

# 2025 Business Survey

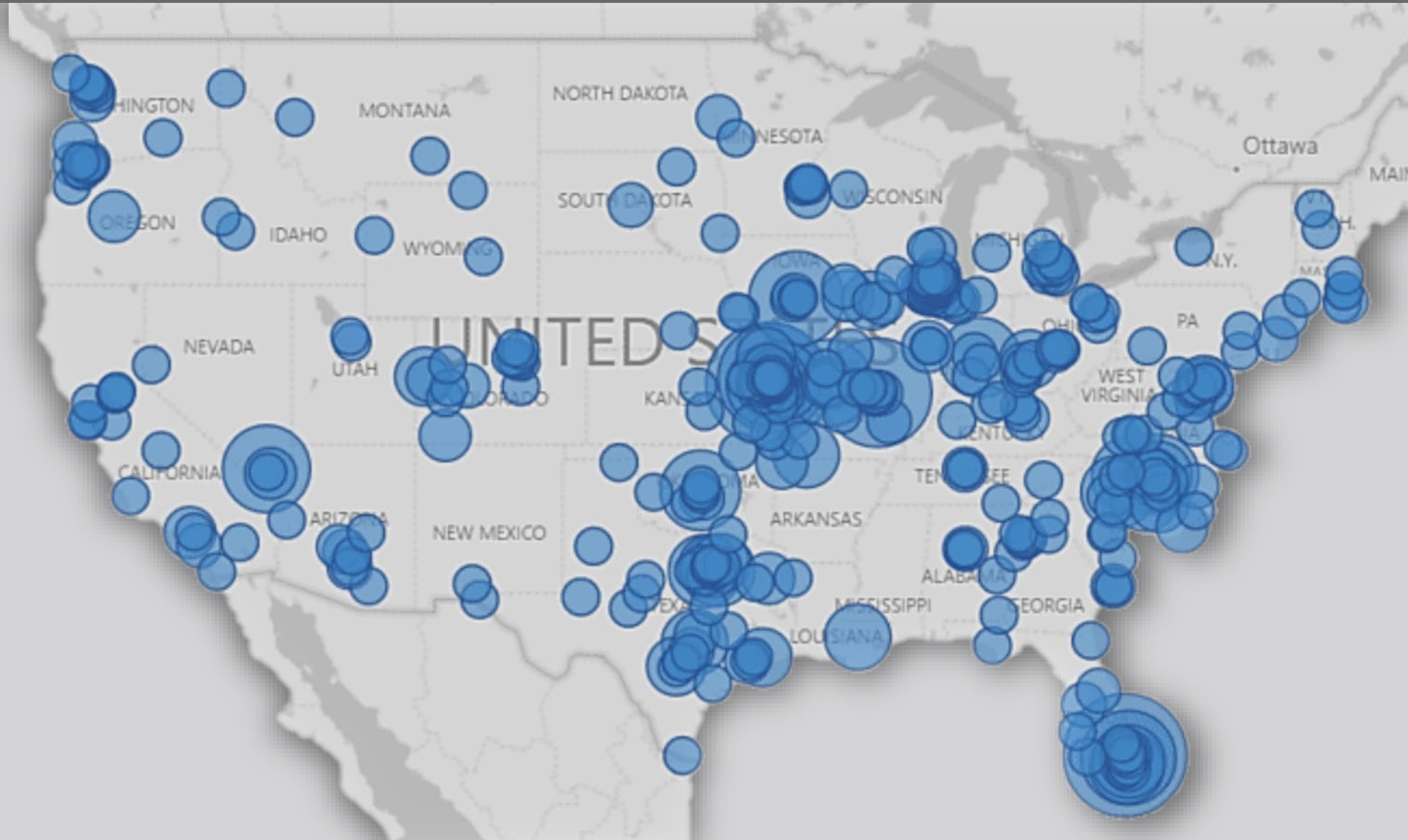
## City of Hallandale Beach, Florida



JUNE 2025

# ETC Institute is a National Leader in Market Research for Local Governmental Organizations

*For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States



# Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions





# Purpose and Methodology

- **Purpose:** To assess the delivery of major City services to Hallandale Beach businesses, and to identify issues that impact the Hallandale Beach business community.
- **Methodology:**
  - Four-page survey; took approximately 10 minutes to complete
  - By mail, online, and phone to Hallandale Beach businesses
  - 102 business owners/managers completed surveys

# What We Learned

- **Satisfaction with City Services Is High**
- **Top Overall Priorities for City Services**
  - Police Services
  - Drainage System
  - Traffic Flow
- **Reasons with the Most Impact on Businesses Staying in Hallandale Beach**
  - Low Crime Rate
  - Level of Taxation
  - Image of the City

