Boynton Beach Business Survey

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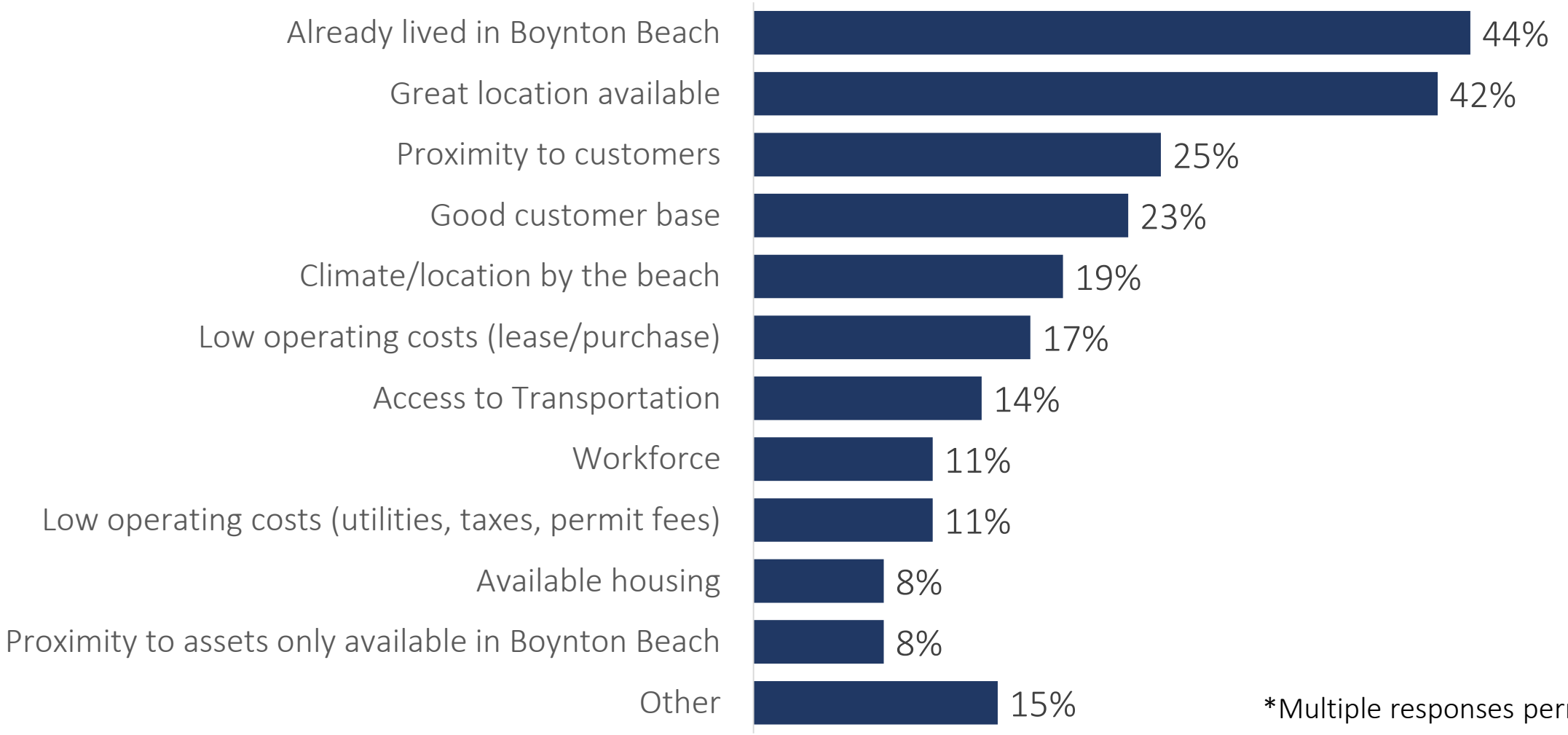
CITY OF BOYNTON BEACH

downs & st. germain RESEARCH

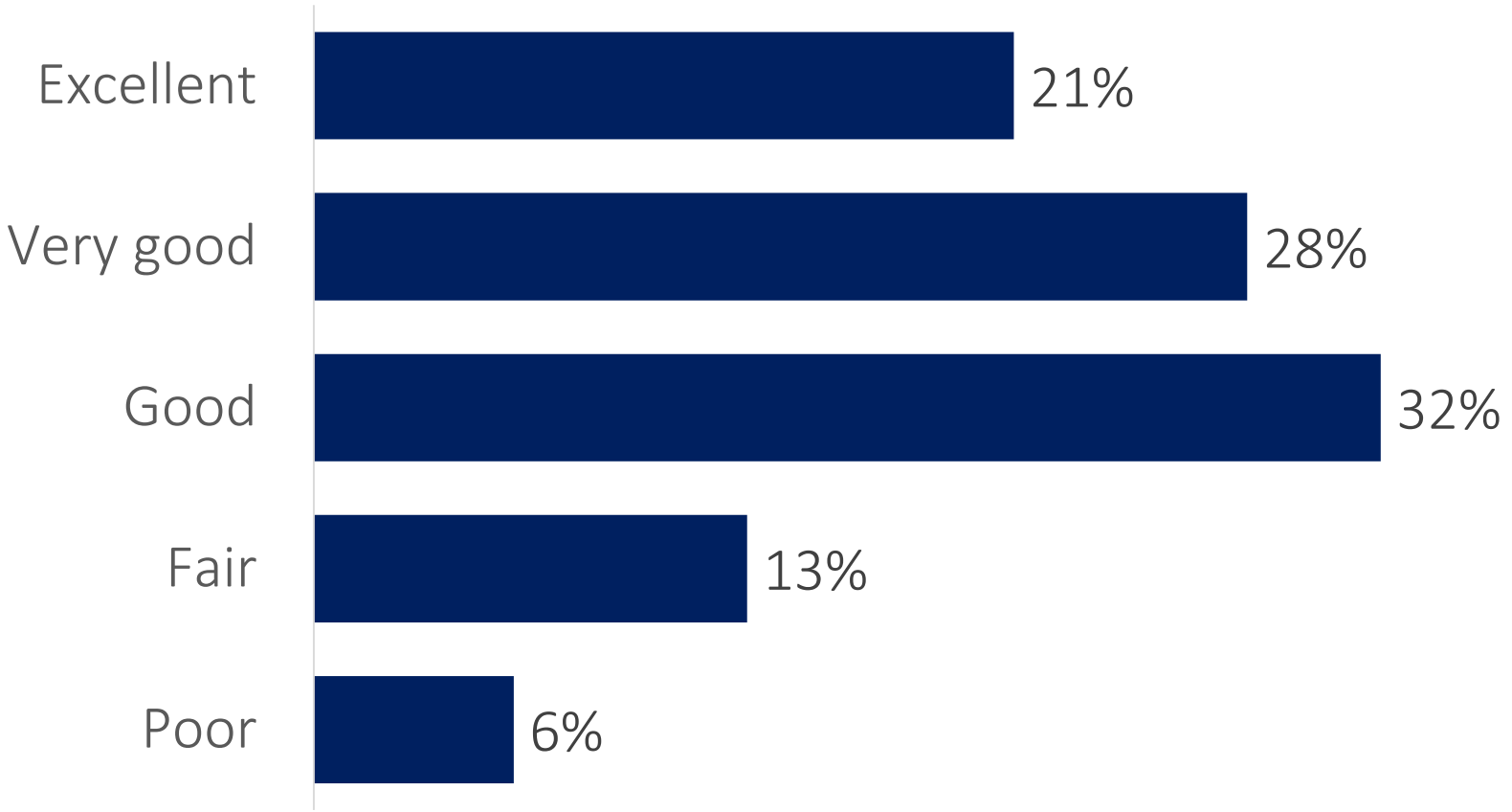
Reasons for Operating in Boynton Beach*



*Multiple responses permitted

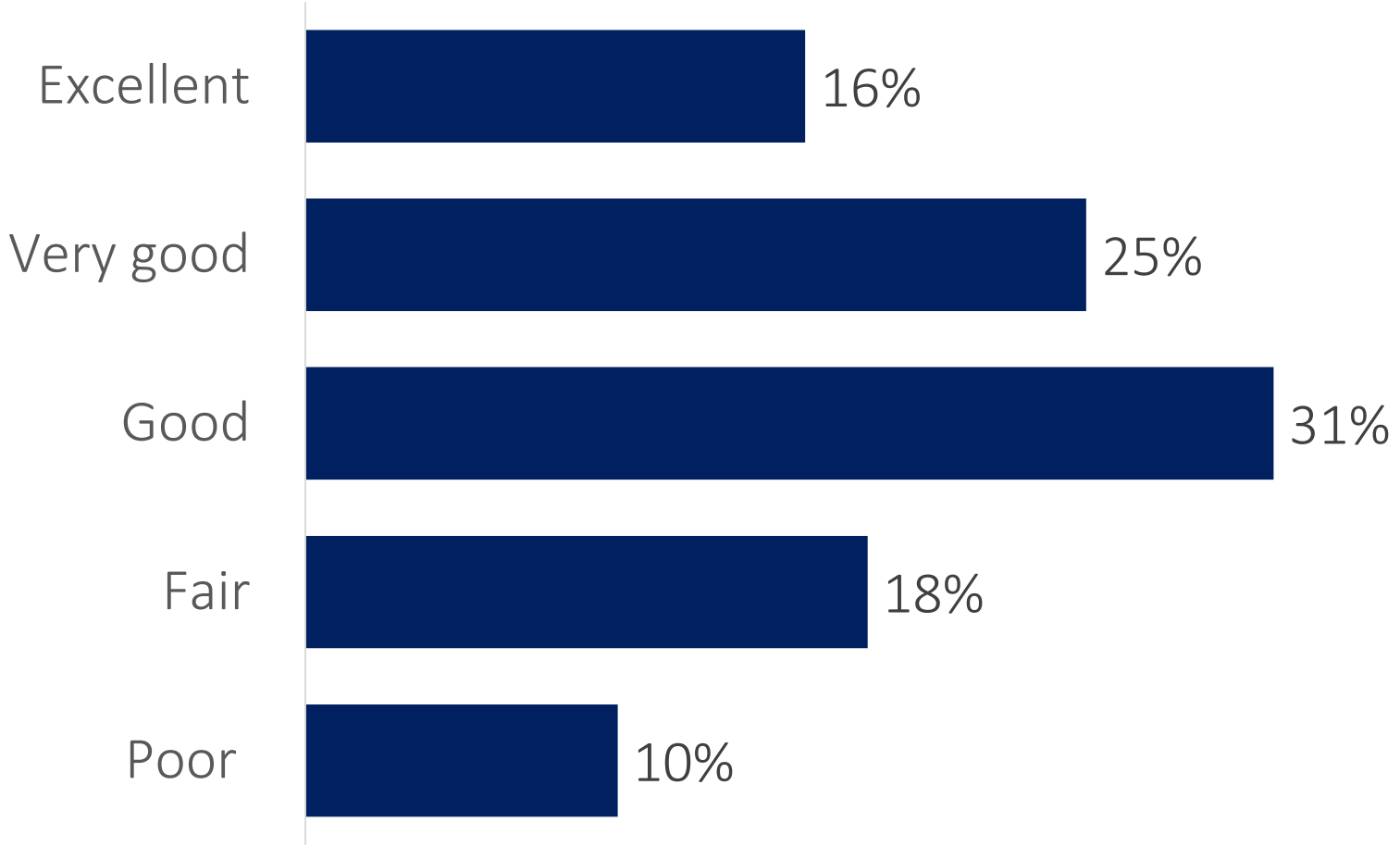
Ratings

- 8 in 10 business owners and managers rated the City as either “excellent”, “very good”, or “good” as a place to have a business

