

South Side Merchant's Association Survey Results August 30, 2011

The City of Santa Fe conducted a survey of Airport Road area businesses in order to find ways to help them succeed. During the month of August, representatives visited businesses to ask them to participate. The survey responses will be used to explore the formation of a South Side Merchant's Association and to connect them to business resources through the Villa Real Advantage Program. This business survey was conducted as part of Resolution 2011-15, introduced by Councilor Dominguez, as a larger City effort centered around Airport Road to promote a healthy, progressive and safe community.

Of the approximately 300 businesses located in the Airport Road area, 72 participated in the survey.

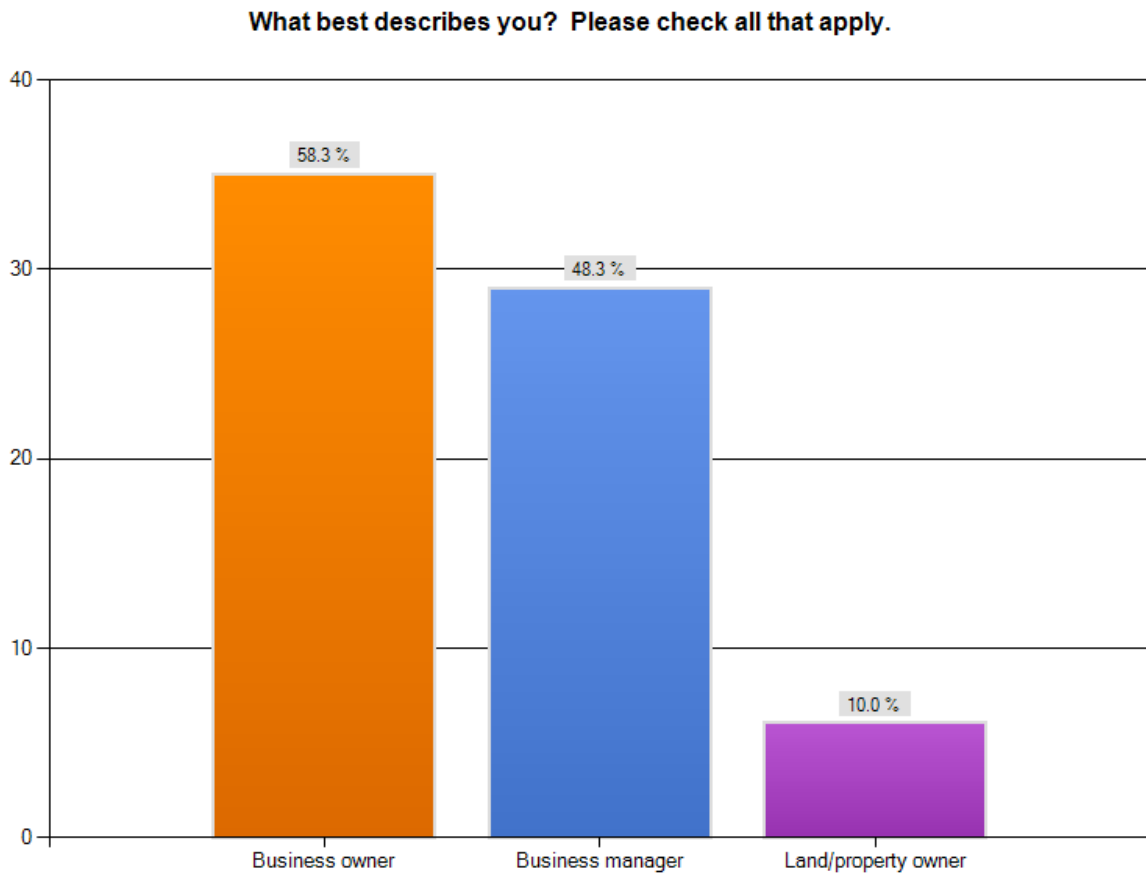
Question 1

(72 answered question/0 skipped question)

This question asked for name and contact information, which has been removed from this report to keep responses confidential and anonymous.

Question 2

(60 answered question/12 skipped question)

