

Scarborough Economic
Development Corporation (SEDCO)
&
Scarborough Community Chamber
(SCC)

Business Visitation
&
Internet Survey
RESULTS

Report to the Scarborough Town Council - June 18, 2008

Background

- SEDCO was founded in 1985
 - Economic Development Office for Scarborough
 - 8 volunteers*
- SCC was founded in 1978
 - Part of the Portland Regional Chamber
 - 12 volunteers*
- Four-Part Process
 - SEDCO Business Visitation Program Pilot Program (Summer 2007)
 - SCC Focus Group (in conjunction with the Muskie School - Summer 2007)
 - SCC Internet Survey (in conjunction with the Muskie School - Fall 2007)
 - SEDCO-SCC Business Visitation Program (Fall 2007-Spring 2008)

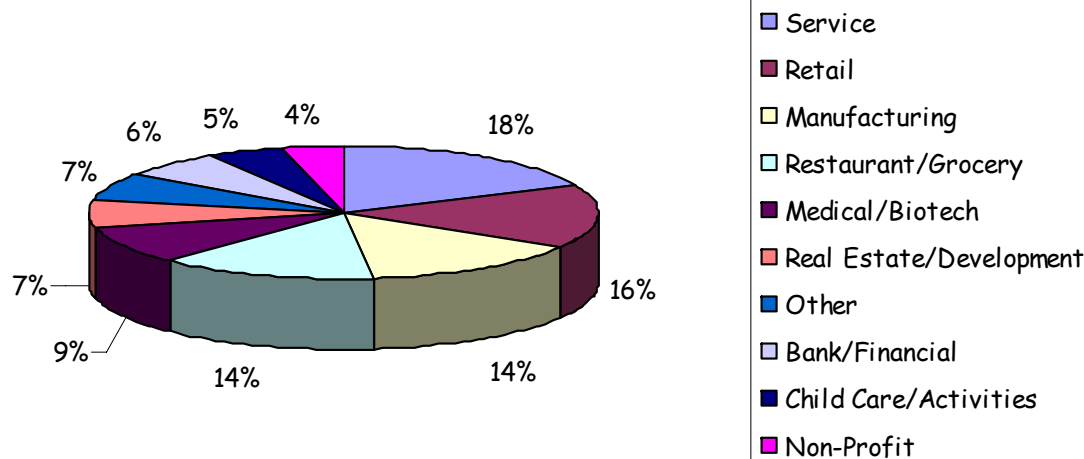
*Over 250 volunteer hours

Participating B.V. & I.S. Business Stats

- over 160 businesses participated
- randomly selected
- from all different sectors
- of all different sizes
- long-time businesses to brand-new businesses
- located all around town
- all sources kept confidential

Types of Surveyed Businesses

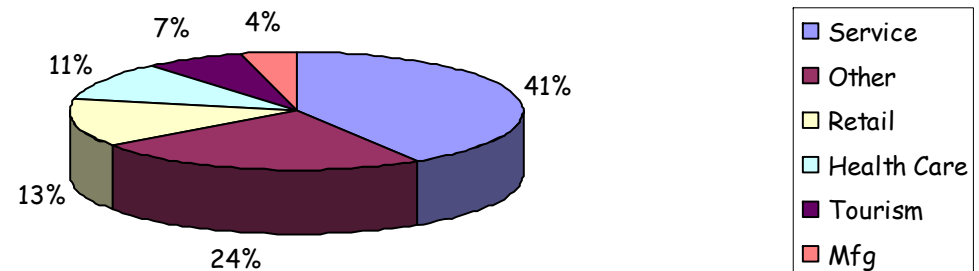
Types of B.V. Businesses



← Service; Retail; Restaurant/Grocery; Manufacturing made up over half of the B.V. participants

