

Anderson Township

2023 BUSINESS RETENTION & EXPANSION SURVEY RESULTS

Introduction

- ⦿ Research has demonstrated that most new jobs are created by existing businesses.
- ⦿ According to Jobs Ohio, more than 70% of job growth comes from existing businesses.
- ⦿ A key to community development is to grow and retain the existing business structure through a Business Retention and Expansion Program. These programs typically involve partnerships among public and private organizations that assess the assets and opportunities of individual businesses through periodic surveys, interviews, and visitation.
- ⦿ In the survey process, information is used to strengthen existing companies, establish early warning systems to flag at-risk businesses that require assistance, and ensure that public programs meet local business needs. Also, effort to continue questions from prior surveys to track trends.

Anderson Business Survey Participation

- ⦿ Surveys sent to **938** businesses (*In 2019 – 737, and in 2010 - 560*)
- ⦿ Chamber Email reminder to 450 businesses (38% open rate)
- ⦿ Total Responses: **74** (*In 2019 - 104*)
 - Online responses: **51** (*In 2019 – 80*)
 - Mailed responses: **23** (*In 2019 – 24*)
 - Returned mailings: **183**
- ⦿ Response rate: **9.8%** (*In 2019 – 16.5%*)
- ⦿ *Note, 2 responses were returned after March 31st) and not included in results though they will be reviewed for possible follow up*

Question Categories

1. Business Demographic

- The purpose of collecting demographic data is to ask factual questions for studying trends.

2. Work Force Issues

- Workers are the core of the work place and perform the various tasks and duties required in attaining business goals.
- Questions such as residence of employees and future employment trends are not summarized in this report; rather, they may be helpful tools for individual follow up.

3. Industry Outlook

- Based on their sales activity and expansion plans, the information in this section provides insight on short-term activity in the local economy and how it may affect the local employment base.

4. Community Services Issues

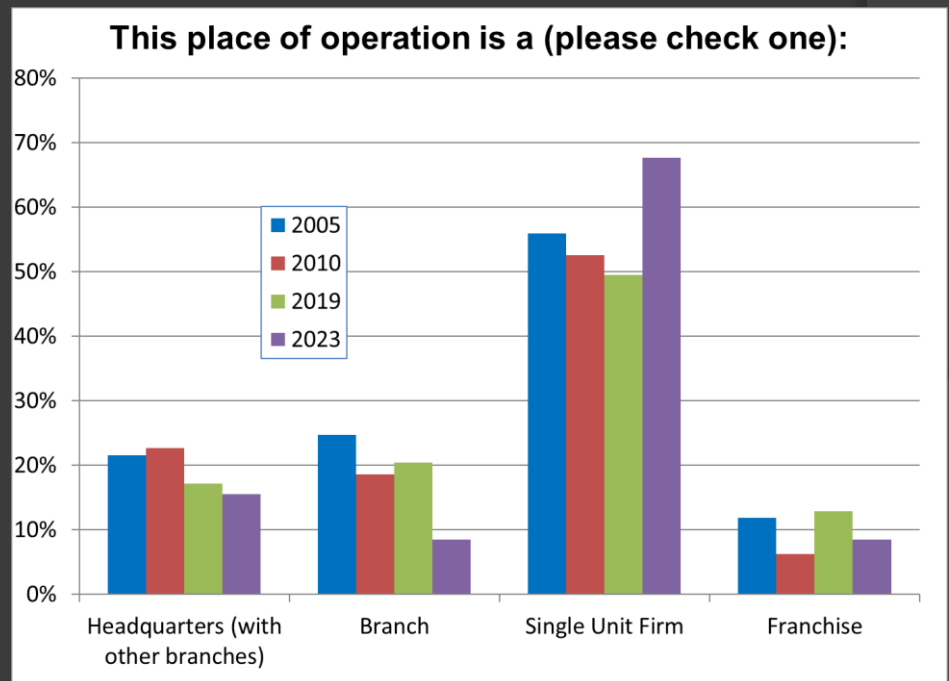
- In this section we explore external influences in Anderson Township that have a strong impact on its businesses.

Business Demographic

Place of Operation

- Most of the businesses who responded are again a Single Unit Firm.
- Responses for Branches greatly declined for this year's survey.
- Similar distribution by type, though Single Unit Firms, which were decreasing, over the years, greatly increased.

2023 Anderson Twp. Business Survey		
This place of operation is a (please check one):		
Answer Choices	Responses	
Headquarters (with other branches)	15.49%	11
Branch	8.45%	6
Single Unit Firm	67.61%	48
Franchise	8.45%	6
	Answered	71
	Skipped	1

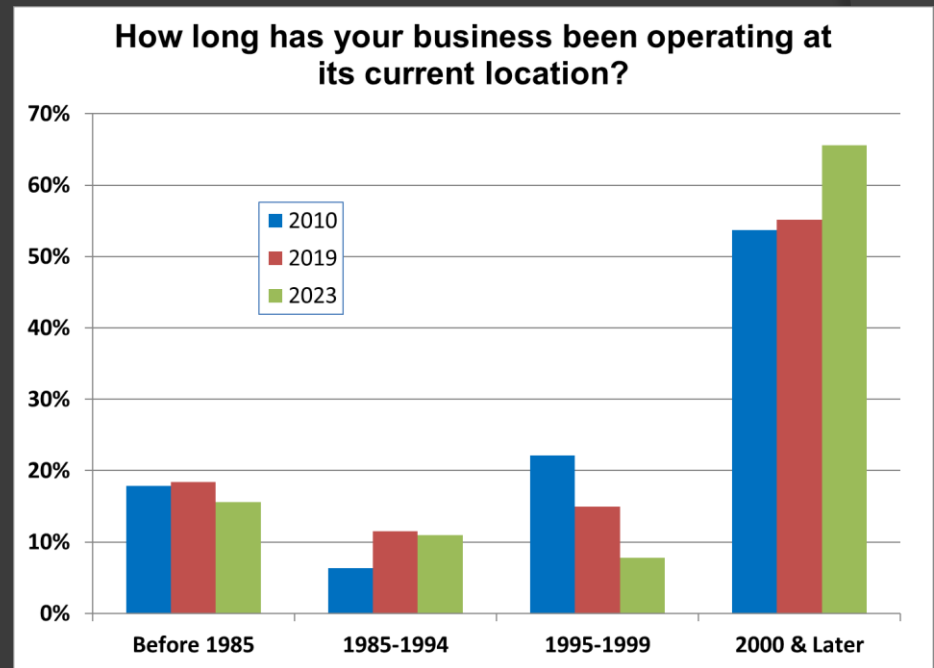


Business Demographic

Years in Current Location

- Most businesses in community continue to be new (50%), but note that “new” not includes those that may have opened up to 23 years ago to stay consistent with 2010.
- Solid participation in survey of longtime businesses.
- 20% of respondents were in business 5 years or less, and 33%, 10 years or less.

