



# **2025 City of Hallandale Beach Business Survey Findings Report**

Presented to the City of  
Hallandale Beach, FL

May 2025



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# Executive Summary

# 2025 City of Hallandale Beach Business Survey

## Executive Summary



### Purpose

ETC Institute administered a survey to businesses in the City of Hallandale Beach between February and April of 2025. The survey was administered as a part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of the community while providing the best services possible. The survey results will help the City Commission make important decisions regarding the City of Hallandale Beach services.

### Methodology

The four-page survey, cover letter, and postage-paid return envelope were mailed to Hallandale Beach businesses. The cover letter explained the purpose of the survey and encouraged businesses to either return their survey by mail or complete the survey online. After the surveys were mailed, ETC Institute followed up by phone to encourage participation, and provide businesses with the opportunity to take the survey over the phone. A total of 102 businesses completed the survey.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

### Major Findings

**Perceptions of the City.** Sixty-three percent (63%) of businesses surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall image of the City; 22% were neutral, and 15% were dissatisfied. Sixty percent (60%) of businesses surveyed, *who had an opinion*, were satisfied with their overall feeling of safety in the City, and 59% *who had an opinion* were satisfied with the overall quality of services provided by the City.

**Major Categories of City Services.** The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: fire services (77%), emergency medical services (76%), police services (67%), City sanitation services (62%), and street lighting (61%).

Based on the sum of their top three choices, the City services that are most important to businesses are: (1) police services, (2) the City's drainage system, and (3) traffic flow in the City.

# 2025 City of Hallandale Beach Business Survey

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**Importance of Reasons to Locate Business in Hallandale Beach.** Nearly three-fourths (74%) of the businesses surveyed, *who had an opinion*, indicated that the attitude of local government toward business was “extremely important” or “very important” (rating of 4 or 5 on a 5-point scale) in their decision to locate their business in Hallandale Beach. Other reasons that were “extremely important” or “very important” were: low crime rate (74%), availability of telecommunications, utilities and other infrastructure (63%), level of taxation (63%), and access to highways (60%).

Based on the sum of their top three choices, the reasons to locate their business that will have the most impact on their decision to stay in Hallandale Beach for the next ten years were: 1) low crime rate, 2) level of taxation, and 3) overall image of the City.

**Ratings of the City’s Performance.** Sixty-one percent (61%) of businesses surveyed, *who contacted the unit during the past year and had an opinion*, rated fire inspection services as “excellent” or “good” (rating of 4 or 5 on a 5-point scale); 33% who contacted business tax receipts/certificate of use services gave ratings of “excellent” or “good,” and 31% gave ratings of “excellent” or “good” for construction/building permits or inspections services that they contacted during the past year.

**Ratings of the Labor Pool.** The public safety services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire-rescue personnel respond to medical emergencies (79%), how quickly fire-rescue personnel respond to fire emergencies (79%), and how quickly police respond to 911 calls (61%).

### Other Findings

- Fifty-nine percent (59%) of businesses surveyed think the City of Hallandale Beach is a “business friendly” community; 20% do not think this, and 22% do not have an opinion.
- Thirty-six percent (36%) of businesses surveyed “strongly agree” or “agree” with the statement, “*The City of Hallandale Beach is responsive to the needs of the business community;*” 26% are “neutral,” 13% “disagree,” and 8% “strongly disagree.” The remaining 19% do not have an opinion.
- More than half (51%) of the businesses surveyed rate the physical appearance of the area where their business is located as “excellent” or “good;” 22% rate it as “average,” and 12% rate it as “poor.” The remaining 16% do not have an opinion.
- Sixty-three percent (63%) of the businesses surveyed are “very satisfied” or “satisfied” with the overall location that they lease or own; 12% are “neutral,” 6% are “dissatisfied,” and 3% are “very dissatisfied.” The remaining 17% do not have an opinion.

# 2025 City of Hallandale Beach Business Survey

## Executive Summary



- Sixty-one percent (61%) of the businesses surveyed prefer to receive updates on communication from the City through email; 28% prefer the City's website, and 19% prefer mail.
- Fifty-three percent (53%) of the businesses surveyed, *who had an opinion*, indicated they would be expanding their business in Hallandale Beach in the next 12 months; 43% indicated they would be relocating to another location outside Hallandale Beach, and 20% indicated they would be relocating to another location in Hallandale Beach. *Multiple selections could be made for this question.*

### Investment Priorities

**Recommended Priorities.** In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment in order to raise the City's overall satisfaction rating are listed below:

- City's drainage system (I-S Rating = 0.2472)
- Traffic flow in the City (I-S Rating = 0.1816)
- Police services (I-S Rating = 0.1154)
- Permitting services (I-S Rating = 0.1035)

The table on the following page shows the Importance-Satisfaction rating for all 17 major categories of City services that were rated.

# 2025 City of Hallandale Beach Business Survey

## Executive Summary



### 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><u>Very High Priority (IS &gt;.20)</u></b>						
City's drainage system	32%	2	24%	17	0.2472	1
<b><u>High Priority (IS .10-.20)</u></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><u>Medium Priority (IS &lt;.10)</u></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
Street sweeping & cleanliness of public areas	9%	14	48%	12	0.0462	11
Overall enforcement of city codes & ordinances	9%	15	48%	11	0.0461	12
Street lighting	12%	8	61%	5	0.0459	13
Emergency medical services	12%	7	76%	2	0.0285	14
Availability of public transportation	6%	16	56%	8	0.0258	15
Fire services	9%	13	77%	1	0.0203	16
City sanitation services	5%	17	62%	4	0.0188	17

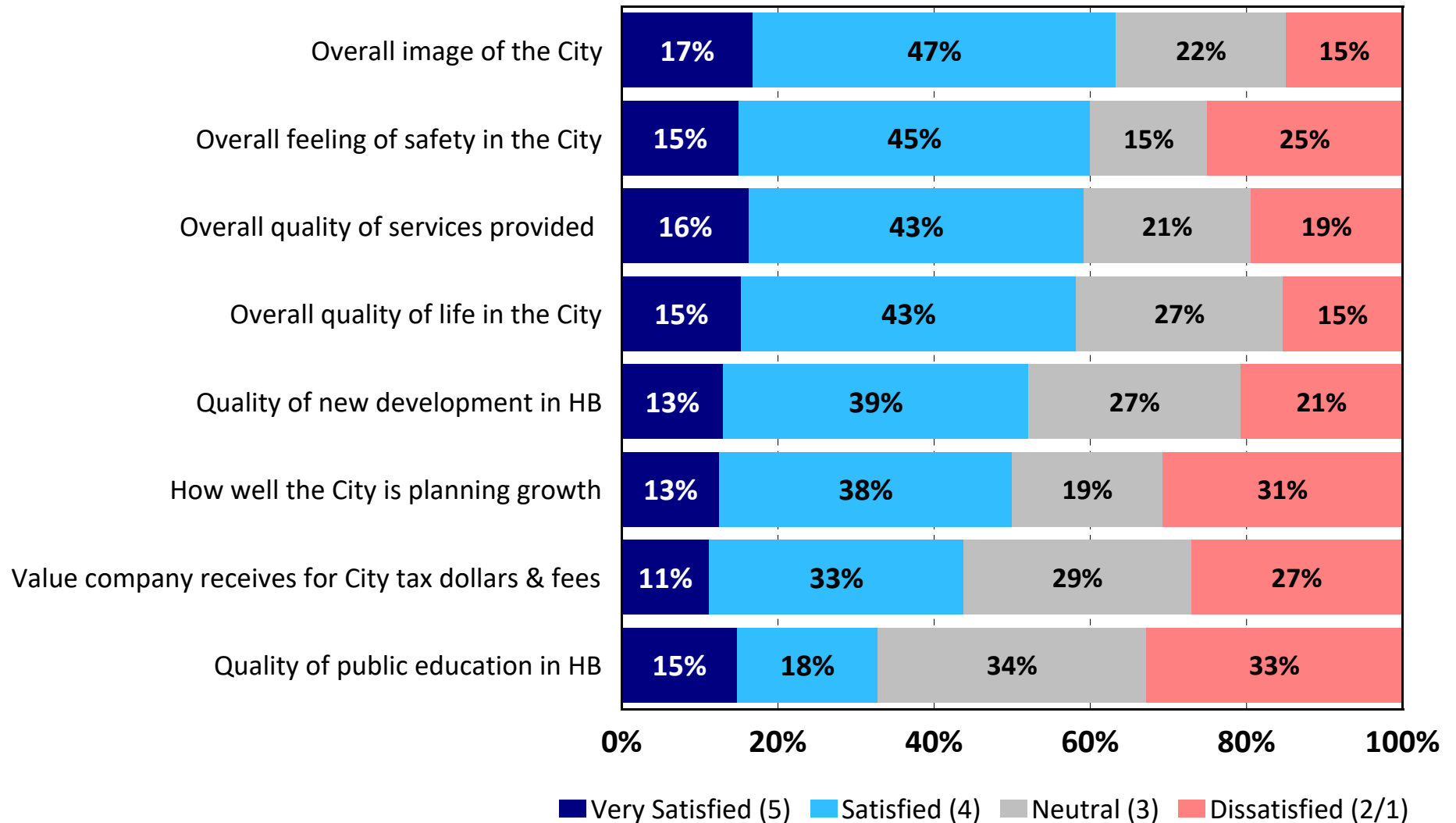


# Charts and Graphs



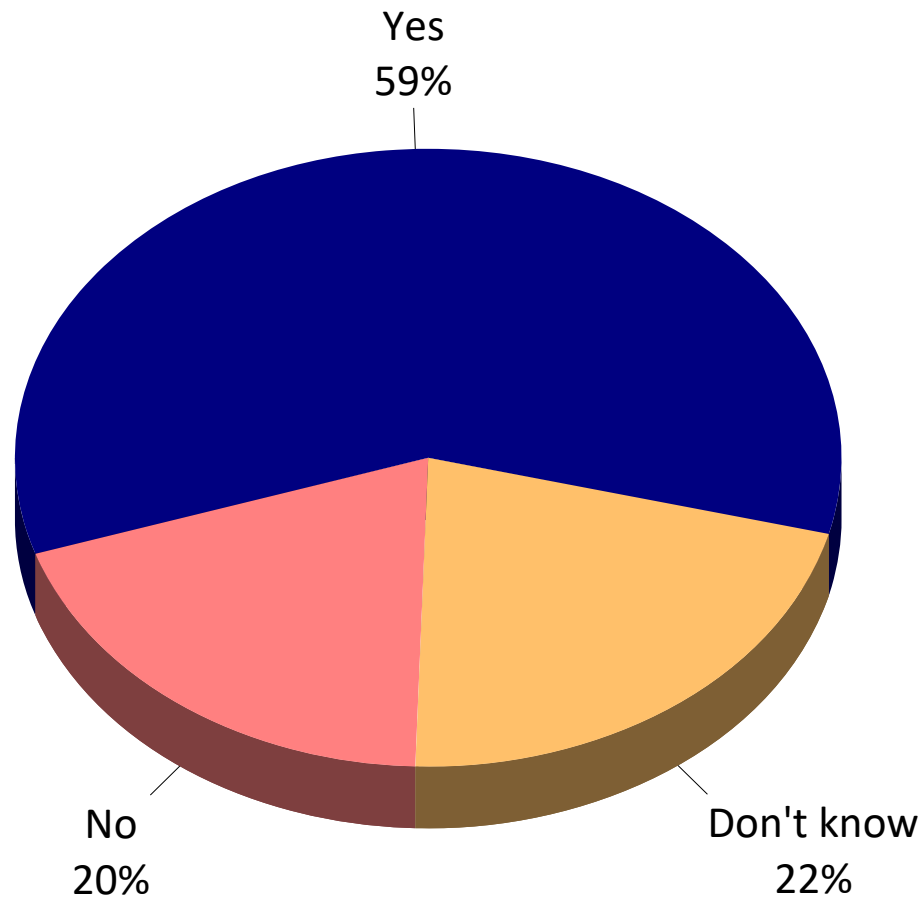
# Q1. Satisfaction With Items That Influence the Perception Businesses Have of the City

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



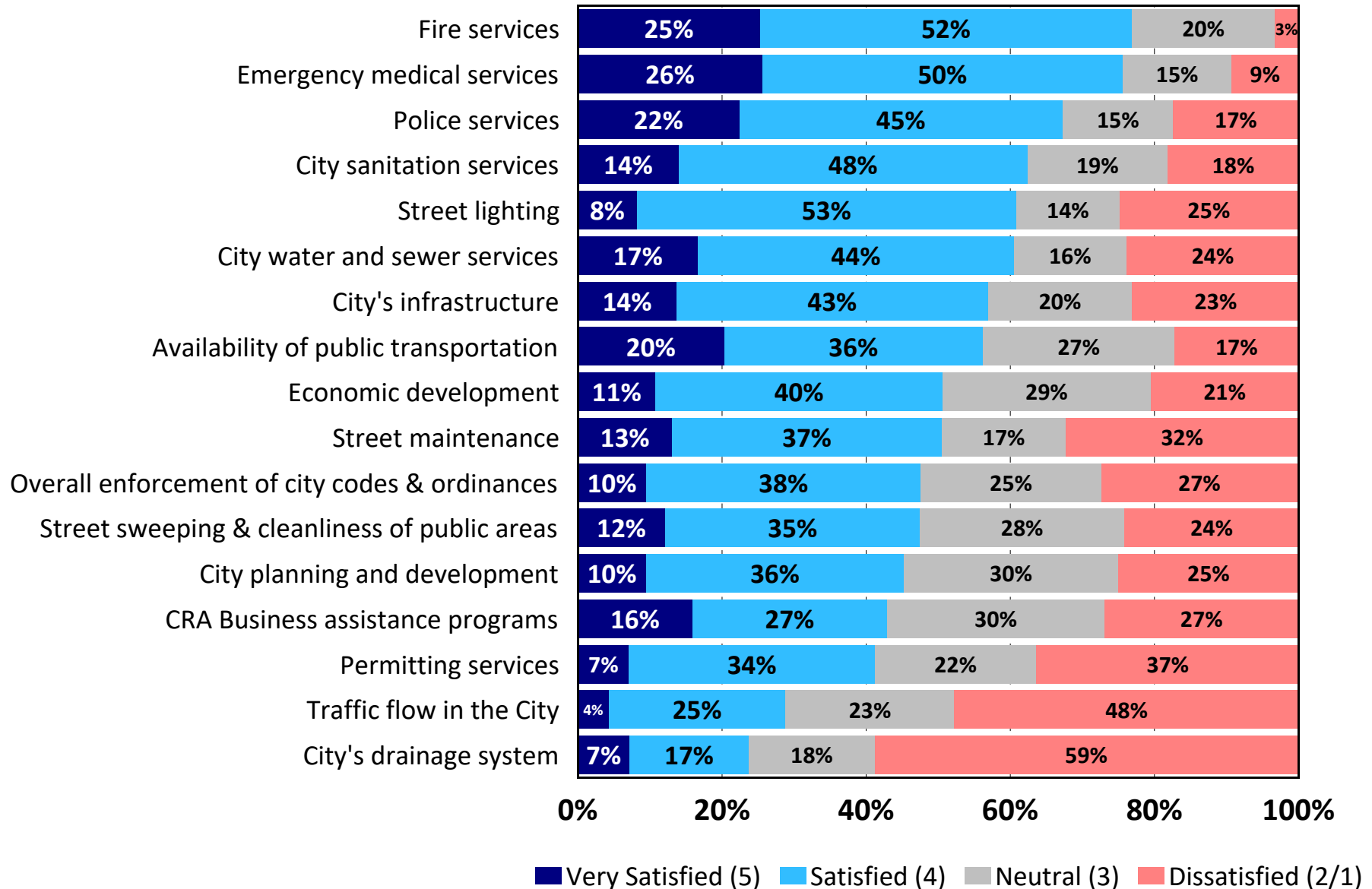
## Q2. Do you think the City of Hallandale Beach is a “Business Friendly” community?

