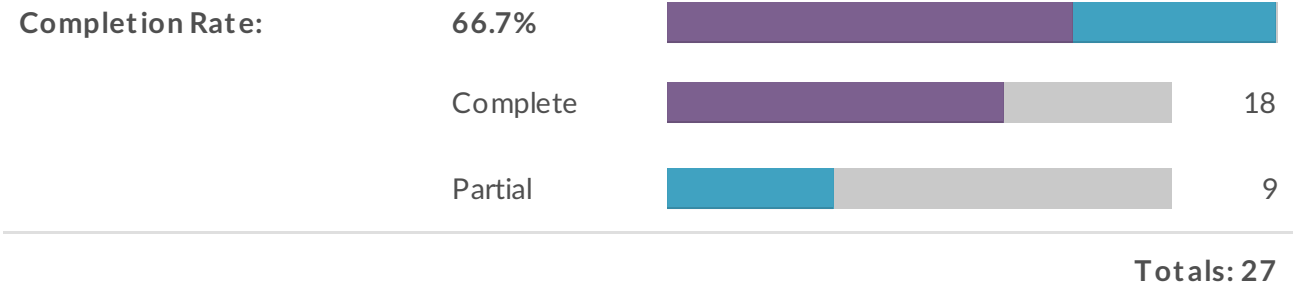
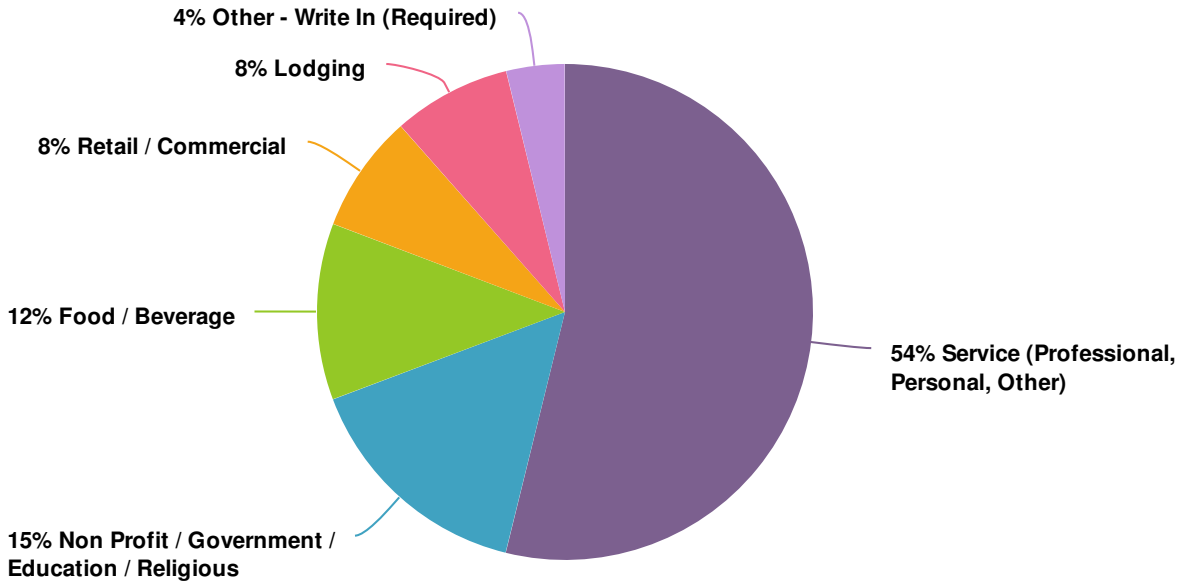


