

APPENDIX C

TOMAHAWK SMALL BUSINESS RETENTION & EXPANSION SURVEY

Prepared by
Art Lersch
University of Wisconsin Extension, Lincoln County

With assistance from
Tomahawk Downtown Business Council
Tomahawk Regional Chamber of Commerce
Lincoln County Economic Development Corporation

January 17, 2005

Business Name: _____

Business Address: _____

Business Phone: _____

Business web site and/or e-mail address: _____

Name of Business Owner: _____

Name of Person Completing the Survey (only if not the owner): _____

OVER PLEASE>>

IMPROVING YOUR BUSINESS

1. What in your opinion are some of the most positive aspects of doing business in Tomahawk?
2. What in your opinion are some barriers to maintaining a successful business in Tomahawk?
3. What specific initiatives (e.g. programs, projects, events, etc.) administered by a collaboration of Tomahawk businesses could help remove barriers to maintaining a successful business in Tomahawk?
4. What are some things the local chamber can do that it is not already doing to help remove barriers to maintaining a successful business in Tomahawk?

5. What are some things local government can do that it is not already doing to help remove barriers to maintaining a successful business in Tomahawk?

6. What is your level of commitment to helping plan strategies that may help Tomahawk businesses in general become more successful? (please circle one number)

Not Committed

Somewhat Committed

Extremely committed

1

2

3

4

5

7. How committed might you be toward devoting a portion of your time to help implement a strategy or strategies that could help Tomahawk businesses in general become more successful? (please circle one number)

Not Committed
Committed

Somewhat Committed

Extremely

1

2

3

4

5

8. How committed might you be toward devoting funds to help implement a strategy or strategies that could help Tomahawk businesses in general become more successful? (please circle one number)

Not Committed
Committed

Somewhat Committed

Extremely

1

2

3

4

5

9. Over the past few years, would you say that complying with Wisconsin state business regulations has become (please circle one number):

Much More Difficult

No Change

Much Easier

1

2

3

4

5

OVER PLEASE>>

BUSINESS AND COMMUNITY OBSERVATIONS

10. How would you rate the following business factors in Tomahawk as they currently exist? (please circle the appropriate rating)

Factors	Not Favorable		Neutral		Highly Favorable
Availability of Qualified Labor	1	2	3	4	5
Availability of Supplies	1	2	3	4	5
Availability of Credit	1	2	3	4	5
Cooperative Efforts among Businesses	1	2	3	4	5
Flexible Store Hours	1	2	3	4	5
Prices	1	2	3	4	5
Parking	1	2	3	4	5
Attractiveness of Stores	1	2	3	4	5
Popular Anchor Businesses	1	2	3	4	5
Economic Development	1	2	3	4	5
Pedestrian Access to Businesses	1	2	3	4	5
Vehicle Access to Businesses	1	2	3	4	5
Ability to Expand	1	2	3	4	5
Appearance of Streets	1	2	3	4	5
Configuration of Traffic Lights	1	2	3	4	5
Attractiveness of Sidewalks	1	2	3	4	5
Business Related Signage	1	2	3	4	5
Zoning	1	2	3	4	5
Opportunities for Advertising	1	2	3	4	5
Other (specify) _____	1	2	3	4	5

11. How would you rate each business factor in terms of importance with regard to fostering business creation, retention, and expansion in Tomahawk? (please circle the appropriate rating)

Factors	Not Important At All		Somewhat Important		Extremely Important
Availability of Qualified Labor	1	2	3	4	5
Availability of Supplies	1	2	3	4	5
Availability of Credit	1	2	3	4	5
Cooperative Efforts among Business	1	2	3	4	5
Flexible Store Hours	1	2	3	4	5
Prices	1	2	3	4	5
Parking	1	2	3	4	5
Attractiveness of Stores	1	2	3	4	5
Popular Anchor Businesses	1	2	3	4	5
Economic Development	1	2	3	4	5
Pedestrian Access to Businesses	1	2	3	4	5
Vehicle Access to Businesses	1	2	3	4	5
Ability to Expand	1	2	3	4	5
Appearance of Streets	1	2	3	4	5
Configuration of Traffic Lights	1	2	3	4	5
Attractiveness of Sidewalks	1	2	3	4	5
Business Related Signage	1	2	3	4	5
Zoning	1	2	3	4	5
Opportunities for Advertising	1	2	3	4	5
Other (specify) _____	1	2	3	4	5

