

City of Spring Hill Business Survey

Findings Report

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2020

Submitted to the City of Spring Hill, Kansas

by:

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Executive Summary

Purpose and Methodology

ETC Institute administered a business survey for the City of Spring Hill for the third time in the spring of 2020; the first survey was conducted in the fall of 2013. The survey was administered as part of the City's effort to assess business satisfaction with the quality of services. The information gathered from the survey will help the City understand and prioritize policy decisions for the City's businesses.

Business Survey. A five-page survey was mailed to a random sample of businesses in Spring Hill. A total of 45 businesses responded to the survey by mail and online. The random nature of the responses provides the City with a good sampling of the City's businesses.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts and graphs of each question on the survey
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Major Findings

- **Overall City Services.** All business surveyed (100%) *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's fire services and ambulance services; 89% were satisfied with police services, and 86% were satisfied with the cleanliness of public areas. Businesses were least satisfied with street maintenance (22% were dissatisfied).

- **Services that businesses thought would be most important to their business.** The services that businesses thought were be most important were: 1) street maintenance and 2) police services.
- **Reasons Why Businesses Located in Spring Hill and the Factors Most Likely to Impact their Decision to Stay in Spring Hill over the Next 10 Years.** Nearly all (98%) of the businesses surveyed *who had an opinion* indicated that the low crime rate was the most important reason for locating in Spring Hill. Ninety-eight percent (98%) of the businesses surveyed also indicated the attitude of local government toward business as another reason for locating in Spring Hill. The availability of telecommunications, utilities and infrastructure would have the most impact on their decision to stay for the next 10 years.
- **Change Expected Over the Next 12 Months.** Eighty-one percent (81%) of businesses surveyed are not expecting a major change in business over the next 12 months. Fifteen percent (15%) expected to expand their business in Spring Hill, 2% expected to relocate to another location outside Spring Hill, and 2% expected to relocate to another location in Spring Hill. Two percent (2%) expected to downsize, and none of the businesses surveyed were expecting to close.
- **Communications.** Businesses received most of their information about the City from four sources: 1) word of mouth, 2) Facebook, 3) City newsletter and 4) City website. Their preferred method was through the City newsletter.
- **Perception of Spring Hill.** Ninety-one percent (91%) of the businesses *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the overall feeling of safety in the City; 90% were satisfied with the quality of public education in Spring Hill, and 81% were satisfied with the overall quality of life in the City. Businesses were least satisfied with how well the City is planning growth (45%).

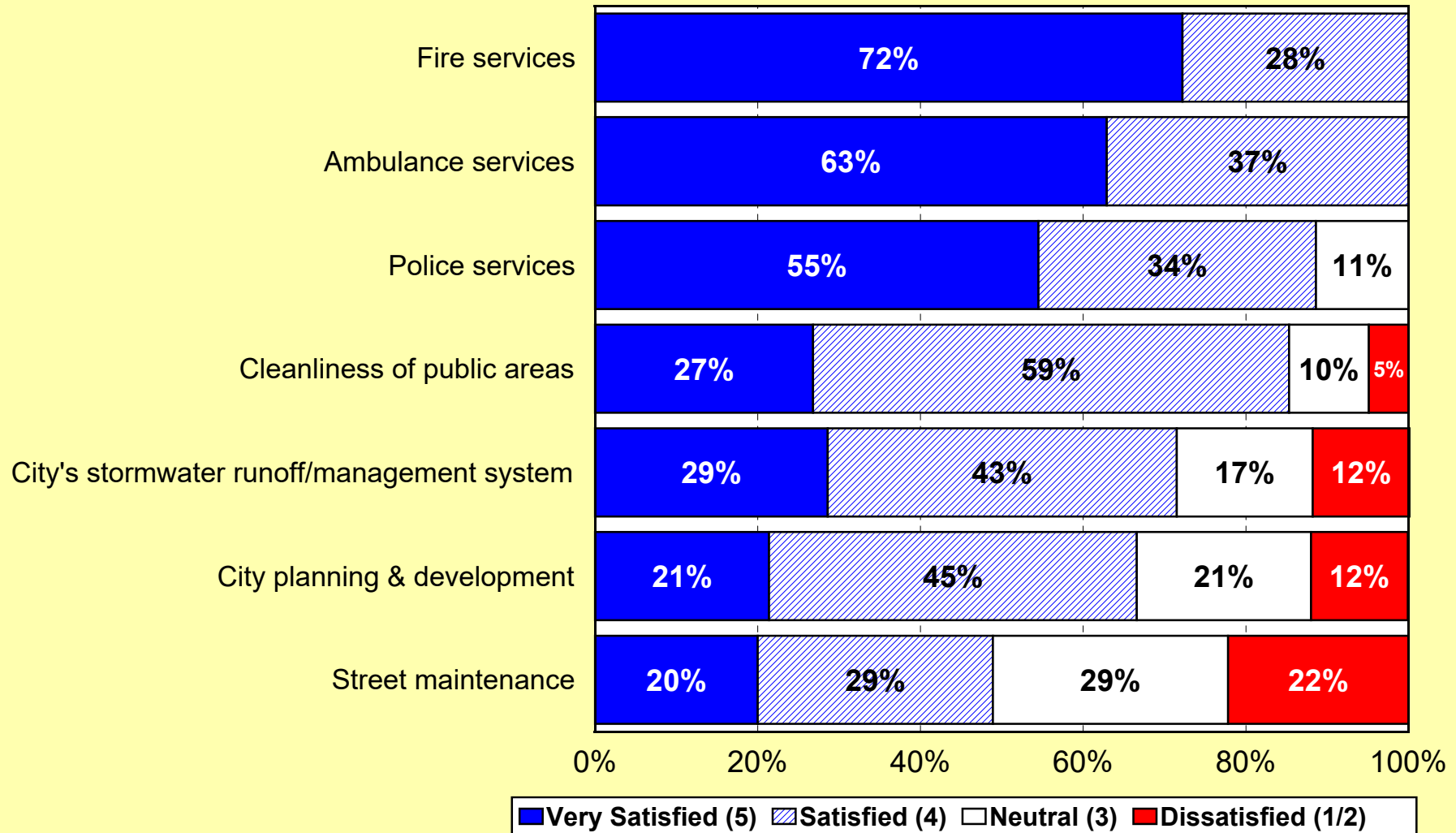
Other Issues

- **60% of businesses rated the appearance of the area where their business was located as excellent or good.**
- **60% were satisfied with the City's efforts to improve the physical appearance of the City.**
- **62% said that Spring Hill was a business friendly community.**
- **74% were current members of the Spring Hill Chamber of Commerce.**
- **80% are supportive of the City's efforts to redevelop Spring Hill's downtown corridor.**

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services Based on How the Services Affect Business

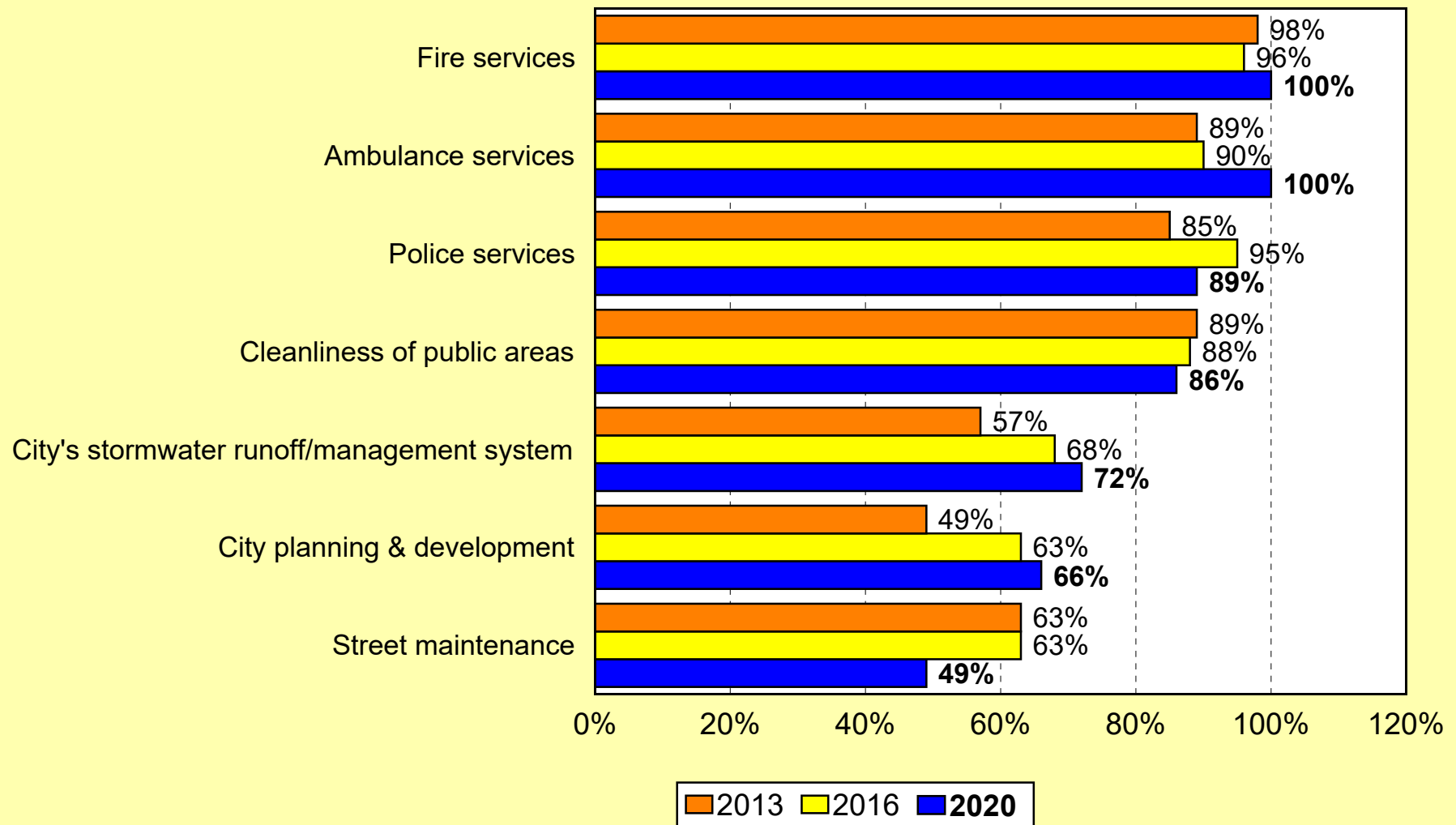
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Overall Satisfaction With City Services Based on How the Services Affect Business - 2013 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

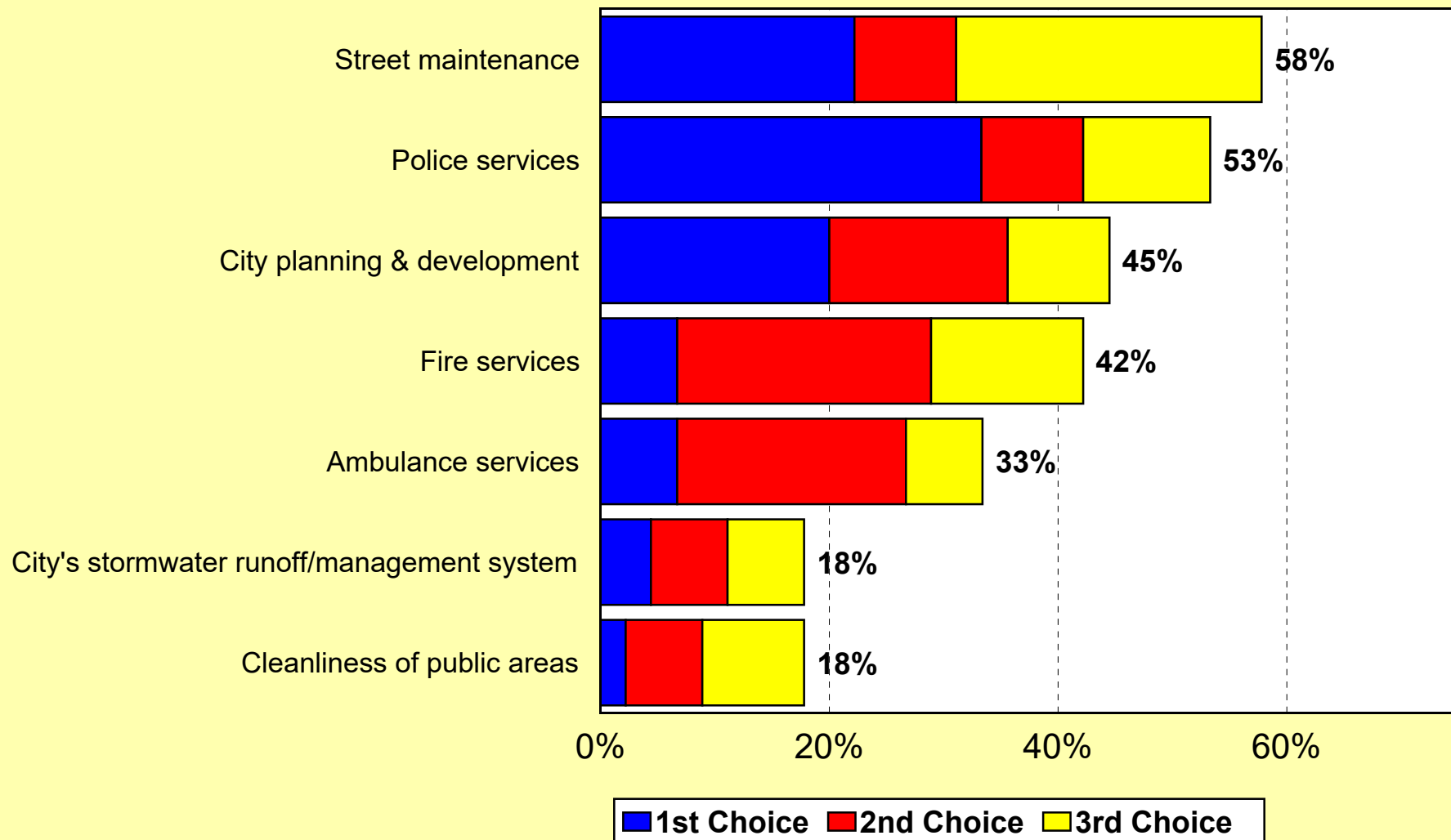


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q2. City Services That Are Most Important to Businesses

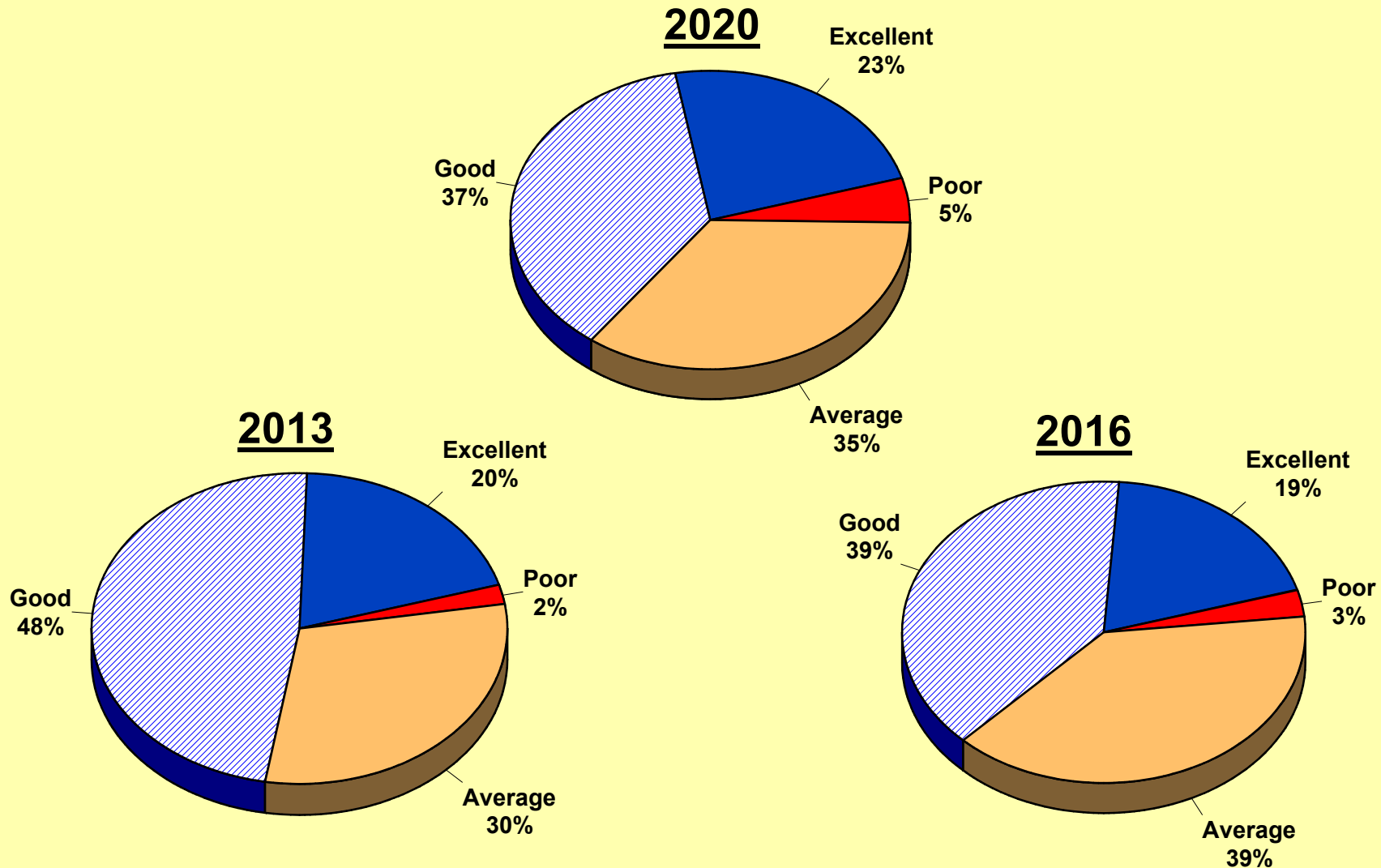
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q3. How would you rate the physical appearance of the areas where your business is located?

by percentage of business respondents

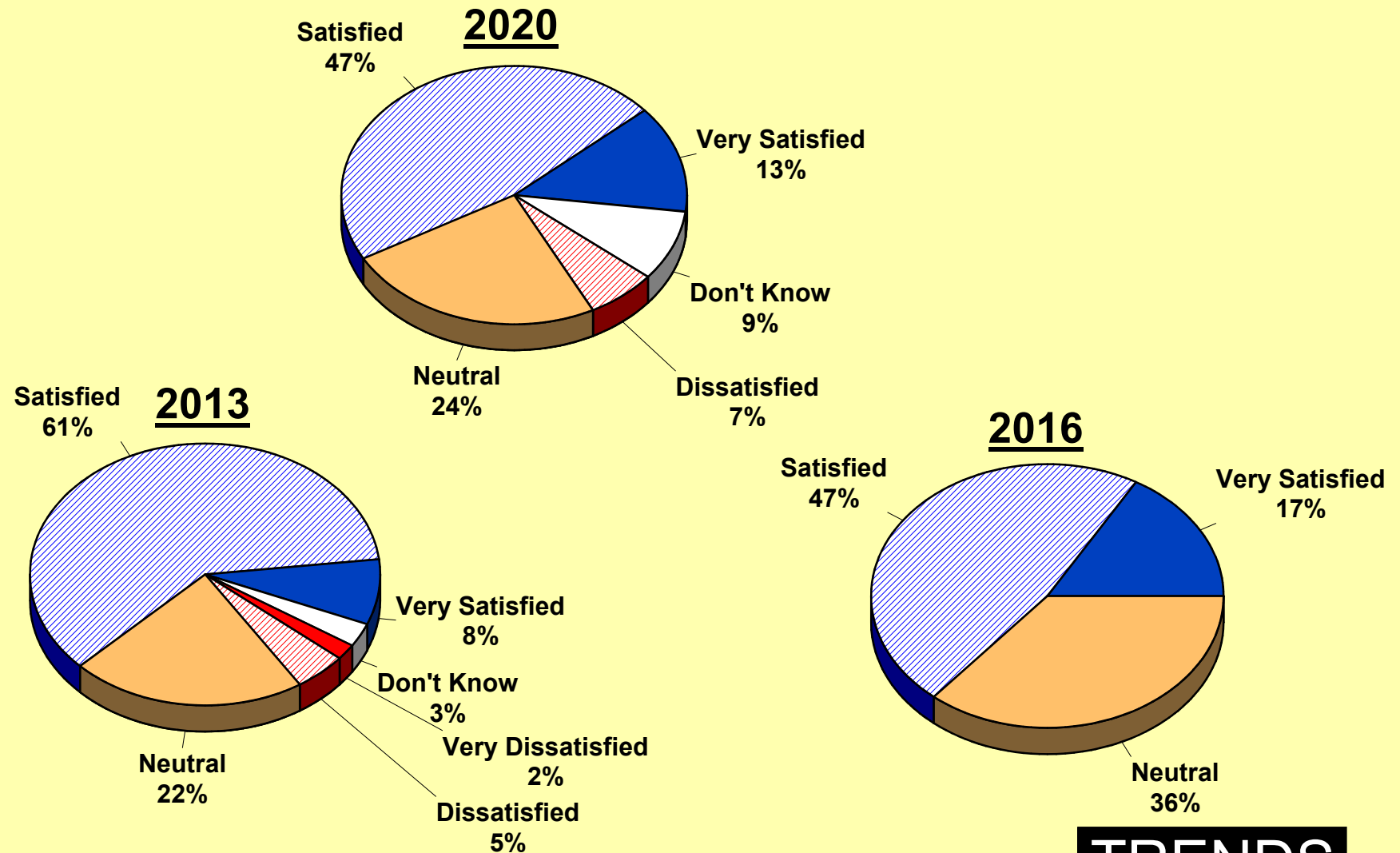


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q4. How satisfied are you with the City's effort to improve the physical appearance of the City?

