

# MANDAN Tomorrow

*Together, we make it happen!*

## **SUMMARY OF MANDAN BUSINESS SURVEY NOVEMBER 2010**

The Mandan Tomorrow - Economic Opportunity and Prosperity Committee issued a survey to approximately 500 businesses on Nov. 5. Responses were accepted through Nov. 30, 2010. Surveys were mailed, plus provided via e-mail and on-line to those that have provided e-mail addresses. The purpose of the survey was to assess Mandan as a place to do business and identify opportunities and concerns. The EOP Committee, City of Mandan Business Development Office and Bismarck Mandan Development Association will use results to help shape future programs, activities, requests for assistance and business visits. There were 102 total respondents, an approximate 20 percent response rate. The Bismarck State College Division of Continuing Education, Training and Innovation received completed surveys, tabulated results and developed supporting graphics (see attachment). This is a summary of responses.

### **Overall Conclusions**

- The overall well-being of most Mandan businesses appears to be growing to stable as indicated by the 65% of respondents that report increasing to stable sales over the last two to three years. Only 9% report a decreasing trend.
- A majority of respondents (60%) rate Mandan good to excellent overall as a place to do business.
- Lack of retail is a chief concern among businesses and viewed as a major weakness in Mandan. This mirrors findings from previous residential and community surveys.
- Community events are generally valued and many are beneficial to businesses.
- The majority of respondents feel positively about changes in the community and its overall direction.

### **Recommendations**

- Continue to monitor workforce availability.
- Increase awareness of the zoning and permitting process.
- Continue to share information on the property assessment, special assessment, and taxation process including any future policies on property tax exemption.
- Increase awareness among existing business of services, programs, incentives and information available such as properties for sale and lease in Mandan to assist with improvements, expansion, succession planning and more. Consider a direct mailer in 2011.
- Increase awareness of training and assistance available to businesses and ways to meet areas of greatest interest (customer service and websites). Possibilities may include collaboration with BSC or securing a college student intern/volunteer.
- Conduct a similar business survey among all businesses in Mandan at least every other year to measure progress.

### **RESPONDENT INFORMATION**

#### **Owner residence**

- 64% Mandan
- 30% Bismarck
- 6% other

#### **Primary Market**

- 49 local
- 26 regional
- 22 state
- 7 national
- 3 international

#### **Sales last 2-3 years**

- 39% increasing
- 26% remaining stable
- 9% decreasing
- 6% not applicable

#### **Company's greatest achievement**

- 21 growth in sales
- 20 longevity in business
- 18 surviving despite increased competition
- 7 growth in employment
- 13 other

## **FACILITY INFORMATION**

### **Ownership**

- 45 owned
- 32 leased
- 2 home

Thinking of adding space

- 22 yes

Room to expand in current location

- 42 yes
- 36 no

### **Considering any changes**

- 36 business improvements
- 23 remodeling
- 11 moving
- 2 closing
- 4 selling

## **MANDAN AS A PLACE TO DO BUSINESS**

### **Wage rates**

- *50% good to excellent*
  - 5% excellent
  - 45% good
  - 43% average
  - 6% below average
  - 0% poor
  - 3% don't know

### **Workforce availability**

- *35% good to excellent*
  - 4% excellent
  - 31% good
  - 41% average
  - 18% below average
  - 3% poor
  - 5% don't know

### **Workforce quality**

- *46% good to excellent*
  - 9% excellent
  - 37% good
  - 45% average
  - 6% below average
  - 2% poor
  - 3% don't know

### **Training programs**

- *18% good to excellent*
  - 2% excellent
  - 16% good
  - 37% average
  - 11% below average
  - 5% poor
  - 31% don't know

### **Access to customers**

- *56% good to excellent*
  - 14% excellent
  - 42% good
  - 35% average
  - 10% below average
  - 0% poor
  - 1% don't know

### **Access to suppliers**

- *55% good to excellent*
  - 10% excellent
  - 45% good
  - 27% average
  - 12% below average
  - 4% poor
  - 3% don't know

### **Transportation**

- *58% good to excellent*
  - 12% excellent
  - 46% good
  - 33% average
  - 5% below average
  - 0% poor
  - 5% don't know

### **Energy costs**

- *38% good to excellent*
  - 4% excellent
  - 34% good
  - 55% average
  - 4% below average
  - 2% poor
  - 3% don't know

