

2013 City of Show Low Business License Renewal Survey Results

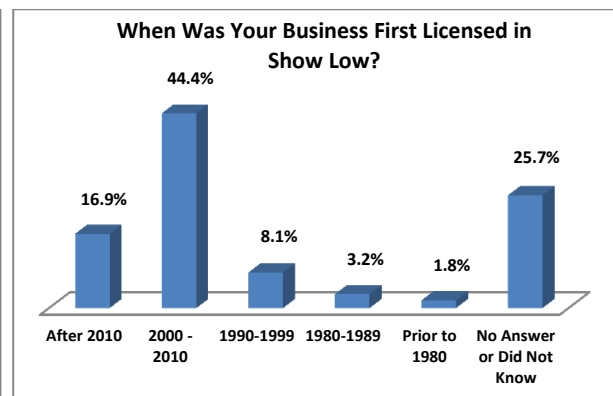
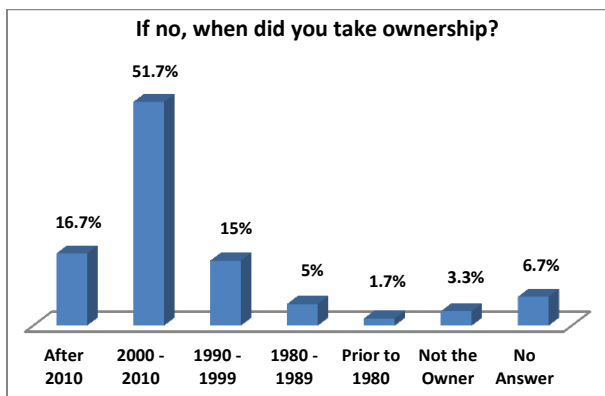
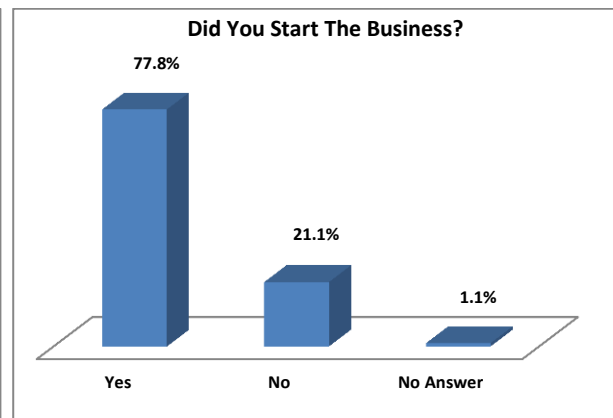
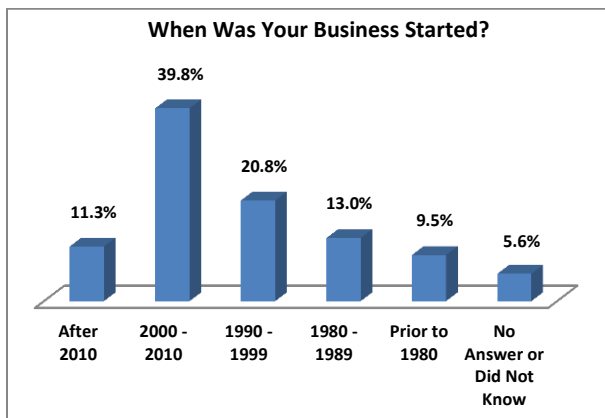
Survey Rationale

