

2009

# **“Getting to Know You”**

Medina Business Community Survey

Summary

Prepared by Kim Ann

For Chad Adams

2/27/2009

## **"Getting to Know You" Medina Business Community Survey**

Thirty-two businesses in the Medina area completed an online pulse survey in mid December 2008 through early January 2009. Respondents completed the survey that inquired the nature of their business, their plans, and their chief concerns. Specifically, business owners and executives were asked to identify strengths and weaknesses of doing business in Medina and to suggest improvements. Responses to the survey questions are reported anonymously; individual companies are not associated with their responses.

### **EXECUTIVE SUMMARY**

The 2009 "Getting to Know You " survey is a supplement to the "2006 Medina Community Survey's Business Section" and cannot be interpreted as being "Statistically Significant" due to the number of respondents, 32 respondents out of 138 mailings, and the errors encountered. This survey does offer a good snapshot of the 2008 business atmosphere in Medina. The following is the highlights of the data presented in this report: INDUSTRY- Medina's top three industries are Service & Sales; Manufacturing; and the Financial as indicated in the 50 respondents that completed the Demographic section of the survey, leaving Personal Health Services, Vehicle Repair, Hospitality and Recreation as the minor industries in the city. MEDINA RESIDENCY- The average years of Medina residency for the businesses surveyed is 11.6 years. EMPLOYEES- The majority of the businesses surveyed employ an average of 17.5 employees with outliers of this sampling is the five businesses (10%) who are the large employers of 101+ employees. CURRENT SALES- Concerning sales in the past three years, 17 of the 32 respondents (53%) have indicated a 10-30% increase in sales; while three (12%) have seen a 100% increase in sales and three (3) businesses have experience a decrease in sales ranging from 40%-80%. CURRENT MARKET IMPACT- The highest impacts mentioned were good location (both for customers and employees), road construction (equally positive and negative), and the negative of high costs in operating a business (storm water runoff assessment, over regulation, and excessive taxes). FUTURE GROWTH & EXPANSION- Nineteen (19) of the 32 businesses were planning an expansion of their overall operations in the near future. Fourteen (14) businesses plan on expanding in Medina in the next five years. The other 17 businesses expect to remain the same size operations over the next five years. One business indicated a reduction at their Medina location and indicated a relocation of their business. FIRE SERVICES- Seven businesses are interested in allowing their employees to serve as daytime responders. The other 21 respondents either were not interested or it was not feasible to their operations. WORKFORCE HOUSING- From the fourteen (14) respondents, twelve (12) have indicated that there is no problems with our workforce finding affordable housing mainly due to the accessibility of workers living to the western towns and cities. Two (2) respondents indicated that having more choices of affordable house would help their employees.

## **SURVEY OBJECTIVE**

The survey design was intended to achieve the following three objectives:

To establish an introductory relationship with the business community,

To establish a baseline of data of the general demographics of the businesses in Medina,

To understand the current business environment in Medina.

## **METHODOLOGY**

The City of Medina invited 138 of its area businesses to participate in the 2009 "Getting to Know You" online survey via a letter of request. The twenty question online survey was accessible through the City's home page from December 15th-January 8th, 2009. The invite was open to the Owners, Chief Executives, Managers, Officers, and Administrators of the surveyed businesses. Fifty businesses owners had responded to this invite, three businesses had responded twice to the survey. Out of the 50 businesses that responded (36% of the mailings), 32 completed the survey in its entirety (23% of the mailings). The other 19 businesses that partially responded had completed the only first section (demographic) of the survey. It is worth noting that there were two system errors in the survey mechanism that was encountered during the survey period; which may have caused the respondents to not complete their survey. Due to the anonymity of the respondents in this survey, pinpointing the disparity of the non-completed survey was not possible.

This online pulse survey was categorized into three subject areas: 1) Demographics, 2) Operations, and 3) Community Services. The questions in the Demographic section consisted of a series of drop-down menus characterizing the nature of their business. In the Operational section, the companies were asked both qualitative and quantitative questions concerning their market and the impact of being located in Medina. Theses questions were designed with multiple choice, rate selection, and explanatory open-ended formatted questions. The third section, Community Services, the respondents were asked three yes/no questions with an opportunity to give the respondents an explanation.