How long has your business been operating at its current location?						
	2010 Number	Pct.	2019 Number	Pct.	2023 Number	Pct.
Before 1985	17	17.9%	16	18.4%	10	15.6%
1985-1994	6	6.3%	10	11.5%	7	10.9%
1995-1999	21	22.1%	13	14.9%	5	7.8%
2000 & Later	51	53.7%	48	55.2%	42	65.6%
Total Responses	95		87		64	

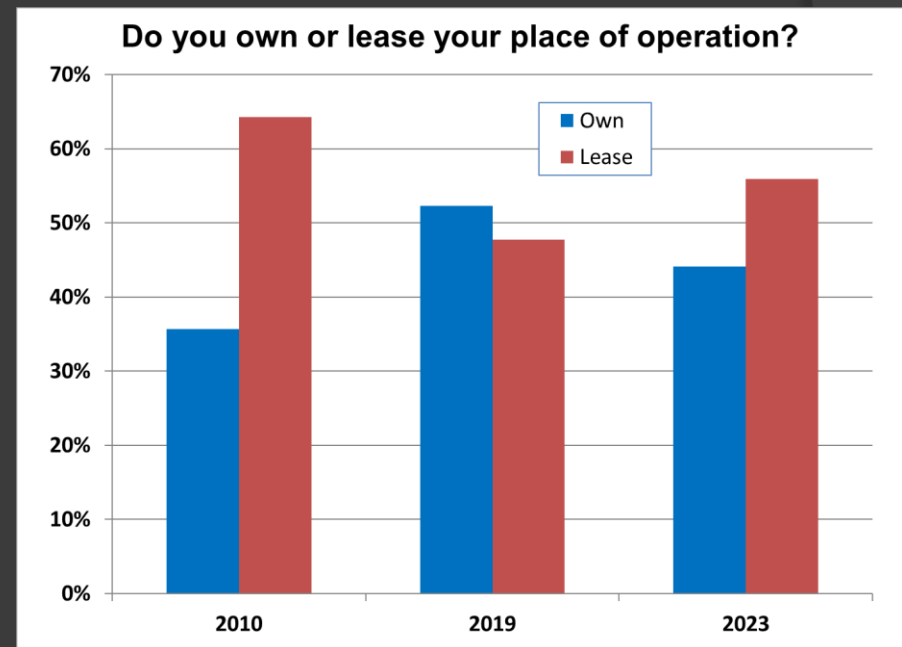


Business Demographic

Ownership of Business Space

- Owning or leasing the place of operation evened out from 2010, which was a large shift.
- In this year's survey, however, trend shifted back.
- In 2010, about 1/3 of respondents owned their place of operation.

2023 Anderson Twp. Business Survey		
Do you own or lease your place of operation?		
Answer Choices	Responses	
Own	44.12%	30
Lease	55.88%	38
If you lease, when does your lease expire? (mo./yr.)		34
	Answered	68
	Skipped	4



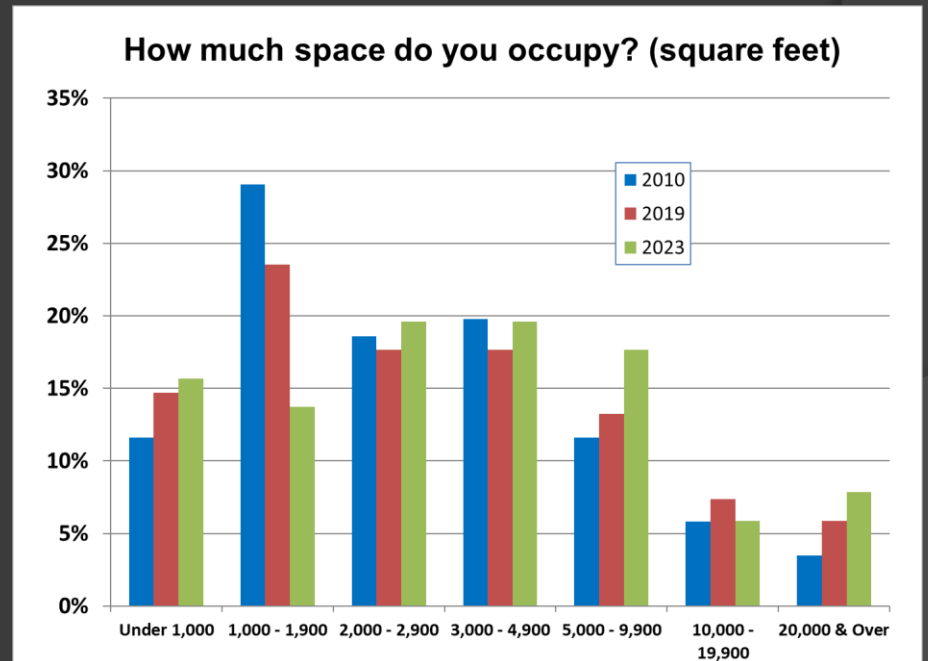
Business Demographic

Current Space

- Fairly even distribution of responses for the lower five categories, with the peak begin in the 2,000 – 5,000 sq. ft. range.
- Large drop in responses of businesses with 1,000 – 1,900 sq. ft.