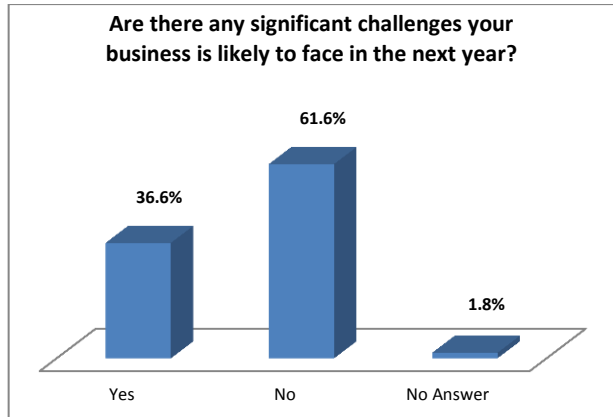
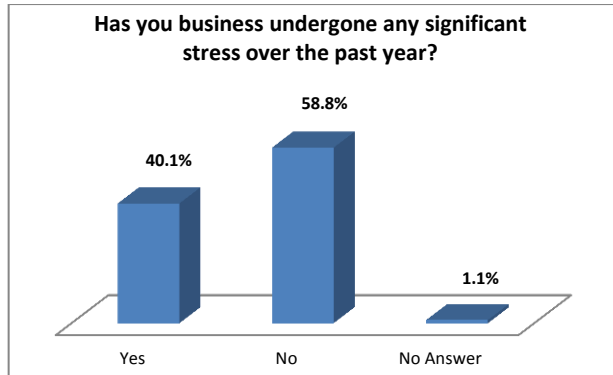
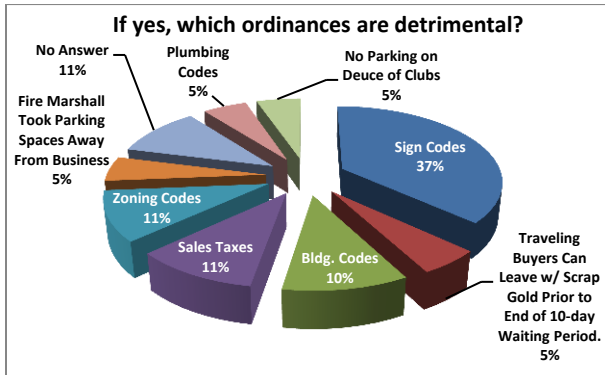
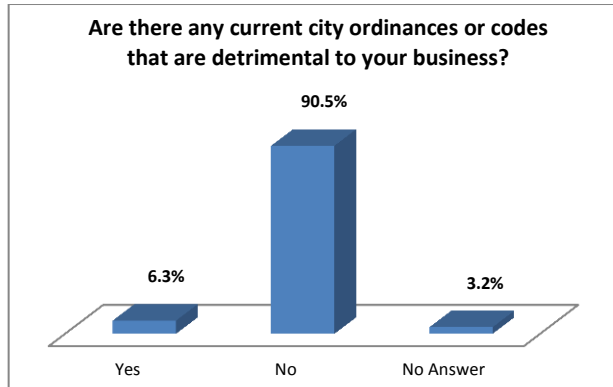
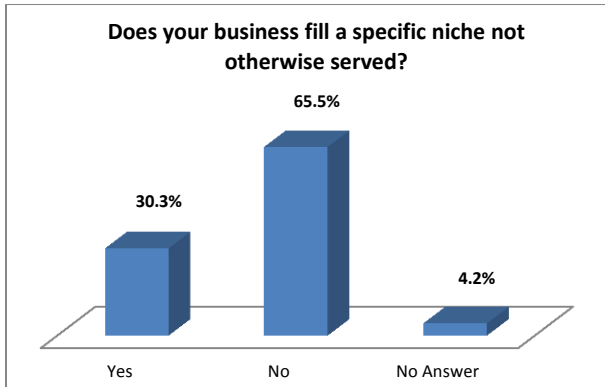
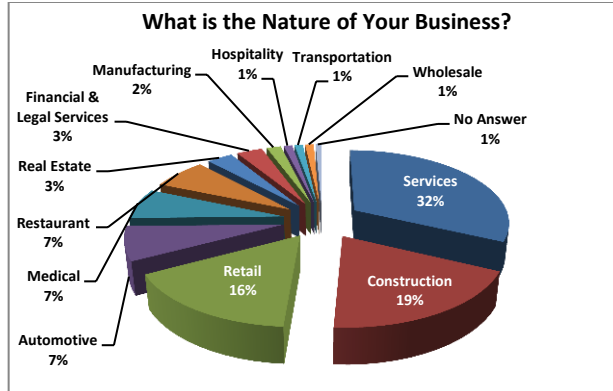
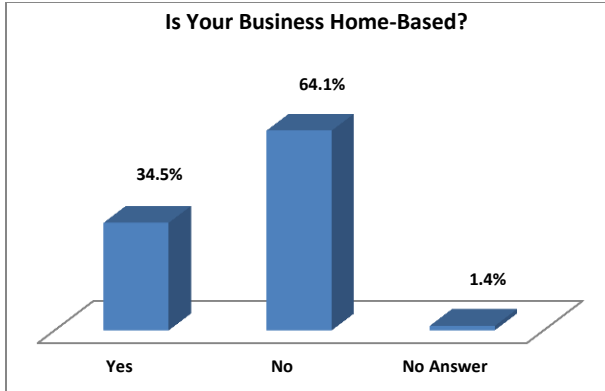
The City of Show Low and NPC Small Business Development Center want to help existing Show Low businesses to be more successful and subsequently partnered together to survey and provide assistance to Show Low businesses renewing their business licenses as well as businesses applying for a new business license in 2013. A 20 question survey was developed and distributed in 2013 City of Show Low business license renewal packets. In addition, a 16 question survey was developed that is distributed to businesses applying for a new business license on an on-going basis.