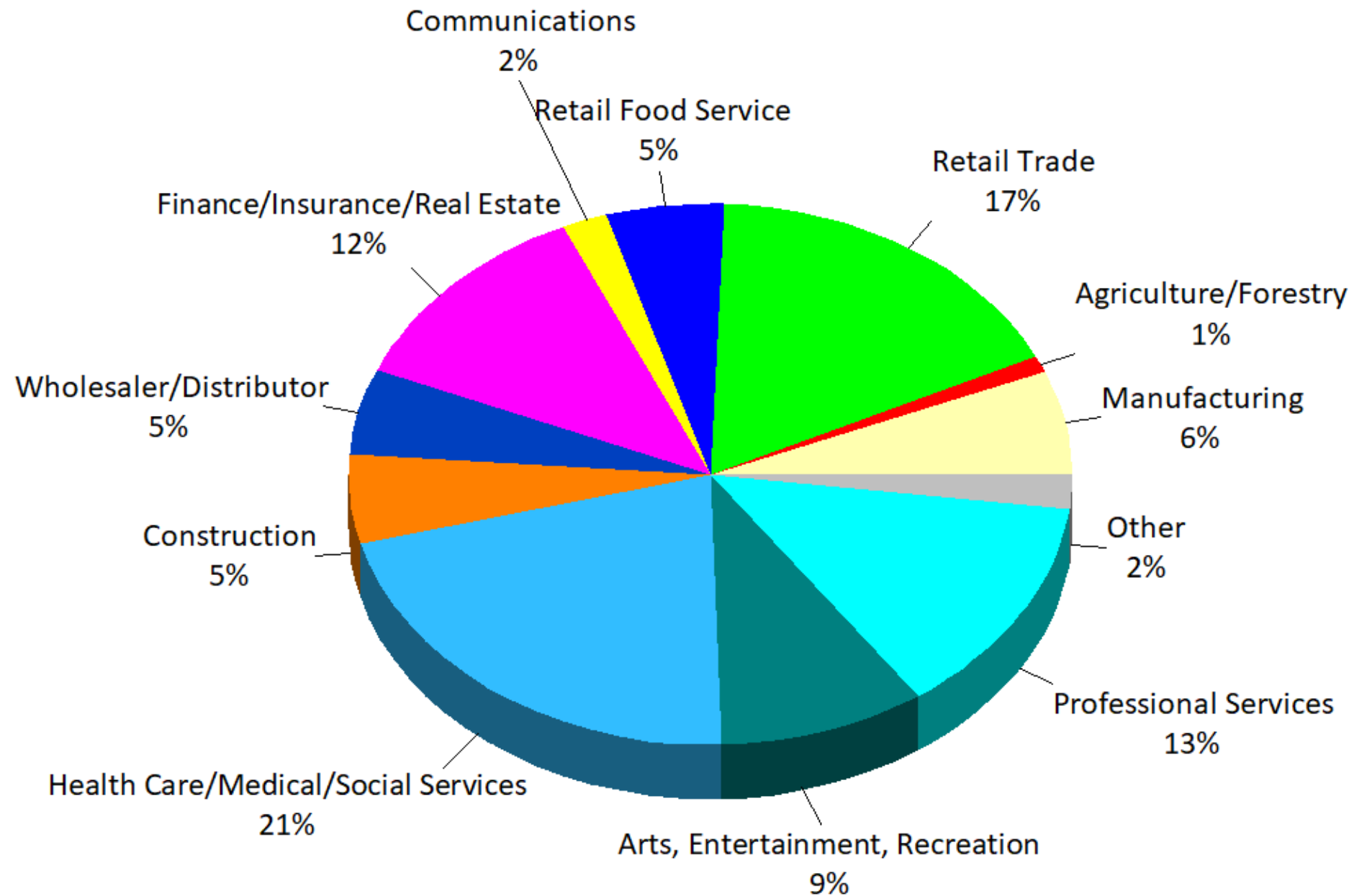
# **Topic #1**

## **Characteristics of the Business Community**



## Q18. How would you best describe your business?

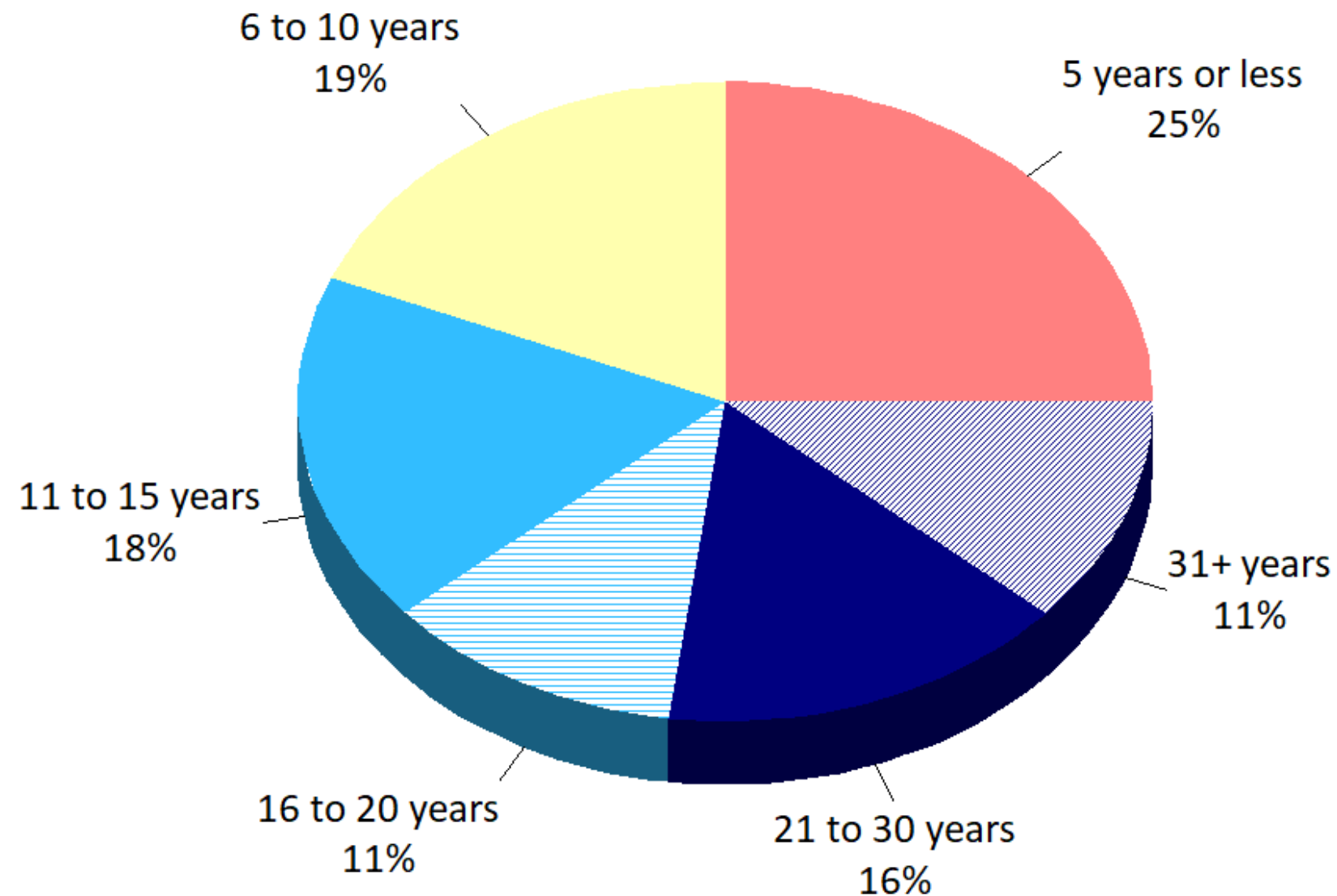
by percentage of respondents (excluding "not provided")



Good Representation by Type of Business

## Q19. Demographics: Approximately how many years has your business been operating in the City of Hallandale Beach?

by percentage of respondents (excluding "not provided")



