

## 2008 Greater Downtown Kansas City Missouri Business Survey - FINAL DRAFT

Please take a few minutes to complete this survey. Your input is an important part of business participation in the transformation of the KCMO downtown area. Businesses in the downtown area (Woodland Avenue to State Line and 31<sup>st</sup> to the Missouri River, plus Harlem) will provide input in an ongoing effort by the City to identify and respond to citizen concerns and needs. If you have questions, please call XXXXXXXX, at 816-XXX-XXXX.

1. Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where "5" means "Very Satisfied" and "1" means "Very Dissatisfied." (circle your response)

<i>City Services</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Condition of streets, sidewalks and curbs in the Greater Downtown Area	5	4	3	2	1	9
B. Maintenance of residences in the Greater Downtown Area	5	4	3	2	1	9
C. Maintenance of businesses in the Greater Downtown Area	5	4	3	2	1	9
D. Overall quality of police, fire and ambulance services	5	4	3	2	1	9
E. Overall quality of water services	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with the public	5	4	3	2	1	9
H. Overall quality of stormwater runoff	5	4	3	2	1	9
I. Overall quality of local public health services	5	4	3	2	1	9
J. Overall flow of traffic in the downtown area	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1<sup>st</sup>: \_\_\_\_      2<sup>nd</sup>: \_\_\_\_      3<sup>rd</sup>: \_\_\_\_

3. How would you rate the physical appearance of the area where your business is located?

(1) Excellent       (4) Poor  
 (2) Good       (9) Don't know  
 (3) Average

4. Do you think that the Greater Downtown Area of Kansas City, Missouri is a "Business Friendly" community?

(1) Yes       (2) No       (3) Don't know

4a. If NO: Why not? \_\_\_\_\_

5. Do you think the tax structure for businesses in the Greater Downtown Area of Kansas City, Missouri is fair?

(1) Yes       (2) No       (3) Don't know

5a. If NO: Why not? \_\_\_\_\_

6. Several items that may influence your perception of the Greater Downtown Area of Kansas City, Missouri are listed below. Please rate each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

<i>Perceptions of the City</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of services provided by Kansas City	5	4	3	2	1	9
B. Overall image of the Greater Downtown Area	5	4	3	2	1	9
D. Overall quality of life in the Greater Downtown Area	5	4	3	2	1	9
E. Quality of new development in the Greater Downtown Area	5	4	3	2	1	9
G. Overall feeling of safety in the Greater Downtown Area	5	4	3	2	1	9

7. Using a scale from 1 to 5 where 5 is “Extremely Important” and 1 is “Not Important”, please indicate how important each of the following reasons are for your business location.

<i>Location indicators</i>	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>
A. Overall image of the downtown area	5	4	3	2	1
B. Quality of local schools	5	4	3	2	1
C. Low crime rate	5	4	3	2	1
D. Availability of trained employees	5	4	3	2	1
E. Level of taxation	5	4	3	2	1
F. Access to highways	5	4	3	2	1
G. Availability of quality housing and other amenities for senior managers	5	4	3	2	1
H. Availability of quality housing for all levels of employees	5	4	3	2	1
I. Proximity of businesses that are important to your business	5	4	3	2	1
J. Availability of public transportation	5	4	3	2	1
K. Availability of libraries, arts and cultural amenities	5	4	3	2	1
L. Attitude of local government toward business	5	4	3	2	1
M. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1
N. Availability of parks and open spaces	5	4	3	2	1

8. Which **THREE** of these reasons listed above will have the most impact on your decision to stay in the Greater Downtown Area of Kansas City, Missouri for the next 10 years? [Use the letters from the list in Question 7 above].

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

**9. Approximately how many employees do you employ in the Greater Downtown Area of Kansas City, Missouri?**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Less than 10 | <input type="checkbox"/> (5) 100-249     |
| <input type="checkbox"/> (2) 10-24        | <input type="checkbox"/> (6) 250-499     |
| <input type="checkbox"/> (3) 25-49        | <input type="checkbox"/> (7) 500 or more |
| <input type="checkbox"/> (4) 50-99        |  |

**10. What percentage of your employees live in the following areas? (total should add to 100%)**

- % the Greater Downtown Area of Kansas City, Missouri
- % Kansas City, Missouri outside the Greater Downtown Area
- % North of the Missouri River outside of Kansas City, Missouri
- % South of the Missouri River outside of Kansas City, Missouri
- % Kansas
- % Other

**100% TOTAL**

**11. How helpful would an expanded regional transportation system be to your ability to attract employees?**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Very helpful     | <input type="checkbox"/> (3) Not helpful |
| <input type="checkbox"/> (2) Somewhat helpful | <input type="checkbox"/> (4) Don't know  |

**12. Do you have adequate parking available for your daily business needs? (not including large events)**

- |                                  |                                 |
|----------------------------------|---------------------------------|
| <input type="checkbox"/> (1) Yes | <input type="checkbox"/> (2) No |
|----------------------------------|---------------------------------|