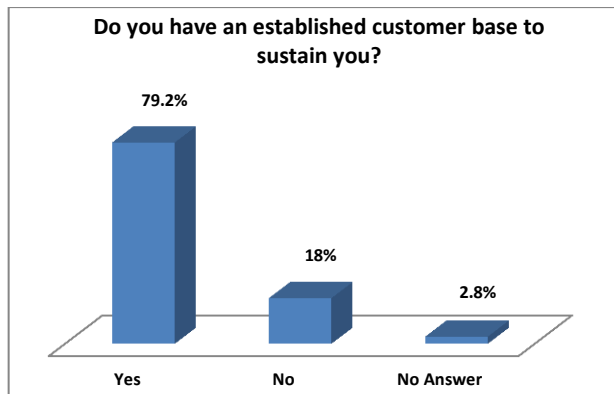
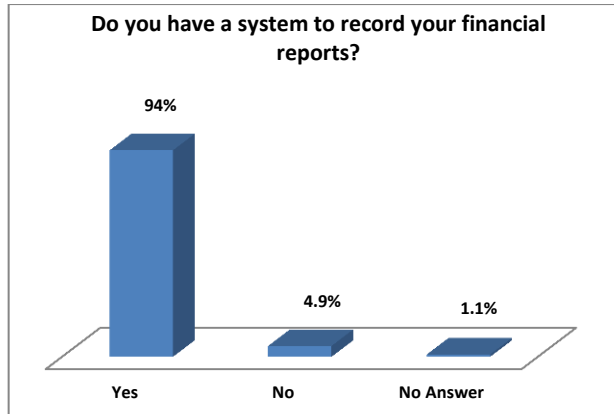
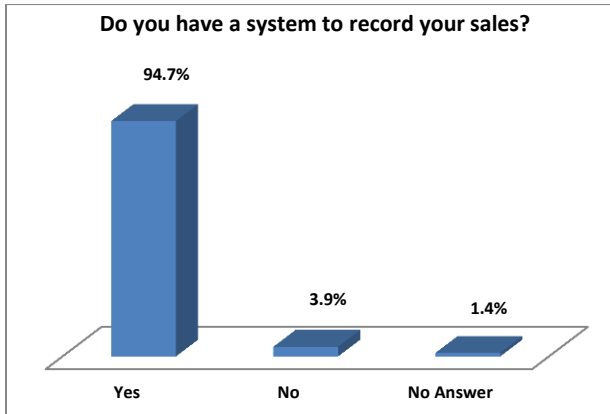
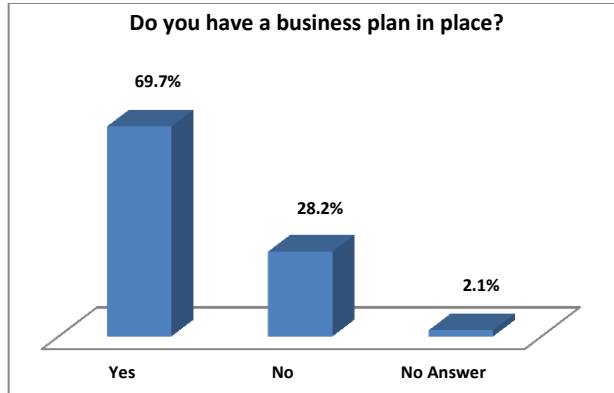
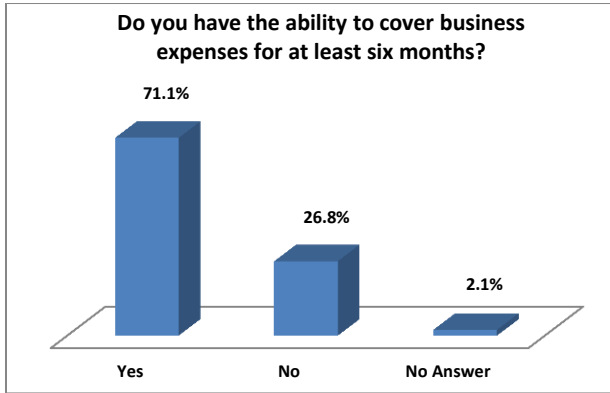
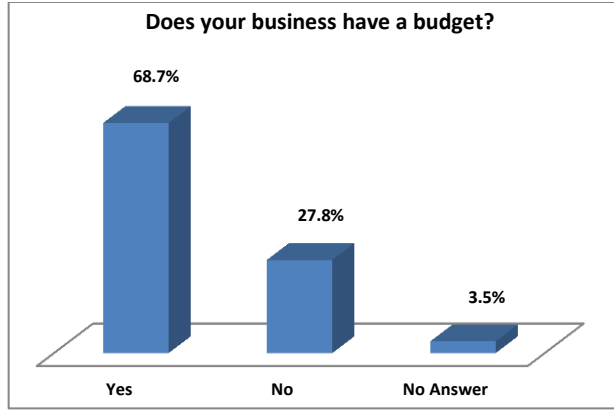
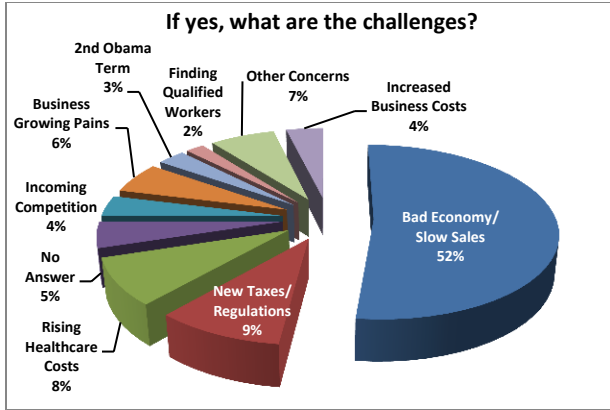
Survey Methodology

