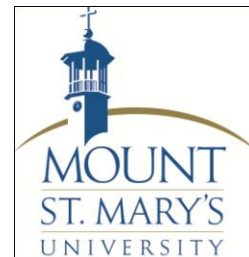
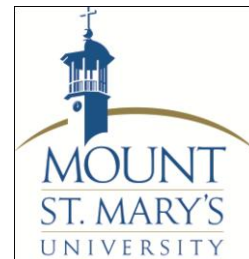


Town of Emmitsburg

BUS 350 Market Research
Class Project Presentations
December 6th, 2010



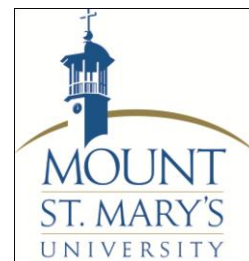
Emmitsburg Business Survey



PROJECT OVERVIEW

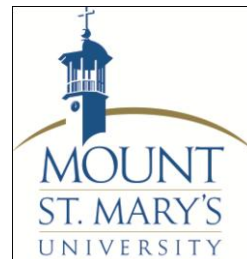
Primary Objective:

Present research findings that enable Emmitsburg Town Council to enact necessary changes to improve the overall economy in Emmitsburg.



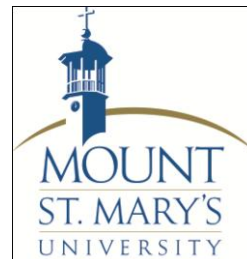
Agenda

- Purpose and Research process
- Sample Population and Demographics
- General Satisfaction of the town
- Satisfaction with Mayor and Town Council
- Effectiveness of the Town Hall Administrative Staff
- Infrastructure within the town
- Satisfaction with Police Protection and Security
- Employee skill traits
- Conclusion and Q & A



Purpose

- To design research material that would be able to capture the overall perceptions of the Emmitsburg business owners.
- By collecting and summarizing this data in a professional environment, the Town's leaders can work towards improving the economic stability of Emmitsburg.



Research Process

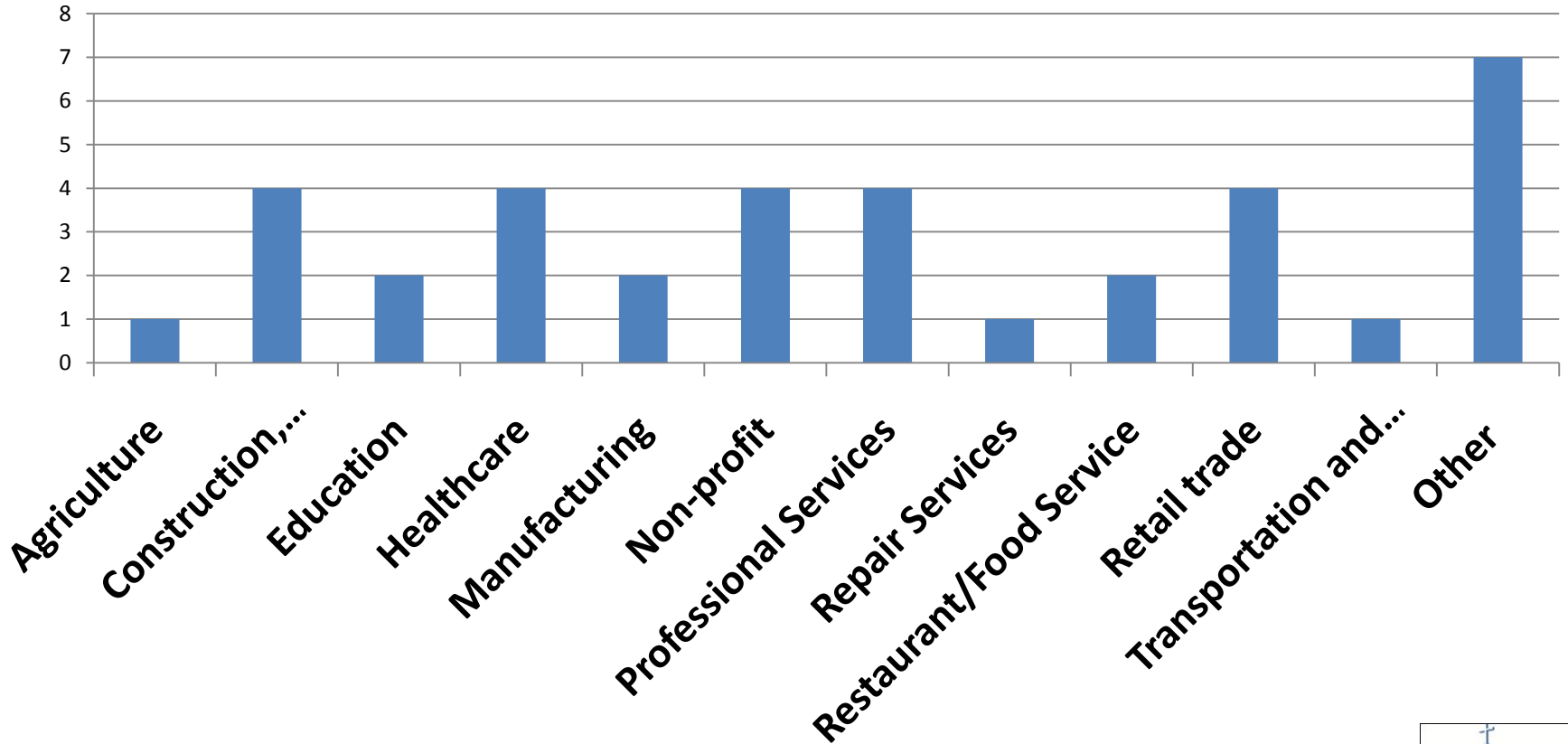
- Identified target population
 - Approximately 50 businesses that lie within the boundaries of the Town of Emmitsburg
- Determined data collection method
 - Self-administered, mailed Survey sent to businesses
 - 74 surveys mailed, 34% response rate
- Designed data collection form
 - Questionnaire
 - Use of open-ended, categorical, and metric questions



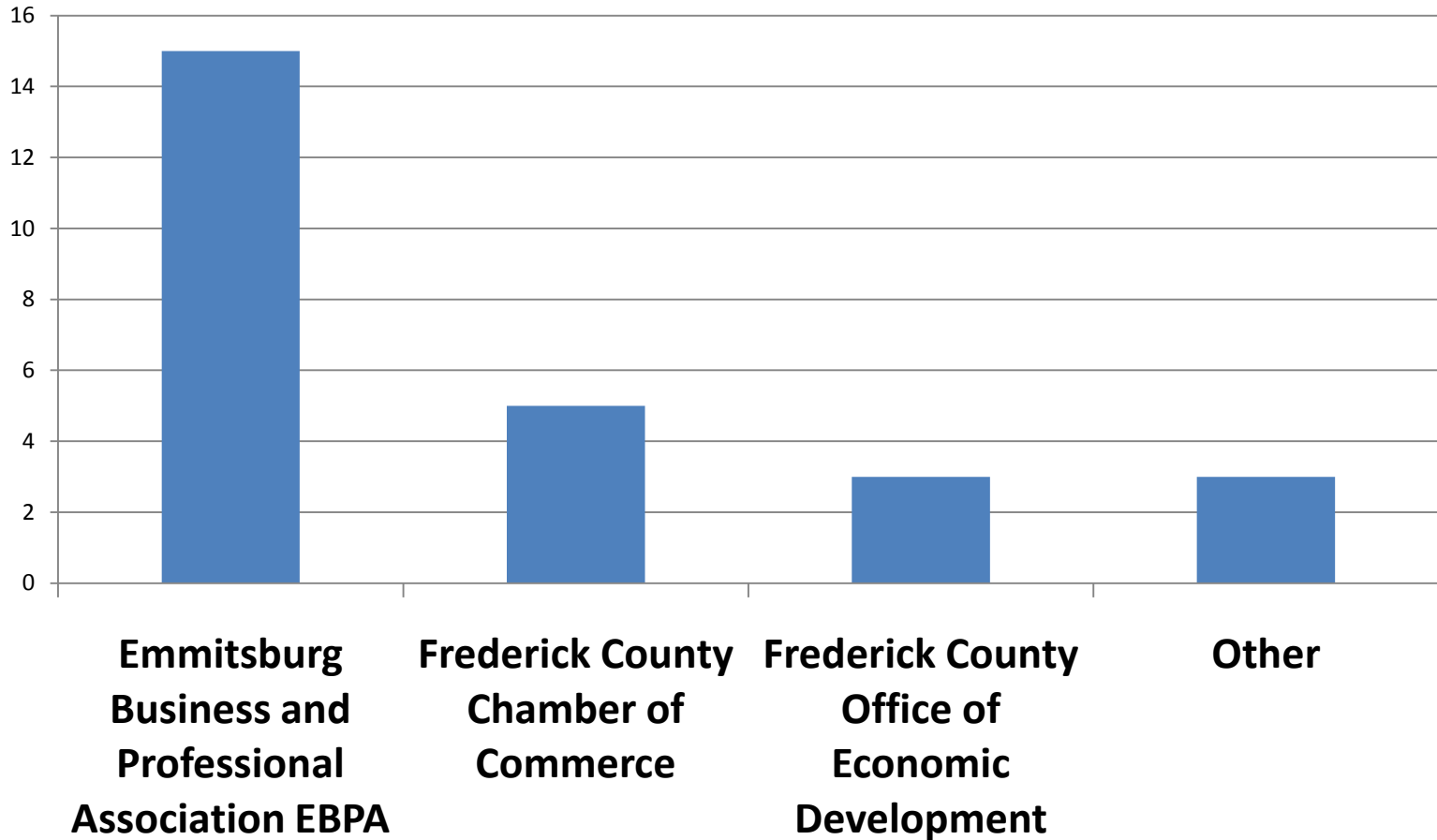
SAMPLE POPULATION DEMOGRAPHICS



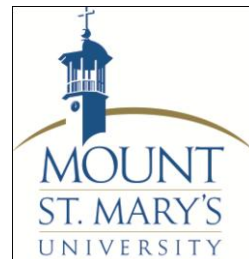
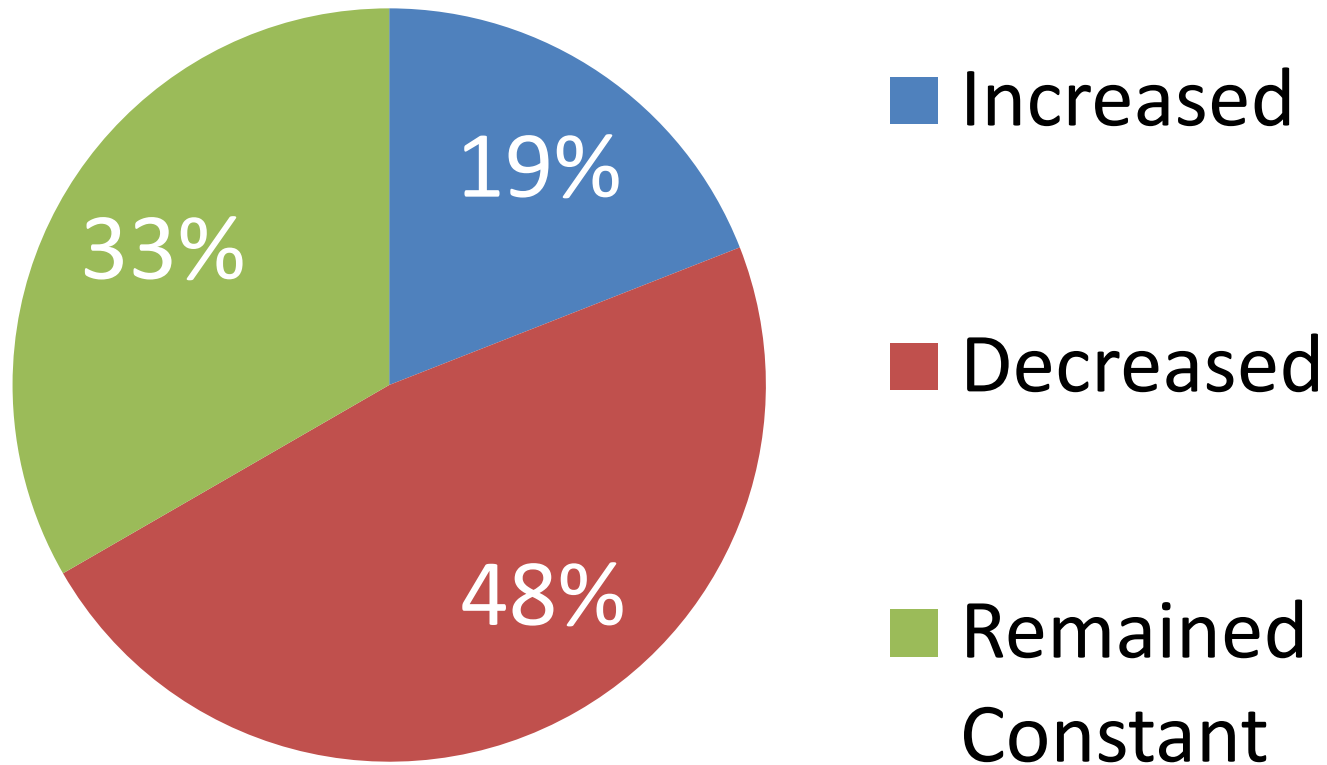
Demographics



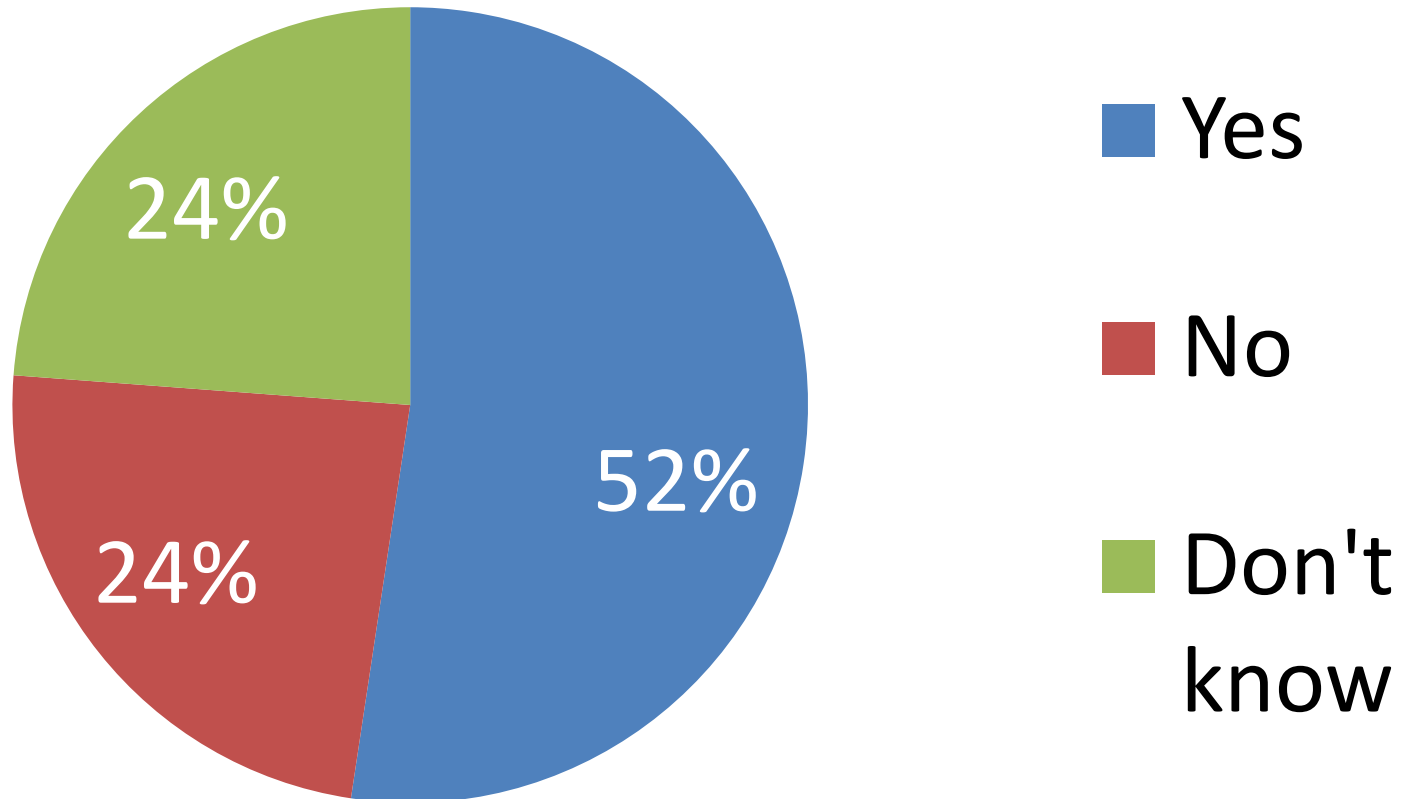
Professional Membership



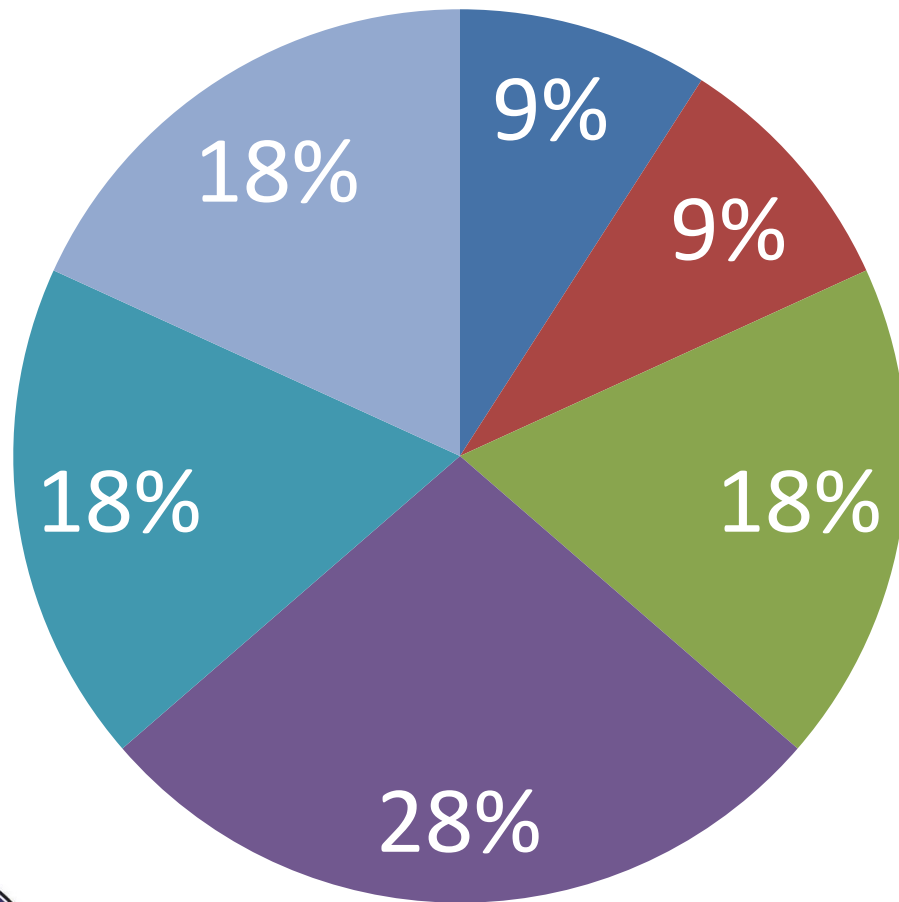
In the past 12 months have your sales:



Do you plan to expand or improve in the next 12 months?



If not expanding, why....



