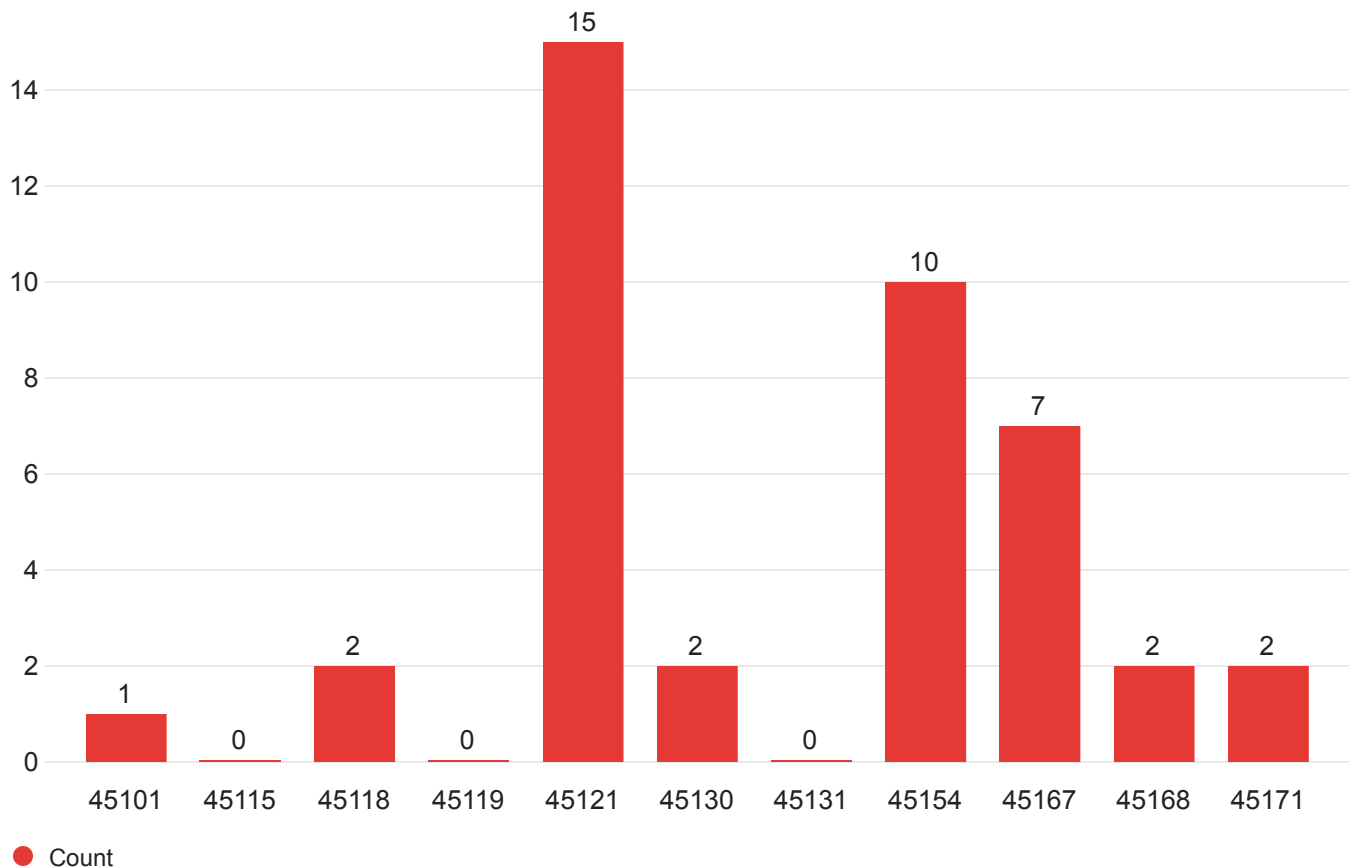


Brown County Business Retention and Expansion Survey September 2019

1.) Please select the area code of your business' location.

41 Responses



36% of participants were located in the Georgetown area code.

26% were located in the Mt. Orab area code.

17% were located in the Ripley area code.

19 (46.%) - Retail

14 (34%) - Other

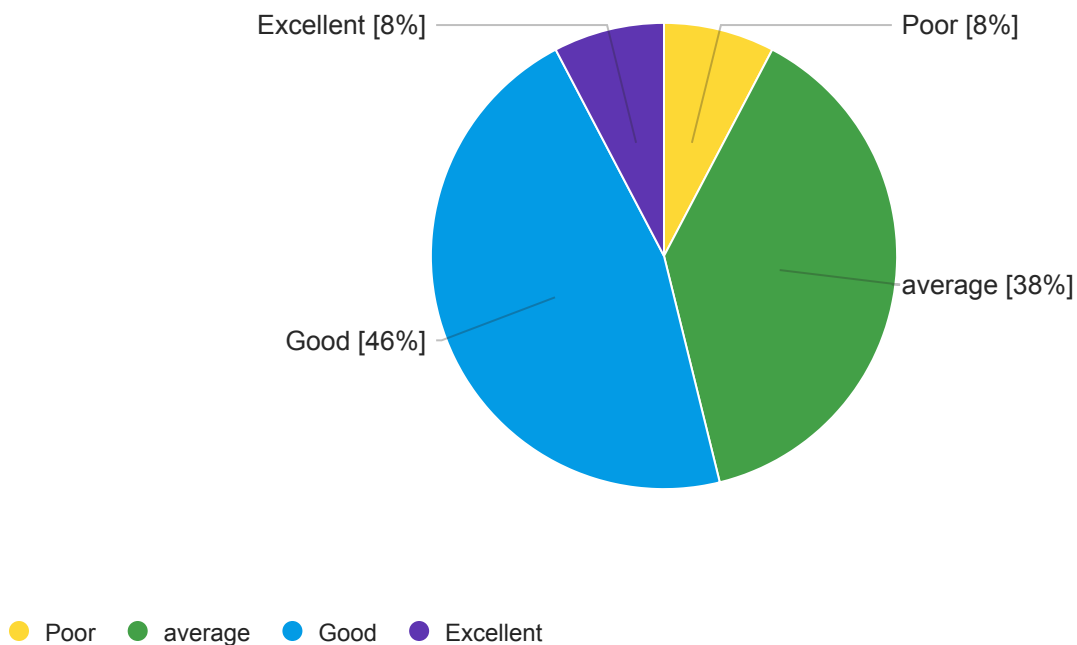
8 (20%) - Service

Other:

1. **Education**
2. **Utilities**
3. **Child care**
4. **Sports**
5. **Health Care**

2.) What is your overall opinion of your community as a place to do business? (in Brown County)

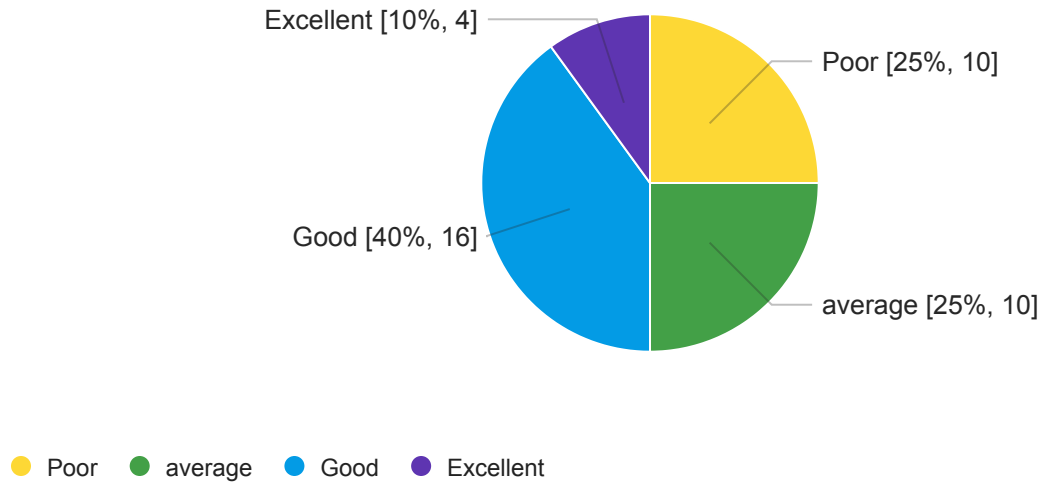
39 Responses



54% of businesses felt that Brown County was an above average location to do business.

3.) What is your overall opinion of your community as a place to do business? (In the zip code of your business' location)

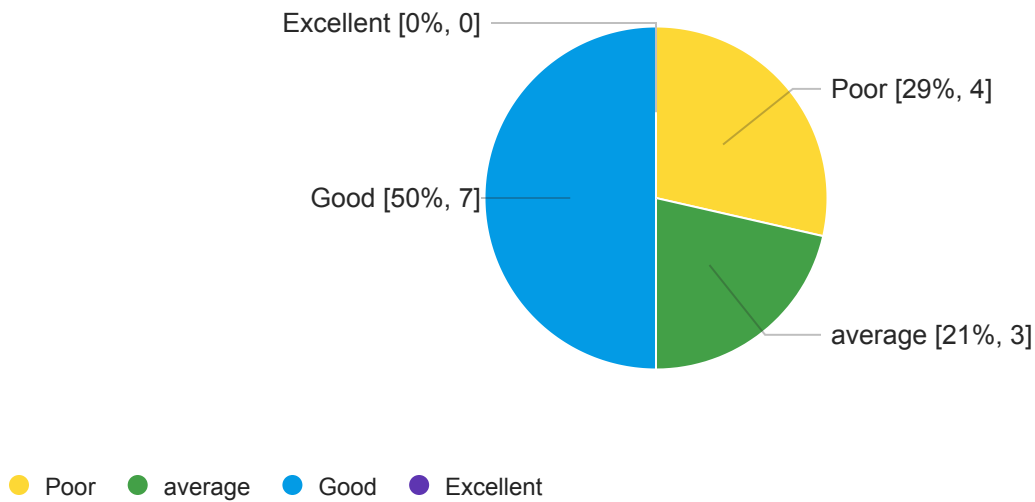
40 Responses



25% of businesses stated that they feel their zip code is a poor place to do business.

