

2024 City of Merriam Business Survey Findings Report

Presented to the City of Merriam,
KS

June 2024



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Executive Summary

2024 City of Merriam Business Survey

Executive Summary



Purpose

ETC Institute conducted a survey of businesses for the City of Merriam during the spring of 2024. The purpose of the survey was to identify the importance of various issues to businesses and to identify expansion/retention plans of businesses in the future. This is the second business survey ETC Institute has conducted for the City of Merriam; the first was administered in 2021.

Methodology

The survey was administered by mail and online to all businesses in the City. A total of 63 businesses responded to the survey.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts depicting the overall results of the survey,
- Importance-Satisfaction analysis used to determine priority actions for the City,
- tables that show the results of the survey,
- a copy of the survey instrument.

Respondent Profile

Business Sector: Respondents were asked to indicate, from a list of 12 possible descriptors, which one best describes their business/organization's sector. Nineteen percent (19%) of respondents indicated their business is in the manufacturers/wholesalers/distributors sector, 14% are in the automotive sector, 13% are in the finance/insurance/real estate sector, 11% are in the health care/education/social services sector, 8% are in the trade contractor sector, 5% are in the retail sector (not food service), 5% are in the personal care services sector, 5% are in the professional services sector, 3% are in the arts/entertainment/recreation sector, 2% are in the retail food service sector, 2% are in the hotels/RV park/short term rental sector, and 5% are in various other sectors. The remaining 9% did not provide this information.

Length of Time Business has Been Located in the City of Merriam: Respondents were asked to indicate how many years their business has been located in Merriam. More than one-third (35%) indicated they have been in the City of Merriam for 21 years or more, 17% have been in Merriam between 11 and 20 years, 9% have been in Merriam between 6 and 10 years, and 8% have been in Merriam 5 years or less. The remaining 30% did not provide this information.

Own or Rent/Lease Facility: Respondents were asked to indicate whether they own or rent/lease their facility. Thirty-three percent (33%) of respondents indicated they own their facility, and 51% rent/lease their facility. The remaining 16% did not know this information.

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Number of Employees: Respondents were asked to indicate how many employees their company employs at the location where the survey was received. When asked about full-time workers, 59% of respondents indicated they have fewer than 10 employees, 10% have between 10 and 19 employees, 6% have 20 or more employees, and 25% did not provide this information. When asked about part-time workers, 11% indicated they have no more than 4 employees, 6% have between 5 and 9 employees, 6% have between 10 and 19 employees, 5% have 20 or more employees, and 54% did not provide a response.

Anticipated Organizational Change Over the Next 12 Months: Fifty-four percent (54%) of the businesses surveyed indicated their business/organization does not plan to take any of the actions listed over the next 12 months.

Twenty-nine percent (29%) of businesses indicated they are planning to hire additional staff in Merriam over the next 12 months, 14% plan to expand/renovate in Merriam, 12% plan to relocate to another location outside Merriam, 6% plan to relocate to another location in Merriam, 4% plan to downsize, and 4% of businesses indicated they plan to close their business in the next 12 months.

Major Findings

Perceptions of Doing Business in the City of Merriam: Overall, 85% of respondents indicated the City of Merriam is either an “excellent” (38%) or “good” (47%) place to do business. When asked to rate their satisfaction with various perceptions of the City, 93% were either “very satisfied” or “satisfied” with the availability of parks and open space, 89% were satisfied with access to highways, 87% were satisfied with the reliability of public utilities, 84% were satisfied with the proximity to other businesses that are important, 83% were satisfied with the availability of libraries/arts/sports/cultural amenities, and 83% were satisfied with the availability of telecommunications/utilities/infrastructure. Businesses were least satisfied with the availability of trained employees (52%).

Reasons to do Business in the City of Merriam: Respondents were asked to indicate which items would have the most impact on their decision to keep their business in the City of Merriam for the next 10 years. Based on the sum of their top four choices, the items having the most impact include: 1) overall feeling of safety in the City, 2) the value the company receives for local taxes and fees, 3) image of the City, 4) quality of life in the City, and 5) quality of services provided by the City.

Rating City Services: Eighty-eight percent (88%) of businesses indicated they were either “very satisfied” or “satisfied” with Fire services, 88% were satisfied with Police services, and 85% were satisfied with street lighting. Police services (75%), street maintenance, including sidewalks, medians and curbs (46%), and Fire services (38%) were the three most important city services to businesses in Merriam.

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Rating the Workforce: Businesses gave “excellent” or “good” ratings for the education/technical skills of workers (54%), the stability of the workforce (53%), the availability of workers (53%) and the quality of workers (50%).

Interaction With Department Staff: Respondents were asked to indicate whether their business had interacted with staff of various departments in the City of Merriam during the past year. Those who had interacted with staff were then asked to rate the department’s performance. All businesses (100%) that interacted with the Fire Department during the past year rated the department as “excellent” or “good.” Other departments that were given “excellent” or “good” ratings by businesses include: Merriam Community Center (100%), Merriam Municipal Court (100%), and the Police Department (88%).

Interaction With Various Areas/Services: Respondents were asked to indicate whether their business had contact with five different areas/services in the City of Merriam during the past year. Those who had contact with the area/service were then asked to rate the City’s performance. Areas that were given “excellent” or “good” ratings by businesses include: occupational business licensing (92%), fire inspections (92%), and zoning/development review (75%).

Additional Findings

- Seventy percent (70%) of respondents indicated they are “very likely” or “likely” to recommend the City of Merriam as a business location to friends, family, co-workers, colleagues, and other business.
- Eighty-three percent (83%) of respondents described the overall business atmosphere in the City of Merriam as “better” or having “no change, but good” compared to five years ago.
- Respondents were asked their familiarity with various tools the City of Merriam provides to help produce a positive impact on businesses. The items that respondents were most familiar with include: alarm registration (51%), highlights newsletter/social media accounts (29%), and Merriam Community Center Corporate Membership (24%).
- Fifty-seven percent (57%) of respondents described the cost of having their business in the City of Merriam as “average.” Ten percent (10%) described the cost as “low,” and 7% described the cost as “high” or “extremely high.” The remaining 27% did not know.

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Investment Priorities

Recommended Priorities. In order to help identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on City services and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. The City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment in order to raise overall satisfaction ratings are listed below:

- Street maintenance, including sidewalks, medians and curbs (I-S Rating = 0.1357)
- Effectiveness of City communication with businesses (I-S Rating = 0.1057)

The table below shows the Importance-Satisfaction rating for all 9 major categories of City services that were rated.

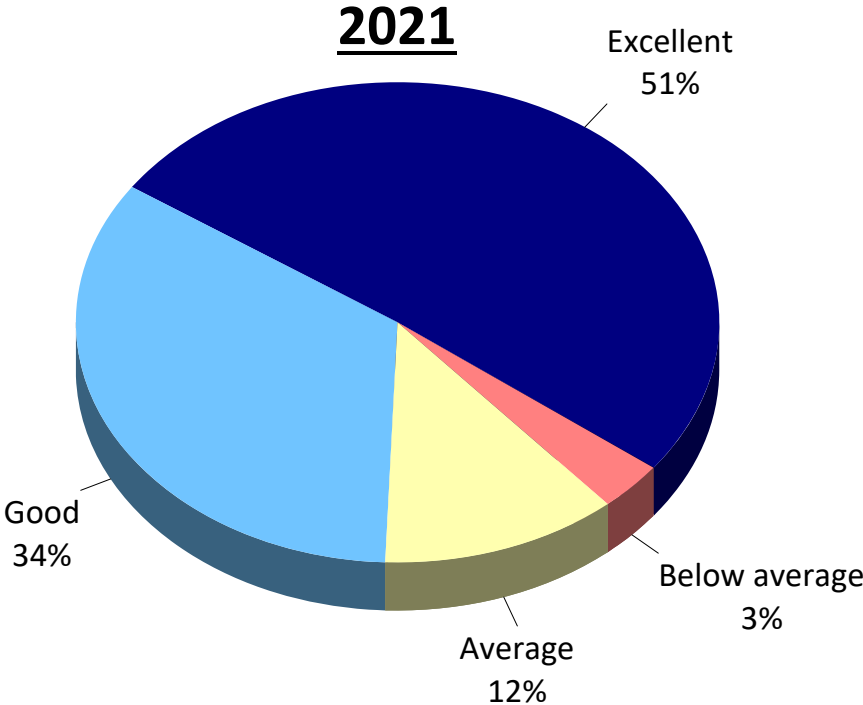
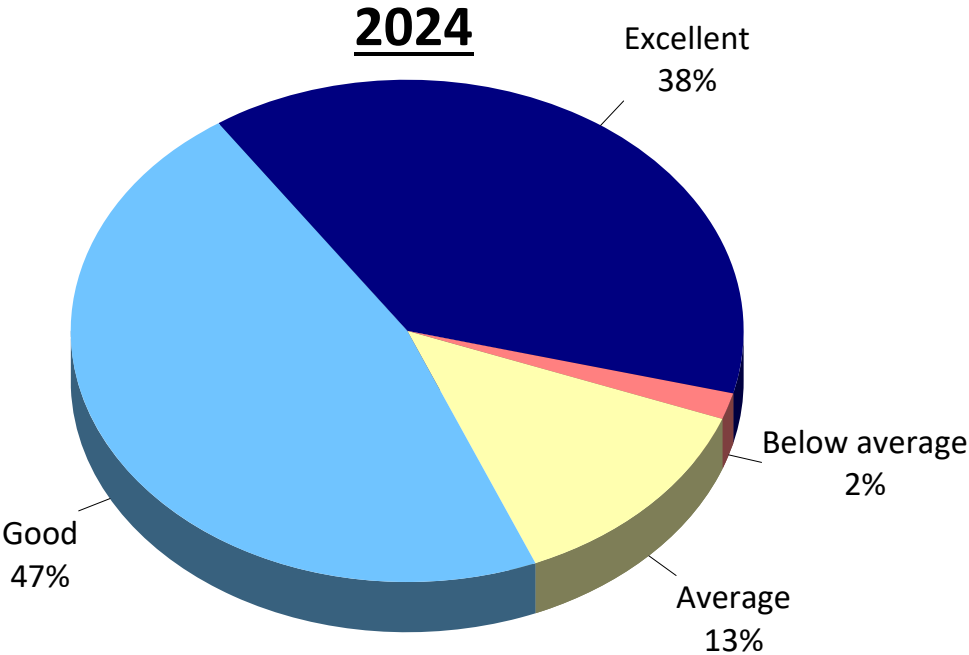
Importance-Satisfaction Rating						
2024 City of Merriam Business Survey						
Overall						
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Street maintenance, including sidewalks, medians & curbs	46%	2	71%	8	0.1357	1
Effectiveness of City communication with businesses	30%	4	65%	9	0.1057	2
Medium Priority (IS < .10)						
Police services	75%	1	88%	2	0.0888	3
Enforcement of codes and ordinances	17%	7	71%	7	0.0503	4
Fire services	38%	3	88%	1	0.0446	5
Street lighting	25%	5	85%	3	0.0372	6
Street sweeping/cleanliness of public areas	21%	6	82%	4	0.0371	7
Quality of customer service provided by City employees	13%	8	82%	5	0.0231	8
Stormwater drainage/flood management	11%	9	80%	6	0.0218	9



Charts and Graphs

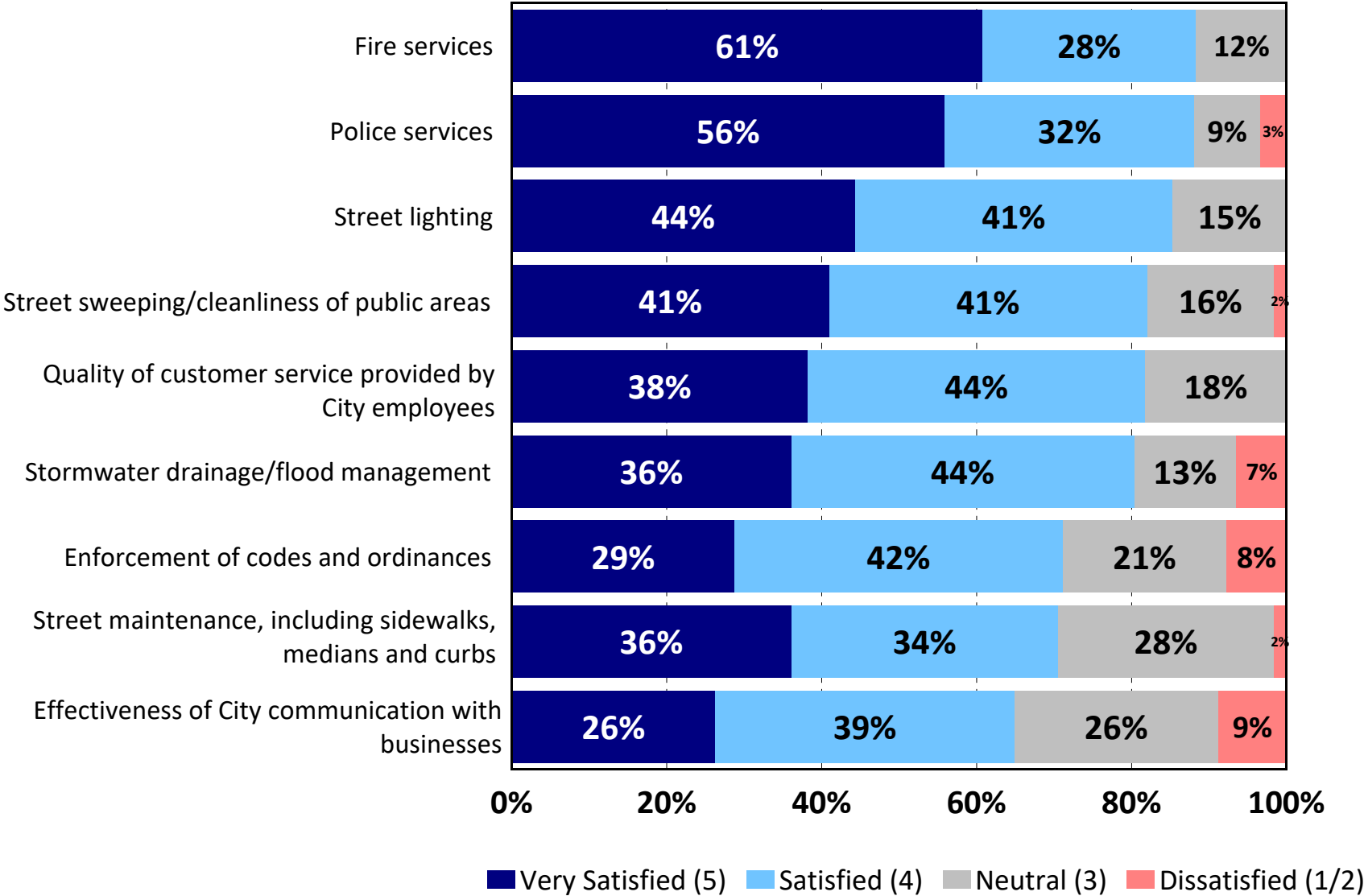
Q1. How would you rate the City of Merriam overall as a place to do business?

by percentage of businesses surveyed (excluding "don't know")



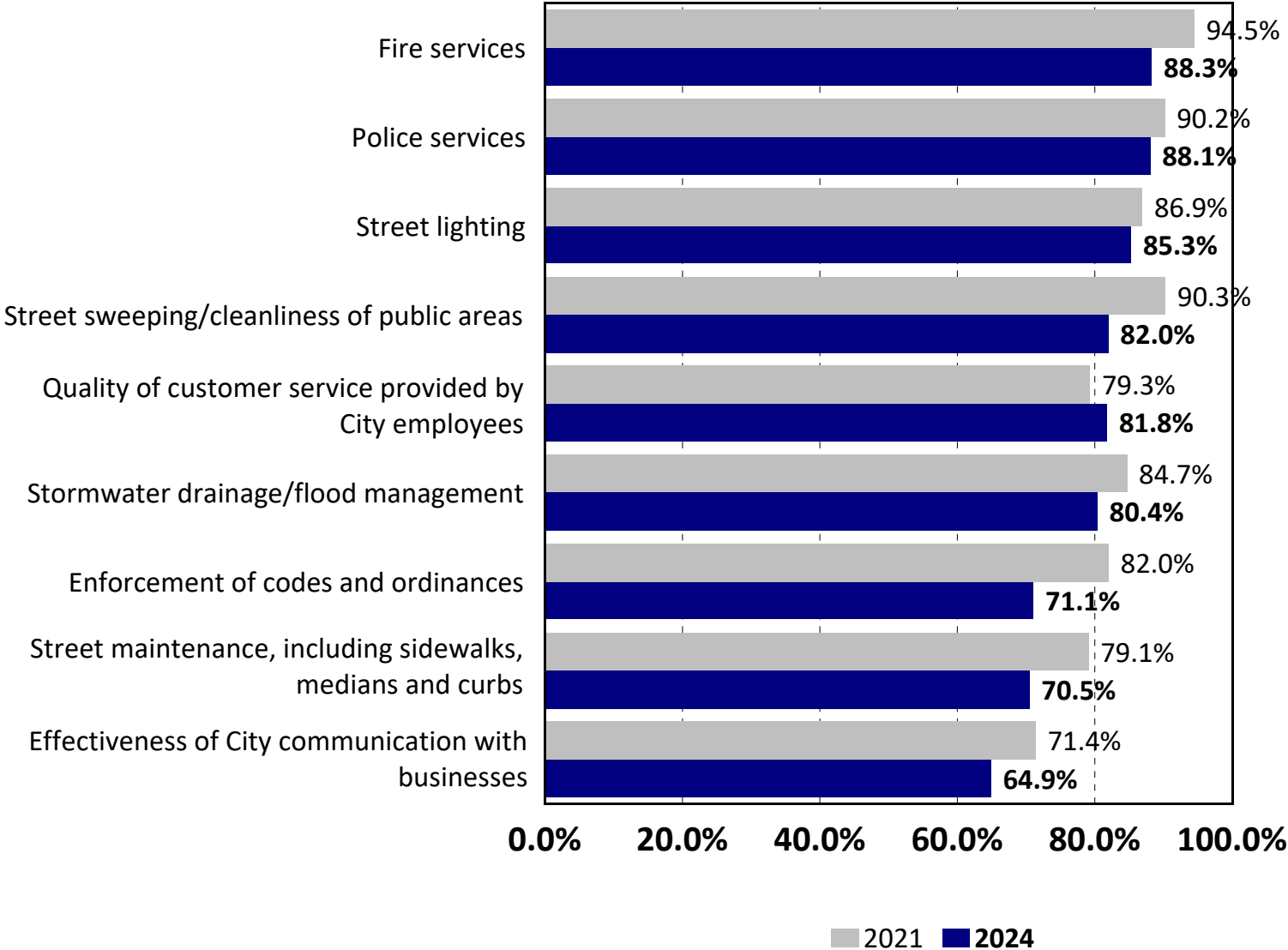
Q2. Please rate your satisfaction with the following

by percentage of businesses surveyed (excluding "don't know")



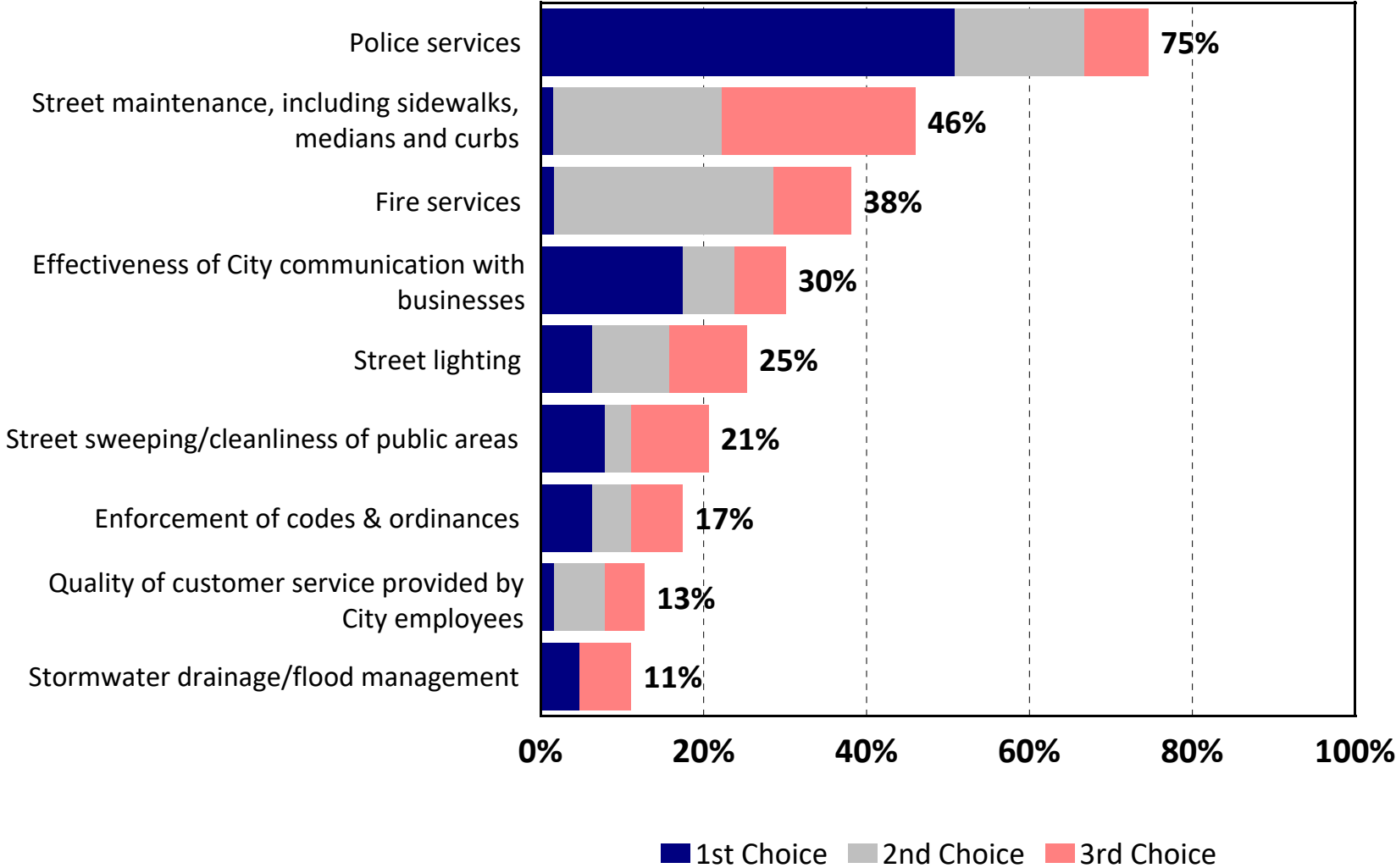
TRENDS: Please rate your satisfaction with the following 2021 vs. 2024

by percentage of businesses surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Q3. Which THREE of these City services are most important to your business?

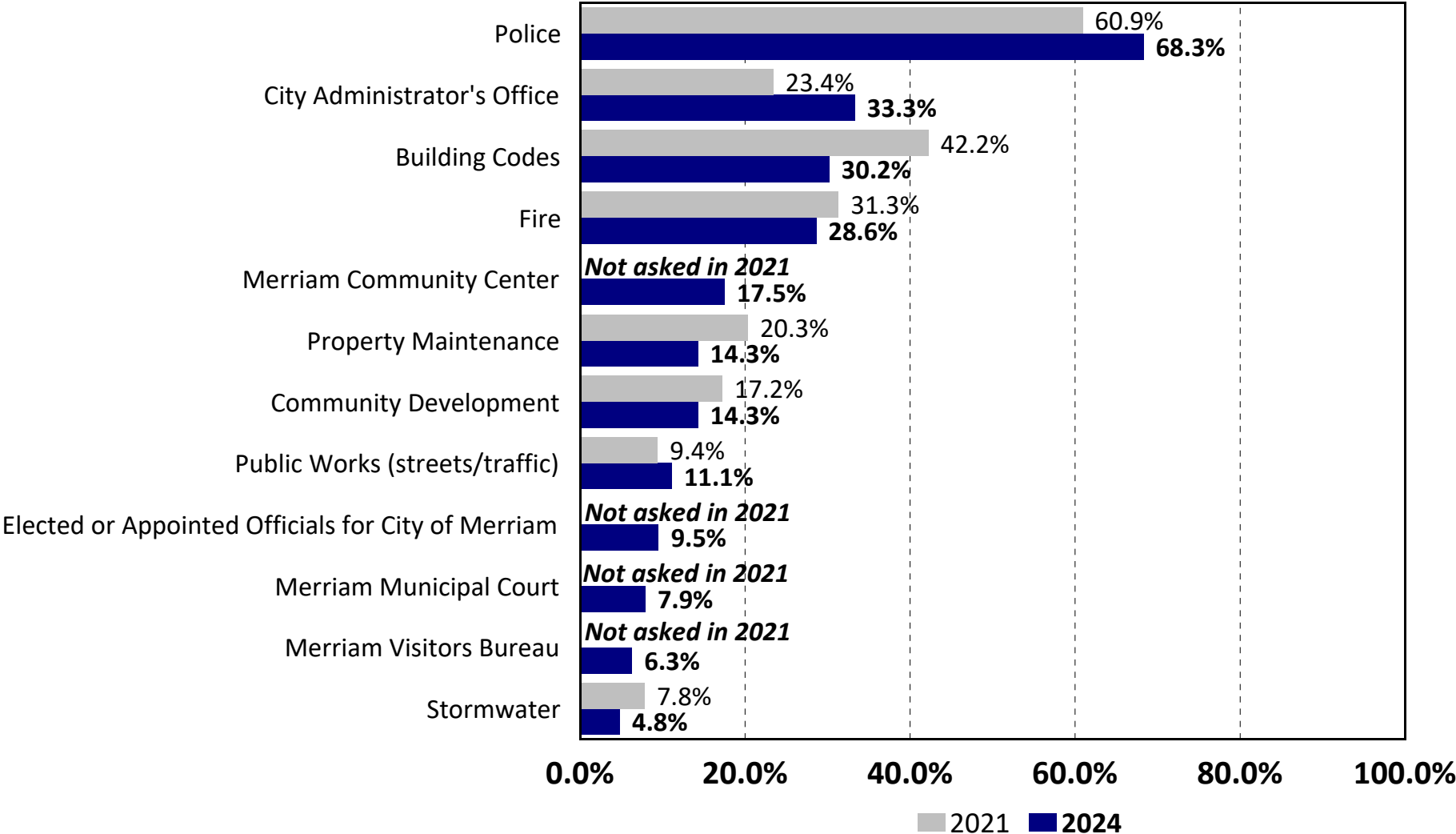
by percentage of businesses that selected the item as one of their top three choices
(excluding "none chosen")



Q4[1]. TRENDS: Has your business interacted with City staff from the following areas during the past year?