## **I. RESPONDENTS' DEMOGRAPHY**

***INDUSTRY.*** The 50 businesses surveyed have identified themselves as the following Industrial Classifications: Service & Sales (8); Manufacturing (7); Financial (6); Construction (5); Retail (5);

Restaurant (4); Health Services (4); Vehicle Repair (2); Landscaping (2); Non-profit (2); Wholesale (1); Real Estate (1); Recreation (1); Transportation (1); Hotel (1).

**MEDINA RESIDENCY.** The average years of Medina residency for the businesses surveyed is 11.6 years with the sampling showing a large responses at the 26+ yrs (10 responses), 11-15yrs (9 responses), and 1yr (8 responses). When asked about their satisfaction with their business located in Medina, the respondents were overall satisfied except for the local government support and the available city's amenities:

	<b>Extremely Satisfied</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Extremely Dissatisfied</b>	<b>N/A</b>
Transportation Accessibility	6	8	12	2	0	3
Customers/clients Accessibility	4	9	9	3	0	5
Local Government Support	3	6	7	10	3	2
Availability of Skilled Employees	3	10	13	0	0	5
Availability of Amenities	3	7	6	12	0	3
Design of Surrounding Environment	3	10	12	2	2	2
City-wide Marketing Activities	1	6	9	3	1	10

**MATURE vs. START-UP BUSINESSES.** A cross tabulation was created to identify the maturity and specific demographics relating to the businesses in Medina:

***There are 23 businesses with 11-25+ years of operation in Medina:*** Nine businesses have been located in Medina for 11-15 yrs.; zero businesses for 16-20 yrs.; four businesses for 21-25 yrs.; and ten at 26+ y ears.

In this cross section: six out of the seven employers have 75-151 employees; four out of the five employers have 21-75 employees; nine out of the twenty employers have 10-20 employees; one out of the nine employers have 1-9 employees.

The following industries are indicated for this cross section in ratio with the overall respondents: Service-2/8; Manufacturing-6/7; Financial-1/6; Construction-4/5; Retail-3/5; Restaurant-1/4; Health Services-1/4; Vehicle Repair-2/2; Landscaping-0/2; Non-profit-1/2; Wholesale-1/1; Real Estate-0/1; Recreation -2/2; Transportation -1/1; Hotel-0/1.

***There are 6 businesses with 6-10 years of operation in Medina:*** Two businesses have been located in Medina for 10 yrs.; two businesses for 9 yrs.; one business for 8 yrs.; one business for 7 yrs.; and zero at 6 y ears.

In this cross section: six out of the seven employers have 75-151 employees; four out of the five employers have 21-75 employees; nine out of the twenty employers have 10-20 employees; one out of the nine employers have 1-9 employees.

The following industries are indicated for this cross section in ratio with the overall respondents: Service-3/8; Manufacturing-0/7; Financial-0/7; Construction-1/5; Retail-0/5;

Restaurant-1/4; Health Services-0/4; Vehicle Repair-0/2; Landscaping-0/2; Non-profit-0/2; Wholesale-0/1; Real Estate-0/1; Recreation -0/2; Transportation -0/1; Hotel-0/1.

***There are 18 businesses with 1-5 years of operation in Medina:*** One business has been located in Medina for 5 yrs.; five businesses for 4 yrs.; five businesses for 3 yrs.; one business for 2 yrs.; and six businesses for 1 year.

In this cross section: six out of the seven employers have 75-151 employees; four out of the five employers have 21-75 employees; nine out of the twenty employers have 10-20 employees; five out of the fifteen employers have 1-9 employees.

The following industries are indicated for this cross section in ratio with the overall respondents: Service-2/8; Manufacturing-1/7; Financial-5/7; Construction-2/5; Retail-2/5; Restaurant-2/4; Health Services-3/4; Vehicle Repair-0/2; Landscaping-2/2; Non-profit-1/2; Wholesale-0/1; Real Estate-1/1; Recreation -0/2; Transportation -0/1; Hotel-1/1.

***EMPLOYEES.*** The majority of the businesses surveyed employ an average of 17.5 employees, indicating that a majority of the Medina businesses are considered the small to medium sized with an average of 24,076 square footage of building for their Medina operations. The outlier of this sampling is the five businesses (10%) who are the large employers of 101+ employees.

