

MMS1



# 2017 ARLINGTON HEIGHTS BUSINESS SURVEY

Presented to the Village Board by the  
Department of Planning & Community Development

*August 6, 2018*

**Slide 1**

---

**MMS1** Mertes, Michael S., 6/11/2018

# PURPOSE

**Project Title:** Business Retention Survey

**Strategic Priority:** #4 Strengthen Communication and Relationship with the Business Community  
a. Identify ways to improve business processes to increase customer service and efficiency.

**General Description of Project:**

Prepare a Business Retention Survey for community wide distribution to build upon the downtown Business Survey completed a few years ago. The survey will seek input from the Business Community on a variety of economic, business and government matters

**Determination of Project Completion:**

Completion and distribution of Business Survey, receipt and analysis of responses.

# DISTRIBUTION AND RESPONSE



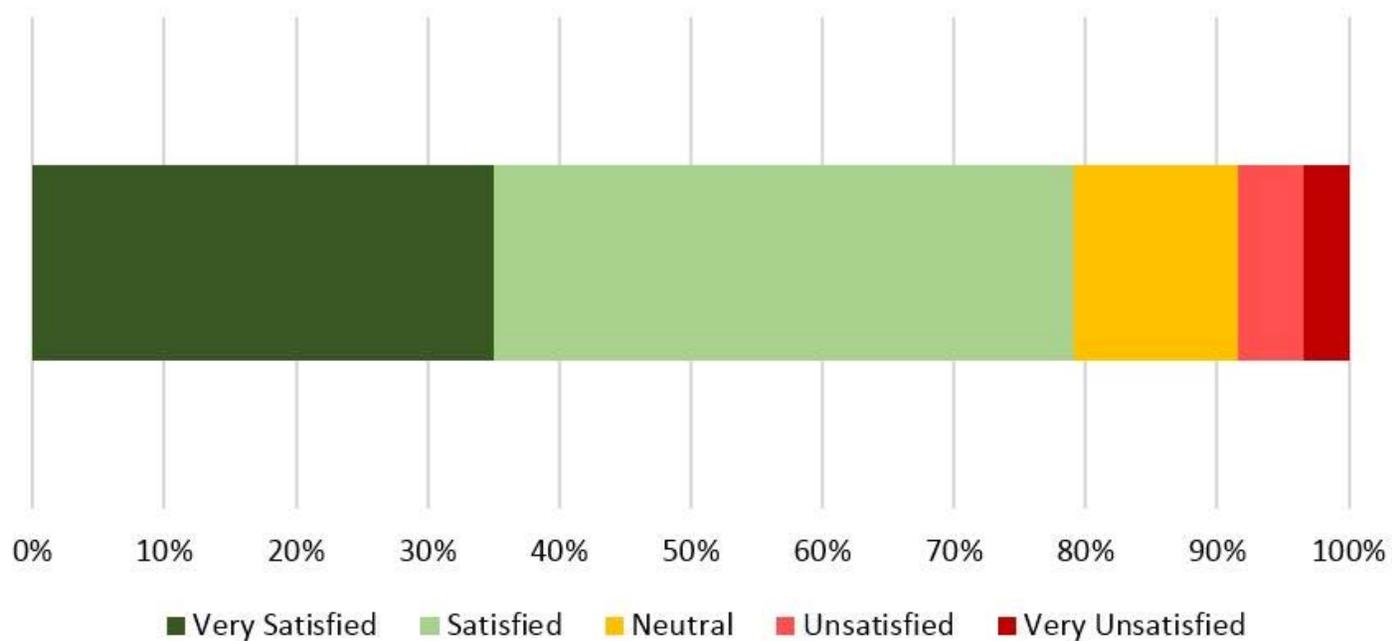
## 2017 Arlington Heights Business Survey



Department of Planning & Community Development • (847) 368-5200 • [planningmail@vah.com](mailto:planningmail@vah.com)

