Business Needs Assessment of Miami-Dade and Monroe Counties

April 2008

Prepared for
Rick Beasley, Executive Director
South Florida Workforce Board
Miami, Florida

Florida SBDC Network
State Director’s Office
May 6, 2008
Introduction

The Florida Small Business Development Center Network represented by State Director Jerry Cartwright and the South Florida Workforce Board Executive Director Rick Beasley originally met in August 2007 to discuss the potential synergy of two organizations in bringing greater entrepreneurial and small business technical assistance to an expanded level throughout all of Miami-Dade and Monroe Counties.

Discussions and meetings subsequent to that were held in October with the Board’s Economic Development and Industry Focus Committee, Board Meeting in December 2007 and strategy meeting in January 2008, focused upon two areas. First, a broader partnership of organizations to collaborate on small business assistance and second, the development of a business needs assessment to determine areas of critical need in reformulating a two-county SBDC program and services. Additionally, results of the needs assessment survey would be used in preparing a partnership strategy and commitment to host a new Regional SBDC program with identified outreach centers throughout the two county area. South Florida Workforce Board passed a funding commitment in December 2007 to move forward with a business needs assessment.

A small group of Workforce Board staff, area economic development partners and the FSBDC leadership met in Miami to discuss a needs assessment tool and timeline necessary to complete the project. The time table and needs assessment tool are located on Pages 4-9.

The needs assessment was developed through Survey Monkey and distributed to South Florida Workforce, Miami-Dade Chamber, Doral Business Council and the Key Largo Chamber. Each member provided its membership and other affiliated partners with a Press Release develop by the FSBDC and an Internet link to the Survey. Additionally, local partners were asked to distribute paper copies of the survey and to conduct local roundtable events to discuss small business and other economic development issues that would facilitate the overall re-establishment of the SBDC program. Statistical data related to this information is identified on Page 11.

The business needs assessment and Press Release was issued on March 26th to all partners as well as to local media outlets by the FSBDC. Coded web site links were also provided to local partners. Originally scheduled to end on April 14th the survey was extended twice and became inactive on April 25, 2008.

The results and analysis of that survey, historical SBDC trends and current Miami-Dade and Monroe County business statistics follow.
Miami-Dade and Monroe County Partners

Florida Small Business Development Center Network
State Director’s Office
Pensacola, Florida

South Florida Workforce Board
Miami, Florida

Miami-Dade Chamber of Commerce
Miami, Florida

Key Largo Chamber of Commerce
Key Largo, Florida

CAMACOL
Latin Chamber of Commerce of USA
Miami, Florida

Doral Business Council
Doral, Florida
Needs Assessment Timeline

Small Business Development Center
Proposed Survey Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not Later Than Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Primary Chamber Contact mailing information to Ken Kistner, SFWIB</td>
<td>February 8, 2008</td>
</tr>
<tr>
<td>2. Primary Chamber contact mailing information forwarded to Jerry Cartwright, Small Business Development Center</td>
<td>February 12, 2008</td>
</tr>
<tr>
<td>3. Previous survey form forwarded to the contact persons for comment</td>
<td>February 14 -15, 2008</td>
</tr>
<tr>
<td>4. Previous survey form comments and suggested modifications returned to Jerry Cartwright.</td>
<td>February 29, 2008</td>
</tr>
<tr>
<td>5. Jerry Cartwright emails modified survey along with a facilitators guide for final review.</td>
<td>March 14, 2008</td>
</tr>
<tr>
<td>6. Final OK from organizations to Jerry Cartwright</td>
<td>March 17, 2008</td>
</tr>
<tr>
<td>7. Final Survey Instrument and link to “survey monkey” forwarded to all contact persons.</td>
<td>March 17, 2008</td>
</tr>
<tr>
<td>8. Survey Instrument Period (includes roundtables, etc)</td>
<td>March 18 – April 14, 2008</td>
</tr>
<tr>
<td>10. Final Report to SFWIB Executive Director</td>
<td>May 1, 2008</td>
</tr>
</tbody>
</table>
Survey Tool

Miami/Dade Monroe Business Needs Assessment

1. Welcome Page

You have been selected to participate in a small business survey as part of an economic needs assessment being conducted by the Florida Small Business Development Center Network and our partners in the South Florida region for use in developing a new Regional SBDC program that will develop and implement entrepreneurial and small business assistance based around the results of your participation. This will also provide all the partners with local economic research and regional profiles that will in turn benefit you and your business.

The survey will take less than 5 minutes to complete and we appreciate the time you take to complete the survey and ask you to complete it as fully as possible. The results are confidential and will not be available for review by the general public. However, the results will allow all of us to build the right kind of small business support that will assist new and existing businesses to continue to start, grow and thrive in South Florida. Thank you.

1. Please rate your satisfaction level with community services - 1 indicates that you are very dissatisfied while 5 indicates that you are very satisfied with the service.

<table>
<thead>
<tr>
<th>Service</th>
<th>5 Very Satisfied</th>
<th>4 Satisfied</th>
<th>3 Neutral</th>
<th>2 Dissatisfied</th>
<th>1 Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
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<tr>
<td>Public Transportation</td>
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<tr>
<td>Police Protection</td>
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<tr>
<td>Fire protection</td>
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<td>Telecommunications</td>
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<tr>
<td>Roads</td>
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<tr>
<td>Job Training</td>
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<tr>
<td>Emergency medical Service</td>
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<tr>
<td>Public School System</td>
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<tr>
<td>Air Service</td>
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<tr>
<td>Licenses/Permits</td>
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</tr>
</tbody>
</table>

Other (please specify)

2. What is the single most important action that government (local or otherwise) can take to improve the business climate?

2. South Florida Business Climate

3. Evaluate South Florida as a place to do business.

- [ ] Excellent
- [ ] Good
- [ ] Fair
- [ ] Poor
Miami/Dade Monroe Business Needs Assessment

4. What do you believe is South Florida's greatest strength as a place to do business?

5. What do you believe is South Florida's greatest weakness as a place to do business?

3. Your Business

6. Business Type
   - Manufacturing
   - Construction
   - Distribution
   - Service (List Type Below)
   - Transportation
   - Other (please specify)
   - Retail
   - Agribusiness
   - Wholesale
   - Banking/Finance/RE
   - Health Care

7. What are your annual sales?
   - Less than $50,000
   - $50,000 - $100,000
   - $100,000 - $500,000
   - $500,000 - $1 Million
   - $1 Million - $5 Million
   - $5 Million - $25 Million
   - More than $25 Million

8. What has been your sales performance over the past year?
   - Increased
   - Stayed The Same
   - Decreased

9. What geographic markets do you serve?
   - Miami/Dade and Monroe Counties
   - South Florida
   - Florida
   - Southeast
   - US Markets
   - International Markets

10. Do you currently export your product?
   - Yes
   - No
### Miami/Dade Monroe Business Needs Assessment

#### 11. If Yes, do you export ...

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Checkboxes" /> Out of South Florida?</td>
<td><img src="image2" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image3" alt="Checkboxes" /> Out of the State?</td>
<td><img src="image4" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image5" alt="Checkboxes" /> Out of the US?</td>
<td><img src="image6" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image7" alt="Checkboxes" /> Other (please specify)</td>
<td><img src="image8" alt="Checkboxes" /></td>
</tr>
</tbody>
</table>