4.) What is your overall opinion of your community as a place to do business? (In the zip code of your business' location) 45121

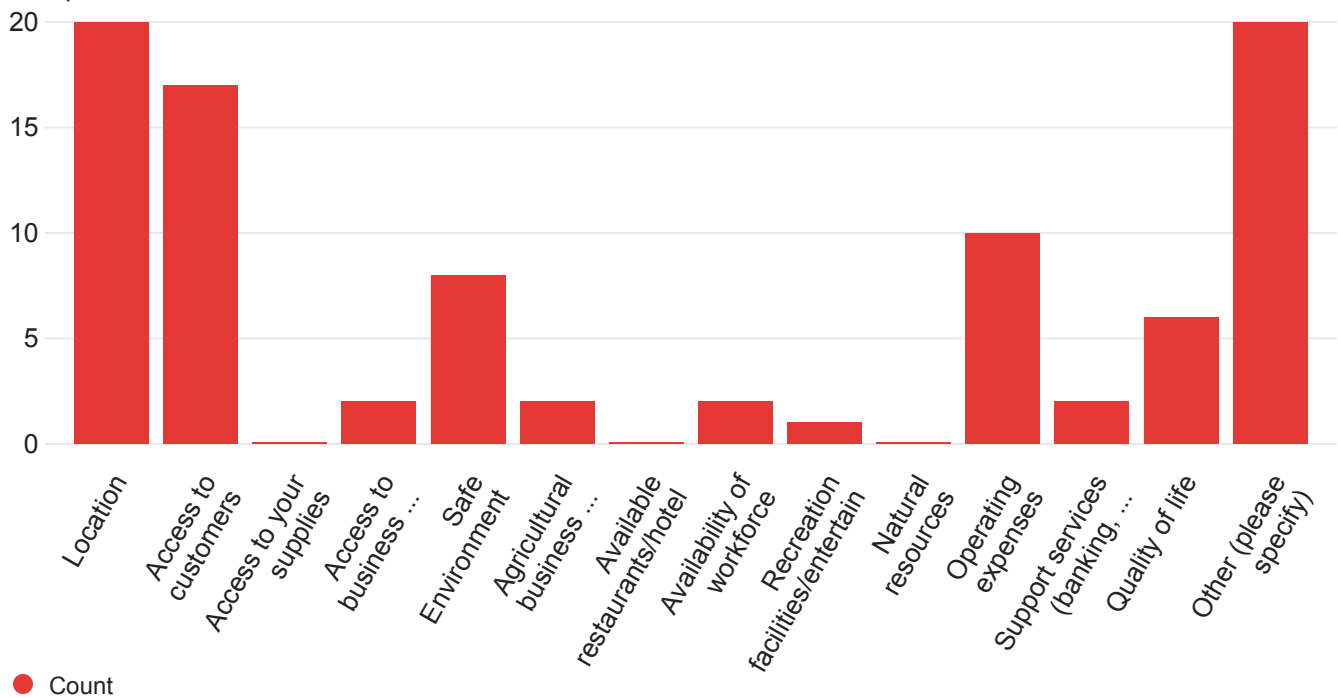
14 Responses



As we compare responses between our two largest areas of participation, 50% of businesses in the Georgetown area rated their location as average or below average. 100% of businesses in the Mt. Orab area rated their location as an above average area to do business.

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

39 Responses



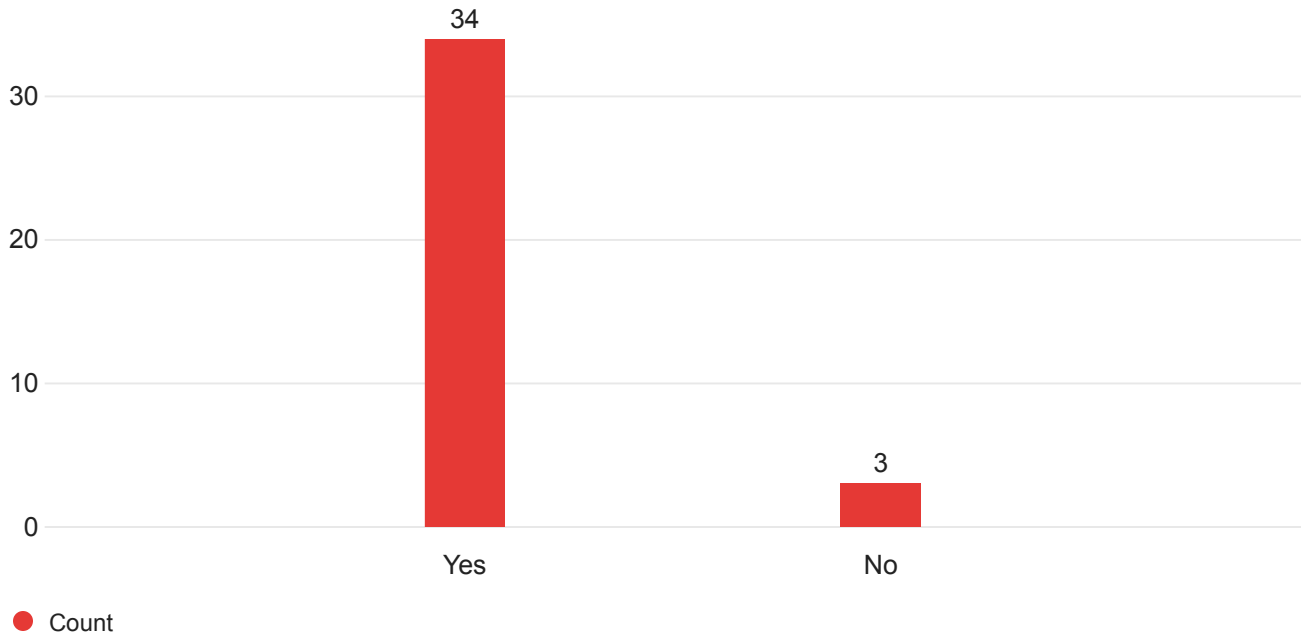
Location and access to customers were the top two reasons why businesses say they are located in their current locations. The other top response was the option to provide a different reasoning for their location. See below:

Other Responses:

- County office location
- This facility has been serving this community for over 150 years.
- I've always been a resident of Brown County and wish to remain in this area.
- This is where my home is located, which I have turned into a bed and breakfast.

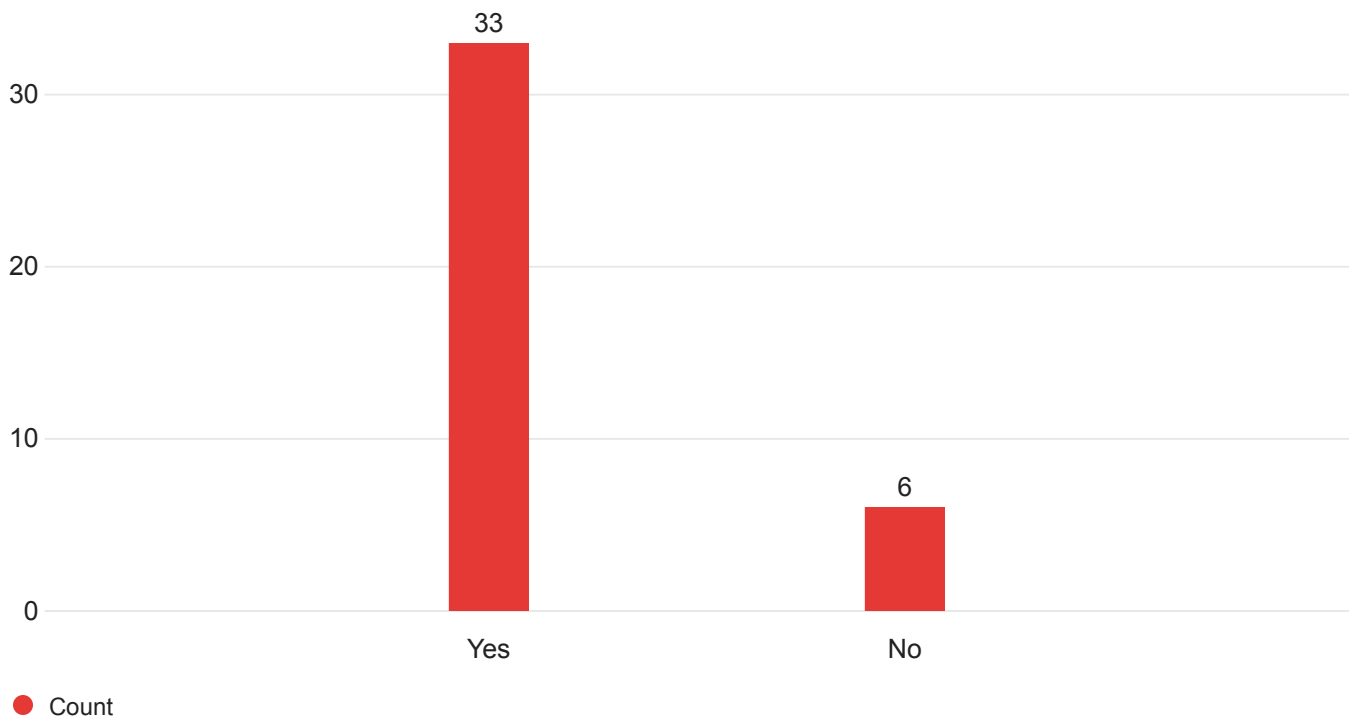
6.) Would you recommend another business to locate in Brown County?