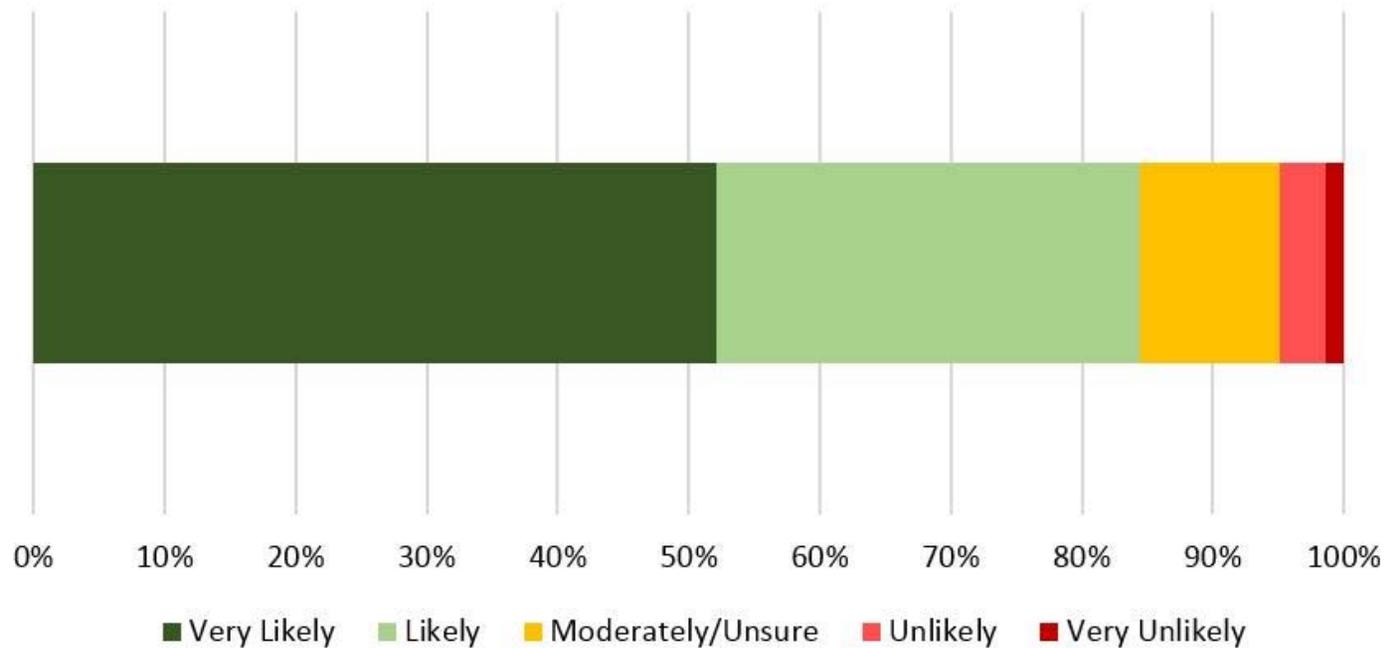
# Question #1

*How satisfied are you with Arlington Heights as a place to do business?*



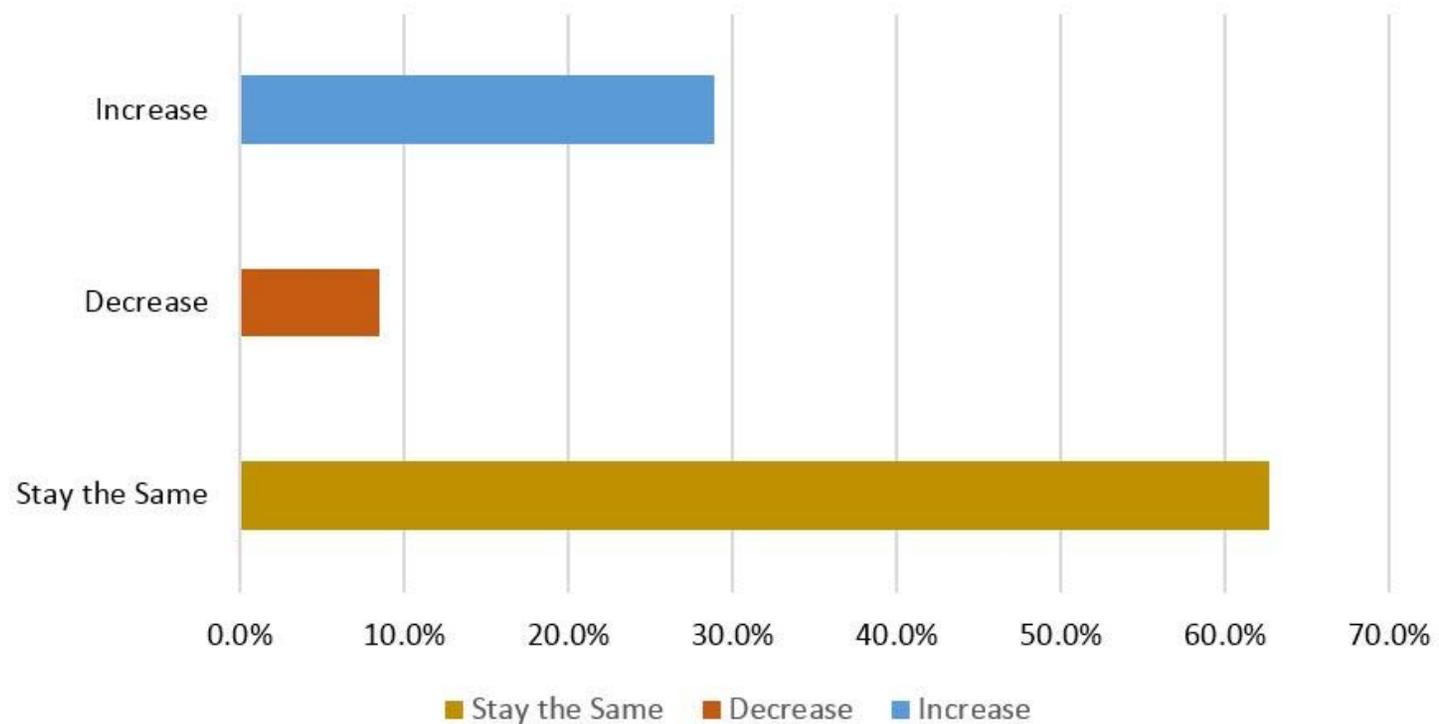
## Question #2

*How likely is your business to remain in Arlington Heights in the future?*