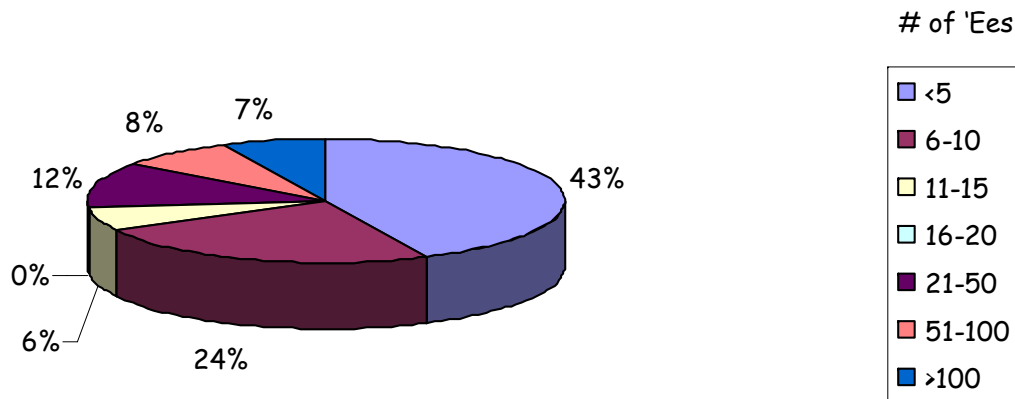
Service & Retail made up over half of the I.S. participants →

Types of I.S. Businesses



Sizes of Surveyed Businesses

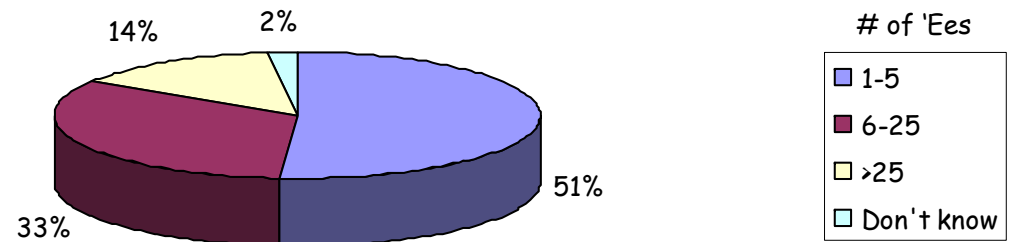
Sizes of B.V. Businesses



← Majority of B.V. businesses have 10 employees or less

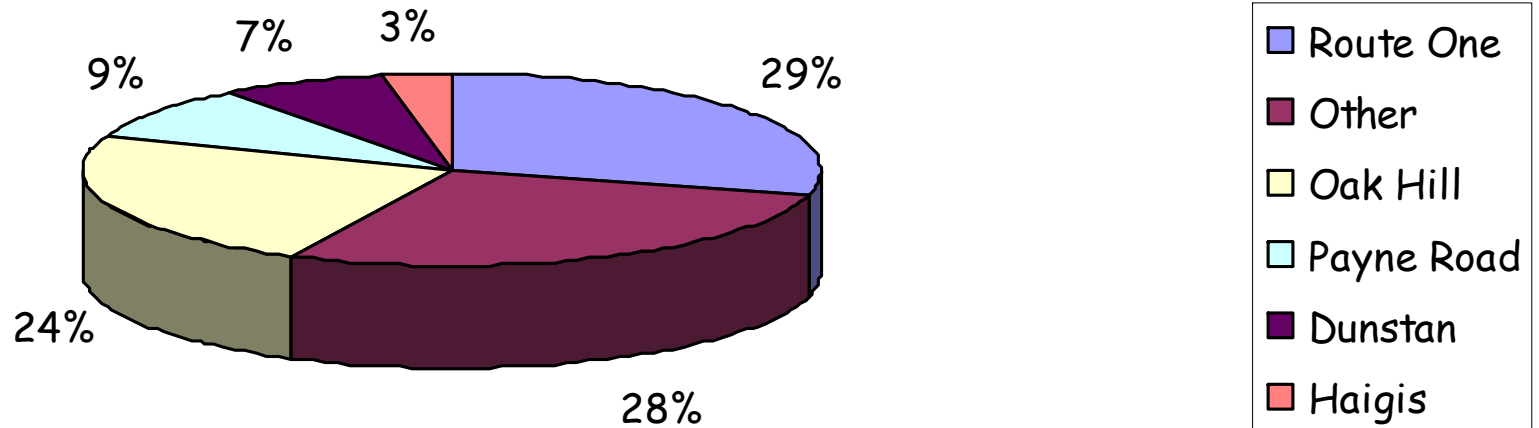
Over 50% of the I.S. businesses have 5 employees or less →

