

CITY OF EDEN PRAIRIE BUSINESS SURVEY

- **Owner/President/Manager**
- **Weekday Local Calling**
- **Completes: 400 Completes.**

ASK TO SPEAK TO THE OWNER/PRESIDENT/MANAGER.

Hello, this is [YOUR NAME] from MarketLine Research and we are calling on behalf of the City of Eden Prairie. City officials and staff are interested in the opinions of business professionals conducting business in Eden Prairie. We are not selling anything; this is for research purposes only. All your responses will be combined with others in the study and will not be associated with your business name.

Is this a good time to begin?

- | | | | |
|-----|---|---|------------------|
| Yes | 1 | → | CONTINUE |
| No | 2 | → | ARRANGE CALLBACK |

PART ONE: STATUS QUO

1. How long has your business been located in Eden Prairie?
DO NOT READ LIST. SELECT ONE

- | | |
|------------------------------|----|
| Less than one year | 1 |
| Between one and two years | 2 |
| Between three and five years | 3 |
| Between six and 10 years | 4 |
| Between 10 and 20 years | 5 |
| 21 years or more | 6 |
| Don't Know/Refused | 12 |

2. Thinking back, why did your organization *originally* decide to establish or move your business to Eden Prairie?
[PROBE AND CLARIFY]

- 3a. What are some of the things you like about having your business in Eden Prairie?
[PROBE & CLARIFY]
- 3b. I am going to read you a list of reasons why businesses operate in Eden Prairie. After I read each reason, please tell me if that reason is (4) Very Important, (3) Somewhat Important, or (2) Somewhat Unimportant or (1) Not at All Important to you.
[READ LIST]

ROTATE LIST

	IMPORTANT		UNIMPORTANT	
	Very	Some	Some	Very
Property taxes	4	3	2	1
Access to workforce	4	3	2	1
Access to public transportation	4	3	2	1
Supportive city services	4	3	2	1
Highway access	4	3	2	1
Low crime rate	4	3	2	1
Good housing choices for you and your workers	4	3	2	1
Proximity to customers and/or suppliers	4	3	2	1
A great place to live and work	4	3	2	1
Available building space and/or land	4	3	2	1
Presence of similar-type businesses	4	3	2	1
High speed Internet access	4	3	2	1
Parks, walking paths and other outdoor amenities	4	3	2	1
[KEEP IN LAST POSITION] Anything else? (Specify)	4	3	2	1

- 4a. Overall how would you “grade” the business climate in the City of Eden Prairie? Here, an “A” would be “Excellent,” a “B” would be “Above Average,” a “C” would be “Average,” a “D” would be “Below Average” and an “F” would be “Failing.”

A 5
 B 4
 C 3
 D 2
 F 1

- 4b. Why do you give it a grade of |from 4a.|?
[PROBE AND CLARIFY]
- 5a. What do you think are the most serious issues facing your business in Eden Prairie?
[PROBE & CLARIFY]
- 6a. As you may know the City of Eden Prairie has an Economic Development Division. What are some items that you feel the Economic Development Division should focus on?
[PROBE: Anything else?]

- 6b. I am going to read you a list of items which the Economic Development Division could focus on. After I read each item, please tell me if the Economic Development Division should have a (4) Great focus, (3) Some focus, (2) Little focus or (1) No focus whatsoever on that item. The first item is...
[READ LIST]

ROTATE LIST

	Great focus	Some focus	Little focus	No focus whatsoever
Retaining existing businesses	4	3	2	1
Recruiting new businesses	4	3	2	1
Small business loans/grants	4	3	2	1
Investing in redevelopment	4	3	2	1
Building roads and highways	4	3	2	1
Building workforce or affordable housing	4	3	2	1
Improving communication with businesses	4	3	2	1
Assisting existing businesses with space needs	4	3	2	1
READ LAST: Anything else? PLEASE SPECIFY:	4	3	2	1

PART TWO: USAGE/SATISFACTION WITH CITY SERVICES

- 7a. During the past year, how many times have you contacted the City of Eden Prairie on official basis?
RECORD EXACT NUMBER.

[IF Q7a. IS ONE OR MORE, CONTINUE WITH Q7b.; IF ZERO, SKIP TO Q8a.]

- 7b. What was the nature of your most recent contact with the City?