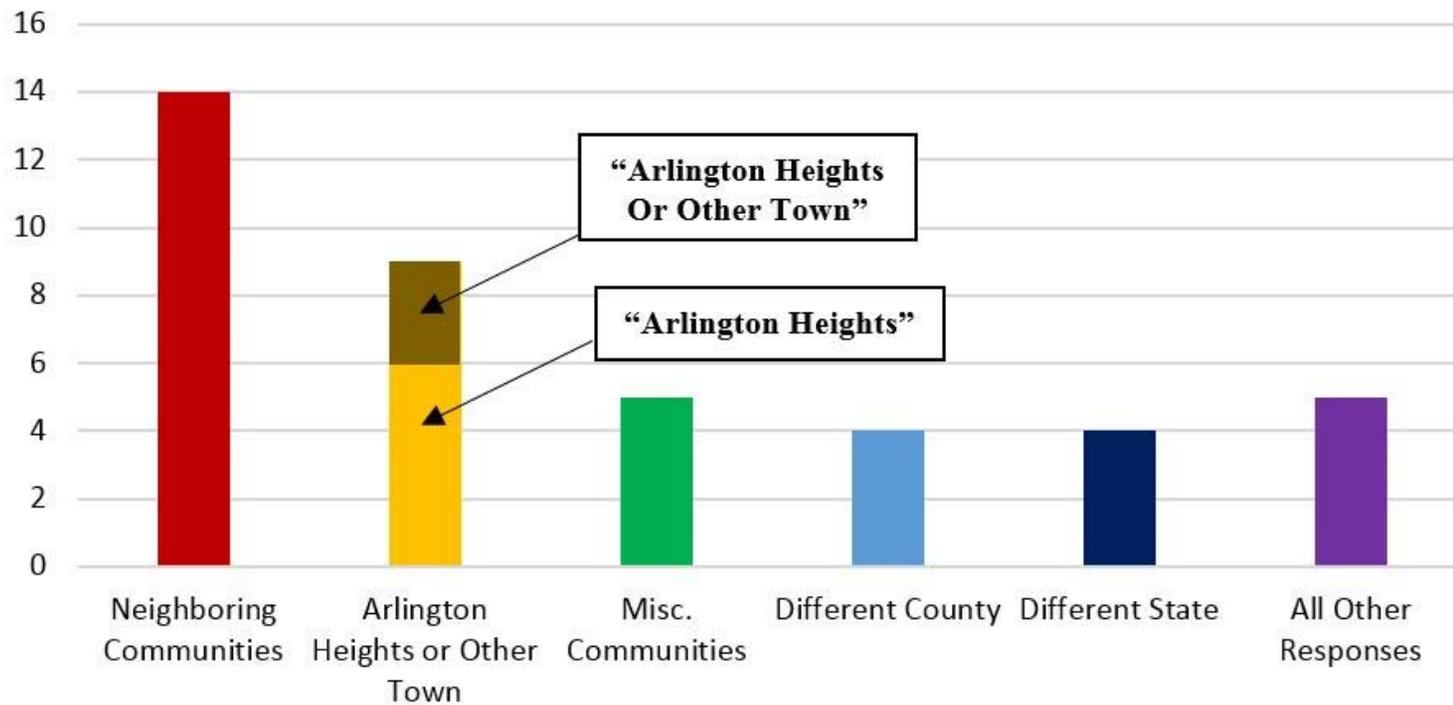
## Question #3

*What are your anticipated changes in space needs over the next five (5) years?*



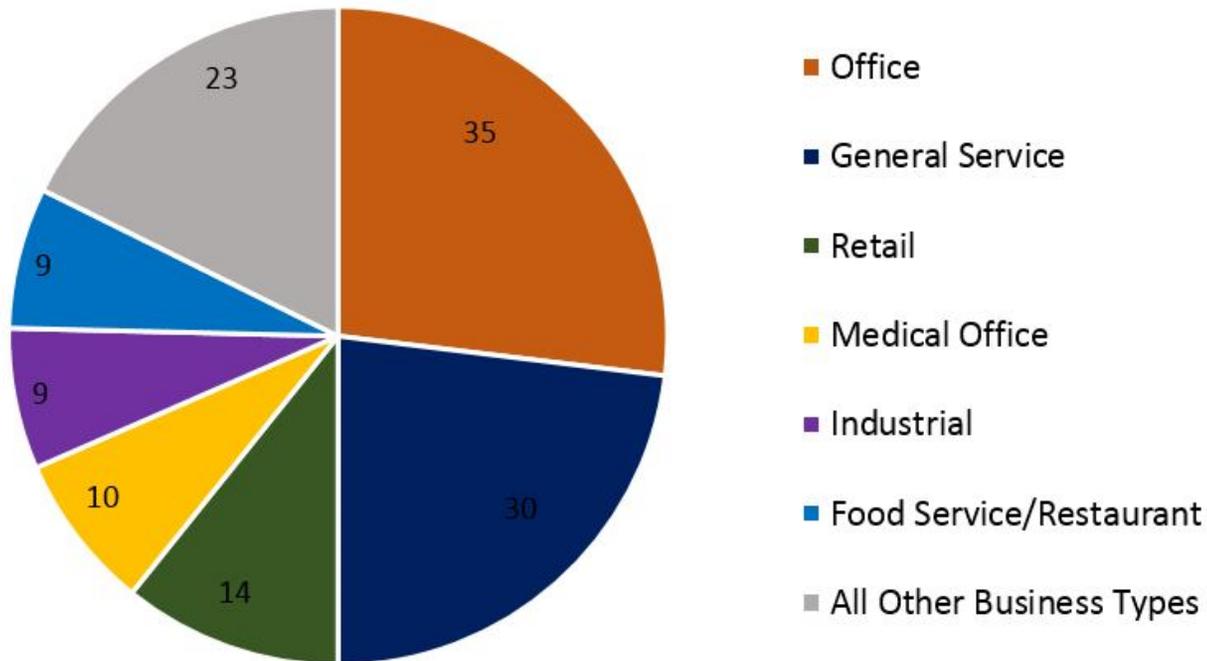
# Question #4

*If a move is being contemplated, which communities or regions are being considered?*



