

2015 Seaside Business Survey Results

Background

The 2015 Seaside Business Surveys were mailed on Monday, July 6.

Seven-hundred thirty-five (735) surveys were mailed (in both English and Spanish) using the Muni-Services Business license list for 2014-2015. Twenty four (24) surveys either had bad addresses or were out of business (3.27%). This leaves seven-hundred and eleven (711) surveys that were delivered to the mailing addresses of businesses with a physical location in Seaside.

The Direct Marketing Association reports that direct mail is 10 to 30 times more effective than email. Response rates for direct mail are typically average 3.4%.

Based on these statistics, we could realistically expect to receive about 25 surveys.

La Ciudad/Comunidad de Negocios/Propietario de Comunicación/El programa "Al Alcance de la Información" para determinar lo que se necesita para mejorar su éxito.

Por favor, ayúdenos a ayudarlo!

Por favor, tome 5 minutos para llenar este estudio.
 PERFIL DE LA EMPRESA (escriba o adjunte su tarjeta de negocio, por favor actualice si es necesario)

Dirección de Correo: _____

¿Cuánto tiempo tiene su negocio en Seaside?
 0-5 Años 5-10 10+

¿Cuántos empleados tiene?
 1-10 11-25 25-50 Más de 50

Teléfono _____

Ubicación de su empresa en Seaside: _____

¿Cuántos de sus empleados viven en Seaside?
 0-10% 10-49% 50% +

Correo Electrónico _____

Por favor describa sus productos y servicios: _____

Para las siguientes preguntas, por favor de marcar las respuestas que le aplican

¿Cómo ha sido su experiencia(s) conduciendo negocio con Seaside?

Interacción con Ciudad:	Muy buena	Más o Menos	Mal
Obtener o renovar una licencia de negocio			
Obtener un permiso de rotulo de establecimiento			
Obtener un permiso de uso especial			
Experiencia con inspecciones de la ciudad			
Uso de la ubicación de su empresa			

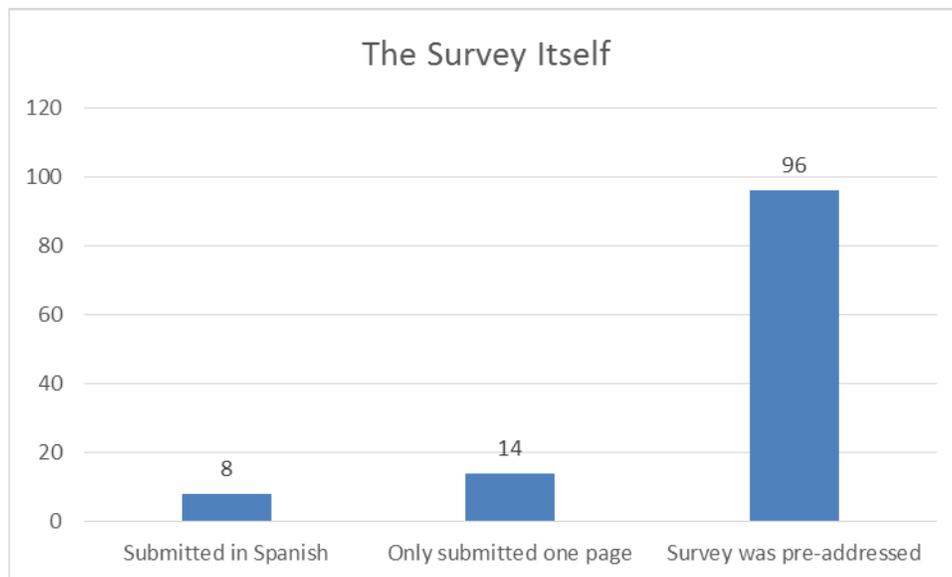
¿Le gustaría programar una cita con un representante apropiado de la ciudad?
 Si No

Su empresa es de temporada?
 Si No

¿Quiénes son sus clientes?
 Residentes de Seaside Residentes del condado
 Estudiantes Turistas Otras empresas