**13. Is the Greater Downtown Area pedestrian and bicycle friendly?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> (1) Yes (Go to 14) | <input type="checkbox"/> (2) No (Go to 13a) | <input type="checkbox"/> (3) Not of concern to me (Go to 14) |
|---|---|--|

**13a. What improvements would make the Greater Downtown Area pedestrian and bicycle friendly?**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Sidewalks        | <input type="checkbox"/> (4) Stoplights                |
| <input type="checkbox"/> (2) Street Crossings | <input type="checkbox"/> (5) Bike lanes and bike racks |
| <input type="checkbox"/> (3) Speed of traffic | <input type="checkbox"/> (6) Other _____               |

**14. In order to promote the density required to increase the number and variety of goods and services available in the Greater Downtown Area, would you be in favor of reduced off-street parking requirements for all businesses within a close proximity of new or existing transit stations?**

- |                                  |                                 |
|----------------------------------|---------------------------------|
| <input type="checkbox"/> (1) Yes | <input type="checkbox"/> (2) No |
|----------------------------------|---------------------------------|

**15. Approximately how many years has your business been operating in the Greater Downtown Area of Kansas City, Missouri?**

years

**16. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? [check the most appropriate category; if you don't see a description that matches, write a description in "other"]**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Manufacturing                   | <input type="checkbox"/> (08) Finance/insurance/real estate   |
| <input type="checkbox"/> (02) Agriculture/forestry            | <input type="checkbox"/> (09) Wholesaler/distributor  |
| <input type="checkbox"/> (03) Retail trade (not food service) | <input type="checkbox"/> (10) Construction  |
| <input type="checkbox"/> (04) Retail food service             | <input type="checkbox"/> (11) Health care/medical/social services                                   |
| <input type="checkbox"/> (05) Transportation/warehousing      | <input type="checkbox"/> (12) Arts, entertainment, recreation                                       |
| <input type="checkbox"/> (06) Communications                  | <input type="checkbox"/> (13) Professional services (law, consulting, architecture, engineers, etc) |
| <input type="checkbox"/> (07) Utilities                       | <input type="checkbox"/> (14) Other: _____  |

**17. Does your business have occasion to use hotel and/or conference center services?**

\_\_\_\_(1) Yes                      \_\_\_\_ (2) No

**17a. IF YES: Are your needs met within the Greater Downtown Area of Kansas City, Missouri?**

\_\_\_\_(1) Yes   \_\_\_\_ (2) No

**18. How important is it to preserve the historic buildings and heritage of the Greater Downtown Area?**

\_\_\_\_ (1) Very important                      \_\_\_\_ (3) Not sure  
\_\_\_\_ (2) Somewhat important   nt        \_\_\_\_ (4) Not important

**19. How important is it to establish building guidelines for new development in the Greater Downtown Area, that are compatible with the current character of the different neighborhoods in the Greater Downtown Area?**

\_\_\_\_ (1) Very important                      \_\_\_\_ (3) Not sure  
\_\_\_\_ (2) Somewhat important   nt        \_\_\_\_ (4) Not important

**20. How important is it to establish building guidelines for energy efficiency and environmental performance for both new and existing development in the Greater Downtown Area?**

\_\_\_\_ (1) Very important                      \_\_\_\_ (3) Not sure  
\_\_\_\_ (2) Somewhat important   nt        \_\_\_\_ (4) Not important

**21. The City must undertake a major upgrade to its aging sewer system. Other issues important to our downtown area could be upgraded at the same time; street, curb and sidewalk improvements, and green enhancements that help with storm water runoff, the overall appearance of the downtown area community and the quality of our air. If that requires extra time coordination and initial cost, how supportive would you be of combining these multiple solutions, where possible.**

\_\_\_\_ (1) Very supportive                      \_\_\_\_ (3) Not sure  
\_\_\_\_ (2) Somewhat supportive nt        \_\_\_\_ (4) Not supportive

**22. Do you support the use of economic incentives to support existing developments and revitalize underutilized areas?**

\_\_\_\_(1) Yes   ..... \_\_\_\_ (2) No   ..... \_\_\_\_ (3) Don't know

**23. In the next 12 months, is your business considering any of the following? (check all that apply)**

- \_\_\_\_(1) Expanding your business in the Greater Downtown Area of Kansas City
- \_\_\_\_(2) Relocating to another location in the Greater Downtown Area of Kansas City
- \_\_\_\_(3) Relocating to another location outside the reater Downtown Area of Kansas City
- \_\_\_\_(4) Downsizing
- \_\_\_\_(5) Closing
- \_\_\_\_(6) Don't know
- \_\_\_\_(7) None of these

**THIS CONCLUDES THE SURVEY - THANK YOU FOR YOUR TIME!**

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

**If you have additional comments, or would like to be included in further discussions about plans for the downtown area, please visit the website: [www.plandowntownkc.com](http://www.plandowntownkc.com)**