

RESEARCH DATA SERVICES, INC.

2612 WEST LYKES COURT
TAMPA, FLORIDA 33611
TEL (813) 254-2975

**2023 City of Dunedin
Business Opinion
Survey**

FINAL REPORT



Prepared for:
City of Dunedin

Prepared by:
Research Data Services, Inc.

www.RDSMarketResearch.com

July 14, 2023

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 2023 research results detailed in the attached were obtained by **Research Data Services, Inc.** and are based on an Internet survey of 147 Dunedin businesses.



Claire Klages, President

July 14, 2023

Date

RESEARCH BACKGROUND AND METHODOLOGY

The 2023 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 (147 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 the Dunedin community. The database included contact information provided by City staff, email addresses from the Dunedin Chamber of Commerce, email addresses from Research Data Services' database, and email addresses purchased from a list provider. Links to the survey were also posted on the City's website, newsletter, 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 2023 Dunedin Business Opinion Survey results are based on 147 interviews, completed from May 9 to July 7, 2023. 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 $\pm 5.0\%$.

EXECUTIVE SUMMARY: FINDINGS AND CONCLUSIONS

The 2023 study was developed to provide a benchmark of the Dunedin business community’s 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 2023 study are summarized in the following:

- Overall, half of Dunedin’s business community (52.4%) rate the City as an excellent place to operate a business, with an additional 40.0% rating it as “good.” Significantly, only 7.6% rate Dunedin as a below average place to operate a business. Business community ratings of Dunedin are as follows (excluding “don’t know” and no answer):

Rating Category {Q2}	% Rating:	2020	2023
As a place to operate a business (n = 145)	Excellent	50.6%	52.4%
	Excellent/Good	94.9	92.4
As a place to work (n = 143)	Excellent	58.1	60.1
	Excellent/Good	97.4	98.6
In terms of the overall image of the City (n = 145)	Excellent	64.7	60.0
	Excellent/Good	96.8	95.9
In terms of overall quality of life (n = 145)	Excellent	65.4	59.3
	Excellent/Good	99.4	97.9
In terms of the quality of new development (n = 143)	Excellent	34.8	36.4
	Excellent/Good	84.5	82.5
In terms of an overall feeling of safety (n = 145)	Excellent	59.6	67.6
	Excellent/Good	98.1	97.2
In terms of overall aesthetics (n = 145)	Excellent	N/A	54.5
	Excellent/Good	N/A	93.8

- In terms of major categories of city services, Dunedin receives its highest business satisfaction ratings for its Fire/EMS services, utilities, police, walkability, and public works. While most rating categories show an upwards trend in satisfaction from 2020, availability of affordable housing posts a significant downturn. The response matrix as follows (excluding “don’t know” and no answer):

Rating Category {Q10}	% Rating:	2020	2023
Fire/EMS (n = 138)	Very Satisfied	65.1%	71.0%
	Very Sat./Sat.	100.0	100.0
Utilities (water, sewer, solid waste) (n = 143)	Very Satisfied	44.4	53.8
	Very Sat./Sat.	92.8	98.6
Police (n = 143)	Very Satisfied	49.3	56.6
	Very Sat./Sat.	91.4	94.4
Walkability (n = 144)	Very Satisfied	N/A	47.9
	Very Sat./Sat.	N/A	94.4
Public works (maintenance of streets and drainage) (n = 143)	Very Satisfied	48.4	48.3
	Very Sat./Sat.	94.8	93.7
Care for the environment/ sustainability (n = 133)	Very Satisfied	29.0	33.8
	Very Sat./Sat.	91.0	91.0
Business opportunities (n = 139)	Very Satisfied	24.6	28.8
	Very Sat./Sat.	87.3	84.2
Economic development efforts (n = 137)	Very Satisfied	25.9	32.1
	Very Sat./Sat.	80.3	82.5
How well the City is planning for the future (n = 125)	Very Satisfied	26.1	25.6
	Very Sat./Sat.	78.2	76.8
Public transportation (n = 127)	Very Satisfied	25.0	23.6
	Very Sat./Sat.	76.5	75.6
Traffic (n = 147)	Very Satisfied	11.8	12.9
	Very Sat./Sat.	56.6	67.3
Code enforcement (n = 129)	Very Satisfied	N/A	17.8
	Very Sat./Sat.	N/A	65.1
Building Division/Permitting (n = 123)	Very Satisfied	17.3	21.1
	Very Sat./Sat.	69.8	64.2
Parking (n = 143)	Very Satisfied	N/A	11.2
	Very Sat./Sat.	N/A	62.2
Availability of affordable housing (n = 130)	Very Satisfied	13.1	11.5
	Very Sat./Sat.	64.6	39.2