Report for Our Marietta - Business Owner Survey 2016-2017

Response Counts



1. Which category most closely describes your business?

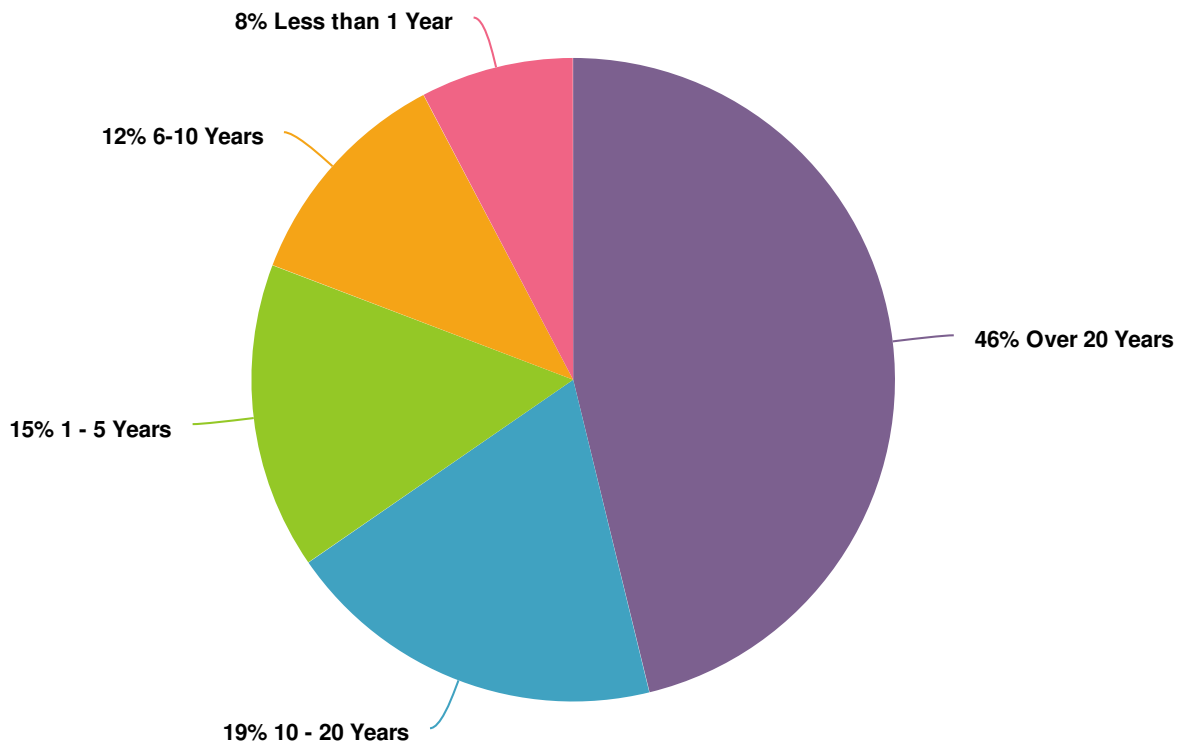


Value	Percent	Responses
Service (Professional, Personal, Other)	53.8%	14
Non Profit / Government / Education / Religious	15.4%	4
Food / Beverage	11.5%	3
Retail / Commercial	7.7%	2
Lodging	7.7%	2
Other - Write In (Required)	3.8%	1

Totals: 26

Other - Write In (Required)	Count
Product Development	1

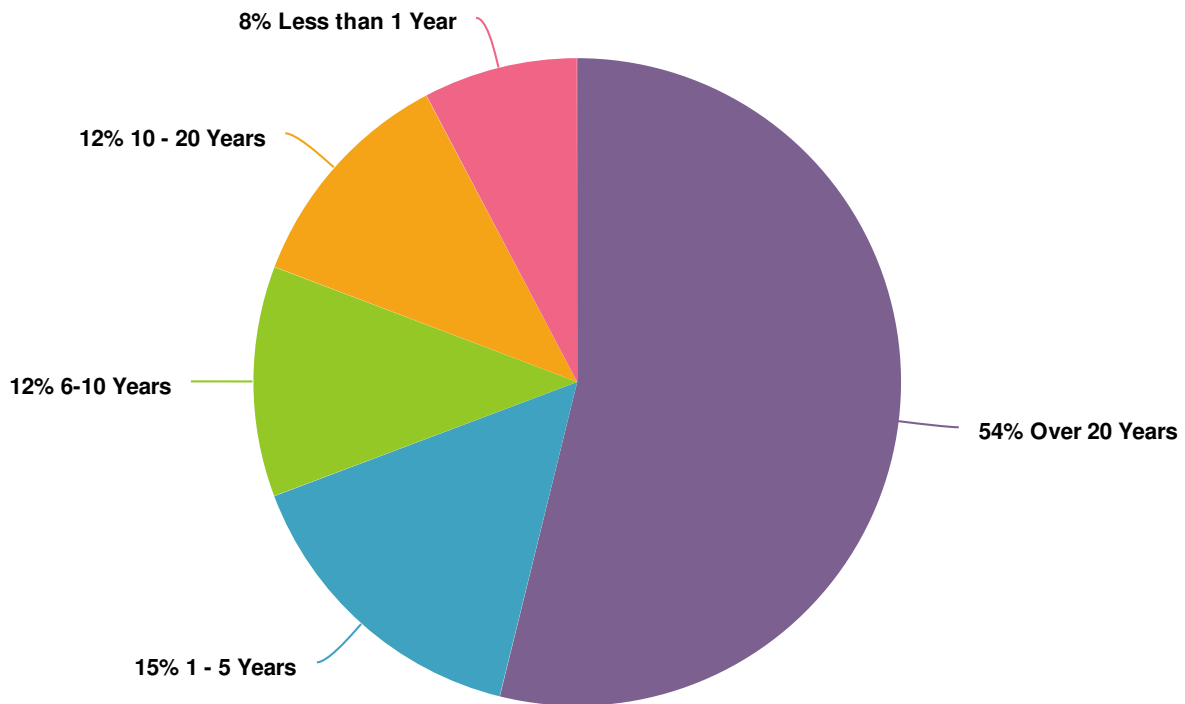
2. How long have you been in business?



Value	Percent	Responses
Over 20 Years	46.2%	12
10 - 20 Years	19.2%	5
1 - 5 Years	15.4%	4
6-10 Years	11.5%	3
Less than 1 Year	7.7%	2

Totals: 26

3. How long has your business been located in Marietta?



Value	Percent	Responses
Over 20 Years	53.8%	14
1 - 5 Years	15.4%	4
6-10 Years	11.5%	3
10 - 20 Years	11.5%	3
Less than 1 Year	7.7%	2

Totals: 26

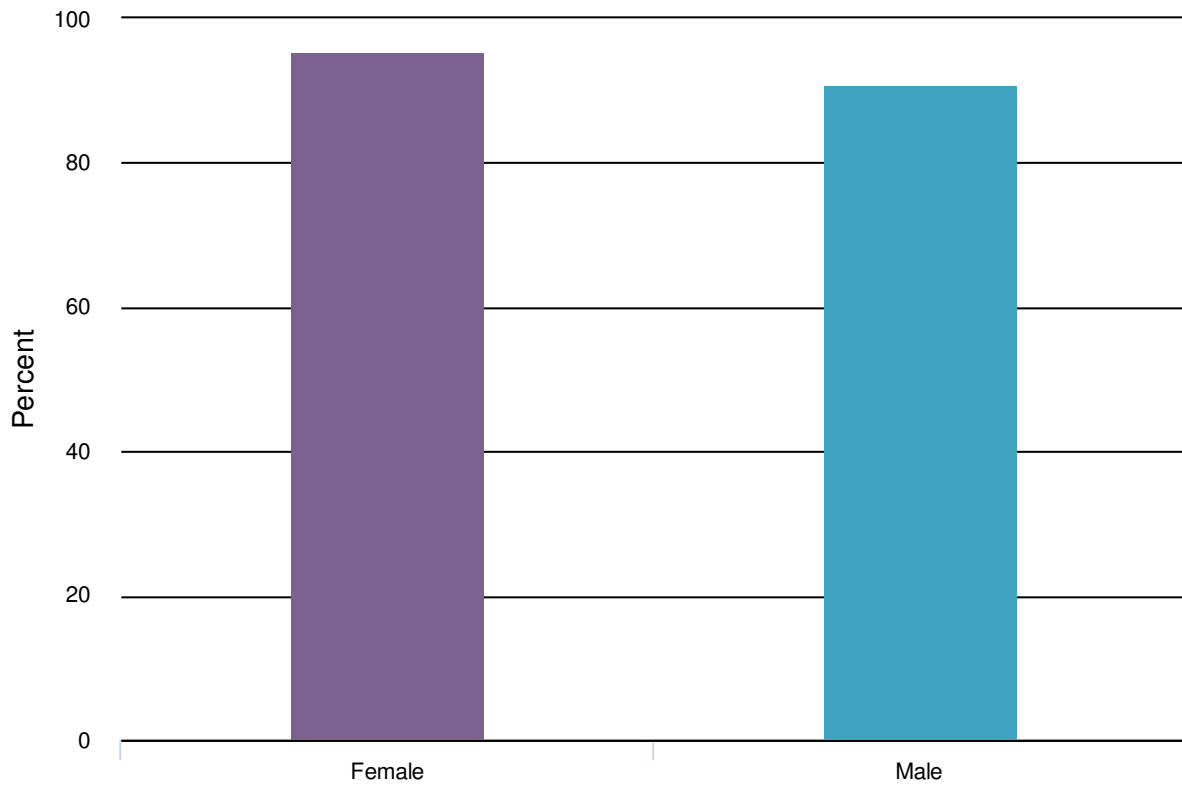
4. How many people, including owners, does your business employ in each of the following categories? (Full-time = 32 or more hours/week)

Item	Average	Min	Max	StdDev	Sum	Total Responses
Full Time Year Round	4.0	0	26	6.0	83.0	21
Part Time Year Round	3.6	0	12	3.3	64.0	18
Seasonal	0.9	0	5	1.6	8.0	9

5. To what degree are you capturing the following customers / markets?

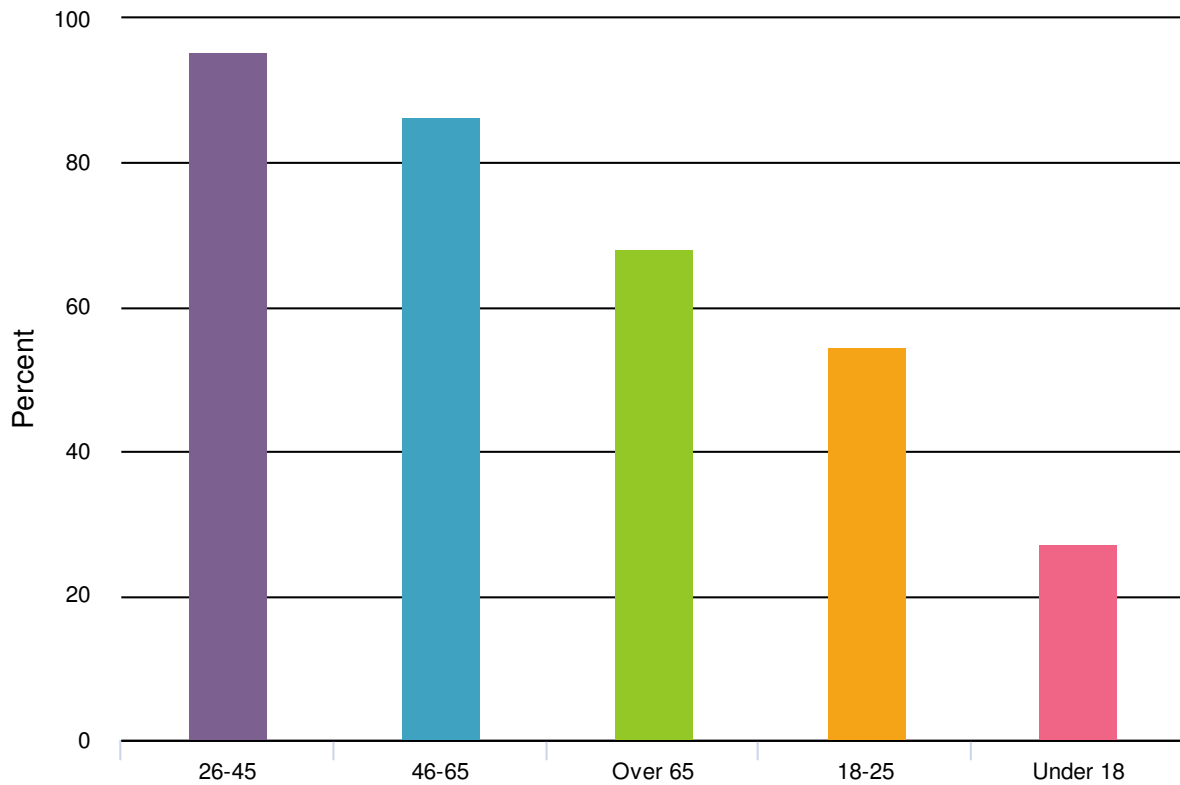
	Fully	Moderately	Minimally	Not At All	Not Our Market	Responses
Marietta Borough / Area Count Row %	1 4.3%	10 43.5%	9 39.1%	0 0.0%	3 13.0%	23
Lancaster County Market Count Row %	3 13.6%	12 54.5%	5 22.7%	0 0.0%	2 9.1%	22
South Central PA Regional Market Count Row %	1 4.8%	10 47.6%	8 38.1%	0 0.0%	2 9.5%	21
National / International Market Count Row %	0 0.0%	5 25.0%	3 15.0%	3 15.0%	9 45.0%	20
Totals Total Responses						23

6. Define your business target for gender (check all that apply):



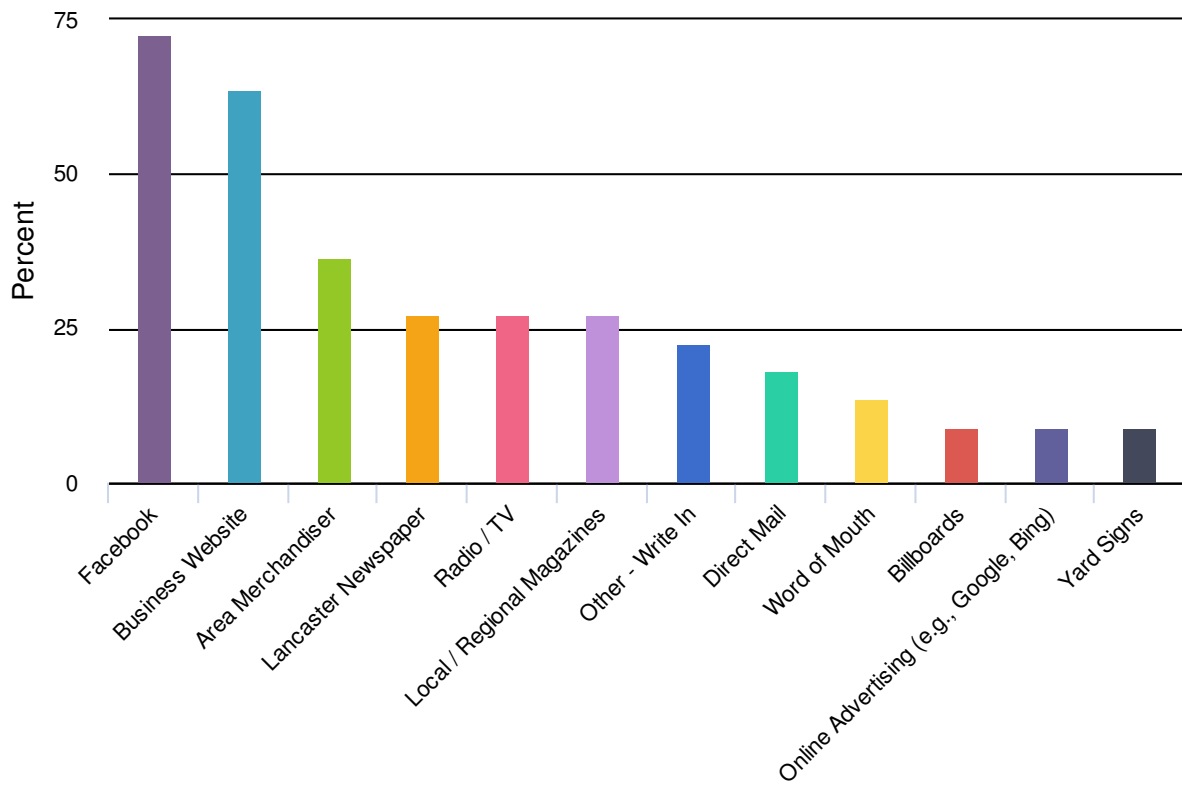
Value		Percent	Responses
Female		95.5%	21
Male		90.9%	20













7. Define your business target for age (check all that apply):



Value		Percent	Responses
26-45		95.5%	21
46-65		86.4%	19
Over 65		68.2%	15
18-25		54.5%	12
Under 18		27.3%	6

8. Which of the following media do you use to market / advertise your business (check all that apply):



Value		Percent	Responses
Facebook		72.7%	16
Business Website		63.6%	14
Area Merchandiser		36.4%	8
Lancaster Newspaper		27.3%	6
Radio / TV		27.3%	6
Local / Regional Magazines		27.3%	6
Other - Write In		22.7%	5
Direct Mail		18.2%	4
Word of Mouth		13.6%	3
Billboards		9.1%	2
Online Advertising (e.g., Google, Bing)		9.1%	2
Yard Signs		9.1%	2

Other - Write In	Count
Business Cards	1
MABA	1
Mass Email	1
OTA, B&B directories, clipper	1
Totals	5

9. Please rate the degree to which you are experiencing the following business challenges? (mark ONE answer for each item)

	Major Challenge	Minor Challenge	Not a Challenge	Not Applicable	Responses
Difficulty recruiting or retaining employees Count Row %	3 15.0%	3 15.0%	7 35.0%	7 35.0%	20
Expensive employee wages or benefits Count Row %	4 20.0%	2 10.0%	7 35.0%	7 35.0%	20
Expensive or unavailable products Count Row %	0 0.0%	2 10.0%	8 40.0%	10 50.0%	20
Insufficient financing Count Row %	5 25.0%	1 5.0%	5 25.0%	9 45.0%	20
Insufficient parking Count Row %	2 10.0%	3 15.0%	8 40.0%	7 35.0%	20
In-town competition Count Row %	0 0.0%	4 21.1%	11 57.9%	4 21.1%	19
Out-of-town competition Count Row %	2 10.0%	12 60.0%	6 30.0%	0 0.0%	20
Online competition Count Row %	2 10.0%	7 35.0%	5 25.0%	6 30.0%	20

	Major Challenge	Minor Challenge	Not a Challenge	Not Applicable	Responses
Expensive rent Count Row %	0 0.0%	3 15.0%	7 35.0%	10 50.0%	20
Poor building condition Count Row %	1 5.0%	3 15.0%	8 40.0%	8 40.0%	20
Shoplifting / Theft / Vandalism Count Row %	0 0.0%	1 5.3%	11 57.9%	7 36.8%	19

10. Could you (or your employees) use information on and/or assistance with the following topics? (mark ONE answer for each item)