#### 12. Do you currently import your product or materials?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9" alt="Checkboxes" /></td>
<td></td>
</tr>
</tbody>
</table>

#### 13. If Yes, do you import ...

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image10" alt="Checkboxes" /> Out of South Florida?</td>
<td><img src="image11" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image12" alt="Checkboxes" /> Out of the State?</td>
<td><img src="image13" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image14" alt="Checkboxes" /> Out of the US?</td>
<td><img src="image15" alt="Checkboxes" /></td>
</tr>
<tr>
<td><img src="image16" alt="Checkboxes" /> Other (please specify)</td>
<td><img src="image17" alt="Checkboxes" /></td>
</tr>
</tbody>
</table>

#### 14. What is the size of your facility?

<table>
<thead>
<tr>
<th>Less than 5000 sq ft</th>
<th>10,000 - 30,000 sq ft</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image18" alt="Checkboxes" /></td>
<td><img src="image19" alt="Checkboxes" /></td>
</tr>
<tr>
<td>5,000 - 10,000 sq ft</td>
<td>Greater than 30,000 sq ft</td>
</tr>
<tr>
<td><img src="image20" alt="Checkboxes" /></td>
<td><img src="image21" alt="Checkboxes" /></td>
</tr>
</tbody>
</table>

#### 15. Please describe your facility.

- ![Checkboxes](image22) Home Business
- ![Checkboxes](image23) Office Space
- ![Checkboxes](image24) Commercial Park
- ![Checkboxes](image25) Separate Building
- ![Checkboxes](image26) Other (please specify) |

#### 16. What changes do you anticipate in your business over the next year?

- ![Checkboxes](image27) Expand Facilities
- ![Checkboxes](image28) Reduce Facilities
- ![Checkboxes](image29) Add Employees
- ![Checkboxes](image30) Reduce Employees
- ![Checkboxes](image31) Change Technology
- ![Checkboxes](image32) New/Expanded Product Line
- ![Checkboxes](image33) Reduce Product Line
- ![Checkboxes](image34) Other (please specify) |

### 4. Labor Force
## Miami/Dade Monroe Business Needs Assessment

17. How many individuals do you employ in your business?

- [ ] 1 - 3
- [ ] 4 - 10
- [ ] 11 - 50
- [ ] 51 - 99
- [ ] 100 +

18. Indicate the percent of your labor force by category.

- Unskilled Labor
- Skilled Labor
- Technical
- Professional
- Management

19. How has your employment level changed over the past year?

- [ ] Increased
- [ ] Stayed The Same
- [ ] Decreased

Other (please specify)

20. Do you have problems in recruiting or retaining employees?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unskilled Labor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skilled Labor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. What employee recruiting sources do you use?

- Newspaper
- Internet
- Word of Mouth
- Temporary Agency
- Job Services of Florida
- South Florida Workforce
- Other Employees
- Job Training Programs
- Universities
- Community Colleges
- Vo-Tech Schools

Other (please specify)
Miami/Dade Monroe Business Needs Assessment

22. What local training programs do you use?
   - Business & Industry Services
   - Vo-Tech Schools
   - Job Training Programs
   - High School Programs
   - Universities
   - Other Private Training
   - Community Colleges

Other (please specify)

5. Contact Information

All personal information is optional and confidential.

23. Company Name

24. Address

25. City (required field for demographic comparison)

26. County (required field for demographic comparison)

27. Phone Number

28. FAX Number

29. Owner/Principal

30. Product/Service

31. We will be conducting personal interviews with several of the companies responding to the survey. Would you agree to be interviewed as part of this assessment? If yes, please enter the contact person’s name and phone number below.
   - Yes
   - No

Other (please specify)

Thank you for taking the time to respond to this survey. Your participation is greatly appreciated!
Press Release

The Premier Source for Business Assistance

Press Release

Release Date: April 1, 2008
Contact: Dianne Barlar, Marketing Director (850.473.7809 or dbarlar@uwf.edu)

FOR IMMEDIATE RELEASE

Business Needs Assessed to Help Develop South Florida Small Business Development Center

Pensacola, FL: Small business owners and managers in Miami-Dade and Monroe Counties have a two-week opportunity to help shape a new Regional Small Business Development Center and outreach offices that will provide educational training and technical assistance services in the region. An internet-based survey is now available to respond for that purpose. Businesses must log on at www.surveymonkey.com/s.aspx?sm=-_2btly2mi8AoWsMed7NWVWuA_3d_3d and complete the survey by April 14. The survey takes less than five minutes to complete. Businesses may also attend local roundtable discussions regarding needs in the region hosted by one of the partnering organizations committed to help establish the new regional SBDC program.

South Florida Workforce; Miami-Dade Chamber of Commerce; Key Largo Chamber of Commerce; CAMACOL, the Latin Chamber of Commerce; and the Doral Business Council are partnering with the Florida SBDC Network to make the survey available, as well as build the new regional program. Funding and information relative to South Florida needs developed by these organizations will ensure that the new South Florida SBDC is designed to meet the needs of the region which is scheduled for official start up on January 1, 2009.

Florida SBDCs cover the state with an infrastructure designed to meet small business needs. Core services consist of free and confidential one-on-one counseling, business education training in every aspect and function of business management, and information for better decision making. Special technical assistance programs such as government contracting through the Procurement Technical Assistance Centers teaches businesses how to do business with local, state and federal governments.

Florida’s SBDC program is funded under a cooperative agreement with the U.S. Small Business Administration. More information on the Florida SBDC Network may be obtained from www.FloridaSBDC.org or by calling 1.866.737.7232.

The Florida Small Business Development Center Network is a statewide partnership between higher education and economic development organizations dedicated to providing emerging and established business owners with assistance enabling overall growth and increased profitability that contributes to the economic prosperity of the state.

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Financial Management - Management

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J.L. Santner & Associates, Inc.

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ST JPA, South Florida Office

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Bob Harte, Executive Director

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Florida State Chamber of Commerce

Thomas Stahl, Executive Director
Florida United Business Association

State Director, Florida Economic Development Council

State Director’s Office
401 E Chase Street, Suite 100
Pensacola, FL 32502
1.866.737.7232 or 850.473.7800
fsbdc@uwf.edu
www.FloridaSBDC.org

10
Miami-Dade & Monroe Business Needs Assessment

Responses

Note: The total number of respondents to the on-line survey was 160 while the total number completing the survey was 122. The respondents were also filtered to include only the 91 indicating that they lived in the Miami-Dade and Monroe County area. The following results are the responses of that sub-group.

No paper surveys were returned to the FSBDC State Director’s Office by any participating partners nor was any local roundtable discussions identified during the surveying timeline.
Complete Survey Question Responses

1. Please rate your satisfaction level with community services - 1 indicates that you are very dissatisfied while 5 indicates that you are very satisfied with the service.