by percentage of respondents



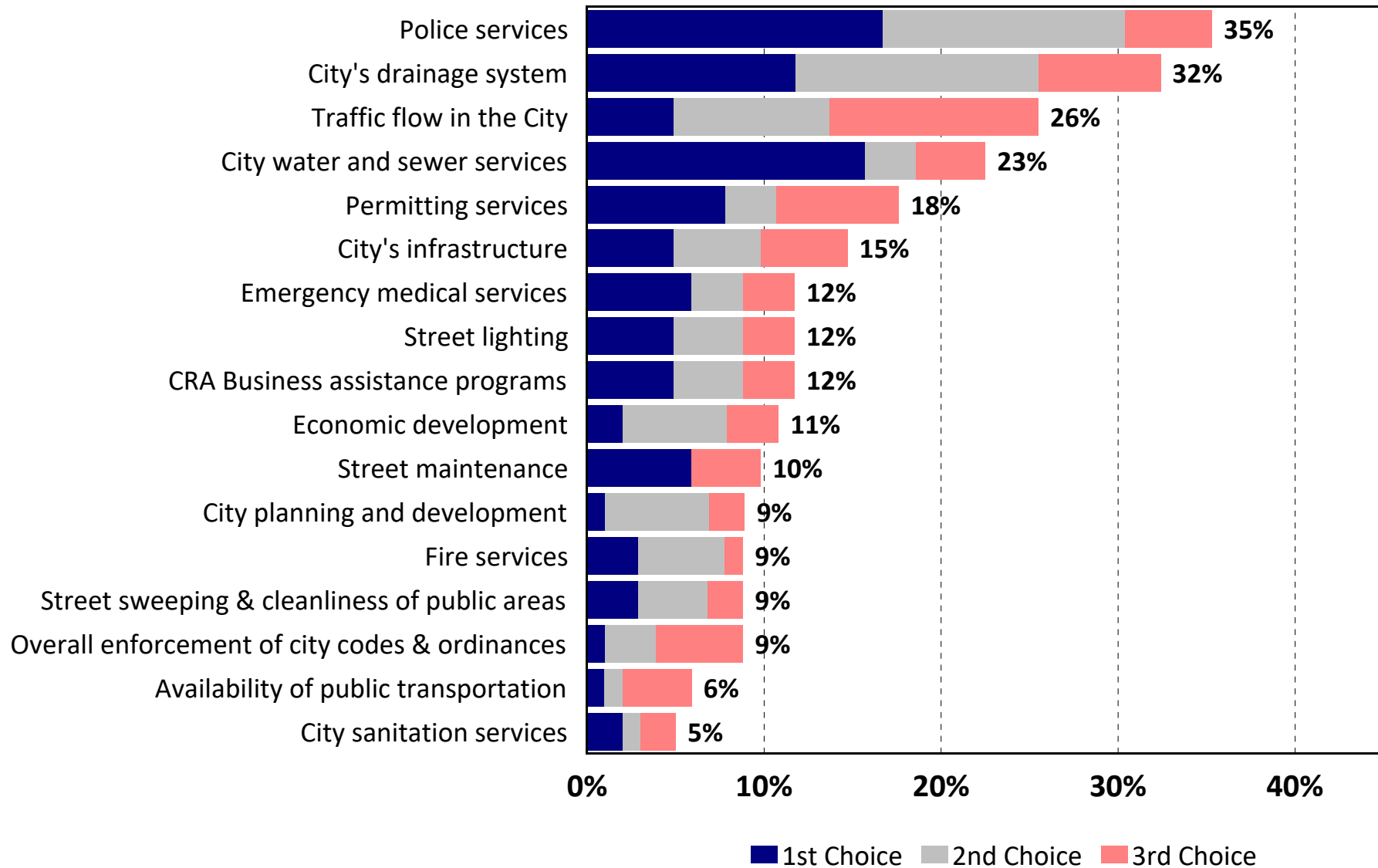
## Q3. Satisfaction With City Services

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



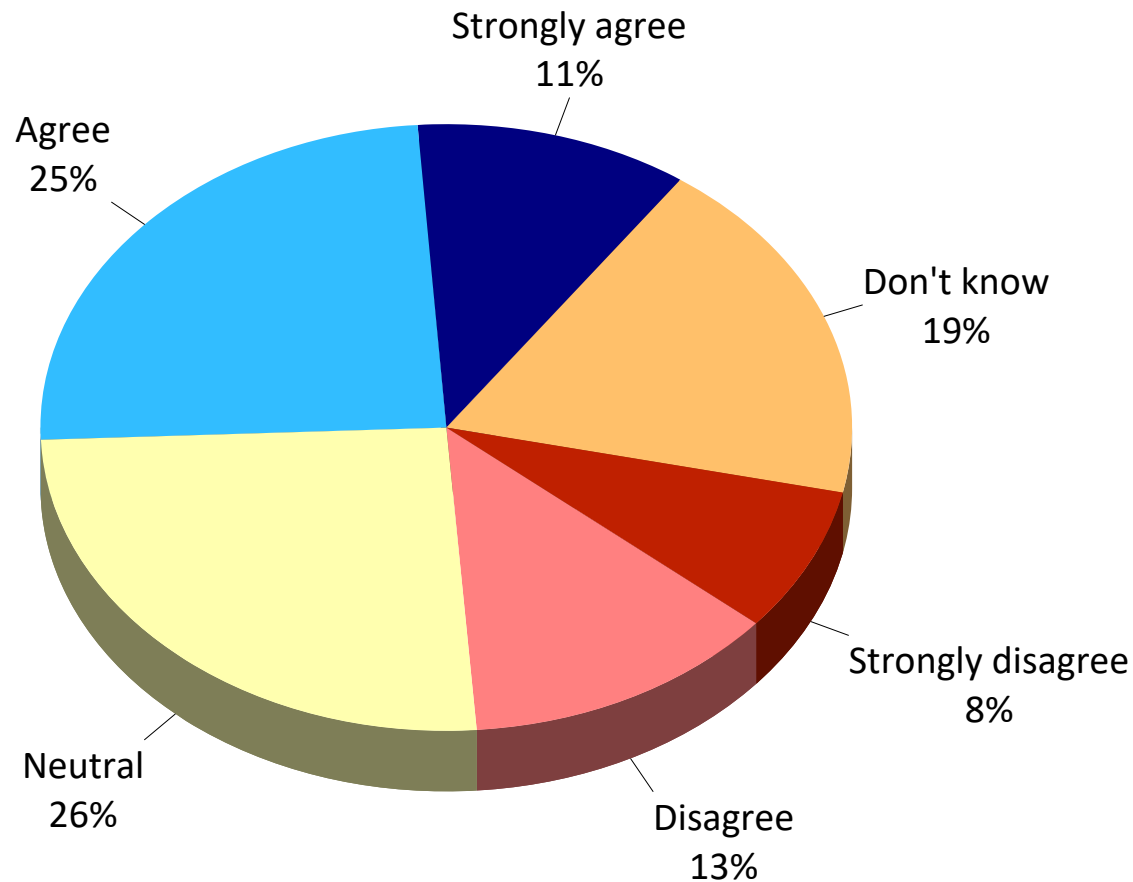
## Q4. City Services That Are Most Important to Businesses

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



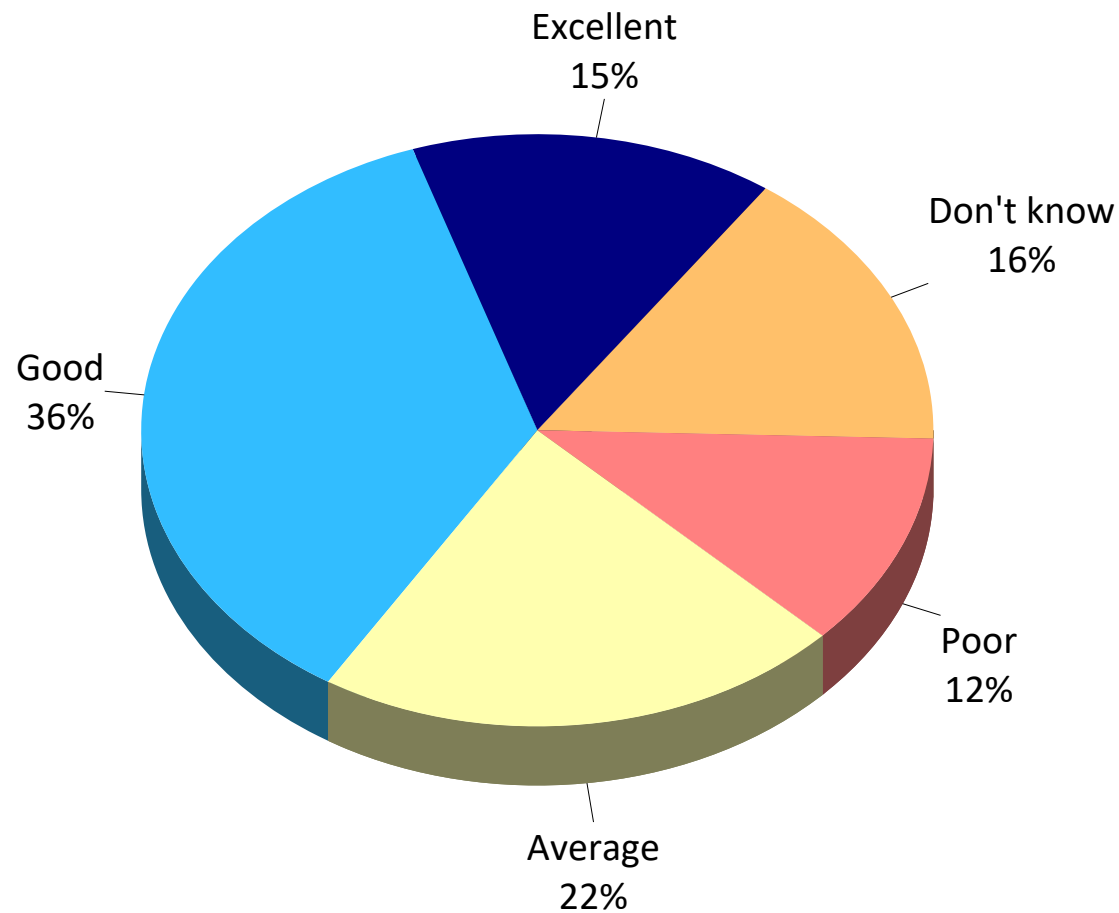
# Q5. Level of Agreement With the Following Statement: ***“The City of Hallandale Beach is responsive to the needs of the business community.”***

by percentage of respondents



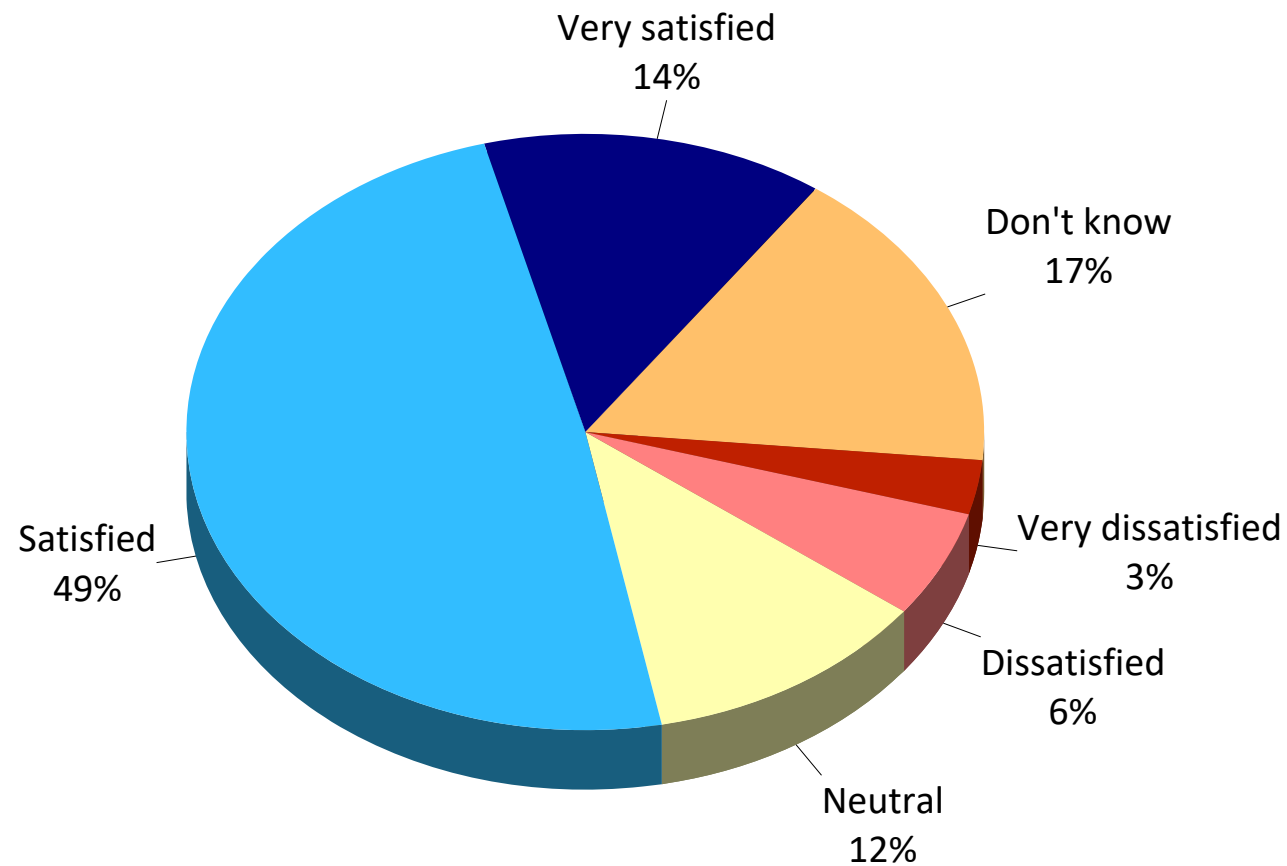
## Q6. Ratings of the Physical Appearance of the Area Where Business is Located

by percentage of respondents



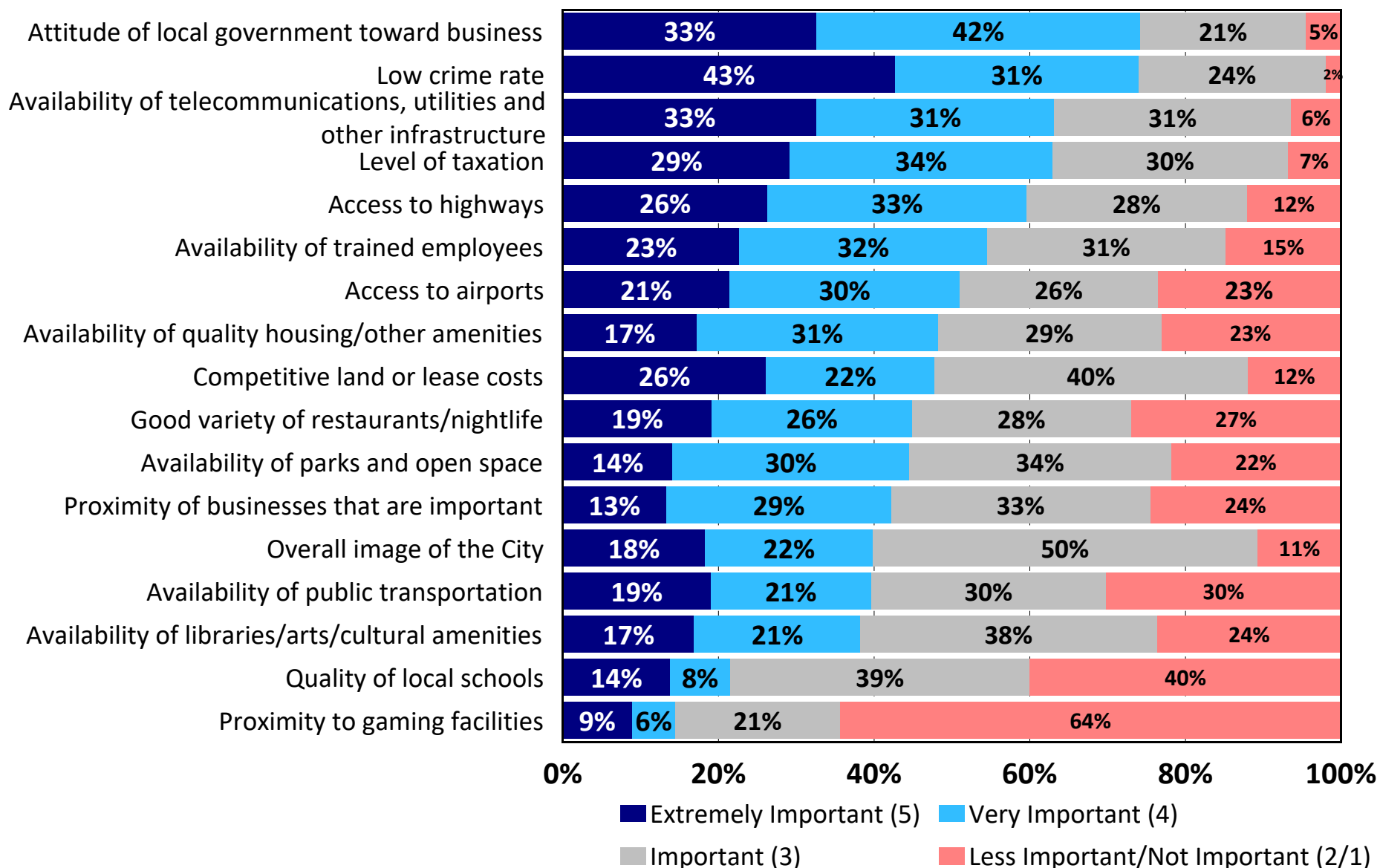
## Q7. Satisfaction with the Overall Location That Businesses Lease or Own

by percentage of respondents



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

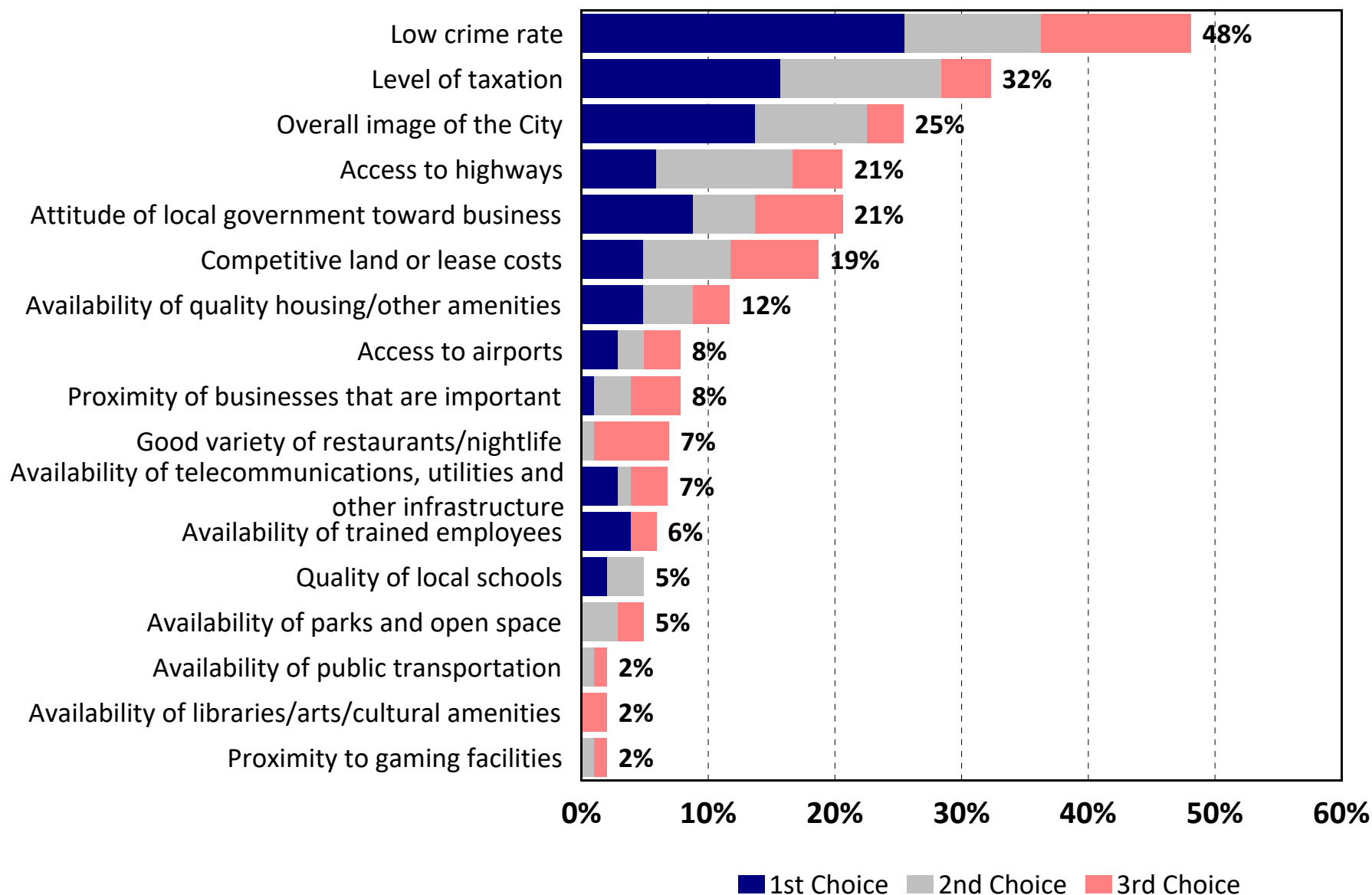
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)





