
Survey Overview

The Morris Leatherman Company, is pleased to present the results of this study to the City of Bloomington. This section provides a brief introduction to the specifications of the survey and a guide to the organization of the written analysis.

While the most statistically sound procedures have been used to collect and analyze the information presented herein, it must always be kept in mind that surveys are not predictions. They are designed to measure public opinion within identifiable limits of accuracy at *specific points in time*. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. After all, in public policy analysis, the major task is to impact these revealed opinions in a constructive fashion.

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Mr. Peter Leatherman.

Research Design

This study contains the results of a telephone survey of 400 randomly selected owners and managers of City of Bloomington businesses. Survey responses were gathered by professional interviewers across the community between June 1st and July 16th, 2021.

The average interview took twenty minutes.

All respondents interviewed in this study were part of a randomly generated sample of City of Bloomington business owners and managers. The random sample of 400 owners and managers yields results projectable to the respective universe within ± 5.0 percent in 95 out of 100 cases.

Interviews were conducted by **Morris Leatherman Company** trained personnel from telephone banks in Cannon Falls, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a Morris Leatherman Company supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS 26.0 FOR WINDOWS.

TABLE OF CONTENTS

Chapter One: Business Demographics	5
Business Demographics	6
Type of Business	6
Longevity in the City	6
Area of the City	7
Owners vs. Tenant	7
Home-Based Business	7
Future Business Plans	8
Position or Title	9
City of Residence	9
Chamber of Commerce	10
Age of Respondent	10
Ethnicity of Respondent	10
Gender Identity	11
Zipcode of Business	11
Summary and Conclusions	11
Chapter Two: Business Climate	13
Business Climate	14
Reason for Locating in Bloomington	14
COVID-19 Pandemic	15
Rating of Business Climate	20
Optimistic about Future	22
Most Serious Issue	23
Issues Facing Business	24
Summary and Conclusions	34
Chapter Three: Workforce Issues	36
Workforce Issues	37
Number of Employees	37
Employment over Past Twenty-Four Months	38
Employment over Next Twenty-Four Months	39
Paying Employees	40
Apprenticeships or Internships	43
Health Insurance	44
Paid Sick Leave	46
Workforce Living in Bloomington	48
Average Commute Time for Employees	50
Percent of Workforce Using Public Transit	51
Vehicle Charging Stations	52
Composition of Workforce	53
Labor Pool Issues	58
Employment Skills and Competencies	61
Housing in Bloomington	62
Traffic Congestion	63

Public Transportation	64
Summary and Conclusions	66
Chapter Four: Business and City Relationship	68
Business and City Relationship.	69
City’s Attitudes and Responsiveness	69
Mayor and City Council	70
Contact with City Staff	71
Direction of Bloomington.	73
Value of City Services	74
Areas to Focus On.	76
Business Incubators.	84
Partnerships with School Districts and Community Colleges	85
“Open to Business” Program	86
Primary Source of Information	87
Preferred Source of Information	88
Information Levels	89
Summary and Conclusions	89
Chapter Five: Concluding Thoughts.	92
Concluding Thoughts	93

Analysis

Chapter One: Business Demographics

Business Demographics

Respondents in the City of Bloomington were asked a series of questions about their demographic backgrounds. These questions were asked to track any differences between subgroups and the rest of the population. Throughout the course of this study, subgroup differences will be discussed.

Type of Business

What is your type of business?

RETAIL	24%
MEDICAL/HEALTH CARE	6%
MANUFACTURING	7%
TECHNOLOGY	2%
HOSPITALITY/HOTEL/ACCOMMODATIONS.....	3%
RESTAURANT	22%
PROFESSIONAL SERVICE, SUCH AS LAWYER OR ACCOUNTANT	9%
PERSONAL SERVICE, SUCH AS HAIR SALON OR DRYCLEANER.....	15%
AUTOMOTIVE DEALER/SERVICE/MAINTENANCE.....	5%
CONSTRUCTION	4%
SCATTERED	3%

Longevity in the City

How long has your business been located in Bloomington?

LESS THAN TWO YEARS.....	1%
TWO TO FIVE YEARS.....	7%
SIX TO TEN YEARS.....	19%
11 TO 15 YEARS.....	19%
SIXTEEN TO TWENTY YEARS	22%
OVER TWENTY YEARS	31%
REFUSED.....	0%

Area of the City

Which of the following areas of the city of Bloomington do you consider your business location part of?

IN MALL OF AMERICA.....	11%
494 STRIP.....	19%
SOUTH LOOP.....	6%
35W CORRIDOR.....	5%
OLD SHAKOPEE ROAD.....	17%
LYNDALE AVENUE.....	21%
PENN AMERICAN.....	10%
NORMANDALE LAKES.....	1%
WEST BLOOMINGTON INDUSTRIAL AREA.....	6%
SCATTERED.....	3%
DON'T KNOW/REFUSED.....	2%

Are you east or west of 35W?

EAST.....	40%
WEST.....	60%
DON'T KNOW/REFUSED.....	0%

Owners vs. Tenant

Does your business own the building in which you are located, or are you a tenant?

OWN.....	25%
TENANT.....	75%
DON'T KNOW.....	0%
REFUSED.....	0%

Home-Based Business

Is your business home-based?

YES.....	4%
NO.....	96%
DON'T KNOW.....	0%
REFUSED.....	0%

Future Business Plans

Expand in Bloomington?

YES	10%
NO	88%
DON'T KNOW/REFUSED	2%

Downsize in Bloomington?

YES	0%
NO	100%
DON'T KNOW/REFUSED	0%

Relocate in Bloomington?

YES	1%
NO	99%
DON'T KNOW/REFUSED	0%

Relocate outside of Bloomington?

YES	0%
NO	100%
DON'T KNOW/REFUSED	0%

Is there one major reason why you are planning to relocate outside of Bloomington?

NOT APPLICABLE

Where are you planning to relocate your business?

NOT APPLICABLE

Position or Title

Could you tell me your position or title in this company?

MANAGER	48%
OWNER	33%
BUSINESS MANAGER.....	3%
PRESIDENT.....	4%
MANAGING PARTNER.....	4%
CEO	4%
SALES MANAGER.....	4%

City of Residence

In what city do you live?

BLOOMINGTON.....	68%
MINNEAPOLIS	6%
EAGAN.....	3%
EDINA	6%
MINNETONKA	2%
CHANHASSEN/CHASKA	3%
APPLE VALLEY	2%
SHAKOPEE/SAVAGE	2%
SCATTERED	8%

Could you tell me one or two reasons why you live in that city?

UNSURE.....	2%
CLOSE TO FRIENDS/FAMILY	15%
EASY COMMUTE.....	10%
SCHOOLS	10%
SAFE	15%
GOOD PLACE TO RAISE FAMILY	2%
HOUSING/NEIGHBORHOOD	28%
ALWAYS LIVED THERE.....	7%
NICE CITY.....	6%
PARKS/LAKES	4%
SCATTERED	2%

Chamber of Commerce

*Have you heard of the Chamber of Commerce?
Are you a member of the Chamber of Commerce?
Have you been a member in the past?*

NO	6%
YES/YES	13%
YES/NO/YES	13%
YES/NO/NO	65%
DON'T KNOW/REFUSED	3%

Age of Respondent

What is your age, please?

UNDER 25	0%
25-39	38%
40-64	58%
65 AND OVER	4%
REFUSED	0%

Ethnicity of Respondent

*Which of the following categories represents your race
or ethnicity - American Indian or Alaskan Native, Asian,
Black or African American, Latino, Latina or Latinx,
Native Hawaiian or Other Pacific Islander, White or is
your race or ethnicity not listed?*

AMERICAN INDIAN/ALASKAN NATIVE	2%
ASIAN	6%
BLACK/AFRICAN AMERICAN	16%
LATINO/LATINA/LATINX	6%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	1%
WHITE	66%
NOT LISTED	0%
DON'T KNOW/REFUSED	3%

Gender Identity

What is your gender identity?

MALE	58%
FEMALE.....	41%
NON-BINARY	1%
REFUSED/NOT LISTED.....	0%

Zipcode of Business

ZIPCODE

55420	28%
55425	26%
55431	23%
55435	4%
55437	11%
55438	5%
55439	4%

Summary and Conclusions

The typical business has operated in Bloomington for 16.4 years. Eight percent were in the city for less than five years; in contrast, 31% were located there for more than 20 years. Twenty-four percent of the businesses self-identify as “retail companies,” 22% classify themselves as “restaurants,” 15% are “personal service providers,” nine percent are “professional service providers,” seven percent are “manufacturing operations,” and six percent are “health care or medical businesses.” Five percent are “automotive dealers, services, and maintenance businesses” and four percent are “construction companies.” Only three percent self-classify as “hospitality/hotel/ accommodations businesses.”

Twenty-one percent consider their business location to be a part of “Lyndale Avenue,” while 19% consider themselves as the “494 Strip,” and 17% are a part of “Old Shakopee Road.” Eleven percent are in the Mall of America and 10% are in “Penn Avenue-American Boulevard.” Six percent each are in the “West Bloomington Industrial Area” or the “South Loop.” Five percent are in the “35W Corridor.” Sixty percent of “494 Strip” or “Old Shakopee Road” businesses are west of 35W while 40% are east of the freeway.

Ten percent report plans to expand their business in the city during the next five years. Only one percent plan to move their business within Bloomington during the same time. No one plans to move their business outside of Bloomington or downsize their business during the next five

years.

Twenty-eight percent report their location is in zip code 55420, 26% are in 55425, and 23% are in zip code 55431. Eleven percent of sampled businesses are in zip code 55437 and five percent are in zip code 55438. Four percent each report their zip codes are 55435 or 55439.

Twenty-five percent report their businesses “own” the building in which they are located; seventy-five percent are “tenants.” Only four percent of businesses in the sample are “home-based.”

Ninety-one percent have heard of the Chamber of Commerce. Thirteen percent of city businesses are current members, while the same percentage are former members, not current ones. Sixty-five percent are neither current nor past members of the Chamber of Commerce.

Forty-eight percent call themselves “managers,” and 33% are “owners.” About four percent each supply the titles “business manager,” “president,” “managing partner,” “CEO,” and “sales manager.”

An exceedingly high 68% live in “Bloomington.” Six percent each live in “Minneapolis” or “Edina.” Five percent live in “Apple Valley” and “Eagan,” while five percent reside in “Scott County suburbs.” The primary reasons for living outside of Bloomington include “housing and neighborhood,” at 28%, “close to family and friends” or “safe,” each at 15%, and “easy commute” or “good schools,” each at 10%. Seven percent report they “always lived there.”

The typical respondent is 42.7 years old. Thirty eight percent are in the “25-39 years old” range, 58% are in the “40-64 years old” range, and four percent are “65 and over.”

Sixty-six percent self-classify as “White.” Sixteen percent are “Black/African-American,” and six percent each are “Latino/Latina/Latinx” or “Asian.”

Fifty-eight percent of the respondents report they are “male,” 41% are “female,” and one percent is “non-binary.”

Chapter Two: Business Climate

Business Climate

Reason for Locating in Bloomington

What was the primary reason you located your business in Bloomington?

DON'T KNOW/REFUSED	0%
LOCATION	37%
CUSTOMER BASE	14%
SPACE AVAILABILITY	20%
CLOSE TO HOME	8%
BOUGHT EXISTING	5%
CORPORATE DECISION	12%
LIVED IN BLOOMINGTON	4%

“Location” was posted at a higher rate by:

- restaurants
- businesses indicating the pandemic had a major impact
- those very optimistic about the the future of their business
- businesses with more than ten part-time employees
- businesses offering health insurance
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located in the Mall of America
- African-Americans
- businesses located in 55420
- businesses located in 55425

“Space availability” was cited most frequently by:

- businesses with more than ten full-time employees
- those rating the quantity of employees as less than excellent
- whites

“Customer base” was key to:

- personal service businesses
- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent

“Corporate decision” was important to:

- those rating the business climate as good, only fair or poor
- businesses offering health insurance
- businesses offering sick leave
- businesses located on the 494 strip
- businesses located in 55437
- businesses located in other zip codes
- women

COVID-19 Pandemic

Has the COVID-19 pandemic had a major impact on your business, a minor impact or not much of an impact at all?

MAJOR IMPACT.....	51%
MINOR IMPACT.....	30%
NOT MUCH IMPACT.....	20%
DON'T KNOW/REFUSED.....	0%

“Major impact” was posted at a higher rate by:

- restaurants
- personal service businesses
- businesses with one to ten full-time employees
- businesses with more than ten part-time employees
- businesses located in the Mall of America
- businesses located on the 494 strip
- tenants
- women

“Minor impact” was indicated most often by:

- retail businesses
- businesses in Bloomington for more than twenty years
- businesses located on Old Shakopee Road
- building owners
- over forty year olds
- businesses located in 55437

“Not much impact” was mentioned more frequently by:

- those somewhat or not too optimistic about their future
- businesses located on Lyndale Avenue
- building owners
- African-Americans
- businesses located in 55420
- men

Revenue?

INCREASE	3%
DECREASE	90%
SAME	6%
DON'T KNOW/REFUSED	1%

“Increase” was cited more often by:

- businesses located on Penn American
- building owners
- businesses located in 55431
- men

“Decrease” was mentioned most frequently by:

- those rating city responsiveness as excellent
- businesses located in the Mall of America
- under 39 year olds
- businesses located in 55420
-

“Same” was posted at a higher rate by:

- businesses in Bloomington for more than twenty years
- businesses offering health insurance
- businesses located on Lyndale Avenue
- businesses located in other zip codes

Number of customers?

INCREASE	6%
DECREASE	83%
SAME	11%
DON'T KNOW/REFUSED	0%

“Increase” was cited more often by:

- retail businesses
- businesses offering health insurance
- businesses located on Old Shakopee Road
- building owners
- over forty year olds
- businesses located in other zip codes

“Decrease” was mentioned most frequently by:

- restaurants

- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- businesses with one to ten full-time employees
- those rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- under 39 year olds
- businesses located in 55420
- businesses located in 55425

“Same” was posted at a higher rate by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses with one to ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- building owners
- businesses located in 55431

Number of workers?

INCREASE	0%
DECREASE	75%
SAME	25%
DON'T KNOW/REFUSED	0%

“Decrease” was mentioned most frequently by:

- restaurants
- businesses in Bloomington for less than ten years
- those rating the quality of employees as less than excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue
- under 39 year olds
- businesses located in 55420
- businesses located in 55425
- women

“Same” was posted at a higher rate by:

- businesses located on Old Shakopee Road
- businesses located on Penn American
- over forty year olds
- businesses located in 55431
- men

Productivity of employees working from home?

INCREASE	16%
DECREASE	27%
SAME	46%
DON'T KNOW/REFUSED	11%

“Increase” was cited more often by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses located on Penn American tenants
- over forty year olds
- businesses located in 55431
- businesses located in 55437

“Decrease” was mentioned most frequently by:

- restaurants
- personal service businesses
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located in the Mall of America
- businesses located on Old Shakopee Road
- people of color
- businesses located in 55425
- women

“Same” was posted at a higher rate by:

- those rating the business climate as excellent
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located on Lyndale Avenue
- whites
- businesses located in 55420
- men

Have you had to change where and how employees work during the pandemic?

YES	51%
NO	48%
DON'T KNOW/REFUSED	1%

“Yes” is stated more often by:

- businesses indicating the pandemic had a major impact
- those rating city responsiveness as excellent
- businesses located on the 494 strip
- businesses located on Penn American
- tenants
- businesses located in 55431
- businesses located in other zip codes

“No” is reported most frequently by:

- retail businesses
- businesses indicating the pandemic did not have much of an impact
- businesses with one to ten part-time employees
- businesses offering sick leave
- businesses located in the Mall of America
- building owners
- businesses located in 55425

Do you believe you will operate your business the way it was before the pandemic?

YES	79%
NO	12%
DON'T KNOW/REFUSED	9%

“Yes” is cited at a higher rate by:

- restaurants
- businesses indicating the pandemic did not have much of an impact
- those very optimistic about the the future of their business
- businesses offering health insurance
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- whites
- businesses located in 55420
- businesses located in 55425

“No” is mentioned more frequently by:

- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent

- those rating city responsiveness as good
- businesses located on the 494 strip
- businesses located in other zip codes

What sort of operational changes will stay in place?

REMOTE WORK.....	37%
CLEANING/SANITIZING.....	13%
USE ZOOM MORE OFTEN.....	17%
WEAR MASKS.....	13%
SOCIAL DISTANCING.....	8%
APPOINTMENTS ONLY.....	4%
CAPACITY LIMITS.....	8%

“Remote work” was stated more often by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- businesses located on Penn American
- over forty year olds
- whites
- businesses located in 55437

“Cleaning/Sanitizing” was posted more frequently by:

- retail businesses
- businesses in Bloomington for less than ten years
- people of color

“Wear masks” was mentioned more frequently by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses located on Old Shakopee Road
- building owners

**Rating of Business
Climate**

***How would you rate the business climate in
Bloomington?***

EXCELLENT	34%
GOOD	58%
ONLY FAIR	6%
POOR	2%
DON'T KNOW/REFUSED	0%

Ratings were higher among:

- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- those rating city responsiveness as good
- businesses located in 55420

They were lower among:

- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located in other zip codes

***Why did you rate the business climate as (only fair/
poor) ?***

TOO MUCH COMPETITION	23%
VACANT BUSINESSES	32%
LACK OF CUSTOMERS	19%
TOO FOCUSED ON MOA	26%

There were no statistically significant sub-group differences noted.

***Is there anything the City government of Bloomington
can do to improve the business climate in the city?***

UNSURE	22%
NOTHING	62%
ALLOW SIGNS	3%
LOWER TAXES	6%
CITY SPENDING	1%
MORE REDEVELOPMENT	2%
TAX INCENTIVES	2%
EMPLOYEE TRAINING	2%

“Nothing” was posted at a higher rate by:

- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue
- under 39 year olds
- African-Americans
- businesses located in 55420
- businesses located in 55425

“Lower taxes” was suggested more often by:

- retail businesses
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating the quality of employees as excellent
- people of color

Specifically, what would you like the City government do about _____?

UNSURE.	3%
REDUCE TAXES.	20%
ALLOW SIGNS	16%
BUSINESS TAX INCENTIVES	30%
DEVELOPMENT OF WORKFORCE.	13%
REDEVELOPMENT OF OLDER AREAS	6%
IMPROVE TRAFFIC FLOW.	5%
SCATTERED	7%

“Reduce taxes” was cited most frequently by:

- businesses indicating the pandemic did not have much of an impact
- businesses offering sick leave
- under 39 year olds
- businesses located in other zip codes

Optimistic about Future

How optimistic are you about the future of your business in Bloomington - are you very optimistic, somewhat optimistic, not too optimistic or not at all optimistic?

VERY OPTIMISTIC	59%
SOMEWHAT OPTIMISTIC	32%
NOT TOO OPTIMISTIC	4%
NOT AT ALL OPTIMISTIC	4%
DON'T KNOW/REFUSED	2%

Optimism increased among:

- those rating the business climate as excellent
- businesses offering health insurance
- businesses offering sick leave
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- businesses located in the Mall of America

It decreased among:

- those rating the business climate as good, only fair or poor
- those rating city responsiveness as good
- businesses located on the 494 strip
- men

Most Serious Issue

Outside of the pandemic, what do you think is the most serious issue facing your business in Bloomington?

UNSURE	15%
NOTHING	49%
LACK OF EMPLOYEES	7%
SIGN RESTRICTIONS	2%
TRAFFIC CONGESTION	3%
TRANSPORTATION COSTS	2%
COMPETITION	2%
LACK OF CUSTOMERS	5%
POOR ECONOMY	3%
VIOLENT CRIME	2%
HIGH TAXES	3%
HIGH RENT/LEASE	2%
SCATTERED	5%

“Nothing” was mentioned at a higher rate by:

- restaurants
- businesses in Bloomington for less than ten years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent

- those very optimistic about the the future of their business
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- tenants
- African-Americans
- businesses located in 55420
- businesses located in 55425

“Lack of employees” was a concern among:

- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- building owners
- whites
- businesses located in 55431

“Lack of customers” was posted at a higher rate by:

- personal service businesses
- those rating the business climate as good, only fair or poor
- businesses with one to ten part-time employees
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- businesses located in 55437

Issues Facing Business

Amount of city taxes?

VERY SERIOUS ISSUE	13%
SOMEWHAT SERIOUS ISSUE	45%
NOT A SERIOUS ISSUE.	42%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- people of color

‘Somewhat serious issue’ was indicated most often by:

- businesses in Bloomington for more than twenty years
- those somewhat or not too optimistic about their future
- businesses with more than ten part-time employees
- businesses located on Old Shakopee Road
- businesses located on Lyndale Avenue
- people of color
- businesses located in 55420
- businesses located in 55437

“Not a serious issue” was reported most frequently by:

- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- under 39 year olds
- African-Americans
- businesses located in 55431

Access to capital?

VERY SERIOUS ISSUE	10%
SOMEWHAT SERIOUS ISSUE	29%
NOT A SERIOUS ISSUE.	62%
DON’T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- restaurants
- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- those somewhat or not too optimistic about their future
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip
- under 39 year olds
- people of color

‘Somewhat serious issue’ was indicated most often by:

- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees

- over forty year olds
- people of color

“Not a serious issue” was reported most frequently by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quantity of employees as excellent
- businesses located in the Mall of America
- whites

General economic conditions?

VERY SERIOUS ISSUE	37%
SOMEWHAT SERIOUS ISSUE	55%
NOT A SERIOUS ISSUE.	9%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- personal service businesses
- businesses indicating the pandemic had a major impact
- those somewhat or not too optimistic about their future
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as good
- businesses located in the Mall of America
- businesses located on the 494 strip
- people of color
- women

“Somewhat serious issue” was indicated most often by:

- businesses indicating the pandemic had a minor impact
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- men

“Not a serious issue” was reported most frequently by:

- businesses indicating the pandemic did not have much of an impact
- those rating the quality of employees as excellent

- those rating the quantity of employees as excellent

Cost of doing business?

VERY SERIOUS ISSUE	23%
SOMEWHAT SERIOUS ISSUE	41%
NOT A SERIOUS ISSUE.	37%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses located on Penn American
- building owners
- people of color
- businesses located in 55431
- businesses located in other zip codes

“Somewhat serious issue” was indicated most often by:

- retail businesses
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- African-Americans
- businesses located in 55420

“Not a serious issue” was reported most frequently by:

- businesses indicating the pandemic had a minor impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- under 39 year olds
- whites
- businesses located in 55425

Traffic congestion?

VERY SERIOUS ISSUE	16%
SOMEWHAT SERIOUS ISSUE	25%

NOT A SERIOUS ISSUE.	59%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- businesses in Bloomington for more than twenty years
- businesses offering health insurance
- businesses offering sick leave
- building owners
- businesses located in 55431

“Somewhat serious issue” was indicated most often by:

- businesses indicating the pandemic had a major impact
- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip
- businesses located on Penn American tenants
- over forty year olds
- people of color
- businesses located in 55431
- businesses located in other zip codes

“Not a serious issue” was reported most frequently by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- those rating the quality of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- under 39 year olds
- whites
- businesses located in 55420
- businesses located in 55425

Health care costs?

VERY SERIOUS ISSUE	10%
SOMEWHAT SERIOUS ISSUE	24%
NOT A SERIOUS ISSUE.	67%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located in 55431
- women

“Somewhat serious issue” was indicated most often by:

- restaurants
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating city responsiveness as only fair or poor
- businesses located on the 494 strip
- businesses located on Penn American
- building owners
- over forty year olds
- people of color
- businesses located in 55437
- businesses located in other zip codes
- men

“Not a serious issue” was reported most frequently by:

- personal service businesses
- businesses indicating the pandemic had a minor impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- African-Americans
- businesses located in 55420

High rent or lease?

VERY SERIOUS ISSUE	16%
SOMEWHAT SERIOUS ISSUE	45%
NOT A SERIOUS ISSUE.	39%
DON'T KNOW/REFUSED	1%

“Very serious issue” was cited more frequently by:

- personal service businesses
- businesses indicating the pandemic had a major impact
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- businesses located on the 494 strip
- businesses located on Penn American
- people of color
- businesses located in 55431
- businesses located in 55437

“Somewhat serious issue” was indicated most often by:

- businesses with one to ten full-time employees
- businesses located in the Mall of America
- tenants
- African-Americans
- businesses located in 55420
- businesses located in 55425

“Not a serious issue” was reported most frequently by:

- businesses indicating the pandemic had a minor impact
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- building owners

Lack of customers?

VERY SERIOUS ISSUE	10%
SOMEWHAT SERIOUS ISSUE	35%
NOT A SERIOUS ISSUE.	55%
DON'T KNOW/REFUSED	1%

“Very serious issue” was cited more frequently by:

- retail businesses
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating city responsiveness as good
- businesses located on Old Shakopee Road
- building owners
- under 39 year olds
- African-Americans

‘Somewhat serious issue’ was indicated most often by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic had a major impact
- businesses with one to ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located on the 494 strip
- tenants
- people of color

‘Not a serious issue’ was reported most frequently by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses offering sick leave
- thoser rating city responsiveness as excellent
- whites
- businesses located in 55431

Availability or access to high speed internet?

VERY SERIOUS ISSUE	8%
SOMEWHAT SERIOUS ISSUE	15%
NOT A SERIOUS ISSUE.	77%
DON’T KNOW/REFUSED	0%

‘Very serious issue’ was cited more frequently by:

- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- building owners
- over forty year olds
- people of color
- businesses located in 55425

‘Somewhat serious issue’ was indicated most often by:

- businesses indicating the pandemic had a major impact

- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating the quality of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on the 494 strip
- businesses located on Penn American
- businesses located in other zip codes

“Not a serious issue” was reported most frequently by:

- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- whites
- businesses located in 55420

Availability of public transportation?

VERY SERIOUS ISSUE	9%
SOMEWHAT SERIOUS ISSUE	13%
NOT A SERIOUS ISSUE.	77%
DON’T KNOW/REFUSED	2%

“Very serious issue” was cited more frequently by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- building owners
- people of color

“Somewhat serious issue” was indicated most often by:

- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future

- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating city responsiveness as good
- businesses located on the 494 strip
- businesses located on Old Shakopee Road
- businesses located in 55437

“Not a serious issue” was reported most frequently by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- whites

Crime rates?

VERY SERIOUS ISSUE	11%
SOMEWHAT SERIOUS ISSUE	36%
NOT A SERIOUS ISSUE.	54%
DON'T KNOW/REFUSED	0%

“Very serious issue” was cited more frequently by:

- personal service businesses
- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- people of color

“Somewhat serious issue” was indicated most often by:

- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with more than ten part-time employees
- those rating the quantity of employees as excellent
- businesses located on the 494 strip
- businesses located on Lyndale Avenue
- African-Americans
- people of color

- businesses located in other zip codes
- men

“Not a serious issue” was reported most frequently by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- thoser rating city responsiveness as excellent
- those rating city responsiveness as good
- businesses located in the Mall of America
- whites

Summary and Conclusions

There are five major reasons for locating businesses in Bloomington: “location” is offered by 37%; “space availability” is the reason for 20% of the sample; “customer base” motivated 18%; “corporate decision” is the reason for 12%; “wanted to be close to home” is posted by eight percent.

Fifty-one percent of Bloomington businesses report the COVID-19 pandemic had a “major impact” on their business, while 30% report a “minor impact,” and 20% say it had “not much of an impact at all.” Businesses incurring a “major impact or minor impact” relate: 90% had a decrease in revenue; 83% said they saw a decrease in the number of customers; 73% report a decrease in the number of workers; only 27% saw a decrease in the productivity of employees working from home.

Fifty-one percent had to change where and how employees worked during the pandemic; forty-eight percent did not do so. Among businesses making changes, 79% believe they will run their businesses the way they were before the pandemic; twelve percent do not think so and point to four changes they believe will stay in place: “remote work,” “using zoom more often,” “cleaning and sanitizing,” and “wearing masks.”

An exceptionally high 92% rate the business climate in Bloomington as "excellent" or "good.;" in fact, 34% see it as "excellent." Only eight percent rate it as "only fair" or "poor." The small percent of critical businesses cite four reasons: "vacant businesses," "overly focused on the Mall of America," "too much competition," and "lack of customers." Sixty-two percent think there is "nothing" the City government can do to improve the business climate in Bloomington; twenty-two percent are "unsure." Six percent suggest "reducing taxes" and three percent urge "allowing more signage."

Fifty-nine percent are “very optimistic” about the future of their business in Bloomington; thirty two percent are “somewhat optimistic.” An exceptionally low eight percent are either “not too optimistic” or “not at all optimistic.”

Outside of the pandemic, assessing the most serious issues facing their businesses in Bloomington, 49% report "nothing" and 15% are "unsure." Seven percent report "lack of employees" and five percent point to "lack of customers."

Respondents were read a series of eleven issues and asked to rate the seriousness of each for their business. "General economic conditions" and "cost of doing business" top the list of serious concerns. A secondary set of "somewhat serious" concerns are "high rent or lease" and "amount of city taxes."

Chapter Three: Workforce Issues

Workforce Issues

Number of Employees

How many full-time employees work at this location?

NONE	4%
1-10	63%
11-20	19%
21-50	7%
51-99	4%
100 OR MORE	4%
DON'T KNOW.....	0%
REFUSED.....	0%

“One to ten” was reported at a higher rate by:

- personal service businesses
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic had a major impact
- those rating the business climate as excellent
- businesses with one to ten part-time employees
- those rating the quantity of employees as excellent

“Eleven to twenty” was indicated more frequently by:

- businesses in Bloomington for more than twenty years
- those very optimistic about the the future of their business
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses located in other zip codes

How may part-time employees work at this location?

NONE	17%
1-10	52%
11-20	18%
21-50	7%
51-99	3%
100 OR MORE	3%
DON'T KNOW.....	0%
REFUSED.....	0%

“None” was posted at a higher rate by:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located on Penn American
- tenants
- businesses located in 55431

“One to ten” was cited most frequently by:

- restaurants
- businesses with one to ten full-time employees
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- people of color
- businesses located in 55420

“Eleven to twenty” was mentioned more often by:

- restaurants
- businesses with more than ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located on the 494 strip

Employment over Past Twenty-Four Months

Did the number of full-time employees working at this location increase, decrease or remain about the same during the past twenty-four months?

INCREASE	6%
DECREASE	36%
REMAIN ABOUT SAME	58%
DON'T KNOW	1%
REFUSED	0%

“Increase” is stated more frequently by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering sick leave

- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip
- people of color
- businesses located in 55431
- businesses located in other zip codes

“Decrease” is posted more frequently by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic had a minor impact
- businesses with more than ten part-time employees
- businesses offering health insurance
- thoser rating city responsiveness as excellent
- under 39 year olds
- businesses located in 55425
- women

“Remained about same” is stated more often by:

- businesses indicating the pandemic did not have much of an impact
- businesses with one to ten part-time employees
- businesses offering sick leave
- businesses located on Penn American
- over forty year olds
- businesses located in 55431
- men

Employment over Next Twenty-Four Months

During the next twenty-four months will the number of full-time employees working at this location increase, decrease or remain about the same?

INCREASE	32%
DECREASE	8%
REMAIN ABOUT SAME	49%
DON'T KNOW	12%
REFUSED	0%

“Increase” is selected more often by:

- restaurants
- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact

- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- those rating the quality of employees as excellent
- those rating city responsiveness as excellent
- businesses located on the 494 strip
- tenants
- businesses located in other zip codes
- women

“Decrease” is posted at a higher rate by:

- personal service businesses
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- businesses with one to ten full-time employees
- those rating city responsiveness as good
- businesses located on the 494 strip
- businesses located on Old Shakopee Road
- building owners
- under 39 year olds
- businesses located in 55437

“Remain about same” is cited at a higher rate by:

- retail businesses
- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- businesses located on Lyndale Avenue
- businesses located on Penn American
- over forty year olds
- businesses located in 55420
- men

Paying Employees

Are your employees all on salary, all hourly, all commission or is it a combination?

ALL SALARY	7%
ALL HOURLY	34%
ALL COMMISSION	12%
COMBINATION	47%

DON'T KNOW/REFUSED 1%

“All salary” is cited more frequently by:

- businesses offering sick leave
- those rating the quantity of employees as excellent
- businesses located in 55431

“All hourly” is mentioned more often by:

- retail businesses
- restaurants
- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses located on Old Shakopee Road
- businesses located on Lyndale Avenue
- African-Americans
- men

“All commission” is posted more often by:

- personal service businesses
- those rating the business climate as good, only fair or poor
- businesses located on Penn American
- tenants
- over forty year olds
- people of color
- businesses located in 55431
- businesses located in 55437

“Combination” is indicated at a higher rate by:

- businesses in Bloomington for more than twenty years
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses located in the Mall of America
- under 39 year olds
- whites
- businesses located in 55420
- women

***What percent of your hourly employees are paid \$15
an hour or more?***

20% OR LESS 14%

21% TO 49%	20%
50% TO 60%	25%
61% TO 99%.....	10%
100%	32%

“20% or less” is reported more often by:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- women

“21% to 49%” is stated at a higher rate by:

- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- businesses with one to ten part-time employees
- tenants
- businesses located in 55420
- men

“50% to 60%” is reported more often by:

- personal service businesses
- businesses in Bloomington for less than ten years
- businesses offering sick leave
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located in the Mall of America
- businesses located in 55425

“61% to 99%” is indicated more often by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- building owners

- businesses located in 55437

“100%” is reported more often by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- building owners
- people of color
- businesses located in 55431
- businesses located in other zip codes

Apprenticeships or Internships

Do you currently have apprenticeship or internship opportunities? How likely are you to offer these in the future - very likely, somewhat likely or not too likely?

YES	4%
NO/VERY LIKELY	3%
NO/SOMEWHAT LIKELY	15%
NO/NOT TOO LIKELY	78%
DON'T KNOW/REFUSED	0%

“Yes” is cited more often by:

- businesses with more than ten full-time employees
- businesses offering health insurance
- businesses offering sick leave
- businesses located in 55431
- businesses located in other zip codes

“No/very likely” is mentioned at a higher rate by:

- those rating the business climate as good, only fair or poor
- businesses offering sick leave
- people of color
- businesses located in other zip codes

“No/somewhat likely” is indicated more often by:

- businesses with one to ten part-time employees
- businesses located on Old Shakopee Road
- whites
- businesses located in 55437

“No/not too likely” is posted at a higher rate by:

- retail businesses
- restaurants
- businesses indicating the pandemic had a major impact
- those rating the business climate as excellent
- businesses located in the Mall of America
- tenants
- African-Americans
- businesses located in 55425

Health Insurance

Do you currently offer health insurance to your employees?

YES	62%
NO	38%
DON'T KNOW/REFUSED	0%

It is offered more often by:

- restaurants
- businesses in Bloomington for more than twenty years
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering sick leave
- businesses located in the Mall of America
- building owners
- whites
- businesses located in 55425

It is offered less often by:

- personal service businesses
- businesses in Bloomington for less than ten years
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses located on Penn American

- tenants
- African-Americans
- people of color
- businesses located in 55420
- businesses located in 55437

Full-time salaried employees?

YES	95%
NO	5%
DON'T KNOW/REFUSED	1%

“Yes” is cited more often by:

- restaurants
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- under 39 year olds
- businesses located in 55420
- businesses located in 55425

“No” is mentioned more often by:

- personal service businesses
- those rating the quantity of employees as less than excellent
- businesses located in 55431

Full-time hourly employees?

YES	88%
NO	12%
DON'T KNOW/REFUSED	0%

“Yes” is cited more often by:

- retail businesses
- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as good
- businesses located on Lyndale Avenue
- businesses located in 55420
- men

“No” is mentioned more often by:

- personal service businesses
- those rating the business climate as excellent
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- women

Part-time employees?

YES	15%
NO	84%
DON'T KNOW/REFUSED	1%

“Yes” is cited more often by:

- those very optimistic about the the future of their business
- businesses offering sick leave
- businesses located on Penn American
- building owners
- people of color

“No” is mentioned more often by:

- restaurants
- those somewhat or not too optimistic about their future
- businesses located on Old Shakopee Road
- tenants
- businesses located in 55425

Paid Sick Leave

Do you currently offer paid sick leave to your employees?

YES	52%
NO	48%
DON'T KNOW/REFUSED	0%

It is offered more often by:

- businesses in Bloomington for more than twenty years
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses offering health insurance
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent

- businesses located in the Mall of America
- building owners
- over forty year olds
- whites
- businesses located in 55431

It is offered less often by:

- retail businesses
- personal service businesses
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses located on the 494 strip
- tenants
- under 39 year olds
- African-Americans
- businesses located in 55420

Full-time salaried employees?

YES	94%
NO	6%
DON'T KNOW/REFUSED	0%

“Yes” is cited more often by:

- businesses with more than ten full-time employees
- businesses offering health insurance
- those rating the quantity of employees as excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue
- businesses located in 55425

“No” is mentioned more often by:

- those rating the quantity of employees as less than excellent
- businesses located on Penn American
- whites
- businesses located in 55431
- men

Full-time hourly employees?

YES	90%
NO	10%

DON'T KNOW/REFUSED 0%

“Yes” is cited more often by:

- retail businesses
- businesses with more than ten full-time employees
- businesses with one to ten part-time employees
- businesses with more than ten part-time employees
- businesses located on Lyndale Avenue

“No” is mentioned more often by:

- businesses indicating the pandemic did not have much of an impact
- those rating city responsiveness as only fair or poor
- businesses located in 55431

Part-time employees?

YES 52%
 NO 47%
 DON'T KNOW/REFUSED 1%

“Yes” is cited more often by:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating city responsiveness as good
- businesses located in the Mall of America
- tenants

“No” is mentioned more often by:

- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses located on Lyndale Avenue
- building owners
- businesses located in 55420

**Workforce Living in
Bloomington**

What percent of your workforce lives in Bloomington?

20% OR LESS	23%
21% TO 49%.....	12%
50% TO 60%	18%
61% TO 99%.....	30%
100%	18%

“20% or less” is reported more often by:

- businesses indicating the pandemic had a major impact
- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as excellent
- businesses located in the Mall of America
- businesses located on Penn American
- businesses located in 55431
- men

“21% to 49%” is indicated at a higher rate by:

- businesses in Bloomington for more than twenty years
- businesses with more than ten full-time employees
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Penn American
- over forty year olds
- people of color
- businesses located in 55431

“50% to 60%” is posted more often by:

- personal service businesses
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten part-time employees
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip
- building owners
- under 39 year olds
- people of color
- businesses located in 55437

“61% to 99%” is cited more frequently by:

- restaurants
- businesses indicating the pandemic did not have much of an impact
- businesses with one to ten part-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- businesses located on Old Shakopee Road
- tenants
- African-Americans
- businesses located in 55420
- women

“100%” is posted most frequently by:

- retail businesses
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those somewhat or not too optimistic about their future
- those rating city responsiveness as good
- businesses located on Old Shakopee Road
- businesses located on Lyndale Avenue
- businesses located in other zip codes

Average Commute Time for Employees

*What is the average commute time of your employees
to and from work?*

UNSURE.	2%
TEN MINUTES OR LESS.	15%
ELEVEN TO FIFTEEN MINUTES.	35%
SIXTEEN TO TWENTY MINUTES.	30%
OVER TWENTY MINUTES.	18%

“Ten minutes or less” is cited more often by:

- restaurants
- personal service businesses
- businesses indicating the pandemic had a major impact
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- businesses located on Old Shakopee Road

“Eleven to fifteen minutes” is posted at a higher rate by:

- restaurants
- businesses indicating the pandemic had a minor impact
- those very optimistic about the the future of their business
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- African-Americans

“Sixteen to twenty minutes” is reported at a higher rate by:

- businesses in Bloomington for eleven to twenty years
- businesses located on Lyndale Avenue
- businesses located in 55420

“Over twenty minutes” is indicated more often by:

- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses offering health insurance
- businesses located on Penn American
- tenants
- businesses located in 55431

Percent of Workforce Using Public Transit

What percent of your workforce uses public transit to get to and from work?

