

# **Business Survey Key Issues**

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## **Demographics**

### **Total**

A total of 24 businesses responded to the survey

### **Type of businesses that responded to the survey:**

- 33% Retail
- 0% Restaurant/bar
- 8% Manufacturing
- 33% Professional services (lawyer, doctor, architect, or other)
- 4% Finance, insurance, or real estate
- 21% Other (daycare, fast food, general contractor, and consulting)

### **The businesses located in the Village of Manlius are**

- 18% Headquarters
- 18% Branch
- 64% The only location

### **How long have you been operating your business in the Village of Manlius**

- 18% 0-2 years
- 36% 3-5 years
- 9% 6-9 years
- 9% 10-14 years
- 27% 15 years or more

### **Number of Employees at a business**

- 16 businesses responded to this question
- Total of 33 employees
- 52% Full-time
- 39% Part-time
- 9% Seasonal

### **Of the 27 Full time employees,**

- 33% make \$20,000-\$29,999 annually
- 26% make \$30,000-\$39,999 annually
- 22% make \$40,000-\$49,999 annually
- 15% make \$50,000-\$69,999 annually
- 4% make Over \$70,000 annually

### **Of the 13 part time employees,**

- 31% make Under \$10,000 annually
- 62% make \$10,000-\$19,999 annually
- 8% make \$20,000-\$29,999 annually

### **Of the 3 part time employees,**

- 100% make Under \$10,000 annually

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## **Key Issues**

### **Is the area's labor force appropriately suited for your business or industry**

- 94% Yes
- 6% No

### **Have you been in contact with any workforce development organizations**

- 21% Yes
- 79% No

### **How would you characterize the local business climate when compared to ten years ago**

- 11% Improving
- 44% Deteriorating
- 44% Stable

### **If what has changed in the past ten years**

- This is the first time the village, businesses, and residents are taking an action to improve the traffic situation.
- Being here for only 4 years; I am hoping to a more uniform sign policy
- What business climate?
- Traffic condition and the amount and speed have turned customers away from the village businesses.
- Taxes.
- Skilled technology.
- There is more communication now. The chamber is very good.
- By improving the village parking, image, accessibility, and have a greater variety of retailers, we might actually attract more business. It seems the nearby villages of Skaneateles, Cazenovia, and perhaps even Fayetteville, display a certain aesthetic reflected by the shops and restaurants, which attracts consumers with demographics we want to cater to. These villages exhibit a trendy atmosphere and charm. Something the Village of Manlius is lacking. For example, why didn't 'Starbucks' establish themselves in the Village of Manlius instead of Fayetteville? Traffic is certainly one reason, but Fayetteville already had two trendy coffee houses, all within two eighths of a mile. Wouldn't one think they would want to be the only decent coffee house in a village? The current image, lack of adequate parking and the slim choice of retailers is a deterrent to consumer as well as to retailers.
- Changed - large companies leaving the area and small start up businesses trying to survive. Next ten years - more entrepreneurial endeavors.
- How I see it changing is too much commercialization.
- With respect to manufacturing: With the exception of high taxes, there is nothing the Village can control. The primary impact comes from globalization, and manufacturing leaving the US. With respect to retail: more rational, moderate views need to prevail. Stop letting a small group of vocal dissidents sway the course of the Village.

### **Are you considering any of the following changes for your business over the next year?**

- 27% are considering relocating their business
- 33% are considering hiring additional employees
- 7% are considering selling or closing your business
- 40% are considering expanding services or product line
- 33% are considering expanding or renovation your space

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- 13% are considering other (nothing specified by responders)

### **What percentages of your customers are: tourists, residents, and customers.**

The majority businesses that responded to the survey provide services to the residents of the village. The businesses that provide services to the village residents also provide for tourists and businesses, but that is a small percentage of their customers.

Businesses that work with other businesses as their primary customer primarily work with other businesses and have very few customers who are residents or tourists.

### **In the past five years,**

- 68% of businesses have increased their revenue (sales)
- 11% of business have decreased their revenue (sales)
- 21% of businesses' revenue (sales) has stayed the same

### **What types of improvements would you suggest to encourage shopping, visiting, and doing business in the village?**

#### **Top Priorities**

- 58% Building Improvements
- 58% Improved Signage
- 53% Greater diversity of shops
- 53% Facade Improvements

#### **Not encouraged**

- Expanded Business hours

#### **Other selected types of improvements you would recommend.**

- A better control of vehicle traffic through the village. Two lane roads in place of four lanes. Slow it down so others would be afraid to stop and shop knowing that they will be able to get back on the road way.
- An over all plan to centralize the village.
- Encourage business growth for more boutique shops for either specialty shopping or indulgences such as a spa.
- Manlius is a nice village; it doesn't need much else; just keep the big commercial entities out.
- Repair the roads in the industrial park: Fairgrounds Drive and Thermold Drive. Compel the business in the Industrial park who present a sloppy appearance to clean up their building and land.

#### **If the Village created the following economic development programs, would you be interested in participating**

- 29% Capital Improvement
- 43% Entrepreneurial Training
- 36% Micro-Enterprise/Revolving Loan Fund
- 57% Façade Improvement Program

#### **List of factors or amenities that benefit your business**

- Decent sidewalks and attractions to walk the streets.
- Closeness to where I live.

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- My business has been in the village for 50 years. It is based on the residents that live here. We are located in an area that is most central to all residents and the transient traffic that goes through each day.
- Library, village center, and restaurants.
- Amenities - great police and fire departments, chamber of commerce, recreation department, senior department, community events - Memorial Day, Fourth of July, Mill Run Park, great school system, and a life style.
- Special Events that may include local businesses. Utilizing chamber of commerce to include businesses in local events.
- Factors - keeping companies like Voss Signs and other similar businesses here so I have clients.
- Small town politics.

### **List of factors or amenities that adversely affect your business**

- Lack of signing traffic, speed signing, and sign codes.
- Heavy traffic flow makes it hard for customers to stop, parking is tough, not a 'concentration' of retail area – businesses are too spread out.
- Need a Signage Ordinances and ban drive thru.
- The allowing of rapid flow of vehicle movement in and through the village. We seem to worry more about getting people through the village to homes that are beyond and not related to the village of Manlius i.e. Cazenovia, Pompey etc.
- Traffic flow and parking.
- PARKING. Not uniform zoning laws. Un-kept look of many of the smaller business fronts and homes in the Village Centre area known as Old Village, it gives the appearances that people don't care about themselves or the Village. Ugly strip malls.
- Lack of crosswalks on 173, lack of adequate parking, and slow speed limit.
- High taxes. New York taxes are inexcusable. Small town politics.
- Road work is not good.

### **Other comments to help the development of the Village of Manlius Plan**

- It is very important that we look at what the residents want. It is a bedroom type community, a laid-back life style based on family living. Not the place of the big city life. The shops and restaurants should meet the family needs.
- More communication between people that are making rules and laws.
- We need to worry less about how 'perfect' it looks and keep Manlius quaint and functional.
- Community events, flags on light posts listing businesses, and/or Welcome to Manlius, more flowers and greenery.
- Again, more rational, moderate views need to prevail. Stop letting a small group of vocal dissidents sway the course of the Village; in many recent matters a public votes would probably have determined very different outcomes. Those of us in the 'silent majority' who have moderate views are not going to be highly motivated to come to public meetings and speak; that takes anger and passion, and so more radical viewpoints are set forth most prominently.
- Better free parking, more stores (yard shop), and lower taxes.