3. In terms of City efforts to support the business community, Dunedin businesses express the highest levels of satisfaction with collecting litter and keeping City streets and public areas clean. The lowest satisfaction ratings are for traffic congestion. The specific satisfaction ratings are as follows (excluding “don’t know” and no answer):

Rating Category {Q12}	% Rating:	2020	2023
Collect litter on City streets (n = 140)	Very Satisfied	43.8%	55.0%
	Very Sat./Sat.	91.5	95.7
Clean City streets and public areas (n = 141)	Very Satisfied	48.3	53.2
	Very Sat./Sat.	90.1	95.7
Provide lighting in commercial areas (n = 137)	Very Satisfied	30.6	40.1
	Very Sat./Sat.	88.9	91.2
Attract tourists/visitors to the City (n = 142)	Very Satisfied	38.5	44.4
	Very Sat./Sat.	89.9	90.1
Create attractions/events to bring in residents from surrounding cities (n = 144)	Very Satisfied	48.3	53.5
	Very Sat./Sat.	90.6	88.9
Retain existing businesses in Dunedin (n = 126)	Very Satisfied	28.9	34.9
	Very Sat./Sat.	85.2	84.1
Attract new businesses to Dunedin (n = 121)	Very Satisfied	27.7	29.8
	Very Sat./Sat.	82.5	82.6
Improve road conditions (n = 137)	Very Satisfied	14.5	20.4
	Very Sat./Sat.	79.3	77.4
Support business growth and development (n = 127)	Very Satisfied	26.1	29.9
	Very Sat./Sat.	77.5	74.0
Ease traffic congestion (n = 138)	Very Satisfied	13.2	13.8
	Very Sat./Sat.	59.7	63.0

4. From the perspective of the Dunedin business community, retaining existing businesses and supporting business growth and development are the most important services the City can offer area businesses (excluding “don’t know” and no answer) (n = 135).

Most Important City Efforts for Businesses {Q13}	% Ranking as Number One Most Important Effort		% Ranking as One of Top Three Most Important Efforts	
	2020	2023	2020	2023
Retain existing businesses in Dunedin	29.3%	27.4%	60.5%	54.1%
Support business growth and development	27.2	26.7	66.7	68.1
Attract tourists/visitors to the City	19.7	18.5	42.2	36.3
Ease traffic congestion	4.1	11.9	25.9	36.3
Attract new businesses to Dunedin	9.5	5.2	27.9	25.2
Create attractions/events to bring in residents from surrounding cities	7.5	5.2	37.4	28.9
Clean City streets and public areas	1.4	3.0	19.7	17.0
Collect litter on City streets	--	0.7	1.4	4.4
Improve road conditions	1.4	--	7.5	12.6
Provide lighting in commercial areas	--	--	6.1	6.7
Other	--	1.5	2.0	6.7

5. Better than one-third of Dunedin businesses are very satisfied with the level of services that they receive from the City (37.5%) and 53.5% are satisfied (2020 very satisfied: 37.5%; satisfied: 53.9%) (excluding “don’t know” and no answer) {Q4} (n = 144).

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

Rating Category {Q5}	% Rating:	2020	2023
Attitude of local government toward business (n = 139)	Ext. Important	57.5%	69.8%
	Ext. Imp./Imp.	89.5	93.5
Low crime rate (n = 141)	Ext. Important	53.3	64.5
	Ext. Imp./Imp.	90.8	95.0
Overall image of the City (n = 141)	Ext. Important	48.4	63.8
	Ext. Imp./Imp.	90.8	92.9
Tourism (n = 141)	Ext. Important	39.7	47.5
	Ext. Imp./Imp.	72.2	80.1
City’s focus on sustainability and care for the environment (n = 139)	Ext. Important	42.0	37.4
	Ext. Imp./Imp.	80.7	72.7
Synergistic business/ professional community (n = 138)	Ext. Important	41.3	35.5
	Ext. Imp./Imp.	82.0	87.0
Libraries, arts, historical, and cultural amenities (n = 137)	Ext. Important	40.4	32.8
	Ext. Imp./Imp.	74.2	74.5
Level of taxation (n = 138)	Ext. Important	32.7	31.2
	Ext. Imp./Imp.	68.7	71.0
Availability of skilled employees (n = 133)	Ext. Important	22.6	30.8
	Ext. Imp./Imp.	63.7	63.2
Availability of quality housing (n = 138)	Ext. Important	26.2	24.6
	Ext. Imp./Imp.	71.1	68.8
Availability of affordable housing (n = 134)	Ext. Important	22.1	19.4
	Ext. Imp./Imp.	58.4	56.0
Access to airports (n = 140)	Ext. Important	14.6	12.9
	Ext. Imp./Imp.	39.7	44.3