UNSURE.	40%
10% OR LESS	22%
11% TO 20%.	9%
21% TO 30%	16%
OVER 30%	13%

“Unsure” was stated more often by:

- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- businesses with one to ten full-time employees
- over forty year olds
- whites

“10% or less” is cited more often by:

- businesses with more than ten full-time employees

- those rating the quality of employees as excellent
- those rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- building owners
- whites
- businesses located in 55420
- men

“11% to 20% “ is stated more often by:

- restaurants
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses offering health insurance
- those rating the quantity of employees as excellent
- businesses located on the 494 strip
- tenants
- African-Americans
- women

“21% to 30% “ is reported more often by:

- restaurants
- those rating the business climate as good, only fair or poor
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- businesses located in other zip codes

“Over 30% “ is indicated at a higher rate by:

- restaurants
- personal service businesses
- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located in the Mall of America
- businesses located on the 494 strip
- tenants
- under 39 year olds
- people of color
- businesses located in 55425
- women

Vehicle Charging Stations

Do you currently have vehicle charging stations at your business? Do you have any plans to install them in the next few years?

YES	4%
NO/YES	5%
NO/NO	89%
DON'T KNOW/REFUSED	3%

“Yes” is mentioned more often by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses offering health insurance
- businesses offering sick leave
- businesses located on Old Shakopee Road
- businesses located in 55425

“No/yes” is posted at a higher rate by:

- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as good, only fair or poor
- those very optimistic about the the future of their business
- people of color
- businesses located in 55431

“No/no” is indicated more often by:

- restaurants
- those rating the business climate as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- businesses located in 55420
- businesses located in 55437

Composition of Workforce

I would like to ask you about the overall composition of your workforce. For each of the following, please tell me approximately what percentage of your workforce is composed of that group.

Non-high school graduates?

NONE	57%
10% OR LESS	16%
11% TO 24%	9%
25%	9%
OVER 25%	9%

“None” is posted at a higher rate by:

- businesses in Bloomington for more than twenty years
- businesses with one to ten full-time employees
- businesses offering sick leave
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- businesses located on Penn American
- over forty year olds
- whites
- businesses located in 55431

“10% or less” is cited more often by:

- restaurants
- businesses with one to ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- businesses located in the Mall of America
- whites
- businesses located in 55420

High school graduates?

NONE	21%
24% OR LESS	19%
25% TO 30%	20%
31% TO 50%	23%
OVER 50%	18%

“None” is cited more often by:

- personal service businesses
- businesses in Bloomington for more than twenty years
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located on Penn American

- over forty year olds
- people of color
- businesses located in 55431
- businesses located in 55437

“24% or less” is indicated more often by:

- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- businesses located on Lyndale Avenue
- businesses located in 55420

“25% to 30% “ is cited more often by:

- restaurants
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located in the Mall of America
- businesses located on Old Shakopee Road
- building owners
- people of color

“31% to 50%” is posted more often by:

- restaurants
- those very optimistic about the the future of their business
- businesses offering health insurance
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- tenants
- whites
- men

“Over 50%” is reported more often by:

- retail businesses
- restaurants
- businesses with one to ten full-time employees
- those rating the quantity of employees as excellent
- those rating city responsiveness as only fair or poor
- businesses located on Lyndale Avenue
- under 39 year olds
- African-Americans
- businesses located in 55425

- women

Technical or vocational school graduates?

NONE	11%
19% OR LESS	10%
20%	14%
25%	20%
26% TO 49%.....	23%
OVER 50%	22%

“None” is reported more frequently by:

- retail businesses
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located on Penn American
- African-Americans
- businesses located in 55431

“19% or less” is posted at a higher rate by:

- those rating the business climate as excellent
- businesses offering health insurance
- businesses located on the 494 strip
- under 39 year olds

“20% “ is indicated most frequently by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- those very optimistic about the the future of their business
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses located in the Mall of America
- tenants
- businesses located in 55425

“25% “ is cited most frequently by:

- restaurants
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent

- businesses located on Old Shakopee Road
- building owners

“26% to 49%” is reported at a higher rate by:

- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering sick leave
- thoser rating city responsiveness as excellent
- businesses located in 55431

“Over 50%” is stated more often by:

- personal service businesses
- thoser rating city responsiveness as excellent
- businesses located on Penn American
- tenants
- businesses located in 55437

College graduates?

NONE	22%
10% OR LESS	15%
11% TO 25%	20%
26% TO 49%	21%
OVER 50%	22%

“None” is posted more frequently by:

- personal service businesses
- businesses indicating the pandemic did not have much of an impact
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- businesses located on Old Shakopee Road
- businesses located on Lyndale Avenue
- under 39 year olds
- businesses located in 55437

“10% or less” is cited more often by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- those rating the quanity of employees as excellent
- thoser rating city responsiveness as excellent

- under 39 year olds

“11% to 25%” is stated more often by:

- retail businesses
- businesses indicating the pandemic had a minor impact
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating the quality of employees as less than excellent
- building owners
- whites
- businesses located in 55425

“26% to 49%” is indicated more often by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a major impact
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as good
- businesses located in the Mall of America
- tenants

‘Over 50%’ is cited most frequently by:

- businesses in Bloomington for more than twenty years
- businesses offering sick leave
- those rating the quantity of employees as excellent
- businesses located on Penn American
- over forty year olds
- people of color
- businesses located in 55431

Labor Pool Issues

How would you rate the quality of the labor pool for your business – excellent, good, only fair, or poor?

EXCELLENT	24%
GOOD	62%
ONLY FAIR	12%
POOR	1%
DON'T KNOW/REFUSED	1%

Ratings are higher among:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- businesses offering health insurance
- those rating the quantity of employees as excellent
- those rating city responsiveness as good
- businesses located in the Mall of America
- whites

They are lower among:

- businesses indicating the pandemic had a major impact
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- under 39 year olds
- people of color
- businesses located in other zip codes

Why do you feel that way?

POOR WORK ETHIC	63%
POOR ATTITUDES.....	37%

“Poor work ethnic” was cited more often by:

- businesses located on the 494 strip
- under 39 year olds

“Poor attitudes” is posted at a higher rate by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic did not have much of an impact
- businesses offering health insurance
- businesses located on Lyndale Avenue
- over forty year olds

How would you rate the quantity of the labor pool for your business – excellent, good, only fair, or poor?

EXCELLENT	28%
GOOD	54%

ONLY FAIR	14%
POOR	3%
DON'T KNOW/REFUSED	1%

Ratings are higher among:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- those rating the quality of employees as excellent
- thoser rating city responsiveness as excellent
- those rating city responsiveness as good
- over forty year olds
- whites
- businesses located in 55431

They are lower among:

- restaurants
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- under 39 year olds
- people of color
- businesses located in other zip codes

Why do you feel that way?

NOT ENOUGH WORKERS	57%
HIGH TURNOVER	12%
NOT ENOUGH INTEREST IN MANUAL LABOR.....	9%
NOT ENOUGH WITH CERTIFICATIONS	6%
PEOPLE WANT TO STAY ON UNEMPLOYMENT	17%

“Not enough workers” was posted at a higher rate by:

- businesses located in 55437

For your business, would you say this issue is already impacting your ability to do business within a couple years, or is it more of a long-range concern?

ALREADY IMPACTING	89%
COUPLE OF YEARS.....	4%
LONG-RANGE CONCERN	1%
DON'T KNOW/REFUSED	6%

“Already impacting” is stated more often by:

- businesses indicating the pandemic had a major impact
- tenants
- under 39 year olds

Employment Skills and Competencies

What employment skills and competencies are most important to your company?

UNSURE.....	0%
CUSTOMER SERVICE.....	52%
COMMUNICATION	5%
PROMPTNESS.....	5%
TECHNOLOGY.....	3%
WORK ETHIC	12%
ATTENTION TO DETAILS	9%
SALES	4%
TRADE SKILLS.....	8%
SCATTERED.....	2%

“Customer service” is key to:

- retail businesses
- restaurants
- businesses with one to ten full-time employees
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as good
- businesses located in the Mall of America
- under 39 year olds
- businesses located in 55425

“Work ethic” is important to:

- thoser rating city responsiveness as excellent
- tenants

What employment skills and competencies, if any, need to be improved for the future?

UNSURE.	6%
NONE	20%
PROMPTNESS.	18%
COMMUNICATION	14%
ORGANIZATION	13%
BEING A TEAM PLAYER	8%
ATTENTION TO DETAILS	9%
TECHNOLOGY	2%
CUSTOMER SERVICE	10%

“None” is reported more often by:

- personal service businesses
- those somewhat or not too optimistic about their future
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- businesses located on Old Shakopee Road
- over forty year olds
- whites
- men

“Promptness” was more important to:

- tenants
- African-Americans

“Communication” was key to:

- businesses with more than ten full-time employees
- whites

“Organization” was suggested by:

- businesses indicating the pandemic had a major impact
- those rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- women

Housing in Bloomington

Do you think the availability of housing in Bloomington is a problem for the retention and recruitment of employees at your business? What type of housing would you like to see made available in the city?

UNSURE	5%
NO	92%
AFFORDABLE	2%
SCATTERED	2%

“No” was reported more often by:

- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- businesses with one to ten part-time employees
- those rating the quality of employees as excellent
- those rating city responsiveness as excellent
- building owners
- whites
- businesses located in 55420

Traffic Congestion

Has traffic congestion impacted your business?

YES	35%
NO	64%
DON'T KNOW/REFUSED	1%

Impact increased among:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a major impact
- businesses offering health insurance
- businesses offering sick leave
- people of color
- businesses located in 55431

It decreased among:

- retail businesses
- businesses indicating the pandemic had a minor impact
- those rating city responsiveness as excellent
- businesses located in 55437

Has it impacted your ability to attract and retain employees, customers and clients or both?

EMPLOYEES	15%
CUSTOMERS/CLIENTS	21%

BOTH	64%
DON'T KNOW/REFUSED	0%

“Employees” was posted at a higher rate by:

- businesses indicating the pandemic had a major impact
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- businesses located in the Mall of America
- tenants
- businesses located in 55425

“Customers/Clients” was cited more often by:

- personal service businesses
- businesses in Bloomington for more than twenty years
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- businesses located in 55431

“Both” was mentioned most frequently by:

- retail businesses
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as good, only fair or poor

Public Transportation

Do you believe Bloomington has enough public transportation options?