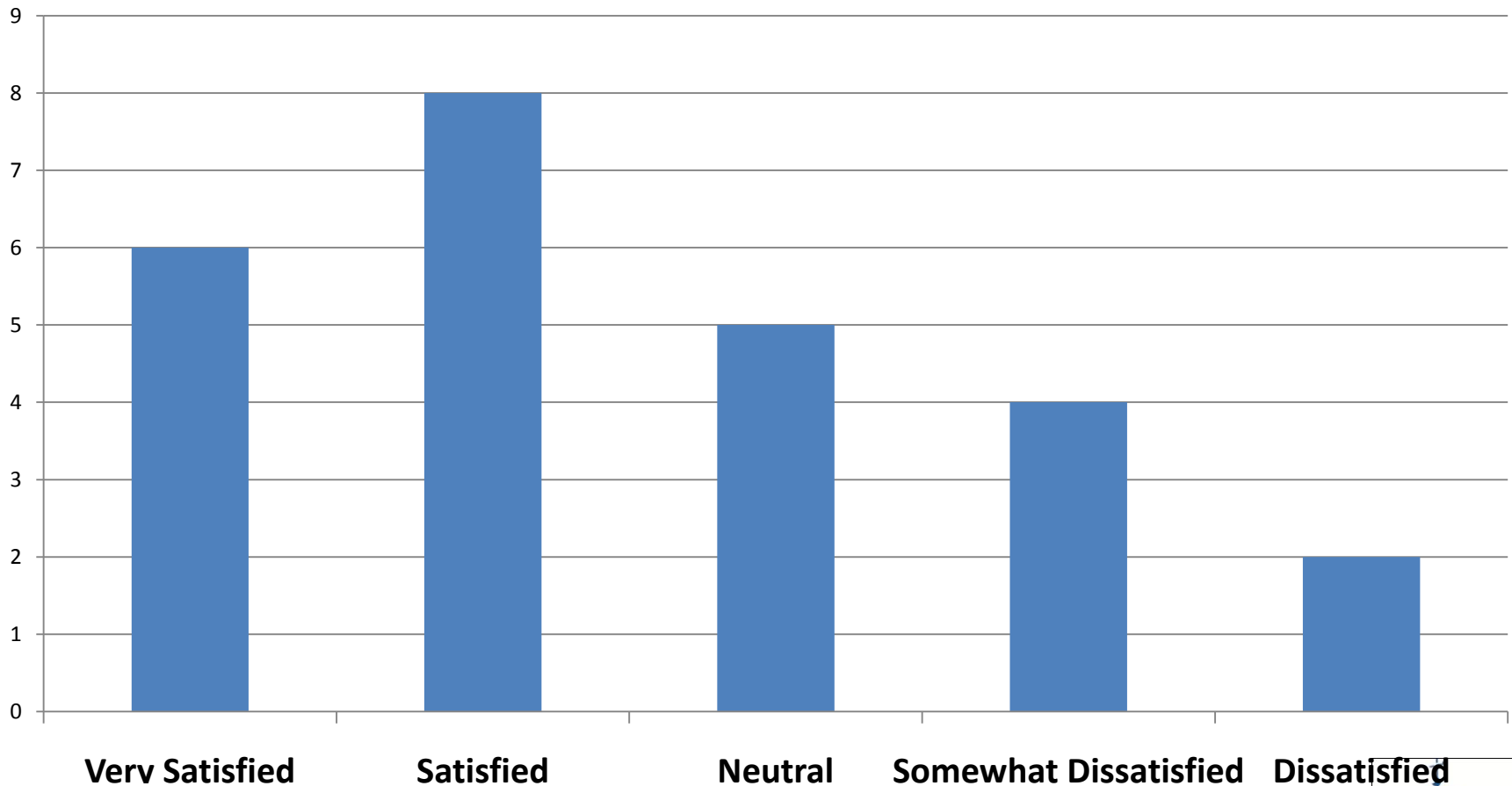
- Business is good; no reason to expand
- Area doesn't have right demographics
- No room to expand
- Not doing enough business at this location
- Permitting process is an obstacle
- Taxes are too high



TOWN OF EMMITSBURG SATISFACTION

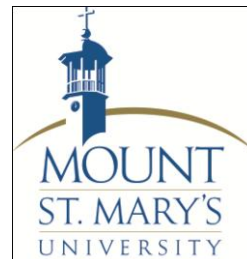


How would you rate your satisfaction with Emmitsburg as a place to do business?



How would you rate your satisfaction with Emmitsburg as a place to do business?

- “Customers are loyal.”
- “Local government...does not treat businesses as an ATM.”
- “Town is not willing to assist and negotiate...very difficult to work with.”
- “Regulations are too strict”



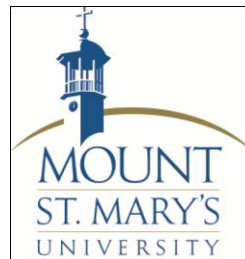
What do you see as the barriers to growth?

- “Fees and Taxes”
- “More choices in restaurants and retail.”
- “Not enough public parking.”
- “Competitive environment outside of Emmitsburg”
- “Lack of local support.”

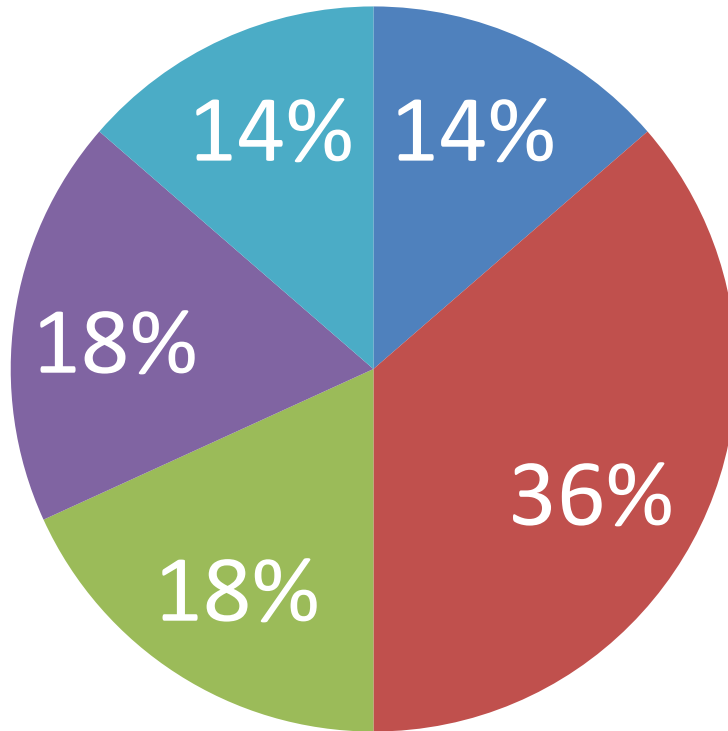


What do you see as opportunities for growth?

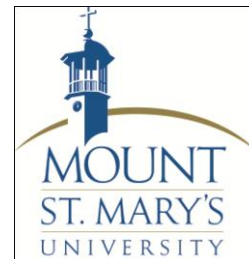
- Availability of land
- Major Highway
- “Close proximity to FEMA, Ft. Detrick, Ft. Richie”
- “Student body base can support lots of services and small businesses...”



If you were to start a business today, how likely would you be to choose Emmitsburg?



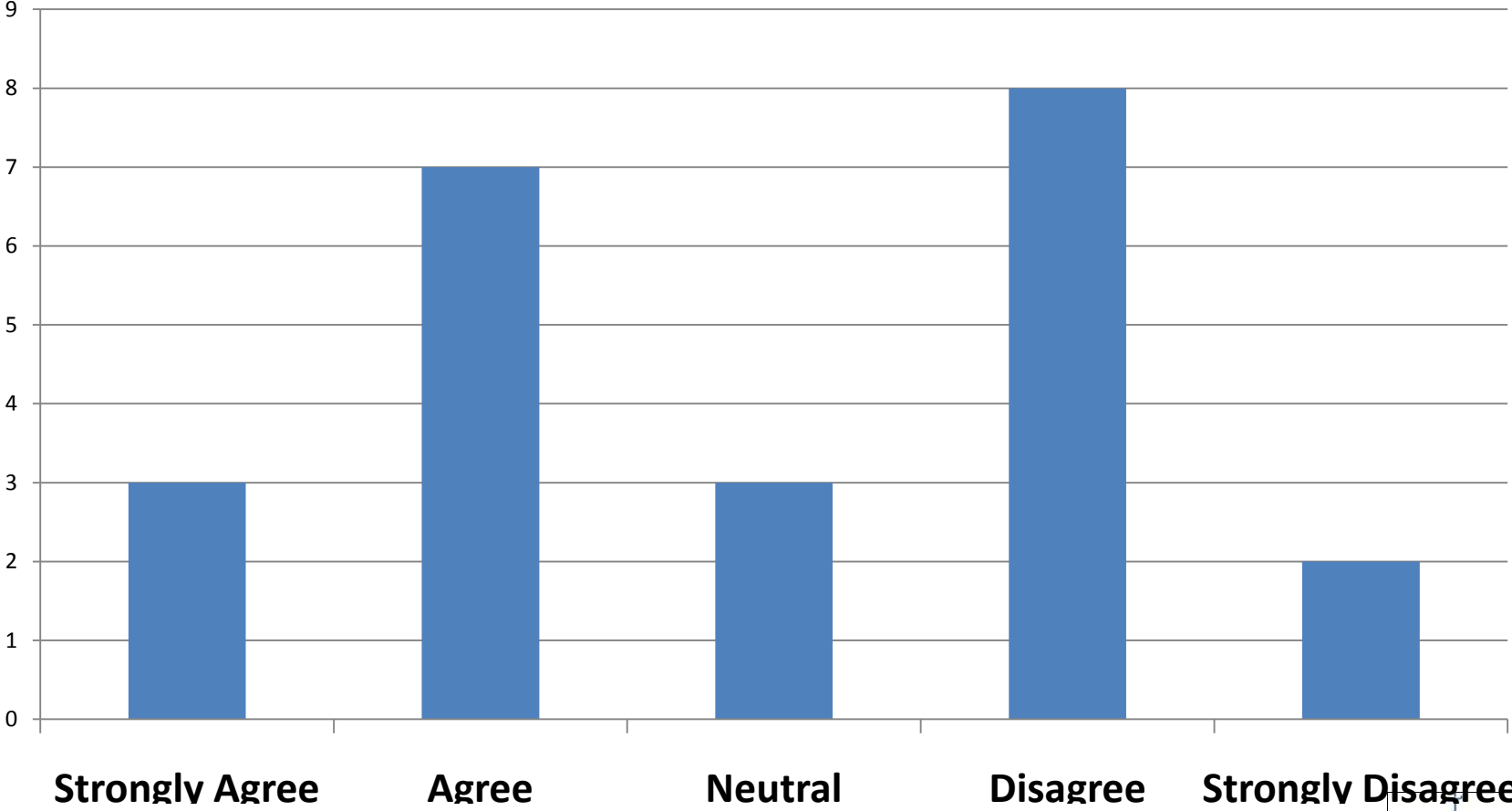
- Very likely
- Somewhat likely
- Don't know
- Somewhat unlikely
- Very Unlikely



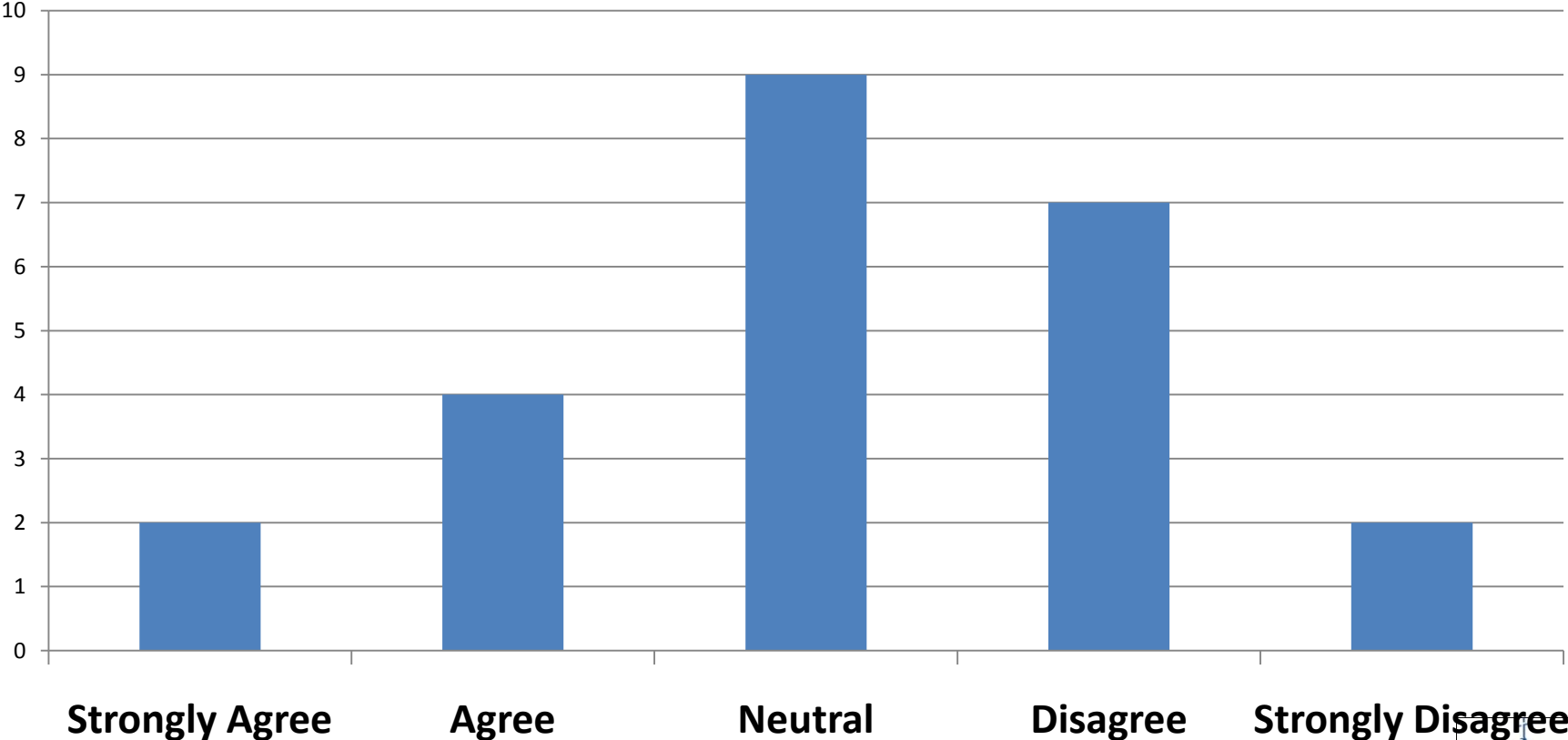
MAYOR & TOWN COUNCIL



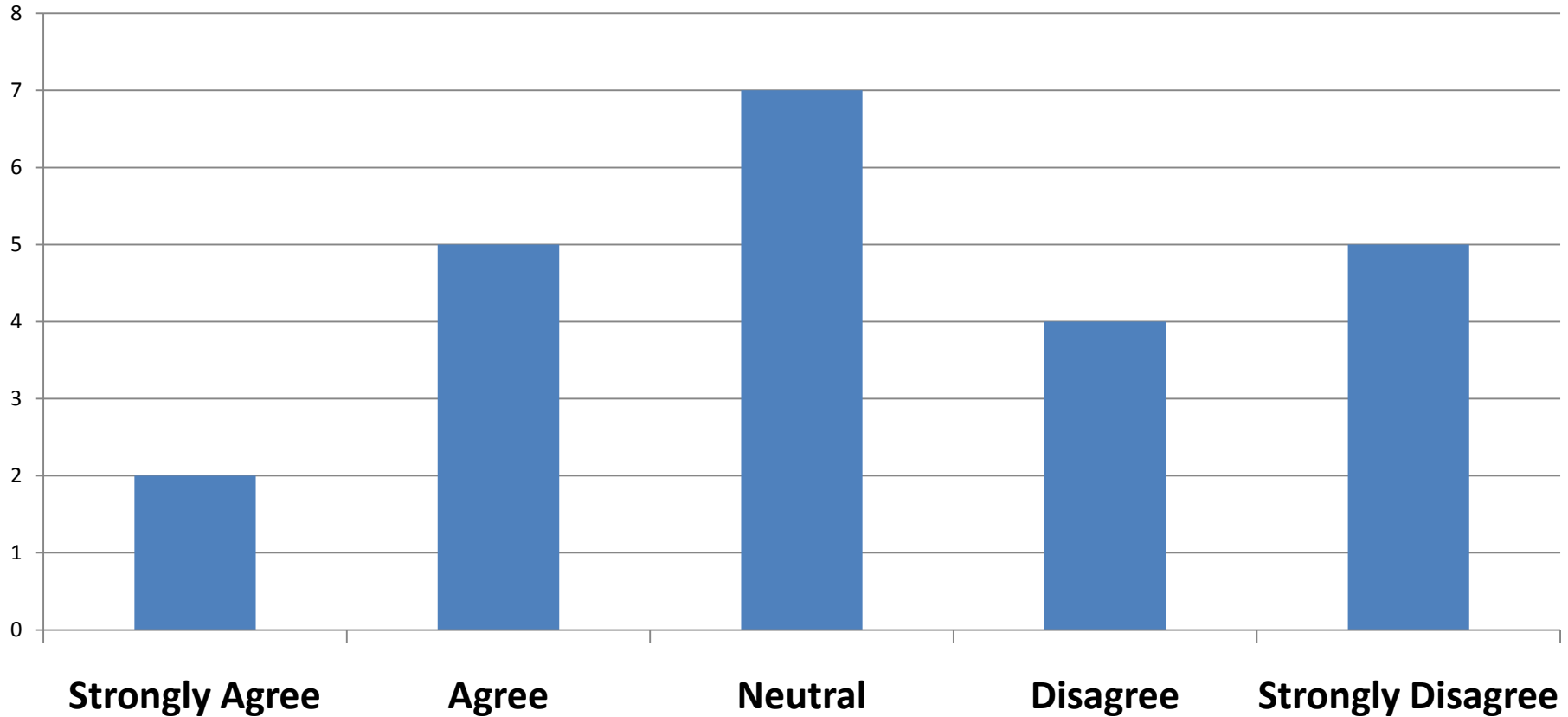
The Mayor and Town Council understand the needs of the Emmitsburg business community



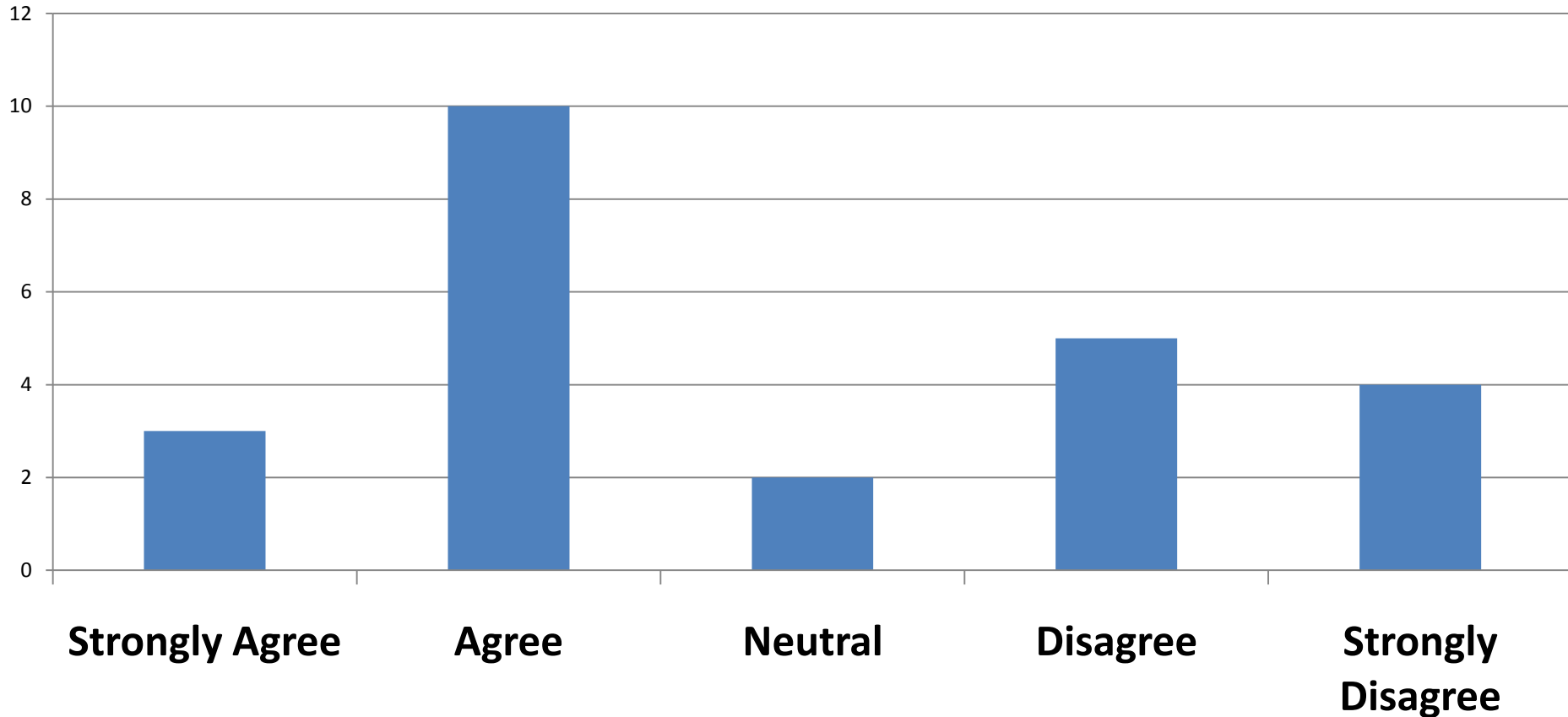
The Mayor and Town Council enact policy and laws that will enhance the business climate of Emmitsburg



There is good communication between The Mayor / Town Council and business community which fosters a supportive business environment



Overall, I am satisfied with the Mayor and Town Council



The Mayor & Town Council Could Improve the Business Environment by

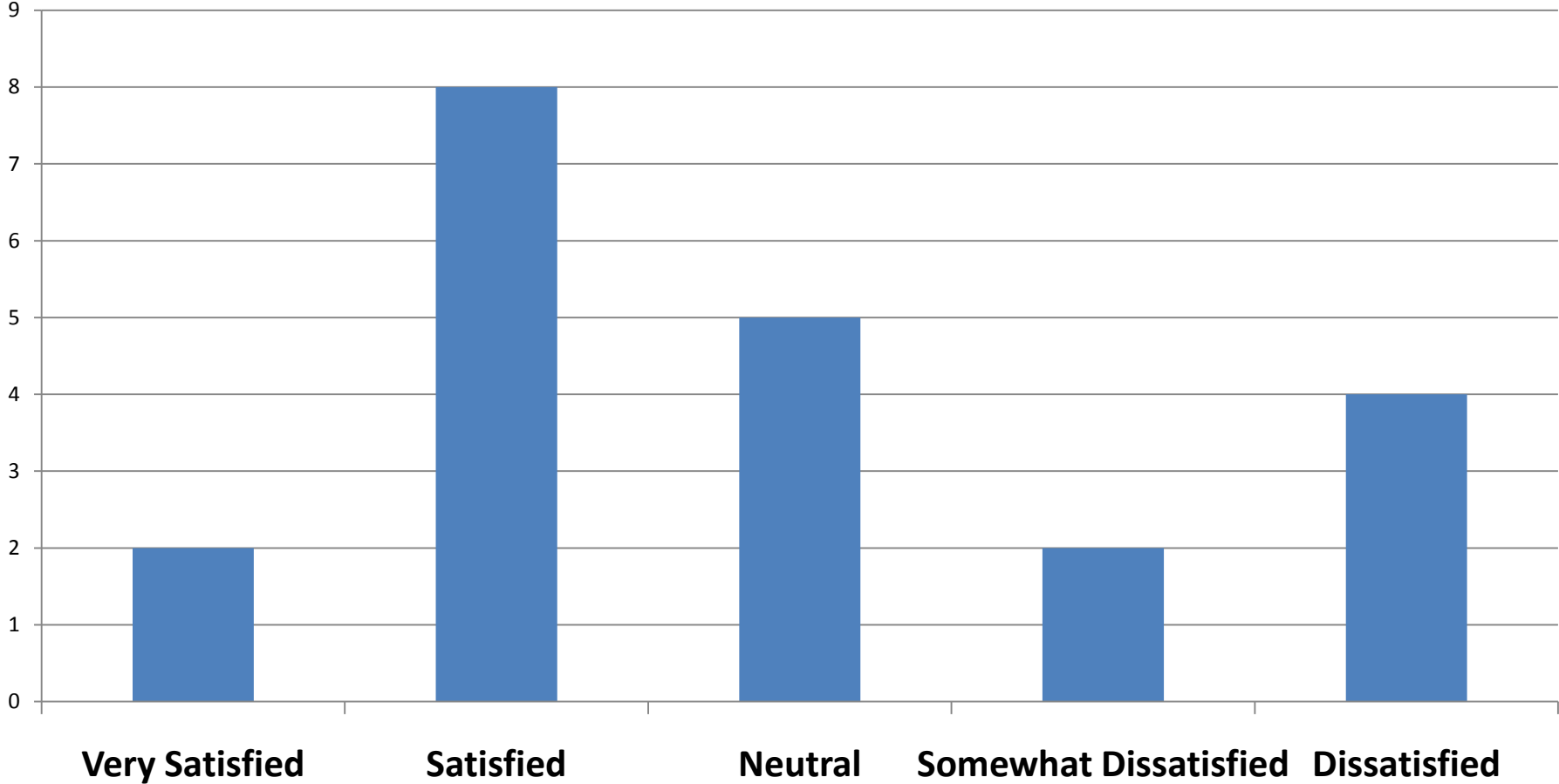
- “Reducing fees and taxes.”
- “Ease burden with process of building permits”
- “Better communication between the town and businesses.”
- “Provide incentives to open new businesses.”
- “Improve landscape and parking.”