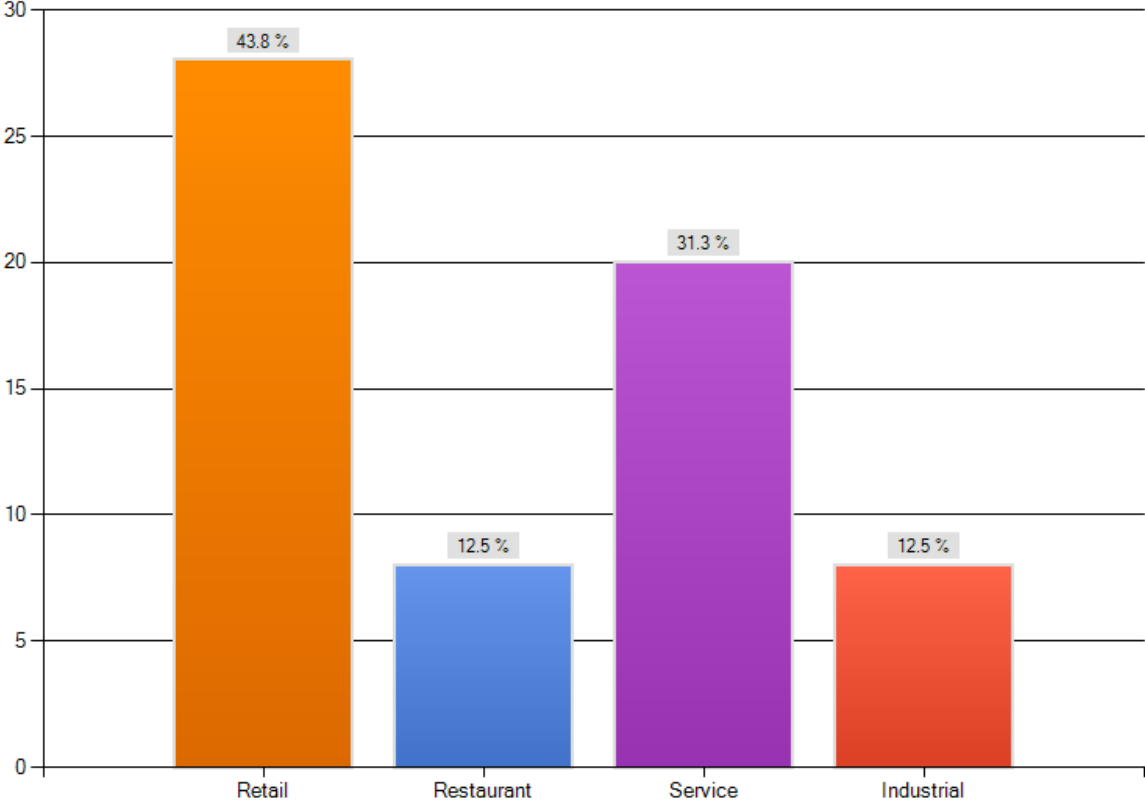


Other responses included: Administrative Assistant, Assistant Manager (2), Area Manager, Marketing Director, Office Manager, Own and Manage My Own Business, Property Manager, Assistant Professional, Chief Professional Officer, Daughter of the Owner, Branch Manager

Question 3

(64 answered question/8 skipped question)

How would you best classify your business?

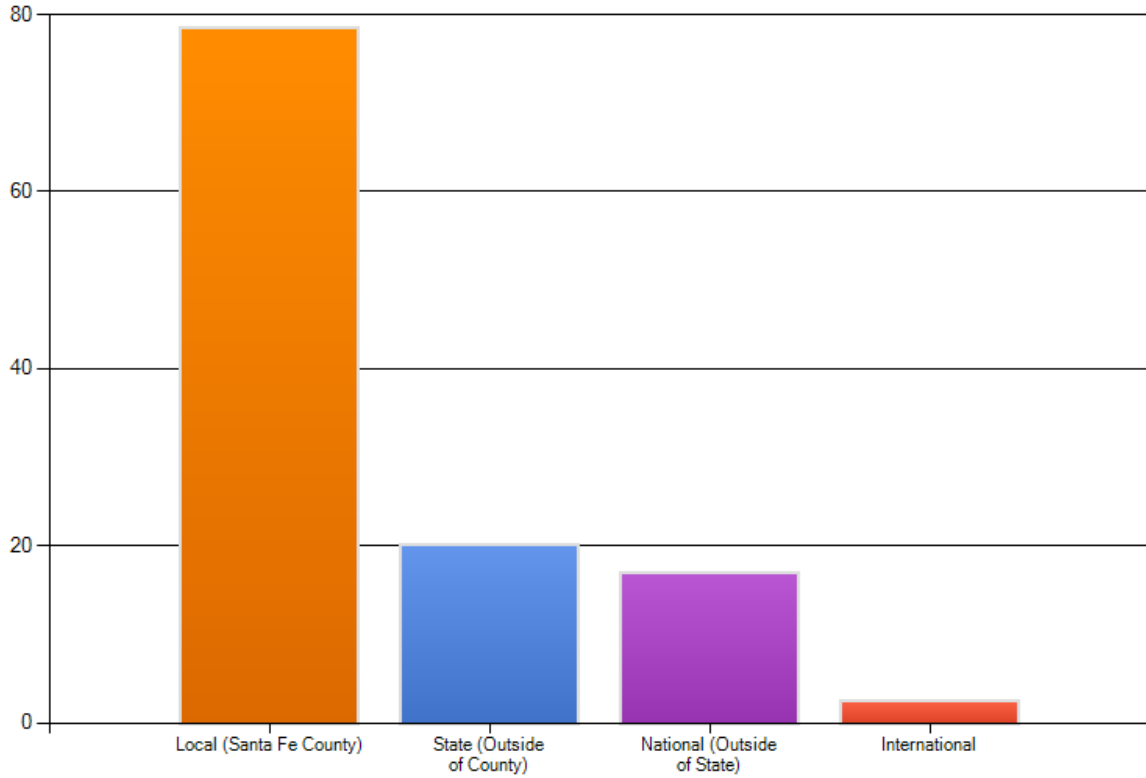


Other responses included: Construction material/construction services, mobile home park, R&D, biotechnology, insurance sales and service, coffee, construction/landscaping, manufacturing/wholesale, manufacturing in the arts, restaurant/land owner/developer, we manufacture and sell whiskey, recreation, nonprofit childcare, orchid nursery

Question 4

(56 answer question/16 skipped question)

What markets does your business serve? Please indicate % of total sales in each market. Total should equal 100%.



Averages:

Local – 77%

State – 14%

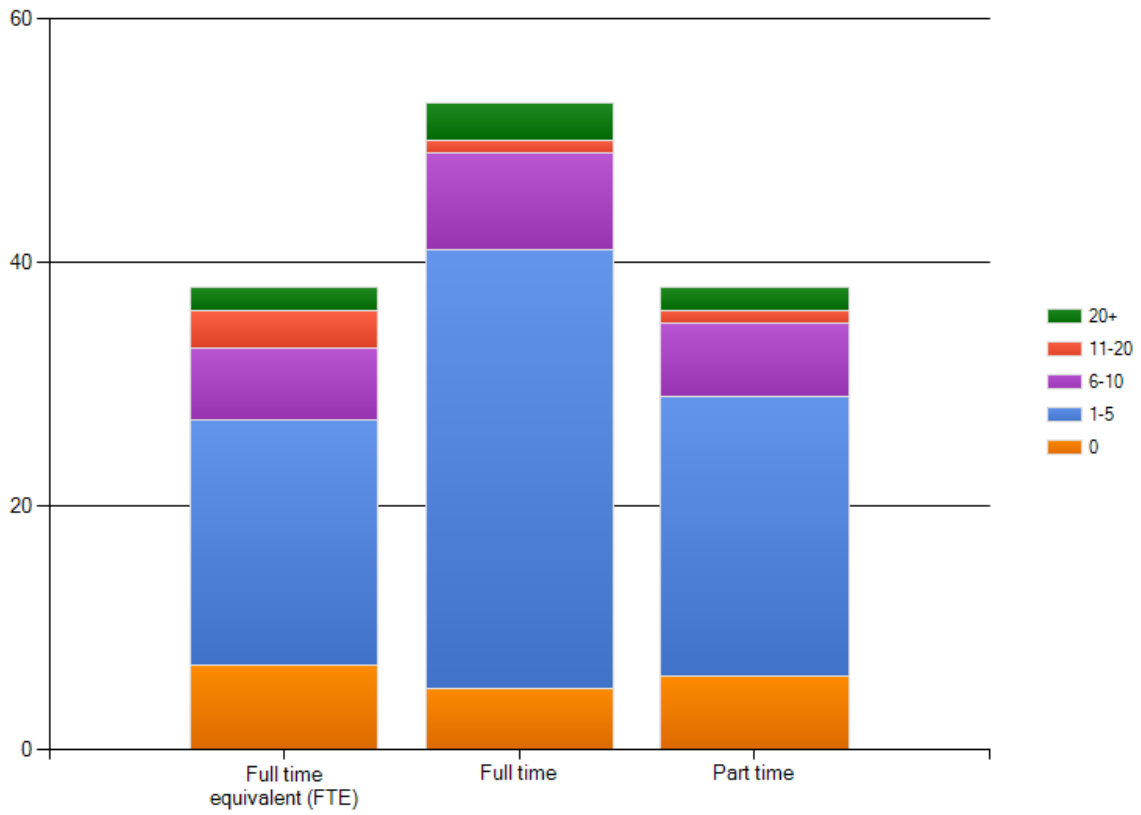
National – 8%

International – 1%

Question 5

(69 answered question/3 skipped question)

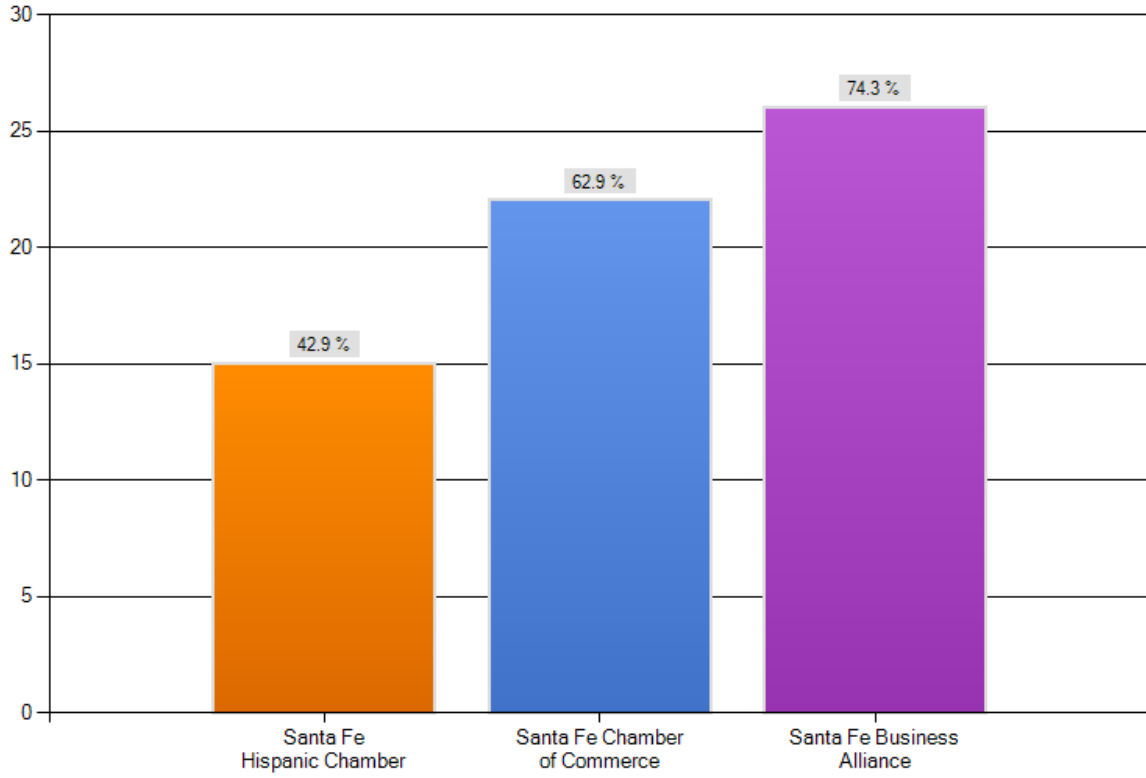
How many employees do you have?



Question 6

(35 answered question/37 skipped question)

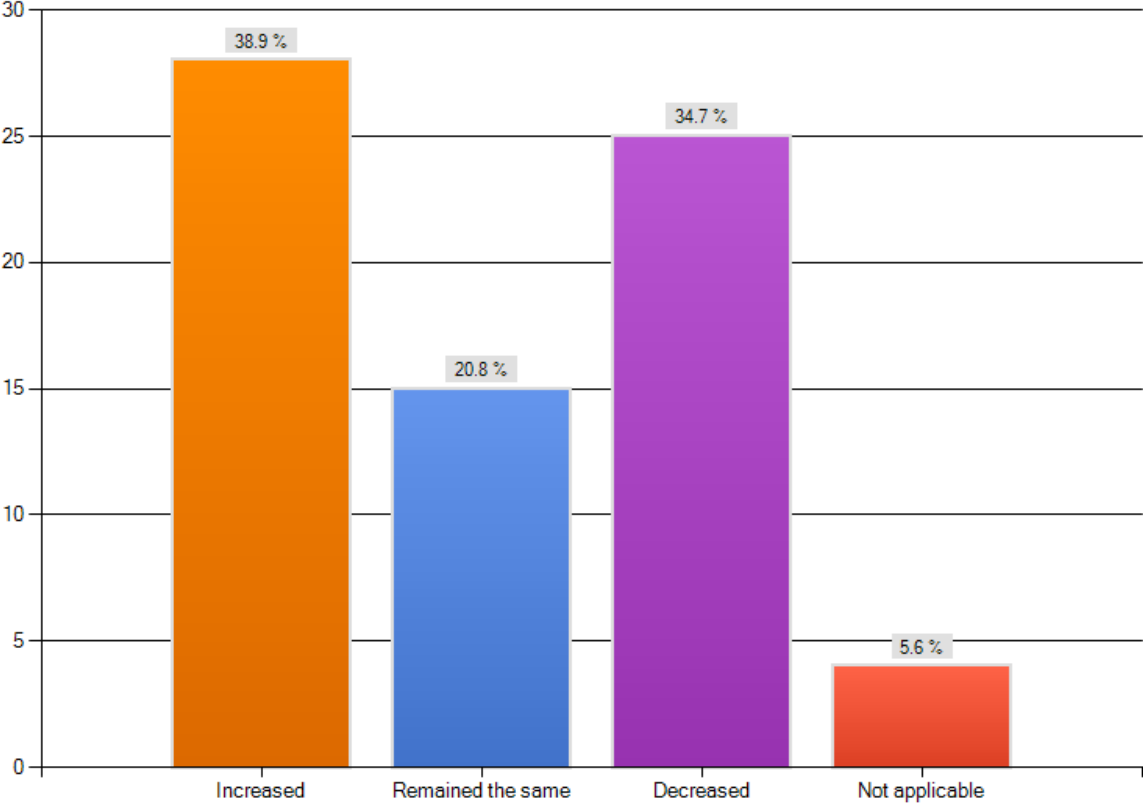
Would you like to learn more about any of the following organizations? Please check all that apply.



Question 7

(72 answered question/0 skipped question)

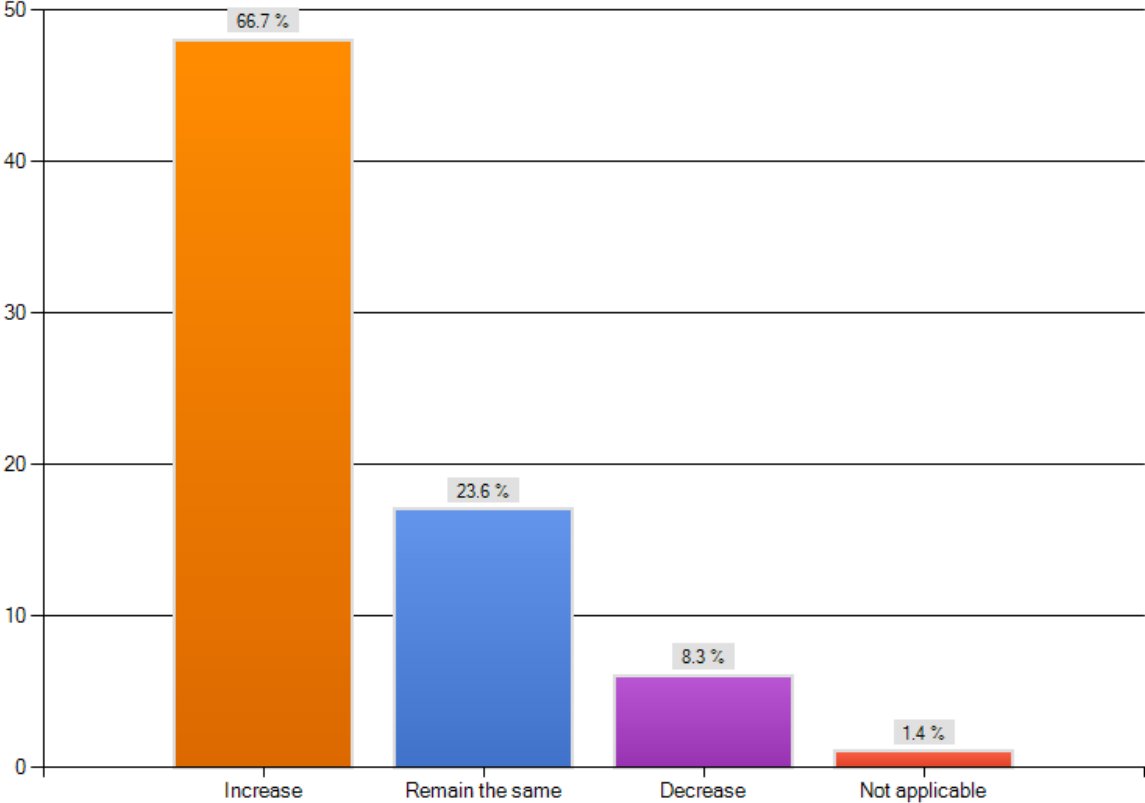
On average over the past 3 years, how has your business performed financially?



Question 8

(72 answered question/0 skipped question)

How do you expect your business to perform over the next 12 months?