YES	95%
NO	1%
DON'T KNOW/REFUSED	5%

Agreement was higher among:

- businesses in Bloomington for less than ten years
- businesses located on Old Shakopee Road
- businesses located on Lyndale Avenue
- businesses located in 55420

Has the lack of public transportation options impacted your ability to attract and retain employees, customers and clients or both?

EMPLOYEES	25%
CUSTOMERS/CLIENTS	50%
BOTH	25%
DON'T KNOW/REFUSED	0%

There are no statistically significant sub-group differences.

How important is access to the airport and freeways to your business – is it very important, somewhat important, not too important or not at all important?

VERY IMPORTANT	22%
SOMEWHAT IMPORTANT	40%
NOT TOO IMPORTANT	26%
NOT AT ALL IMPORTANT	10%
DON'T KNOW/REFUSED	0%

“Very important” was posted at a higher rate by:

- businesses indicating the pandemic had a major impact
- businesses with more than ten part-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- building owners
- people of color
- businesses located in other zip codes

“Somewhat important” was cited more often by:

- personal service businesses
- those rating the business climate as good, only fair or poor
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as good
- under 39 year olds
- women

“Not too important” was posted most frequently by:

- businesses indicating the pandemic had a minor impact
- those rating the quality of employees as excellent
- thoser rating city responsiveness as excellent
- tenants
- over forty year olds
- whites

“Not at all important” was cited more often by:

- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- those rating city responsiveness as excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue
- African-Americans
- businesses located in 55420

Summary and Conclusions

The typical business runs with eight full-time employees at its Bloomington location. Sixty-three percent report 1-10 full-timers, 19% report 11-20 full-time employees, and seven percent say they employ 21-50 full-time employees and eight percent employ over 51 full-time employees; in fact, four percent employ 51-99 full-time workers, while four percent employ over 100 full-time personnel. Fifty-eight percent say the number of full-time employees working at their location "remained about the same" during the past 24 months; thirty-six percent "decreased" the number of full-time employees during this period, while six percent had an "increase." In the next 24 months, 49% think the number of full-time employees will "remain about the same;" but, 32% foresee an "increase" and eight percent predict a "decrease."

The typical Bloomington business employs six part-time employees. Seventeen percent have no part-timers, while 52% employ 1-10, 18% employ 11-20 part-time personnel, and 13% employ over 20 part-timers.

Seven percent say their employees are "all on salary," while 34% report they are "all hourly," and 12% say they are "all on commission." Forty-seven percent, a near majority, use "a combination" of all three. The typical Bloomington business using hourly or commission compensation schemes pays about 56% of its employees \$15.00 per hour or more. While 14% report paying 20% or less of their employees at this level, 32% pay all their employees at least \$15.00 per hour or more.

Only four percent of the businesses in Bloomington currently offer apprenticeships or internships. An added five percent can be projected to offer these opportunities in the future. Sixty-two percent currently offer health insurance to their employees; thirty-eight percent do not. Among businesses offering health insurance, 95% report offering to full-time salaried employees, 88% do so to full-time hourly employees, and 15% offer health insurance to part-time employees. Similarly, 52% of Bloomington businesses offer paid sick leave to their employees, while 48% do not. Among businesses offering paid sick leave, 94% offer sick leave to full-time salaried employees, 90% do so to full-time hourly employees, and 52% offer paid sick leave to part-time employees.

The typical Bloomington business reports 58% of its workforce lives in Bloomington; in fact, while 35% report less than 50% live in Bloomington, 18% report all their employees live there. The median commute time for employees is 15.5 minutes; fifteen percent report the average commute time is 10 minutes or less, while 18% report an average above 20 minutes. Forty percent are unsure about the percent of their workforce using public transit to get to and from work; among those making an estimate, the typical business reports about 20% of their employees use public transit in this way. Only four percent of Bloomington businesses currently have electric vehicle charging stations at their sites; only five percent have any plans to install them in the next few years.

Eighty-six percent rate the quality of the labor pool for their business as either "excellent" or "good." Thirteen percent rate the quality lower, pointing to "poor work ethic" as the key reason. Eighty-two percent rate the quantity of the labor pool for their business as "excellent" or "good," while 17% see it as "only fair" or "poor." Negative ratings stem from three feelings: "not enough workers," by 57%; "people want to stay on unemployment," by 17%; "high turnover," by 12%. Among critics of the quality and/or quantity of the available labor pool for their businesses, 89% report these problems are already affecting their operations. Four percent see it impacting in a "couple of years, while one percent think it is a "long-range concern."

Eighty-one percent of Bloomington businesses list one of four employment skills and competencies as most important to their companies. "Customer service" ranks first, mentioned by 52%. Twelve percent cite "work ethic," while nine percent point to "attention to details," and eight percent list "trade skills."

When asked what employee skills and competencies, if any, need to be improved for the future, 72% of the sampled businesses list one of six areas: "promptness," at 18%; "communication," at 14%; "organization," at 13%; "customer service," at 10%; "attention to details," at nine percent; and, "being a team player," at eight percent. Twenty percent, though, think there are no employee skills and competencies needing improvement for the future.

Ninety-two percent of Bloomington businesses do not think the availability of housing in Bloomington is a problem for the retention and recruitment of employees at their businesses. An additional five percent were "unsure."

Sixty-four percent think traffic congestion has not affected their businesses. Thirty-four percent see traffic congestion having an impact. Among businesses reporting an impact, 21% report traffic congestion hurt the retention of clients and customers, 15% think it hurt the ability to keep and attract employees, and 64% believe it affected "both." Ninety-five percent believe Bloomington has enough public transportation options. Sixty-two percent of Bloomington businesses think it is either "very important" or "somewhat important" to have access to airports and freeways; thirty-eight percent do not think it is "important" for their businesses.

Chapter Four: Business and City Relationship

Business and City Relationship

City's Attitudes and Responsiveness

How would you rate the City of Bloomington's attitudes and responsiveness toward local businesses – excellent, good, only fair or poor?

EXCELLENT	18%
GOOD	72%
ONLY FAIR	7%
POOR	3%
DON'T KNOW/REFUSED	0%

Ratings increase among:

- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- thoser rating city responsiveness as excellent
- those rating city responsiveness as good
- whites

They decrease among:

- businesses with more than ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located in other zip codes

Why did you rate them as (only fair/poor) ?

TOO FOCUSED ON MOA	32%
VACANT BUSINESSES	32%
MORE POLICE PATROLLING	34%
SCATTERED	2%

“Too focused on MOA” was posted at a higher rate by:

- businesses indicating the pandemic did not have much of an impact
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent

“More police patrolling” was important to:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- businesses located in 55437

“Vacant businesses” is indicated more often by:

- restaurants
- businesses indicating the pandemic had a major impact
- businesses located on the 494 strip

Mayor and City Council

How much do you follow the work of the Mayor and City Council – a lot, some, not too much or not at all?

A LOT	4%
SOME	53%
NOT TOO MUCH	35%
NOT AT ALL	8%
DON'T KNOW/REFUSED	0%

Awareness was higher among:

- retail businesses
- businesses in Bloomington for more than twenty years
- those rating the business climate as excellent
- businesses with more than ten full-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as excellent
- businesses located on Old Shakopee Road
- those rating the quantity of employees as excellent
- over forty year olds
- whites
- men

It was lower among:

- personal service businesses
- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip
- businesses located on Penn American
- tenants

- under 39 year olds
- people of color
- businesses located in 55437
- women

From what you know, how would you rate the job performance of the Mayor and City Council – excellent, good, only fair or poor?

EXCELLENT	16%
GOOD	58%
ONLY FAIR	16%
POOR	7%
DON'T KNOW/REFUSED	3%

Ratings increase among:

- businesses indicating the pandemic did not have much of an impact
- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- businesses located in 55420

They decreased among:

- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- businesses located in 55437

Contact with City Staff

During the past year, have you had interaction on an official basis with anyone working for the City of Bloomington?

YES	23%
NO	77%
DON'T KNOW/REFUSED	0%

Contact increased among:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located on Old Shakopee Road
- over forty year olds
- businesses located in 55431

It decreased among:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a minor impact
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- under 39 year olds
- businesses located in 55437

In general, were you satisfied or dissatisfied with the way in which that contact was handled by the City?

SATISFIED	87%
DISSATISFIED	10%
DON'T KNOW.....	6%
REFUSED	3%

“Satisfied” was reported by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses offering health insurance
- over forty year olds
- businesses located in 55420

“Dissatisfied” was indicated more often by:

- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating city responsiveness as only fair or poor
- under 39 year olds
- businesses located in other zip codes

Why were you dissatisfied?

NO RESPONSE	33%
DON'T LISTEN	33%

NO ACTION TAKEN 33%

There are no statistically significant sub-group differences.

Direction of Bloomington

All in all, do you think things in Bloomington are headed in a positive direction, or are things off on the wrong track?

POSITIVE DIRECTION 87%
WRONG TRACK..... 6%
DON'T KNOW 6%
REFUSED 1%

“Positive direction” was reported more often by:

- personal service businesses
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- whites
- businesses located in 55420

“Wrong track” was posted most frequently by:

- restaurants
- those rating city responsiveness as only fair or poor
- people of color
- businesses located in 55437

Why do you feel things are off on the wrong track?

RISING CRIME 46%
HIGH TAXES..... 38%
VACANT BUSINESSES 17%

“Rising crime” is a concern among:

- those rating the quantity of employees as less than excellent
- people of color

“High taxes” troubled:

- those very optimistic about the the future of their business
- those rating the quantity of employees as excellent
- African-Americans
- businesses located in 55425

Value of City Services

When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as – excellent, good, only fair or poor?

EXCELLENT	8%
GOOD	74%
ONLY FAIR	11%
POOR	3%
DON'T KNOW/REFUSED	4%

Favorable ratings were given more often by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- businesses located in 55425

Unfavorable ratings were encountered more often among:

- those somewhat or not too optimistic about their future
- businesses with one to ten part-time employees
- those rating city responsiveness as only fair or poor
- businesses located on Old Shakopee Road
- businesses located in other zip codes

Why did you rate the value as (only fair or poor) ?