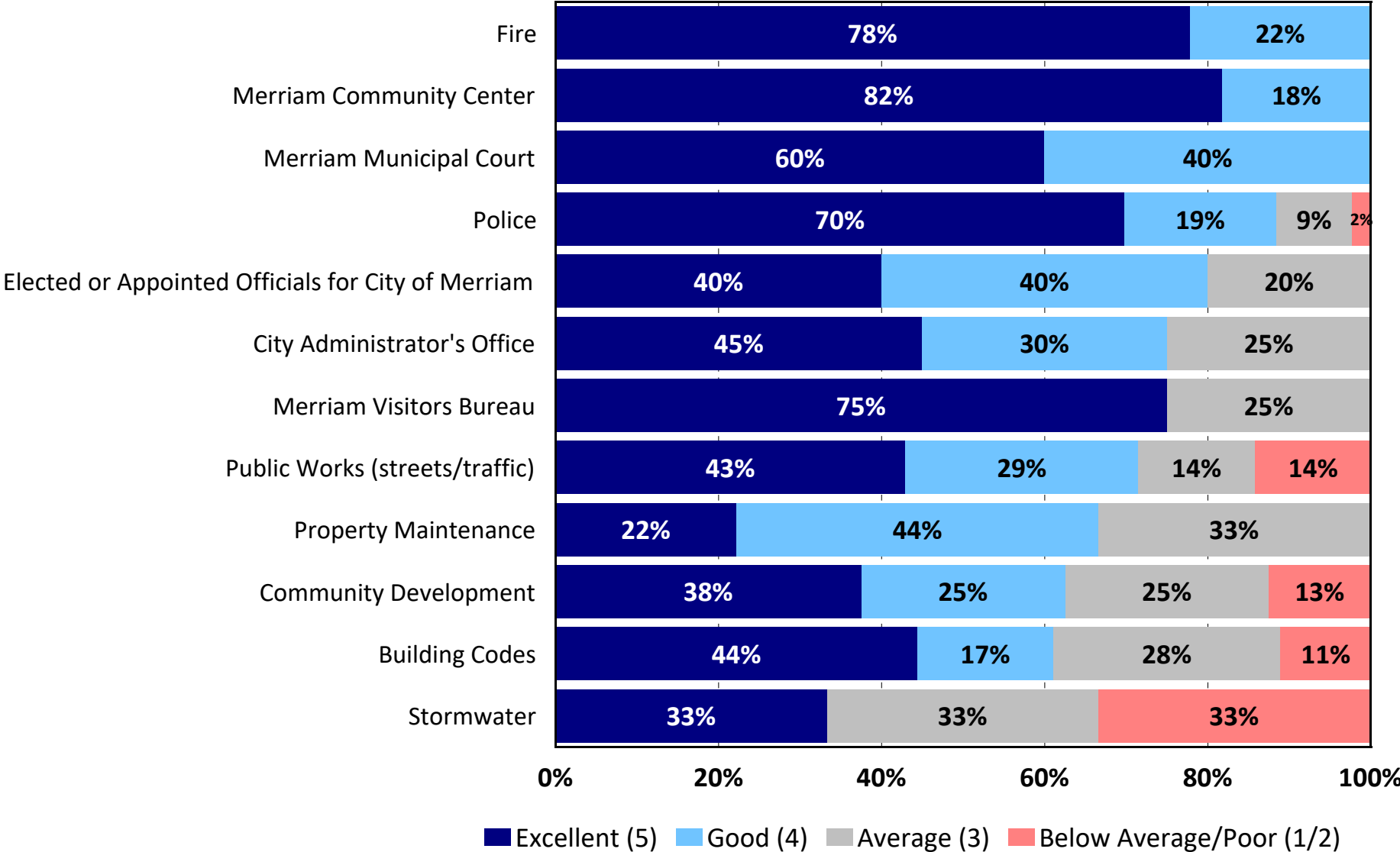
2021 vs. 2024

by percentage of businesses that answered "yes"



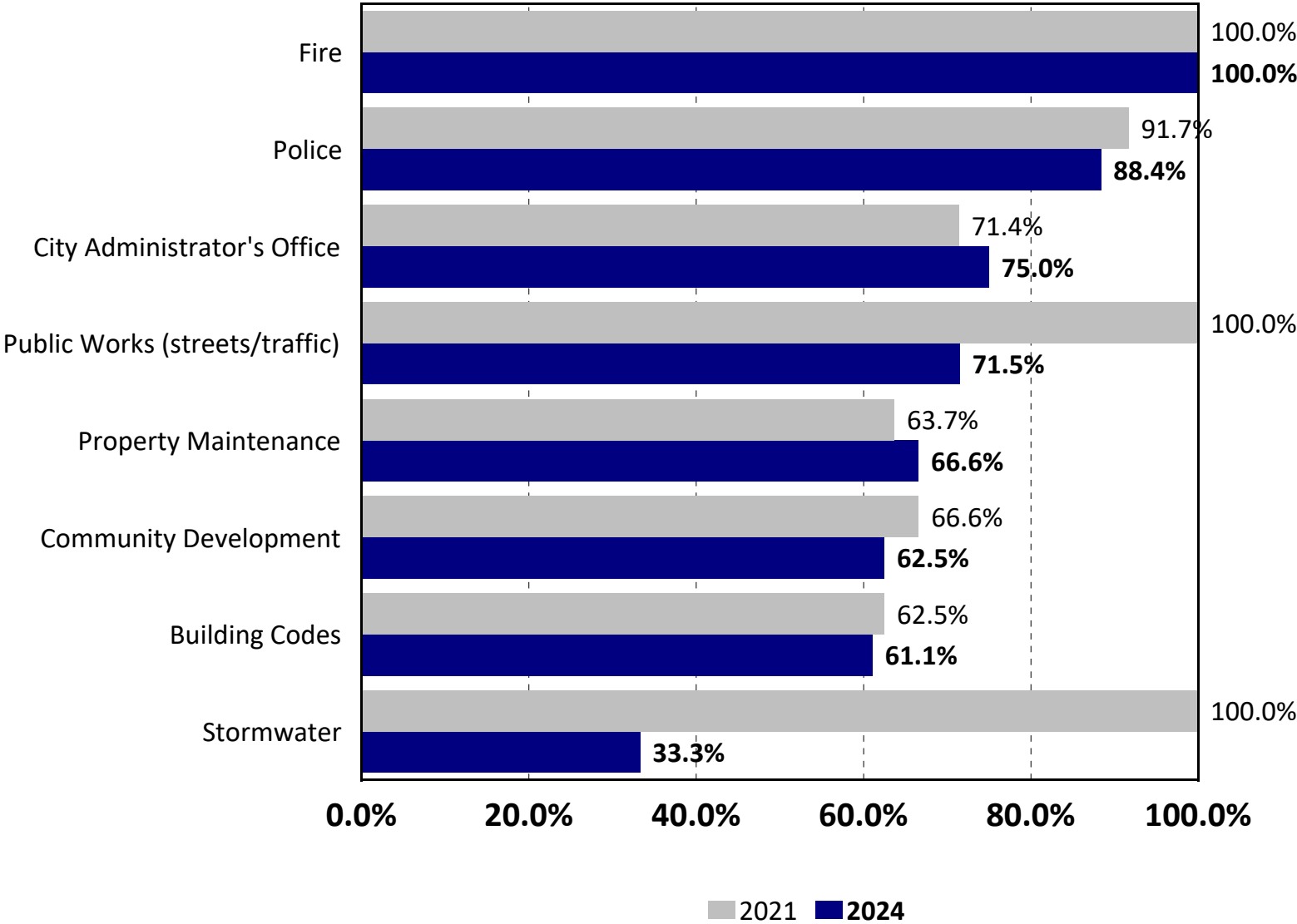
Q4[2]. Please rate the City's performance in the following departments

by percentage of businesses that have interacted with City staff during the past year (excluding "don't know")



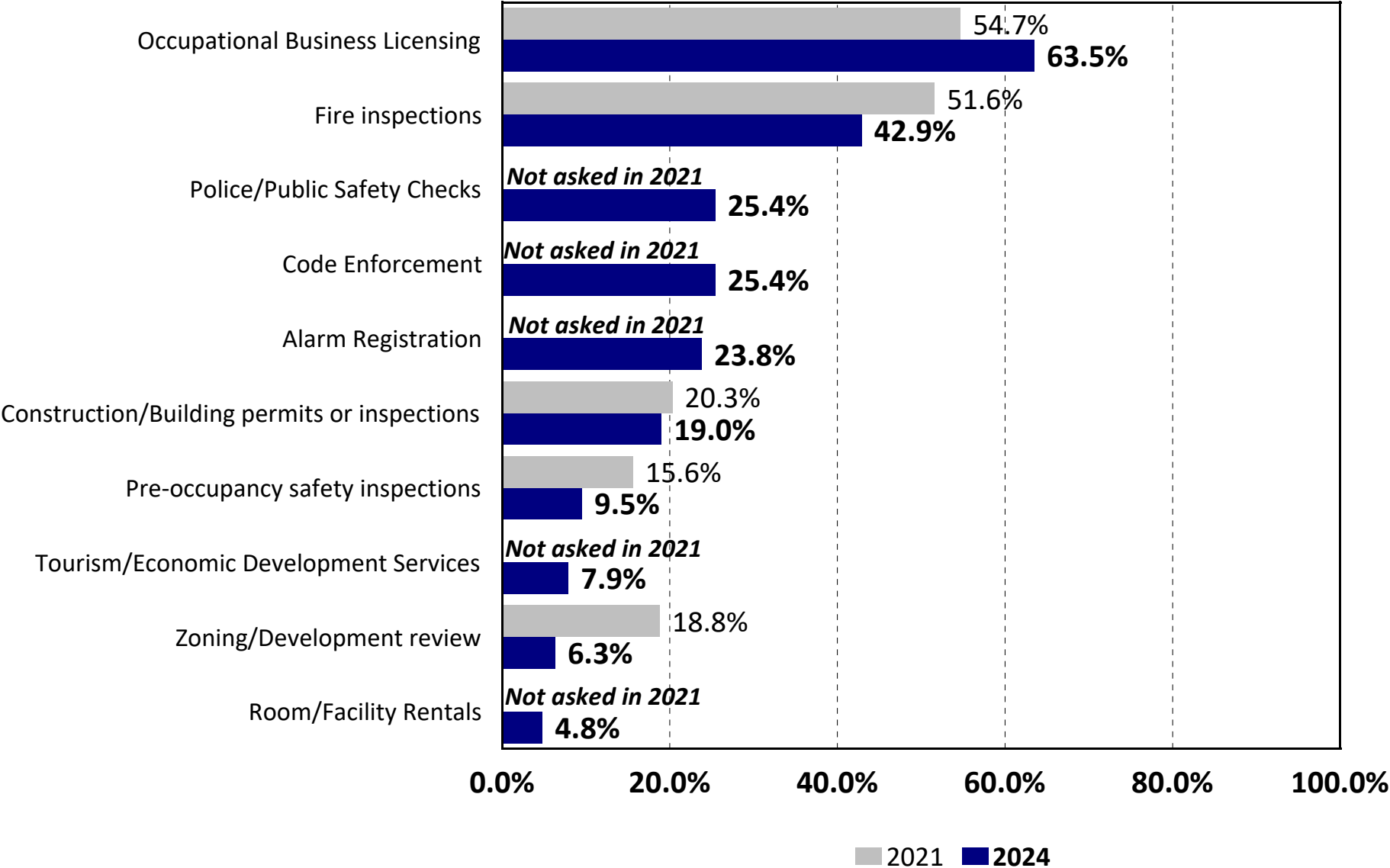
TRENDS: Please rate the City's performance in the following departments - 2021 vs. 2024

by percentage of businesses that have interacted with City staff during the past year and rated the department as a 4 or 5 on a 5-point scale (excluding "don't know")



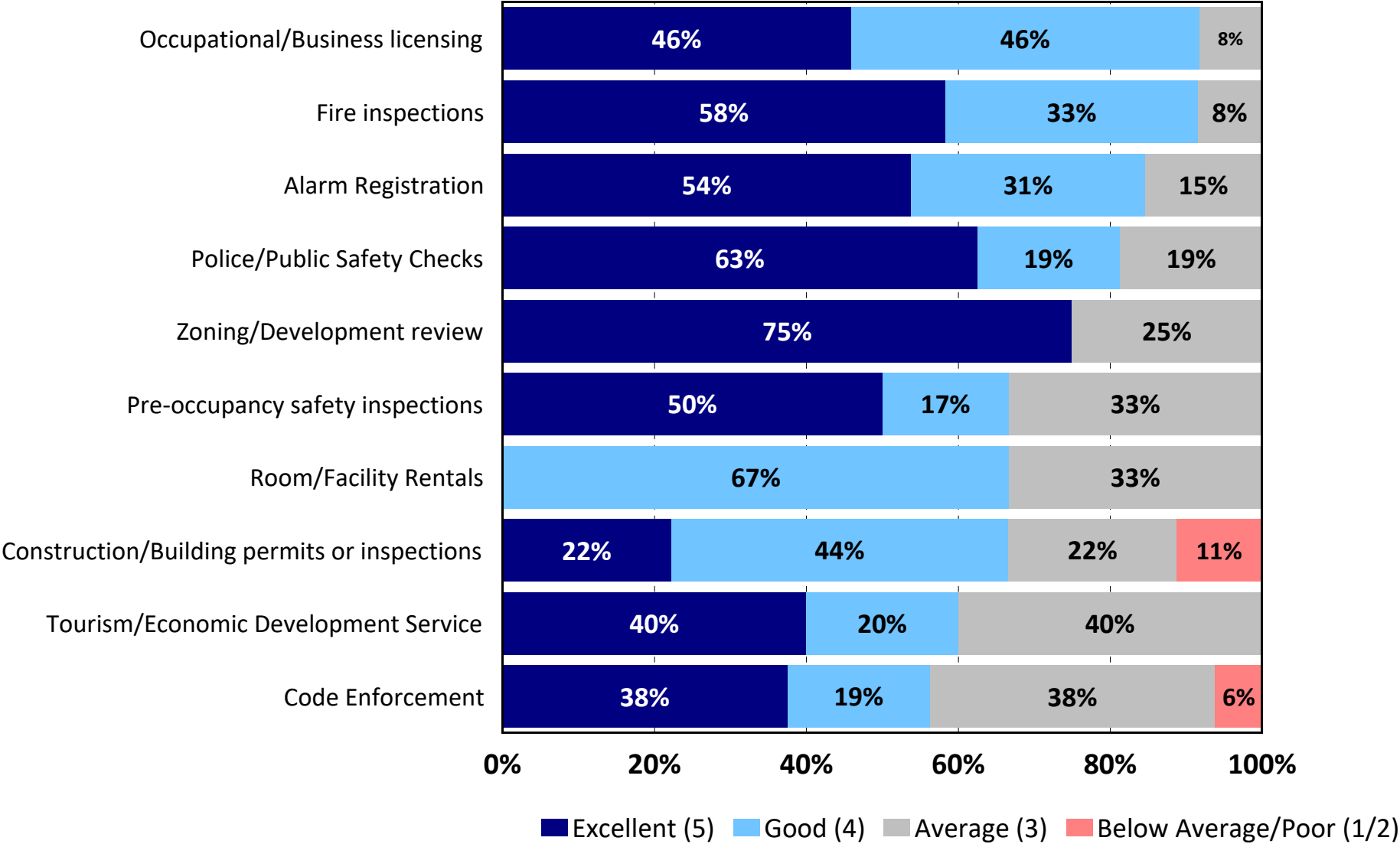
Q5[1]. TRENDS: Has your business interacted with the following City of Merriam departments during the past year?

by percentage of businesses that answered "yes"



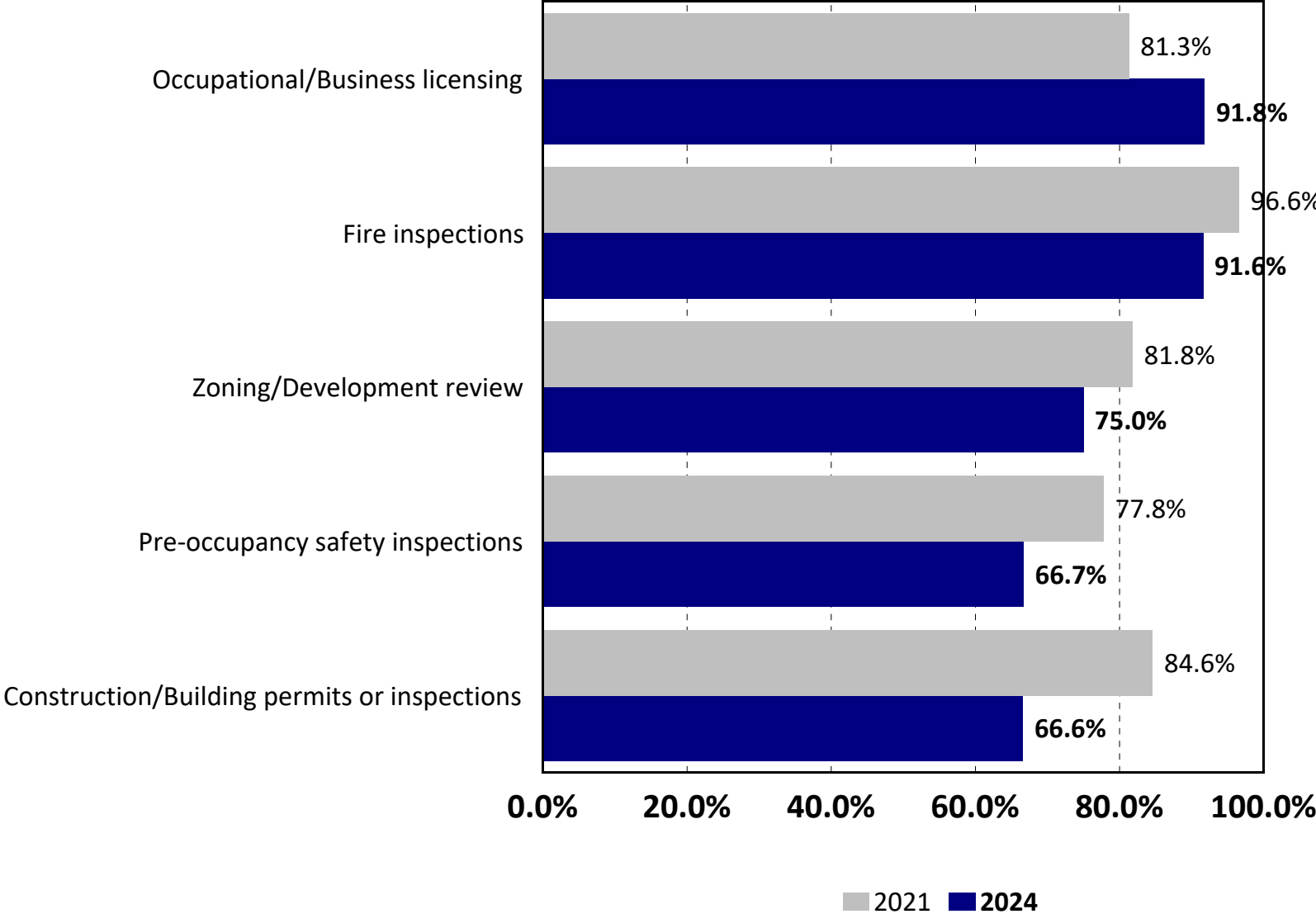
Q5[2]. Please rate the following City services

by percentage of businesses that have interacted with the department during the past year
(excluding “don't know”)



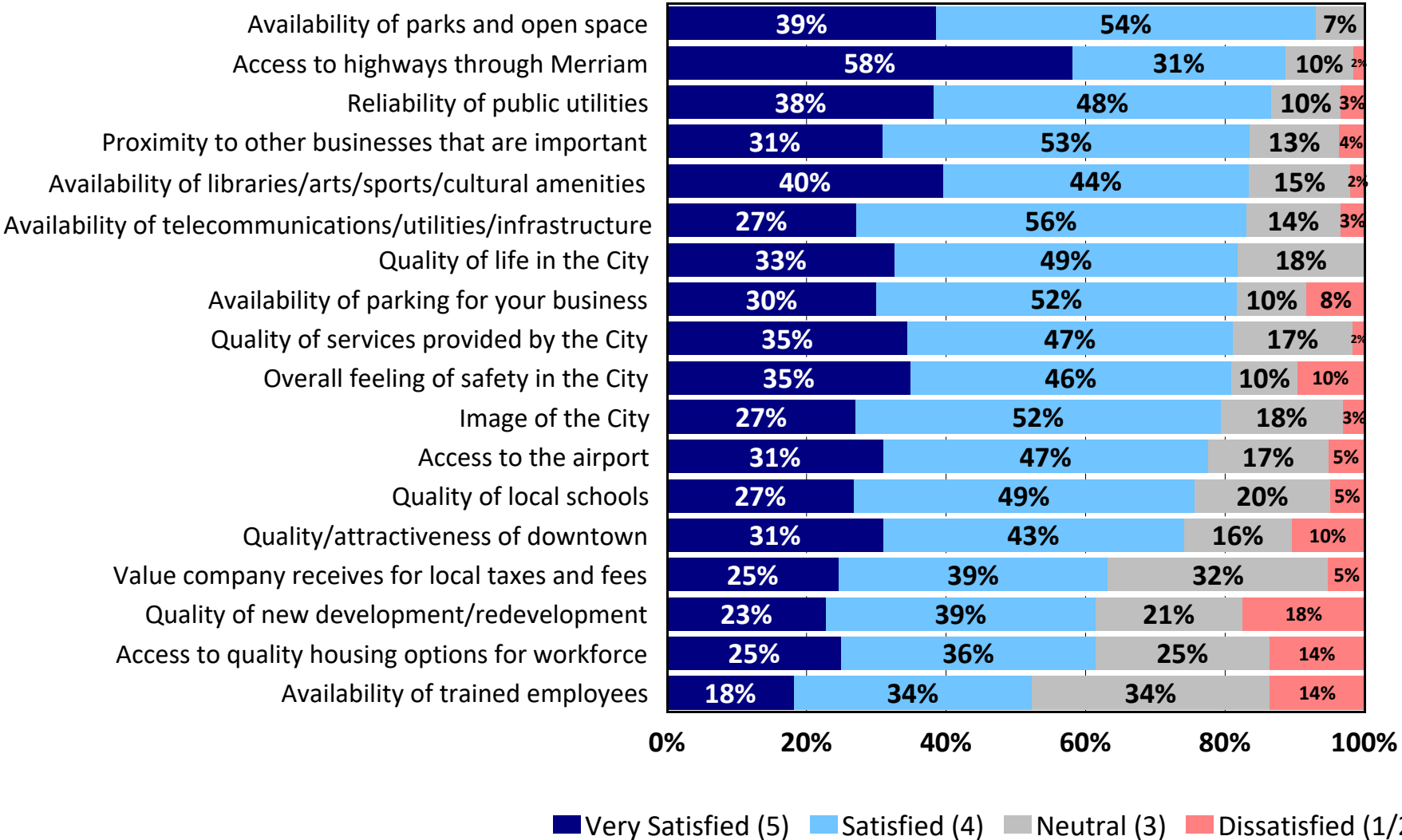
TRENDS: Please rate the following City services 2021 vs. 2024

by percentage of businesses that have interacted with the department during the past year and rated it as a 4 or 5 on a 5-point scale (excluding "don't know")