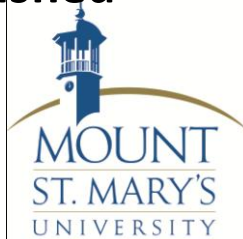
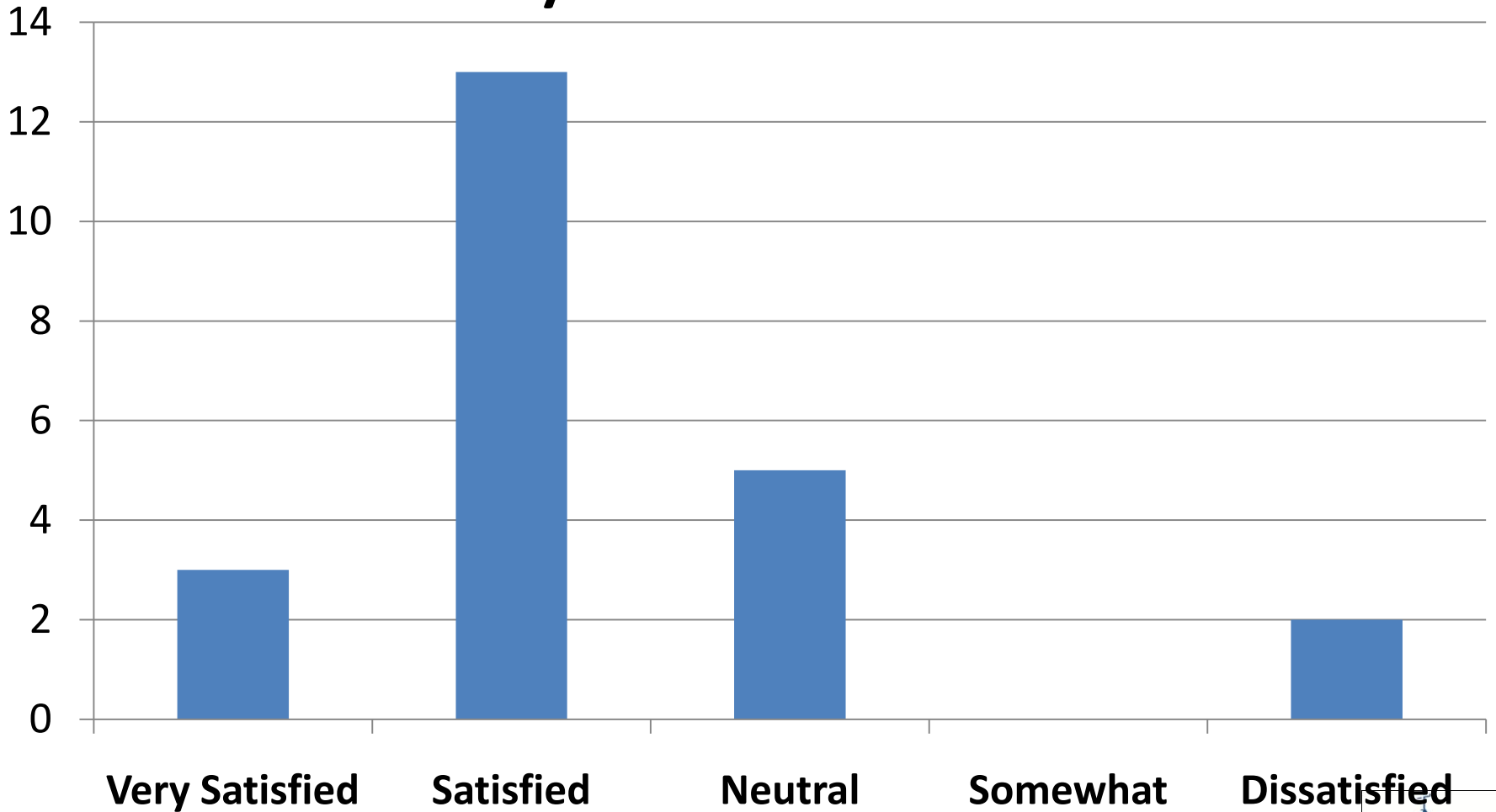
TOWN HALL ADMINISTRATIVE STAFF



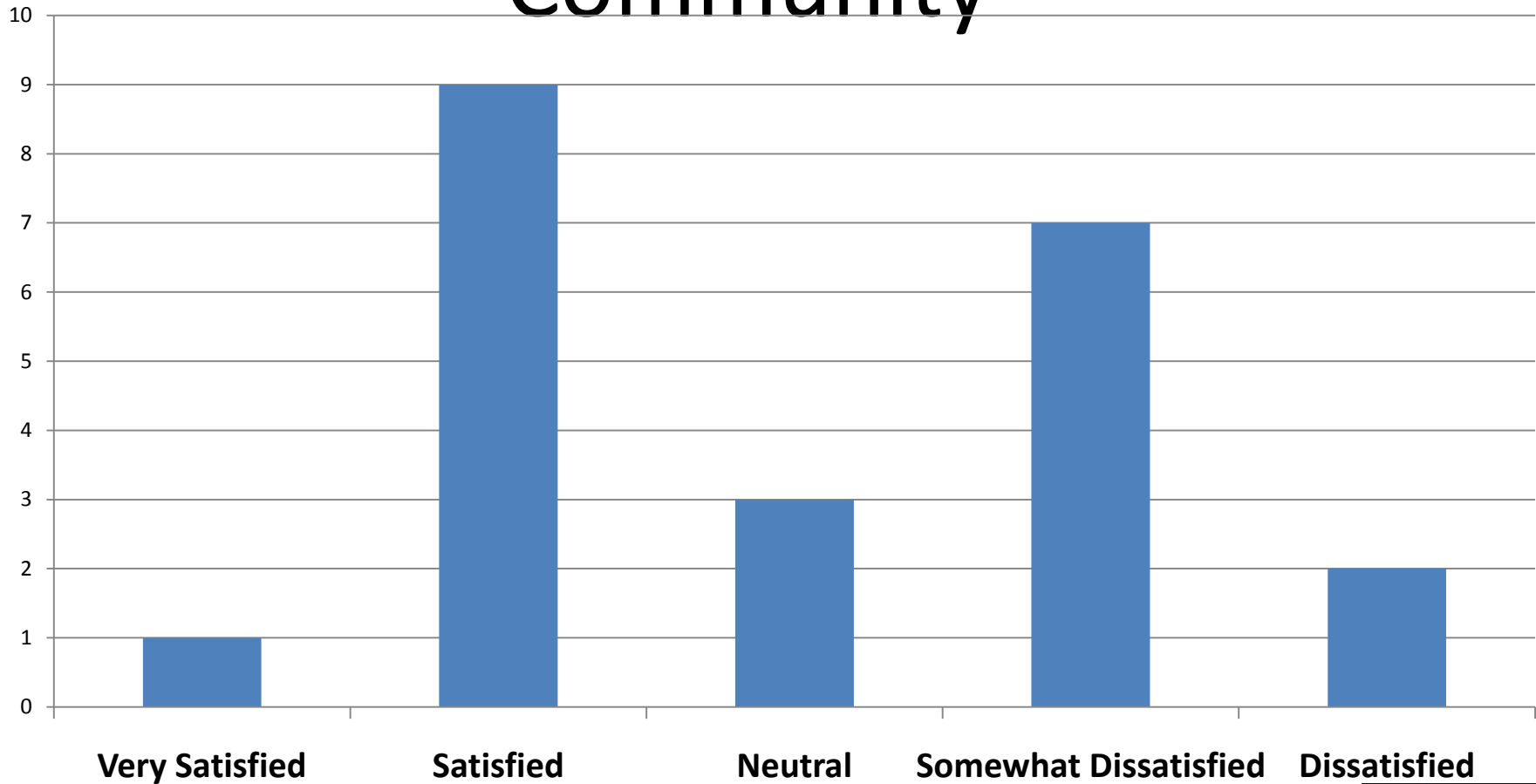
Overall effectiveness/efficiency



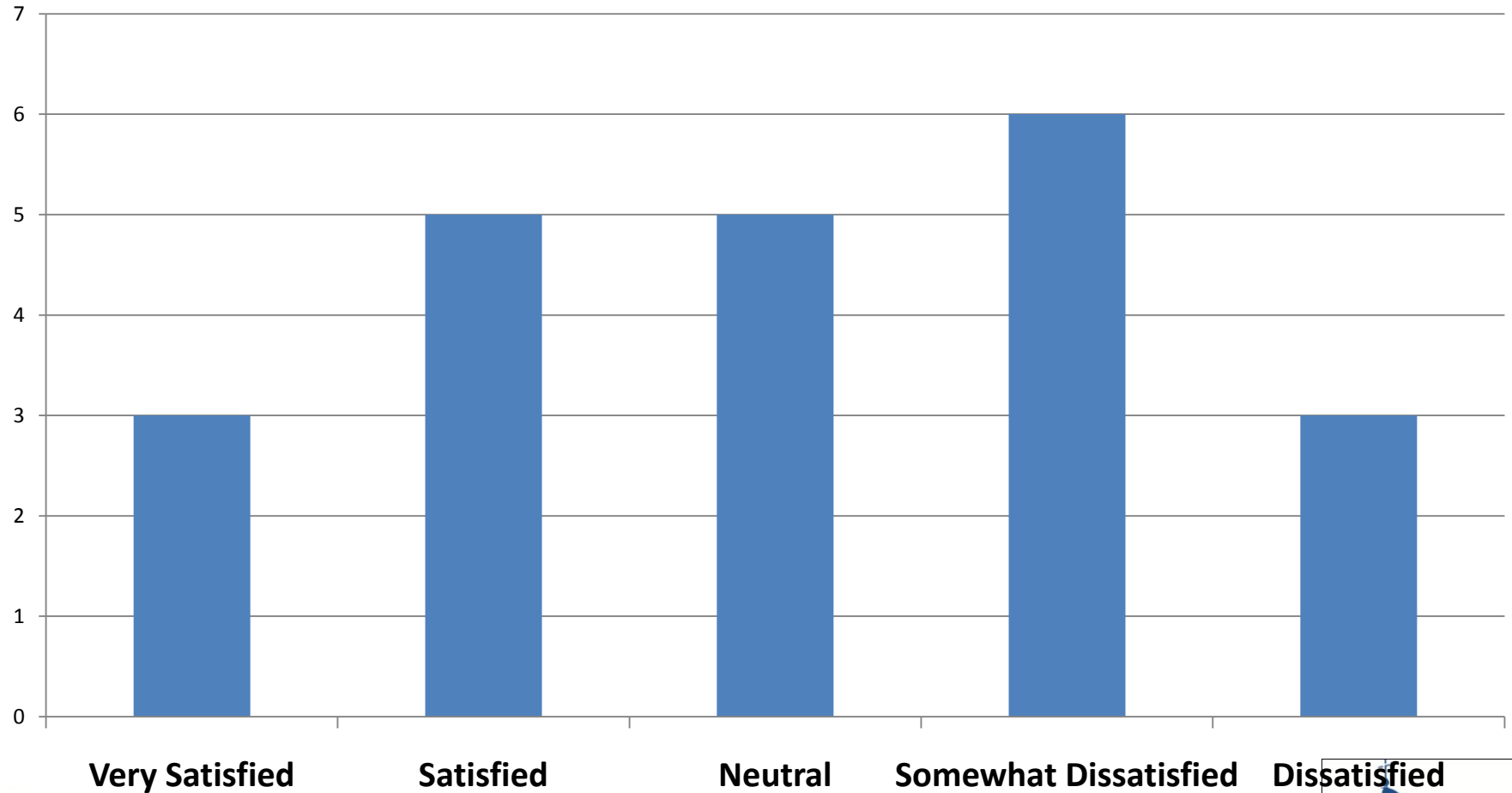
Courtesy & Professionalism



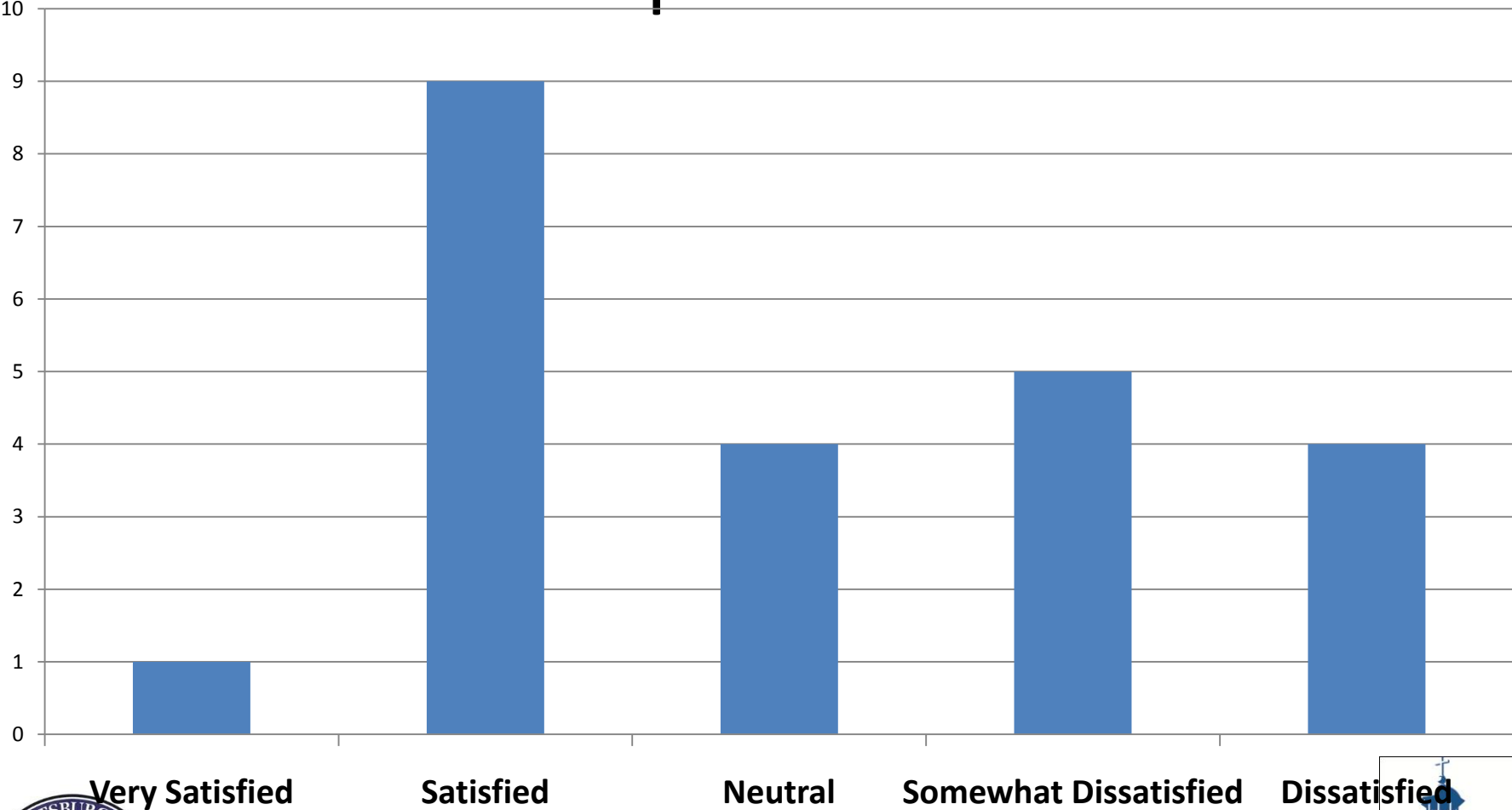
Communication with Business Community



Responsiveness to businesses



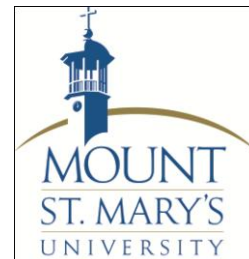
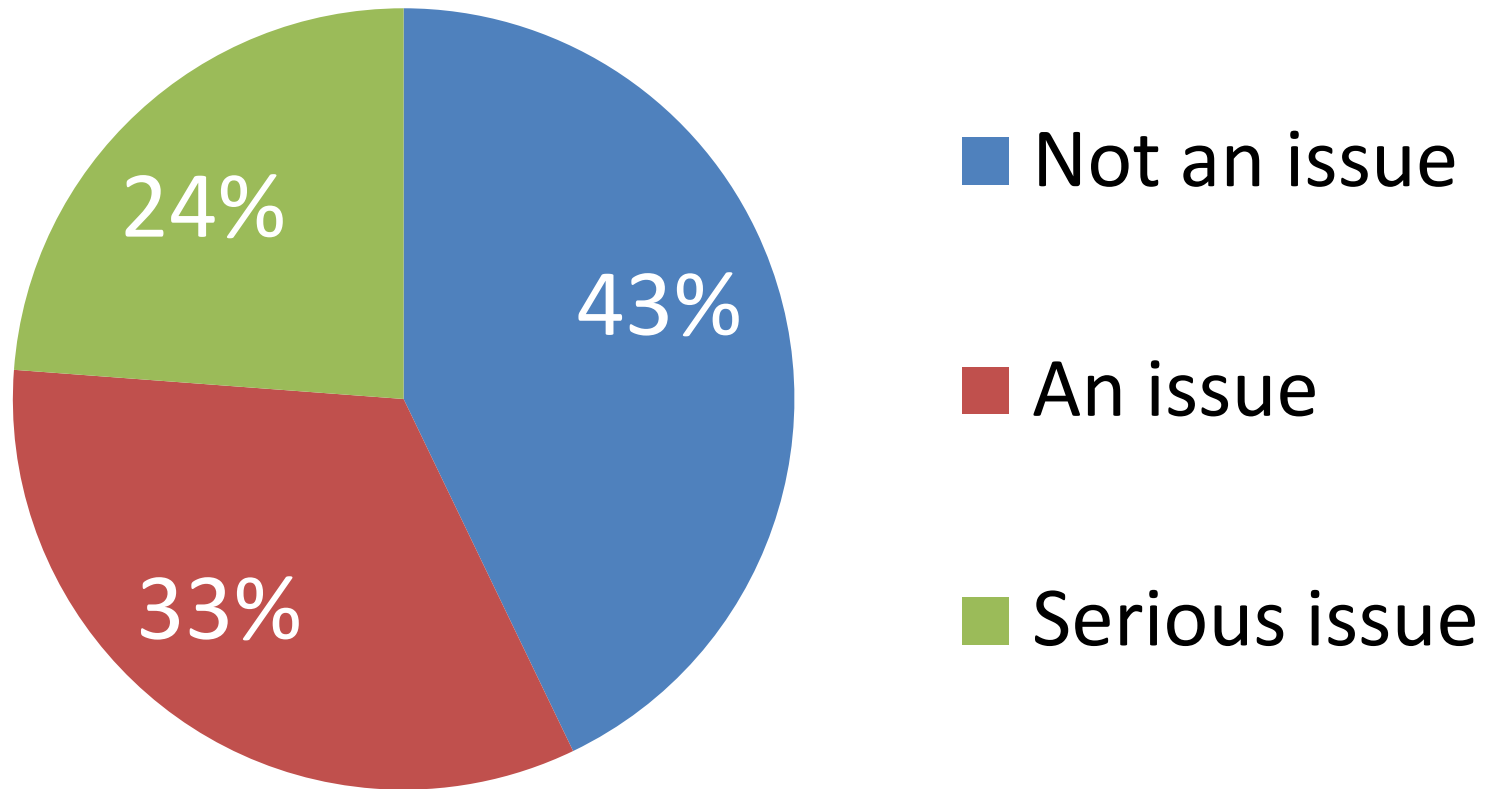
Staff handling of the permit/ licensing process



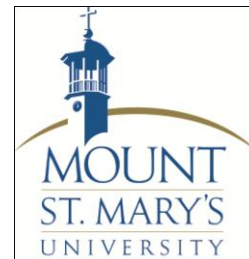
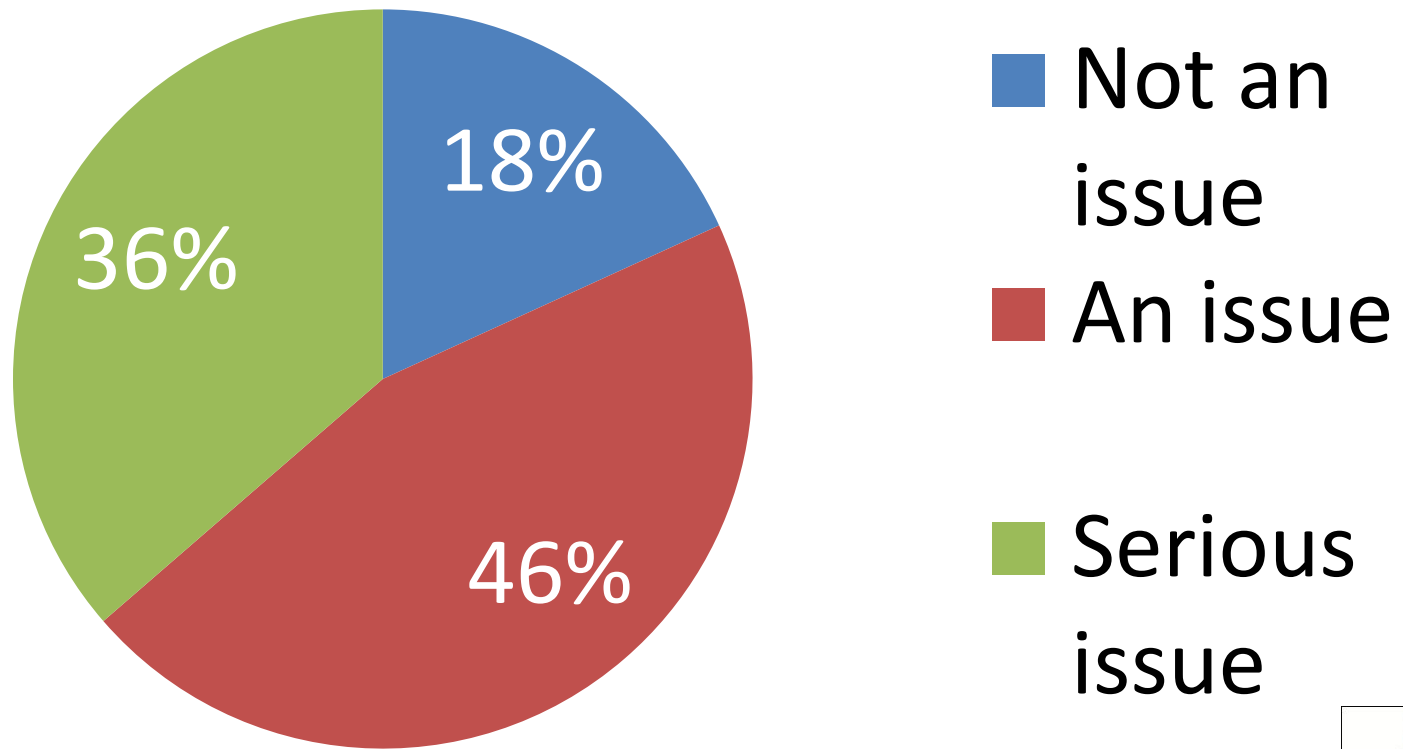
INFRASTRUCTURE



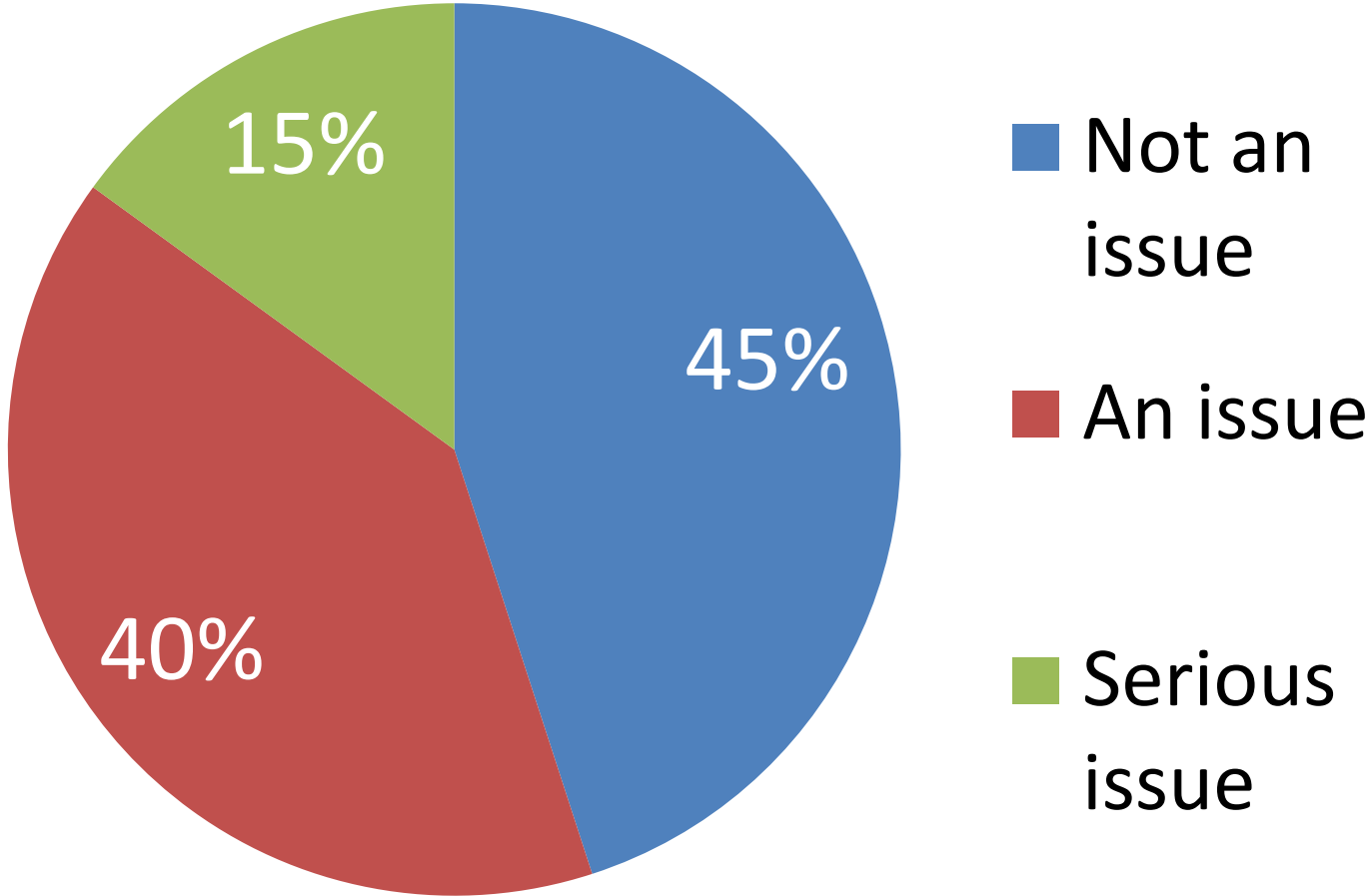
Communication with Business Community



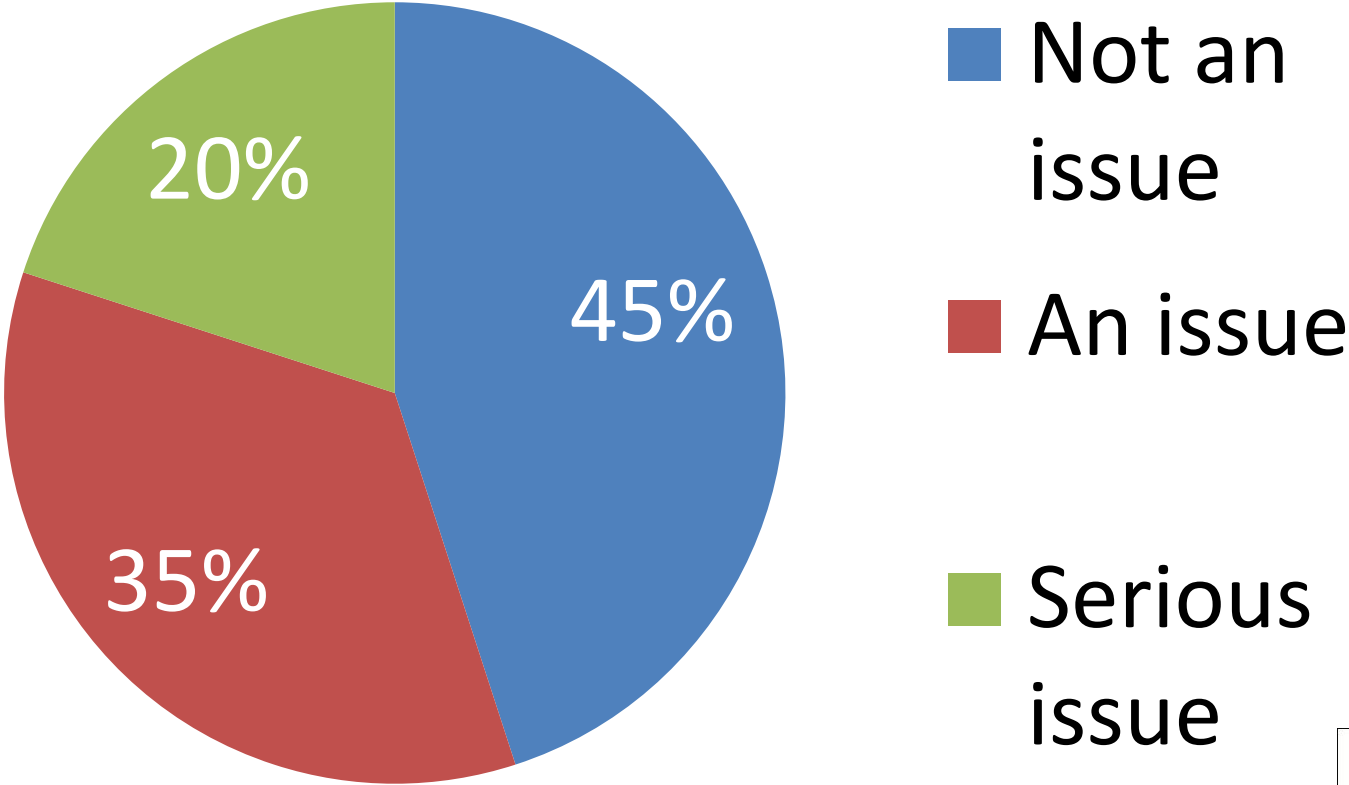
Downtown Parking



Town Permit / Fee & Inspection Process



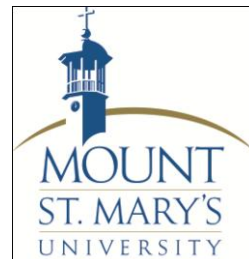
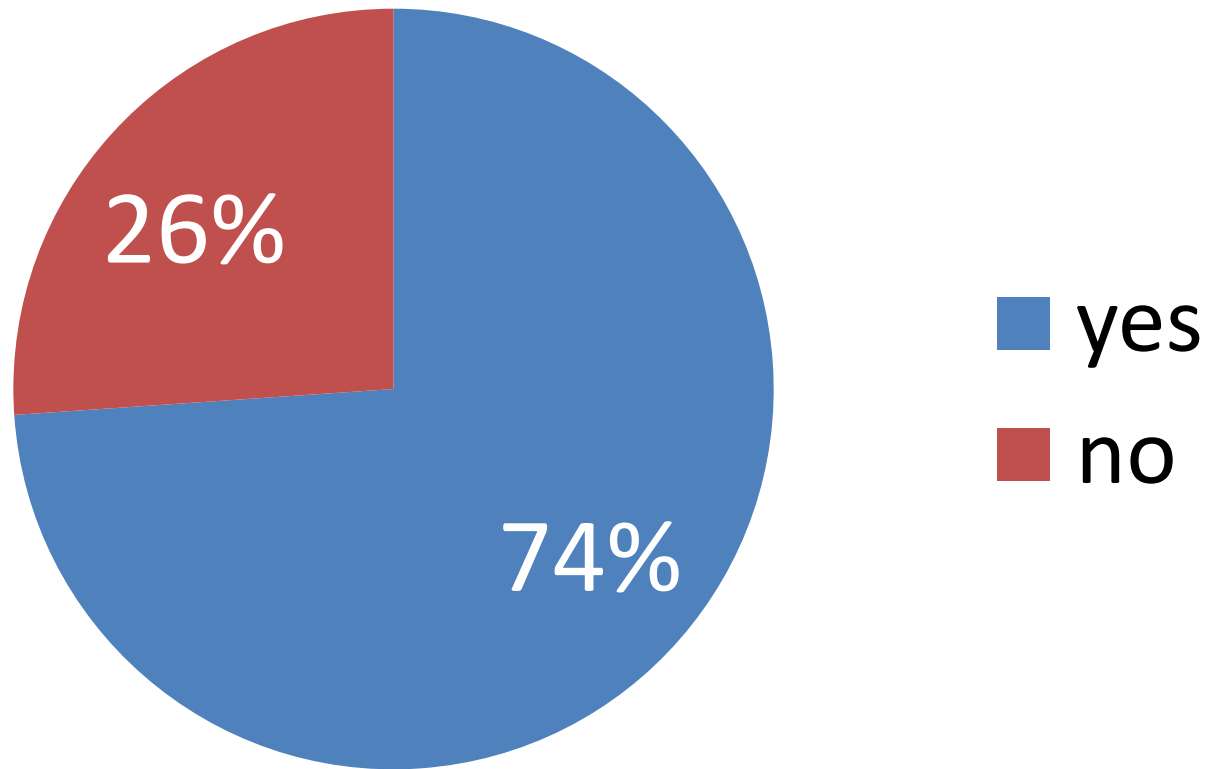
Town Regulations / Ordinances



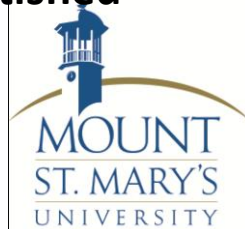
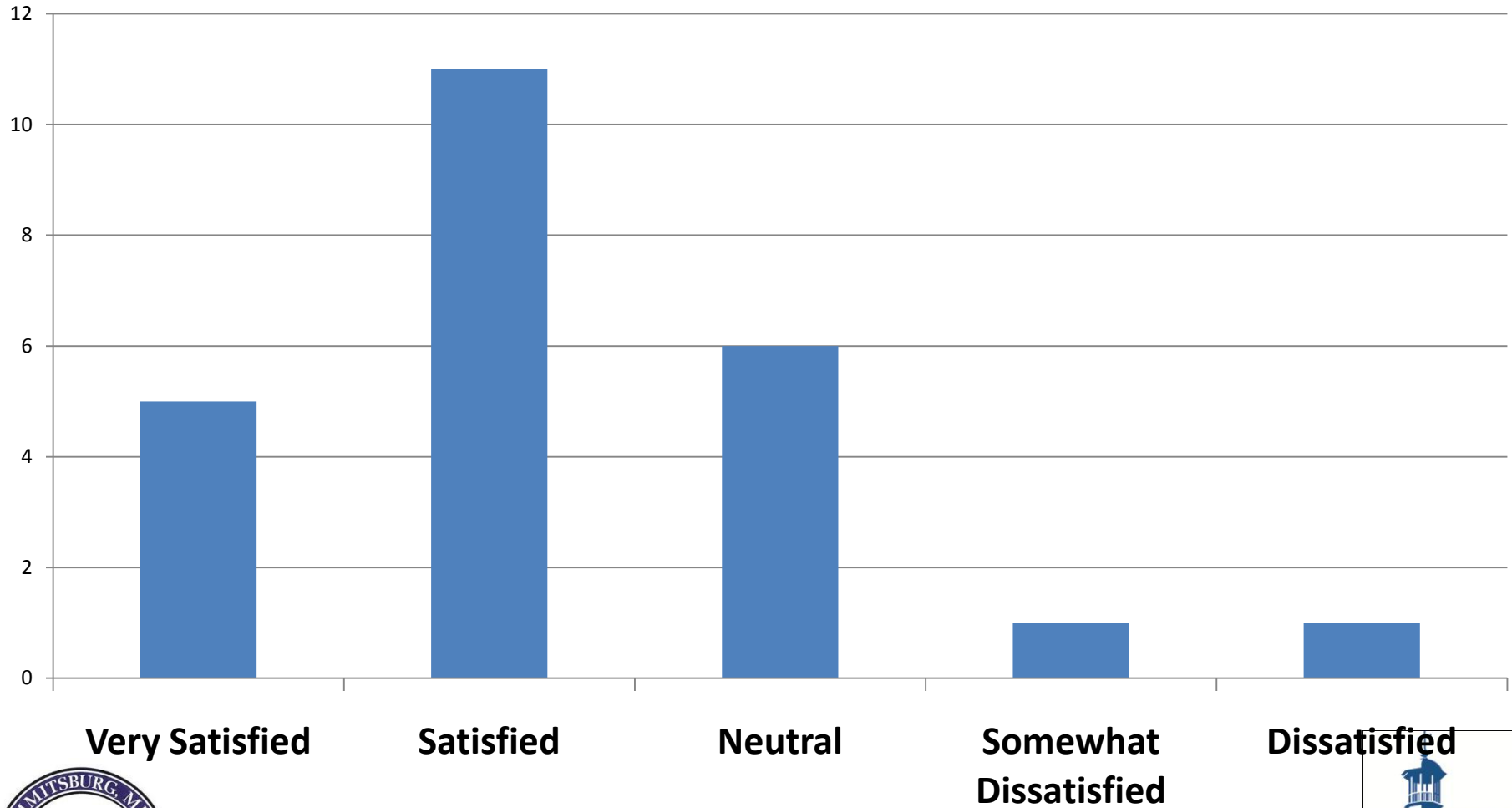
POLICE PROTECTION / SECURITY



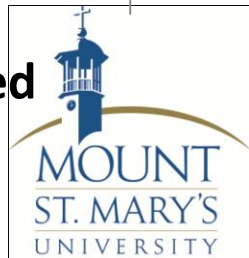
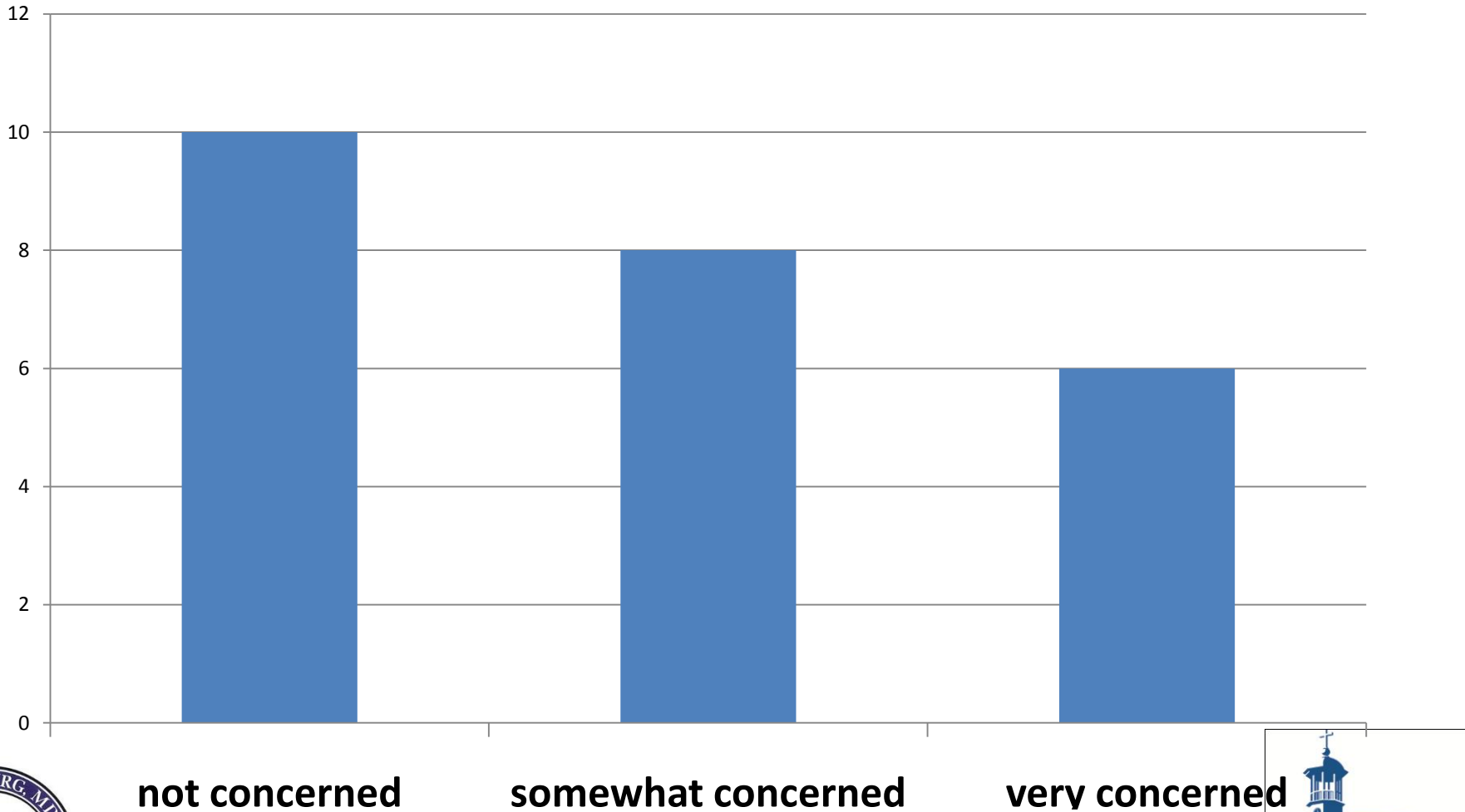
Has your business experienced criminal activity?