Good Representation by Number of Years in Hallandale Beach

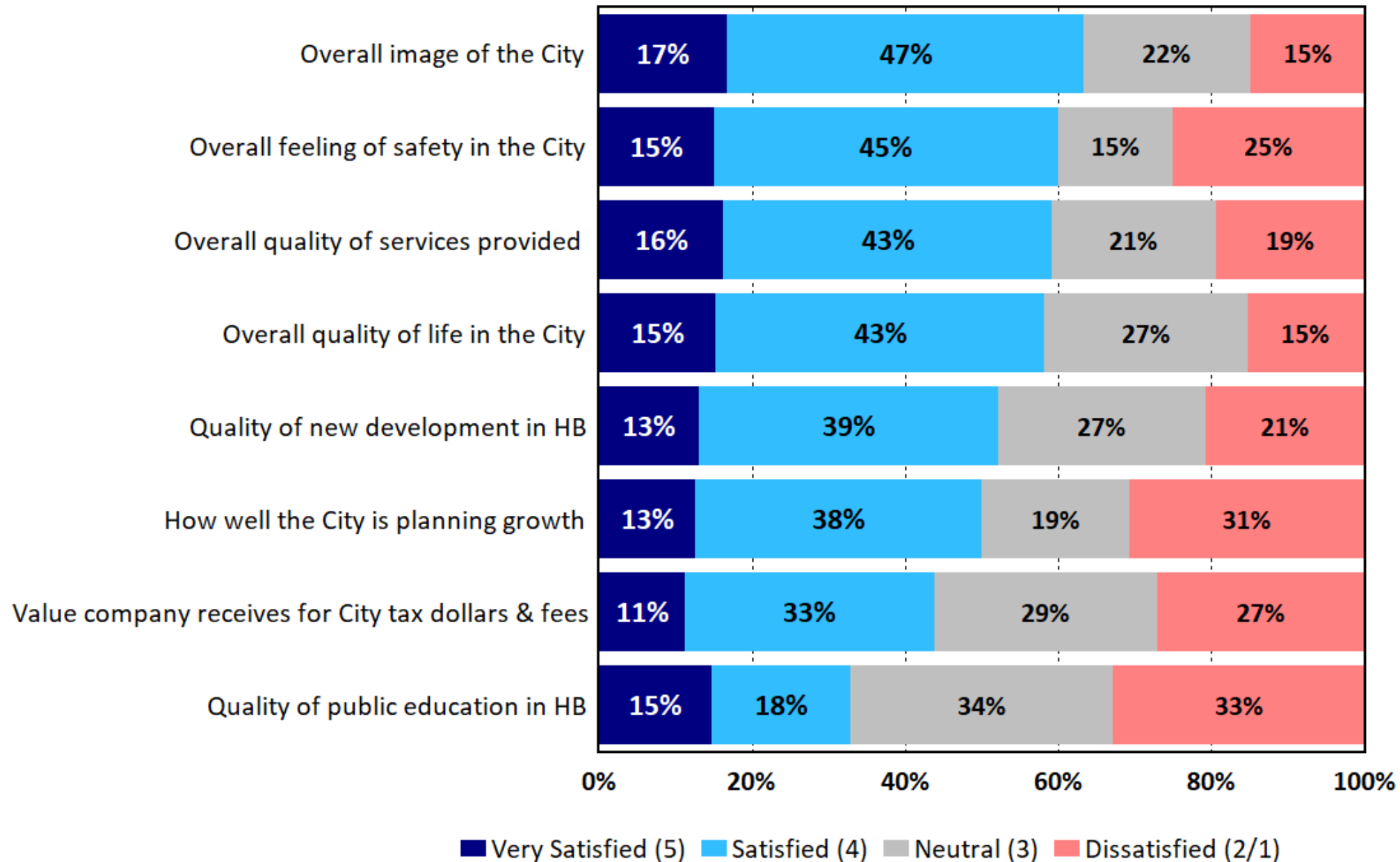


# **Topic #2**

## **Perceptions of the City**

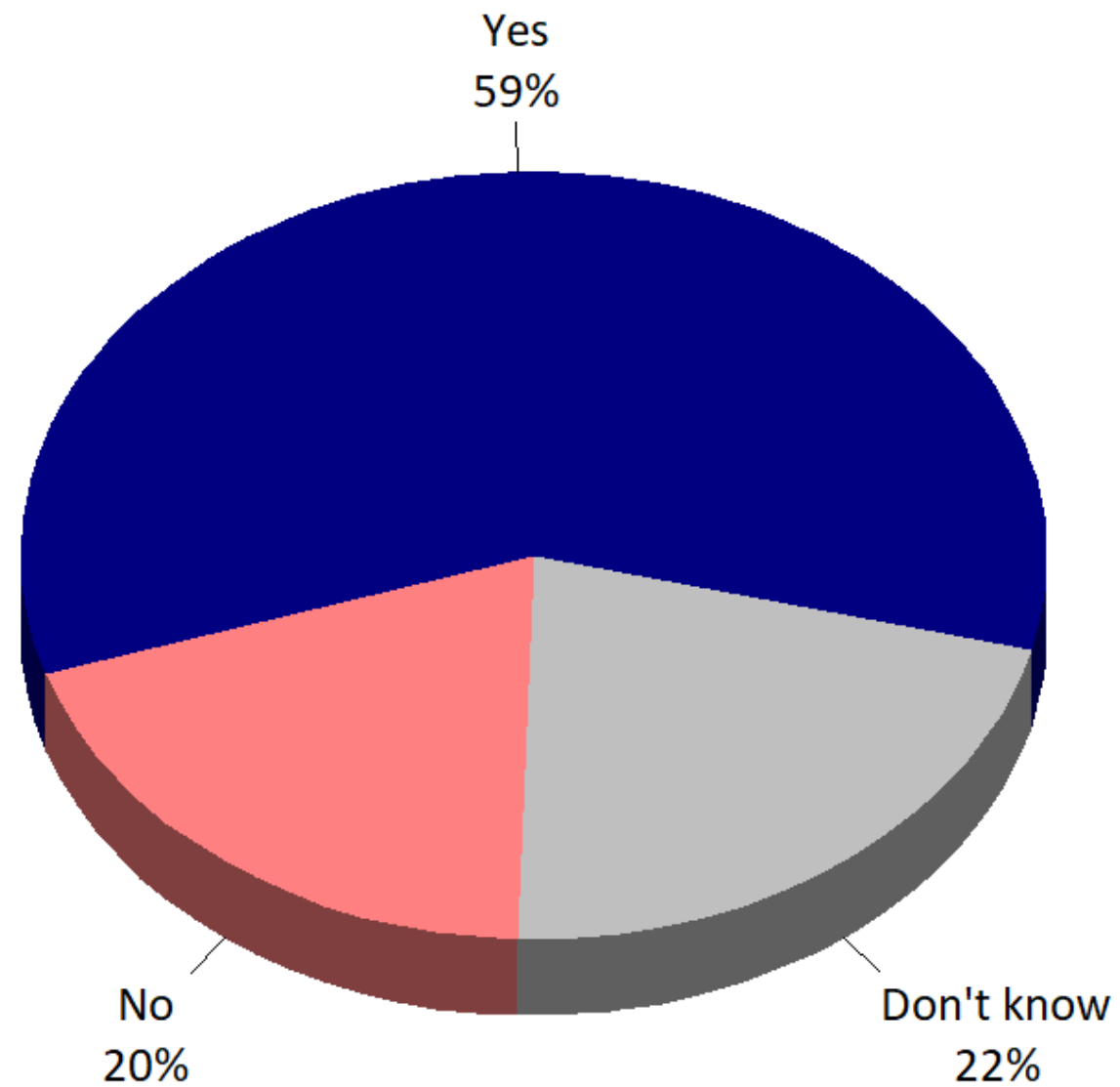
## Q1. Satisfaction with Items That Influence the Perception Businesses Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