<table>
<thead>
<tr>
<th>Service</th>
<th>5 Very Satisfied</th>
<th>4 Satisfied</th>
<th>3 Neutral</th>
<th>2 Dissatisfied</th>
<th>1 Very Dissatisfied</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilities</td>
<td>22.2% (20)</td>
<td>40.0% (36)</td>
<td>27.8% (25)</td>
<td>14.4% (13)</td>
<td>2.2% (2)</td>
<td>90</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>7.8% (7)</td>
<td>8.9% (8)</td>
<td>34.4% (31)</td>
<td>30.0% (27)</td>
<td>24.4% (22)</td>
<td>90</td>
</tr>
<tr>
<td>Police Protection</td>
<td>17.6% (16)</td>
<td>37.4% (34)</td>
<td>40.7% (37)</td>
<td>7.7% (7)</td>
<td>1.1% (1)</td>
<td>91</td>
</tr>
<tr>
<td>Fire Protection</td>
<td>25.6% (23)</td>
<td>46.7% (42)</td>
<td>30.0% (27)</td>
<td>1.1% (1)</td>
<td>1.1% (1)</td>
<td>90</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>13.3% (12)</td>
<td>36.7% (33)</td>
<td>31.1% (28)</td>
<td>17.8% (16)</td>
<td>5.6% (5)</td>
<td>90</td>
</tr>
<tr>
<td>Roads</td>
<td>6.7% (5)</td>
<td>31.1% (28)</td>
<td>21.1% (19)</td>
<td>35.6% (32)</td>
<td>10.0% (9)</td>
<td>90</td>
</tr>
<tr>
<td>Job Training</td>
<td>4.5% (4)</td>
<td>12.5% (11)</td>
<td>52.3% (46)</td>
<td>26.1% (23)</td>
<td>9.1% (8)</td>
<td>88</td>
</tr>
<tr>
<td>Emergency medical Service</td>
<td>20.0% (18)</td>
<td>38.9% (35)</td>
<td>33.3% (30)</td>
<td>5.6% (5)</td>
<td>6.7% (6)</td>
<td>90</td>
</tr>
<tr>
<td>Public School System</td>
<td>15.7% (14)</td>
<td>20.2% (18)</td>
<td>37.1% (33)</td>
<td>22.5% (20)</td>
<td>9.0% (8)</td>
<td>89</td>
</tr>
<tr>
<td>Air Service</td>
<td>7.9% (7)</td>
<td>18.0% (16)</td>
<td>53.9% (48)</td>
<td>18.6% (16)</td>
<td>7.9% (7)</td>
<td>89</td>
</tr>
<tr>
<td>Licenses/Permits</td>
<td>5.6% (5)</td>
<td>20.2% (18)</td>
<td>34.8% (31)</td>
<td>25.8% (23)</td>
<td>18.0% (16)</td>
<td>89</td>
</tr>
<tr>
<td>Other (please specify)</td>
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<td>8</td>
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<tr>
<td>Answered question</td>
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<tr>
<td>Skipped question</td>
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**Question #1 – Open-Ended Responses**

1. TEAM METRO VERY HELPFUL AND ON TIME.
2. Utilities Clarification: Electric - (5) VERY SATISFIED Water/Sewer - (1.5) VERY DISSATISFIED
3. The amount of bureaucracy and steps to open as small business is a shame.
4. Environmental protection on a small scale for example a next door carpentry show that sprays without a booth is not enforced in Dade.
5. Too much crap to go through to get permits.
6. Key Largo has no community character; zoning controls building, with no thought to overall effect.
7. Too much police presents; Horrible permitting situation; Too many restrictions and rules.
8. Permitting often takes an unconscionable amount of time to complete, adding to costs of many projects and programs.
2. **What is the single most important action that government (local or otherwise) can take to improve the business climate?**

<table>
<thead>
<tr>
<th>Response Count</th>
<th>Answered Question</th>
<th>71</th>
</tr>
</thead>
</table>

**Question #2 – Open-Ended Responses**

1. relax permitting restrictions: highway signage, parking issues, vegetation barriers that hide your business from the highway,

2. **GRANTS FOR SMALL BUSINESS AND LOANS AT A SPECIAL SPECIAL RATE TO HELP THE TRULY COMMITTED SMALL BUSINESS OWNERS.**

3. Better communication on legislation which may impact local businesses.

4. Offer more grants to business owners with home offices. Offer more grants to small businesses in general. Make the procurement process more efficient and available to new business owners who do not understand the system.

5. To provide job training programs.

6. Invest in infrastructure

7. Make it easier for new businesses to open. Media should promote the positive aspects in their stories (i.e.: more accurate weather reporting during hurricane season.)

8. Give small business a greater chance at starting up. Lots of people have good ideas to create jobs and help people in need, but it's just an idea, because they can't get the help to start up.

9. grants for small business

10. Better Education for youth and adult to attract large corporations to move down to Florida. More and more

11. Lower the property taxes. Run government more efficiently, requiring less funding.

12. Representation of each area of the keys is vital. i.e. what's good for Key West may not be good for Key Largo.

13. Regulate the cost of fuel.

14. To offer more training classes and one on one assistance on how businesses process information within the government sector.

15. Improve transportation - stop the expansion of highways for cars and focus on public transport embedded into the highway system such as express bus only lanes or light rail down the major corridors (I-95/826/836) would be a good start. Force telecoms (especially ATT and Comcast) to improve their services - reliability and customer service foremost. Small Business is very dependent on the Internet and telephone to be successful and all too often have their productivity affected by poor management by the telecom companies. Consistent building code rules and quick inspection for small offices doing build out or modifications. It varies wildly at
16. lower gas price
17. First and foremost is the level of customer services: the demeanors of those who communicate with the public vary from very positive to very rude. Some people tend to stereotype, some people seem to not like what they do others just do not have the information needed to be helpful.
18. granted contract to local small business
19. Make business grants easier to get.
20. reach out to small businesses and keep them informed of public offerings
21. Give more grants; offer more training; require less licensing - and by that I don't mean qualifying licensing... I mean the purposeless licenses that only serve the purpose of taking more money from citizens that are simply trying to make a living.
22. roads
23. Give new businesses info on grants, and classes.
24. RESTORE MICROENTERPRISE FUNDING.
25. My business's opening was delayed because of the excessive and unbelievable amount of time it took to get my permits and licenses. This system needs to be improved dramatically.
26. Education and Financing
27. Upgrade digital infrastructure
28. Beautify our U.S. 1 rights of way and enhance and maintain better our multi-purpose paths on both north- and southbound sides
29. Ease of permitting
30. Be honest with citizens and treat all fairly.
31. Business owners must feel that government sectors fully support their inception and continued development. This kind of support can not be shown in a single action, but must be developed gradually through continued resources and incentives which add value to efforts of various business owners.
32. Clean up ...Duval both streets and store windows. Clean up the Beaches ...improve the sidewalks, benches, trash cans ...public spaces.
33. Reduction in windstorm, insurance. Also, complete the sewer project at a reasonable cost.
34. Government needs to control its costs the way business owners control theirs.
35. Much more support for star-up business to get grants.
36. Remind people within a community to support local business first
37. Try to get lower priced motels and hotels
38. make sure that it is fair to all and not a selective few
40. Recognizing the industry as a whole and supporting it instead of killing it. Employee housing!
41. Provide capital and Mentor Protégé for small businesses to get "hands on" technical assistance.
42. Make Key West CLEAN and WELCOMING;
43. Keep an eye on the insurance rates, most especially the windstorm issue.
44. Tax Relief and affordable housing
45. Grade/advance license/permit bureaucrats by merit, not tenure.
46. The licensing and Code Compliance should be the same regardless of who owns the business, where in town the business is located and not based on who knows who.
47. Somehow help small businesses with operating expenses to allow them to pay a real living wage
48. Only about 1/3 of the air services leave on time and are glossy expensive
49. provide for a "specially defined business license" to be given to activities conducting business thru the use of their computers located in their residence, zoned residential
50. Stop corruption within local government
51. Ease the process involved in starting up a small business.
52. Listen to the consumer.
53. Tax breaks for small businesses (especially real estate), programs offering medical plans for small businesses
54. Crack down on crazy drivers. Esp. on RT 95. It is always backed up and very dangerous. I was in two accidents within 6 months. The second was server. There is no need for business to consider the road risks when doing business - It should be SAFE!
55. provide (start-up) financial assistance through grants, etc. through public-private joint effort, especially for technology based companies
56. Taxes and insurance reevaluation.
57. Making the processes more user friendly, reducing costs, and providing more help.
58. Better communicate and educate the public on what is available.
59. Don't Know
60. listen to the needs of the businesses and the TDC MEMBERS
61. lower property taxes so the housing market will improve
62. Help small business/less red tape.
63. Reduce personal favoritism...
64. Streamline the permitting processes. Change the way it assesses business property, from "highest and best use" to "current use." Put a cap on commercial property taxes, like we have for homesteaded property.
65. Promote KEY LARGO, to hell with Key West!
66. Assure that windstorm insurance is kept within reasonable bounds; don't get hoodwinked by the insurance companies.
67. Respond like entrepreneurs not bureaucrats. It took two months to get a home occupational license. They changed the price between when I started the application and finished and I had to call to follow up several times. If it were a business run on sales they would have had it done in a week and then called me to follow up and make sure everything was okay.
68. Help lower the cost of vacationing in the area
69. Simplify permitting process and hire more staff for the building department that can work on permits instead of red flagging businesses.