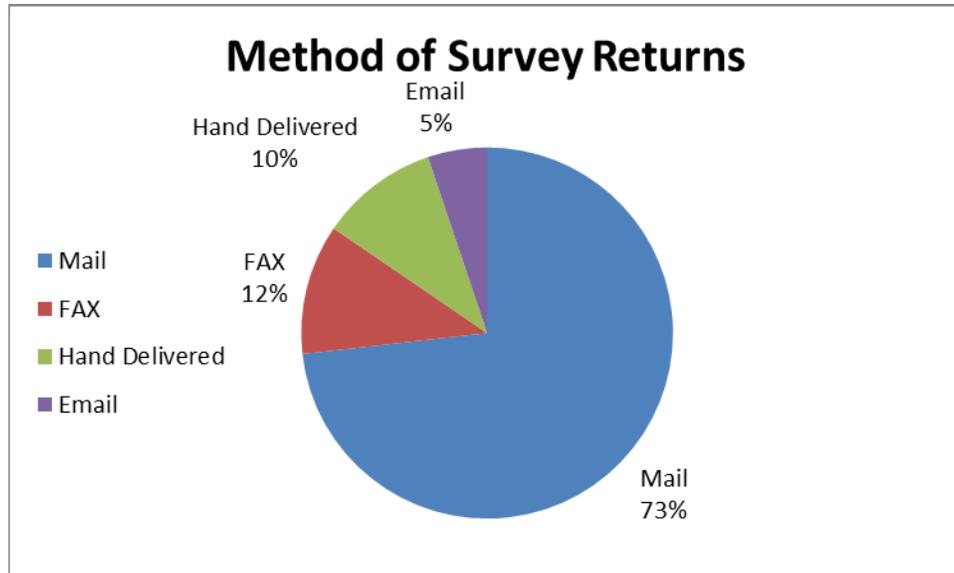
MUCHAS GRACIAS!
 Por favor devuelva la encuesta empresarial antes de lo de Septiembre: City Hall, 440 Harcourt Avenue, Seaside, CA 93955
 O a través del correo electrónico: SBMand@city.seaside.ca.us o por fax al 831-499-6211

As of September 30, the City received 97 surveys; a 13.6% response rate!



All but one of the surveys returned were pre-addressed (meaning it was the one they received in the mail). Although surveys were available on-line and at other locations, the direct mailed surveys were the ones that were returned. Of the completed surveys, approximately 15% did not fill out the second page of the survey.

Eight percent (8%) filled out the survey in Spanish. One business filled out the survey in BOTH English and Spanish.



Most surveys were returned by US Mail. Twenty-seven percent (27%) of the surveys were returned using other methods.

Information we received

Sixty-six (66) of the 97 responses provided us with an email address to add to our database.

Our largest block of responses came from businesses that run apartment rentals; deal with autos either in repair, sales or accessories; or hospitality (hotels and restaurants).

Types of Businesses Responding

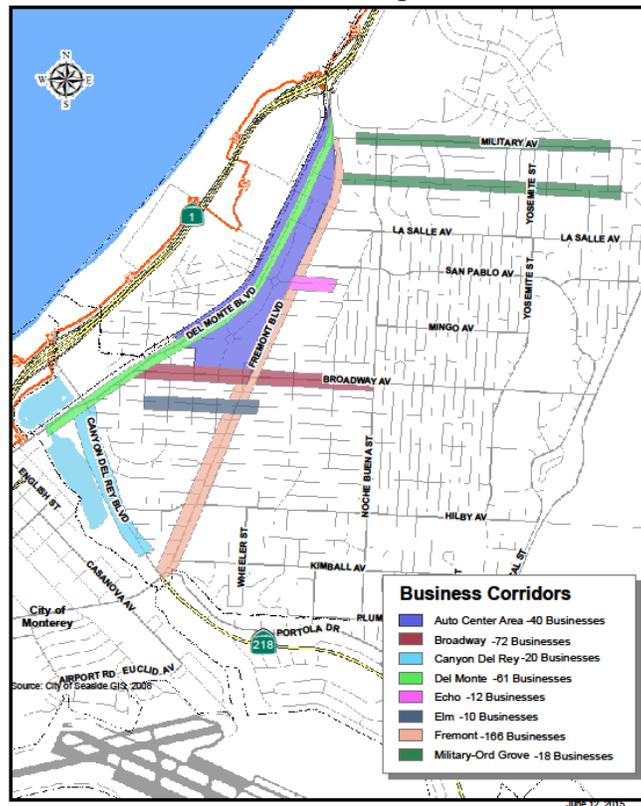
Type	Number
Apartments	13
Auto repair and/or smog	8
Lodging	6
Restaurant	6
Auto sales or broker	5
Construction/remodel	5
Beauty salon	3
House cleaning	3
Tutoring	3
Engineering Services	2