## Q2. Do you think the City of Hallandale Beach is a “Business Friendly” community?

by percentage of respondents



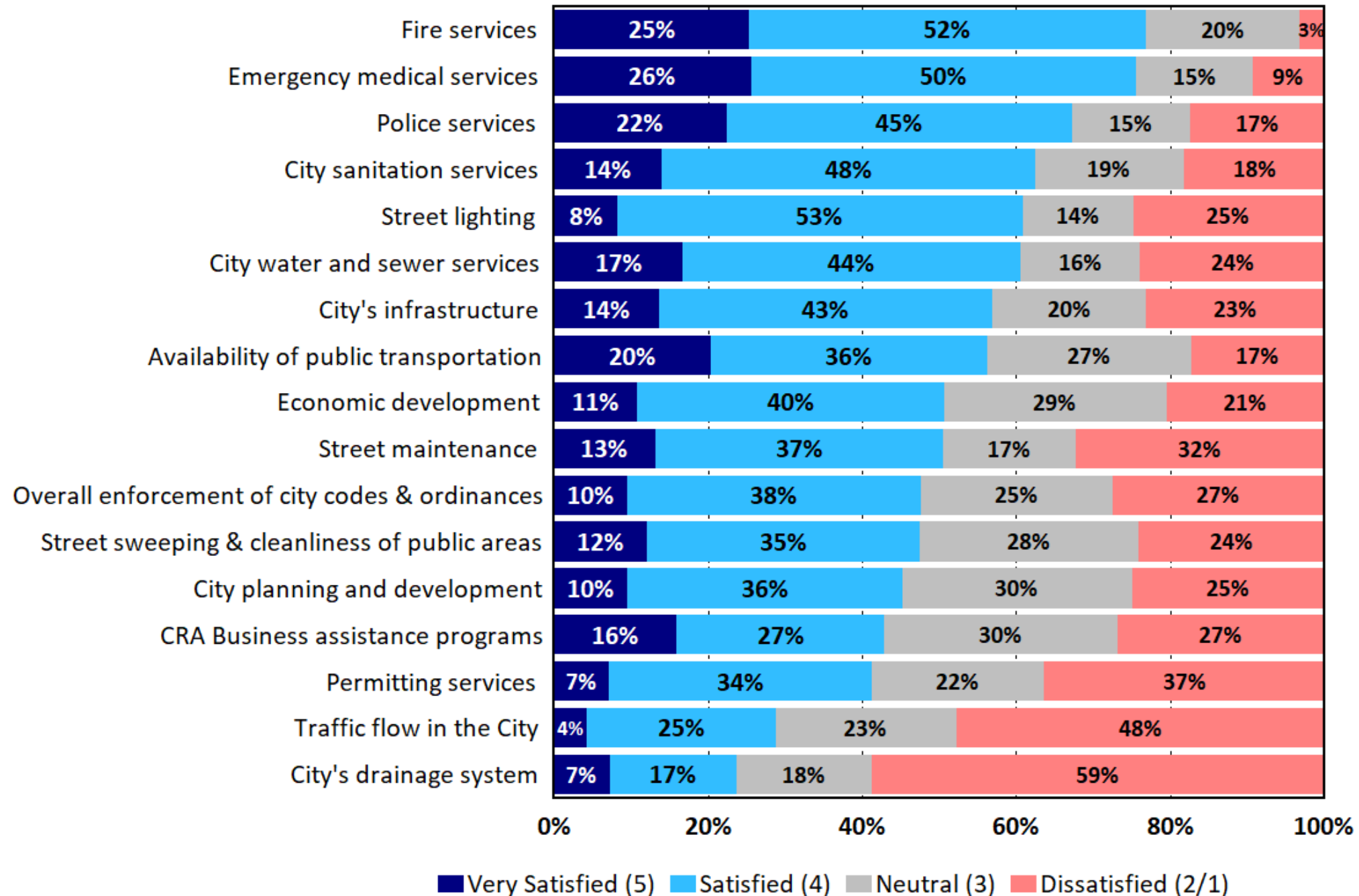


# **Topic #3**

## **City Services and Priorities**

### Q3. Satisfaction with City Services

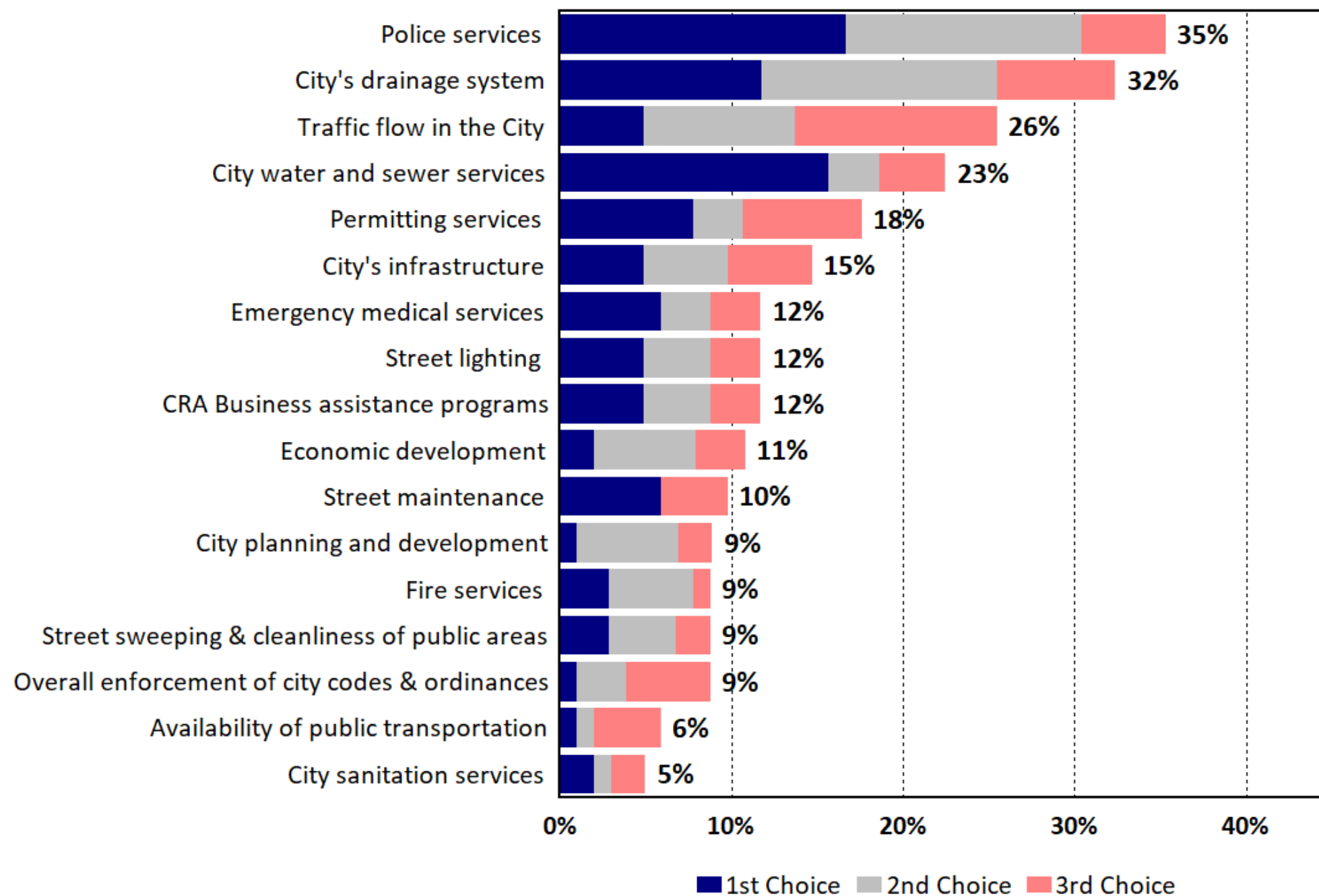
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Businesses Gave High Satisfaction Ratings for City Services