**12. How would you rate the following community factors in Tomahawk as they currently exist?
(please circle the appropriate rating)**

Factors	Not Favorable		Neutral		Highly Favorable
Community Events	1	2	3	4	5
Attractiveness of Area	1	2	3	4	5
Schools	1	2	3	4	5
Housing	1	2	3	4	5
Public Services (non-safety)	1	2	3	4	5
Local Government	1	2	3	4	5
Fire Protection	1	2	3	4	5
Police Protection	1	2	3	4	5
Non-Business Directional Signage	1	2	3	4	5
Health care services	1	2	3	4	5
Parks/Recreation Facilities	1	2	3	4	5
Snow Removal	1	2	3	4	5
Libraries	1	2	3	4	5
Chamber of Commerce	1	2	3	4	5
Child Care	1	2	3	4	5
Religious Choices	1	2	3	4	5
Entry Ways into Town	1	2	3	4	5
Other (specify) _____	1	2	3	4	5

13. How would you rate each community factor in terms of importance with regard to fostering business creation, retention and expansion in Tomahawk? (please circle the appropriate rating)

Factors	Not Important At All		Somewhat Important		Extremely Important
Community Events	1	2	3	4	5
Attractiveness of Area	1	2	3	4	5
Schools	1	2	3	4	5
Housing	1	2	3	4	5
Public Services (non-safety)	1	2	3	4	5
Government	1	2	3	4	5
Fire Protection	1	2	3	4	5
Police Protection	1	2	3	4	5
Non-Business Directional Signage	1	2	3	4	5
Health care services	1	2	3	4	5
Parks/Recreation Facilities	1	2	3	4	5
Snow Removal	1	2	3	4	5
Libraries	1	2	3	4	5
Chamber of Commerce	1	2	3	4	5
Child Care	1	2	3	4	5
Religious Choices	1	2	3	4	5
Entry Ways into Town	1	2	3	4	5
Other (specify) _____	1	2	3	4	5

OVER PLEASE>>

14. How would you describe the overall business climate in Tomahawk? (please circle one)

Very Poor Poor Average Good Excellent

15. How would you describe the community of Tomahawk as a place to conduct business? (please circle one)

Very Poor Poor Average Good Excellent

TELL US ABOUT YOUR BUSINESS

16. Is this business establishment managed by the owner(s)? (please circle the appropriate answer)
YES NO

17. How long has this business existed? _____

18. Is this business owned or leased by a Lincoln County resident? **YES NO**

19. Is this a family owned business? **YES NO**

20. Is the business owned or leased? (please check only one)

☐Owned ☐Leased ☐Both
☐Other (please specify) _____

21. Are you considering moving, closing, or selling this business? (please check only one)

☐Moving ☐Closing ☐Selling ☐Not Applicable

22. If you are moving, closing, or selling, please tell us why. (please write "N/A" if not applicable)

23. How many employees, including the owner if applicable, work in this establishment?

24. Is there room to build on to your facility if needed? **YES NO**

25. Are you thinking of adding space to your facility? **YES NO**

26. Do you have plans to remodel or improve your existing facility (other than expansion) within the next two years? **YES NO**

27. What form of legal structure is this business using? (please check only one)

☐Sole Proprietor

☐Limited Partnership

☐C Corporation

☐Limited Liability Corporation

☐General Partnership

☐Limited Liability Partnership

☐S Corporation

28. What product or service does this business sell?

29. Over the past three years, have your sales steadily **increased**, **decreased**, or remained about the **same**? (please circle only one)

30. Where do your customers live? (please estimate the appropriate percentages and write them in the spaces provided in front of each choice)

_____Tomahawk _____Outside Tomahawk but in Lincoln County _____Outside Lincoln County

31. Please name your key competitors both in and outside of Tomahawk.

32. Please write down any additional thoughts or comments.

Thank you again for completing the survey!

Portions of this survey are based on information from the University of Wisconsin Center for Community Economic Development, the Wisconsin Main Street Program, the University of Minnesota Business Retention and Expansion Program, the University of Wisconsin Extension Plover City Community Assessment, and the Wisconsin Department of Commerce.