



# 2009/10 Urbana Business Survey

## Summary of Responses – City of Urbana

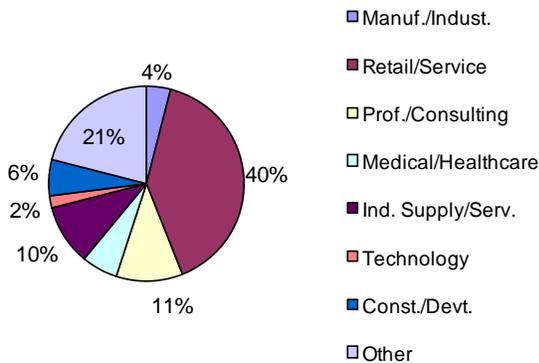
Number of Surveys Sent: 807  
 Responses Received: 149  
 Response Rate: 18.5%

Average number of Years in Business: 33.1

Average Number of Years in Urbana: 27.4

### Type of Business:

Manufacturing/Industrial.....	4%
Industrial Supply/Service.....	10%
Retail/Service.....	40%
Technology.....	2%
Professional/Consulting.....	11%
Construction/Development.....	6%
Medical/Health Care.....	6%
Other.....	21%



Average Building Size..... 17,707 sq. ft.  
 Range..... 100 – 733,666 sq. ft.

Average Number of Full-Time Employees..... 21.5  
 Range..... 0-832

Average Number of Part-Time Employees..... 8.4  
 Range..... 0-300

### What are the advantages of your location?

Responses mentioning:

- Access/Visibility – 49%
- Location – 40%
- Interstate – 17%
- Cost – 4%

### What are the disadvantages of your location?

Responses mentioning:

- Lack of Access/Traffic/Visibility – 18%
- Parking – 15%
- Neighborhood Qualities – 15%
- Lack of Businesses in Area – 9%
- Costs/Taxes – 6%

**In the past 5 years business has:**

Grown.....	67%
Declined.....	11%
Stayed the Same.....	22%

**In the next 5 years you plan to:**

Expand.....	47%
Downsize.....	3%
Remain Stable.....	50%

<b>Average approximate annual sales.....</b>	<b>\$4,050,000</b>
Range.....	\$9,000 – 120 million
Total annual sales of all 71 respondents.....	\$101.3 million

**Do you own or lease your building?**

Own.....	48%
Lease.....	52%

**Is your site or building size sufficient for your needs?**

Yes.....	75%
No.....	25%

Most common reason if answered “No”:	Need more space	59%
	Need more parking	16%

**Are your projected employment needs...**

Increasing.....	29%
Stable.....	68%
Decreasing.....	3%

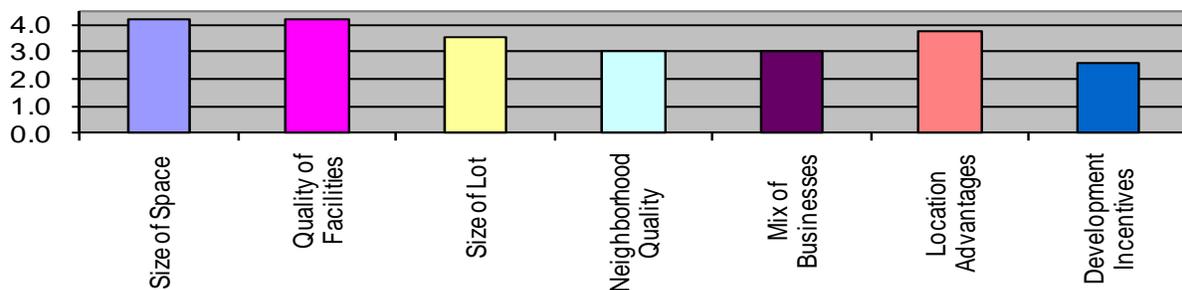
**Is your business locally owned?**

Yes.....	90%
No.....	10%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

	Average Response
Size of Space.....	4.2
Quality of Facilities.....	4.2
Size of Lot.....	3.6
Quality of Neighborhood.....	3.0
Mix of Businesses in Area.....	3.0
Location Advantages.....	3.8
Development Incentives.....	2.6

Average Rating



**Is your company planning to relocate?**

Yes..... 8%  
No..... 81%  
Not Sure..... 11%

**If “Yes”, why are you considering relocating?**

Most Common Responses: No Land To Expand  
High Property Tax  
Not Enough/Poor Parking  
Building Overcrowded  
Access/Egress Problems  
Better Incentives Elsewhere

**Are you considering closing or selling your business?**

Yes..... 7%  
No..... 93%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 34%  
No..... 66%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 44%  
No..... 56%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.6

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.7

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
More Businesses  
Less Restrictive Zoning  
Parking  
Restrictive Codes  
Perceptions of Urbana

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... Competition  
Economy  
Regulations/Policies  
Cost of Business  
Not Enough Businesses  
Lack of Traffic  
Public/City Support  
Marketing/Exposure

**The following are examples of actual comments made on the surveys reflecting issues that are important to individual business owners:**

"The key issues of our business would be competition from non-locally owned businesses that have vast amounts of capital that we don't have. Urbana seems to be more supportive of locally owned businesses."

"Economic downturn. We are the type of business that seems to weather the national economic storms and not be overly affected, however, it will be a concern if it prolongs itself."

"I find the city to be very cooperative and business oriented. I wish the liquor license fee weren't so high and that Urbana had different kinds of licenses as most cities do."

"Proximity to courthouse dictates the many law offices in the area, would be nice to attract more businesses/retail to the downtown area. Also, parking is STILL a problem, elderly/disabled have hard time finding handicapped parking. Could use lower property taxes, lower or no parking meters."

"Need to bring more clean business to Urbana to improve tax base and sales tax revenue. Reputation of City Council as "anti-business" is a detriment (whether warranted or not)."

"We would like to see better restaurants & services in southeast Urbana. We are amazed at the difficulties that southeast Urbana retailers seem to encounter."

"Urbana has never visualized the great potential near UIUC and the Council has taken every opportunity to keep change & growth out of that area. It is our greatest potential for dollar & tax growth."

"Overall it has been great to be here. The neighbors - especially in the back alley, take poor care of their property and the students are a problem from a litter & junk point of view. As a previous urban planner, however, I am glad to be supporting the downtown. Mirabelle, Strawberry Fields, Courier Cafe, V. Picasso - all are GREAT assets. Keep them happy!"

"The sidewalk improvements have been great - looking much better! (Downtown Urbana)"

"I would like to see those of us in the city, school district, park district, UBA, interested others (Carle, Busey Bank) with marketing and PR expertise work together and share our abilities to market Urbana."

"It seems like a basic survey of your area businesses is a much more cost-effective way of gathering information than hiring an out-of-town consulting firm. Reading the results of your last "consulting firm" survey the major recommendation was for more retail w/ residential areas above... all you had to do was ask! We've been doing that successfully for 15 years."

"We don't have problems, only opportunities."

**Notes:**

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# 2009/10 Urbana Business Survey

## Summary of Responses – Downtown Urbana

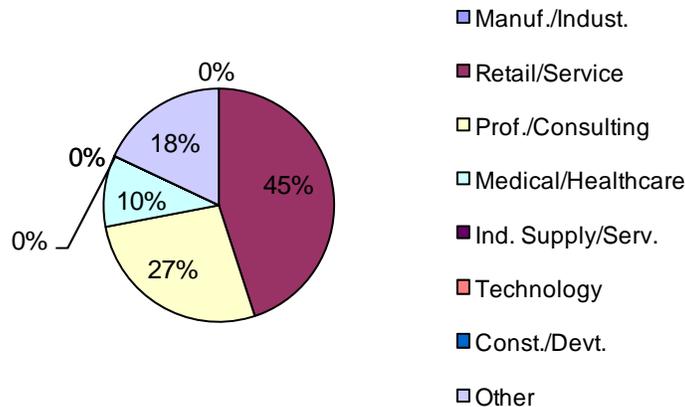
Number of Surveys Sent: 211  
 Responses Received: 49  
 Response Rate: 23.2%

Average number of Years in Business: 31.2

Average Number of Years in Urbana: 28.4

### Type of Business:

Manufacturing/Industrial.....	0%
Industrial Supply/Service.....	0%
Retail/Service.....	45%
Technology.....	0%
Professional/Consulting.....	27%
Construction/Development.....	0%
Medical/Health Care.....	10%
Other.....	18%



Average Building Size..... 7,672 sq. ft.  
 Range..... 4650 – 96,100 sq. ft.

Average Number of Full-Time Employees..... 15.6  
 Range..... 0-450

Average Number of Part-Time Employees..... 12.8  
 Range..... 0-300

### What are the advantages of your location?

Responses mentioning: Location – 38%  
 Access/Visibility – 32%

### What are the disadvantages of your location?

Responses mentioning: Parking – 32%  
 Neighborhood – 19%

### In the past 5 years business has:

Grown..... 55%  
 Declined..... 10%  
 Stayed the Same..... 20%

**In the next 5 years you plan to:**

Expand.....	37%
Downsize.....	2%
Remain Stable.....	47%

<b>Average approximate annual sales.....</b>	<b>\$336,000</b>
Range.....	\$10,000 – 1 million
Total annual sales of all 15 respondents.....	\$5.1 million

**Do you own or lease your building?**

Own.....	33%
Lease.....	67%

**Is your site or building size sufficient for your needs?**

Yes.....	78%
No.....	22%

Most common reason if answered “No”:	<b>Need more space</b>	<b>78%</b>
	<b>Need more parking</b>	<b>22%</b>

**Are your projected employment needs...**

Increasing.....	32%
Stable.....	63%
Decreasing.....	5%

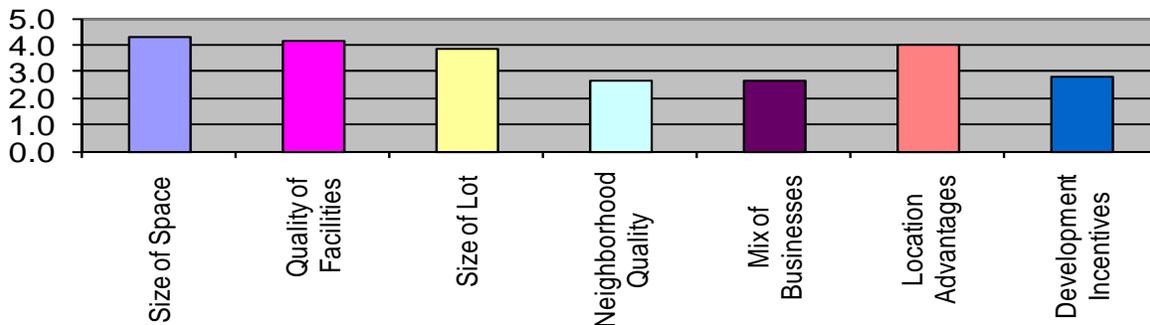
**Is your business locally owned?**

Yes.....	89%
No.....	11%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

	<b>Average Response</b>
Size of Space.....	4.3
Quality of Facilities.....	4.2
Size of Lot.....	3.8
Quality of Neighborhood.....	2.7
Mix of Businesses in Area.....	2.7
Location Advantages.....	4.0
Development Incentives.....	2.8

**Average Rating**



**Is your company planning to relocate?**

Yes..... 8%  
No..... 76%  
Not Sure..... 16%

**If “Yes”, why are you considering relocating?**

Most Common Response: All responses varied

**Are you considering closing or selling your business?**

Yes..... 3%  
No..... 97%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 48%  
No..... 52%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 58%  
No..... 42%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 3.0

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.6

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
Less First Floor Offices  
Parking  
Perceptions of Urbana

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... Competition  
Economy  
Public/City Support  
Lack of Traffic  
Marketing/Exposure

**Notes:**

All percentages and averages are based those surveys for which there was a response to the question asked. They do not include respondents for which there was no response to a given question. Survey results based on responses received between November 15, 2009 and April 4, 2010. Data compiled September 2010 by RLB, City of Urbana Economic Development Department.



# 2009/10 Urbana Business Survey

## Summary of Responses – East Urbana

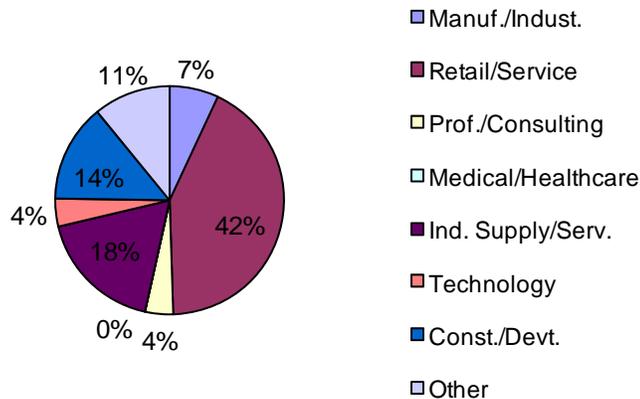
Number of Surveys Sent: 137  
 Responses Received: 23  
 Response Rate: 16.8%

Average number of Years in Business: 35.8

Average Number of Years in Urbana: 32.3

### Type of Business:

Manufacturing/Industrial.....	7%
Industrial Supply/Service.....	18%
Retail/Service.....	43%
Technology.....	4%
Professional/Consulting.....	4%
Construction/Development.....	14%
Medical/Health Care.....	0%
Other.....	11%



Average Building Size..... 6,290 sq. ft.  
 Range..... 100 – 733,666 sq. ft.

Average Number of Full-Time Employees..... 62.0  
 Range..... 1-832

Average Number of Part-Time Employees..... 2.2  
 Range..... 0-20

### What are the advantages of your location?

Responses mentioning: Access/Visibility – 36%  
 Interstate – 27%

### What are the disadvantages of your location?

Responses mentioning: Responses Varied

### In the past 5 years business has:

Grown.....	74%
Declined.....	9%
Stayed the Same.....	27%

**In the next 5 years you plan to:**

Expand..... 47%  
 Downsize..... 0%  
 Remain Stable..... 53%

**Average approximate annual sales**..... \$15,010,500  
 Range..... \$45,000 – 120 million  
 Total annual sales of all 7 respondents..... \$150.0 million

**Do you own or lease your building?**

Own..... 56%  
 Lease..... 44%

**Is your site or building size sufficient for your needs?**

Yes..... 69%  
 No..... 31%

Most common reason if answered “No”: **Need more space** 60%

**Are your projected employment needs...**

Increasing..... 38%  
 Stable..... 62%  
 Decreasing..... 0%

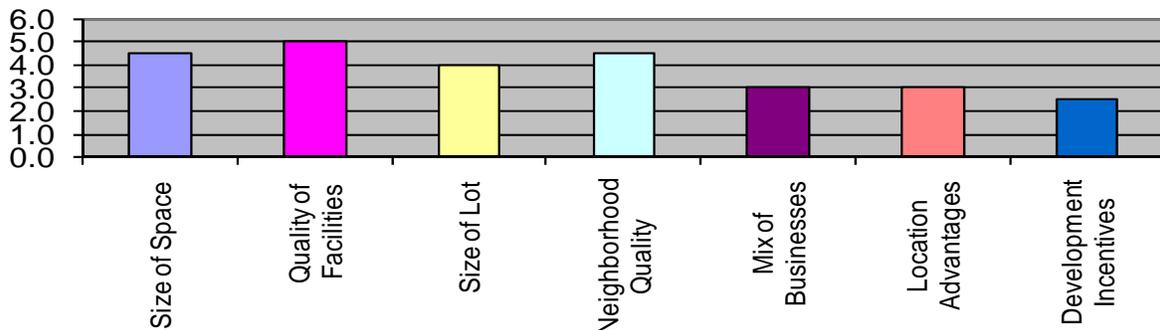
**Is your business locally owned?**

Yes..... 90%  
 No..... 10%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

	<b>Average Response</b>
Size of Space.....	4.5
Quality of Facilities.....	5.0
Size of Lot.....	4.0
Quality of Neighborhood.....	4.5
Mix of Businesses in Area.....	3.0
Location Advantages.....	3.0
Development Incentives.....	2.5

**Average Rating**



**Is your company planning to relocate?**

Yes..... 20%  
No..... 80%  
Not Sure..... 0%

**If “Yes”, why are you considering relocating?**

Most Common Response: **No Land to Expand**

**Are you considering closing or selling your business?**

Yes..... 0%  
No..... 100%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 20%  
No..... 80%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 25%  
No..... 75%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.8

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 3.2

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... **Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
More Nice Restaurants/Hotels  
More Retail  
Bigger Airport**

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... **Not Enough Businesses  
High Taxes  
Cost of Business  
Labor  
Competition  
Lack of Upscale Places for Business People  
Economy  
Regulations/Policies**

**Notes:**

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# 2009/10 Urbana Business Survey

## Summary of Responses - North Cunningham

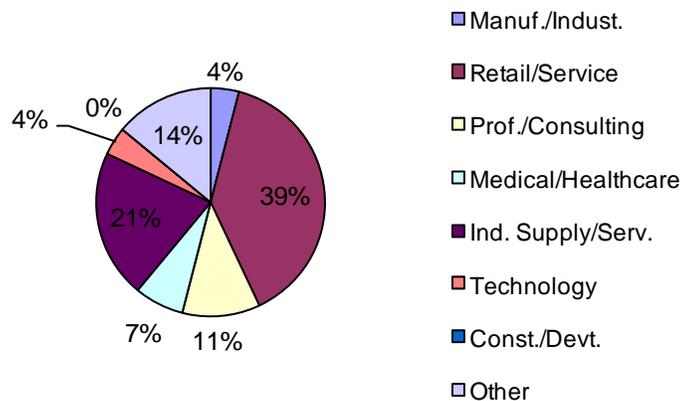
Number of Surveys Sent: 141  
 Responses Received: 27  
 Response Rate: 19.1%

Average number of Years in Business: 32.6

Average Number of Years in Urbana: 25.9

### Type of Business:

Manufacturing/Industrial.....	4%
Industrial Supply/Service.....	21%
Retail/Service.....	39%
Technology.....	4%
Professional/Consulting.....	11%
Construction/Development.....	0%
Medical/Health Care.....	7%
Other.....	14%



Average Building Size..... 8,944 sq. ft.  
 Range..... 1,000 – 64,000 sq. ft.

Average Number of Full-Time Employees..... 11.0  
 Range..... 1 - 151

Average Number of Part-Time Employees..... 3.3  
 Range..... 0-39

### What are the advantages of your location?

Responses mentioning: Access/Visibility/Traffic 100%

### What are the disadvantages of your location?

Responses mentioning: All responses varied

### In the past 5 years business has:

Grown..... 68%  
 Declined..... 9%  
 Stayed the Same..... 23%

**In the next 5 years you plan to:**

Expand..... 29%  
 Downsize..... 4%  
 Remain Stable..... 67%

**Average approximate annual sales**..... \$2.8 million  
 Range..... \$100k – 20 million  
 Total annual sales of all 17 respondents..... \$55.7 million

**Do you own or lease your building?**

Own..... 67%  
 Lease..... 33%

**Is your site or building size sufficient for your needs?**

Yes..... 78%  
 No..... 22%

Most common reason if answered “No”: **Need more space** 80%

**Are your projected employment needs...**

Increasing..... 25%  
 Stable..... 71%  
 Decreasing..... 4%

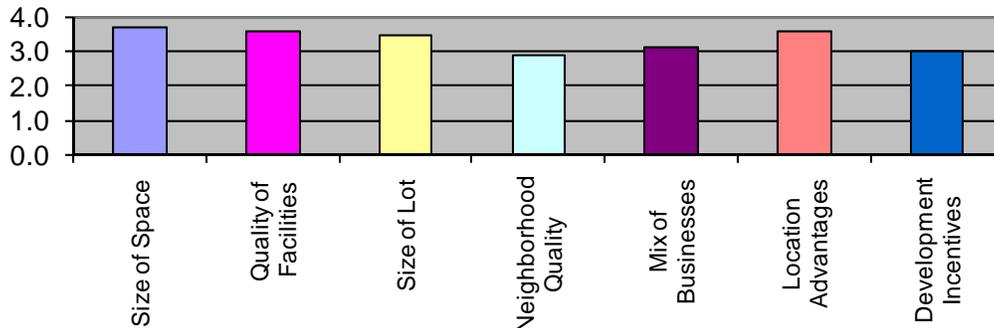
**Is your business locally owned?**

Yes..... 96%  
 No..... 4%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

	<b>Average Response</b>
Size of Space.....	3.7
Quality of Facilities.....	3.6
Size of Lot.....	3.4
Quality of Neighborhood.....	2.9
Mix of Businesses in Area.....	3.1
Location Advantages.....	3.6
Development Incentives.....	3.0

**Average Rating**



**Is your company planning to relocate?**

Yes..... 4%  
No..... 83%  
Not Sure..... 13%

**If “Yes”, why are you considering relocating?**

Most Common Response: **Better Incentives Elsewhere**

**Are you considering closing or selling your business?**

Yes..... 17%  
No..... 83%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 24%  
No..... 76%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 40%  
No..... 60%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.6

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.7

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... **Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
Less Restrictive Zoning  
Communicate Intentions**

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... **Economy  
Regulations/Policies  
Competition  
Costs of business**

**Notes:**

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# 2009/10 Urbana Business Survey

## Summary of Responses – North Lincoln

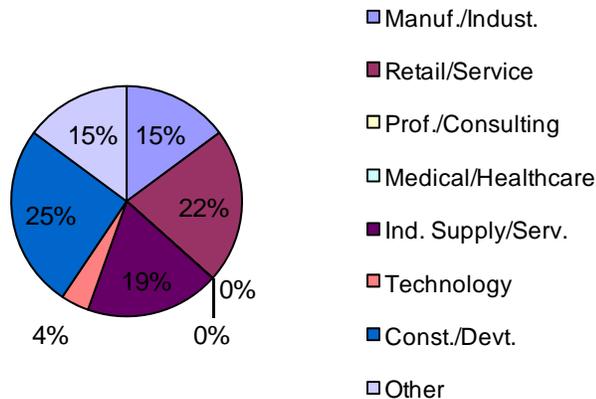
Number of Surveys Sent: 113  
 Responses Received: 18  
 Response Rate: 15.9%

Average number of Years in Business: 47.7

Average Number of Years in Urbana: 33.6

### Type of Business:

Manufacturing/Industrial.....	15%
Industrial Supply/Service.....	19%
Retail/Service.....	22%
Technology.....	4%
Professional/Consulting.....	0%
Construction/Development.....	26%
Medical/Health Care.....	0%
Other.....	15%



Average Building Size..... 32,743 sq. ft.  
 Range..... 1,400 – 100,000 sq. ft.

Average Number of Full-Time Employees..... 26.1  
 Range..... 1-100

Average Number of Part-Time Employees..... 9.3  
 Range..... 0-100

### What are the advantages of your location?

Responses mentioning: Access/Visibility – 63%

### What are the disadvantages of your location?

Responses mentioning: Responses Varied

### In the past 5 years business has:

Grown.....	78%
Declined.....	6%
Stayed the Same.....	16%

**In the next 5 years you plan to:**

Expand..... 53%  
 Downsize..... 0%  
 Remain Stable..... 47%

**Average approximate annual sales**..... \$5,680,000  
 Range..... \$600,000 – 20 million  
 Total annual sales of all 13 respondents..... \$62.5 million

**Do you own or lease your building?**

Own..... 70%  
 Lease..... 30%

**Is your site or building size sufficient for your needs?**

Yes..... 63%  
 No..... 37%

Most common reason if answered “No”: **Need more space** 67%

**Are your projected employment needs...**

Increasing..... 37%  
 Stable..... 63%  
 Decreasing..... 0%

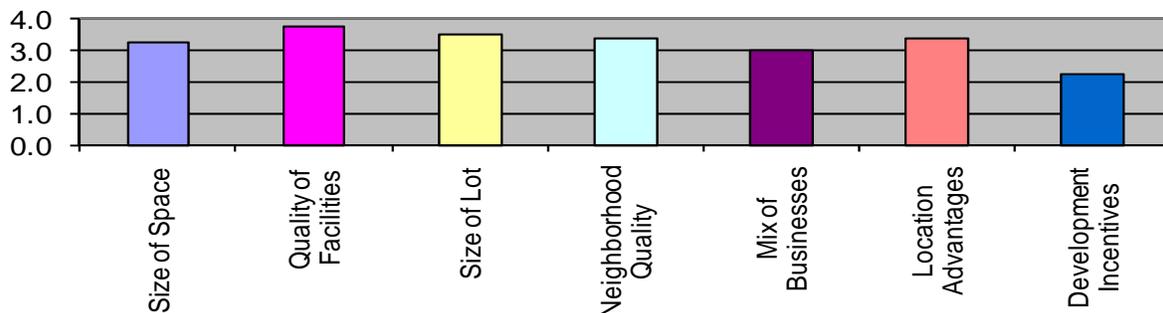
**Is your business locally owned?**

Yes..... 94%  
 No..... 6%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

	<b>Average Response</b>
Size of Space.....	3.3
Quality of Facilities.....	3.8
Size of Lot.....	3.5
Quality of Neighborhood.....	3.4
Mix of Businesses in Area.....	3.0
Location Advantages.....	3.4
Development Incentives.....	2.2

**Average Rating**



**Is your company planning to relocate?**

Yes..... 0%  
No..... 82%  
Not Sure..... 18%

**If “Yes”, why are you considering relocating?**

Most Common Response: No Land to Expand  
Building Overcrowded

**Are you considering closing or selling your business?**

Yes..... 11%  
No..... 89%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 35%  
No..... 65%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 60%  
No..... 40%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.8

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.5

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... Bring In More Businesses  
Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
Less Restrictive Zoning

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... Competition  
Economy  
Cost of Business  
Infrastructure  
Visibility  
Regulations/Policies

**Notes:**

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# 2009/10 Urbana Business Survey

## Summary of Responses – Southeast Urbana

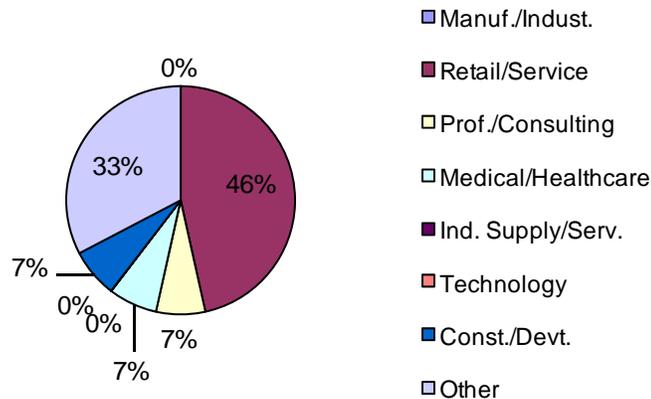
Number of Surveys Sent: 106  
 Responses Received: 15  
 Response Rate: 14.2%

Average number of Years in Business: 33.4

Average Number of Years in Urbana: 24.1

### Type of Business:

Manufacturing/Industrial.....	0%
Industrial Supply/Service.....	0%
Retail/Service.....	47%
Technology.....	0%
Professional/Consulting.....	7%
Construction/Development.....	7%
Medical/Health Care.....	7%
Other.....	33%



Average Building Size..... 13,663 sq. ft.  
 Range..... 1,000 – 85,000 sq. ft.

Average Number of Full-Time Employees..... 4.5  
 Range..... 0-12

Average Number of Part-Time Employees..... 8.4  
 Range..... 0-35

### What are the advantages of your location?

Responses mentioning: All responses varied

### What are the disadvantages of your location?

Responses mentioning: Lack of Businesses in Area – 25%

### In the past 5 years business has:

Grown..... 67%  
 Declined..... 14%  
 Stayed the Same..... 19%

**In the next 5 years you plan to:**

Expand..... 52%  
 Downsize..... 5%  
 Remain Stable..... 43%

**Average approximate annual sales..... \$1.6 million**  
 Range..... \$9,000 – 9.2 million  
 Total annual sales of all 6 respondents..... \$9.7 million

**Do you own or lease your building?**

Own..... 21%  
 Lease..... 79%

**Is your site or building size sufficient for your needs?**

Yes..... 95%  
 No..... 5%

Most common reason if answered “No”: **Need more space** 80%

**Are your projected employment needs...**

Increasing..... 30%  
 Stable..... 65%  
 Decreasing..... 5%

**Is your business locally owned?**

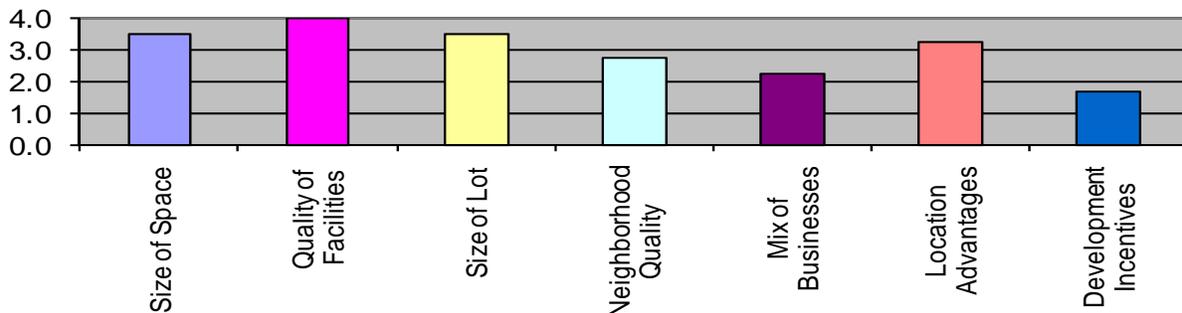
Yes..... 81%  
 No..... 19%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

**Average Response**

Size of Space..... 3.5  
 Quality of Facilities..... 4.0  
 Size of Lot..... 3.5  
 Quality of Neighborhood..... 2.8  
 Mix of Businesses in Area..... 2.3  
 Location Advantages..... 3.3  
 Development Incentives..... 1.7

Average Rating



**Is your company planning to relocate?**

Yes..... 5%  
No..... 84%  
Not Sure..... 11%

**If “Yes”, why are you considering relocating?**

Most Common Response: Lack of Room to Expand

**Are you considering closing or selling your business?**

Yes..... 11%  
No..... 89%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 17%  
No..... 83%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 0%  
No..... 100%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.1

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.4

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... Lower Taxes/Tax Incentives  
Continue Increase Promotion/Marketing  
Less Restrictive Zoning

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... Economy  
Regulations/Policies  
Competition  
Costs of business  
Not enough businesses

**Notes:**

All percentages and averages are based those surveys for which there was a response to the question asked. They do not include respondents for which there was no response to a given question. Survey results based on responses received between November 15, 2009 and April 4, 2010. Data compiled September, 2010 by RLB, City of Urbana Economic Development Department



# 2009/10 Urbana Business Survey

## Summary of Responses – University/Medical Area

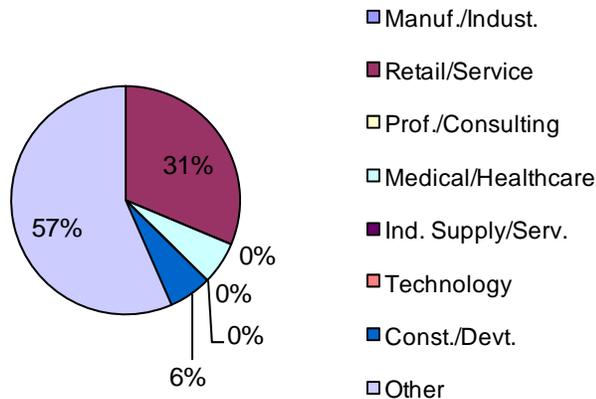
Number of Surveys Sent: 99  
 Responses Received: 15  
 Response Rate: 15.2%

Average number of Years in Business: 30.4

Average Number of Years in Urbana: 27.7

### Type of Business:

Manufacturing/Industrial.....	0%
Industrial Supply/Service.....	0%
Retail/Service.....	31%
Technology.....	0%
Professional/Consulting.....	0%
Construction/Development.....	6%
Medical/Health Care.....	6%
Other.....	56%



Average Building Size..... 12,955 sq. ft.  
 Range..... 1,800 – 93,000 sq. ft.

Average Number of Full-Time Employees..... 12.6  
 Range..... 0-90

Average Number of Part-Time Employees..... 9.3  
 Range..... 0-36

### What are the advantages of your location?

Responses mentioning: Proximity to University – 50%

### What are the disadvantages of your location?

Responses mentioning: Parking – 33%

### In the past 5 years business has:

Grown.....	60%
Declined.....	20%
Stayed the Same.....	20%

**In the next 5 years you plan to:**

Expand..... 14%  
 Downsize..... 7%  
 Remain Stable..... 79%

**Average approximate annual sales**..... \$1,400,000  
 Range..... \$0 – 5.6 million  
 Total annual sales of all 8 respondents..... \$14.0million

**Do you own or lease your building?**

Own..... 50%  
 Lease..... 50%

**Is your site or building size sufficient for your needs?**

Yes..... 54%  
 No..... 46%

Most common reason if answered “No”:  
 Need more space 50%  
 Need more parking 33%

**Are your projected employment needs...**

Increasing..... 36%  
 Stable..... 64%  
 Decreasing..... 0%

**Is your business locally owned?**

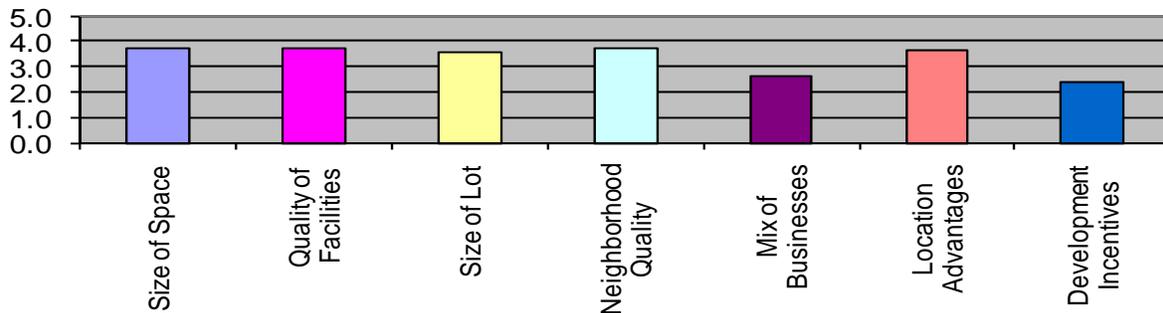
Yes..... 87%  
 No..... 13%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?**

**Average Response**

Size of Space..... 3.7  
 Quality of Facilities..... 3.7  
 Size of Lot..... 3.5  
 Quality of Neighborhood..... 3.7  
 Mix of Businesses in Area..... 2.6  
 Location Advantages..... 3.7  
 Development Incentives..... 2.4

**Average Rating**



**Is your company planning to relocate?**

Yes..... 8%  
No..... 92%  
Not Sure..... 0%

**If “Yes”, why are you considering relocating?**

Most Common Response: Lack of Access to Resources  
Not Enough/Poor Parking

**Are you considering closing or selling your business?**

Yes..... 11%  
No..... 89%

**Are you aware of the City’s economic development incentives for businesses?**

Yes..... 46%  
No..... 54%

**If “Yes”, have you taken advantage of any of these incentives?**

Yes..... 25%  
No..... 75%

**How would you rate the City’s economic development efforts?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.4

**How would you rate Urbana overall as a place to do business?  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.8

**In your opinion, what could Urbana do to better serve businesses in your industry?**

Most Common Responses mentioned... More Businesses  
Lower Taxes/Tax Incentives  
Regulations/Policies  
Continue/Increase Promotion/Marketing

**What are key issues of problems facing your business, if any?**

Most Common Responses mentioned... Cost of Business  
Lack of Traffic  
High Taxes  
Economy  
Regulations/Policies Labor

**Notes:**

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# Urbana Business Survey

## Comparison of Responses 02/03 – 09/10

	<u>2002/03</u>	<u>2009/10</u>	<u>Difference</u>
<b>Number of Surveys Sent:</b>	838	807	-31
Responses Received:	159	149	-10
<b>Response Rate:</b>	19.0%	18.5%	-0.5%
<b>Average number of Years in Business:</b>	26.7	33.1	+6.4
<b>Average Number of Years in Urbana:</b>	22.5	27.4	+4.9
<b>Type of Business:</b>			
Manufacturing/Industrial	5%	4%	-1%
Industrial Supply/Service	0%	10%	+10%
Retail/Service	41%	40%	-1%
Technology	5%	2%	-3%
Professional/Consulting	N/A	11%	N/A
Construction/Development	7%	6%	-1%
Medical/Health Care	N/A	6%	N/A
Other	37%	21%	-16%
<b>Average Building Size</b>	12,565 sq. ft.	17,707 sq. ft.	+5,142 sq. ft.
<b>Average Number of Full-Time Employees</b>	24.4	21.5	-2.9
<b>Average Number of Part-Time Employees</b>	5.6	8.4	+2.8
<b>In the past 5 years business has:</b>			
Grown	70%	67%	-3%
Declined	8%	11%	+3%
Stayed the Same	22%	22%	0%
<b>In the next 5 years you plan to:</b>			
Expand	52%	47%	-5%
Downsize	2%	3%	+1%
Remain Stable	46%	50%	+4%
<b>Average approximate annual sales</b>	\$5,600,000	\$4,050,000	-\$1,550,000
<b>Do you own or lease your building?</b>			
Own	48%	48%	0%
Lease	52%	52%	0%
<b>Building or site sufficient for your needs?</b>			
Yes	70%	75%	+5%
No	30%	25%	-5%

	2002/03	2009/10	Difference
<b>Are your projected employment needs...</b>			
Increasing	33%	29%	-4%
Stable	65%	68%	+3%
Decreasing	2%	3%	+1%

**Is your business locally owned?**

Yes	89%	90%	+1%
No	11%	10%	-1%

**On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location? (Average Response)**

Size of Space	3.8	4.2	+0.4
Quality of Facilities	4.0	4.2	+0.2
Size of Lot	3.7	3.6	-0.1
Quality of Neighborhood	3.4	3.0	-0.4
Mix of Businesses in Area	3.1	3.0	-0.1
Location Advantages	3.6	3.8	+0.2
Development Incentives	2.7	2.6	-0.1

**Is your company planning to relocate?**

Yes	7%	8%	+1%
No	83%	81%	-2%
Not Sure	10%	11%	+1%

**Considering closing or selling?**

Yes	5%	7%	+2%
No	95%	93%	-2%

**Aware of City incentives for businesses?**

Yes	30%	34%	+4%
No	70%	66%	-4%

**Have you used these incentives?**

Yes	40%	44%	+4%
No	60%	56%	-4%

**Rate Urbana's economic devt. efforts...  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average	2.7	2.6	-0.1
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**Rate Urbana as a place to do business...  
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average	2.5	2.7	+0.2
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**Notes:**

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