37 Responses



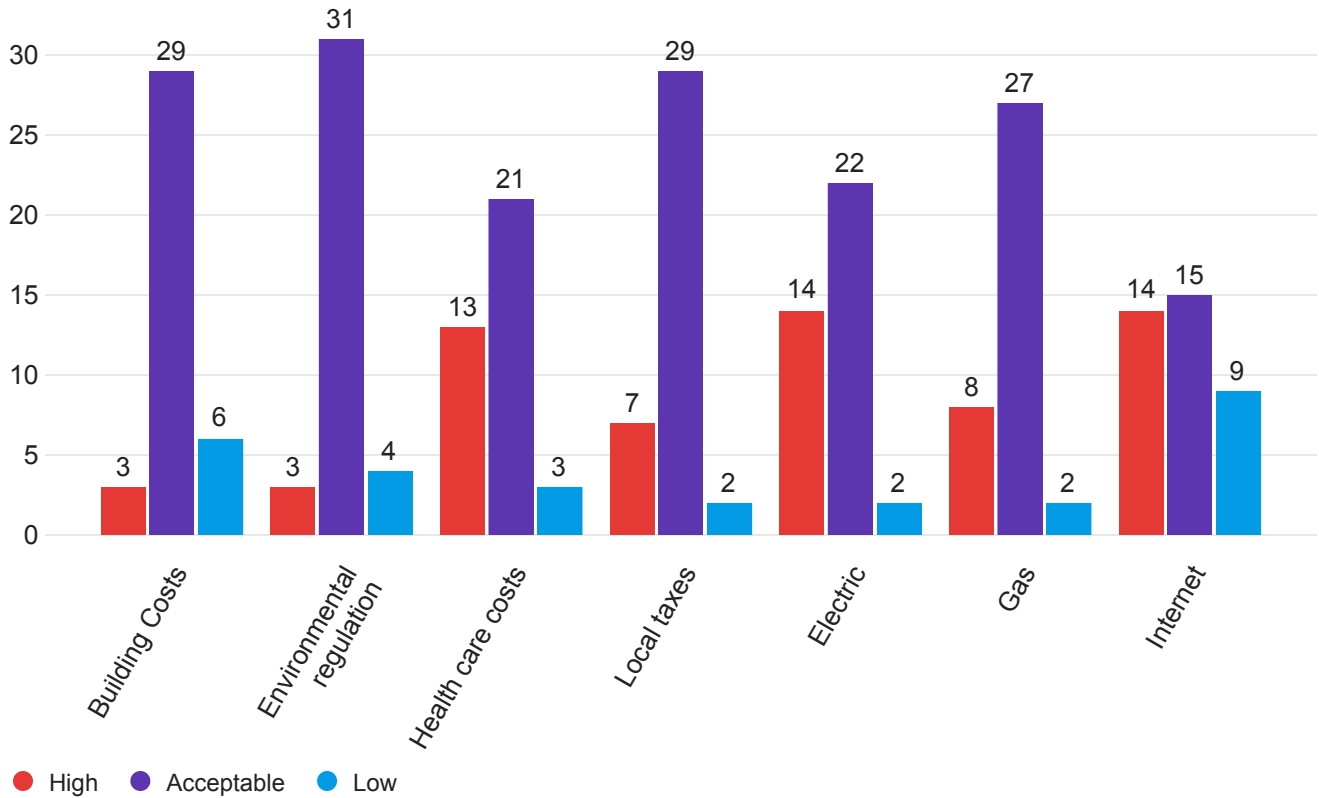
7.) Would you recommend another business to locate in the zip code of your business' location?

39 Responses



8.) Please rate the cost of doing business in your community

38 Responses

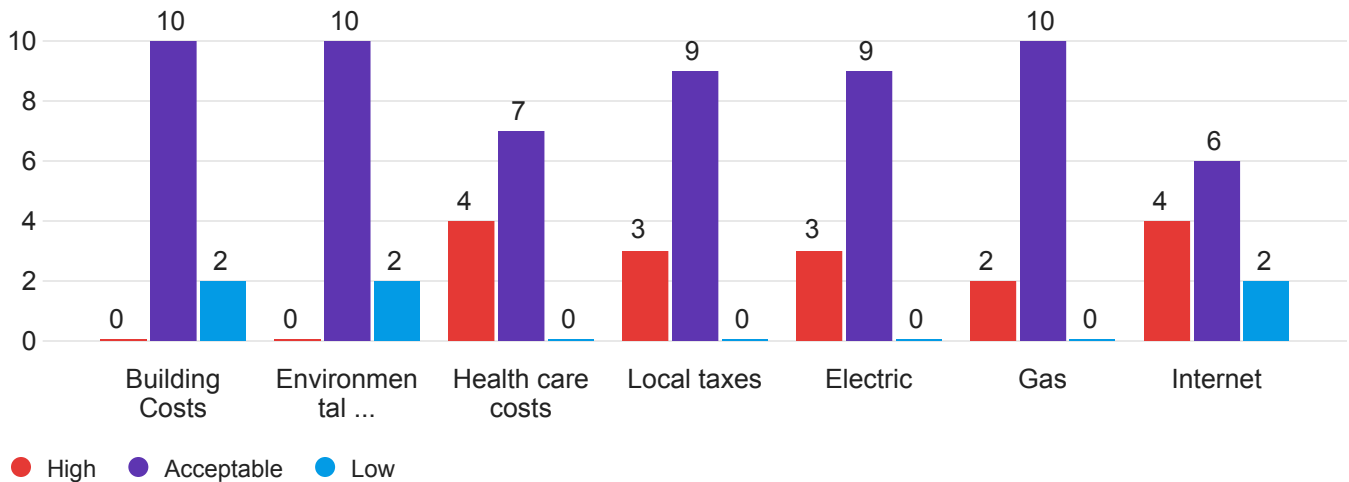


Building costs, environmental regulation and local taxes were reported as the most acceptable cost to businesses.

Internet, electric and health care costs were reported as highest costs to businesses.

9.) Please rate the COST of doing business in your community - 45121

38 Responses



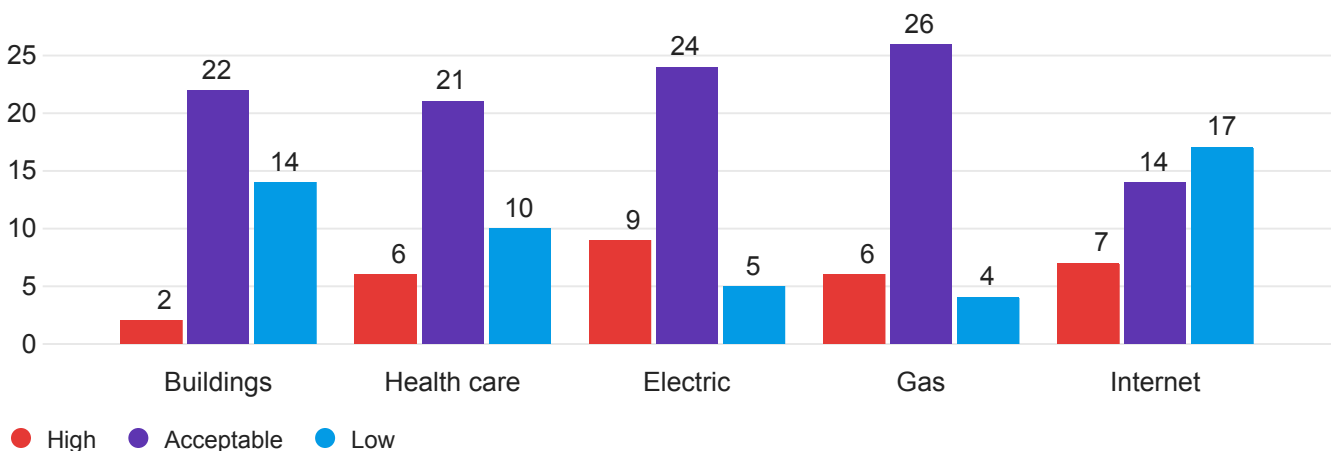
In Georgetown, the results were similar to the county average.

Businesses rated the internet as the lowest quality service.

Gas and electric were both reported as most acceptable to high quality options.

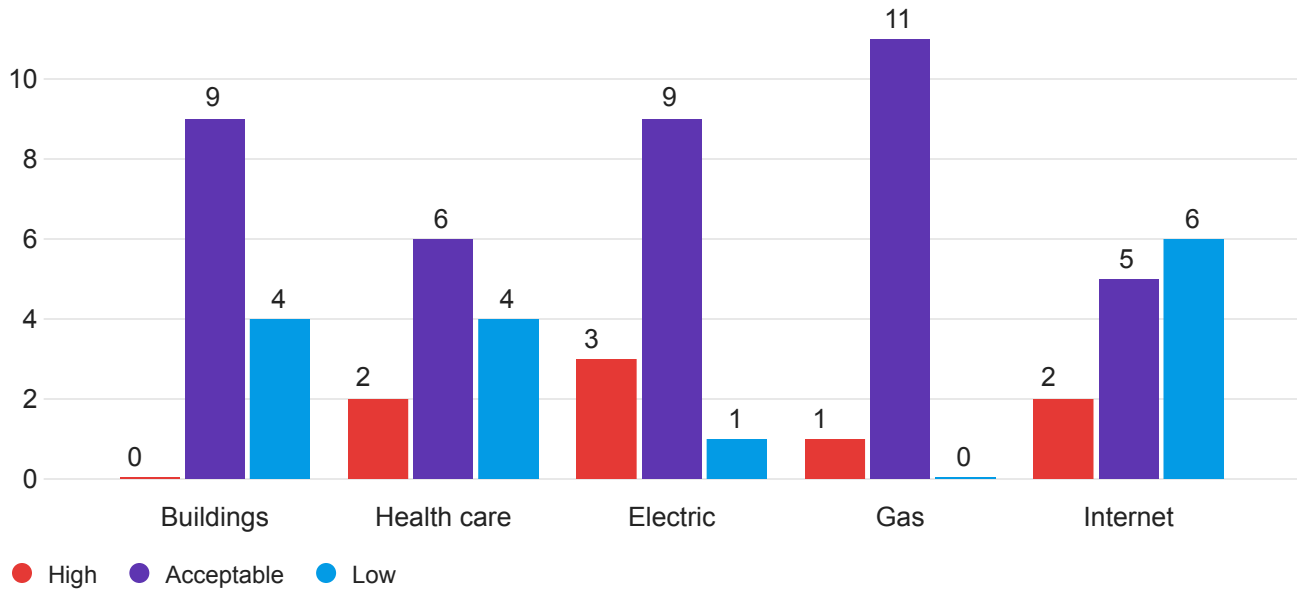
10.) Please rate the Quality of the following options in your community.