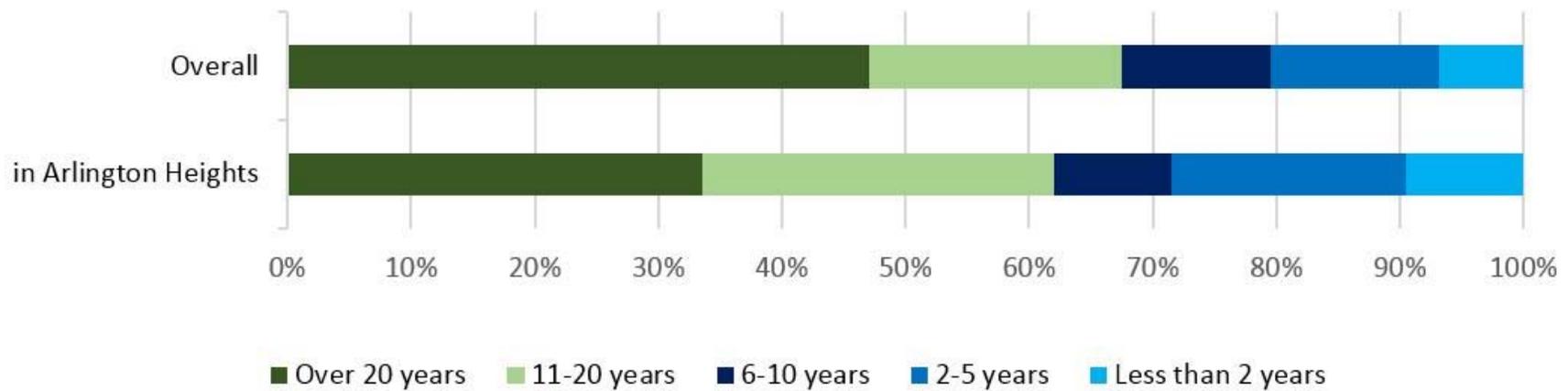
## Question #5

*How would you best describe your type of business?*



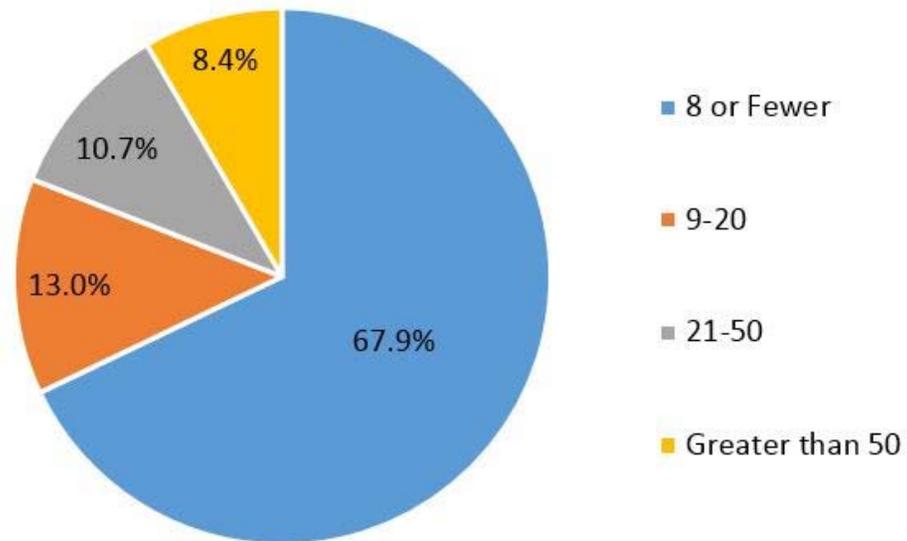
## Question #6

*How long has your business been in operation...*



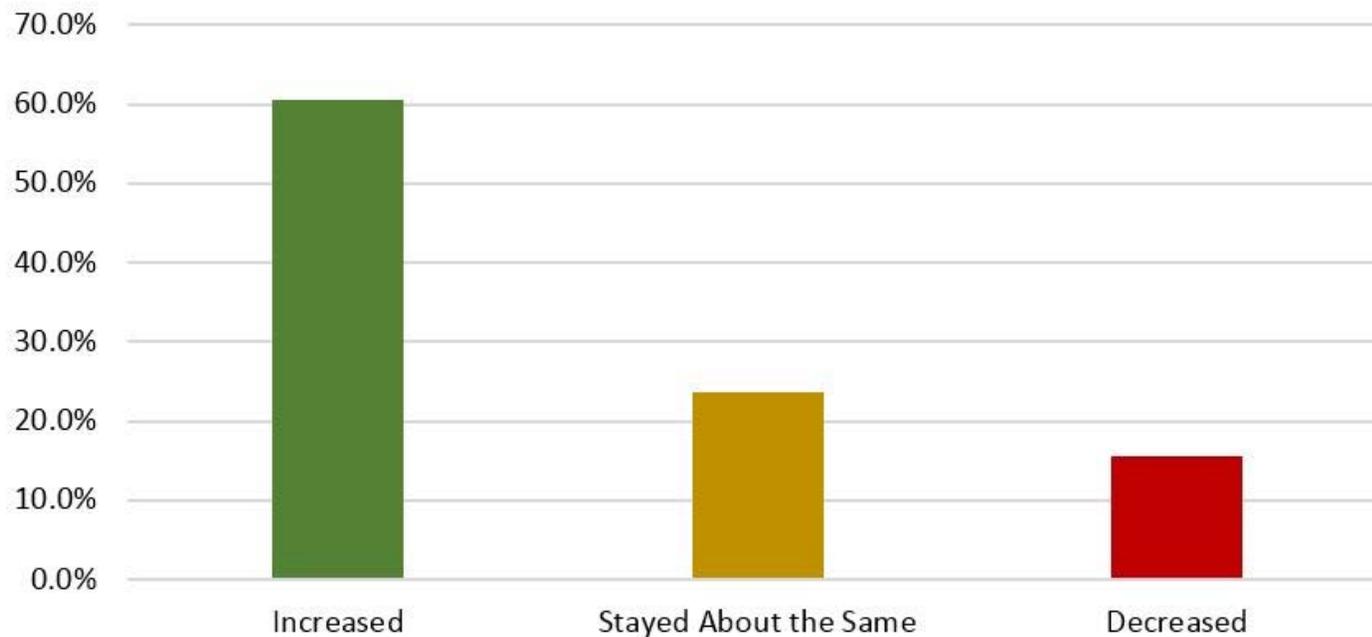