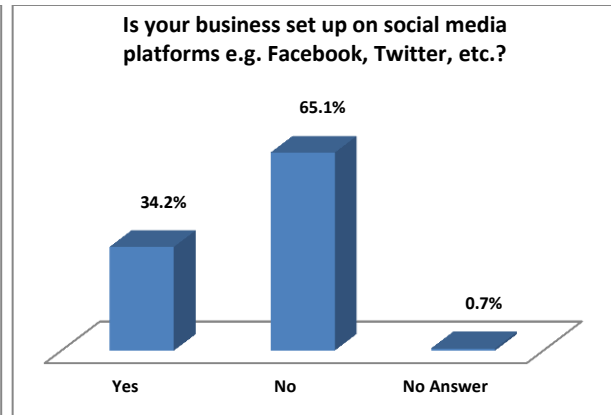
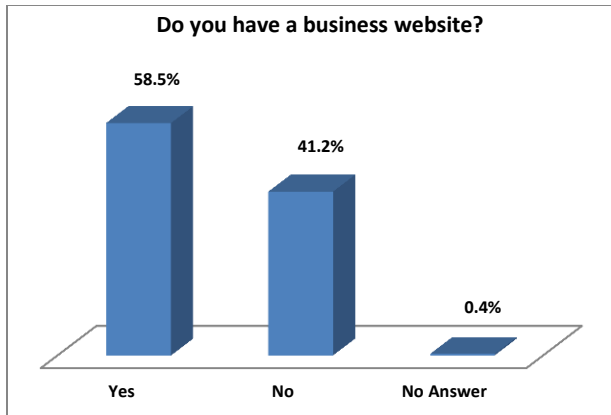
1,276 surveys were distributed in 2013 City of Show Low business license renewal packets. 292 surveys were returned for a response rate of 22.9%. Eight of the returned surveys were incomplete and were discarded. 284 completed surveys were used for this study.

Survey Results









Additional Survey Results

The surveyed businesses were given a list of topics and were asked if they would like to receive information from local support organizations on any of those topics. 38 businesses indicated they would like information and follow-up is currently underway.

Those businesses were also asked if they were interested in participating in a business mentorship program through the NPC Small Business Development Center where they would have access to experts in marketing, finance, human resources, operations, government contracting and exporting. To qualify, they must have been in business for at least three years, have 10 or more employees and have at least \$2 million in annual sales. Five businesses indicated an interest in participating.