38 Responses



11.) Please rate the QUALITY of the following options in your zip code - 45121

38 Responses



12.) Are you currently considering moving, closing, selling, or merging with another company? (Check one)

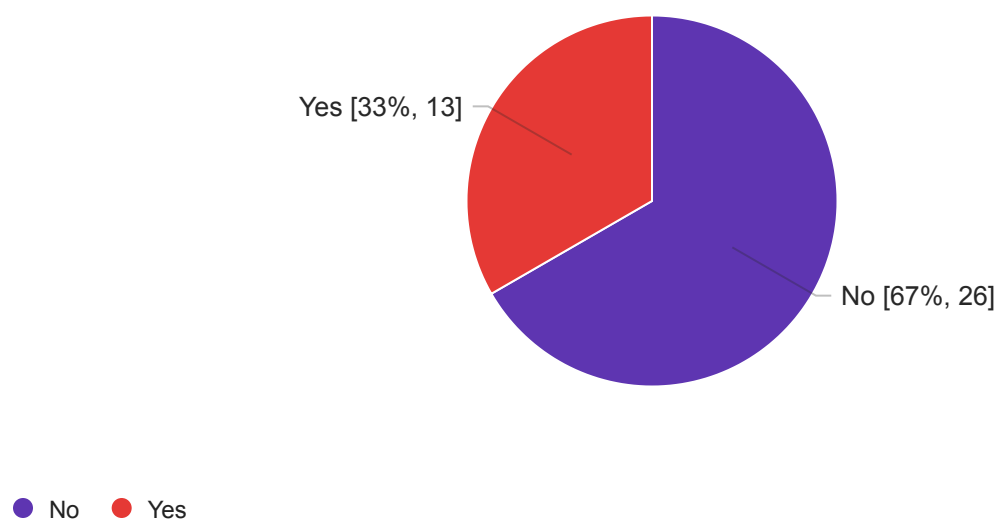
Only 14% (6 of the 41) of participating businesses have intentions to move, close, sell or merge with another company.

13.) When are you considering moving, closing, selling or merging with another company?

4 of the 6 respondents indicated that they plan to move, close, sell or merge in 1 year or longer

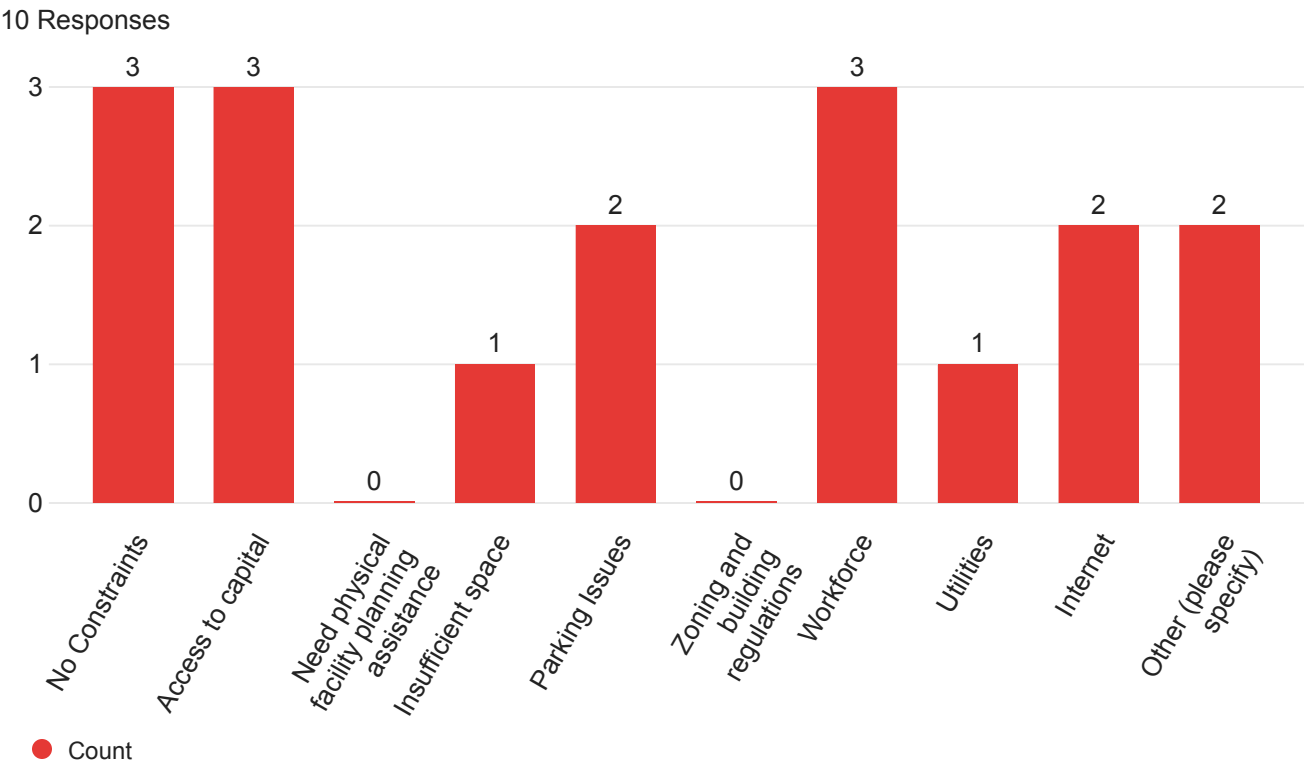
14.) Do you have any plans to modernize or expand your business?

39 Responses



Only 13 (33%) of participating businesses reported that they are intending to modernize or expand their business in the future.

15.) If you plan to expand or modernize, do you face constraints? (Check all that apply.)



Most businesses did not list any constraints. Of the reported constraints, workforce and access to capital were the leading issues.

Other options that were listed:

- 1. Can't expand until our customer base expands. Need jobs in our county!
- 2. 45167 zip code is in the 100 flood plain, presents challenges

16.) What type of modernization do you plan to make and when?

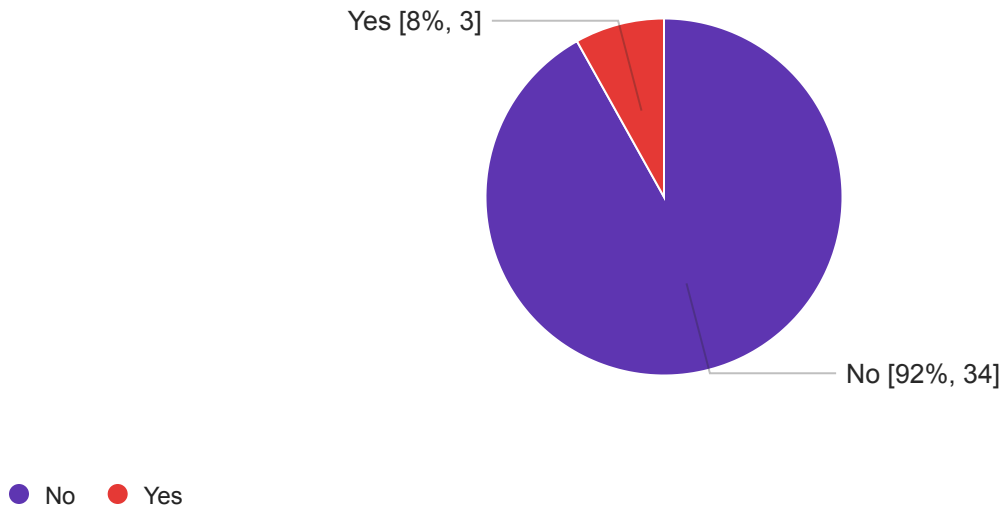
Of the 13 businesses that plan to expand, 90% plan to make their changes within the next year.

The number one change listed was the hiring of more employees.

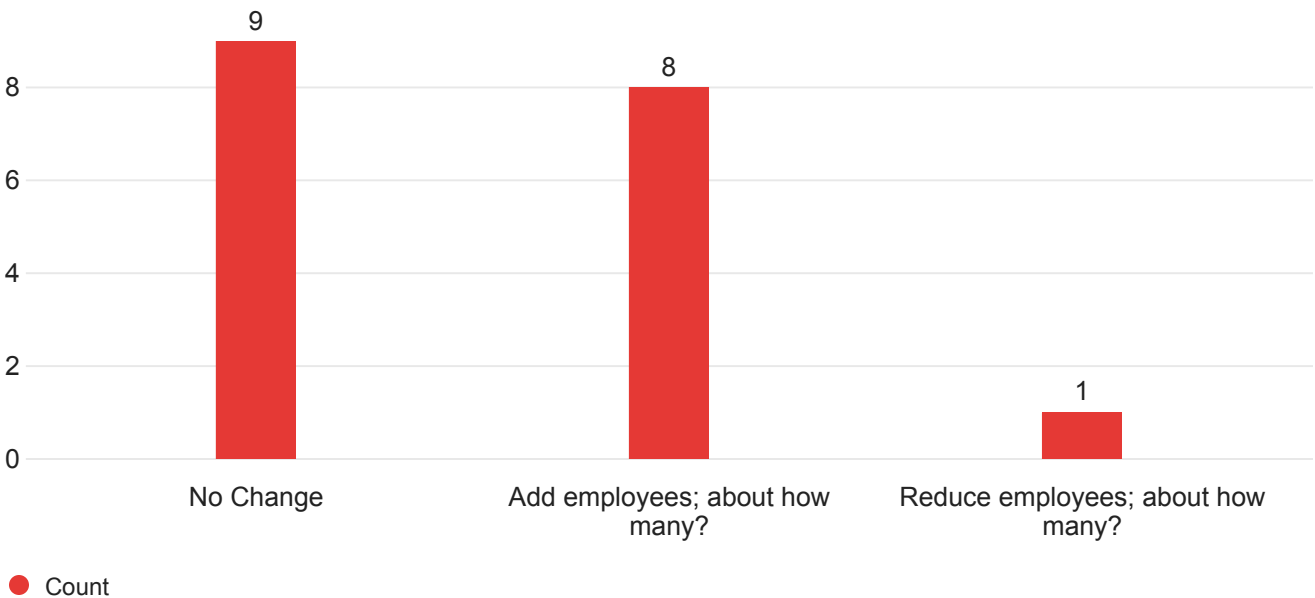
The majority of plans are expected to take place within the next 6 months. The hiring of employees was the number one change listed.

17.) Are you considering opening another store or office?