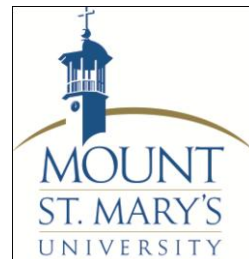
Overall Satisfaction with Police



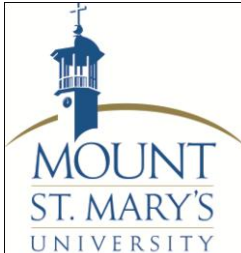
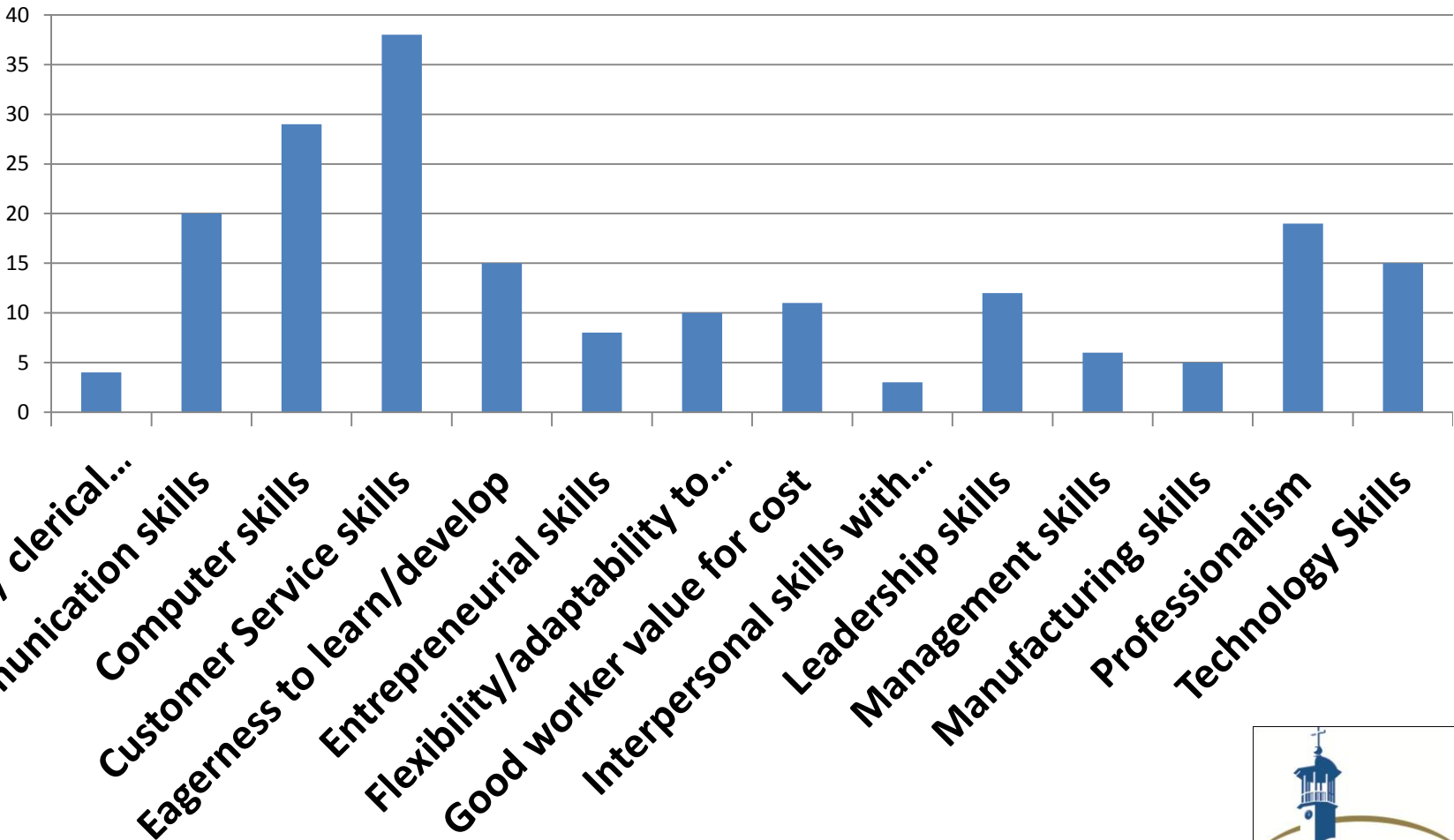
Someone breaking into your business



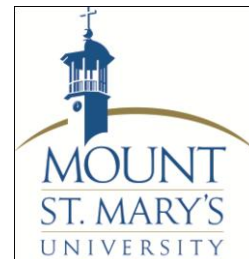
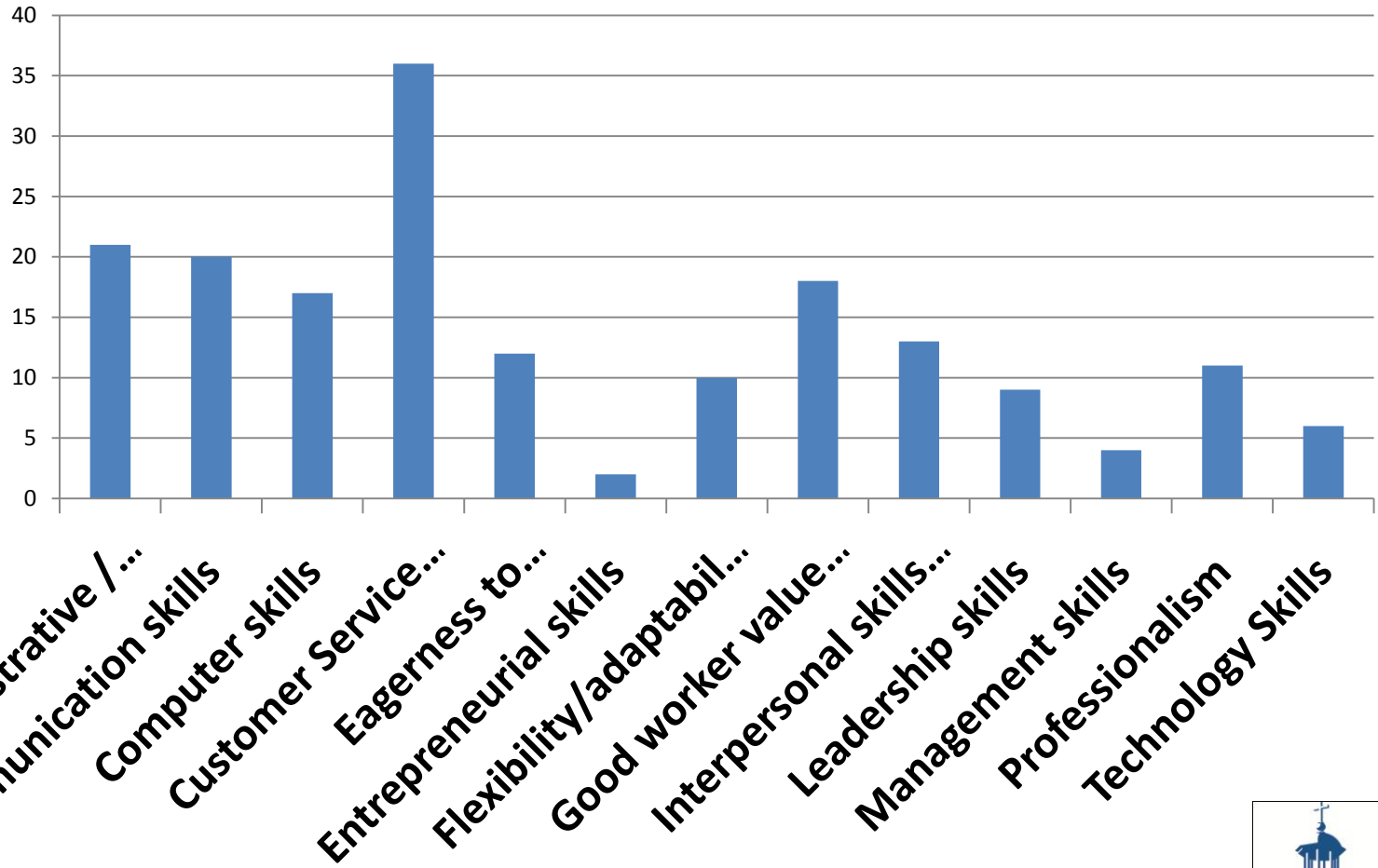
EMMITSBURG BUSINESS SKILL TRAITS



What are the top 5 skills necessary for your organization's long term sustainability?



Presently, what is your satisfaction with the top five skill traits in Emmitsburg?



QUESTIONS?

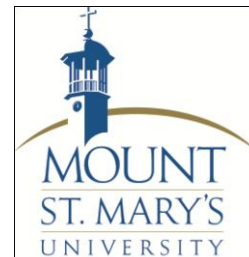


Emmitsburg Residential Survey



Agenda

- Purpose and Research process
- Demographics
- General Satisfaction of Life in Emmitsburg
- Satisfaction with Mayor and Town Council
- Satisfaction with Town Hall Administrative Staff
- Satisfaction with Police Protection and Security
- Infrastructure – Importance & Satisfaction
- Conclusion and Q & A



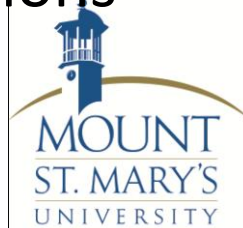
Purpose

- Town of Emmitsburg was interested in gaining knowledge about the residents current views on the town.
- With particular interest in: satisfaction with livability, the mayor and town council, police protection and infrastructure.
- The information gained from the project will help the town of Emmitsburg in prioritizing future policies and programs.



Research Process

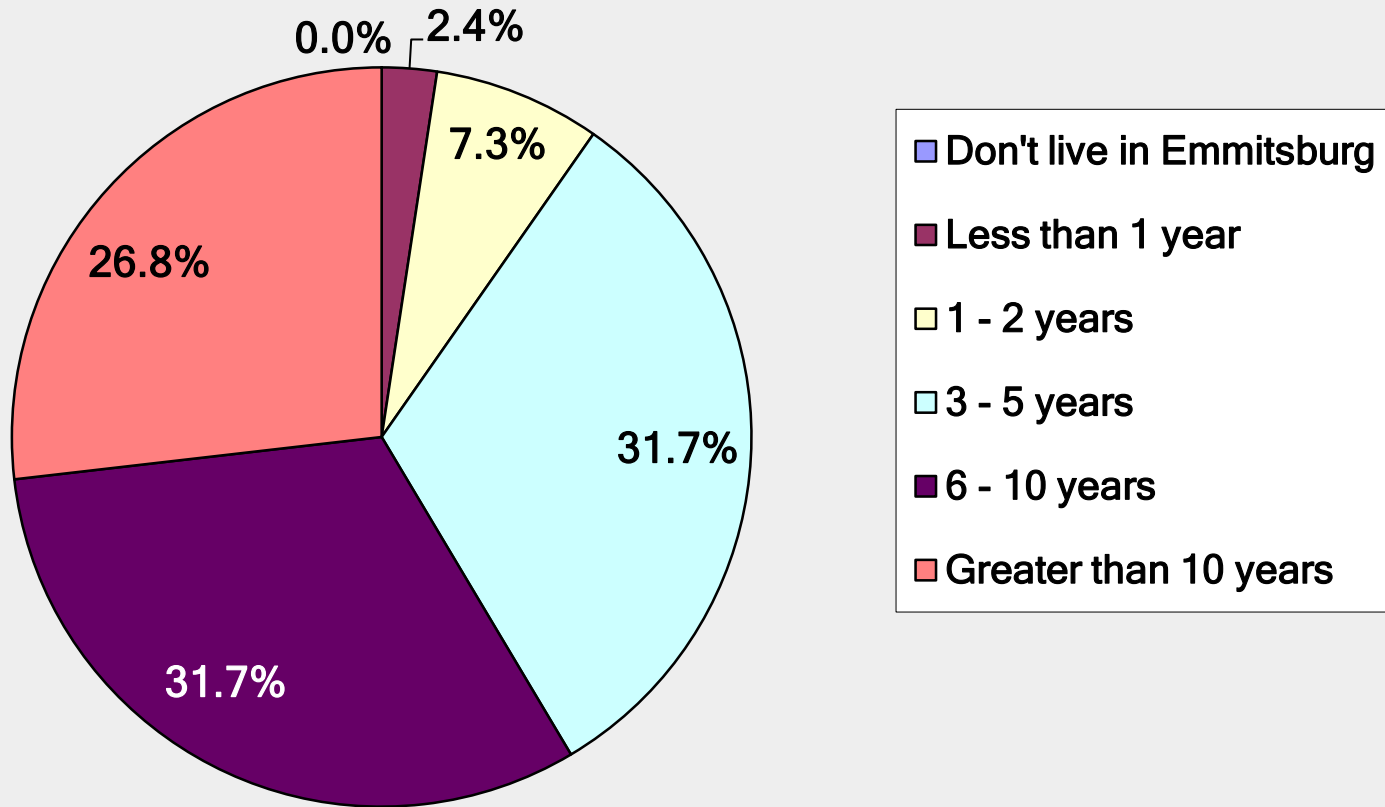
- Identified target population
 - Residents within the Emmitsburg town limits (pulled from the towns water billing list)
- Determined data collection method
 - Online survey via SurveyMonkey.com
 - Post card was mailed containing a pass-code and invitation to participate in the survey
 - 678 post cards mailed, 6% response rate
- Designed data collection form
 - Self-administered questionnaire
 - Use of open-ended, categorical, and metric questions
 - Used previous residential surveys as guides



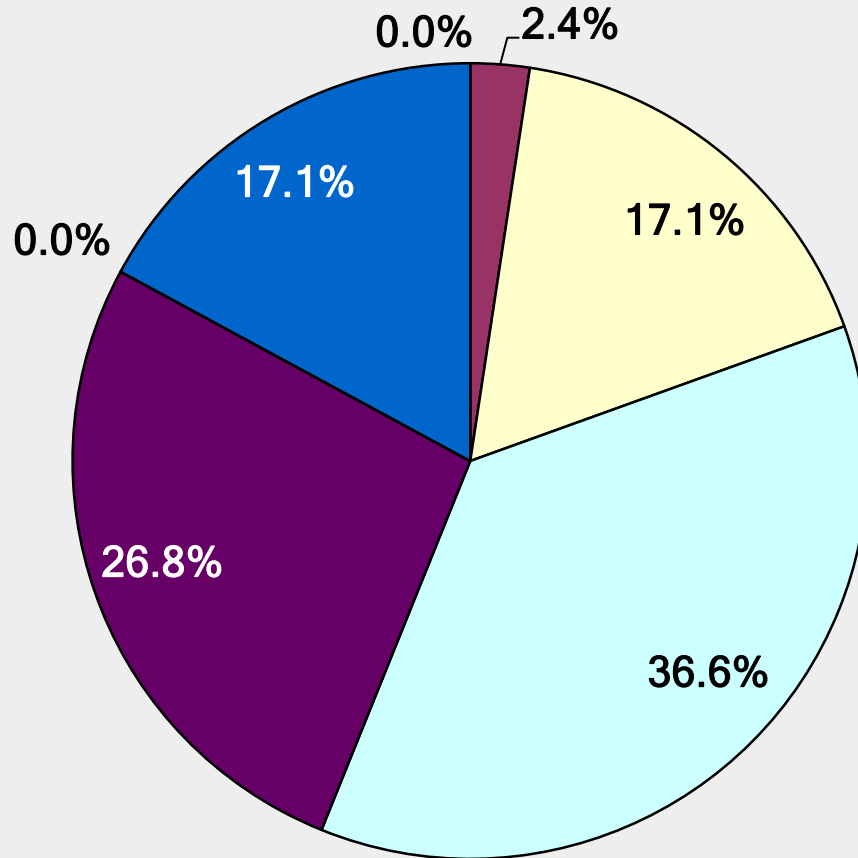
SAMPLE POPULATION DEMOGRAPHICS



How long have you lived in Emmitsburg?



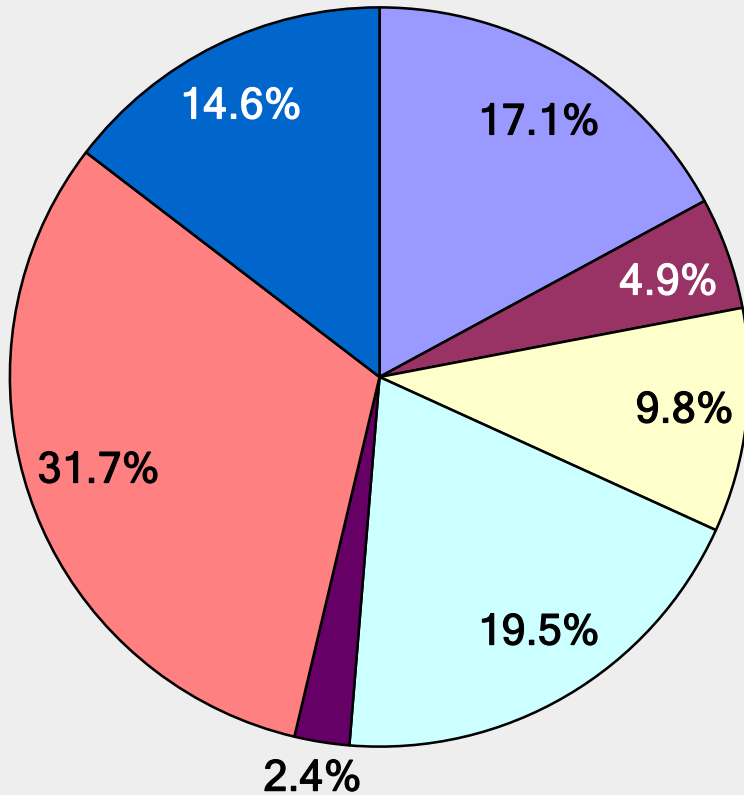
Age



- under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +



How long is your commute?



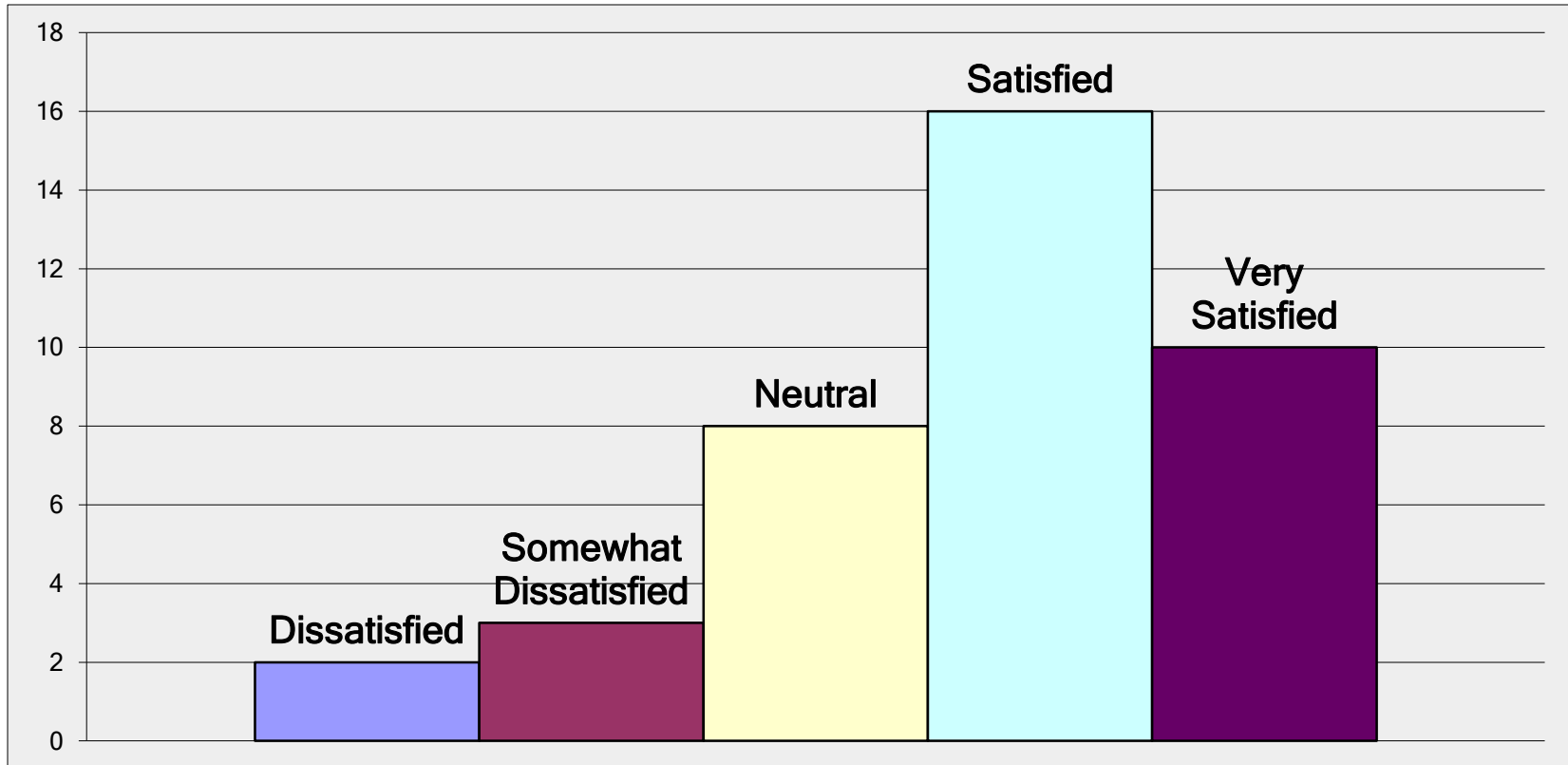
- Less than 10 minutes
- 10 - 20 minutes
- 20 - 30 minutes
- 30 - 40 minutes
- 40 - 50 minutes
- Greater than 50 minutes



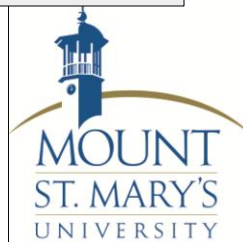
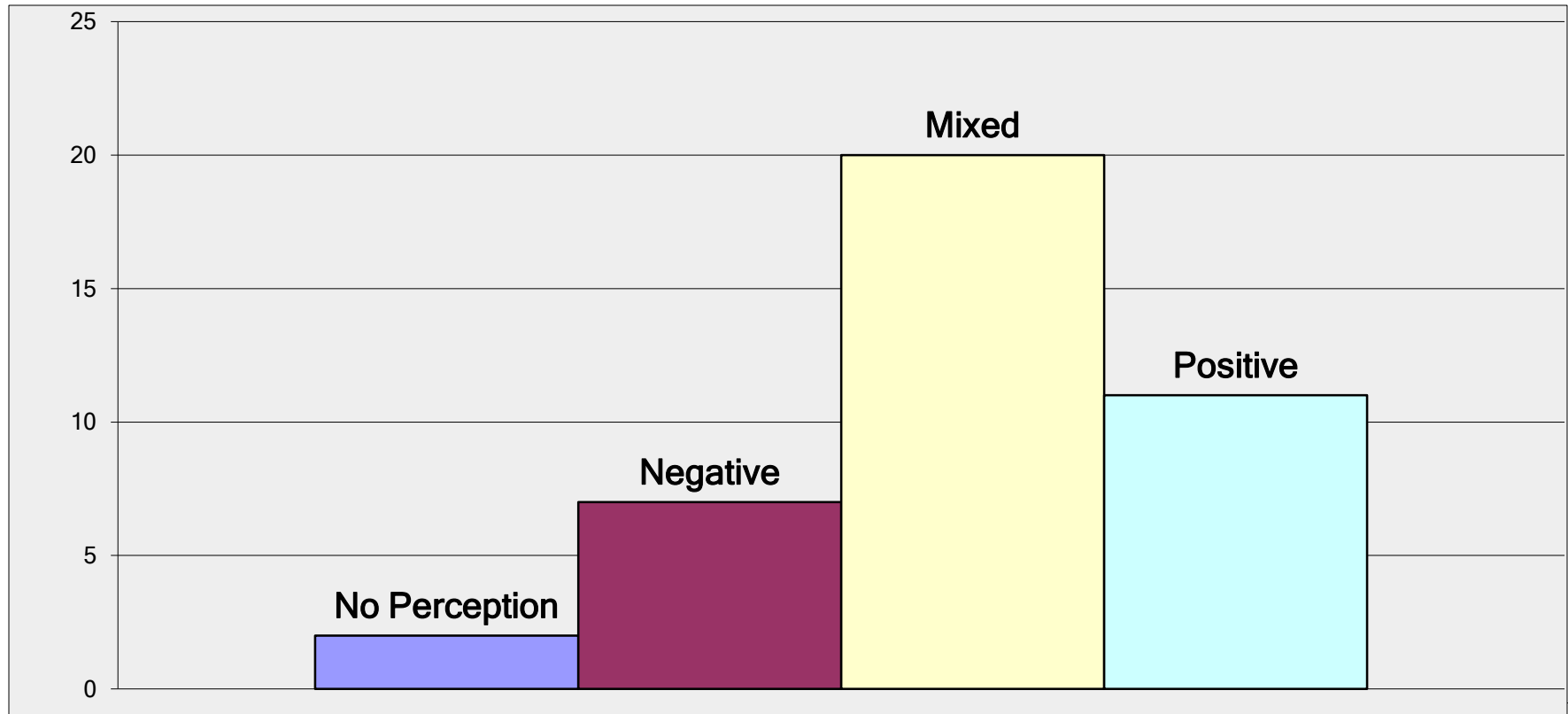
TOWN OF EMMITSBURG SATISFACTION



How would you rate your satisfaction your overall satisfaction with Emmitsburg as a place to live?

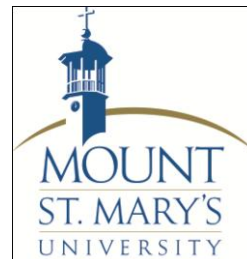


What type of overall image does Emmitsburg have?



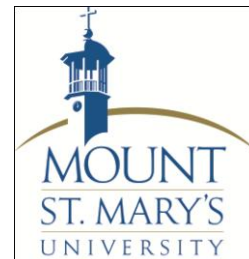
What are Emmitsburg's Top Assets?

- Quiet / peaceful
- Affordable living
- Proximity to major metro areas - Baltimore, DC
- Local history
- Community pride



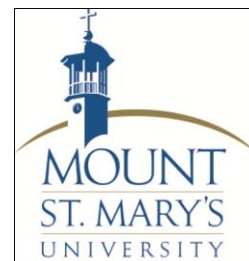
What are Emmitsburg's Top Challenges

- Employment opportunity, Number of Employers, Quality of jobs
- Retail (lack of)
- Tax Structure
- Government leadership
- Cultural opportunities
- Restaurants (lack of)



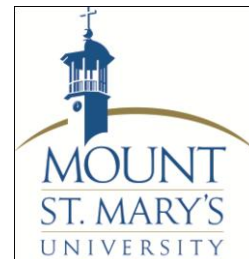
Open ended: What do you consider to be the greatest strengths of Emmitsburg?

- Small, quiet town
- Strong “sense of community.”
- Scenery
- Location to metropolitan areas



Sample Responses

- “[The strengths of Emmitsburg is] the overall appearance of the Town. [The town is] very beautiful area and the town does keep it clean and nice
- - Proximity to Frederick/Westminster/Baltimore/DC
- Reasonable housing costs relative to Frederick
- Proximity to open space (Mother Ann Seton campus, Mount St. Mary's campus, State Parks, etc.)



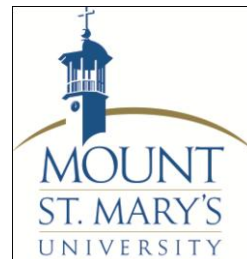
Open ended: What do you see as the greatest weaknesses?

- Traffic conditions
- Lack of employment opportunities
- Emmitsburg's political administration



Sample Responses

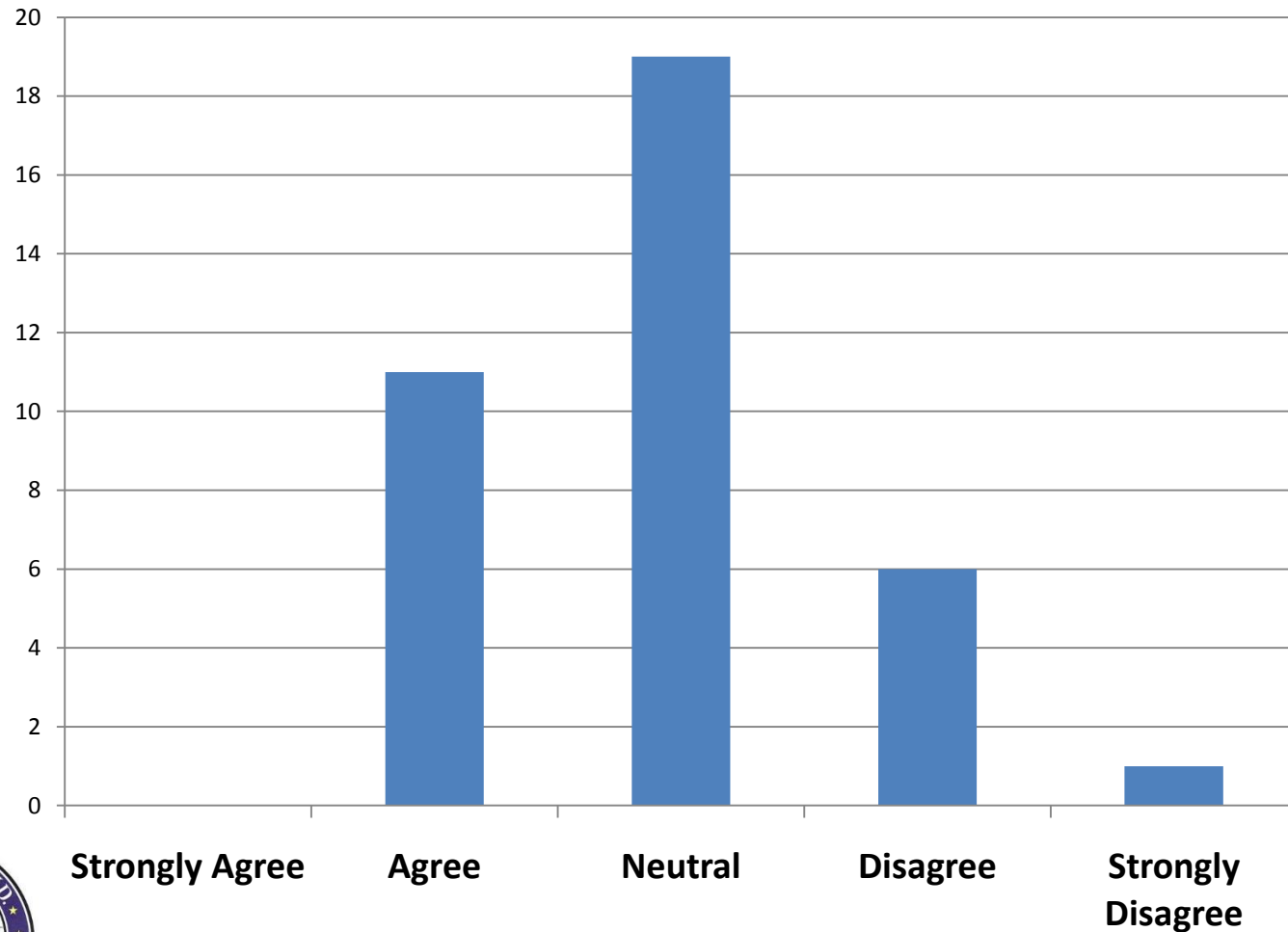
- “No jobs, traffic issues, noise, crime, etc”
- [The] “town government is fairly unresponsive to citizen’s needs”



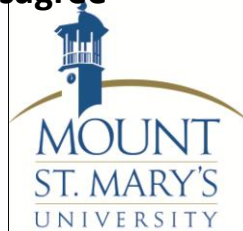
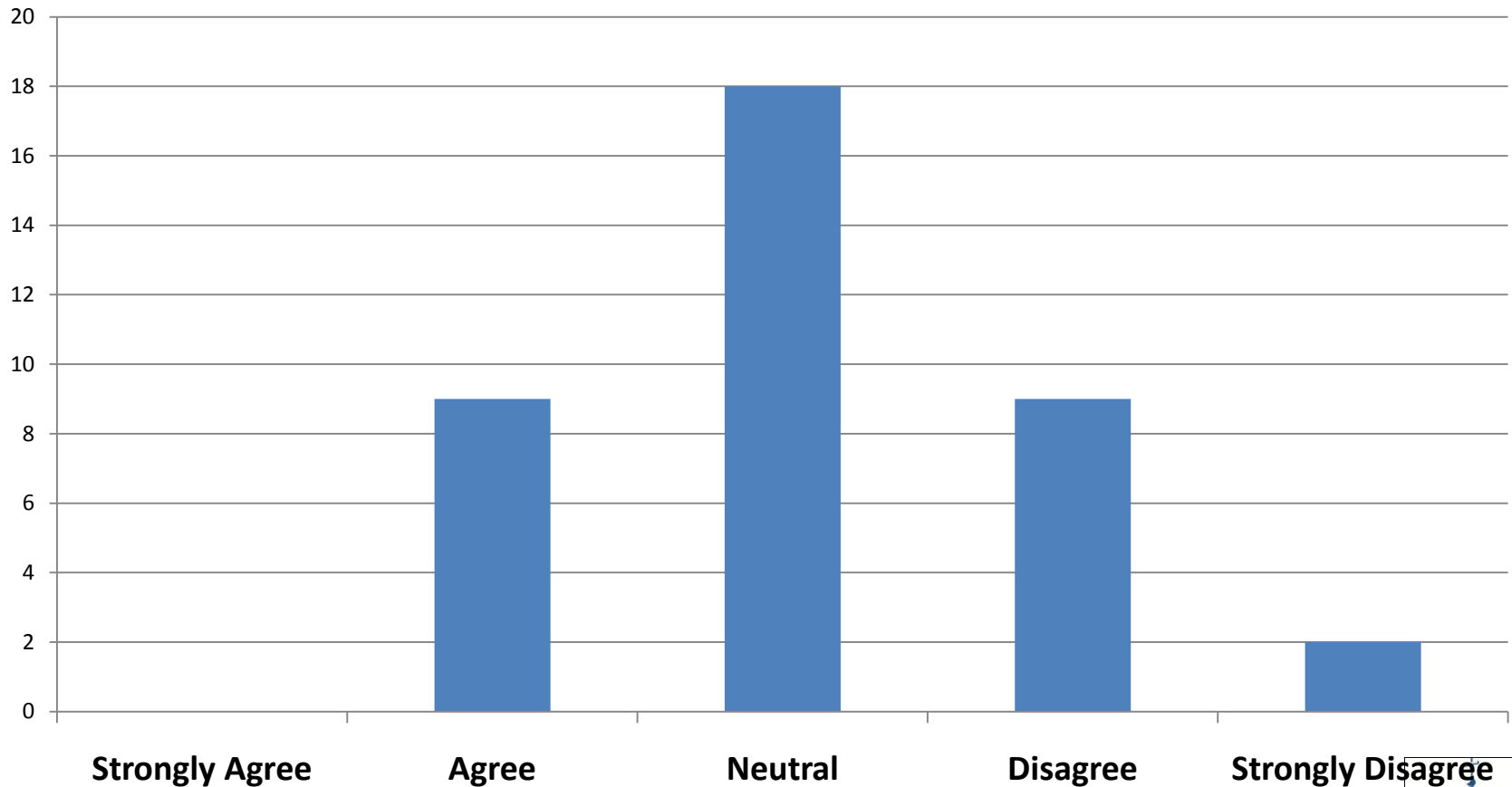
MAYOR & TOWN COUNCIL



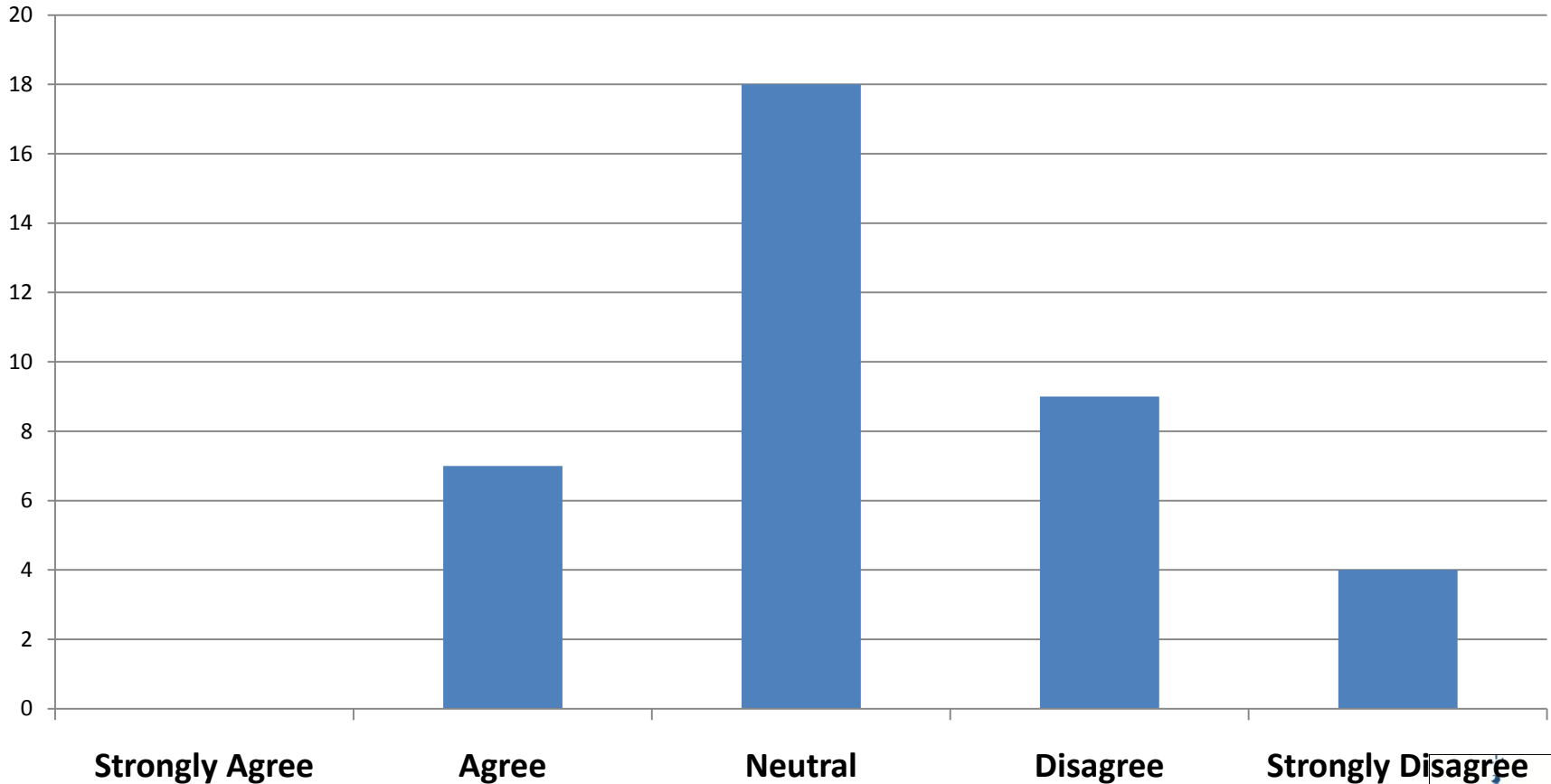
The Mayor and Town Council understand the needs of the Emmitsburg community



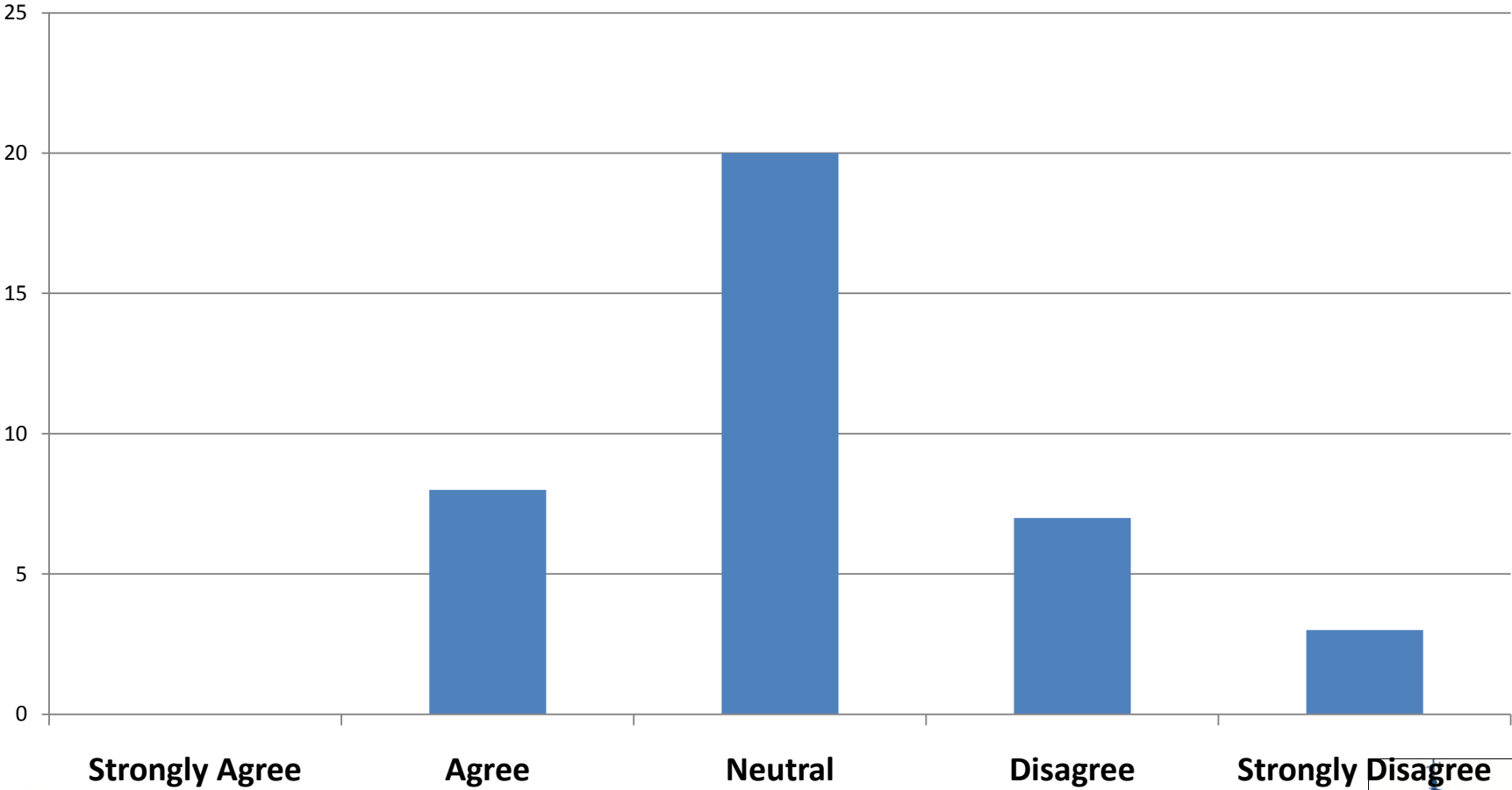
The Mayor and Town Council enact policy and laws that will enhance the Emmitsburg community