Sizes of I.S. Businesses



I.S.: Surveyed Businesses' Locations

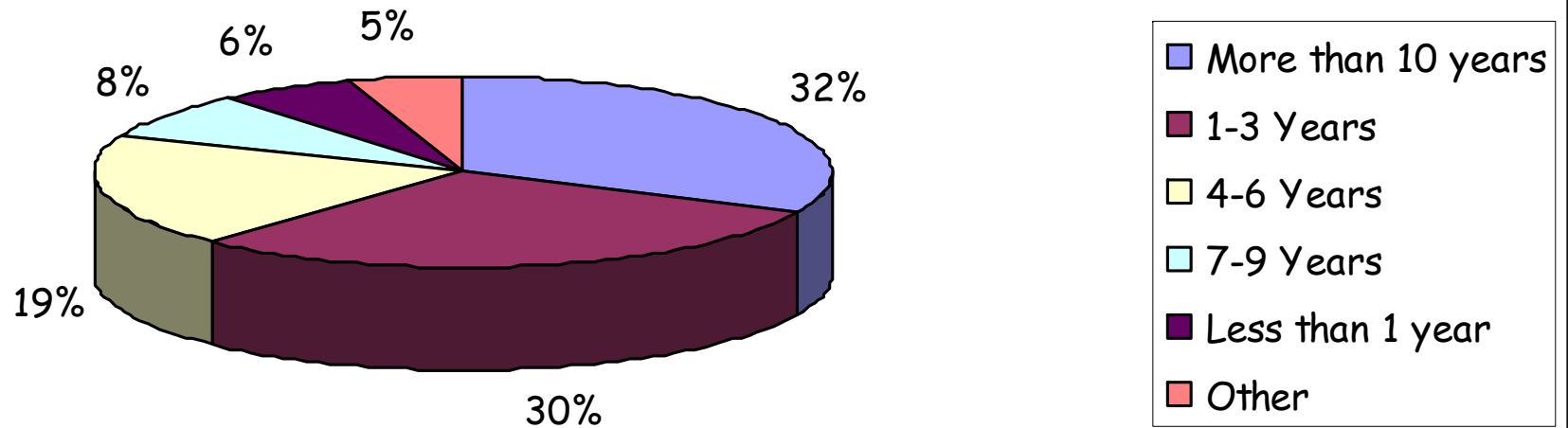
Where is the business located?



All geographic areas around Town represented

I.S.: Surveyed Business' Ages

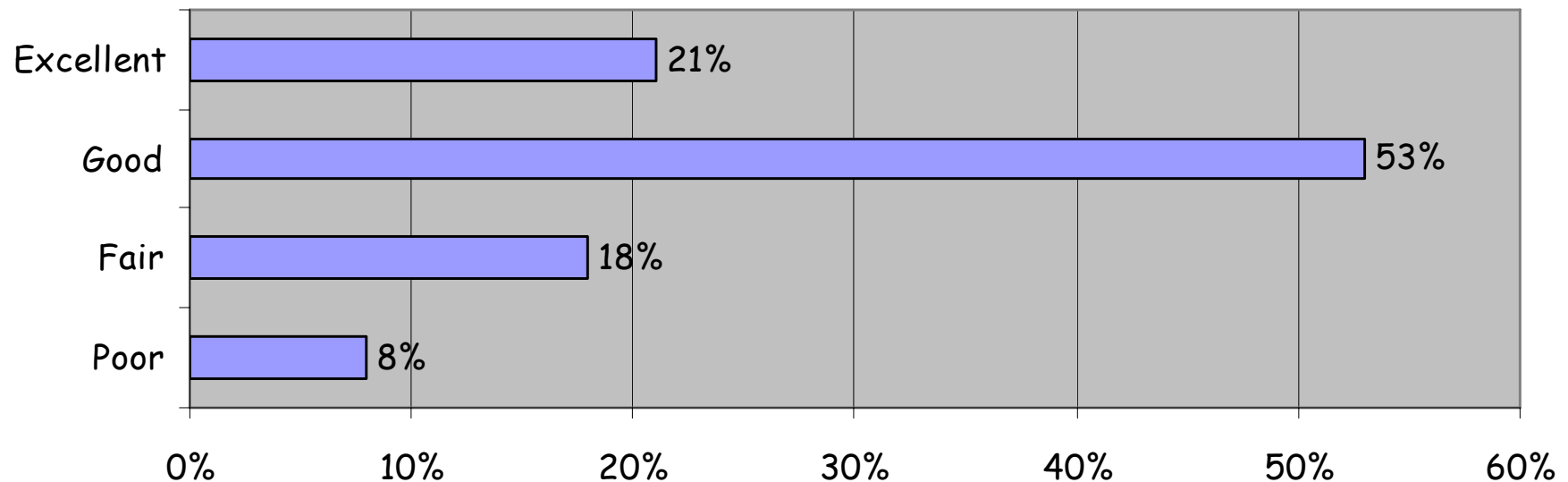
How long has the business been located in Scarborough?



