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CITY OF SACRAMENTO
CALIFORNIA

OFFICE OF THE CITY MANAGER
OFFICE OF ECONOMIC DEVELOPMENT

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F A X : 2 6 4 - 7 1 8 5

CITY COUNCIL REPORT

December 27, 1993

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Business Retention Survey

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION: For Information and Comment

CONTACT PERSON: Derrick Lim, Economic Development Specialist, 264-7223

FOR COUNCIL MEETING OF: January 4, 1994

SUMMARY

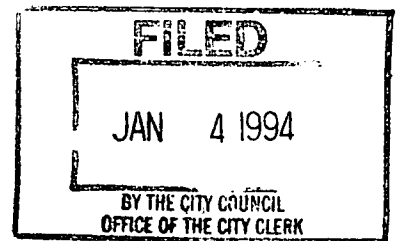
A business retention survey is being developed at the request of the City Council, MCEDA (Mayor's Council of Economic Development Advisors) and others to facilitate communication and retain businesses. The survey is part of the City's overall economic development effort to show the business community that it is concerned about the business climate, wants to identify and address trends that negatively affect the business climate, and facilitate meaningful communication with the private sector.

COMMITTEE/COMMISSION ACTION

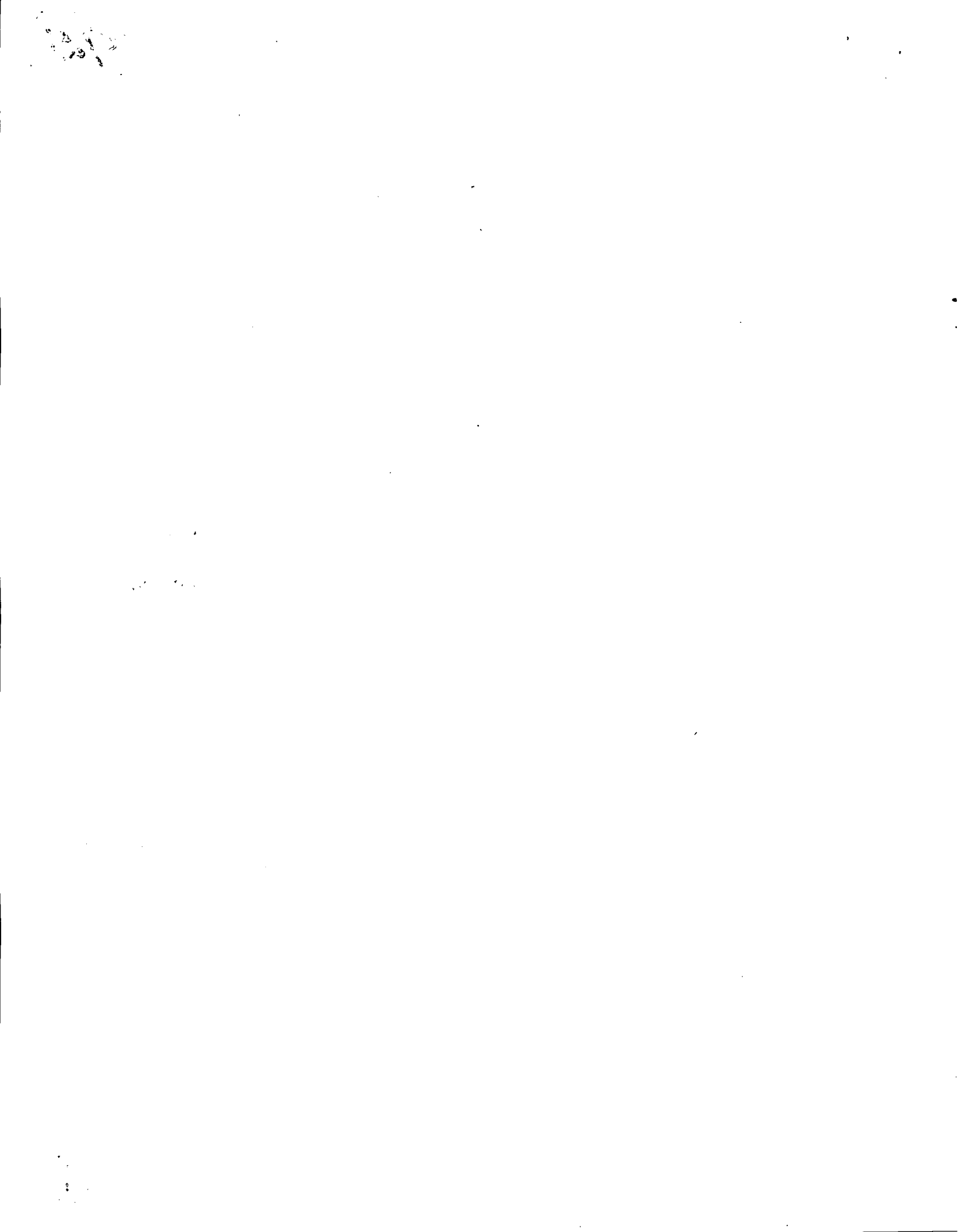
None

BACKGROUND INFORMATION

During the past month, Economic Development staff has been working with staff from the County, Real Estate and Land Use Institute at California State University Sacramento (CSUS), SACTO and SMUD to develop a business retention survey instrument (see Attachment A draft copy) that will be mailed to 1,000 businesses selected at random in the County. Included in this number will be 300 - 500 businesses in the city. CSUS is currently revising the format of the survey to improve readability and achieve a



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higher participation rate. The survey will be finalized and mailed in January by CSUS. In addition, site visits with 50 businesses during 1994 will compliment the survey. Data from the completed surveys and site visits will be reviewed periodically to provide additional information to the Council and staff that will assist in the development of economic development policies and programs.

Use of surveys to identify issues is a common practice in the public and private sector. Initiating a survey was one of the recommendations from MCEDA. As staff develops the final survey, opportunities will be explored to conduct the survey on a regular basis that will include cities and counties outside Sacramento county. However, staff will proceed with the survey within Sacramento county as its initial focus.

FINANCIAL CONSIDERATIONS

None

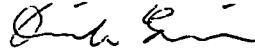
POLICY CONSIDERATIONS

Proactive business retention activity is consistent with the City's economic development strategy.

MBE/WBE

None

Respectfully submitted,

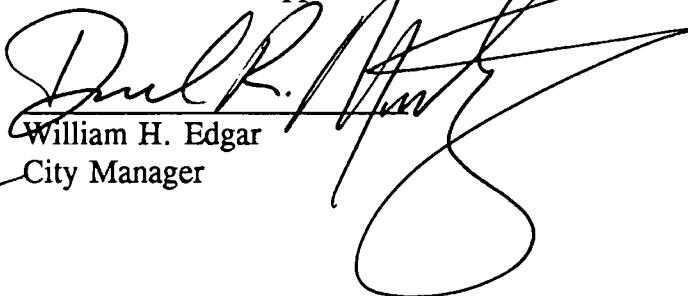


Derrick Lim
Economic Development Specialist



Bill Farley
Economic Development Manager

Recommendation Approved:



for: William H. Edgar
City Manager

SACRAMENTO COUNTY BUSINESS QUESTIONNAIRE

BACKGROUND INFORMATION

Company Name _____

Address _____

Telephone _____

Name and Title of Individual
Completing Questionnaire _____

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BUSINESS QUESTIONNAIRE

COMPANY HISTORY AND ORGANIZATION

1. Category of business (check one)

- Manufacturing
- Agricultural
- Wholesale
- Retail
- Service
- Distribution
- Construction
- Finance/Insurance
- Other

2. What are your products or services? _____

3. Type of organization (check one):

- Sole proprietorship
- Partnership
- Corporation
- Nonprofit
- Division
- Subsidiary
- Other

If subsidiary or division, where is headquarters located? _____

4. How long have you been at your current location? _____

5. Do you own or lease your facilities? Own Lease

6. Are you planning to expand or move your facility? Yes No

If yes: When (within one year, within two years) _____

Where (within city, within county,
 within state, out of state) _____

Why (economy, availability of financing,
 demand for product, incentives) _____

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BUSINESS ECONOMIC ISSUES

7. Have your sales/profits Increased or Decreased in the last year?
8. Do you currently export, or are you planning to export your product? Yes No
9. How important are the following factors to your business?

	<u>Very</u> <u>Important</u>	<u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not</u> <u>Important</u>
Labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foreign competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EMPLOYMENT

10. How many employees do you have? ___ Full-time ___ Part-time ___ Seasonal

11. Are your employees unionized? Yes No

If yes, what union? _____

12. What percentage of employees is represented in the following categories?

___ Management	___ Skilled
___ Professional/Technical	___ Clerical
___ Sales/Marketing	___ Unskilled

13. How many employees do you estimate you will add/reduce:

In the next year?	_____ Add	_____ Reduce
In the next five years?	_____ Add	_____ Reduce

14. In what categories will these new jobs/reductions take place?

F F A R U

COMMUNITY ASSESSMENT

15. How would you evaluate the following aspects of your community?

	<u>Satisfactory</u>	<u>Unsatisfactory</u>	<u>Not Applicable</u>
Quality of work force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Available industrial facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to suppliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to distribution facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disposal services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telephone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural gas service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of business financing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of business/professional services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zoning and land use issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impact fees for development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of meeting space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How would you rate local government attitudes towards business?

17. Please list any mayor strengths of doing business in your community. _____

18. Please list any major weaknesses of doing business in your community. _____

The information contained in this questionnaire is confidential. We sincerely thank you for taking the time to respond.

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