Anderson Township Business Survey- 2023
How much space do you occupy? (square feet)

	2010 Number	Pct.	2019 Number	Pct.	2023 Number	Pct.
Under 1,000	10	11.6%	10	14.7%	8	15.7%
1,000 - 1,900	25	29.1%	16	23.5%	7	13.7%
2,000 - 2,900	16	18.6%	12	17.6%	10	19.6%
3,000 - 4,900	17	19.8%	12	17.6%	10	19.6%
5,000 - 9,900	10	11.6%	9	13.2%	9	17.6%
10,000 - 19,900	5	5.8%	5	7.4%	3	5.9%
20,000 & Over	3	3.5%	4	5.9%	4	7.8%
Total Responses	86		68		51	



Business Demographic

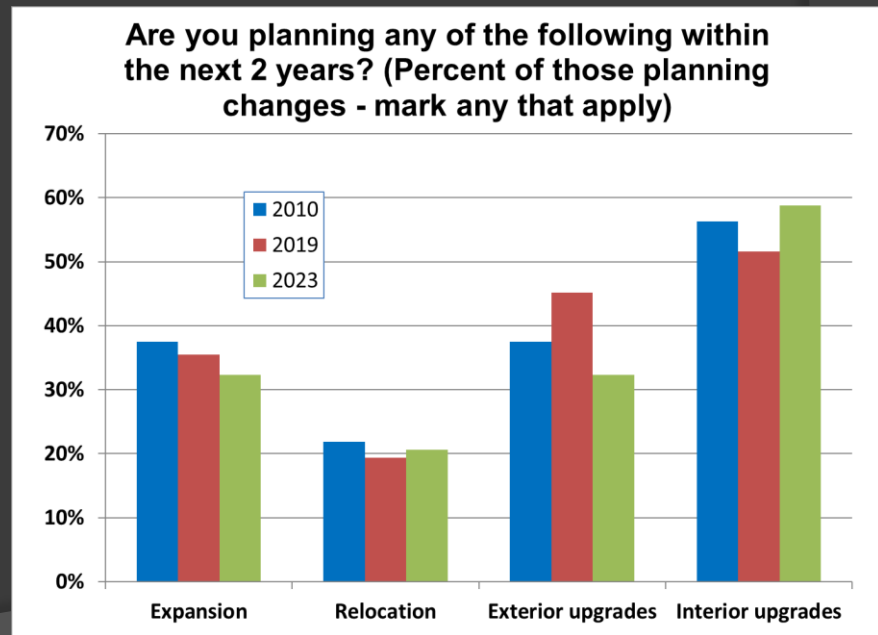
Adequacy of Space

- Most of which who are planning changes continue to be focusing on interior modifications, similar to prior years.
- About 30% of respondents are considering some sort of changes in the next two years, consistent with responses from 2010 and 2019.

2023 Anderson Twp. Business Survey

Are you planning any of the following within the next 2 years? (mark any that apply)

Answer Choices	Responses	
Expansion	32.35%	11
Relocation	20.59%	7
Exterior upgrades	32.35%	11
Interior upgrades	58.82%	20
	Answered	34
	Skipped	38

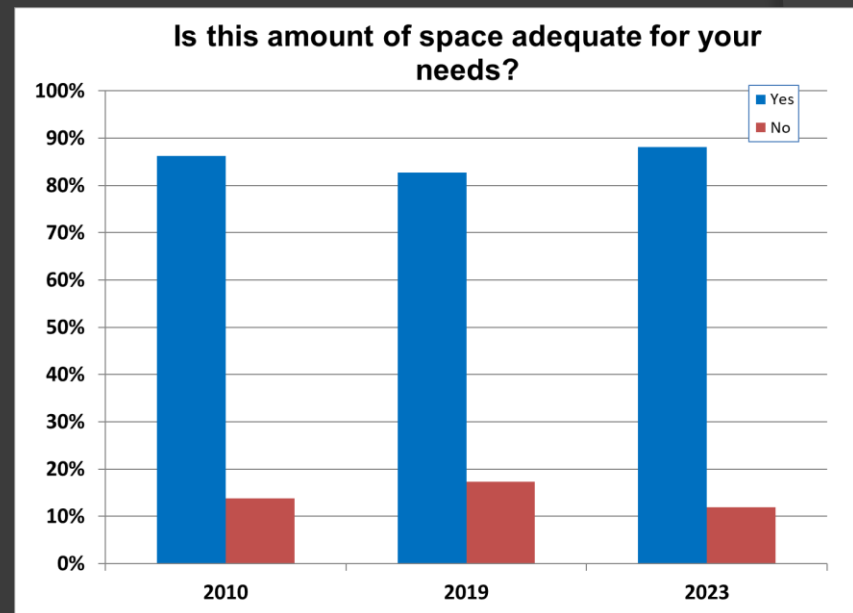


Business Demographic

Planned Space Changes

- Very similar responses between 2010, 2019 and 2023.
- Nearly 90%, appear to be comfortable with existing space.

2023 Anderson Twp. Business Survey		
Is this amount of space adequate for your needs?		
Answer Choices	Responses	
Yes	88.06%	59
No	11.94%	8
If no, please explain		7
	Answered	67
	Skipped	5