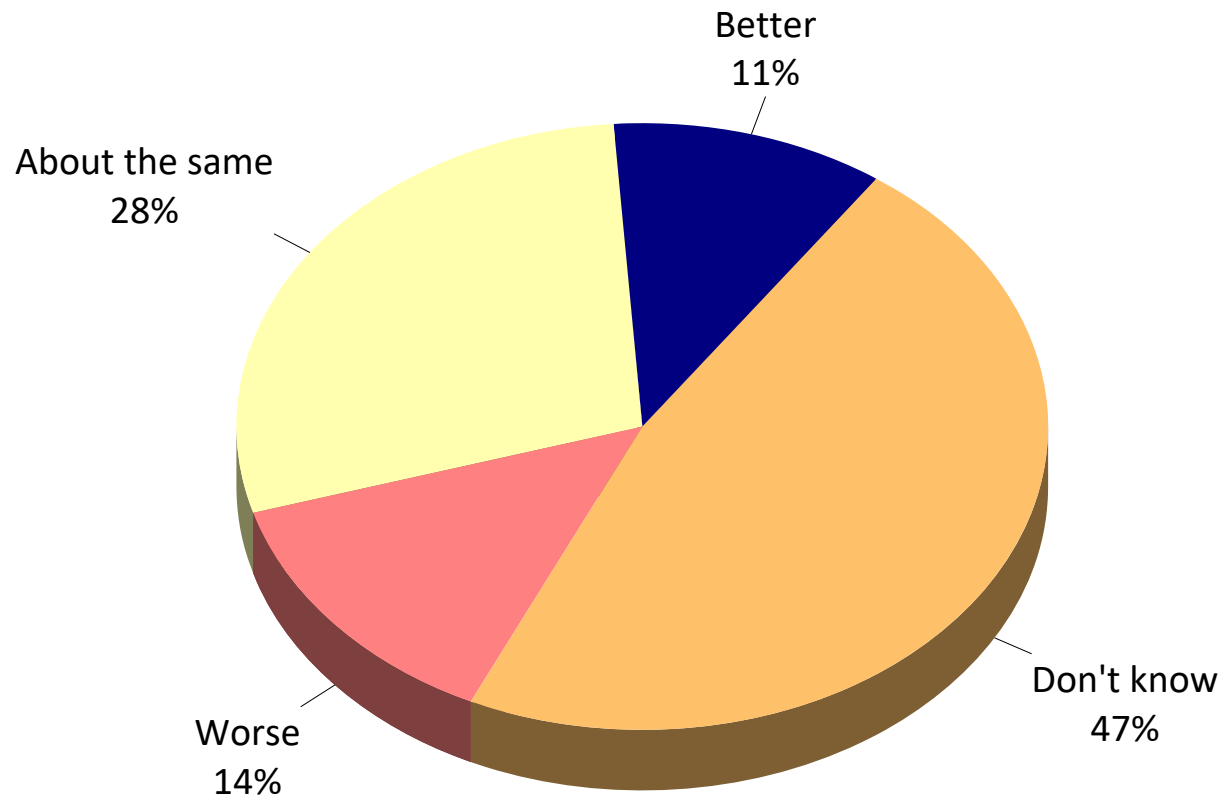
## Q9. Reasons That Will Have the Most Impact on Decision to Stay in Hallandale Beach for the Next 10 Years

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



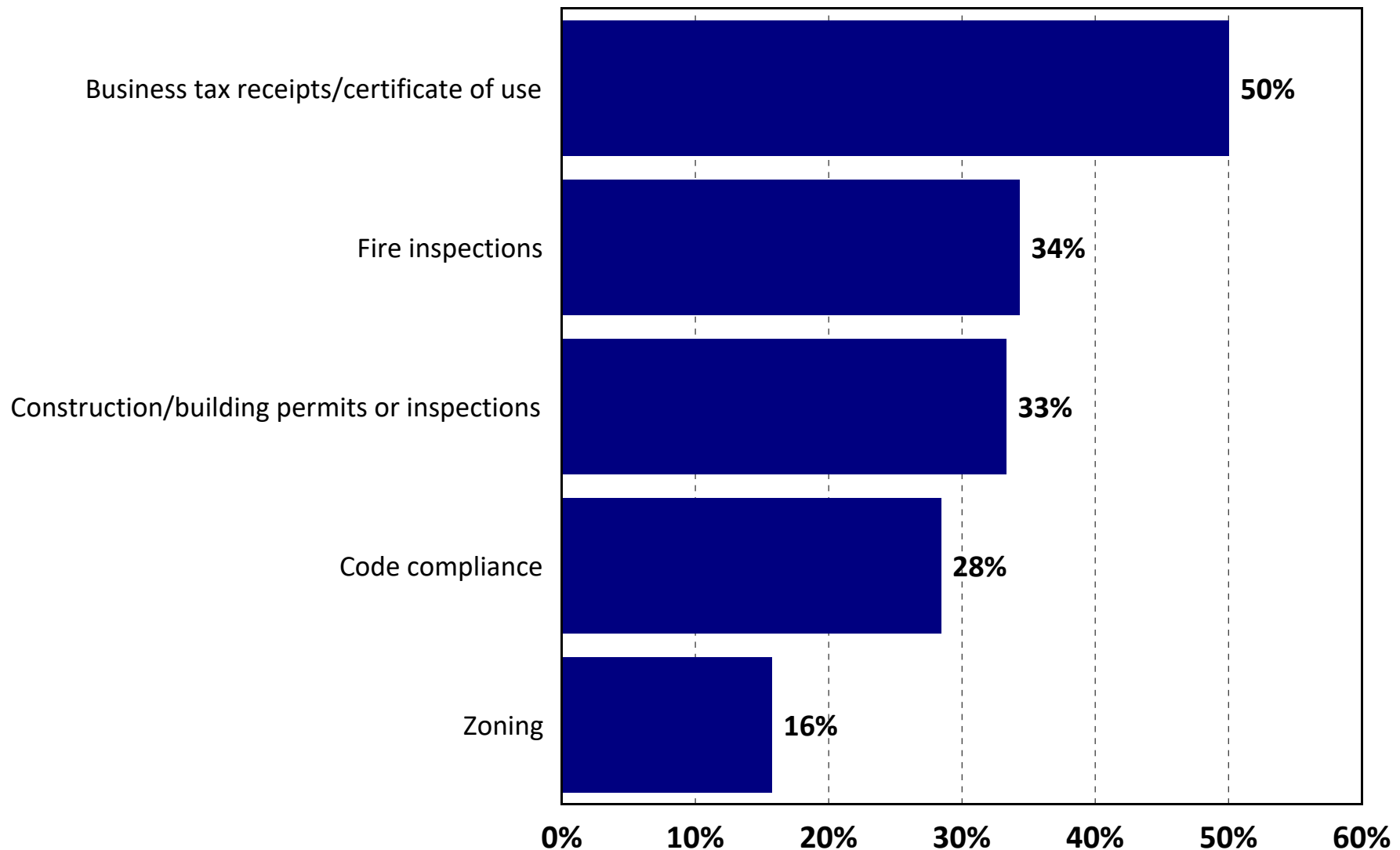
## Q10. How Hallandale Beach's Business Tax Rate or Certificate of Use Tax Rate Compare to Those of Other Cities

by percentage of respondents



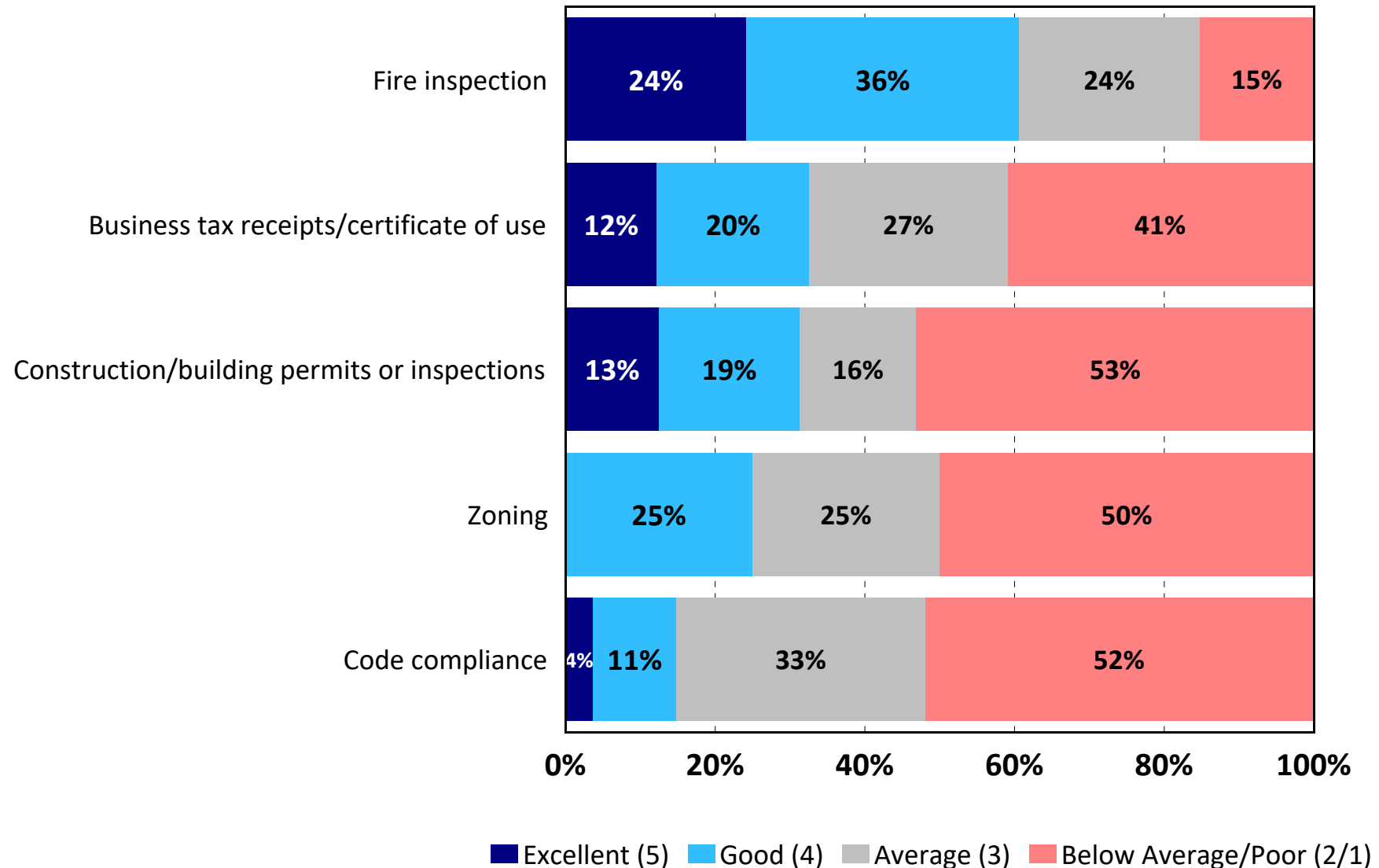
# Q11[1]. Businesses That Have Contacted the Following Units of Hallandale Beach City Government During the Past Year

by percentage of respondents (multiple selections could be made)



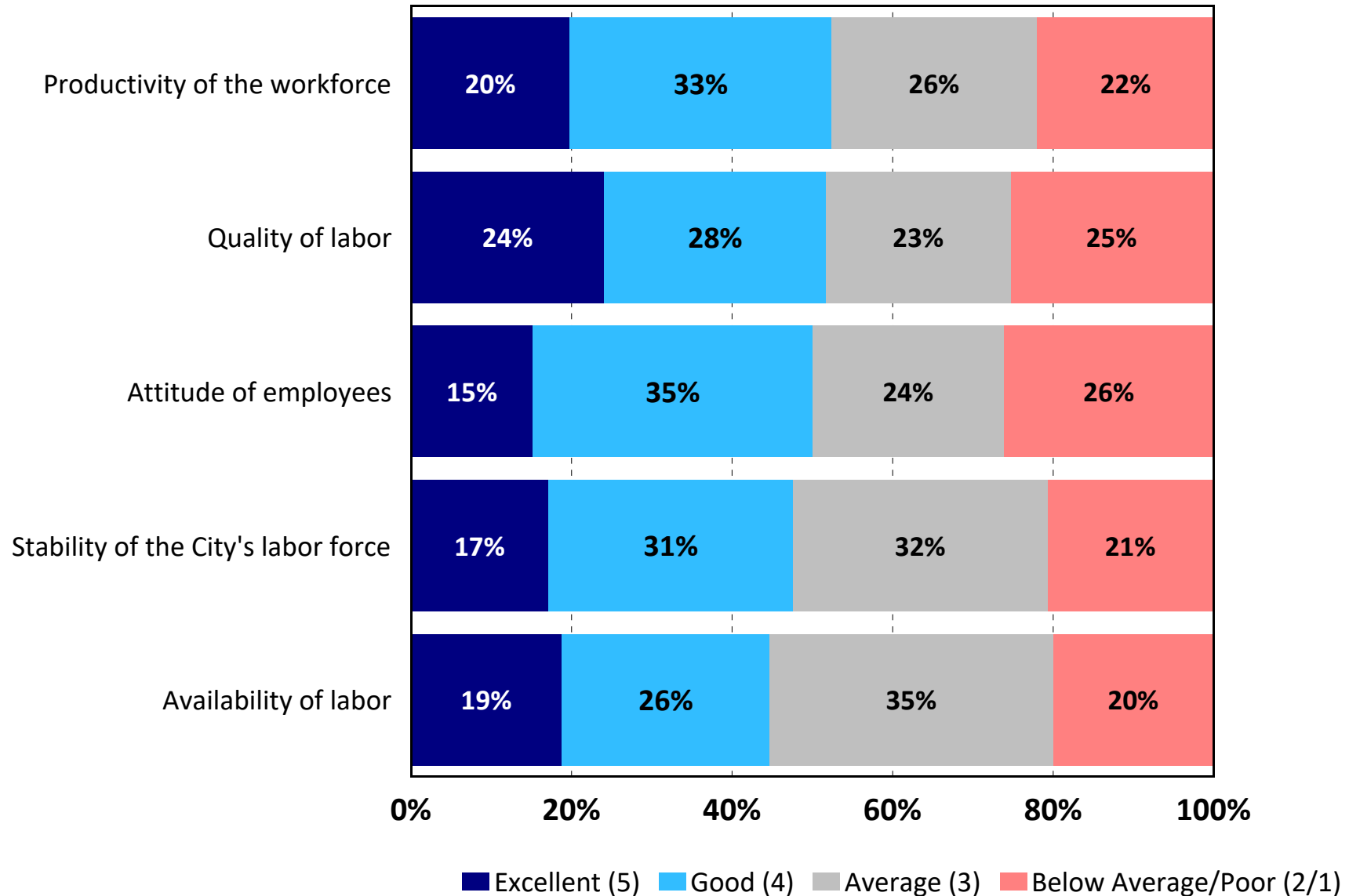
## Q11[2]. Ratings of the City's Performance in the Following Areas

by percentage of respondents who contacted the unit in the past year and rated it as a 1 to 5 on a 5-point scale  
(excluding "don't know")



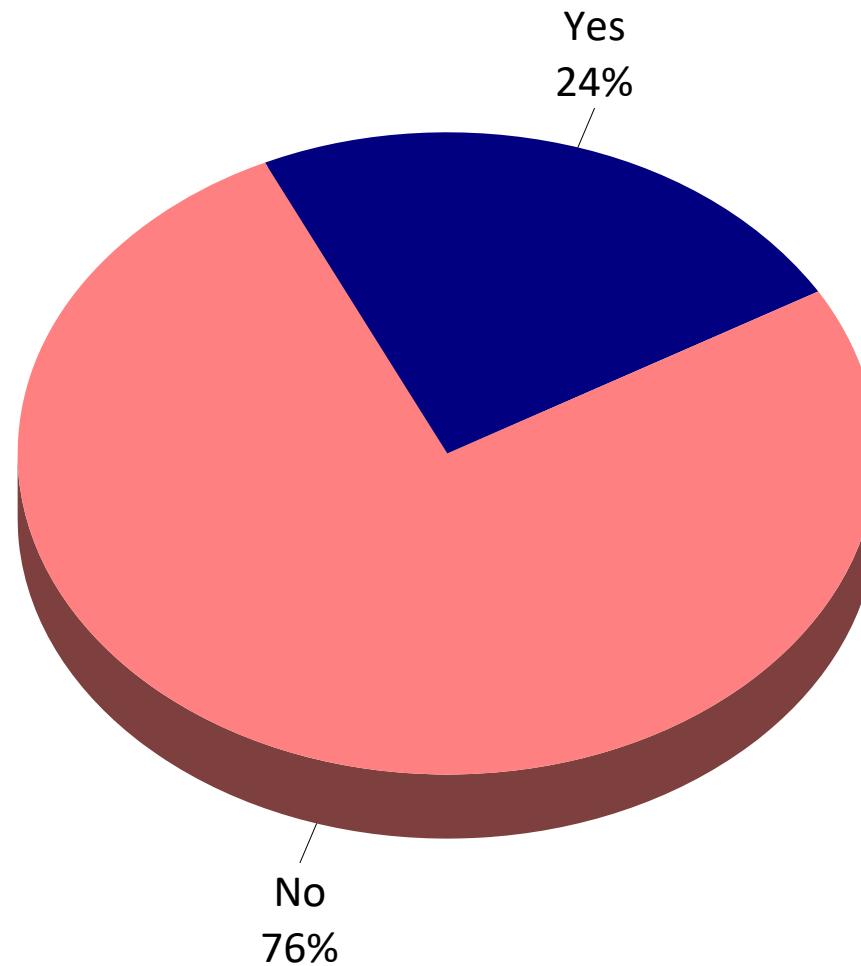
## Q12. Ratings of the Labor Pool in the City