Grocery	2
Party clothes and accessories	2
Prevention non-profit	2
Rentals	2
Security	2
Tax services	2
Declined to Answer	2
Acoustical ceilings	1
Assisted living for elderly population	1
Auto paint and wood stains retail and wholesale	1
Auto stereo	1
Bakery and Deli	1
Baseball & softball training and fitness	1
Coffee and related retail	1
Furniture	1
Handyman services	1
Home and office moving & cleaning	1
Landscape & garden supplies	1
Local phone company	1
Media PR Marketing	1
Medical clinic	1
Motorcycle service and parts	1
Music therapy for rehabilitation and speech/learning disabilities	1
Nails service	1
Plumbing repairs and service	1
Post secondary education, salon services, salon product sales	1
Products & Services	1
Psychic medium	1
Retail sales of industrial and medical gases and ALL related supplies	1
Retail sporting goods	1
Tabletop games	1
Towing & transport	1
Transportation taxi bus	1
Water treatment services and equipment	1
Website development	1
Windows and doors	1

We did not ask the responders to indicate if they were a home-occupancy business. This data is not easily determined from the Muni Services database used to generate the mailing list. We will include this question in future surveys.

Responses from the Business Corridors

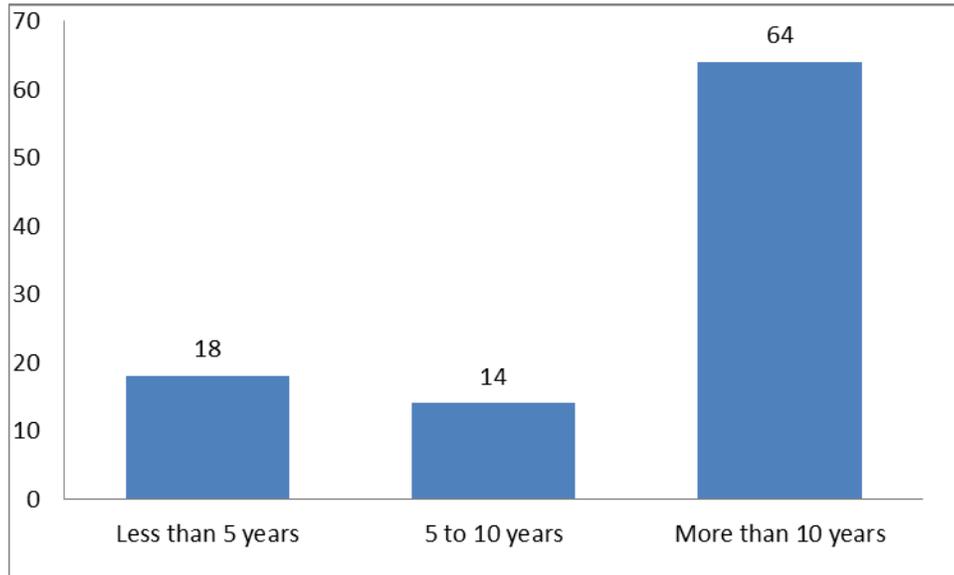
Business Corridors for "In-Reach" Business Visitation Program



Corridor	Possible	Received	% Returned
Echo	12	4	33.33%
Auto Center Corridor	40	7	17.50%
Broadway	72	9	12.50%
Fremont	166	19	11.45%
Canyon Del Rey	20	2	10.00%
Elm	10	1	10.00%
Del Monte	61	6	9.84%
Military/Ord Grove	18	1	5.56%

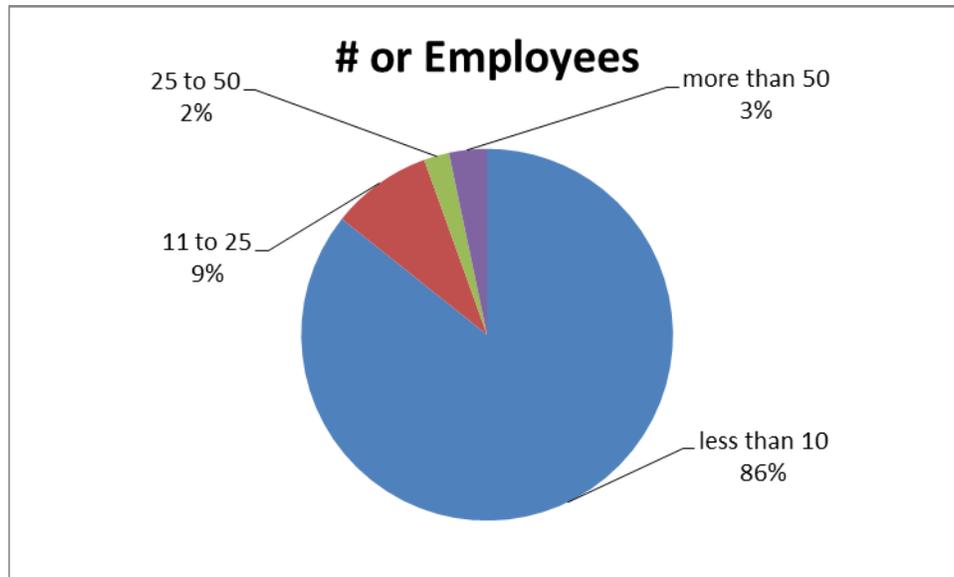
Responses were received from all established business corridors.