by percentage of business respondents

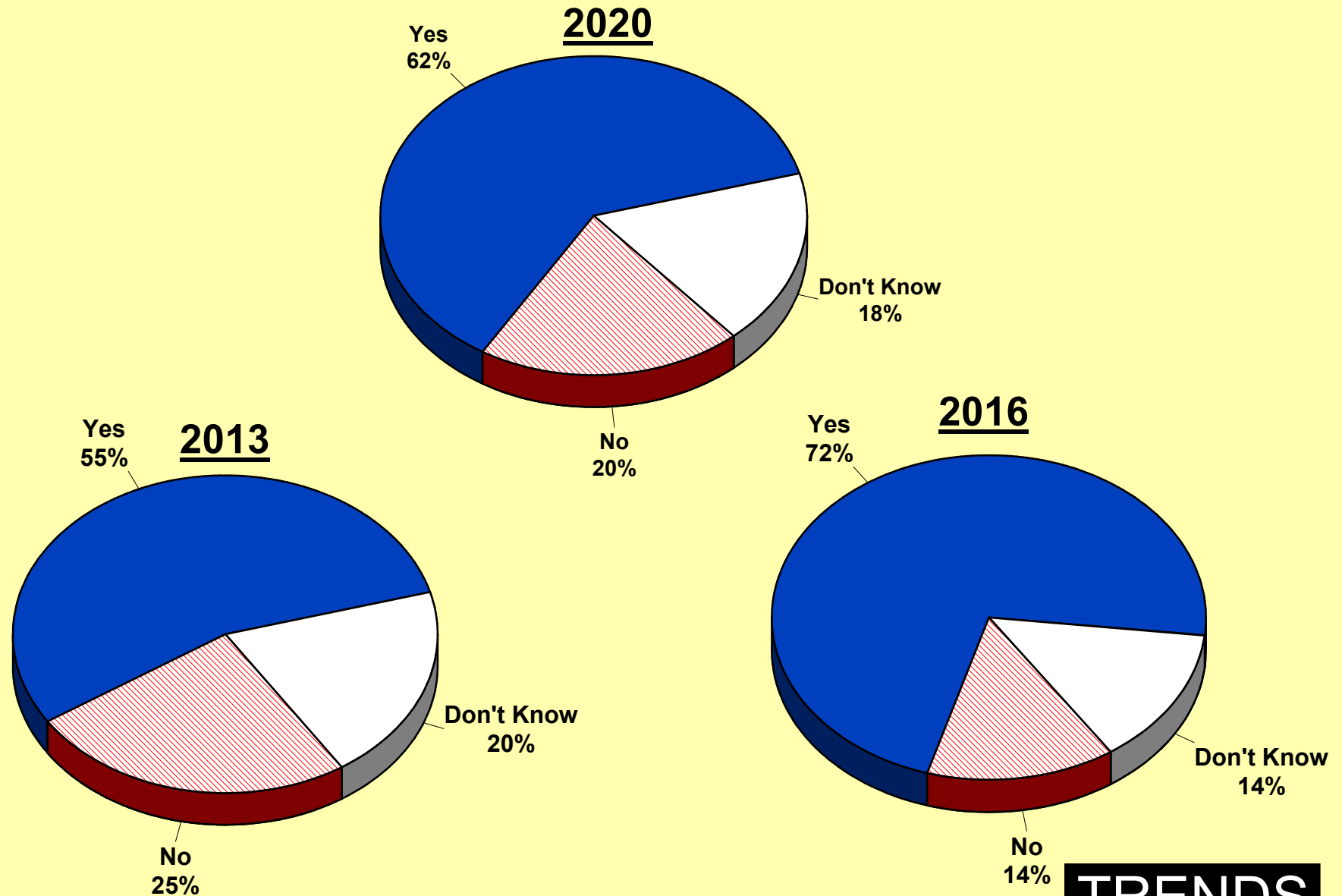


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q5. Is Spring Hill a business friendly community?

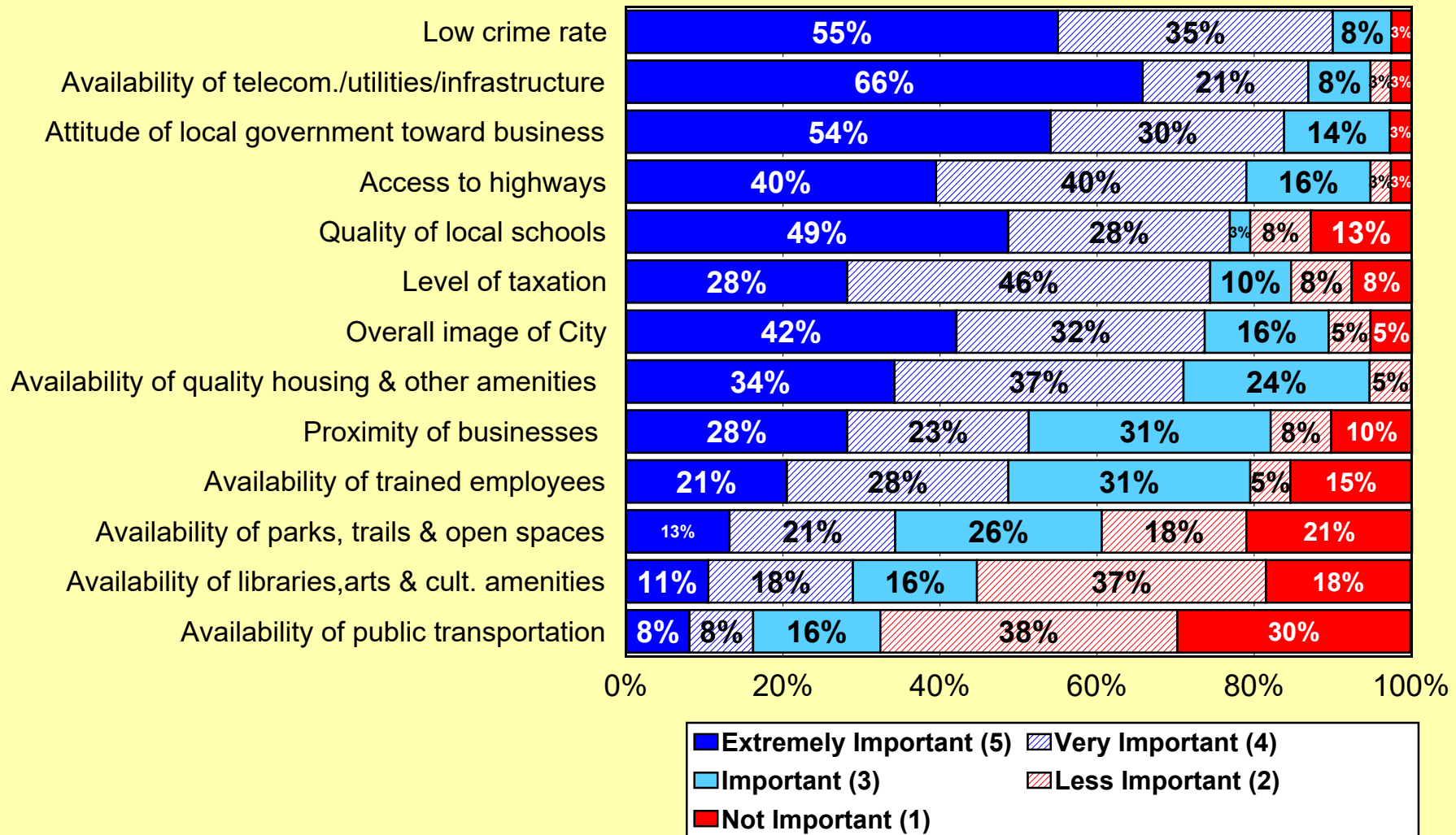
by percentage of business respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q6. Importance of Various Reasons For Deciding to Locate Business in Spring Hill

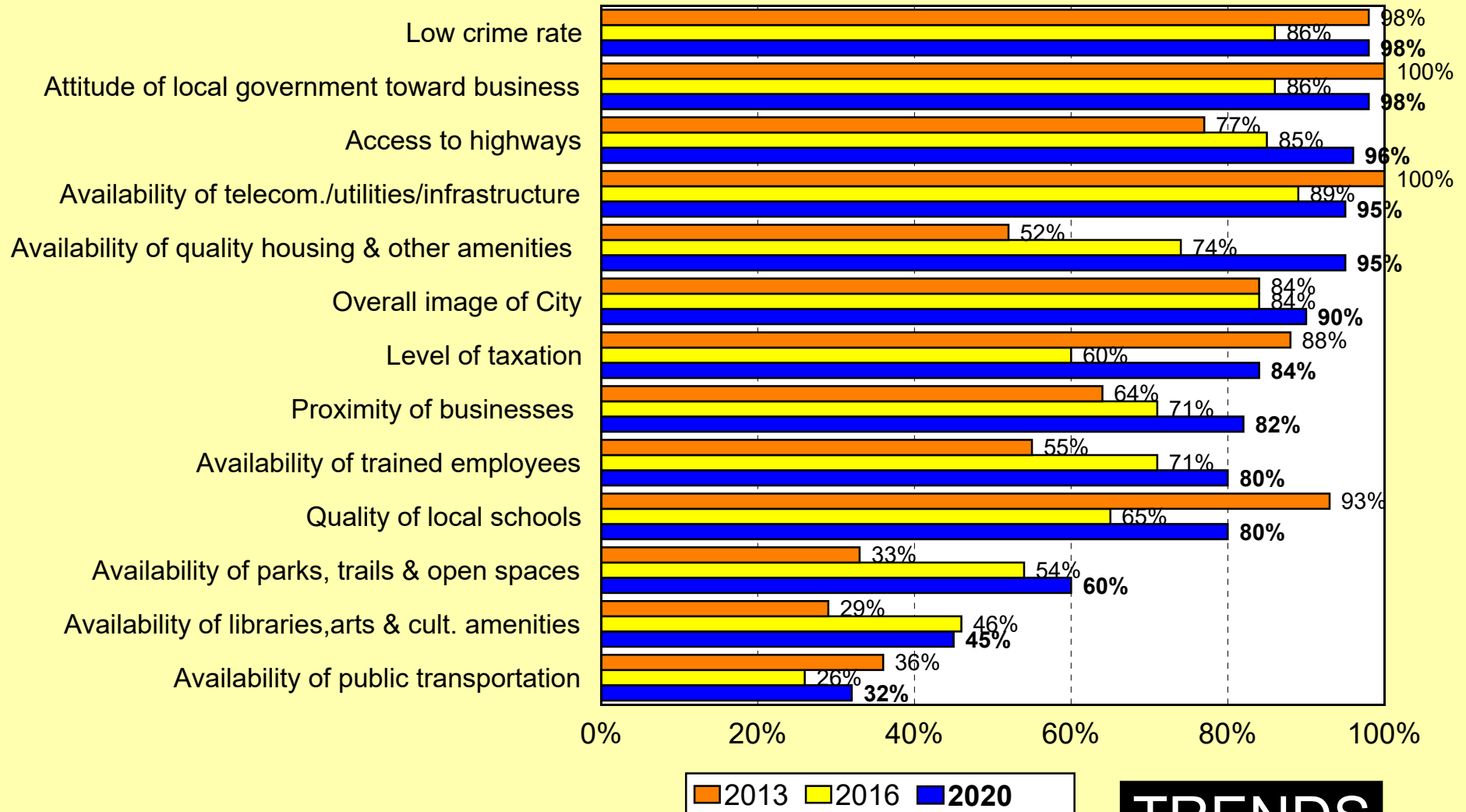
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Importance of Various Reasons For Deciding to Locate Business in Spring Hill - 2013 to 2020

by percentage of respondents who rated the item as a 3, 4, or 5 on a 5-point scale
(excluding don't knows)

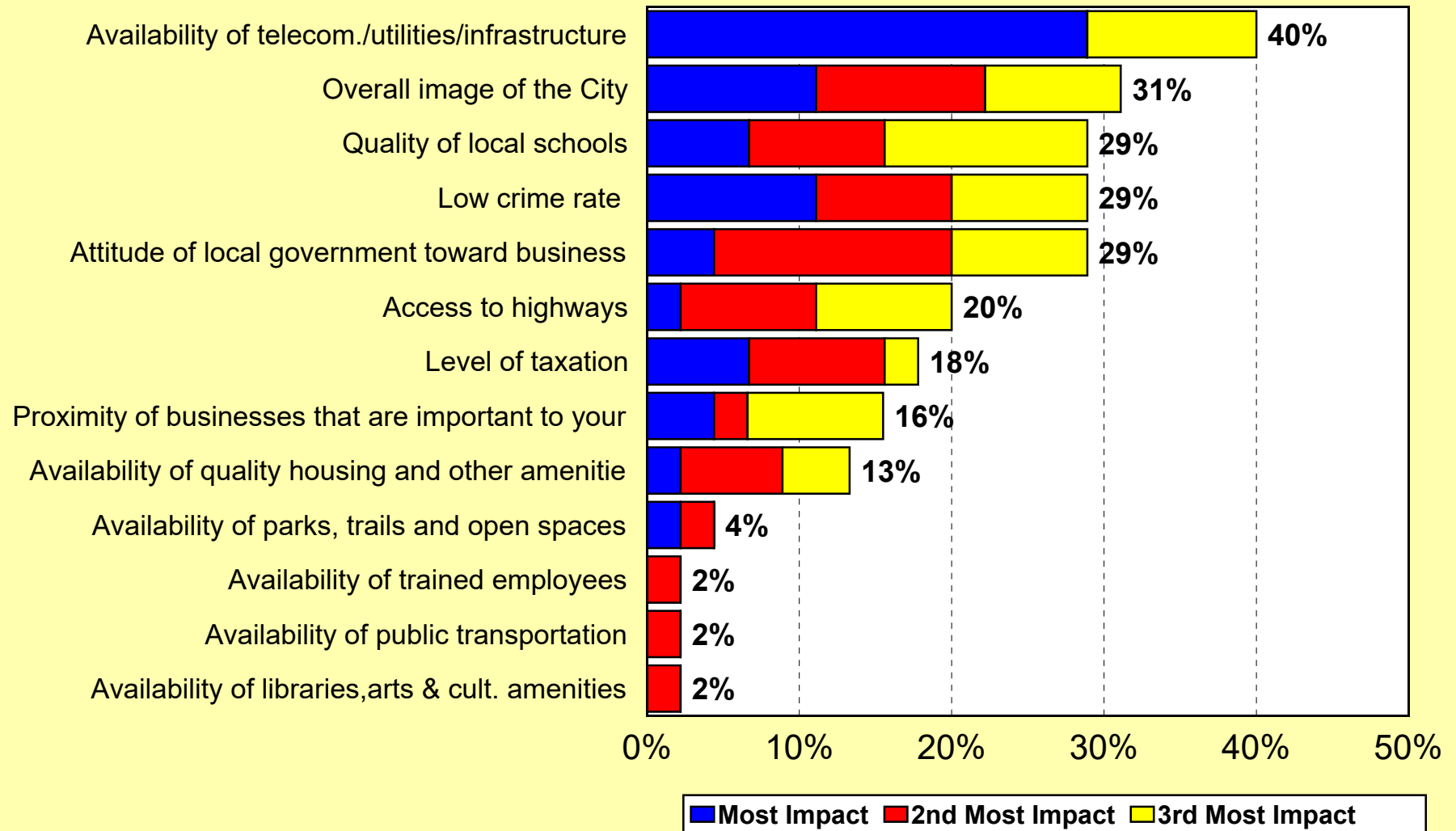


Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

TRENDS

Q7. Reasons that Have the Most Impact on Decision to Stay in Spring Hill for the Next 10 Years

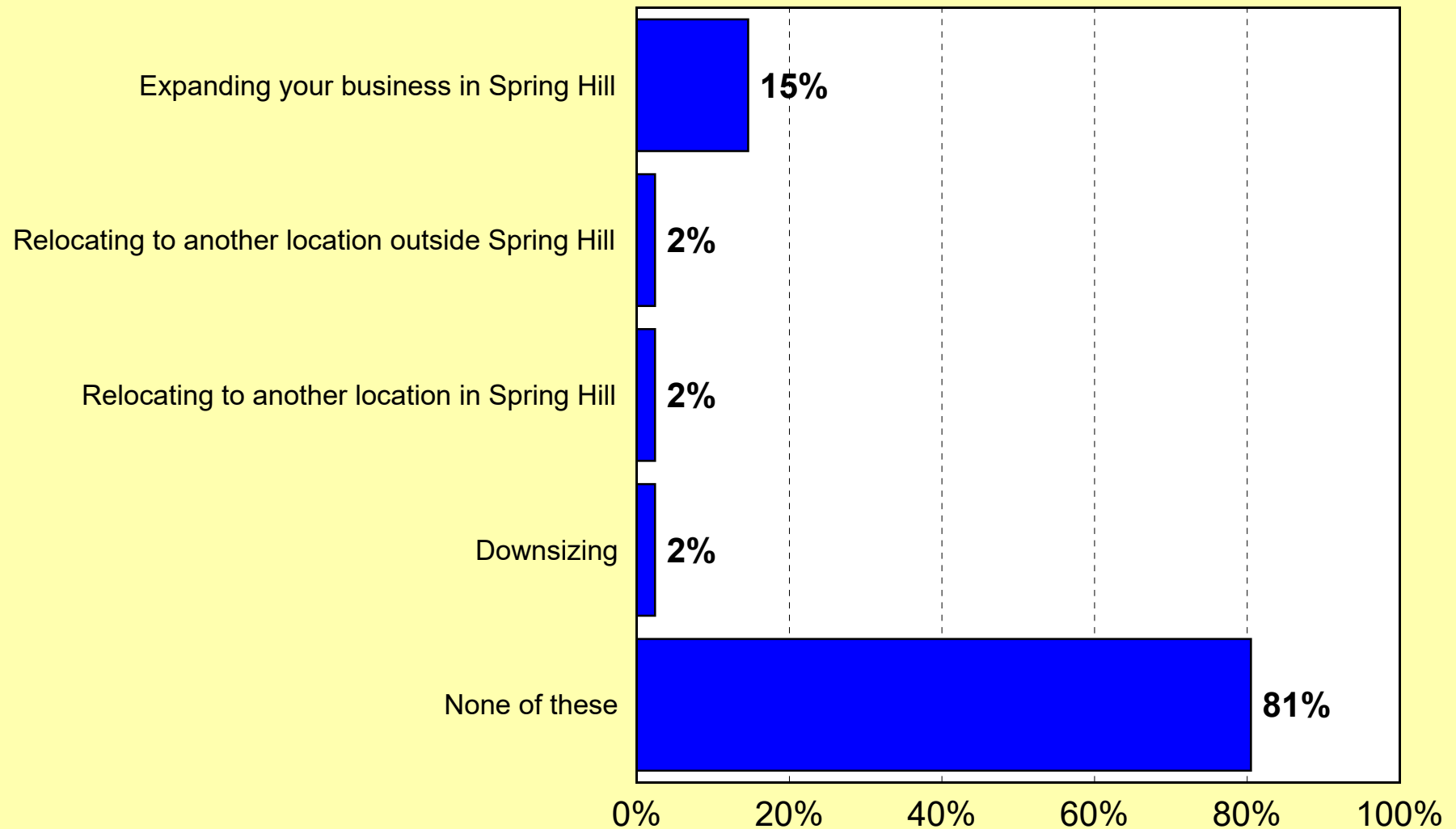
by percentage of business respondents (based on the sum of top 3 choices)
(excluding none chosen)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q8. In the next 12 months, is your business considering any of the following?