Question 9

(65 answered question/7 skipped question)



Yes, please explain:

- Many people, good place; it brings customers; The growth in this area has been great; growing part of town; increased population; Growth in population and business, including industrial; The majority of the Mexican people live on the south side; The majority of my clientele is Hispanic and this is where they live; The majority of Hispanics live on the south side; Underserved market – most competition are in other areas of town; Hispanic Market is huge not many shops, but many clients; Reach out to a wider demographic of white and Latino; higher demand for services; there's a larger demand on the Southside; Our clients are mostly in this area; Southside continues to grow with more residents and businesses; we have many frequent customers including locals and tourists; By the type of food you sell and the majority of the population is Latino; Because there are many Boost telephone users on the Southside; Growing area of City; This part of town has become a major resident area; Good growth during good times; Steady new client stream.
- The location is close to shopping, bus lines, schools and banking; It's a great location for us because a lot of our business is on this side of town. Also, the location provides easy access to I-25 and 599; Proximity to 599; easy access to both downtown and highway; Great frontage access and visibility; a lot of traffic; center of residential town; we are located at a highly visible location and near a lot of newly constructed residences; good access to the landfill and other industry; Easily accessed location; Easy access to 599 & I-25; because it is an easy access to 599; Easy access to Santa Fe & Albuquerque, easy parking etc; It's a convenient location

- Lower rent, larger space, better parking; own building; because the space is sufficient for the business
- Reside at the SFBI and we have a lower equivalent operating cost due to the services provided; the Santa Fe Business Incubator has been an amazing resource
- I'm not sure, many of my referrals come from web site and I go out to my client's homes; Ingress and Egress; It has been good; Ok, in the mall; Last on Airport Road – business is steady; With growing problems on Airport Rd, we opened April 2011 and business continues to do well; 35 years at same location; Haven't been located anywhere else; Because there are many government agencies all around; It started ok, but now with the economy being what it is; Just started, not sure

No, please explain:

- Not much tourism; Not a lot of tourism and also soon closure of mall; There's not enough traffic in mall; need more tourism from the plaza.
- Lower income quadrant. Less spendable income affects by business; We can't seem to get the higher income demo from the north; Lower general socioeconomic demographic of the area has made "upscale" marketing of the club difficult
- Lack of activity in our development stalled businesses; Don't even know; Location irrelevant; Always in county city limbo; Crime is a serious issue; We do not get much walk in traffic. Our customer base is largely not from the Southside although it is possible for that to increase. We are attempting to become a "destination" business; Out of the way, bad traffic on Cerrillos

Question 10

(58 answered question/14 skipped question)

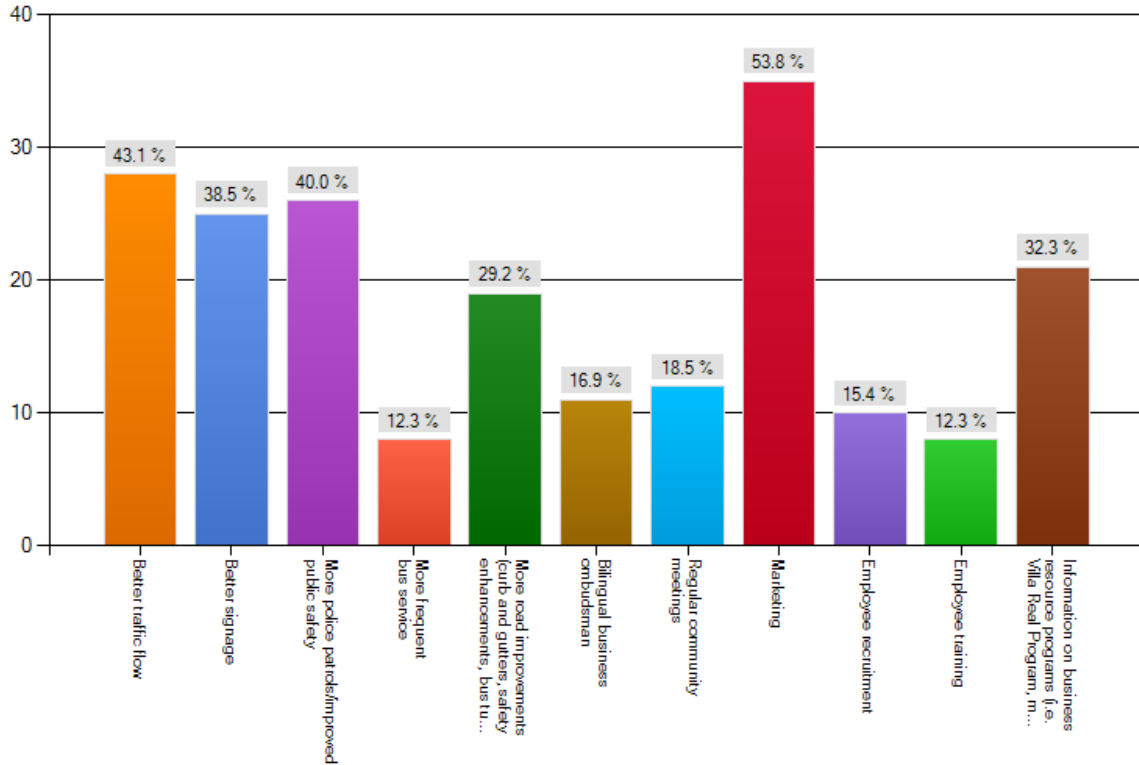
How difficult was it to get your business started, and what could have been done to make it easier?