1/3 >10 Years
1/3 1-3 Years
1/3 Other Categories

B.V.: Current Business Climate

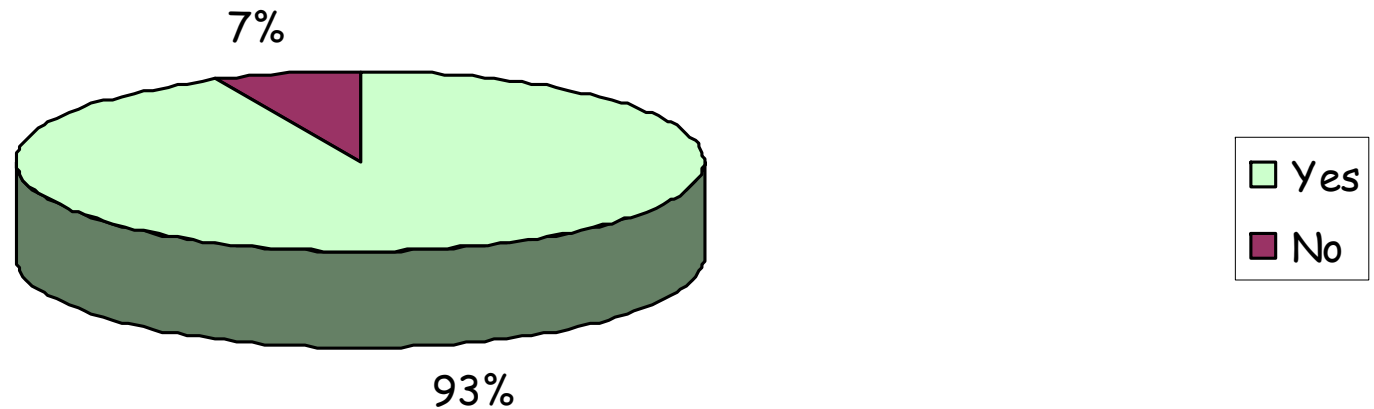
Rating the Current Business Climate in Scarborough



An overwhelming majority think the business climate in Scarborough is positive

I.S.: Attractiveness of Scarborough

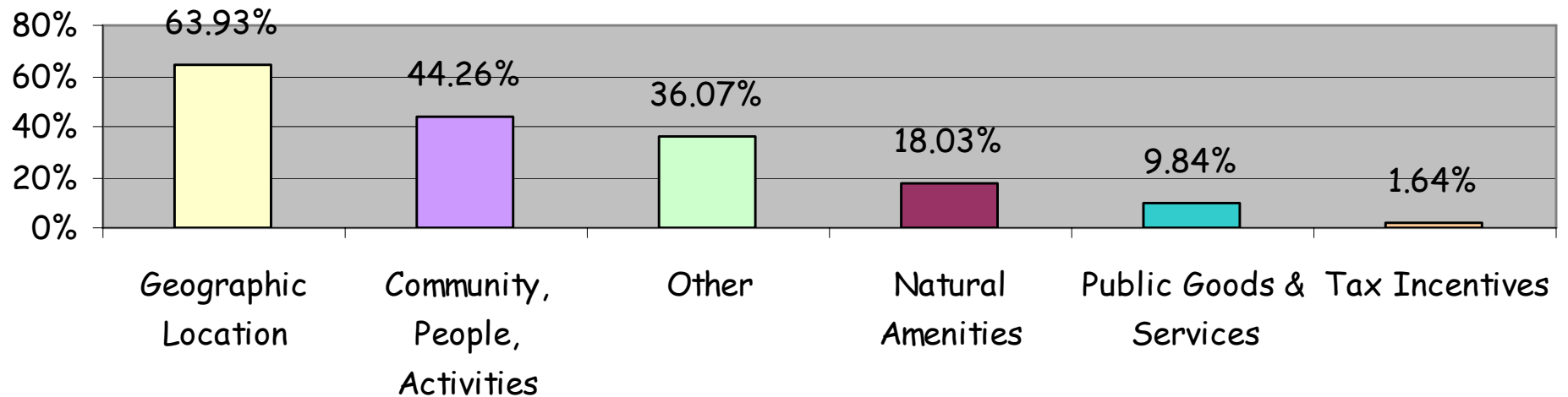
Do you believe your community provides an attractive business location?



Clearly, respondents think Scarborough is a great location

I.S.: Factors' Importance

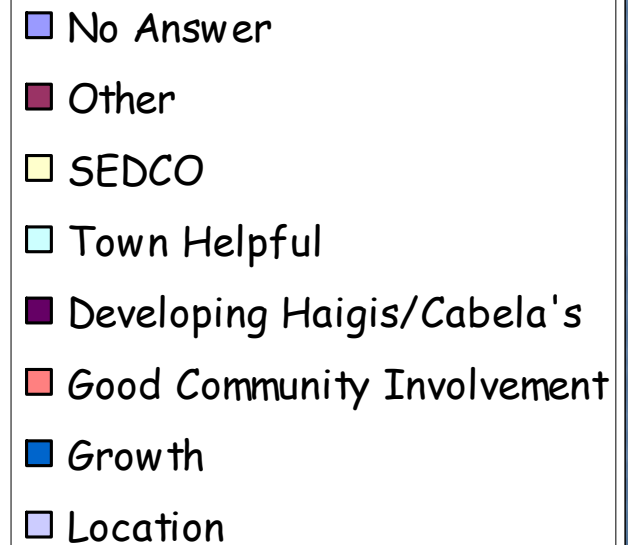
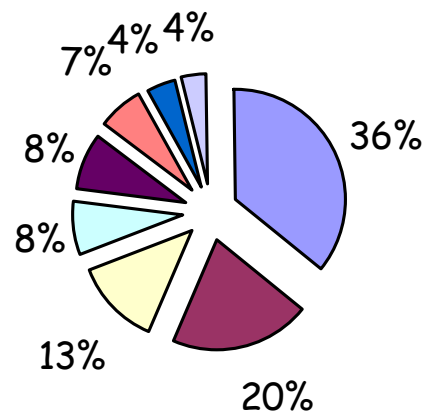
Importance of Different Factors in Deciding Where to Locate Your Business



Location, Location, Location!

B.V.: One right thing Scarborough's already doing for the business community

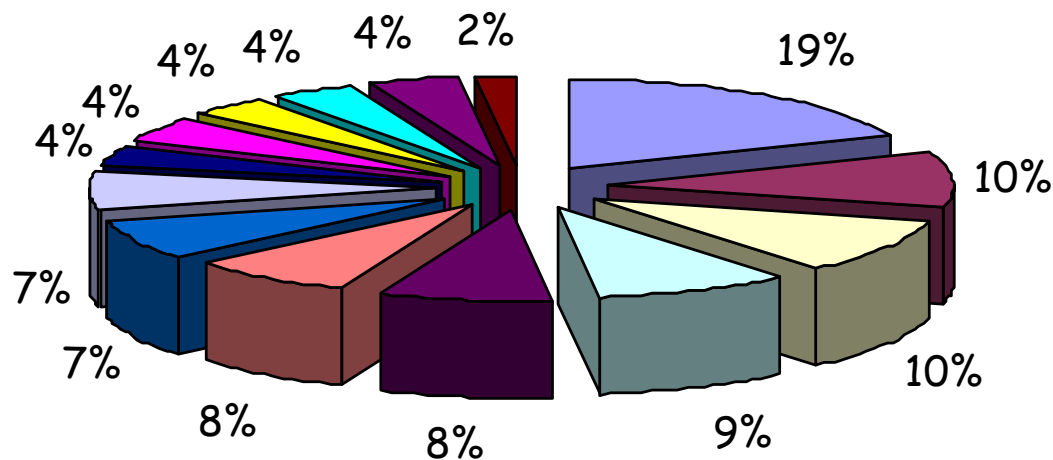
One right thing Scarborough's already doing/has in place for the business community



Other includes comments such as: design standards are strict but mainly good; keeping traditional character of the Town; maintaining reasonable taxes; sidewalks helpful, etc.

B.V.: What can we do to make the business climate more positive?

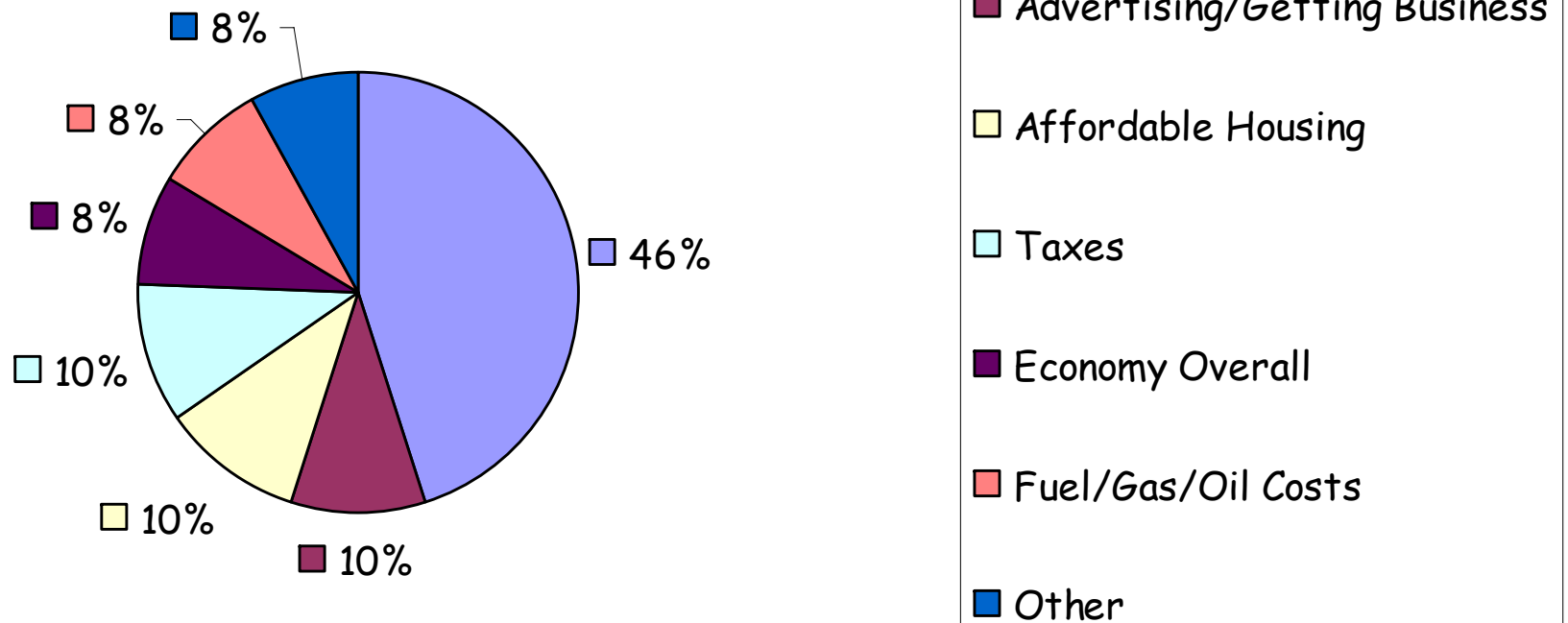
What Can We Do To Make The Business Climate in Scarborough More Positive?



- Improve Signage
- On-Line Business Directory
- More Consistency/Fairness
- Improve Traffic
- Lower Fees/Taxes
- Support Existing Businesses
- More Amenities
- Other
- Master Checklist
- Sewer in W. Scarborough
- Technology Incubator
- GIS On-Line
- Hold Business Workshops
- Less Bureaucracy/Red Tape