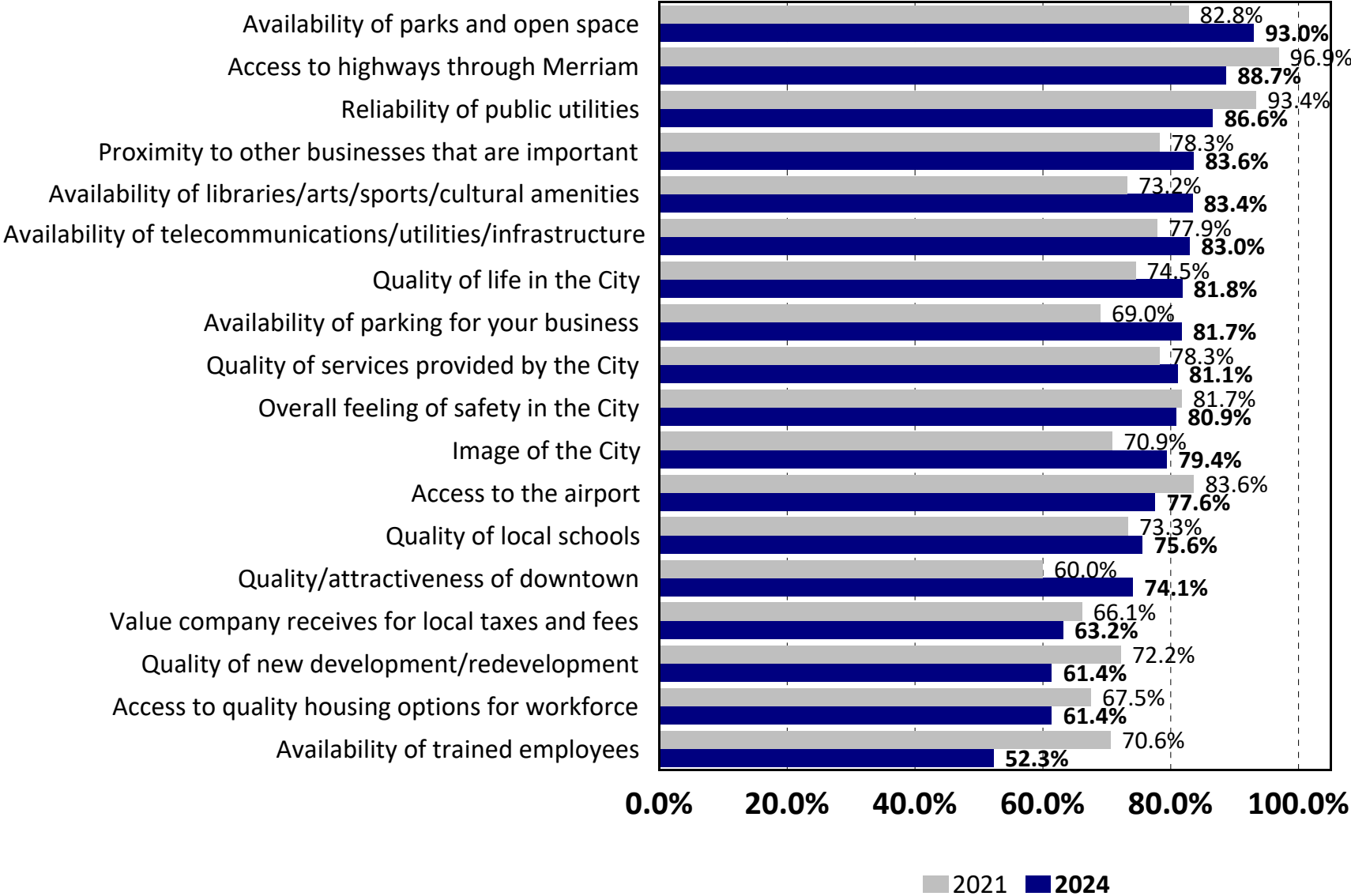
Q7. Satisfaction With Perceptions of the City of Merriam

by percentage of businesses surveyed (excluding "don't know")



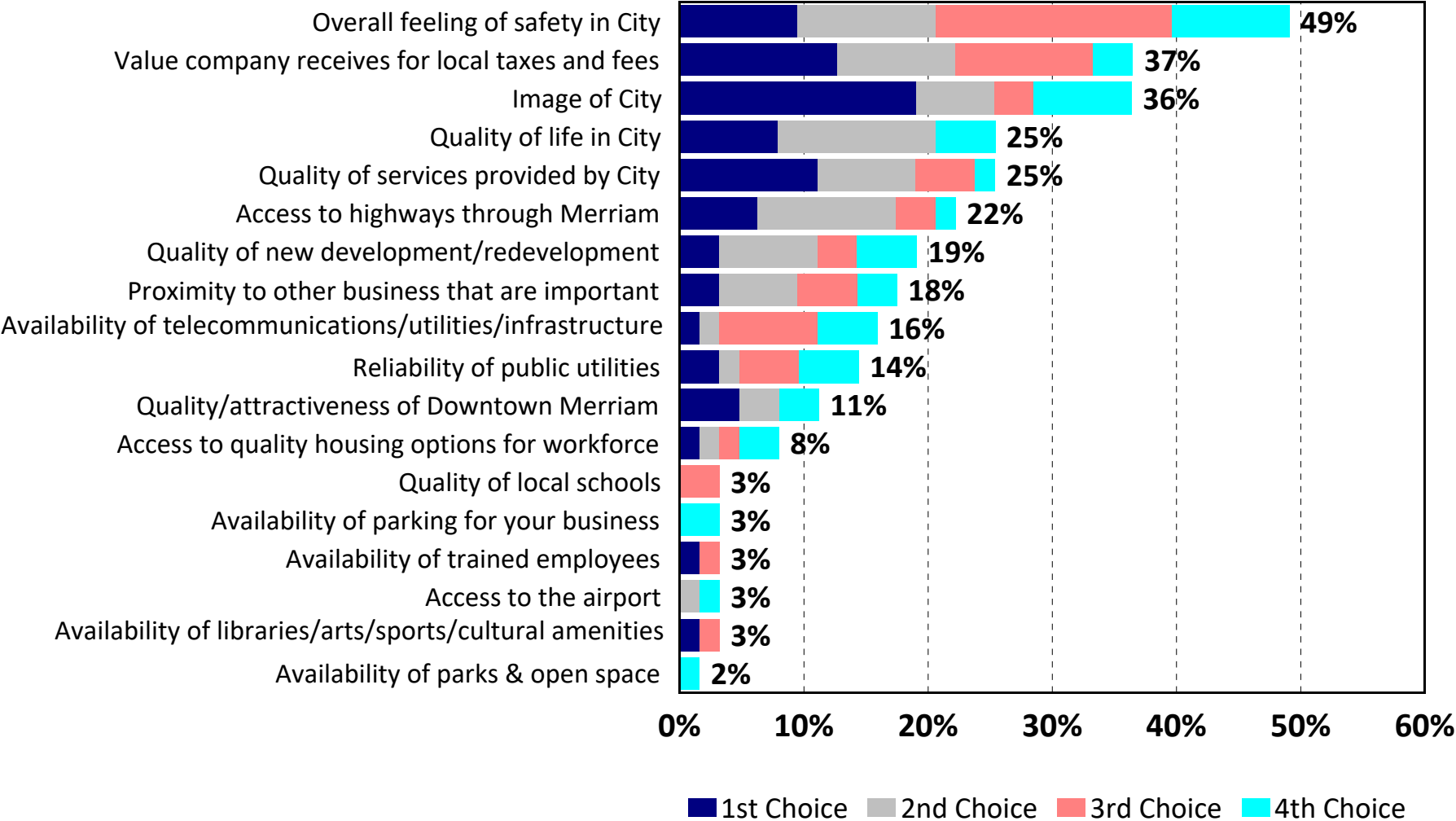
TRENDS: Satisfaction With Perceptions of the City of Merriam - 2021 vs. 2024

by percentage of businesses surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



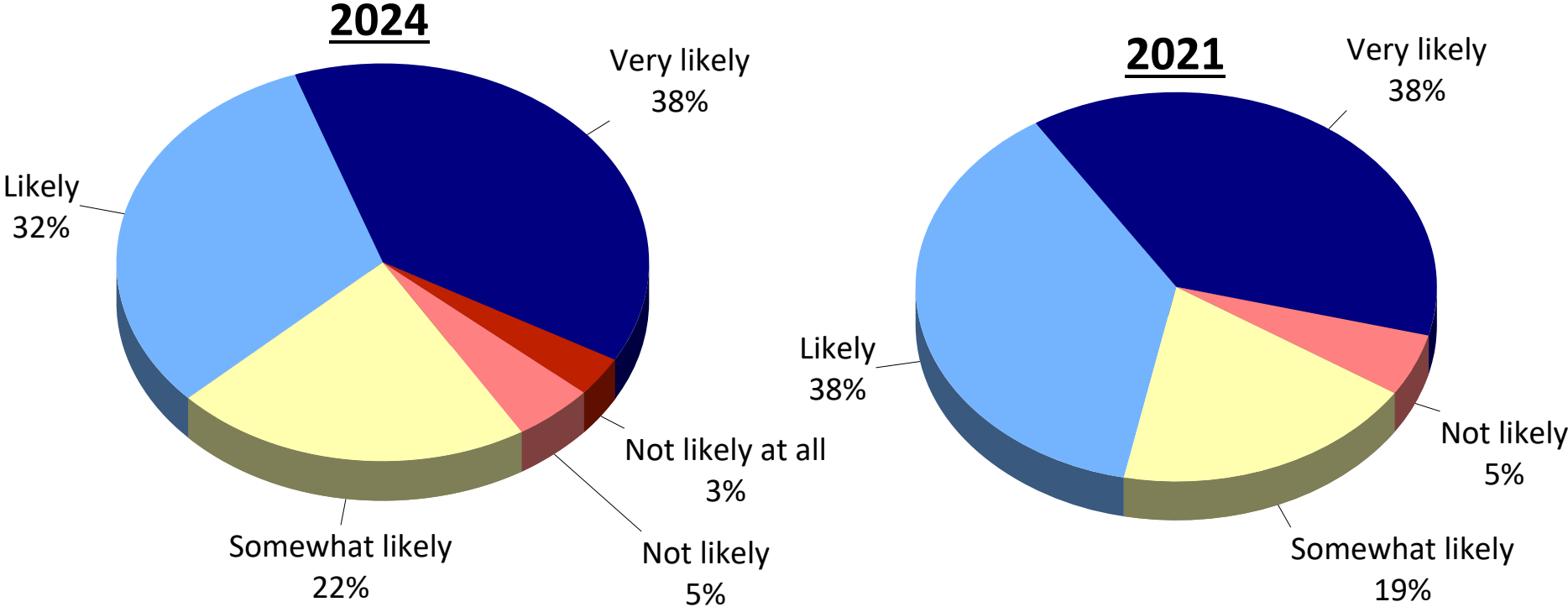
Q8. Which FOUR of these items will have the most impact on your decision to stay in the City of Merriam for the next 10 years?

by percentage of businesses that selected the item as one of their top four choices



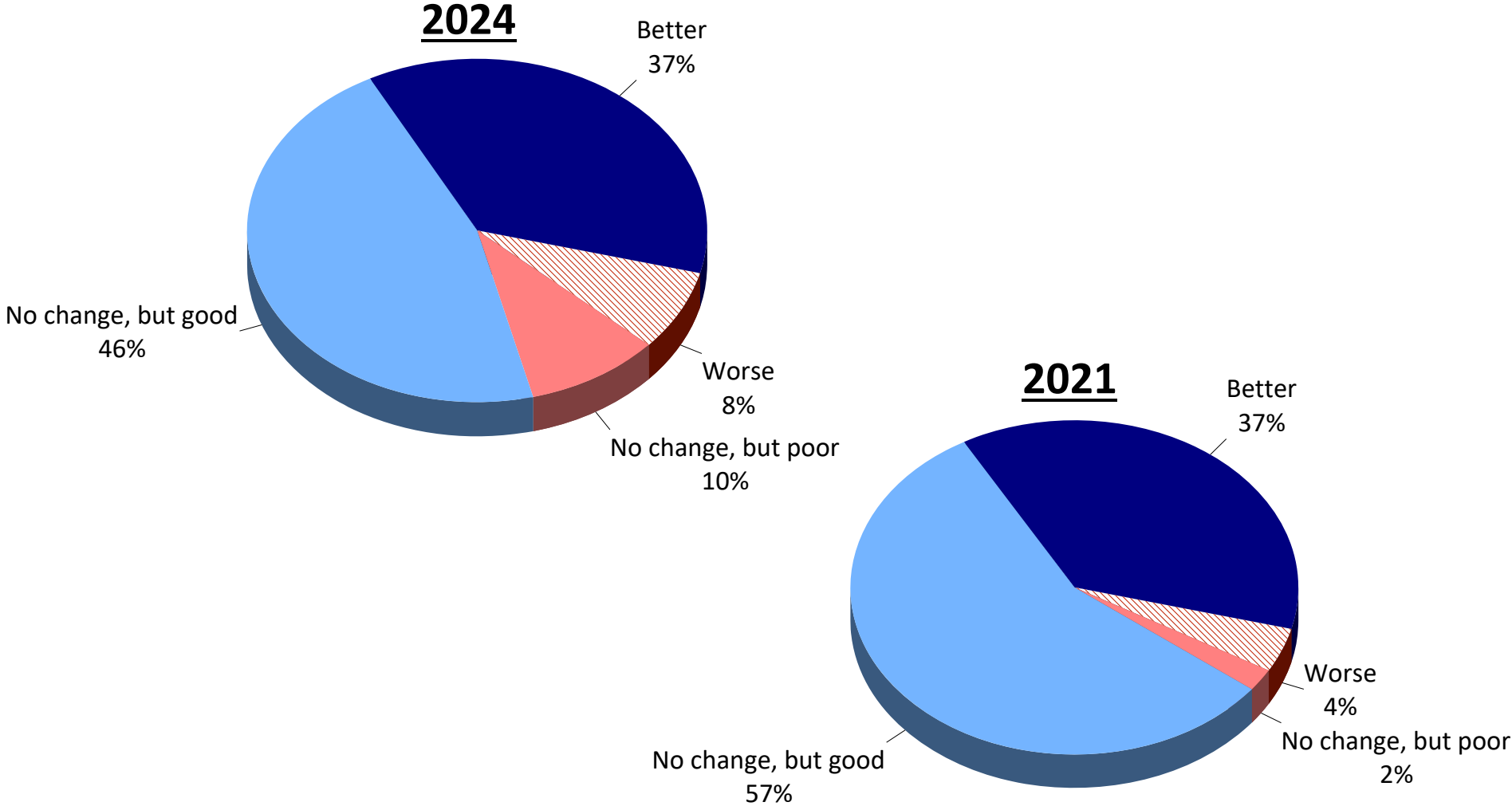
Q9. Likelihood of Recommending the City of Merriam as a Business Location to Friends, Family, Co-Workers, Colleagues, and Other Businesses

by percentage of businesses surveyed (excluding "don't know")



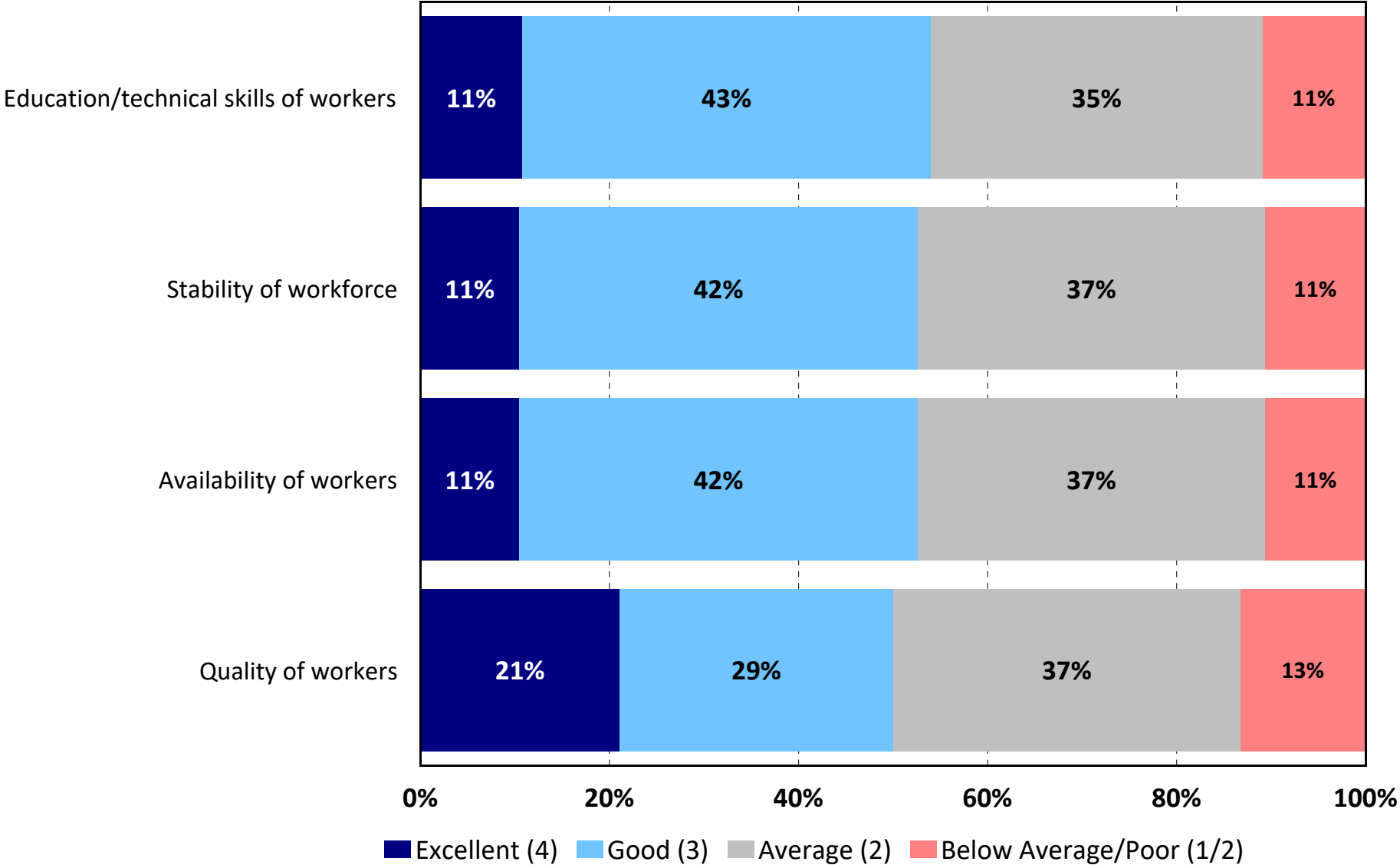
Q10. Overall Business Atmosphere in the City of Merriam Today Compared to Five Years Ago

by percentage of businesses surveyed (excluding "don't know/unsure")



Q13. Ratings of the Workforce in the City of Merriam

by percentage of businesses surveyed (excluding "don't know")



TRENDS: Ratings of the Workforce in the City of Merriam

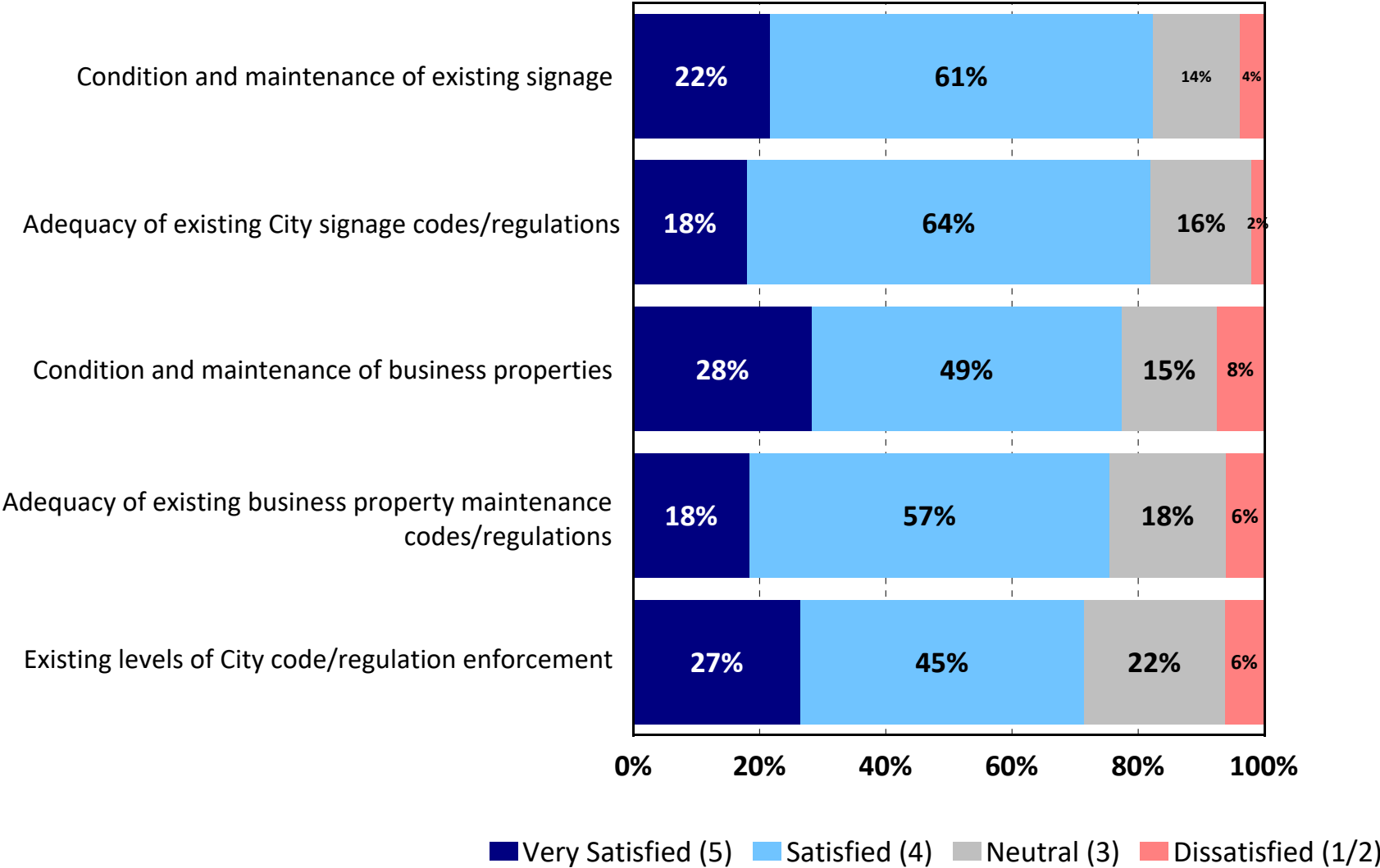
2021 vs. 2024

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



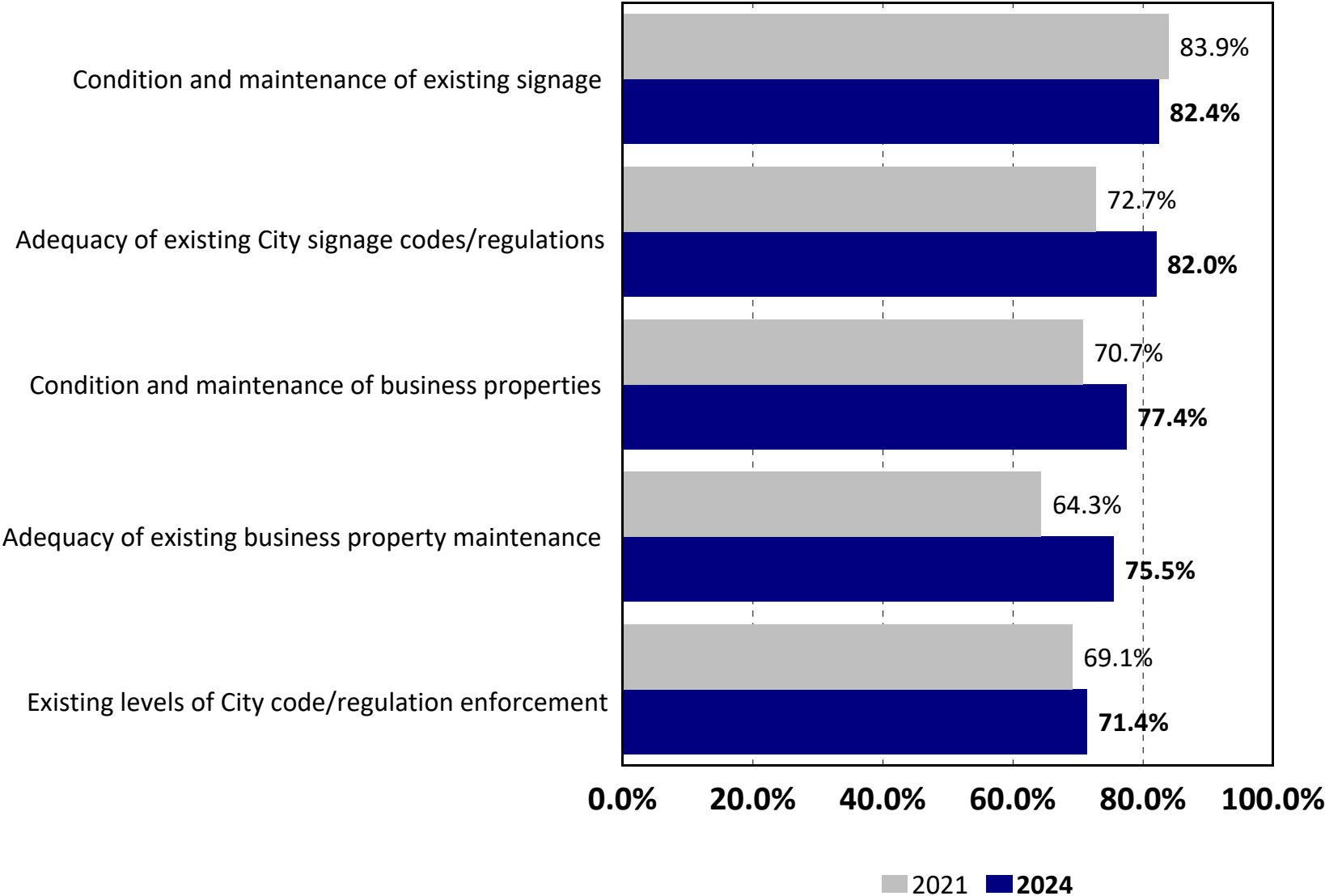
Q14. Satisfaction With the Following Codes and Regulations

by percentage of businesses surveyed (excluding "don't know")



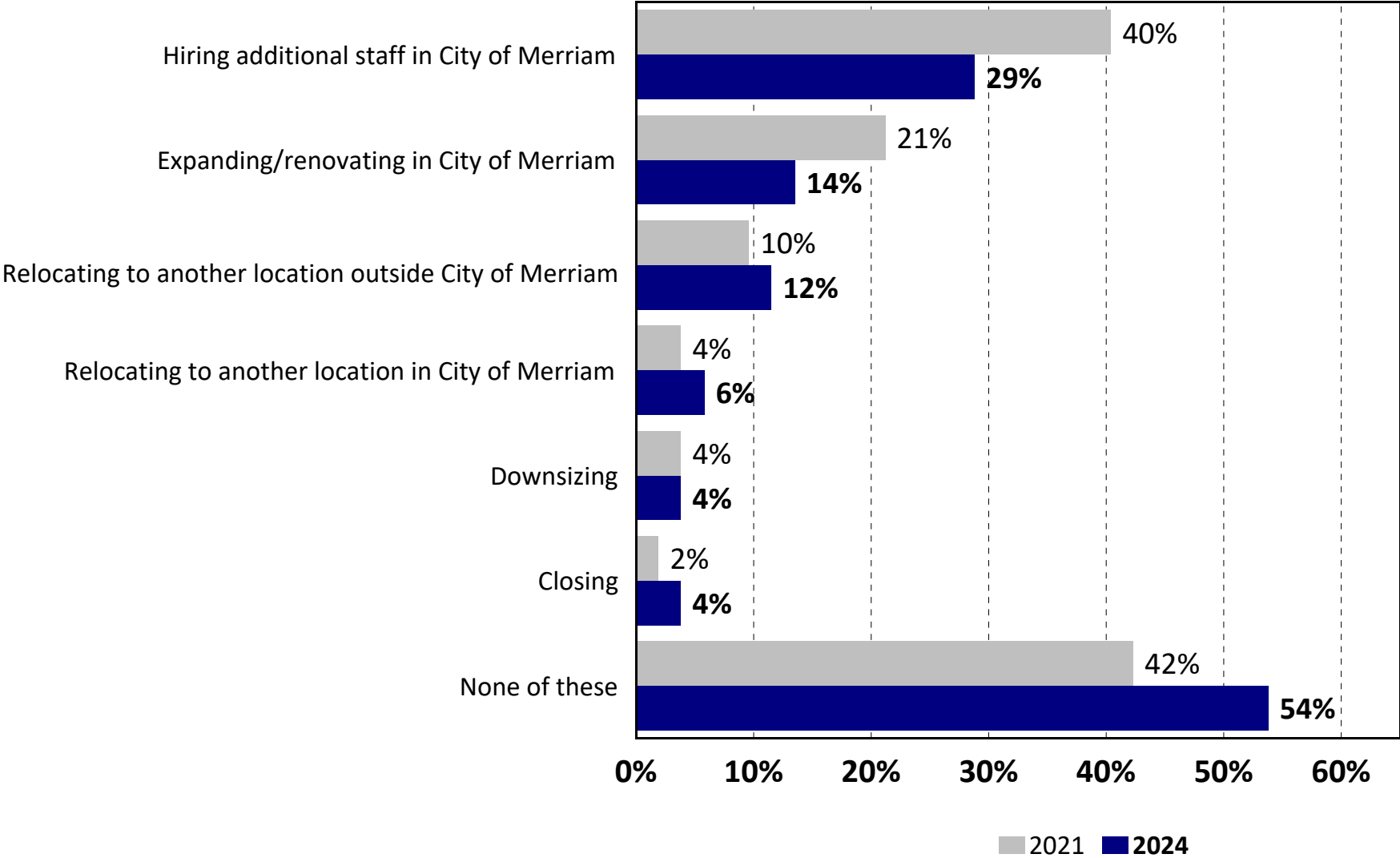
TRENDS: Satisfaction With the Following Codes and Regulations - 2021 vs. 2024

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



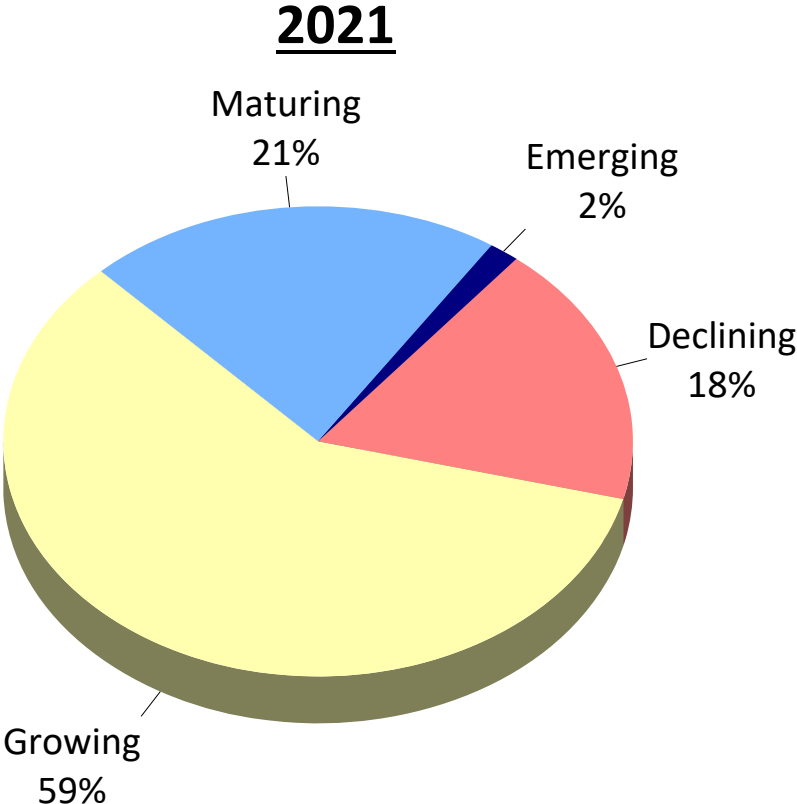
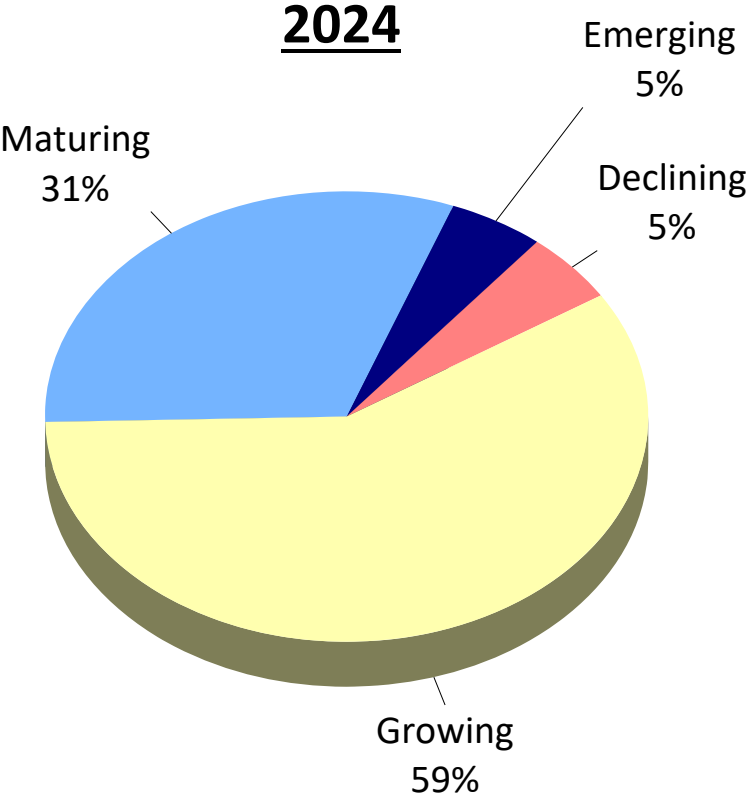
Q15. TRENDS: In the next 12 months, is your business considering any of the following?

by percentage of businesses surveyed (multiple selections could be made)



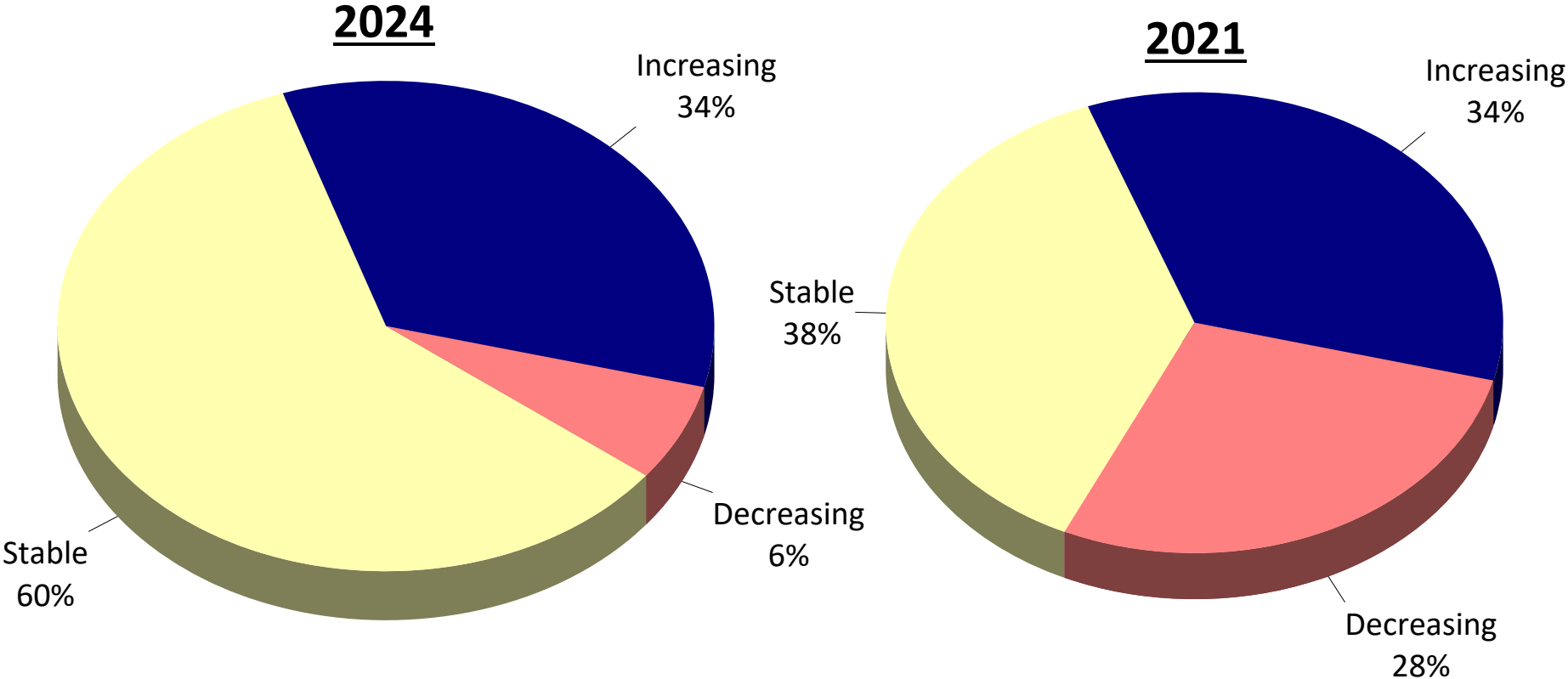
Q16. Where is your company's primary product/service in its life cycle?

by percentage of businesses surveyed (excluding "not provided")



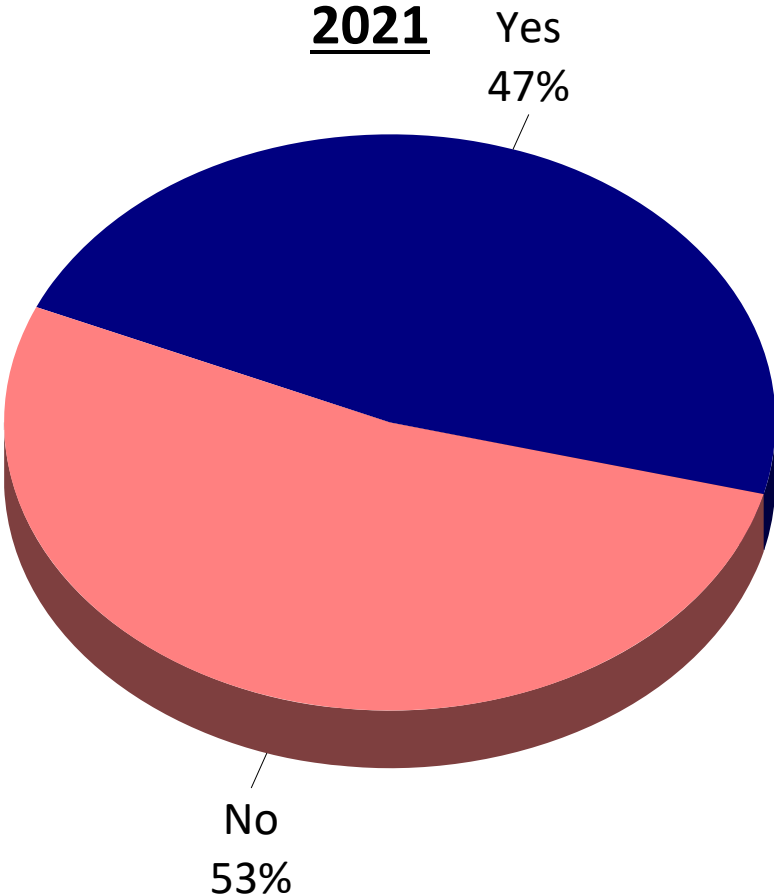
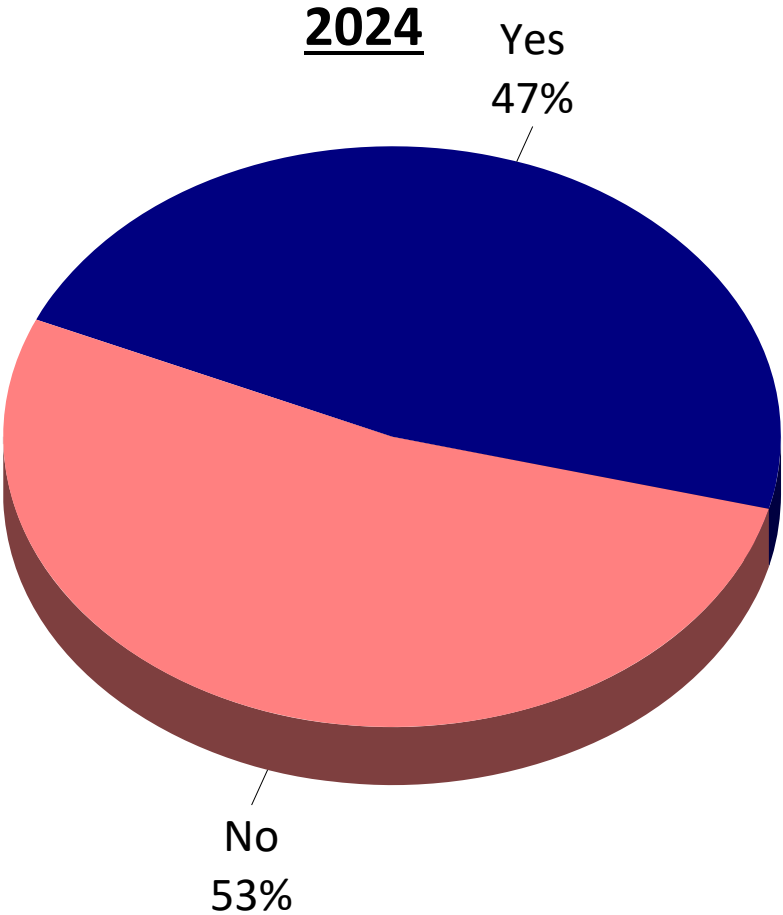
Q17. What best describes your company's total sales?

by percentage of businesses surveyed (excluding "not provided")



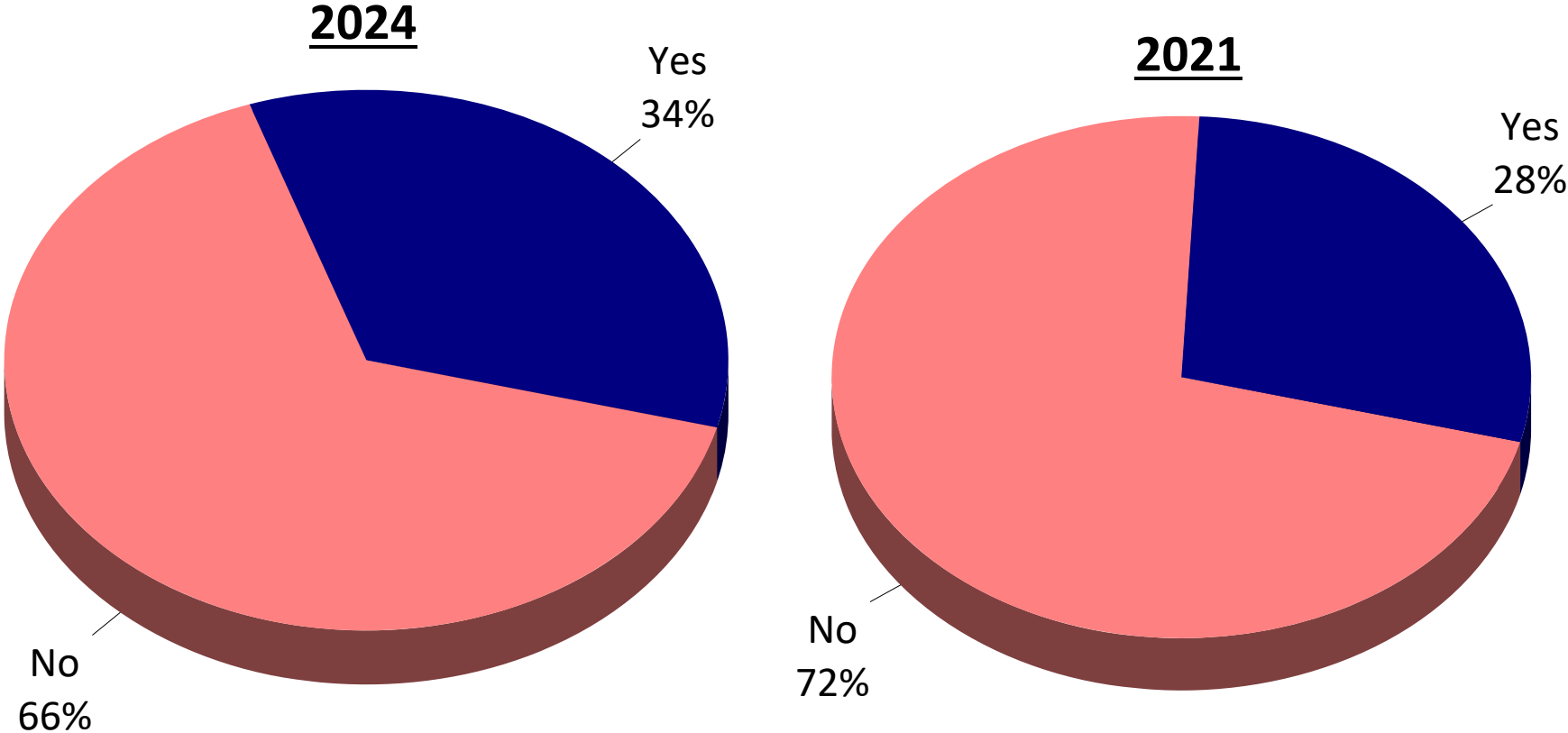
Q18. Are new products/services anticipated for your company in the next 2 years?

by percentage of businesses surveyed (excluding "not provided")



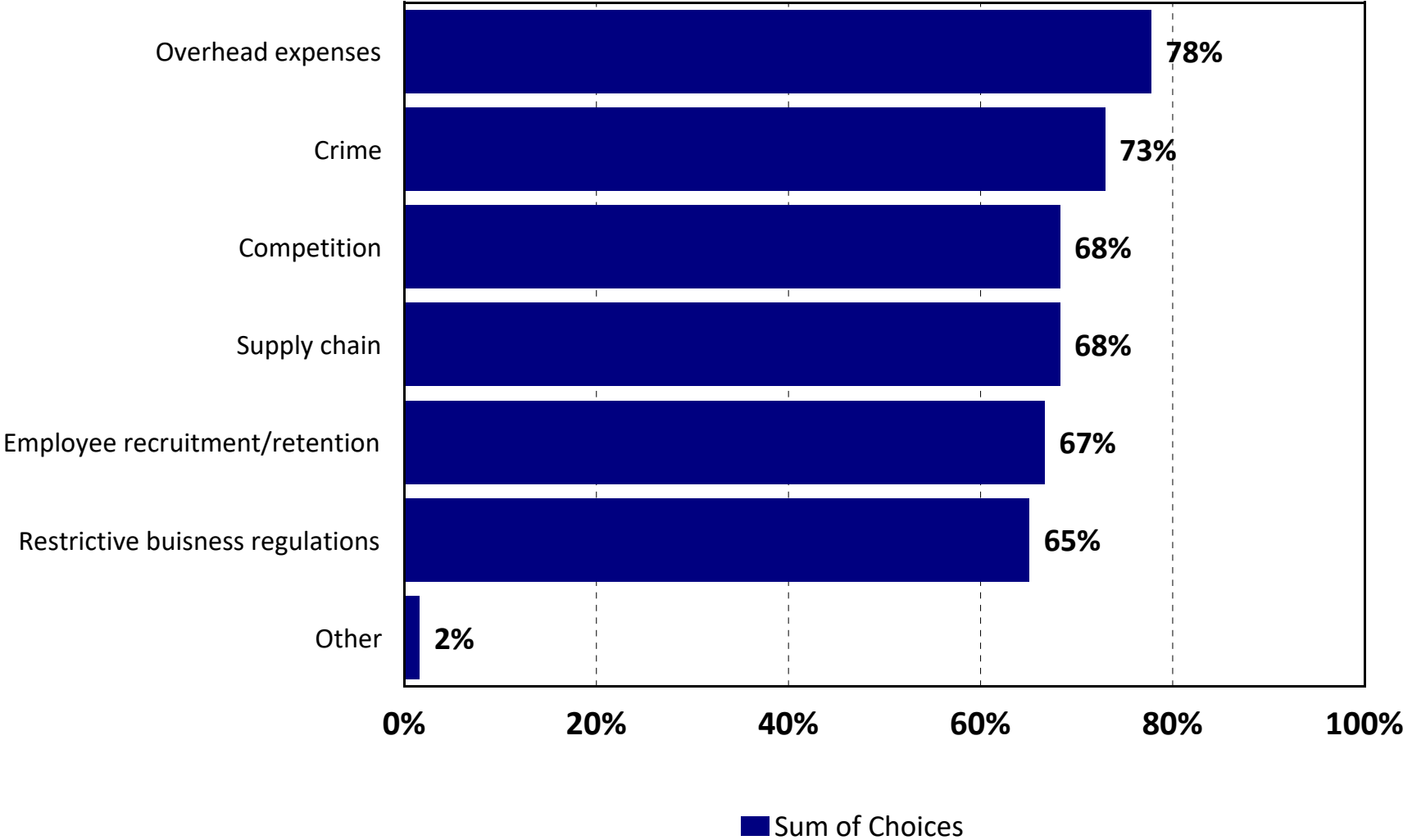
Q19. Are there any barriers to your company's growth in Merriam?

by percentage of businesses surveyed (excluding "not provided")



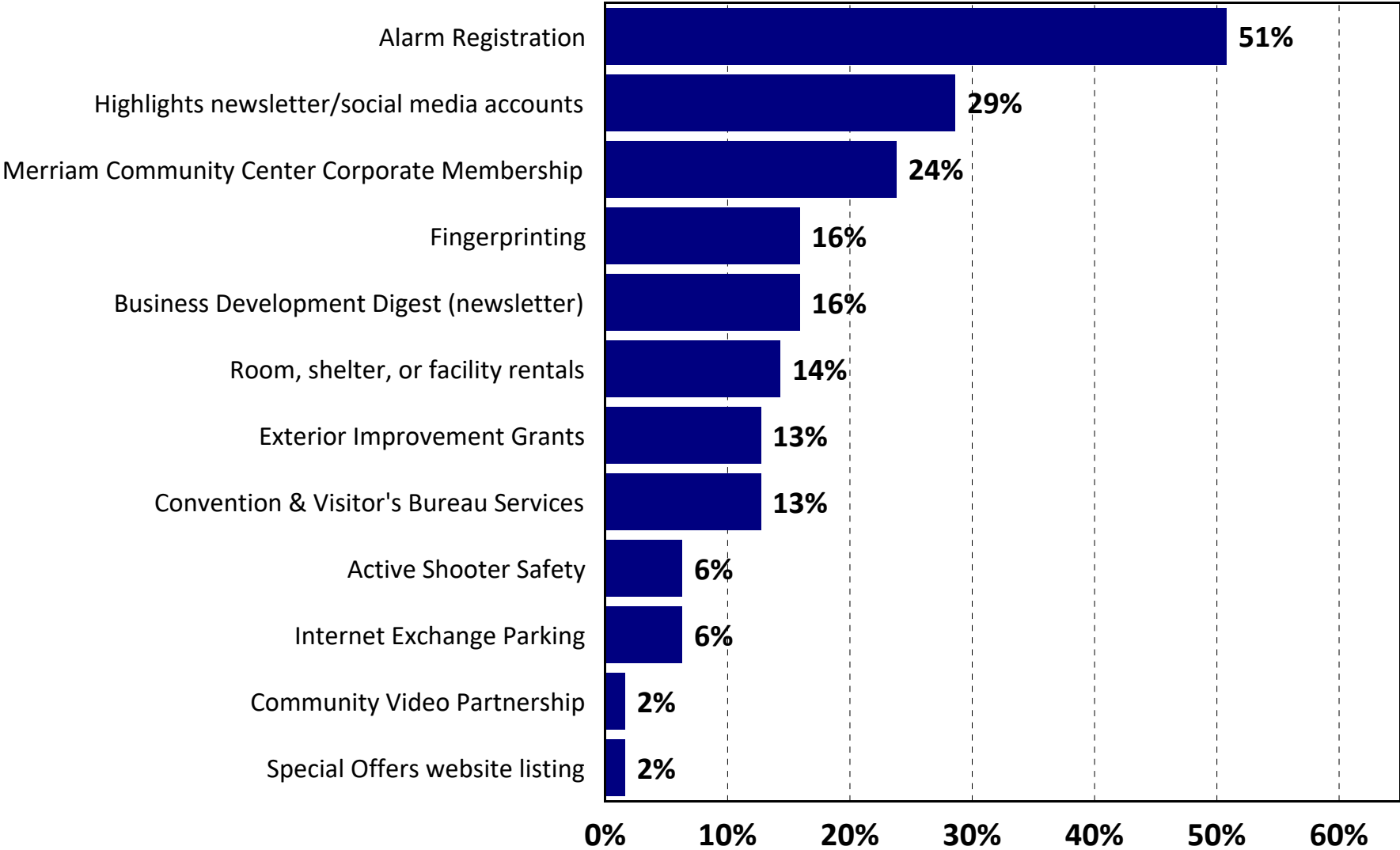
Q22. Perceived Magnitude of the Following Challenges That Impact Business

by percentage of businesses that selected the item as one of their top seven choices



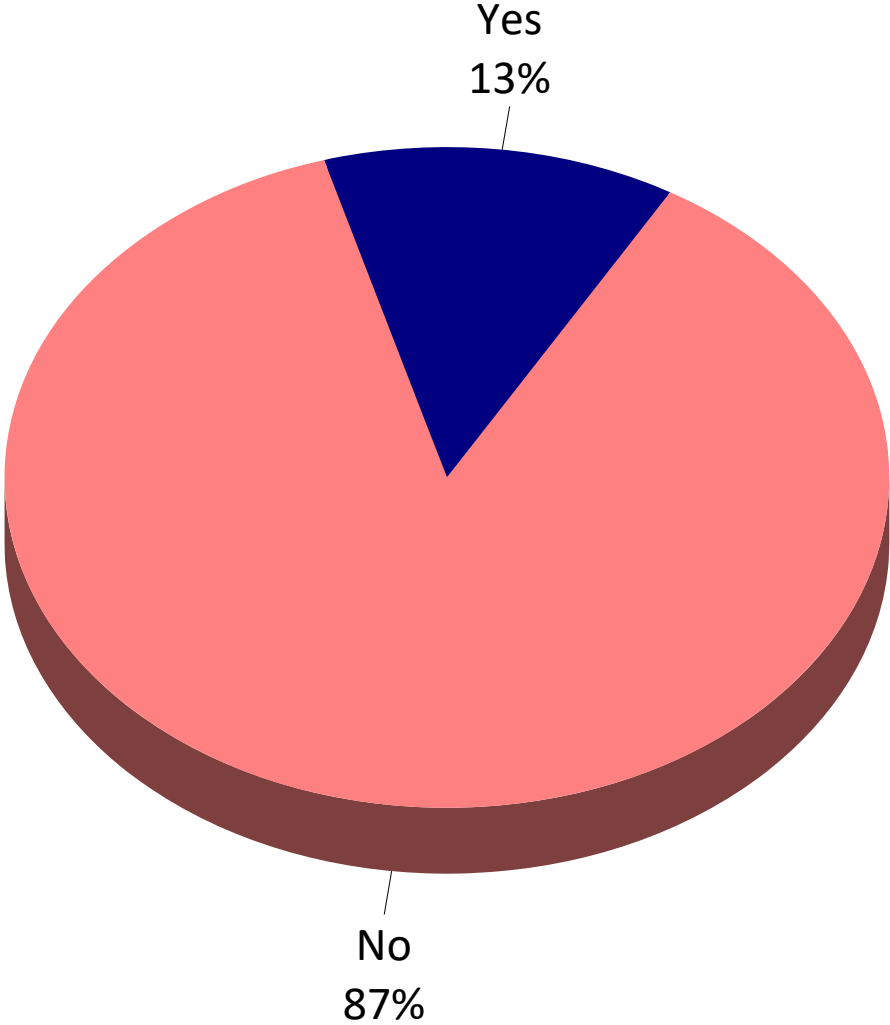
Q23. Familiarity With the Following Tools That Merriam Provides to Help Produce a Positive Impact on Businesses

by percentage of businesses surveyed (multiple selections could be made)



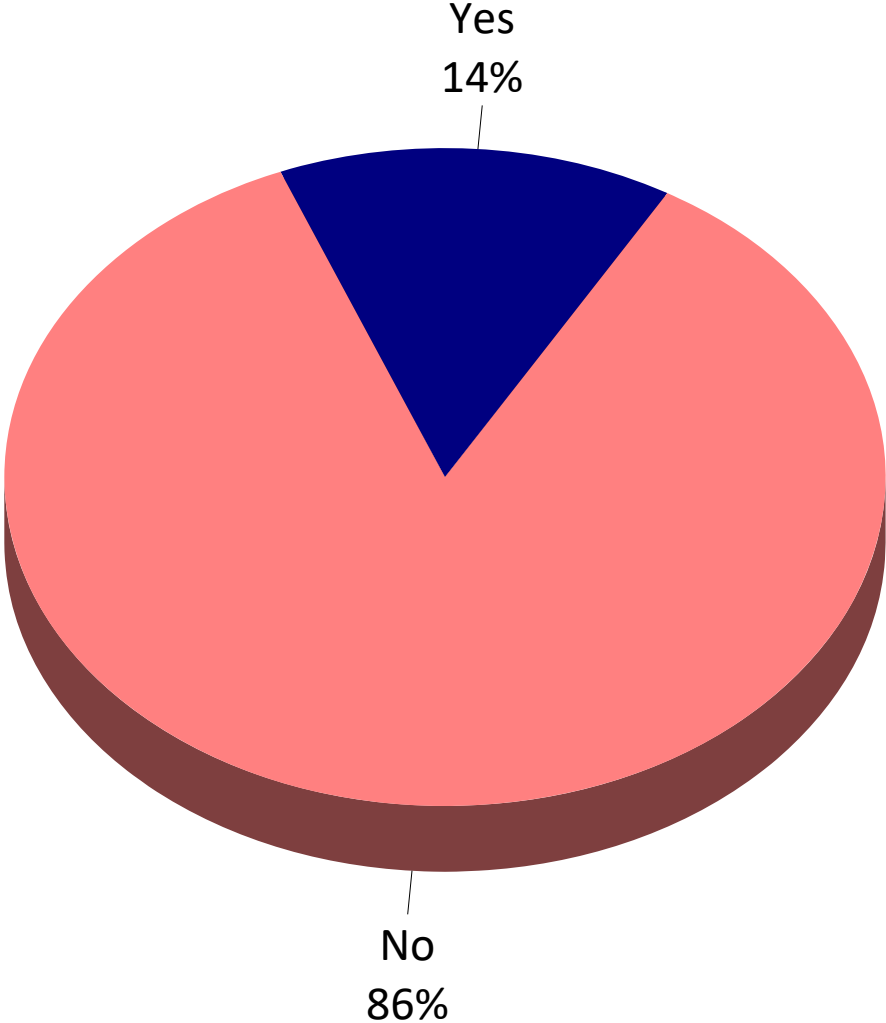
Q24. Are you interested in meeting with City staff to further discuss any questions or concerns?

by percentage of businesses surveyed



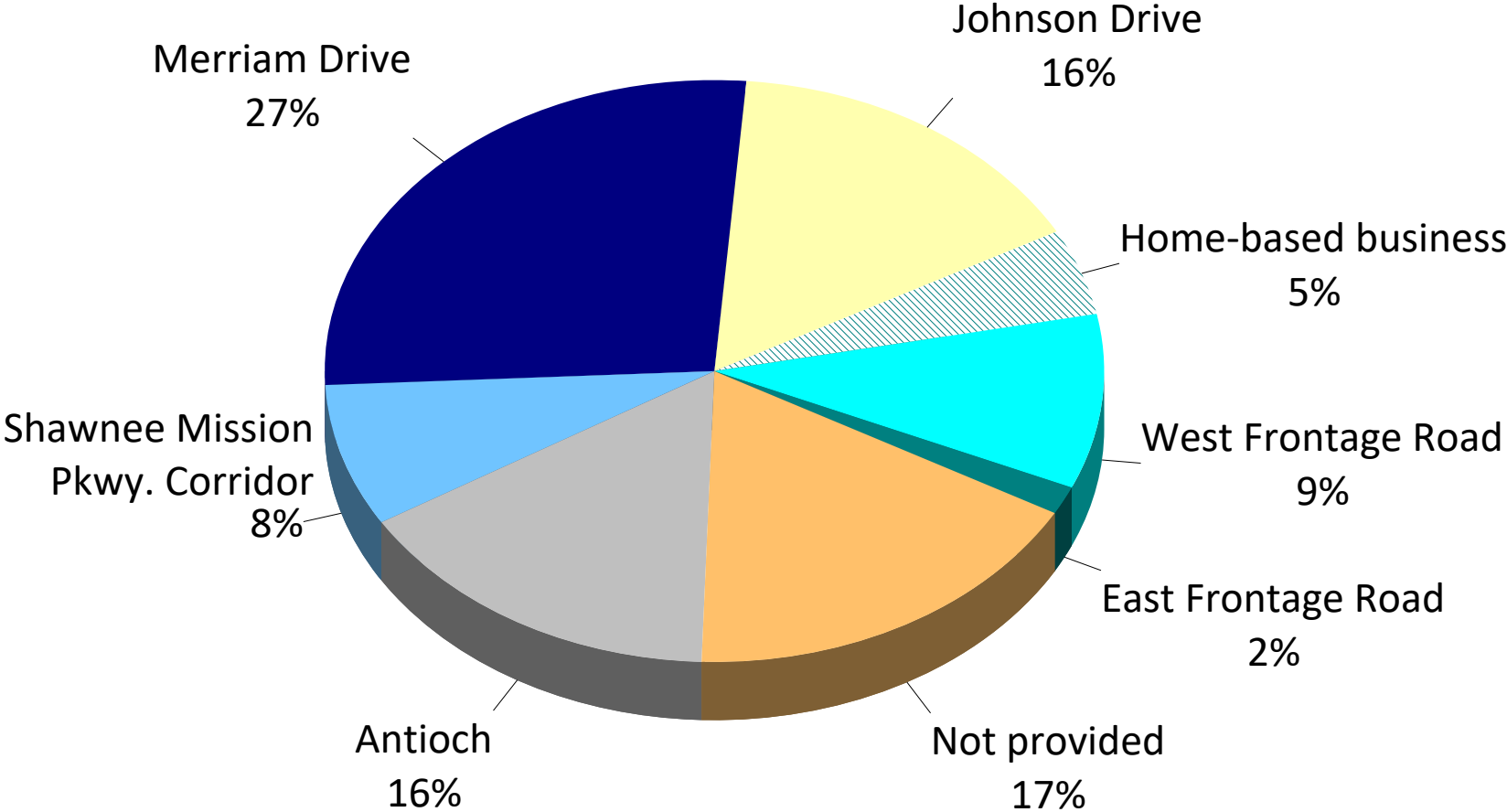
Q25. Would you like to receive periodic emails with information on upcoming workshops, City activities, or legislation affecting the business community?

by percentage of businesses surveyed



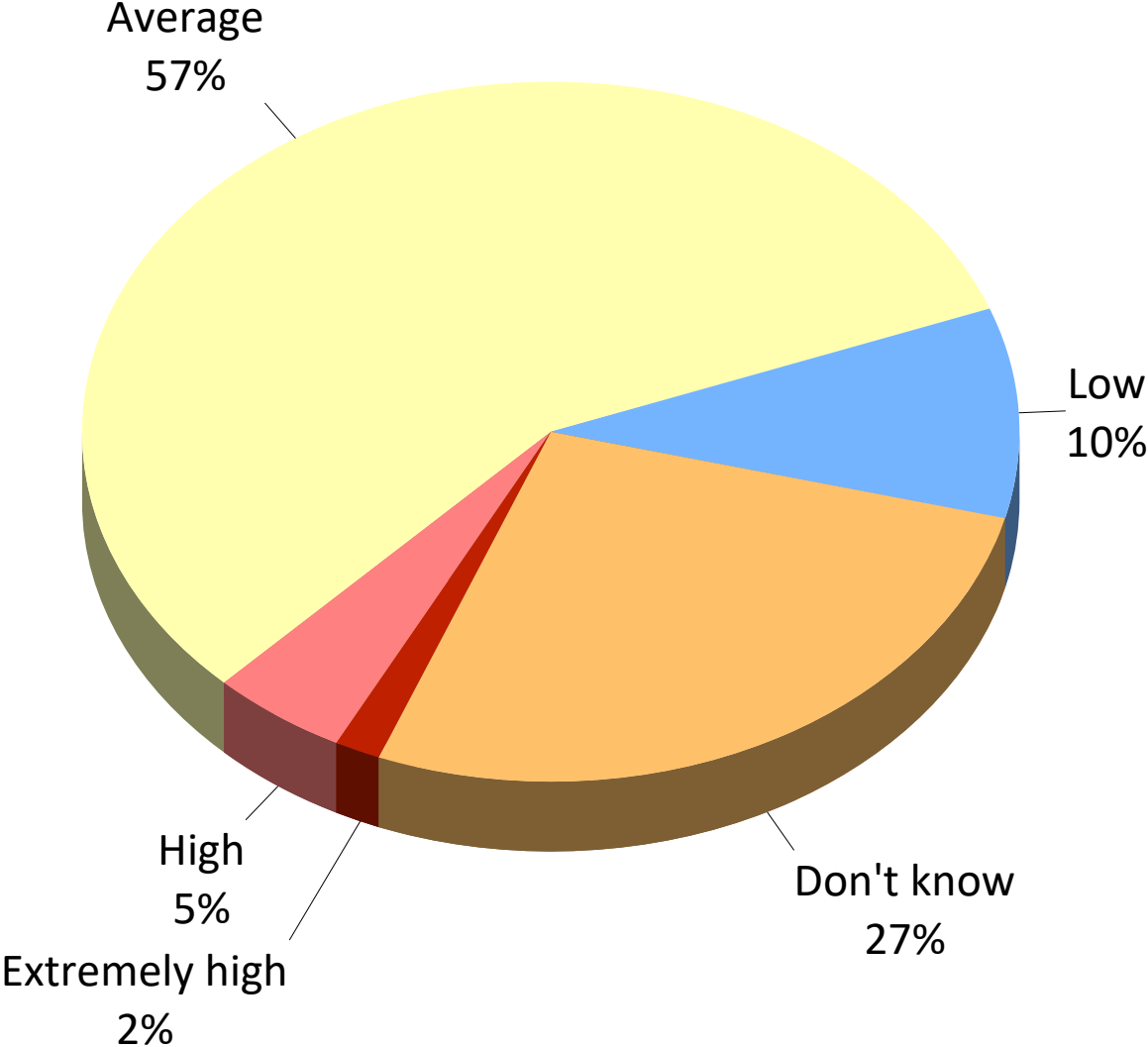
Q26. Which best describes your general geographic location within the city?

by percentage of businesses surveyed



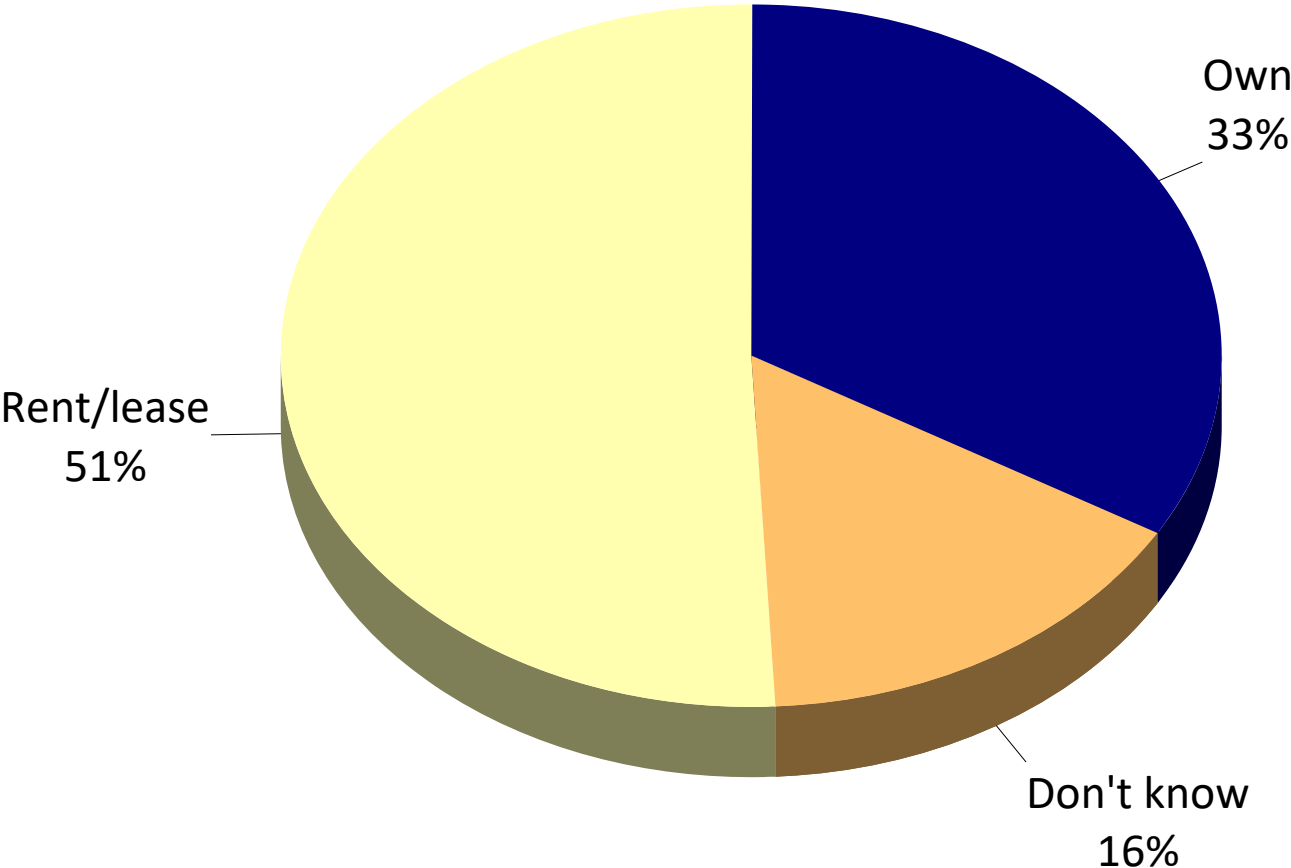
Q27. How would you best describe the cost of having your business in the City of Merriam?

by percentage of businesses surveyed



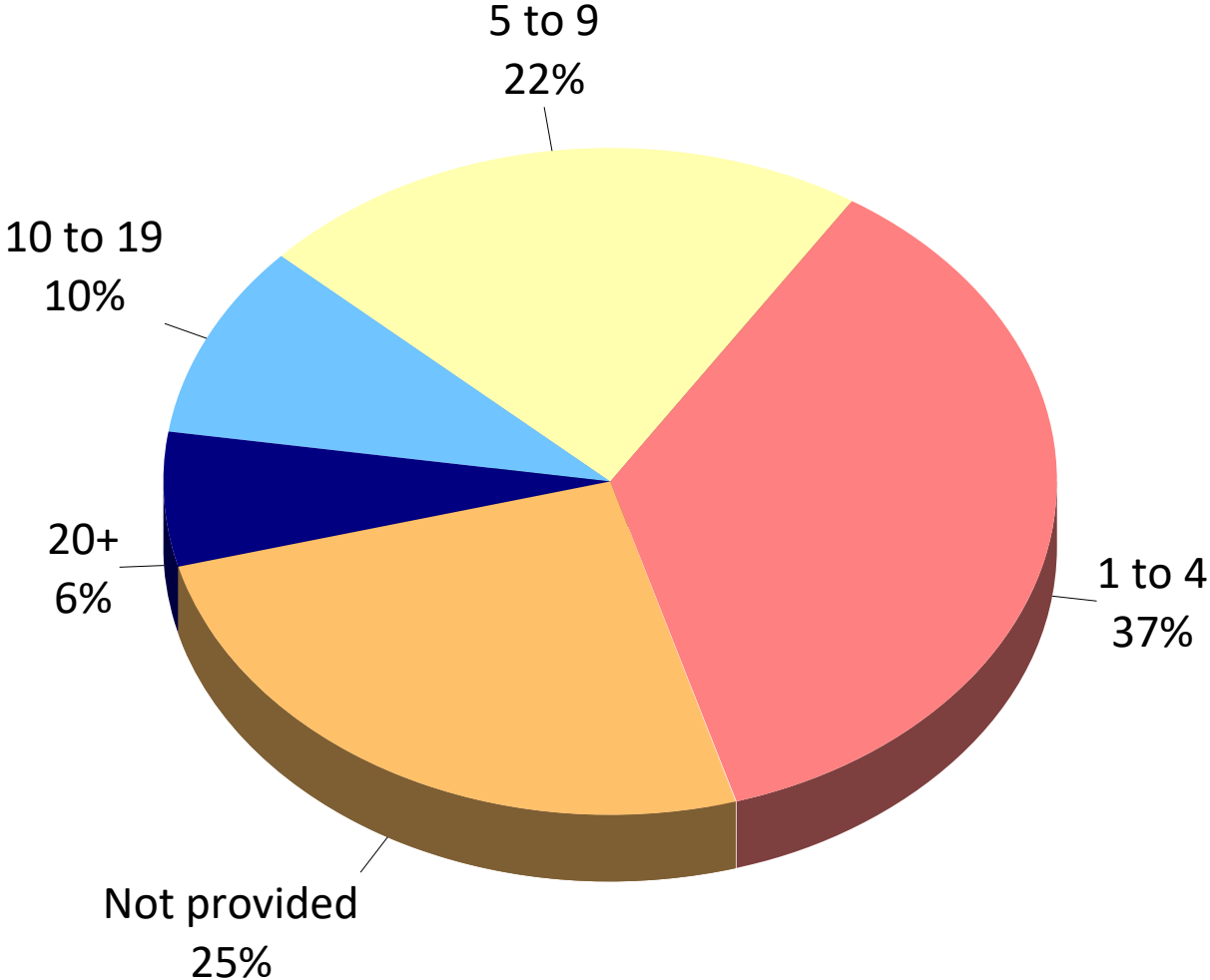
Q28. Does your business own or rent/lease the facility where your business is located?

by percentage of businesses surveyed



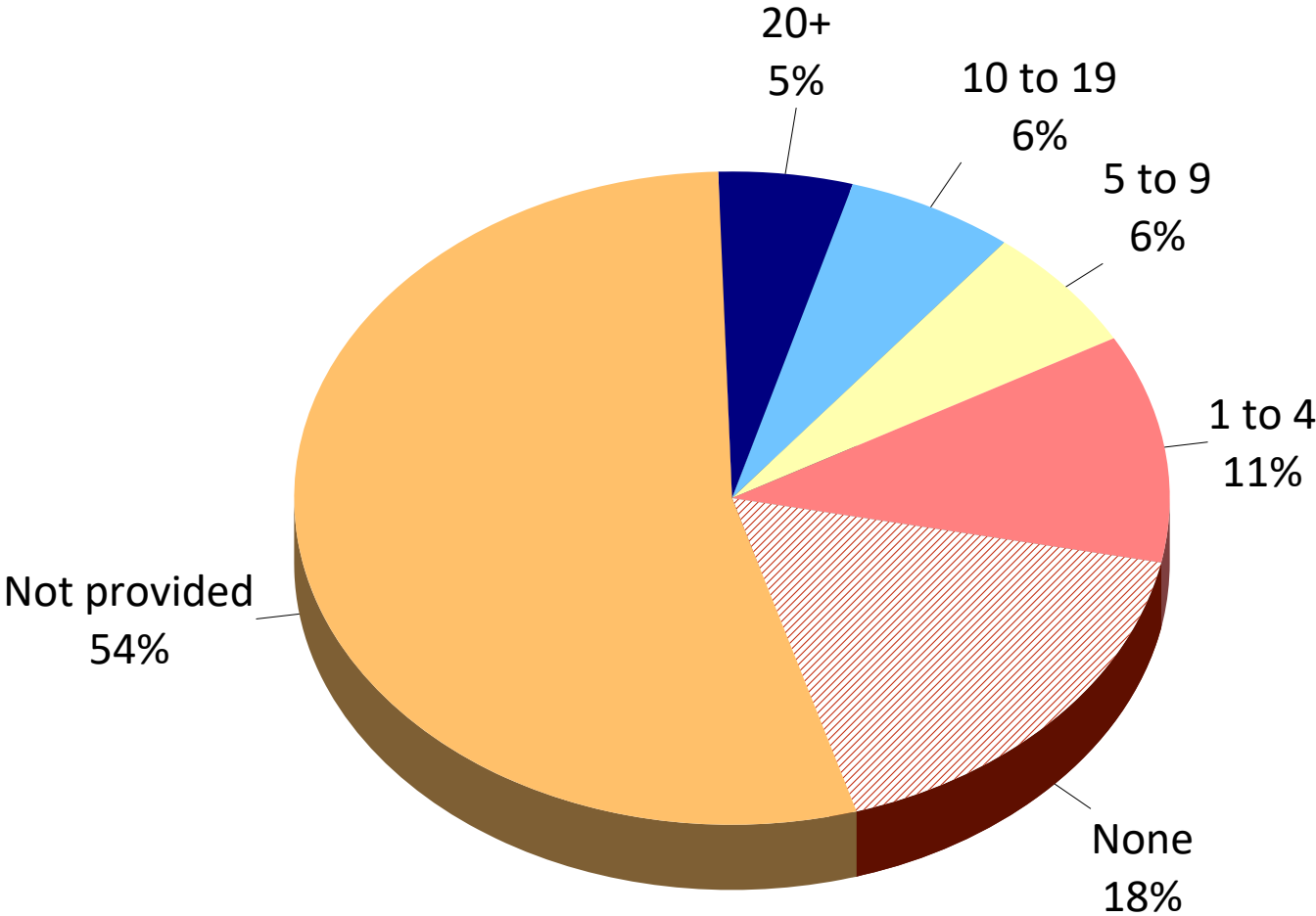
Q29[1]. How many full-time employees does your business currently employ in the City of Merriam?

by percentage of businesses surveyed



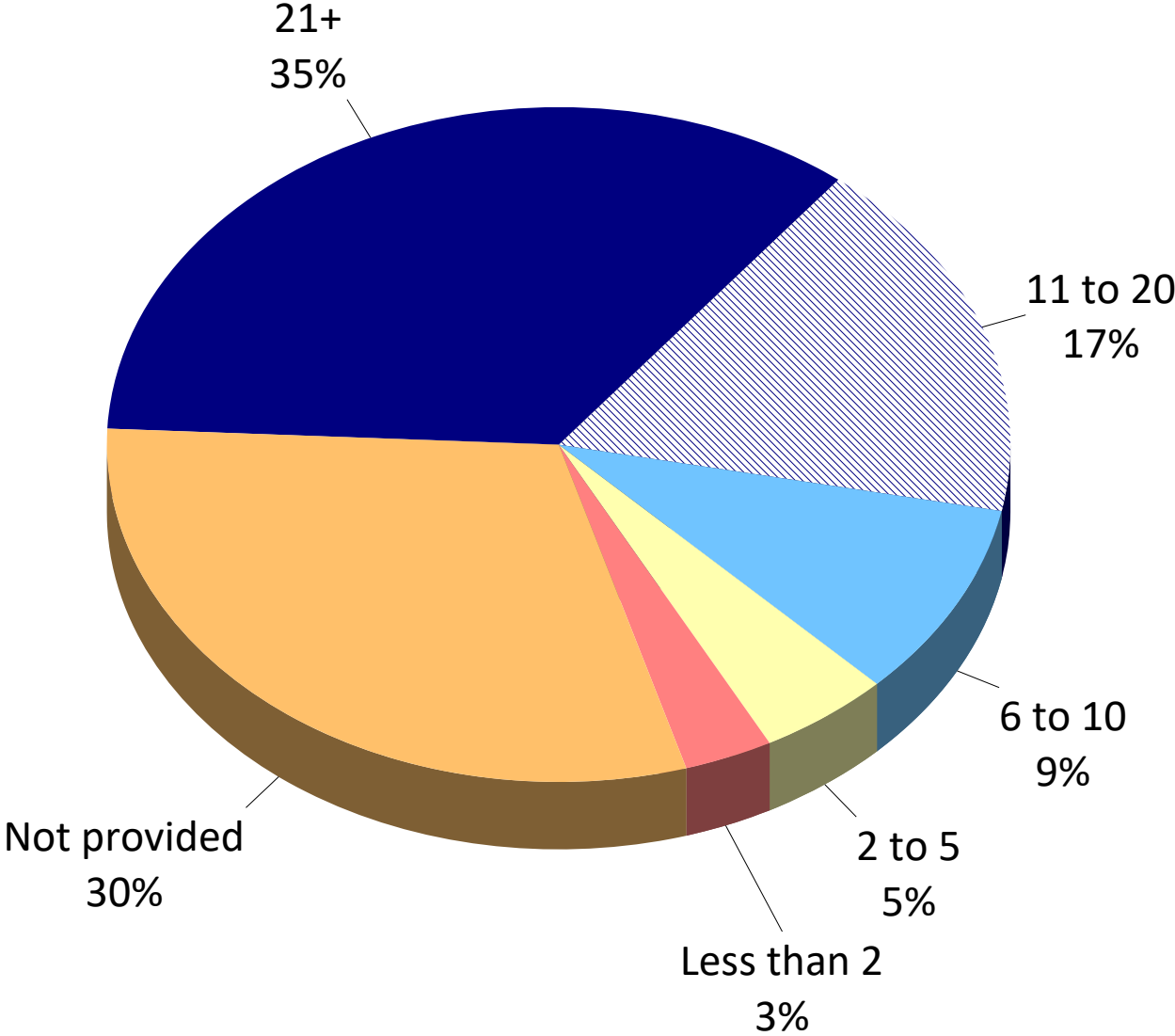
Q29[2]. How many part-time employees does your business currently employ in the City of Merriam?

by percentage of businesses surveyed



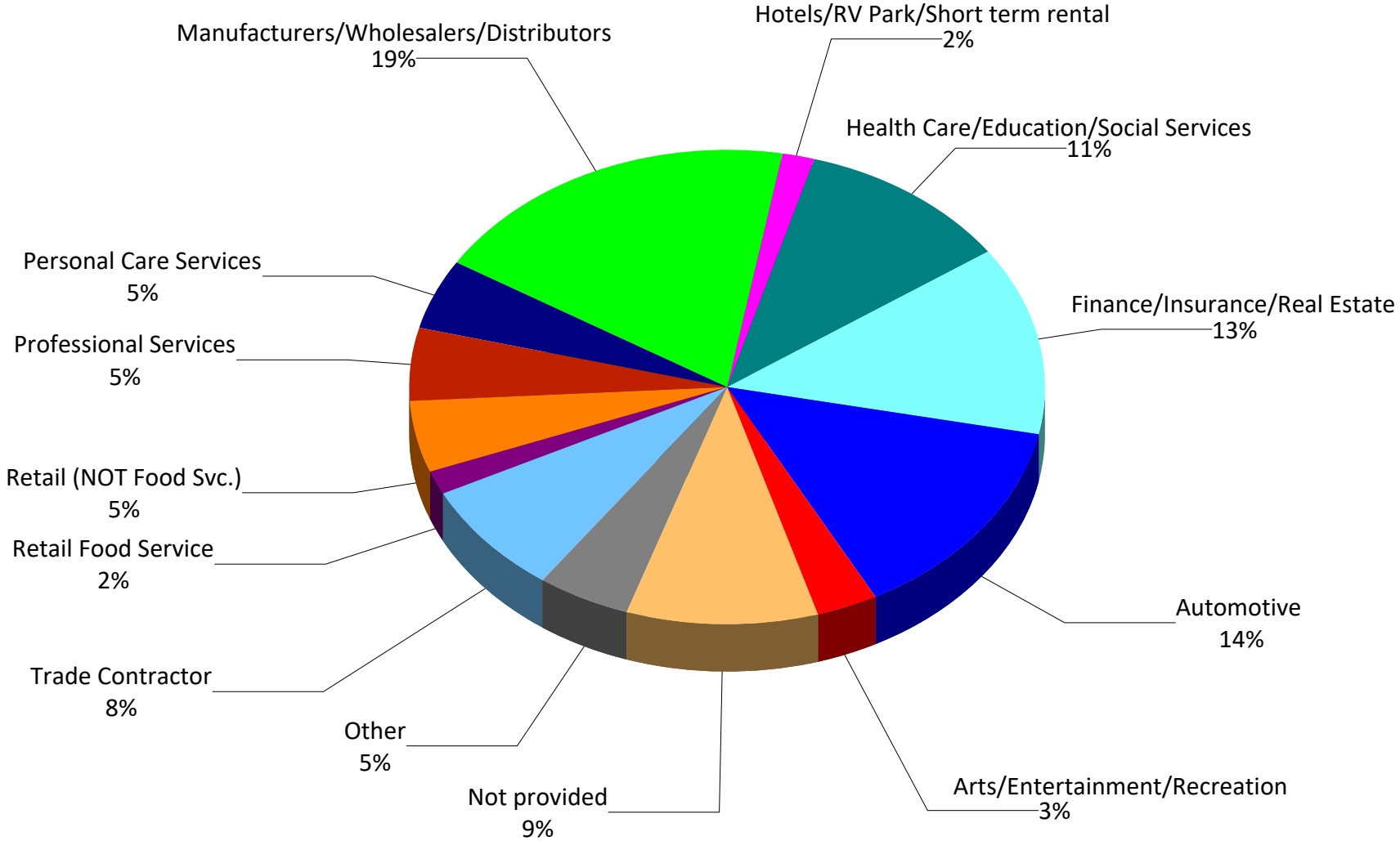
Q30. How many years has your business been in the City of Merriam?

by percentage of businesses surveyed



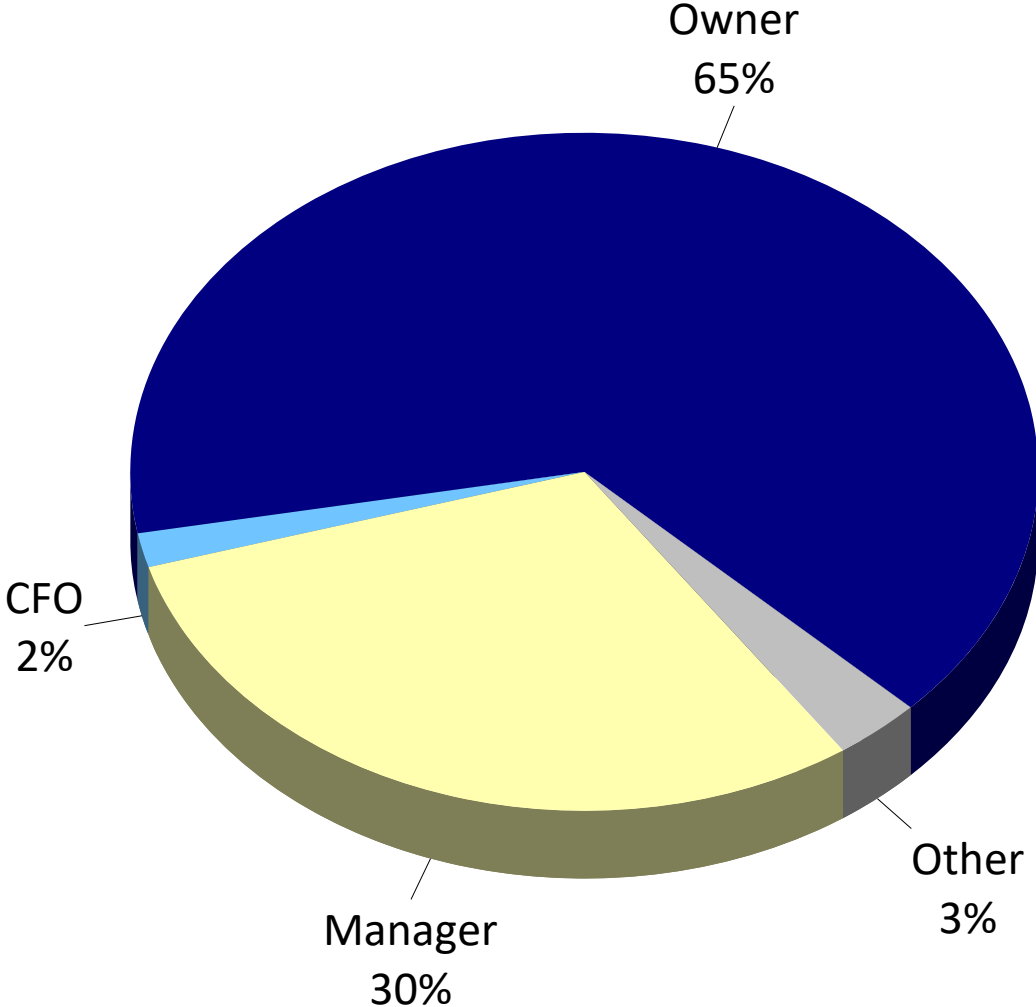
Q31. Which of the following best describes your business/organization's sector?

by percentage of businesses surveyed



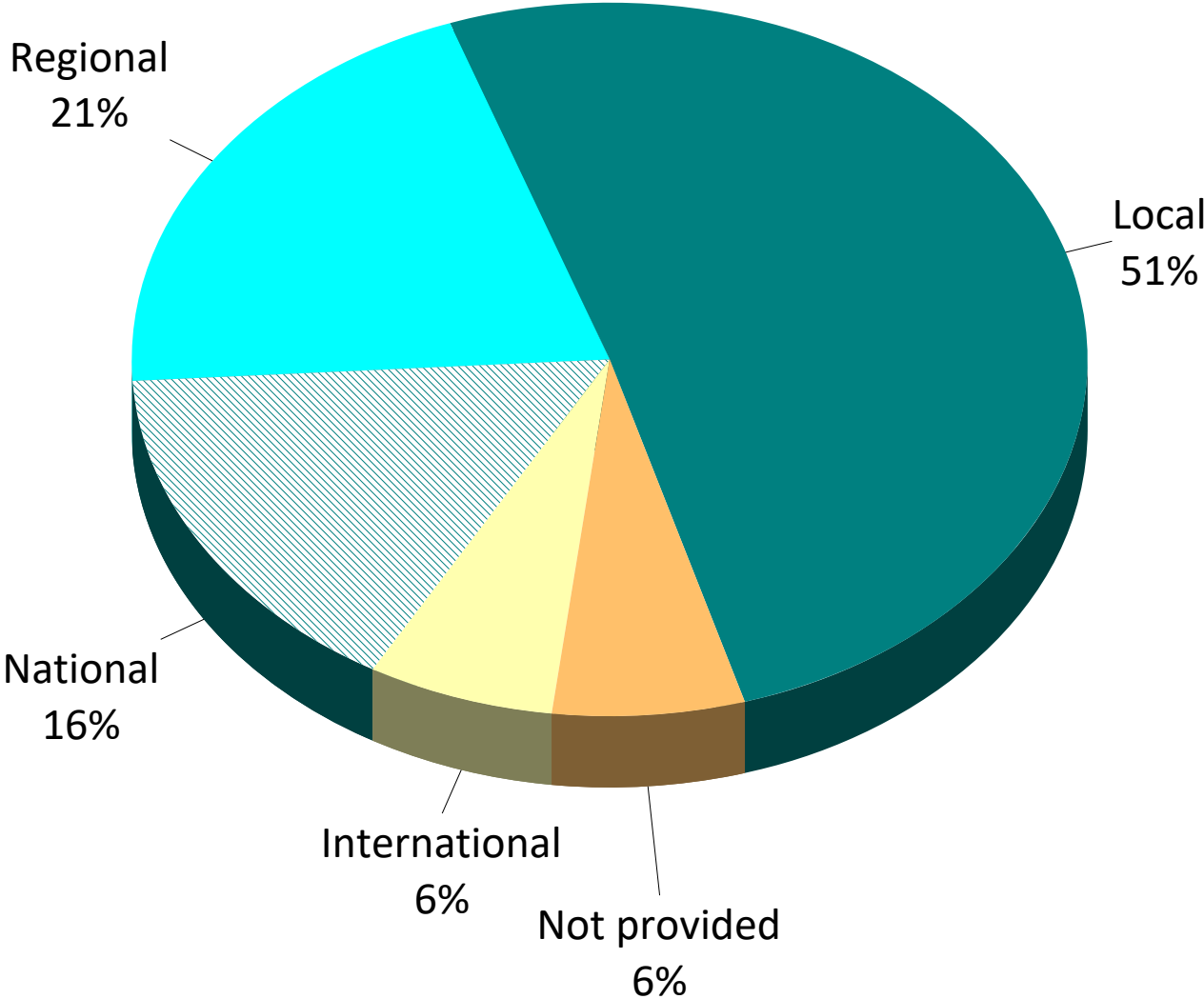
Q32. Which of the following best describes your position with your business?

by percentage of businesses surveyed (excluding "not provided")



Q33. What best describes your company's primary market?

by percentage of businesses surveyed





2 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of businesses that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Businesses were asked to identify the major categories of City services that were most important to emphasize. Forty-six percent (46%) of the businesses surveyed selected "*street maintenance, including sidewalks, medians and curbs*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 70.5% of businesses surveyed rated "*street maintenance, including sidewalks, medians and curbs*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 46% was multiplied by 29.5% (1-0.705). This calculation yielded an I-S rating of 0.1357, which ranked first out of nine major categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the businesses select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the businesses were positively satisfied with the delivery of the service
- If none (0%) of the businesses selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of Merriam Business Survey is provided on the following page.

Importance-Satisfaction Rating

2024 City of Merriam Business Survey

Overall

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Street maintenance, including sidewalks, medians & curbs	46%	2	71%	8	0.1357	1
Effectiveness of City communication with businesses	30%	4	65%	9	0.1057	2
Medium Priority (IS <.10)						
Police services	75%	1	88%	2	0.0888	3
Enforcement of codes and ordinances	17%	7	71%	7	0.0503	4
Fire services	38%	3	88%	1	0.0446	5
Street lighting	25%	5	85%	3	0.0372	6
Street sweeping/cleanliness of public areas	21%	6	82%	4	0.0371	7
Quality of customer service provided by City employees	13%	8	82%	5	0.0231	8
Stormwater drainage/flood management	11%	9	80%	6	0.0218	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services that were most important to their business.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

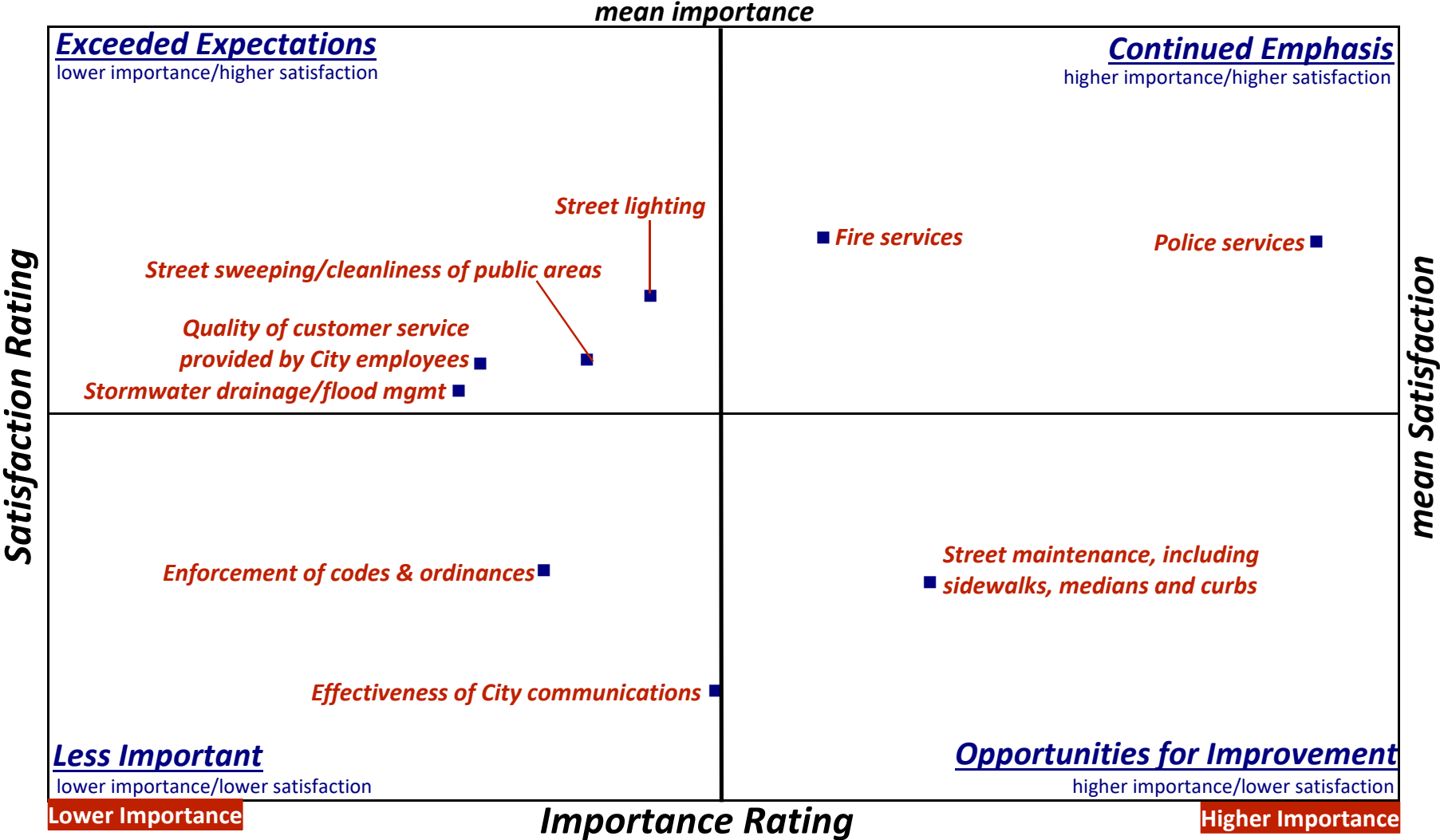
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that businesses have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as businesses expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to businesses. This area does not significantly affect overall satisfaction with City services because the items are less important to businesses. The agency should maintain current levels of emphasis on items in this area.

A matrix chart showing the results for the City of Merriam Business Survey is provided on the following page.

2024 City of Merriam Business Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)





3

Tabular Data

Q1. How would you rate the City of Merriam overall as a place to do business?

Q1. How would you rate City overall as a place to do business	Number	Percent
Excellent	23	36.5 %
Good	28	44.4 %
Average	8	12.7 %
Below average	1	1.6 %
Don't know	3	4.8 %
Total	63	100.0 %

WITHOUT "DON'T KNOW"**Q1. How would you rate the City of Merriam overall as a place to do business? (without "don't know")**

Q1. How would you rate City overall as a place to do business	Number	Percent
Excellent	23	38.3 %
Good	28	46.7 %
Average	8	13.3 %
Below average	1	1.7 %
Total	60	100.0 %

Q2. Please rate your satisfaction with the following services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with regard to how they affect your business' ability to operate.

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Police services	52.4%	30.2%	7.9%	3.2%	0.0%	6.3%
Q2-2. Fire services	49.2%	22.2%	9.5%	0.0%	0.0%	19.0%
Q2-3. Street maintenance, including sidewalks, medians & curbs	34.9%	33.3%	27.0%	0.0%	1.6%	3.2%
Q2-4. Street lighting	42.9%	39.7%	14.3%	0.0%	0.0%	3.2%
Q2-5. Street sweeping/ cleanliness of public areas	39.7%	39.7%	15.9%	1.6%	0.0%	3.2%
Q2-6. Stormwater drainage/flood management	34.9%	42.9%	12.7%	3.2%	3.2%	3.2%
Q2-7. Enforcement of codes & ordinances	23.8%	34.9%	17.5%	6.3%	0.0%	17.5%
Q2-8. Effectiveness of City communication with businesses	23.8%	34.9%	23.8%	6.3%	1.6%	9.5%
Q2-9. Quality of customer service provided by City employees	33.3%	38.1%	15.9%	0.0%	0.0%	12.7%

WITHOUT "DON'T KNOW"

Q2. Please rate your satisfaction with the following services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with regard to how they affect your business' ability to operate. (without "don't know")

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Police services	55.9%	32.2%	8.5%	3.4%	0.0%
Q2-2. Fire services	60.8%	27.5%	11.8%	0.0%	0.0%
Q2-3. Street maintenance, including sidewalks, medians & curbs	36.1%	34.4%	27.9%	0.0%	1.6%
Q2-4. Street lighting	44.3%	41.0%	14.8%	0.0%	0.0%
Q2-5. Street sweeping/ cleanliness of public areas	41.0%	41.0%	16.4%	1.6%	0.0%
Q2-6. Stormwater drainage/ flood management	36.1%	44.3%	13.1%	3.3%	3.3%
Q2-7. Enforcement of codes & ordinances	28.8%	42.3%	21.2%	7.7%	0.0%
Q2-8. Effectiveness of City communication with businesses	26.3%	38.6%	26.3%	7.0%	1.8%
Q2-9. Quality of customer service provided by City employees	38.2%	43.6%	18.2%	0.0%	0.0%

Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	32	50.8 %
Fire services	1	1.6 %
Street maintenance, including sidewalks, medians & curbs	1	1.6 %
Street lighting	4	6.3 %
Street sweeping/cleanliness of public areas	5	7.9 %
Stormwater drainage/flood management	3	4.8 %
Enforcement of codes & ordinances	4	6.3 %
Effectiveness of City communication with businesses	11	17.5 %
Quality of customer service provided by City employees	1	1.6 %
<u>None chosen</u>	<u>1</u>	<u>1.6 %</u>
Total	63	100.0 %

Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	10	15.9 %
Fire services	17	27.0 %
Street maintenance, including sidewalks, medians & curbs	13	20.6 %
Street lighting	6	9.5 %
Street sweeping/cleanliness of public areas	2	3.2 %
Enforcement of codes & ordinances	3	4.8 %
Effectiveness of City communication with businesses	4	6.3 %
Quality of customer service provided by City employees	4	6.3 %
<u>None chosen</u>	<u>4</u>	<u>6.3 %</u>
Total	63	100.0 %

Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	5	7.9 %
Fire services	6	9.5 %
Street maintenance, including sidewalks, medians & curbs	15	23.8 %
Street lighting	6	9.5 %
Street sweeping/cleanliness of public areas	6	9.5 %
Stormwater drainage/flood management	4	6.3 %
Enforcement of codes & ordinances	4	6.3 %
Effectiveness of City communication with businesses	4	6.3 %
Quality of customer service provided by City employees	3	4.8 %
None chosen	10	15.9 %
Total	63	100.0 %

SUM OF TOP 3 CHOICES**Q3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business? (top 3)**

<u>Q3. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	47	74.6 %
Fire services	24	38.1 %
Street maintenance, including sidewalks, medians & curbs	29	46.0 %
Street lighting	16	25.4 %
Street sweeping/cleanliness of public areas	13	20.6 %
Stormwater drainage/flood management	7	11.1 %
Enforcement of codes & ordinances	11	17.5 %
Effectiveness of City communication with businesses	19	30.2 %
Quality of customer service provided by City employees	8	12.7 %
None chosen	1	1.6 %
Total	175	

Q4. Please indicate whether your business has interacted with City staff from the areas listed below during the past year.

(N=63)

	Yes	No
Q4-1. Building Codes	30.2%	69.8%
Q4-2. Property Maintenance	14.3%	85.7%
Q4-3. Community Development	14.3%	85.7%
Q4-4. General City Hall/City Administrator's Office	33.3%	66.7%
Q4-5. Police	68.3%	31.7%
Q4-6. Fire	28.6%	71.4%
Q4-7. Public Works (street/traffic)	11.1%	88.9%
Q4-8. Stormwater	4.8%	95.2%
Q4-9. Merriam Community Center	17.5%	82.5%
Q4-10. Merriam Visitors Bureau	6.3%	93.7%
Q4-11. Merriam Municipal Court	7.9%	92.1%
Q4-12. Elected or Appointed Officials for City of Merriam (City Council, Planning Commission, etc.)	9.5%	90.5%

Q4. If "YES," please rate their performance in that area.

(N=51)

	Excellent	Good	Average	Below average	Poor	Don't know
Q4-1. Building Codes	42.1%	15.8%	26.3%	5.3%	5.3%	5.3%
Q4-2. Property Maintenance	22.2%	44.4%	33.3%	0.0%	0.0%	0.0%
Q4-3. Community Development	33.3%	22.2%	22.2%	11.1%	0.0%	11.1%
Q4-4. General City Hall/ City Administrator's Office	42.9%	28.6%	23.8%	0.0%	0.0%	4.8%
Q4-5. Police	69.8%	18.6%	9.3%	0.0%	2.3%	0.0%
Q4-6. Fire	77.8%	22.2%	0.0%	0.0%	0.0%	0.0%
Q4-7. Public Works (street/traffic)	42.9%	28.6%	14.3%	14.3%	0.0%	0.0%
Q4-8. Stormwater	33.3%	0.0%	33.3%	0.0%	33.3%	0.0%
Q4-9. Merriam Community Center	81.8%	18.2%	0.0%	0.0%	0.0%	0.0%
Q4-10. Merriam Visitors Bureau	75.0%	0.0%	25.0%	0.0%	0.0%	0.0%
Q4-11. Merriam Municipal Court	60.0%	40.0%	0.0%	0.0%	0.0%	0.0%
Q4-12. Elected or Appointed Officials for City of Merriam (City Council, Planning Commission, etc.)	33.3%	33.3%	16.7%	0.0%	0.0%	16.7%

WITHOUT "DON'T KNOW"**Q4. If "YES," please rate their performance in that area. (without "don't know")**

(N=51)

	Excellent	Good	Average	Below average	Poor
Q4-1. Building Codes	44.4%	16.7%	27.8%	5.6%	5.6%
Q4-2. Property Maintenance	22.2%	44.4%	33.3%	0.0%	0.0%
Q4-3. Community Development	37.5%	25.0%	25.0%	12.5%	0.0%
Q4-4. General City Hall/City Administrator's Office	45.0%	30.0%	25.0%	0.0%	0.0%
Q4-5. Police	69.8%	18.6%	9.3%	0.0%	2.3%
Q4-6. Fire	77.8%	22.2%	0.0%	0.0%	0.0%
Q4-7. Public Works (street/traffic)	42.9%	28.6%	14.3%	14.3%	0.0%
Q4-8. Stormwater	33.3%	0.0%	33.3%	0.0%	33.3%
Q4-9. Merriam Community Center	81.8%	18.2%	0.0%	0.0%	0.0%
Q4-10. Merriam Visitors Bureau	75.0%	0.0%	25.0%	0.0%	0.0%
Q4-11. Merriam Municipal Court	60.0%	40.0%	0.0%	0.0%	0.0%
Q4-12. Elected or Appointed Officials for City of Merriam (City Council, Planning Commission, etc.)	40.0%	40.0%	20.0%	0.0%	0.0%

Q5. Please indicate whether your business has interacted with the City of Merriam during the past year related to the following services.

(N=63)

	Yes	No
Q5-1. Zoning/Development Review	6.3%	93.7%
Q5-2. Pre-Occupancy Safety Inspections	9.5%	90.5%
Q5-3. Construction/Building Permits or Inspections	19.0%	81.0%
Q5-4. Fire Inspections	42.9%	57.1%
Q5-5. Occupational/Business Licensing	63.5%	36.5%
Q5-6. Room/Facility Rentals	4.8%	95.2%
Q5-7. Alarm Registration	23.8%	76.2%
Q5-8. Police/Public Safety Checks	25.4%	74.6%
Q5-9. Code Enforcement	25.4%	74.6%
Q5-10. Tourism/Economic Development Services	7.9%	92.1%

Q5. If "YES," please rate the City's performance in that area.

(N=49)

	Excellent	Good	Average	Below average	Don't know
Q5-1. Zoning/Development Review	75.0%	0.0%	25.0%	0.0%	0.0%
Q5-2. Pre-Occupancy Safety Inspections	50.0%	16.7%	33.3%	0.0%	0.0%
Q5-3. Construction/Building Permits or Inspections	16.7%	33.3%	16.7%	8.3%	25.0%
Q5-4. Fire Inspections	51.9%	29.6%	7.4%	0.0%	11.1%
Q5-5. Occupational/Business Licensing	42.5%	42.5%	7.5%	0.0%	7.5%
Q5-6. Room/Facility Rentals	0.0%	66.7%	33.3%	0.0%	0.0%
Q5-7. Alarm Registration	46.7%	26.7%	13.3%	0.0%	13.3%
Q5-8. Police/Public Safety Checks	62.5%	18.8%	18.8%	0.0%	0.0%
Q5-9. Code Enforcement	37.5%	18.8%	37.5%	6.3%	0.0%
Q5-10. Tourism/Economic Development Services	40.0%	20.0%	40.0%	0.0%	0.0%

WITHOUT "DON'T KNOW"**Q5. If "YES," please rate the City's performance in that area. (without "don't know")**

(N=49)

	Excellent	Good	Average	Below average
Q5-1. Zoning/Development Review	75.0%	0.0%	25.0%	0.0%
Q5-2. Pre-Occupancy Safety Inspections	50.0%	16.7%	33.3%	0.0%
Q5-3. Construction/Building Permits or Inspections	22.2%	44.4%	22.2%	11.1%
Q5-4. Fire Inspections	58.3%	33.3%	8.3%	0.0%
Q5-5. Occupational/Business Licensing	45.9%	45.9%	8.1%	0.0%
Q5-6. Room/Facility Rentals	0.0%	66.7%	33.3%	0.0%
Q5-7. Alarm Registration	53.8%	30.8%	15.4%	0.0%
Q5-8. Police/Public Safety Checks	62.5%	18.8%	18.8%	0.0%
Q5-9. Code Enforcement	37.5%	18.8%	37.5%	6.3%
Q5-10. Tourism/Economic Development Services	40.0%	20.0%	40.0%	0.0%

Q6. Is there an area or service you wish the city would provide, which is not currently being provided to your business? If so, please explain.

- 1. Taxes. I have a lease in Merriam Town Center. Our landlord forwards Merriam taxes on to us (the small business owners.) We pay the taxes. Taxes seem high. My employees are moving out of the city of Merriam because their taxes are high. I am worried that I am going to have a even harder time finding new employees because these days employees want to live close to their jobs. Most of my employees can't afford to live in Merriam.
- 2. Banks: Our strip mall doesn't have a bank so my employees have to drive pretty far to get change if needed. When Hen House was in the strip center, they had a bank inside or customer service would make change for us. Other strip malls seem to have 3 or 4 banks.
- 3. Grocery Store. Merriam Town Center is the biggest shopping area in Merriam and no longer has a grocery store. Our community is hurting without a grocery store.
- Communication with waste water and their plans regarding my building and roads at 6220 Antioch Rd.
- Curb-side recycling
- I DONT NEED MORE GOVERNEMNT TELLING ME WHAT I CANT DO
- It would be beneficial if, when plans are being made to introduce significant changes to a business district, those prospective changes were discussed with business owners to keep them involved in a discussion.
- Lift restrictions on businesses to attract customers with outside displays during business hours.
- Poop bags needed in the park behind my building.
- they make it easy to do business with in the city and the front desk people ae kind and do their jobs well!
- TRASH SERVICE
- Work more closely in small businesses. Bring more to downtown Merriam.

Q7. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Merriam.

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Image of City	27.0%	52.4%	17.5%	3.2%	0.0%	0.0%
Q7-2. Quality of life in City	28.6%	42.9%	15.9%	0.0%	0.0%	12.7%
Q7-3. Quality of services provided by City	31.7%	42.9%	15.9%	1.6%	0.0%	7.9%
Q7-4. Overall value your company receives for your local taxes & fees	22.2%	34.9%	28.6%	4.8%	0.0%	9.5%
Q7-5. Overall feeling of safety in City	34.9%	46.0%	9.5%	9.5%	0.0%	0.0%
Q7-6. Quality of new development, and/or redevelopment in City	20.6%	34.9%	19.0%	7.9%	7.9%	9.5%
Q7-7. Quality of local schools	17.5%	31.7%	12.7%	3.2%	0.0%	34.9%
Q7-8. Availability of parking for your business	28.6%	49.2%	9.5%	6.3%	1.6%	4.8%
Q7-9. Access to quality housing options for your workforce	17.5%	25.4%	17.5%	6.3%	3.2%	30.2%
Q7-10. Availability of trained employees	12.7%	23.8%	23.8%	7.9%	1.6%	30.2%
Q7-11. Access to highways through Merriam	57.1%	30.2%	9.5%	1.6%	0.0%	1.6%
Q7-12. Access to the airport	28.6%	42.9%	15.9%	3.2%	1.6%	7.9%
Q7-13. Proximity to other business that are important to your business	27.0%	46.0%	11.1%	1.6%	1.6%	12.7%
Q7-14. Reliability of public utilities	36.5%	46.0%	9.5%	3.2%	0.0%	4.8%

Q7. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Merriam.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-15. Availability of libraries, arts, sports, & cultural amenities (quality of life)	30.2%	33.3%	11.1%	0.0%	1.6%	23.8%
Q7-16. Availability of telecommunications, utilities, & other infrastructure	25.4%	52.4%	12.7%	3.2%	0.0%	6.3%
Q7-17. Availability of parks & open space	34.9%	49.2%	6.3%	0.0%	0.0%	9.5%
Q7-18. Quality/ attractiveness of Downtown Merriam	28.6%	39.7%	14.3%	6.3%	3.2%	7.9%

WITHOUT "DON'T KNOW"

Q7. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Merriam. (without "don't know")

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Image of City	27.0%	52.4%	17.5%	3.2%	0.0%
Q7-2. Quality of life in City	32.7%	49.1%	18.2%	0.0%	0.0%
Q7-3. Quality of services provided by City	34.5%	46.6%	17.2%	1.7%	0.0%
Q7-4. Overall value your company receives for your local taxes & fees	24.6%	38.6%	31.6%	5.3%	0.0%
Q7-5. Overall feeling of safety in City	34.9%	46.0%	9.5%	9.5%	0.0%
Q7-6. Quality of new development, and/or redevelopment in City	22.8%	38.6%	21.1%	8.8%	8.8%
Q7-7. Quality of local schools	26.8%	48.8%	19.5%	4.9%	0.0%
Q7-8. Availability of parking for your business	30.0%	51.7%	10.0%	6.7%	1.7%
Q7-9. Access to quality housing options for your workforce	25.0%	36.4%	25.0%	9.1%	4.5%
Q7-10. Availability of trained employees	18.2%	34.1%	34.1%	11.4%	2.3%
Q7-11. Access to highways through Merriam	58.1%	30.6%	9.7%	1.6%	0.0%
Q7-12. Access to the airport	31.0%	46.6%	17.2%	3.4%	1.7%
Q7-13. Proximity to other business that are important to your business	30.9%	52.7%	12.7%	1.8%	1.8%

WITHOUT "DON'T KNOW"

Q7. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Merriam. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-14. Reliability of public utilities	38.3%	48.3%	10.0%	3.3%	0.0%
Q7-15. Availability of libraries, arts, sports, & cultural amenities (quality of life)	39.6%	43.8%	14.6%	0.0%	2.1%
Q7-16. Availability of telecommunications, utilities, & other infrastructure	27.1%	55.9%	13.6%	3.4%	0.0%
Q7-17. Availability of parks & open space	38.6%	54.4%	7.0%	0.0%	0.0%
Q7-18. Quality/ attractiveness of Downtown Merriam	31.0%	43.1%	15.5%	6.9%	3.4%

Q8. Which FOUR of the items listed in Question 7 will have the MOST IMPACT on your decision to stay in the City of Merriam for the next 10 years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Image of City	12	19.0 %
Quality of life in City	5	7.9 %
Quality of services provided by City	7	11.1 %
Overall value your company receives for your local taxes & fees	8	12.7 %
Overall feeling of safety in City	6	9.5 %
Quality of new development, and/or redevelopment in City	2	3.2 %
Access to quality housing options for your workforce	1	1.6 %
Availability of trained employees	1	1.6 %
Access to highways through Merriam	4	6.3 %
Proximity to other business that are important to your business	2	3.2 %
Reliability of public utilities	2	3.2 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	1	1.6 %
Availability of telecommunications, utilities, & other infrastructure	1	1.6 %
Quality/attractiveness of Downtown Merriam	3	4.8 %
None chosen	8	12.7 %
Total	63	100.0 %

Q8. Which FOUR of the items listed in Question 7 will have the MOST IMPACT on your decision to stay in the City of Merriam for the next 10 years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Image of City	4	6.3 %
Quality of life in City	8	12.7 %
Quality of services provided by City	5	7.9 %
Overall value your company receives for your local taxes & fees	6	9.5 %
Overall feeling of safety in City	7	11.1 %
Quality of new development, and/or redevelopment in City	5	7.9 %
Access to quality housing options for your workforce	1	1.6 %
Access to highways through Merriam	7	11.1 %
Access to the airport	1	1.6 %
Proximity to other business that are important to your business	4	6.3 %
Reliability of public utilities	1	1.6 %
Availability of telecommunications, utilities, & other infrastructure	1	1.6 %
Quality/attractiveness of Downtown Merriam	2	3.2 %
None chosen	11	17.5 %
Total	63	100.0 %

Q8. Which FOUR of the items listed in Question 7 will have the MOST IMPACT on your decision to stay in the City of Merriam for the next 10 years?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Image of City	2	3.2 %
Quality of services provided by City	3	4.8 %
Overall value your company receives for your local taxes & fees	7	11.1 %
Overall feeling of safety in City	12	19.0 %
Quality of new development, and/or redevelopment in City	2	3.2 %
Quality of local schools	2	3.2 %
Access to quality housing options for your workforce	1	1.6 %
Availability of trained employees	1	1.6 %
Access to highways through Merriam	2	3.2 %
Proximity to other business that are important to your business	3	4.8 %
Reliability of public utilities	3	4.8 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	1	1.6 %
Availability of telecommunications, utilities, & other infrastructure	5	7.9 %
<u>None chosen</u>	<u>19</u>	<u>30.2 %</u>
Total	63	100.0 %

Q8. Which FOUR of the items listed in Question 7 will have the MOST IMPACT on your decision to stay in the City of Merriam for the next 10 years?

<u>Q8. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Image of City	5	7.9 %
Quality of life in City	3	4.8 %
Quality of services provided by City	1	1.6 %
Overall value your company receives for your local taxes & fees	2	3.2 %
Overall feeling of safety in City	6	9.5 %
Quality of new development, and/or redevelopment in City	3	4.8 %
Availability of parking for your business	2	3.2 %
Access to quality housing options for your workforce	2	3.2 %
Access to highways through Merriam	1	1.6 %
Access to the airport	1	1.6 %
Proximity to other business that are important to your business	2	3.2 %
Reliability of public utilities	3	4.8 %
Availability of telecommunications, utilities, & other infrastructure	3	4.8 %
Availability of parks & open space	1	1.6 %
Quality/attractiveness of Downtown Merriam	2	3.2 %
<u>None chosen</u>	<u>26</u>	<u>41.3 %</u>
Total	63	100.0 %

SUM OF TOP 4 CHOICES**Q8. Which FOUR of the items listed in Question 7 will have the MOST IMPACT on your decision to stay in the City of Merriam for the next 10 years? (top 4)**

<u>Q8. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Image of City	23	36.5 %
Quality of life in City	16	25.4 %
Quality of services provided by City	16	25.4 %
Overall value your company receives for your local taxes & fees	23	36.5 %
Overall feeling of safety in City	31	49.2 %
Quality of new development, and/or redevelopment in City	12	19.0 %
Quality of local schools	2	3.2 %
Availability of parking for your business	2	3.2 %
Access to quality housing options for your workforce	5	7.9 %
Availability of trained employees	2	3.2 %
Access to highways through Merriam	14	22.2 %
Access to the airport	2	3.2 %
Proximity to other business that are important to your business	11	17.5 %
Reliability of public utilities	9	14.3 %
Availability of libraries, arts, sports, & cultural amenities (quality of life)	2	3.2 %
Availability of telecommunications, utilities, & other infrastructure	10	15.9 %
Availability of parks & open space	1	1.6 %
Quality/attractiveness of Downtown Merriam	7	11.1 %
None chosen	8	12.7 %
Total	196	

Q9. Thinking generally about the City of Merriam, how likely would you be to recommend the City of Merriam as a business location to friends, family, co-workers, colleagues, and other businesses?

Q9. How likely would you be to recommend City of Merriam as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	23	36.5 %
Likely	19	30.2 %
Somewhat likely	13	20.6 %
Not likely	3	4.8 %
Not likely at all	2	3.2 %
Don't know	3	4.8 %
Total	63	100.0 %

WITHOUT "DON'T KNOW"

Q9. Thinking generally about the City of Merriam, how likely would you be to recommend the City of Merriam as a business location to friends, family, co-workers, colleagues, and other businesses? (without "don't know")

Q9. How likely would you be to recommend City of Merriam as a business location to friends, family, co-workers, colleagues, & other businesses

	Number	Percent
Very likely	23	38.3 %
Likely	19	31.7 %
Somewhat likely	13	21.7 %
Not likely	3	5.0 %
Not likely at all	2	3.3 %
Total	60	100.0 %

Q10. Which of the following best describes the overall business atmosphere in the City of Merriam today, compared to five years ago?

Q10. Which best describes overall business atmosphere in City of Merriam today compared to five years ago

	Number	Percent
Better	19	30.2 %
Same, but good	24	38.1 %
Same, but poor	5	7.9 %
Worse	4	6.3 %
Don't know/unsure	11	17.5 %
Total	63	100.0 %

WITHOUT "DON'T KNOW/UNSURE"

Q10. Which of the following best describes the overall business atmosphere in the City of Merriam today, compared to five years ago? (without "don't know/unsure")

Q10. Which best describes overall business atmosphere in City of Merriam today compared to five years ago

	Number	Percent
Better	19	36.5 %
Same, but good	24	46.2 %
Same, but poor	5	9.6 %
Worse	4	7.7 %
Total	52	100.0 %

Q11. What are the community's strengths as a place to do business?

- Access to highway, access to parks.
- Access to highway.
- Accessible from the highway with great parking. New, exciting developments.
- Accessible highways.
- Affordability, and a generally pleasant business community are what drew my business to Merriam.
- Because it's fairly small, not as much gets lost in a bureaucratic chain. I can call city hall and get a live person to answer my question very quickly and easily. This is much appreciated. I have also only encountered excellent customer service at city hall. A strength for us is that we are a used car dealership and we are surrounded by mechanics who help keep our business going, as well as other dealers who draw shoppers to this area.
- CENTER OF THE CITY
- CHARMING AREA, JUST ENOUGH TRAFFIC AND HIGH CONVENIENCE
- City Market, lots of nice businesses.
- Close to I-35
- CLOSE TO OTHER BUSINESSES, SAFE NEIGHBORHOODS
- Direct highway access. Streets and sidewalks are well maintained.
- Easy access and many businesses.
- Easy access to I-35
- Highway access.
- IMAGE, ATMOSPHERE, SAFETY
- Its a good size population. Merriam has a welcoming image.
- Location
- Location. Highway access. Upcoming downtown redevelopment.
- new commercial and residential development
- Police, fire and community center.
- Reasonable real estate cost, close proximity to center of metro area, and good highway access.
- safety and easy of access
- SIMPLE ADMINISTRATIVE
- Small
- Small town feel, great proximity to everywhere else.
- The community Merriam creates.
- THE POLICE SERVICE IS EXCELLENT. THE CITY IS ALWAYS NEAT AND CLEAN

Q12. What are the community's weaknesses as a place to do business?

- City council's determination to leave a "legacy" by basically razing the downtown corridor and bringing in developers and businesses from out of area. Merriam is and always has been an industrial community. There are MANY small businesses located in the downtown area, and future plans for the area make it clear that the city does not care about any of those existing businesses.
- Communication with city.
- Crime, especially at night
- Currently, the most significant problem in Downtown Merriam seems to be the efforts on the part of the city government and some elected officials to make it disappear.
- Doesn't care about making downtown Merriam a shopping destination
- Downtown is a joke. Need better food options.
- Downtown isn't a gathering spot
- Downtown needs a facelift.
- Lack of parking for customers.
- Median at 71st Street and Antioch.
- More affordable housing.
- Need more restaurants North of Johnson Dr. on Merriam Dr.
- No Grocery stores or banks
- NO GROCERY STORES; AFFORDABLE SINGLE HOME LIVING/HOUSING
- Parking
- REDEVELOPMENT OF MERRIAM LANE. FORCING US OUT
- Sales tax is very high.
- Small, few building options.
- still has to work on it's image but is moving in the correct direction..... where is downtown?
- The city does nothing to assist businesses, especially small ones.
- The crime/drifters make our clientele uncomfortable to park or patronize at times.
- THE POSTAL SERVICE OUR OFFICE RECEIVES IS PRETTY TERRIBLE. WE HAD A GREAT MAIL CARRIER FOR YEARS, SINCE HE CHANGED ROUTES
- The road crews continue to block my business, no one communicates!

Q13. Please rate the workforce in the City of Merriam in the following areas.

(N=63)

	Excellent	Good	Average	Below average	Poor	Don't know
Q13-1. Availability of workers	6.3%	25.4%	22.2%	4.8%	1.6%	39.7%
Q13-2. Quality of workers	12.7%	17.5%	22.2%	6.3%	1.6%	39.7%
Q13-3. Stability of workforce	6.3%	25.4%	22.2%	4.8%	1.6%	39.7%
Q13-4. Education/technical skills of workers	6.3%	25.4%	20.6%	4.8%	1.6%	41.3%

WITHOUT "DON'T KNOW"

Q13. Please rate the workforce in the City of Merriam in the following areas. (without "don't know")

(N=63)

	Excellent	Good	Average	Below average	Poor
Q13-1. Availability of workers	10.5%	42.1%	36.8%	7.9%	2.6%
Q13-2. Quality of workers	21.1%	28.9%	36.8%	10.5%	2.6%
Q13-3. Stability of workforce	10.5%	42.1%	36.8%	7.9%	2.6%
Q13-4. Education/technical skills of workers	10.8%	43.2%	35.1%	8.1%	2.7%

Q14. Using a scale of 1 to 5, where a 5 is "Very Satisfied" and a 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations.

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Don't know
Q14-1. Condition & maintenance of existing signage	17.5%	49.2%	11.1%	3.2%	19.0%
Q14-2. Condition & maintenance of business properties	23.8%	41.3%	12.7%	6.3%	15.9%
Q14-3. Adequacy of existing City signage codes & regulations	14.3%	50.8%	12.7%	1.6%	20.6%
Q14-4. Adequacy of existing business property maintenance codes & regulations	14.3%	44.4%	14.3%	4.8%	22.2%
Q14-5. Existing levels of City code & regulation enforcement	20.6%	34.9%	17.5%	4.8%	22.2%

WITHOUT "DON'T KNOW"

Q14. Using a scale of 1 to 5, where a 5 is "Very Satisfied" and a 1 is "Very Dissatisfied," please rate your satisfaction with the following City codes and regulations. (without "don't know")

(N=63)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q14-1. Condition & maintenance of existing signage	21.6%	60.8%	13.7%	3.9%
Q14-2. Condition & maintenance of business properties	28.3%	49.1%	15.1%	7.5%
Q14-3. Adequacy of existing City signage codes & regulations	18.0%	64.0%	16.0%	2.0%
Q14-4. Adequacy of existing business property maintenance codes & regulations	18.4%	57.1%	18.4%	6.1%
Q14-5. Existing levels of City code & regulation enforcement	26.5%	44.9%	22.4%	6.1%

Q15. In the next 12 months, is your business considering any of the following?

Q15. What following is your business considering doing in next 12 months

	Number	Percent
Expanding/renovating in City of Merriam	7	11.1 %
Hiring additional staff in City of Merriam	15	23.8 %
Relocating to another location in City of Merriam	3	4.8 %
Relocating to another location outside City of Merriam	6	9.5 %
Downsizing	2	3.2 %
Closing	2	3.2 %
None of these	28	44.4 %
Don't know	11	17.5 %
Total	74	

WITHOUT "DON'T KNOW"

Q15. In the next 12 months, is your business considering any of the following? (without "don't know")

Q15. What following is your business considering doing in next 12 months

	Number	Percent
None of these	28	53.8 %
Hiring additional staff in City of Merriam	15	28.8 %
Expanding/renovating in City of Merriam	7	13.5 %
Relocating to another location outside City of Merriam	6	11.5 %
Relocating to another location in City of Merriam	3	5.8 %
Closing	2	3.8 %
Downsizing	2	3.8 %
Total	63	

Q16. Where is your company's primary product/service in its life cycle?

Q16. Where is your company's primary product/service in its life cycle	Number	Percent
Emerging	3	4.8 %
Maturing	18	28.6 %
Growing	34	54.0 %
Declining	3	4.8 %
Not provided	5	7.9 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q16. Where is your company's primary product/service in its life cycle? (without "not provided")**

Q16. Where is your company's primary product/service in its life cycle	Number	Percent
Emerging	3	5.2 %
Maturing	18	31.0 %
Growing	34	58.6 %
Declining	3	5.2 %
Total	58	100.0 %

Q17. What best describes your company's total sales?

Q17. What best describes your company's total sales	Number	Percent
Increasing	21	33.3 %
Stable	37	58.7 %
Decreasing	4	6.3 %
Not provided	1	1.6 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q17. What best describes your company's total sales? (without "not provided")**

Q17. What best describes your company's total sales	Number	Percent
Increasing	21	33.9 %
Stable	37	59.7 %
Decreasing	4	6.5 %
Total	62	100.0 %

Q18. Are new products/services anticipated for your company in the next TWO (2) years?

Q18. Are new products/services anticipated for your company in next two years	Number	Percent
Yes	27	42.9 %
No	30	47.6 %
Not provided	6	9.5 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q18. Are new products/services anticipated for your company in the next TWO (2) years? (without "not provided")**

Q18. Are new products/services anticipated for your company in next two years	Number	Percent
Yes	27	47.4 %
No	30	52.6 %
Total	57	100.0 %

Q19. Are there any barriers to your company's growth in Merriam?

Q19. Are there any barriers to your company's growth in Merriam	Number	Percent
Yes	18	28.6 %
No	35	55.6 %
Not provided	10	15.9 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q19. Are there any barriers to your company's growth in Merriam? (without "not provided")**

Q19. Are there any barriers to your company's growth in Merriam	Number	Percent
Yes	18	34.0 %
No	35	66.0 %
Total	53	100.0 %

Q19a. What are the barriers to your company's growth in Merriam?