70. Lower Taxes

71. Change the property assessment rules to "current use" instead of "highest and best use," which leads to very high property taxes for mom-and-pop waterfront businesses struggling to survive.

3. Evaluate South Florida as a place to do business.

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>Good</td>
<td>47.8%</td>
<td>43</td>
</tr>
<tr>
<td>Fair</td>
<td>31.1%</td>
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<tr>
<td>Poor</td>
<td>7.8%</td>
<td>7</td>
</tr>
</tbody>
</table>

answered question 90

skipped question 1

4. What do you believe is South Florida’s greatest strength as a place to do business?

<table>
<thead>
<tr>
<th>Response Count</th>
<th>84</th>
</tr>
</thead>
</table>

answered question 84

skipped question 7

Question #4 – Open-Ended Responses

1. LOCATION, FOR EUROPEANS IS A FAMILIAR SPOT AND FOR LATIN AMERICAS ALMOST A SECOND HOME. VERY GOOD PLACED STRATEGICALLY
2. Proximity to Latin America, good climate year round
3. Beautiful weather year round which attracts diverse tourists to the beauty of the sea.
4. Diversity.
5. Climate
6. Weather & tourism
7. The geography of the Keys and the unique-ness of the area will always be an attraction to tourists.
8. no comment
9. International workforce
10. Gateway between the United States-Central/South Americas/Caribbean
11. training
12. The climate.
13. Diversity
14. no, too many competition
15. Diversity
16. The diversity and cultural climate
17. Except for hurricanes the fair weather makes for good year round productivity. Relatively low overall taxation from small/home business perspective. Diverse community with strong ties to LATAM helps it weather major economic downturns better than most other areas.
18. foreigner investors, tourism
19. I do not see strength in terms of South Florida. The businesses that develop are because of the individual who would like to start a business despite the difficulties they may face.
20. weather
21. the weather
22. location
23. The diversity of people. It is easy to get customers.
24. It's diversity.
25. the diversified cultures and people
26. The city's diversity and gateway to South America
27. The many cultures that we have bring something new to the table.
28. THE WEATHER AND THE PROXIMITY TO SOUTH AMERICAN COUNTRIES. ALSO THE DIFFERENCES IN POPULATION.
29. A lot of tourism
30. Geographic location - bilingual - Inhabitants from many countries of origin
31. Can't really think of anything.
32. unbelievably good climate, beauty and laidback lifestyle
33. highways
34. Tourism. Lots of exposure.
35. Diversity
36. South Florida has a great deal of untapped potential in land and people: despite the recent residential housing boom, there is still a great deal of commercial space and I believe many young residents are eager for training opportunities. It is also a good area to base operations for a leap into International markets, especially Latin America. If you have a successful product or service, South Florida is an excellent area to expand.
37. Weather - tourism
38. Diversity
39. tourists
40. Climate
41. South Florida should be also a hub for South America region. For new European and Asian companies they are looking to invest in Emerging Markets. P. Brady
42. No tax on services
43. The water activities
44. Warm climate and wonderful people.
45. Weather - attractiveness of location itself.
46. Weather
47. Weather
48. Desirable weather
49. Our beautiful weather
50. Location, weather
51. international appeal
52. The diversity of clientele and the weather.
53. Climate
54. weather
55. Friendly people
56. climate, nice weather
57. environment, weather
58. Diversity
59. Tourism
60. Weather
61. The weather
62. Diversity in the population.
63. People have been very willing to sample my product. People tend to give you a chance.
64. climate
65. tourist area
66. International gateway to the World.
67. The international location, and diversity of it's people
68. Pleasing environment for workers
69. Nice place to live, connection point between US, Latin America, Europe and Asia
70. What we have to offer as beauty, peace, and a good people base who care for one another. Of course I am speaking of my Home Town of Key Largo, only. My little little piece of Paradise that has been my permanent home since 1991. Also my place of Business since April 2005. Having acquired Sunshine Printing as my Company in an effort to continue to serve the great folks who have been doing business with Sunshine for many years. We have been serving the Florida Since 1984. Thank each and every one of our good and loyal customers.
71. climate
72. weather
73. climate
74. test
75. climate
76. Climate, access to international transportation, culture, coral reef
77. weather
78. Our wonderfully warm weather.
79. It's a great place to live.
80. Ethnic diversity
81. tourism
82. The climate - There are always new people to serve
83. Location and climate
84. Climate, access to major international airports, wonderful cultural/natural assets

5. What do you believe is South Florida’s greatest weakness as a place to do business?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>answered question</td>
<td>84</td>
</tr>
<tr>
<td>skipped question</td>
<td>7</td>
</tr>
</tbody>
</table>