37 Responses

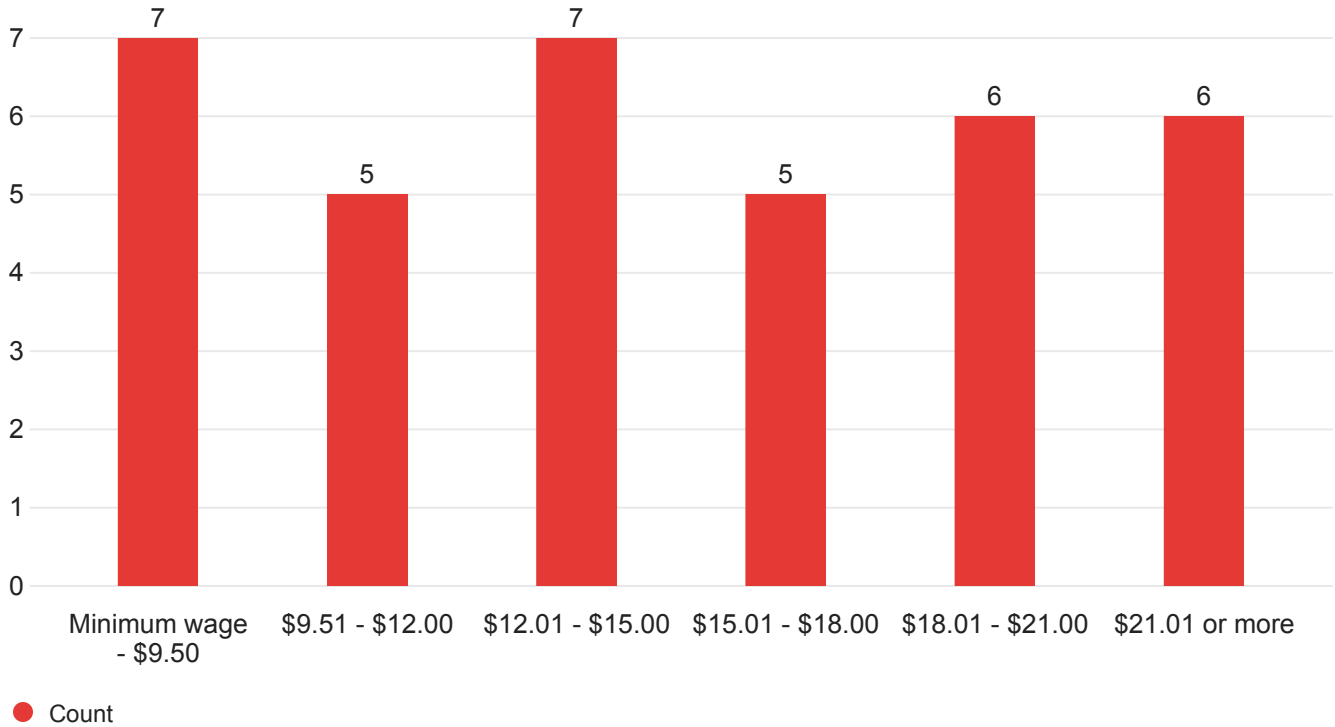


18.) What impact would your plans for modernization, renovation, expansion, moving, closing, merging, or selling have on the number of employees in your current location? (Check one).



19.) What is the average hourly pay range for your employees?

36 Responses



Upper scale: 15.01+

17 responses

0-10 employees: 9
 11-25 employees: 3
 26+ employees: 5

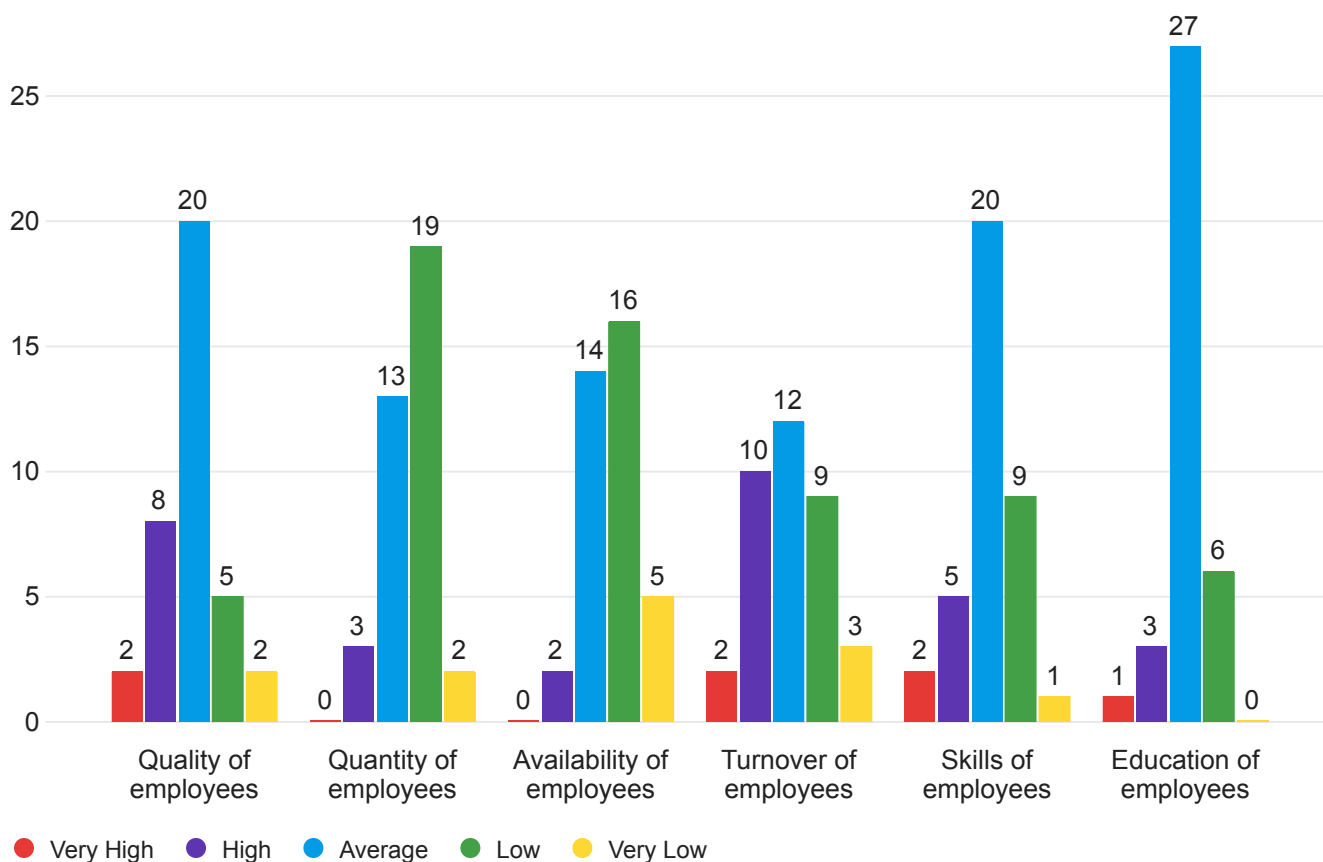
Lower Scale: \$15.00 and below

19 Responses

0-10 employees: 9
 11-25 employees: 5
 26+ employees: 5

20.) How would you rate the local work force?

38 Responses

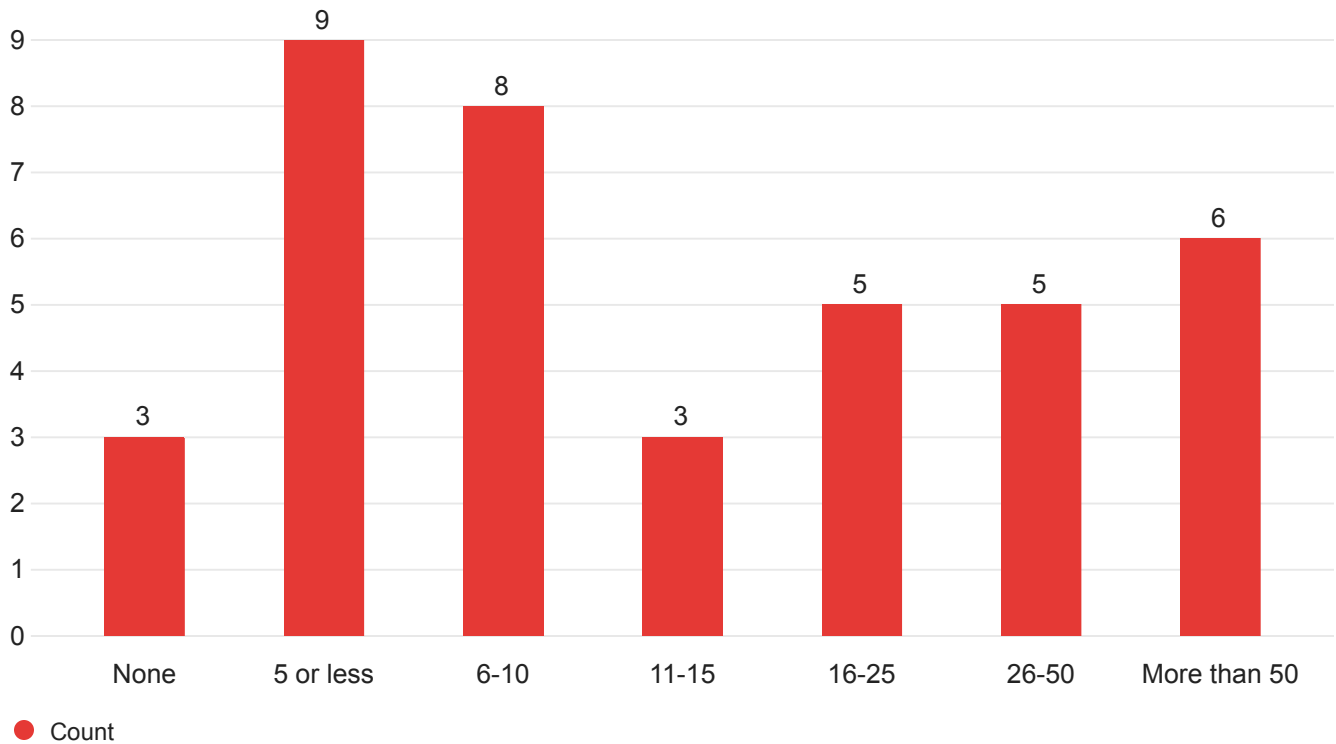


30 of 37 respondents indicated that the quality of their employees were above average

21 of 36 respondents indicated their quantity of employees were low or very low.

21.) How many employees work at your company?