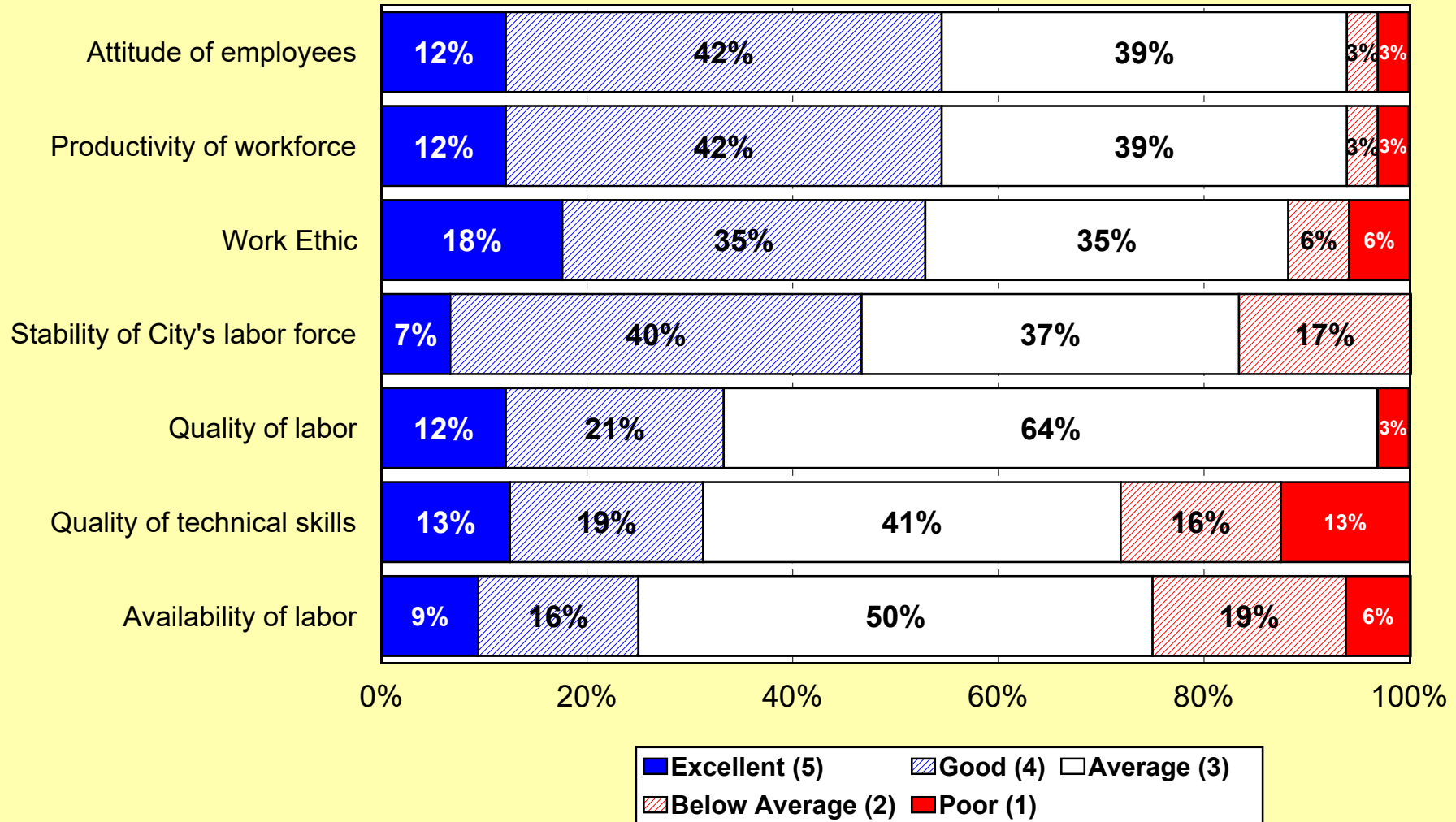
by percentage of business respondents (excluding "don't know" - multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q9. How Businesses Rate the Labor Pool in the City of Spring Hill

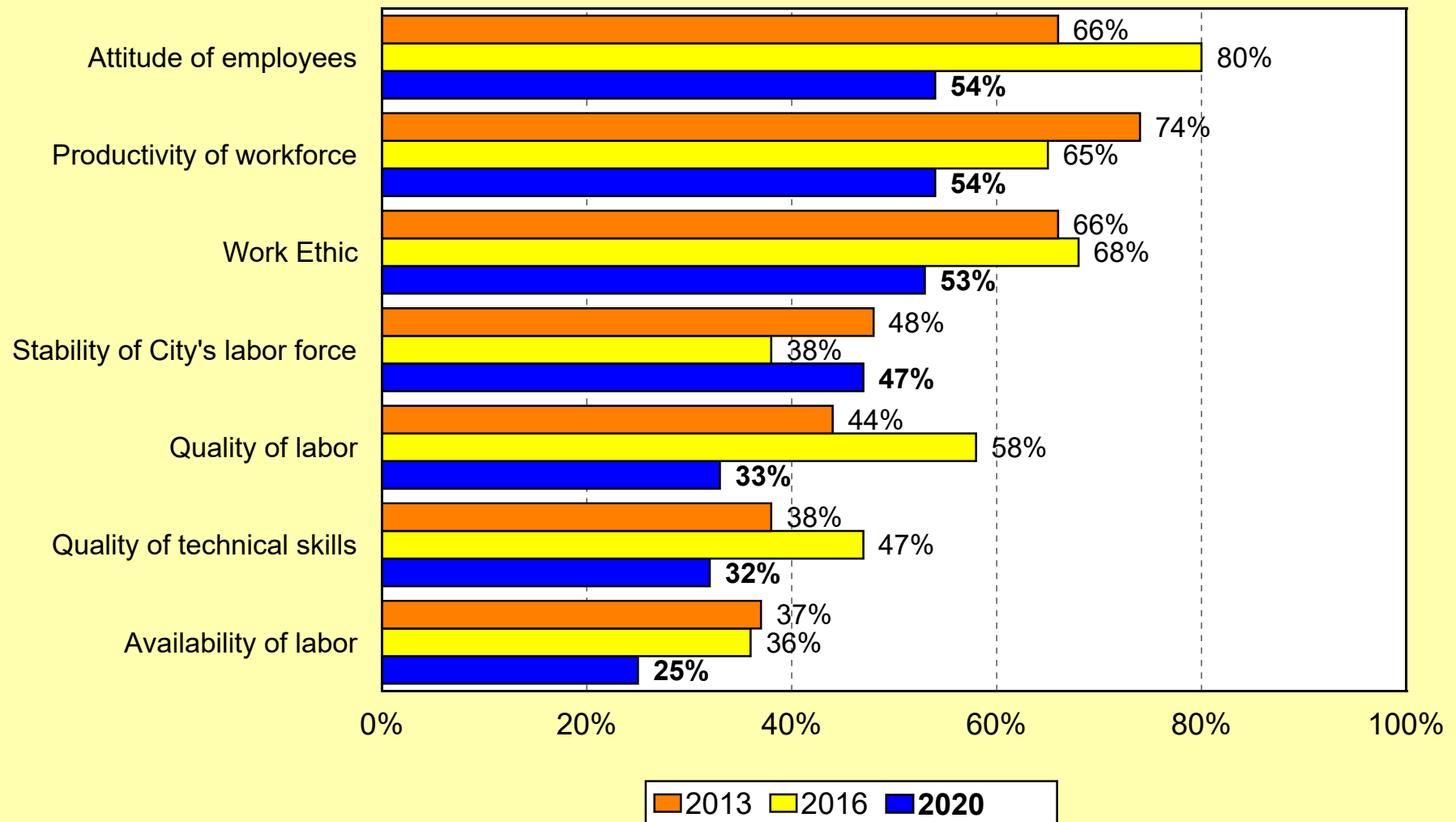
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

How Businesses Rate the Labor Pool in the City of Spring Hill - 2013 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

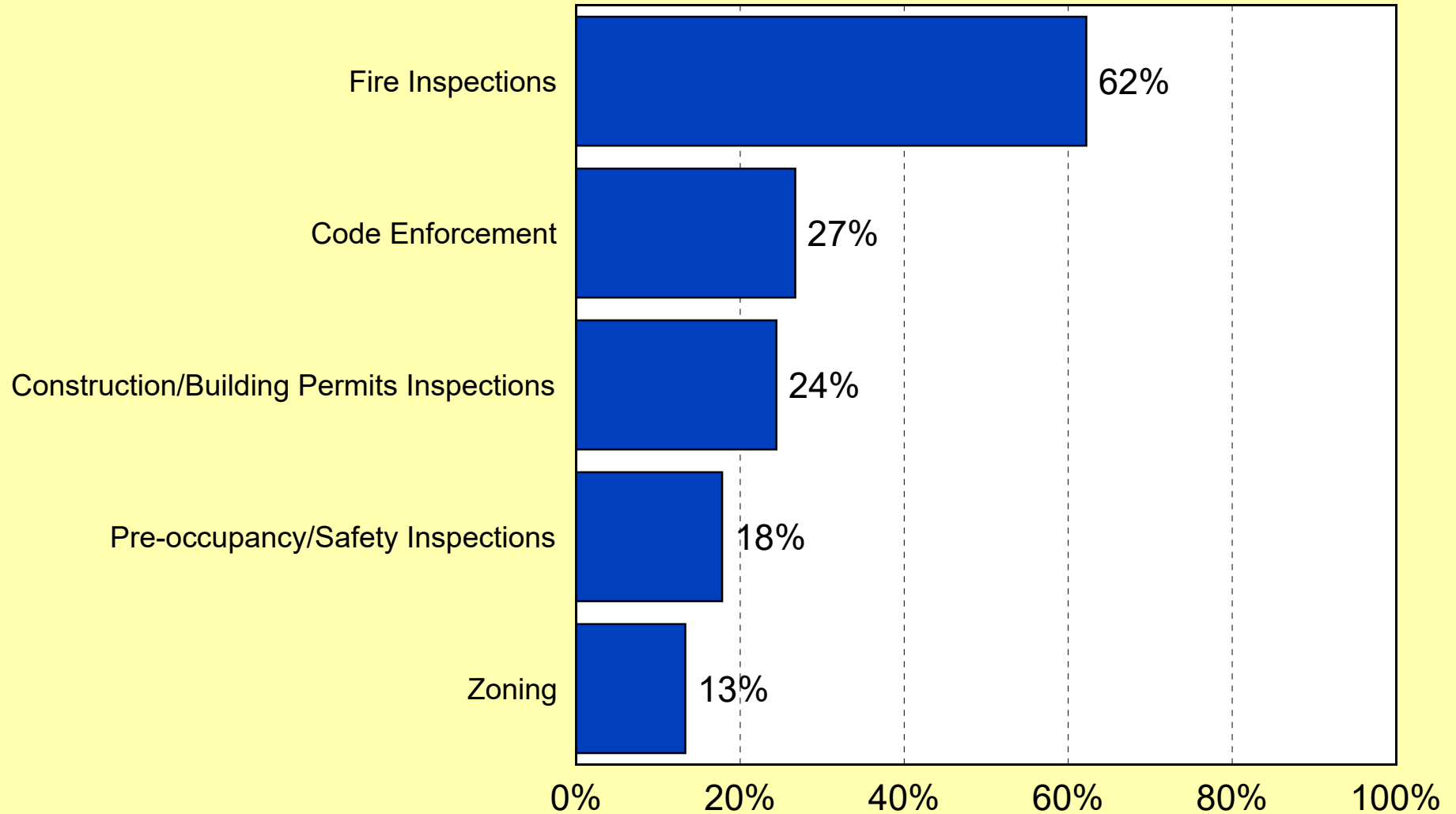


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q10. Has your business had any contact with any unit of City of Spring Hill Government during the past year?

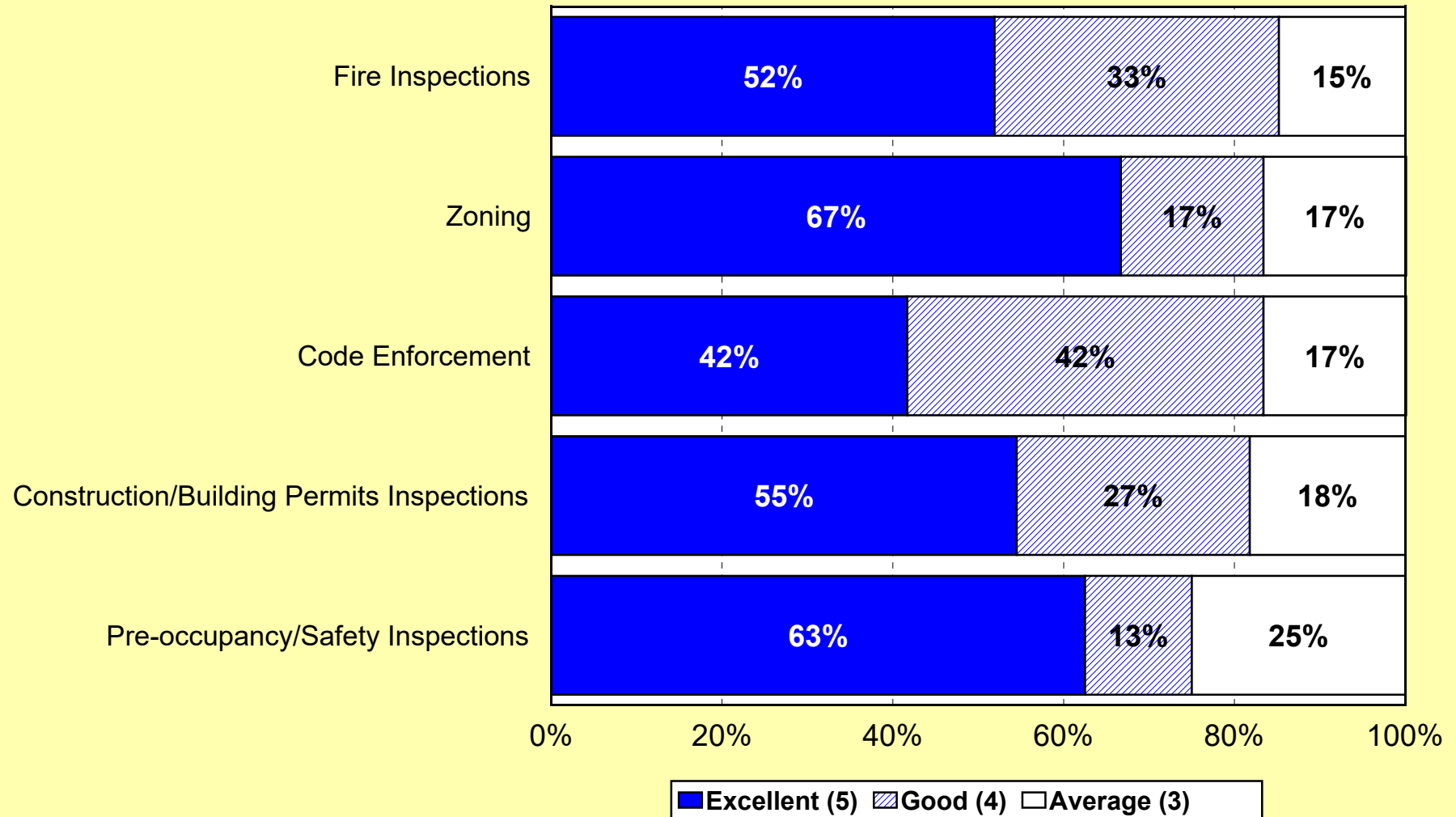
by percentage of business respondents who responded "yes"



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q10. If you had contact with any unit of City of Spring Hill Government, how would you rate your experience?

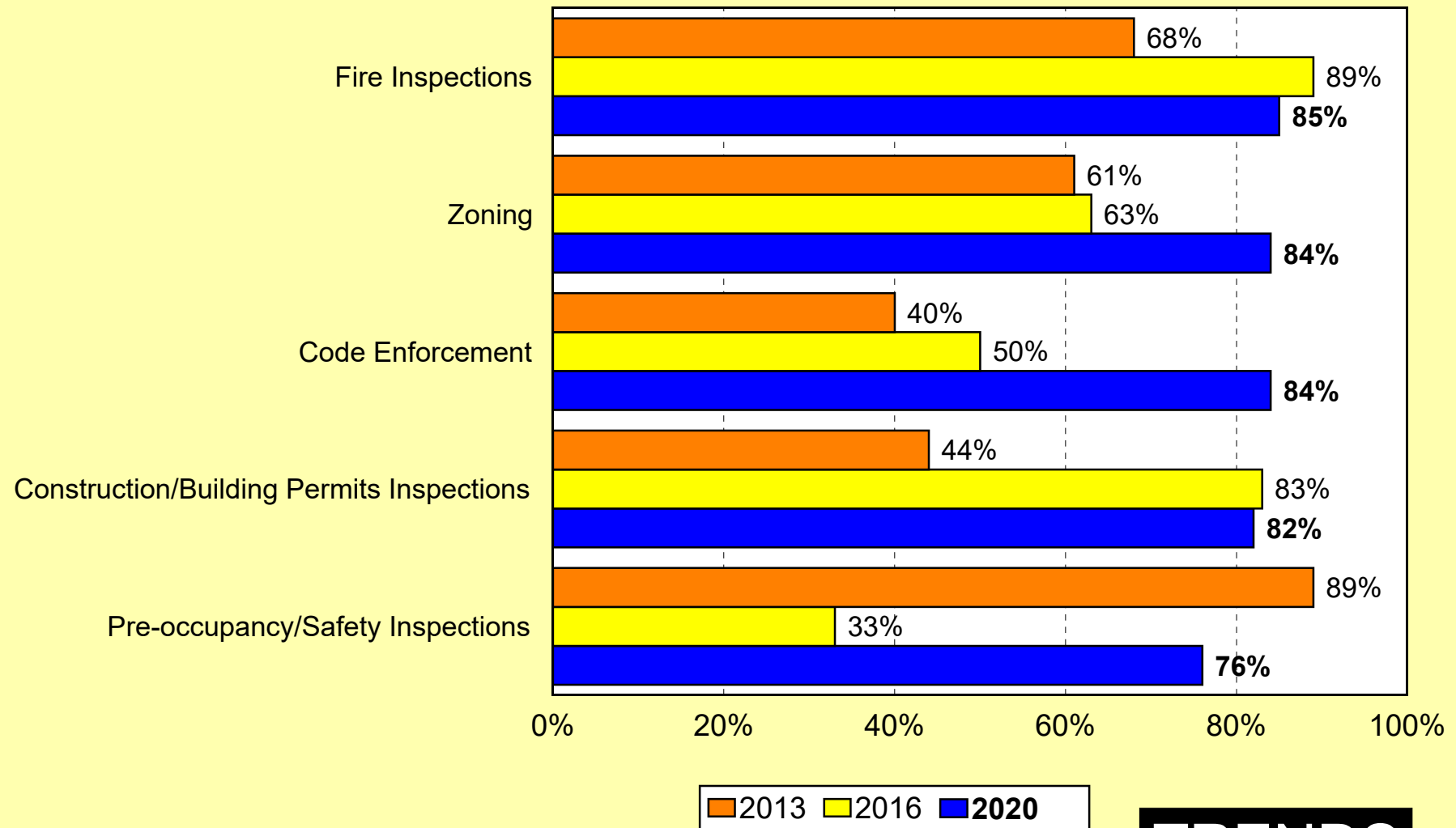
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

If you had contact with any unit of City of Spring Hill Government, how would you rate your experience? 2013 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