Question #5 – Open-Ended Responses

1. lack of workforce housing
2. THE EXPECTATION AMONGST LOCALS THAT ALL BUSINESS SHOULD BE DONE AT NO-FRILLS PRICES WITH EXPENSIVE TASTE RESULTS
3. too much bureaucracy at all levels of government
4. Lack of foresight in regard to the impact on the environment. Community and regional leadership should be more invested in creating a "greener" community.
6. Congestion
7. Wages versus cost of living
8. Cost of living for staff, gas prices, language barrier.
9. no comment
10. cost of living
11. Its workforce. South Florida lacks skilled workforce in the sciences/mathematics and technology. There is a large digital divide within South Florida which will only increase as much as the demand of technology changes.
12. transportation system
13. Transportation (and crime in Miami Dade).
14. questionable government leadership
15. everybody is trying to get there foot in the door, especially with the economic being so bad
16. The need to be bilingual
17. The cultural climate
18. It’s vulnerability to hurricanes - especially the poor and easily damaged infrastructure for power and telecom. Overpriced real estate (both home and commercial) and subsequently high property taxes. It’s sprawl and heavy traffic makes it inefficient and costly to get around if your business is dependent on local travel for service or delivery of product.
19. cost of real state
20. The maze of steps a person has to go through. Some forms are on line - yet the websites are not always smooth flowing. Depending on the type of business there are multiple cites a person has to go to in order to obtain information. (2 places may give 2 different responses to the same question). The ability to determine "incorporated" verses unincorporated guidelines.
21. low incomes
22. not enough film & photography supplies
23. none
24. Too many languages being spoken.
25. It's diversity.
26. lack of business ethics
27. Corruption
28. Not having advertised Associations for various groups, for example, what associations or groups are here for writers, and designers? Is there a place where both can meet and network? And Classes are not advertised for small and upcoming businesses, which many need to survive and grow (for free).
29. AT PRESENT, THE ECONOMIC SITUATION. THE GOV. KEEPS SAYING WE ARE HEADED INTO A RECESSION, BUT GUESS WHAT??? WE HAVE BEEN IN IT FOR MORE THAN A YEAR NOW AND THEY DIDN'T EVEN SEE IT EVEN IF IT HIT THEM IN THE FACE.
30. Very transient community
31. lack of work force training
32. Lack of new media adoption and sophistication.
33. lack of educated and dedicated workforce with a strong work ethic
34. Mass transit
35. Low wages and high cost of living.
36. Lack of trust
37. South Florida squanders too much time, money, and resources on business decisions which do not create revenue or add value to the community: Miami PAC, proposed Marlin’s Stadium, proposed Miami Tunnel; while at the same time refusing to support new, creative areas of entrepreneurhip. In addition, many of the current government initiatives in South Florida are rot with corruption. For example: the proposed Bio-Med Park in Opa Locka, under the Miami-Dade OCED; an innovative idea, which was completely derailed by a lack of government oversight and cronyism.
38. None!
39. high rent and high property taxes
40. Unsightly properties, half torn down houses, business with signs broken or gone, (like Payfair) the unsightly storefronts and broken down buildings are not appealing and make the are seem downtrodden to tourists and locals alike.
41. Too expensive.
42. Warehouse cost is not competitive as other countries in the region.
43. Labor pool in South Florida is tough and creates many challenges
44. No lower priced places to stay.
45. Too many special interest and public cronies...
46. Traffic congestion.
47. Cost of doing business!
48. Lack of available funding for small businesses. Florida has tons of organizations for small businesses that all provide the same assistance. Funds to staff and run the organizations can be better spent for small businesses. Sometimes the cost of getting certified by private organizations (i.e. National Minority Supplier, Women Enterprise)
49. Expenses; licenses, too many taxes on every little thing, insurance rates, windstorm is prohibitive, especially, no good health insurance for small business (group)
50. The cost of living increases, which contributes to turnover in staff and lack of affordable housing
51. Public Services, training, affordable housing, taxes,
52. transient employees
53. The Labor Pool
54. Wages and housing. I consider these one and the same
55. local government
56. high cost of living
57. weather--hurricanes
58. transient/seasonal residents
59. the ever-present Threat of natural disaster
60. Language barrier
61. Too crowded
62. The Hurricanes
63. Transportation and taxes
64. Dealing with the city to get a license and also driving.
65. lack of skilled/technical infrastructure
66. bad customer service and too much red tape for businesses to open yet business still break many business making laws
67. Costs. Tax and Business insurance is very high.
68. The ability of our leaders not to recognize that the cost of doing business is killing us. Insurance, Taxes, health care, etc need immediate attention. Corruption within our government is out of control, and oversight of the personnel placed in high positions is lacking.
69. Cost of living
70. Latin Customs even when I'm Latin
71. no opinions
72. politics - the politicians seem to like to throw up road blocks and make things difficult without assessing the feelings or desires of their constituents
73. lack of qualified workers
74. Spanish
75. test
76. rudeness by citizens and visitors alike
77. high cost of living, driven by housing; service economy, which limits the standard of living; lack of diversified economy
78. Low pay, high cost of living
79. With a few exceptions, our local and state leaders don't have good common sense.
80. It's an expensive place to live.
81. Poor customer service
82. employees, rules and regulations
83. Lack of individuals to do jobs.
84. High cost of living. Monroe County leads the state, and has for the last 35 years. Reliance on the service (tourism) industry. We need a more diversified economy to help us get through hurricane recovery, etc.
Question #6 – Open-Ended Responses

1. Non profit Museum
2. ENTERTAINMENT
3. restaurant
4. Assisted living facility
5. Landscape design
6. tourism/lodging
7. Hair
8. Chamber of commerce
9. Education
10. Temperature controlled warehouses
11. professional
12. Professional Organizing
13. Non-profit organization
14. IT Services to Small Business
15. Non profit
16. Design, Architecture
17. Tax Preparation
18. parking
19. photography & film
20. Women's fitness center
21. Pool Service / currently on hold due to licensing
22. data entry & tutoring
23. Design/Graphic Design/Illustrations/Photography
24. Start up business assistance - Incorporating services
25. New media consulting and production
26. writing and art
27. real estate
28. Tax Preparation / Bookkeeping
29. Retail Services, Retail Consulting
30. corporate travel & wedding planning
31. sales and installation of window treatments
32. Sailing lessons
33. Service-Refinishing Company
34. Janitorial and Home Healthcare Aids
35. Food and Beverage! The mere fact that you have no hospitality listed!
36. Staffing
37. lodging
38. Retail/Take out food service
39. employment
40. tourism
41. tourism
42. Nonprofit
43. Leisure, Personal Fitness, Youth Development in Athletics
44. fire alarm installation, burglar alarm, cctv systems, and more
45. medical device (R&D)
46. aircraft parts repair
47. Real Estate and retail sales
48. Printing
49. dive charter
50. test
51. Small business coaching
52. Boat Charter
53. Writing
54. Restaurant/Marina
55. resort
56. Retail
57. motel
58. Chamber of commerce/business association
### 7. What are your annual sales?

<table>
<thead>
<tr>
<th>Category</th>
<th>Response Percent</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Less than $50,000</td>
<td>32.6%</td>
<td>28</td>
</tr>
<tr>
<td>$50,000 - $100,000</td>
<td>17.4%</td>
<td>15</td>
</tr>
<tr>
<td>$100,000 - $500,000</td>
<td>20.9%</td>
<td>18</td>
</tr>
<tr>
<td>$500,000 - $1 Million</td>
<td>11.6%</td>
<td>10</td>
</tr>
<tr>
<td>$1 Million - $5 Million</td>
<td>12.8%</td>
<td>11</td>
</tr>
<tr>
<td>$5 Million - $25 Million</td>
<td>2.3%</td>
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<tr>
<td>More than $25 Million</td>
<td>2.3%</td>
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</table>

**answered question** 86

**skipped question** 5

### 8. What has been your sales performance over the past year?

<table>
<thead>
<tr>
<th>Performance</th>
<th>Response Percent</th>
<th>Response Count</th>
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<tr>
<td>Increased</td>
<td>34.1%</td>
<td>29</td>
</tr>
<tr>
<td>Stayed The Same</td>
<td>29.4%</td>
<td>25</td>
</tr>
<tr>
<td>Decreased</td>
<td>36.5%</td>
<td>31</td>
</tr>
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</table>

**answered question** 85

**skipped question** 6
9. What geographic markets do you serve?

<table>
<thead>
<tr>
<th>Market Type</th>
<th>Response Count</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami/Dade and Monroe Counties</td>
<td>45</td>
<td>52.3%</td>
</tr>
<tr>
<td>South Florida</td>
<td>16</td>
<td>18.6%</td>
</tr>
<tr>
<td>Florida</td>
<td>2</td>
<td>2.3%</td>
</tr>
<tr>
<td>Southeast</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>US Markets</td>
<td>15</td>
<td>17.4%</td>
</tr>
<tr>
<td>International Markets</td>
<td>7</td>
<td>8.1%</td>
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</table>

answered question 86

skipped question 5

10. Do you currently export your product?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Count</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>8</td>
<td>9.2%</td>
</tr>
<tr>
<td>No</td>
<td>79</td>
<td>90.8%</td>
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</table>

answered question 87

skipped question 4

11. If Yes, do you export ...

<table>
<thead>
<tr>
<th>Response</th>
<th>Yes</th>
<th>No</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Out of South Florida?</td>
<td>63.6% (7)</td>
<td>45.5% (5)</td>
<td>11</td>
</tr>
<tr>
<td>Out of the State?</td>
<td>69.2% (9)</td>
<td>38.5% (5)</td>
<td>13</td>
</tr>
<tr>
<td>Out of the US?</td>
<td>54.5% (6)</td>
<td>54.5% (6)</td>
<td>11</td>
</tr>
<tr>
<td>Other (please specify)</td>
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</table>

answered question 14

skipped question 77
Question #11 – Open-Ended Responses
1. We export services.
2. Occasionally do business outside of Monroe County. PA, NY, CO, GA
3. Test
4. Geographic markets can be both us and international

12. Do you currently import your product or materials?

<table>
<thead>
<tr>
<th></th>
<th>Response Percent</th>
<th>Response Count</th>
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<td>No</td>
<td>86.9%</td>
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</table>

answered question 84
skipped question 7

13. If Yes, do you import ...

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<th></th>
<th>Yes</th>
<th>No</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of South Florida?</td>
<td>75.0% (9)</td>
<td>33.3% (4)</td>
<td>12</td>
</tr>
<tr>
<td>Out of the State?</td>
<td>63.6% (7)</td>
<td>45.5% (5)</td>
<td>11</td>
</tr>
<tr>
<td>Out of the US?</td>
<td>72.7% (8)</td>
<td>36.4% (4)</td>
<td>11</td>
</tr>
<tr>
<td>Other (please specify)</td>
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<td></td>
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</table>

answered question 13
skipped question 78

Question #13 – Open-Ended Responses
1. Aircraft parts are sent to us from Iceland for repair, and then returned
2. BROKERED PRINTING CAN BE SECURED FROM MANY FINE COMPANIES OUTSID
3. Test
14. What is the size of your facility?

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Response Percent</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Less than 5000 sq ft</td>
<td>73.0%</td>
<td>65</td>
</tr>
<tr>
<td>5,000 - 10,000 sq ft</td>
<td>15.7%</td>
<td>14</td>
</tr>
<tr>
<td>10,000 - 30,000 sq ft</td>
<td>6.7%</td>
<td>6</td>
</tr>
<tr>
<td>Greater than 30,000 sq ft</td>
<td>4.5%</td>
<td>4</td>
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</table>

answered question 89

skipped question 2

15. Please describe your facility.

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<thead>
<tr>
<th>Facility Type</th>
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<th>Response Count</th>
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</thead>
<tbody>
<tr>
<td>Home Business</td>
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<tr>
<td>Office Space</td>
<td>33.3%</td>
<td>27</td>
</tr>
<tr>
<td>Commercial Park</td>
<td>13.6%</td>
<td>11</td>
</tr>
<tr>
<td>Separate Building</td>
<td>22.2%</td>
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</table>

Other (please specify) 12

answered question 81

skipped question 10

Question #15 – Open-Ended Responses

1. Multi use building
2. Hotel
3. Also a parking garage
4. Share warehouse
5. Mobile Business that is operated from our Home office
6. Small shop, one of several under the same roof
7. Warehouse
8. Tiny office and gear storage and dock space
9. Boats
10. Shop in strip mall
11. Resort
12. Motel
16. What changes do you anticipate in your business over the next year?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Expand Facilities</td>
<td>43.5%</td>
<td>30</td>
</tr>
<tr>
<td>Relocate Facility</td>
<td>27.5%</td>
<td>19</td>
</tr>
<tr>
<td>Reduce Facilities</td>
<td>7.2%</td>
<td>5</td>
</tr>
<tr>
<td>Add Employees</td>
<td>55.1%</td>
<td>38</td>
</tr>
<tr>
<td>Reduce Employees</td>
<td>14.5%</td>
<td>10</td>
</tr>
<tr>
<td>Change Technology</td>
<td>15.5%</td>
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</tr>
<tr>
<td>New/Expanded Product Line</td>
<td>37.7%</td>
<td>26</td>
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<tr>
<td>Reduce Product Line</td>
<td>5.8%</td>
<td>4</td>
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<td>Other (please specify)</td>
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</table>

**Answered question**: 60

**Skipped question**: 22

**Question #16 – Open-Ended Responses**

1. We are newly opened and growing
2. Increase occupancy
3. n/a
4. Same or loose the contract
5. Sell and stick with my 9 to 5.
6. I plan to enhance my credentials through education.
7. Expand clients and services to include additional out of state locations
8. Redevelopment
9. Expand services
10. Business is very competitive
11. **GUESS I SHOULD BITE THE BULLET AND LEARN SOME OF THIS NEW COMPUTER GENERATED STUFF SO I CAN SAY UP WITH THE YOUNGER AND SMARTER TRADE PRINTERS.**
12. Try to stay afloat - literally and figuratively
13. I may be OUT of business in the next year
14. Reduce all overhead costs
15. I would love to earn more money!
16. Redevelop
17. Hunker down to get through this economic downturn
17. How many individuals do you employ in your business?

<table>
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<tr>
<th>Category</th>
<th>Response Percent</th>
<th>Response Count</th>
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</thead>
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<td>58.3%</td>
<td>51</td>
</tr>
<tr>
<td>4 - 10</td>
<td>24.4%</td>
<td>21</td>
</tr>
<tr>
<td>11 - 50</td>
<td>15.1%</td>
<td>13</td>
</tr>
<tr>
<td>51 - 99</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>100+</td>
<td>1.2%</td>
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answered question 86
skipped question 5

18. Indicate the percent of your labor force by category.

<table>
<thead>
<tr>
<th>Category</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unskilled Labor</td>
<td>42.7%</td>
<td>36</td>
</tr>
<tr>
<td>Skilled labor</td>
<td>53.7%</td>
<td>44</td>
</tr>
<tr>
<td>Technical</td>
<td>36.4%</td>
<td>29</td>
</tr>
<tr>
<td>Professional</td>
<td>58.5%</td>
<td>48</td>
</tr>
<tr>
<td>Management</td>
<td>65.9%</td>
<td>54</td>
</tr>
</tbody>
</table>

answered question 82
skipped question 9
19. How has your employment level changed over the past year?