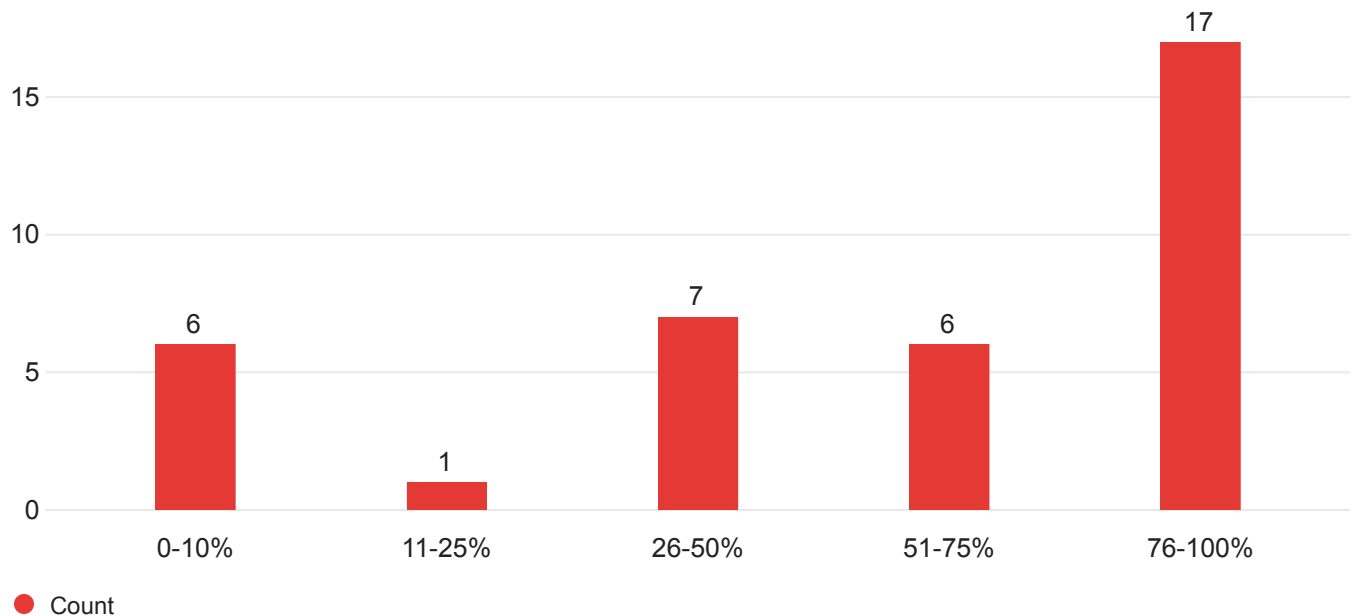
39 Responses



59% of businesses have 15 or less employees.

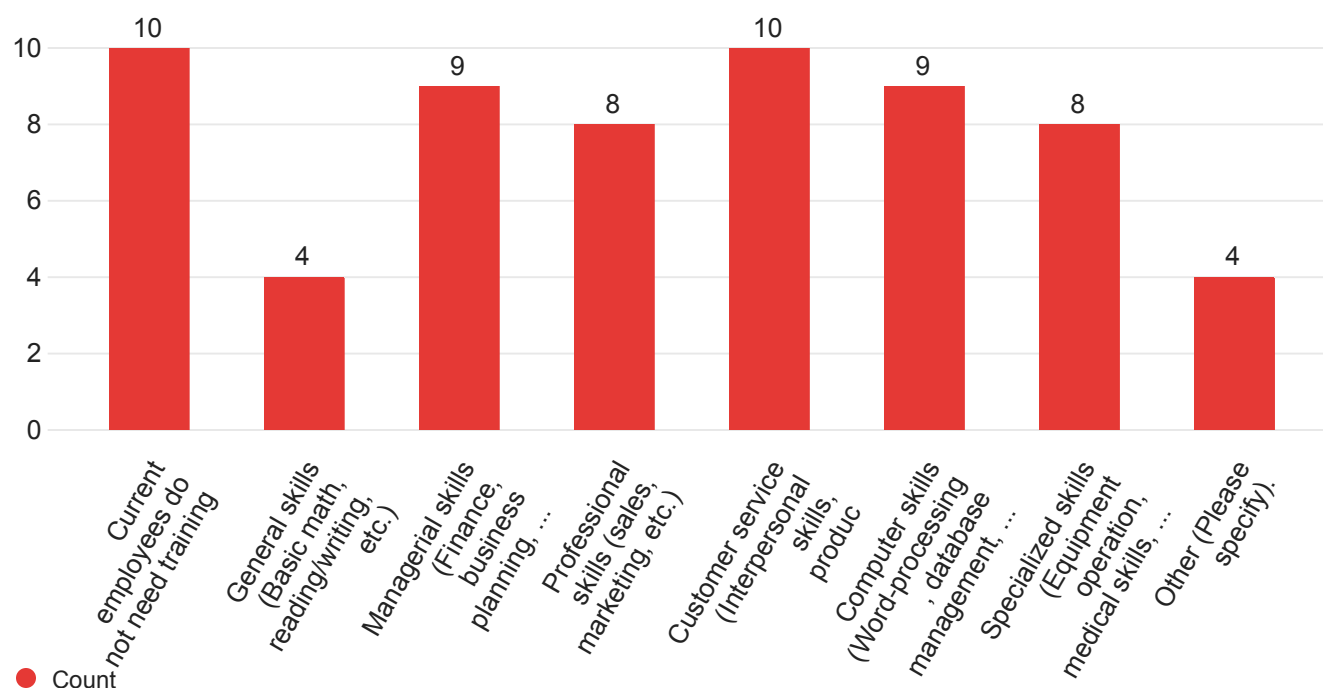
22.) What percent (%) of your employees live in Brown County?

37 Responses



23.) Please check the areas in which your current employees need training. (Check all that apply).

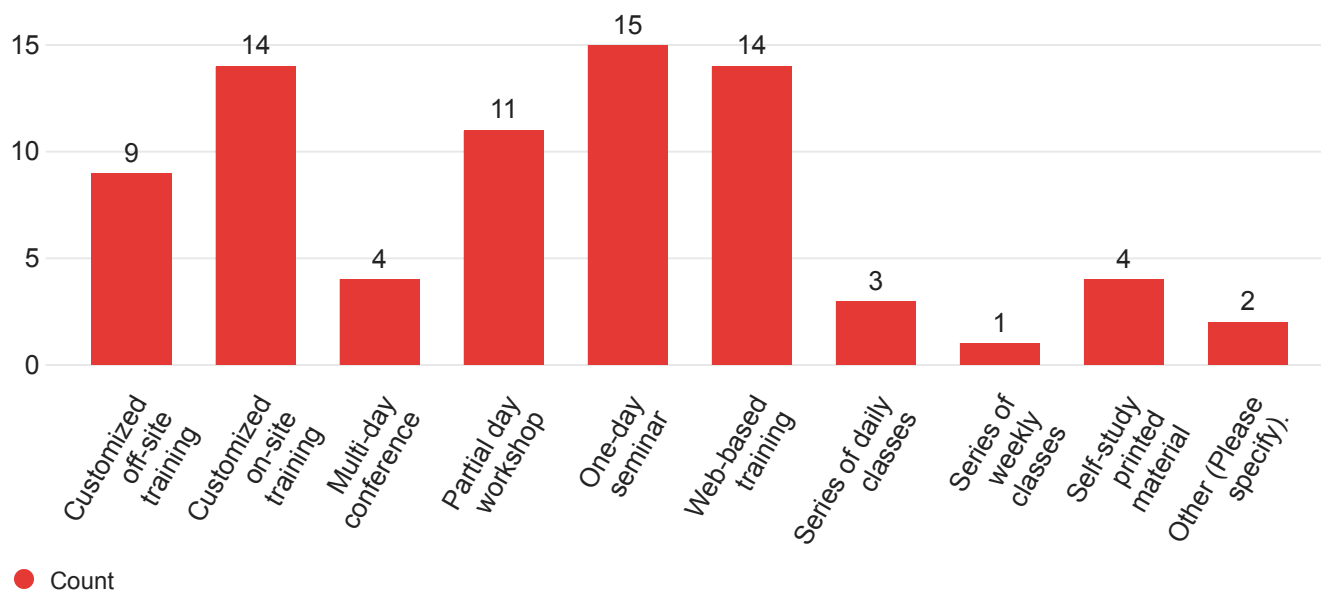
34 Responses



Customer service, managerial skills, and computer skills were the areas where employees need the most training.

24.) Please check the three (3) most preferred formats for employee training offered by outside providers.

31 Responses

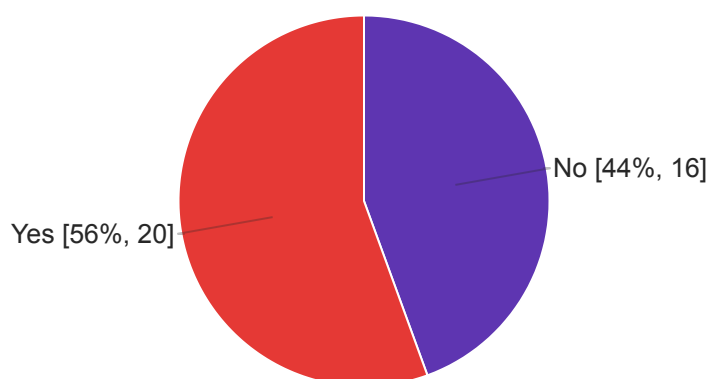


Businesses mostly prefer one-day seminars, customized on-site training, and web based training over other training options.

Previous questions revealed that quality internet access and internet costs are issues. With web based training being one of the most preferred, internet problems create a large hurdle.

25.) Do you typically have a significant increase in sales during any particular part of the year?

