Johnson School of Business

Collier County Business Climate Survey 2014

February 12, 2014
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About Hodges University

Hodges University, founded in 1990, has emerged as one of Florida’s leading institutions of higher learning. In addition to the main campuses in Naples and Fort Myers, Hodges offers courses at several learning sites, including Pasco-Hernando Community College, South Florida State College, and Florida Keys Community College.

The mission of Hodges University is to offer Associate, Baccalaureate, and Graduate degrees as well as other programs, which enhance the ability of students to achieve personal or professional objectives. In addition to offering courses in 20 professional disciplines and its comprehensive English as a Second Language Program, Hodges University fulfills educational and personal enrichment needs for area seniors through facilitation of the Frances Pew Hayes Center for Lifelong Learning.

For more information, call 239-513-1122 or visit us online at www.hodges.edu.
Acknowledgment

This survey, analysis, and report would not have been possible without the support of Dr. Jeanette Brock, Hodges University President; Dr. Kim Spiezio, Hodges University Executive Vice President of Academic Affairs and Provost; Dr. Nancey Wyant, Dean of the Johnson School of Business, for ensuring this report was created; Dr. Aysegul Timur, Hodges University Faculty Member and Program Chair, for her leadership, time, and dedication to this research; Anke Stugk, faculty member, for her hard work and contribution to this report; and Karen Karavitis, Institutional Research Coordinator, for the online survey preparation.

Many thanks to the Greater Naples Chamber of Commerce, Mr. John Cox, the President and CEO, and Cotrenia Hood, Vice President of Business Development, for the opportunity and partnership.
Introduction

Hodges University, in collaboration with the Greater Naples Chamber of Commerce, conducted the Collier County Business Climate Survey in December 2013. The survey was designed to assess key executives’ perception of the overall business conditions in Collier County, to identify key concerns and issues facing existing businesses in Collier County, and to help predict future trends and expectations for growth. The Chamber will use this information in conjunction with many alliances to improve the business climate and to help existing businesses.

Hodges University volunteered its institutional resources and expertise to assist the Chamber by delivering the survey and compiling and analyzing the survey results. In addition, Hodges University agreed to act as the designated repository for Collier County data. An added benefit of the survey design, which focuses on firmographics, workforce, and overall business climate, is that section 1 of the survey consists of questions that also appear on a similar study conducted by Florida Gulf Coast University (FGCU) and Lee County’s Horizon Council. This expanded the coverage from Lee County to include Collier County, providing a more complete analysis of the business climate in the region. The Regional Economic Research Institute at FGCU continues to maintain its role as a regional data depository in Southwest Florida.

We hope that these results contribute to the Chamber’s untiring efforts to improve the business climate in Collier County and create a sustainable economic environment.

The HU Research Team
Dr. Aysegul Timur, Prof. Anke Stugk and Karen Karavitis
Executive Summary

The Collier County Business Climate Survey provides a quantitative assessment of the local business climate and is based on responses from business leaders from a variety of industries in the county.

The three-part online survey, consisting of questions covering the common ground questions (the first seven questions in the Lee County Business Climate Survey by FGCU & Horizon Council), firmographics, and the business climate, contained 29 multiple-choice and open-ended questions, deployed on December 3, 2013. Multiple reminders were sent during the survey period until January 15, 2014. A total of 109 county business leaders from a variety of industries responded to the survey.

The key findings, by section, of the 2014 Collier County Business Climate Survey are as follows.

The business climate index for Collier County has increased to 77 in 2014, from 69 in 2013. This indicates that conditions are expected to be moderately better.

Common Ground (Economic Conditions)

- Ninety-four percent of respondents described current economic conditions in Collier County moderately better, or as substantially better compared to one year ago.
- Ninety-one percent of the respondents expect either moderate or substantial improvement for the Collier County economy for the year ahead.
- When surveyed about conditions in their own respective industries, 76 percent of the respondents described current conditions in their industries either as substantially better or moderately better than one year ago, 19 percent described them as the same as one year ago, and 5 percent described them either as moderately worse or substantially worse than one year ago.
- When surveyed about conditions in their own respective industries, 78 percent of the respondents stated that they expect conditions in their industries to either moderately or substantially improve for the year ahead, 17 percent expect them to stay the same, and 5 percent expect them to be either moderately or substantially worse in the year ahead.
- Over the last year, 55 percent of the participants reported a moderate or substantial increase in employment. Forty percent reported little or no change in employment and 5 percent reported a moderate or substantial reduction in employment over the last year.
- Only 4 percent of the surveyed businesses expect to reduce employment over the next year, while 54 percent anticipate a substantial or moderate increase in employment and 42 percent anticipate the same or flat employment over the next year.
- Sixty-nine percent of the respondents expect to either moderately or substantially increase their investment during the next year. Only 2 percent of participants anticipate to moderately reduce their investment over the next year.
Firmographics:
- Not including businesses that designated themselves as “Other,” the top three industries represented in the survey, listed by number of responses in descending order, were: legal, accounting, professional; banking/financial services; and healthcare.
- Approximately 66 percent indicated that they employ fewer than 50 employees.
- The large majority of participants indicated that they do not hire additional employees during the busiest season.
- Seventy-eight percent of participating businesses are headquartered in Collier County.
- Fifty-three percent of participating businesses indicated that they have been operating in Collier County for more than 20 years.

Business Climate
- Seventy-eight percent of the participants believe that general business conditions are better today than last year, 19 percent think the conditions are about the same, and 3 percent think general business conditions are worse than they were a year ago.
- A large majority (73%) of the respondents believe that general business conditions will be better one year from now, while 23 percent believe the conditions will remain unchanged, and 4 percent believe that general business conditions will worsen.
- Seventy-one percent of participating businesses anticipate higher sales or gross revenue next year.
- Sixty-eight percent of participants think that their selling prices/fees will remain about the same during the next year.
- Sixty-one percent of the respondents believe that the bottom line of their business a year from now will increase, 32 percent believe it will remain the same, and 7 percent believe it will decrease.
- More than half (52%) of the participating business have no major capital expenditures planned over the next year. Companies who have been seeking financing or are planning to increase financing, indicated cash flow needs as the main reason.