SIGNAGE RESTRICTIONS	36%
HIGH TAXES	40%
TOO MUCH GOES TO MOA	7%
POOR CITY SERVICES	15%
SCATTERED	2%

“High taxes” was stated more often by:

- businesses indicating the pandemic had a major impact
- businesses with more than ten part-time employees

“Signage restrictions” was reported most frequently by:

- businesses indicating the pandemic did not have much of an impact
- businesses with one to ten part-time employees

Does this information, change your perception of the value of city services? Does it make it a much better value, somewhat better value, somewhat worse value or much worse value?

MUCH BETTER	10%
SOMEWHAT BETTER	42%
SOMEWHAT WORSE	1%
MUCH WORSE	0%
NO CHANGE	47%
DON'T KNOW/REFUSED	0%

“Better” was cited more often by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as excellent
- African-Americans
- businesses located in 55420
- businesses located in 55425

“No changed” was reported most frequently by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- building owners
- businesses located in 55431

Areas to Focus On

I am going to read you a list of items which the City of Bloomington could focus on. After I read each item, please tell me if the City should have a great focus, some focus, little focus or no focus at all on that item.

Retaining and growing existing businesses?

GREAT FOCUS	70%
SOME FOCUS	29%
LITTLE FOCUS	1%
NO FOCUS AT ALL	0%
DON'T KNOW/REFUSED	0%

“Great focus” was cited more often by:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- those rating the quality of employees as excellent
- those rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants

“Some focus” was indicated at a higher rate by:

- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- businesses offering health insurance
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on Old Shakopee Road
- building owners
- businesses located in other zip codes

“Little or no focus” was reported most frequently by:

- restaurants
- businesses located on the 494 strip
- businesses located in 55437

Recruiting new businesses?

GREAT FOCUS	63%
SOME FOCUS	32%
LITTLE FOCUS	5%

NO FOCUS AT ALL	0%
DON'T KNOW/REFUSED	0%

“Great focus” was cited more often by:

- personal service businesses
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic had a major impact
- businesses located in the Mall of America
- over forty year olds
- businesses located in 55425

“Some focus” was indicated at a higher rate by:

- businesses indicating the pandemic had a minor impact
- businesses located on Penn American
- under 39 year olds
- businesses located in 55437
- women

“Little or no focus” was reported most frequently by:

- retail businesses
- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact
- businesses located in 55437

Low interest small business loans for business improvements?

GREAT FOCUS	50%
SOME FOCUS	41%
LITTLE FOCUS	8%
NO FOCUS AT ALL	0%
DON'T KNOW/REFUSED	1%

“Great focus” was cited more often by:

- personal service businesses
- businesses indicating the pandemic had a major impact
- those very optimistic about the the future of their business
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- thoser rating city responsiveness as excellent
- businesses located in the Mall of America
- tenants
- businesses located in 55425

“Some focus” was indicated at a higher rate by:

- businesses indicating the pandemic did not have much of an impact
- businesses offering health insurance
- businesses located on Lyndale Avenue
- building owners
- businesses located in 55420

“Little or no focus” was reported most frequently by:

- those somewhat or not too optimistic about their future
- businesses with more than ten part-time employees
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- African-Americans

Investing in redevelopment?

GREAT FOCUS	44%
SOME FOCUS	43%
LITTLE FOCUS	11%
NO FOCUS AT ALL	1%
DON'T KNOW/REFUSED	2%

“Great focus” was cited more often by:

- businesses indicating the pandemic had a major impact
- businesses located in the Mall of America
- businesses located on Penn American
- tenants
- people of color
- businesses located in 55431

“Some focus” was indicated at a higher rate by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic did not have much of an impact
- those rating the quality of employees as excellent
- businesses located on Lyndale Avenue
- African-Americans
- businesses located in 55420

“Little or no focus” was reported most frequently by:

- retail businesses
- businesses in Bloomington for more than twenty years
- businesses indicating the pandemic had a minor impact

- businesses located on Old Shakopee Road
- building owners
- businesses located in 55437
- men

Building traffic infrastructure, such as roads, highways and public transportation?

GREAT FOCUS	32%
SOME FOCUS	42%
LITTLE FOCUS	23%
NO FOCUS AT ALL	3%
DON'T KNOW/REFUSED	0%

“Great focus” was cited more often by:

- businesses in Bloomington for eleven to twenty years
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- those rating the quantity of employees as less than excellent
- businesses located on Penn American
- building owners
- over forty year olds
- businesses located in 55431

“Some focus” was indicated at a higher rate by:

- restaurants
- businesses in Bloomington for less than ten years
- businesses indicating the pandemic did not have much of an impact
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- tenants
- under 39 year olds
- African-Americans
- women

“Little or no focus” was reported most frequently by:

- retail businesses
- restaurants
- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- businesses with more than ten part-time employees
- businesses offering sick leave
- those rating the quality of employees as excellent
- businesses located on Lyndale Avenue

- businesses located in the Mall of America

Supporting the development of workforce or affordable housing?

GREAT FOCUS	32%
SOME FOCUS	49%
LITTLE FOCUS	18%
NO FOCUS AT ALL	0%
DON'T KNOW/REFUSED	1%

“Great focus” was cited more often by:

- restaurants
- businesses in Bloomington for eleven to twenty years
- businesses indicating the pandemic had a major impact
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as excellent
- African-Americans
- women

“Some focus” was indicated at a higher rate by:

- businesses located on Penn American

“Little or no focus” was reported most frequently by:

- those rating the quantity of employees as excellent
- businesses located on Old Shakopee Road
- whites
- businesses located in 55437
- businesses located in other zip codes

Improving communication with businesses? . .

GREAT FOCUS	40%
SOME FOCUS	45%
LITTLE FOCUS	15%
NO FOCUS AT ALL	0%
DON'T KNOW/REFUSED	1%

“Great focus” was cited more often by:

- businesses indicating the pandemic had a minor impact
- those very optimistic about the the future of their business
- businesses with more than ten full-time employees

- businesses offering health insurance
- businesses offering sick leave
- businesses located in the Mall of America
- businesses located on Old Shakopee Road
- tenants
- women

“Some focus” was indicated at a higher rate by:

- businesses with one to ten full-time employees
- those rating the quality of employees as less than excellent
- businesses located on Penn American
- over forty year olds
- people of color
- men

Assisting in efforts to attract qualified workers and talent?

GREAT FOCUS	34%
SOME FOCUS	52%
LITTLE FOCUS	13%
NO FOCUS AT ALL	1%
DON'T KNOW/REFUSED	0%

“Great focus” was cited more often by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses offering health insurance
- businesses offering sick leave
- those rating city responsiveness as good
- businesses located on the 494 strip
- over forty year olds
- men

“Some focus” was indicated at a higher rate by:

- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- businesses located on Penn American
- under 39 year olds
- businesses located in 55420
- businesses located in 55437
- women

“Little or no focus” was reported most frequently by:

- personal service businesses
- businesses located on the 494 strip
- businesses located in 55431
- businesses located in 55437

Assisting in efforts to better train existing workers?

GREAT FOCUS	29%
SOME FOCUS	57%
LITTLE FOCUS	12%
NO FOCUS AT ALL	1%
DON'T KNOW/REFUSED	1%

“Great focus” was cited more often by:

- those rating the business climate as good, only fair or poor
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as less than excellent
- businesses located on the 494 strip

“Some focus” was indicated at a higher rate by:

- those rating the business climate as excellent
- businesses with one to ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- businesses located in the Mall of America
- businesses located on Penn American
- African-Americans

“Little or no focus” was reported most frequently by:

- businesses indicating the pandemic did not have much of an impact
- businesses with more than ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located on the 494 strip
- whites
- businesses located in 55437
- businesses located in other zip codes

Expanding co-working or collaborative workspaces?

GREAT FOCUS	40%
SOME FOCUS	34%
LITTLE FOCUS	23%

NO FOCUS AT ALL	2%
DON'T KNOW/REFUSED	2%

“Great focus” was cited more often by:

- personal service businesses
- those rating city responsiveness as good
- businesses located in the Mall of America
- over forty year olds
- people of color

“Some focus” was indicated at a higher rate by:

- businesses located on Old Shakopee Road
- women

“Little or no focus” was reported most frequently by:

- retail businesses
- restaurants
- businesses indicating the pandemic had a minor impact
- businesses located on the 494 strip
- businesses located on Penn American
- African-Americans
- businesses located in 55437
- businesses located in other zip codes

Sustainability, such as improving energy efficiency and water management?

GREAT FOCUS	40%
SOME FOCUS	44%
LITTLE FOCUS	16%
NO FOCUS AT ALL	1%
DON'T KNOW/REFUSED	0%

“Great focus” was cited more often by:

- businesses indicating the pandemic had a major impact
- those rating the business climate as good, only fair or poor
- over forty year olds
- businesses located in 55431

“Some focus” was indicated at a higher rate by:

- those somewhat or not too optimistic about their future
- those rating the quantity of employees as less than excellent

- African-Americans
- women

“Little or no focus” was reported most frequently by:

- retail businesses
- businesses indicating the pandemic had a minor impact
- those rating the business climate as excellent
- those somewhat or not too optimistic about their future
- businesses located on the 494 strip
- businesses located on Lyndale Avenue
- under 39 year olds
- whites
- businesses located in 55420
- businesses located in 55437

Business Incubators

Some cities and counties are helping to create business incubators which guide startup businesses to independence by providing funding, classes, and workshops and allows them to use in-house services, such as legal and accounting services.

Do you think this sounds like a good idea? Do you feel strongly that way?

GOOD IDEA/STRONGLY	19%
GOOD IDEA.	65%
BAD IDEA	6%
BAD IDEA/STRONGLY	2%
DON'T KNOW/REFUSED	8%

“Good idea” is posted more often by:

- those rating the business climate as excellent
- those very optimistic about the the future of their business
- businesses offering health insurance
- those rating the quality of employees as excellent
- those rating the quality of employees as less than excellent
- those rating the quantity of employees as excellent
- those rating the quantity of employees as less than excellent
- those rating city responsiveness as only fair or poor
- businesses located on Lyndale Avenue
- under 39 year olds
- businesses located in 55420

“Bad idea” is posted most frequently by:

- businesses with more than ten full-time employees
- those rating the quality of employees as excellent
- those rating the quantity of employees as excellent
- those rating city responsiveness as only fair or poor
- businesses located in 55420
- businesses located in 55437

Partnerships with School Districts and Community Colleges

Some cities and counties are forming partnerships with their local school district or community colleges to enhance career, technical and vocational programs and offerings.