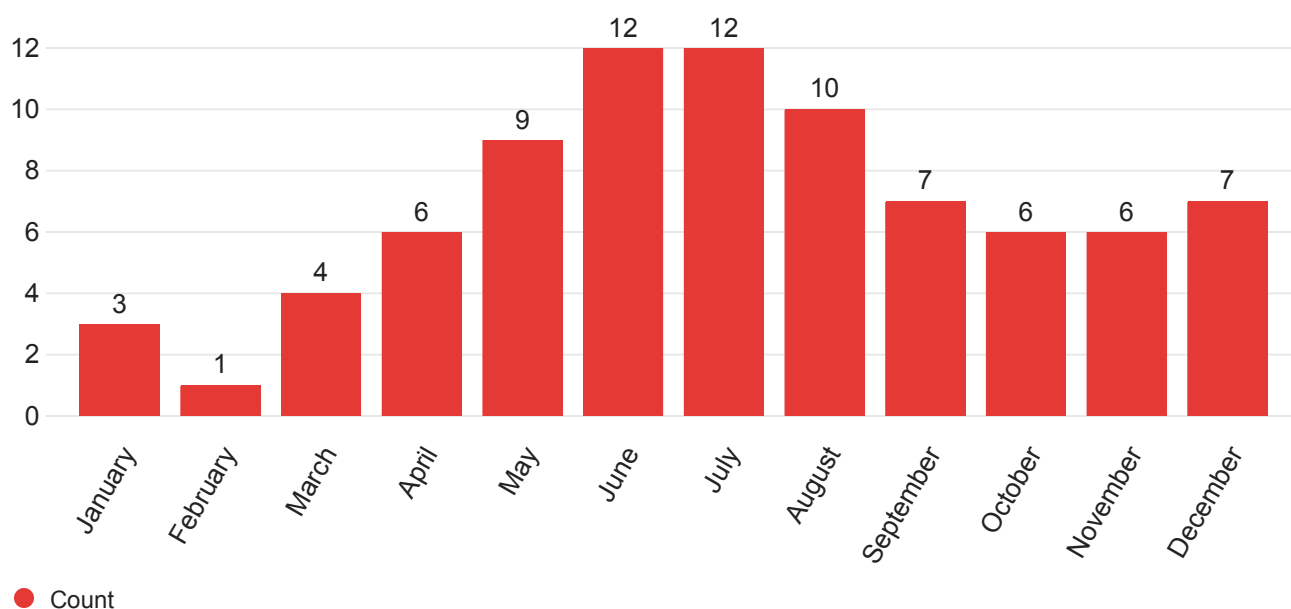
36 Responses



● No ● Yes

26.) If yes, during what months do your sales increase significantly? (Select all that apply).

21 Responses



● Count

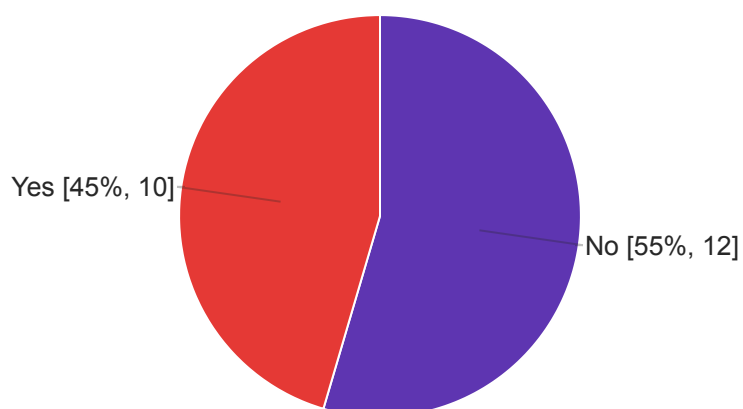
19 (46.%) - Retail

14 (34%) - Other

8 (20%) - Service

27.) If yes, do you hire more employees during this busy season?

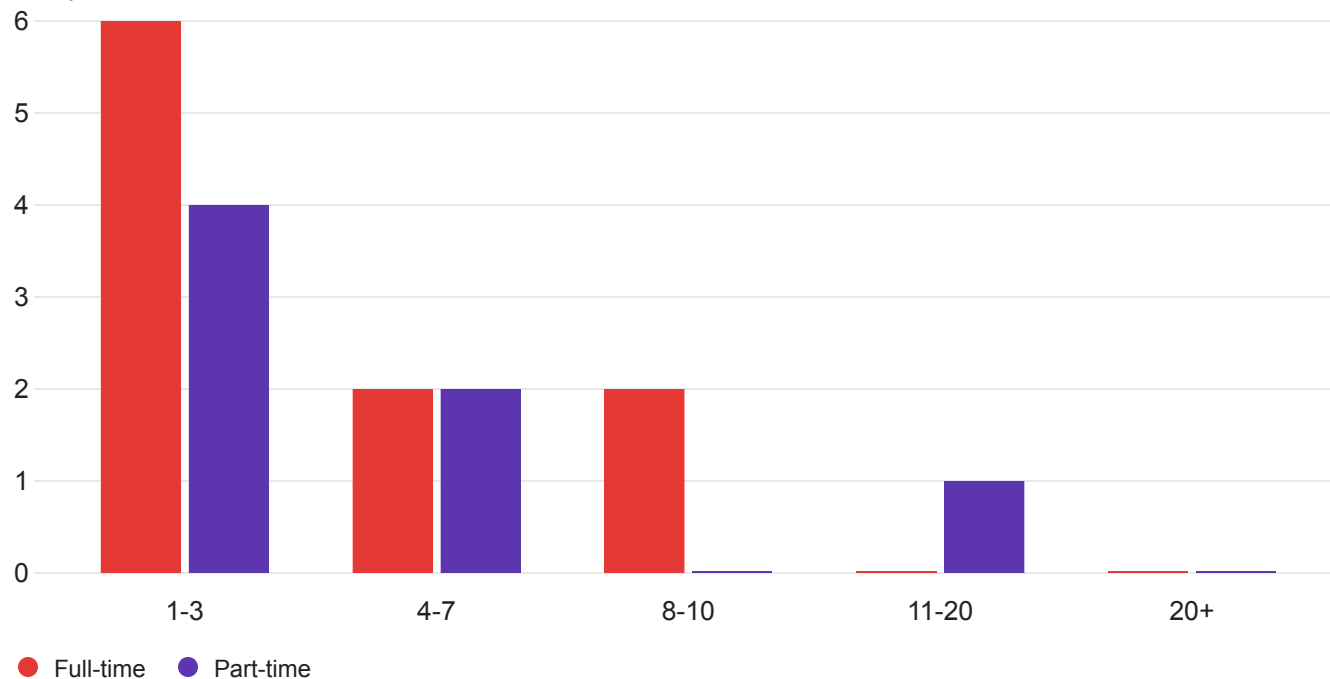
22 Responses



● No ● Yes

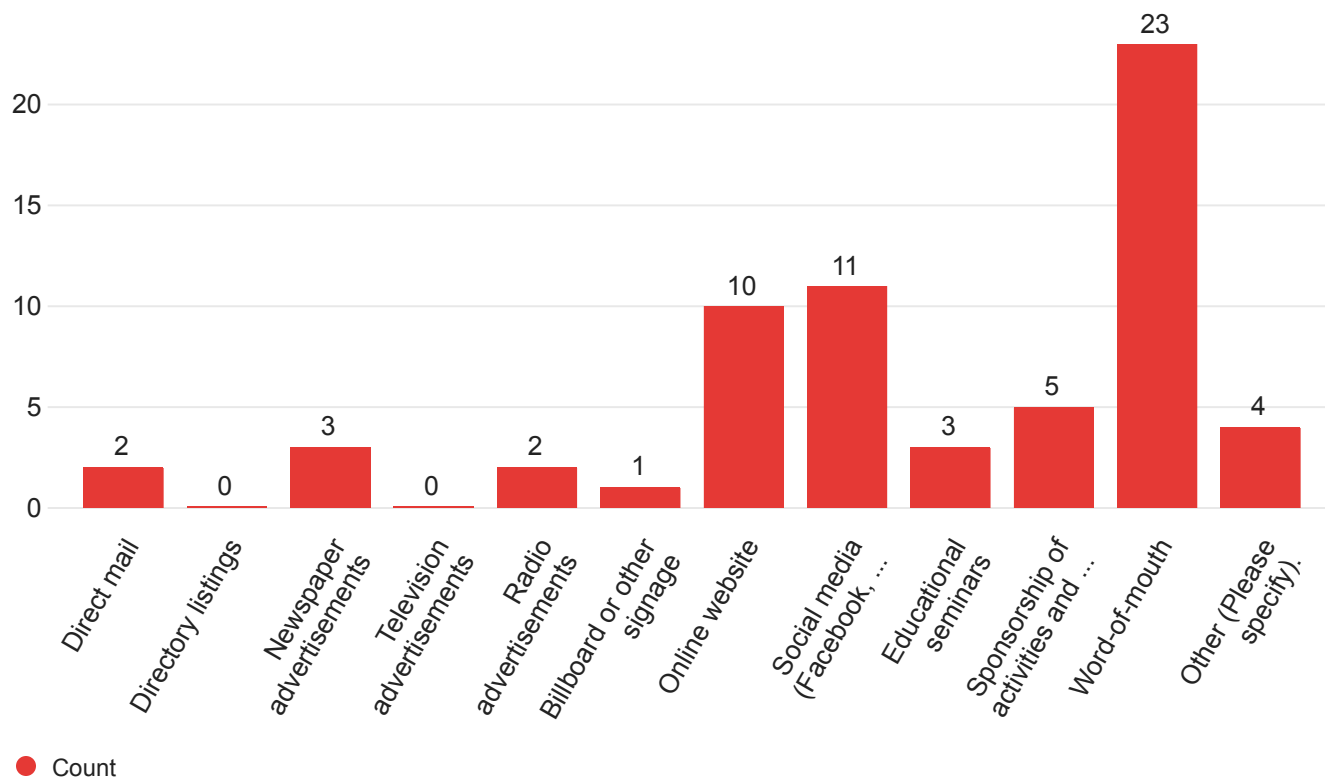
28.) If yes, approximately how many employees do you hire during this busy season?

11 Responses



29.) What are your (2) most successful forms of marketing?

34 Responses

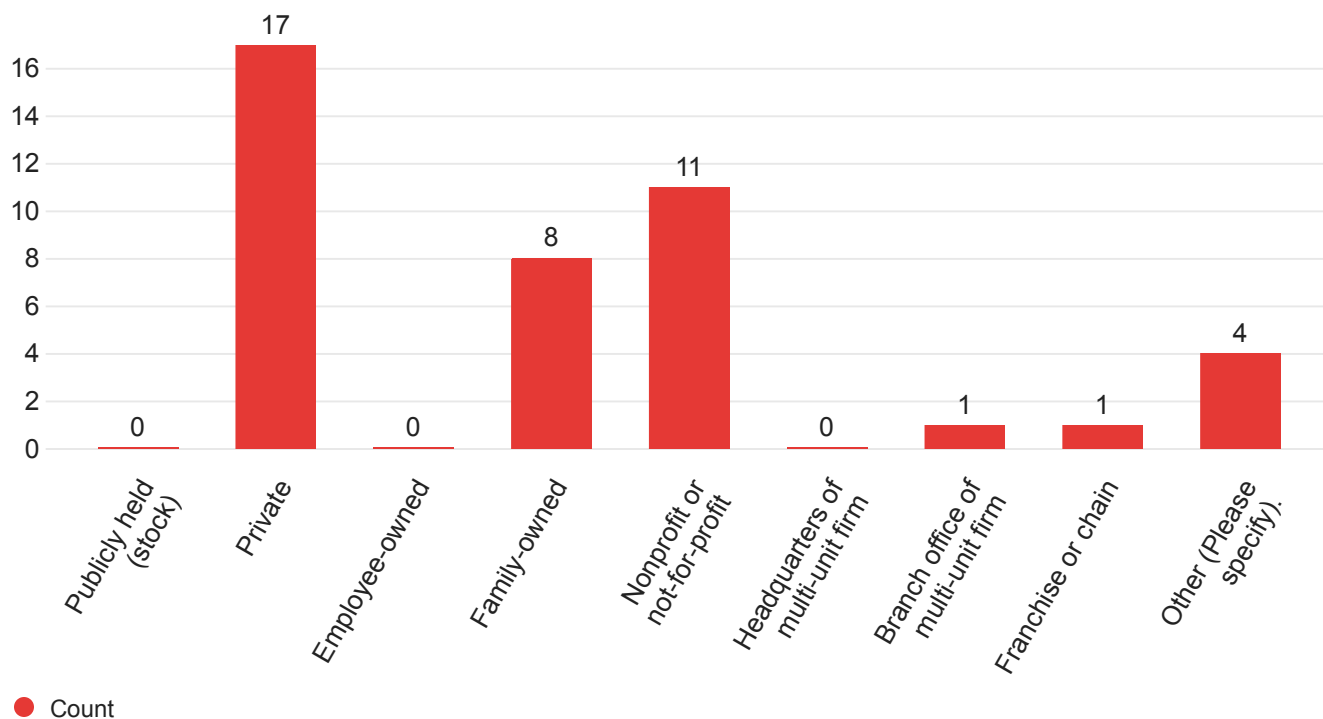


Other responses:

1. Good service/reputation
2. Direct sales
3. Performance and referrals
4. Networking

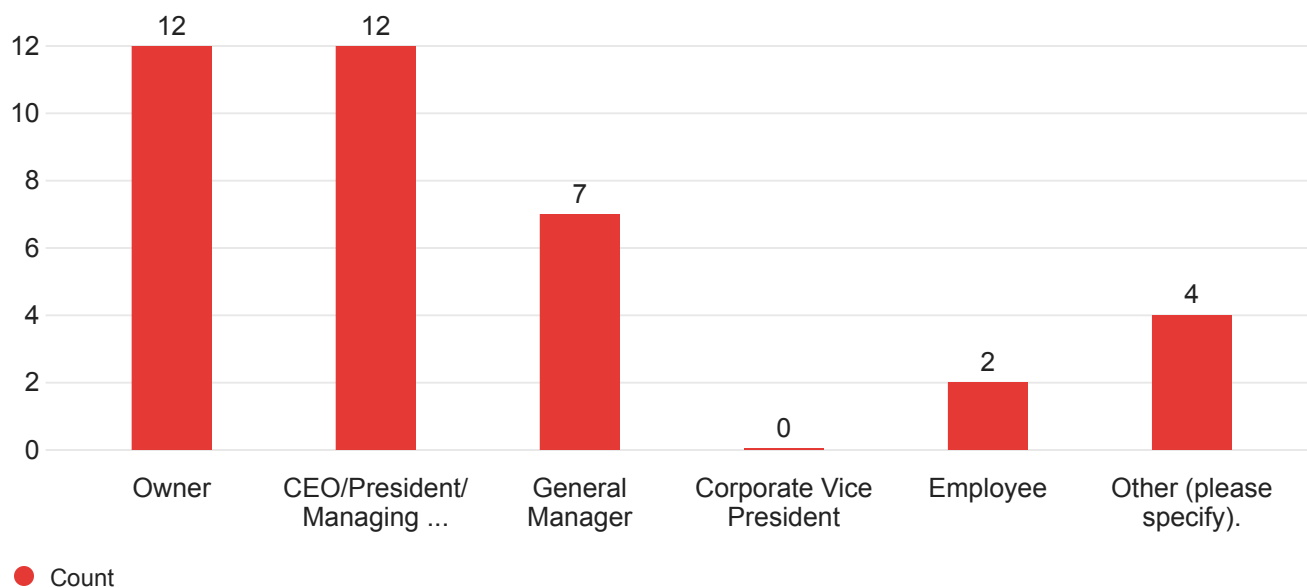
30.) Which of the following best describes your business? (Check all that apply).

37 Responses



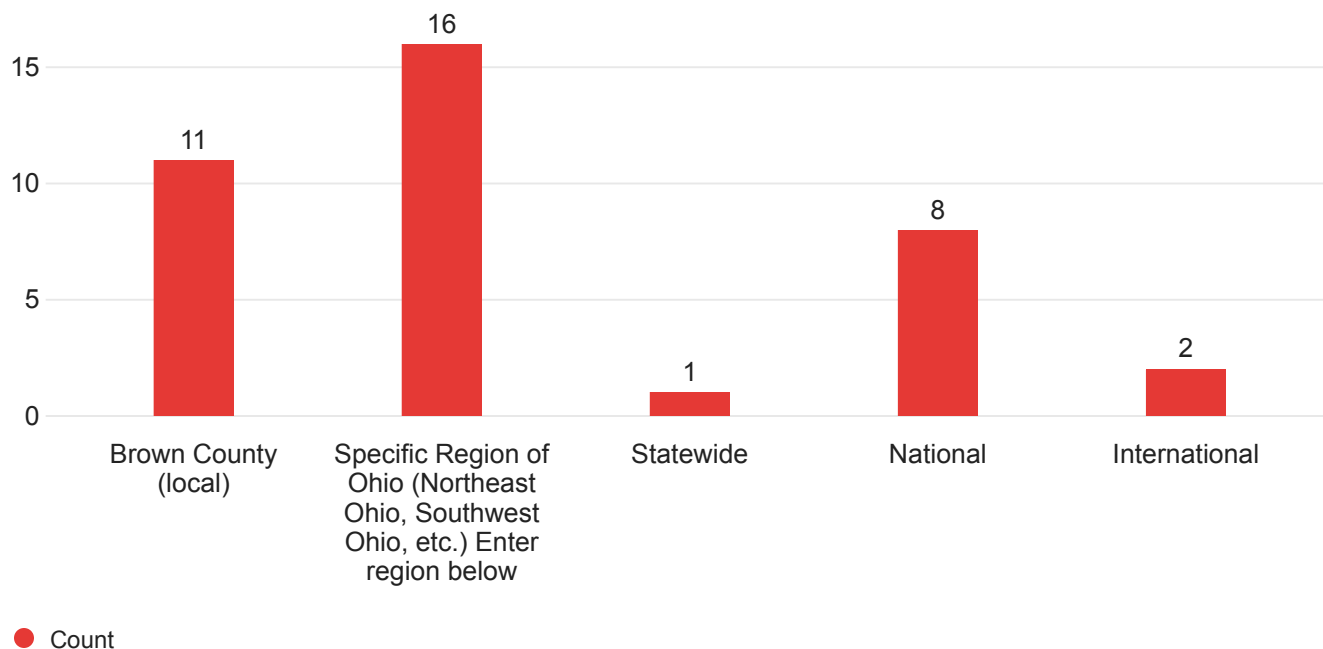
31.) What is your primary title/position?

37 Responses



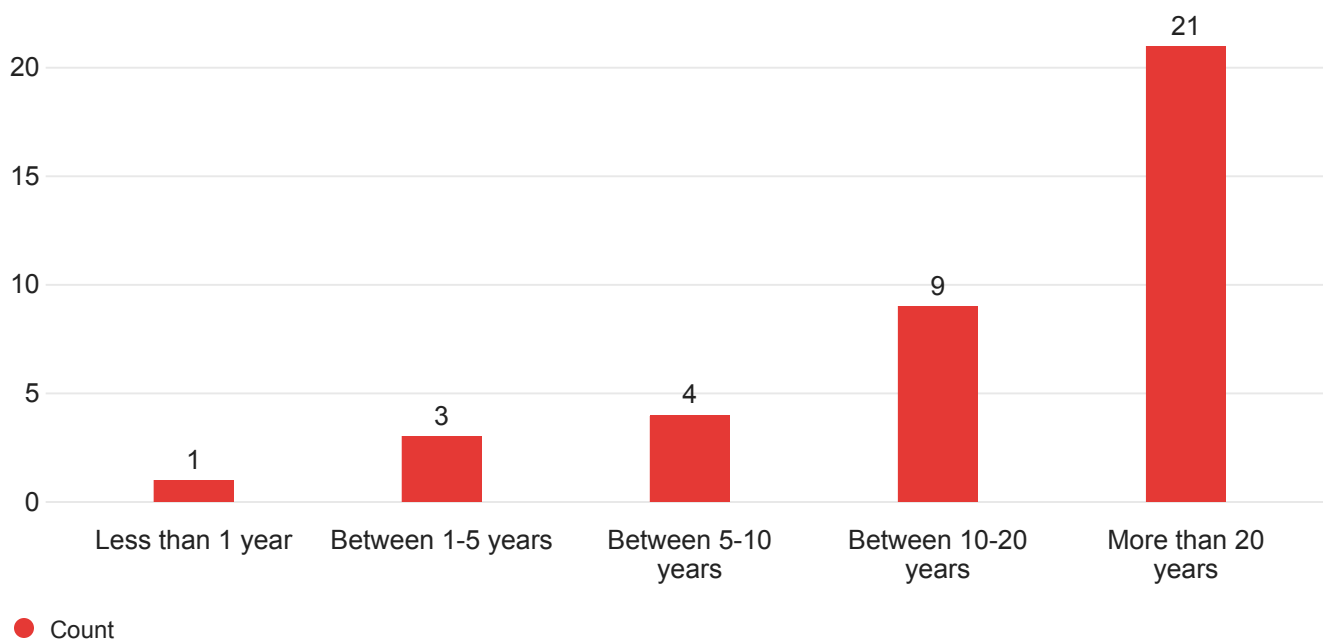
32.) What is your company's primary geographical market?

38 Responses



33.) How long has this business been operating at your current location?

38 Responses



34.) Over the next three (3) years, do you think the following factors will increase, stay the same, or decline?

36 Responses