Collier County Institutional Environment
- Among the listed local government institutions, local law enforcement agencies followed by Collier County Emergency Medical Services were found most effective.
- Fifty-four percent of the surveyed businesses foresee expanding in Collier County in the next 12 months.
- Thirty-seven percent of the businesses reported that they have experienced difficulty in securing a viable workforce.
- Four percent of the respondents foresee downsizing or closing their facility/ies in the next 12 months.
- Sixty-nine percent of participants indicated that quality of life in Collier County was a reason for establishing the business in the county.
- Ninety-four percent of participants indicated that they are members of the Greater Naples Chamber of Commerce.
- When asked what the Chamber could do to better support businesses, participants suggested to continue on building a strong partnership between public and private and to actively support small businesses.
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</tr>
<tr>
<td>Firmographics</td>
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</tr>
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<td>Business Climate</td>
<td>36</td>
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I. COMMON GROUND QUESTIONS:

1. How are the current Collier County economic conditions compared to one year ago?

Twenty-two percent of the participants indicated that economic conditions were substantially better compared to the previous year, and 72 percent indicated that conditions have moderately improved. Five percent did not experience a change and only 1 percent indicated that conditions were moderately worse.

Of the selected industries, the majority of all participants reported moderately better economic conditions compared to the previous year. It is interesting to see that 33 percent of construction, 26 percent of legal, accounting, professionals and 15 percent of healthcare indicated that economic conditions are substantially better compared to the previous year. Only 8 percent of healthcare indicated that conditions were moderately worse.

### Frequencies and Percentages for Responses to Survey Question “How Are the Current Collier County Economic Conditions Compared to One Year Ago?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
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</thead>
<tbody>
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<td>22</td>
</tr>
<tr>
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<td>78</td>
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<td>0.9</td>
</tr>
<tr>
<td>Substantially worse</td>
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<td>0</td>
</tr>
</tbody>
</table>
Construction (n=9)

- Substantially better: 33%
- Moderately better: 67%

Healthcare (n=13)

- Substantially better: 8%
- Moderately better: 15%
- Same: 15%
- Moderately worse: 62%

Legal, Accounting, Professional (n=19)

- Substantially better: 5%
- Moderately better: 26%
- Same: 69%

Retail (n=4)

- Moderately better: 100%

Banking/Financial Services (n=15)

- Moderately better: 100%
2. What are your expectations for the Collier County economy one year ahead?
Twenty-six percent of the participating businesses indicated that they expected economic conditions to substantially improve by the end of the next 12 months and 65 percent expected moderate improvement. Nine percent indicated that they do not expect any change in Collier County’s economy.

The selected industries had a similar distribution, with the vast majority anticipating substantial or moderately economic improvement by the end of the next 12 months.

Frequencies and Percentages for Responses to Survey Question “What Are Your Expectations for the Collier County Economy One Year Ahead?”

<table>
<thead>
<tr>
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<th>%</th>
</tr>
</thead>
<tbody>
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<tr>
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<tr>
<td>Moderately worse</td>
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<td>0</td>
</tr>
<tr>
<td>Substantially worse</td>
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<td>0</td>
</tr>
</tbody>
</table>
Construction (n=9)

- Substantially better: 22%
- Moderately better: 45%
- Same: 33%

Healthcare (n=13)

- Substantially better: 15%
- Moderately better: 23%
- Same: 62%

Legal, Accounting, Professional (n=19)

- Substantially better: 5%
- Moderately better: 26%
- Same: 69%

Retail (n=4)

- Substantially better: 50%
- Same: 50%

Banking/Financial Services (n=15)

- Substantially better: 13%
- Moderately better: 87%
3. What are the current conditions in your industry in Collier County compared to one year ago?

When asked about industry specific current conditions in Collier County, 20 percent indicated that current conditions were substantially better than one year ago, and 56 percent reported conditions were now moderately better. Nineteen percent did not experience any change and 4 percent indicated that current conditions in their industry are moderately worse than one year ago. Only 1 percent indicated that current conditions were substantially worse within their industry.

The data for the selected industries mirrored the overall perspective. However, participants of the retail industry indicated that the industry conditions are only moderately better or the same. The data for the retail industry must be carefully analyzed due to the small sample size of only four participants.

 Frequencies and Percentages for Responses to Survey Question “What Are the Current Conditions in Your Industry in Collier County Compared to One Year Ago?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substantially better</td>
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<td>Moderately worse</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>Substantially worse</td>
<td>1</td>
<td>0.9</td>
</tr>
</tbody>
</table>
Collier County Business Climate Survey 2014

Construction (n=9)

- Substantially better: 22%
- Moderately better: 67%
- Same: 11%

Healthcare (n=13)

- Substantially better: 8%
- Moderately better: 15%
- Same: 46%
- Moderately worse: 15%
- Substantially worse: 16%

Legal, Accounting, Professional (n=19)

- Substantially better: 16%
- Moderately better: 21%
- Same: 63%

Retail (n=4)

- Substantially better: 50%
- Moderately better: 50%
- Moderately worse: 50%

Banking/Financial Services (n=15)

- Substantially better: 20%
- Moderately better: 20%
- Same: 60%
4. What are your expectations for your own industry in Collier County one year ahead?
Twenty-two percent of the participants expected conditions in their industry to substantially improve one year ahead and 56 percent expected economic conditions to moderately improve. Seventeen percent indicated that they do not expect any change in their industry. Only 4 percent indicated moderate decline in economic conditions and 1 percent expected conditions in their industry to substantially worsen.

While the majority of each industry expected conditions to substantially or moderately improve, 23 percent of the healthcare industry expected conditions to become moderately worse, and 8 percent of the same industry expected conditions within their industry to become substantially worse.

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substantially better</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Moderately better</td>
<td>61</td>
<td>56</td>
</tr>
<tr>
<td>Same</td>
<td>19</td>
<td>17.4</td>
</tr>
<tr>
<td>Moderately worse</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>Substantially worse</td>
<td>1</td>
<td>0.9</td>
</tr>
</tbody>
</table>
Construction \((n=9)\)

- Substantially better: 45%
- Moderately better: 44%
- Same: 11%

Healthcare \((n=13)\)

- Substantially better: 46%
- Moderately better: 23%
- Same: 15%
- Moderately worse: 8%
- Substantially worse: 8%

Legal, Accounting, Professional \((n=19)\)

- Substantially better: 21%
- Moderately better: 58%
- Same: 21%

Retail \((n=4)\)

- Substantially better: 100%

Banking/Financial Services \((n=15)\)

- Substantially better: 87%
- Moderately better: 6%
- Same: 7%
5. What has been your hiring trend over the last year?
Seven percent indicated that employment had substantially increased and 48 percent reported that employment had moderately increased. Forty percent reported that they had little or no change in employment. Four percent reported that employment was moderately reduced and 1 percent had reduced employment substantially.

Of the selected industries, the majority of the participants reported either a moderate increase in employment or little to no change. However, seven percent of the banking/financial services industry and 23 percent of the healthcare industry reported a moderately reduction of employment. The healthcare industry was the only industry to report a substantial reduction in employment; with 8 percent of the industry participants.

Frequencies and Percentages for Responses to Survey Question “What Has Been Your Hiring Trend Over the Last Year?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
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<tbody>
<tr>
<td>Substantially increased employment</td>
<td>8</td>
<td>7.4</td>
</tr>
<tr>
<td>Moderately increased employment</td>
<td>52</td>
<td>48.1</td>
</tr>
<tr>
<td>Little or no change in employment</td>
<td>43</td>
<td>39.8</td>
</tr>
<tr>
<td>Moderately reduced employment</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>Substantially reduced employment</td>
<td>1</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses.
Construction (n=9)

- 67%: Little or no change in employment
- 33%: Moderately increased employment

Healthcare (n=13)

- 39%: Little or no change in employment
- 15%: Substantially increased employment
- 15%: Moderately increased employment
- 8%: Substantially reduced employment
- 23%: Moderately reduced employment

Legal, Accounting, Professional (n=19)

- 44%: Little or no change in employment
- 56%: Moderately increased employment

Retail (n=4)

- 50%: Moderate increased employment
- 50%: Little or no change in employment

Banking/Financial Services (n=15)

- 46%: Little or no change in employment
- 7%: Moderately increased employment
- 47%: Moderately reduced employment
6. **What hiring trends do you see for your business over the next year?**

Five percent of participants expected to substantially increase employment over the next year and 49 percent anticipated a moderate increase in employment. Forty-two percent anticipated no change in employment and 4 percent expected to moderately reduce employment.

The selected industries reflected similar trends. However, the healthcare industry is the only industry which anticipates a substantial increase in employment. Interestingly, banking/financial services and healthcare are the only industries that indicated to moderately reduce employment.

**All Industries**

![Chart showing hiring trends](chart.png)

*Frequencies and Percentages for Responses to Survey Question “What Hiring Trends Do You See for Your Business Over the Next Year?”*

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Substantially increase employment</td>
<td>6</td>
<td>5.5</td>
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<tr>
<td>Moderately increase employment</td>
<td>53</td>
<td>48.6</td>
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<tr>
<td>Same or flat in employment</td>
<td>46</td>
<td>42.2</td>
</tr>
<tr>
<td>Moderately reduce employment</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>Substantially reduce employment</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Construction (n=9)

- Moderately increase employment: 44%
- Same or flat in employment: 56%

Healthcare (n=13)

- Substantially increase employment: 15%
- Moderately increase employment: 31%
- Same or flat in employment: 46%
- Moderately reduce employment: 8%

Legal, Accounting, Professional (n=19)

- Moderately increase employment: 32%
- Same or flat in employment: 68%

Retail (n=4)

- Moderately increase employment: 25%
- Same or flat in employment: 75%

Banking/Financial Services (n=15)

- Moderately increase employment: 7%
- Same or flat in employment: 53%
- Moderately reduce employment: 40%
7. Do you plan to increase investment in your business during the next year?
Sixteen percent of participants indicated that they planned to substantially increase their investment in their business and 53 percent planned to moderately increase investment during the next year. Twenty-nine percent did not plan any investment changes and 2 percent planned to moderately reduce investment.

The findings for the selected industry are similar to the overall findings with only the construction and legal, accounting, professional industries indicating a moderate investment reduction in their business.

### Frequencies and Percentages for Responses to Survey Question “Do You Plan to Increase Investment in Your Business During the Next Year?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substantially increase investment</td>
<td>17</td>
<td>15.6</td>
</tr>
<tr>
<td>Moderately increase investment</td>
<td>58</td>
<td>53.2</td>
</tr>
<tr>
<td>Little or no change in investment</td>
<td>32</td>
<td>29.4</td>
</tr>
<tr>
<td>Moderately reduce investment</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Substantially reduce investment</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Collier County Business Climate Survey 2014

Construction ($n=9$)

- 56%: Moderately increase investment
- 33%: Little or no change in investment
- 11%: Moderately reduce investment

Healthcare ($n=13$)

- 46%: Substantially increase investment
- 23%: Moderately increase investment
- 31%: Little or no change in investment

Legal, Accounting, Professional ($n=19$)

- 47%: Substantially increase investment
- 37%: Moderately increase investment
- 11%: Little or no change in investment
- 5%: Moderately reduce investment

Retail ($n=4$)

- 100%: Moderately increase investment

Banking/Financial Services ($n=15$)

- 47%: Substantially increase investment
- 33%: Moderately increase investment
- 20%: Little or no change in investment
II. FIRMOGRAPHICS:
8. What best describes your industry?

Frequencies and Percentages for Responses to Survey Question “What Best Describes Your Industry?”

<table>
<thead>
<tr>
<th>Industry</th>
<th>f</th>
<th>%</th>
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<tbody>
<tr>
<td>Hospitality</td>
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<td>Government</td>
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<td>8.3</td>
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<td>Manufacturing</td>
<td>2</td>
<td>1.9</td>
</tr>
<tr>
<td>Legal, Accounting, Professional</td>
<td>19</td>
<td>17.6</td>
</tr>
<tr>
<td>Banking/Financial services</td>
<td>15</td>
<td>13.9</td>
</tr>
<tr>
<td>Real Estate and Development</td>
<td>5</td>
<td>4.6</td>
</tr>
<tr>
<td>Construction</td>
<td>9</td>
<td>8.3</td>
</tr>
<tr>
<td>Retail</td>
<td>4</td>
<td>3.7</td>
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<tr>
<td>Not-for-profit</td>
<td>7</td>
<td>6.5</td>
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<tr>
<td>Education</td>
<td>4</td>
<td>3.7</td>
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<td>Healthcare</td>
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<td>12.0</td>
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<tr>
<td>Recreation/Personal services</td>
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<td>2.8</td>
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<td>Information Technology</td>
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<td>1.9</td>
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<tr>
<td>Other</td>
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</table>
The industries with the highest participation rate were legal, accounting, professional with 18 percent; followed by banking and financial services, with 14 percent; and healthcare, with 12 percent. Government and construction industry each accounted for 8 percent of participants. Seven percent of participants belonged to the not-for-profit sector. Hospitality and real estate development, each accounted for 5 percent, followed by retail and education with each accounting for 4 percent. Recreation/personal services accounted for 3 percent of the participants; and manufacturing and information technology accounted for 2 percent each. Ten percent of the participants could not identify their business with one of the listed industries and selected the category “other”. These participants were then asked to specify the industry. Detailed answers are available upon request.
9. Including yourself, how many employees work at this location (in Collier County)?

Six percent of participants indicated that they were the only employee of the company; 8 percent indicated that the company had between 2 and 4 employees including themselves. Ten percent had 5 to 9 employees and 19 percent had between 10 and 19 employees. Twenty-three percent of participants indicated that the company employed between 20 and 49 employees. Eight percent stated that the company employed between 50 and 99 employees. Nine percent indicated that the company employed between 100 and 249 employees and 8 percent indicated they employed between 250 and 499 employees. Nine percent of the participants indicated that they employed more than 500 employees.

Only the healthcare industry indicated to employ more than 500 employees. The industries with the largest single employers are banking/financial services, healthcare and retail. Information gathered from the construction industry, legal, accounting, professionals and retail industry, indicates a larger base of self-employed business owners and businesses with less than 10 employees.

<table>
<thead>
<tr>
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<tr>
<td>500+</td>
<td>10</td>
<td>9.3</td>
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</tbody>
</table>

Frequencies and Percentages for Responses to Survey Question “Including Yourself, How Many Employees Work at This Location (in Collier County)?”
Construction ($n=9$)

- 1
- 2-4
- 5-9
- 10-19
- 20-49
- 50-99

Healthcare ($n=13$)

- 2-4
- 5-9
- 10-19
- 20-49
- 50-99
- 500+

Legal, Accounting, Professional ($n=19$)

- 2-4
- 5-9
- 10-19
- 20-49
- 50-99

Retail ($n=4$)

- 1
- 10-19
- 250-499

Banking/Financial Services ($n=15$)

- 5-9
- 10-19
- 20-49
- 50-99
- 100-249
- 250-499
10. How many additional employees (both full and part-time) does your business hire during its busiest season? (Please enter an approximate number.)

Sixty-seven percent of participants did not hire seasonal employees and 14 percent hired 1 – 5 seasonal employees. Five percent indicated that they hire 6 – 10 seasonal employees and 4 percent add 11–25 employees during its busiest season. Six percent of participants indicated that they hire 26–50 additional employees, 2 percent hire 51–100 additional employees and 3 percent indicated that they hire 101–200 additional employees. One percent of the participants had indicated that they employ more than 300 additional employees during their busiest season.

The majority of the selected industries do not hire additional employees during their busiest season. However, one participant from the healthcare industry indicated that they add 101–200 additional employees. Also one participant from the retail industry indicated to hire 51-100 additional employees.

Frequencies and Percentages for Responses to Survey Question “How Many Additional Employees (Both Full- and Part-Time) Does Your Business Hire During Its Busiest Season?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>73</td>
<td>67.0</td>
</tr>
<tr>
<td>1–5</td>
<td>15</td>
<td>13.8</td>
</tr>
<tr>
<td>6–10</td>
<td>5</td>
<td>4.6</td>
</tr>
<tr>
<td>11–25</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>26–50</td>
<td>6</td>
<td>5.5</td>
</tr>
<tr>
<td>51–100</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>101–200</td>
<td>3</td>
<td>2.8</td>
</tr>
<tr>
<td>201–300</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>301 and more</td>
<td>1</td>
<td>0.9</td>
</tr>
</tbody>
</table>

*Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses. The data represent approximations based on open-ended responses.*
Construction ($n=9$)

Legal, Accounting, Professional ($n=19$)

Banking/Financial Services ($n=15$)

Healthcare ($n=13$)

Retail ($n=4$)
11. Is the business headquartered in Collier County or is it based outside of Southwest Florida?

The majority of participating businesses (78%), were headquartered in Collier County. Twenty percent were headquartered outside of Southwest Florida and two percent were headquartered within Southwest Florida, but outside of Collier County.

Of the selected industries, businesses were either headquartered in Collier County or outside of Southwest Florida. The majority, however, indicated to be headquartered in Collier County.

### All Industries

- **Headquartered in Collier County**: 20%
- **Outside of SW Florida**: 2%
- **Inside of SW Florida but not in Collier County**: 78%

### Frequencies and Percentages for Responses to Survey Question “Is the Business Headquartered in Collier County or Is It Based Outside of Southwest Florida?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headquartered in Collier County</td>
<td>85</td>
<td>78.0</td>
</tr>
<tr>
<td>Outside of Southwest Florida</td>
<td>22</td>
<td>20.2</td>
</tr>
<tr>
<td>Inside of Southwest Florida but not in Collier County</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Outside of United States</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
Construction (n=9)

- 89% Headquartered in Collier County
- 11% Outside of SW Florida

Healthcare (n=13)

- 85% Headquartered in Collier County
- 15% Outside of SW Florida

Legal, Accounting, Professional (n=19)

- 74% Headquartered in Collier County
- 26% Outside of SW Florida

Retail (n=4)

- 75% Headquartered in Collier County
- 25% Outside of SW Florida

Banking/Financial Services (n=15)

- 53% Headquartered in Collier County
- 47% Outside of SW Florida
12. How many years has your company operated in Collier County?
Fifty-three percent of the participating companies have operated in Collier County for more than 20 years and 17 percent for 11 – 20 years. Ten percent operated in Collier County for 6-10 years and 12 percent for 2-5 years. Eight percent have operated in Collier County for less than two years.

The selected industries largely reflect the overall trend, indicating that the majority of the participating businesses have been established within the county for decades.

![Frequencies and Percentages for Responses to Survey Question “How Many Years Has Your Company Operated in Collier County?”](image)

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;2 years</td>
<td>9</td>
<td>8.3</td>
</tr>
<tr>
<td>2–5 years</td>
<td>13</td>
<td>12.0</td>
</tr>
<tr>
<td>6–10 years</td>
<td>11</td>
<td>10.2</td>
</tr>
<tr>
<td>11–20 years</td>
<td>18</td>
<td>16.7</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>57</td>
<td>52.8</td>
</tr>
</tbody>
</table>
Collier County Business Climate Survey 2014

**Construction (n=9)**

- <2 years: 22%
- 2-5 years: 56%
- More than 20 years: 22%

**Healthcare (n=13)**

- <2 years: 39%
- 6-10 years: 15%
- 11-20 years: 31%
- More than 20 years: 15%

**Legal, Accounting, Professional (n=19)**

- <2 years: 5%
- 2-5 years: 11%
- 6-10 years: 11%
- 11-20 years: 26%
- More than 20 years: 47%

**Retail (n=4)**

- <2 years: 25%
- 6-10 years: 25%
- 11-20 years: 25%
- More than 20 years: 25%

**Banking/Financial Services (n=15)**

- 2-5 years: 34%
- 6-10 years: 13%
- 11-20 years: 13%
- More than 20 years: 40%
13. What is the zip code where your business (headquarters or commercial activity) is located in Collier County?
The map identifies the five county zip codes with the most participating businesses. The zip code with the highest representation was 34102 with 20 companies, followed by 34108 (14 companies), and 34103 with 12 companies. These three zip code areas are along the northern coast line of Collier County and include the City of Naples as the largest number of participants. The fourth largest zip code by participating companies was 34104 with (11 companies) and the fifth largest was 34109 (with 10 companies.) Eight companies were from zip code 34112, 6 companies from zip code 34105, and 5 companies from zip code 34110. The zip code 34119 was represented by two companies and the zip codes 33940, 34101, 34113, 34116, 34117, 34142 and 34145 were each represented by 1 participating company.
III BUSINESS CLIMATE

14. Compared to last year, do you think that GENERAL BUSINESS CONDITIONS are better than they were, about the same as they were, or worse than they were?

Seventy-eight percent indicated that general business conditions were better compared to last year. Nineteen percent reported that conditions were about the same and only 3 percent reported that general business conditions were worse than last year.

The selected industries reflected a similar trend. It is, however, noticeable that only the construction industry and banking/financial services did not indicate that general business conditions are worse than they were compared to last year.

Frequencies and Percentages for Responses to Survey Question “Compared to Last Year, Do You Think That GENERAL BUSINESS CONDITIONS Are Better Than They Were, About the Same As They Were, or Worse Than They Were?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better than they were</td>
<td>85</td>
<td>78.0</td>
</tr>
<tr>
<td>About the same as they were</td>
<td>21</td>
<td>19.3</td>
</tr>
<tr>
<td>Worse than they were</td>
<td>3</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses.
Construction ($n=9$)

- Better than they were: 89%
- About the same as they were: 11%

Healthcare ($n=13$)

- Better than they were: 61%
- About the same as they were: 31%
- Worse than they were: 8%

Legal, Accounting, Professional ($n=19$)

- Better than they were: 74%
- About the same as they were: 21%
- Worse than they were: 5%

Retail ($n=4$)

- Better than they were: 50%
- About the same as they were: 25%
- Worse than they were: 25%

Banking/Financial Services ($n=15$)

- Better than they were: 80%
- About the same as they were: 20%
15. A year from now, do you think that GENERAL BUSINESS CONDITIONS will be better than they are today, the same as today, or worse than they are today?

Seventy-three percent of the participants expected general business conditions to be better in a year, and 23 percent did not expect any changes. Only 4 percent expected general business conditions to worsen.

Of the selected industries, only participants from the construction industry and participants from the legal, accounting, professional sector anticipate that general business conditions will be worse a year from now.

### Frequencies and Percentages for Responses to Survey Question “A Year From Now, Do You Think That GENERAL BUSINESS CONDITIONS Will Be Better Than They Are Today, the Same As Today, or Worse Than They Are Today?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better than they are today</td>
<td>80</td>
<td>73.4</td>
</tr>
<tr>
<td>The same as today</td>
<td>25</td>
<td>22.9</td>
</tr>
<tr>
<td>Worse than they are today</td>
<td>4</td>
<td>3.7</td>
</tr>
</tbody>
</table>
**Construction (n=9)**

- Better than they are today: 45%
- The same as today: 44%
- Worse than they are today: 11%

**Healthcare (n=13)**

- Better than they are today: 31%
- The same as today: 69%

**Legal, Accounting, Professional (n=19)**

- Better than they are today: 74%
- The same as today: 16%
- Worse than they are today: 10%

**Retail (n=4)**

- Better than they are today: 50%
- The same as today: 50%

**Banking/Financial Services (n=15)**

- Better than they are today: 73%
- The same as today: 27%
16. Do you think that your sales or gross revenue for the same quarter next year will be higher than this year, the same as this year, or lower than this year?