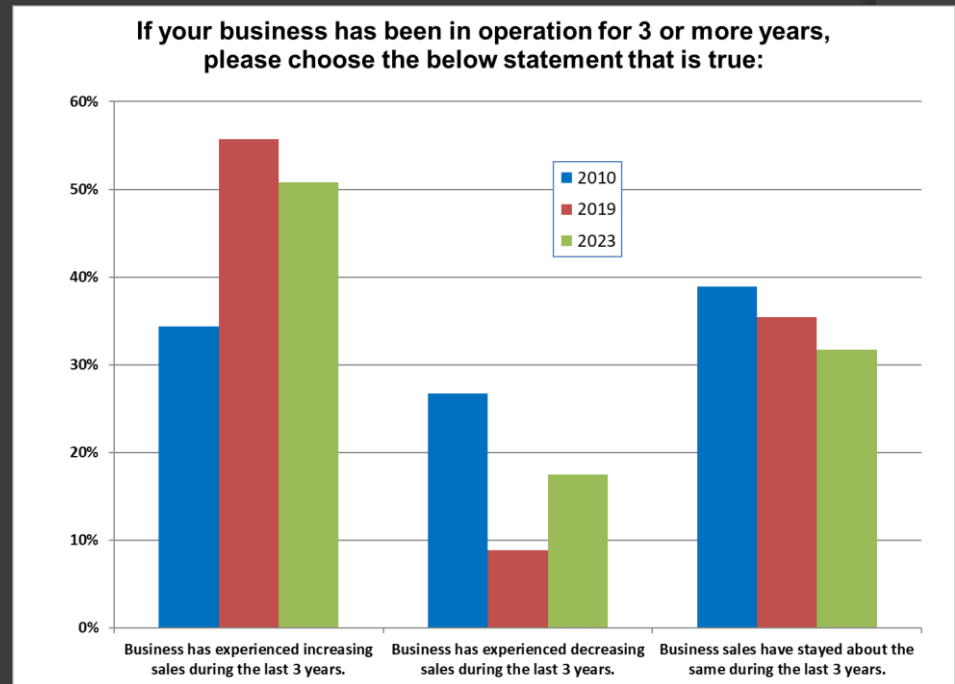


Industry Outlook

Business Sales Trends

- Over 50% feel that sales have increased, but close to 20% indicated a decrease.
- Dramatic change with regards to sales after a more positive situation in 2019.
- More positive situation than back in 2010.

2023 Anderson Twp. Business Survey		
If your business has been in operation for 3 or more years, please choose the below statement that is true:		
Answer Choices	Responses	
Business has experienced increasing sales during the last 3 years.	50.79%	32
Business has experienced decreasing sales during the last 3 years.	17.46%	11
Business sales have stayed about the same during the last 3 years.	31.75%	20
	Answered	63
	Skipped	9

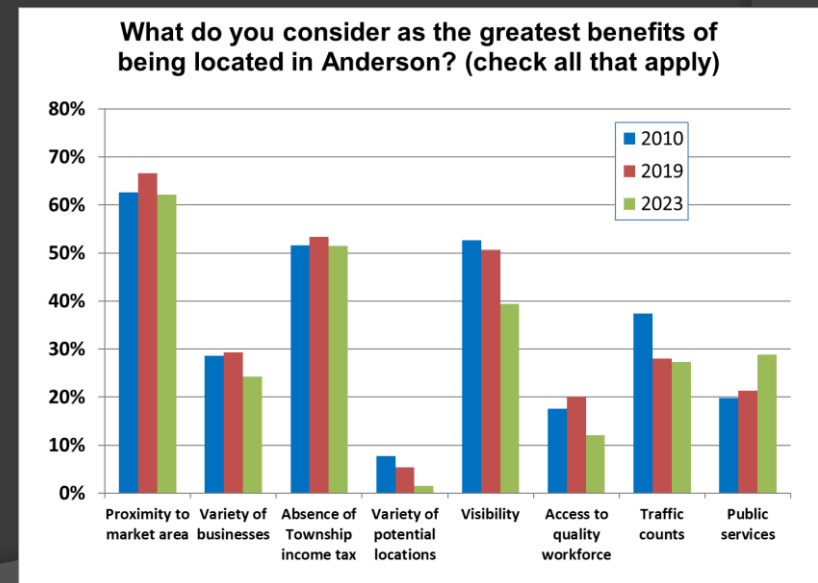


Community Service Issues

Benefits of Anderson Location

- Very similar responses to prior surveys.
- Greatest benefits including proximity to market, absence of income tax and visibility.
- Visibility, workforce, and traffic counts have declined as benefit, mixed interpretation as whether traffic is increasing or decreasing, and whether that is positive or negative.
- Increase in the benefit of public services, now the fourth highest category.

2023 Anderson Twp. Business Survey		
What do you consider as the greatest benefits of being located in Anderson? (check all that apply)		
Answer Choices	Responses	
Proximity to market area	62.12%	41
Variety of businesses	24.24%	16
Absence of Township income tax	51.52%	34
Variety of potential locations	1.52%	1
Visibility	39.39%	26
Access to quality workforce	12.12%	8
Traffic counts	27.27%	18
Public services	28.79%	19
Other:		20
	Answered	60
	Skipped	12

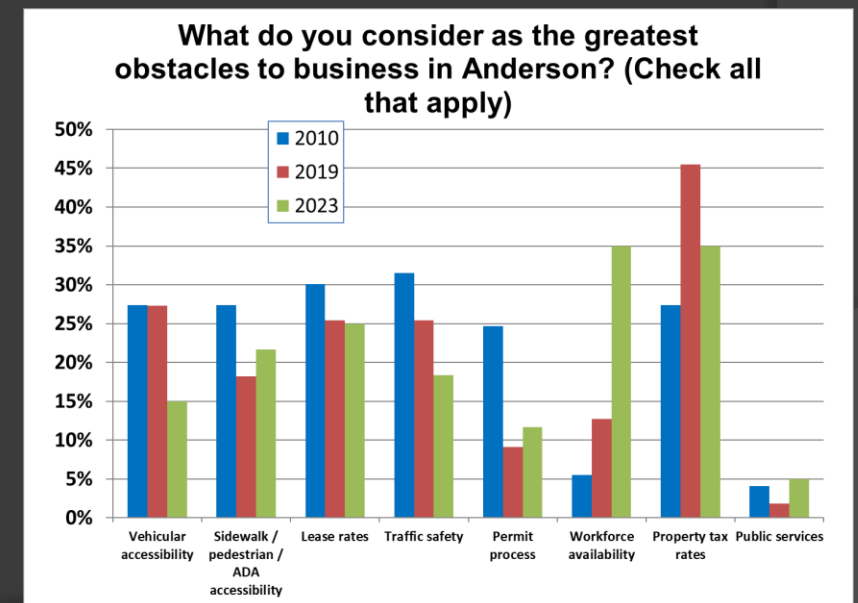


Community Service Issues

Obstacles to Business Operations in Anderson

- Based on responses, businesses noted improvements over the years in vehicular accessibility, sidewalks, lease rates, traffic safety and permit process, though a few identified as greater obstacles than 2019.
- Dramatic increase in concerns with Workforce issue, now nearly surpassing property tax rates (which were large but have dropped since 2019 – note, there were 4 local tax levies between 2010-2019).

