

2017 - 2018 Business Retention and Expansion San Rafael Interview

Date of Interview: _____ Interviewer Name: _____

Company Name: _____

Company Address with Zip Code: _____

Contact Person: _____

Phone: _____

Email Address: _____

Dear San Rafael Business Representative,

Here is the introduction that we recommend you use when approaching businesses.

" I'm (your name) representing the San Rafael Chamber of Commerce.

The City of San Rafael, San Rafael Chamber of Commerce, Downtown Business Improvement District and Marin Economic Forum are reaching out to key businesses in San Rafael, yours being one of them, to help identify any obstacles or common themes for businesses operating in our city.

This information helps us build awareness of the issues that impact economic vitality in San Rafael."

Response information will be provided in the form of a report to the City of San Rafael to build awareness of the issues that affect local businesses. All answers will remain confidential.

Inform the company representative that *(they may receive a follow-up call for quality control purposes)*. This survey should take about 10- 15 minutes to complete.

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"> <input type="radio"/> Growth <input type="radio"/> Exposure <input type="radio"/> Competition <input type="radio"/> Taxes <input type="radio"/> City Regulations <input type="radio"/> County or State Regulations (circle one) <input type="radio"/> General Strength of the Economy
<p>8. What suppliers are missing in this area? (please list)</p>	<ul style="list-style-type: none"> <input type="radio"/>
<p>10. Do you feel your wage range is above, at, or below the national average?</p>	<ul style="list-style-type: none"> <input type="radio"/> Above <input type="radio"/> Average <input type="radio"/> Below
<p>11. What wage range are you having the most trouble attracting talent for?</p>	<ul style="list-style-type: none"> <input type="radio"/>
<p>12. What do you like about doing business in San Rafael? (choose one)</p>	<ul style="list-style-type: none"> <input type="radio"/> Customer Demographics <input type="radio"/> Availability of Labor Resources <input type="radio"/> Access to Transportation <input type="radio"/> Less Expensive <input type="radio"/> Proximity to East bay <input type="radio"/> Proximity San Francisco <input type="radio"/> 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"> <input type="radio"/> Public Safety <input type="radio"/> Transportation <input type="radio"/> Availability of Workforce Housing <input type="radio"/> Parking Availability <input type="radio"/> Finding/Retaining Qualified Talent <input type="radio"/> Local Permitting <input type="radio"/> Other
<p>14. Please share with us some of the things that make you proud to do business in San Rafael.</p>	