How long has your business been in Seaside?



Most responding businesses indicated they have been in Seaside over ten years.

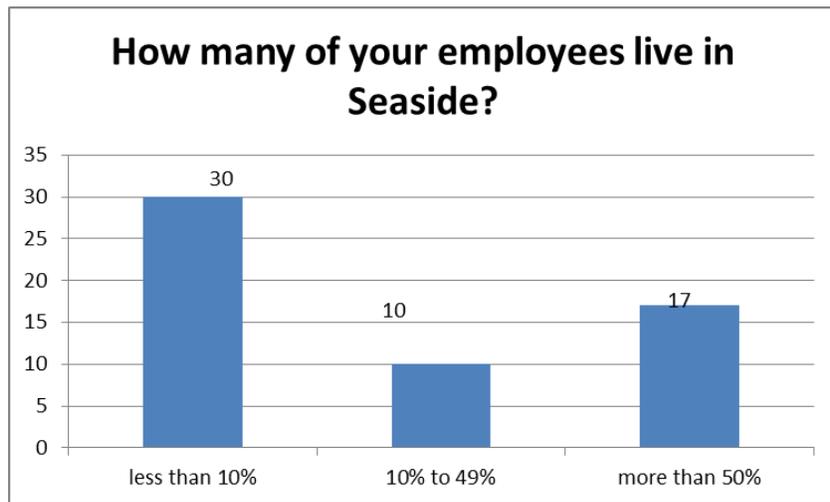
How many employees do you have?



Number of Employees	
Less than 10	79
11 to 20	8
25 to 50	2
more than 50	3

Only 5% of the responding businesses reported having more than twenty five employees.

How many of your employees live in Seaside?



Note: Only 58 responses were received to this question.

How have your experiences been doing business with the City of Seaside?

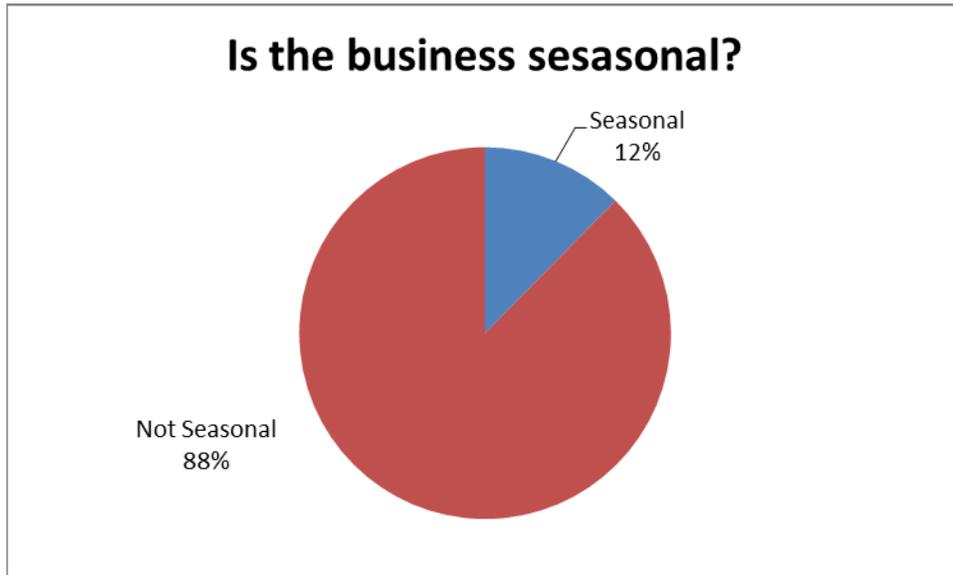
Interaction with City:	Very Good	Good	Poor
Obtaining/renewing a business license	64	28	3
Obtaining a building permit	31	16	3
Obtaining a sign or special use permit	33	17	4
Experience with fire inspection or code enforcement	54	25	0
Zoning and land use	31	21	0

Experiences with the city were generally reported as good or very good.

Would you like to schedule a one-on-one appointment with an appropriate representative from the City of Seaside?

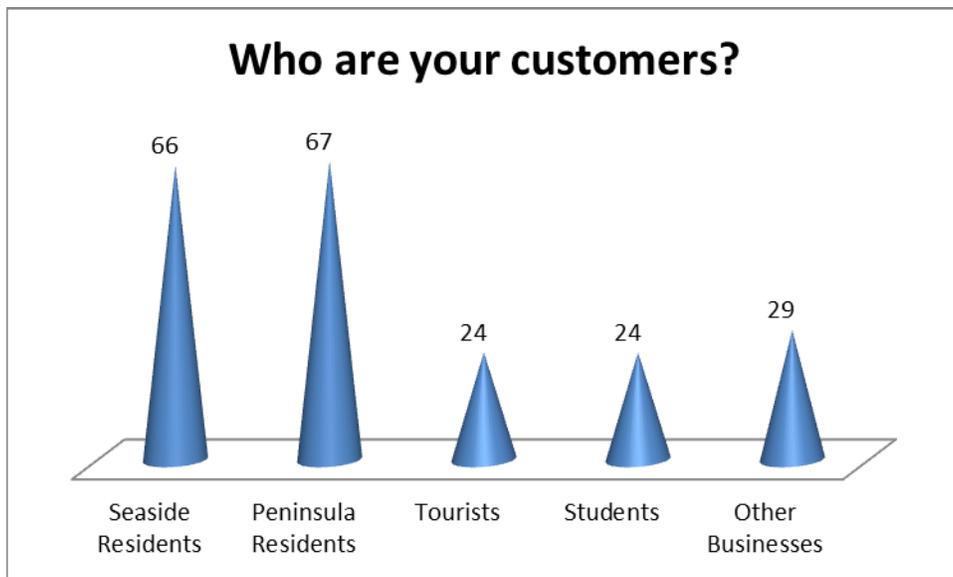
Only four (4) businesses specifically indicated they would like an appointment with a City representative. The business types requesting a visit included a moving/cleaning company; alcohol/drug prevention services; clothing and accessory store and a hotel. None of the requesters indicated a specific reason for requesting the visit. One of the requests was submitted on a Spanish survey form.

Is your business seasonal?



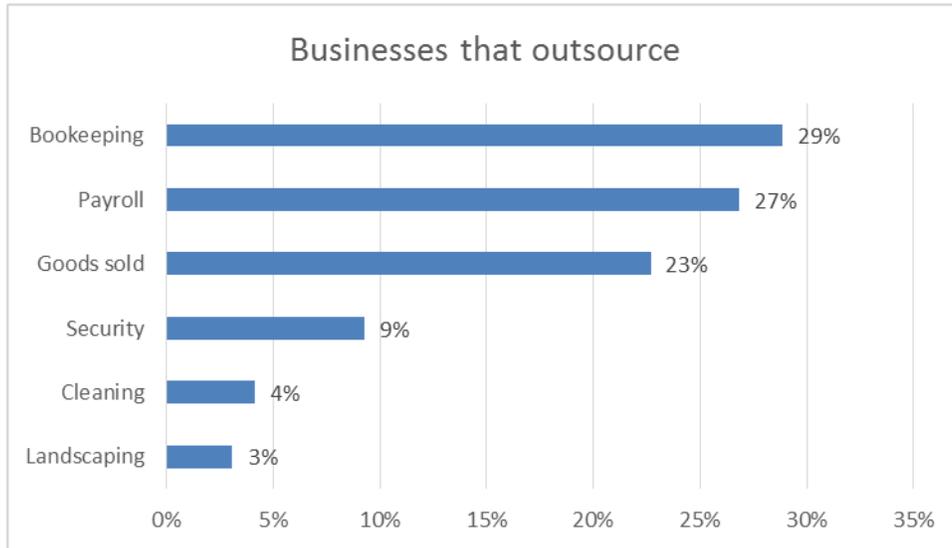
Most businesses in Seaside do not consider their businesses seasonal.

Who are your customers?



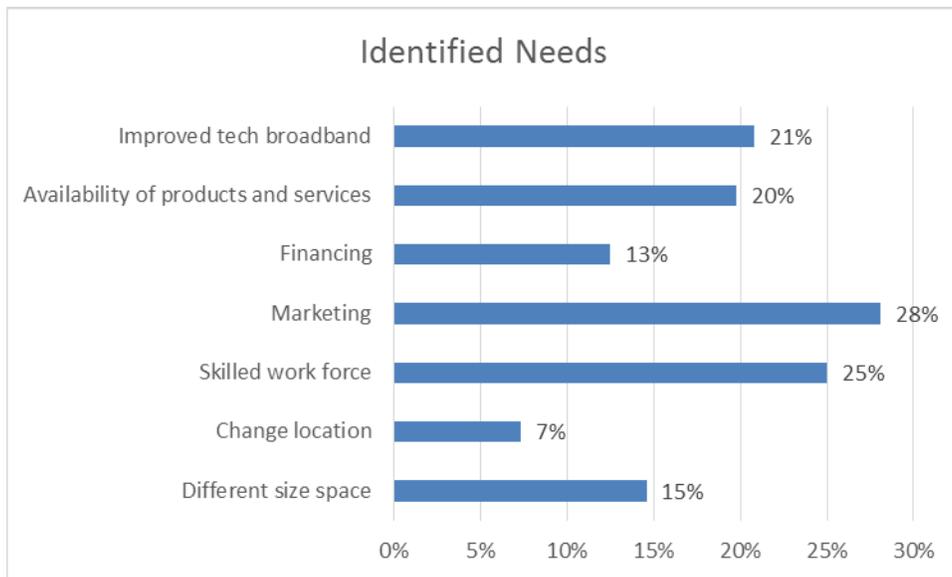
Responders could choose more than one option for this question. Most businesses serve Seaside and Peninsula residents.

Do you rely on out of town businesses for services?



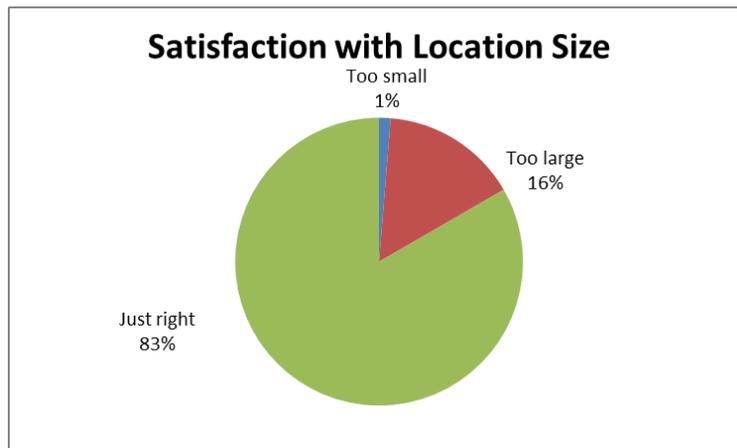
Most responders said they are very self-sufficient with the physical upkeep of their business. A significant number of businesses outsource their financial functions.

What does your business need to be even more successful?



Marketing and a more skilled work force were highest needs for our businesses.

Does your business location fit your needs?

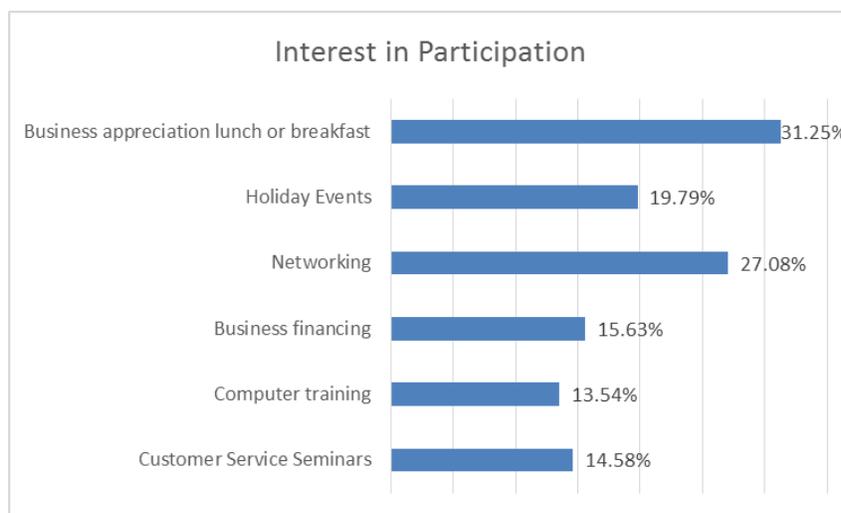


Eighty-five percent (85%) of the respondents are happy with their location. Seventy-three (73) businesses responded to this question.

Do you plan to expand your business in the next two years and, if yes, will you stay in Seaside?

Twenty-one (21) businesses said they might expand in the next two years, and only two (2) businesses expressed that if they expanded they might not stay in Seaside. Businesses indicating possibly leaving Seaside will be scheduled as priority visits to determine their needs and possible solutions to retain them in Seaside.

Would you be interested in participating in a City Sponsored event?



Next steps will include trying to tailor outreach efforts where we can logically expect business participation. An appreciation event will be held in November.

Please note any questions or concerns regarding the City of Seaside's relationship with your business

All comments received are listed below. Comments indicating a need will receive priority scheduling for staff visits.

50/50 location size/expansion possible
Been in business 30+ years. I don't need to be on Del Monte Blvd, street frontage. I would welcome property on the former Fort Ord. I need a loading dock and more parking with at least 4000+ and building.
Behind 1089 Trinity Ave there are lots of cars parked in alleyway. Double parked actually. Can you please take a look?
Customers have a hard time finding us since the Auto Mall was redesigned. There are no street signs for "the Mall". Maybe these could be added along with white lines painted where the road should be. Thanks.
CUSTOMERS WORLD WIDE
CUSTOMERS WORLD WIDE
How can small businesses obtain loans for business services? Places to recruit for part time on-call employees?
I am glad City is reaching out to local businesses.
I am very happy tucked in my corner in Seaside. I have had no issues and other than the occasional traffic issues, my clients seem to be happy, too. Many from out of town come to see me.
I would like to renew my license directly with Seaside. Seaside is doing a good job. Keller Wells
I WOULD LOVE TO SEE MORE COMMUNITY EVENTS WHERE A BUSINESS LIKE MINE COULD GET INVOLVED
LETS PAVE OUR STREETS
My name is Sanjeet, not Sanjeed

No concerns, except that as a home based business it is often hard to get work done with so much music, bull horns, fireworks, etc. especially when I have clients here. Clients are PG&E plus others.
No employees (self only)
No parking
NONE
NONE
PAID OVER \$900-SIGN/SPECIAL USE
peninsulaprivatetutoring.com
Pienso cambiar el sing porque esta muy viejo que tengo que a ser fui a preguntar a Seaside City Hall y me quedar on de Llamar estoy esperando gracias I change the sing because it is so old that I need to be left to ask Seaside City Hall and I 'm getting on with Call waiting
This was a two week construction job
Todo bien:me gusta la ciudad tengo viviendo 20 anos agui. Gracias All right : I like the city I live agui 20 years. Thank you
VERY GOOD STAFF. ALWAYS HELPFUL
We don't like the new Greenwaste. Thanks.
We love you guys. We hate the new(ish) business license rates with the current company, We already pay to the dept of Ag. , County Health, State Health, City, air pollution board, BOE and Fed and State...LOTS of \$ every year to all of agencies!
We need the city to allow a sign on the Fremont Blvd corner for better visibility.

Summary and Next Steps

Overall, the responding businesses indicated they are happy doing business in Seaside. The feedback will be used to determine events and activities to include the business community and continue to encourage community spirit and retain business in Seaside.

The survey results indicated that businesses are interested in appreciation and holiday events as well as networking. A holiday themed appreciation event will kick off in November to encourage small business participation.

Other needs indicated were help with marketing, a more skilled work force and improved tech/broadband. Many businesses also expressed an interest in more information on business financing. Workshops with the Small Business Development Council are scheduled over the next several months to address most of these topics.

Future surveys will include questions regarding home occupancy, more specific instructions to fill out all pages if a multi-page survey is used.

Although our return rate of surveys was far above the national average, we may consider including return envelopes for the next round of surveys to further encourage their return. The city could also mail surveys to both the mailing address and the physical address (if different) as surveys were only sent to the mailing address on file this year. Some businesses did have mailing addresses that were not in Seaside, which may have added an extra step in the survey completion process.

Attachments:

2015 Business Survey in English and Spanish

The City/Business Community/Property Owner Communications/"In-Reach" Program is looking for information to determine what the city can do to improve your success.



Please Help US Help YOU!

Please take 5 minutes to fill out this form now.
COMPANY PROFILE (write in or attach business card)

Name & Mailing Address:

How long has your business been in Seaside?

0-5 years 5-10 10+ years

How many employees do you have?

1-10 11-25
25-50 Over 50

Phone _____

Seaside location:

How many of your employees live in Seaside?

0-10% 10-49% 50% +

Email _____

Please describe your products and services: _____

For all questions below, please check ALL answers that apply

How have your experiences been doing business with the City of Seaside?

Interaction with City:	Very Good	Good	Poor
Obtaining/renewing a business license			
Obtaining a building permit			
Obtaining a sign or special use permit			
Experience with fire inspection or code enforcement			
Zoning and land use			

Would you like to schedule a one on one appointment with an appropriate representative from the City of Seaside?

Yes No

Is your business seasonal?

Yes No

Who are your customers?

Seaside Residents Monterey Peninsula Residents
Tourists Students Other businesses

THANK YOU!

Please return by September 1, 2015 to Seaside City Hall, 440 Harcourt Avenue, Seaside, CA 93955
via email to SMikesell@ci.seaside.ca.us or via fax at 831-899-6211

Page 2-2015 Business Survey

Date _____

Do you rely on out of town businesses for services?

- Bookkeeping --Yes No
- Payroll-- Yes No
- Landscaping-- Yes No
- Cleaning-- Yes No
- Security-- Yes No
- Goods you sell-- Yes No

Other _____

What does your business need to be even more successful?

- Different size business space--
Yes No
- Change of location--
Yes No
- Skilled work force--
Yes No
- Marketing --Yes No
- Financing-- Yes No
- Availability of products/services--
Yes No
- Improved tech/broadband—
Yes No

Does your business location fit your needs?

- Too Small Too Large
- Just Right

Do you plan to expand your business in the next two years?

- Yes No

If yes, will you stay in Seaside?

- Yes No

Would you be interested in participating in a City Sponsored event ?

- Customer service seminars--
Yes No
- Computer training classes--
Yes No
- Business financing assistance--
Yes No
- Networking Opportunities--
Yes No
- Special Holiday Events --
Yes No
- Seaside Business Appreciation Luncheon or Breakfast--
Yes No

Please note any questions or concerns below regarding the City of Seaside's relationship with your business: Thank you!

Your feedback will be shared with the Ad Hoc Economic Advisory Committee, appropriate City departments and City Council.

THANK YOU!

Please return by September 1, 2015 to Seaside City Hall, 440 Harcourt Avenue, Seaside, CA 93955 via email to SMikesell@ci.seaside.ca.us or via fax at 831-899-6211

La Ciudad/Comunidad de Negocios/Propietario de Comunicacion/El programa "Al Alcance" Esta en busca de informacion para determinar lo que se necesita para mejorar su éxito.



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¿Cuántos empleados tiene?

1-10 11-25
25-50 Más de 50

Teléfono _____

Ubicación de su empresa en Seaside:

¿Cuántos de sus empleados viven en Seaside?

0-10% 10-49% 50% +

Correo _____
Electronico _____

Por favor describa sus productos y servicios: _____

Para las siguientes preguntas, por favor de marcar las respuestas que le aplican

¿Cómo ha sido su experiencia(s) conduciendo negocio con Seaside?

Interacción con Ciudad:	Muy buena	Mas o Menos	Mal
Obtener o renovar una licencia de negocio			
Obtener un permiso de rotulo de establecimiento			
Obtener un permiso de uso especial			
Experiencia con inspecciones de la ciudad			
Uso de la ubicación de su empresa			

¿Le gustaría programar una cita con un representante apropiado de la ciudad?

Si *No*

Su empresa es de temporada?

Si *No*

Quiénes son sus clientes?

Residentes de Seaside *Residentes del condado*
Estudiantes *Turistas* *Otras empresas*

MUCHAS GRACIAS!

Por favor devuelva la encuesta empresarial antes de

1o de Septiembre: City Hall, 440 Harcourt Avenue, Seaside, CA 93955

O a través del correo electrónico SMfikesell@ci.seaside.ca.us o por fax al 831-899-6211

2-2015 Página
Empresarial

Date _____ Encuesta

¿Se basa afuera de la ciudad para los siguiente servicios?

- Contabilidad --Si No
- Pago de Sueldos-- Si No
- Jardinería-- Si No
- Limpieza: Si No
- Seguridad-- Si No
- Las mercancías que vende-- Si No
- Otro _____

¿Qué necesita su empresa para tener aún más éxito?

- Tamaño de espacio --
Si No
- Cambio de ubicación:
Si No
- Trabajadores especializados.
Si No
- Habilidades de Marketing --Si No
- Financiación-- Si No
- Disponibilidad de productos/servicios.
Si No
- Mejorar la tecnología
Si No

¿ La ubicación de su empresa se ajuste a sus necesidades?

Demasiado pequeño Justo

¿ Está pensando en expandir su negocio en los próximos dos años

Si No

Si la respuesta es sí, ¿se quedará en Seaside?

Si No

¿ Estaría interesado en participar en un evento patrocinado por la Ciudad sobre lo siguiente:

- Seminarios sobre atención al cliente--
Si No
- Entrenamiento para el uso de la Computadora--
Si No
- Asistencia de financiación de empresa
Si No
- Oportunidades sobre las redes sociales:
Si No
- Eventos Festivos
Si No
- Eventos de Reconocimiento Empresarias
Si No

Por favor de notar cualquier pregunta, preocupacion o sugerencias con respecto a la relación de la municipal de Seaside con su negocio: ¡Gracias!

Su regeneracion será compartido con el Comité Asesor Económico especial, los departamentos y Consejo municipal de la ciudad.

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