## Q4. City Services That Are Most Important to Businesses

by percentage of respondents who selected the item as one of their top three choices





# 2025 Importance-Satisfaction Rating

## Hallandale Beach Business Survey

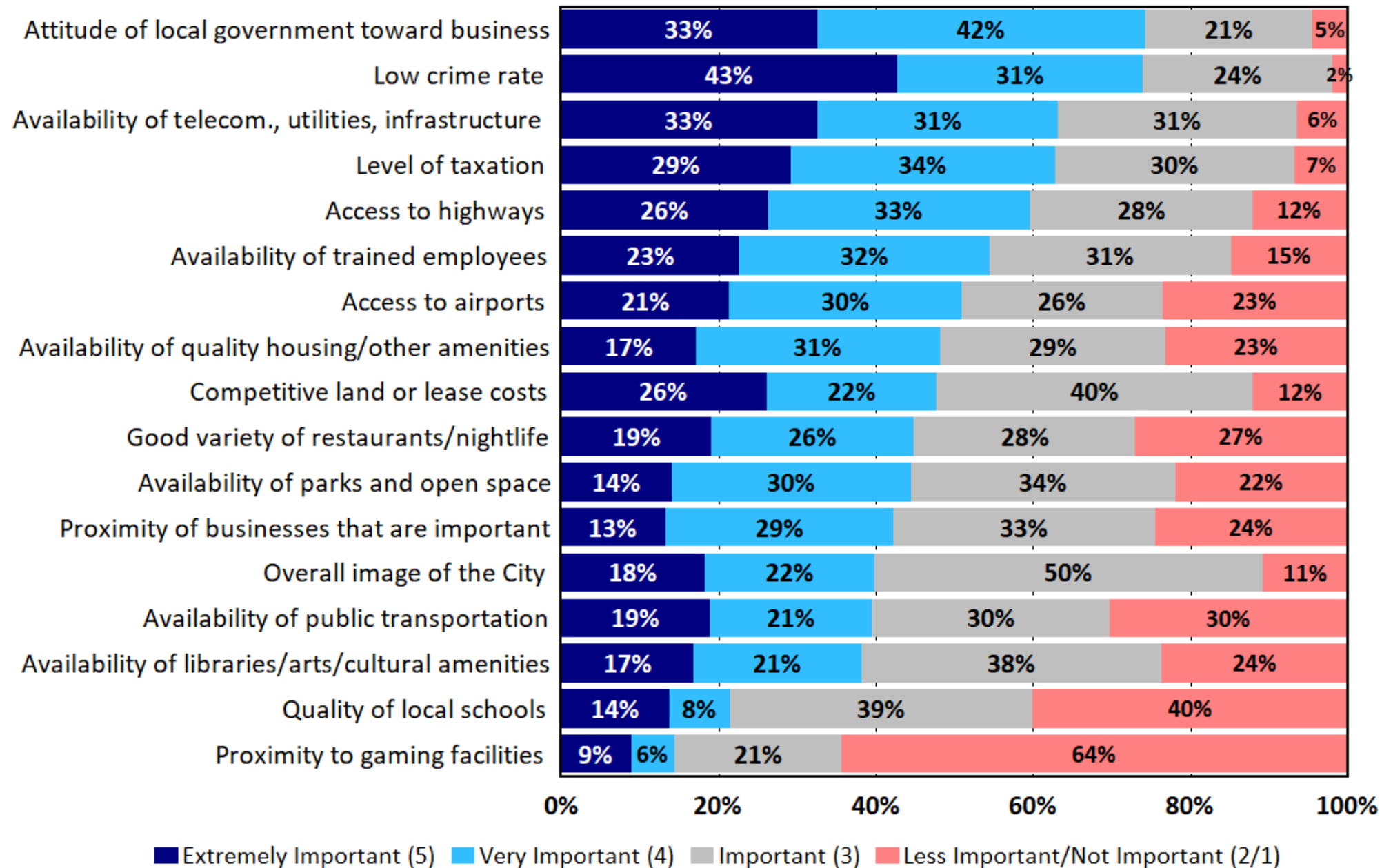
### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
City's drainage system	32%	2	24%	17	0.2472	1
<b>High Priority (IS .10-.20)</b>						
Traffic flow in the City	26%	3	29%	16	0.1816	2
Police services	35%	1	67%	3	0.1154	3
Permitting services	18%	5	41%	15	0.1035	4
<b>Medium Priority (IS &lt;.10)</b>						
City water and sewer services	23%	4	61%	6	0.0889	5
CRA Business assistance programs	12%	9	43%	14	0.0668	6
City's infrastructure	15%	6	57%	7	0.0634	7
Economic development	11%	10	51%	9	0.0534	8
City planning and development	9%	12	45%	13	0.0488	9
Street maintenance	10%	11	51%	10	0.0485	10