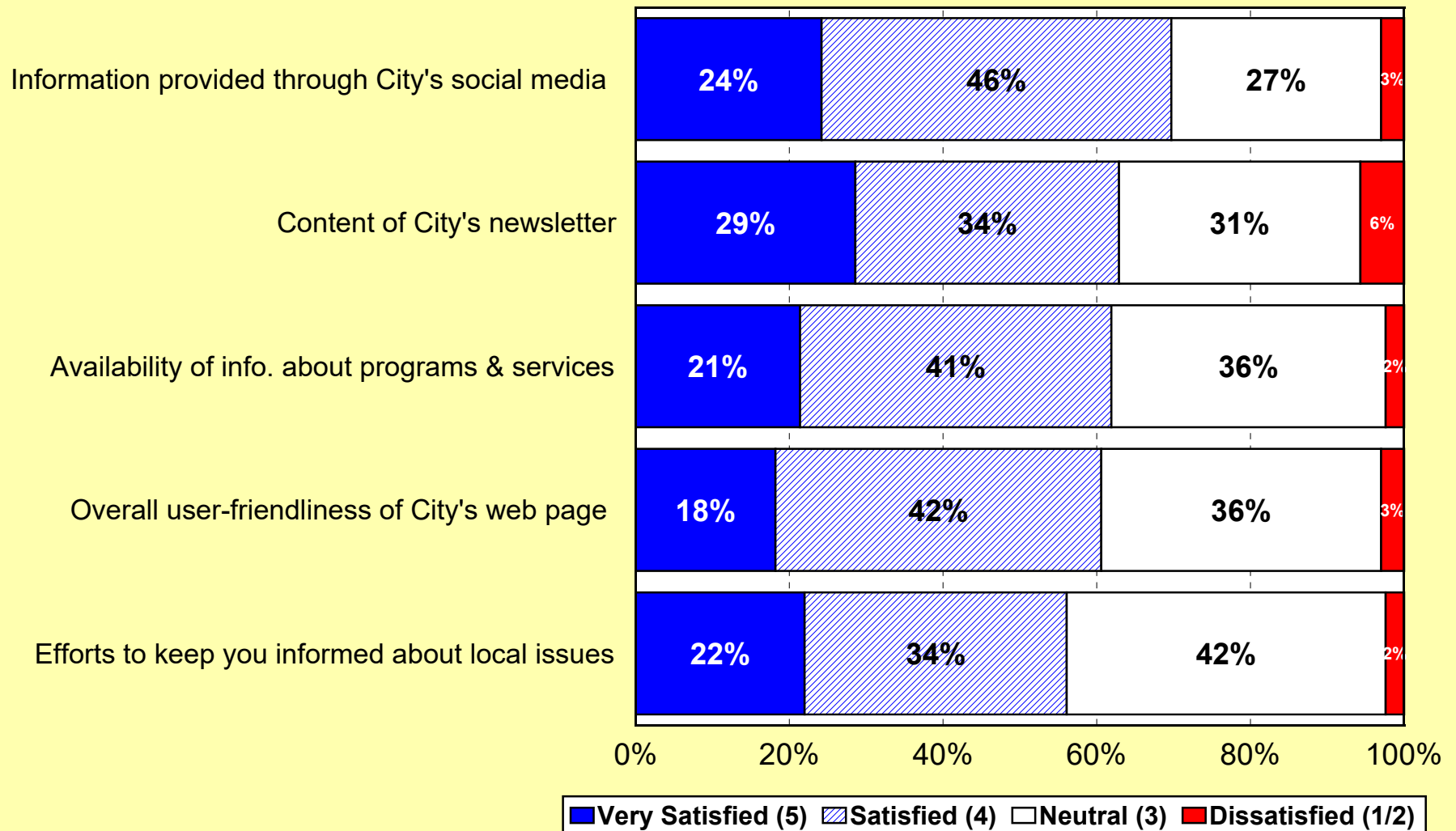


Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

TRENDS

Q11. Overall Satisfaction With City Communication

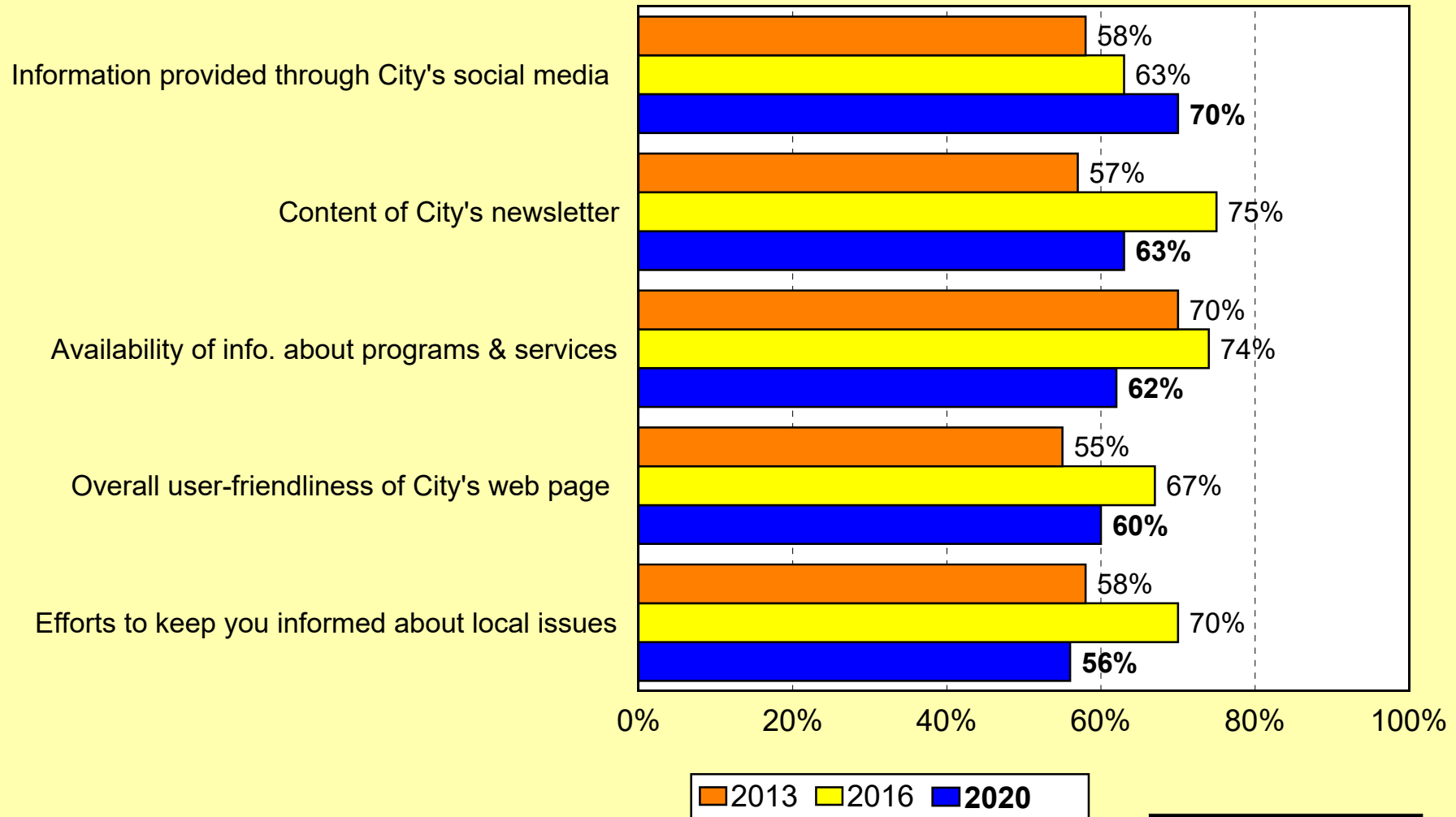
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Overall Satisfaction With City Communication 2013 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

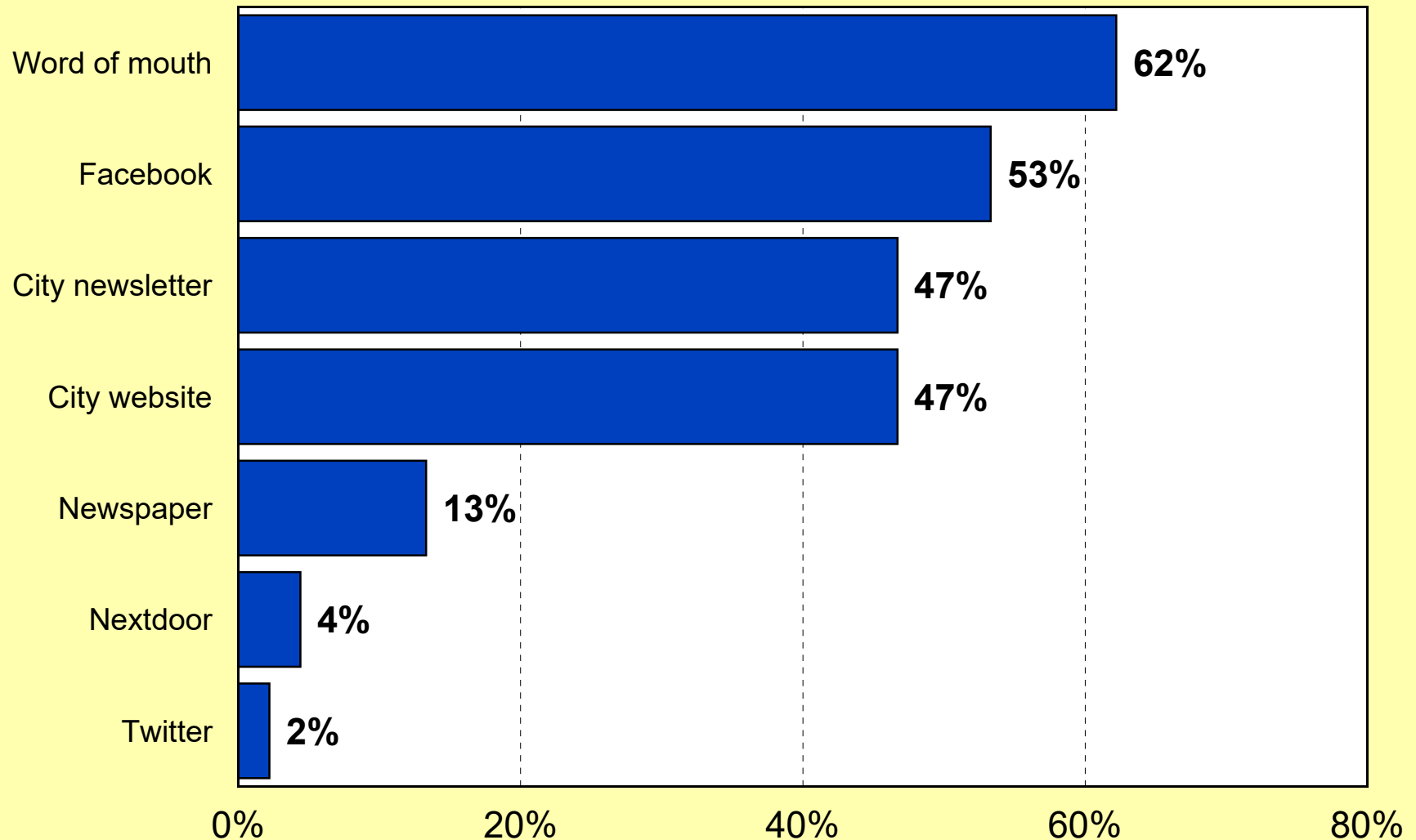


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q12. City Communication: What are your primary sources for information about City activities and services?

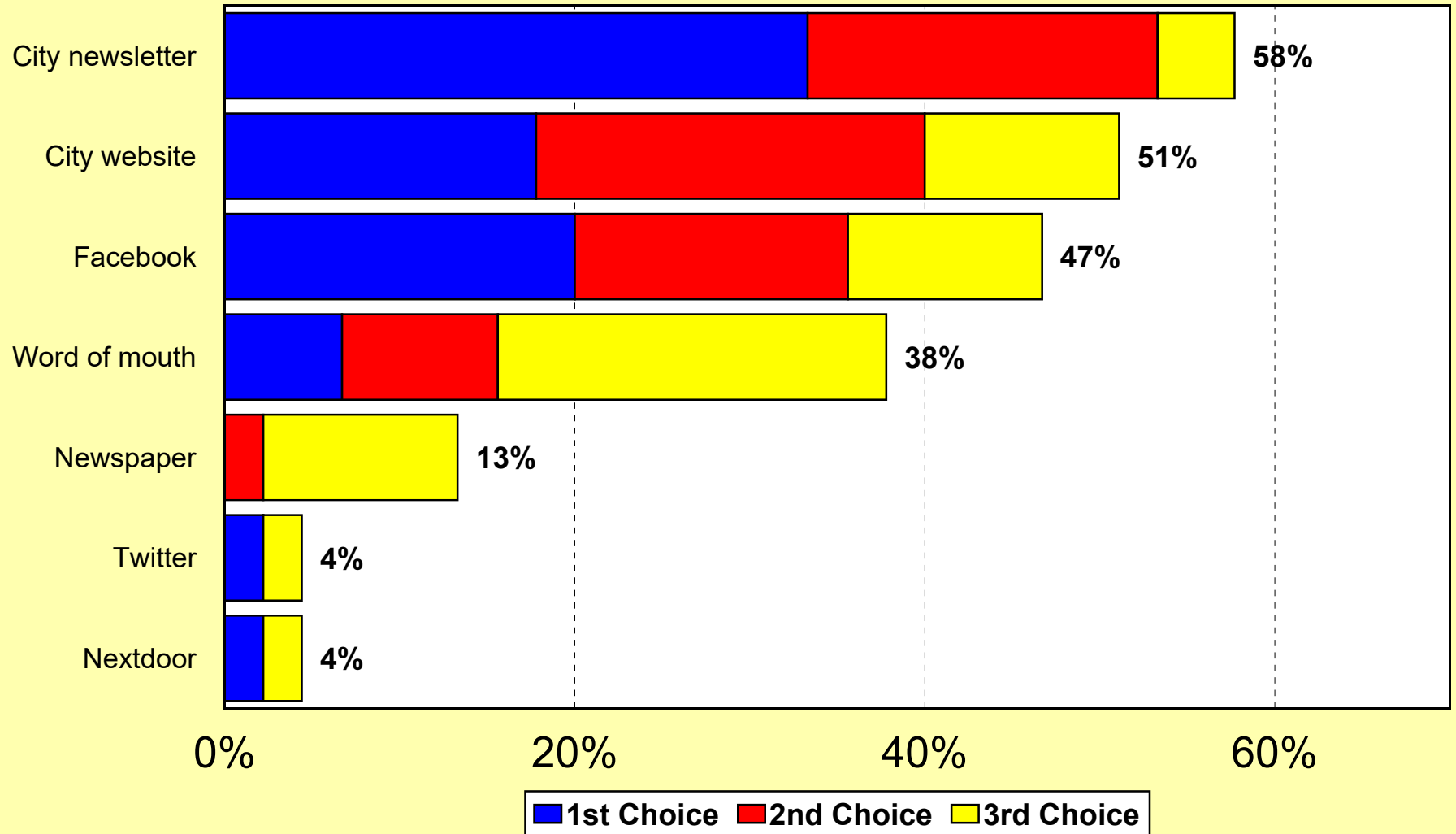
by percentage of business respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q13. Which THREE methods of communication do you prefer?

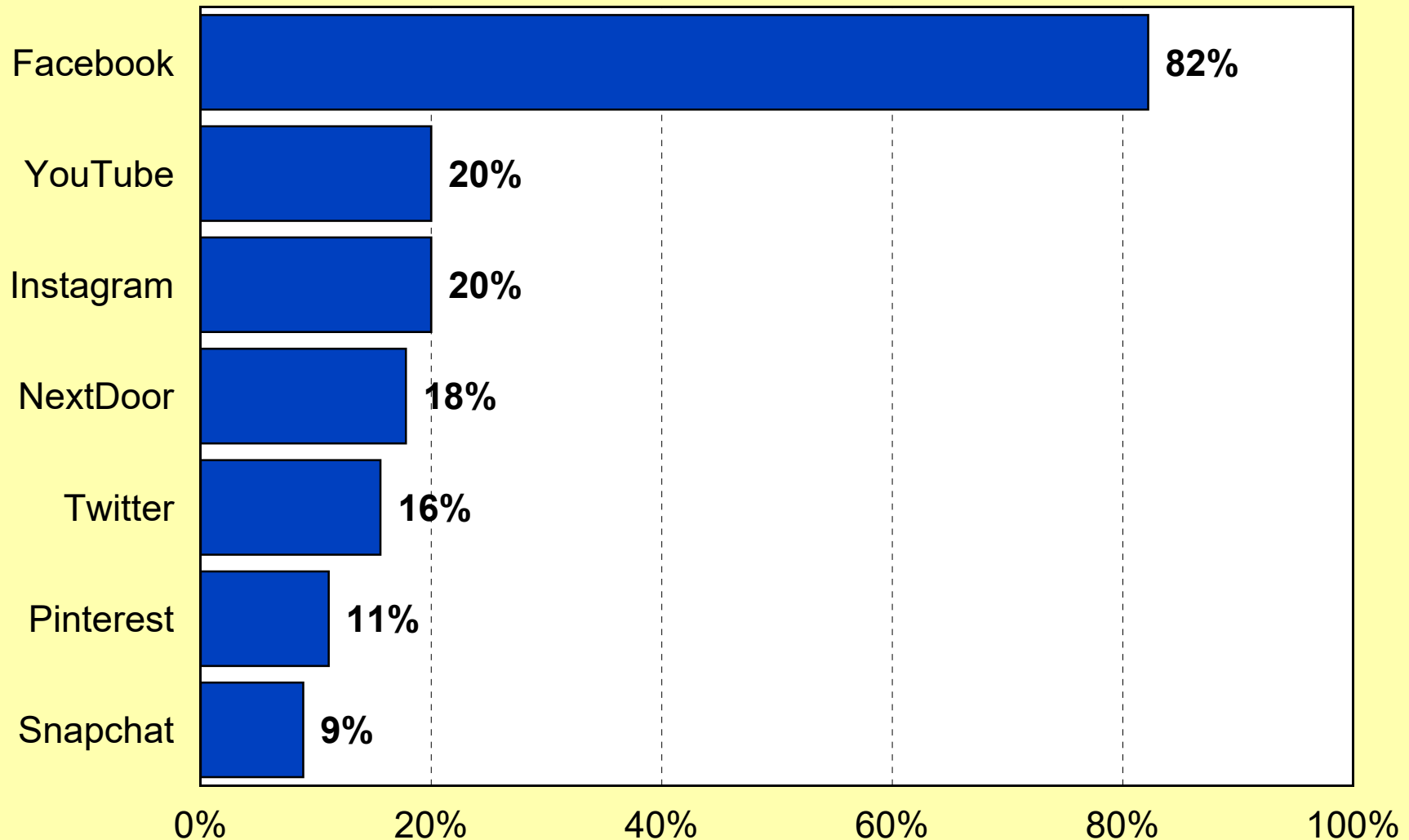
by percentage of business respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q14. Do you use any of the following social network sites?