- Not very difficult, I took over an existing business; Not very difficult; Not hard once everyone knew where we were business took off; it was not difficult to start the business; Not very difficult, Bought business from teacher, business was already booming; Easy; We saw enough help; Help from the chamber made it much easier. I am not sure what could have been done to improve the situation; Not difficult; I started with Santa Fe Incubator and received good guidance.
- Average difficulty; A little because our business did not show what we were about; Moderately difficult; A bit difficult because it was already a business, but it was just enlarged; The owner worked a lot in the negotiation of the restaurant and is love by customers; More advertising from my part – maybe a flyer from the mall; Funding is the key issue for this start-up
- It's been very difficult. Rental space is very expensive, more so on the north side of town but even in the south. That money could have been used towards marketing; Extremely difficult. Too many chiefs with input and not enough business knowledge. Santa Fe does more to prohibit business than it does to promote; It took almost a year longer than anticipated. Developer was not aware of coding requirements, and many issues had to be researched by us. Requiring builders and developers to know coding would have helped; Hard work; Extremely difficult, county and city could never agree so nothing could happen; Yes, it was difficult. To have free start up fro business projects or for services not to be so costly; It took long enough because we had no way of getting financing; Had many problems.
- Less government regulation; Get rid of red tape – all regulations and the agencies who won't want a "cut of the action."; City inspections, too picky and lots of personalities conflict with inspection. Need electronic reader boards. Fire Department is awesome; Challenging building permit process; High impact fees, building permit fees, UEC fees, GRT taxes etc, etc...; State & Federal regulations on distilled products. Distribution regulations; Somewhat difficult not a lot of help from local government; Bureaucratic Process; Construction process was overly cumbersome. Better city and county cooperation/organization. The good workers were overworked, and the bad (city and state inspectors) need to find a different line of work or move to a place where they are appreciated, I think Uganda might suit them; Getting the inspections scheduled in a timely manner
- N/A – Corporate; Corporate owned
- Company 1969; The business was opened a long time ago, I cannot speak as to the difficulty; 1986; It was a long time ago.
- More businesses in and around us. Getting the public mindset out south; Provide orientation workshops in Spanish; Financing with zero or very low interest
- Unable to speak of this issue

Question 11

(65 answered question/7 skipped question)

The City is looking for opportunities to help you grow your business. How do you think they can help?



Other responses:

- Less Government regulation
- No liquor sales by Allsup's
- Better communication from mall
- Assistance with identifying funding sources and further support of the SFBI
- The current road improvements are going to create more serious accidents involving u-turns similar to Espanola, but will be more serious due to higher speeds
- Affordable
- More people-better marketing for mall stores
- Word of mouth – referrals
- Increase the access to diverse and multicultural events and types of businesses not always considered before
- Moratorium on impact fees, speedier building permit process
- Yes, I need help with a second business

Question 12

(40 answered question/32 skipped question)

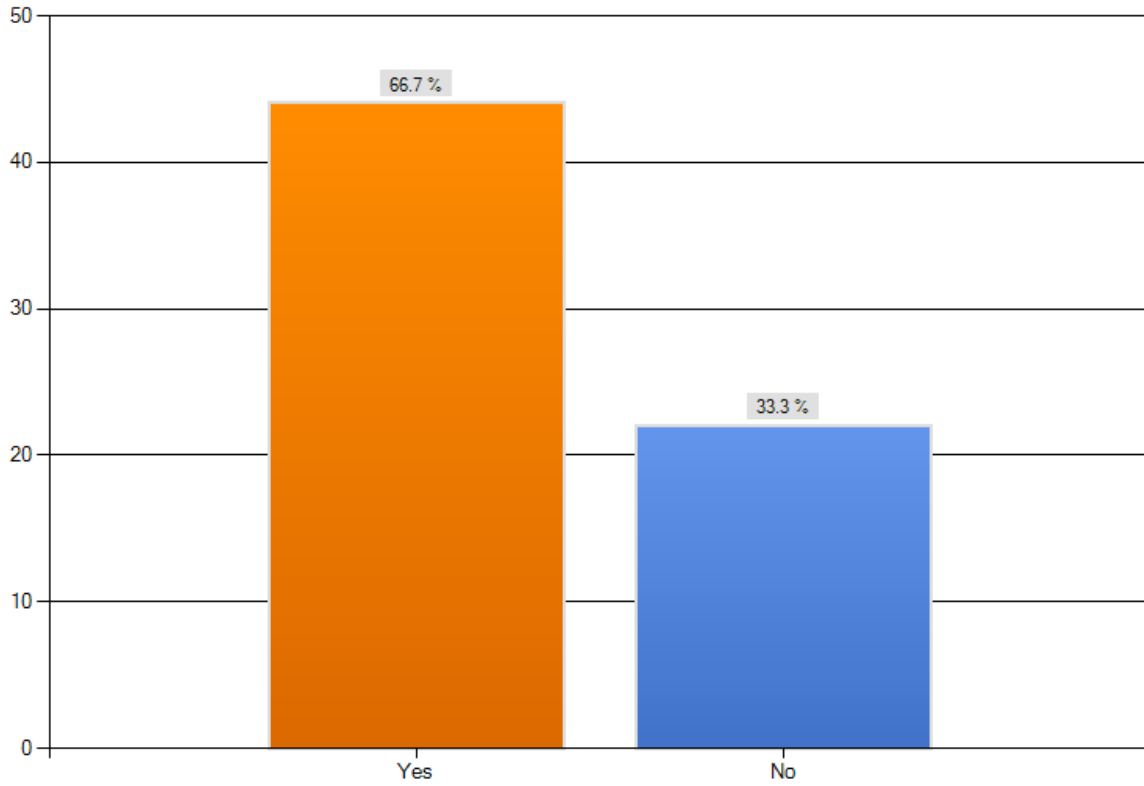
Please provide any additional comments on how you believe the Southside can be improved to help businesses.

- Clean up theft and drugs; Clean up the area. Do not allow weeds, junk cars, broken down fences and overall trash to take away the beauty of the area; Continue with growth and improvement projects; Better traffic management; Landscape/weed control; Increased curb appeal and better traffic flow; In general, better traffic flow perhaps the addition of an extra lane on Airport Rd to help traffic; Shuttles from hotels, more transportation for tourists; Transportation for tourists from plaza to other side of town; SW Quadrant gets treated poorly. Fixing medians, landscaping, taking very long to beautify the area. Feels SW is step-child to city, education, business, beautification; Southside business groups, public transport systems around the bypass; Have the business areas cleaner to give a good impression; Improved general appearance of Airport Rd, including a beautification program (trees, medians, etc); Winter snow removal; Less construction
- More security, there is a lot of vandalism and the City does not control it; More police patrol and security; Santa Fe Residents outside our quadrant do not feel safe in traffic on Airport Rd, and comment they will not drive into the area and do business. Police presence is needed; Police – we need faster police response to alarms and emergencies because we have robbery problems in the area; Safety
- Less regulation, lower taxes, easier permit, lower impact fees; City and county staff education on what a business is and wants; More support from the state and local government via purchases for goods and/or services
- The south side is a haven for vending trucks. I would like to see more regulation on vending trucks.
- Attract more stores to create excitement for customers; Attract more businesses; More promotional activities for the mall. Neat things to bring people to the mall; More shops, restaurants will be a perfect match; Need a restaurant mid to high range; Allow for more diverse and multicultural uses of the public spaces, sidewalks and roads than in more fixed neighborhoods
- We reside in the Southside because of the Santa Fe Business Incubator. The City supports the SFBI and we believe that support is critical to our existence and that of the 20+ SFBI clients as well
- Work with shops on creating signs on main roads that direct traffic to businesses. Help promote the concept that these are locally owned small businesses. Signs need to be allowed. Work more with locals; Better signage – incentives and rewards for businesses
- Educate the City of Santa Fe that Airport Rd is just down the street, not in Albuquerque. Also let the local Hispanic community know that the majority of crime is committed by Santa Fe Hispanics, not the Mexicans; Unknown; Economy is tough – we all need to pull together; It can't; More support from our local newspaper; Business loans

Question 13

(66 answered question/6 skipped question)

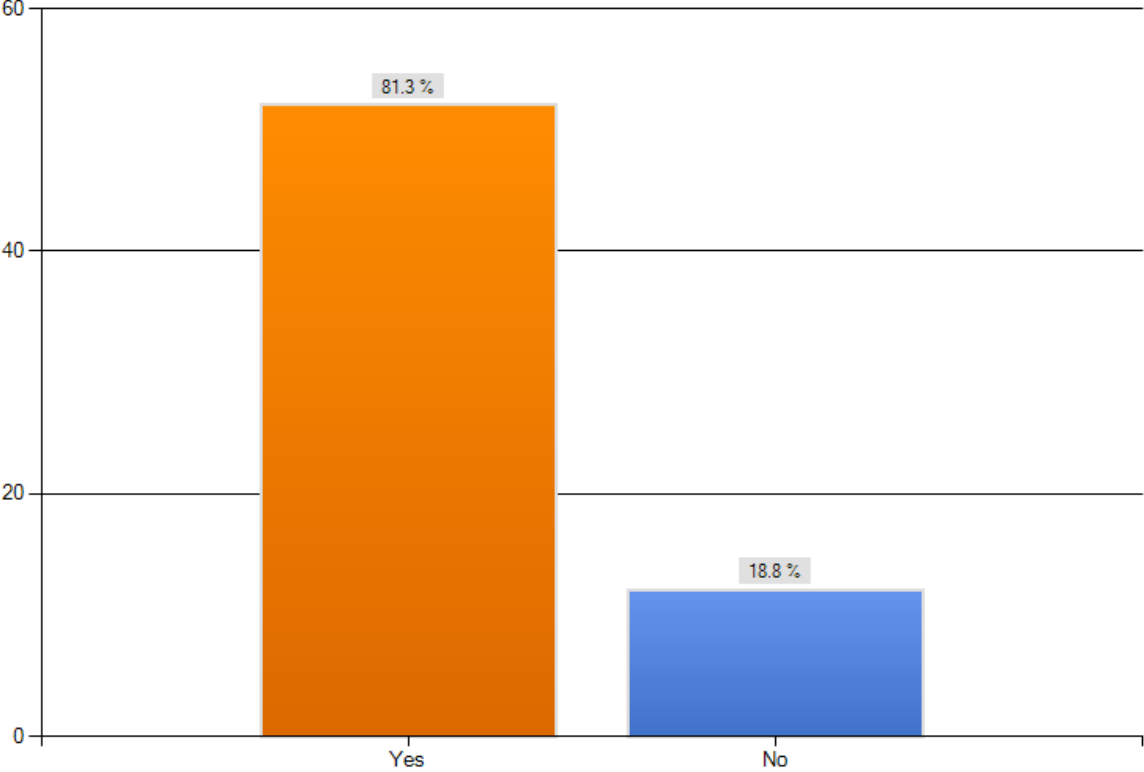
There are other businesses in the area that may have the same questions/concerns as you do. Are you interested in meeting with them to share experiences, concerns, new regulations, etc?



Question 14

(64 answered question/8 skipped question)