**Topic #4**  
**Reasons for Locating Business in  
Hallandale Beach**

## Q8. Importance of Reasons for Deciding to Locate Business in Hallandale Beach

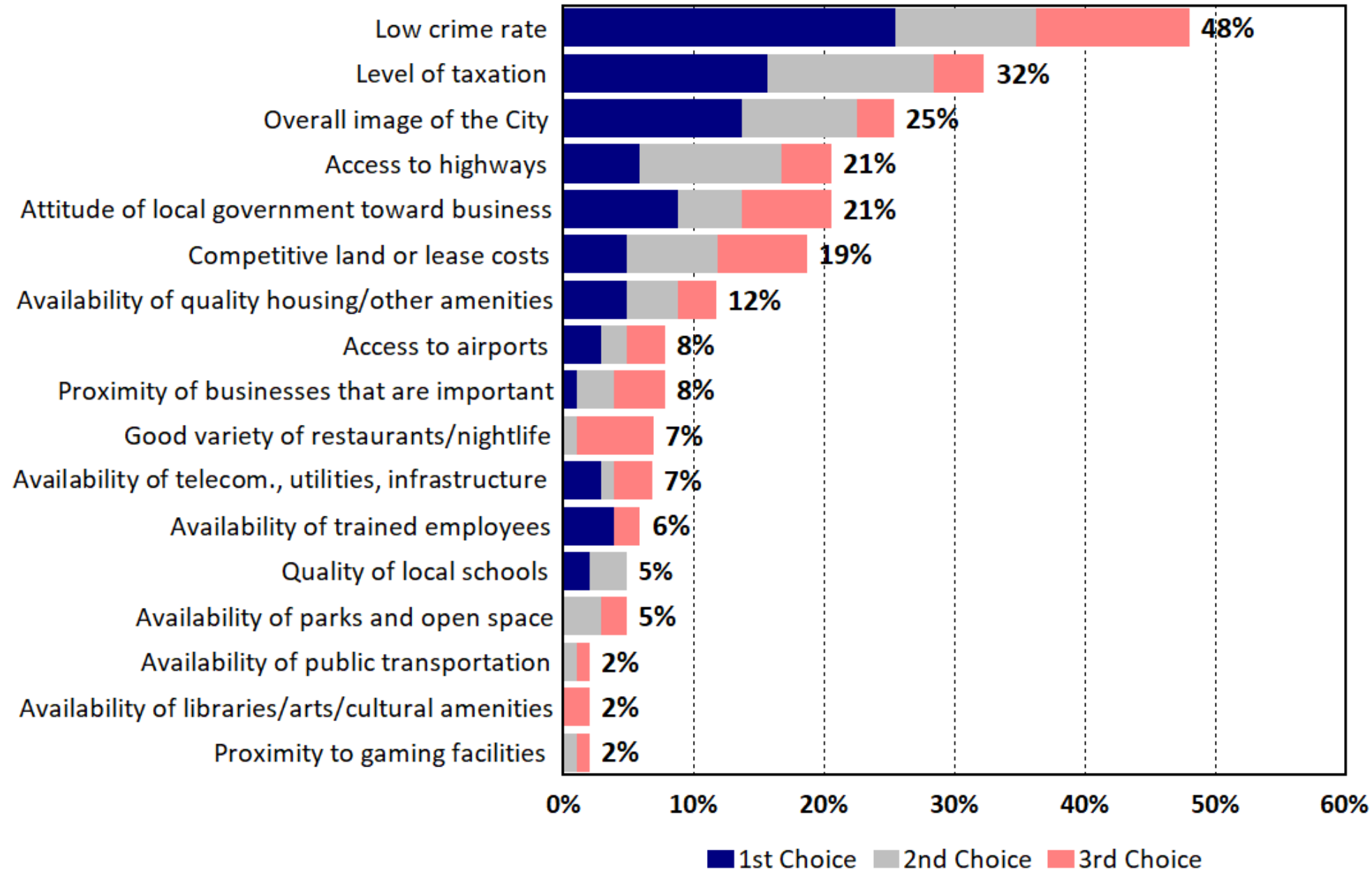
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")





## Q9. Reasons That Will Have the Most Impact on Decision to Stay in Hallandale Beach for the Next 10 Years

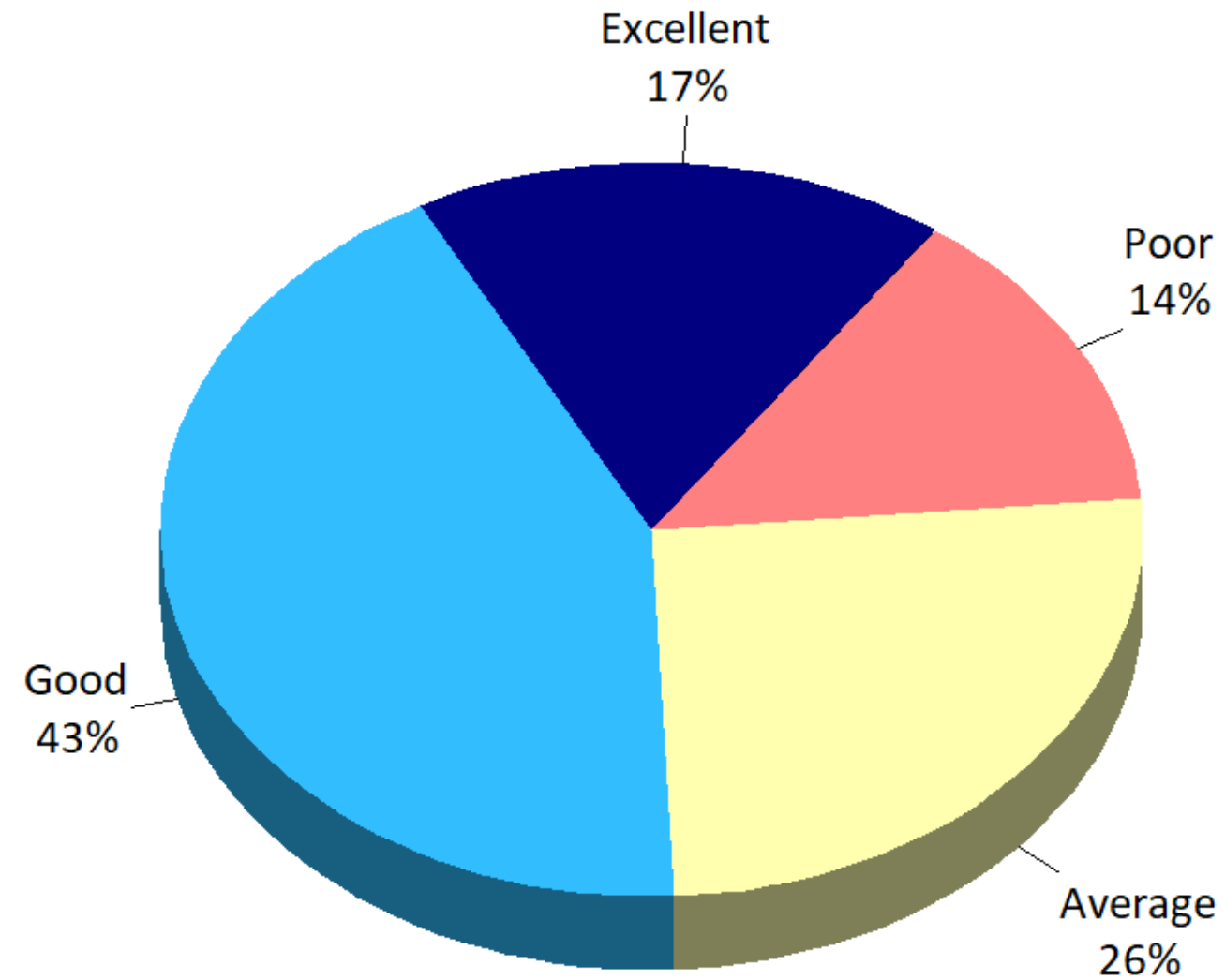
by percentage of respondents who selected the item as one of their top three choices