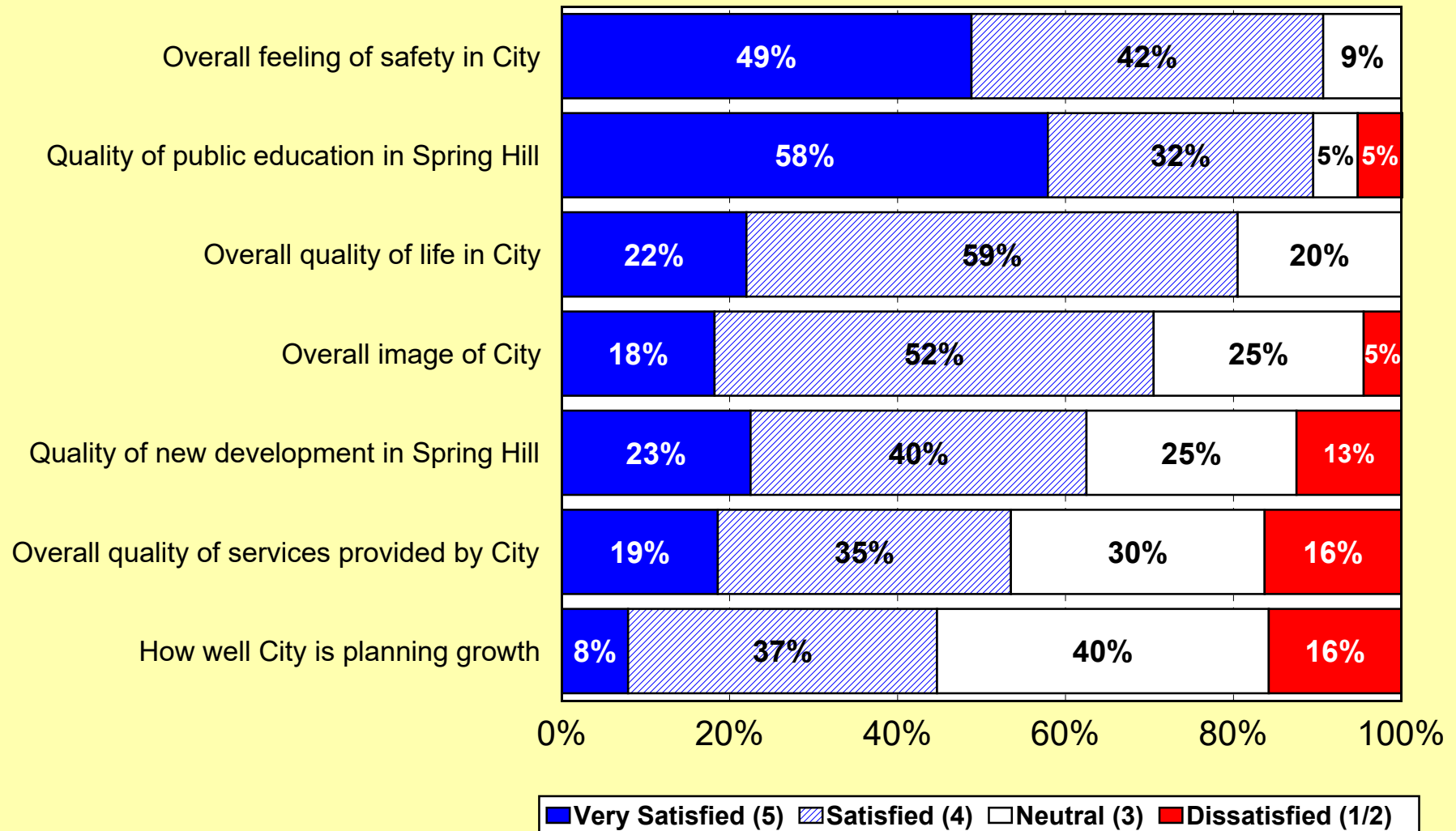
by percentage of business respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q15. Perception of the City of Spring Hill

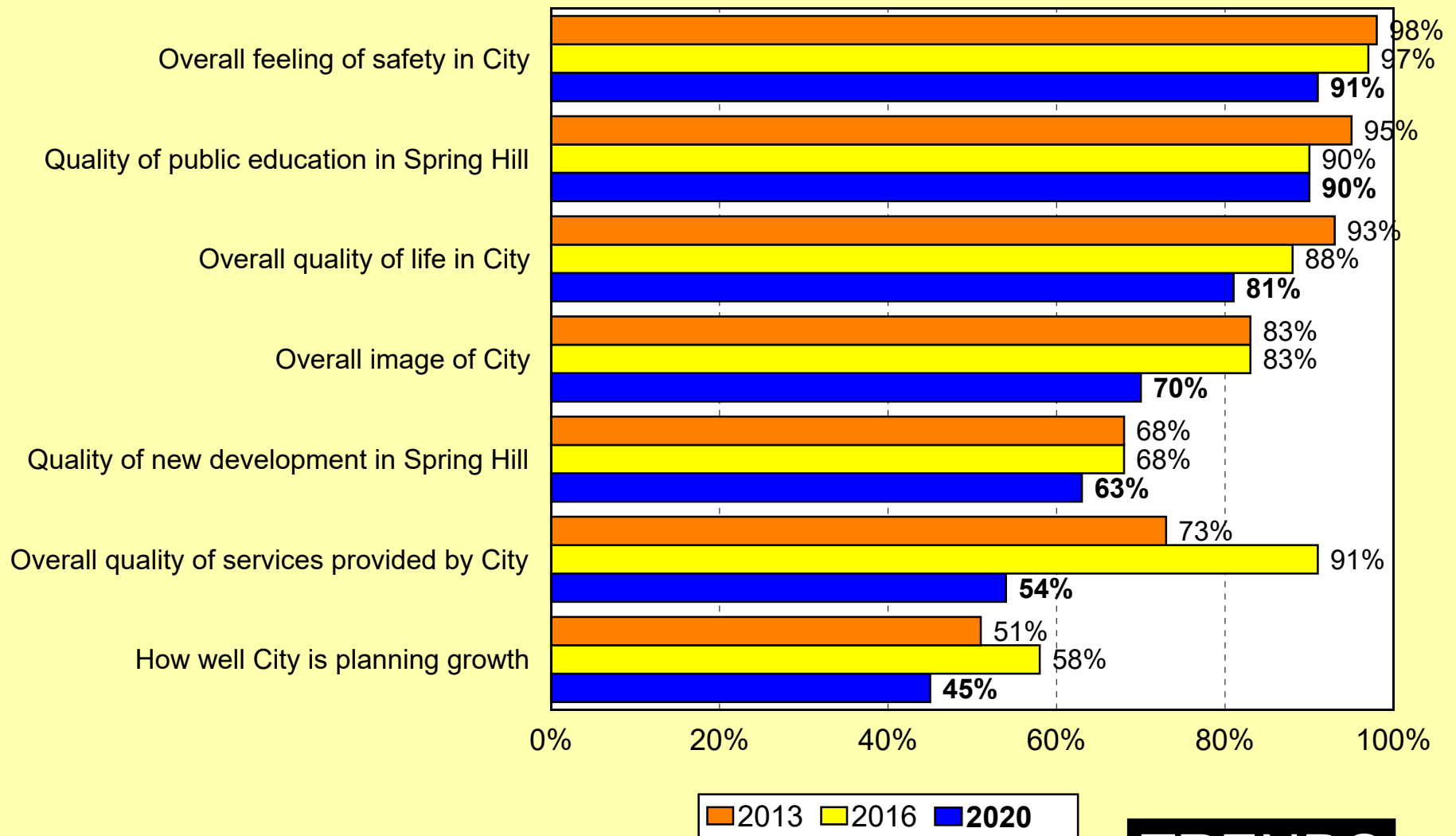
by percentage of business respondents who rated the item as a 1 to 5 on a 5-point scale
(excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Perception of the City of Spring Hill 2013 to 2020

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

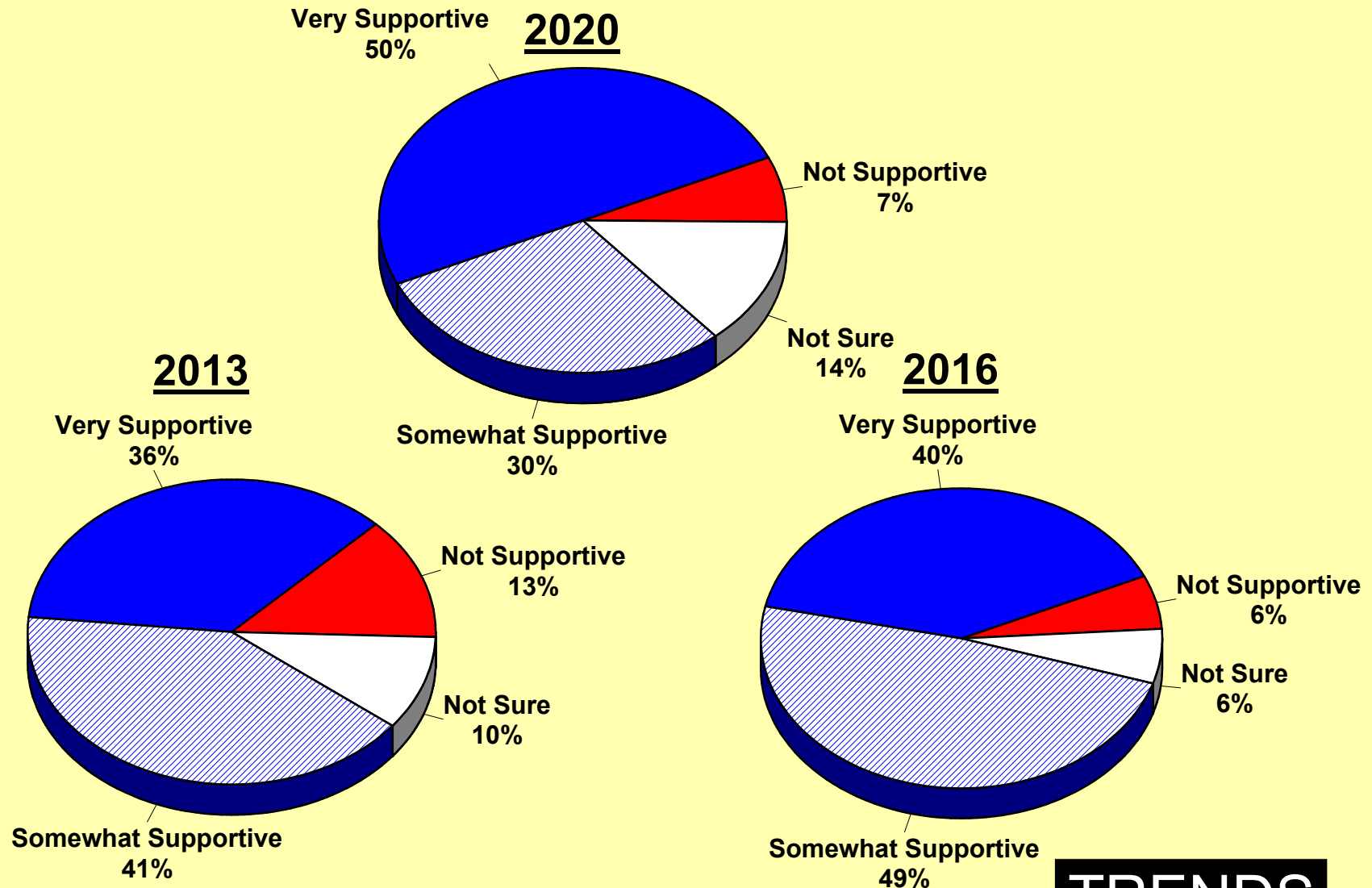


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q16. In general, how supportive are you of the City's efforts to redevelop Spring Hill's downtown corridor?

by percentage of business respondents (excluding "not provided")

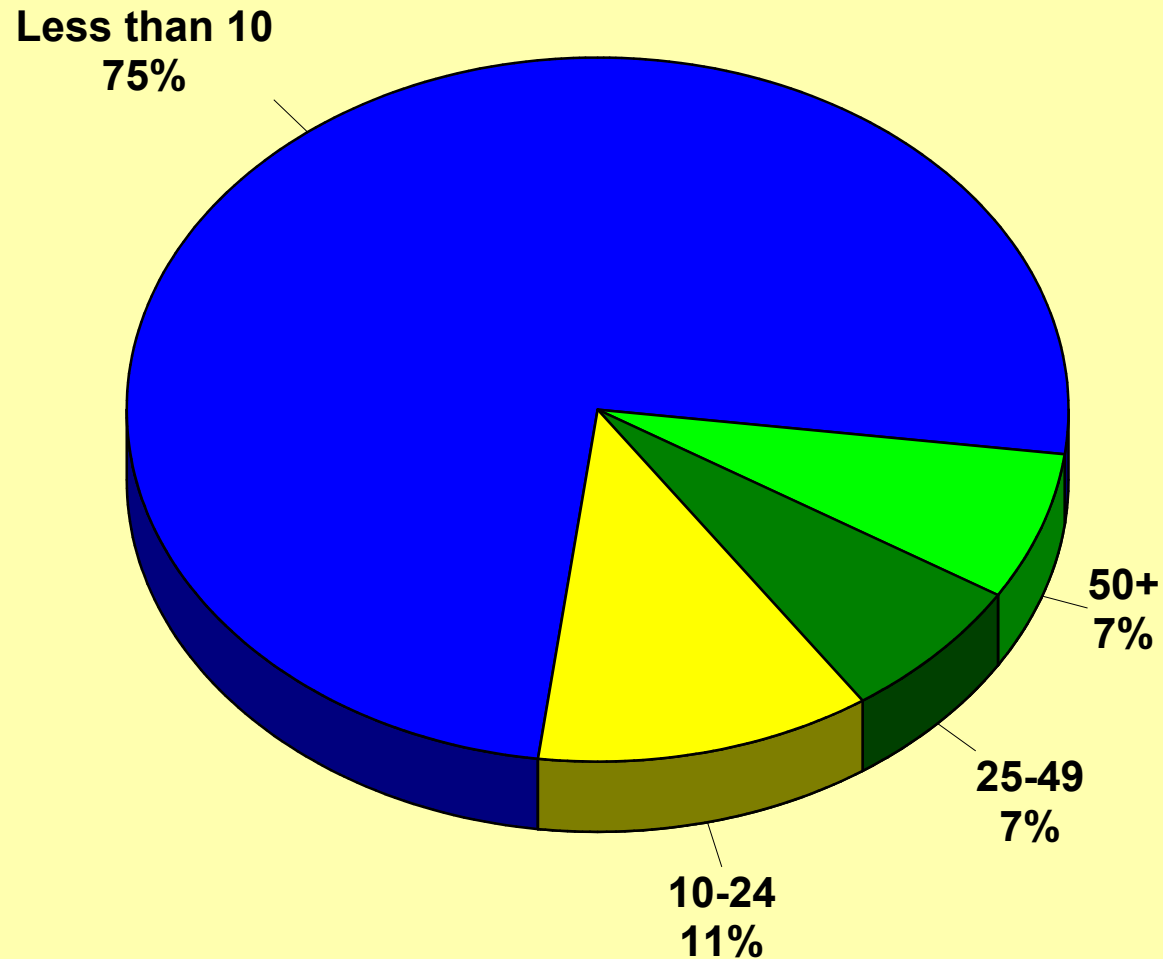


TRENDS

Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q17. Approximately how many employees do you employ in Spring Hill?

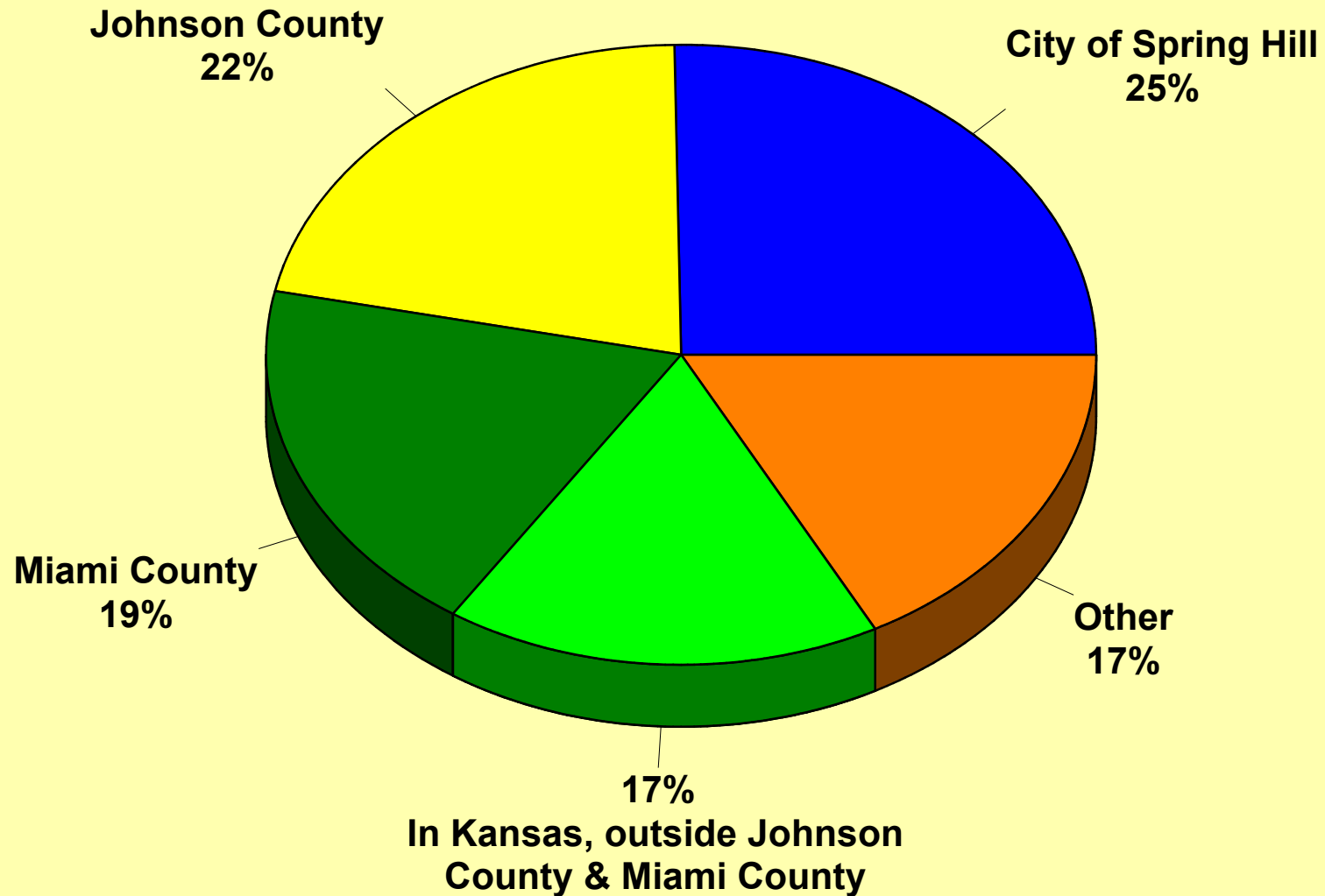
by percentage of business respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q18. What percentage of your employees is represented by these areas?

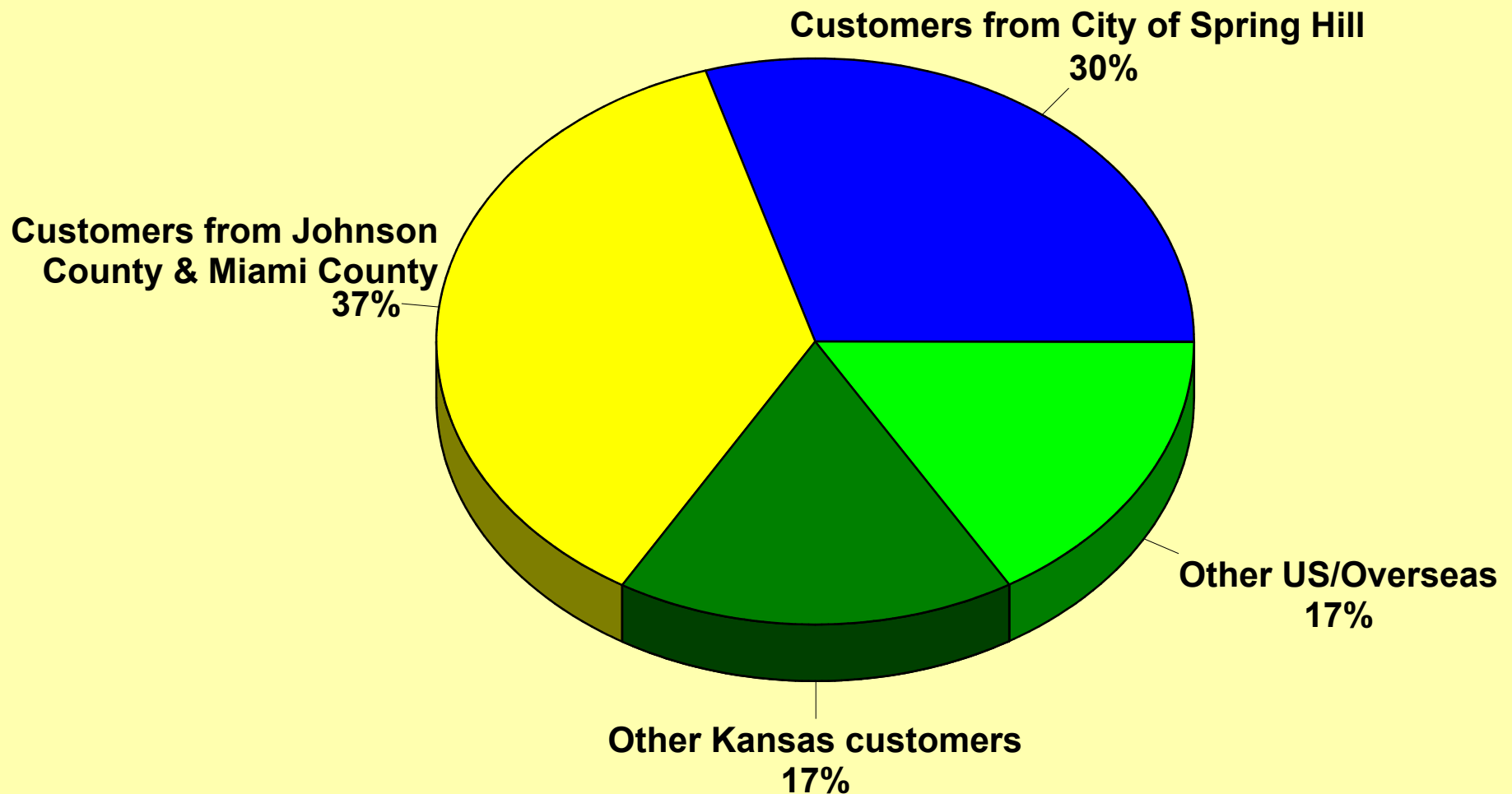
based on mean distribution reported by respondents to the business survey



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q19. What percentage of your customer base is represented by these areas?