Seventy-one percent anticipated higher sales or gross revenue for the same quarter next year and 22 percent expected no change in sales or gross revenue for the same quarter next year. Only 7 percent expected lower sales or gross revenue.

Of the selected industries, retail, legal, accounting, professional and banking/financial services, indicated the highest percentage of expected higher sales or gross revenues next year. However, legal, accounting, professional and healthcare industries indicated that they expected that sales or gross revenue for the same quarter next year will be lower.

Frequencies and Percentages for Responses to Survey Question “Do You Think That Your Sales or Gross Revenue for the Same Quarter Next Year Will Be Higher Than This Year, the Same As This Year, or Lower Than This Year?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher than this year</td>
<td>77</td>
<td>71.3</td>
</tr>
<tr>
<td>The same as this year</td>
<td>24</td>
<td>22.2</td>
</tr>
<tr>
<td>Lower than this year</td>
<td>7</td>
<td>6.5</td>
</tr>
</tbody>
</table>
Construction (n=9)
- 56% Higher than this year
- 44% The same as this year

Healthcare (n=13)
- 54% Higher than this year
- 23% The same as this year
- 23% Lower than this year

Legal, Accounting, Professional (n=19)
- 79% Higher than this year
- 16% The same as this year
- 5% Lower than this year

Retail (n=4)
- 100% Higher than this year

Banking/Financial Services(n=15)
- 80% Higher than this year
- 20% The same as this year
17. Do you think that your selling prices/fees next year will be higher than they are today, about the same as they are today, or lower than they are today?

Sixty-eight percent of participants indicated that their selling prices or fees would remain about the same over the next year and 31 percent anticipated higher prices and fees. Only 1 percent expected lower selling prices or fees.

Each of the selected industries showed a similar trend, with only 8 percent of the healthcare industry anticipating lower selling prices/fees next year.

**Frequencies and Percentages for Responses to Survey Question “Do You Think That Your Selling Prices/Fees Next Year Will Be Higher Than They Are Today, About the Same As They Are Today, or Lower Than They Are Today?”**

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher than they are today</td>
<td>34</td>
<td>31.5</td>
</tr>
<tr>
<td>About the same as they are today</td>
<td>73</td>
<td>67.6</td>
</tr>
<tr>
<td>Lower than they are today</td>
<td>1</td>
<td>0.9</td>
</tr>
</tbody>
</table>
Construction ($n=9$)

- Higher than they are today: 33%
- About the same as they are today: 67%

Legal, Accounting, Professional ($n=19$)

- Higher than they are today: 26%
- About the same as they are today: 74%

Banking/Financial Services ($n=15$)

- Higher than they are today: 20%
- About the same as they are today: 80%

Healthcare ($n=13$)

- Higher than they are today: 23%
- About the same as they are today: 69%

Retail ($n=4$)

- Higher than they are today: 50%
- About the same as they are today: 50%
18. A year from now, do you think the "bottom line" of your business will increase, remain the same, or decrease?

Sixty-one percent of participants thought that the “bottom line” of their business would increase a year from now, and 32 percent thought it would remain the same. Only 7 percent thought that the “bottom line” of their business would decrease.

The selected industries showed a similar trend. However, 16 percent of legal, accounting, professional and 15 percent of the healthcare industry anticipate that the “bottom line” of their business would decrease.

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>66</td>
<td>61.1</td>
</tr>
<tr>
<td>Remain the same</td>
<td>35</td>
<td>32.4</td>
</tr>
<tr>
<td>Decrease</td>
<td>7</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Frequencies and Percentages for Responses to Survey Question “A Year From Now, Do You Think the ‘Bottom Line’ of Your Business Will Increase, Remain the Same, or Decrease?”
Collier County Business Climate Survey 2014

Construction (n=9)

- Increase: 33%
- Remain the same: 67%

Healthcare (n=13)

- Increase: 15%
- Remain the same: 46%
- Decrease: 39%

Legal, Accounting, Professional (n=19)

- Increase: 16%
- Remain the same: 21%
- Decrease: 63%

Retail (n=4)

- Increase: 25%
- Remain the same: 75%

Banking/Financial Services (n=15)

- Increase: 7%
- Remain the same: 13%
- Decrease: 80%
19. In the coming year, have you planned to make a major capital expenditure?
Fifty-two percent indicated they have not planned to make major capital expenditures in the coming year. Forty-eight percent of participants were planning to make major capital expenditures. The three major areas for capital expenditures were acquisition of new facilities, replacement of existing equipment and major technology investment. Of the participants, eight percent indicated they intended to invest in expanding existing facilities and 7 percent indicated they intended to invest in renovating their existing facilities.

Each of the selected industries indicated they would have some major capital expenditures, but the majority within each industry had no major capital expenditures planned.

*All Industries*

```
11%  NO major capital expenditures are planned
11%  YES - acquisition of new facilities
  7%  YES - expansion of existing facilities
  8%  YES - renovation of existing facilities
  11% YES - replacement of existing equipment
  11% YES - major technology investment
```

*Frequencies and Percentages for Responses to Survey Question “In the Coming Year, Have You Planned to Make a Major Capital Expenditure?”*

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO major capital expenditures are planned</td>
<td>57</td>
<td>52.3</td>
</tr>
<tr>
<td>YES—acquisition of new facilities</td>
<td>12</td>
<td>11.0</td>
</tr>
<tr>
<td>YES—expansion of existing facilities</td>
<td>9</td>
<td>8.3</td>
</tr>
<tr>
<td>YES—renovation of existing facilities</td>
<td>7</td>
<td>6.4</td>
</tr>
<tr>
<td>YES—replacement of existing equipment</td>
<td>12</td>
<td>11.0</td>
</tr>
<tr>
<td>YES—major technology investment</td>
<td>12</td>
<td>11.0</td>
</tr>
</tbody>
</table>
Construction (n=9)

- 78% NO major capital expenditures are planned
- 11% YES - acquisition of new facilities
- 11% YES - renovation of existing facilities

Healthcare (n=13)

- 46% NO major capital expenditures are planned
- 16% YES - acquisition of new facilities
- 15% YES - renovation of existing facilities
- 8% YES - major technology investment