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



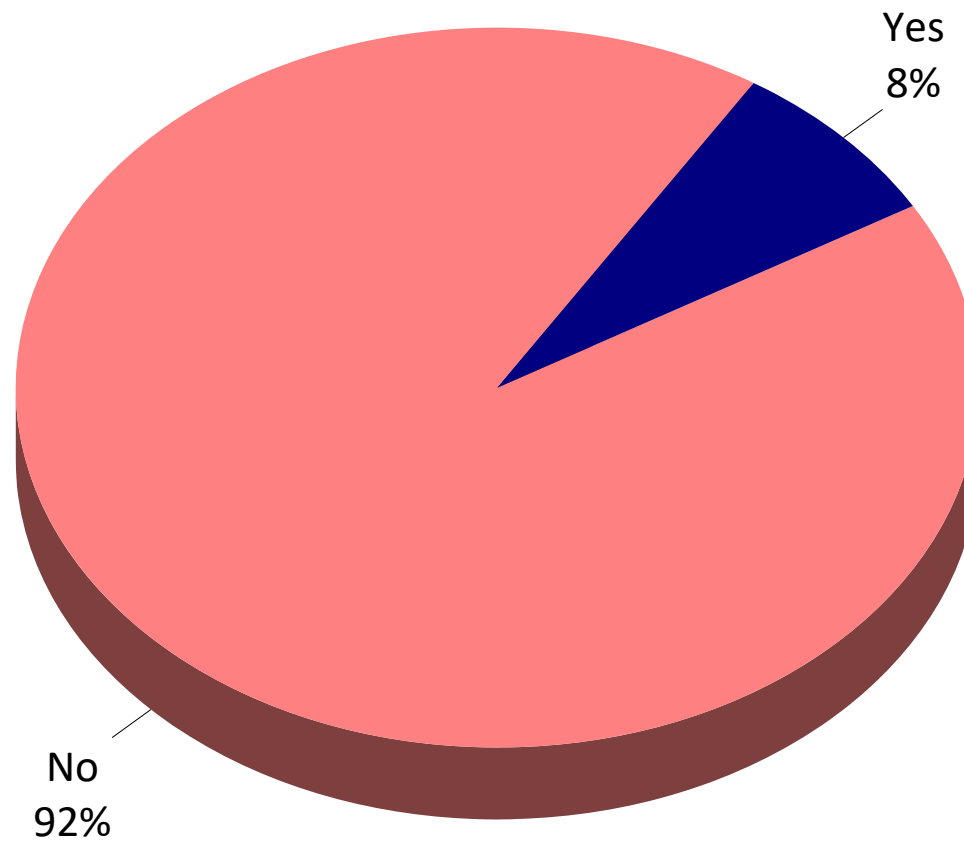
# Q13. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?

by percentage of respondents



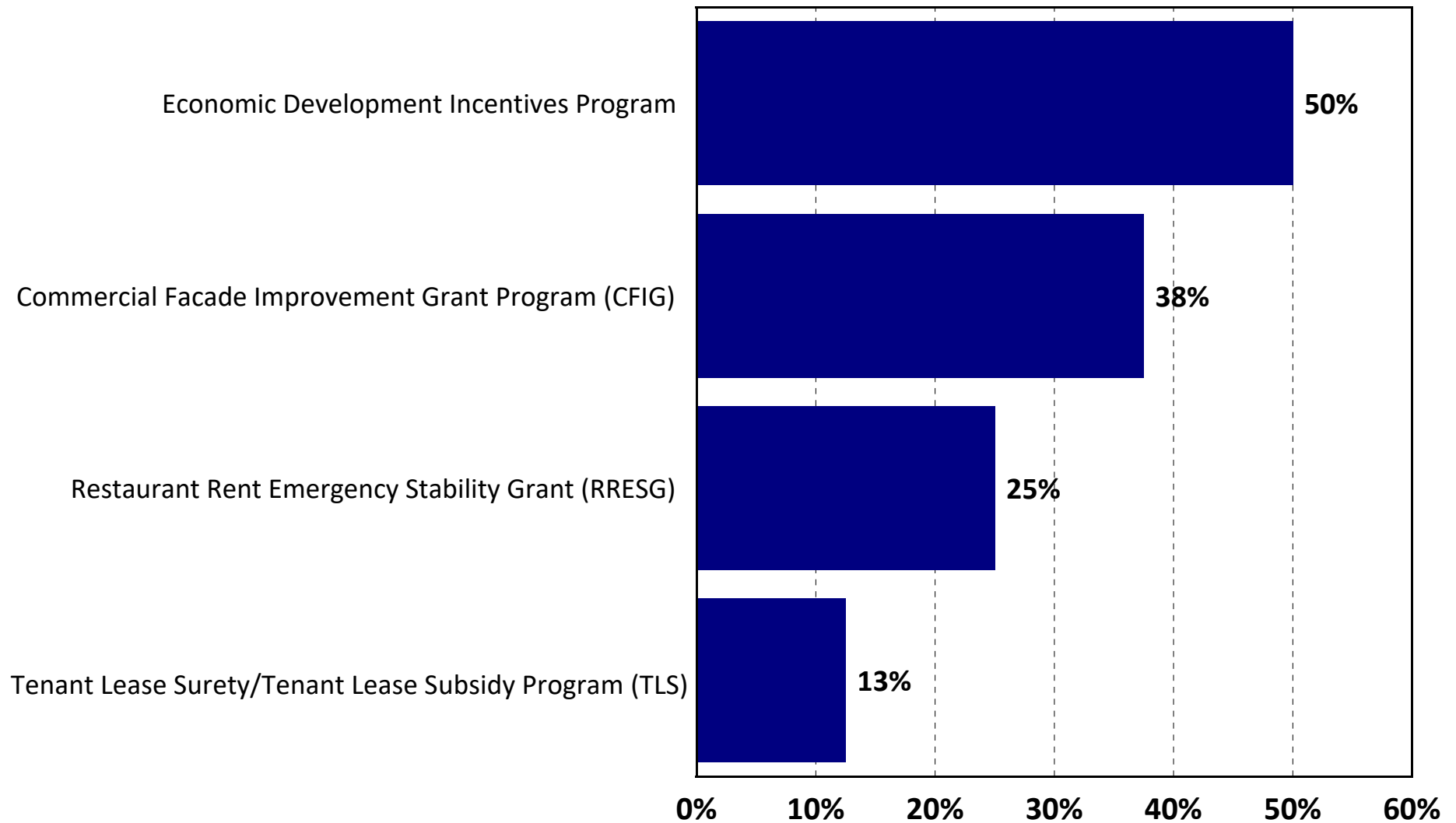
## Q14. Have you participated in any of the CRA's business programs?

by percentage of respondents



## Q14a. Businesses That Have Participated in the Following Programs

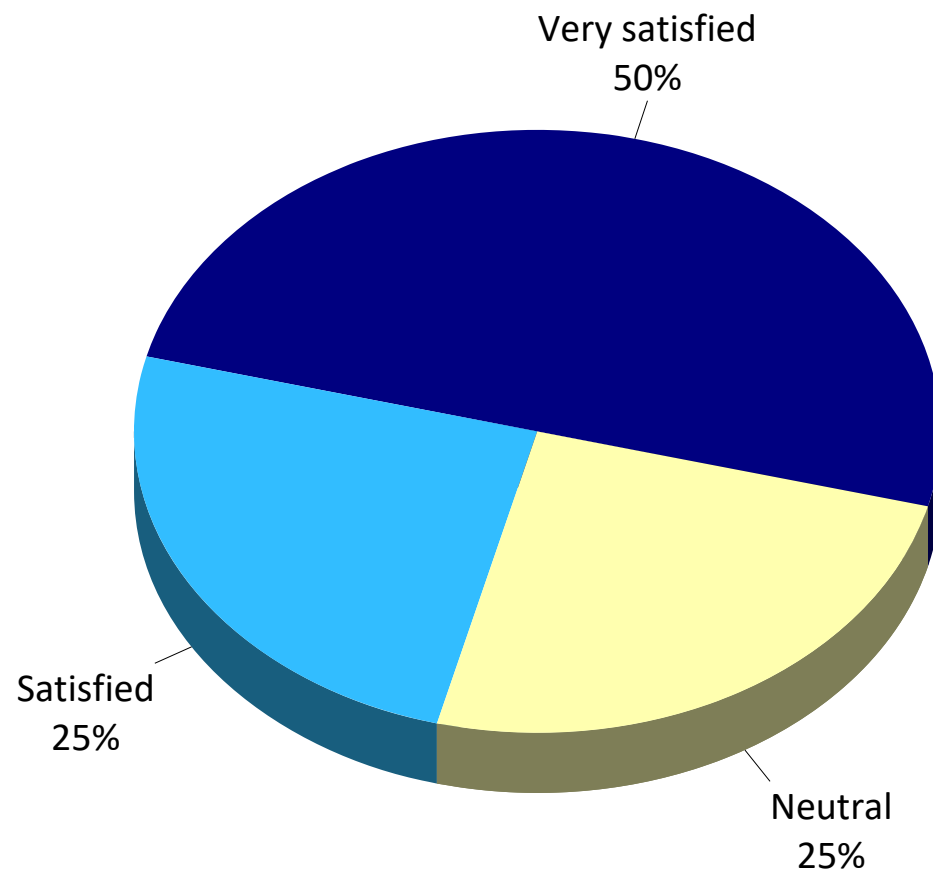
by percentage of respondents who have participated in CRA business programs (multiple selections could be made)





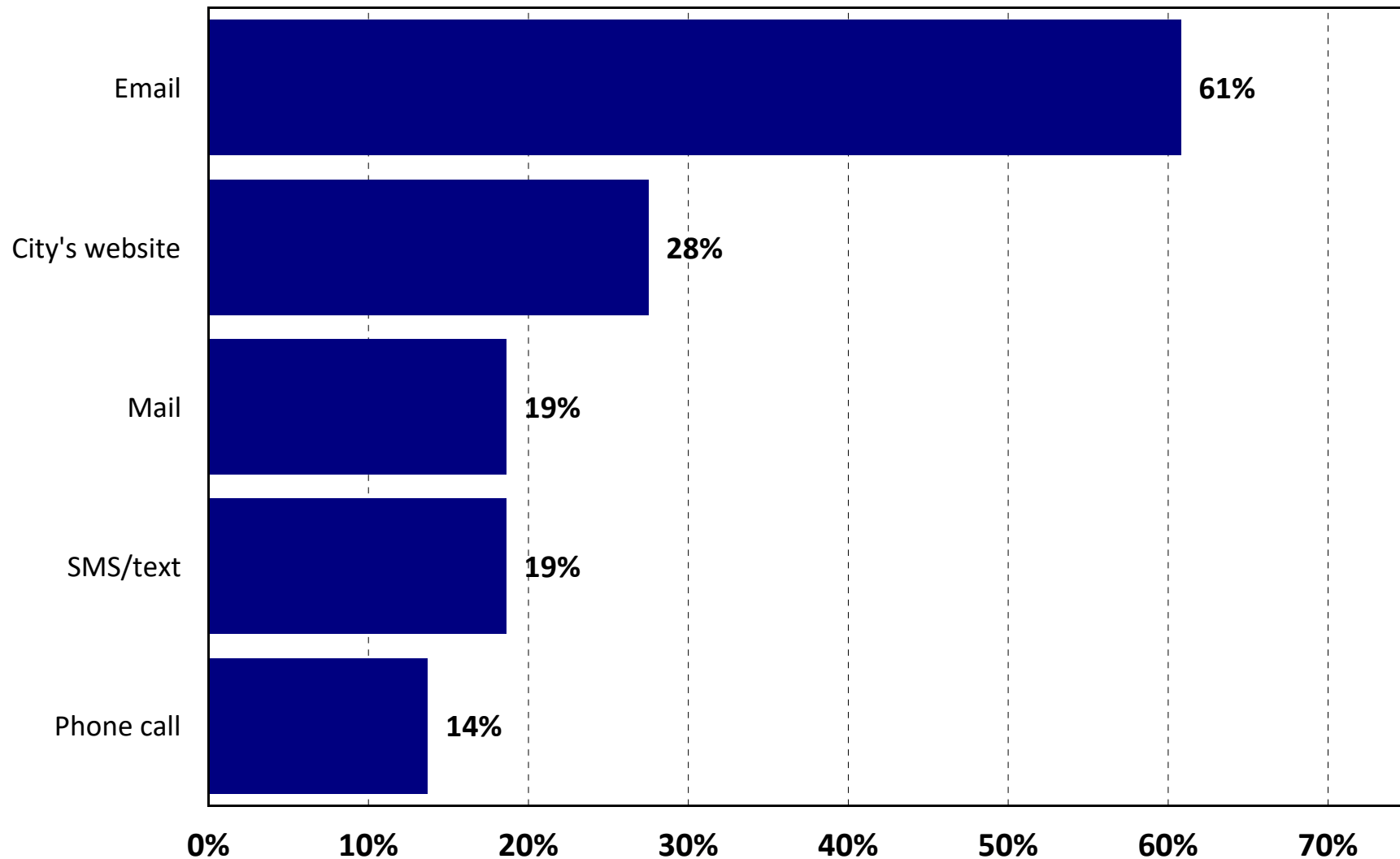
## Q14b. Satisfaction With CRA Programs

by percentage of respondents who participated in CRA programs



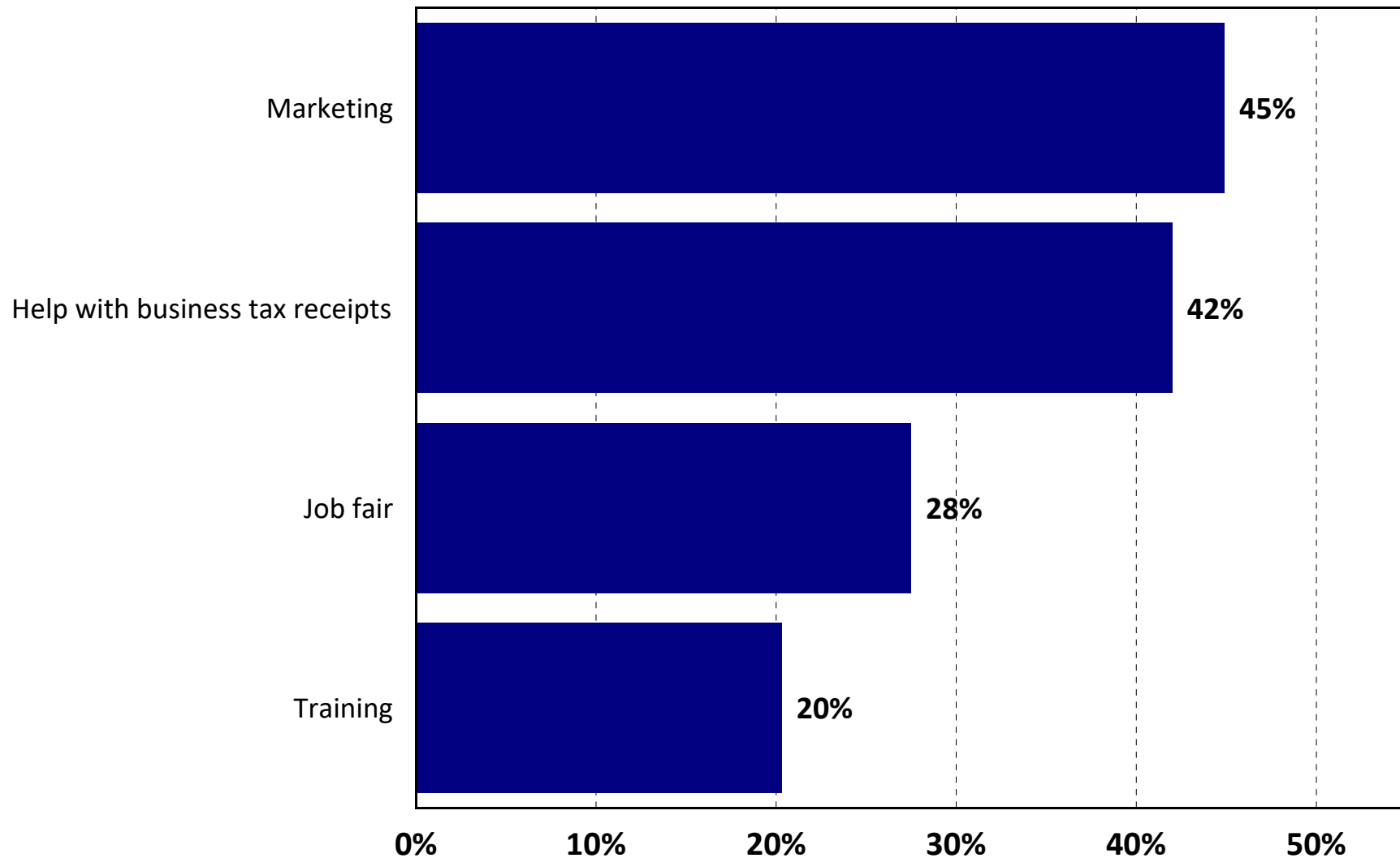
## Q15. Preferred Ways to Receive Updates on Communication from the City

by percentage of respondents (multiple selections could be made)