Concerning the respondents' employment rate during the past five years, the survey indicated that 20 of the 32 respondents (62%) have shown an increase in their overall employment. Out of those 20 businesses, 16 of the increased employment responses (80%) were experienced at the Medina location. In the past five years, ten of the 32 respondents (31%) have indicated no change in employment; while, the Medina location had seven of the ten respondents indicate no change. As for the decrease in employment, the survey indicated that six (6) of the 32 of the respondents (19%) have shown a decrease in their overall employment, with the three (3) Medina locations (9%) experienced a decrease in their employment. The survey does show an employer who has had an increase in the entire business but a decrease at their Medina location. This employer has indicated that "Medina is too expensive " for their operation.

When asked to identify the influences that created the employment changes, the respondents replied:

**Influences that affected the positive employee growth**

- The Advertising
- General Business Growth
- Steady 8-9% Growth
- Growth of our congregation
- Added accounting and general account staff in Medina. VP's added in strategic US states.
- Our goal is to increase new accounts by 100%

- Brand new office April 2008
- Turnover is high. Business increase.

**DEMOGRAPHY (continued)**

- Increased Production
- Increased business which may have to be rolled back currently
- Economy
- Market

**Influences that affected the negative employee growth**

- We have increased our automation and efficiencies to maintain our current level of employment while increasing our sales 40%.
- Poor Economy
- No growth high taxes, utilities business contraction
- Medina Location is too expensive. Moving work out of Medina. Taxes alone are greater than my total lease/expense in other location. My employees spend a lot of money at the local businesses. Gas, Groceries, Hardware, entertainment, Meals. This will go away. City new ordinance regarding types of business in my area. City does not understand reality.
- My other location is growing by 200% per year. I view being in Medina as a major LIABILITY. Other locations view the companies as a source of employment. Employees pay taxes. So they don't tax the companies out of business.

**II. RESPONDENTS' OPERATIONS**

The following sections will describe the clientele and the perceived SWOT analysis that impact the business operation. Thirty-two respondents had participated in this section of the survey.

CURRENT MARKET. The highest percentage clients/customers are identified by the 32 respondents as being 10% from local residents and employees, 10% Commuters, 10% from the Metro area, 10% from statewide, 10% from nationwide. Ten respondents (31%) indicated that between 1-30% of their customer base being generated from the international market while fourteen respondents (44%) have no clientele from the international market. Twelve businesses (37%) have indicated that drive-thru commuters do not make up their customer base. Three businesses have 100% of their clientele from the local market; one business has 100% of their customer base from the metro area; and four businesses have 100% of their clientele from the national market.

	0%	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100%
Local	6	7	1	0	2	2	1	0	2	3	3
Commuters	12	6	2	1	1	1	0	0	1	0	0
Metro Area	3	10	1	1	1	3	1	1	2	1	1
Minnesota	4	10	6	2	0	0	2	0	0	1	0
USA	6	6	0	0	1	0	0	2	5	1	4
International	14	5	3	2	0	0	0	0	0	0	0

Concerning sales in the past three years, 17 of the 32 respondents (53%) have indicated a 10-30% increase in sales. While three (12%) have seen a 100% increase in sales, Four businesses have

experience a decrease in sales ranging from 10%-80%. The 32 respondents as influencing sales during the past three years have identified the following factors:

- Steady 8-9% growth.
- New sign on back of building
- Referrals
- General growth
- Steady 8-9% growth.
- We just opened last year therefore our sales have increased 100% from the prior year.
- My own advertising
- Poor Economy
- Additional clients and same client increases
- Market Share
- Economy
- Brand new office
- Population increase in the area; better products than competitors.
- Increased Demand
- Competition, buying habits
- New Building
- Economy
- Market
- Company growth
- Growth
- National expansion
- Growth in our congregation.
- Providing a better product and growth in the area

**STRENGTHS/OPPORTUNITIES.** The following responses have been supplied as a response to "What are the strengths/opportunities within your company with being located in Medina?"

- Most of our employees live within a 20-minute drive of work.
- Location to customers, workforce, airport, and suppliers.
- Longtime tenure locally owned
- Close to clients in Western Suburbs
- Location
- I view being in Medina as a major LIABILITY. Other locations view the companies as a source of employment. Employees pay taxes. So they don't tax the companies out of business.
- Growing community size, continued housing development
- Close to home.
- Location to the Metro Area
- Close to major highways, friendly employees stay on so customers get to know them all
- We are far enough away from the metro area, but close enough to have the added benefits. More possibilities for growth.
- Upper middle class customers more flow into the Target store would help a lot of businesses, a grocery store would help more.
- Convenient location
- None
- Good location for owner
- The unfortunate part of being in business is that we're in MN a very unfriendly business atmosphere. Medina is where we are located; positives and opportunities are very abstract.
- Beautiful location. Lots of space.
- None!
- Great location for the workforce
- Employment Draw from north and west out metro areas, i.e. Rockford, Rogers, etc.
- On highway - visible, good access. B. Affluent growth will help.
- Easy commute for employees. Small town feel and easy to find.

- NEW ACCOUNTS FROM HOME OWNERS AND BUSINEES. OUR GOAL IS TO GROW 300% IN THE NEXT 5 YEARS
- History Medina has a good future cast on growth. Uptown Hamel needs more traffic to help my business grow. More service type business would be good/
- Most people come from Rogers/Maple Grove (short commute) or come from Mpls. so the drive is against traffic both ways.
- Proximity to owners and employees residence. Safe city to work.
- On Hwy 55 gives visibility. A growing area should help our business.
- Access to lower cost housing to the west and professional employees to the east
- Only eye care office in Medina, conveniently located on Hwy 55, good sense of community.

**WEAKNESS/THREATS.** The following responses have been supplied as a response to "What are the weaknesses/threats within your company with being located in Medina?"

- Can't think of any.
- Costs and requirements associated with trying to expand/grow our business. Specifically policies and procedures.
- High utility rates high taxes small consumer base
- Little far out, would like to be closer to 494
- N/A
- Taxes, Taxes, Taxes. All of the buildings on Tower Drive West of Pinto were up for sale.
- Don't know
- To far away from clients. The development is not being completed which makes for a bad impression on our building.
- Lack of Business Development Business perspective of city being hard to work with
- Roads coming into the business
- Large area, people have choices of where to work out. It is tough to advertise in Medina, since there is such a restriction on road signs.
- We wanted to have dishes, but the up front charge for the sewer charge was too high. Taxes
- None
- Other businesses tell me the city is not supporting growth.
- Excessive taxes & oppressive regulation.
- A little too far for some clients
- Medina and Western Hennepin County are at a huge disadvantage to other business venues. We are increasingly taxed for issues for which we will receive absolutely no benefits. Twins ball park, transit improvement, etc. We don't belong in Hennepin County and should be annexed into surrounding counties to escape from the confiscation of taxes benefiting the metro area.
- A bit out of the way - off the "main trail" so-to-speak.
- Medina is in Hennepin County and the State of Minnesota both of which are governed by anti-business socialists influences, which have enacted very negative rules and constraints upon our business. Their spending priorities benefit the downtown areas but are taxes to those of us in the Western parts of the county.
- None
- None
- Train whistles. Losing highway access or if we were forced to move.
- Far away from metro area. Not convenient for many meetings here.
- Home sales are slow. Businesses are not coming
- Uptown Hamel not having a lot of traffic. Lack of business that most people will use.
- Limited pool of candidates to chose from.
- Taxes. We will need to expand to a larger building or purchase a different building. Will look long at commercial tax rates in Medina and Hennepin city. And competing counties.
- Train Whistles. Losing Highway Access.
- High cost of manufacturing. Over regulation of industrial companies by the city
- People think it's farther away than it is or they don't know where it is. Threat to me is the development of Hwy 55/Cty Rd 116 as that would mean I might have to change my location.

**ENVIRONMENTAL FACTORS.** Respondents were asked to indicate the impact of several environmental factors that could have an affect upon their business within the city area. Topping the list with a positive experience in Medina were Safety-Police and Fire Protection (75%) as well as crime; Road Accessibility (59%); and Availability of Qualified Personnel (50%). The highest negative impact as indicated by seven or more respondents were City Regulations (38%); Building Permits, Wireless Services, Restaurants, and Crime/Theft/Disorder registering in at 21% each, but, counter-balanced with the same amount of positive responses.

<b>Impact:</b>	<b>Strong Positive</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Strong Negative</b>
<i>Environmental Factors:</i>					
Roads Accessibility	4	15	8	3	0
Rail	1	0	26	3	1
Water and Sewer	2	8	15	5	1
Land Availability	1	9	18	3	0
Wireless Services	1	6	17	6	1
Building Permits	1	7	16	7	0
City Regulations	1	5	13	8	4
Environment Protection	0	4	20	5	1
Police Protection	9	15	6	1	0
Fire Protection	8	16	6	1	0
Restaurants	2	12	10	6	1
Entertainment	3	6	20	2	0
Hotel Facilities	2	7	18	4	0
Conference Facilities	4	6	19	2	0
Crime, Theft, Disorder	1	14	9	7	0
Recreation Amenities	2	9	20	0	0
Natural Resources and Open Space	0	13	17	1	0
Availability of Qualified Personnel	3	13	13	2	0
Local Competition	3	4	19	4	0
Regional Affordable Housing	5	7	14	2	2

Listed below is City projects identified by 21 of the respondents as having an impact on their businesses within the responses the participant at times has indicated whether it is a positive or negative impact.