Legal, Accounting, Professional (n=19)

- 74% NO major capital expenditures are planned
- 11% YES - expansion of existing facilities
- 5% YES - replacement of existing equipment
- 10% YES - major technology investment

Retail (n=4)

- 50% NO major capital expenditures are planned
- 50% YES - replacement of existing equipment

Banking/Financial Services (n=15)

- 46% NO major capital expenditures are planned
- 27% YES - acquisition of new facilities
- 13% YES - renovation of existing facilities
- 7% YES - replacement of existing equipment
- 7% YES - major technology investment
20. Have you approached any financial institutions in the past 24 months for capital or cash flow needs?
Twenty-one percent of the participants indicated that they had approached a financial institution in the past 24 months for capital or cash flow needs. In the healthcare industry, 38 percent had approached a financial institution, as well as 22 percent of the construction industry.

### Frequencies and Percentages for Responses to Survey Question “Have You Approached Any Financial Institutions in the Past 24 Months for Capital or Cash Flow Needs?”

<table>
<thead>
<tr>
<th>Response</th>
<th>( f )</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>22</td>
<td>20.6</td>
</tr>
<tr>
<td>No</td>
<td>85</td>
<td>79.4</td>
</tr>
</tbody>
</table>
Construction \( (n=9) \)

- Yes: 22%
- No: 78%

Healthcare \( (n=13) \)

- Yes: 38%
- No: 62%

Legal, Accounting, Professional \( (n=19) \)

- Yes: 21%
- No: 79%

Retail \( (n=4) \)

- Yes: 100%
- No: 0%

Banking/Financial Services \( (n=15) \)

- Yes: 13%
- No: 87%
21. Which of the following describes what you were looking for? (Check all that apply.)
The most selected reason for financing needs was to satisfy cash flow needs. The second most
selected reason was other issues; such as buyouts, interest reduction and increase in capital for
future demands. Four participating companies indicated that they were seeking financing for new
facilities, 3 for capital improvement, 2 for equipment purchases and 1 to fund training. The
selected industries indicate a similar trend with the main reasons for seeking financing being
cash flow needs and other issues. None of the participants of the retail industry indicated that
they were looking for any financing.

Frequencies and Percentages for Responses to Survey Question “Which of the Following
Describes What You Were Looking For?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flow needs (line of credit)</td>
<td>8</td>
<td>33.3</td>
</tr>
<tr>
<td>Training funding</td>
<td>1</td>
<td>4.2</td>
</tr>
<tr>
<td>Capital improvement</td>
<td>3</td>
<td>12.5</td>
</tr>
<tr>
<td>New facility construction/build-out</td>
<td>4</td>
<td>16.7</td>
</tr>
<tr>
<td>Equipment purchase</td>
<td>2</td>
<td>8.3</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>29.2</td>
</tr>
</tbody>
</table>

Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses.
Financing Reasons

<table>
<thead>
<tr>
<th></th>
<th>Construction</th>
<th>Legal, Accounting, Professional</th>
<th>Banking/Financial Services</th>
<th>Healthcare</th>
<th>Retail</th>
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</thead>
<tbody>
<tr>
<td>Cash flow needs</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Training funding</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Capital improvement</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>New facility</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>construction/build-</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>out</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment purchase</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
22. **Were you successful?**

In general, a large percentage of companies were successful at securing funding. Eighty-three percent were successful securing financing for cash flow needs. Due to the small sample, an analysis by industry was not conducted here.

---

**Frequencies and Percentages for Responses to Survey Question “Were You Successful?”**

<table>
<thead>
<tr>
<th>Category</th>
<th>Response</th>
<th>Yes</th>
<th>%</th>
<th>No</th>
<th>%</th>
<th>N/A</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flow needs (line of credit)</td>
<td></td>
<td>15</td>
<td>83.3</td>
<td>1</td>
<td>5.6</td>
<td>2</td>
<td>11.1</td>
</tr>
<tr>
<td>Training funding</td>
<td></td>
<td>1</td>
<td>7.1</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>92.9</td>
</tr>
<tr>
<td>Capital improvement</td>
<td></td>
<td>3</td>
<td>20.0</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>80.0</td>
</tr>
<tr>
<td>New facility construction/build-out</td>
<td></td>
<td>3</td>
<td>18.8</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>81.3</td>
</tr>
<tr>
<td>Equipment purchase</td>
<td></td>
<td>4</td>
<td>28.6</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>71.4</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>3</td>
<td>20.0</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>80.0</td>
</tr>
</tbody>
</table>

*Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses.*

*Due to the small sample, by industry analysis is not available*
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23. Collier County Institutional Environment. How would you describe the following institutions?

Overall, 83 percent rated local law enforcement agencies to be effective, followed by Collier County emergency medical services (72%) and the local fire departments (66%). The separate industry data showed a similar trend.

 Frequencies and Percentages for Responses to Survey Question “Collier Government.”

<table>
<thead>
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<tr>
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<td>32</td>
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<td>69</td>
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<td>Collier County Emergency Medical Services</td>
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<tr>
<td>Effective</td>
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<td>1.9</td>
<td>Declining</td>
<td>2</td>
<td>1.9</td>
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</tbody>
</table>

Note. Totals of percentages may not add up to 100 for every question because of rounding or missing responses.
Construction (n=9)

Legal, Accounting, Professional (n=19)

Banking/Financial Services (n=15)

Healthcare (n=13)

Retail (n=4)
24. Do you foresee your business expanding in the next 12 months in Collier County?
Fifty-four percent of participating companies indicated they expected to expand their business over the next 12 months in Collier County, and 46 percent did not anticipate expanding.

In the construction industry, 44 percent anticipated expanding; 58 percent of the legal, accounting and professional industry anticipated expanding. Forty percent of the banking/financial services industry anticipated expanding, and 54 percent of the healthcare industry. None of the participants of the retail industry anticipated expanding their business in Collier County in the next 12 months. However, due to a small sample size of participants in the retail industry, this information must be carefully evaluated.

