

# City of Key West Strategic Planning Business Survey

## Retail

Response	Count	Percent	0	20	40	60	80	100
Attractions	1	1.5%						
Museums	1	1.5%						
Food or grocery store	1	1.5%						
Eating	1	1.5%						
Drinking	2	3.1%						
General Merchandise	3	4.6%						
Apparel	0	0.0%						
Custom apparel	2	3.1%						
Automotive	1	1.5%						
Furniture and appliances	0	0.0%						
Drug and proprietary	0	0.0%						
Liquor	0	0.0%						
Galleries	7	10.8%						
Marine (land based)	1	1.5%						
Marine (water based)	1	1.5%						
Other retail	11	16.9%						
No Response	33	50.8%						

## Service

Response	Count	Percent	0	20	40	60	80	100
Cleaning establishment	1	1.5%						
Auto repair or service	0	0.0%						
Beauty or Barber shop	1	1.5%						
Hotel or Motel	2	3.1%						
Bed and Breakfast	2	3.1%						
Vacation rental	5	7.7%						
General home or business service	9	13.8%						
Water sports	3	4.6%						
Financial services	7	10.8%						
Media	1	1.5%						
Other service	9	13.8%						
No Response	25	38.5%						

## Real Estate

Response	Count	Percent	0	20	40	60	80	100
Apartment	6	9.2%						
Other real estate	3	4.6%						
No Response	56	86.2%						

## City of Key West Strategic Planning Business Survey

### What is your position in this business establishment?

Response	Count	Percent	0	20	40	60	80	100
Owner or partner	47	72.3%						
Manager	13	20.0%						
Assistant Manager	0	0.0%						
Other	3	4.6%						
No Response	2	3.1%						

### How long have you held this position?

Response	Count	Percent	0	20	40	60	80	100
Under 1 year	1	1.5%						
1-3 years	17	26.2%						
4-10 years	23	35.4%						
Over 10 years	24	36.9%						
No Response	0	0.0%						

### How long has this business been in existence at this location?

Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	1	1.5%						
1-3 years	11	16.9%						
4-10 years	27	41.5%						
11-20 years	6	9.2%						
Over 20 years	20	30.8%						
No Response	0	0.0%						

### Over the past 12 months, how would you rate the ability of the city public transit system to bring customers to your business?

Response	Count	Percent	0	20	40	60	80	100
Excellent	8	12.3%						
Good	12	18.5%						
Fair	11	16.9%						
Poor	9	13.8%						
Not important to my business	21	32.3%						
No Response	4	6.2%						

## City of Key West Strategic Planning Business Survey

**Over the past 12 months, how would you rate the ability of the city public transit system to bring employees to your business?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	4	6.2%						
Good	16	24.6%						
Fair	8	12.3%						
Poor	8	12.3%						
No Response	29	44.6%						

**How would you rate the condition of the street in front of your business?**

Response	Count	Percent	0	20	40	60	80	100
Satisfactory (does not need)	31	47.7%						
Fair (needs minor improvement)	26	40.0%						
Unsatisfactory (needs major)	8	12.3%						
No Response	0	0.0%						

**How would you rate the condition of the sidewalk in front of your business?**

Response	Count	Percent	0	20	40	60	80	100
Satisfactory (does not need)	32	49.2%						
Fair (needs minor improvement)	22	33.8%						
Unsatisfactory (needs major)	6	9.2%						
Not applicable	5	7.7%						
No Response	0	0.0%						

**How often in the past 12 months has your business or have customers been inconvenienced by streets or sidewalks blocked by construction, delivery trucks, refuse collection vehicles or loitering in the vicinity of your business?**

Response	Count	Percent	0	20	40	60	80	100
Never	16	24.6%						
Very often	13	20.0%						
Fairly often	11	16.9%						
Once in a while	25	38.5%						
No Response	0	0.0%						

## City of Key West Strategic Planning Business Survey

### How was your business inconvenienced? (Mark all that apply)

Response	Count	Percent	0	20	40	60	80	100
Loitering	13	20.0%						
Parking blocked	16	24.6%						
Traffic tied up	19	29.2%						
Sidewalk blocked	14	21.5%						
Other	6	9.2%						
No Response	21	32.3%						

### During the past 12 months, were you, your customers, or employees every bothered by traffic, construction or other noises occurring outside your business?

Response	Count	Percent	0	20	40	60	80	100
No, never	13	20.0%						
Once in a while	29	44.6%						
Frequently	21	32.3%						
No Response	2	3.1%						

### What was the most annoying source of the noise? (Mark all that apply)

Response	Count	Percent	0	20	40	60	80	100
Street performers	2	3.1%						
General vehicular traffic	14	21.5%						
Buses	4	6.2%						
Construction	12	18.5%						
Motorcycles	20	30.8%						
Emergency police, fire, or ambulance	3	4.6%						
Other	11	16.9%						
Not important to my business	11	16.9%						
No Response	14	21.5%						

### How adequate is the amount of public street lighting at night in your business area?

Response	Count	Percent	0	20	40	60	80	100
About right	37	56.9%						
Not enough lighting	20	30.8%						
Too much lighting	0	0.0%						
Business not open at night	7	10.8%						
No Response	1	1.5%						

## City of Key West Strategic Planning Business Survey

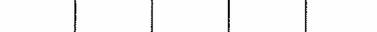
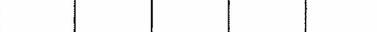
**How satisfactory is the availability of parking (public and private) for your customers and employees?**

Response	Count	Percent	0	20	40	60	80	100
Completely satisfactory (they can	14	21.5%						
Usually satisfactory (they are often	20	30.8%						
Extremely unsatisfactory (they are	26	40.0%						
Not applicable	5	7.7%						
No Response	0	0.0%						

**How would you rate parking law enforcement along your block?**

Response	Count	Percent	0	20	40	60	80	100
About right (police use good	44	67.7%						
Too strict	9	13.8%						
Too lax (police allow too much illegal	10	15.4%						
No Response	2	3.1%						

**How safe do you feel while working in your business during the day?**

Response	Count	Percent	0	20	40	60	80	100
Very safe	49	75.4%						
Reasonably safe	16	24.6%						
Somewhat safe	0	0.0%						
Very unsafe	0	0.0%						
No Response	0	0.0%						

**How safe do you feel while working in your business at night?**

Response	Count	Percent	0	20	40	60	80	100
Very safe	22	33.8%						
Reasonably safe	32	49.2%						
Somewhat safe	3	4.6%						
Very unsafe	3	4.6%						
Do not work at night at this location	5	7.7%						
No Response	0	0.0%						

## City of Key West Strategic Planning Business Survey

**Do you employ or use any means of private security?**

Response	Count	Percent	0	20	40	60	80	100
Yes	22	33.8%						
No	41	63.1%						
No Response	2	3.1%						

**What type of private security do you use? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Burglar alarm system	25	38.5%						
Watchdog	0	0.0%						
Private security force or guards	5	7.7%						
Other	1	1.5%						
No Response	39	60.0%						

**In the past 12 months did anyone break into your business or attempt to illegally enter your business or attempt to rob anyone?**

Response	Count	Percent	0	20	40	60	80	100
Yes	13	20.0%						
No	52	80.0%						
No Response	0	0.0%						

**Please specify which types of crimes occurred**

Response	Count	Percent	0	20	40	60	80	100
Break in	7	10.8%						
Robbery of persons	2	3.1%						
Vandalism	4	6.2%						
No Response	52	80.0%						

**How many times did this occur in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
One	8	12.3%						
Two	3	4.6%						
Three	2	3.1%						
Four	0	0.0%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	0	0.0%						
No Response	52	80.0%						

## City of Key West Strategic Planning Business Survey

### Were all of these incidents reported to the police?

Response	Count	Percent	0	20	40	60	80	100
Yes	7	10.8%						
No	6	9.2%						
No Response	52	80.0%						

### How many were not reported

Response	Count	Percent	0	20	40	60	80	100
One	5	7.7%						
Two	1	1.5%						
Three	0	0.0%						
Four	0	0.0%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	0	0.0%						
No Response	59	90.8%						

### What were the major reasons for not reporting them? (Mark all that apply)

Response	Count	Percent	0	20	40	60	80	100
Did not think it was important enough	3	4.6%						
Did not think it would do any good	3	4.6%						
Did not want to get involved or spend	0	0.0%						
Did not want to get the person who did	0	0.0%						
Afraid of adverse publicity in the	0	0.0%						
Afraid of retaliation or that I would get	1	1.5%						
Other	2	3.1%						
No Response	58	89.2%						

### During the last 12 months, do you know of any incidents of shoplifting from your establishment?

Response	Count	Percent	0	20	40	60	80	100
Yes	12	18.5%						
No	52	80.0%						
No Response	1	1.5%						

## City of Key West Strategic Planning Business Survey

**How many times did this occur in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
One	1	1.5%						
Two	3	4.6%						
Three	0	0.0%						
Four	1	1.5%						
Five	0	0.0%						
Six	2	3.1%						
Seven or more	5	7.7%						
No Response	53	81.5%						

**Were all of these incidents reported to the police?**

Response	Count	Percent	0	20	40	60	80	100
Yes	0	0.0%						
No	11	16.9%						
No Response	54	83.1%						

**How many were not reported?**

Response	Count	Percent	0	20	40	60	80	100
One	0	0.0%						
Two	3	4.6%						
Three	0	0.0%						
Four	0	0.0%						
Five	0	0.0%						
Six	2	3.1%						
Seven or more	5	7.7%						
No Response	55	84.6%						

**What were the major reasons for not reporting them? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Did not think it was important enough	4	6.2%						
Did not think it would do any good	3	4.6%						
Did not want to get involved or spend	2	3.1%						
Did not want to get the person who did	0	0.0%						
Afraid of adverse publicity in the	2	3.1%						
Afraid of retaliation or that I would get	1	1.5%						
Other	2	3.1%						
No Response	53	81.5%						

## City of Key West Strategic Planning Business Survey

During the past 12 months, was your business the victim of any other crimes, such as fraud, embezzlement, employee pilferage, theft of items outside the store, arson, or any other crime?

Response	Count	Percent	0	20	40	60	80	100
Yes	12	18.5%						
No	53	81.5%						
No Response	0	0.0%						

How many incidents of each type of crime occurred in the past year? (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
One	5	7.7%						
Two	2	3.1%						
Three	2	3.1%						
Four	2	3.1%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	1	1.5%						
No Response	53	81.5%						

How many incidents of each type of crime occurred in the past year? (Scale 2)

Response	Count	Percent	0	20	40	60	80	100
One	3	4.6%						
Two	0	0.0%						
Three	0	0.0%						
Four	1	1.5%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	0	0.0%						
No Response	61	93.8%						

## City of Key West Strategic Planning Business Survey

**How many incidents of each type of crime occurred in the past year? (Scale 3)**

Response	Count	Percent	0	20	40	60	80	100
One	0	0.0%						
Two	0	0.0%						
Three	0	0.0%						
Four	0	0.0%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	1	1.5%						
No Response	64	98.5%						

**How many of each type of crime were not reported? (Scale 1)**

Response	Count	Percent	0	20	40	60	80	100
One	3	4.6%						
Two	2	3.1%						
Three	0	0.0%						
Four	1	1.5%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	0	0.0%						
No Response	59	90.8%						

**How many of each type of crime were not reported? (Scale 2)**

Response	Count	Percent	0	20	40	60	80	100
One	0	0.0%						
Two	0	0.0%						
Three	0	0.0%						
Four	1	1.5%						
Five	0	0.0%						
Six	0	0.0%						
Seven or more	0	0.0%						
No Response	64	98.5%						



## City of Key West Strategic Planning Business Survey

**How would you rate the courtesy of the police toward yourself and other persons in your establishment during the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	27	41.5%						
Good	18	27.7%						
Fair	8	12.3%						
Poor	2	3.1%						
Not applicable; had no contact	10	15.4%						
No Response	0	0.0%						

**How would you rate the fairness of the police in dealing with your business during the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	23	35.4%						
Good	20	30.8%						
Fair	5	7.7%						
Poor	0	0.0%						
Not applicable; had no contact	16	24.6%						
No Response	1	1.5%						

**How would you rate the visibility of the police, especially in terms of how often you see and/or speak to an officer at or near your place of business?**

Response	Count	Percent	0	20	40	60	80	100
Frequent contact (almost every week)	9	13.8%						
Regular contact (almost every month)	5	7.7%						
Occasional contact (at least once)	17	26.2%						
Infrequent contact (a couple times or)	18	27.7%						
Rare contact (not even once a year)	15	23.1%						
No Response	1	1.5%						

**Overall, how would you rate the police protection for your business?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	21	32.3%						
Good	29	44.6%						
Fair	12	18.5%						
Poor	1	1.5%						
No Response	2	3.1%						

## City of Key West Strategic Planning Business Survey

**During the past 12 months, was your facility inspected by the fire department?**

Response	Count	Percent	0	20	40	60	80	100
No	43	66.2%						
Yes	21	32.3%						
No Response	1	1.5%						

**How would you rate the adequacy of the inspection?**

Response	Count	Percent	0	20	40	60	80	100
Adequate	20	30.8%						
Inadequate	2	3.1%						
Too extensive or too petty or particular	0	0.0%						
No Response	43	66.2%						

**How would you rate the courtesy of the fire inspectors?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	11	16.9%						
Good	8	12.3%						
Fair	2	3.1%						
Poor	0	0.0%						
No Response	44	67.7%						

**Overall, do you feel that the inspections helped improve the fire safety of your establishment?**

Response	Count	Percent	0	20	40	60	80	100
Yes, quite a bit	9	13.8%						
Yes, slightly	9	13.8%						
No apparent help	14	21.5%						
No Response	33	50.8%						



## City of Key West Strategic Planning Business Survey

**Is there a publicly maintained alley beside or behind your business?**

Response	Count	Percent	0	20	40	60	80	100
No	52	80.0%						
Yes	11	16.9%						
No Response	2	3.1%						

**How would you rate the cleanliness of the alley in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Very clean?	0	0.0%						
Fairly clean?	2	3.1%						
Fairly dirty?	4	6.2%						
Very dirty?	4	6.2%						
No Response	55	84.6%						

**During the past 12 months, did you or your employees see any rats outside of your establishment?**

Response	Count	Percent	0	20	40	60	80	100
No	42	64.6%						
Yes	15	23.1%						
No Response	8	12.3%						

**How many times during the past 12 months were rats seen?**

Response	Count	Percent	0	20	40	60	80	100
Once or twice	13	20.0%						
Three or four times	5	7.7%						
Five or six times	2	3.1%						
More than six times	1	1.5%						
No Response	44	67.7%						

**In the past 12 months did the refuse collectors ever miss picking up your trash and/or garbage on scheduled pickup days?**

Response	Count	Percent	0	20	40	60	80	100
No	45	69.2%						
Yes, 1 to 5 times	13	20.0%						
Yes, 6 to 10 times	6	9.2%						
Yes, more than 10 times	1	1.5%						
No Response	0	0.0%						

## City of Key West Strategic Planning Business Survey

**In the past 12 months, did the collectors ever spill or scatter trash or garbage in the area of your business?**

Response	Count	Percent	0	20	40	60	80	100
No	22	33.8%						
Yes, 1 to 5 times	21	32.3%						
Yes, 6 to 10 times	11	16.9%						
Yes, more than 10 times	11	16.9%						
No Response	0	0.0%						

**In the past 12 months did the sanitation collectors ever damage your property when picking up trash and garbage?**

Response	Count	Percent	0	20	40	60	80	100
No	62	95.4%						
Yes	2	3.1%						
No Response	1	1.5%						

**During the past 12 months, have refuse collectors, when collecting either your refuse or someone else's, ever made so much noise that it bothered you, your employees, or your customers?**

Response	Count	Percent	0	20	40	60	80	100
No	48	73.8%						
Yes, at least once a week	7	10.8%						
Yes, at least once a month	2	3.1%						
Yes, once every few months	5	7.7%						
Yes, only once or twice	1	1.5%						
No Response	2	3.1%						

**During the past 12 months, have you ever noticed odors from uncollected garbage?**

Response	Count	Percent	0	20	40	60	80	100
No	37	56.9%						
Yes, one or two times	9	13.8%						
Yes, three or four times	2	3.1%						
Yes, five or six times	5	7.7%						
Yes, more than six times	10	15.4%						
No Response	2	3.1%						

## City of Key West Strategic Planning Business Survey

**In the past 12 months, how many times has your establishment been inspected for cleanliness, health, general sanitation or code violations?**

Response	Count	Percent	0	20	40	60	80	100
None	49	75.4%						
One	8	12.3%						
Two	4	6.2%						
Three or more times	3	4.6%						
No Response	1	1.5%						

**How would you rate the adequacy of the inspection?**

Response	Count	Percent	0	20	40	60	80	100
Adequate	13	20.0%						
Under-inspected or inadequate	2	3.1%						
Over-inspected or too particular	2	3.1%						
No Response	48	73.8%						

**How would you rate the courtesy of the inspectors?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	6	9.2%						
Good	8	12.3%						
Fair	2	3.1%						
Poor	0	0.0%						
No Response	49	75.4%						

**How would you rate the fairness of the inspectors?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	3	4.6%						
Good	3	4.6%						
Fair	0	0.0%						
Poor	1	1.5%						
No Response	58	89.2%						

## City of Key West Strategic Planning Business Survey

**About how often over the past 12 months have you, your employees, or your customers been seriously inconvenienced by standing water or flooding in the immediate vicinity of your establishment after a rainstorm or high tide?**

Response	Count	Percent	0	20	40	60	80	100
Never	17	26.2%						
Only after some heavy rains	10	15.4%						
Only after every heavy rain	7	10.8%						
After almost every rain	5	7.7%						
After some high tides	0	0.0%						
No Response	26	40.0%						

**During the past 12 months, have there been any occasions when the rate of flow or pressure of your water caused inconvenience in your operations? Or do you not use the water for any commercial or business purposes?**

Response	Count	Percent	0	20	40	60	80	100
Yes	10	15.4%						
No	47	72.3%						
Don't know	1	1.5%						
Not applicable - Don't use my water	7	10.8%						
No Response	0	0.0%						

**What was the problem you had? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Water shut off or reduced because of	4	6.2%						
Always too slow	4	6.2%						
Pressure drops when water using	3	4.6%						
Other	1	1.5%						
No Response	54	83.1%						

**On about how many working days did this occur in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
1 or 2 days	3	4.6%						
3 to 10 days	5	7.7%						
11 to 20 days	2	3.1%						
More than 20 days	1	1.5%						
No Response	54	83.1%						

## City of Key West Strategic Planning Business Survey

**During the past 12 months, have you had any occasions of sewer stoppage, backup, or overflow?**

Response	Count	Percent	0	20	40	60	80	100
No	51	78.5%						
Yes, about one or two times a year	8	12.3%						
Yes, more than two times a year/at	3	4.6%						
Yes, more than one a month/at most	2	3.1%						
Yes, more than once a week	0	0.0%						
No Response	1	1.5%						

**Overall, how would you rate your sewer facilities and sewer services?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	17	26.2%						
Good	38	58.5%						
Fair	8	12.3%						
Poor	1	1.5%						
No Response	1	1.5%						

**In the past 12 months, have you ever called a city office to complain about something like poor city services or a rude city official, or for any other reason?**

Response	Count	Percent	0	20	40	60	80	100
No	45	69.2%						
Yes	19	29.2%						
No Response	1	1.5%						

**How many different problems or complaints did you contact the city about in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
One	6	9.2%						
Two	7	10.8%						
Three to five	5	7.7%						
More than five	3	4.6%						
No Response	44	67.7%						

## City of Key West Strategic Planning Business Survey

**Which departments or officials did you contact initially regarding these complaints? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Mayor's Office/City Hall	4	6.2%						
City Manager	8	12.3%						
Commissioner	2	3.1%						
Police	9	13.8%						
Sanitation	1	1.5%						
Streets/Public Works (excluding Water and Sewers)	5	7.7%						
Health	1	1.5%						
Licenses & Inspections/Building codes	7	10.8%						
Other	5	7.7%						
No Response	42	64.6%						

**Were you generally satisfied with the city's responses to your complaints? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Response not yet completed	1	1.5%						
Satisfied	12	18.5%						
Dissatisfied, never responded or	5	7.7%						
Dissatisfied, poor quality or incorrect	2	3.1%						
Dissatisfied, took too long to complete	3	4.6%						
Dissatisfied, personnel were	1	1.5%						
Dissatisfied, other	2	3.1%						
No Response	43	66.2%						

**During the past 12 months, have you ever contacted the city to seek service or information, such as obtaining a building permit, etc.?**

Response	Count	Percent	0	20	40	60	80	100
No	40	61.5%						
Yes	22	33.8%						
Don't know/Don't remember	0	0.0%						
No Response	3	4.6%						

## City of Key West Strategic Planning Business Survey

**How many different service or information requests did you contact the city for during the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
1-5	20	30.8%						
6-10	6	9.2%						
11-20	0	0.0%						
More than 20	2	3.1%						
No Response	37	56.9%						

**Were you generally satisfied with the city's response to your requests? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Response not yet completed	2	3.1%						
Satisfied	20	30.8%						
Dissatisfied, never responded or	4	6.2%						
Dissatisfied, poor quality or incorrect	3	4.6%						
Dissatisfied, took too long to complete	5	7.7%						
Dissatisfied, personnel were	2	3.1%						
Dissatisfied, other	0	0.0%						
No Response	37	56.9%						

**Over the past 12 months have there been any complaints or requests for service or information related to your business that you would have liked to have made to city officials but didn't?**

Response	Count	Percent	0	20	40	60	80	100
No	52	80.0%						
Yes	12	18.5%						
No Response	1	1.5%						

## City of Key West Strategic Planning Business Survey

**Why didn't you communicate these to city officials? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Didn't think it would do any good	5	7.7%						
Unable to file request (could not get to	1	1.5%						
Filing procedures too complex or	1	1.5%						
Didn't know how or where to file	2	3.1%						
Expected, or had previously	3	4.6%						
Item not important enough to contact	0	0.0%						
No time, or just never got around to it	2	3.1%						
Didn't want to bother anyone	0	0.0%						
Thought someone else would contact	0	0.0%						
Other	1	1.5%						
No Response	52	80.0%						

**During the past 12 months, have you had any strong reason to suspect that pressure was put on your business or any of its employees by any city employee for financial or non-financial payments (not regular legal fees, charges, or taxes)? If so, which agency? (Mark all that apply)**

Response	Count	Percent	0	20	40	60	80	100
Never	58	89.2%						
Building inspector	1	1.5%						
Police	0	0.0%						
Fire	0	0.0%						
Sanitation	0	0.0%						
Code Enforcement	3	4.6%						
Refuse to say	2	3.1%						
Other	3	4.6%						
No Response	3	4.6%						

**How many times did this occur?**

Response	Count	Percent	0	20	40	60	80	100
One	0	0.0%						
Two	1	1.5%						
Three	10	15.4%						
Four or more	6	9.2%						
No Response	48	73.8%						

## City of Key West Strategic Planning Business Survey

**Overall, how satisfied have you been with the outcomes of your contacts with the city government over the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Not applicable	19	29.2%						
Very satisfied	20	30.8%						
Fairly satisfied	19	29.2%						
Somewhat dissatisfied	6	9.2%						
Very dissatisfied	1	1.5%						
No Response	0	0.0%						

**Overall, how would you rate the courtesy of city officials in the course of your contacts with city government over the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Not applicable	15	23.1%						
Very courteous	24	36.9%						
Fairly courteous	17	26.2%						
Somewhat courteous	6	9.2%						
Very discourteous	0	0.0%						
No Response	3	4.6%						

**Did you experience any problems in the course of your dealings with the City Managers Office in the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
Not applicable	28	43.1%						
No	26	40.0%						
Too much run-around or red tape	0	0.0%						
Never resolved the problems or	4	6.2%						
Unfair, biased against business and/or	0	0.0%						
Unnecessarily hurt business,	1	1.5%						
Personnel were discourteous	0	0.0%						
Too political in their actions	2	3.1%						
Procedures are too time-consuming	0	0.0%						
Other	1	1.5%						
No Response	3	4.6%						

## City of Key West Strategic Planning Business Survey

**Overall, are you satisfied with the usefulness, courtesy, and effectiveness of the City Managers Office, as you have experienced it or perceived it?**

Response	Count	Percent	0	20	40	60	80	100
Definitely yes	16	24.6%						
Generally yes	32	49.2%						
Generally no	5	7.7%						
Definitely no	2	3.1%						
No Response	10	15.4%						

**In general, how good a job do you feel government is doing in meeting the needs of your business?**

Response	Count	Percent	0	20	40	60	80	100
Excellent	7	10.8%						
Good	32	49.2%						
Fair	20	30.8%						
Poor	4	6.2%						
No Response	2	3.1%						

**Excluding yourself, approximately how many full-time employees did this facility have on the average during the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
None	7	10.8%						
1-5	31	47.7%						
6-10	11	16.9%						
11-30	5	7.7%						
31-50	2	3.1%						
More than 50	1	1.5%						
No Response	8	12.3%						

**Excluding yourself, approximately how many part-time employees did this facility have on the average during the past 12 months?**

Response	Count	Percent	0	20	40	60	80	100
None	8	12.3%						
1-5	18	27.7%						
6-10	4	6.2%						
11-30	1	1.5%						
31-50	0	0.0%						
More than 50	2	3.1%						
No Response	32	49.2%						

## City of Key West Strategic Planning Business Survey

**What were the approximate gross sales (of merchandise or services) at this establishment for the previous 12 months?**

Response	Count	Percent	0	20	40	60	80	100
None	3	4.6%						
Under \$25,000	4	6.2%						
\$25,000-99,000	6	9.2%						
\$100,000-499,999	15	23.1%						
\$500,000-999,999	16	24.6%						
\$1 million and above	17	26.2%						
No Response	4	6.2%						

**Developing a specific tourism plan with full community input.**

Response	Count	Percent	0	20	40	60	80	100
Very Low	5	7.7%						
Low	3	4.6%						
Medium	13	20.0%						
High	14	21.5%						
Very High	29	44.6%						
No Response	1	1.5%						

**Reducing or streamlining the rules and regulations related to businesses.**

Response	Count	Percent	0	20	40	60	80	100
Very Low	4	6.2%						
Low	9	13.8%						
Medium	27	41.5%						
High	10	15.4%						
Very High	14	21.5%						
No Response	1	1.5%						

**Developing a more equitable tax and license fee system.**

Response	Count	Percent	0	20	40	60	80	100
Very Low	4	6.2%						
Low	14	21.5%						
Medium	28	43.1%						
High	8	12.3%						
Very High	9	13.8%						
No Response	2	3.1%						

## City of Key West Strategic Planning Business Survey

### Developing a more balanced set of policies regarding special events.

Response	Count	Percent	0	20	40	60	80	100
Very Low	3	4.6%						
Low	8	12.3%						
Medium	29	44.6%						
High	12	18.5%						
Very High	9	13.8%						
No Response	4	6.2%						

### Ensuring a fair and equitable policy regarding street closures.

Response	Count	Percent	0	20	40	60	80	100
Very Low	4	6.2%						
Low	12	18.5%						
Medium	26	40.0%						
High	13	20.0%						
Very High	8	12.3%						
No Response	2	3.1%						

### Expanding hours of service to better suit the needs of businesses.

Response	Count	Percent	0	20	40	60	80	100
Very Low	6	9.2%						
Low	23	35.4%						
Medium	25	38.5%						
High	5	7.7%						
Very High	3	4.6%						
No Response	3	4.6%						

### Restricting tourism influence on our neighborhoods.

Response	Count	Percent	0	20	40	60	80	100
Very Low	12	18.5%						
Low	15	23.1%						
Medium	16	24.6%						
High	7	10.8%						
Very High	14	21.5%						
No Response	1	1.5%						

## City of Key West Strategic Planning Business Survey

### Ensuring balanced and fair policies related to cruise ships.

Response	Count	Percent	0	20	40	60	80	100
Very Low	6	9.2%						
Low	9	13.8%						
Medium	12	18.5%						
High	12	18.5%						
Very High	23	35.4%						
No Response	3	4.6%						

### Designing better policies to deal with the homeless issue.

Response	Count	Percent	0	20	40	60	80	100
Very Low	3	4.6%						
Low	2	3.1%						
Medium	7	10.8%						
High	14	21.5%						
Very High	37	56.9%						
No Response	2	3.1%						

### Getting more input from businesses before making decisions affecting them.

Response	Count	Percent	0	20	40	60	80	100
Very Low	3	4.6%						
Low	1	1.5%						
Medium	13	20.0%						
High	15	23.1%						
Very High	33	50.8%						
No Response	0	0.0%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Low	0	0.0%						
Low	0	0.0%						
Medium	0	0.0%						
High	0	0.0%						
Very High	13	20.0%						
No Response	52	80.0%						

## City of Key West Strategic Planning Business Survey

### Restricting the number of additional retirement housing units.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	14	21.5%						
Low Priority	19	29.2%						
Medium Priority	19	29.2%						
High Priority	5	7.7%						
Highest Priority	4	6.2%						
No Response	4	6.2%						

### Giving financial incentives (tax breaks) to full time residents.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	7	10.8%						
Low Priority	4	6.2%						
Medium Priority	18	27.7%						
High Priority	13	20.0%						
Highest Priority	20	30.8%						
No Response	3	4.6%						

### Developing a Living Wage Ordinance to encourage an adequate labor pool

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	12	18.5%						
Low Priority	7	10.8%						
Medium Priority	12	18.5%						
High Priority	20	30.8%						
Highest Priority	11	16.9%						
No Response	3	4.6%						

### Expanding bus service to the outer Keys.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	8	12.3%						
Low Priority	8	12.3%						
Medium Priority	21	32.3%						
High Priority	21	32.3%						
Highest Priority	7	10.8%						
No Response	0	0.0%						

## City of Key West Strategic Planning Business Survey

### Building more affordable housing.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	4	6.2%						
Low Priority	3	4.6%						
Medium Priority	16	24.6%						
High Priority	18	27.7%						
Highest Priority	24	36.9%						
No Response	0	0.0%						

### Passing a stricter noise control by-law.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	11	16.9%						
Low Priority	8	12.3%						
Medium Priority	14	21.5%						
High Priority	12	18.5%						
Highest Priority	18	27.7%						
No Response	2	3.1%						

### Eliminating some on street parking for better traffic movement.

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	23	35.4%						
Low Priority	19	29.2%						
Medium Priority	14	21.5%						
High Priority	1	1.5%						
Highest Priority	6	9.2%						
No Response	2	3.1%						

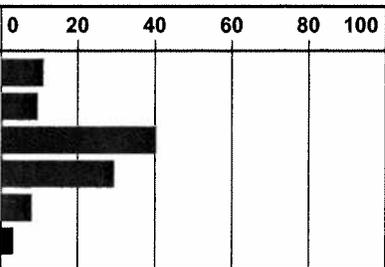
### Other

Response	Count	Percent	0	20	40	60	80	100
Lowest Priority	0	0.0%						
Low Priority	0	0.0%						
Medium Priority	0	0.0%						
High Priority	1	1.5%						
Highest Priority	13	20.0%						
No Response	51	78.5%						

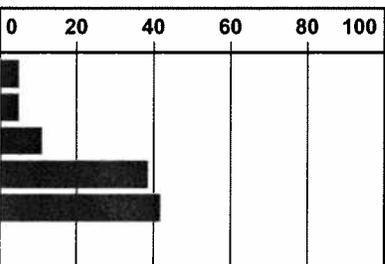


## City of Key West Strategic Planning Business Survey

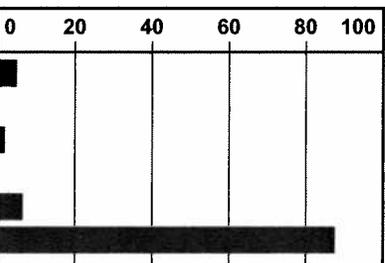
### The community college?

Response	Count	Percent	0	20	40	60	80	100
Very Little	7	10.8%						
A Little	6	9.2%						
Somewhat	26	40.0%						
Important	19	29.2%						
Very Important	5	7.7%						
No Response	2	3.1%						

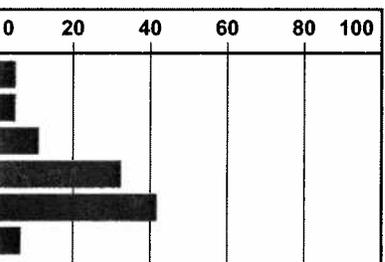
### The county government?

Response	Count	Percent	0	20	40	60	80	100
Very Little	3	4.6%						
A Little	3	4.6%						
Somewhat	7	10.8%						
Important	25	38.5%						
Very Important	27	41.5%						
No Response	0	0.0%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Little	3	4.6%						
A Little	0	0.0%						
Somewhat	1	1.5%						
Important	0	0.0%						
Very Important	4	6.2%						
No Response	57	87.7%						

### Lack of clear and agreed to plan?

Response	Count	Percent	0	20	40	60	80	100
Very Little	3	4.6%						
A Little	3	4.6%						
Somewhat	7	10.8%						
Important	21	32.3%						
Very Important	27	41.5%						
No Response	4	6.2%						

## City of Key West Strategic Planning Business Survey

### Lack of sufficient funds?

Response	Count	Percent	0	20	40	60	80	100
Very Little	5	7.7%						
A Little	6	9.2%						
Somewhat	18	27.7%						
Important	20	30.8%						
Very Important	12	18.5%						
No Response	4	6.2%						

### Lack of available land?

Response	Count	Percent	0	20	40	60	80	100
Very Little	6	9.2%						
A Little	6	9.2%						
Somewhat	9	13.8%						
Important	22	33.8%						
Very Important	20	30.8%						
No Response	2	3.1%						

### The high cost of living (overall)?

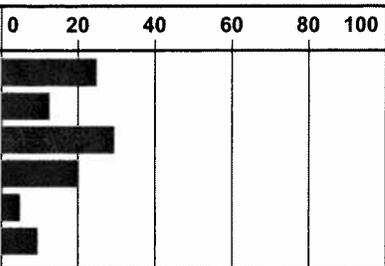
Response	Count	Percent	0	20	40	60	80	100
Very Little	1	1.5%						
A Little	1	1.5%						
Somewhat	8	12.3%						
Important	19	29.2%						
Very Important	33	50.8%						
No Response	3	4.6%						

### The high cost of housing?

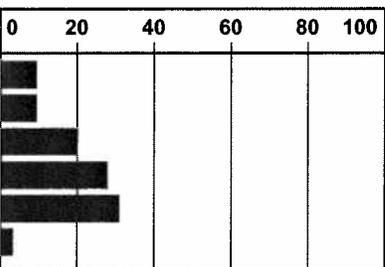
Response	Count	Percent	0	20	40	60	80	100
Very Little	2	3.1%						
A Little	0	0.0%						
Somewhat	8	12.3%						
Important	18	27.7%						
Very Important	33	50.8%						
No Response	4	6.2%						

## City of Key West Strategic Planning Business Survey

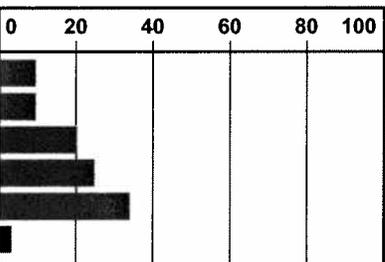
### Distance from the markets?

Response	Count	Percent	0	20	40	60	80	100
Very Little	16	24.6%						
A Little	8	12.3%						
Somewhat	19	29.2%						
Important	13	20.0%						
Very Important	3	4.6%						
No Response	6	9.2%						

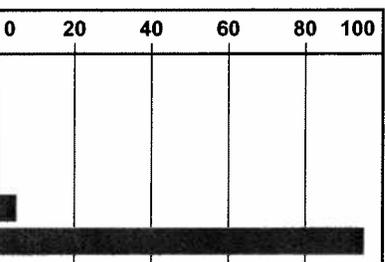
### Lack of skilled workforce?

Response	Count	Percent	0	20	40	60	80	100
Very Little	6	9.2%						
A Little	6	9.2%						
Somewhat	13	20.0%						
Important	18	27.7%						
Very Important	20	30.8%						
No Response	2	3.1%						

### Lack of competitive salaries?

Response	Count	Percent	0	20	40	60	80	100
Very Little	6	9.2%						
A Little	6	9.2%						
Somewhat	13	20.0%						
Important	16	24.6%						
Very Important	22	33.8%						
No Response	2	3.1%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Little	0	0.0%						
A Little	0	0.0%						
Somewhat	0	0.0%						
Important	0	0.0%						
Very Important	3	4.6%						
No Response	62	95.4%						

## City of Key West Strategic Planning Business Survey

**How important is it to seek diversification of Key West's economic base beyond businesses related directly to tourism?**

Response	Count	Percent	0	20	40	60	80	100
Very Little	7	10.8%						
A Little	3	4.6%						
Somewhat	12	18.5%						
Important	20	30.8%						
Very Important	14	21.5%						
No Response	9	13.8%						

**Continued exodus of young people?**

Response	Count	Percent	0	20	40	60	80	100
Very Little	4	6.2%						
A Little	1	1.5%						
Somewhat	14	21.5%						
Important	21	32.3%						
Very Important	21	32.3%						
No Response	4	6.2%						

**Expanded dominance of retirees?**

Response	Count	Percent	0	20	40	60	80	100
Very Little	5	7.7%						
A Little	5	7.7%						
Somewhat	18	27.7%						
Important	16	24.6%						
Very Important	16	24.6%						
No Response	5	7.7%						

**Possible downturn in tourism?**

Response	Count	Percent	0	20	40	60	80	100
Very Little	5	7.7%						
A Little	8	12.3%						
Somewhat	7	10.8%						
Important	21	32.3%						
Very Important	19	29.2%						
No Response	5	7.7%						

## City of Key West Strategic Planning Business Survey

### High costs drive some businesses out?

Response	Count	Percent	0	20	40	60	80	100
Very Little	2	3.1%						
A Little	2	3.1%						
Somewhat	13	20.0%						
Important	19	29.2%						
Very Important	24	36.9%						
No Response	5	7.7%						

### Taxes are increasing too fast?

Response	Count	Percent	0	20	40	60	80	100
Very Little	4	6.2%						
A Little	9	13.8%						
Somewhat	12	18.5%						
Important	15	23.1%						
Very Important	20	30.8%						
No Response	5	7.7%						

### Deterioration in quality of life?

Response	Count	Percent	0	20	40	60	80	100
Very Little	8	12.3%						
A Little	5	7.7%						
Somewhat	8	12.3%						
Important	11	16.9%						
Very Important	27	41.5%						
No Response	6	9.2%						

### Deterioration in sense of community?

Response	Count	Percent	0	20	40	60	80	100
Very Little	4	6.2%						
A Little	7	10.8%						
Somewhat	15	23.1%						
Important	11	16.9%						
Very Important	24	36.9%						
No Response	4	6.2%						

## City of Key West Strategic Planning Business Survey

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Little	0	0.0%						
A Little	0	0.0%						
Somewhat	0	0.0%						
Important	0	0.0%						
Very Important	2	3.1%						
No Response	63	96.9%						

### Businesses related to the arts?

Response	Count	Percent	0	20	40	60	80	100
Very Little	6	9.2%						
A Little	4	6.2%						
Somewhat	12	18.5%						
Important	20	30.8%						
Very Important	21	32.3%						
No Response	2	3.1%						

### Business related to music?

Response	Count	Percent	0	20	40	60	80	100
Very Little	8	12.3%						
A Little	3	4.6%						
Somewhat	16	24.6%						
Important	21	32.3%						
Very Important	15	23.1%						
No Response	2	3.1%						

### Businesses people can do at home?

Response	Count	Percent	0	20	40	60	80	100
Very Little	10	15.4%						
A Little	9	13.8%						
Somewhat	16	24.6%						
Important	20	30.8%						
Very Important	6	9.2%						
No Response	4	6.2%						

## City of Key West Strategic Planning Business Survey

### Educational enterprises for hospitality?

Response	Count	Percent	0	20	40	60	80	100
Very Little	4	6.2%						
A Little	8	12.3%						
Somewhat	16	24.6%						
Important	24	36.9%						
Very Important	9	13.8%						
No Response	4	6.2%						

### Educational enterprises for culinary arts?

Response	Count	Percent	0	20	40	60	80	100
Very Little	7	10.8%						
A Little	8	12.3%						
Somewhat	20	30.8%						
Important	19	29.2%						
Very Important	7	10.8%						
No Response	4	6.2%						

### Businesses related to wireless communication?

Response	Count	Percent	0	20	40	60	80	100
Very Little	12	18.5%						
A Little	12	18.5%						
Somewhat	22	33.8%						
Important	14	21.5%						
Very Important	2	3.1%						
No Response	3	4.6%						

### Businesses related to constructions trades?

Response	Count	Percent	0	20	40	60	80	100
Very Little	8	12.3%						
A Little	10	15.4%						
Somewhat	24	36.9%						
Important	18	27.7%						
Very Important	2	3.1%						
No Response	3	4.6%						

## City of Key West Strategic Planning Business Survey

### Businesses providing equipment services?

Response	Count	Percent	0	20	40	60	80	100
Very Little	9	13.8%						
A Little	11	16.9%						
Somewhat	27	41.5%						
Important	12	18.5%						
Very Important	2	3.1%						
No Response	4	6.2%						

### Businesses related to marine biology?

Response	Count	Percent	0	20	40	60	80	100
Very Little	7	10.8%						
A Little	2	3.1%						
Somewhat	17	26.2%						
Important	23	35.4%						
Very Important	13	20.0%						
No Response	3	4.6%						

### Businesses related to environmental protection?

Response	Count	Percent	0	20	40	60	80	100
Very Little	11	16.9%						
A Little	1	1.5%						
Somewhat	15	23.1%						
Important	17	26.2%						
Very Important	19	29.2%						
No Response	2	3.1%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Little	0	0.0%						
A Little	0	0.0%						
Somewhat	0	0.0%						
Important	3	4.6%						
Very Important	3	4.6%						
No Response	59	90.8%						

## City of Key West Strategic Planning Business Survey

### How important is it to provide start up assistance to new businesses?

Response	Count	Percent	0	20	40	60	80	100
Very Little	17	26.2%						
A Little	6	9.2%						
Somewhat	16	24.6%						
Important	14	21.5%						
Very Important	12	18.5%						
No Response	0	0.0%						

### Tax breaks of some kind?

Response	Count	Percent	0	20	40	60	80	100
Very Little	18	27.7%						
A Little	5	7.7%						
Somewhat	22	33.8%						
Important	9	13.8%						
Very Important	10	15.4%						
No Response	1	1.5%						

### Help with business plan development?

Response	Count	Percent	0	20	40	60	80	100
Very Little	13	20.0%						
A Little	9	13.8%						
Somewhat	12	18.5%						
Important	16	24.6%						
Very Important	13	20.0%						
No Response	2	3.1%						

### Financial assistance such as loans?

Response	Count	Percent	0	20	40	60	80	100
Very Little	18	27.7%						
A Little	11	16.9%						
Somewhat	13	20.0%						
Important	10	15.4%						
Very Important	11	16.9%						
No Response	2	3.1%						

## City of Key West Strategic Planning Business Survey

### Housing subsidies for staff?

Response	Count	Percent	0	20	40	60	80	100
Very Little	16	24.6%						
A Little	4	6.2%						
Somewhat	15	23.1%						
Important	15	23.1%						
Very Important	14	21.5%						
No Response	1	1.5%						

### Incubators for the initial start-up?

Response	Count	Percent	0	20	40	60	80	100
Very Little	16	24.6%						
A Little	14	21.5%						
Somewhat	14	21.5%						
Important	10	15.4%						
Very Important	5	7.7%						
No Response	6	9.2%						

### Other

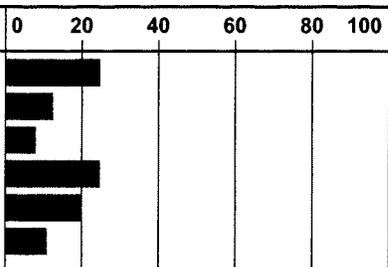
Response	Count	Percent	0	20	40	60	80	100
Very Little	2	3.1%						
A Little	0	0.0%						
Somewhat	0	0.0%						
Important	3	4.6%						
Very Important	5	7.7%						
No Response	55	84.6%						

### The federal government?

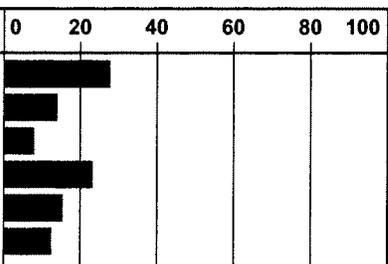
Response	Count	Percent	0	20	40	60	80	100
Very Little	17	26.2%						
A Little	6	9.2%						
Somewhat	9	13.8%						
Important	15	23.1%						
Very Important	11	16.9%						
No Response	7	10.8%						

## City of Key West Strategic Planning Business Survey

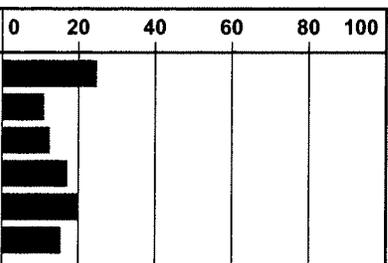
### The state government?

Response	Count	Percent	0	20	40	60	80	100
Very Little	16	24.6%						
A Little	8	12.3%						
Somewhat	5	7.7%						
Important	16	24.6%						
Very Important	13	20.0%						
No Response	7	10.8%						

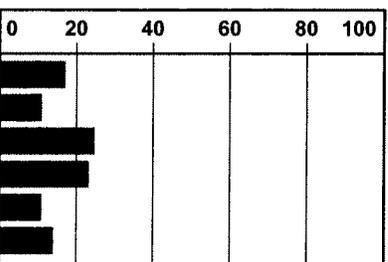
### The county government?

Response	Count	Percent	0	20	40	60	80	100
Very Little	18	27.7%						
A Little	9	13.8%						
Somewhat	5	7.7%						
Important	15	23.1%						
Very Important	10	15.4%						
No Response	8	12.3%						

### The City of Key West?

Response	Count	Percent	0	20	40	60	80	100
Very Little	16	24.6%						
A Little	7	10.8%						
Somewhat	8	12.3%						
Important	11	16.9%						
Very Important	13	20.0%						
No Response	10	15.4%						

### Foundations?

Response	Count	Percent	0	20	40	60	80	100
Very Little	11	16.9%						
A Little	7	10.8%						
Somewhat	16	24.6%						
Important	15	23.1%						
Very Important	7	10.8%						
No Response	9	13.8%						

## City of Key West Strategic Planning Business Survey

### Venture capitalists?

Response	Count	Percent	0	20	40	60	80	100
Very Little	10	15.4%						
A Little	12	18.5%						
Somewhat	12	18.5%						
Important	17	26.2%						
Very Important	6	9.2%						
No Response	8	12.3%						

### Special business assessments?

Response	Count	Percent	0	20	40	60	80	100
Very Little	21	32.3%						
A Little	7	10.8%						
Somewhat	18	27.7%						
Important	8	12.3%						
Very Important	4	6.2%						
No Response	7	10.8%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Very Little	2	3.1%						
A Little	0	0.0%						
Somewhat	0	0.0%						
Important	0	0.0%						
Very Important	0	0.0%						
No Response	63	96.9%						

### Will like not still be here

Response	Count	Percent	0	20	40	60	80	100
Extremely Low Chance	26	40.0%						
Low Chance	7	10.8%						
Medium Chance	8	12.3%						
High Chance	3	4.6%						
Very High Chance	9	13.8%						
No Response	12	18.5%						

## City of Key West Strategic Planning Business Survey

### Will have decreased in size

Response	Count	Percent	0	20	40	60	80	100
Extremely Low Chance	25	38.5%						
Low Chance	11	16.9%						
Medium Chance	9	13.8%						
High Chance	2	3.1%						
Very High Chance	1	1.5%						
No Response	17	26.2%						

### Will have expanded

Response	Count	Percent	0	20	40	60	80	100
Extremely Low Chance	2	3.1%						
Low Chance	9	13.8%						
Medium Chance	15	23.1%						
High Chance	16	24.6%						
Very High Chance	15	23.1%						
No Response	8	12.3%						

### Other

Response	Count	Percent	0	20	40	60	80	100
Extremely Low Chance	4	6.2%						
Low Chance	1	1.5%						
Medium Chance	1	1.5%						
High Chance	0	0.0%						
Very High Chance	4	6.2%						
No Response	55	84.6%						

### How confident are you that the City's government, business, education and community leaders can develop and successfully implement a viable economic development strategy?

Response	Count	Percent	0	20	40	60	80	100
Very Low	14	21.5%						
Low	18	27.7%						
Medium	18	27.7%						
High	9	13.8%						
Very High	5	7.7%						
No Response	1	1.5%						