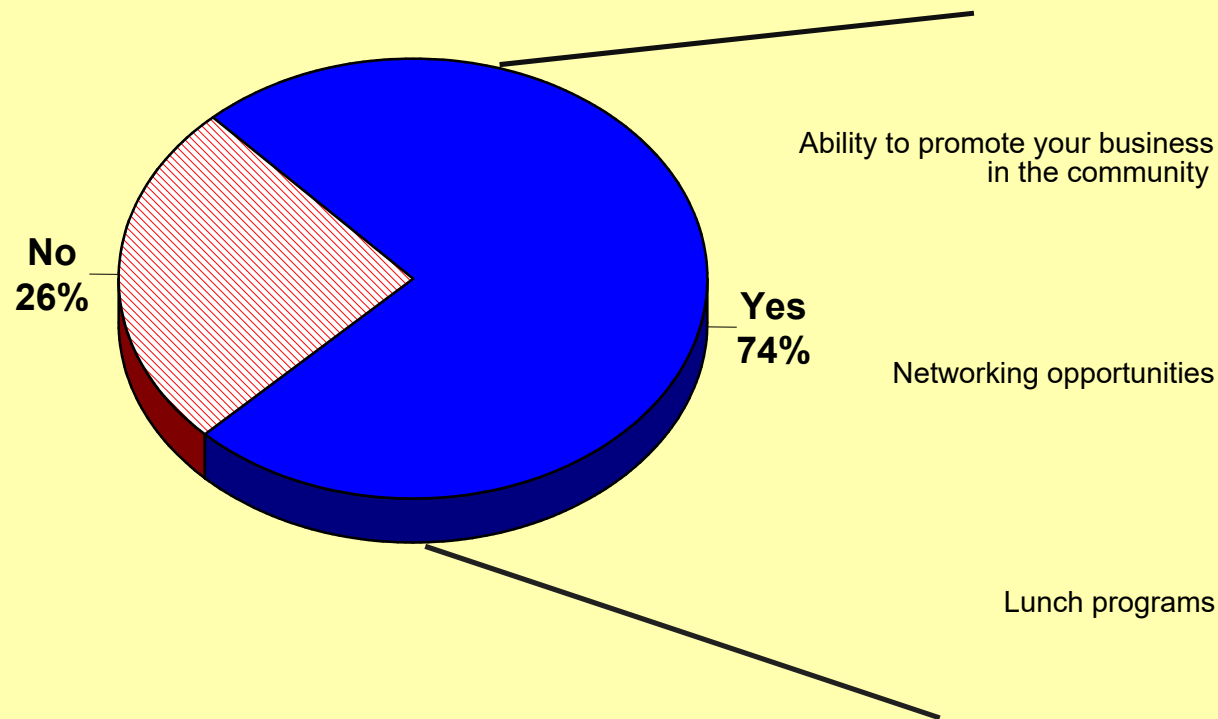
based on mean distribution reported by respondents to the business survey



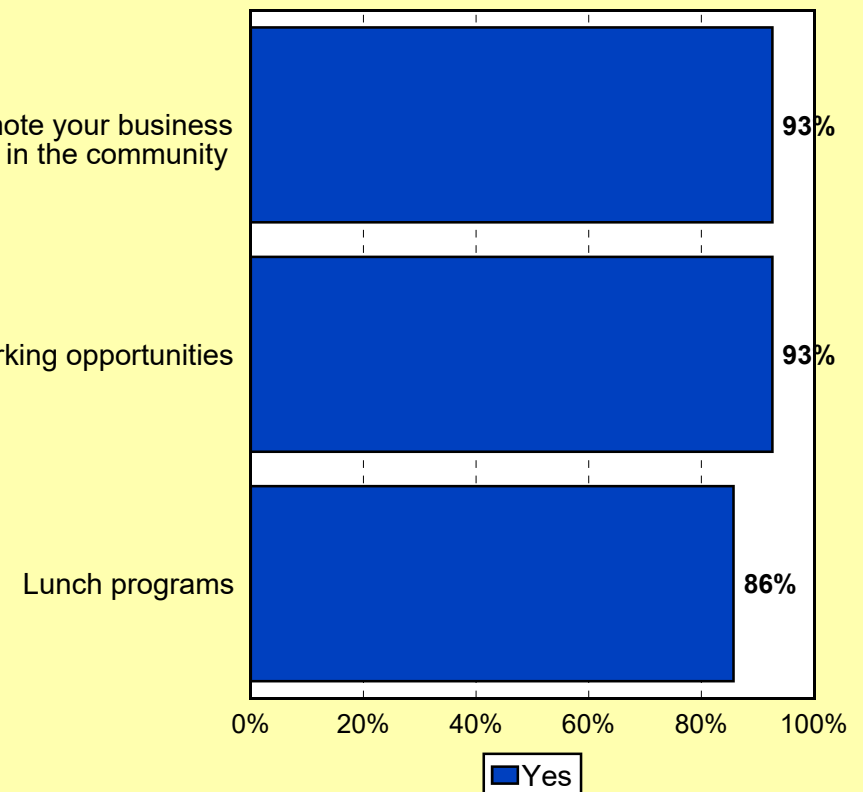
Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q20. Is your business a member of the Spring Hill Chamber of Commerce?

by percentage of business respondents (excluding "not provided")



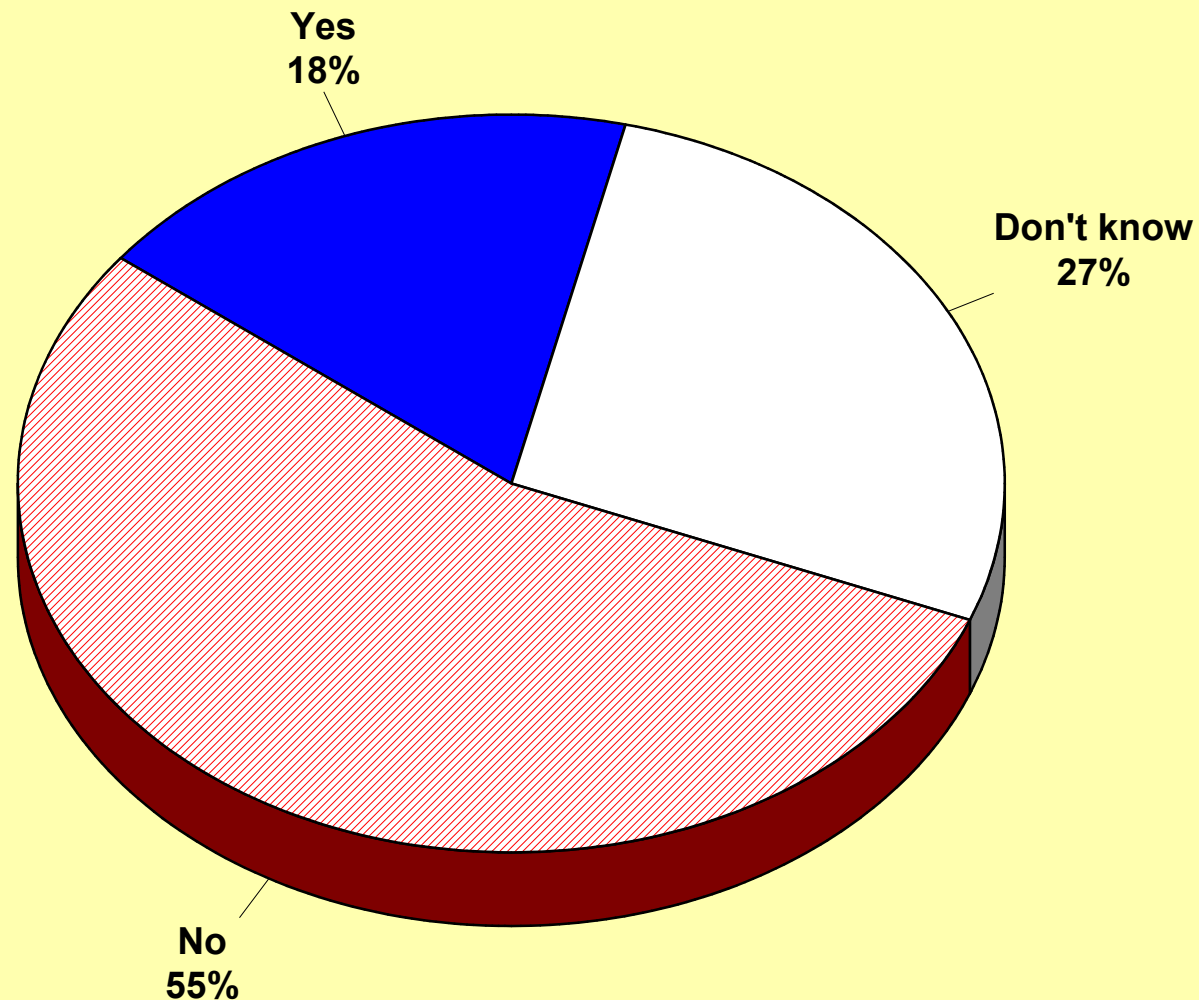
Q20a. IF YES: Are you satisfied with the following? (excluding "don't know")



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q21. If you are not currently a member of the Chamber, are you planning to become a member?

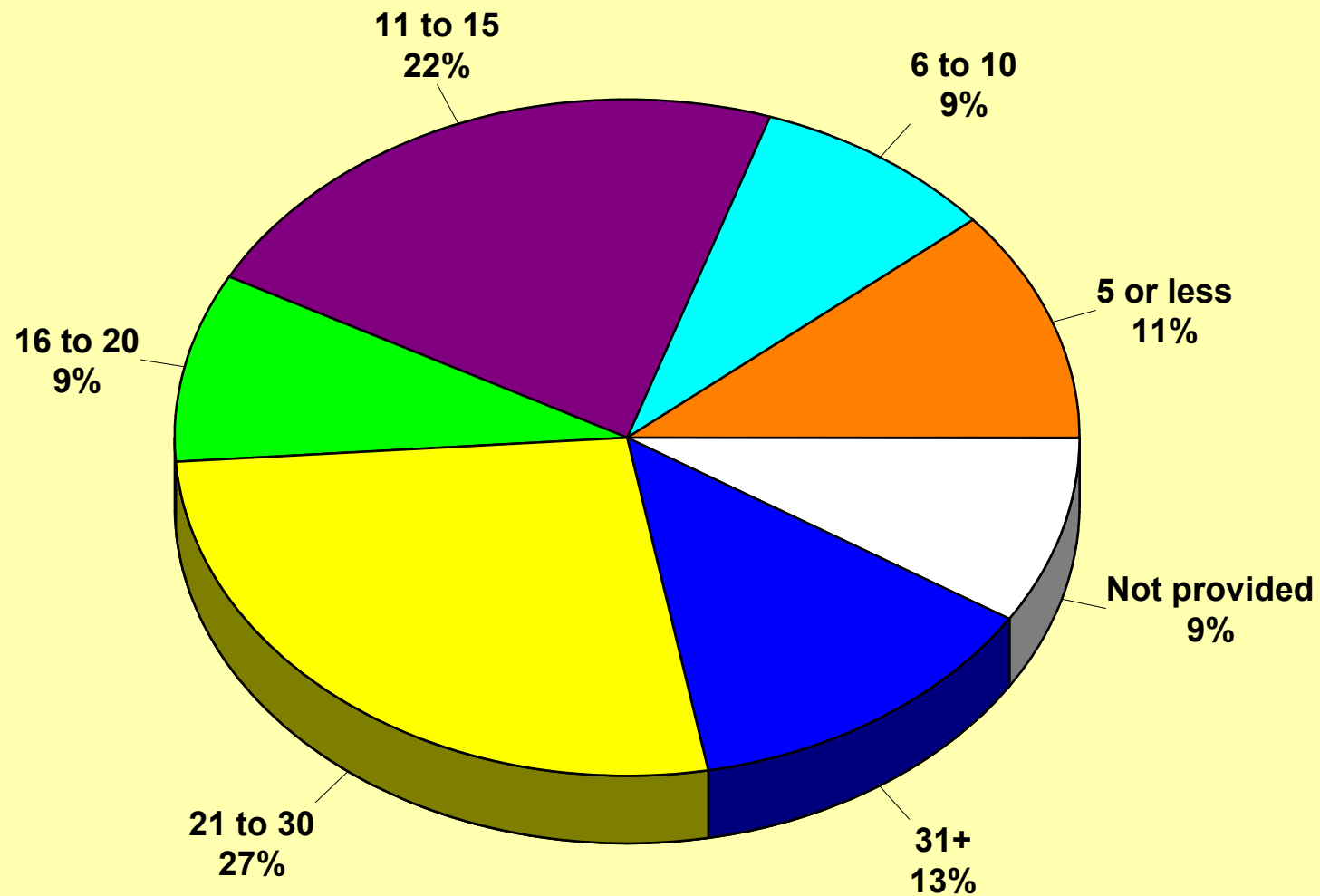
by percentage of business respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q22. Number of Years Business Has Been Operating in Spring Hill

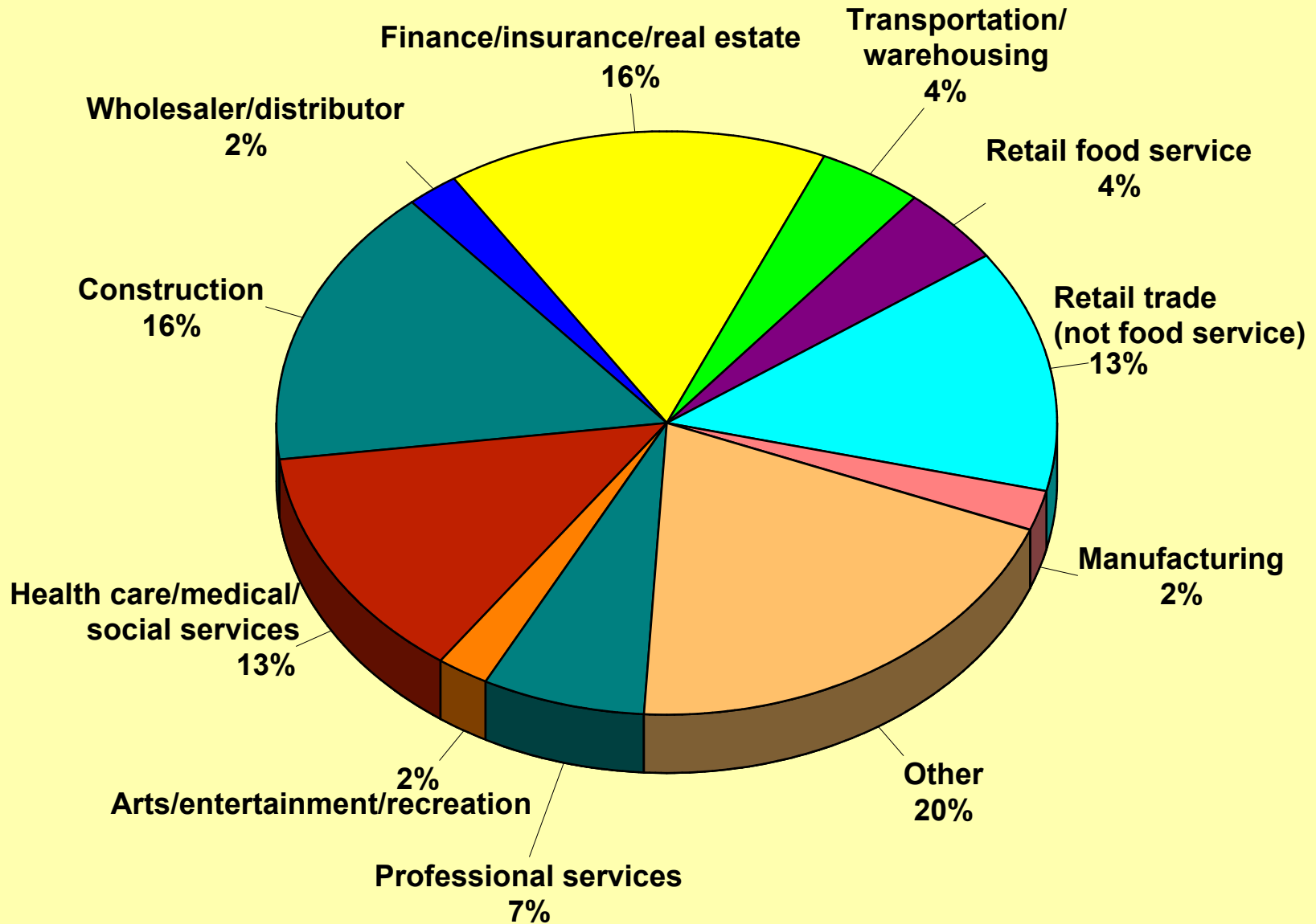
by percentage of business respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q23. How would you best describe your business?

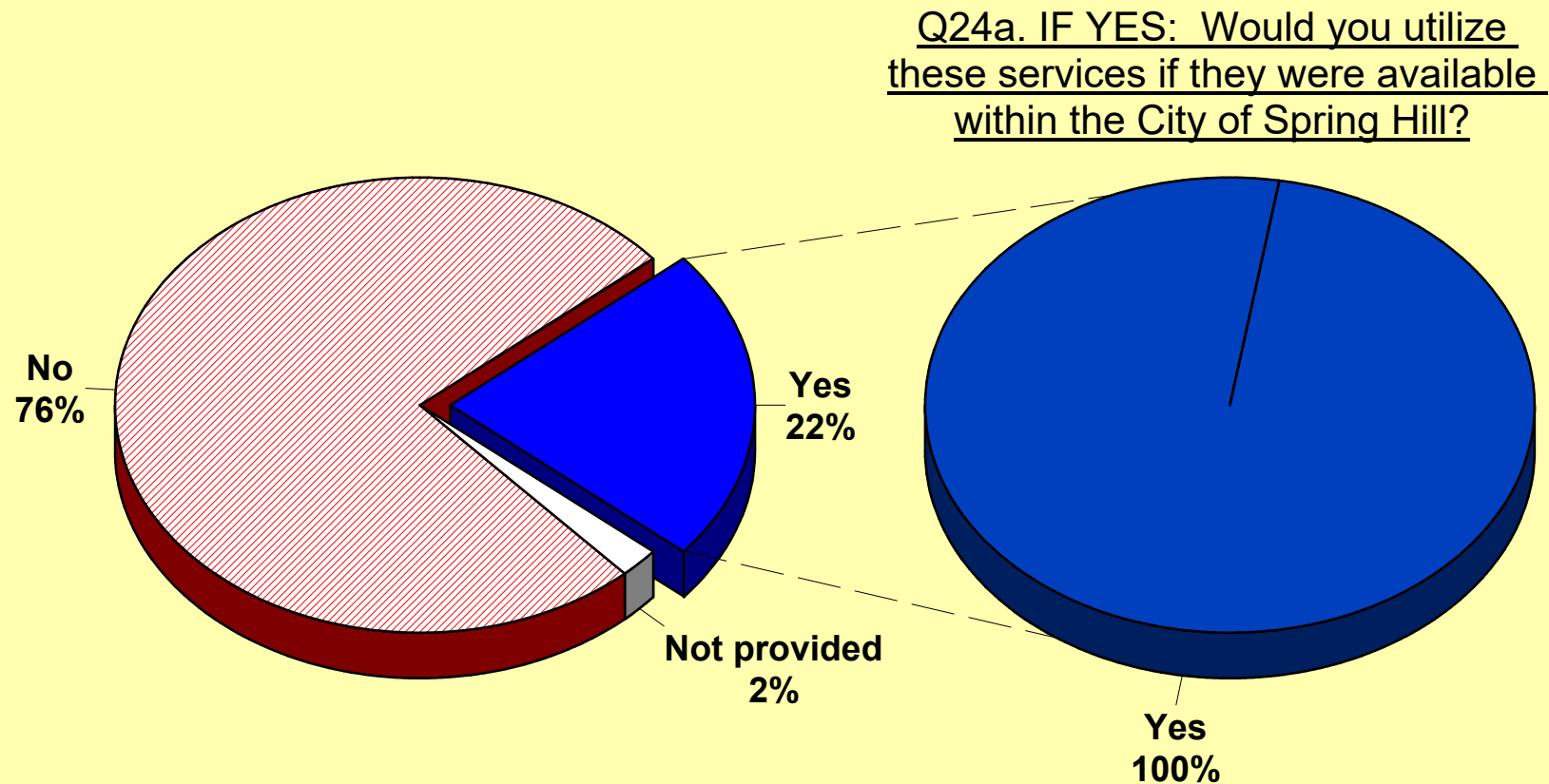
by percentage of business respondents (without “not provided”)



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q24. Does your business have occasion to use hotel and/or conference center services?