7. From the perspective of the Dunedin business community, the overall image of the city remains the top factor in their decision to continue their business in the city. Fully 26.5% of respondents give it “number one” precedence, with 50.0% including it in their top three ranked factors (*excluding “don’t know” and no answer*) (n = 136).

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	
	2020	2023	2020	2023
Overall image of the City	26.2%	26.5%	55.9%	50.0%
Tourism	16.6	12.5	34.5	27.9
Synergistic business/professional community	13.1	8.1	33.8	33.1
Attitude of local government toward business	13.1	23.5	53.8	61.0
Level of taxation	6.9	5.9	18.6	22.1
Libraries, arts, historical, and cultural amenities	4.1	2.9	19.3	16.9
Low crime rate	3.4	6.6	21.4	29.4
Availability of affordable housing	3.4	5.9	8.3	13.2
City’s focus on sustainability and care for the environment	2.8	0.7	18.6	12.5
Availability of skilled employees	1.4	2.9	9.0	11.8
Availability of quality housing	1.4	0.7	10.3	8.1
Access to airports	0.7	--	2.1	0.7
Other	6.9	3.7	13.1	10.3

8. With only 1.4% of respondents citing that there are no particular qualities that Dunedin uniquely offers its businesses, the commercial community agrees that the City is special. The small town feel; safe environment; charming, walkable downtown; high quality of life; and sense of community are the most frequently cited unique Dunedin attributes (excluding “don’t know” and no answer) (n = 146).

Dunedin’s unique offerings to businesses:
{Q7}

	2023
Small town feel	69.2%
Safe environment	65.8
Charming, walkable downtown	65.1
High quality of life	64.4
Spirit/sense of community	62.3
Demographics that align with my business	52.7
Pinellas Trail	47.3
Events	45.9
Tourism	45.2
Active business community	42.5
Arts and culture	38.4
Spring Training	38.4
Chamber of Commerce	36.3
Access to water	31.5
Partnership with City leaders/government	27.4
Location in a bigger metropolitan area	26.7
History	24.0
Business synergy	21.2
High retail demand	20.5

9. Better than four out of five Dunedin businesses (85.2%) rate the business atmosphere in Dunedin as “better” or “unchanged, but good” compared to two years ago (2020: 83.8%) (excluding “don’t know” and no answer) (n = 129).

The Business Atmosphere in Dunedin Compared to Two Years Ago: {Q8}	2020	2023
Better	41.5%	33.3%
No change, but good	42.3	51.9
No change, but poor	3.5	5.4
Worse	12.7	9.3

10. Some 26.6% of respondents strongly agree that the mix of businesses in Dunedin helps attract customers to their business, with 57.3% agreeing (excluding “don’t know” and no answer) (n = 124).

Agree or Disagree that the Mix of Businesses in Dunedin Helps Attract Customers to Your Business: {Q9}	2020	2023
Strongly agree	35.7%	26.6%
Agree	48.6	57.3
Disagree	9.3	13.7
Strongly disagree	6.4	2.4

11. Unsurprisingly, parking is the by far most commonly repeated area of concern with City infrastructure and maintenance. Responses are as follows (excluding “don’t know” and no answer) (n = 140).