## Question #7

*How many full-time equivalent employees work at your Arlington Heights location?*



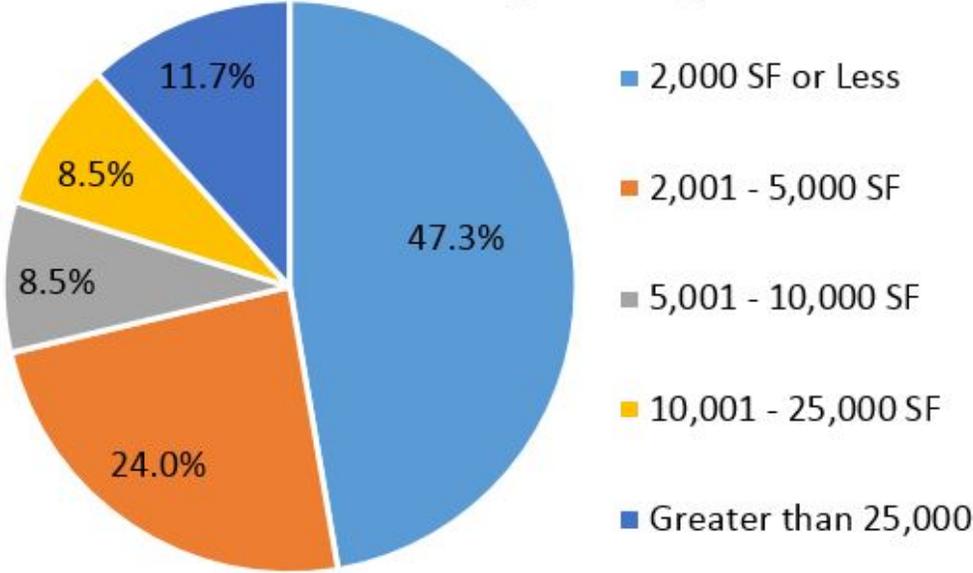
## Question #8

*Compared to three (3) years ago at this time,  
has your business' overall health  
increased, decreased, or stayed about the same?*



# Question #9 and #10

*What is the approximate size of your business in Arlington Heights?*

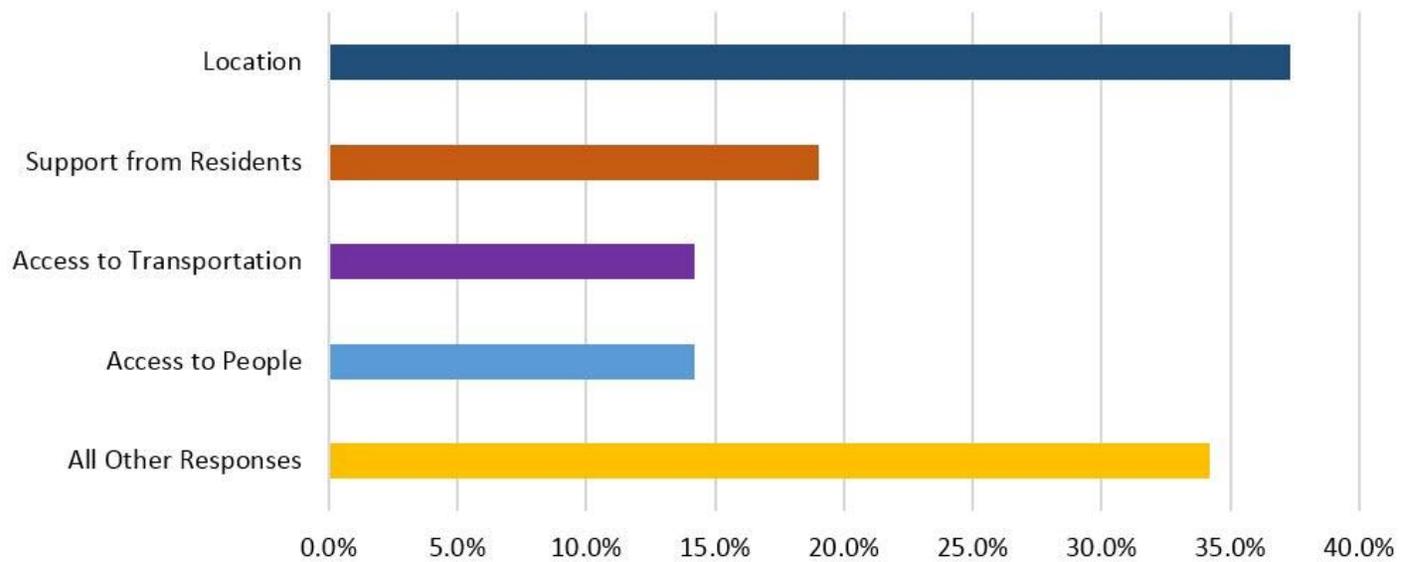


*Do you own or lease your building/tenant space?*

Own/Lease	Percent
Own	37.2%
Lease	63.8%

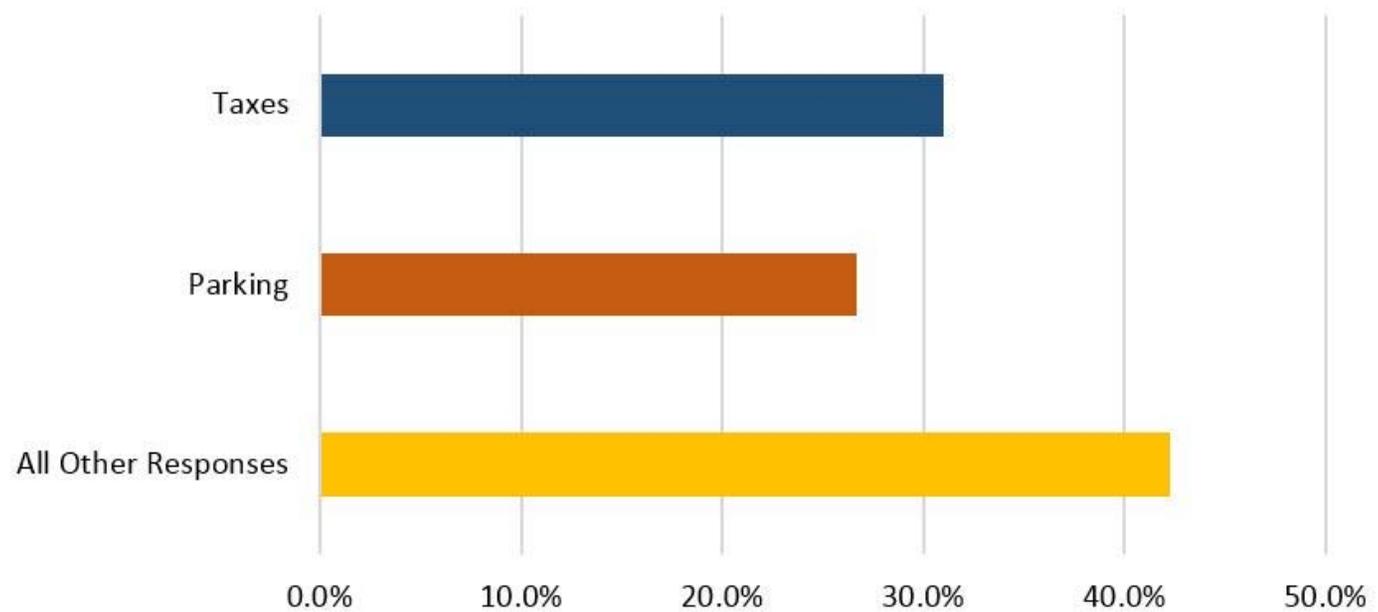
# Question #11

*What has been Arlington Heights' greatest ASSET to your business?*