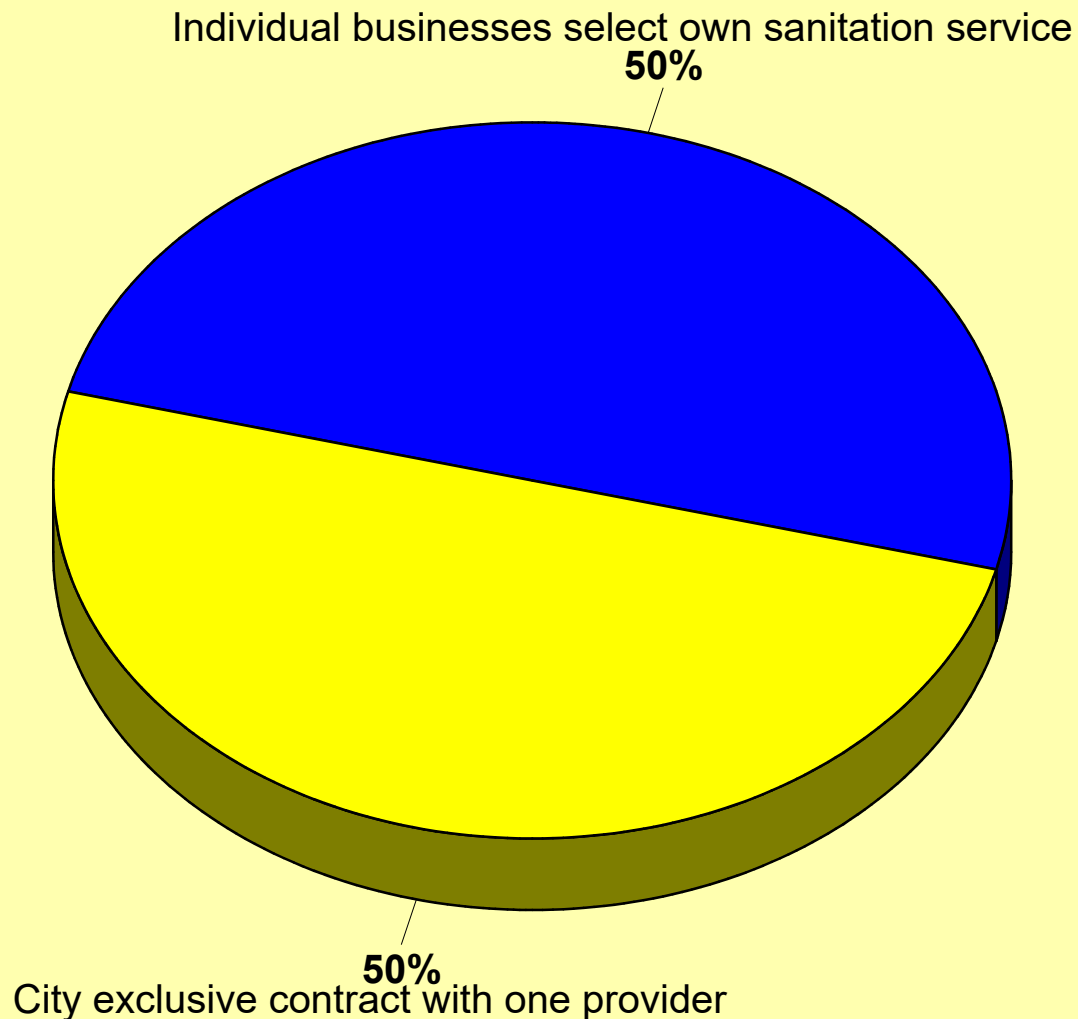
by percentage of business respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Q25. What do you prefer regarding commercial and industrial sanitation collection services?

by percentage of business respondents



Source: ETC Institute DirectionFinder (2020 - Spring Hill Business)

Section 2: *Tabular Data*

Q1. Please rate your overall satisfaction with several City services with regard to how the services affect your business' ability to operate. Please rate each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	53.3%	33.3%	11.1%	0.0%	0.0%	2.2%
Q1-2. Ambulance services	48.9%	28.9%	0.0%	0.0%	0.0%	22.2%
Q1-3. Fire services	57.8%	22.2%	0.0%	0.0%	0.0%	20.0%
Q1-4. Street maintenance	20.0%	28.9%	28.9%	17.8%	4.4%	0.0%
Q1-5. City's stormwater runoff/ stormwater management system	26.7%	40.0%	15.6%	6.7%	4.4%	6.7%
Q1-6. City planning & development	20.0%	42.2%	20.0%	6.7%	4.4%	6.7%
Q1-7. Cleanliness of public areas	24.4%	53.3%	8.9%	4.4%	0.0%	8.9%

WITHOUT "DON'T KNOW"

Q1. Please rate your overall satisfaction with several City services with regard to how the services affect your business' ability to operate. Please rate each service on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	54.5%	34.1%	11.4%	0.0%	0.0%
Q1-2. Ambulance services	62.9%	37.1%	0.0%	0.0%	0.0%
Q1-3. Fire services	72.2%	27.8%	0.0%	0.0%	0.0%
Q1-4. Street maintenance	20.0%	28.9%	28.9%	17.8%	4.4%
Q1-5. City's stormwater runoff/stormwater management system	28.6%	42.9%	16.7%	7.1%	4.8%
Q1-6. City planning & development	21.4%	45.2%	21.4%	7.1%	4.8%
Q1-7. Cleanliness of public areas	26.8%	58.5%	9.8%	4.9%	0.0%

Q2. Which THREE City services listed in Question 1 are most important to your business?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	15	33.3 %
Ambulance services	3	6.7 %
Fire services	3	6.7 %
Street maintenance	10	22.2 %
City's stormwater runoff/stormwater management system	2	4.4 %
City planning & development	9	20.0 %
Cleanliness of public areas	1	2.2 %
None chosen	2	4.4 %
Total	45	100.0 %

Q2. Which THREE City services listed in Question 1 are most important to your business?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	4	8.9 %
Ambulance services	9	20.0 %
Fire services	10	22.2 %
Street maintenance	4	8.9 %
City's stormwater runoff/stormwater management system	3	6.7 %
City planning & development	7	15.6 %
Cleanliness of public areas	3	6.7 %
None chosen	5	11.1 %
Total	45	100.0 %

Q2. Which THREE City services listed in Question 1 are most important to your business?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	5	11.1 %
Ambulance services	3	6.7 %
Fire services	6	13.3 %
Street maintenance	12	26.7 %
City's stormwater runoff/stormwater management system	3	6.7 %
City planning & development	4	8.9 %
Cleanliness of public areas	4	8.9 %
None chosen	8	17.8 %
Total	45	100.0 %

SUM OF TOP 3 CHOICES**Q2. Which THREE City services listed in Question 1 are most important to your business? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	24	53.3 %
Ambulance services	15	33.3 %
Fire services	19	42.2 %
Street maintenance	26	57.8 %
City's stormwater runoff/stormwater management system	8	17.8 %
City planning & development	20	44.4 %
Cleanliness of public areas	8	17.8 %
None chosen	2	4.4 %
Total	122	

Q3. How would you rate the physical appearance of the area where your business is located?

<u>Q3. How would you rate physical appearance of the area where your business is located</u>	<u>Number</u>	<u>Percent</u>
Excellent	10	22.2 %
Good	16	35.6 %
Average	15	33.3 %
Poor	2	4.4 %
Don't know	2	4.4 %
Total	45	100.0 %

WITHOUT "DON'T KNOW"**Q3. How would you rate the physical appearance of the area where your business is located? (without "don't know")**

<u>Q3. How would you rate physical appearance of the area where your business is located</u>	<u>Number</u>	<u>Percent</u>
Excellent	10	23.3 %
Good	16	37.2 %
Average	15	34.9 %
Poor	2	4.7 %
Total	43	100.0 %

Q4. How satisfied are you with the City's efforts to improve the physical appearance of the City?

Q4. How satisfied are you with City's efforts to improve physical appearance of City	Number	Percent
Very satisfied	6	13.3 %
Satisfied	21	46.7 %
Neutral	11	24.4 %
Dissatisfied	3	6.7 %
Don't know	4	8.9 %
Total	45	100.0 %

WITHOUT "DON'T KNOW"**Q4. How satisfied are you with the City's efforts to improve the physical appearance of the City? (without "don't know")**

Q4. How satisfied are you with City's efforts to improve physical appearance of City	Number	Percent
Very satisfied	6	14.6 %
Satisfied	21	51.2 %
Neutral	11	26.8 %
Dissatisfied	3	7.3 %
Total	41	100.0 %

Q5. Do you think that the City of Spring Hill is a "Business Friendly" community?

Q5. Is City of Spring Hill a "Business Friendly" community	Number	Percent
Yes	28	62.2 %
No	9	20.0 %
Don't know	8	17.8 %
Total	45	100.0 %

WITHOUT "DON'T KNOW"**Q5. Do you think that the City of Spring Hill is a "Business Friendly" community? (without "don't know")**

Q5. Is City of Spring Hill a "Business Friendly" community	Number	Percent
Yes	28	75.7 %
No	9	24.3 %
Total	37	100.0 %

Q5-2. If NO, why not?

- BAD INTERNET PEOPLE IN BUSINESS CAN NOT OPERATE WITH THE COMPETITION OF FAST INTERNET TO THE NORTH AN THEY CAN NOT MOVE TO THIS AREA
- New business does not seem to be encouraged to come here. There have been extreme issues with the internet services. These really cripple businesses in the current market. Tax deposits and all government issues are handled online. It is very difficult when the internet is not working. There are also very few options to shop local, thus the revenue leaves the city. Also, where is the main business district? Spring Hill is all over the place.
- NOT ENOUGH BUSINESSES FOR RESIDENTS TO UTILIZE. YOU HAVE TO LEAVE SPRING HILL FOR ENTERTAINMENT AND MOST SHOPPING.
- RE Taxes extremely high.
- SEVERAL BUSINESSES HAVE NOT BEEN ABLE TO COME IN.
- The city maintenance drivers, located below the lake damn, drive entirely way too fast on the road that cuts between our property. It's just a matter of time before an accident happens the way the drive down that road.
- There does not seem to be much new growth. The city needs to improve internet services, improve roads and do more to draw new businesses in.
- TOO MANY REGULATIONS

Q6. 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 Spring Hill.

(N=45)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q6-1. Overall image of City	35.6%	26.7%	13.3%	4.4%	4.4%	15.6%
Q6-2. Quality of local schools	42.2%	24.4%	2.2%	6.7%	11.1%	13.3%
Q6-3. Low crime rate	48.9%	31.1%	6.7%	0.0%	2.2%	11.1%
Q6-4. Availability of trained employees	17.8%	24.4%	26.7%	4.4%	13.3%	13.3%
Q6-5. Level of taxation	24.4%	40.0%	8.9%	6.7%	6.7%	13.3%
Q6-6. Access to highways	33.3%	33.3%	13.3%	2.2%	2.2%	15.6%
Q6-7. Availability of quality housing & other amenities	28.9%	31.1%	20.0%	4.4%	0.0%	15.6%
Q6-8. Proximity of businesses that are important to your business	24.4%	20.0%	26.7%	6.7%	8.9%	13.3%
Q6-9. Availability of public transportation	6.7%	6.7%	13.3%	31.1%	24.4%	17.8%
Q6-10. Availability of libraries, arts & cultural amenities	8.9%	15.6%	13.3%	31.1%	15.6%	15.6%
Q6-11. Attitude of local government toward business	44.4%	24.4%	11.1%	0.0%	2.2%	17.8%
Q6-12. Availability of telecommunications, utilities & other infrastructure	55.6%	17.8%	6.7%	2.2%	2.2%	15.6%
Q6-13. Availability of parks, trails & open spaces	11.1%	17.8%	22.2%	15.6%	17.8%	15.6%

WITHOUT "NOT PROVIDED"

Q6. 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 Spring Hill. (without "not provided")

(N=45)

	Extremely important	Very important	Important	Less important	Not important
Q6-1. Overall image of City	42.1%	31.6%	15.8%	5.3%	5.3%
Q6-2. Quality of local schools	48.7%	28.2%	2.6%	7.7%	12.8%
Q6-3. Low crime rate	55.0%	35.0%	7.5%	0.0%	2.5%
Q6-4. Availability of trained employees	20.5%	28.2%	30.8%	5.1%	15.4%
Q6-5. Level of taxation	28.2%	46.2%	10.3%	7.7%	7.7%
Q6-6. Access to highways	39.5%	39.5%	15.8%	2.6%	2.6%
Q6-7. Availability of quality housing & other amenities	34.2%	36.8%	23.7%	5.3%	0.0%
Q6-8. Proximity of businesses that are important to your business	28.2%	23.1%	30.8%	7.7%	10.3%
Q6-9. Availability of public transportation	8.1%	8.1%	16.2%	37.8%	29.7%
Q6-10. Availability of libraries, arts & cultural amenities	10.5%	18.4%	15.8%	36.8%	18.4%
Q6-11. Attitude of local government toward business	54.1%	29.7%	13.5%	0.0%	2.7%
Q6-12. Availability of telecommunications, utilities & other infrastructure	65.8%	21.1%	7.9%	2.6%	2.6%
Q6-13. Availability of parks, trails & open spaces	13.2%	21.1%	26.3%	18.4%	21.1%

Q7. Which THREE of the reasons listed in Question 6 will have the most impact on your decision to stay in the City of Spring Hill for the next 10 years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	5	11.1 %
Quality of local schools	3	6.7 %
Low crime rate	5	11.1 %
Level of taxation	3	6.7 %
Access to highways	1	2.2 %
Availability of quality housing & other amenities	1	2.2 %
Proximity of businesses that are important to your business	2	4.4 %
Attitude of local government toward business	2	4.4 %
Availability of telecommunications, utilities & other infrastructure	13	28.9 %
Availability of parks, trails & open spaces	1	2.2 %
None chosen	9	20.0 %
Total	45	100.0 %

Q7. Which THREE of the reasons listed in Question 6 will have the most impact on your decision to stay in the City of Spring Hill for the next 10 years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall image of City	5	11.1 %
Quality of local schools	4	8.9 %
Low crime rate	4	8.9 %
Availability of trained employees	1	2.2 %
Level of taxation	4	8.9 %
Access to highways	4	8.9 %
Availability of quality housing & other amenities	3	6.7 %
Proximity of businesses that are important to your business	1	2.2 %
Availability of public transportation	1	2.2 %
Availability of libraries, arts & cultural amenities	1	2.2 %
Attitude of local government toward business	7	15.6 %
Availability of parks, trails & open spaces	1	2.2 %
None chosen	9	20.0 %
Total	45	100.0 %

Q7. Which THREE of the reasons listed in Question 6 will have the most impact on your decision to stay in the City of Spring Hill for the next 10 years?

Q7. 3rd choice	Number	Percent
Overall image of City	4	8.9 %
Quality of local schools	6	13.3 %
Low crime rate	4	8.9 %
Level of taxation	1	2.2 %
Access to highways	4	8.9 %
Availability of quality housing & other amenities	2	4.4 %
Proximity of businesses that are important to your business	4	8.9 %
Attitude of local government toward business	4	8.9 %
Availability of telecommunications, utilities & other infrastructure	5	11.1 %
None chosen	11	24.4 %
Total	45	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the reasons listed in Question 6 will have the most impact on your decision to stay in the City of Spring Hill for the next 10 years? (top 3)

Q7. Sum of top 3 choices	Number	Percent
Overall image of City	14	31.1 %
Quality of local schools	13	28.9 %
Low crime rate	13	28.9 %
Availability of trained employees	1	2.2 %
Level of taxation	8	17.8 %
Access to highways	9	20.0 %
Availability of quality housing & other amenities	6	13.3 %
Proximity of businesses that are important to your business	7	15.6 %
Availability of public transportation	1	2.2 %
Availability of libraries, arts & cultural amenities	1	2.2 %
Attitude of local government toward business	13	28.9 %
Availability of telecommunications, utilities & other infrastructure	18	40.0 %
Availability of parks, trails & open spaces	2	4.4 %
None chosen	9	20.0 %
Total	115	

Q8. In the next 12 months, is your business considering any of the following?

Q8. What is your business considering doing in next 12 months	Number	Percent
Expanding your business in Spring Hill	6	13.3 %
Relocating to another location in Spring Hill	1	2.2 %
Relocating to another location outside Spring Hill	1	2.2 %
Downsizing	1	2.2 %
None of these	33	73.3 %
Don't know	4	8.9 %
Total	46	

WITHOUT "DON'T KNOW"**Q8. In the next 12 months, is your business considering any of the following? (without "don't know")**

Q8. What is your business considering doing in next 12 months	Number	Percent
Expanding your business in Spring Hill	6	14.6 %
Relocating to another location in Spring Hill	1	2.4 %
Relocating to another location outside Spring Hill	1	2.4 %
Downsizing	1	2.4 %
None of these	33	80.5 %
Total	42	

Q9. Please rate the labor pool in the City of Spring Hill in the following areas:

(N=45)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q9-1. Quality of labor	8.9%	15.6%	46.7%	0.0%	2.2%	26.7%
Q9-2. Availability of labor	6.7%	11.1%	35.6%	13.3%	4.4%	28.9%
Q9-3. Stability of City's labor force	4.4%	26.7%	24.4%	11.1%	0.0%	33.3%
Q9-4. Attitude of employees	8.9%	31.1%	28.9%	2.2%	2.2%	26.7%
Q9-5. Productivity of workforce	8.9%	31.1%	28.9%	2.2%	2.2%	26.7%
Q9-6. Work ethic	13.3%	26.7%	26.7%	4.4%	4.4%	24.4%
Q9-7. Quality of technical skills	8.9%	13.3%	28.9%	11.1%	8.9%	28.9%

WITHOUT "DON'T KNOW"**Q9. Please rate the labor pool in the City of Spring Hill in the following areas: (without "don't know")**

(N=45)

	Excellent	Good	Neutral	Below average	Poor
Q9-1. Quality of labor	12.1%	21.2%	63.6%	0.0%	3.0%
Q9-2. Availability of labor	9.4%	15.6%	50.0%	18.8%	6.3%
Q9-3. Stability of City's labor force	6.7%	40.0%	36.7%	16.7%	0.0%
Q9-4. Attitude of employees	12.1%	42.4%	39.4%	3.0%	3.0%
Q9-5. Productivity of workforce	12.1%	42.4%	39.4%	3.0%	3.0%
Q9-6. Work ethic	17.6%	35.3%	35.3%	5.9%	5.9%
Q9-7. Quality of technical skills	12.5%	18.8%	40.6%	15.6%	12.5%

Q10. Please indicate whether your business had any contact with any unit of Spring Hill City government during the past year related to the following issues.

(N=45)

	Yes	No
Q10-1. Zoning	13.3%	86.7%
Q10-2. Pre-occupancy/safety inspections	17.8%	82.2%
Q10-3. Construction/building permits inspections	24.4%	75.6%
Q10-4. Fire inspections	62.2%	37.8%
Q10-5. Code enforcement	26.7%	73.3%
Q10-6. Other	8.9%	91.1%

Q10. If "YES," how would you rate your experience?

(N=34)

	Excellent	Good	Neutral
Q10-1. Zoning	66.7%	16.7%	16.7%
Q10-2. Pre-occupancy/safety inspections	62.5%	12.5%	25.0%
Q10-3. Construction/building permits inspections	54.5%	27.3%	18.2%
Q10-4. Fire inspections	51.9%	33.3%	14.8%
Q10-5. Code enforcement	41.7%	41.7%	16.7%
Q10-6. Other	66.7%	0.0%	33.3%

Q10-6. Other

Q10-6. Other	Number	Percent
BASIC COMMUNICATION	1	33.3 %
Public Works	1	33.3 %
Utilities, trash and internet	1	33.3 %
Total	3	100.0 %

Q11. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Spring Hill.

