

**2015 - 2016
Business Retention and Expansion
San Rafael Interview**

Date of Interview: _____ Interviewer Name: _____

Company Name: _____

Company Address with Zip Code: _____

Contact Person: _____

Phone: _____

Email Address: _____

The San Rafael Chamber is helping the local economy through our Economic Vitality Outreach Program. Along with our partners, the City of San Rafael, Downtown Business Improvement District and Marin Economic Forum, we are reaching out to key businesses in San Rafael to help identify any obstacles or common themes for businesses operating in our city. We have developed key metrics used to analyze trends and issues identified during the interviews. At the end of the program each year, we compile a report that is delivered at our Forecasting the Future Marin Economic Conference each Fall.

Response information is also provided in the form of a report to the City of San Rafael to build awareness of the issues that affect local businesses and collaborate on resolutions. All answers will remain confidential.

Please fill out this survey and email the completed version to Frontdesk@srchamber.com or fax it in to (415) 454-7039.

1. What industry/classification would your business fall under? (based on the North American Industry Classification System [NAICS](#)) Select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> [11] Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> [53] Real Estate, and Rental and Leasing |
| <input type="checkbox"/> [21] Mining, Quarrying, and Oil and Gas Extraction | <input type="checkbox"/> [54] Professional, Scientific, and Technical Services |
| <input type="checkbox"/> [22] Utilities | <input type="checkbox"/> [55] Management of Companies and Enterprises |
| <input type="checkbox"/> [23] Construction | <input type="checkbox"/> [56] Administrative and Support, Waste Mgmt., and Remediation Services |
| <input type="checkbox"/> [31 – 33] Manufacturing | <input type="checkbox"/> [61] Educational Services |
| <input type="checkbox"/> [42] Wholesale Trade | <input type="checkbox"/> [62] Health Care and Social Assistance |
| <input type="checkbox"/> [48 – 49] Transportation and Warehousing | <input type="checkbox"/> [71] Arts, Entertainment, and Recreation |
| <input type="checkbox"/> [44 – 45] Retail Trade | <input type="checkbox"/> [72] Accommodation and Food Services |
| <input type="checkbox"/> [51] Information (special interest or telephone recorded info) | <input type="checkbox"/> [81] Other Services (except Public Administration) |
| <input type="checkbox"/> [52] Finance and Insurance | <input type="checkbox"/> [92] Public Administration |
| <input type="checkbox"/> [44110/20,81111] Auto Sales, Service, Repair | |

<p>2. How many full-time employees do you have? (locally)</p>	<p><input type="radio"/></p>
<p>3. Where are the <u>majority</u> of your customers coming from? (choose one)</p>	<p> <input type="radio"/> San Rafael <input type="radio"/> Other Marin Communities <input type="radio"/> Sonoma County <input type="radio"/> East Bay <input type="radio"/> San Francisco <input type="radio"/> Internet <input type="radio"/> Other </p>
<p>4. Is your San Rafael location your company headquarters, branch office or single location?</p>	<p> <input type="radio"/> Headquarters <input type="radio"/> Branch Office <input type="radio"/> Single location </p>
<p>5. How long has your business been in San Rafael?</p>	<p><input type="radio"/></p>
<p>5a. Is your current location meeting your needs? If no, why not?</p>	<p> <input type="radio"/> Yes <input type="radio"/> No </p>
<p>6. How is your business performing compared to last year? (Please take note of any trends from businesses that discussed what is keeping them going and how they have adjusted to the economy)</p>	<p> <input type="radio"/> Better <input type="radio"/> Worse <input type="radio"/> Same </p>

<p>7. What is the <u>single</u> most important challenge your business faces? (choose one)</p>	<ul style="list-style-type: none"> ○ Growth ○ Exposure ○ Competition ○ Taxes ○ City Regulations ○ County or State Regulations (circle one) ○ General Strength of the Economy
<p>8. What suppliers are missing in this area? (please list)</p>	<ul style="list-style-type: none"> ○
<p>10. Do you feel your wage range is above, at, or below the national average?</p>	<ul style="list-style-type: none"> ○ Above ○ Average ○ Below
<p>11. What wage range are you having the most trouble attracting talent for?</p>	<ul style="list-style-type: none"> ○
<p>12. What do you like about doing business in San Rafael? (choose one)</p>	<ul style="list-style-type: none"> ○ Customer Demographics ○ Availability of Labor Resources ○ Access to Transportation ○ Less Expensive ○ Proximity to East bay ○ Proximity San Francisco ○ Other
<p>13. Which of the following areas do you believe, if addressed, would most improve local business conditions? (choose one)</p>	<ul style="list-style-type: none"> ○ Public Safety ○ Transportation ○ Availability of Workforce Housing ○ Parking Availability ○ Finding/Retaining Qualified Talent ○ Local Permitting ○ Other
<p>14. Would you like to share any additional information about your experience doing business in San Rafael? (if answered “Growth” in Question #7, what type of growth?)</p>	