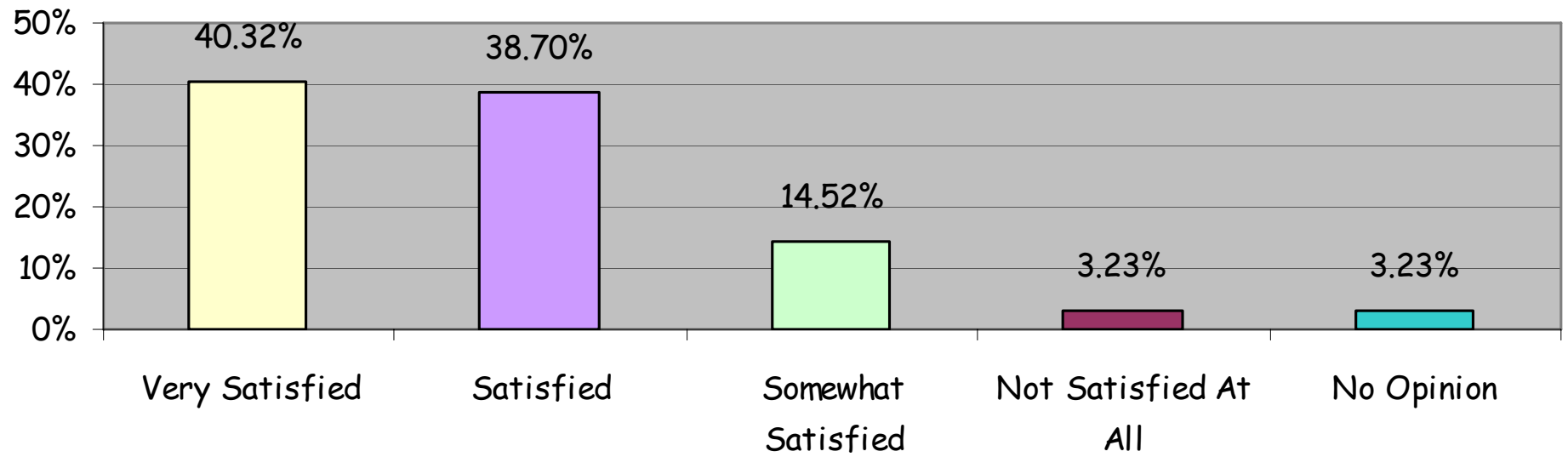
B.V.: What is your biggest challenge as an employer?

What is your biggest challenge as a Scarborough Employer?



I.S.: Public Goods Evaluation

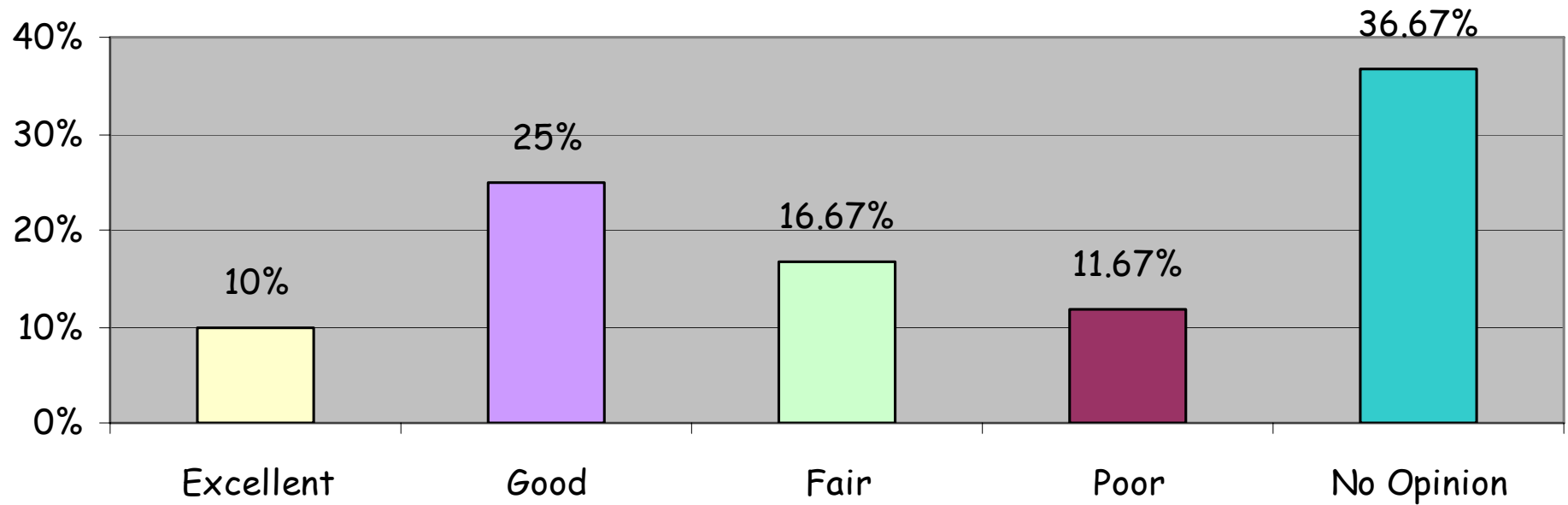
Evaluation of Public Goods & Services Received in Scarborough