<table>
<thead>
<tr>
<th>Employment Level</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>22.7%</td>
<td>20</td>
</tr>
<tr>
<td>Stayed The Same</td>
<td>59.1%</td>
<td>52</td>
</tr>
<tr>
<td>Decreased</td>
<td>18.2%</td>
<td>16</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

Question #19 – Open-Ended Responses
1. I’VE ADDED A PART TIMER
2. Do not have employees yet
3. THE COMPANY HAS NO EMPLOYEES. THE OWNERS/MANAGERS RUN THE BUSINESS.
4. Slight increase in staff, big increase in sales
5. Test

20. Do you have problems in recruiting or retaining employees?

<table>
<thead>
<tr>
<th>Type</th>
<th>Yes</th>
<th>No</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unskilled Labor</td>
<td>31.0% (18)</td>
<td>70.7% (41)</td>
<td>58</td>
</tr>
<tr>
<td>Skilled Labor</td>
<td>52.4% (33)</td>
<td>49.2% (31)</td>
<td>63</td>
</tr>
<tr>
<td>Technical</td>
<td>47.2% (26)</td>
<td>54.7% (29)</td>
<td>53</td>
</tr>
<tr>
<td>Professional</td>
<td>53.8% (35)</td>
<td>47.7% (31)</td>
<td>66</td>
</tr>
<tr>
<td>Management</td>
<td>44.8% (26)</td>
<td>56.9% (33)</td>
<td>58</td>
</tr>
</tbody>
</table>

answered question 84
skipped question 7
**21. What employee recruiting sources do you use?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>48.6%</td>
<td>36</td>
</tr>
<tr>
<td>Internet</td>
<td>31.1%</td>
<td>23</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>86.5%</td>
<td>64</td>
</tr>
<tr>
<td>Temporary Agency</td>
<td>14.9%</td>
<td>11</td>
</tr>
<tr>
<td>Job Services of Florida</td>
<td>1.4%</td>
<td>1</td>
</tr>
<tr>
<td>South Florida Workforce</td>
<td>9.5%</td>
<td>7</td>
</tr>
<tr>
<td>Other Employees</td>
<td>31.1%</td>
<td>23</td>
</tr>
<tr>
<td>Job Training Programs</td>
<td>5.4%</td>
<td>4</td>
</tr>
<tr>
<td>Universities</td>
<td>10.8%</td>
<td>8</td>
</tr>
<tr>
<td>Community Colleges</td>
<td>12.2%</td>
<td>9</td>
</tr>
<tr>
<td>Vo-Tech Schools</td>
<td>2.7%</td>
<td>2</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

**Question #21 – Open-Ended Responses**

1. Trade publications
2. Does not apply
3. Not currently seeking employees
4. n/a
5. None-self employed only employee
6. Company recruiters
7. US Sailing, National Governing Body of Sailing
8. Radio
9. self employed just myself
10. We are hot. They contact us.
11. MOM & POP BUSINESS
12. I am a one-woman shop; I don't need employees
13. International employee programs
14. Posting on bulletin boards
### Question #22 – Open-Ended Responses

1. Chamber seminars
2. None
3. None
4. Does not apply
5. In house training
6. On the job training
7. None
8. None
9. Have not used any
10. No One
11. "We grow our own"
12. None
13. None
### Question #25 – Open-Ended Responses

<table>
<thead>
<tr>
<th>City</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coral Gables</td>
<td>1</td>
</tr>
<tr>
<td>Cutler Bay</td>
<td>1</td>
</tr>
<tr>
<td>Doral</td>
<td>1</td>
</tr>
<tr>
<td>Florida City</td>
<td>1</td>
</tr>
<tr>
<td>Homestead</td>
<td>3</td>
</tr>
<tr>
<td>Islamorada</td>
<td>3</td>
</tr>
<tr>
<td>Key Largo</td>
<td>18</td>
</tr>
<tr>
<td>Key West</td>
<td>20</td>
</tr>
<tr>
<td>Miami</td>
<td>31</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>2</td>
</tr>
<tr>
<td>Miami Gardens</td>
<td>1</td>
</tr>
<tr>
<td>Miami Lakes</td>
<td>1</td>
</tr>
<tr>
<td>North Miami Beach</td>
<td>2</td>
</tr>
<tr>
<td>Sunny Isles Beach</td>
<td>1</td>
</tr>
<tr>
<td>Tavernier</td>
<td>5</td>
</tr>
</tbody>
</table>

Answered: 91 | Skipped: 0

### Question #26 – Open-Ended Responses

<table>
<thead>
<tr>
<th>County</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami-Dade</td>
<td>45</td>
</tr>
<tr>
<td>Monroe</td>
<td>46</td>
</tr>
</tbody>
</table>

Answered: 91 | Skipped: 0
<table>
<thead>
<tr>
<th>Question #30 – Open-Ended Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. history museum</td>
</tr>
<tr>
<td>2. BOOKING AGENCY/WORLD MUSIC LABEL</td>
</tr>
<tr>
<td>3. Assisted Living Facility and ALF consulting</td>
</tr>
<tr>
<td>4. Landscape Design</td>
</tr>
<tr>
<td>5. Hair services</td>
</tr>
<tr>
<td>6. High End Technology Training and Professional Services</td>
</tr>
<tr>
<td>7. transportation</td>
</tr>
</tbody>
</table>
8. Warehouses
9. DISTRIBUTOR FOR OIL, FUEL, AIR, WATER FILTERS
10. IT services for small business
11. PROFESSIONAL SERVICES
12. BUSINESS ASSISTANCE - TAX PREPARATION
13. Health and Fitness
14. WINDOW TRATMENTS
15. Design & Photography
16. HEALTH PRODUCTS
17. START UP BUSINESS ASSISTANCE - INCORPORATING SERVICES
18. Welding & Machine Shop
19. writing and art
20. real estate services
21. Tax Preparation / Bookkeeping
22. Retail Services, Retail Consulting
23. Blinds
24. mortgage
25. Sailing Instruction
26. treasure coins and custom jewelry
27. mortgages brokerage
28. Staffing
29. Financial Services
30. vehicle rentals
31. Cupcakes and Panini Sandwiches
32. Employment Services
33. Children Shoes
34. Athletic and Sports Performance
35. Menus That Talk
36. Ophthalmic and Optical Equipment
37. OFFSET PRINTING
38. Dive Charter and Dive Instruction
39. marine wholesale & retail
40. Architect
41. Small business, life coaching
42. Custom picture framing and art gallery
43. Writing and information products
44. Food service/Marina
45. resort
46. Video rental and sales
47. Non-profit business association, visitor information
Findings

Reviewing the response provides some interesting information regarding the perception of business development, growth and survivability in Miami-Dade and Monroe Counties. While each is different in terms of economic niches they do align themselves with businesses and perceptions throughout the state. Identified needs and issues with the business environment are also very much in line with what is seen and heard statewide.

Overwhelming issues reported dealt with licensing and permitting, access to capital, job training and both management assistance and business education training. Again, these areas of identification are similar across the state.

Interestingly though is the overwhelming approval rating of 61 percent, indicated that both counties are a good to excellent to place to do business. Why? Naturally, the sunshine takes the top response but surprisingly, so to does the identification of the diversity of the population. Many contributed this population mix as being strong for business development and growth. On the other hand, similar weaknesses were identified, cost of living certainly due to the recent rises in transportation costs and housing. There were some comments relative to lack of adequate and skilled workforce that seemed to be coupled with complaints of languages as a barrier. This may be interpreted as an influx of migrant workers and/or the realized or not, increase in the number of immigrants specifically to the Keys. Miami-Dade has a steadily growing immigrant population that tends to confine itself to specific ethnic areas of the City/County. Some of the issues surrounding language and workforce would not be as visible to those responding to this survey as it would to the Keys’ business population.
Over half, 57 percent of the business responding to the survey indicated that they were service businesses, 17 percent retail and equally at 5 percent were both construction and manufacturing. It is expected that the issues of skilled workers and workforce availability were aligned with these two areas of business. As with our overall state business environment, Miami-Dade and Monroe Counties have small to micro businesses populated throughout. Those identifying employees between 1 and 3 made up a solid 60 percent of the respondents and over 99 percent had less than 50 employees. Again, this aligns well with the state statistics. The labor force of these businesses was identified as 54 percent skilled and 43 percent unskilled while management positions were a solid 60 percent.