- 7c. In general, how satisfied were you with the way in which that contact was handled by the city? Were you...
[READ LIST]

- Very Satisfied 5
- Somewhat Satisfied 4
- Neither Satisfied nor Dissatisfied 3
- Somewhat Dissatisfied 2
- Very Dissatisfied 1

FOR ANY ANSWER GIVEN, ASK:
Why do you say that? PROBE & CLARIFY

- 7d. Why do you say | from 7c.|?
[PROBE AND CLARIFY]

PART THREE: FUTURE PLANS

8a. Do you have any plans to move your business to another community?

- Yes [CONTINUE]
- No [SKIP TO Q9.]

8b. Could you tell me why?
[PROBE AND CLARIFY]

8c. What, if anything, could the City do to keep you in Eden Prairie?
[PROBE AND CLARIFY]

9. Within the next five years, does your business have plans to
[READ LIST]

ROTATE LIST

	Yes	No	Don't know
Expand in Eden Prairie	1	2	12
Renovate in Eden Prairie	1	2	12
Relocate in Eden Prairie	1	2	12

PART FOUR: MISCELLANEOUS ISSUES

10. What impact, if any, does the availability of workforce housing in Eden Prairie have on your ability to recruit and retain qualified workers? Would you say the impact is...
[READ LIST]

- Very Positive 5
- Somewhat Positive 4
- No Impact at All 3
- Somewhat Negative 2
- Very Negative 1
- [DO NOT READ] Don't know 12

11. When you consider the property taxes you pay and the quality of City services you receive, would you rate the general value of City services as...
[READ LIST]

Excellent	5
Very good	4
Fair or average	3
Could do better	2
Poor	1
[DO NOT READ] Don't know	12

12. When local government makes decisions or passes regulations that impact your business, how satisfied are you with the amount of access you have to the decision-making processes?
[READ LIST]

Very satisfied	5
Somewhat satisfied	4
Neither satisfied nor Dissatisfied	3
Somewhat dissatisfied, or	2
Very dissatisfied	1
[DO NOT READ] Don't know	12

13. Does your business have technology or utility issues the City can help you with?

Yes [CONTINUE]
No [SKIP TO Q15.]

14. Do any of these issues pertain to...
[READ LIST]

Broadband/Cable	Yes	No
DSL	Yes	No
Wireless, or	Yes	No
Electrical power	Yes	No

15. What, if any, business resources are you in need of?
[PROBE AND CLARIFY]

16. If you had one wish for the City of Eden Prairie regarding your business, what would that one wish be?
[RECORD AND CLARIFY]

PART FIVE: DEMOGRAPHICS

17. My following questions are for demographic purposes. Let me remind you again that all the information you provide will be held in strictest confidence.

How would you best describe the nature of your company's business?
[RECORD RESPONSE VERBATIM]

18. How many full time employees does your company have based in Eden Prairie?
[RECORD EXACT NUMBER]

19. How many part time employees does your company have based in Eden Prairie?
[RECORD EXACT NUMBER]

IF Q19 FEWER THAN 10 EMPLOYEES, ASK:

19b. Is this an at home business?

Yes	1
No	2

20. Over the past three years has your business...
[READ LIST]

Increased
Stayed the same, or
Decreased

21. What percentage of your employees have access to the Internet at work?
[RECORD EXACT NUMBER, NO RANGE]

22. And finally, what were your company's approximate 2004 total revenues?
[READ LIST]

Under \$500,000	1
\$500,000 to Under \$1 Million	2
\$1 Million to Under \$5 Million	3
\$5 Million to Under \$10 Million	4
\$11 Million to Under \$50 Million	5
\$50 Million or More	6
[DO NOT READ] Don't Know/Refused	12

23. Would you like someone from the City of Eden to contact you about a particular question or concern you may have?

Yes 1 [ADD NOTE TO ADDITIONAL COMMENTS]
No 2

24a. INTERVIEWER: ENTER THE FOLLOWING INFORMATION:
Just to confirm the information on my database, what is the complete name of your company?

24b. And your name?

24c. Your job title?

24d. Your business address?

24e. Your phone number?

24f. Your e-mail address?

25. The results of this survey will be tabulated with those of other respondents. Your individual comments can be attributed to you or remain anonymous. What is your preference?
[READ LIST]

Release comments with your name	1
Comments to remain anonymous	2
Don't know	3
Refused/No response	4

Thank you very much for your participation. Your responses will help the City of Eden Prairie provide better services to your business.

26. Additional comments.