkbox"/> In the S.R. 580 corridor | <input type="checkbox"/> Alternate 19 |
| <input type="checkbox"/> Causeway corridor | <input type="checkbox"/> Outside of Dunedin, but conduct business in the City |
| <input type="checkbox"/> Patricia Avenue corridor | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Douglas | |

Other -- Please Specify

2020 Dunedin Business Owner/Manager Opinion Survey

34. And is your business location:

- Rented/leased Owner occupied

35. How many full time and part time employees does your business currently employ in Dunedin?

Full time.....

--	--	--	--	--

Part time.....

--	--	--	--	--

36. And approximately what percentage of your employees reside in the City of Dunedin?

--	--	--

37. Over the next 12 months, is your business considering any of the following: *(Please mark all that apply.)*

- Expanding your business in Dunedin *(Go to Q39)*
- Relocating to another location in Dunedin
- Relocating to another location outside of Dunedin
- Downsizing
- Closing
- Don't know/unsure *(Go to Q39)*
- None of the above *(Go to Q39)*

38. Why do you say that?

39. Do you belong to the: *(Please mark all that apply.)*

- Dunedin Chamber of Commerce
- Downtown Dunedin Merchants Association
- Florida Business Incubator (FBI)
- Visit Dunedin
- Other

Other -- Please Specify

40. What was your business' total revenue over the past 12 months?

- | | |
|--|--|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$10,000 - \$24,999 | <input type="checkbox"/> \$200,000 - \$499,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$500,000 - \$1,000,000 |
| <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> More than \$1,000,000 |
| <input type="checkbox"/> \$75,000 - \$99,999 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> \$100,000 - \$149,999 | |

41. Please share any other thoughts or ideas that would be helpful to City leadership.

**Thank you very much for your time and cooperation!
If you would like to learn more about this survey,
please contact Lael Giebel, Assistant to the City
Manager, City of Dunedin (727) 298-2755 or visit the
web at: dunedingov.com.**

Business name:

Physical business address: