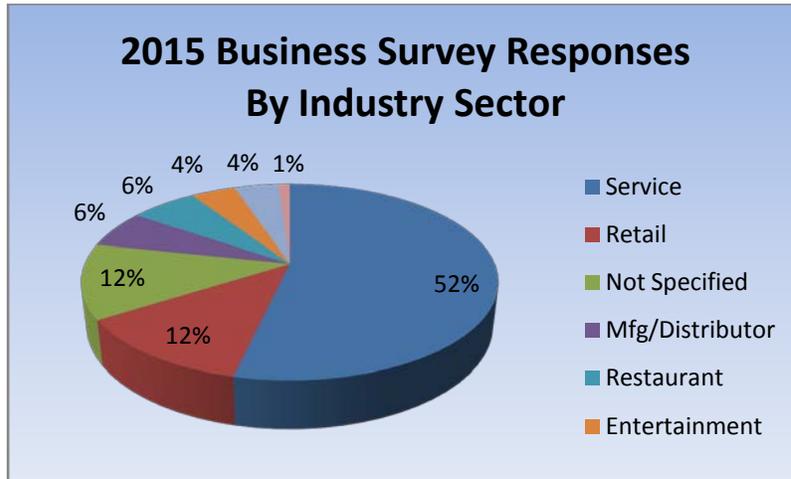


# 2015 City of Northglenn Business Survey

In order to facilitate and inform the economic development staff of the business climate of Northglenn, a business survey was distributed in February to all the companies located in town. This was the 2<sup>nd</sup> annual business survey conducted by the city. The survey had 91 responses from Northglenn business owners and managers.



## Profile of Survey Respondents

91 responses

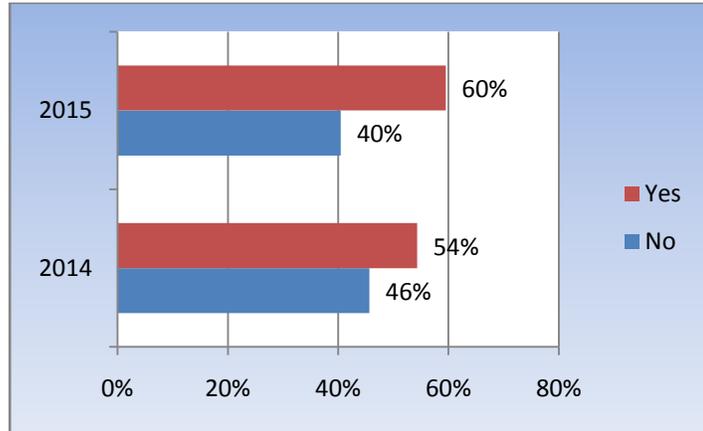
	All Respondents (%)
<b>Size of Northglenn Facility (s/f)</b>	
<1,000	22.48%
1,000-4,999	43.82%
5,000-9,999	20.22%
>10,000	13.48%
<b>Number of Full-Time Employees</b>	
0-9	74.12%
10-19	17.65%
20+	8.23%
<b>Number of Part-Time Employees</b>	
0-9	83.33%
10-19	3.03%
20+	1.36%
<b>Projected Sales Growth (%) in Next 12 Months</b>	
>100%	4.59%
50-99%	8.05%
25-49%	14.94%
10-24%	37.93%
1-9%	28.74%
0%	5.75%
Declining Sales	0%



# 2015 City of Northglenn Business Survey

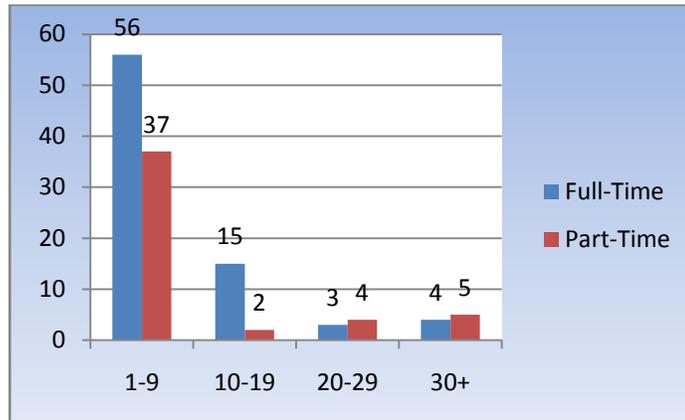
## Question 4: Did you make or plan to make any capital investments (furniture & equipment) in your Northglenn facility this year or next? 84 responses

In 2014, more than half (**54%**) of respondents made capital investments in their facility and nearly **60%** plan to make capital investments in 2015.



## Questions 5 and 6: Total number of employees currently at your Northglenn facility and anticipated changes in employment in 2015. 87 responses

Respondents claimed an average of 9 full-time and 8 part-time employees. While **47%** of respondents expect **no change** in employment in 2015, more than half (**53%**) expect an increase.



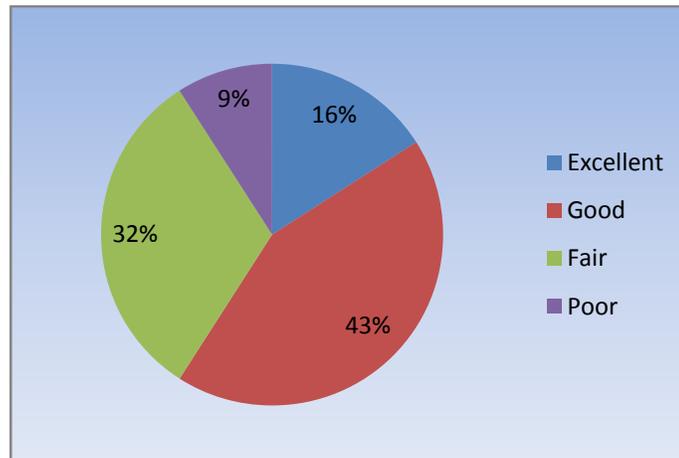
# 2015 City of Northglenn Business Survey

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## Question 7: How would you rate the availability of a qualified workforce?

88 responses

Nearly **59%** of respondents rated the availability of a qualified workforce as **good to excellent**, which was a 10% decrease from 2014 respondents (69%). However, only **9%** rated availability of a qualified workforce as **poor**, which was consistent with last year's respondents.



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## Question 8: Over the last 12 months, have sales increased/decreased?

86 responses

**64%** of respondents reported increased sales, which was an increase of 12% over 2014 respondents (52%), while slightly over a quarter (**26%**) reported flat sales. Only **10%** of respondents reported a **decrease** in sales, which was a 7% improvement from last year's respondents (17%).

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## Question 9: What is the projected sales growth (%) over the next 12 months?

87 responses

**66%** of respondents reported sales growth projections between **1-24%**. Less than **6%** of respondents reported flat sales projections and no businesses projected a decline in sales. Interestingly, nearly **11%** expect more than 50% sales growth.

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## Question 10: Do you plan to expand markets and/or products in the next 12 months?

89 responses

More than **40%** of respondents intend to expand, which is down from 50% in 2014.

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## Question 11: Top five (5) challenges your company currently faces

83 responses

Top challenges included: access to customers, expanding sales, limited room to expand at current facility, limited working capital and cash flow. Interestingly, access to local suppliers and staff training ranked among the least challenging issues.

# 2015 City of Northglenn Business Survey

## Question 12: What type of services or events would be beneficial to your business?

77 responses

Marketing/public relations, social media/website and networking opportunities were the **top 3** responses respectively. International trade and risk mitigation/management appeared to be the **least** beneficial services. Other comments included: can't find staff accountants, less taxes and signage/advertising.



## Question 13: We are evaluating the implementation of a Northglenn Discount Card. Would you consider participating in a discount program?

67 responses

Two-thirds (**60%**) of respondents are interested in learning more about a discount program, while the remaining **40%** said they would not consider participating.



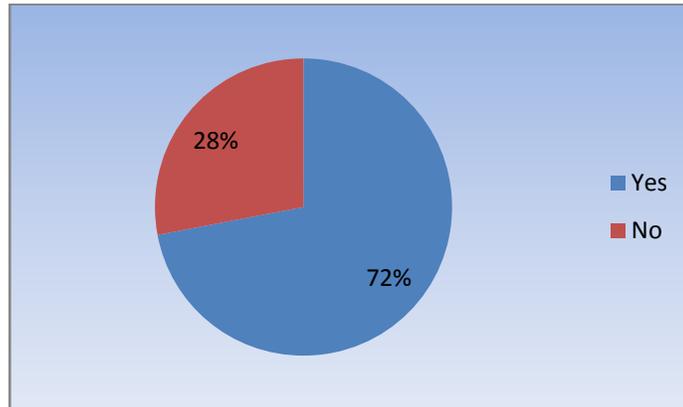
# 2015 City of Northglenn Business Survey

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**Question 19: Would you like to be contacted regarding economic development programs that may be available to help your company?**

83 responses

The majority of respondents (72%) would like to be contacted by ED staff.



# 2015 City of Northglenn Business Survey

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## Appendix

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### **Question 2 (Open Response): Why did you choose to locate your business in Northglenn?**

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We live here as well

Location and ease of start up

it is where i live and would like to be an impact on the community

Shelter Insurance chose Northglenn

Location near I-25

availability, location, price

Nice location, close to 1-25 corridor

the location and the building

Location, access, to downtown and northern CO area

Proximity to home, courts I regularly practice in, cost of doing business

We were looking to buy this kind of business - and it was an existing business that was for sale

corner lot

Location, cost, accessibility, and location. Location definitely

I live here and love it

Conveniently located close to existing clients with a reasonable rent

It was an established business purchase

That us where franchise was

Highway sign provided by landlord

Home based business. Live in Northglenn.

availability

Close to home.

Live in northglenn

## 2015 City of Northglenn Business Survey

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Northglenn allows marijuana business.

Customers were familiar with that location as the Manager at that time was/is well known in the community and it was an easy decision

I love the area, and it is within 5 miles of where I live

Close to home and my community.

It was reasonable rent to get started

pre-existing

Low cost, amazing landlord.

Location, Easier purchase and building process

due to demand in the area

I been in business for past 12 years

High traffic count intersection and price

We felt the city and our landlord were welcoming

Cost per square foot was in line with my budget... and the location fit with my demographic

Residence is in Northglenn

No Breweries & City very open to having a brewery

Location.

Purchased an existing business here

I live here and have for many years...it was a no brainer

been here since 1986. great access off highway and visibility.

Community

Takeover

Ford chose for us.

Available space

## 2015 City of Northglenn Business Survey

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Purchased existing business in Northglenn

Traffic on e120th ave

Purchased original company to occupy the building

previous clientele

I run my business out of my home

Corner lot with a light

This is where we live and I operate the business out of my home.

The office I leased was the perfect size.

My father started his practice here in 1967.

been here since 1982

was built in 1986

unknown

Great location for traffic.

location by the park, access to hwy

Good land price in a central location.

the real estate cost was very competitive and suited my bottom line the best.

Bought existing business

I have lived in Northglenn for over 40 years, made sense to start business from home.

took over a business already here

Established in Northglenn in 1960 to offer people a place for worship

Community Need

Available space, close to home

Moved my home to Northglenn. Perfect property, close to Huslrom Elementary.

Due to price

## 2015 City of Northglenn Business Survey

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Location close to home and industrial

convenience/central location

Previously in Northglenn, chose location close by.

I reside in Northglenn

Great location, near my home

Close to home and the building location is good

Large Verizon Customer Base

Central location to service north Denver

Proximity to I25 and price

Location to schools, Close to I-25, Available of space we could use

I love the location, nature and community

Cheaper & a well known location

I live in northglenn

Been in the area for 50 years

Franchise availability

Purchased an existing business already located in Northglenn

Because it a beautiful well established community.

I grew up in the area. Live in area still. I feel grateful to have my business in Northglenn. I love everything about this small city of Northglenn. Police Department, have been very helpful. City Council We have a wonderful working relationship. Love the parks and recreation areas. We attend concert in the Park. Many other event put on by the city. (lights on fire truck, duck derby, fireworks etc.) Have not attended Breakfast with the Mayor, but I want to. You have a very open and friendly staff no matter if I need a tax question or code issue there is always some to help. Thanks for the opportunity to win the signage If for some reason I can not participate I would like to have mine given to the High school please

price and location

close to where I live

# 2015 City of Northglenn Business Survey

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## **Question 15 (Open Response): Feedback on doing business in Northglenn and identify areas of improvement and/or needed assistance?**

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to find out more opportunities for networking to find potential customers and possible vendors. To help find access to funding for start up businesses

I think Northglenn is generally an excellent location for my business. The community supports my business. I am hoping that some changes happen in the community (such as renovation at 104th and Huron)

I find it difficult to market a service industry business

Signage

Lower sales tax. NG has huge coffers and they are growing. Hard to compete with internet sales that are tax free.

I'm just starting out and haven't really made much effort in my home based graphic design business. So far it has been a good experience and I've been pleased with doing business here.

Would be nice to tap into reasonable advertising

I cannot make any major decisions until the Huron Center is no longer at risk of being torn down. The secrecy around NURA proposals and a complete lack of information is extremely frustrating. I do not feel that the city of Northglenn cares about my business at all and would actually prefer it torn down.

Not aware of the listed items above would love to be more educated on this.

I didn't know if I was to leave question 14. Blank if I knew about the service or if I didn't know about them, some of them I didn't know about

I really like the fact that I can put my A-frame signs out on Friday, Saturdays and Sundays. I think it helps.

We would like to see way more flexibility of signage at our location. So signs up for longer duration, different types of signage, location of the signs, fees for the permits.

I strongly believe the sign code needs to be rewritten to encourage businesses to do business here. It is currently very restrictive and not business friendly.

Lower Use Taxes for high dollar manufacturing facilities.

## 2015 City of Northglenn Business Survey

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We cannot find tax staff accountants. This is a HUGE accounting industry problem in finding qualified experienced employees.

nothing to add that your arent already doing...

Regulations and rules for small businesses are allot more extreme then the surrounding cities. Especially for building and signage to keep our business running.

Having been located in other cities, I am staying in Northglenn because it is a wonderful community where my services are valued and I am involved in growing the community too. I love the Rotary group, the City Council Members and just being a part of the community. I wish others knew how they could benefit so much by giving back to the community. I wish we had more people volunteer to help where and when they can to make our community a stronger place where people feel valued and stay an asset to Northglenn.

Less restrictive signage laws!

Networking, local businesses supporting each other!

I've been serving in this City for 22 years. Your focus on local business has been amazing and really appreciated. Keep up the good work!

As a church, many of these items do not apply to us

I have a different type of business. I would always like the opportunity to discuss what my business does with a nice group of people... It's always fun, so I like to take part in "business events". Taking Part in Northglenn Discount Card doesn't really make sense for my type of business... but I encourage the idea.

Location near highways and knowing the city well and all it has to offer. Business coaching or talking with businesses that have the same issues as we do

We are a non-profit, we do not have sales, and do not focus on marketing. We offer free services to people with intellectual/developmental disabilities.

## 2015 City of Northglenn Business Survey

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The signage issue's at Northglenn square shopping center. Lack of car movement to area. Most customer do not know we are here

Staffing help would be great

I really love doing business in Northglenn and I plan on continuing business here I think access to working capital or new business startup grants or loans would be a great asset to helping the growth here.

The city should educate the citizens of Northglenn on proper care of there trees,shrubs and lawns.The tree companys do there best to help people understand but we need help from the city to be successful.

Signage for the business in the Northglenn Annex is very poor signage on 104th Ave..

Nothing Today Thanks

Quite satisfied and happy with the City of Northglenn. People are helpful and genuinely nice.