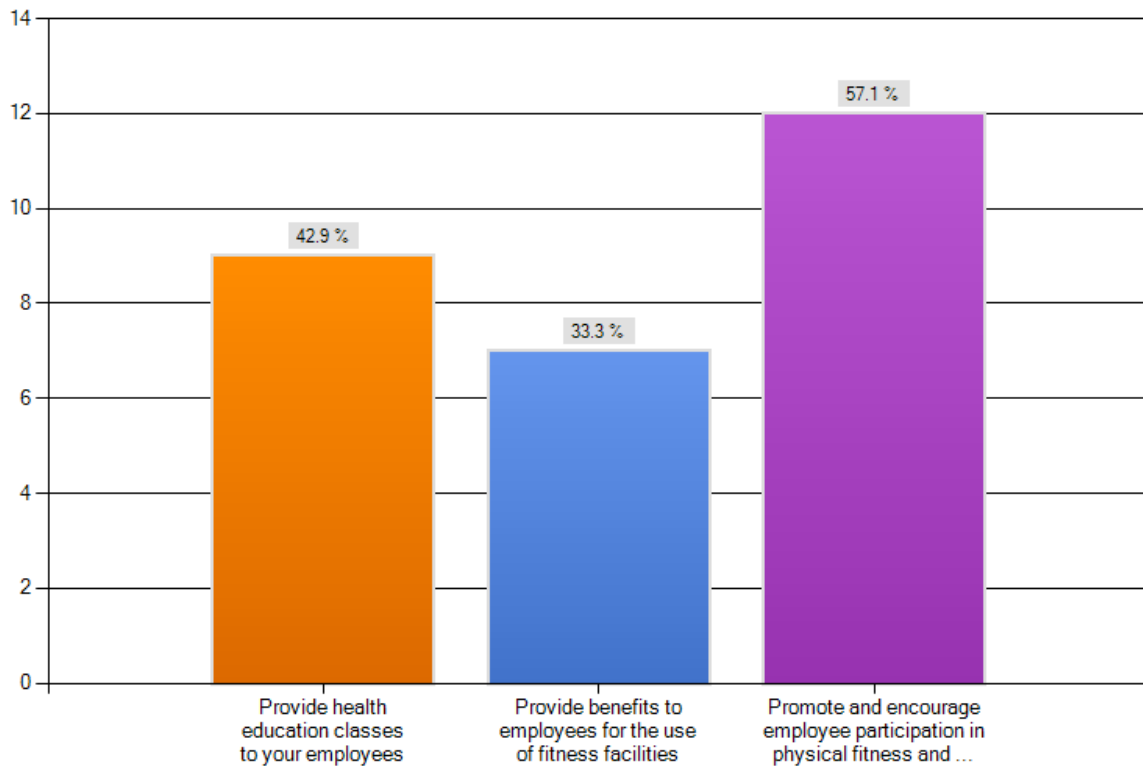
We will be working to develop a plan to improve this area. Would you like to be a part of it?



Question 15

(21 answered question/51 skipped question)

Do you feel it is important for the business community to promote a healthy workplace and lifestyle for employees and their families? If so, does your business provide any of the following programs/benefits to promote work place wellness:



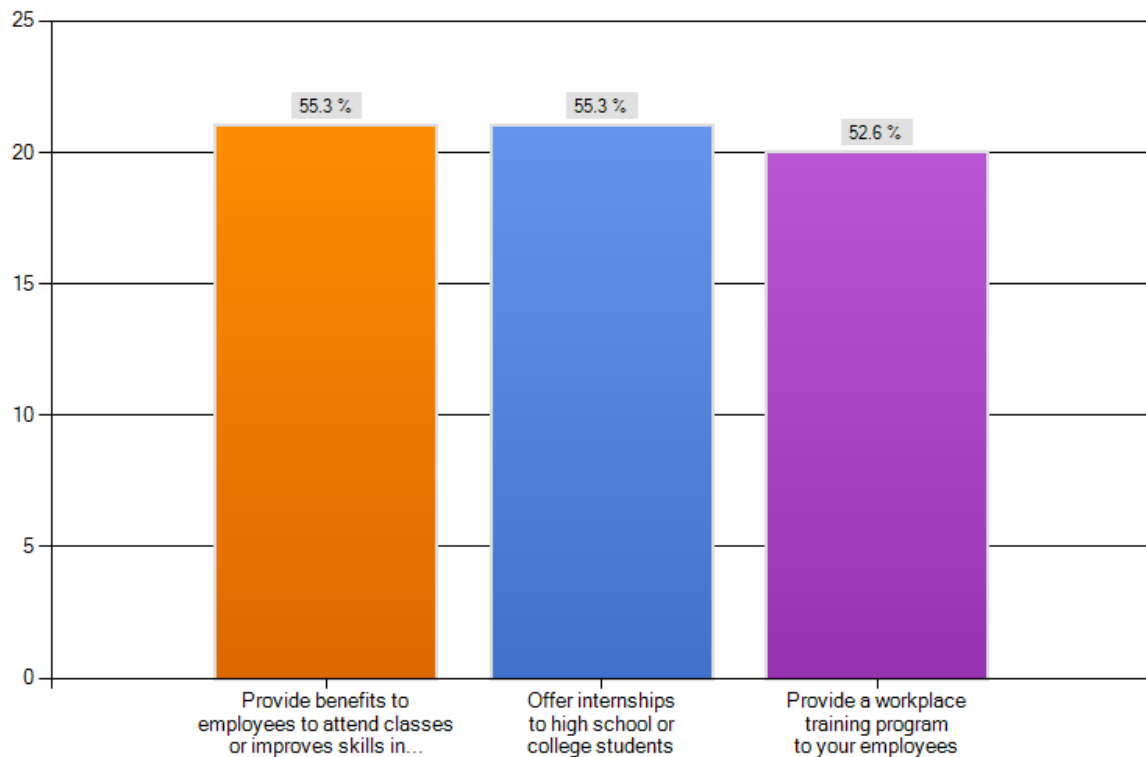
Other responses:

- Job safety training.
- Not yet
- It is important but as a start-up we don't have the financial wherewithal to provide them; Can't afford it; It is important. Financial resources not available.
- Health benefits currently provided.
- Safety in mall.
- We are too small now to participate, but intend to implement as we grow; Not at this point – it is important to promote wellness.
- Window in our local health

Question 16

(38 answered question/34 skipped question)

Do you feel it is important for the business community to be engaged in efforts that support having an educated workforce? Does your company do any of the following to support an educated workforce:



Other responses:

- Not yet; None yet, but would like to help; No employees at this time
- Can't afford it
- We offer and expect continuing education; We pay for advanced technical training; Worked with special needs adults with packaging merchandise; Inside education training
- Improve the culture as it relates to a 'clean" and beautiful city

Question 17

(67 answered question/5 skipped question)

How can we contact you? If you check email or phone, please be sure to include it in Question 1.