### **Energy reliability**

- *58% good to excellent*
  - 16% excellent
  - 42% good
  - 39% average
  - 2% below average
  - 0% poor
  - 2% don't know

### **Pro-Business Climate**

- *45% good to excellent*
  - 12% excellent
  - 33% good
  - 33% average
  - 16% below average
  - 5% poor
  - 3% don't know

### **Crime Rate**

- *59% good to excellent*
  - 21% excellent
  - 38% good
  - 18% average
  - 18% below average
  - 2% poor
  - 4% don't know

## **MANDAN AS A PLACE TO DO BUSINESS**

### **(continued)**

#### **Available Land for Commercial Development**

- *37% good to excellent*
  - 7% excellent
  - 30% good
  - 25% average
  - 10% below average
  - 4% poor
  - 25% don't know

#### **Available Commercial Buildings**

- *32% good to excellent*
  - 2% excellent
  - 30% good
  - 25% average
  - 14% below average
  - 6% poor
  - 24% don't know

#### **Mandan Overall as a Place to Do Business**

- *60% good to excellent*
  - 16% excellent
  - 44% good
  - 26% average
  - 13% below average
  - 2% poor
  - 1% don't know

## **VALUE OF COMMUNITY SERVICES**

#### **Police**

- *70% good to excellent*
  - 24% excellent
  - 46% good
  - 25% average
  - 3% below average
  - 0% poor
  - 3% don't know

#### **Fire**

- *80% good to excellent*
  - 28% excellent
  - 52% good
  - 17% average
  - 0% below average
  - 1% poor
  - 2% don't know

#### **Streets/Roads**

- *36% good to excellent*
  - 5% excellent
  - 31% good
  - 38% average
  - 18% below average
  - 8% poor
  - 0% don't know

#### **Childcare**

- *32% good to excellent*
  - 6% excellent
  - 26% good
  - 30% average
  - 2% below average
  - 0% poor
  - 36% don't know

#### **Healthcare**

- *52% good to excellent*
  - 11% excellent
  - 41% good
  - 30% average
  - 7% below average
  - 2% poor
  - 9% don't know

#### **Public Schools**

- *69% good to excellent*
  - 22% excellent
  - 47% good
  - 20% average
  - 3% below average
  - 0% poor
  - 8% don't know

#### **Higher Education**

- *41% good to excellent*
  - 10% excellent
  - 31% good
  - 20% average
  - 12% below average
  - 4% poor
  - 22% don't know

#### **Parks/Recreation**

- *68% good to excellent*
  - 19% excellent
  - 49% good
  - 22% average
  - 6% below average
  - 0% poor
  - 4% don't know

#### **Property Tax Assessments**

- *13% good to excellent*
  - 2% excellent
  - 11% good
  - 36% average
  - 23% below average
  - 20% poor
  - 8% don't know

## VALUE OF COMMUNITY SERVICES (continued)

### Zoning/Permitting

- 21% good to excellent
  - 1% excellent
  - 20% good
  - 48% average
  - 7% below average
  - 6% poor
  - 19% don't know

### Municipal Code Enforcement

- 25% good to excellent
  - 3% excellent
  - 22% good
  - 39% average
  - 6% below average
  - 4% poor
  - 27% don't know

### Community Planning

- 40% good to excellent
  - 6% excellent
  - 34% good
  - 35% average
  - 13% below average
  - 5% poor
  - 8% don't know

### Community events/activities

- 69% good to excellent
  - 17% excellent
  - 52% good
  - 25% average
  - 5% below average
  - 0% poor
  - 2% don't know

### City Commission

- 54% good to excellent
  - 8% excellent
  - 46% good
  - 30% average
  - 6% below average
  - 2% poor
  - 9% don't know

### School Board

- 43% good to excellent
  - 5% excellent
  - 38% good
  - 36% average
  - 3% below average
  - 2% poor
  - 17% don't know

### Park Board

- 49% good to excellent
  - 9% excellent
  - 40% good
  - 29% average
  - 6% below average
  - 1% poor
  - 16% don't know

### County Commission

- 48% good to excellent
  - 5% excellent
  - 43% good
  - 36% average
  - 3% below average
  - 1% poor
  - 13% don't know

### Bismarck Mandan Chamber

- 54% good to excellent
  - 17% excellent
  - 37% good
  - 26% average
  - 9% below average
  - 3% poor
  - 8% don't know