- Water and sewer and the stoplight at 55 and Willow have been very positive.
- The Lack of Development opportunities
- City Rd 19 multiple reconstruction effects clients and employees coming from North
- None
- Redevelopment of Hamel Road plus the redevelopment of the main street
- Construction on Hamel Rd is yet to be determined. It was messy for a while, but it will be nice when it is finished.
- Medina Celebration Day.
- The new road construction slowed my business down. The drive back traffic customers dropped.
- None

- Hwy 55/Cty Rd 116 development, to be determined.
- No comment
- The streets seem to be constantly worked on. Hopefully that will end soon.
- Addition of Hennepin county facility improved intersection and service. Addition of Target complex increased convenience but it is and eye sore
- Don't understand why you are spending all the money to "fix" the south side of the HWY 55/Pinto Lane. I see this all day. My office window overlooks it. There is no issue. This is an example of spending money (raising taxes) where it is not needed.
- Target Store - Positive impact that allows employees to run local errands
- Road proposals have created a cloud over my property restricting any further investment plus the target complex was a non event (no growth impact) yet my assessed value has gone up considerably
- 2020 Comp Plan, hopefully positive
- None
- Storm water runoff assessment - negative impact to annual expenses
- Not completing the development that we are part of.
- Holiday train customers can't get in or out
- Can't think of any at the moment.
- The light on 55 in front of medina ball room, detours traffic away from our store
- Water treatment plant, doubling service rates. Police harassment of potential customers on local streets i.e.: speed traps etc.
- Many city projects provide competition for our business. Stay out of projects, which draw patrons from business.
- City projects are minor compared to the wasteful spending of the county, which cannot differentiate the needs people have which should be the prevue of government versus the wants of minority groups and those of wasteful spending politicians.
- Increasing Highway 55 to four lanes

**FUTURE GROWTH & EXPANSION.** Nineteen of the 32 businesses (59%) were planning an expansion in the near future with fourteen planning on expanding in Medina in the next five years. One business indicated a reduction at their Medina location. The 17 other businesses expect to remain the same size operations over the next five years. The following is the respondents' list of any growth/expansion limitations that the businesses are experiencing:

- Probably sell after litigation on 116 and 55
- Financing
- Once I am financially able I hope to close the MEDINA location. I had to hire an attorney to fight the taxes. I won but had to give 50% to attorney. The settlement was for 3 years. Now it is going up dramatically again.
- General economic times.
- Development of area.
- The cost of growing is a concern
- See above. Any expansion or improvement is property taxed and others before the business has any chance to receive a return on their investment.

- We're running out of space to effectively meet the needs of our growing congregation.
- The cost of our product goes up due to the additional sales and real estate taxes we must include; but none of this revenue comes to our business but goes to the spend happy commissioners and legislators.
- None.
- When we are hired to capacity at this location we will have to add a second location.
- Need industrial zoning on the land we own directly adjacent to our main facility
- Hwy 55/Cty Rd 116 may limit access to my building or make it harder to get to. However, since I'm leasing, that may become a non-issue if I move within Medina.

### **III. RESPONDENTS' COMMUNITY SERVICES**

**FIRE SERVICES.** Please indicate if you interested in learning more about allowing your employees to serve as daytime responders?

7- Yes, Interested

21-No, Not Interested or Not Feasible

**WORKFORCE HOUSING.** Land values and median home values have increased significantly in Medina over the past 10 years. The City is exploring initiatives and policies to encourage a more diverse housing stock to create a more sustainable community. "Please describe any problems your company is experiencing to retain and recruit quality employees based on the area's current housing stock and affordability?"

