



## Re: BUSINESS SURVEYS

To my fellow County residents, business-owners and stakeholders,

We are seeking your input through a series of community meetings and surveys, like the one attached.

This month we have begun our Strategic Planning initiative. The first, critical step in this process is to hear directly from members of the community about your priorities, concerns, and vision for the future of Monroe County.

The community's vision will be the basis for the Strategic Plan. The Strategic Plan will then guide the County's future policy and budget decisions.

This survey asks for your opinions about the services provided by the *Monroe County Board of County Commissioners*, which has jurisdiction over *unincorporated* Monroe County, which is that part of the Florida Keys that lies *outside* the municipal boundaries of Key West, Marathon, Layton, Key Colony Beach and the Village of Islamorada.

When filling out this survey, please keep in mind that Monroe County does not make decisions for those municipalities. Monroe County also has no jurisdiction over other County-wide entities such as the Monroe County School District or Monroe County Mosquito Control.

However, Monroe County owns and is responsible for vital infrastructure throughout the entire Keys, some of which is located within the municipalities. The county's infrastructure responsibilities include: 2 airports, 17 parks, 4 beaches, 8 boat ramps, a community pool, approximately 400 miles of county roads, 26 county bridges, 5 libraries, 5 fire stations, 3 government centers, 5 courthouses, a medical examiner's facility, an assisted living facility, 2 senior centers, 2 museums, facilities for the State Attorney and Public Defender's offices, and scores of facilities throughout the Keys for county operations.

Monroe County provides fire protection, emergency medical, solid waste and recycling, wastewater and social services to its own residents, as well as funding for over 35 not-for-profit organizations that provide critical medical, mental health, dental, food and shelter, special needs, hospice, senior and youth programs to all residents throughout the Florida Keys, including the residents of the municipalities.

By State law, Monroe County is also required to provide facilities for the State Court system and to provide the facilities for and fund the services of Monroe County's Constitutional Officers, which are the Clerk of the Court, Property Appraiser, Tax Collector, Supervisor of Elections and the Sheriff's Office. However, they operate independently and Monroe County is not responsible for the services they provide.

Again, thank you for your time and attention. Your opinion matters to us.

Sincerely,  
*Roman Gastesi, Jr.*  
County Administrator



**BUSINESS SURVEY  
2009**

*Thank you for taking the time to fill out this survey. The information we obtain from this survey will help us identify your concerns and vision, and will be used to help us develop a set of strategic priorities that will ultimately guide Monroe County's future policy and budgetary decisions. Please return the completed survey to Office of Management and Budget, 1100 Simonton Street, Key West Florida, 33040.*

**1. Are you the owner or one of the senior managers of your business?**

Circle one:    Yes            No

**2. Is your business located in *unincorporated* Monroe County? (*Unincorporated* Monroe County is that part of the County that is outside of the boundaries of the Cities of Key West, Marathon, Layton, Key Colony Beach or Village of Islamorada.)**

Circle one:    Yes            No

**3. If yes, where in unincorporated Monroe County?**

Circle one:    Lower Keys (MM 5-27)            Middle Keys (MM 27-65)            Upper Keys (MM 72-113)

**4. If your business is not in located unincorporated Monroe County, please tell us where it is located.**

Circle one:    City of Key West    City of Marathon    Layton    Key Colony Beach    Village of Islamorada

**5. How many years has your business been in existence here?**

Number of years: \_\_\_\_\_

**6. How would you rate Monroe County's ability to meet the needs your business?**

Circle one:    1-Poor            2-Fair            3-Good            4-Excellent            No Opinion

Why: \_\_\_\_\_

**7. In the past 12 months, have you ever called a County office to ask for information, assistance with a service or to register a complaint?**

Circle one:    Yes            No



**Codes / Regulations**

**12. In the past 12 months, how many times has your business facility been inspected by Monroe County officials for cleanliness, health, general sanitation or code violations?**

None                  One time                  Two times                  Three times                  Four or more times

**13. How would you rate the courtesy and fairness of the inspectors?**

Circle one:    1-Poor                  2-Fair                  3-Good                  4-Excellent                  N/A or No Opinion

Why: \_\_\_\_\_

**14. In the past 24 months, have you applied for a building permit with Monroe County?**

Circle one:    Yes                  No

**15. If you answered yes to question #14, how would you rate your level of satisfaction with that process?**

Circle one:    1-Poor                  2-Fair                  3-Good                  4-Excellent                  No Opinion

Why: \_\_\_\_\_

**16. Please think about the County's code governing the size, color and number of business signs. Do you think (check the appropriate box):**

- Regulations on business signage should be tightened.
- Regulations on business signage should be relaxed.
- Current regulations on business signage are appropriate and should not be changed.
- Unsure/don't know

**Communications**

**17. On a scale of 1-4, with 1 being a minimal source of information and 4 being a very significant source of information, where do you get your information about Monroe County? Circle a number next to each source, and add comments, if any:**

County Website	1	2	3	4	No opinion	_____
County Channel 76	1	2	3	4	No opinion	_____
Word of Mouth	1	2	3	4	No opinion	_____
Local newspapers	1	2	3	4	No opinion	_____
Local TV/radio	1	2	3	4	No opinion	_____
Commission Meetings	1	2	3	4	No opinion	_____
Other (please specify): _____	1	2	3	4	No opinion	_____

**18. How would you rate your level of satisfaction with the County's effort to keep its business community informed about what the County is doing.**

Circle one:    1-Poor                    2-Fair                    3-Good                    4-Excellent                    No Opinion

Why: \_\_\_\_\_

**19. Please list which local newspaper(s) you read most frequently.**

\_\_\_\_\_

<b>Local Economic Issues</b>
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**20. Please think about and estimate the percentage of your property tax bill for your business location that goes to the Monroe County.**

\_\_\_\_\_ %    or    \_\_\_ N/A, I lease and do not receive a property tax bill for my business location.

**21. How important do you believe the following issues are to the business community in Monroe County?**

	Not important	Somewhat Important	Very Important	No opinion
Attracting jobs/economic development	1	2	3	4
Building/zoning codes	1	2	3	4
Environmental protection	1	2	3	4
Efforts to enhance tourism	1	2	3	4
Growth/development	1	2	3	4
Health Insurance costs	1	2	3	4
High cost of living/Housing affordability	1	2	3	4
Public Safety	1	2	3	4
Skilled workforce/Sizeable labor pool	1	2	3	4
Storm water management	1	2	3	4
Taxes	1	2	3	4
Traffic/Transportation	1	2	3	4
Wastewater construction	1	2	3	4
Other (please specify): _____	1	2	3	4

**22. List the top three issues in Monroe County that impact your business about which you are most concerned today.**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**23. How would you rate the performance of County government in addressing business-related issues in the County?**

Circle one:    1-Poor                    2-Fair                    3-Good                    4-Excellent                    No Opinion

Why: \_\_\_\_\_

**24. Do you think things in Monroe County are generally going in the right direction or the wrong direction?  
Circle one:**

- 1- Strongly in the right direction      2- Somewhat in right direction  
3- Strongly in the wrong direction      4- Somewhat in wrong direction      5- Unsure/Don't know

**25. How would you rate the economy in Monroe County today?**

Circle one:      1-Poor      2-Fair      3-Good      4-Excellent      No Opinion

Why: \_\_\_\_\_

**26. How would you rate the local economy as compared with the state and national economies?**

Circle one:      Better      Worse      About the Same      Unsure/Don't Know

**27. Does the cost of housing place a financial strain on your employees?**

Circle one:      No      Yes, somewhat      Yes, very much      Unsure/Don't know

**28. The following are a number of services and infrastructure provided and/or funded by Monroe County. Please rate your level of overall satisfaction with each of the following:**

	Poor	Fair	Good	Excellent	No Opinion
Airports	1	2	3	4	5
Building permits	1	2	3	4	5
Code enforcement	1	2	3	4	5
County beaches and parks	1	2	3	4	5
County-sponsored art/cultural activities	1	2	3	4	5
Emergency medical services	1	2	3	4	5
Fire/Rescue services	1	2	3	4	5
Fire Marshall	1	2	3	4	5
Hurricane evacuation/preparedness	1	2	3	4	5
Planning Services	1	2	3	4	5
Sanitation services	1	2	3	4	5
Sheriff's services	1	2	3	4	5
Storm water management	1	2	3	4	5
Road and bridge safety/maintenance	1	2	3	4	5
Wastewater construction	1	2	3	4	5
UF Extension services	1	2	3	4	5

**29. Is there any other comment that you would like to make about the services provided to you by County government?**

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**30. Currently, the County of Monroe receives approximately 43% of your total ad valorem property tax payment. Which statement best describes how you feel about the taxes you pay to the County (check the box):**

- Taxes are too high for the quality of County services that I am receiving.
- Taxes are high, but the County is providing more services at a higher quality than I expect.
- Taxes are just right for the amount and quality of services that I am receiving.
- Taxes are too low for the amount and quality of services that I am receiving.
- Don't know/unsure
- Lease/don't pay property taxes directly.

**31. How many full and part-time employees do you currently employ, including yourself?**

\_\_\_\_\_ Full-time employee(s)

\_\_\_\_\_ Part-time employee(s)

**32. Is your current number employees greater or less than this time last year?**

Circle one:    Greater                      Less                      Same                      Don't Know

**33. Do you anticipate increasing, decreasing or maintaining the same number of employees next year?**

Circle one:    Likely to increase      Likely to decrease      Likely to stay the same      Unsure/don't know

**34. Do you provide health benefits for your employees?**

Circle one:    Yes                      No

**35. Do you provide some type of housing subsidy or housing-related benefit to your employees?**

Circle one:    Yes                      No

**36. What is the approximate square footage at your business location?**

\_\_\_\_\_ square feet

**37. Do you own or lease the property where your business is located?**

Circle one:    Own                      Lease

**38. Is your business tourism-related?**

Circle one:    Yes                      No                      Unsure/Don't know

**39. What were the gross sales (of merchandise or services) at this establishment for the past year?**

- None
- Under \$25,000
- \$25,000 - 49,999
- \$50,000 - 99,999
- \$100,000 - 199,999
- \$200,000 - 349,999
- \$350,000 - 499,999
- \$500,000 - 999,999
- \$1 million and above

**40. Did your gross sales increase or decrease from the year before?**

Circle one:      Increased                      Decreased                      Stayed the Same                      Don't know/unsure

**41. What type of business is your establishment?**

- Agriculture
- Auto Dealer
- Charter boat
- Commercial fishing
- Eating and/or drinking establishment
- Financial Services
- Gas station
- Grocer
- Hotel/Motel/Bed and Breakfast
- Insurance
- Law Office
- Medical
- Non-Profit Organization (Specify type of service: \_\_\_\_\_)
- Real Estate
- Recreation
- Retail establishment (Specify type of product: \_\_\_\_\_)
- Small office
- Wholesale/distribution (Specify type of product: \_\_\_\_\_)
- Manufacturing (Specify type of product: \_\_\_\_\_)
- Something else (Specify: \_\_\_\_\_)

**Please feel free to add any additional comments (continue on back if necessary):**