2023 Anderson Twp. Business Survey		
What so you consider as the greatest obstacles to business in Anderson? (Check all that apply)		
Answer Choices	Responses	
Vehicular accessibility	15.00%	9
Sidewalk/pedestrian/ADA accessibility	21.67%	13
Lease rates	25.00%	15
Traffic safety	18.33%	11
Permit process	11.67%	7
Workforce availability	35.00%	21
Property tax rates	35.00%	21
Public services	5.00%	3
Other:		11
	Answered	56
	Skipped	16



Work Force Demographic

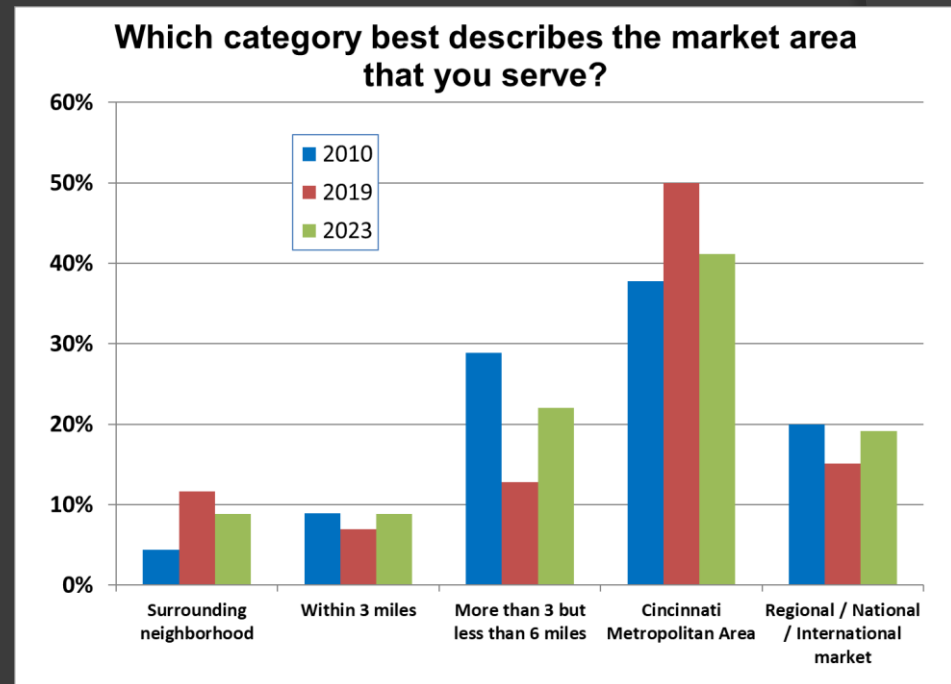
Market Area

- Despite the majority of Anderson businesses being single-unit firms, 41% Serve the Cincinnati Metropolitan Area (slight drop from 2019).
- Dramatic loss in market being in the 3-6 mile range, but this has bounced back a bit.

2023 Anderson Twp. Business Survey

Which category best describes the market area that you serve?

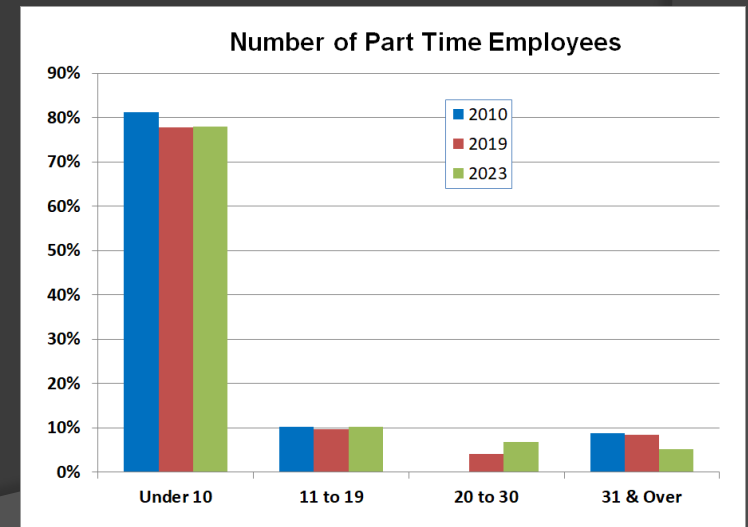
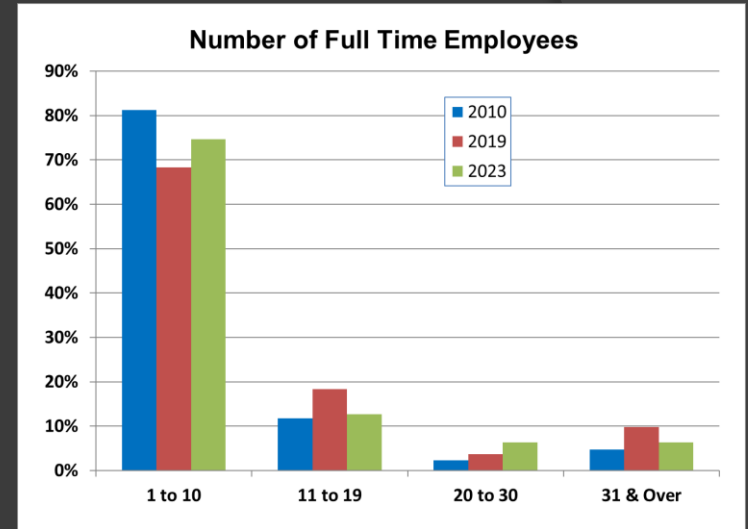
Answer Choices	Responses	
Surrounding neighborhood	8.82%	6
Within 3 miles	8.82%	6
More than 3 but less than 6	22.06%	15
Cincinnati Metropolitan Area	41.18%	28
Regional/National/International market	19.12%	13
	Answered	68
	Skipped	4



Work Force Issues

Number & Type of Employees

- Smaller businesses (under 10 employees, especially full-time positions), continue to be the largest category.
- About 15% of respondents had a single (or no) full-time employee.
- 25% of respondents had 0 or 1 part-time employees, down from 40% in 2019.