	Definitely	Probably	Not Sure	Probably Not	Definitely Not	Responses
Business planning Count Row %	1 5.0%	4 20.0%	2 10.0%	7 35.0%	6 30.0%	20
Financial management Count Row %	2 10.0%	4 20.0%	0 0.0%	7 35.0%	7 35.0%	20
Inventory management Count Row %	0 0.0%	1 5.0%	0 0.0%	9 45.0%	10 50.0%	20
Advertising or marketing Count Row %	1 5.0%	8 40.0%	2 10.0%	5 25.0%	4 20.0%	20
Employee hiring or training Count Row %	0 0.0%	3 15.0%	0 0.0%	11 55.0%	6 30.0%	20
Customer service or hospitality Count Row %	0 0.0%	3 15.0%	1 5.0%	9 45.0%	7 35.0%	20
Building improvements Count Row %	1 5.0%	4 20.0%	3 15.0%	5 25.0%	7 35.0%	20

	Definitely	Probably	Not Sure	Probably Not	Definitely Not	Responses
Window displays or interior store design Count Row %	1 5.0%	1 5.0%	1 5.0%	6 30.0%	11 55.0%	20
Business market analysis Count Row %	1 5.0%	3 15.0%	4 20.0%	5 25.0%	7 35.0%	20
Internet or E-Commerce Count Row %	1 5.0%	3 15.0%	4 20.0%	2 10.0%	10 50.0%	20
Transfer of ownership or selling a business Count Row %	1 5.0%	2 10.0%	0 0.0%	5 25.0%	12 60.0%	20

11. Would you find this type of business assistance useful? (mark ONE answer for each item)

	Yes	No	Not Sure	Responses
Free design assistance Count Row %	6 30.0%	10 50.0%	4 20.0%	20
Free business assistance (planning, operations, marketing, etc.) Count Row %	5 25.0%	10 50.0%	5 25.0%	20
Networking events (i.e. breakfast/lunch meetings, business happy hours) Count Row %	10 50.0%	6 30.0%	4 20.0%	20
Cooperative insurance program Count Row %	6 31.6%	7 36.8%	6 31.6%	19
Cooperative advertising coordination Count Row %	7 35.0%	8 40.0%	5 25.0%	20
Advertising / marketing of Marietta as a destination Count Row %	9 47.4%	7 36.8%	3 15.8%	19
Low interest loan program (for business or property improvement) Count Row %	6 30.0%	10 50.0%	4 20.0%	20
Grant program (for facade or sign improvement) Count Row %	8 40.0%	10 50.0%	2 10.0%	20

	Yes	No	Not Sure	Responses
Marietta business directories, brochures, maps				
Count	11	5	4	20
Row %	55.0%	25.0%	20.0%	
Website or Internet resources				
Count	9	7	4	20
Row %	45.0%	35.0%	20.0%	
Retail / Special Event coordination				
Count	3	8	9	20
Row %	15.0%	40.0%	45.0%	

12. How strongly do you agree or disagree with the following statements?
(mark ONE answer for each statement)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
I always try to buy products and services locally Count Row %	4 21.1%	10 52.6%	4 21.1%	1 5.3%	0 0.0%	19
I always direct customers to other Marietta businesses Count Row %	8 42.1%	9 47.4%	2 10.5%	0 0.0%	0 0.0%	19
I seek ways to cooperate with complementary Marietta businesses Count Row %	9 47.4%	5 26.3%	5 26.3%	0 0.0%	0 0.0%	19
I interact with other Marietta businesses on a regular basis Count Row %	9 47.4%	7 36.8%	2 10.5%	1 5.3%	0 0.0%	19
The existing Marietta business mix helps my business Count Row %	2 10.5%	6 31.6%	8 42.1%	2 10.5%	1 5.3%	19

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
The look and feel of downtown Marietta helps my business. Count Row %	1 5.3%	4 21.1%	8 42.1%	4 21.1%	2 10.5%	19
My building façade draws customers into my business Count Row %	5 26.3%	5 26.3%	6 31.6%	1 5.3%	2 10.5%	19
My window and store displays help my business Count Row %	2 10.5%	7 36.8%	6 31.6%	2 10.5%	2 10.5%	19
My advertising helps my business Count Row %	5 26.3%	8 42.1%	5 26.3%	0 0.0%	1 5.3%	19
My business is open when customers want to shop Count Row %	4 21.1%	9 47.4%	5 26.3%	0 0.0%	1 5.3%	19
Employees of my business show great customer service Count Row %	11 57.9%	5 26.3%	2 10.5%	1 5.3%	0 0.0%	19

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
Marietta is an excellent place to have a business Count Row %	2 10.5%	11 57.9%	5 26.3%	1 5.3%	0 0.0%	19
Local police protection is outstanding Count Row %	2 10.5%	8 42.1%	8 42.1%	0 0.0%	1 5.3%	19
I feel safe downtown, even at night. Count Row %	3 15.8%	11 57.9%	4 21.1%	1 5.3%	0 0.0%	19
Local municipal services are accessible and valuable Count Row %	3 15.8%	6 31.6%	9 47.4%	0 0.0%	1 5.3%	19
Totals Total Responses						19

13. How satisfied are you with the present location of your business? (mark ONE)

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Responses
Location within the Downtown and/or Borough Count Row %	5 26.3%	12 63.2%	2 10.5%	0 0.0%	19
Adequate Space for Current Operations Count Row %	7 36.8%	8 42.1%	2 10.5%	2 10.5%	19
Adequate Space for Growth Count Row %	5 26.3%	6 31.6%	5 26.3%	3 15.8%	19
Parking Count Row %	8 42.1%	4 21.1%	3 15.8%	4 21.1%	19
Totals Total Responses					19

14. Please share any specifics about your dissatisfaction with your current location, space or parking.



ResponseID	Response
113	Our patrons must use on-street parking which to some newcomers is a not-so-nice surprise.
124	Our neighbors are primarily residential. If we want to expand, we'd have to look elsewhere in Marietta or the surrounding counties. The building across the street from us is an eyesore, this is distracting for our tuition paying families ("clients"). Not sure how to address the ongoing incomplete renovations.
130	I need to consider seeking a variance to install a couple of onsite parking spaces.
136	I only have 4 off-street parking spaces that need to serve my apts and my business. It's hard. More downtown parking would be helpful for possible rentals of my second and third floor, as well as customers. Also, there's not much space available for businesses looking for work area. Yes, some storefronts for rent, but 1500-2500 SQ foot is not here.
142	My business operates from my home so that's on me.

15. How strongly do you agree or disagree with the following statements regarding the Northwest River Trail? (mark ONE answer for each statement)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
I know about the Northwest River Trail Count Row %	16 84.2%	3 15.8%	0 0.0%	0 0.0%	0 0.0%	19
I have been on the Northwest River Trail Count Row %	15 78.9%	3 15.8%	0 0.0%	1 5.3%	0 0.0%	19
Trail Users are a good fit for my businesses Count Row %	7 36.8%	3 15.8%	6 31.6%	1 5.3%	2 10.5%	19
I am comfortable talking to patrons about the benefits of the Northwest River Trail Count Row %	15 78.9%	1 5.3%	0 0.0%	2 10.5%	1 5.3%	19
My employees are comfortable talking to patrons about the benefits of the Northwest River Trail Count Row %	6 31.6%	5 26.3%	4 21.1%	3 15.8%	1 5.3%	19

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
I run promotions to encourage Trail users to patronize my business Count Row %	3 15.8%	0 0.0%	10 52.6%	2 10.5%	4 21.1%	19
I accommodate bike riders with a safe place to store their bicycle(s) Count Row %	5 26.3%	1 5.3%	6 31.6%	3 15.8%	4 21.1%	19
I see opportunities in the off season (November through March) for trail users to patronize my business Count Row %	5 26.3%	3 15.8%	4 21.1%	3 15.8%	4 21.1%	19

Totals

Total Responses

19