

NEWS RELEASE

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City of Strongsville

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Mayor Thomas P. Perciak and Councilman Mike Daymut, Chairman of the Economic/Community Development Committee, today announced the completion of the City of Strongsville's Retail Businesses & Professional Services Survey.

Working closely with Ohio State University's Business Retention & Expansion (BR&E) Initiative, the purpose of the survey was to determine the value Strongsville's retail and professional services businesses place on available amenities and services, as well as their satisfaction level in those areas.

In February of 2009, the Strongsville, OH, Economic/Community Development Committee sent the survey to 816 Strongsville businesses and received 127 completed surveys for a remarkable 15.5% return rate (10% is considered good when surveying retail/professional services sectors).

The majority of the survey responses came from the professional services industry, with the health services sector as the leading respondent. A further review of all the respondents finds that:

- 71% are companies that are independently owned and operated
- 76% lease their operational space
- 68% have been in operation for 11 or more years
- 75% occupy space between 500- 4,000 square feet

The survey results indicated that 92% of respondents would recommend another business to locate in Strongsville with 89% rating the overall quality of life in Strongsville as good to excellent. In addition, 83% of respondents rate the overall retail/professional business climate in Strongsville as good to excellent, an encouraging rating when considering the overall weakness of the national economy.

The evaluation of City services and amenities showed that the retail/professional business community rated the following as high in quality:

- Fire (91%)
- Police (91%)
- Business Services (77%)
- Snow/Ice Removal (76%)

In addition, the respondents rated the following workforce-related amenities and services as high in quality:

- Shopping (92%)
- Strongsville School System (89%)
- Strongsville Recreation Center (89%)
- Health Care Services (88%)
- Child Care Services (77%)

In contrast, the issues of business signage regulations and storefront renovations were rated as areas needing improvement.

Future plans indicate that 67% of the respondents have no plans to move, close, or sell their business. Of the 18% that are planning to change their location, 71% are planning a move within Strongsville.

The following factors ranked highest for the reasons why respondents have located and remained in Strongsville:

- Access to customers (26%)
- Quality of life (18%)
- Proximity to freeways (15%)
- Proximity to home (14%)

Greg Davis, Director of Ohio State University's BR&E Initiative, adds an expert's insight on Strongsville's survey process: ""

Copies of the survey results will be available to the public at Strongsville's public library branch, City Hall, the Chamber of Commerce, and at the City's website (www.strongsville.org). The results have been presented for review to the City of Strongsville Council and to the Strongsville Board of Education.

Retail/Professional Services Survey Task Force

Mayor Thomas P. Perciak

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