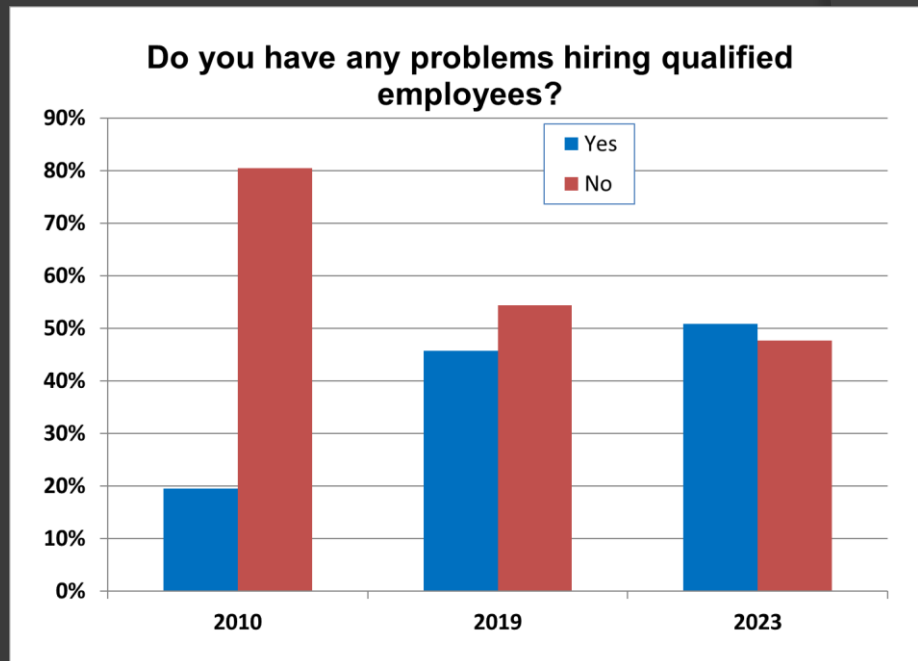


Work Force Issues

Employee Hiring Difficulties

- Dramatic change in this area between 2010 and 2019, from under 20% having difficulties to nearly 50%.
- Though minor change since 2019, majority of businesses now have difficulties hiring qualified employees.
- Comments for this response identified difficulties for a variety of fields/trades.

2023 Anderson Twp. Business Survey		
Do you have any problems hiring qualified employees?		
Answer Choices	Responses	
Yes	50.79%	32
No	47.62%	30
if yes, please explain:		31
	Answered	62
	Skipped	10



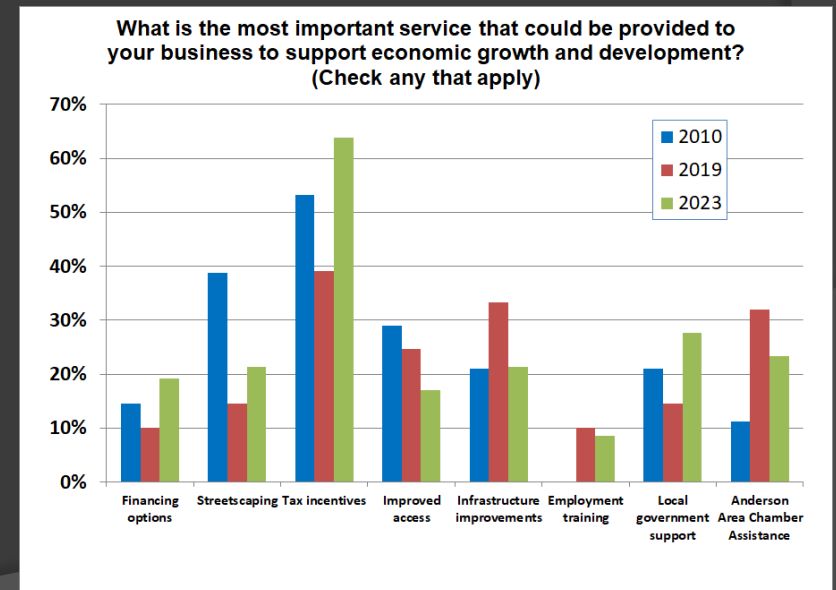
Community Services Information

Services to Support Growth

- Greatest reduction from 2010 to 2023 were physical changes, such as streetscaping, improved access or infrastructure improvements (numerous Township streetscape projects since 2010 in multiple business districts).
- Spike in “support” areas, led by tax incentives (which has been the highest), but followed by local government support and financing.
- Training, a new area in 2019’s survey, continues to the lowest service – most others with similar responses.

2023 Anderson Twp. Business Survey
What is the most important service that could be provided to your business to support economic growth and development? (Check any that apply)

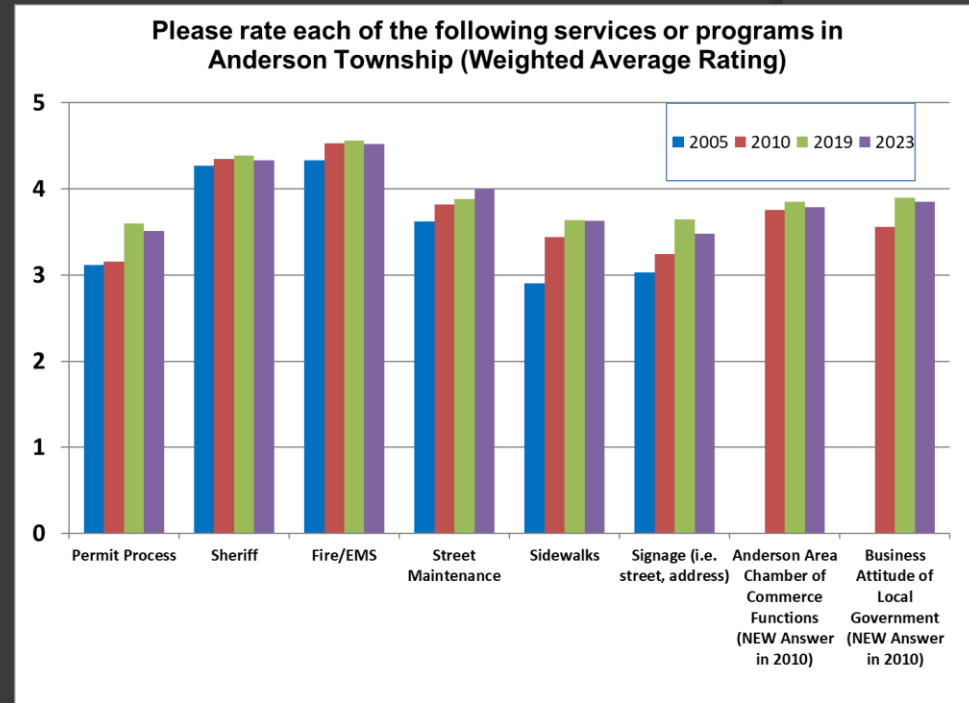
Answer Choices	Responses	
Financing options	19.15%	9
Streetscaping	21.28%	10
Tax incentives	63.83%	30
Improved access	17.02%	8
Infrastructure improvements	21.28%	10
Employment training	8.51%	4
Local government support	27.66%	13
Anderson Area Chamber assistance	23.40%	11
Other		15
	Answered	44
	Skipped	28



Community Services Information

Rating of Anderson Services / Programs

- Average responses from all areas have increased overall from 2005 to 2023, though several had very slight dips.
- Strong support for Sheriff and Fire & Rescue.
- Most other areas had similar average ratings, led by street maintenance, which has steadily increased in each survey).



2023 Anderson Twp. Business Survey

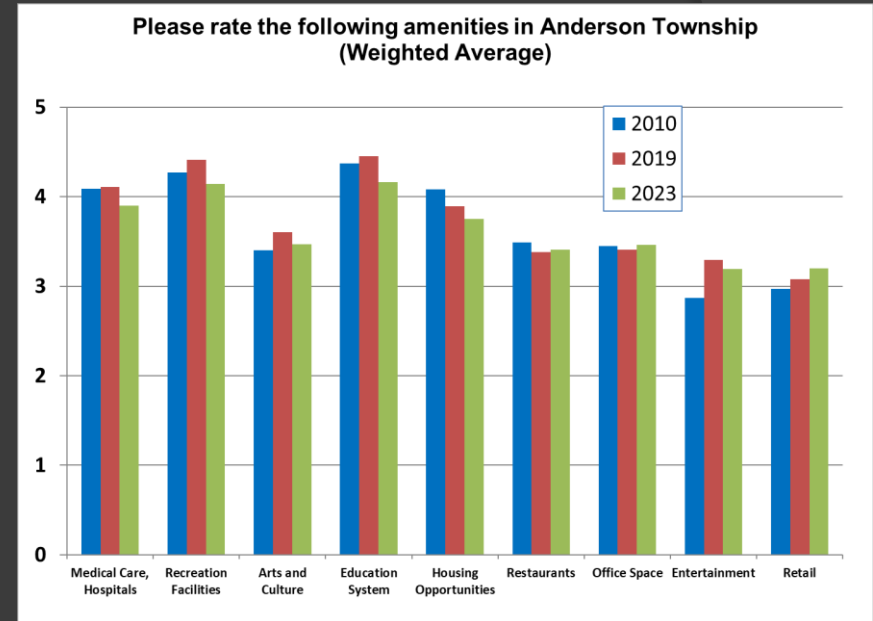
Please rate each of the following services or programs in Anderson Township:

	Poor	Below Ave.	Average	Above Ave.	Excellent	Total	Rating Average
Permit Process	0%	6%	55%	20%	18%	49	3.51
Sheriff	0%	3%	16%	26%	55%	58	4.33
Fire/EMS	0%	0%	10%	28%	62%	58	4.52
Street Maintenance	2%	2%	19%	49%	28%	57	4
Sidewalks	2%	17%	20%	39%	22%	59	3.63
Signage (i.e. street, address)	2%	10%	40%	34%	14%	58	3.48
Anderson Area Chamber of Commerce Functions	0%	8%	31%	33%	27%	48	3.79
Business Attitude of Local Government	0%	6%	32%	34%	28%	53	3.85
						Answered	59
						Skipped	13

Community Services Information

Rating of Anderson Amenities

- Responses are pretty close across the board to 2019, but most have dipped slightly.
- Slight increase in restaurants, retail and office, consistent with new additions / redevelopment of these opportunities in Anderson.
- Slight decreases to housing, medical, and entertainment, which is inconsistent given the new development interests coming online in recent years.