(N=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Don't know
Q11-1. Availability of information about City programs & services	20.0%	37.8%	33.3%	2.2%	6.7%
Q11-2. City efforts to keep you informed about local issues	20.0%	31.1%	37.8%	2.2%	8.9%
Q11-3. Overall user-friendliness of City's web page (www.springhillks.gov)	13.3%	31.1%	26.7%	2.2%	26.7%
Q11-4. Content of City's newsletter	22.2%	26.7%	24.4%	4.4%	22.2%
Q11-5. Information provided through City's social media sites (Facebook, Twitter, Instagram, Nextdoor, etc.)	17.8%	33.3%	20.0%	2.2%	26.7%

WITHOUT "DON'T KNOW"

Q11. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Spring Hill. (without "don't know")

(N=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied
Q11-1. Availability of information about City programs & services	21.4%	40.5%	35.7%	2.4%
Q11-2. City efforts to keep you informed about local issues	22.0%	34.1%	41.5%	2.4%
Q11-3. Overall user-friendliness of City's web page (www.springhillks.gov)	18.2%	42.4%	36.4%	3.0%
Q11-4. Content of City's newsletter	28.6%	34.3%	31.4%	5.7%
Q11-5. Information provided through City's social media sites (Facebook, Twitter, Instagram, Nextdoor, etc.)	24.2%	45.5%	27.3%	3.0%

Q12. City Communication: What are your primary sources for information about City activities and services?Q12. What are your primary sources for information
about City activities & services

	Number	Percent
City newsletter	21	46.7 %
City website	21	46.7 %
Twitter	1	2.2 %
Facebook	24	53.3 %
Nextdoor	2	4.4 %
Word of mouth	28	62.2 %
Newspaper	6	13.3 %
Other	9	20.0 %
Total	112	

Q12-8. Other

Q12-8. Other

	Number	Percent
CHAMBER OF COMMERCE, EMAIL	4	44.4 %
EMAIL	2	22.2 %
IN PERSON	1	11.1 %
NOTIFICATION SYSTEM	1	11.1 %
VISIT CITY HALL	1	11.1 %
Total	9	100.0 %

Q13. Which THREE methods of communication listed in Question 12 do you prefer?

Q13. Top choice	Number	Percent
City newsletter	15	33.3 %
City website	8	17.8 %
Twitter	1	2.2 %
Facebook	9	20.0 %
Nextdoor	1	2.2 %
Word of mouth	3	6.7 %
Other	3	6.7 %
None chosen	5	11.1 %
Total	45	100.0 %

Q13. Which THREE methods of communication listed in Question 12 do you prefer?

Q13. 2nd choice	Number	Percent
City newsletter	9	20.0 %
City website	10	22.2 %
Facebook	7	15.6 %
Word of mouth	4	8.9 %
Newspaper	1	2.2 %
Other	4	8.9 %
None chosen	10	22.2 %
Total	45	100.0 %

Q13. Which THREE methods of communication listed in Question 12 do you prefer?

Q13. 3rd choice	Number	Percent
City newsletter	2	4.4 %
City website	5	11.1 %
Twitter	1	2.2 %
Facebook	5	11.1 %
Nextdoor	1	2.2 %
Word of mouth	10	22.2 %
Newspaper	5	11.1 %
Other	3	6.7 %
None chosen	13	28.9 %
Total	45	100.0 %

SUM OF TOP 3 CHOICES**Q13. Which THREE methods of communication listed in Question 12 do you prefer? (top 3)**

<u>Q13. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
City newsletter	26	57.8 %
City website	23	51.1 %
Twitter	2	4.4 %
Facebook	21	46.7 %
Nextdoor	2	4.4 %
Word of mouth	17	37.8 %
Newspaper	6	13.3 %
Other	10	22.2 %
None chosen	5	11.1 %
Total	112	

Q14. Do you use any of the following social network sites?

<u>Q14. What following social network sites do you use</u>	<u>Number</u>	<u>Percent</u>
Twitter	7	15.6 %
Facebook	37	82.2 %
YouTube	9	20.0 %
Pinterest	5	11.1 %
Instagram	9	20.0 %
Snapchat	4	8.9 %
Nextdoor	8	17.8 %
Total	79	

Q15. Several items that may influence your perception of the City of Spring Hill 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=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Overall quality of services provided by City of Spring Hill	17.8%	33.3%	28.9%	15.6%	0.0%	4.4%
Q15-2. Overall image of City	17.8%	51.1%	24.4%	4.4%	0.0%	2.2%
Q15-3. How well City is planning growth	6.7%	31.1%	33.3%	11.1%	2.2%	15.6%
Q15-4. Overall quality of life in City	20.0%	53.3%	17.8%	0.0%	0.0%	8.9%
Q15-5. Quality of new development in Spring Hill	20.0%	35.6%	22.2%	8.9%	2.2%	11.1%
Q15-6. Quality of public education in Spring Hill	48.9%	26.7%	4.4%	0.0%	4.4%	15.6%
Q15-7. Overall feeling of safety in City	46.7%	40.0%	8.9%	0.0%	0.0%	4.4%

WITHOUT "DON'T KNOW"

Q15. Several items that may influence your perception of the City of Spring Hill 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=45)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Overall quality of services provided by City of Spring Hill	18.6%	34.9%	30.2%	16.3%	0.0%
Q15-2. Overall image of City	18.2%	52.3%	25.0%	4.5%	0.0%
Q15-3. How well City is planning growth	7.9%	36.8%	39.5%	13.2%	2.6%
Q15-4. Overall quality of life in City	22.0%	58.5%	19.5%	0.0%	0.0%
Q15-5. Quality of new development in Spring Hill	22.5%	40.0%	25.0%	10.0%	2.5%
Q15-6. Quality of public education in Spring Hill	57.9%	31.6%	5.3%	0.0%	5.3%
Q15-7. Overall feeling of safety in City	48.8%	41.9%	9.3%	0.0%	0.0%

Q16. In general, how supportive are you of the City's efforts to redevelop Spring Hill's downtown corridor?

Q16. How supportive are you of City's efforts to redevelop Spring Hill's downtown corridor	Number	Percent
Very supportive	22	48.9 %
Somewhat supportive	13	28.9 %
Not sure	6	13.3 %
Not supportive	3	6.7 %
Not provided	1	2.2 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q16. In general, how supportive are you of the City's efforts to redevelop Spring Hill's downtown corridor? (without "not provided")**

Q16. How supportive are you of City's efforts to redevelop Spring Hill's downtown corridor	Number	Percent
Very supportive	22	50.0 %
Somewhat supportive	13	29.5 %
Not sure	6	13.6 %
Not supportive	3	6.8 %
Total	44	100.0 %

Q17. Approximately how many employees do you employ in Spring Hill?

Q17. How many employees do you employ in Spring Hill	Number	Percent
Less than 10	33	73.3 %
10-24	5	11.1 %
25-49	3	6.7 %
50-99	2	4.4 %
100-249	1	2.2 %
Not provided	1	2.2 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q17. Approximately how many employees do you employ in Spring Hill? (without "not provided")**

Q17. How many employees do you employ in Spring Hill	Number	Percent
Less than 10	33	75.0 %
10-24	5	11.4 %
25-49	3	6.8 %
50-99	2	4.5 %
100-249	1	2.3 %
Total	44	100.0 %

Q18. What percentage of your employees live in the following areas?

	Mean
City of Spring Hill	44.24
Johnson County	37.78
Miami County	33.28
In Kansas, outside Johnson County & Miami County	29.47
Other	30.43

Q19. Approximately what percentage of your customer base is represented by the following groups?

	Mean
Customers from City of Spring Hill	38.31
Customers from Johnson County & Miami County	48.00
Other Kansas customers	21.89
Other US/overseas	21.39

Q20. Is your business a member of the Spring Hill Chamber of Commerce?

Q20. Is your business a member of Spring Hill Chamber of Commerce	Number	Percent
Yes	32	71.1 %
No	11	24.4 %
Not provided	2	4.4 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Is your business a member of the Spring Hill Chamber of Commerce? (without "not provided")**

Q20. Is your business a member of Spring Hill Chamber of Commerce	Number	Percent
Yes	32	74.4 %
No	11	25.6 %
Total	43	100.0 %

Q20a. If "YES" to Question 20, are you satisfied with the following?

(N=32)

	Yes	No	Don't know
Q20a-1. Lunch programs	56.3%	9.4%	34.4%
Q20a-2. Networking opportunities	78.1%	6.3%	15.6%
Q20a-3. Ability to promote your business in the community	78.1%	6.3%	15.6%

WITHOUT "DON'T KNOW"**Q20a. If "YES" to Question 20, are you satisfied with the following? (without "don't know")**

(N=32)

	Yes	No
Q20a-1. Lunch programs	85.7%	14.3%
Q20a-2. Networking opportunities	92.6%	7.4%
Q20a-3. Ability to promote your business in the community	92.6%	7.4%

Q21. If you are not currently a member of the Chamber, are you planning to become a member?

Q21. Are you planning to become a member of the Chamber	Number	Percent
Yes	2	18.2 %
No	6	54.5 %
Don't know	3	27.3 %
Total	11	100.0 %

WITHOUT "DON'T KNOW"**Q21. If you are not currently a member of the Chamber, are you planning to become a member? (without "don't know")**

Q21. Are you planning to become a member of the Chamber	Number	Percent
Yes	2	25.0 %
No	6	75.0 %
Total	8	100.0 %

Q22. Approximately how many years has your business been operating in the City of Spring Hill?

Q22. How many years has your business been operating in City of Spring Hill	Number	Percent
0-5	5	11.1 %
6-10	4	8.9 %
11-15	10	22.2 %
16-20	4	8.9 %
21-30	12	26.7 %
31+	6	13.3 %
Not provided	4	8.9 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Approximately how many years has your business been operating in the City of Spring Hill? (without "not provided")**

Q22. How many years has your business been operating in City of Spring Hill	Number	Percent
0-5	5	12.2 %
6-10	4	9.8 %
11-15	10	24.4 %
16-20	4	9.8 %
21-30	12	29.3 %
31+	6	14.6 %
Total	41	100.0 %

Q23. How would you best describe your business?

Q23. How would you best describe your business	Number	Percent
Manufacturing	1	2.2 %
Retail trade (not food service)	6	13.3 %
Retail food service	2	4.4 %
Transportation/warehousing	2	4.4 %
Finance/insurance/real estate	7	15.6 %
Wholesaler/distributor	1	2.2 %
Construction	7	15.6 %
Health care/medical/social services	6	13.3 %
Arts/entertainment/recreation	1	2.2 %
Professional services (law, consulting, architecture, engineers, etc.)	3	6.7 %
Other	9	20.0 %
Total	45	100.0 %

Q23-14. Other

Q23-14. Other	Number	Percent
RECREATION	1	11.1 %
BUSINESS SUPPORT	1	11.1 %
COLLISION REPAIR	1	11.1 %
AUTO REPAIR	1	11.1 %
Non Profit	1	11.1 %
Childcare/preschool	1	11.1 %
Small engine repair	1	11.1 %
VILLAS/REAL ESTATE	1	11.1 %
Convenience store	1	11.1 %
Total	9	100.0 %

Q24. Does your business have occasion to use hotel and/or conference center services?

Q24. Does your business have occasion to use hotel and/or conference center services	Number	Percent
Yes	10	22.2 %
No	34	75.6 %
Not provided	1	2.2 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Does your business have occasion to use hotel and/or conference center services? (without "not provided")**

Q24. Does your business have occasion to use hotel and/or conference center services	Number	Percent
Yes	10	22.7 %
No	34	77.3 %
Total	44	100.0 %

Q24a. (If YES to Question 24) Would you utilize these services if they were available within the City of Spring Hill?

Q24a. Would you utilize these services if they were available within City of Spring Hill	Number	Percent
Yes	10	100.0 %
Total	10	100.0 %

Q25. Regarding commercial and industrial sanitation collection services, do you prefer:

Q25. What do you prefer regarding commercial & industrial sanitation collection services	Number	Percent
Individual businesses select own sanitation service	16	35.6 %
City exclusive contract with one provider	16	35.6 %
Not provided	13	28.9 %
Total	45	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Regarding commercial and industrial sanitation collection services, do you prefer: (without "not provided")**

Q25. What do you prefer regarding commercial & industrial sanitation collection services	Number	Percent
Individual businesses select own sanitation service	16	50.0 %
City exclusive contract with one provider	16	50.0 %
Total	32	100.0 %

Section 3:
Survey Instrument



March 2020

Dear Local Business Leader:

The City of Spring Hill has commissioned a community survey through ETC Institute, a national leader in community-based market research. You may recall participating in our last survey in 2016, and similarly, completing this survey will only take a few minutes. Your input will provide our community with valuable guidance as we plan for the next several years.

Like you, our city leaders are passionate about our community, and like you, we want to make sure the direction we are going is consistent with your goals and your values. Your input helps us understand what we are doing well, which areas we need to improve and what you think our community's priorities should be over the coming years. These results will help us design short- and long-term plans that support your vision for a vibrant Spring Hill.

Once the survey process is complete, ETC Institute will present its findings later this spring. In addition to results being shared at an upcoming meeting of the City Council, the final report will be available on the City's website and social media accounts as well as published in The Outlook, our City newsletter.

I hope you will take the time to complete this survey — your involvement is what makes Spring Hill remarkable, and your input about our future is incredibly valuable. If you have any questions about this survey, please feel free to contact Kate Shupert, Public Affairs Specialist, or as always, feel welcome to contact me through City Hall at (913) 592-3664.

Sincerely,

A handwritten signature in black ink, appearing to be "SE", with a long horizontal line extending to the right.

Steven M. Ellis
Mayor



2020 City of Spring Hill Business Survey

The City of Spring Hill would like your input as a business leader, about the importance and perceived quality of City services. Would you please take a few minutes to answer questions about how well the City is meeting your company's needs? Please return

your completed survey in the postage-paid envelope provided or fax your responses to ETC Institute: (913) 829-1591.

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

	City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Police Services	5	4	3	2	1	9
2.	Ambulance Services	5	4	3	2	1	9
3.	Fire Services	5	4	3	2	1	9
4.	Street maintenance	5	4	3	2	1	9
5.	City's stormwater runoff/stormwater management system	5	4	3	2	1	9
6.	City planning and development	5	4	3	2	1	9
7.	Cleanliness of public areas	5	4	3	2	1	9

2. Which THREE City services listed above are most important to your business? [Use the numbers from the list in Question 1 above.]

1st: _____ 2nd: _____ 3rd: _____

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

____ (1) Excellent
____ (2) Good
____ (3) Average
____ (4) Poor
____ (9) Don't Know

4. How satisfied are you with the City's efforts to improve the physical appearance of the City?

____ (1) Very satisfied
____ (2) Satisfied
____ (3) Neutral
____ (4) Dissatisfied
____ (5) Very dissatisfied
____ (9) Don't Know

5. Do you think that the City of Spring Hill is a "Business Friendly" community?

____ (1) Yes ____ (2) No ____ (9) Don't know

5-2. If NO: Why not? _____

6. 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 Spring Hill.

Issues that affect your decision to locate your business in Spring Hill:		Extremely Important	Very Important	Important	Less Important	Not Important
01.	Overall image of the City	5	4	3	2	1
02.	Quality of local schools	5	4	3	2	1
03.	Low crime rate	5	4	3	2	1
04.	Availability of trained employees	5	4	3	2	1
05.	Level of taxation	5	4	3	2	1
06.	Access to highways	5	4	3	2	1
07.	Availability of quality housing and other amenities	5	4	3	2	1
08.	Proximity of businesses that are important to your business	5	4	3	2	1
09.	Availability of public transportation	5	4	3	2	1
10.	Availability of libraries, arts and cultural amenities	5	4	3	2	1
11.	Attitude of local government toward business	5	4	3	2	1
12.	Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
13.	Availability of parks, trails and open spaces	5	4	3	2	1

7. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Spring Hill for the next 10 years? [Use the numbers from the list in Question 6 above.]

1st: _____ 2nd: _____ 3rd: _____

8. In the next 12 months, is your business considering any of the following? (Check all that apply.)

- ☐ (1) Expanding your business in Spring Hill
☐ (2) Relocating to another location in Spring Hill
☐ (3) Relocating to another location outside Spring Hill
☐ (4) Downsizing
☐ (5) Closing
☐ (6) None of these
☐ (9) Don't know

9. Please rate the labor pool in the City of Spring Hill in the following areas:

How would you rate the City of Spring Hill:		Excellent	Good	Neutral	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 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
6.	Work ethic	5	4	3	2	1	9
7.	Quality of technical skills	5	4	3	2	1	9

10. Please indicate whether your business had any contact with any unit of Spring Hill City government during the past year related to the following issues.

Have you had this type of contact with the City, and if "yes", how would you rate your experience?			Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Zoning	Yes	No	5	4	3	2	1	9
2. Pre-occupancy/safety inspections	Yes	No	5	4	3	2	1	9
3. Construction/building permits inspections	Yes	No	5	4	3	2	1	9
4. Fire inspections	Yes	No	5	4	3	2	1	9
5. Code enforcement	Yes	No	5	4	3	2	1	9
6. Other: _____	Yes	No	5	4	3	2	1	9

11. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of COMMUNICATION provided by the City of Spring Hill.

City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	City efforts to keep you informed about local issues	5	4	3	2	1	9
3.	The overall user-friendliness of the City's web page (www.springhillks.gov)	5	4	3	2	1	9
4.	The content of the City's newsletter	5	4	3	2	1	9
5.	Information provided through the City's social media sites (Facebook, Twitter, Instagram, Nextdoor, etc.)	5	4	3	2	1	9

12. City Communication: What are your primary sources for information about City activities and services? (Check all that apply.)

☐ (1) City newsletter
 ☐ (5) Nextdoor
☐ (2) City website
 ☐ (6) Word of mouth
☐ (3) Twitter
 ☐ (7) Newspaper
☐ (4) Facebook
 ☐ (8) Other: _____

13. Which THREE of the above methods of communication do you prefer? [Use the numbers from the list in Question 12 above.]

1st: _____ 2nd: _____ 3rd: _____

14. Do you use any of the following social network sites? (Check all that apply.)

☐ (1) Twitter
 ☐ (6) Instagram
☐ (2) Facebook
 ☐ (7) Snapchat
☐ (3) YouTube
 ☐ (8) NextDoor
☐ (4) Pinterest
 ☐ (9) Other: _____
☐ (5) Nixle

15. Several items that may influence your perception of the City of Spring Hill 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 would you rate The City of Spring Hill:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City of Spring Hill	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 Spring Hill	5	4	3	2	1	9
6.	Quality of public education in Spring Hill	5	4	3	2	1	9
7.	Overall feeling of safety in the City	5	4	3	2	1	9

16. In general, how supportive are you of the City's efforts to redevelop Spring Hill's downtown corridor?

☐ (1) Very Supportive
 ☐ (3) Not Sure
☐ (2) Somewhat Supportive
 ☐ (4) Not Supportive

17. Approximately how many employees do you employ in Spring Hill?

☐ (1) Less than 10
 ☐ (5) 100-249
☐ (2) 10-24
 ☐ (6) 250-499
☐ (3) 25-49
 ☐ (7) 500 or more
☐ (4) 50-99

18. What percentage of your employees live in the following areas? (Total should add up to 100%.)

% the City of Spring Hill
 % Johnson County
 % Miami County
 % In Kansas, outside Johnson County and Miami County
 % Other
 100% TOTAL

19. Approximately what percentage of your customer base is represented by the following groups? (Total should add up to 100%.)

% Customers from the City of Spring Hill
 % Customers from Johnson County and Miami County
 % Other Kansas customers
 % Other US/Overseas
 100% TOTAL

20. Is your business a member of the Spring Hill Chamber of Commerce?

____(1) Yes (Go to Q20-2.) ____ (2) No (Go to Q21.)

20-2. IF YES: Are you satisfied with the:

(1) Lunch Programs? ____ (1) Yes ____ (2) No ____ (9) Don't know
(2) Networking Opportunities? ____ (1) Yes ____ (2) No ____ (9) Don't know
(3) Ability to promote your business in the community? ____ (1) Yes ____ (2) No ____ (9) Don't know

21. If you are not currently a member of the Chamber, are you planning to become a member?

____ (1) Yes ____ (2) No ____ (9) Don't know

22. Approximately how many years has your business been operating in the City of Spring Hill? _____ years

23. How would you best describe your business? [Check the most appropriate category; if you don't see a description that matches, write a description in "Other".]

____ (01) Manufacturing	____ (09) Wholesaler/distributor
____ (02) Agriculture/forestry	____ (10) Construction
____ (03) Retail trade (<u>not</u> food service)	____ (11) Health care/medical/social services
____ (04) Retail food service	____ (12) Arts/entertainment/recreation
____ (05) Transportation/warehousing	____ (13) Professional services (law, consulting, architecture, engineers, etc.)
____ (06) Communications	____ (14) Other: _____
____ (07) Utilities	
____ (08) Finance/insurance/real estate	

24. Does your business have occasion to use hotel and/or conference center services?

____ (1) Yes ____ (2) No (Go to Q25.)

24-2. IF YES: Would you utilize these services if they were available within the City of Spring Hill?

____ (1) Yes ____ (2) No

25. Regarding commercial and industrial sanitation collection services, do you prefer:

____ (1) Individual businesses select own sanitation service
____ (2) City exclusive contract with one provider

If you would be interested in participating in future discussions regarding business and economic development in the City of Spring Hill, please provide the following information:

Your Name: _____ Title: _____
Organization: _____
Street Address: _____
City: _____ State: _____ Phone: _____
E-mail: _____

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 response will remain completely confidential.
The information shown to the right will ONLY be used
to help identify areas with special interests.