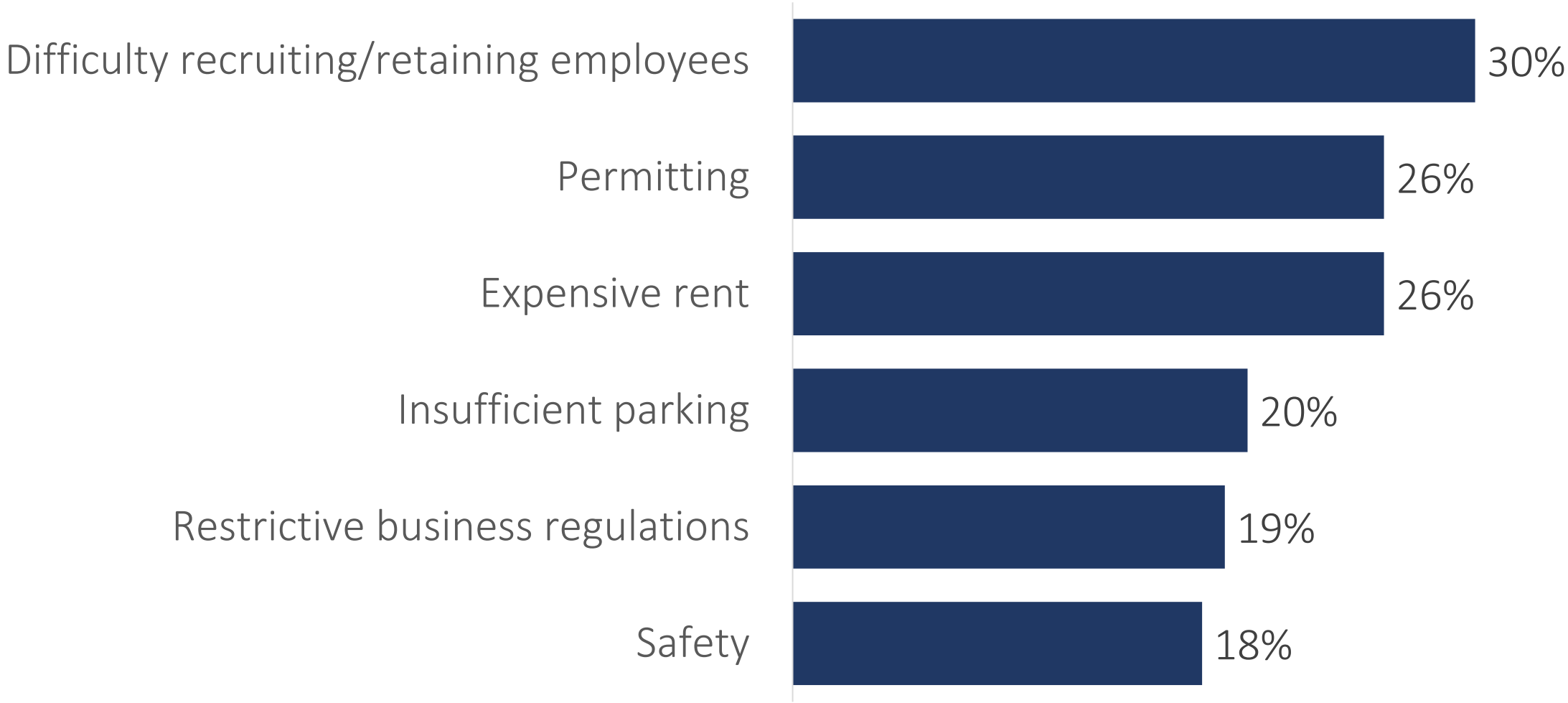


Existing Businesses and Industries

- 3 in 4 business owners and managers rated the City's level of commitment to retaining its existing businesses and industries as "excellent", "very good", or "good"



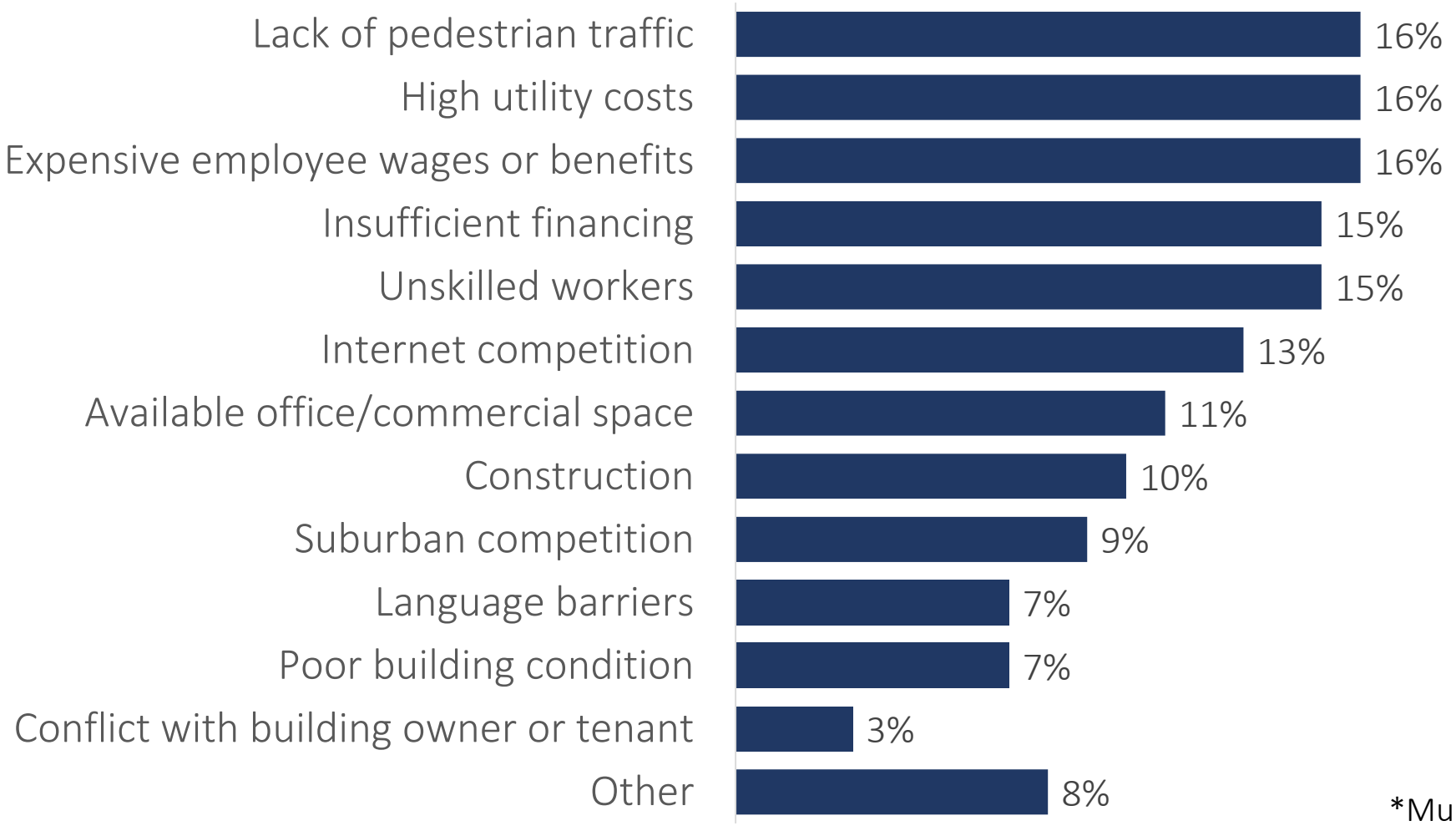
Top Business Difficulties*



*Multiple responses permitted

Additional Business Difficulties*

- Business owners and managers also reported facing the following business challenges:



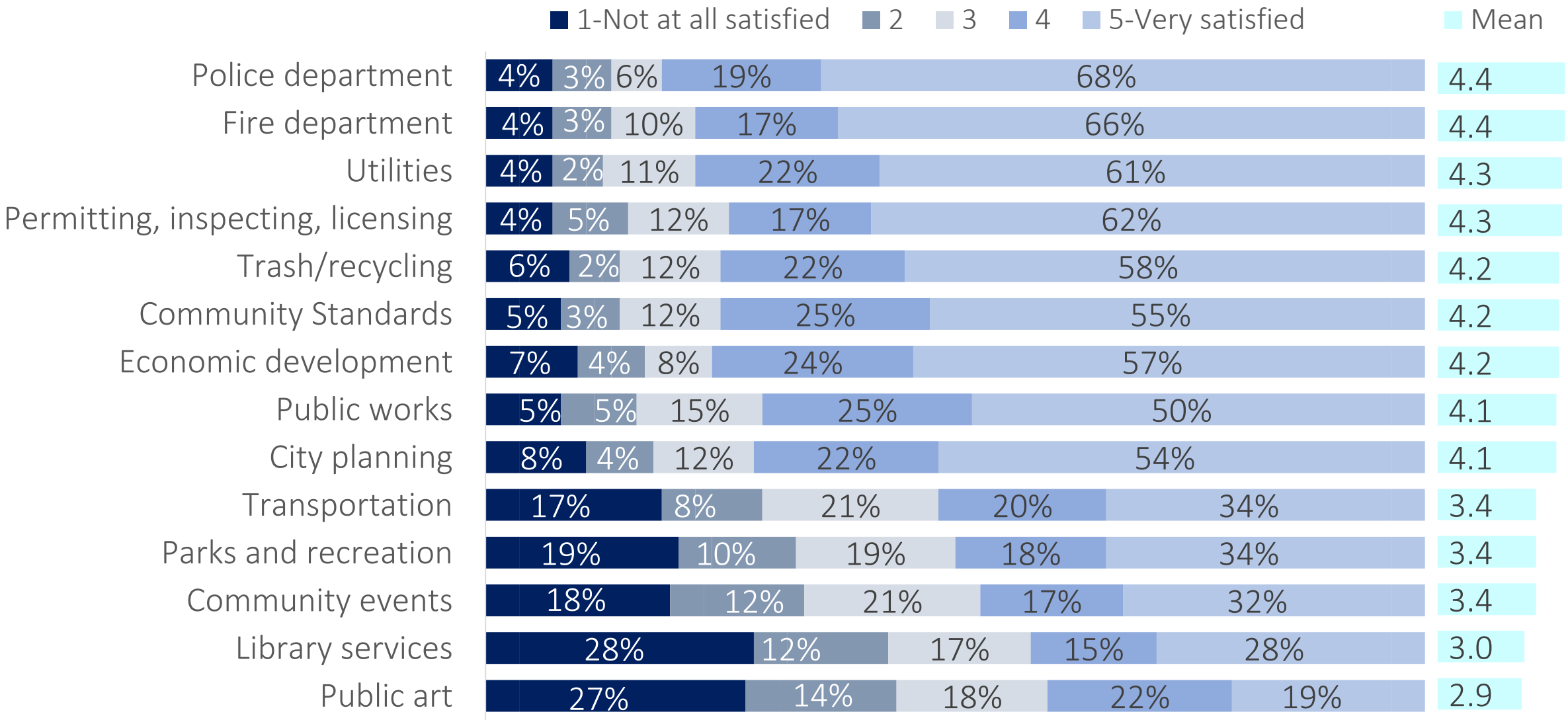
*Multiple responses permitted

Desired City Assistance*

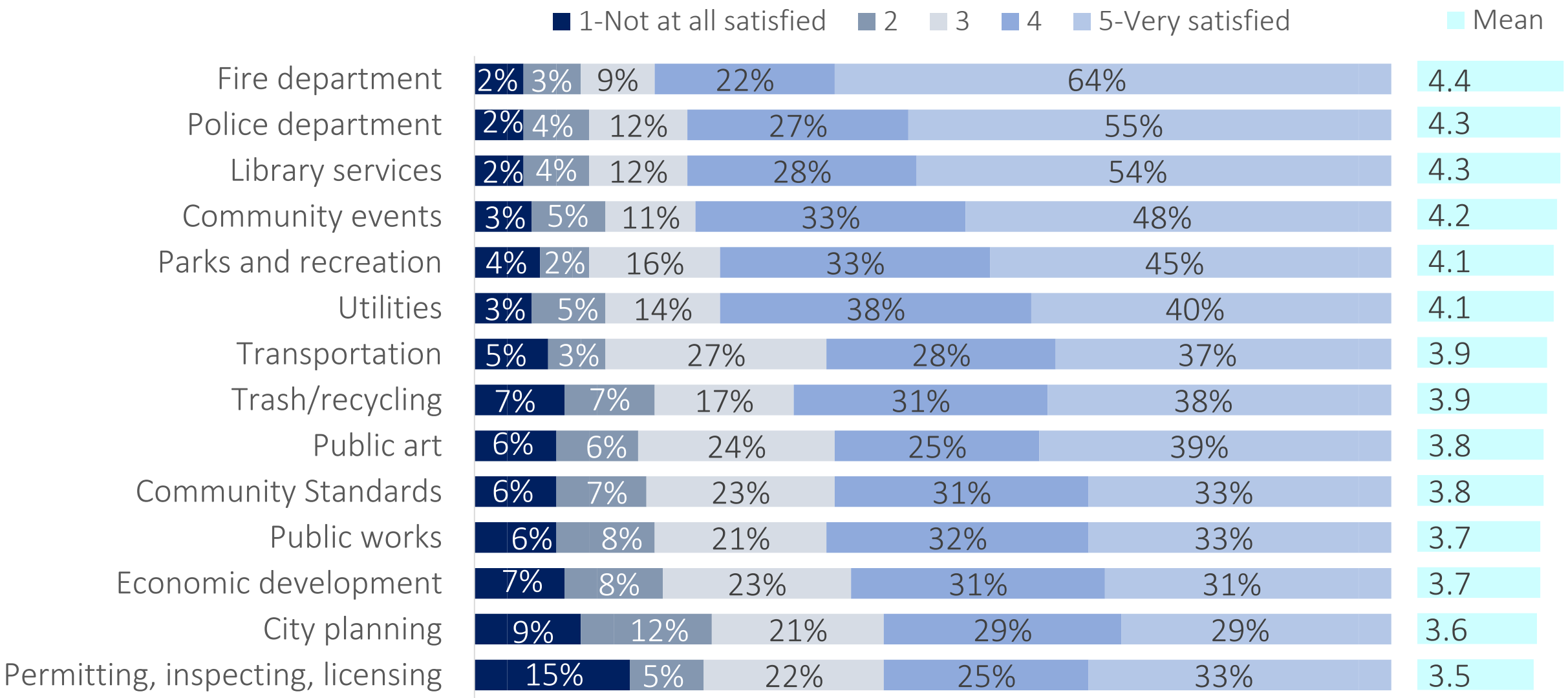
- A majority of business owners and managers would like to do business with the City

*Multiple responses permitted

Importance of City Services



Satisfaction with City Services

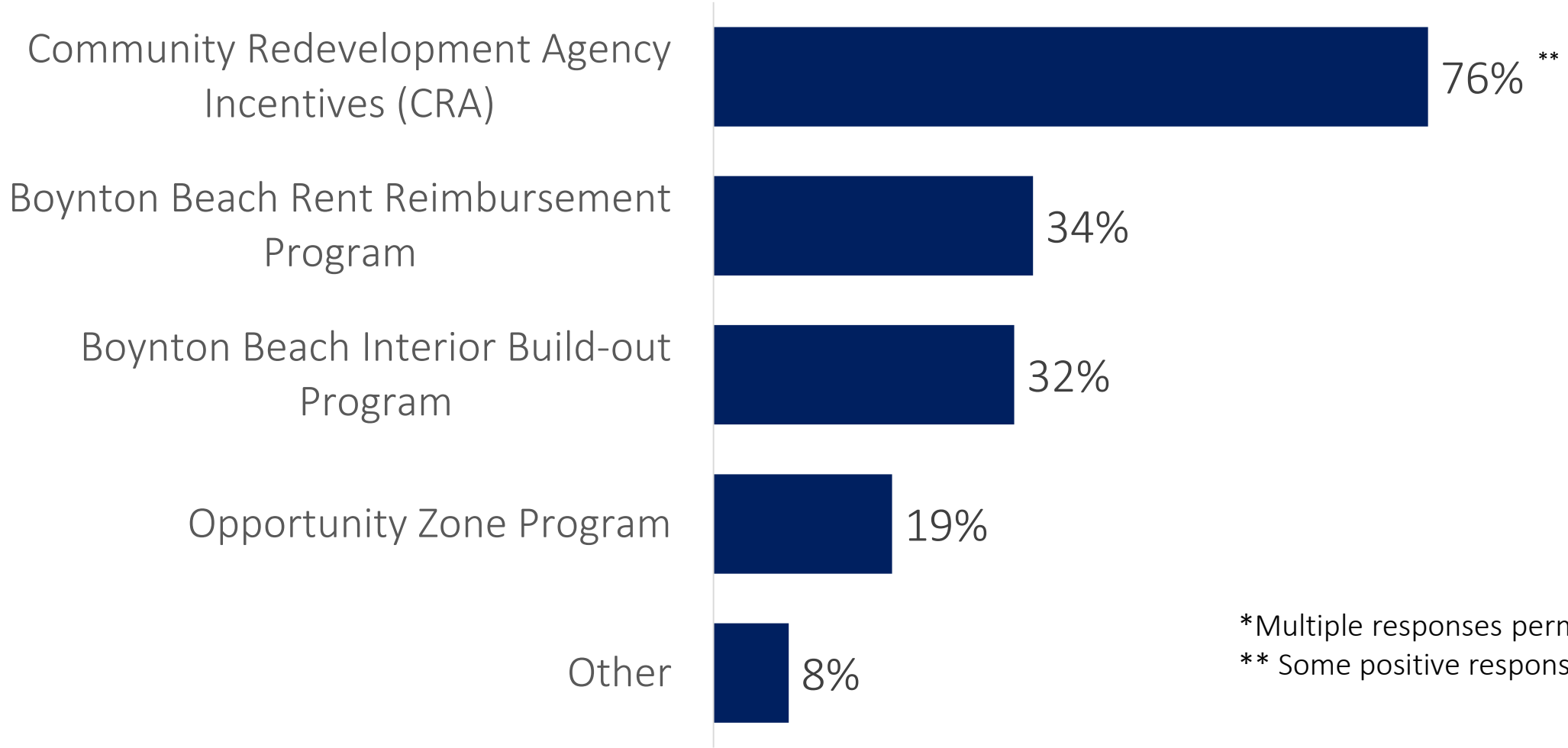


Gap Analysis of City Services

Satisfaction vs. Importance of City Services			
	Satisfaction	Importance	Gap
Library services	4.3	3.0	1.3
Public art	3.8	2.9	0.9
Community events	4.2	3.4	0.8
Parks and recreation	4.1	3.4	0.8
Transportation	3.9	3.4	0.5
Fire department	4.4	4.4	0.0
Police department	4.3	4.4	-0.1
Utilities	4.1	4.3	-0.2
Trash	3.9	4.2	-0.4
Community Standards	3.8	4.2	-0.4
Public works	3.7	4.1	-0.4
Economic development	3.7	4.2	-0.5
City planning	3.6	4.1	-0.5
Permitting, inspecting, licensing	3.5	4.3	-0.7

Economic Development Programs*

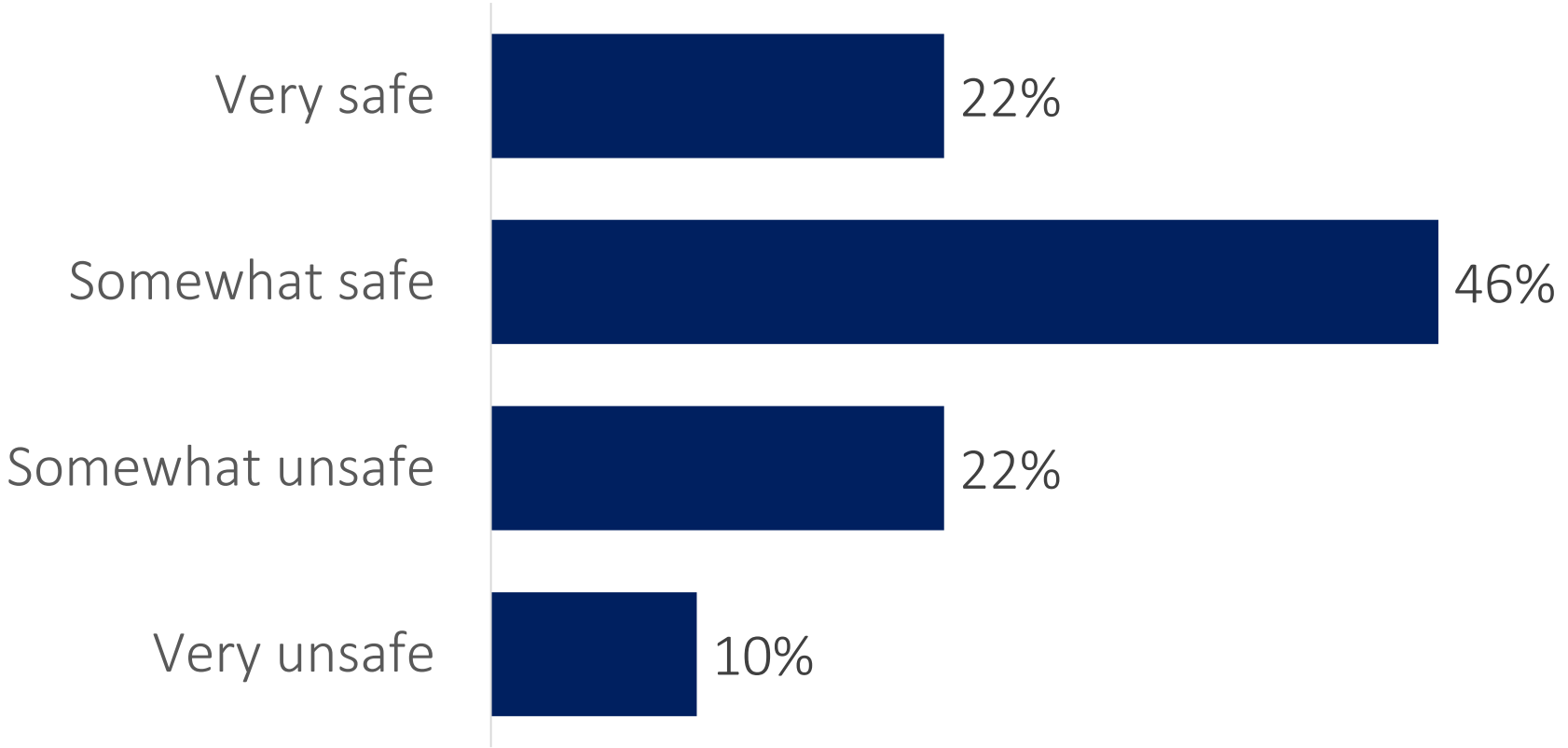
- Business owners and managers are aware of the following economic development programs offered by the City of Boynton Beach:



*Multiple responses permitted.
** Some positive response bias

Safety

- 2 in 3 business owners and managers feel “very safe” or “somewhat safe” in business/commercial areas during the evening and at night

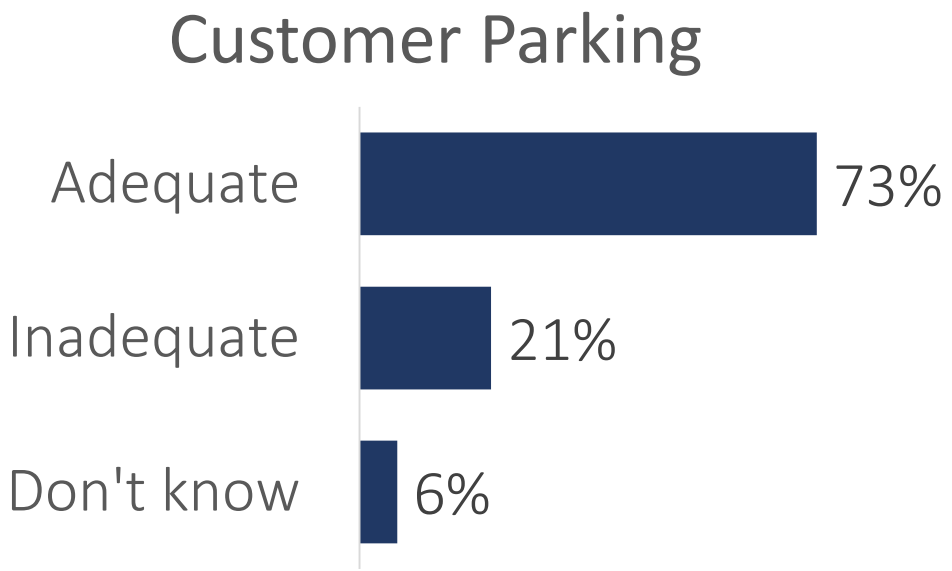


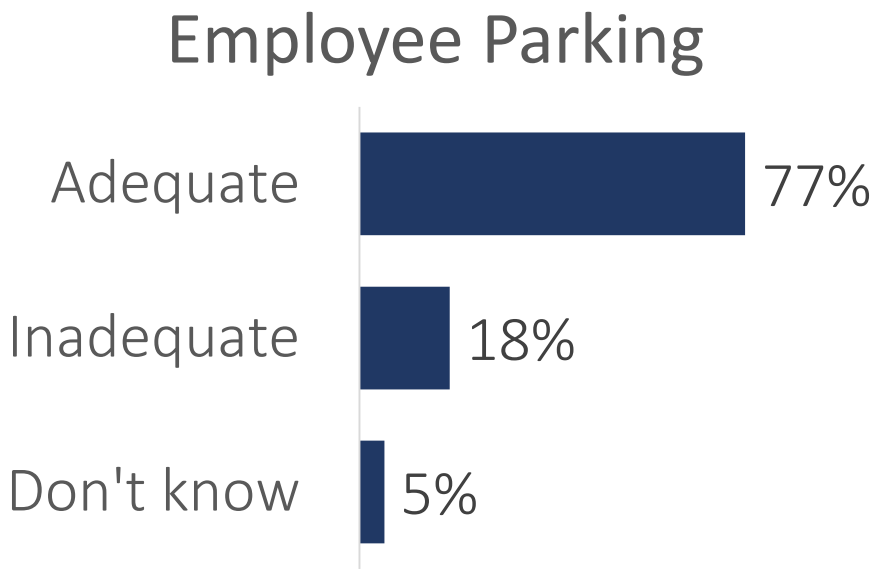
City Codes and Regulations[1]

[1]Responses to the survey question, “Are there specific City codes or regulations that make it difficult to open businesses or to operate successful businesses in the City of Boynton Beach?”.

Parking

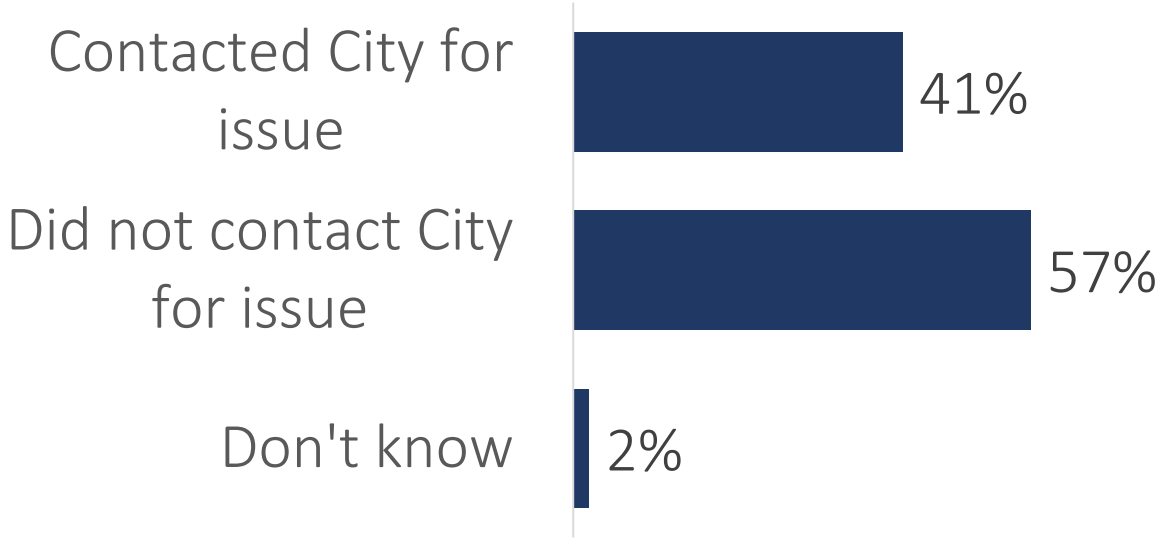
- 3 out of 4 Boynton Beach business locations have adequate customer and adequate employee parking

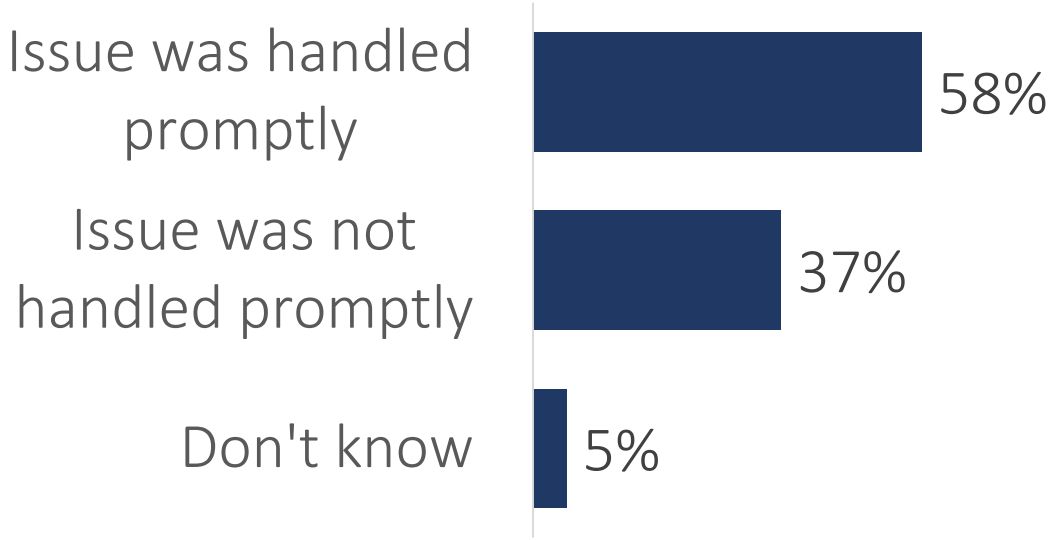




Resolving Issues

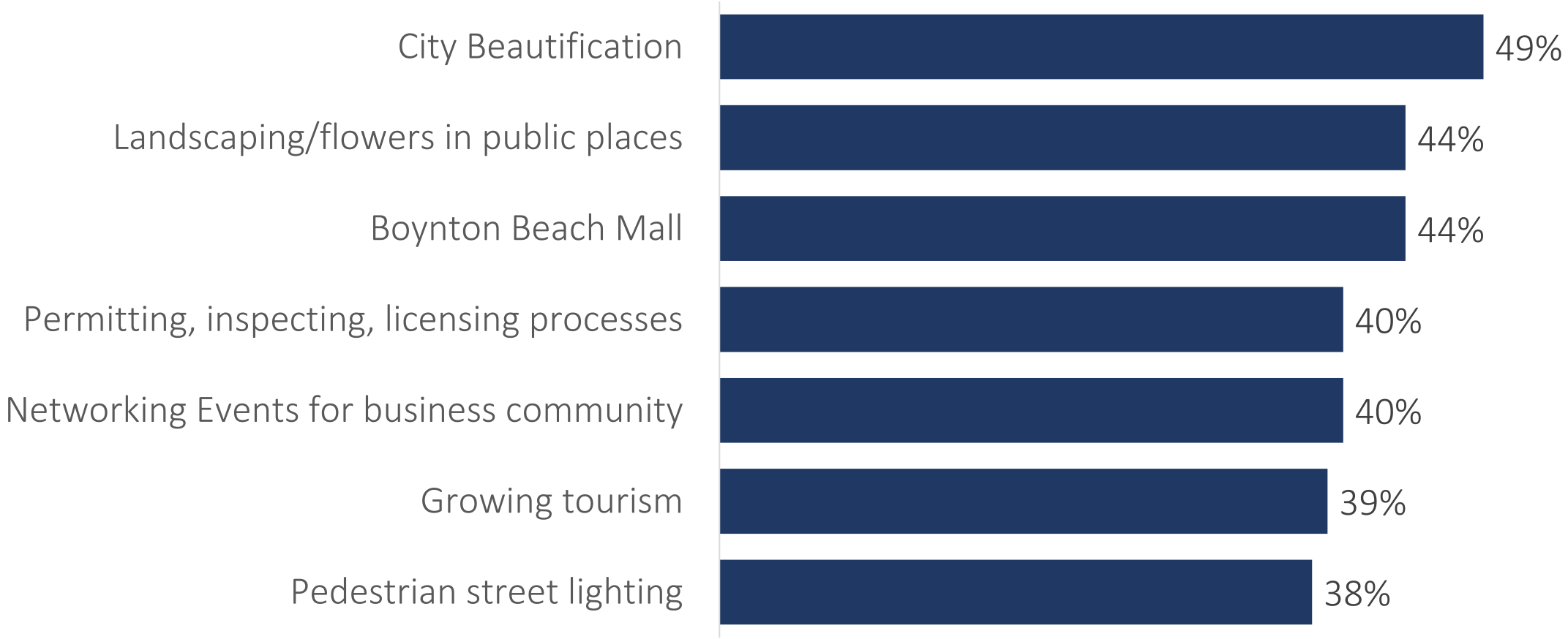
- 2 in 5 business owners and managers have contacted the City in the past year for an issue related to their business
  - A majority of business owners and managers who contacted the City had their issue handled promptly





Most Desired City Initiatives*

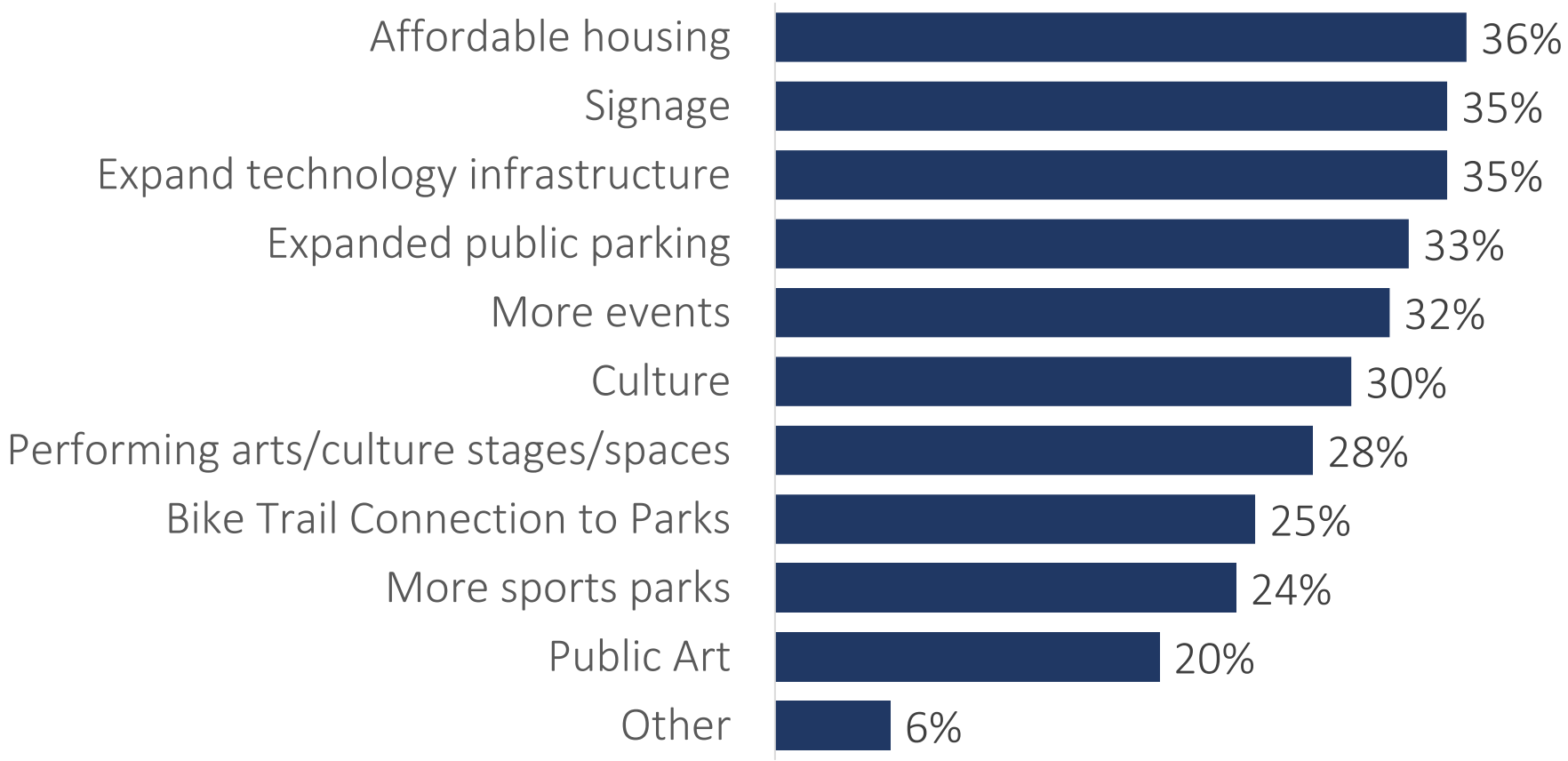
- Half of business owners and managers would like the City of Boynton Beach to undertake public beautification initiatives



*Multiple responses permitted

Additional Desired City Initiatives*

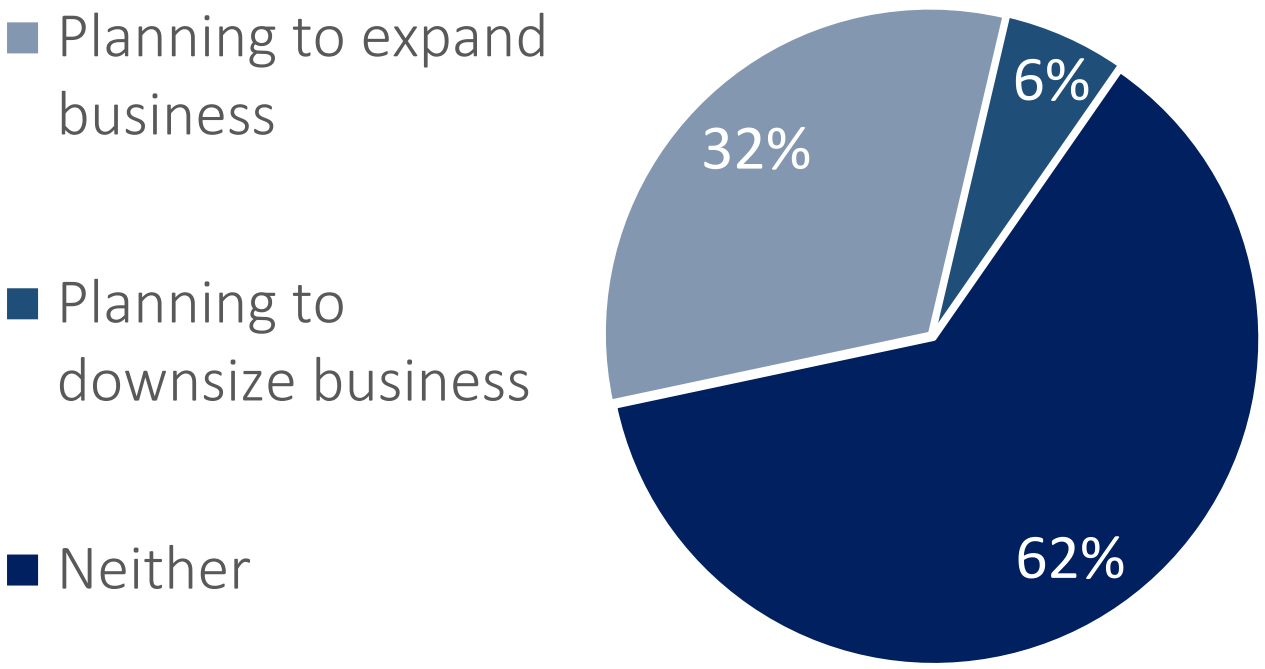
- Business owners and managers would also like the City of Boynton Beach to undertake the following initiatives:

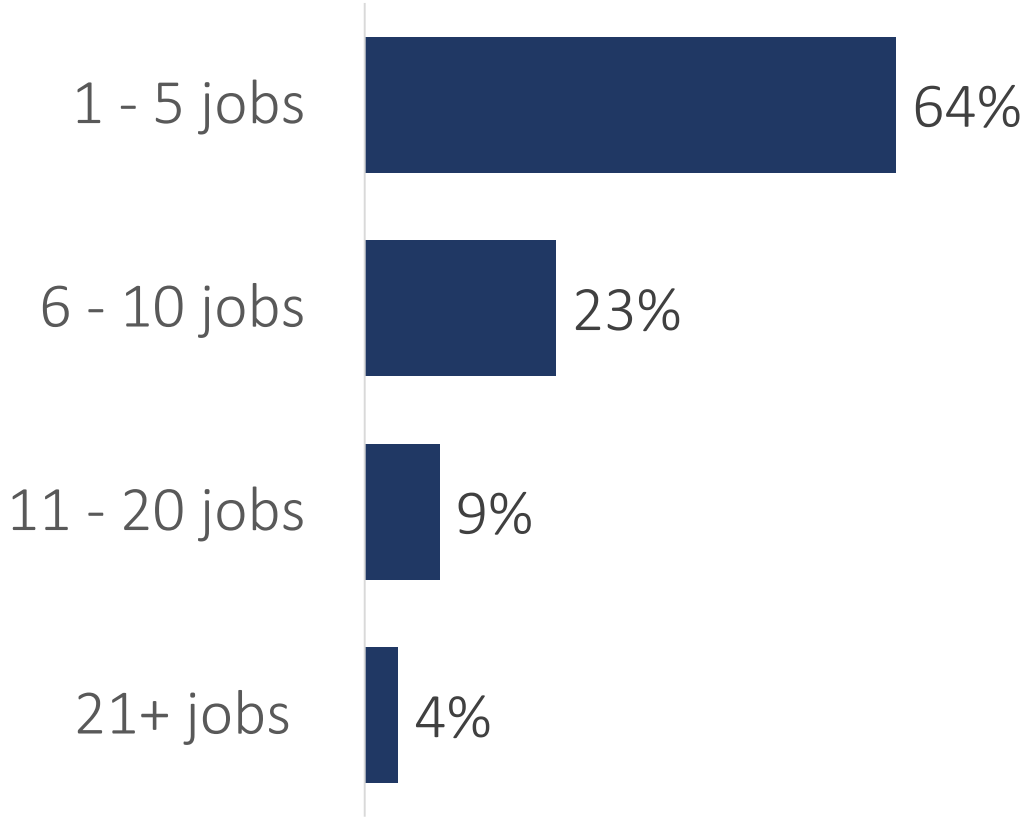


*Multiple responses permitted

Job Creation

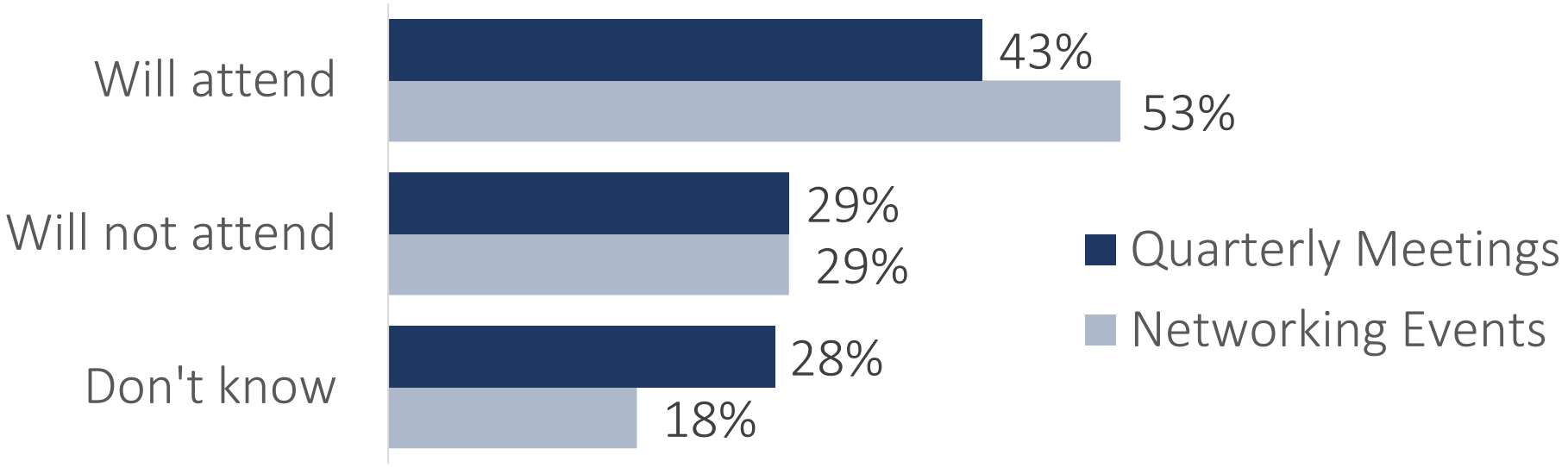
- 1 in 3 business owners and managers plan to expand their business within the next year
- These expansions are expected to directly create between 1 and 5 jobs in Boynton Beach





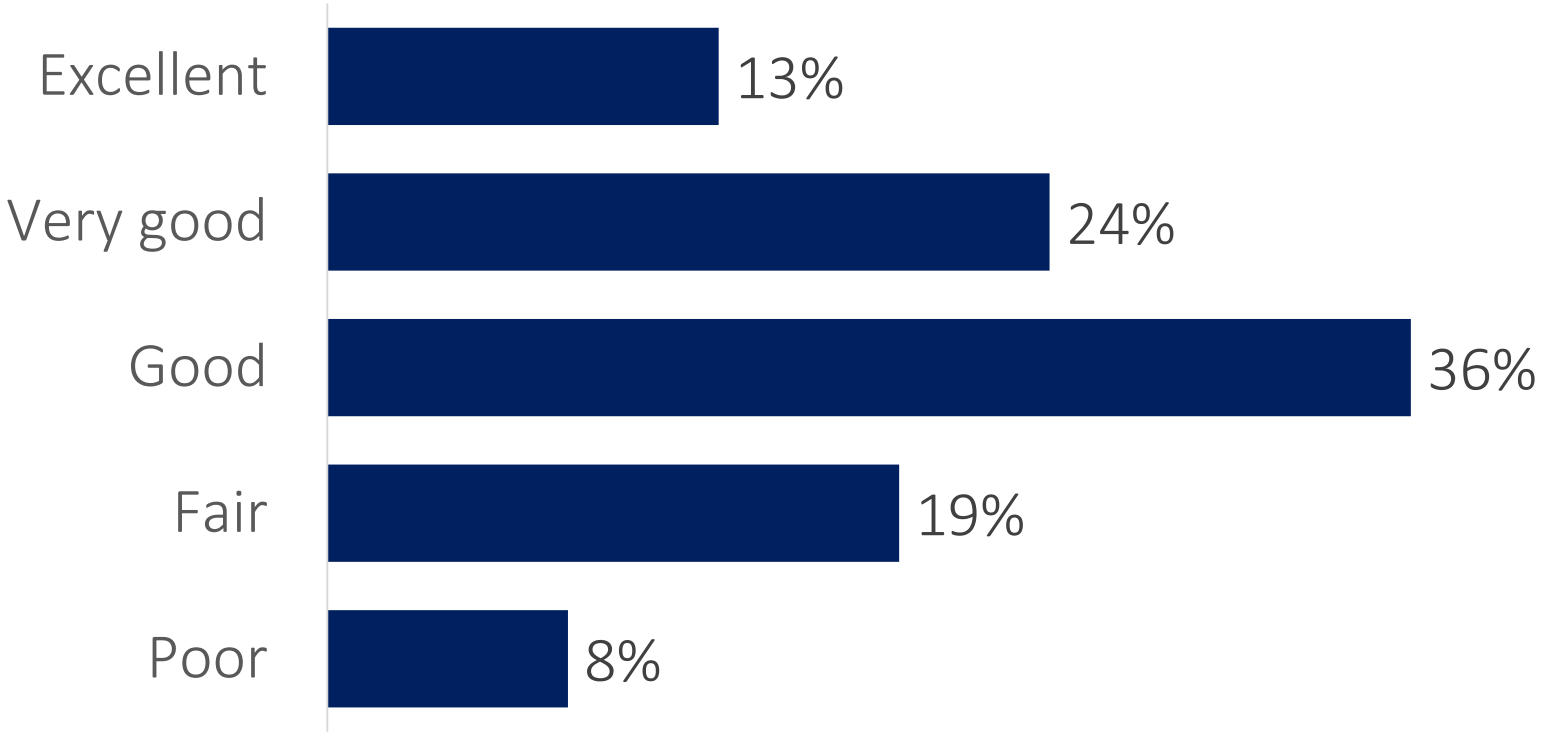
Meetings and Events

- 4 in 10 business owners and managers will attend quarterly meetings to help City staff and other business owners improve the business environment of Boynton Beach
- Over half of business owners and managers would attend business networking group events

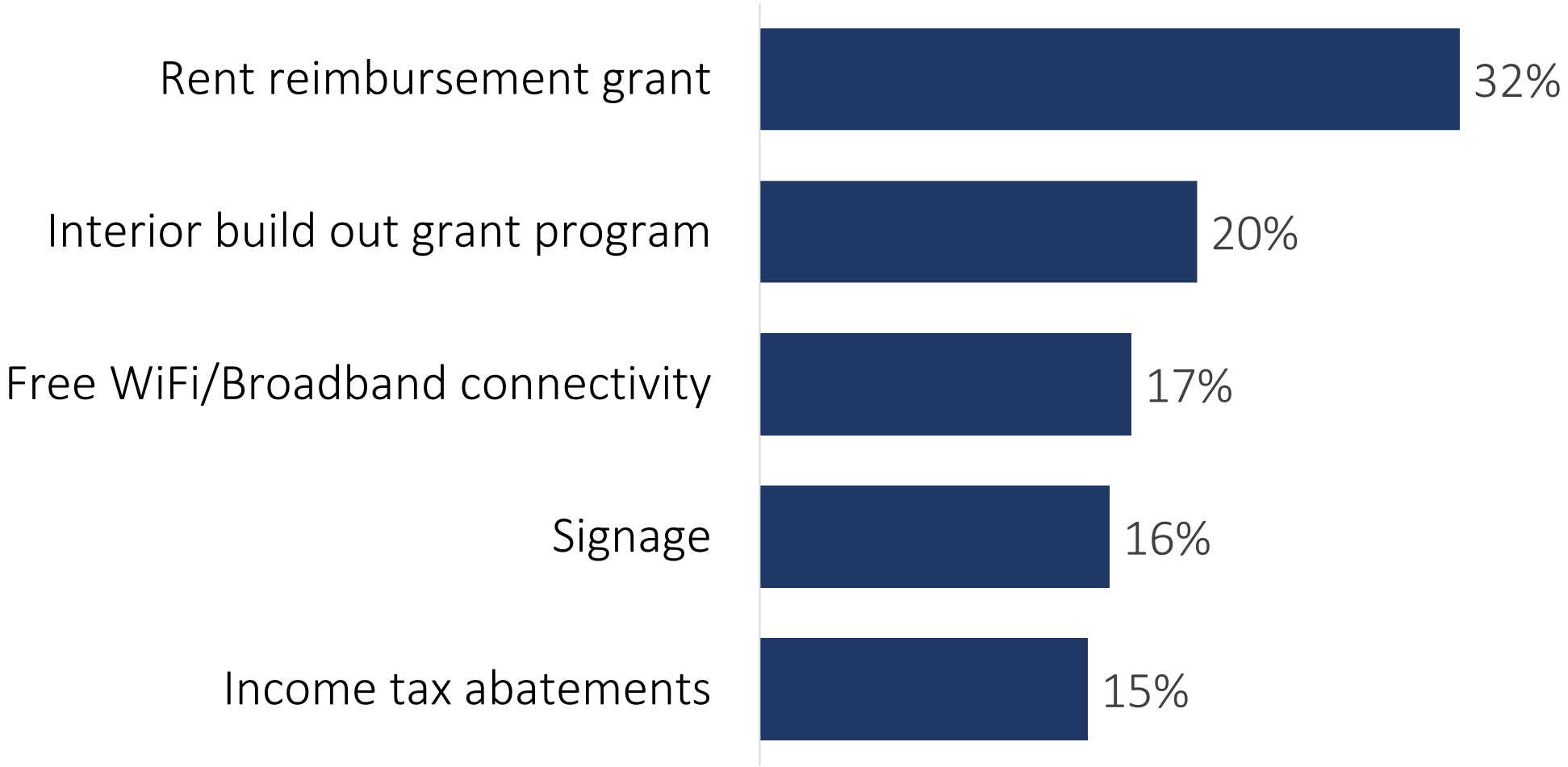


Return on Taxes

- 3 in 4 business owners and managers rated the services they receive in return for their tax dollars as “excellent”, “very good”, or “good”

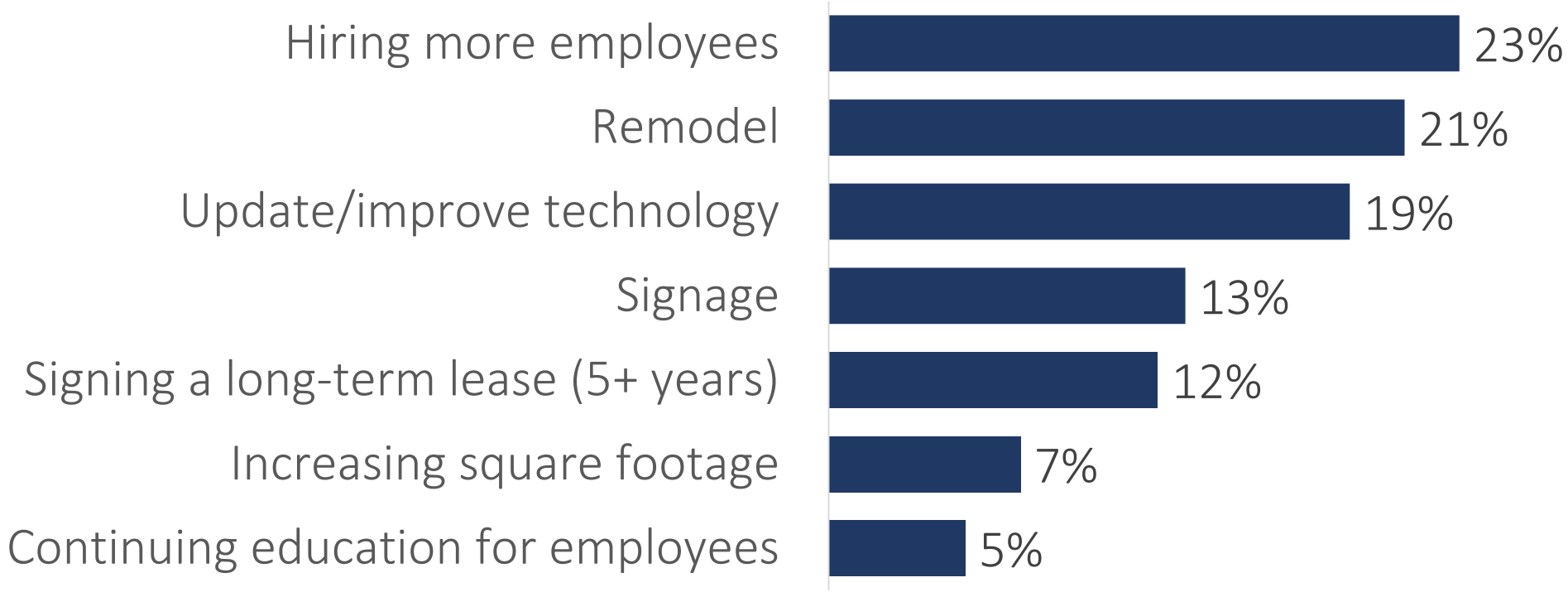


Financial Incentives



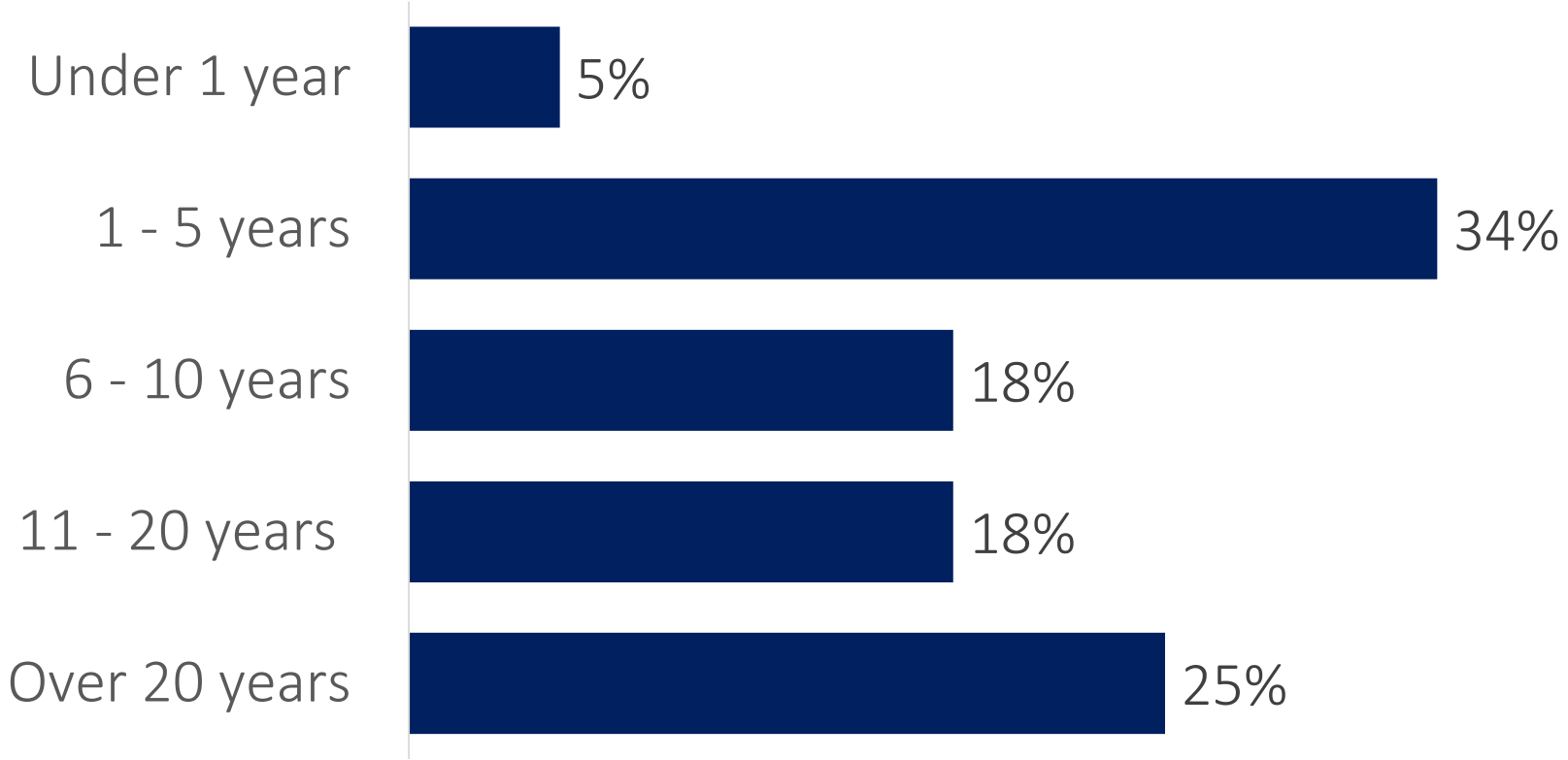
Use of Financial Incentives

- If the City of Boynton Beach offered financial incentives to businesses, nearly a quarter of all managers and owners would use these incentives to hire more employees



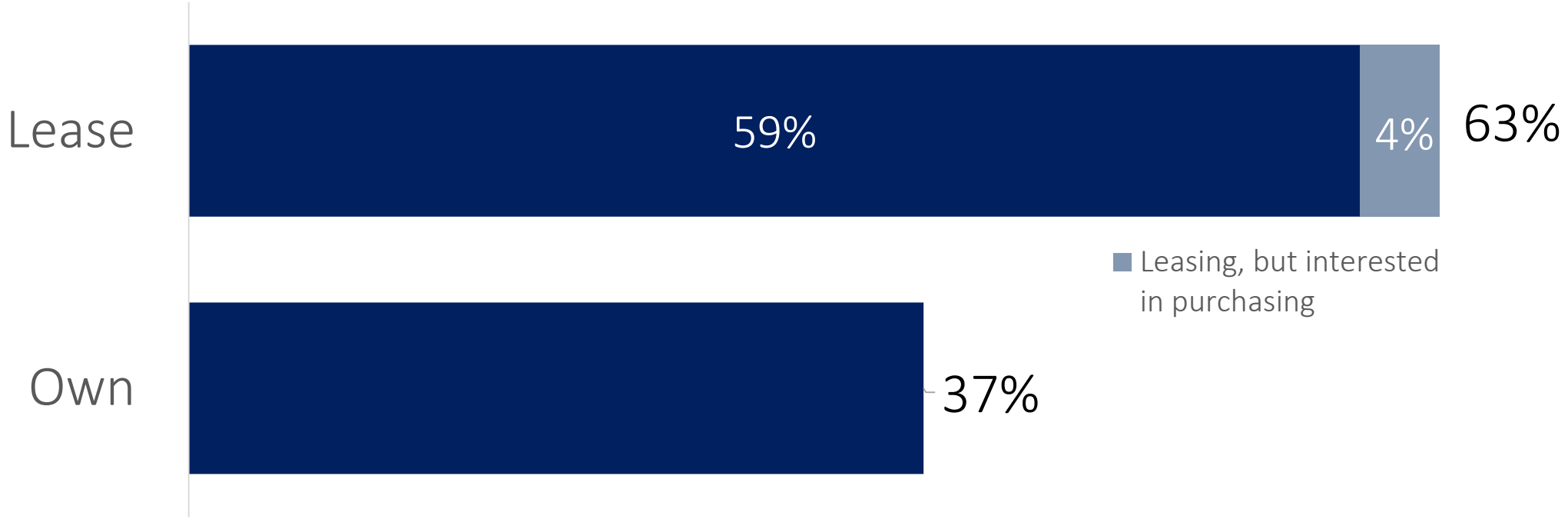
Business Owners and Managers

- 2 in 5 Boynton Beach owners and managers have operated their business in the City for fewer than 5 years



Business Properties

- 3 in 5 business owners and managers lease their business property in Boynton Beach
  - 4% of lessees are interested in purchasing the property

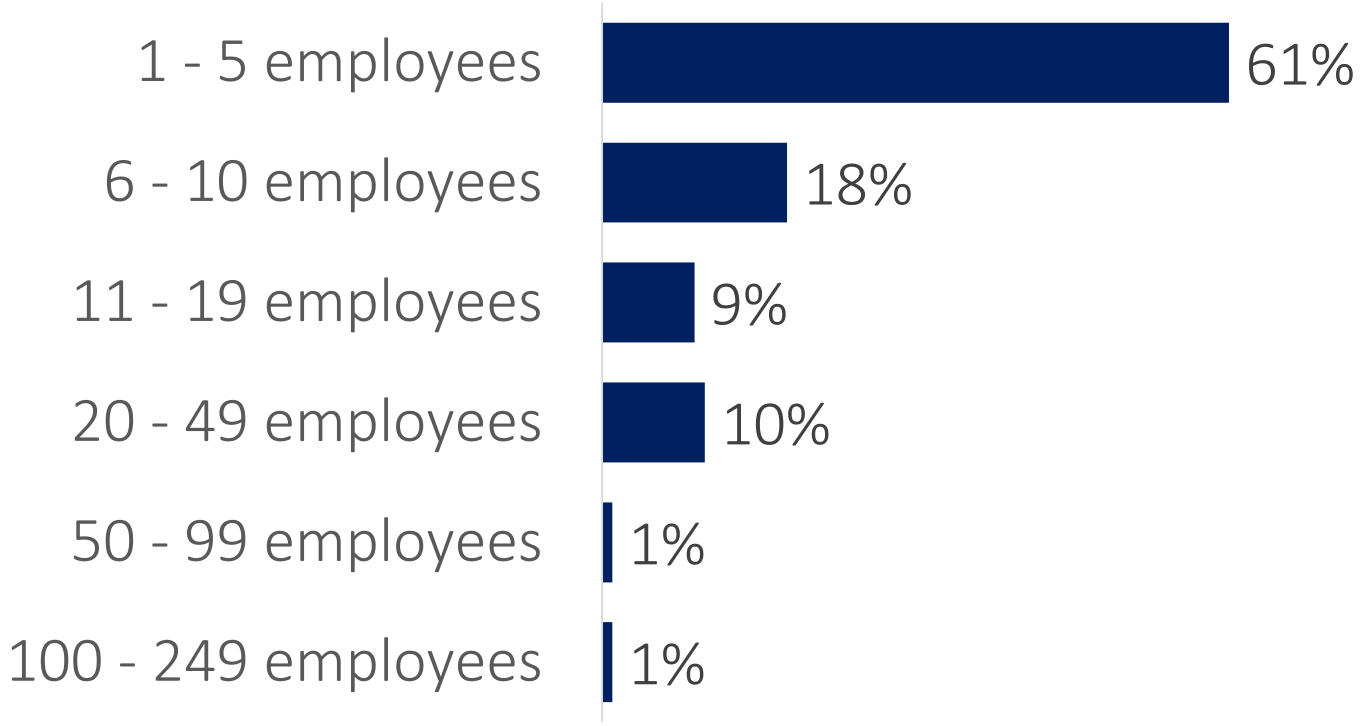


Types of Businesses

- Boynton Beach businesses in this study are in the following industries:

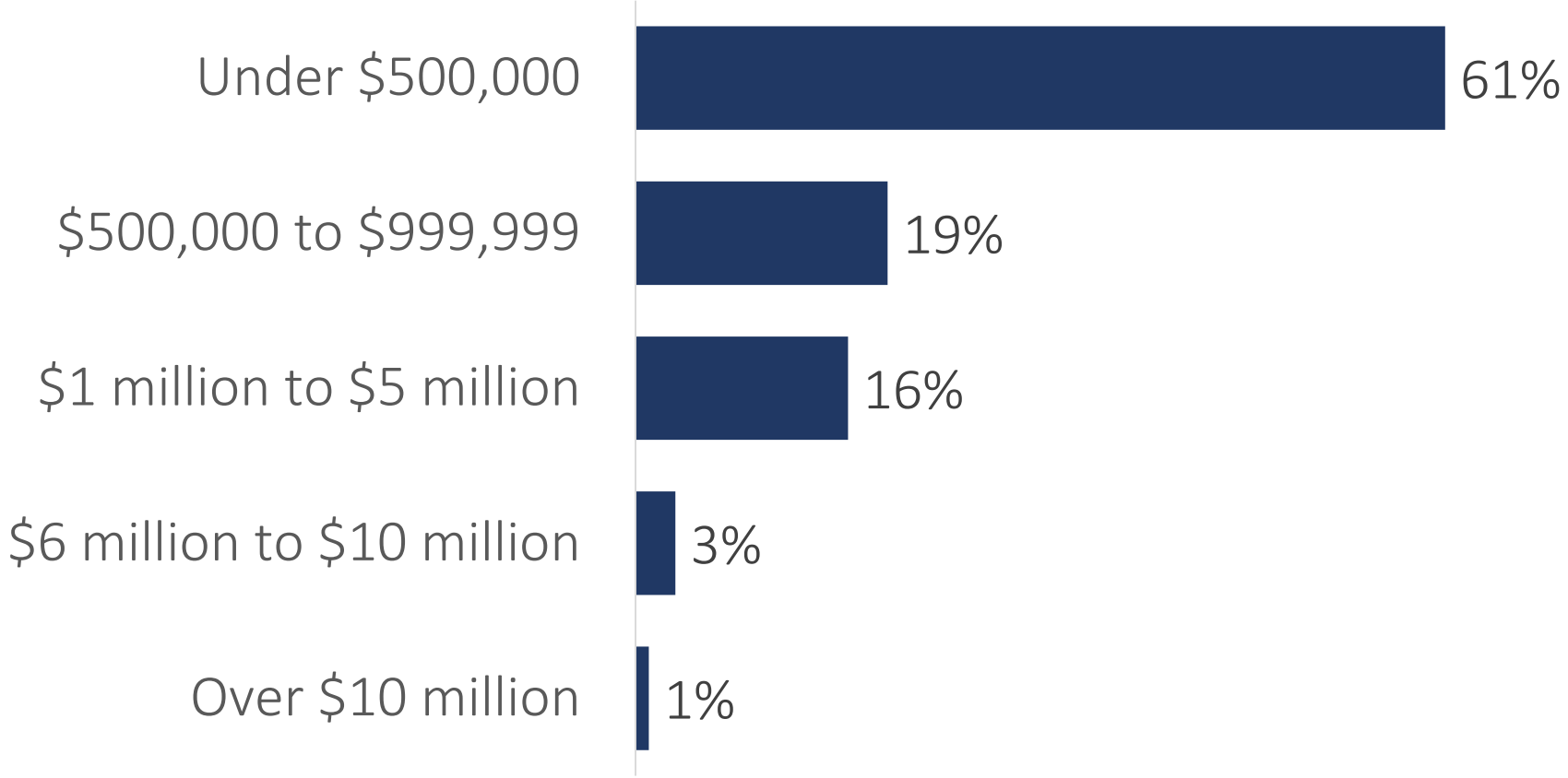
Employees

- 3 in 5 businesses in Boynton Beach are very small, employing five or fewer permanent employees



Revenues

- 6 in 10 Boynton Beach businesses are very small, with reported revenues of $500,000 or less in 2018



Methodology

Methodology

- 360 completed business manager/owner surveys
- Surveys completed by responding to postcards, phone, and internet

District Comparisons

Reasons for Operating*

- In all districts, most business owners and managers began operating their business because they lived in the area and good locations were available

What attracted you to start or own/manage a business in Boynton Beach?					
	District 1	District 2	District 3	District 4	Boynton Beach
I already lived in Boynton Beach	33%	33%	50%	65%	44%
Great location available	42%	40%	44%	44%	42%
Proximity to customers	23%	23%	24%	29%	25%
Good customer base	12%	16%	23%	44%	23%
Climate/location by the beach	18%	16%	18%	27%	19%
Low operating costs (lease/purchase)	11%	16%	24%	27%	17%
Access to Transportation	11%	12%	12%	29%	14%
Low operating costs (utilities, taxes, permit fees)	8%	9%	11%	21%	11%
Workforce	11%	9%	15%	18%	11%
Proximity to assets only available in Boynton Beach	3%	9%	8%	21%	8%
Available housing	9%	7%	6%	18%	8%
Other	9%	18%	15%	6%	15%

*Multiple responses permitted

Ratings

- In all districts, over 7 in 10 business owners and managers rate Boynton beach as an “excellent”, “very good”, or “good” place to run a business

How would you rate the City of Boynton beach as a place to have a business?					
	District 1	District 2	District 3	District 4	Boynton Beach
Excellent	17%	20%	25%	32%	21%
Very good	30%	30%	24%	24%	28%
Good	30%	32%	23%	44%	32%
Fair	18%	13%	19%	0%	13%
Poor	5%	5%	9%	0%	6%

32

Existing Businesses and Industries

- In all districts, over 3 in 5 business owners and managers believe that the City's level of commitment to existing businesses and industries is "excellent", "very good", or "good".

How do you rate the City of Boynton Beach's commitment to retaining its existing businesses and industry?					
	District 1	District 2	District 3	District 4	Boynton Beach
Excellent	12%	17%	18%	9%	16%
Very good	30%	25%	21%	39%	25%
Good	30%	31%	28%	26%	31%
Fair	16%	23%	17%	26%	18%
Poor	12%	4%	16%	0%	10%

33

Top Business Difficulties*

Are you experiencing any of the following business challenges?					
	District 1	District 2	District 3	District 4	Boynton Beach
Difficulty recruiting/retaining employees	38%	26%	29%	41%	30%
Permitting	29%	29%	30%	17%	26%
Expensive rent	31%	36%	16%	31%	26%
Insufficient parking	27%	19%	21%	14%	20%
Restrictive business regulations	15%	17%	22%	10%	19%
Safety	10%	21%	18%	14%	18%

*Multiple responses permitted

34

Other Business Difficulties*

Are you experiencing any of the following business challenges?					
	District 1	District 2	District 3	District 4	Boynton Beach
Lack of pedestrian traffic	17%	14%	16%	21%	16%
High utility costs	8%	21%	19%	14%	16%
Expensive employee wages or benefits	17%	19%	16%	10%	16%
Insufficient financing	21%	14%	16%	14%	15%
Unskilled workers	15%	24%	16%	14%	15%
Internet competition	10%	7%	10%	21%	13%
Available office/commercial space	6%	17%	15%	10%	11%
Construction	8%	7%	16%	7%	10%
Suburban competition	8%	7%	11%	7%	9%
Language barriers	8%	5%	7%	17%	7%
Poor building condition	8%	7%	7%	7%	7%
Conflict with building owner or tenant	2%	5%	4%	3%	3%
Other	8%	7%	12%	0%	8%

*Multiple responses permitted

35

Desired City Assistance*

- Business owners and managers in Boynton Beach reported that they would like the City's assistance with the following:

	District 1	District 2	District 3	District 4	Boynton Beach
Opportunities to do business with the City	62%	53%	55%	73%	53%
Marketing/Branding/Advertising	47%	50%	30%	59%	48%
Building improvements	24%	22%	39%	27%	28%
Internet or E-Commerce	38%	19%	27%	18%	23%
Business market analysis	15%	34%	8%	36%	19%
Employee hiring or firing	29%	22%	11%	23%	17%
Commercial/Manufacturing Space planning	24%	9%	17%	9%	14%
Business planning	15%	28%	9%	14%	13%
Financial management	21%	13%	6%	14%	11%
Customer service or hospitality	15%	9%	8%	9%	9%
Transfer of ownership or selling a business	6%	13%	0%	0%	4%
Inventory management	0%	0%	0%	5%	1%

*Multiple responses permitted

36

Importance of City Services

Using a 5-point scale, how important to your business are the following City services?					
	District 1	District 2	District 3	District 4	Boynton Beach
Fire department	4.4	4.5	4.4	4.3	4.4
Library services	4.2	4.4	4.5	4.6	4.4
Police department	4.2	4.3	4.3	4.2	4.3
Community events	4.1	4.4	4.4	4.2	4.3
Utilities	4.2	4.2	4.2	4.3	4.2
Parks and recreation	4.3	4.1	4.2	4.3	4.2
Trash/recyling	4.3	4.2	4.2	4.1	4.2
Transportation	4.1	4.1	4.0	4.2	4.1
Public works	4.1	4.2	4.0	4.1	4.1
Community standards	3.5	3.5	3.5	3.5	3.4
Public art	3.5	3.3	3.6	3.5	3.4
Economic development	3.3	3.3	3.5	3.4	3.4
City planning	3.2	2.6	3.2	3.3	3
Permitting/licensing/inspecting	3.2	2.9	3.1	3.1	2.9

37

Satisfaction with City Services

Using a 5-point scale, how satisfied is your business with the following City services?					
	District 1	District 2	District 3	District 4	Boynton Beach
Fire department	4.3	4.4	4.4	4.7	4.4
Library services	4.0	4.5	4.2	4.7	4.3
Police department	4.1	4.4	4.3	4.3	4.3
Community events	3.9	4.4	4.2	4.2	4.2
Utilities	4.0	4.1	4.1	3.9	4.1
Parks and recreation	4.1	4.1	4.2	4.1	4.1
Trash/recyling	3.8	3.9	3.9	3.8	3.9
Transportation	3.7	4.1	3.9	3.8	3.9
Public works	3.7	3.5	3.9	3.8	3.8
Community standards	3.6	4.0	3.8	3.8	3.8
Public art	3.9	3.8	3.9	3.8	3.8
Economic development	3.5	3.9	3.7	3.8	3.7
City planning	3.7	3.8	3.4	3.9	3.6
Permitting/licensing/inspecting	3.7	3.5	3.4	3.9	3.5

38

Economic Development Programs*

- The Community Redevelopment Agency Incentives program is the most well-known economic development program among business owners and managers in every district

Which of the following economic development programs offered by the City of Boynton Beach are you aware of?					
	District 1	District 2	District 3	District 4	Boynton Beach
Community Redevelopment Agency Incentives	72%	90%	75%	77%	76%**
Boynton Beach Rent Reimbursement Program	22%	45%	28%	53%	34%
Boynton Beach Interior Build-out Program	25%	52%	27%	18%	32%
Opportunity Zone Program	28%	29%	13%	12%	19%
Other	6%	7%	13%	0%	8%

*Multiple responses permitted.
** Some positive response bias.

39

Safety

- In all districts, over 6 in 10 business owners and managers feel “very safe” or “somewhat safe” in business/commercial areas of Boynton Beach at night

How safe do you feel in business/commercial areas of the City of Boynton Beach at night?					
	District 1	District 2	District 3	District 4	Boynton Beach
Very Safe	20%	24%	20%	24%	22%
Somewhat Safe	44%	40%	44%	61%	46%
Somewhat Unsafe	24%	21%	29%	6%	22%
Very Unsafe	12%	15%	7%	9%	10%

40

City Codes and Regulations

- In all districts, more than 1 in 5 business owners or managers are uncertain if existing City codes and regulations are making it more difficult to operate their business in Boynton Beach.

Are there any specific City codes or regulations that make it difficult to open or operate successful businesses in the City of Boynton Beach?					
	District 1	District 2	District 3	District 4	Boynton Beach
Yes	25%	35%	32%	12%	28%
No	39%	43%	30%	59%	39%
Not sure	36%	22%	38%	29%	33%

41

Parking

- In all districts, over 6 in 10 owners and managers are satisfied with their business's amount of customer parking

Is there adequate parking at your business locations for customers?					
	District 1	District 2	District 3	District 4	Boynton Beach
Yes, there is sufficient customer parking	73%	75%	65%	73%	73%
No, there is not sufficient customer parking	25%	15%	28%	18%	21%
Don't Know	2%	10%	7%	9%	6%

- In all districts, owners and managers are more satisfied with their business's amount of employee parking than customer parking

Is there adequate parking at your business locations for employees?					
	District 1	District 2	District 3	District 4	Boynton Beach
Yes, there is sufficient employee parking	80%	79%	69%	79%	77%
No, there is not sufficient employee parking	19%	12%	25%	18%	18%
Don't Know	1%	9%	6%	3%	5%

42

Resolving Issues

- In the past year, at least 2 in 5 business owners and managers in every district contacted the City of Boynton Beach for a business-related issue

Have you contacted the City in the past year for an issue related to your business?					
	District 1	District 2	District 3	District 4	Boynton Beach
Contacted City for business-related issue	49%	40%	45%	50%	41%
Did not contact City for business-related issue	51%	57%	54%	47%	57%
Don't know	0%	3%	1%	3%	2%

- In 3 out of 4 districts, over half of business owners and managers who contacted the City reported that their issue was handled promptly

If you contacted the City for a business-related issue, was your issue handled promptly?					
	District 1	District 2	District 3	District 4	Boynton Beach
Issue was handled promptly	66%	67%	41%	88%	58%
Issue was not handled promptly	34%	33%	46%	12%	37%
Don't know	0%	0%	13%	0%	5%

43

Most Desired City Initiatives*

To enhance the business community, which of the following should the City focus on?					
	District 1	District 2	District 3	District 4	Boynton Beach
City Beautification	34%	48%	51%	63%	49%
Landscaping/flowers in public places	38%	54%	45%	47%	44%
Boynton Beach Mall	41%	50%	36%	67%	44%
Permitting, inspecting, licensing processes	45%	54%	40%	27%	40%
Networking Events for business community	38%	50%	37%	50%	40%
Growing tourism	41%	44%	37%	43%	39%
Pedestrian street lighting	30%	46%	32%	60%	38%

*Multiple responses permitted

44

Other Desired City Initiatives*

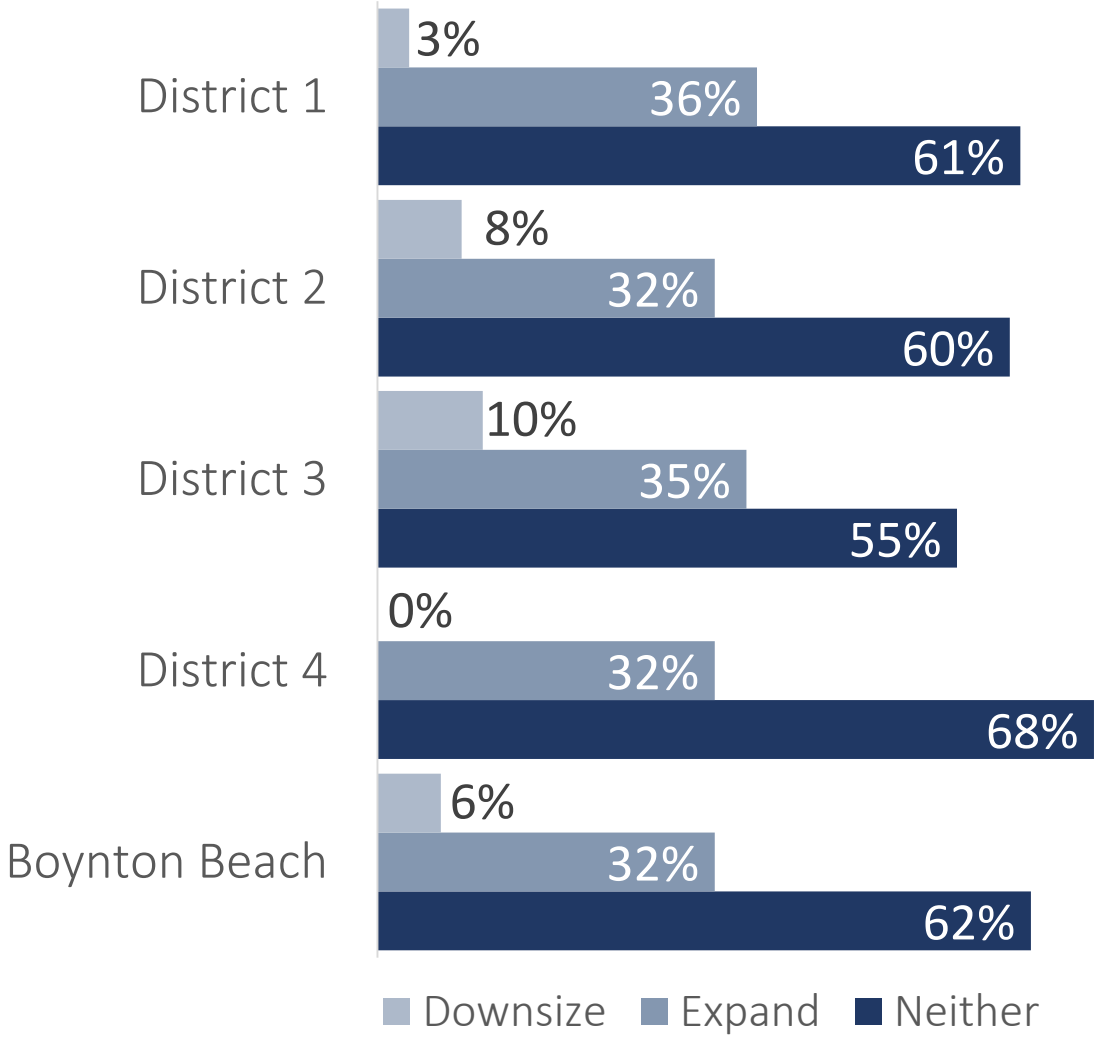
To enhance the business community, which of the following should the City focus on?					
	District 1	District 2	District 3	District 4	Boynton Beach
Affordable housing	33%	39%	32%	43%	36%
Signage	34%	33%	37%	37%	35%
Expand technology infrastructure	41%	44%	30%	37%	35%
Expanded public parking	33%	37%	35%	13%	33%
More events	38%	30%	37%	37%	32%
Culture	33%	30%	33%	37%	30%
Performing arts/culture stages/spaces	33%	32%	22%	37%	28%
Bike Trail Connection to Parks	22%	30%	19%	30%	25%
More sports parks	22%	32%	22%	33%	24%
Public Art	25%	22%	17%	27%	20%
Other	9%	2%	6%	7%	6%

*Multiple responses permitted

45

Expansion and Job Creation

In all districts, approximately 1 in 3 businesses has plans to expand within the next year



These expansions will lead to job creation in all districts

If you plan to expand, how many new jobs would be created with your expansion?					
	District 1	District 2	District 3	District 4	Boynton Beach
1 – 5	58%	69%	58%	82%	64%
6 – 10	42%	26%	20%	0%	23%
11 – 20	0%	5%	22%	0%	9%
21+	0%	0%	0%	18%	4%

46

Meetings and Events

- In all districts, more than 1 in 5 business owners or managers is unsure if they would be willing to attend quarterly City meetings to help improve City's the business environment

Will you attend quarterly meetings to help City staff and other business owners improve the business environment?					
	District 1	District 2	District 3	District 4	Boynton Beach
Will attend quarterly city meetings	39%	44%	48%	50%	43%
Will not attend quarterly city meetings	26%	32%	30%	21%	29%
Not sure	35%	24%	22%	29%	28%

- However, over half of business owners and managers in all districts would attend business networking group events

Would you attend business networking group events?					
	District 1	District 2	District 3	District 4	Boynton Beach
Will attend business networking group events	55%	52%	56%	65%	53%
Will not attend business networking group events	21%	28%	34%	21%	29%
Not sure	24%	20%	10%	14%	18%

47

Return on Taxes

- In all districts, over 3 in 5 business owners and managers believe that the services they receive in return for their tax dollars are “excellent”, “very good”, or “good”

Based on the taxes you pay to the City and the services you receive, how would you rate the return for your tax dollars that your business pays to the City?					
	District 1	District 2	District 3	District 4	Boynton Beach
Excellent	5%	16%	16%	25%	13%
Very good	34%	22%	21%	31%	24%
Good	35%	32%	32%	38%	36%
Fair	23%	21%	20%	6%	19%
Poor	3%	9%	11%	0%	8%

48

Financial Incentives

- In all districts, business owners and managers believe that a rent reimbursement grant would be the most beneficial type of financial incentive that the City could offer

Which of the following incentives would benefit your business the most?					
	District 1	District 2	District 3	District 4	Boynton Beach
Rent reimbursement grant	40%	25%	31%	31%	32%
Interior build-out grant program	22%	19%	21%	9%	20%
Free WiFi/Broadband connectivity	15%	17%	19%	13%	17%
Signage	14%	18%	12%	28%	16%
Income tax abatements	9%	21%	17%	19%	15%

49

Use of Financial Incentives

- If the City of Boynton Beach offered financial incentives to businesses, owners and managers in Boynton Beach would use these incentives for the following:

If your business received a financial incentive from the City, what would be the best use of this incentive?					
	District 1	District 2	District 3	District 4	Boynton Beach
Hiring more employees	33%	21%	22%	13%	23%
Remodel	12%	26%	24%	19%	21%
Update/improve technology	11%	21%	16%	22%	19%
Signage	11%	5%	12%	34%	13%
Signing a long-term lease (5, 10, 20 years)	19%	11%	14%	3%	12%
Increasing square footage	7%	7%	7%	6%	7%
Continuing education for employees	7%	9%	5%	3%	5%

50

Business Owners and Managers

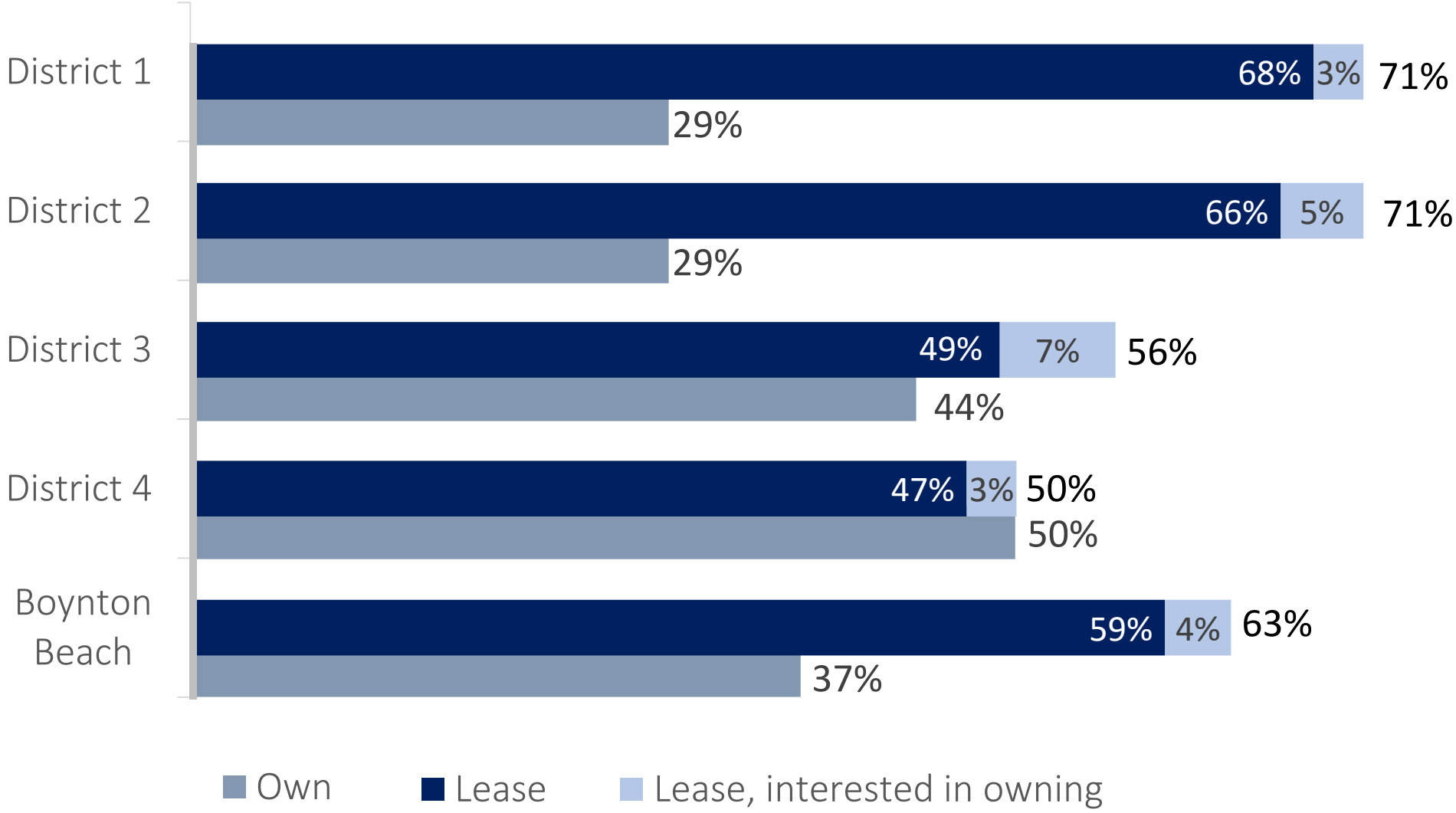
- In 3 of 4 districts, over half of businesses have been in operation for 6 years or more

How long have you been in operation in Boynton Beach?					
	District 1	District 2	District 3	District 4	Boynton Beach
Under 1 year	6%	3%	4%	0%	5%
1 – 5 years	46%	33%	38%	15%	34%
6 – 10 years	17%	26%	17%	9%	18%
11 – 20 years	12%	16%	15%	30%	18%
Over 20 years	19%	22%	26%	46%	25%

51

Business Properties

- In all districts, at least half of businesses lease their business property



52

Types of Businesses

	District 1	District 2	District 3	District 4	Boynton Beach
Professional Services	15%	16%	24%	17%	20%
Retail/ Personal Service	15%	17%	14%	26%	20%
Restaurant/ Bars/Dining	9%	14%	13%	9%	10%
Medical	5%	9%	15%	6%	10%
Wholesale/ distribution	15%	0%	4%	0%	4%
Insurance	2%	0%	9%	0%	4%
Builder/ Construction	3%	7%	3%	0%	4%
Auto dealer/ gas station	6%	4%	0%	6%	3%
Real Estate sales	2%	3%	0%	15%	3%
Manufacturing	0%	9%	0%	9%	3%

	District 1	District 2	District 3	District 4	Boynton Beach
Real Estate management	2%	2%	3%	0%	2%
Finance	6%	3%	0%	0%	2%
Wholesale	1%	2%	3%	3%	2%
Small office	3%	2%	1%	0%	1%
Entertainment	3%	0%	2%	0%	1%
Grocer	0%	0%	1%	0%	1%
Religious organization	2%	2%	1%	0%	1%
Amusement/ recreation	0%	0%	2%	0%	1%
Hotel	0%	0%	0%	3%	0%
Agriculture	0%	0%	0%	0%	0%
Other	11%	10%	5%	6%	8%

53

Employees

- In all districts, over half of businesses are run by 5 permanent employees or fewer

What is the total number of permanent employees in your company?					
	District 1	District 2	District 3	District 4	Boynton Beach
1 – 5 employees	62%	61%	54%	55%	61%
6 – 10 employees	10%	22%	25%	15%	18%
11 – 19 employees	13%	7%	11%	6%	9%
20 – 49 employees	13%	6%	8%	24%	10%
50 – 99 employees	2%	4%	0%	0%	1%
100 – 249 employees	0%	0%	2%	0%	1%

54

Revenues

- In 3 of 4 districts, the majority of businesses earned less than $500,000 in revenue in 2018

Which of the following best reflects your business's total revenues in the City of Boynton Beach for 2018?					
	District 1	District 2	District 3	District 4	Boynton Beach
Less than $500,000	61%	66%	64%	40%	61%
$500,000 TO $999,999	21%	11%	18%	27%	19%
$1 to $5 million	18%	20%	16%	20%	16%
$6 to $10 million	0%	1%	0%	13%	3%
Over $10 million	0%	2%	2%	0%	1%

55