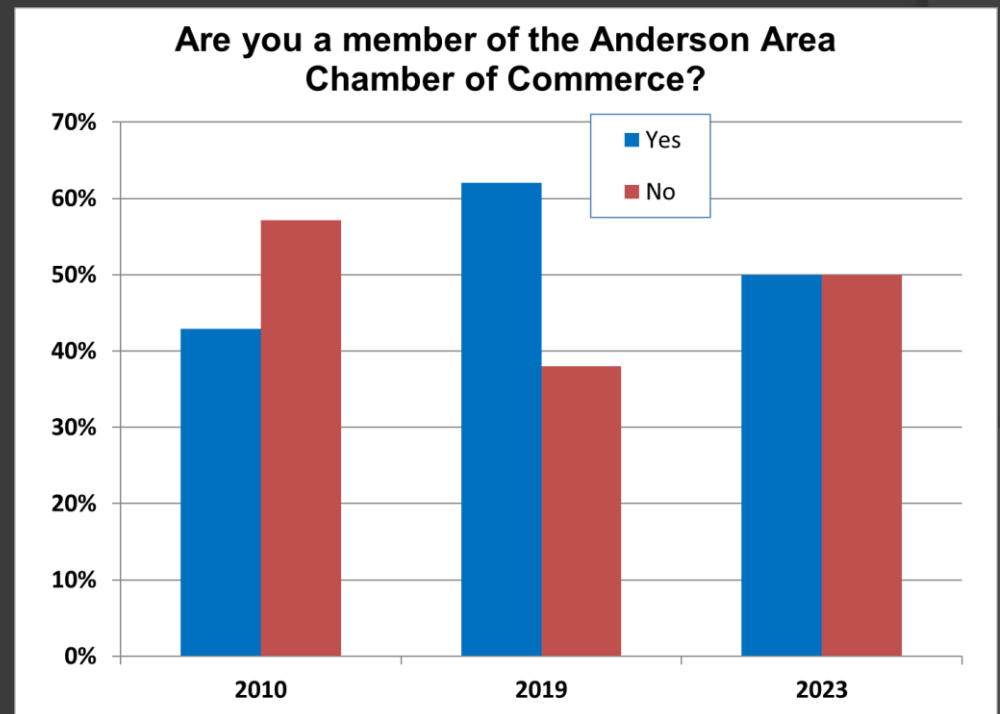
2023 Anderson Twp. Business Survey							
Please rate the following amenities in Anderson Township:							
	Poor	Below Ave.	Average	Above Ave.	Excellent	Total	Rating Average
Medical Care, Hospitals	1.72%	5.17%	27.59%	32.76%	32.76%	58	3.9
Recreation Facilities	0.00%	1.69%	15.25%	50.85%	32.20%	59	4.14
Arts and Culture	1.69%	6.78%	47.46%	30.51%	13.56%	59	3.47
Education System	0.00%	3.45%	12.07%	50.00%	34.48%	58	4.16
Housing Opportunities	0.00%	7.02%	26.32%	50.88%	15.79%	57	3.75
Restaurants	3.39%	10.17%	40.68%	33.90%	11.86%	59	3.41
Office Space	1.75%	5.26%	52.63%	26.32%	14.04%	57	3.46
Entertainment	3.45%	13.79%	50.00%	25.86%	6.90%	58	3.19
Retail	3.57%	14.29%	48.21%	26.79%	7.14%	56	3.2
						Answered	59
						Skipped	13

Business Demographic

Chamber Membership

- ◉ Dip in number of respondents who were Chamber members from 2019, but still higher.
- ◉ Exact split in whether respondents were Chamber members, or not.

Are you a member of the Anderson Area Chamber of Commerce?		
Answer Choices	Responses	
Yes	50.00%	30
No	50.00%	30
	Answered	60
	Skipped	12

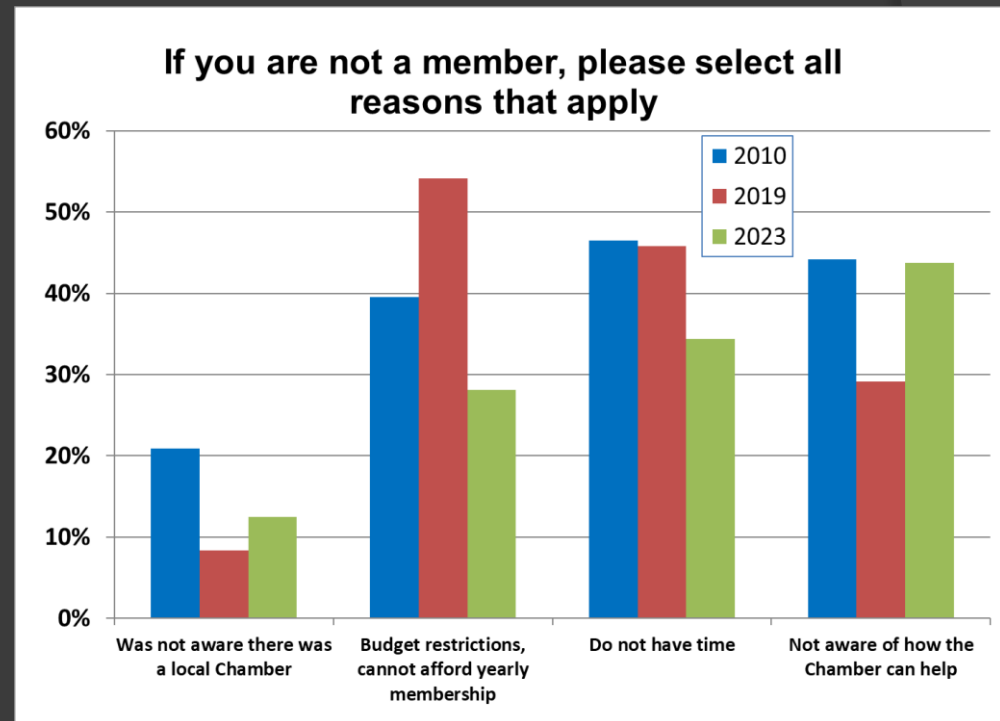


Business Demographic

Chamber Non-Members

- It appears there has been a decrease in increase in Chamber awareness, perhaps paralleling the percent of newer businesses that took part in the survey, or new business contacts.
- Budget restrictions and lack of time declined as reasons for lack of Chamber membership.

2023 Anderson Twp. Business Survey		
If you are not a member, please select all reasons that apply:		
Answer Choices	Responses	
Was not aware there was a local Chamber	12.50%	4
Budget restrictions, cannot afford yearly membership	28.13%	9
Do not have time	34.38%	11
Not aware of how the Chamber can help	43.75%	14
Other		5
	Answered	29
	Skipped	43



Next Steps

- Follow up results sent to requesting businesses and posted on Township website, with information in *Anderson Insights* and Facebook Post.
- Request to “Red Flag” businesses indicating desire to discuss individual needs and how Township can address concerns for future plans.
- Incorporation of results into forthcoming planning initiatives of staff, the Township's Economic Development Committee, and partnership efforts with the Anderson Area Chamber of Commerce.
- Specific outreach and connection of businesses to the EDC's Workforce subcommittee for analysis and possible invitation to Forest Hills Local School District partnership program
- Engagement of interested businesses on future planning efforts.