There is good communication between The Mayor / Town Council and resident community which fosters a supportive Town environment



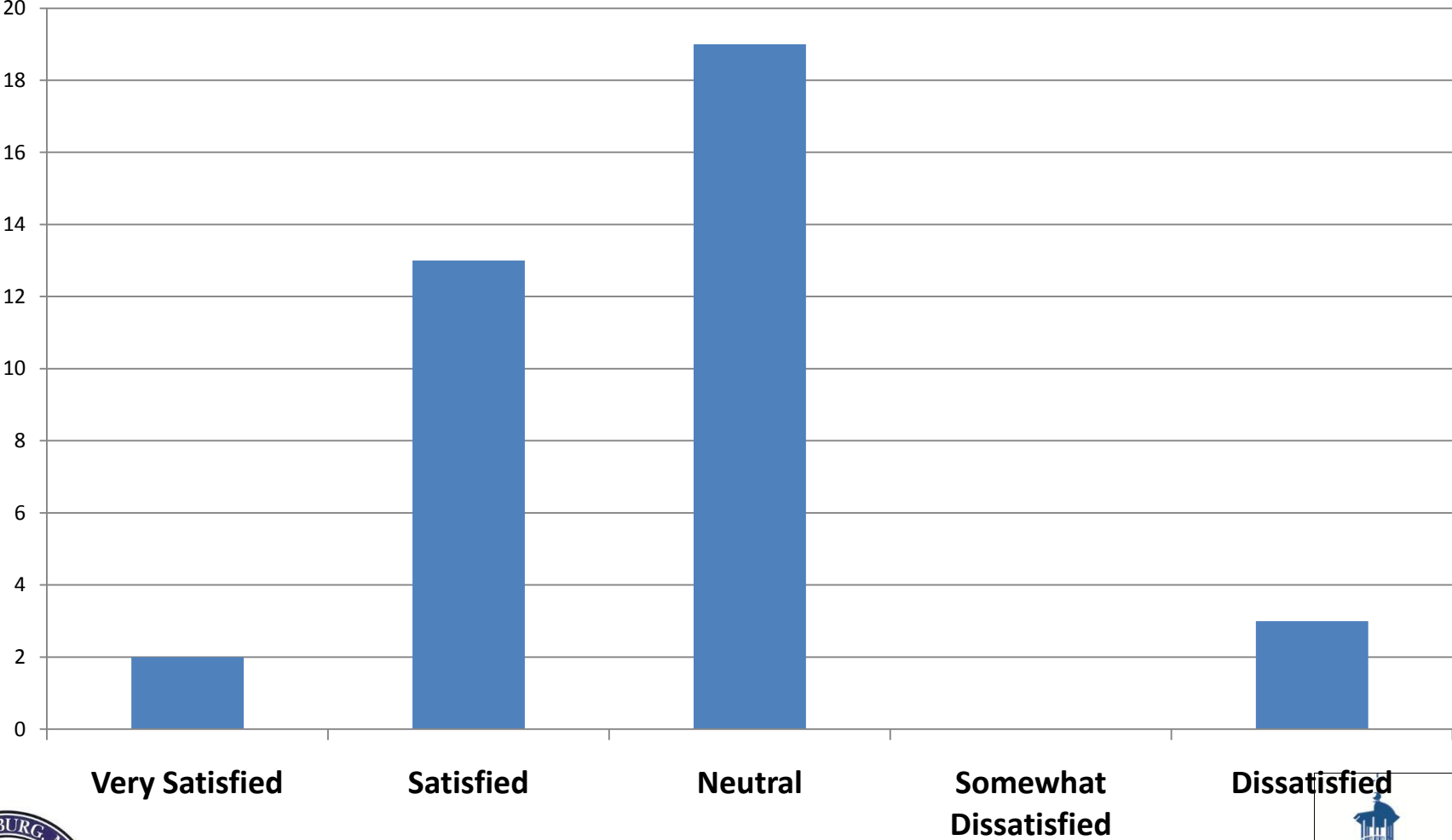
Overall, I am satisfied with the Mayor and Town Council



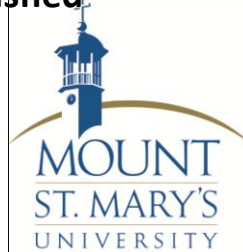
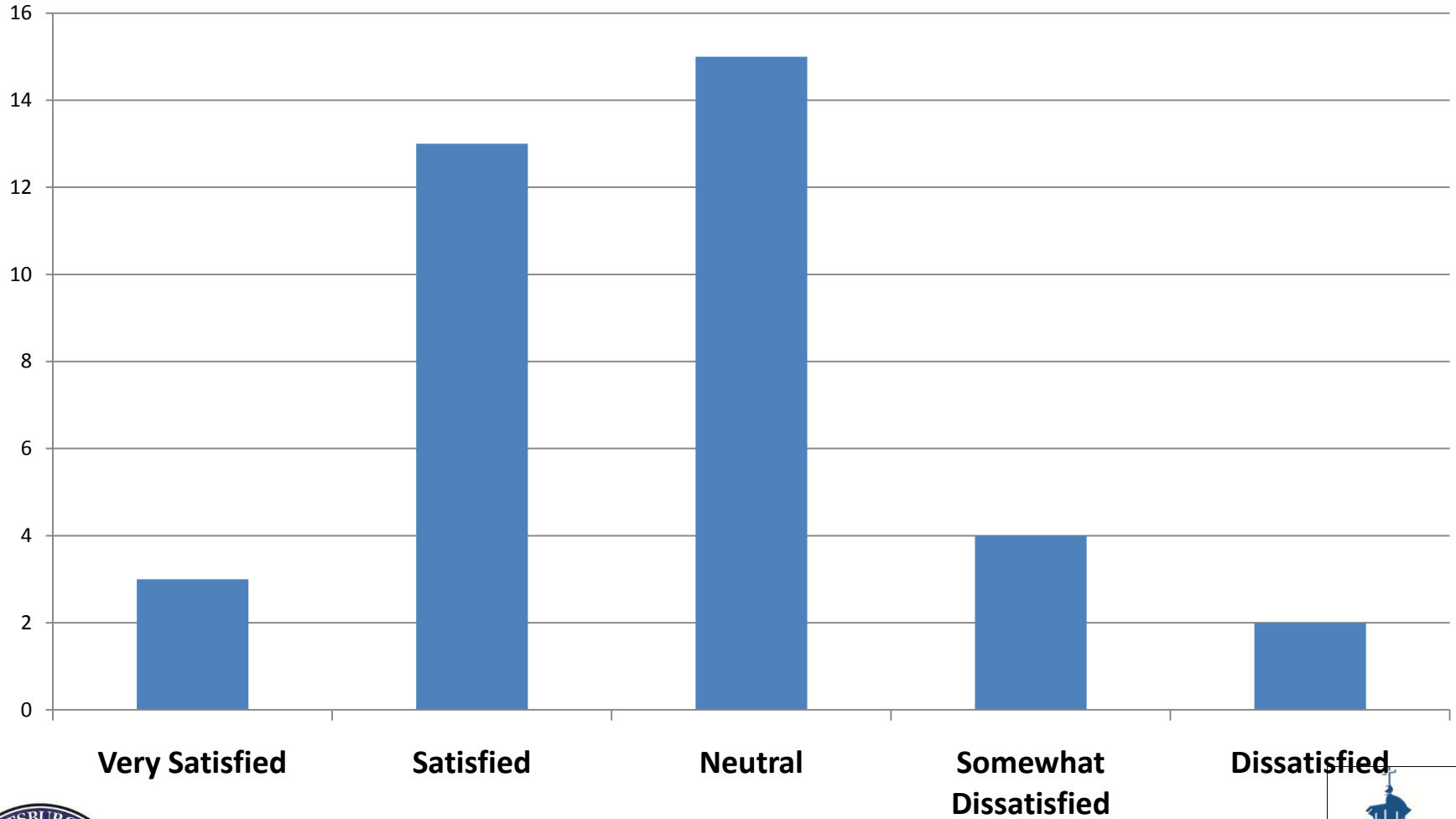
TOWN HALL ADMINISTRATIVE STAFF



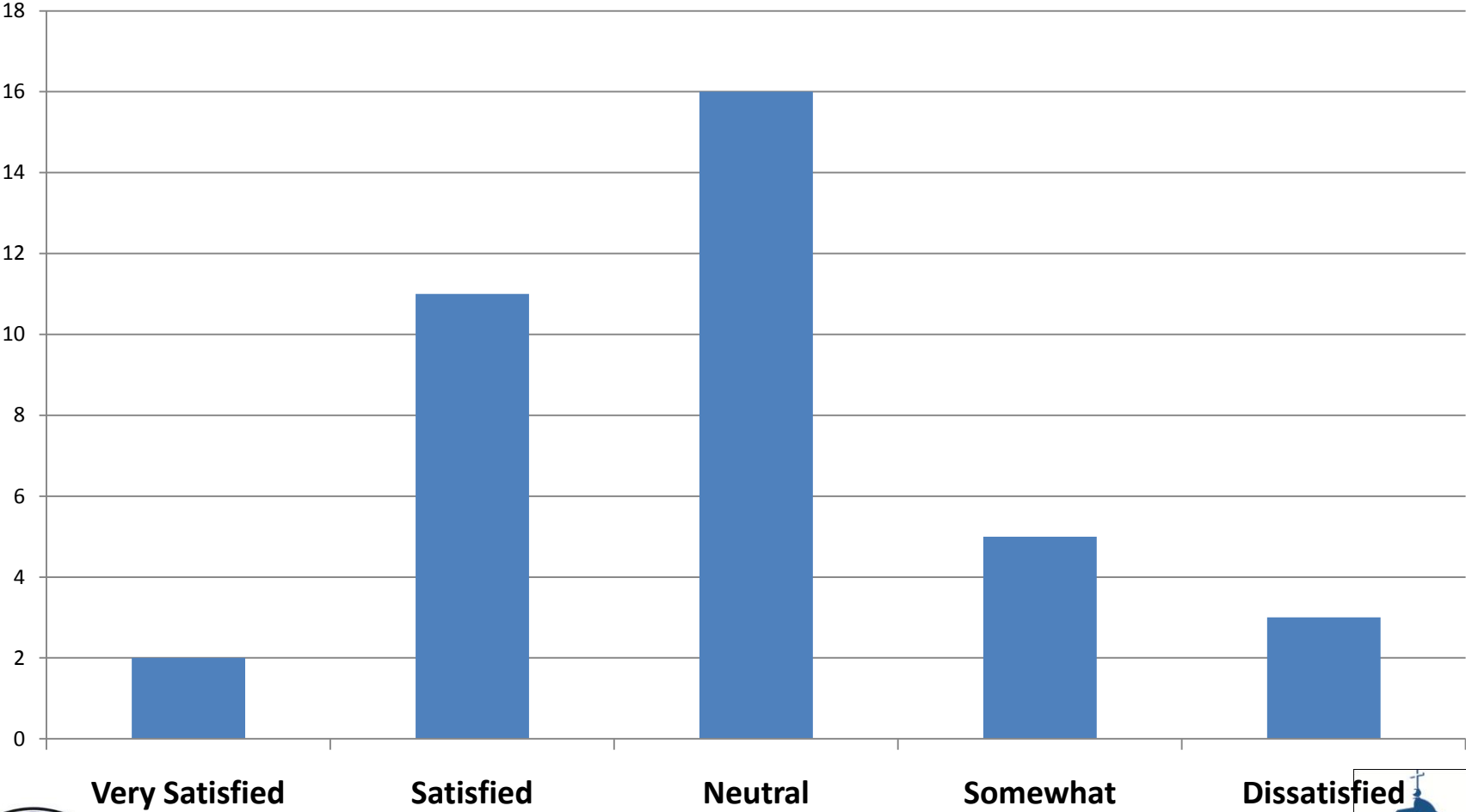
Overall effectiveness/efficiency



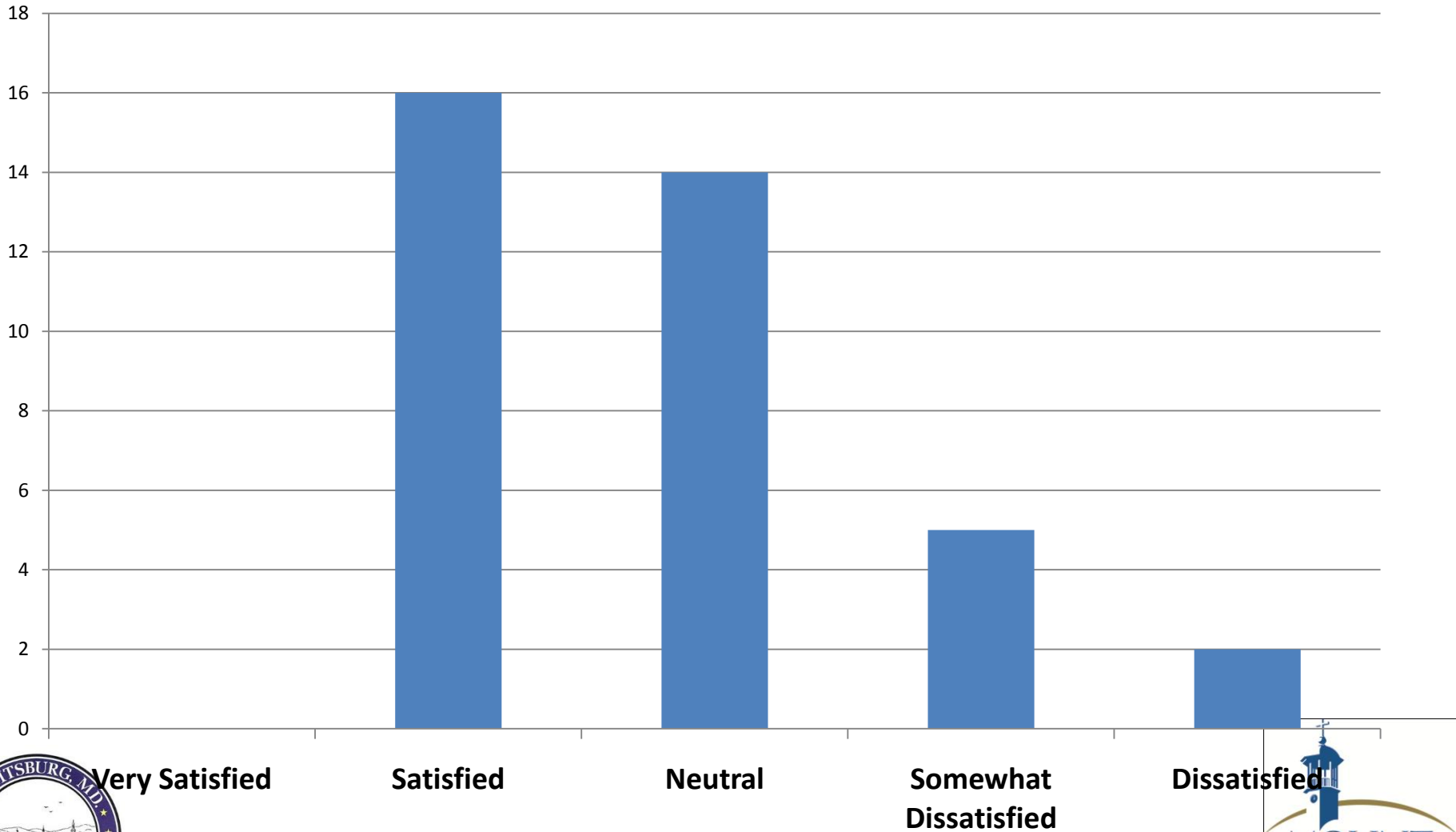
Courtesy & Professionalism



Communication with Residents



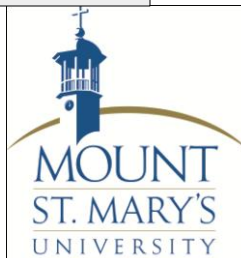
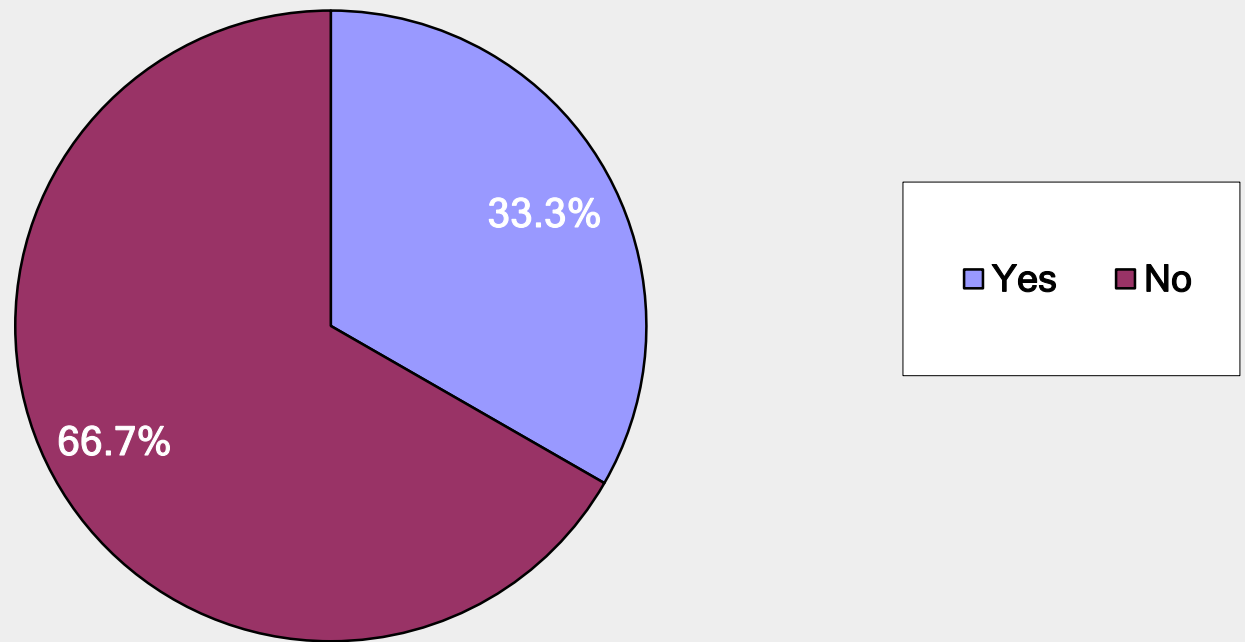
Responsiveness to Residents