Areas of concern with the City’s infrastructure and maintenance: {Q14}	2023
Parking	62.9%
Pace of development	30.0
Public transportation	28.6
Citywide WiFi	20.7
Condition of major City streets	16.4
Condition/appearance of medians	15.7
Power infrastructure	15.0
Water/sewer infrastructure	13.6
Condition of streets near your business	12.9
Adequacy of City street lighting near your business	10.7
Adequacy of City street lighting on major streets	5.7
None	8.6

12. 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:	2020	2023
Zoning codes (n = 117)	Very Satisfied	18.2%	18.8%
	Very Sat./Sat.	75.0	76.1
Landscaping codes (n = 113)	Very Satisfied	21.1	19.5
	Very Sat./Sat.	83.5	85.8
Business sign regulations (n = 126)	Very Satisfied	15.3	7.9
	Very Sat./Sat.	63.5	57.9
Business parking regulations (n = 119)	Very Satisfied	20.5	12.6
	Very Sat./Sat.	78.0	68.9

13. Majorities relate that, in terms of non-automobile transportation modes, the Pinellas Trail, bike racks, golf carts, and Uber/Lyft positively impact their businesses (excluding “don’t know” and no answer):

Alternative Transportation {Q16}	% Rating:	2023
Pinellas Trail (n = 132)	Very Positive	36.4%
	Very Positive/Positive	62.9
Bike racks (n = 129)	Very Positive	31.8
	Very Positive/Positive	58.9
Golf carts (n = 129)	Very Positive	32.6
	Very Positive/Positive	57.4
Uber/Lyft (n = 121)	Very Positive	26.4
	Very Positive/Positive	56.2
Jolley Trolley (n = 124)	Very Positive	25.8
	Very Positive/Positive	48.4
PSTA bus service (n = 115)	Very Positive	12.2
	Very Positive/Positive	41.7
Clearwater Ferry (n = 118)	Very Positive	15.3
	Very Positive/Positive	37.3

14. Only 5.4% of businesses specifically close for city events, with 22.4% saying that the decision to open or close depends on the event (n = 147).

Event Business Hours: {Q18a}	2023
Generally open	46.9%
Close for events	5.4
Events happen outside of normal business hours	25.2
Depends on the event	22.4

15. Over half of businesses say that City events do not impact them (excluding “don’t know” and no answer).

City Event Impacts:	Increase	Decrease	Stay the same
Level of staffing (n = 134)	19.4%	7.5%	73.1%
Hours (n = 132)	12.1	9.1	78.8
Customer traffic (n = 132)	28.8	18.9	52.3
Sales (n = 129)	25.6	17.8	56.6

Downtown establishments are more likely to report both increases or decreases in business as a result of events.

16. One in five businesses (20.5%) believe that they see an increase in business after events from people who were exposed to their business during the event {Q18c} (n = 140).

17. Two-thirds of responding businesses (62.6%) say that events do not negatively impact them, with Spring Training yielding the highest positive score.

Event Impacts: {Q18d/Q18e}	Positive	Negative
Spring Training/Toronto Blue Jays	49.0%	4.3%
Old Fashioned Christmas/Holiday Parade	35.2	5.8
Arts & Crafts Festivals (Downtown)	33.8	10.1
Dunedin Farmer’s Market	29.0	3.6
Mardi Gras Event & Parade	29.0	14.4
Wines the Blues	26.2	12.2
Minor League Baseball/Dunedin Blue Jays	21.4	2.9
Second Fridays	20.0	4.3
Edgewater Park Events	20.0	5.0
Arts & Crafts Festivals (Highlander Park)	18.6	4.3
Dunedin Celtic Music & Craft Beer Festival	18.6	6.5
Pioneer Park Events	17.9	5.0
Dunedin Highland Games	17.2	5.0
Golf Cart Parades	14.5	4.3
Weaver Park Events	11.7	1.4
Halloween Happenings	11.2	3.6
None	31.7	62.6

18. While two out of three businesses (67.9%) report no change in how Dunedin events impact their business over the past 2 years, 18.3% say there has been a positive change and 13.7% say there has been a negative change (excluding “don’t know” and no answer) {Q18f} (n = 131).