In response to the current economic environment almost equal responses were reported to those seeing an increase in business at 34 percent to those seeing a decline at 37 percent. Some 29 percent felt business was remaining steady. Tied to the prospect of employee growth, 55 percent felt they would be hiring new employees. Some 41 percent of the respondents indicated that they operated a home-based business which tends to be a sole proprietor operation. This gives some reason for optimism with the future business growth for the region as a whole, with expansion potential from these businesses. Facility expansion respondents give support to this optimism with 44 percent indicating expansion was a change they were moving toward. Additionally, another 38 percent reported that either new or expanded products were to be added and that technology incorporation followed that change indicator by 16 percent. Relocation was mention as a change for some 28 percent of the respondents.

While many think of the Miami-Dade area in particular as being the hub for Central and South America where international trading would be king, only 8 percent of the respondents indicated that their business involved international trade. Over 52 percent indicated that their geographic market was Miami-Dade and Monroe Counties and only 17 percent indicated that their market was outside of Florida. This survey definitely is not capturing the small sole proprietor, conducting business on a cash-only business, which takes place in the greater Miami area. However, those responding to annual sales of less than $1 million totaled 84 percent which indicates that our market is in fact small businesses. Some 33 percent reported annual sales of less than $50,000.

**Analysis**

Information gathered from respondents to this survey indicates similar attitudes and issues to those conducted from the SBDC at Florida Gulf Coast University in Ft. Myers some twelve years ago. Similarly, we see that the issues and obstacles have not changed as years have pasted by, just their level of priority and, the level of frustration with entrepreneurs and small business owners. Recent surveys by National Federation of Independent Businesses (NFIB) and the National Small Business Association (NSBA) show very parallel responses.
So the question to be asked is “what does this information mean to us as an organization and what is our role in reacting to it?”

First, we must remind ourselves what brought us to this point in time and this assessment. The assessment was to be a mechanism by which the identified original partners could form a cohesive response to bring more direct services and more direct sensitivity to needs of entrepreneurs and small business owners by facilitating the FSBDC Network’s request to form a new Regional SBDC program and host(s) with additional service center outreach within Miami-Dade and Monroe Counties.

Second, due to the limited existing SBDC resources within the two-county area there was agreement that a needs assessment should be conducted to facilitate the development and implementation of direct services for entrepreneurs and small business owners in the two-county area. The assessment might prove whether or not any specific niche areas might be more of an identified issue for focusing services and delivery.

Third, the original partners discussing the SBDC development also were interested in redefining, restructuring or creating new programming in entrepreneurial education and business technical assistance within either their own membership and/or their identified community. The FSBDC inclusion provides all interested organizations a mechanism by which to be engaged and involved with those developments and actual implementation.
# Miami-Dade and Monroe County Small Business Statistics

## Florida Business Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Firms</td>
<td>1.539 million</td>
</tr>
<tr>
<td>White</td>
<td>1.355 million</td>
</tr>
<tr>
<td>Black</td>
<td>102,053</td>
</tr>
<tr>
<td>Native American</td>
<td>9,923</td>
</tr>
<tr>
<td>Hispanic</td>
<td>266,688</td>
</tr>
</tbody>
</table>

## Ethnic Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Women-Owned</th>
<th>Black-Owned</th>
<th>Hispanic- Owned (not specific to County)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dade</td>
<td>Monroe</td>
<td>Dade</td>
</tr>
<tr>
<td>All Firms</td>
<td>88,168</td>
<td>2,681</td>
<td>28,335</td>
</tr>
<tr>
<td>With Employees</td>
<td>10,621</td>
<td>621</td>
<td>1,532</td>
</tr>
<tr>
<td>Employment</td>
<td>70,214</td>
<td>3,363</td>
<td>16,783</td>
</tr>
<tr>
<td>Payroll (rounded Thousands)</td>
<td>1.5M</td>
<td>77,802</td>
<td>276,313</td>
</tr>
</tbody>
</table>

Miami-Dade & Monroe County Area of Counseling
SBDC Unduplicated Clients – January through December 2007

<table>
<thead>
<tr>
<th>Area of Counseling</th>
<th>Dade</th>
<th>Monroe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Business Startup &amp; Acquisition</td>
<td>515</td>
<td>41</td>
</tr>
<tr>
<td>2 Sources of Capital</td>
<td>490</td>
<td>31</td>
</tr>
<tr>
<td>3 Marketing &amp; Sales</td>
<td>91</td>
<td>30</td>
</tr>
<tr>
<td>4 Government Procurement</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>5 Accounting &amp; Records</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>9 Personnel/Human Resources</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>10 Computer Systems</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>11 International Trade</td>
<td>54</td>
<td>0</td>
</tr>
<tr>
<td>12 Buy/Sell Business</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>13 Technology</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>20 IRS Regulatory Compliance</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Data collected is from multiple sessions with SBDC clients distributed over identified areas of counseling.

Recommendations

While the needs assessment does not reveal any significant insight into issues effecting small businesses, it does provide us with some insight as to some specific areas of irritation by the respondents and overall, tells us that we are on the correct path in providing greater outreach and better coordinated direct services to entrepreneurs and small business owners in Miami-Dade and Monroe Counties. No specific program development is necessary. The partnering, coordination and alignment of programming and outreach identified within South Florida Workforce, CAMACOL, Miami-Dade Chamber, Key Largo Chamber, Doral Business Council and the SBDC can and must be better coordinated; can and must provide greater county-wide accessibility through restructuring and outreach location determination; can and must take a leadership role in providing entrepreneurial education as a life style option and, greater business technical assistance to meet the needs of all identified groups in the region.

The Florida Small Business Development Center Network represents a highly successful thirty-plus year infrastructure and support mechanism for the state’s entrepreneurs and small businesses. Legislation passed and awaiting the Governor’s signature during the 2008 legislative session in HB7901, fully recognizes and officially identifies the role of the SBDC as the state’s principle organization for small business assistance. The success of the SBDC in entrepreneurial education, business management and technical assistance brings a recognizable yet non-competitive program to enhance and expand local outreach and economic impact to the broader business community.

Clearly there is the need, desire and commitment for collaboration among individual programs/organizations to further their broad mandates of community service, education, training, management and technical assistance and economic prosperity. There is also great logic, efficiencies and synergies in melding these and other partners into hosts for and committing to establishing a new ninth SBDC Regional Office and outreach service centers in Miami-Dade and Monroe Counties.

It is recommended that the South Florida Workforce Board commit and participate financially and programmatically with the Florida Small Business Development Center Network to facilitate hosting a new Regional SBDC in Miami-Dade County with additional mutually agreed upon outreach service centers in Miami-Dade and Monroe Counties; to officially begin a mutually beneficial partnership and SBDC transition commencing July 1, 2008 with an official start up operation on January 1, 2009.