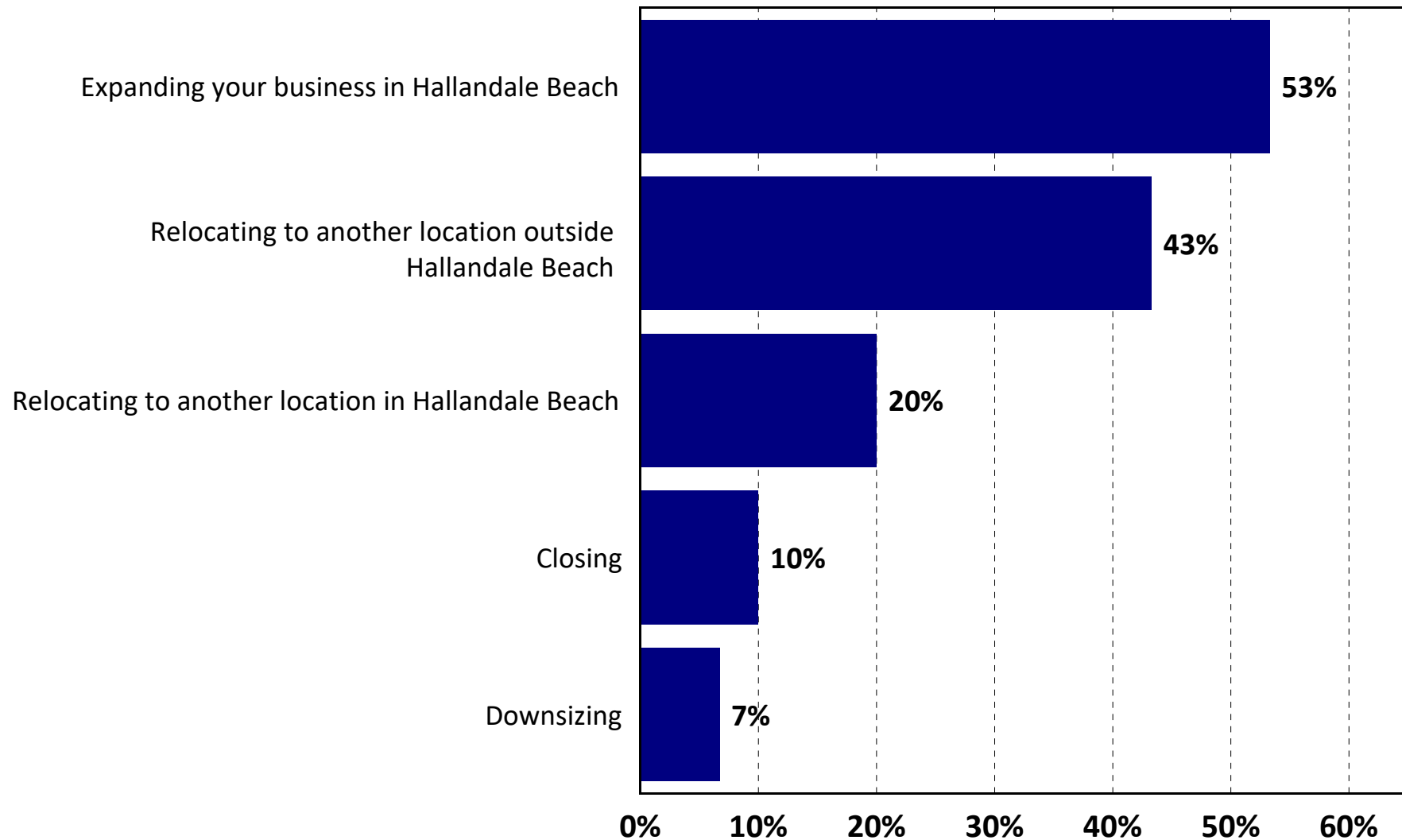
## Q16. Over the next 12 months, what kind of help would you utilized if available?

by percentage of respondents (excluding “none of these” - multiple selections could be made)



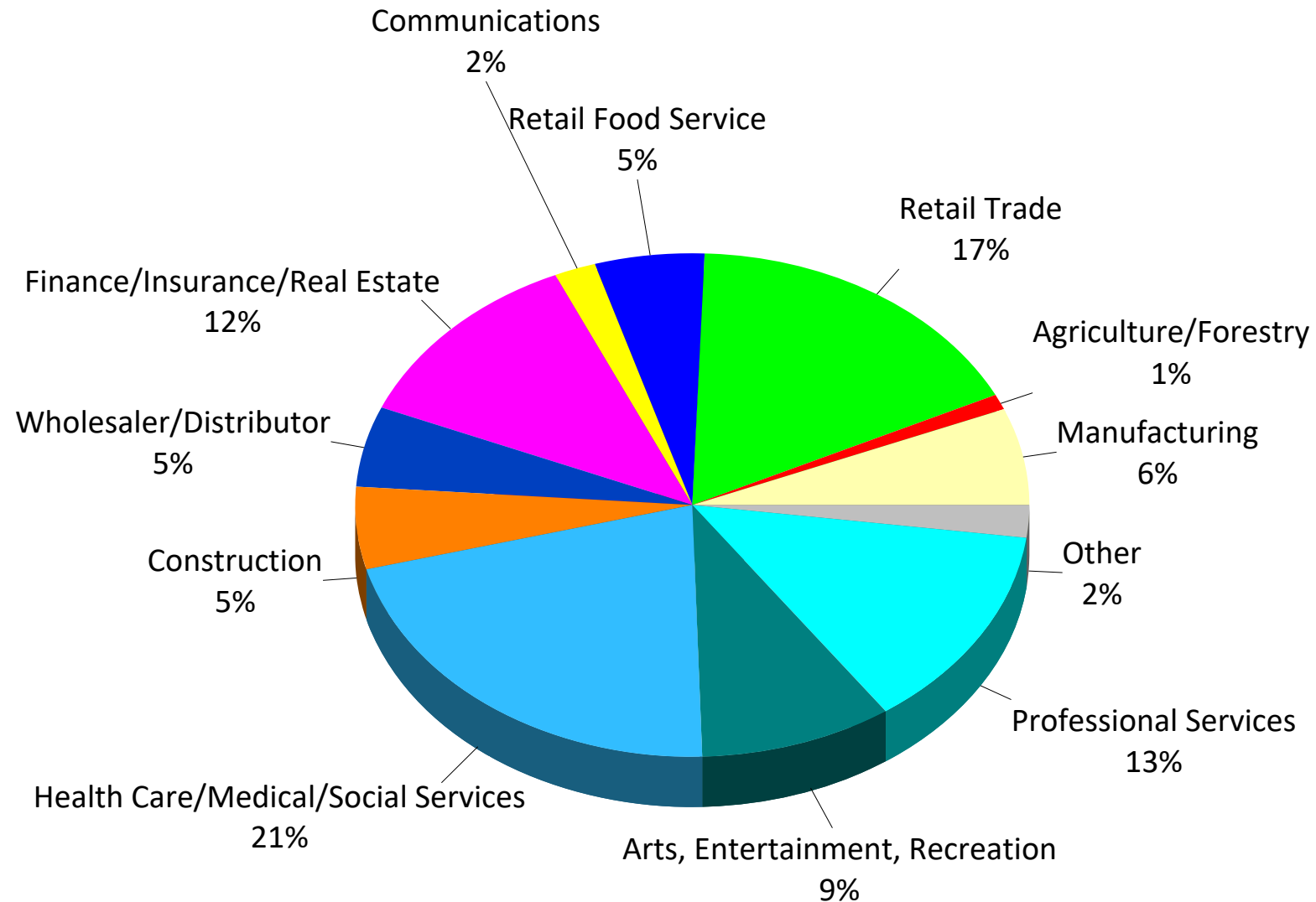
## Q17. In the next 12 months, is your business considering any of the following?

by percentage of respondents (excluding “none of these/don’t know” - multiple selections could be made)



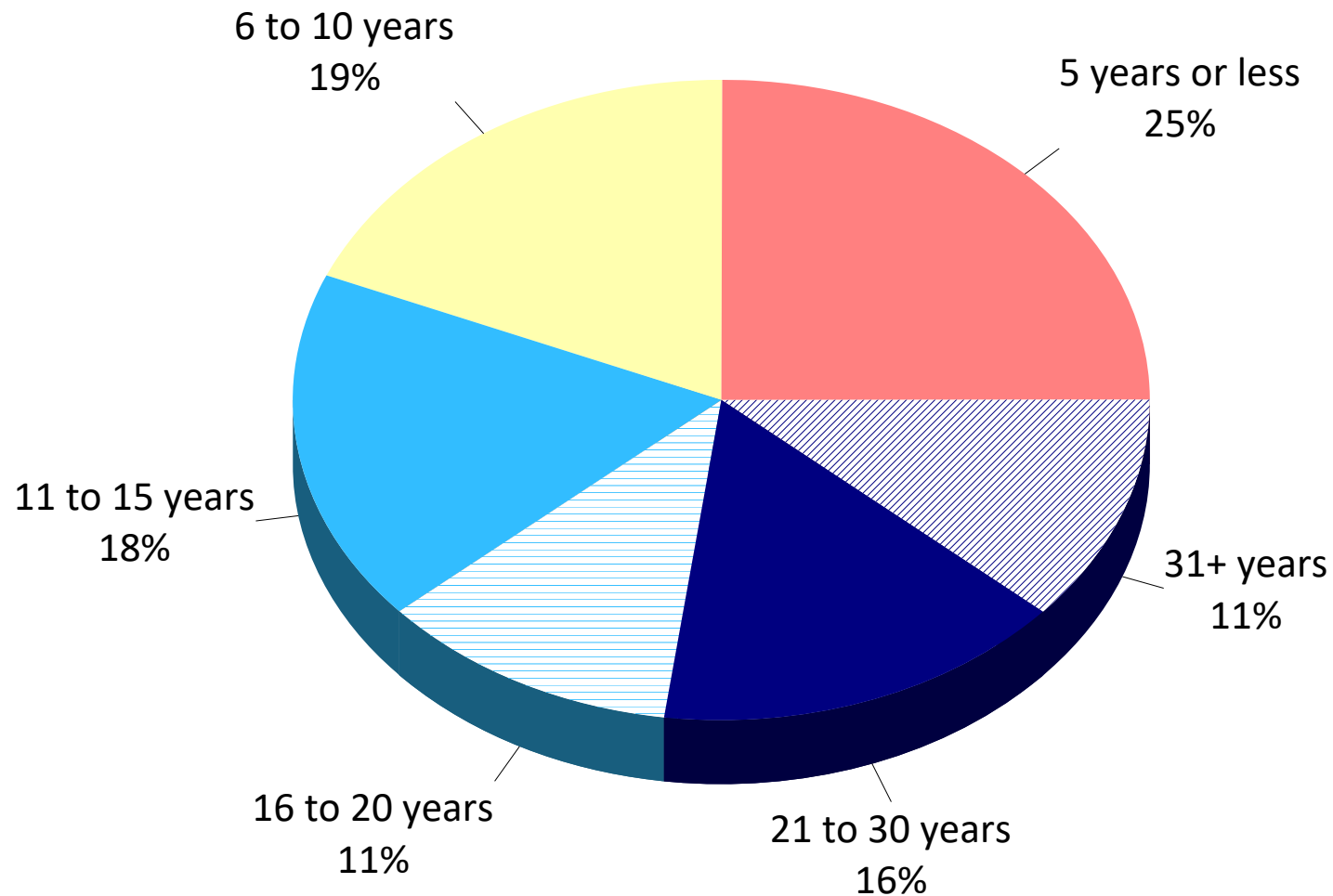
# Q18. How would you best describe your business?

by percentage of respondents (excluding "not provided")



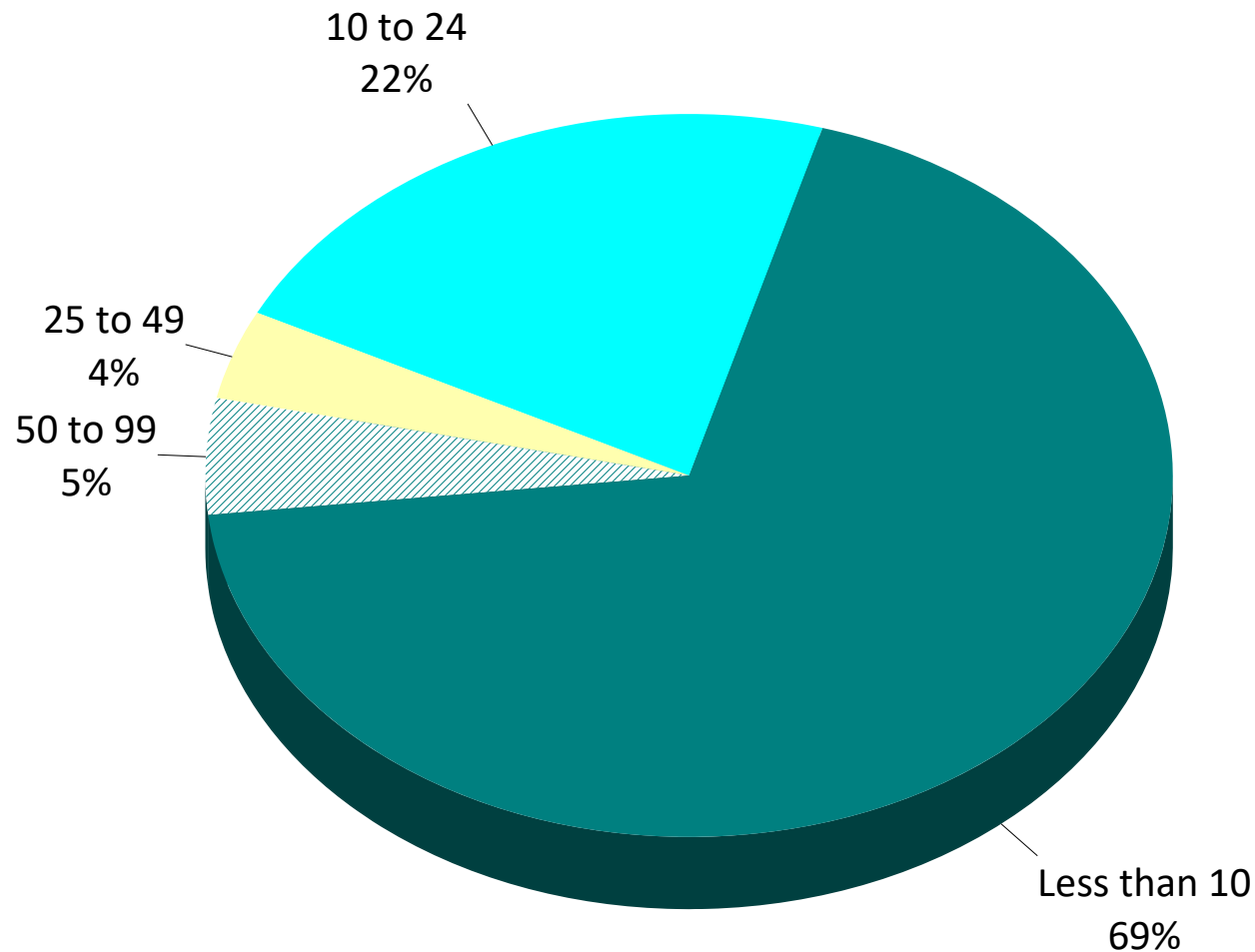
## Q19. Demographics: Approximately how many years has your business been operating in the City of Hallandale Beach?

by percentage of respondents (excluding "not provided")



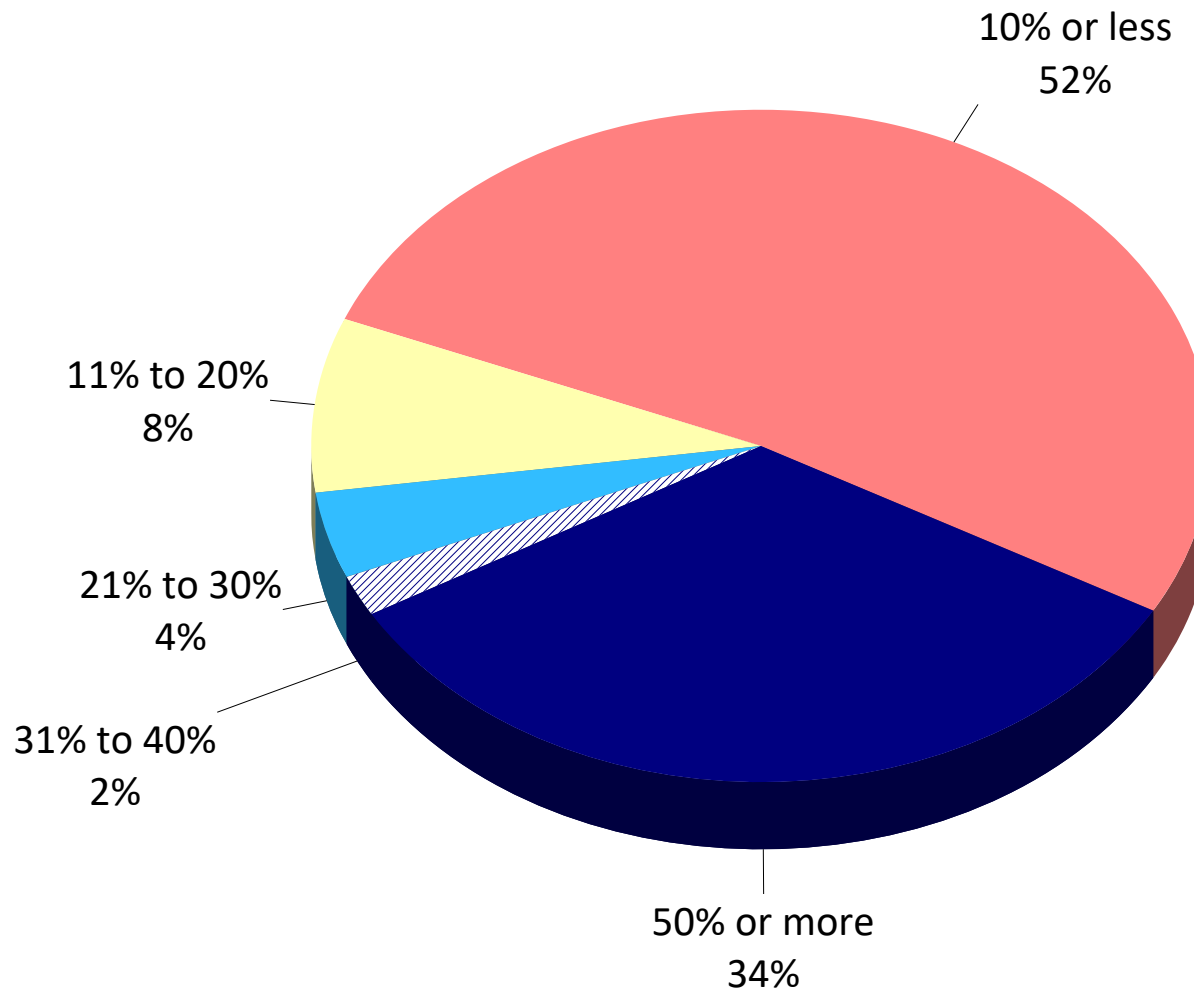
## Q20. Demographics: Approximately how many employees do you employ in Hallandale Beach?

by percentage of respondents (excluding "not provided")



## Q21. Demographics: What percentage of your employees are residents of Hallandale Beach?

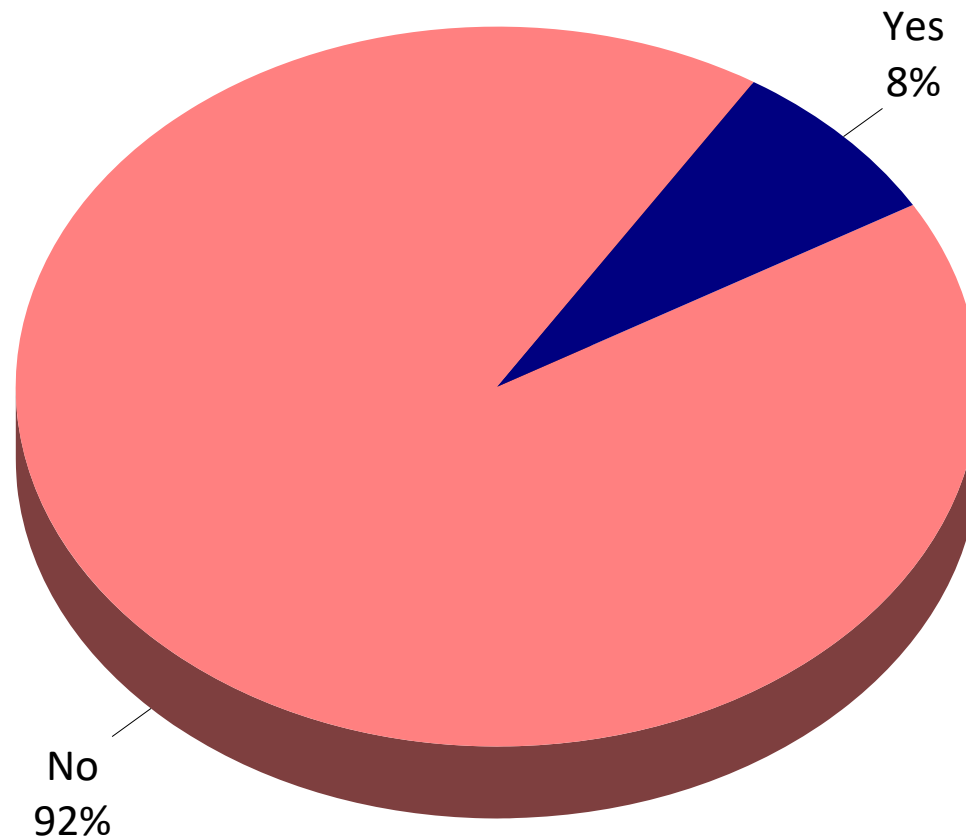
by percentage of respondents (excluding "not provided")





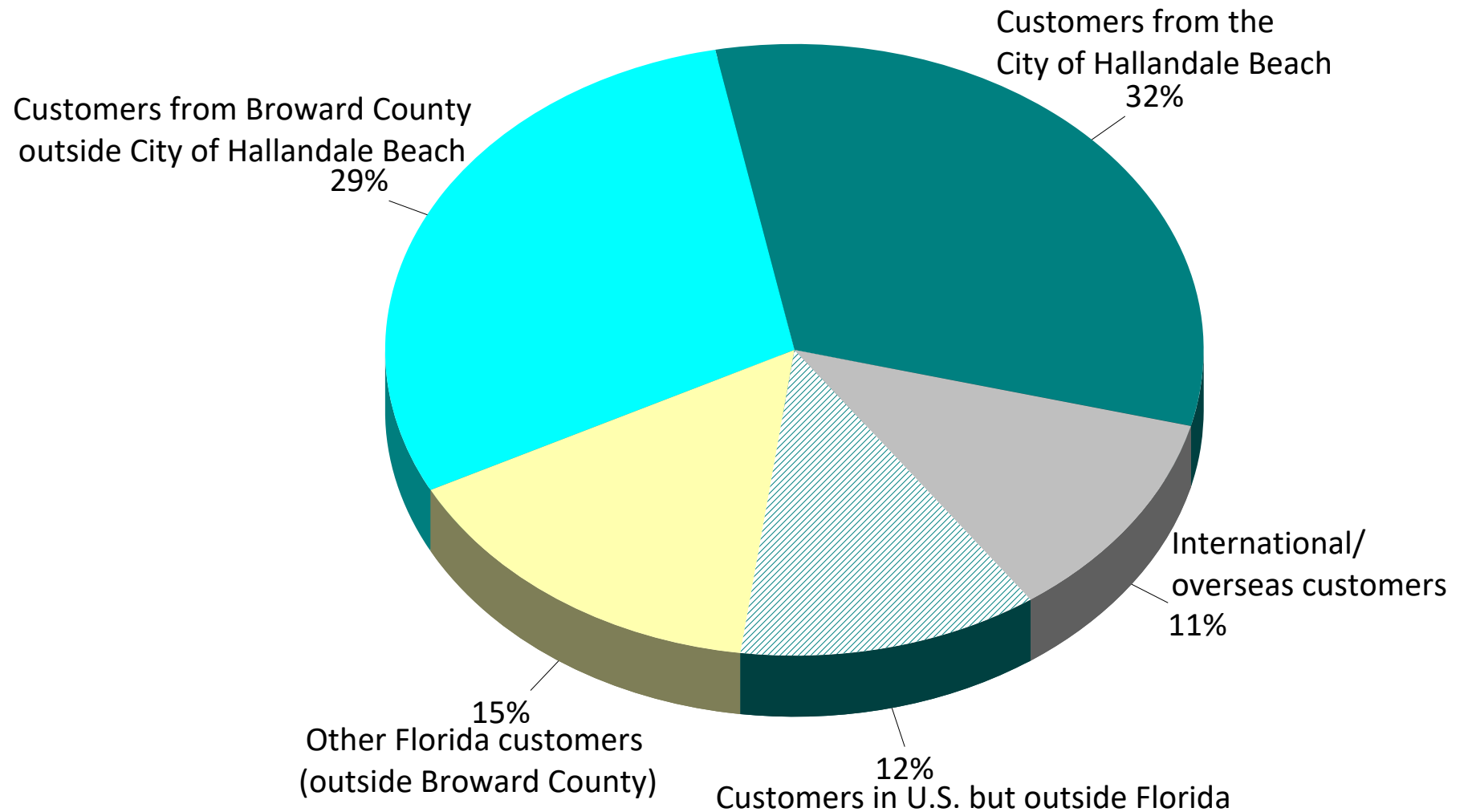
## Q22. Demographics: Do you currently face difficulty recruiting or retaining employees?

by percentage of respondents (excluding “not provided”)



## Q23. Demographics: Approximately what percentage of your customer base is represented by the following groups?

by percentage of respondents



## **2** Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the major City services that were most important to businesses. Nearly one-third (32.4%) of the respondents surveyed selected "*City's drainage system*" as one of the most important services to their business.

With regard to satisfaction, 23.7% of respondents surveyed rated "*City's drainage system*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 32.4% was multiplied by 76.3% (1-0.237). This calculation yielded an I-S rating of 0.2472, which ranked first out of seventeen major City services analyzed.

# Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of Hallandale Beach Business Survey is provided on the following page.

## 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
Street sweeping & cleanliness of public areas	9%	14	48%	12	0.0462	11
Overall enforcement of city codes & ordinances	9%	15	48%	11	0.0461	12
Street lighting	12%	8	61%	5	0.0459	13
Emergency medical services	12%	7	76%	2	0.0285	14
Availability of public transportation	6%	16	56%	8	0.0258	15
Fire services	9%	13	77%	1	0.0203	16
City sanitation services	5%	17	62%	4	0.0188	17

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important to their business.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## Tabular Data

**Q1. Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of services provided by City of Hallandale Beach (HB)	15.7%	41.2%	20.6%	9.8%	8.8%	3.9%
Q1-2. Overall image of City	16.7%	46.1%	21.6%	10.8%	3.9%	1.0%
Q1-3. How well City is planning growth	10.8%	32.4%	16.7%	19.6%	6.9%	13.7%
Q1-4. Overall quality of life in City	14.7%	41.2%	25.5%	11.8%	2.9%	3.9%
Q1-5. Quality of new development in HB	11.8%	35.3%	24.5%	10.8%	7.8%	9.8%
Q1-6. Quality of public education in HB	8.8%	10.8%	20.6%	10.8%	8.8%	40.2%
Q1-7. Overall feeling of safety in City	14.7%	44.1%	14.7%	14.7%	9.8%	2.0%
Q1-8. Overall value your company receives for your City tax dollars & fees	9.8%	28.4%	25.5%	13.7%	9.8%	12.7%



**WITHOUT "DON'T KNOW"**

**Q1. Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of services provided by City of Hallandale Beach (HB)	16.3%	42.9%	21.4%	10.2%	9.2%
Q1-2. Overall image of City	16.8%	46.5%	21.8%	10.9%	4.0%
Q1-3. How well City is planning growth	12.5%	37.5%	19.3%	22.7%	8.0%
Q1-4. Overall quality of life in City	15.3%	42.9%	26.5%	12.2%	3.1%
Q1-5. Quality of new development in HB	13.0%	39.1%	27.2%	12.0%	8.7%
Q1-6. Quality of public education in HB	14.8%	18.0%	34.4%	18.0%	14.8%
Q1-7. Overall feeling of safety in City	15.0%	45.0%	15.0%	15.0%	10.0%
Q1-8. Overall value your company receives for your City tax dollars & fees	11.2%	32.6%	29.2%	15.7%	11.2%

**Q2. Do you think the City of Hallandale Beach is a "Business Friendly" community?**

Q2. Is Hallandale Beach a "Business Friendly" community	Number	Percent
Yes	60	58.8 %
No	20	19.6 %
Don't know	22	21.6 %
Total	102	100.0 %

**WITHOUT "DON'T KNOW"****Q2. Do you think the City of Hallandale Beach is a "Business Friendly" community? (without "don't know")**

Q2. Is Hallandale Beach a "Business Friendly" community	Number	Percent
Yes	60	75.0 %
No	20	25.0 %
Total	80	100.0 %

**Q3. Please rate your overall satisfaction with the following City services regarding how each service affects your business' ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. City water & sewer services	15.7%	41.2%	14.7%	16.7%	5.9%	5.9%
Q3-2. City's infrastructure	12.7%	40.2%	18.6%	16.7%	4.9%	6.9%
Q3-3. Fire services	22.5%	46.1%	17.6%	2.9%	0.0%	10.8%
Q3-4. Emergency medical services	21.6%	42.2%	12.7%	6.9%	1.0%	15.7%
Q3-5. Police services	21.6%	43.1%	14.7%	8.8%	7.8%	3.9%
Q3-6. Street maintenance	12.7%	36.3%	16.7%	22.5%	8.8%	2.9%
Q3-7. Street lighting	7.8%	50.0%	13.7%	16.7%	6.9%	4.9%
Q3-8. Street sweeping & cleanliness of public areas	11.8%	34.3%	27.5%	14.7%	8.8%	2.9%
Q3-9. City's drainage system	6.9%	15.7%	16.7%	26.5%	29.4%	4.9%
Q3-10. Availability of public transportation	12.7%	22.5%	16.7%	7.8%	2.9%	37.3%
Q3-11. City planning & development	7.8%	29.4%	24.5%	9.8%	10.8%	17.6%
Q3-12. Overall enforcement of City codes & ordinances	7.8%	31.4%	20.6%	5.9%	16.7%	17.6%
Q3-13. Economic development	8.8%	32.4%	23.5%	5.9%	10.8%	18.6%
Q3-14. CRA Business assistance programs	9.8%	16.7%	18.6%	4.9%	11.8%	38.2%
Q3-15. City sanitation services	12.7%	44.1%	17.6%	11.8%	4.9%	8.8%
Q3-16. Permitting services	5.9%	28.4%	18.6%	13.7%	16.7%	16.7%
Q3-17. Traffic flow in City	3.9%	22.5%	21.6%	21.6%	22.5%	7.8%

**WITHOUT "DON'T KNOW"**

**Q3. Please rate your overall satisfaction with the following City services regarding how each service affects your business' ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=102)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. City water & sewer services	16.7%	43.8%	15.6%	17.7%	6.3%
Q3-2. City's infrastructure	13.7%	43.2%	20.0%	17.9%	5.3%
Q3-3. Fire services	25.3%	51.6%	19.8%	3.3%	0.0%
Q3-4. Emergency medical services	25.6%	50.0%	15.1%	8.1%	1.2%
Q3-5. Police services	22.4%	44.9%	15.3%	9.2%	8.2%
Q3-6. Street maintenance	13.1%	37.4%	17.2%	23.2%	9.1%
Q3-7. Street lighting	8.2%	52.6%	14.4%	17.5%	7.2%
Q3-8. Street sweeping & cleanliness of public areas	12.1%	35.4%	28.3%	15.2%	9.1%
Q3-9. City's drainage system	7.2%	16.5%	17.5%	27.8%	30.9%
Q3-10. Availability of public transportation	20.3%	35.9%	26.6%	12.5%	4.7%
Q3-11. City planning & development	9.5%	35.7%	29.8%	11.9%	13.1%
Q3-12. Overall enforcement of City codes & ordinances	9.5%	38.1%	25.0%	7.1%	20.2%
Q3-13. Economic development	10.8%	39.8%	28.9%	7.2%	13.3%
Q3-14. CRA Business assistance programs	15.9%	27.0%	30.2%	7.9%	19.0%
Q3-15. City sanitation services	14.0%	48.4%	19.4%	12.9%	5.4%
Q3-16. Permitting services	7.1%	34.1%	22.4%	16.5%	20.0%
Q3-17. Traffic flow in City	4.3%	24.5%	23.4%	23.4%	24.5%

**Q4. Which THREE of the City services listed in Question 3 are most important to your business?**

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	16	15.7 %
City's infrastructure	5	4.9 %
Fire services	3	2.9 %
Emergency medical services	6	5.9 %
Police services	17	16.7 %
Street maintenance	6	5.9 %
Street lighting	5	4.9 %
Street sweeping & cleanliness of public areas	3	2.9 %
City's drainage system	12	11.8 %
Availability of public transportation	1	1.0 %
City planning & development	1	1.0 %
Overall enforcement of City codes & ordinances	1	1.0 %
Economic development	2	2.0 %
CRA Business assistance programs	5	4.9 %
City sanitation services	2	2.0 %
Permitting services	8	7.8 %
Traffic flow in City	5	4.9 %
None chosen	4	3.9 %
Total	102	100.0 %

**Q4. Which THREE of the City services listed in Question 3 are most important to your business?**

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	3	2.9 %
City's infrastructure	5	4.9 %
Fire services	5	4.9 %
Emergency medical services	3	2.9 %
Police services	14	13.7 %
Street lighting	4	3.9 %
Street sweeping & cleanliness of public areas	4	3.9 %
City's drainage system	14	13.7 %
Availability of public transportation	1	1.0 %
City planning & development	6	5.9 %
Overall enforcement of City codes & ordinances	3	2.9 %
Economic development	6	5.9 %
CRA Business assistance programs	4	3.9 %
City sanitation services	1	1.0 %
Permitting services	3	2.9 %
Traffic flow in City	9	8.8 %
None chosen	17	16.7 %
Total	102	100.0 %

**Q4. Which THREE of the City services listed in Question 3 are most important to your business?**

Q4. 3rd choice	Number	Percent
City water & sewer services	4	3.9 %
City's infrastructure	5	4.9 %
Fire services	1	1.0 %
Emergency medical services	3	2.9 %
Police services	5	4.9 %
Street maintenance	4	3.9 %
Street lighting	3	2.9 %
Street sweeping & cleanliness of public areas	2	2.0 %
City's drainage system	7	6.9 %
Availability of public transportation	4	3.9 %
City planning & development	2	2.0 %
Overall enforcement of City codes & ordinances	5	4.9 %
Economic development	3	2.9 %
CRA Business assistance programs	3	2.9 %
City sanitation services	2	2.0 %
Permitting services	7	6.9 %
Traffic flow in City	12	11.8 %
None chosen	30	29.4 %
Total	102	100.0 %

**SUM OF TOP 3 CHOICES****Q4. Which THREE of the City services listed in Question 3 are most important to your business? (top 3)**

Q4. Sum of top 3 choices	Number	Percent
City water & sewer services	23	22.5 %
City's infrastructure	15	14.7 %
Fire services	9	8.8 %
Emergency medical services	12	11.8 %
Police services	36	35.3 %
Street maintenance	10	9.8 %
Street lighting	12	11.8 %
Street sweeping & cleanliness of public areas	9	8.8 %
City's drainage system	33	32.4 %
Availability of public transportation	6	5.9 %
City planning & development	9	8.8 %
Overall enforcement of City codes & ordinances	9	8.8 %
Economic development	11	10.8 %
CRA Business assistance programs	12	11.8 %
City sanitation services	5	4.9 %
Permitting services	18	17.6 %
Traffic flow in City	26	25.5 %
None chosen	4	3.9 %
Total	259	

**Q5. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the needs of the business community."**

Q5. City of Hallandale Beach is responsive to the needs  
of the business community

	Number	Percent
Strongly agree	11	10.8 %
Agree	25	24.5 %
Neutral	26	25.5 %
Disagree	13	12.7 %
Strongly disagree	8	7.8 %
Don't know	19	18.6 %
Total	102	100.0 %

**WITHOUT "DON'T KNOW"**

**Q5. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the needs of the business community." (without "don't know")**

Q5. City of Hallandale Beach is responsive to the needs  
of the business community

	Number	Percent
Strongly agree	11	13.3 %
Agree	25	30.1 %
Neutral	26	31.3 %
Disagree	13	15.7 %
Strongly disagree	8	9.6 %
Total	83	100.0 %

**Q6. How would you rate the physical appearance of the area where your business is located?**

Q6. How would you rate physical appearance of the  
area where your business is located

	Number	Percent
Excellent	15	14.7 %
Good	37	36.3 %
Average	22	21.6 %
Poor	12	11.8 %
Don't know	16	15.7 %
Total	102	100.0 %

**WITHOUT "DON'T KNOW"****Q6. How would you rate the physical appearance of the area where your business is located? (without "don't know")**

Q6. How would you rate physical appearance of the  
area where your business is located

	Number	Percent
Excellent	15	17.4 %
Good	37	43.0 %
Average	22	25.6 %
Poor	12	14.0 %
Total	86	100.0 %



**Q7. How satisfied are you with the overall business location that you lease or own?**

Q7. How satisfied are you with overall business

<u>location that you lease or own</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	14	13.7 %
Satisfied	50	49.0 %
Neutral	12	11.8 %
Dissatisfied	6	5.9 %
Very dissatisfied	3	2.9 %
Don't know	17	16.7 %
Total	102	100.0 %

**WITHOUT "DON'T KNOW"****Q7. How satisfied are you with the overall business location that you lease or own? (without "don't know")**

Q7. How satisfied are you with overall business

<u>location that you lease or own</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	14	16.5 %
Satisfied	50	58.8 %
Neutral	12	14.1 %
Dissatisfied	6	7.1 %
Very dissatisfied	3	3.5 %
Total	85	100.0 %

**Q8. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach.**

(N=102)

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q8-1. Overall image of City	16.7%	19.6%	45.1%	6.9%	2.9%	8.8%
Q8-2. Quality of local schools	8.8%	4.9%	24.5%	9.8%	15.7%	36.3%
Q8-3. Low crime rate	40.2%	29.4%	22.5%	1.0%	1.0%	5.9%
Q8-4. Availability of trained employees	19.6%	27.5%	26.5%	4.9%	7.8%	13.7%
Q8-5. Level of taxation	25.5%	29.4%	26.5%	4.9%	1.0%	12.7%
Q8-6. Access to highways	25.5%	32.4%	27.5%	7.8%	3.9%	2.9%
Q8-7. Access to airports	20.6%	28.4%	24.5%	11.8%	10.8%	3.9%
Q8-8. Availability of quality housing & other amenities for employees	14.7%	26.5%	24.5%	6.9%	12.7%	14.7%
Q8-9. Proximity of businesses that are important to your business	11.8%	25.5%	29.4%	17.6%	3.9%	11.8%
Q8-10. Availability of public transportation	11.8%	12.7%	18.6%	10.8%	7.8%	38.2%
Q8-11. Availability of libraries, arts, & cultural amenities	14.7%	18.6%	33.3%	5.9%	14.7%	12.7%
Q8-12. Attitude of local government toward business	28.4%	36.3%	18.6%	1.0%	2.9%	12.7%
Q8-13. Availability of telecommunications, utilities & other infrastructure	30.4%	28.4%	28.4%	2.9%	2.9%	6.9%
Q8-14. Proximity to gaming facilities	7.8%	4.9%	18.6%	19.6%	37.3%	11.8%
Q8-15. Availability of parks & open space	12.7%	27.5%	30.4%	7.8%	11.8%	9.8%
Q8-16. Good variety of restaurants/nightlife	16.7%	22.5%	24.5%	10.8%	12.7%	12.7%

**Q8. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach.**

	Extremely important	Very important	Important	Less important	Not important	Don't know
Q8-17. Competitive land or lease costs	23.5%	19.6%	36.3%	7.8%	2.9%	9.8%

**WITHOUT "DON'T KNOW"**

**Q8. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach. (without "don't know")**

(N=102)

	Extremely important	Very important	Important	Less important	Not important
Q8-1. Overall image of City	18.3%	21.5%	49.5%	7.5%	3.2%
Q8-2. Quality of local schools	13.8%	7.7%	38.5%	15.4%	24.6%
Q8-3. Low crime rate	42.7%	31.3%	24.0%	1.0%	1.0%
Q8-4. Availability of trained employees	22.7%	31.8%	30.7%	5.7%	9.1%
Q8-5. Level of taxation	29.2%	33.7%	30.3%	5.6%	1.1%
Q8-6. Access to highways	26.3%	33.3%	28.3%	8.1%	4.0%
Q8-7. Access to airports	21.4%	29.6%	25.5%	12.2%	11.2%
Q8-8. Availability of quality housing & other amenities for employees	17.2%	31.0%	28.7%	8.0%	14.9%
Q8-9. Proximity of businesses that are important to your business	13.3%	28.9%	33.3%	20.0%	4.4%
Q8-10. Availability of public transportation	19.0%	20.6%	30.2%	17.5%	12.7%
Q8-11. Availability of libraries, arts, & cultural amenities	16.9%	21.3%	38.2%	6.7%	16.9%
Q8-12. Attitude of local government toward business	32.6%	41.6%	21.3%	1.1%	3.4%
Q8-13. Availability of telecommunications, utilities & other infrastructure	32.6%	30.5%	30.5%	3.2%	3.2%
Q8-14. Proximity to gaming facilities	8.9%	5.6%	21.1%	22.2%	42.2%
Q8-15. Availability of parks & open space	14.1%	30.4%	33.7%	8.7%	13.0%
Q8-16. Good variety of restaurants/nightlife	19.1%	25.8%	28.1%	12.4%	14.6%

**WITHOUT "DON'T KNOW"**

**Q8. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach. (without "don't know")**

	Extremely important	Very important	Important	Less important	Not important
Q8-17. Competitive land or lease costs	26.1%	21.7%	40.2%	8.7%	3.3%

**Q9. Which THREE of the reasons listed in Question 8 will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?**

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	14	13.7 %
Quality of local schools	2	2.0 %
Low crime rate	26	25.5 %
Availability of trained employees	4	3.9 %
Level of taxation	16	15.7 %
Access to highways	6	5.9 %
Access to airports	3	2.9 %
Availability of quality housing & other amenities for employees	5	4.9 %
Proximity of businesses that are important to your business	1	1.0 %
Attitude of local government toward business	9	8.8 %
Availability of telecommunications, utilities & other infrastructure	3	2.9 %
Competitive land or lease costs	5	4.9 %
None chosen	8	7.8 %
Total	102	100.0 %

**Q9. Which THREE of the reasons listed in Question 8 will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?**

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	9	8.8 %
Quality of local schools	3	2.9 %
Low crime rate	11	10.8 %
Level of taxation	13	12.7 %
Access to highways	11	10.8 %
Access to airports	2	2.0 %
Availability of quality housing & other amenities for employees	4	3.9 %
Proximity of businesses that are important to your business	3	2.9 %
Availability of public transportation	1	1.0 %
Attitude of local government toward business	5	4.9 %
Availability of telecommunications, utilities & other infrastructure	1	1.0 %
Proximity to gaming facilities	1	1.0 %
Availability of parks & open space	3	2.9 %
Good variety of restaurants/nightlife	1	1.0 %
Competitive land or lease costs	7	6.9 %
None chosen	27	26.5 %
Total	102	100.0 %

**Q9. Which THREE of the reasons listed in Question 8 will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years?**

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	3	2.9 %
Low crime rate	12	11.8 %
Availability of trained employees	2	2.0 %
Level of taxation	4	3.9 %
Access to highways	4	3.9 %
Access to airports	3	2.9 %
Availability of quality housing & other amenities for employees	3	2.9 %
Proximity of businesses that are important to your business	4	3.9 %
Availability of public transportation	1	1.0 %
Availability of libraries, arts, & cultural amenities	2	2.0 %
Attitude of local government toward business	7	6.9 %
Availability of telecommunications, utilities & other infrastructure	3	2.9 %
Proximity to gaming facilities	1	1.0 %
Availability of parks & open space	2	2.0 %
Good variety of restaurants/nightlife	6	5.9 %
Competitive land or lease costs	7	6.9 %
None chosen	38	37.3 %
Total	102	100.0 %

**SUM OF TOP 3 CHOICES**

**Q9. Which THREE of the reasons listed in Question 8 will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years? (top 3)**

<u>Q9. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	26	25.5 %
Quality of local schools	5	4.9 %
Low crime rate	49	48.0 %
Availability of trained employees	6	5.9 %
Level of taxation	33	32.4 %
Access to highways	21	20.6 %
Access to airports	8	7.8 %
Availability of quality housing & other amenities for employees	12	11.8 %
Proximity of businesses that are important to your business	8	7.8 %
Availability of public transportation	2	2.0 %
Availability of libraries, arts, & cultural amenities	2	2.0 %
Attitude of local government toward business	21	20.6 %
Availability of telecommunications, utilities & other infrastructure	7	6.9 %
Proximity to gaming facilities	2	2.0 %
Availability of parks & open space	5	4.9 %
Good variety of restaurants/nightlife	7	6.9 %
Competitive land or lease costs	19	18.6 %
None chosen	8	7.8 %
Total	241	

**Q10. How would you compare the City of Hallandale Beach's Business tax rate or Certificate of Use tax rate to those of other cities where you might want to do business?**

Q10. How would you compare Hallandale Beach's Business tax rate or Certificate of Use tax rate to those of other cities

	Number	Percent
Better	11	10.8 %
About the same	29	28.4 %
Worse	14	13.7 %
Don't know	48	47.1 %
Total	102	100.0 %

**WITHOUT "DON'T KNOW"**

**Q10. How would you compare the City of Hallandale Beach's Business tax rate or Certificate of Use tax rate to those of other cities where you might want to do business? (without "don't know")**

Q10. How would you compare Hallandale Beach's Business tax rate or Certificate of Use tax rate to those of other cities

	Number	Percent
Better	11	20.4 %
About the same	29	53.7 %
Worse	14	25.9 %
Total	54	100.0 %

**Q11. Please indicate whether your business has contacted any unit of Hallandale Beach City government during the past year related to the following issues.**

(N=102)

	Yes	No
Q11-1. Zoning	15.7%	84.3%
Q11-2. Construction/building permits or inspections	33.3%	66.7%
Q11-3. Fire inspections	34.3%	65.7%
Q11-4. Business tax receipts/certificate of use	50.0%	50.0%
Q11-5. Code compliance	28.4%	71.6%



**Q11. If "yes," please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."**

(N=74)

	Excellent	Good	Average	Below average	Poor	Don't know
Q11-1. Zoning	0.0%	25.0%	25.0%	12.5%	37.5%	0.0%
Q11-2. Construction/ building permits or inspections	11.8%	17.6%	14.7%	29.4%	20.6%	5.9%
Q11-3. Fire inspections	22.9%	34.3%	22.9%	8.6%	5.7%	5.7%
Q11-4. Business tax receipts/certificate of use	11.8%	19.6%	25.5%	13.7%	25.5%	3.9%
Q11-5. Code compliance	3.4%	10.3%	31.0%	20.7%	27.6%	6.9%

**WITHOUT "DON'T KNOW"**

**Q11. If "yes," please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor." (without "don't know")**

(N=74)

	Excellent	Good	Average	Below average	Poor
Q11-1. Zoning	0.0%	25.0%	25.0%	12.5%	37.5%
Q11-2. Construction/building permits or inspections	12.5%	18.8%	15.6%	31.3%	21.9%
Q11-3. Fire inspections	24.2%	36.4%	24.2%	9.1%	6.1%
Q11-4. Business tax receipts/certificate of use	12.2%	20.4%	26.5%	14.3%	26.5%
Q11-5. Code compliance	3.7%	11.1%	33.3%	22.2%	29.6%

**Q12. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."**

(N=102)

	Excellent	Good	Average	Below average	Poor	Don't know
Q12-1. Quality of labor	20.6%	23.5%	19.6%	12.7%	8.8%	14.7%
Q12-2. Availability of labor	15.7%	21.6%	29.4%	7.8%	8.8%	16.7%
Q12-3. Stability of City's labor force	13.7%	24.5%	25.5%	6.9%	9.8%	19.6%
Q12-4. Attitude of employees	13.7%	31.4%	21.6%	9.8%	13.7%	9.8%
Q12-5. Productivity of workforce	16.7%	27.5%	21.6%	8.8%	9.8%	15.7%

**WITHOUT "DON'T KNOW"**

**Q12. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor." (without "don't know")**

(N=102)

	Excellent	Good	Average	Below average	Poor
Q12-1. Quality of labor	24.1%	27.6%	23.0%	14.9%	10.3%
Q12-2. Availability of labor	18.8%	25.9%	35.3%	9.4%	10.6%
Q12-3. Stability of City's labor force	17.1%	30.5%	31.7%	8.5%	12.2%
Q12-4. Attitude of employees	15.2%	34.8%	23.9%	10.9%	15.2%
Q12-5. Productivity of workforce	19.8%	32.6%	25.6%	10.5%	11.6%

**Q13. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?**

Q13. Are you aware of City's or Community Redevelopment Agency's available business programs	Number	Percent
Yes	24	23.5 %
No	78	76.5 %
Total	102	100.0 %

**Q14. Have you participated in any of the CRA's business programs?**

Q14. Have you participated in any of CRA's business programs	Number	Percent
Yes	8	7.8 %
No	94	92.2 %
Total	102	100.0 %

**Q14a. Which of the following programs has your business participated in?**

Q14a. Which following programs has your business participated in	Number	Percent
Commercial Facade Improvement Grant Program (CFIG)	3	37.5 %
Tenant Lease Surety/Tenant Lease Subsidy Program (TLS)	1	12.5 %
Restaurant Rent Emergency Stability Grant (RRESG)	2	25.0 %
Economic Development Incentives Program	4	50.0 %
Total	10	

**Q14b. How satisfied were you with the program(s)?**

Q14b. How satisfied were you with the programs	Number	Percent
Very satisfied	4	50.0 %
Satisfied	2	25.0 %
Neutral	2	25.0 %
Total	8	100.0 %

**Q15. How do you prefer to receive updates on communication from the City?**

Q15. How do you prefer to receive updates on communication from City	Number	Percent
City's website	28	27.5 %
Email	62	60.8 %
Mail	19	18.6 %
Phone call	14	13.7 %
SMS/text	19	18.6 %
Other	1	1.0 %
Total	143	

**Q15-6. Other:**

Q15-6. Other	Number	Percent
In person	1	100.0 %
Total	1	100.0 %

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

Q16. What kind of help would you utilize if available	Number	Percent
Marketing	31	30.4 %
Job fair	19	18.6 %
Help with business tax receipts	29	28.4 %
Training	14	13.7 %
None of these	33	32.4 %
Total	126	

**WITHOUT "NONE OF THESE"****Q16. Over the next 12 months, what kind of help would you utilize if available? (without "none of these")**

Q16. What kind of help would you utilize if available	Number	Percent
Marketing	31	44.9 %
Help with business tax receipts	29	42.0 %
Job fair	19	27.5 %
Training	14	20.3 %
Total	93	

**Q17. In the next 12 months, is your business considering any of the following?**

<u>Q17. What following is your business considering</u>	<u>Number</u>	<u>Percent</u>
Expanding your business in Hallandale Beach	16	15.7 %
Relocating to another location in Hallandale Beach	6	5.9 %
Relocating to another location outside Hallandale Beach	13	12.7 %
Downsizing	2	2.0 %
Closing	3	2.9 %
Don't know	39	38.2 %
None of these	33	32.4 %
Total	112	

**WITHOUT "NONE OF THESE/DON'T KNOW"****Q17. In the next 12 months, is your business considering any of the following? (without "none of these/don't know")**

<u>Q17. What following is your business considering</u>	<u>Number</u>	<u>Percent</u>
Expanding your business in Hallandale Beach	16	53.3 %
Relocating to another location outside Hallandale Beach	13	43.3 %
Relocating to another location in Hallandale Beach	6	20.0 %
Closing	3	10.0 %
Downsizing	2	6.7 %
Total	40	

**Q18. How would you best describe your business? Are you a manufacturer, wholesaler, etc.?**

Q18. How would you best describe your business	Number	Percent
Manufacturing	6	5.9 %
Agriculture/Forestry	1	1.0 %
Retail Trade (not food service)	17	16.7 %
Retail Food Service	5	4.9 %
Communications	2	2.0 %
Finance/Insurance/Real Estate	12	11.8 %
Wholesaler/Distributor	5	4.9 %
Construction	5	4.9 %
Health Care/Medical/Social Services	21	20.6 %
Arts, Entertainment, Recreation	9	8.8 %
Professional Services (law, consulting, architecture, engineers, etc.)	13	12.7 %
Other	2	2.0 %
Not provided	4	3.9 %
Total	102	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? (without "not provided")**

Q18. How would you best describe your business	Number	Percent
Manufacturing	6	6.1 %
Agriculture/Forestry	1	1.0 %
Retail Trade (not food service)	17	17.3 %
Retail Food Service	5	5.1 %
Communications	2	2.0 %
Finance/Insurance/Real Estate	12	12.2 %
Wholesaler/Distributor	5	5.1 %
Construction	5	5.1 %
Health Care/Medical/Social Services	21	21.4 %
Arts, Entertainment, Recreation	9	9.2 %
Professional Services (law, consulting, architecture, engineers, etc.)	13	13.3 %
Other	2	2.0 %
Total	98	100.0 %

**Q18-14. Other:**

Q18-14. Other	Number	Percent
Non profit	1	50.0 %
GR Solutions	1	50.0 %
Total	2	100.0 %

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

Q19. How many years has your business been  
operating in City of Hallandale Beach

	Number	Percent
0-5	24	23.5 %
6-10	18	17.6 %
11-15	17	16.7 %
16-20	11	10.8 %
21-30	15	14.7 %
31+	11	10.8 %
Not provided	6	5.9 %
Total	102	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Approximately how many years has your business been operating in the City of Hallandale Beach?  
(without "not provided")**

Q19. How many years has your business been  
operating in City of Hallandale Beach

	Number	Percent
0-5	24	25.0 %
6-10	18	18.8 %
11-15	17	17.7 %
16-20	11	11.5 %
21-30	15	15.6 %
31+	11	11.5 %
Total	96	100.0 %

**Q20. Approximately how many employees do you employ in Hallandale Beach?**

Q20. How many employees do you employ in  
Hallandale Beach

	Number	Percent
Less than 10	69	67.6 %
10-24	22	21.6 %
25-49	4	3.9 %
50-99	5	4.9 %
Not provided	2	2.0 %
Total	102	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. Approximately how many employees do you employ in Hallandale Beach? (without "not provided")**

Q20. How many employees do you employ in  
Hallandale Beach

	Number	Percent
Less than 10	69	69.0 %
10-24	22	22.0 %
25-49	4	4.0 %
50-99	5	5.0 %
Total	100	100.0 %



**Q21. What percentage of your employees are residents of Hallandale Beach?**

Q21. What percentage of your employees are residents  
of Hallandale Beach

	Number	Percent
10 or less	51	50.0 %
11-20	8	7.8 %
21-30	4	3.9 %
31-40	2	2.0 %
50+	33	32.4 %
Not provided	4	3.9 %
Total	102	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. What percentage of your employees are residents of Hallandale Beach? (without "not provided")**

Q21. What percentage of your employees are residents  
of Hallandale Beach

	Number	Percent
10 or less	51	52.0 %
11-20	8	8.2 %
21-30	4	4.1 %
31-40	2	2.0 %
50+	33	33.7 %
Total	98	100.0 %

**Q22. Do you currently face difficulty recruiting or retaining employees?**

Q22. Do you currently face difficulty recruiting or retaining employees

	Number	Percent
Yes	27	26.5 %
No	70	68.6 %
Not provided	5	4.9 %
Total	102	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. Do you currently face difficulty recruiting or retaining employees? (without "not provided")**

Q22. Do you currently face difficulty recruiting or retaining employees

	Number	Percent
Yes	27	27.8 %
No	70	72.2 %
Total	97	100.0 %

**Q23. Approximately what percentage of your customer base is represented by the following groups?**

	Mean
Customers from City of Hallandale Beach	32.03
Customers from Broward County outside City of Hallandale Beach	29.60
Other Florida customers (Outside Broward County)	15.56
Customers in U.S. but outside Florida	11.79
International/overseas customers	11.43

**Q24. What are the biggest challenges your business is currently facing?**

- Better drainage for flooding. Not fair they are put illegal immigrants in high class hotels for free. Americans work hard and shouldn't have to pay for illegals. T expensive for housing.
- Cash Flow, Location
- Changes in Healthcare
- competition
- COMPETITION AND RELIABILITY OF DELIVERY SERVICES (UPS/FEDEX)
- Cost. City is charging \$1,000 a month for water bill for us using less than 2 or 3 units a month. Zero help from water department to rectify an error in charging us for 7 units/businesses instead of 1. 15 years later, just tired of no help from water department. Yanique and Tiera provide hinderance instead of help.
- drainage and homeless
- Drainage In Hallandale Beach - Flooding
- Drainage of rain water, potholes in parking garage
- Economics
- Everything is online is frustrating. Would like to speak to city workers in person or on the phone. Not on line!!!! Price of services going up. It is ridiculous.
- Flooding and homeless
- Having closed my brick and mortar location in 2020, rents have skyrocketed and the city has not been helpful in allowing me to teach yoga at the Cultural Center even though there's nothing going on there.
- Homeless people.
- Homelessness, the traffic is ridiculous. need to do construction in off peak times not during rush hour.
- illegal competition that the city does not solve
- In the back of the 1920 E HBB building the water treatment systems has yet to be finished and cleared.
- Making new permits every year.
- money
- Notification of License and invoices yearly and better communication about these services.
- People loitering and stealing packages from our tenants.
- Permitting and Building
- Rent / New Clients
- RENT, UTILITIES, NOT RECEIVING MY BUSINESS TAX LICENSES, ITS BEEN 2 MONTHS
- RISING TAXES, RECRUITING NEW EMPLOYEES
- Sharing grb.net
- start up cost, inventory, If I could just have the supplies and key I CAN DO EVERYTHING NEEDED, to follow guidelines of the Hallandale Beach Community REDEVELOPMENT Agency Commercial Mural Program. All I ask if for opportunity to grow and help others at the bottom Grow and Develop with ME with US and if WE at the bottom finally get the chance to flourish. THE WORLD AS A WHOLE WILL GROW AND DEVELOPE, AKA TRANSFORM INTO THE SOCIETY OF ALL IS ONE AND THE SAME.
- Taxes and fees. It seems I'm being penalized from working from home with the amount of fees and late costs associated with have to get a certificate of use and business tax receipt AND inspection, which are for some reason required for a home office. Ridiculous. This is a huge expense for entrepreneurs especially those operating from home. The lack of communication and degree of dues/late fees is utterly ridiculous and should be seriously reconsidered.
- The building department. being ignored. Sending invoices doesn't to business.
- THE CERTIFICATE OF USE AND OCCUPATIONAL LICENSE TAX FEES IN HALLANDALE BEACH ARE WAY TOO HIGH.
- The City of Hallandale Beach Business Tax Fee and Certificate of use Tax is ridiculous. My City of Hallandale Beach taxes have increased 300% over the last 4 years. I definitely plan to move my business out of the City of Hallandale Beach due to the outrageously high City of Hallandale Beach Business Tax Fee and City of Hallandale Beach Certificate of use Tax .
- Too much government regulation, fees and taxes.
- Traffic
- we are not able to provide services to all people who would like us to do so due to limitations on space, time and people
- We need more clients, too much competition.
- Would like to be able to speak directly to the city employees. Find an incentive to get people to want to work and actually stay at their job.

**Q25. What do you see as the City's biggest opportunity for supporting businesses like yours?**

- Business owner events
- City needs to help businesses to grow and keep cost lower. Business like ours will leave soon if it continues to be the way it is now.
- City should support and help business in any ways
- CONTROLLING PROPERTY TAX
- Do not make it any more difficult for patients and employees to travel down Hallandale Beach Blvd. Traffic has become unbearable. It can take 20 minutes to go 2 miles. No more construction, especially of offices. Office Buildings are best suited near I95 where there is easy access for customers and employees, as well as visibility for the public. No one wants to waste time in traffic to go to an office building, just because it is nearer to the beach.
- Drainage In Hallandale Beach - Flooding
- eliminate illegal business
- GET RID OF THE CERTIFICATE OF USE AND OCCUPATIONAL LICENSE TAX FEES IN THE CITY OF HALLANDALE BEACH. THESE HALLANDALE BEACH TAXES INCREASED 300% AND I CANNOT AFFORD THESE TAXES. I PLAN TO MOVE MY BUSINESS OUT OF HALLANDALE BEACH BECAUSE OF THE EXCESSIVE CERTIFICATE OF USE AND OCCUPATIONAL LICENSE TAXES CHARGED BY HALLANDALE BEACH
- Grants to any business in or outside of borders
- Have people with an open mind that can think outside the box and be pro active to small businesses that want to bring the community together. That includes City of Hallandale Employees and Police. Stop having so much outdated bureaucracy.
- helping the community
- HOY COOPER IS AWESOME
- I Believe the Biggest opportunity for supporting business like mine is to give starving artist with the skills and talent the opportunity for growth and development in a positive environment with likeminded peers so we can all flourish and eat, but only after the children are fed no child should be on the street starving while in same area people are driving limbos just not morally right to me Yes would like one myself.....FEED THE CHILDREN
- Improving traffic along HBB.
- Keep going with redevelopment of old properties. This is a huge plus. Properties that sit empty or not kept up are eye-sores and hinder better development.
- Keeping the price of utilities down , emergency fire response should not be so expensive.
- Less traffic
- Low Rent...Grants or Business loan, Marketing After so many years of Hardship. I would like to create a partnership with the department of park and recreation By providing the city with my Experiences and expertise in Event planning and organizing. Managing their locations make them more profitable for % or a Salary.
- Lower fees
- more communication, work shops for businesses
- More revenue
- Not business friendly.
- parking
- Police ordering trespassing orders, they typically avoid it.
- Police patrol more often to help reduce crime. Lower utility cost.
- TAX REVENUE
- The City of Hallandale Beach Business Tax Fee and Certificate of use Tax is ridiculous. My City of Hallandale Beach taxes have increased 300% over the last 4 years. I definitely plan to move my business out of the City of Hallandale Beach due to the outrageously high City of Hallandale Beach Business Tax Fee and City of Hallandale Beach Certificate of use Tax . Get rid of the City of Hallandale Beach Certificate of use Tax and the Business Tax fee which are both the Highest in South Florida.
- The cost of certificates and business tax receipts needed for a home office are insanely expensive on top of the income tax and property tax also paid. Why are you penalizing the at-home workers who contribute to the local economy of Hallandale? It's disgraceful.
- transportation for elderly patients would be helpful to our office, imaging facilities or hospitals



# Survey Instrument



OFFICE OF THE  
MAYOR

JOY F. COOPER  
Mayor

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Highway  
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[www.coHB.org](http://www.coHB.org)

February 2025

Dear Hallandale Beach Business Leader:

We appreciate your continued support and involvement in making the City of Hallandale Beach a wonderful community. This letter is a request for your assistance in continuing that legacy. Your input on the enclosed survey is extremely important. This survey is part of Hallandale Beach's ongoing strategic planning process which is designed to meet the needs of our community while providing the best services possible. The information you provide will help the City Commission make important decisions regarding the City of Hallandale Beach services. These services include areas such as police, fire/rescue, maintenance of public areas, communication, parks and recreation, and utilities.

On behalf of the City Commission, I want to thank you in advance for taking the time to respond. This survey will take approximately 15 minutes to complete, but your answers are very important, and I encourage you to answer every question. The time you invest in the survey will influence many of the decisions that will be made about the City's future. Your responses will also allow City leadership to identify and address many of the opportunities and challenges facing our community.

Please return your completed survey to ETC Institute in the next few days if possible, and return it in the enclosed postage-paid envelope. Your responses will remain **confidential**. ETC Institute will compile the results and present a report to the City in the weeks ahead. This report will be a valuable resource as we work to provide you with the most responsive government possible. You can also look for a summary of survey results on the City's website, [hallandalebeachfl.gov](http://hallandalebeachfl.gov). If you prefer to complete the survey online, go to [hallandalebeachsurvey.org](http://hallandalebeachsurvey.org).

If you have questions about this survey, please contact Jason Morado, Project Manager 913-254-4514. Thank you for taking the time to build a better Hallandale Beach.

Sincerely,

Joy Cooper  
Mayor

*Si usted no habla ingles y quiere participar en esta encuesta en español, por favor llame al/1-844-811-0411.*

cc: City Commission

Dr. Jeremy Earle, City Manager/CRA Executive Director



# 2025 City of Hallandale Beach Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve the community in long-range planning decisions, and determine how well the City is meeting your company's needs.

You may return this survey in the enclosed postage paid envelope or complete the survey online at [hallandalebeachsurvey.org](http://hallandalebeachsurvey.org).

1. **Several items that may influence your perception of the City of Hallandale Beach are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City of Hallandale Beach (HB)	5	4	3	2	1	9
2.	Overall image of the City	5	4	3	2	1	9
3.	How well the City is planning growth	5	4	3	2	1	9
4.	Overall quality of life in the City	5	4	3	2	1	9
5.	Quality of new development in HB	5	4	3	2	1	9
6.	Quality of public education in HB	5	4	3	2	1	9
7.	Overall feeling of safety in the City	5	4	3	2	1	9
8.	Overall value your company receives for your City tax dollars and fees	5	4	3	2	1	9

2. **Do you think the City of Hallandale Beach is a "Business Friendly" community?**

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

3. **Please rate your overall satisfaction with the following City services regarding how each service affects your business's ability to operate on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How Satisfied Are You With:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	City water and sewer services	5	4	3	2	1	9
02.	City's infrastructure	5	4	3	2	1	9
03.	Fire services	5	4	3	2	1	9
04.	Emergency medical services	5	4	3	2	1	9
05.	Police services	5	4	3	2	1	9
06.	Street maintenance	5	4	3	2	1	9
07.	Street lighting	5	4	3	2	1	9
08.	Street sweeping and cleanliness of public areas	5	4	3	2	1	9
09.	City's drainage system	5	4	3	2	1	9
10.	Availability of public transportation	5	4	3	2	1	9
11.	City planning and development	5	4	3	2	1	9
12.	Overall enforcement of city codes and ordinances	5	4	3	2	1	9
13.	Economic development	5	4	3	2	1	9
14.	CRA Business assistance programs	5	4	3	2	1	9
15.	City sanitation services	5	4	3	2	1	9
16.	Permitting services	5	4	3	2	1	9
17.	Traffic flow in the City	5	4	3	2	1	9

4. Which **THREE** of the City services listed in Question 3 on the previous page are most important to your business? *[Write in your answers below using the numbers from the list in Question 3.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

5. How much do you agree with the following statement: "The City of Hallandale Beach is responsive to the needs of the business community."

\_\_\_\_(5) Strongly agree      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Strongly disagree  
\_\_\_\_(4) Agree      \_\_\_\_ (2) Disagree      \_\_\_\_ (9) Don't know

6. How would you rate the physical appearance of the area where your business is located?

\_\_\_\_(4) Excellent      \_\_\_\_ (2) Average      \_\_\_\_ (9) Don't know  
\_\_\_\_(3) Good      \_\_\_\_ (1) Poor

7. How satisfied are you with the overall business location that you lease or own?

\_\_\_\_(5) Very satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Very dissatisfied  
\_\_\_\_(4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

8. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Hallandale Beach.

Reason	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
01. Overall image of the City	5	4	3	2	1	9
02. Quality of local schools	5	4	3	2	1	9
03. Low crime rate	5	4	3	2	1	9
04. Availability of trained employees	5	4	3	2	1	9
05. Level of taxation	5	4	3	2	1	9
06. Access to highways	5	4	3	2	1	9
07. Access to airports	5	4	3	2	1	9
08. Availability of quality housing and other amenities for employees	5	4	3	2	1	9
09. Proximity of businesses that are important to your business	5	4	3	2	1	9
10. Availability of public transportation	5	4	3	2	1	9
11. Availability of libraries, arts, and cultural amenities	5	4	3	2	1	9
12. Attitude of local government toward business	5	4	3	2	1	9
13. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1	9
14. Proximity to gaming facilities	5	4	3	2	1	9
15. Availability of parks and open space	5	4	3	2	1	9
16. Good variety of restaurants/nightlife	5	4	3	2	1	9
17. Competitive land or lease costs	5	4	3	2	1	9

9. Which **THREE** of the reasons listed above will have the most impact on your decision to stay in the City of Hallandale Beach for the next 10 years? *[Write in your top three answers below using the numbers from the list in Question 8.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

10. How would you compare the City of Hallandale Beach's Business tax rate or Certificate of Use tax rate to those of other cities where you might want to do business?

\_\_\_\_(3) Better      \_\_\_\_ (2) About the same      \_\_\_\_ (1) Worse      \_\_\_\_ (9) Don't know



11. Please indicate whether your business has contacted any unit of Hallandale Beach City government during the past year related to the following issues. Then please rate the City's performance in that area using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

Type/Area of Contact	Have you had this type of contact with the City?		If "Yes," please rate the City's performance.					
	Yes	No	Excellent	Good	Average	Below Average	Poor	Don't Know
1. Zoning	Yes	No	5	4	3	2	1	9
2. Construction/building permits or inspections	Yes	No	5	4	3	2	1	9
3. Fire inspections	Yes	No	5	4	3	2	1	9
4. Business tax receipts/certificate of use	Yes	No	5	4	3	2	1	9
5. Code compliance	Yes	No	5	4	3	2	1	9

12. Please rate the labor-pool in the City of Hallandale Beach with regard to the following areas using a scale from 5 to 1, where 5 is "Excellent" and 1 is "Poor."

Area	Excellent	Good	Average	Below Average	Poor	Don't Know
1. Quality of labor	5	4	3	2	1	9
2. Availability of labor	5	4	3	2	1	9
3. Stability of the City's labor force	5	4	3	2	1	9
4. Attitude of employees	5	4	3	2	1	9
5. Productivity of the workforce	5	4	3	2	1	9

13. Are you aware of the City's or Community Redevelopment Agency's (CRA) available business programs?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

14. Have you participated in any of the CRA's business programs?

\_\_\_\_(1) Yes [Answer Q14a-b.]      \_\_\_\_ (2) No

- 14a. Which of the following programs has your business participated in? [Check all that apply.]

- \_\_\_\_(01) Commercial Facade Improvement Grant Program (CFIG)  
 \_\_\_\_ (02) Tenant Lease Surety/Tenant Lease Subsidy Program (TLS)  
 \_\_\_\_ (03) Restaurant Rent Emergency Stability Grant (RRESG)  
 \_\_\_\_ (04) Commercial Interior Renovation Grant Program (CIRG)  
 \_\_\_\_ (05) Commercial Kitchen Grant Program (CKG)  
 \_\_\_\_ (06) Economic Development Incentives Program  
 \_\_\_\_ (07) Commercial Business Grant Program (CBGP)  
 \_\_\_\_ (08) Commercial Signage Grant Program (CSGP)  
 \_\_\_\_ (09) Neighborhood Amenity Incentive Program (NAI)  
 \_\_\_\_ (10) Property Tax Reimbursement Program  
 \_\_\_\_ (11) Commercial Film Incentive Grant Program  
 \_\_\_\_ (12) Commercial Business Mural Program  
 \_\_\_\_ (13) District 8 Priority Area Incentives

- 14b. How satisfied were you with the program(s)?

\_\_\_\_(5) Very satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Very dissatisfied  
 \_\_\_\_ (4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

15. How do you prefer to receive updates on communication from the City? [Check all that apply.]

\_\_\_\_(1) City's website      \_\_\_\_ (4) Phone call  
 \_\_\_\_ (2) Email      \_\_\_\_ (5) SMS/text  
 \_\_\_\_ (3) Mail      \_\_\_\_ (6) Other: \_\_\_\_\_

- 16. Over the next 12 months, what kind of help would you utilize if available? [Check all that apply.]**  
 \_\_\_\_ (1) Marketing                      \_\_\_\_ (3) Help with business tax receipts                      \_\_\_\_ (5) None of these  
 \_\_\_\_ (2) Job fair                      \_\_\_\_ (4) Training
- 17. In the next 12 months, is your business considering any of the following? [Check all that apply.]**  
 \_\_\_\_ (1) Expanding your business in Hallandale Beach                      \_\_\_\_ (5) Closing  
 \_\_\_\_ (2) Relocating to another location in Hallandale Beach                      \_\_\_\_ (9) Don't know  
 \_\_\_\_ (3) Relocating to another location outside Hallandale Beach                      \_\_\_\_ (0) None of these  
 \_\_\_\_ (4) Downsizing
- 18. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? [Please check the most appropriate category; if you don't see a description that matches, check option 14 and write a description in the "Other" field.]**  
 \_\_\_\_ (01) Manufacturing                      \_\_\_\_ (08) Finance/insurance/real estate  
 \_\_\_\_ (02) Agriculture/forestry                      \_\_\_\_ (09) Wholesaler/distributor  
 \_\_\_\_ (03) Retail trade (not food service)                      \_\_\_\_ (10) Construction  
 \_\_\_\_ (04) Retail food service                      \_\_\_\_ (11) Health care/medical/social services  
 \_\_\_\_ (05) Transportation/warehousing                      \_\_\_\_ (12) Arts, entertainment, recreation  
 \_\_\_\_ (06) Communications                      \_\_\_\_ (13) Professional services (law, consulting, architecture, engineers, etc.)  
 \_\_\_\_ (07) Utilities                      \_\_\_\_ (14) Other: \_\_\_\_\_
- 19. Approximately how many years has your business been operating in the City of Hallandale Beach?**  
 \_\_\_\_\_ years
- 20. Approximately how many employees do you employ in Hallandale Beach?**  
 \_\_\_\_ (1) Less than 10                      \_\_\_\_ (3) 25-49                      \_\_\_\_ (5) 100-249                      \_\_\_\_ (7) 500 or more  
 \_\_\_\_ (2) 10-24                      \_\_\_\_ (4) 50-99                      \_\_\_\_ (6) 250-499
- 21. What percentage of your employees are residents of Hallandale Beach? \_\_\_\_\_ %**
- 22. Do you currently face difficulty recruiting or retaining employees?**  
 \_\_\_\_ (1) Yes                      \_\_\_\_ (2) No
- 23. Approximately what percentage of your customer base is represented by the following groups? [Total should add up to 100%.]**  
 \_\_\_\_ % Customers from the City of Hallandale Beach  
 \_\_\_\_ % Customers from Broward County outside the City of Hallandale Beach  
 \_\_\_\_ % Other Florida customers (Outside Broward County)  
 \_\_\_\_ % Customers in the U.S. but outside Florida  
 \_\_\_\_ % International/overseas customers  
**100% total**
- 24. What are the biggest challenges your business is currently facing?**  
 \_\_\_\_\_  
 \_\_\_\_\_
- 25. What do you see as the City's biggest opportunity for supporting businesses like yours?**  
 \_\_\_\_\_

**This concludes the survey - Thank you for your time!**  
Please return your completed survey in the enclosed postage paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential and will be used to help guide improvements in City services, allowing us to serve you better. The information to the right will ONLY be used to help identify the level of satisfaction with City services in your area.