Do you think these partnerships are a good idea or a bad idea? Do you feel strongly that way?

GOOD IDEA/STRONGLY	29%
GOOD IDEA.	69%
BAD IDEA	1%
BAD IDEA/STRONGLY	0%
DON'T KNOW/REFUSED	1%

“Good idea” is cited more often by:

- restaurants
- those very optimistic about the the future of their business
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as excellent
- those rating the quantity of employees as less than excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue

‘Bad idea’ is mentioned most frequently by:

- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- people of color
- businesses located in 55437

Do you think these partnerships could help benefit your business in the future?

YES	62%
NO	29%
DON'T KNOW/REFUSED	10%

“Yes” is cited more often by:

- businesses in Bloomington for more than twenty years
- businesses with more than ten full-time employees
- businesses with one to ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- those rating the quality of employees as less than excellent
- businesses located in the Mall of America
- businesses located on Lyndale Avenue
- building owners
- whites
- men

“No” is mentioned most frequently by:

- retail businesses
- businesses in Bloomington for eleven to twenty years
- those rating the business climate as excellent
- businesses with one to ten full-time employees
- businesses located on the 494 strip
- tenants
- African-Americans
- businesses located in other zip codes

**“Open to Business”
Program**

Prior to this survey, were you aware of the City’s MCCD “Open to Business” program offering technical and financial assistance to all businesses in Bloomington?

YES	64%
NO	36%
DON'T KNOW/REFUSED	0%

Awareness is higher among:

- businesses in Bloomington for more than twenty years
- those rating the business climate as excellent

- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- businesses with one to ten part-time employees
- businesses offering health insurance
- businesses located in 55420

It is lower among:

- businesses in Bloomington for less than ten years
- businesses indicating the pandemic had a major impact
- those rating the business climate as good, only fair or poor
- businesses with more than ten full-time employees
- businesses with more than ten part-time employees
- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- people of color
- businesses located in 55437

Primary Source of Information

What is your primary source of information about Bloomington City government, services and activities?

DON'T KNOW/REFUSED	1%
“BRIEFING” NEWSLETTER	49%
E-MAILS FROM CITY	15%
CITY WEBSITE	26%
CITY SOCIAL MEDIA	5%
LANDLORD/PROPERTY OWNER	5%

“Newsletter” is key to:

- restaurants
- personal service businesses
- businesses indicating the pandemic had a major impact
- those rating the business climate as excellent
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- businesses located in 55420

“City website” is posted at a higher rate by:

- businesses with more than ten full-time employees
- businesses offering health insurance
- those rating the quality of employees as less than excellent

“E-mails” was indicated more often by:

- businesses in Bloomington for more than twenty years
- businesses offering health insurance
- businesses offering sick leave
- businesses located in the Mall of America
- building owners

Preferred Source of Information

How would you prefer to receive this information from the City?

DON'T KNOW/REFUSED	0%
“BRIEFING” NEWSLETTER	49%
E-MAILS FROM CITY	22%
CITY WEBSITE	22%
CITY SOCIAL MEDIA	5%
LANDLORD/PROPERTY OWNER	2%

“Newsletter” is cited more often by:

- businesses in Bloomington for less than ten years
- those rating the business climate as excellent
- those very optimistic about the the future of their business
- thoser rating city responsiveness as excellent
- businesses located on Lyndale Avenue
- under 39 year olds
- African-Americans
- businesses located in 55420
- women

“Website” is reported more often by:

- businesses with more than ten full-time employees
- businesses offering health insurance

“Email” is posted at a higher rate by:

- businesses in Bloomington for more than twenty years
- those rating the business climate as good, only fair or poor
- businesses with one to ten part-time employees
- businesses offering sick leave
- those rating the quantity of employees as less than excellent
- businesses located on Penn American

- over forty year olds
- people of color
- men

Information Levels

Overall, how informed do you feel about Bloomington City government, services and activities – very informed, somewhat informed, not too informed or not at all informed?

VERY INFORMED	21%
SOMEWHAT INFORMED	53%
NOT TOO INFORMED	21%
NOT AT ALL INFORMED	4%
DON'T KNOW/REFUSED	1%

Informational levels increase among:

- personal service businesses
- businesses indicating the pandemic had a major impact
- businesses indicating the pandemic did not have much of an impact
- those very optimistic about the the future of their business
- businesses with one to ten full-time employees
- businesses with more than ten part-time employees
- businesses offering health insurance
- businesses offering sick leave
- businesses located in the Mall of America
- over forty year olds
- businesses located in 55425

They decrease among:

- personal service businesses
- those rating the business climate as good, only fair or poor
- those somewhat or not too optimistic about their future
- businesses with more than ten full-time employees
- those rating city responsiveness as only fair or poor
- businesses located on Penn American
- people of color
- businesses located in other zip codes

Summary and Conclusions

Fifty-seven percent of business owners/managers follow the work of the Mayor and City Council either "a lot" or "some. Forty-three percent report they follow it "not too much" or "not at all." Fifty-seven percent rate the job performance of the Mayor and City Council as "excellent" or "good." Twenty-three percent view it as "only fair" or "poor." During the past year, 23% report interaction on an official basis with anyone working for the City of Bloomington; a remarkably high 87% were "satisfied" with the way in which their contact was managed by the City, while ten percent were "dissatisfied."

A comparatively large 87% think things in Bloomington are headed in a positive direction, while six percent see them as "off on the wrong track." Critics pointed to two issues: "rising crime" and "high taxes."

When considering the property taxes they pay and the quality of city services they receive, 82% rate the general value of city services as either "excellent" or "good;" fourteen percent view the value as "only fair" or "poor." Lower ratings stem from two sources: "high taxes" and "signage restrictions." When informed only approximately 15% of business property taxes goes to the City of Bloomington to fund city services, 52% report the fact makes it a "better" value, only one percent see it as a "worse value," and 47% say it "makes no change" in their opinion.

Respondents were read a list of eleven goals or policies the City of Bloomington could focus on. Majorities of respondents feel three goals or policies deserve a "great focus:" "retaining and growing existing businesses," "recruiting new businesses," and "low interest small business loans for business improvements."

Sixty-four percent are aware of the City's MCCD "Open to Business" program offering technical and financial aid to all businesses in Bloomington.

Business owners/managers were informed some cities and counties are helping to create business incubators which guide startup businesses to independence by supplying funding, classes, workshops, and allowing them to use in-house services, such as legal and accounting. Eighty-four percent think this is a "good idea;" only eight percent view it as a "bad idea," and the same percentage are "unsure."

Respondents were also told some cities and counties are forming partnerships with their local school districts or community colleges to enhance career, technical, and vocational programs and offerings. Ninety-eight percent see these partnerships as a "good idea," while only one percent view it as a "bad idea." Sixty-two percent think these partnerships could help their businesses in the future.

Forty-nine percent name the "Briefing Newsletter" as their primary source of information about Bloomington City Government, services, and activities. Twenty-six primarily depend upon the "City website," and 15% identify "e-mails from the City" as their primary source of information. Five percent each rely upon "City social media" or "landlords/property owners."

Forty-nine percent also preferred to receive this information in the "Briefing Newsletter." Twenty-two percent each prefer "e-mails from the City" or the "City website." Five percent favor "City social media," and two percent, "landlords/property owners."

A comparatively large 74% feel "very informed" or "somewhat informed" about Bloomington

City government, services, and activities. Twenty-five rate themselves as "not too informed" or "not at all informed."

Chapter Five: Concluding Thoughts

Concluding Thoughts

The following conclusions can be drawn from this study:

1. The Bloomington business community is dominated by “retail businesses,” at those rating city responsiveness as excellent%, “restaurants,” at 22%, and “personal service businesses,” at 15%. “Professional service businesses” are nine percent, “manufacturing businesses” are seven percent, and “medical/health care concerns” are six percent. “Automotive dealers, services, and maintenance businesses” are five percent, while “construction businesses” account for four percent of the sample. The typical business has been in the city for 16.4 years. Eight percent have been at their Bloomington location for five years or less while 31% have been there for 20 years or more. The median number of fulltime employees is eight, with 63% reporting one-to-ten full-time. The median number of part-time personnel is six; however, 17% use no part-time employees, while 52% employ one-to-ten.
2. Ten percent think their business will expand in Bloomington during the next five years; another one percent foresee relocation within Bloomington. No one foresees relocation outside of the city or downsizing at their current location. During the past 24 months, 58% report their number of full time employees “remained about the same,” but 36% saw a decrease. In the next 24 months, 49% foresee stability in the number of full time employees, while 32% predict an increase.
3. Bloomington decision-makers should keep in mind the five major reasons for locating there: “access and location,” “space availability,” “customer base,” “corporate decision,” or “closeness to home.” The two key issues facing many businesses the City can directly impact are “high property taxes” and “signage restrictions.”
4. A large majority of Bloomington businesses do not have pressing workforce issues; eighteen percent report they had difficulty filling job positions, currently affecting their operations. The skills which need to be improved among the labor pool are “promptness,” “communications,” “organization,” “customer service,” “being a team player,” and “attention to detail.”
5. Public transportation and employee housing are not pressing concerns for most Bloomington businesses. Traffic congestion, though, is a key problem for 35% of city businesses. Access to the airport and freeways is particularly important to this group.
6. The City of Bloomington should consider the establishment of a public-private business incubator; this concept is considered a “good idea” by 84% of the sample. Similarly well-received by the sample is the formation of partnerships with the Bloomington School District and local community colleges to enhance career, technical and vocational programs and offerings.
7. The City of Bloomington enjoys one of the strongest and most positive relationships with its business community in the Metropolitan Area. Communications between the City and

the business community is highly rated; similarly, the value of city services is ranked at the top of the Metropolitan Area and increases even further when business owners/managers are informed about the city share of aggregate property taxes. The Mayor and City Council are given high job approval ratings by businesses found in their community. Over time, the City of Bloomington established a strong bond and deep reservoir of goodwill within this community; these will serve elected officials and city staff well in their decision-making during the years ahead.