

**Business Retention Program Survey**

**PURPOSE:**

The purpose of this survey is to identify issues or concerns and opportunities for the Georgetown business community that can be aggregated and addressed or optimized.

**CONFIDENTIALITY:**

Your individual responses to this survey are confidential and will not be released. They will be summarized with the responses from other firms and a report of overall trends will be posted on the City Of Georgetown web site for the general public. Where there are specific issues requiring follow-up, a representative from the City Economic Development staff will contact the Company as well as enlist other City staff as necessary for resolution.

**REPORTING:**

Once the information collected is compiled, copies of the report of trends will be provided to all firms interviewed.

**INSTRUCTIONS:**

Please answer the questions as honestly and as accurately as possible. Check responses or fill in the blanks as appropriate. If you do not have an answer or do not want to answer a question, please state that fact rather than leaving the question blank.

**Interview Highlights**

***SECTION II: Business Characteristics***

When was your business established? Have you been at your current location since establishment? How long have you been operating in Georgetown?

What are the major products, or services offered, and what is the estimated percentage of sales from each one?

What are the other business locations/functions (e.g., headquarters, manufacturing, warehousing, distribution)?

***section iii: LABOR FORCE***

How many people are currently employed in your business (include a 5 year projection)? Please break this out between full-time, part-time, and contract (i.e. temporary/seasonal).

Are you anticipating an increase or decrease in employment?

How would you estimate the percentage distribution of your employees commuting from Georgetown, Round Rock, Austin, another city in the area, out of state?

What has been your turnover rate over the past 12 months and what are the contributing factors?

What key factors most affect the overall labor climate?

What kinds of training do your current and future employees need?

What training is required by your company, outside agencies, or is just a nice to have (desired but not required)?

***SECTION IV: MARKET FACTORS***

What percentage of your firm’s products or services is sold in the city, county, state, US, abroad?

Compared to last year, is your business better, worse, or about the same?

Considering the five largest volume raw materials, supplies or services that you purchase for your business (not including those for resale) estimate percentage purchased abroad, why ?

Are your supply requirements sufficient to possibly recruit suppliers to this area? Please identify needed/desired suppliers.

What market factors are the most significant for your business today and in 5 years?

***section v: COMMUNITY FACTORS***

What is your overall opinion of Georgetown as a place to conduct business?

What are your top three (3) reasons for locating or keeping your business in Georgetown?

At the present time, what 2 or 3 areas are of greatest concern to you and your business?

How has Southwestern University impacted your business (describe primary ways)?

***section vI: LOCAL SERVICES***

Please describe your IMMEDIATE business needs or concerns that could be addressed by local government or local private entities. Examples include transportation, safety, building or construction, utility, or other.

***section vII: BUSINESS FACTORS***

Describe any kind of facility modernization, renovation, or expansion you are considering?

What factors may influence your possible expansion?

Do you face any constraints to expansion?

Please estimate your additional space needs (acreage, building sq. ft.)

Are you currently considering closing your business or relocating outside the Georgetown area?

***section vIII: CLOSE***

Facility Tour at time of interview if time permits. Also, would you consider a tour of your facility in the future to include city officials (i.e. Mayor, Council, GEDCO), and/or business community members such as chamber or Manufacturer’s Alliance? Would you be interested in a public safety assessment (i.e. by local Fire and or Police Depts.)?