### Frequencies and Percentages for Responses to Survey Question “Do You Foresee Your Business Expanding in the Next 12 Months in Collier County?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58</td>
<td>53.7</td>
</tr>
<tr>
<td>No</td>
<td>50</td>
<td>46.3</td>
</tr>
</tbody>
</table>
Construction (n=9)

- Yes: 44%
- No: 56%

Healthcare (n=13)

- Yes: 46%
- No: 54%

Legal, Accounting, Professional (n=19)

- Yes: 42%
- No: 58%

Retail (n=4)

- No: 100%

Banking/Financial Services (n=15)

- Yes: 40%
- No: 60%
25. Have you experienced difficulty in securing a viable workforce?
Thirty-seven percent of participating companies indicated they experienced difficulty in securing a viable workforce. Construction, with 67 percent, had the highest percentage; followed by banking/financial services with 40 percent. Of the legal, accounting, professional industry, 32 percent experienced difficulty securing a viable workforce along with 31 percent of the healthcare industry and 25 percent of the retail industry.

![All Industries Chart]

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40</td>
<td>36.7</td>
</tr>
<tr>
<td>No</td>
<td>69</td>
<td>63.3</td>
</tr>
</tbody>
</table>
Construction (n=9)
- Yes: 67%
- No: 33%

Healthcare (n=13)
- Yes: 69%
- No: 31%

Legal, Accounting, Professional (n=19)
- Yes: 32%
- No: 68%

Retail (n=4)
- Yes: 25%
- No: 75%

Banking/Financial Services (n=15)
- Yes: 40%
- No: 60%
26. Do you foresee downsizing or closing your facility in the next 12 months?
Ninety-six percent of participating companies indicated that they did not anticipate downsizing or closing their facility in the next twelve months. Only 4 percent foresaw downsizing or closing.

Thirteen percent in banking/financial services and 15 percent in the healthcare industry anticipated downsizing or closing their facility in the next twelve months. None of the participating construction companies, legal, accounting, professional and retailers anticipated downsizing or closing within the next 12 months.

Frequencies and Percentages for Responses to Survey Question “Do You Foresee Downsizing or Closing Your Facility in the Next 12 Months?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>No</td>
<td>104</td>
<td>96.3</td>
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</tbody>
</table>
27. Was the quality of life in Collier a reason for establishing your business in Collier County?
Sixty-nine percent of all participants indicated that the quality of life was a reason to establish their business in Collier County. The majority of all industries indicated that quality of life was a reason for establishing their business in Collier County.

All Industries

Frequencies and Percentages for Responses to Survey Question “Was the Quality of Life in Collier a Reason for Establishing Your Business in Collier County?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>73</td>
<td>68.9</td>
</tr>
<tr>
<td>No</td>
<td>33</td>
<td>31.1</td>
</tr>
</tbody>
</table>
Construction ($n=9$)

- Yes: 38%
- No: 62%

Healthcare ($n=13$)

- Yes: 46%
- No: 54%

Legal, Accounting, Professional ($n=19$)

- Yes: 21%
- No: 79%

Retail ($n=4$)

- Yes: 50%
- No: 50%

Banking/Financial Services ($n=15$)

- Yes: 47%
- No: 53%
28. Are you a member of the Greater Naples Chamber of Commerce?
Of the participants, 94 percent indicated that they were members of the Greater Naples Chamber of Commerce. Of the selected industries, the majority of participants indicated that they were members of the Greater Naples Chamber of Commerce. Fifteen percent of the healthcare industry participants and 25 percent of the retail industry participants indicated that they were not members.

Frequencies and Percentages for Responses to Survey Question “Are You a Member of the Greater Naples Chamber of Commerce?”

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
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<td>93.6</td>
</tr>
<tr>
<td>No</td>
<td>7</td>
<td>6.4</td>
</tr>
</tbody>
</table>
Construction (n=9) 100%

Legal, Accounting, Professional (n=19) 100%

Banking/Financial Services (n=15) 100%

Healthcare (n=13)

Retail (n=4)

85% Yes
15% No

75% Yes
25% No
29) What, if anything, could the Chamber do to better support your Business?
Please note that below are unedited comments as provided

- Break the traditional Chamber mold and devise events "outside the box" (to use a cliché).
- Chamber on the right track with regional efforts for long term growth in business opportunities
- Continue economic development activities; develop a brand for Collier County; market the brand; finalize economic incentives and banish disincentives
- Continue it's work to improve government's relationship with the business community. The quality of life is enhanced by the business community through the developers we have great places to meet and be entertained.
- Continue to support the promotion of Collier County as a leisure destination for tourism, group meetings, and sporting events.
- Do more to support business to business networking and STOP wasting time on Public Policy
- Enhance exposure of small businesses. There is much exposure for the larger companies but not much for small business unless a hefty price is paid on top of a rather hefty membership and Executive Club cost.
- Expand outreach to small business.
- Expand public partnership opportunities, define a sustainable "brand" and market the county and the region accordingly.
- Further promote economic diversity.
- Get businesses active in political issues.
- Get more involved with non-tourism related businesses.
- Help us figure out how to develop a viable workforce of skilled workers.
- I am not in business... I am in government. I am in leadership collier
- Its efforts with The Partnership are very important to our business.
- Just keep being involved in Public Policy matters that may affect business
- Keep up the great effort of supporting public/private partnership for economic development.
- Keep us informed on important public policy issues and their impact on the business community. Hearing the pros and cons of issues and where the Chamber stands ( or if appropriate, takes no formal position) would help the business community be more informed and influential.
- Lobby for the FairTax.
- Need to convince county commissioners to allocate more money to destination marketing.....We are way behind the other markets....They need to understand the importance of Tourism industry...Tourism brings jobs, helps small businesses, helps to increase property values,pays for beach renourishments and enhances quality of life......
Networking/symposium sessions with like-kind businesses.
Offer business-specific round table discussions twice a year.
Personally feel there is already a positive push for more public/private collaborations.
Successfully implement the economic development plan being created by Market Street Services :)
The Chamber is doing a fine job.