# ***Other Findings***

## Q6. Ratings of the Physical Appearance of the Area Where Business is Located

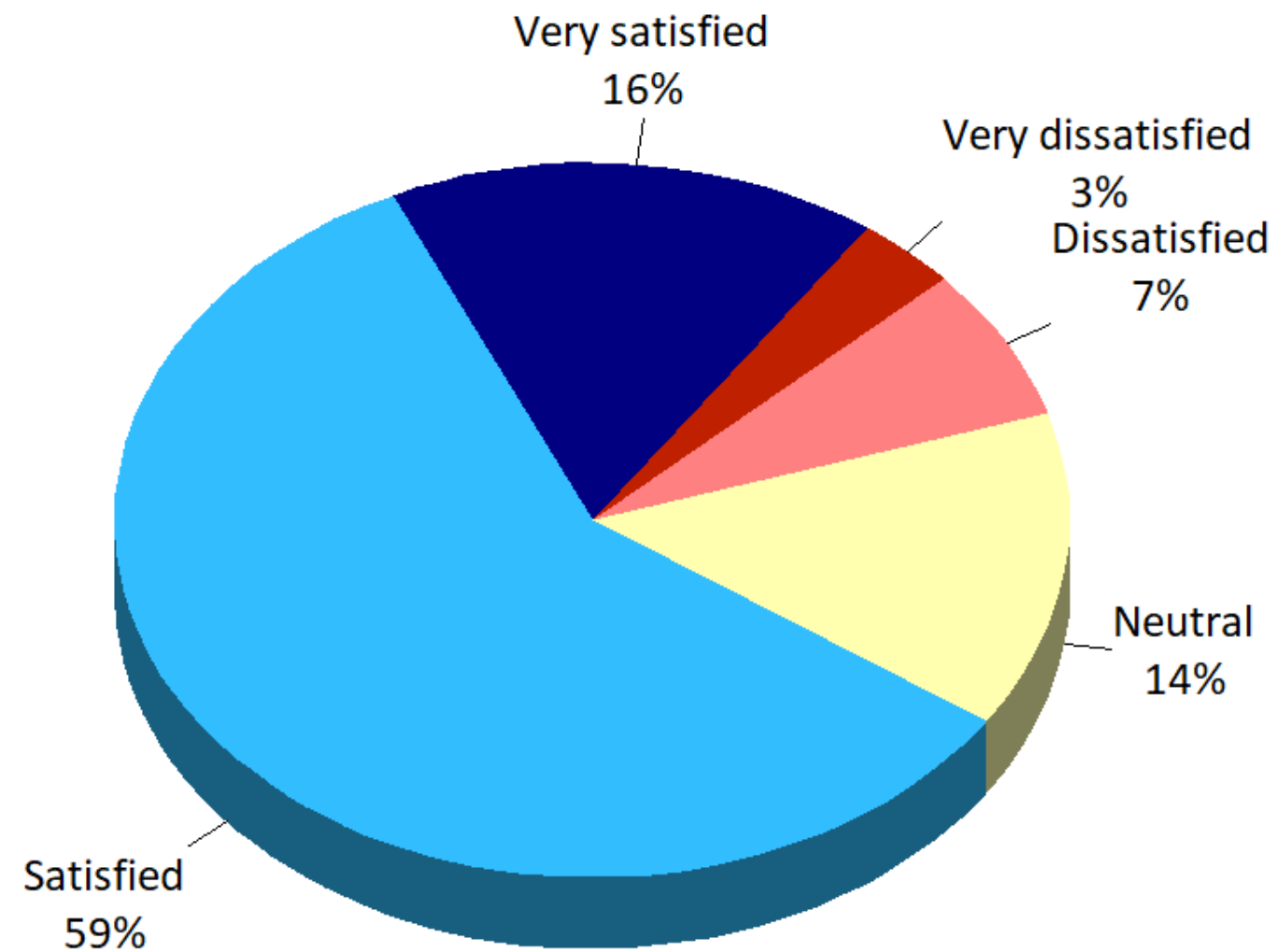
by percentage of respondents (without "don't know")