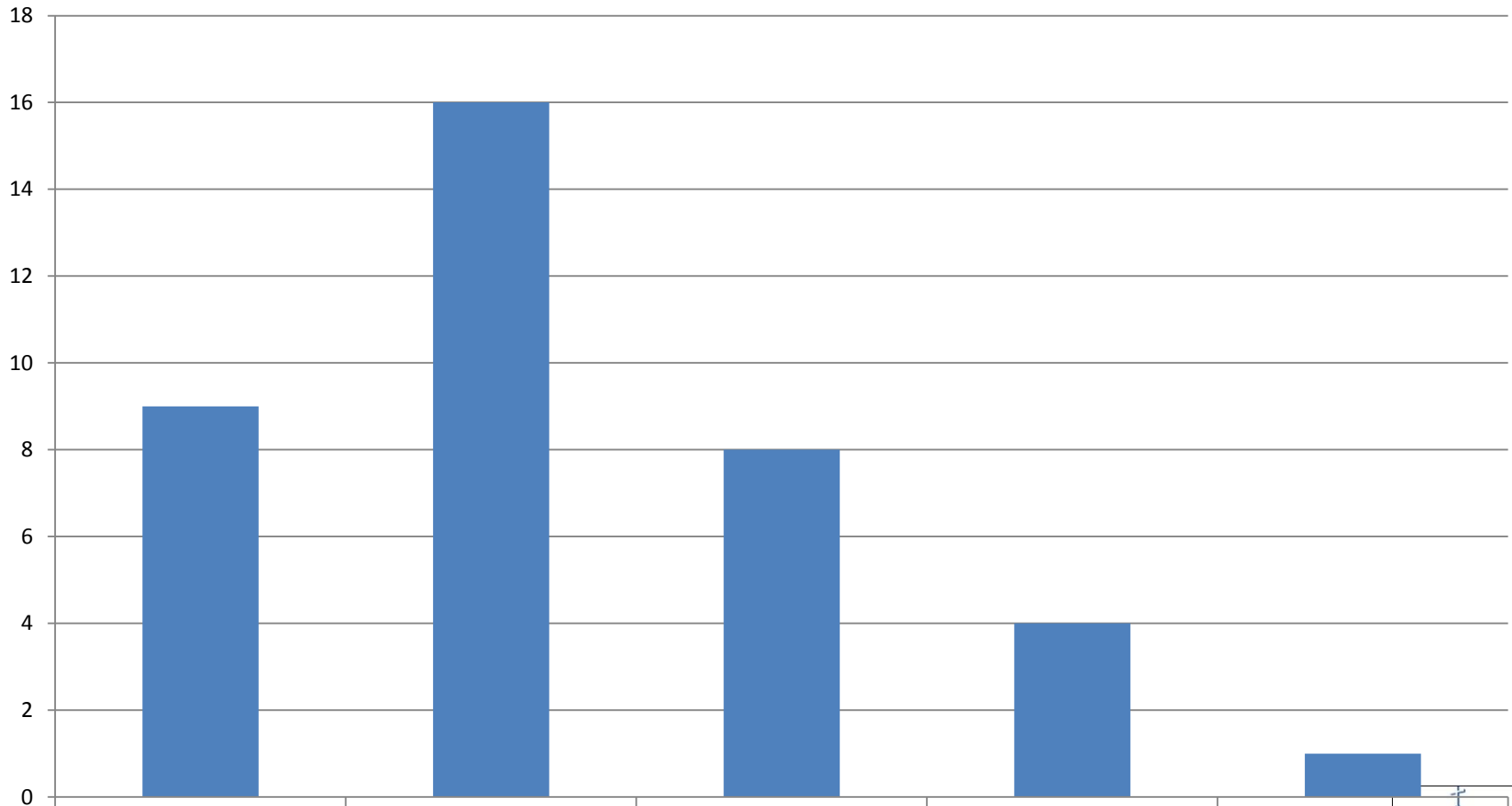
POLICE PROTECTION / SECURITY



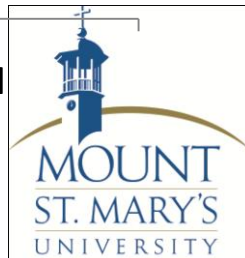
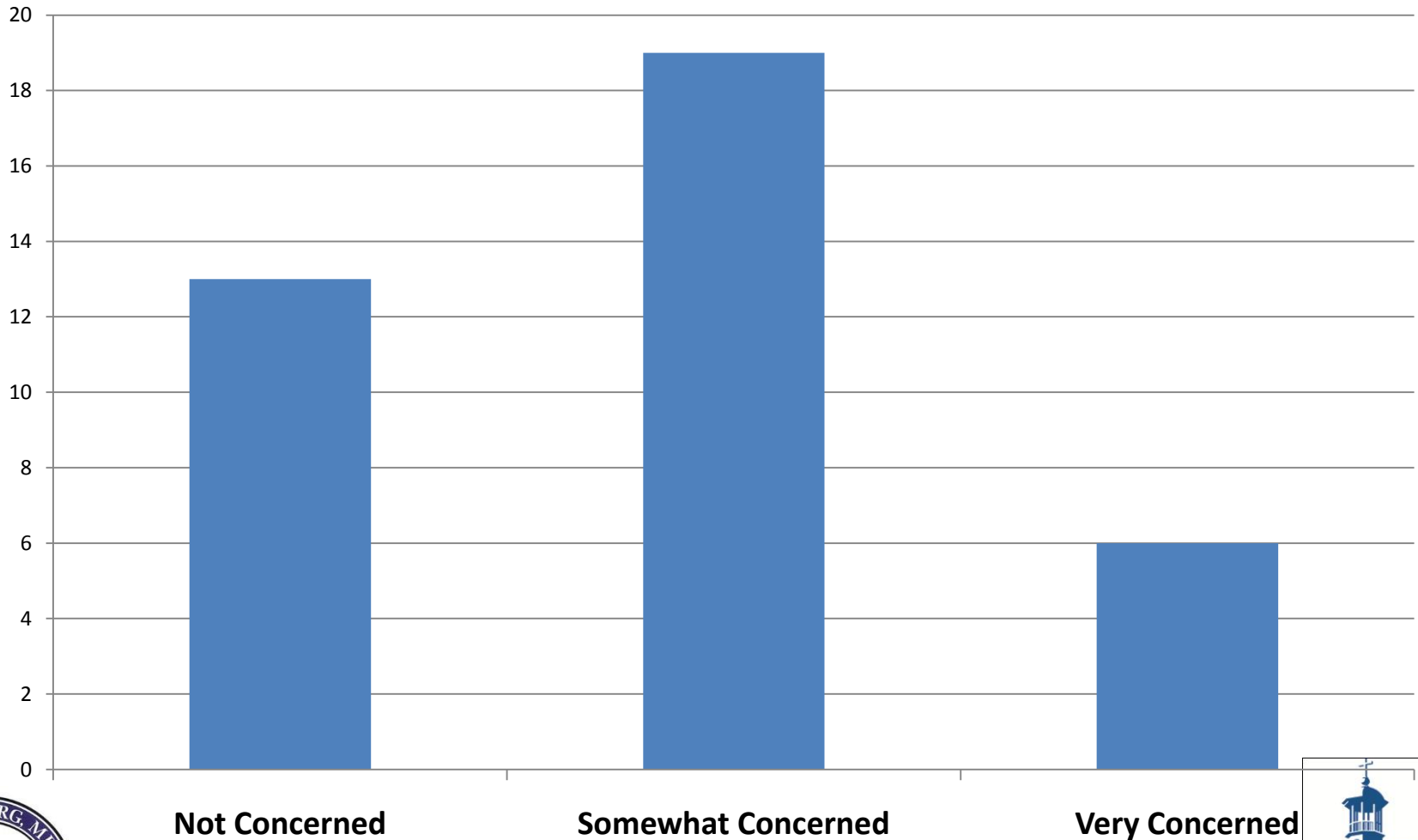
Has your residence experienced criminal activity?



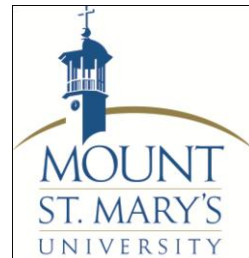
Overall Satisfaction with Police



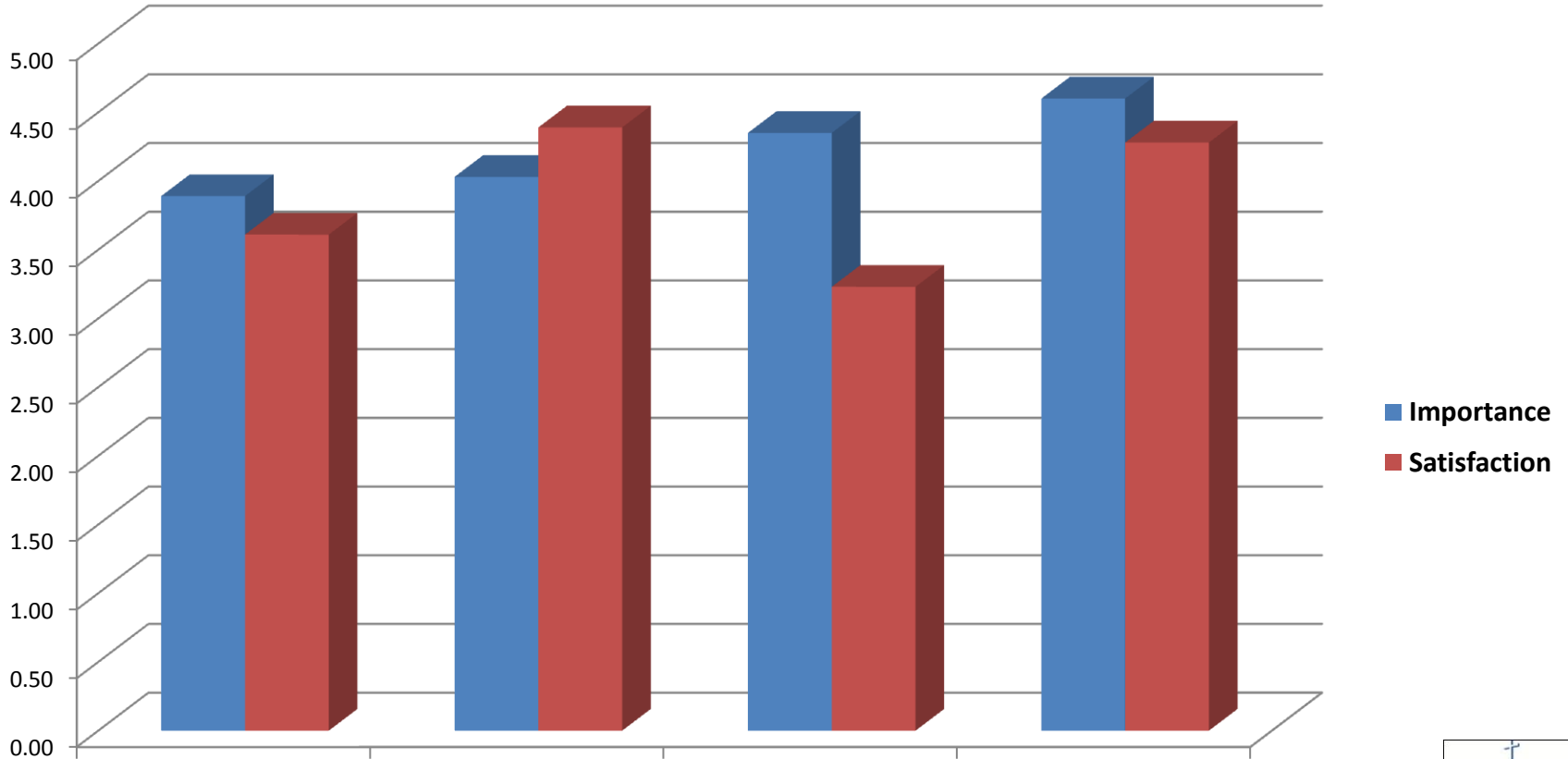
Someone breaking into your home



INFRASTRUCTURE



Infrastructure



Downtown parking

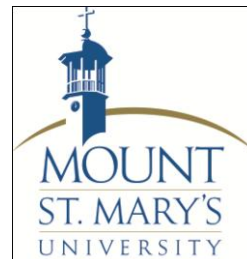
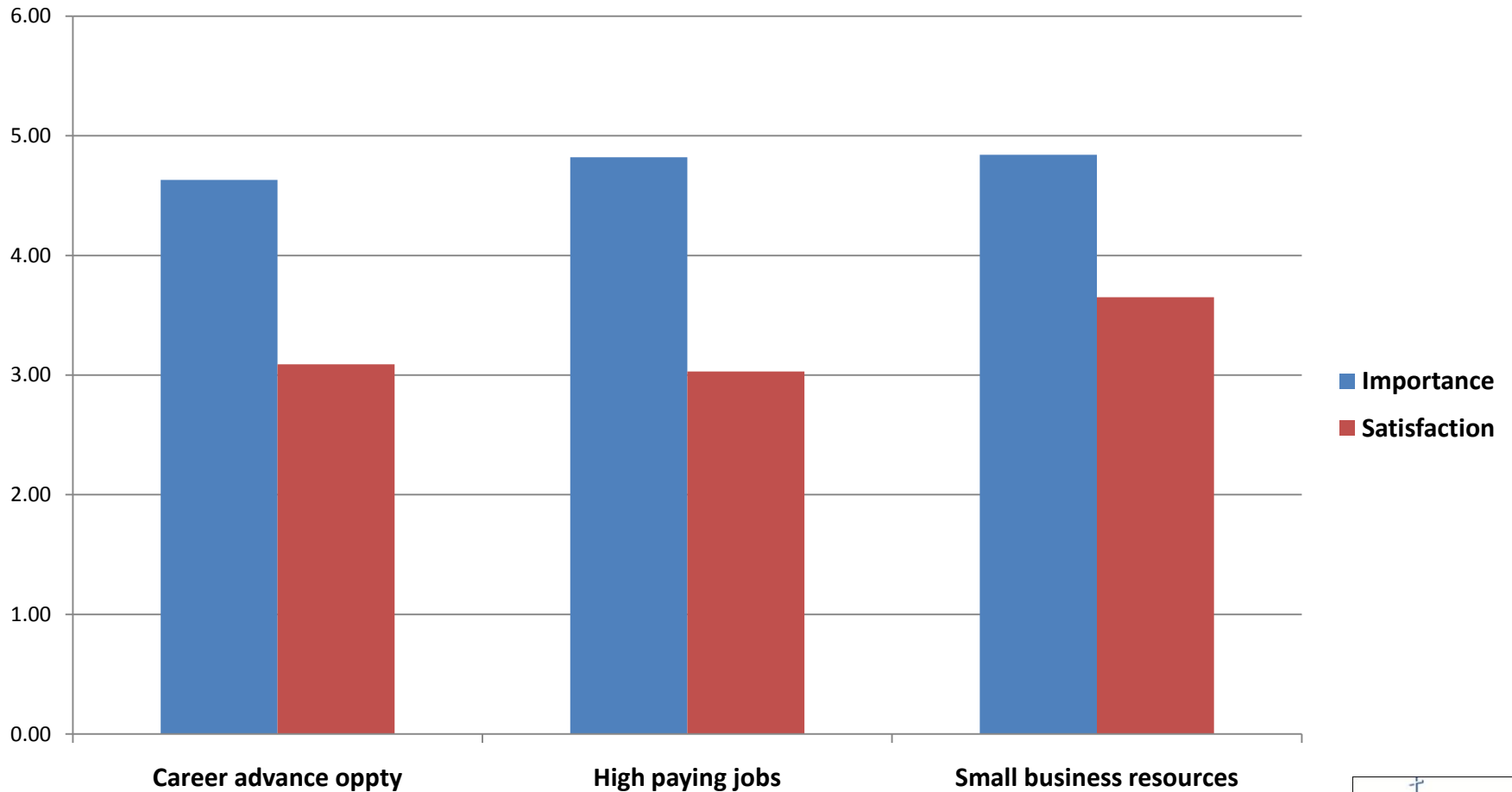
Downtown street lights

Drive time work

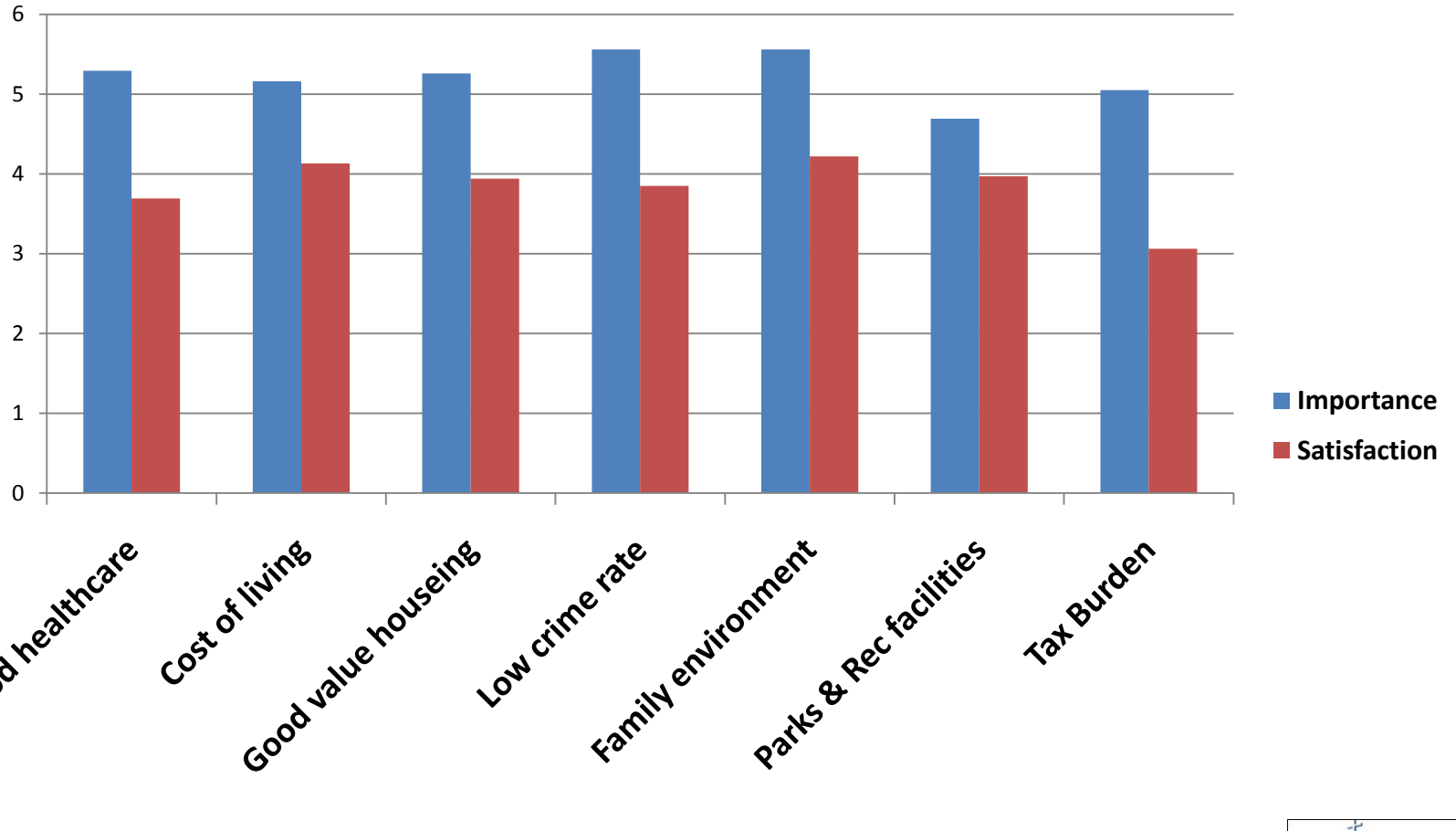
Highway access



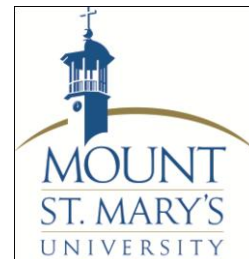
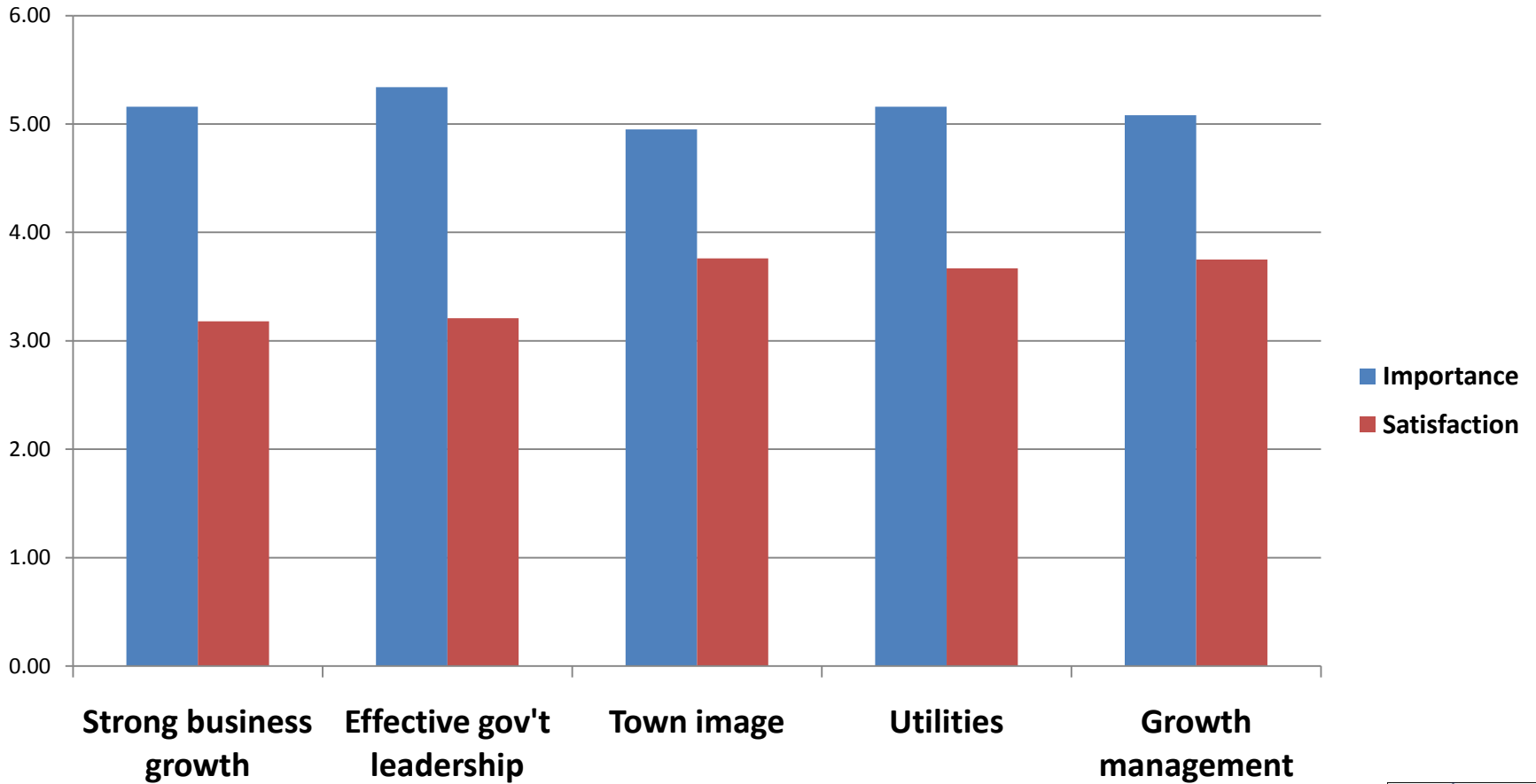
Job & Business Resources



Livability



General Economy



QUESTIONS?