### Bismarck Mandan Development Association

- 53% good to excellent
  - 11% excellent
  - 42% good
  - 27% average
  - 3% below average
  - 4% poor
  - 14% don't know

### Mandan Progress Organization

- 65% good to excellent
  - 15% excellent
  - 50% good
  - 21% average
  - 3% below average
  - 0% poor
  - 12% don't know

### City of Mandan Business Development Office

- 54% good to excellent
  - 11% excellent
  - 43% good
  - 24% average
  - 4% below average
  - 1% poor
  - 18% don't know

## VALUE OF COMMUNITY SERVICES (continued)

### Bismarck Mandan Convention & Visitors Bureau

- 48% good to excellent
  - 11% excellent
  - 37% good
  - 29% average
  - 8% below average
  - 1% poor
  - 13% don't know

### MANDAN'S NUMBER ONE STRENGTH

- 44 strong sense of community
- 28 loyalty of the Mandan customer
- 23 other

### MANDAN'S NUMBER ONE WEAKNESS

- 46 lack of retail
- 35 competition from Bismarck
- 2 property tax
- 23 other

### VIEW OF CHANGES IN COMMUNITY & ITS DIRECTION

- 66 positive
- 6 negative
- 22 both

### INTEREST IN MORE INFORMATION ON PROGRAMS

- 22 property tax exemption for commercial construction, expansion, remodel
- 21 low interest loans
- 4 Renaissance Zone (downtown)
- 5 Storefront Improvement (downtown)
- 6 Retail & Restaurant Rent Subsidy (downtown)

### BENEFIT OF COMMUNITY EVENTS

#### Sport and Recreation Show (May)

- 36% good to excellent
  - 16% excellent
  - 20% good
  - 16% average
  - 11% below average
  - 9% poor
  - 21% don't know

#### Buggies-n-Blues (June)

- 41% good to excellent
  - 27% excellent
  - 14% good
  - 9% average
  - 7% below average
  - 6% poor
  - 10% don't know

### Fourth of July

- 48% good to excellent
  - 32% excellent
  - 16% good
  - 3% average
  - 8% below average
  - 5% poor
  - 9% don't know

### Grill Fest (August)

- 29% good to excellent
  - 15% excellent
  - 14% good
  - 10% average
  - 9% below average
  - 8% poor
  - 16% don't know

### Santa's Arrival

- 19% good to excellent
  - 8% excellent
  - 11% good
  - 14% average
  - 11% below average
  - 8% poor
  - 20% don't know

### Stock Car Racing

- 30% good to excellent
  - 12% excellent
  - 18% good
  - 14% average
  - 8% below average
  - 9% poor
  - 12% don't know

### Rodeo & Equine Activities

- 36% good to excellent
  - 15% excellent
  - 21% good
  - 10% average
  - 7% below average
  - 7% poor
  - 13% don't know

### McQuade's Softball Tournament

- 36% good to excellent
  - 16% excellent
  - 20% good
  - 8% average
  - 10% below average
  - 6% poor
  - 13% don't know

## **BENEFIT OF COMMUNITY EVENTS**

### **(continued)**

#### **Athletic Competitions**

- 26% *good to excellent*
  - 8% excellent
  - 18% good
  - 17% average
  - 7% below average
  - 8% poor
  - 13% don't know

## **INTEREST IN TRAINING**

#### **Bookkeeping**

- 4% very interested
- 27% somewhat interested
- 55% not at all interested

#### **Computer basics**

- 6% very interested
- 32% somewhat interested
- 49% not at all interested

#### **Customer service**

- 15% very interested
- 28% somewhat interested
- 45% not at all interested

#### **Marketing My Business As a Destination**

- 11% very interested
- 28% somewhat interested
- 45% not at all interested

#### **Hospitality Training**

- 6% very interested
- 23% somewhat interested
- 59% not at all interested

#### **Websites For Small Businesses**

- 14% very interested
- 27% somewhat interested
- 47% not at all interested

#### **Social Media Marketing**

- 9% very interested
- 32% somewhat interested
- 44% not at all interested

## **TYPE OF TRAINING MOST INTERESTED IN**

- 31 live seminar or workshop
- 21 webinar
- 13 a series of evening classes

## **WOULD LIKE TO RECEIVE AN ON-SITE VISIT**

- 12 yes
- 62 no