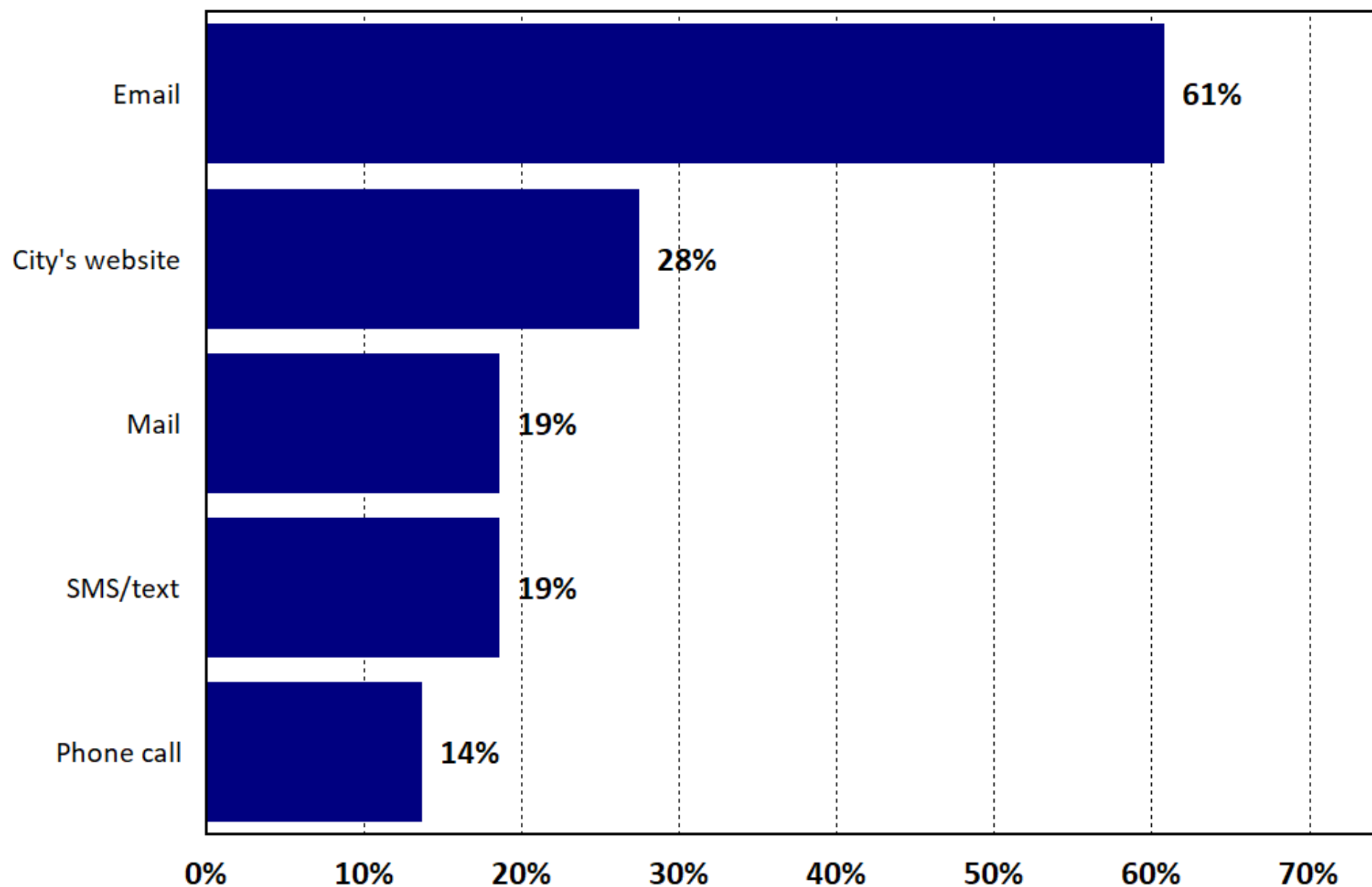
## Q7. Satisfaction with the Overall Location That Businesses Lease or Own

by percentage of respondents (without "don't know")



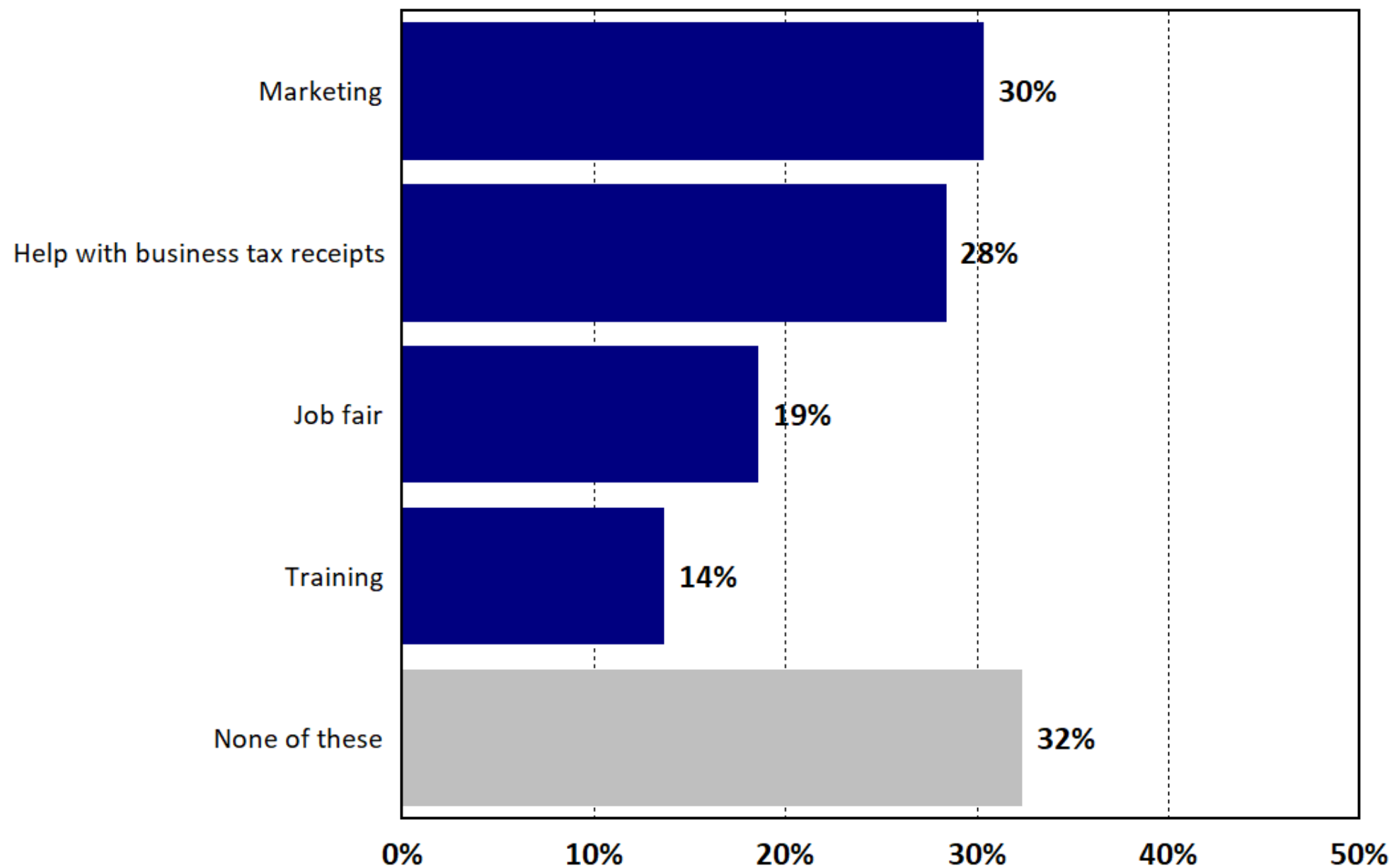
## Q15. Preferred Ways to Receive Updates on Communication from the City

by percentage of respondents (multiple selections could be made)



## Q16. Over the next 12 months, what kind of help would you utilized if available?

by percentage of respondents (multiple selections could be made)



# Summary

- **Satisfaction with City Services Is High**
- **Top Overall Priorities for City Services**
  - **Police Services**
  - **Drainage System**
  - **Traffic Flow**
- **Reasons with the Most Impact on Businesses Staying in Hallandale Beach**
  - **Low Crime Rate**
  - **Level of Taxation**
  - **Image of the City**



# Questions?

## Thank You!!