19. Some 65.7% of respondents are involved with City events as follows: (n = 143).

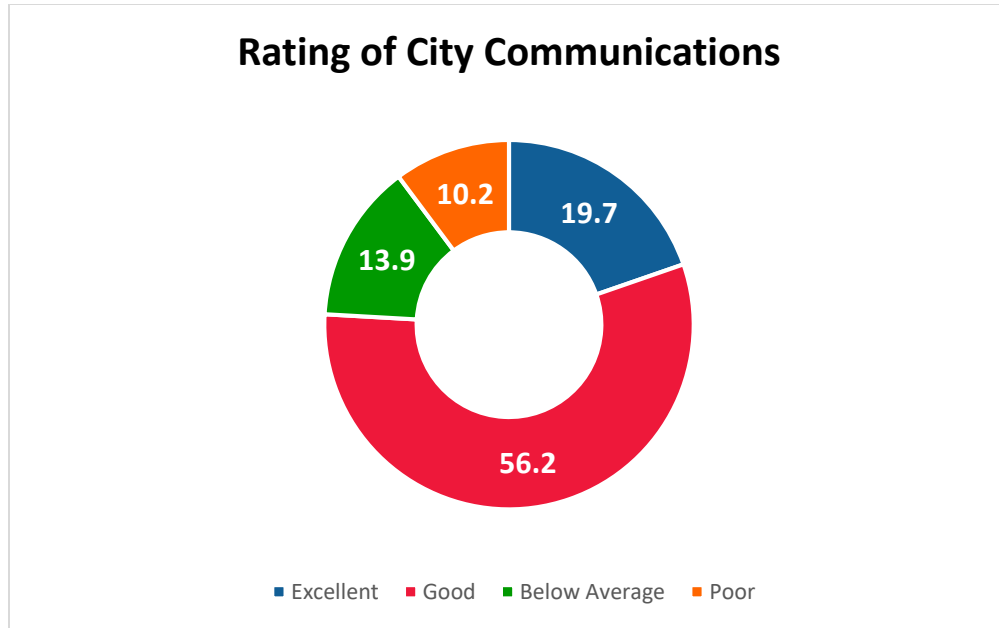
Event Involvement: {Q18h}	2023
As an attendee	44.8%
As a participant	31.5
As a volunteer	21.7
As a partner	8.4
As a sponsor	26.6
On the planning team	8.4
Not involved with City events	34.3

20. Less than one-third of businesses (29.7%) think the City is growing too quickly (2020: 30.7%) (n = 138). Traffic congestion (69.1%), lack of parking (65.5%), lack of affordable housing (63.6%), and loss of small town atmosphere (58.2%) top the reasons given by respondents who think the city is growing too quickly {Q20}. The survey responses are as follows (excluding “don’t know” and no answer).

The City of Dunedin: {Q19}	2020	2023
Is growing and developing too quickly	30.7%	29.7%
Has the right amount of growth and development	58.7	59.4
Is not growing and developing quickly enough	10.7	10.9

Interestingly, downtown businesses (20.0%) are less likely to think the City is growing too quickly (Other areas: 35.0%).

21. Three out of four Dunedin businesses (75.9%) rate the City’s communications as excellent or good (2020: 74.3%) (excluding “don’t know,” “none,” and no answer) {Q21} (n = 137).



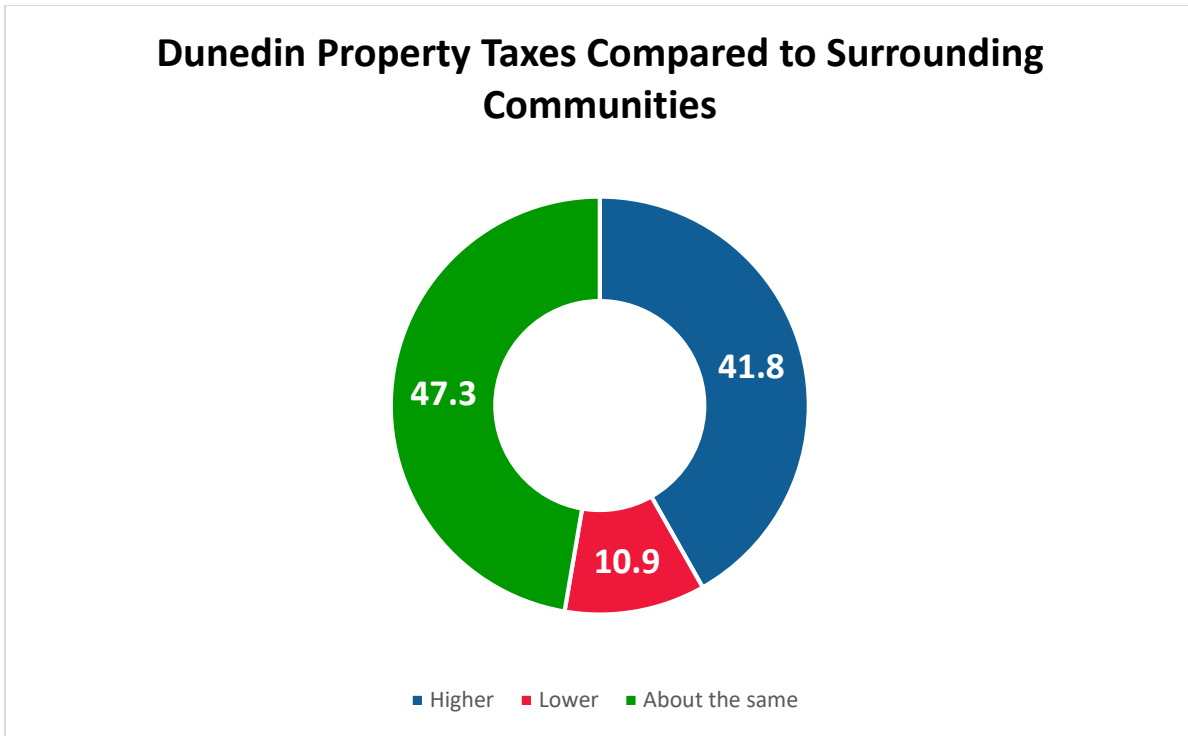
22. Overall for businesses, the City’s website (39.3%), social media outreach (38.6%), and the Chamber of Commerce program (34.3%) are cited as the most prominent information sources about the City (excluding “don’t know,” “none,” and no answer) (n = 140).

Information sources about the City of Dunedin {Q23}	% Citing Using Information Source	
	2020	2023
The City of Dunedin’s website: <i>dunedingov.com</i>	62.2%	39.3%
Social media	N/A	38.6
Chamber of Commerce	N/A	34.3
The Dunedin Beacon	27.0	27.1
Your City @ Work weekly newsletter	26.4	25.0
DunediNews	N/A	15.0
DDMA	N/A	14.3
The Patch.com/Florida/Dunedin	8.1	13.6

23. Overall, 81.4% of business representatives report having used dunedingov.com (2020: 91.6%) {Q24} (n = 145).
24. One in five Dunedin businesses (22.9%) is not or does not know if they are interested in transacting business with the City on-line. Of those businesses 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 = 111):

Potential On-line Services {Q25}	% Citing Interest in Transacting Business with the City On-line	
	2020	2023
Permitting	72.1%	76.6%
Business tax receipt renewal	74.6	64.0
Incident reporting (i.e., sewer or water line breaks)	57.4	53.2
Start/cancel/suspend utilities services	56.6	55.0
Applications for special events	N/A	47.7
Golf cart registration	N/A	47.7
Apply for business tax receipt	55.7	43.2
Parks and Rec room reservations	50.8	48.6
Other	5.7	0.9

25. One fourth of Dunedin business respondents (24.7%) do not 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) {Q26} (n = 110).



26. Dunedin businesses estimate that approximately 49.6% of their employees reside in the City (2020: 50.8%) {Q36} (n = 136)
27. Dunedin businesses’ current plans for potential expansion or relocation include (n = 140)

Business considering: {Q37}	2020	2023
Expanding in the City of Dunedin	34.9%	25.0%
Relocating to another location in Dunedin	5.9	6.4
Relocating to another location outside of Dunedin	5.9	5.7
Downsizing	2.6	1.4
Closing	4.6	0.7
Don’t know/unsure	19.1	12.9
None of the above	38.8	51.4

APPENDIX:
Survey Instrument

2023 Dunedin Business Opinion Survey

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

1a. Does your company conduct business in the City of Dunedin?

- Yes, have a brick-and-mortar physical business location in Dunedin
- Yes, operate a home-based business in Dunedin
- Yes, do business in Dunedin but do not have a physical location in the City
- No

1b. Are you: *(Please indicate your "highest" position held.)*

- An owner
- A manager
- An employee

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 overall overall aesthetics	<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.

10. As a member of Dunedin's business community, 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"/>
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"/>
Walkability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Code enforcement	<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.a 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.)

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

- | | |
|---|--|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Very dissatisfied |
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Dissatisfied | |

5.a 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"/>

And were there other influential factors in your decision?

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

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

(Please mark all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Charming, walkable downtown | <input type="checkbox"/> Business synergy |
| <input type="checkbox"/> Spirit/sense of community | <input type="checkbox"/> Events |
| <input type="checkbox"/> High quality of life | <input type="checkbox"/> Spring Training |
| <input type="checkbox"/> Demographics that align with my business | <input type="checkbox"/> Pinellas Trail |
| <input type="checkbox"/> Small town feel | <input type="checkbox"/> Access to water |
| <input type="checkbox"/> Location in a bigger metropolitan area | <input type="checkbox"/> Arts and culture |
| <input type="checkbox"/> Partnership with City leaders/government | <input type="checkbox"/> History |
| <input type="checkbox"/> Active business community | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Chamber of Commerce | <input type="checkbox"/> High retail demand |
| | <input type="checkbox"/> Safe environment |
| | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Nothing |
| | <input type="checkbox"/> Don't know |

Other -- Please Specify

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 | |

14. Please share with us any specific areas of concern with the City's infrastructure and maintenance. *(Please mark all that apply.)*

- | | |
|--|---|
| <input type="checkbox"/> Condition of major City streets | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Condition of streets near your business | <input type="checkbox"/> Public transportation |
| <input type="checkbox"/> Condition/appearance of medians | <input type="checkbox"/> Power infrastructure |
| <input type="checkbox"/> Adequacy of City street lighting on major streets | <input type="checkbox"/> Water/sewer infrastructure |
| <input type="checkbox"/> Adequacy of City street lighting near your business | <input type="checkbox"/> Citywide WiFi |
| | <input type="checkbox"/> Pace of development |
| | <input type="checkbox"/> Other |
| | <input type="checkbox"/> None |
| | <input type="checkbox"/> Don't know |

Other -- Please Specify

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. ALTERNATIVE TRANSPORTATION: What kind of impact, if any, do the following have on your business:

	Very Positive	Positive	Negative	Very Negative	No Impact	Don't Know
Clearwater Ferry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jolley Trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PSTA Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinellas Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike Racks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Carts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uber/Lyft	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>

Other -- Please Specify

18.a EVENTS: Is your business generally open during City events?

- Yes
- No, close for events
- No, events happen outside of normal business hours
- Depends on the event

18.b During City events, does your:

	Increase	Decrease	Stay the Same	Don't Know
Level of staffing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18.c Do you see any increase in business after the event from people who saw your business during the event?

- Yes
- No
- Don't know

18.d Which event or types of events affect your business most positively? (Please mark all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Arts or Craft Festivals (Highlander Park) | <input type="checkbox"/> Golf Cart Parades |
| <input type="checkbox"/> Dunedin Celtic Music and Craft Beer Festival (Highlander Park) | <input type="checkbox"/> Pioneer Park Events (e.g., Cinco de Mayo/Dia de las Muertos) |
| <input type="checkbox"/> Dunedin Highland Games (Highlander Park) | <input type="checkbox"/> Weaver Park Events (e.g., Sunset Music Series) |
| <input type="checkbox"/> Halloween Happenings (Highlander Park) | <input type="checkbox"/> Edgewater Park Events (e.g., Seafood Festival/Craft Beer Festival) |
| <input type="checkbox"/> Second Fridays (Downtown) | <input type="checkbox"/> Spring Training/Toronto Blue Jays |
| <input type="checkbox"/> Arts or Craft Festivals (Downtown) | <input type="checkbox"/> Minor League Baseball/Dunedin Blue Jays |
| <input type="checkbox"/> Old Fashioned Christmas/Holiday Parade (Downtown) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Mardi Gras Event & Parade (Downtown) | <input type="checkbox"/> None |
| <input type="checkbox"/> Wines the Blues (Downtown) | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Dunedin Farmer's Market (Downtown) | |

Other -- Please Specify

18.e Which event or types of events affect your business most negatively? *(Please mark all that apply.)*

- | | |
|---|---|
| <input type="checkbox"/> Arts or Craft Festivals (Highlander Park) | <input type="checkbox"/> Golf Cart Parades |
| <input type="checkbox"/> Dunedin Celtic Music and Craft Beer Festival (Highlander Park) | <input type="checkbox"/> Pioneer Park Events (e.g., Cinco de Mayo/Dia de las Muertos) |
| <input type="checkbox"/> Dunedin Highland Games (Highlander Park) | <input type="checkbox"/> Weaver Park Events (e.g., Sunset Music Series) |
| <input type="checkbox"/> Halloween Happenings (Highlander Park) | <input type="checkbox"/> Edgewater Park Events (e.g., Seafood Festival/Craft Beer Festival) |
| <input type="checkbox"/> Second Fridays (Downtown) | <input type="checkbox"/> Spring Training/Toronto Blue Jays |
| <input type="checkbox"/> Arts or Craft Festivals (Downtown) | <input type="checkbox"/> Minor League Baseball/Dunedin Blue Jays |
| <input type="checkbox"/> Old Fashioned Christmas/Holiday Parade (Downtown) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Mardi Gras Event & Parade (Downtown) | <input type="checkbox"/> None |
| <input type="checkbox"/> Wines the Blues (Downtown) | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Dunedin Farmer's Market (Downtown) | |

Other -- Please Specify

18.f Over the past two years, have there been changes in how Dunedin events impact your business?

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

18.g Why do you say that?

18.h Are you involved with City events? *(Please mark all that apply.)*

- | | |
|--|--|
| <input type="checkbox"/> Yes, as an attendee | <input type="checkbox"/> Yes, as a sponsor |
| <input type="checkbox"/> Yes, as a participant | <input type="checkbox"/> Yes, on the planning team |
| <input type="checkbox"/> Yes, as a volunteer | <input type="checkbox"/> No, not involved with City events |
| <input type="checkbox"/> Yes, as a partner | |

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

- | |
|---|
| <input type="checkbox"/> Is growing and developing too quickly |
| <input type="checkbox"/> Has the right amount of growth and development |
| <input type="checkbox"/> Is not growing and developing quickly enough |
| <input type="checkbox"/> Don't know |

20. What do you think are the most significant issues caused by the pace of Dunedin's growth? *(Please mark all that apply.)*

- | | |
|--|---|
| <input type="checkbox"/> Traffic congestion | <input type="checkbox"/> Overpopulation/crowding |
| <input type="checkbox"/> Height/size of new construction | <input type="checkbox"/> Losing sense of community |
| <input type="checkbox"/> Loss of small town atmosphere | <input type="checkbox"/> Overtaxing drainage and sewer infrastructure |
| <input type="checkbox"/> Lack of parking | <input type="checkbox"/> New developments don't fit the aesthetic |
| <input type="checkbox"/> Not enough green space | <input type="checkbox"/> Other |
| <input type="checkbox"/> Lack of affordable housing | |

Other -- Please Specify

21. COMMUNICATION: Overall, how would you rate the job the City of Dunedin does in communicating with the business community?

- | | |
|--|-------------------------------------|
| <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. How do you prefer 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"/> Chamber of Commerce |
| <input type="checkbox"/> DunediNews | <input type="checkbox"/> DDMA |
| <input type="checkbox"/> Your City @ Work
weekly newsletter | <input type="checkbox"/> Email |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Other |
| <input type="checkbox"/> The Dunedin Beacon | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> The Patch.com/
Florida/Dunedin | <input type="checkbox"/> None |

Other -- Please Specify

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

- Yes
 No
 Don't know

**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"/> Parks & Rec room
reservations |
| <input type="checkbox"/> Start/cancel/ suspend
utilities services | <input type="checkbox"/> Applications for special
events |
| <input type="checkbox"/> Incident reporting
<i>(i.e., sewer or water
line breaks)</i> | <input type="checkbox"/> Golf cart registration |
| <input type="checkbox"/> Apply for business tax
receipt | <input type="checkbox"/> Other |
| <input type="checkbox"/> Business tax receipt
renewal | <input type="checkbox"/> None |
| | <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 |

**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?**

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

**Just a few demographic questions to help us better
understand how perceptions change across groups.
Your feedback will be useful for the City to improve
services and programs for our business community.
Your individual answers will be kept in strictest
confidence and reported only in aggregate.**

31. Please classify your organization/business:

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

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

Other -- Please Specify

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.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Part time.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

36. And approximately what percentage of your employees reside in the City of Dunedin? *(Please do not enter a percentage sign in your response.)*

--	--	--

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
- Kiwanis Dunedin
- Dunedin Council of Organizations
- Dunedin Young Professionals
- Other
- None

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 Nicole Delfino, Assistant to the City Manager, City of Dunedin (727) 298-2755 or visit the web at: dunedingov.com.

Business name?