Over 75% answered they are satisfied (or better)

I.S.: Local Support

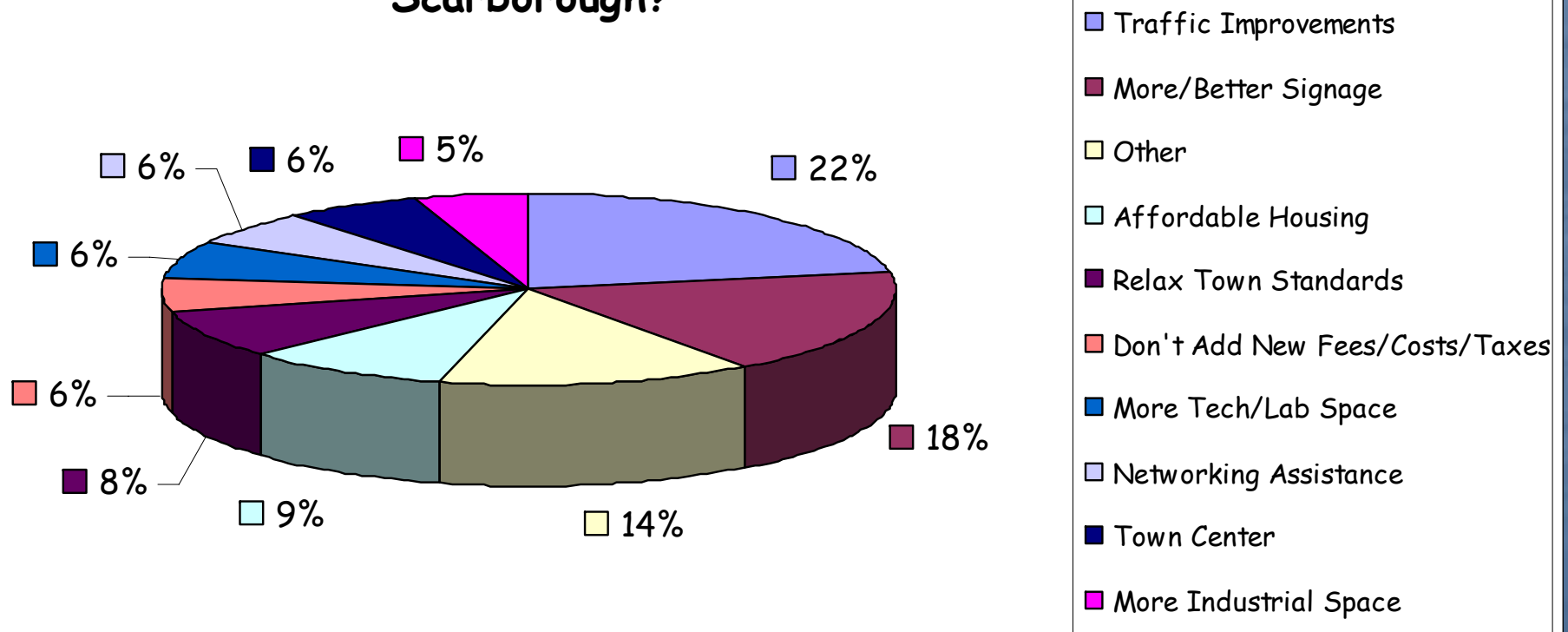
Perception: Local Government Support of Local Business



Room for improvement?

B.V.: Any Other Issues You Would Like To See Addressed?

Any Other Issues You Would Like To See Addressed in Scarborough?



SEDCO-SCC Joint Recommendations for Action over next 1-2 years

- Re-Examine Sign Ordinance in Scarborough
- Study Impact of Traffic on Businesses
- Create an on-line, searchable Business Directory
- Ensure that all businesses receive equal and effective assistance
- Work to keep fees/taxes low
- Value Existing Businesses & Utilize their Services whenever possible (in addition to bringing in new businesses)

Thank You

- Brought to you by the Scarborough Economic Development Corporation (SEDCO) and the Scarborough Community Chamber (SCC)
- Presentation will be available on our websites: www.sedco.scarborough.me.us and www.scarboroughmaine.com/chamber
- Call (207) 883-4893 if you have any questions