- Code enforcement
- Development
- Inability to advertise on building with signage/marketing.
- Need a viable downtown.
- Need more competition for TV/internet access.
- NO BUILDINGS
- No parking.
- Nothing attracting customers to downtown Merriam
- Public parking for customers and lack of enforcement for limited hour and handicap violation in parking lot on corner of Merriam and Johnson Drive.
- Putting a grocery store outside of Merriam Town Center. We need a grocery store and bank inside our strip mall. Putting a grocery store outside of the center would make my customers drive to a new site with the grocery store.
- REAL ESTATE OPTION WITH EASY ACCESS PARKING
- REDEVELOPMENT ON MERRIAM LANE
- Regional location
- The city has a plan for our area that does not include our location. According to the renderings, there's a future apartment building that will be in our location. Never mind the fact that we own the property and have been here for more than 50 years.
- UNABLE TO EXPAND

Q20. What factors make your business successful here in Merriam?

- access from I-35
- Access to highway, ease of conducting business.
- access, parking, safety word of mouth
- ACCESSIBILITY; LOCATION
- Accessible from the highway in a convenient location that looks appealing.
- Anitock-provides customer.
- Better parking would be nice.
- CENTER OF THE CITY
- Close proximity to highway.
- Close to highway
- Close to the highway which allows easy access since our customers come from all over the city.
- Corner the market in Northern JoCo. Easy highway access.
- Demand/development
- Freeway access
- GREAT LOCATION
- How the city operates doesn't affect by business. Most customers are not local.
- I really like Merriam Town Center. The current businesses inside the center attract customers.
- Location
- Location
- Location
- Location
- Location
- Location
- Location and history
- Location to our customers.
- LOCATION, NEAR KCK AND KCMO. CLOSE TO KU MED
- Location-customer.
- My skills as a designer, builder, inventor, and master craftsman are largely responsible for any successes I have had.
- Need for business.
- Other related businesses. Highway access for shoppers.
- QUALITY OF BUSINESS SPACE
- Reasonable real estate cost, close proximity to center of metro area, and good highway access.
- TRANSMISSIONS REPAIR AND COMPLETE AUTO SERVICE
- When the city does not block my business.
- WORD OF MOUTH REFERRALS

Q21. What is the main reason for locating your business here in Merriam?

- access from I-35
- Accessibility and parking.
- ACCESSIBILITY, CALM CITY CONVENIENTLY LOCATED
- Accessible.
- Building was available.
- Business founded in 1960's
- Close to employee house, have health issues and can't commute long distances.
- Close to home, small family business.
- Close to home.
- CLOSE TO SHOPPING AND GROCERY STORES AND HIGHWAYS
- Convenience
- Convenience
- cost
- Good location
- Good location as far as proximity to KC.
- I am a subcontractor for a larger business located in Merriam.
- Inherited from my father, Dr. Thomas B. Wright. It has been a great location.
- it was already here
- LCOATION; COST
- LOCAL TO MY HOME
- Location
- Location
- location and corporate lease availability
- Location-customer.
- Moved here in 1985.
- Purchased a building.
- Reasonable real estate cost, close proximity to center of metro area, and good highway access.
- Sales history.
- Suitable building.
- THE BUILDING WAS AFFORDABLE
- This is where it has always been for 50+ years.
- TRANSMISSION EPAIR
- We bought a business inside Merriam because we love the community.
- We came here because as a used car dealership we are limited in where we can go and there was available property here. We stay because there are so many other businesses related to ours in the area--specifically mechanics.

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. Top choice	Number	Percent
Competition	10	15.9 %
Crime	12	19.0 %
Employee recruitment/retention	4	6.3 %
Overhead expenses (rent, land, utilities, etc.)	17	27.0 %
Restrictive business regulations	6	9.5 %
Supply chain	4	6.3 %
None chosen	10	15.9 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. 2nd choice	Number	Percent
Competition	7	11.1 %
Crime	7	11.1 %
Employee recruitment/retention	12	19.0 %
Overhead expenses (rent, land, utilities, etc.)	17	27.0 %
Restrictive business regulations	3	4.8 %
Supply chain	6	9.5 %
None chosen	11	17.5 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. 3rd choice	Number	Percent
Competition	8	12.7 %
Crime	4	6.3 %
Employee recruitment/retention	12	19.0 %
Overhead expenses (rent, land, utilities, etc.)	8	12.7 %
Restrictive business regulations	5	7.9 %
Supply chain	8	12.7 %
None chosen	18	28.6 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. 4th choice	Number	Percent
Competition	5	7.9 %
Crime	6	9.5 %
Employee recruitment/retention	8	12.7 %
Overhead expenses (rent, land, utilities, etc.)	5	7.9 %
Restrictive business regulations	9	14.3 %
Supply chain	9	14.3 %
None chosen	21	33.3 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. 5th choice	Number	Percent
Competition	5	7.9 %
Crime	10	15.9 %
Employee recruitment/retention	3	4.8 %
Overhead expenses (rent, land, utilities, etc.)	2	3.2 %
Restrictive business regulations	9	14.3 %
Supply chain	8	12.7 %
None chosen	26	41.3 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

Q22. 6th choice	Number	Percent
Competition	8	12.7 %
Crime	7	11.1 %
Employee recruitment/retention	3	4.8 %
Restrictive business regulations	9	14.3 %
Supply chain	8	12.7 %
None chosen	28	44.4 %
Total	63	100.0 %

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact."

<u>Q22. 7th choice</u>	<u>Number</u>	<u>Percent</u>
Other	1	1.6 %
None chosen	62	98.4 %
Total	63	100.0 %

SUM OF TOP 7 CHOICES

Q22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact." (top 7)

<u>Q22. Sum of top 7 choices</u>	<u>Number</u>	<u>Percent</u>
Competition	43	68.3 %
Crime	46	73.0 %
Employee recruitment/retention	42	66.7 %
Overhead expenses (rent, land, utilities, etc.)	49	77.8 %
Restrictive business regulations	41	65.1 %
Supply chain	43	68.3 %
Other	1	1.6 %
None chosen	10	15.9 %
Total	275	

Q22-7. Other:

<u>Q22-7. Other</u>	<u>Number</u>	<u>Percent</u>
Technology changes	1	50.0 %
EXPANSION, LACK OF PROPERTIES	1	50.0 %
Total	2	100.0 %

Q23. The following choices are existing tools that Merriam currently provides to help produce a positive impact on your business. Please select which tools you are familiar with.

Q23. Which tools are you familiar with	Number	Percent
Active Shooter Safety	4	6.3 %
Alarm Registration	32	50.8 %
Community Video Partnership	1	1.6 %
Exterior Improvement Grants	8	12.7 %
Fingerprinting	10	15.9 %
Highlights newsletter/social media accounts	18	28.6 %
Internet Exchange Parking	4	6.3 %
Merriam Community Center Corporate Membership	15	23.8 %
Room, shelter, or facility rentals	9	14.3 %
Convention & Visitor's Bureau Services	8	12.7 %
Business Development Digest (newsletter)	10	15.9 %
Special Offers website listing	1	1.6 %
Total	120	

Q24. Are you interested in meeting with City staff to further discuss any questions or concerns?

Q24. Are you interested in meeting with City staff to further discuss any questions or concerns	Number	Percent
Yes	8	12.7 %
No	55	87.3 %
Total	63	100.0 %

Q25. Would you like to receive periodic emails with information on upcoming workshops, City activities, or legislation affecting the business community?

Q25. Would you like to receive periodic emails with information on upcoming workshops, City activities, or legislation affecting business community	Number	Percent
Yes	9	14.3 %
No	54	85.7 %
Total	63	100.0 %

Q26. Which best describes your general geographic location within the City?

Q26. Which best describes your general geographic

location within City	Number	Percent
East Frontage Road	1	1.6 %
West Frontage Road	6	9.5 %
Home-based business	3	4.8 %
Johnson Drive	10	15.9 %
Merriam Drive	17	27.0 %
Shawnee Mission Parkway Corridor	5	7.9 %
Antioch	10	15.9 %
Not provided	11	17.5 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q26. Which best describes your general geographic location within the City? (without "not provided")**

Q26. Which best describes your general geographic

location within City	Number	Percent
East Frontage Road	1	1.9 %
West Frontage Road	6	11.5 %
Home-based business	3	5.8 %
Johnson Drive	10	19.2 %
Merriam Drive	17	32.7 %
Shawnee Mission Parkway Corridor	5	9.6 %
Antioch	10	19.2 %
Total	52	100.0 %

Q27. How would you best describe the cost of having your business in the City of Merriam?

Q27. How would you best describe the cost of having your business in City of Merriam	Number	Percent
Low	6	9.5 %
Average	36	57.1 %
High	3	4.8 %
Extremely high	1	1.6 %
Don't know	17	27.0 %
Total	63	100.0 %

WITHOUT "DON'T KNOW"

Q27. How would you best describe the cost of having your business in the City of Merriam? (without "don't know")

Q27. How would you best describe the cost of having your business in City of Merriam	Number	Percent
Low	6	13.0 %
Average	36	78.3 %
High	3	6.5 %
Extremely high	1	2.2 %
Total	46	100.0 %

Q28. Does your business own or rent/lease the facility where your business is located?

Q28. Does your business own or rent/lease the facility where your business is located	Number	Percent
Own	21	33.3 %
Rent/lease	32	50.8 %
Don't know	10	15.9 %
Total	63	100.0 %

WITHOUT "DON'T KNOW"

Q28. Does your business own or rent/lease the facility where your business is located? (without "don't know")

Q28. Does your business own or rent/lease the facility where your business is located	Number	Percent
Own	21	39.6 %
Rent/lease	32	60.4 %
Total	53	100.0 %

Q29. How many FULL TIME employees does your business currently employ in the City of Merriam?

Q29. Total number of full timer employees	Number	Percent
1-4	23	36.5 %
5-9	14	22.2 %
10-19	6	9.5 %
20+	4	6.3 %
Not provided	16	25.4 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q29. How many FULL TIME employees does your business currently employ in the City of Merriam?
(without "not provided")**

Q29. Total number of full timer employees	Number	Percent
1-4	23	48.9 %
5-9	14	29.8 %
10-19	6	12.8 %
20+	4	8.5 %
Total	47	100.0 %

Q29. How many PART TIME employees does your business currently employ in the City of Merriam?

Q29. Total number of part timer employees	Number	Percent
0	11	17.5 %
1-4	7	11.1 %
5-9	4	6.3 %
10-19	4	6.3 %
20+	3	4.8 %
Not provided	34	54.0 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q29. How many PART TIME employees does your business currently employ in the City of Merriam?
(without "not provided")**

Q29. Total number of part timer employees	Number	Percent
0	11	37.9 %
1-4	7	24.1 %
5-9	4	13.8 %
10-19	4	13.8 %
20+	3	10.3 %
Total	29	100.0 %

Q30. How many years has your business been in the City of Merriam?

Q30. How many years has your business been in City of Merriam	Number	Percent
Less than 2	2	3.2 %
2-5	3	4.8 %
6-10	6	9.5 %
11-20	11	17.5 %
21+	22	34.9 %
Not provided	19	30.2 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q30. How many years has your business been in the City of Merriam? (without "not provided")**

Q30. How many years has your business been in City of Merriam	Number	Percent
Less than 2	2	4.5 %
2-5	3	6.8 %
6-10	6	13.6 %
11-20	11	25.0 %
21+	22	50.0 %
Total	44	100.0 %

Q31. Which of the following best describes your business/organization's sector?

Q31. Which best describes your business/ organization's sector	Number	Percent
Arts/Entertainment/Recreation	2	3.2 %
Automotive (Dealer, Repair, Maintenance, etc.)	9	14.3 %
Finance/Insurance/Real Estate	8	12.7 %
Health Care/Education/Social Services	7	11.1 %
Hotels/RV Park/Short term rental	1	1.6 %
Manufacturers/Wholesalers/Distributors	12	19.0 %
Personal Care Services (Salon, Spa, Massage, etc.)	3	4.8 %
Professional Services (Law, Consulting, Architecture, Engineering, etc.)	3	4.8 %
Retail (NOT Food Service)	3	4.8 %
Retail Food Service	1	1.6 %
Trade Contractor (Electrician, Plumber, Landscaping Contractor, etc.)	5	7.9 %
Other	3	4.8 %
Not provided	6	9.5 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q31. Which of the following best describes your business/organization's sector? (without "not provided")**

Q31. Which best describes your business/ organization's sector	Number	Percent
Arts/Entertainment/Recreation	2	3.5 %
Automotive (Dealer, Repair, Maintenance, etc.)	9	15.8 %
Finance/Insurance/Real Estate	8	14.0 %
Health Care/Education/Social Services	7	12.3 %
Hotels/RV Park/Short term rental	1	1.8 %
Manufacturers/Wholesalers/Distributors	12	21.1 %
Personal Care Services (Salon, Spa, Massage, etc.)	3	5.3 %
Professional Services (Law, Consulting, Architecture, Engineering, etc.)	3	5.3 %
Retail (NOT Food Service)	3	5.3 %
Retail Food Service	1	1.8 %
Trade Contractor (Electrician, Plumber, Landscaping Contractor, etc.)	5	8.8 %
Other	3	5.3 %
Total	57	100.0 %

Q31-13. Other:

Q31-13. Other	Number	Percent
Manufacturing & wholesale	1	33.3 %
Transportation	1	33.3 %
Property management	1	33.3 %
Total	3	100.0 %

Q32. Which of the following best describes your position with your business?

Q32. Which following best describes your position with your business	Number	Percent
Owner	41	65.1 %
CFO	1	1.6 %
Manager	19	30.2 %
Other	2	3.2 %
Total	63	100.0 %

Q32-4. Other:

Q32-4. Other	Number	Percent
Business Administrator	1	50.0 %
Executive Assistant	1	50.0 %
Total	2	100.0 %

Q33. What best describes your company's primary market?

Q33. What best describes your company's primary market	Number	Percent
Local	32	50.8 %
Regional	13	20.6 %
National	10	15.9 %
International	4	6.3 %
Not provided	4	6.3 %
Total	63	100.0 %

WITHOUT "NOT PROVIDED"**Q33. What best describes your company's primary market? (without "not provided")**

Q33. What best describes your company's primary market	Number	Percent
Local	32	54.2 %
Regional	13	22.0 %
National	10	16.9 %
International	4	6.8 %
Total	59	100.0 %



4 Survey Instrument



March 2024

Dear Merriam Business:

The City of Merriam needs your help! As a city, one of our biggest goals is to make sure our businesses always feel like their city government is both open and accessible. Included in that commitment is making sure that we remain focused on the services and priorities that are most important to you. Enclosed, you will find a survey for our business community in hopes you will assist us in achieving this commitment.

The city conducts a similar citizen survey every three years to establish benchmarks for our community and track our progress.

The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. The firm will present the results to the city later this spring, and a complete final report will be available online. Your survey responses are confidential. Previous survey results are available at merriam.org.

Instructions:

Please return your completed survey in the next week using the enclosed postage-paid envelope. You can also fill out the survey online at merriambusinesssurvey.org.

Questions?

Please contact Assistant City Administrator Caitlin Gard at the City of Merriam at 913-322-5515 or cgard@merriam.org.

Thank you in advance for your participation!

Sincerely,

Bob Pape
Mayor



2024 City of Merriam Business Survey

Thank you for taking the time to complete this important survey. One of our biggest goals is to make sure our businesses always feel like their city government is both open and accessible. Your feedback through this survey will help guide City leaders as they evaluate current initiatives and plan for the future of Merriam. Please contact Caitlin Gard, Assistant City Administrator, at 322-5515 with questions.

Part 1: City Service Delivery

1. How would you rate the City of Merriam overall as a place to do business?

(5) Excellent (3) Average (1) Poor
 (4) Good (2) Below average (9) Don't know

2. Please rate your satisfaction with the following services on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with regard to how they affect your business' ability to operate.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Police services	5	4	3	2	1	9
2.	Fire services	5	4	3	2	1	9
3.	Street maintenance, including sidewalks, medians and curbs	5	4	3	2	1	9
4.	Street lighting	5	4	3	2	1	9
5.	Street sweeping/cleanliness of public areas	5	4	3	2	1	9
6.	Stormwater drainage/flood management	5	4	3	2	1	9
7.	Enforcement of codes and ordinances	5	4	3	2	1	9
8.	Effectiveness of City communication with businesses	5	4	3	2	1	9
9.	Quality of customer service provided by City employees	5	4	3	2	1	9

3. Which THREE of the City services listed in Question 2 are MOST IMPORTANT to your business?
[Write in your answers below using the numbers from the list in Question 2.]

1st: ____ 2nd: ____ 3rd: ____

4. Please indicate whether your business has interacted with City staff from the areas listed below during the past year. And if "Yes," please rate their performance in that area.

		Have you had this type of contact with the City?		Excellent	Good	Average	Below Average	Poor	Don't Know
01.	Building Codes	Yes	No	5	4	3	2	1	9
02.	Property Maintenance	Yes	No	5	4	3	2	1	9
03.	Community Development	Yes	No	5	4	3	2	1	9
04.	General City Hall/City Administrator's Office	Yes	No	5	4	3	2	1	9
05.	Police	Yes	No	5	4	3	2	1	9
06.	Fire	Yes	No	5	4	3	2	1	9
07.	Public Works (street/traffic)	Yes	No	5	4	3	2	1	9
08.	Stormwater	Yes	No	5	4	3	2	1	9
09.	Merriam Community Center	Yes	No	5	4	3	2	1	9
10.	Merriam Visitors Bureau	Yes	No	5	4	3	2	1	9
11.	Merriam Municipal Court	Yes	No	5	4	3	2	1	9
12.	Elected or Appointed Officials for the City of Merriam (City Council, Planning Commission, etc.)	Yes	No	5	4	3	2	1	9

5. Please indicate whether your business has interacted with the City of Merriam during the past year related to the following services. If "Yes," please rate the city's performance in that area.

		Have you had this type of contact with the City?		Excellent	Good	Average	Below Average	Poor	Don't Know
01.	Zoning/Development review	Yes	No	5	4	3	2	1	9
02.	Pre-occupancy safety inspections	Yes	No	5	4	3	2	1	9
03.	Construction/Building permits or inspections	Yes	No	5	4	3	2	1	9
04.	Fire inspections	Yes	No	5	4	3	2	1	9
05.	Occupational/Business licensing	Yes	No	5	4	3	2	1	9
06.	Room/facility rentals	Yes	No	5	4	3	2	1	9
07.	Alarm registration	Yes	No	5	4	3	2	1	9
08.	Police/public safety checks	Yes	No	5	4	3	2	1	9
09.	Code enforcement	Yes	No	5	4	3	2	1	9
10.	Tourism/Economic Development Services	Yes	No	5	4	3	2	1	9

6. Is there an area or service you wish the city would provide, which is not currently being provided to your business? If so, please explain.

Part 2: Perceptions of the City

7. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Merriam.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Image of the City	5	4	3	2	1	9
02.	Quality of life in the City	5	4	3	2	1	9
03.	Quality of services provided by the City	5	4	3	2	1	9
04.	Overall value your company receives for your local taxes and fees	5	4	3	2	1	9
05.	Overall feeling of safety in the City	5	4	3	2	1	9
06.	Quality of new development, and/or redevelopment in the City	5	4	3	2	1	9
07.	Quality of local schools	5	4	3	2	1	9
08.	Availability of parking for your business	5	4	3	2	1	9
09.	Access to quality housing options for your workforce	5	4	3	2	1	9
10.	Availability of trained employees	5	4	3	2	1	9
11.	Access to highways through Merriam	5	4	3	2	1	9
12.	Access to the airport	5	4	3	2	1	9
13.	Proximity to other business that are important to your business	5	4	3	2	1	9
14.	Reliability of public utilities	5	4	3	2	1	9
15.	Availability of libraries, arts, sports, and cultural amenities (quality of life)	5	4	3	2	1	9
16.	Availability of telecommunications, utilities, and other infrastructure	5	4	3	2	1	9
17.	Availability of parks and open space	5	4	3	2	1	9
18.	Quality/attractiveness of Downtown Merriam	5	4	3	2	1	9

8. Which **FOUR** of the items listed in Question 7 on the previous page will have the **MOST IMPACT** on your decision to stay in the City of Merriam for the next 10 years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

9. Thinking generally about the City of Merriam, how likely would you be to recommend the City of Merriam as a business location to friends, family, co-workers, colleagues, and other businesses?

____(5) Very likely ____ (3) Somewhat likely ____ (1) Not likely at all
 ____ (4) Likely ____ (2) Not likely ____ (9) Don't know

10. Which of the following best describes the overall business atmosphere in the City of Merriam today, compared to five years ago?

____ (4) Better ____ (2) Same, but poor ____ (9) Don't know/Unsure
 ____ (3) Same, but good ____ (1) Worse

11. What are the community's strengths as a place to do business?

12. What are the community's weaknesses as a place to do business?

Part 3: Workforce Issues

13. Please rate the workforce in the City of Merriam in the following areas.

		Excellent	Good	Average	Below Average	Poor	Don't Know
1.	The availability of workers	5	4	3	2	1	9
2.	The quality of workers	5	4	3	2	1	9
3.	The stability of the workforce	5	4	3	2	1	9
4.	The education/technical skills of workers	5	4	3	2	1	9

Part 4: Codes and Regulations

14. Using a scale of 1 to 5, where a 5 is "Very Satisfied" and a 1 is "Very Dissatisfied," please rate your satisfaction with the following city codes and regulations.

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The condition and maintenance of existing signage	5	4	3	2	1	9
2.	The condition and maintenance of business properties	5	4	3	2	1	9
3.	The adequacy of existing City signage codes and regulations	5	4	3	2	1	9
4.	The adequacy of existing business property maintenance codes and regulations	5	4	3	2	1	9
5.	Existing levels of City code and regulation enforcement	5	4	3	2	1	9

Part 5: Future Plans

15. In the next 12 months, is your business considering any of the following? [Check all that apply.]

- (1) Expanding/renovating in the City of Merriam
- (2) Hiring additional staff in the City of Merriam
- (3) Relocating to another location in the City of Merriam
- (4) Relocating to another location outside the City of Merriam
- (5) Downsizing
- (6) Closing
- (7) None of these
- (9) Don't know

16. Where is your company's primary product/service in its life cycle?

- (1) Emerging
- (2) Maturing
- (3) Growing
- (4) Declining

17. What best describes your company's total sales?

- (1) Increasing
- (2) Stable
- (3) Decreasing

18. Are new products/services anticipated for your company in the next TWO (2) years?

- (1) Yes
- (2) No

19. Are there any barriers to your company's growth in Merriam? (1) Yes (2) No

19a. If "Yes," what are they? _____

20. What factors make your business successful here in Merriam?

21. What is the main reason for locating your business here in Merriam?

22. Please rate the following challenges in the order of magnitude that impact your business, where 1 is the "highest magnitude of impact" and 6 is the "lowest magnitude of impact"?

- 1. Competition
- 2. Crime
- 3. Employee recruitment/retention
- 4. Overhead expenses (rent, land, utilities, etc.)
- 5. Restrictive business regulations
- 6. Supply chain
- 7. Other: _____

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____ 6th: _____ 7th: _____

23. The following choices are existing tools that Merriam currently provides to help produce a positive impact on your business. Please select which tools you are familiar with. [Check all that apply.]

- (01) Active Shooter Safety
- (02) Alarm Registration
- (03) Community Video Partnership
- (04) Exterior Improvement Grants
- (05) Fingerprinting
- (06) Highlights newsletter/social media accounts
- (07) Internet Exchange Parking
- (08) Merriam Community Center Corporate Membership
- (09) Room, shelter, or facility rentals
- (10) Convention and Visitor's Bureau Services
- (11) Business Development Digest (newsletter)
- (12) Special Offers website listing

24. Are you interested in meeting with city staff to further discuss any questions or concerns? If "Yes," please provide your contact information.

Name: _____

Phone: _____

Email: _____

25. Would you like to receive periodic emails with information on upcoming workshops, city activities, or legislation affecting the business community? If "Yes," please provide your contact information. *[If you would like to remain anonymous, you can subscribe at merriam.org/business.]*

Name: _____

Phone: _____

Email: _____

Part 6. Demographics

26. Which best describes your general geographic location within the city?

___(1) East Frontage Road

___(5) Merriam Drive

___(2) West Frontage Road

___(6) Shawnee Mission Parkway Corridor

___(3) Home-based business

___(7) Antioch

___(4) Johnson Drive

___(8) Other: _____

27. How would you best describe the cost of having your business in the City of Merriam?

___(1) Extremely low

___(3) Average

___(5) Extremely high

___(2) Low

___(4) High

___(9) Don't know

28. Does your business own or rent/lease the facility where your business is located?

___(1) Own

___(2) Rent/lease

___(9) Don't know

29. How many people does your business currently employ in the City of Merriam?

Total # Full Time: _____

Total # Part Time: _____

30. How many years has your business been in the City of Merriam? _____ years

31. Which of the following best describes your business/organization's sector? *[Choose only one.]*

___(01) Arts/Entertainment/Recreation

___(02) Automotive (Dealer, Repair, Maintenance, etc.)

___(03) Finance/Insurance/Real Estate

___(04) Health Care/Education/Social Services

___(05) Hotels/RV Park/Short term rentals

___(06) Manufacturers/Wholesalers/Distributors

___(07) Personal Care Services (Salon, Spa, Massage, etc.)

___(08) Professional Services (Law, Consulting, Architecture, Engineering, etc.)

___(09) Retail (NOT Food Service)

___(10) Retail Food Service

___(11) Trade Contractor (Electrician, Plumber, Landscaping Contractor, etc.)

___(12) Utilities

___(13) Other: _____

32. Which of the following best describes your position with your business?

____(1) Owner ____ (2) CFO ____ (3) Manager ____ (4) Other: _____

33. What best describes your company's primary market?

____(1) Local ____ (2) Regional ____ (3) National ____ (4) International

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.