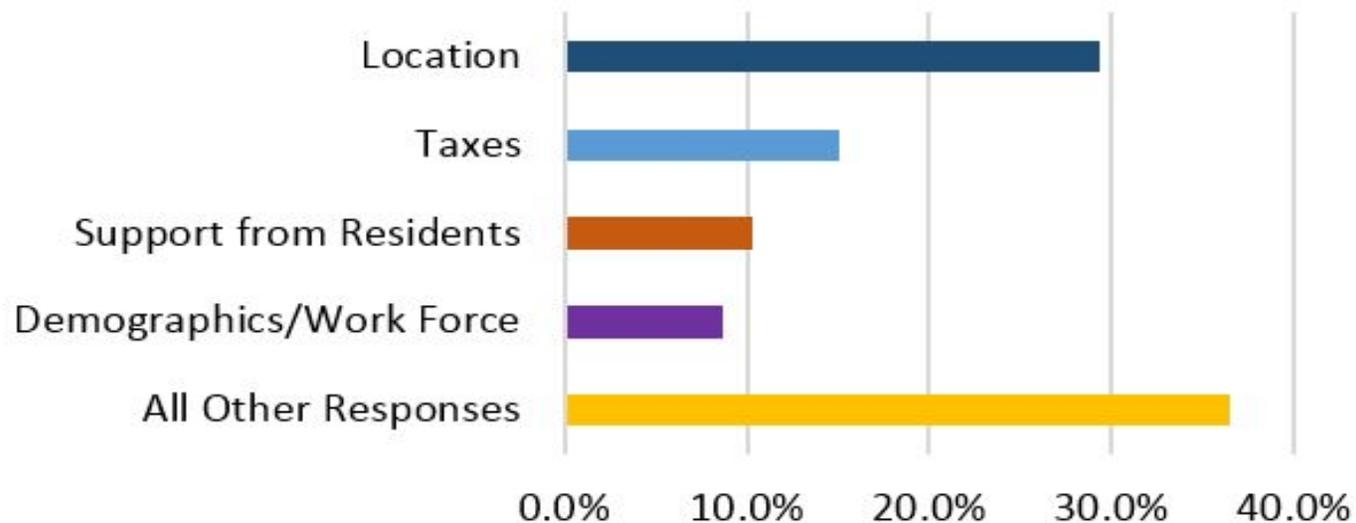
## Question #12

*What has been Arlington Heights' greatest  
DETRIMENT to your business?*



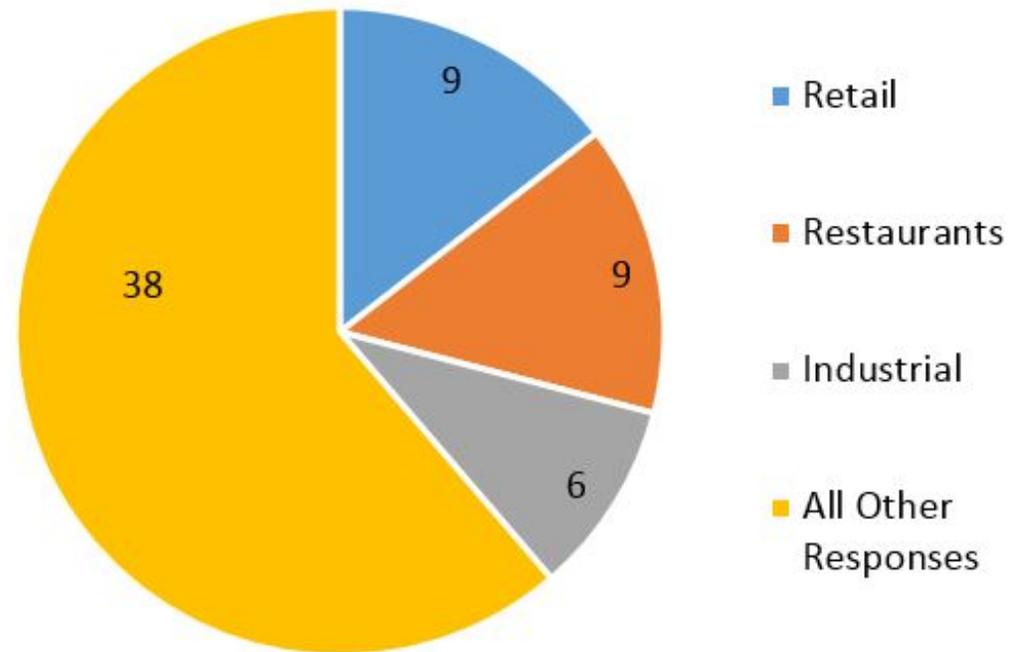
## Question #13

*If you were to start your business all over again, which of the following would be the most important factor in terms of choosing a location TODAY?*



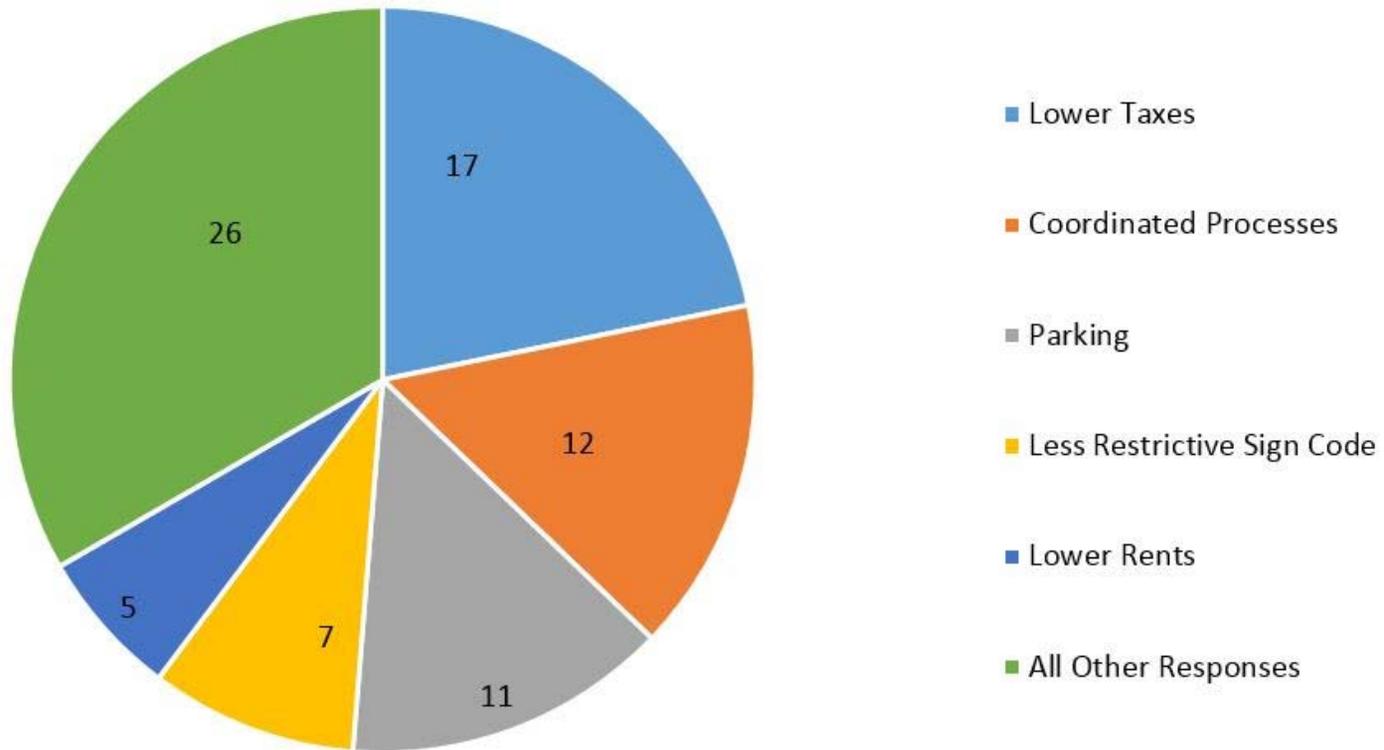
## Question #14

*What kinds of businesses/customers/clients could the Village recruit that would add value to your business?*



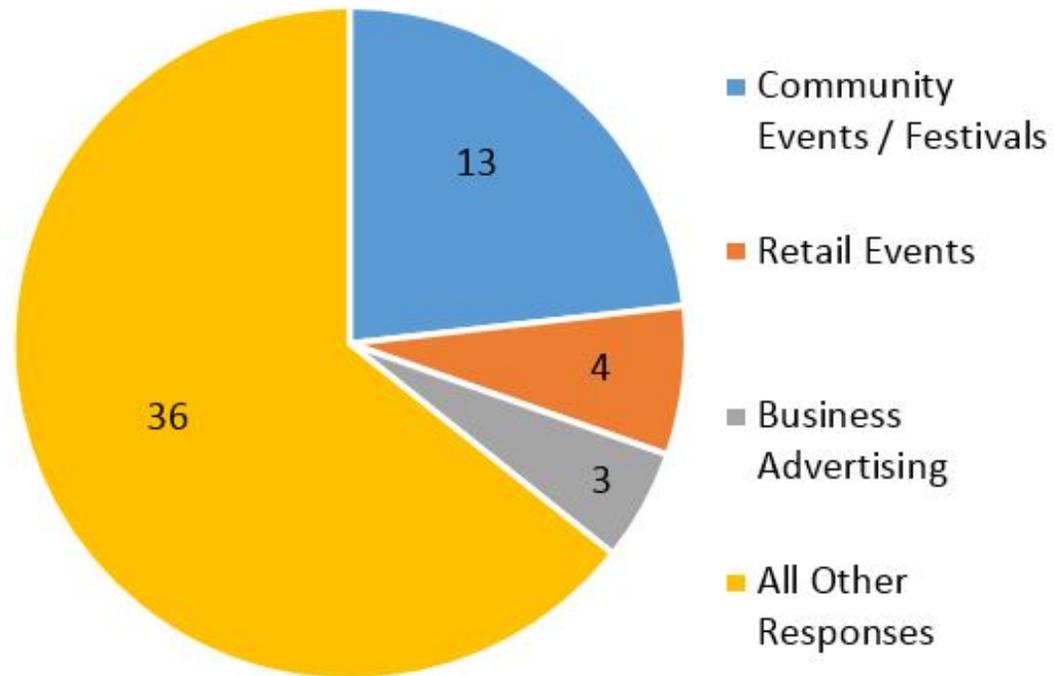
## Question #15

*What changes should the Village consider to its current regulations to better encourage new businesses to locate here?*



## Question #16

*What programs/events/ideas have you seen elsewhere that you feel could benefit Arlington Heights?*



# Summary

RESPONSE	Satisfied	Neutral	Unsatisfied	
Staying	109	9	2	120
Unsure	3	8	4	15
Leaving	1	1	5	7
	113	18	11	142

RESPONSE	Satisfied	Neutral	Unsatisfied	
Staying	76.8%	6.3%	1.4%	84.5%
Unsure	2.1%	5.6%	2.8%	10.6%
Leaving	0.7%	0.7%	3.5%	4.9%
	79.6%	12.7%	7.7%	

*Note: One response said "Unsatisfied" but did not respond whether or not they are staying.*

# Conclusions

While this information was the major focus of the survey, other crucial data was captured to help determine the business community's overall health, the Village's assets, and areas in which Arlington Heights could improve. Based upon this data, several key findings emerged:

- A significant majority of respondents (79%) are “satisfied” or “very satisfied” with Arlington Heights as a place to do business.
- A great majority of respondents (85%) are planning to remain in Arlington Heights.
- Most respondents do not need to modify their space needs, but significantly more need to increase their square footage than those that need to decrease it.
- Most respondents represent small businesses (less than 2,000 square feet with eight or fewer employees).
- Overall business health for most respondents has increased over the past three years.
- Location is the greatest asset to the highest percentage of respondents.
- Taxes (particularly property taxes) and parking are perceived as the greatest detriments to the highest percentage of respondents.

Questions?