- Unable to find affordable housing.
- It shouldn't be the city's job to create a "sustainable community" and "diverse housing".
- Non-Issue For Us. There is affordable housing to the West.
- People in the area aren't looking for a median paying job. They go to the cities for a higher paying position.
- We have no problems with our workforce
- More alternative housing would help
- Doesn't affect us
- No problems.
- No problems. Plenty of affordable housing especially west of the city
- None I hire basically from Rockford and Corcoran
- No issue with work force housing
- If there were a broader range in housing prices, more of our employees may choose to live within Medina, many live west of the City now.
- These values recently have only increased in the minds of the assessors who are backed by local government since they need the proceeds from property taxes to mispend the funds.
- Our company pays high wages as we are a very specialize field. However most employees can drive in from west where housing is most affordable.

***Any additional comments/concerns that was not addressed:***

- Every year it becomes harder to sustain a business in medina. Excessive taxes, fees, and regulations are killing small businesses. If medina really cared they would scale back the size and scope of local government!

- Great city staff, very professional.
- We would really like to see some of the restrictions regarding road signs are flexed. I understand why the rules are in place, but we would really like to grab attention to our facility.
- City need to review their banner & sign policy
- The need for health services. This is a service that many new residents are looking for when trying to settle in their new location.
- I work and live in Medina. We need a happy medium between allowing for development without losing the rural nature of Medina. Don't be like Plymouth or Maple Grove
- We are overstaffed at city hall both in police and city staff and the city council only hears what it wants to. They are also in denial. They are so in love with the south part of the city (south of medina Road) they could care less about the rest. Anyone that comes to the City with development plans soon leaves. This growth along the 55 corridor is a facade
- In 1985 we were actively encouraged to relocate our business in Medina. Certainly within the last 10 years we have sensed an anti-business climate within Medina. While seemingly to understand and appreciate Medina's desire to avoid an "industrial" look, the costs and requirements to grow here have been extreme.
- There is a fundamental issue in the US. There is no centralized focus to keep manufacturing in the US. The city has no motivation and as a result we are not provided any incentives to stay.

***If you would like the city to contact you, please submit your contact information:***

- Heather Pribyl, Snap Fitness-Medina 763-479-2510
- I am the CEO at Loram. We are one of the largest landholders and the highest taxpayers in the City. We are always available for comment or consultation on matters that affect the future of our community. Thank you, Phil Homan
- 3) Randy Mayer 763-478-6041
- Harvey T. Andersen, The Choo Choo Restaurant & Bar, Inc.

## APPENDIX A

### "Getting To Know You" Business Survey Questions

1. What is your position/job title in this business?
2. How long has your company been located in Medina?
3. Type of business activity at the Medina Location?
4. How many people are employed at your Medina business location (including self)?
5. How many employees reside within Medina, including self?
6. What is the approximate square footage of your building at the Medina Location?
7. What are your hours of operation?
8. Indicate the percent of employment rate during the past five years in:  
A) Your company B) Your Medina location c) Briefly describe the influence of this change.
9. What percentage of your clients/customers is served from the following areas?
10. A) Please indicate what percent of your sales has changed during the past three years.  
B) Briefly describe the influence of these changes
11. A) What are the "Strengths" within your company with being located in Medina?  
B) What are the "Opportunities" or positive external factors with being located in Medina?
12. A) What are the "Weaknesses" within your company with being located in Medina?  
B) What are the "Threats" or negative external factors with being located in Medina?
13. Concerning your company's operations, please check whether you plan to expand, reduce, or remain the same in the next five years?
14. How satisfied are you as a business located in Medina?
15. A) What City project has impacted your business the most?  
B) Describe how it impacted your business, either positive or negative.
16. Based on your experience in Medina, evaluate the impact of the following environmental factors as it affects the operation of your business located in Medina.
17. Fire Services - Many communities are facing a decrease in volunteer participation in their Volunteer Fire Department. The City of Medina is experiencing the same phenomenon and is seeking more volunteers to serve daytime response (i.e. 8 a.m. to 5 p.m.). In response, the City is exploring opportunities with our business community to fill the needs for daytime fire call response. Please indicate if you interested in learning more about allowing your employees to serve as daytime responders?
18. Workforce Housing – Land values and median home values have increased significantly in Medina over the past 10 years. The City is exploring initiatives and policies to encourage a more diverse housing stock to create a more sustainable community. Please describe any problems your company is experiencing to retain and recruit quality employees based on the area's current housing stock and affordability?
19. Feel free to write any comments/concerns regarding your business that was not addressed in this survey:
20. If you would like the city to contact you, please submit your business name and contact information below: