



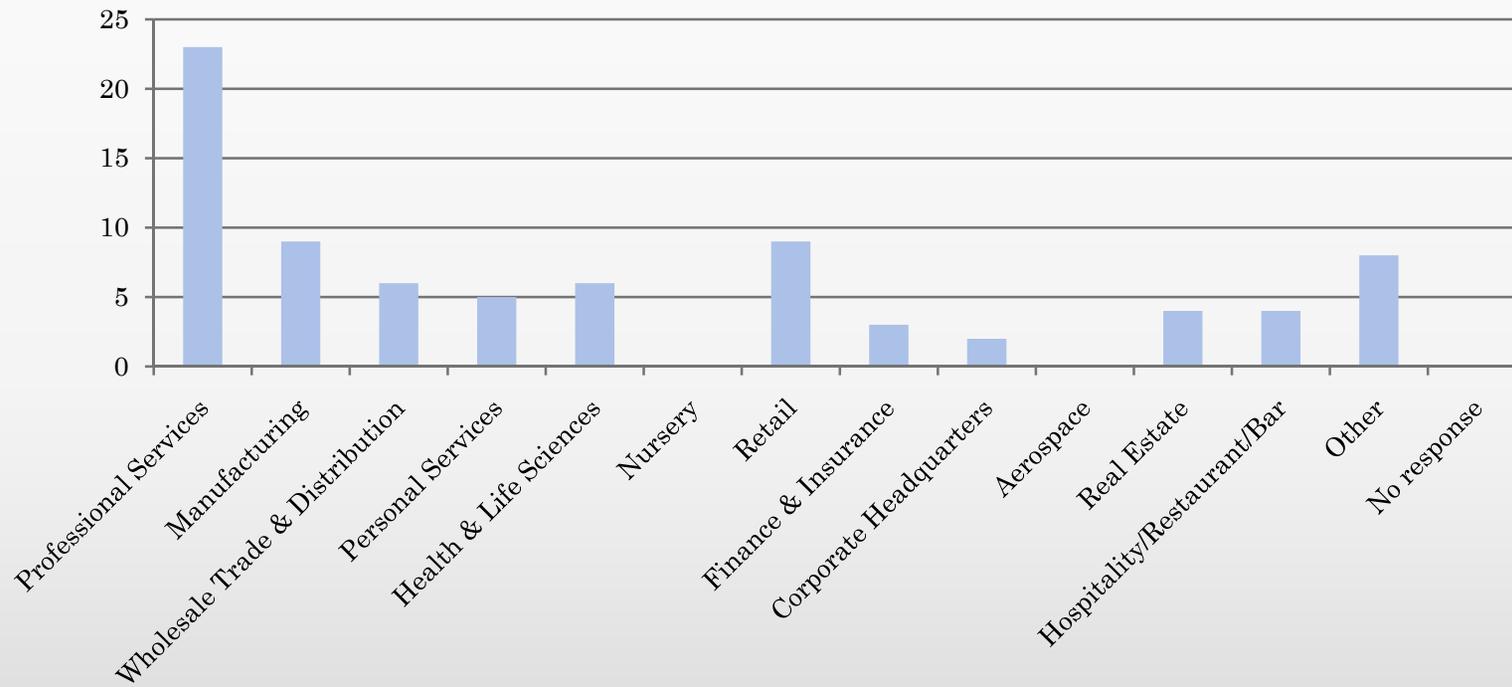
2014 BUSINESS CLIMATE SURVEY

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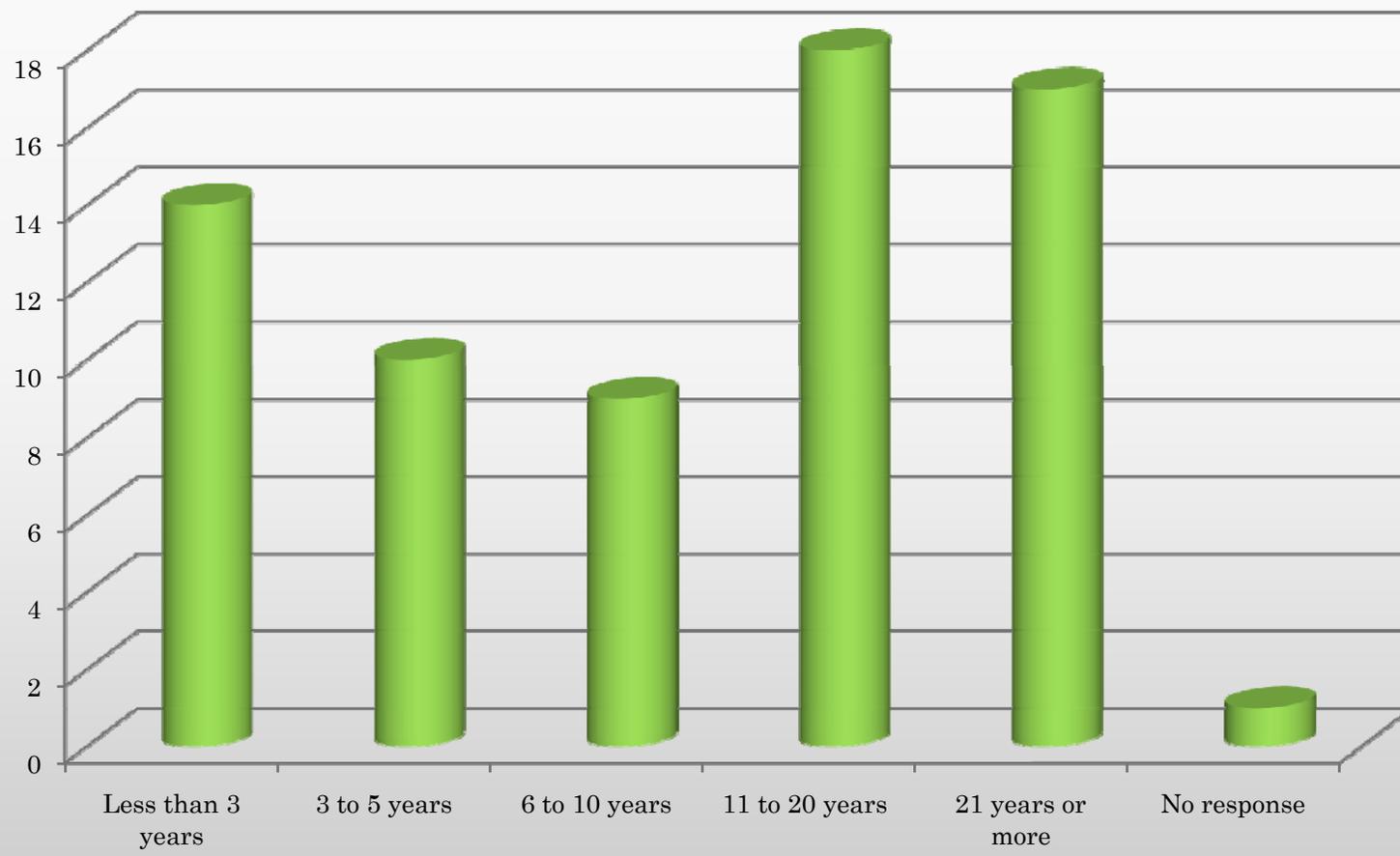
BUSINESS CLIMATE SURVEY GOALS:

- Determine what Placentia-based businesses need in order to operate successfully, expand or stay in Placentia;
- Provide a tool for which City leaders can determine how businesses use City services and whether such services are delivered in a customer friendly and focused manner;
- Allow City Staff to better focus the City's scarce resources related to Economic Development to the benefit of the business community.

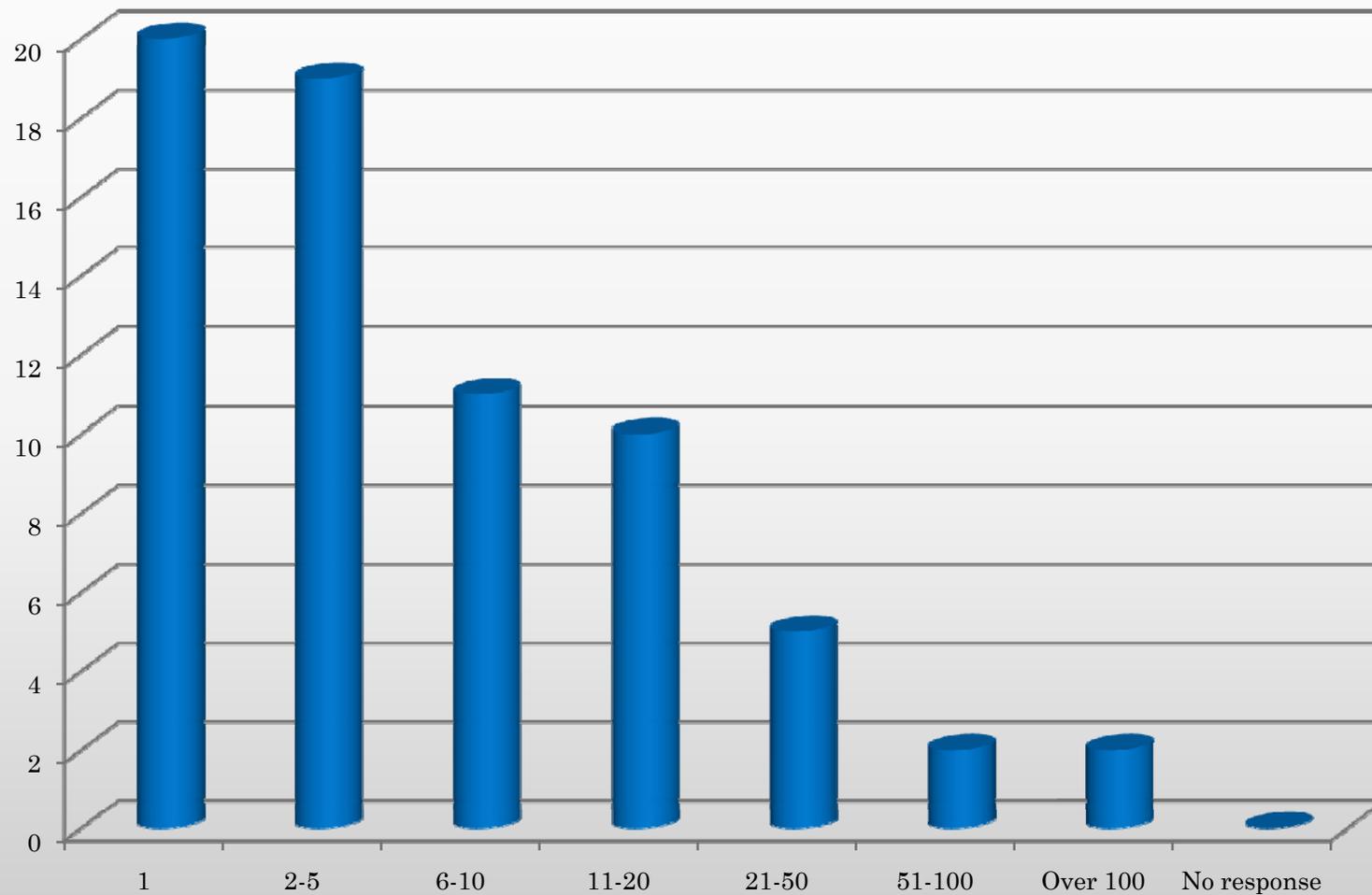
Type of Business/Industry



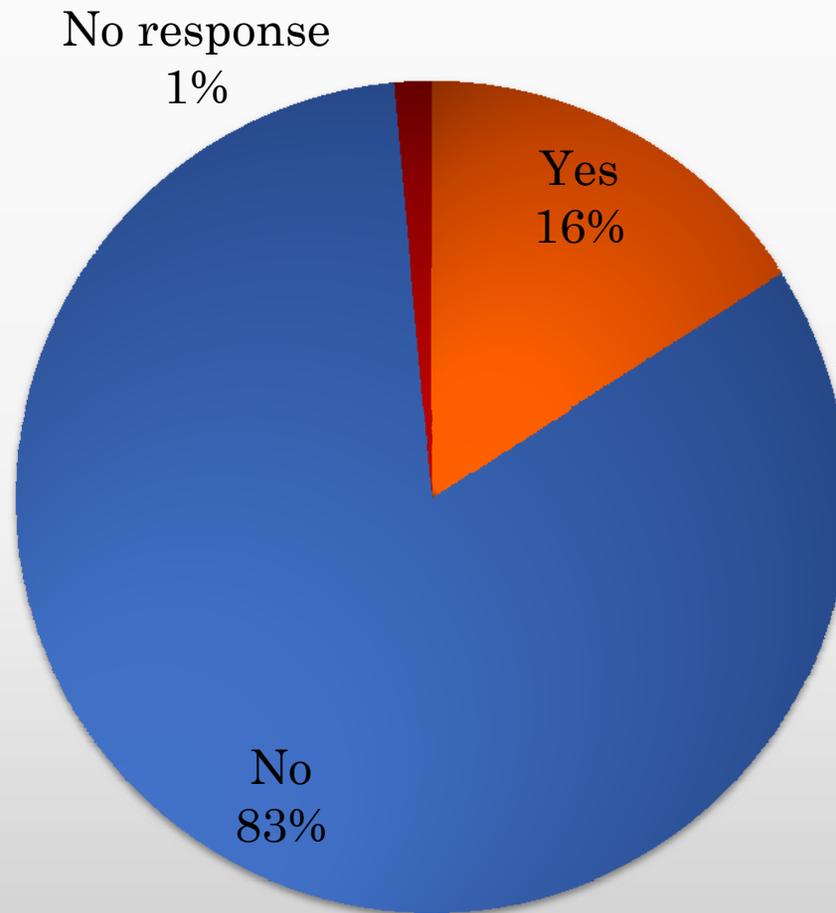
Length of Time in Placentia



HOW MANY PEOPLE DO YOU CURRENTLY EMPLOY, INCLUDING YOURSELF?



ARE YOU A MEMBER OF THE PLACENTIA CHAMBER OF COMMERCE?



WHAT IS THE MOST POSITIVE AND MOST NEGATIVE ISSUE ABOUT PLACENTIA AS A PLACE TO DO BUSINESS?

Positive

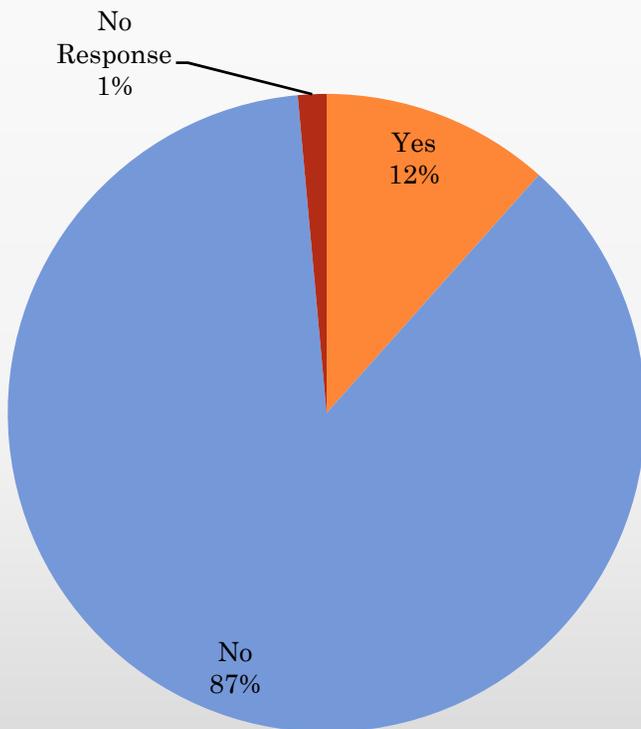
- ✓ **Close to home**
- ✓ **North Orange County location**
- ✓ Friendly business owners
- ✓ **Central location**
- ✓ **I like and live in Placentia**
- ✓ **Nice upper middle class**
- ✓ Access to major freeways
- ✓ Lots of homeowners
- ✓ **Family oriented**
- ✓ **Beautiful City**
- ✓ Community involvement
- ✓ **Centrally located for clients from LA, OC, and Riverside counties**
- ✓ Availability of services
- ✓ Support Placentia businesses
- ✓ Reasonable license fee, safe, good location
- ✓ A lot of warehouse
- ✓ A good area of population for business
- ✓ **Location**
- ✓ **Demographics**
- ✓ Quiet community
- ✓ Satisfactory population
- ✓ Small town atmosphere
- ✓ **City Hall personable/friendly**
- ✓ Fairly inexpensive
- ✓ **Small community**
- ✓ PACE financing is now available for Placentia businesses and residents
- ✓ **Friendly environment**
- ✓ **Clean streets**
- ✓ Many businesses

WHAT IS THE MOST POSITIVE AND MOST NEGATIVE ISSUE ABOUT PLACENTIA AS A PLACE TO DO BUSINESS?

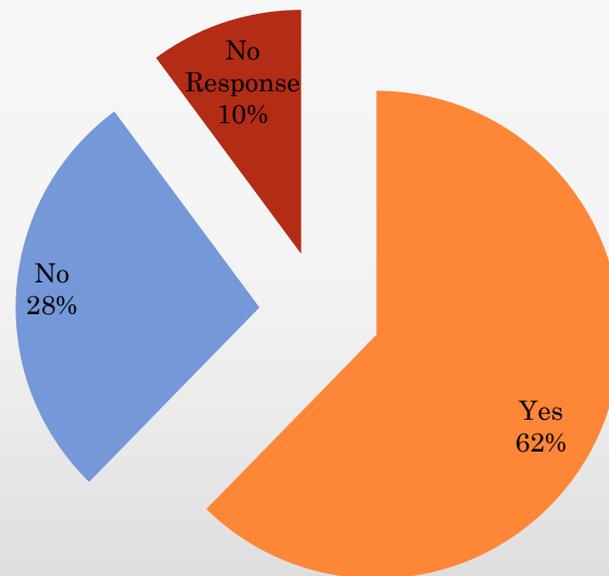
Negative

- ✓ Consistency
- ✓ Need more friendly business owners
- ✓ Taxes and fees; hard to get business license
- ✓ Organized public relations and incentives to attract businesses and customers
- ✓ **Low number of business in the City**
- ✓ **Marketing what City has to offer to visitor**
- ✓ Business marketing in Spanish
- ✓ City Hall closed Friday
- ✓ Not sufficient Latino representation
- ✓ **Traffic on 57 and 91 freeways**
- ✓ Not a safe city; a lot of crime
- ✓ Hard to do business within the City
- ✓ Response from City Hall
- ✓ Some of bad police officer with bad attitude (safety concern)
- ✓ Parking in old town
- ✓ Pot holes in street
- ✓ **Road construction**
- ✓ Very little exposure
- ✓ Far from cities with higher goods demand among population
- ✓ **Cost of doing business**
- ✓ Most people not familiar with where Placentia is; size
- ✓ **Traffic due to the Crowther-Kraemer underpass**
- ✓ Too many city ordinances; Planning department not consistent with business regulation
- ✓ Permit fees for solar PV installations are too high
- ✓ Great demand for our preschool, want to expand, no help or encouragement from City
- ✓ City needs more income; lower buying power
- ✓ Missing directory of businesses in Placentia
- ✓ Police Department seems under staffed- need better response time and cooperation

Are you aware of the Placentia Business Center?

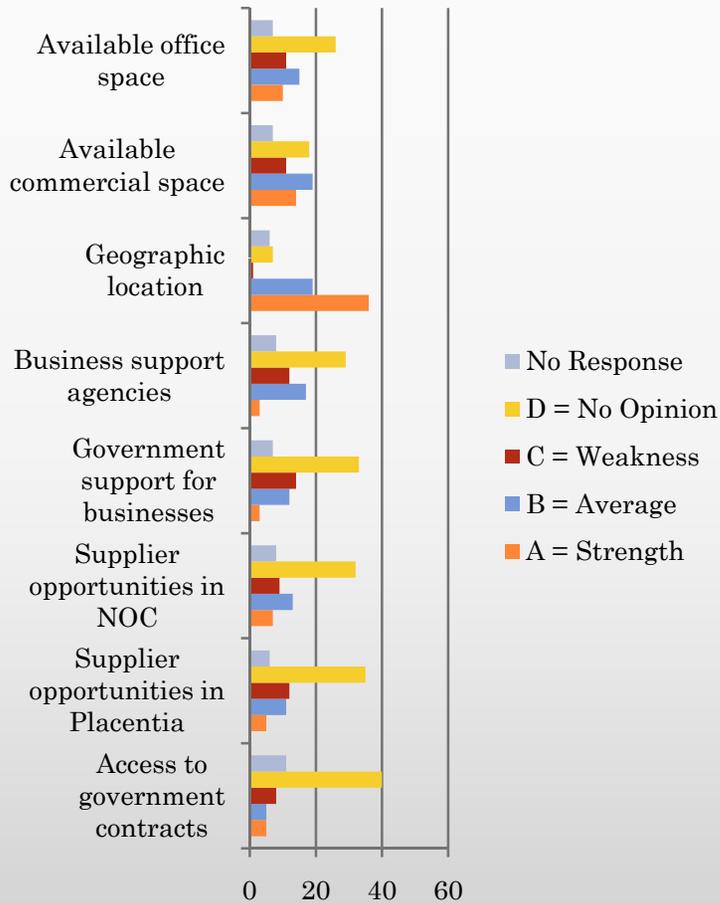


If no, would you like information about Placentia Business Center?

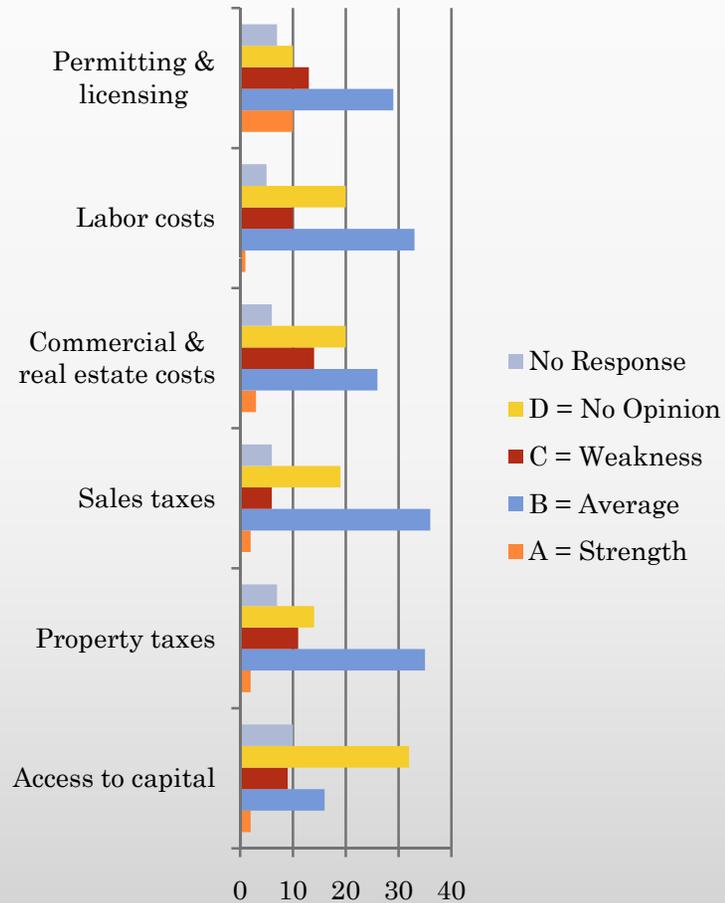


PLEASE RATE THE FOLLOWING PLACENTIA CHARACTERISTICS FROM A BUSINESS PERSPECTIVE.

Business Support & Opportunities

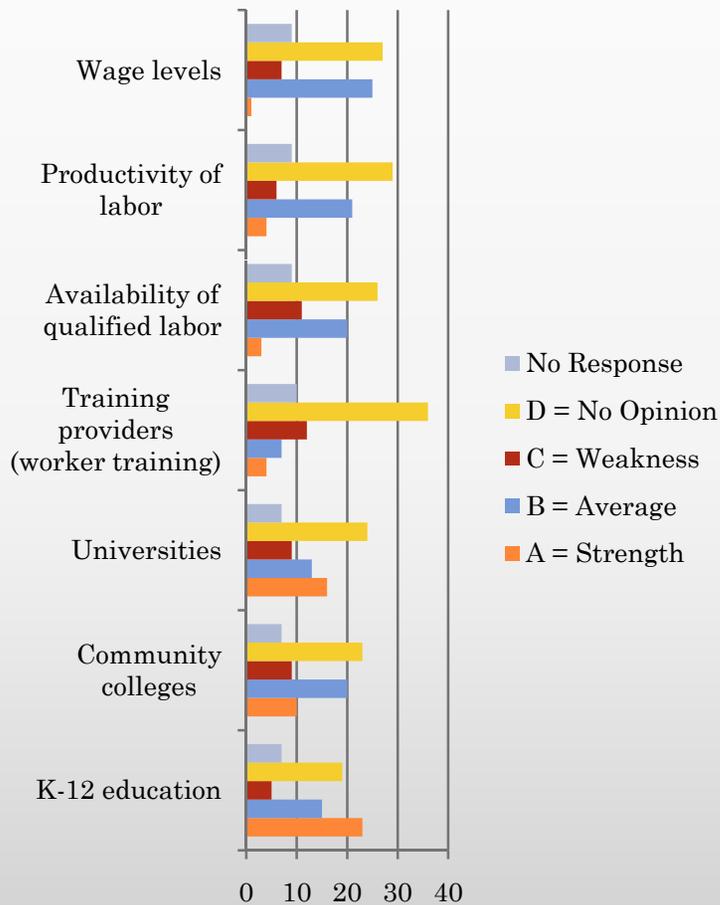


Financing, Costs & Taxes

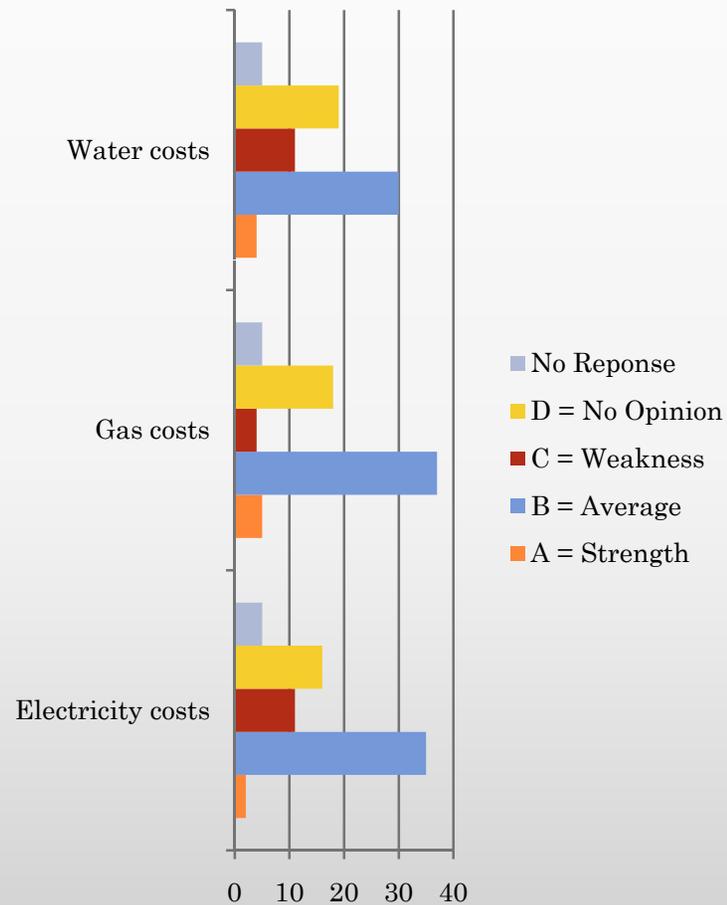


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Education, Training & Labor

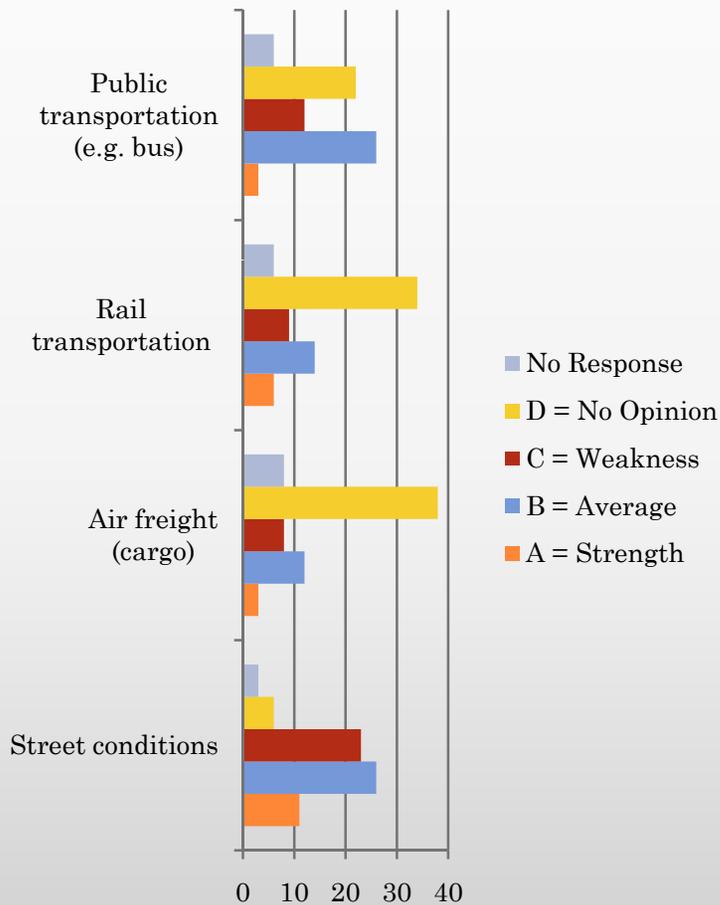


Utilities

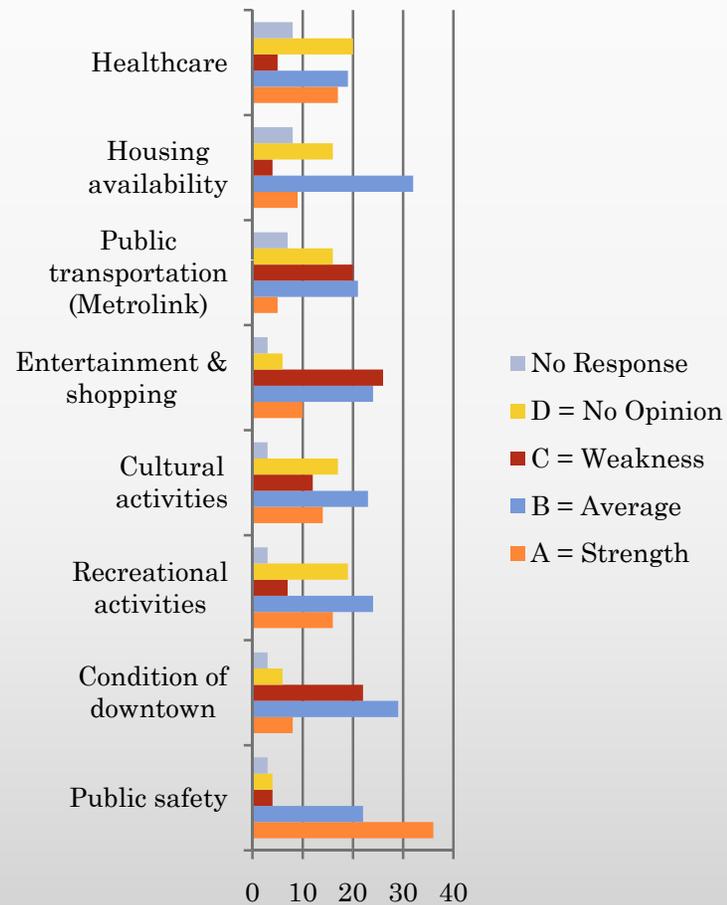


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Transportation



Quality of Life



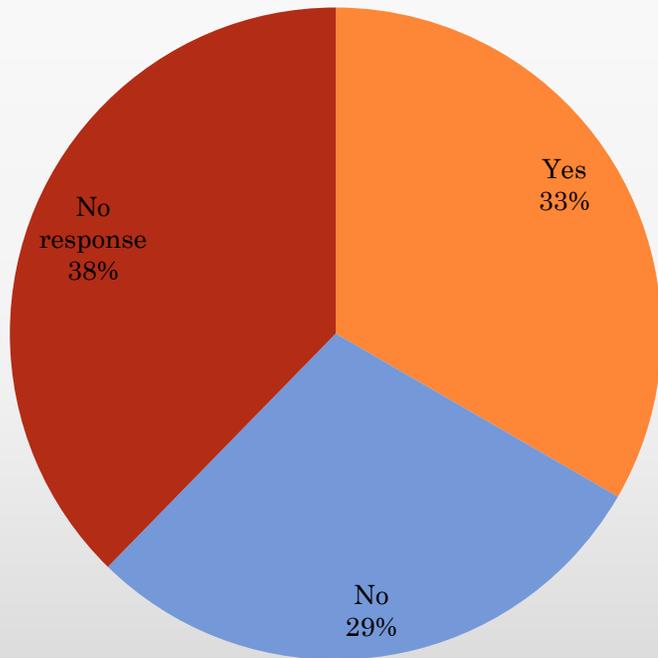
WHAT ARE THE TWO MOST IMPORTANT ISSUES TO IMPROVING OVERALL BUSINESS OPPORTUNITIES IN PLACENTIA?

- **Chamber growth/support**
- **Education (K-12)/trade related education**
- Keep cost taxes etc licensing fees reasonable
- Develop downtown/parking/better maintenance
- **Increase businesses**
- Creating jobs/unemployment
- Keeping moderate wealth residents
- More business space available
- **City image/appearance**
- **Less taxes/lower sales tax**
- **Less government/regulation/Obamacare**
- Sales/gaining word of mouth exposure
- A safer City/keep graffiti out
- **Decrease crime/eliminate the Hispanic gangs i.e. Atwood & La Jolla**
- **Overall economy/access to capital**
- Promoting Placentia as a location in the county/marketing
- Permission to expand preschool-there is a great demand for quality preschool/day care
- **Maintain and improve streets**
- Easier to open new retail businesses
- Monthly community activities/employment fair
- Product diversity
- **Open roads/complete railway bridges**
- Public transportation/Parking
- **Tax incentives**
- **Space to establish a business/leasing buildings**
- Widespread distribution of each business category
- Remove unnecessary stops along Crowther – since bridge was built-no cross traffic except parking lot. Waste a lot of time!
- Minor renovations without losing the antiqueness of the City
- Cleanliness
- Advertising/visibility/PR
- Educating consumers about the value of pace and energy efficiency upgrades
- Interest in business development
- Increasing buying power of residents/sentiments

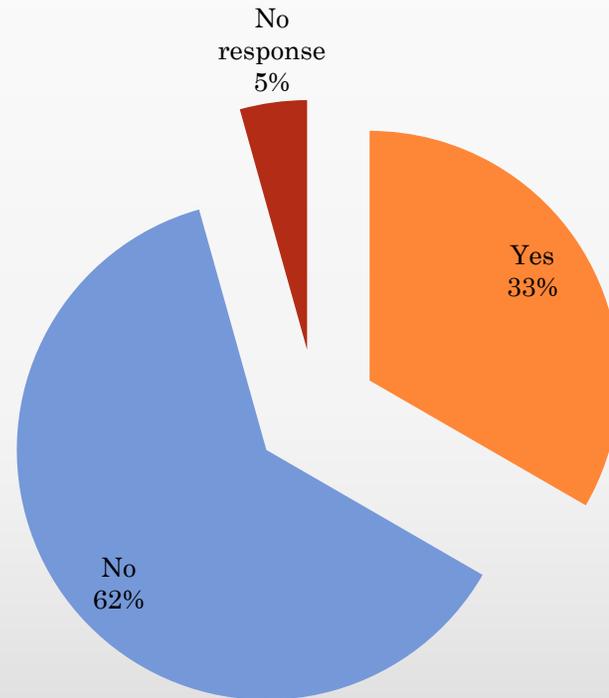
WHAT ARE THE TWO GREATEST BARRIERS FACING YOUR BUSINESS?

- **Healthcare reform/employee costs**
- Rising costs/cost of overhead expenses
- **Finding good, quality help/sales employees**
- Growth/lack of clients
- Regulation regarding firearms
- More affluence is needed
- **Visibility/exposures**
- Access/proximity of Home Depot
- **Be more competitive/more business**
- Lack of health insurance coverage
- **Road construction problems/street construction for the next four years on Orangethorpe**
- **Don't like paying City tax and County tax**
- **Marketing/finding new clients**
- Business signs are old/no signage
- Not a clean parking lot
- Low pricing services
- No support from the City for expansion and the need in City
- No one thinks to shop in Placentia
- **Overall sluggish economy**
- **Office space available/warehouse**
- **Access to capital to expand business and add an employee/banking relationships**
- Permitting/Licensing/Government/City Council
- Location due to Metrolink construction
- Changing demographic
- Disappearing market
- Source of customers/# of competitive contractors
- Apprehensions
- Clients are outside of Placentia
- Decrease in employee dental benefits
- Public transportation
- Placentia disposal new billing practices
- **Lack of parking/traffic/customer interest**
- Becoming well-known outside of Placentia
- Automobile space on extremely productive and/or busy days
- Nothing to do with City
- Freeway noise
- New corporate customers, business to area

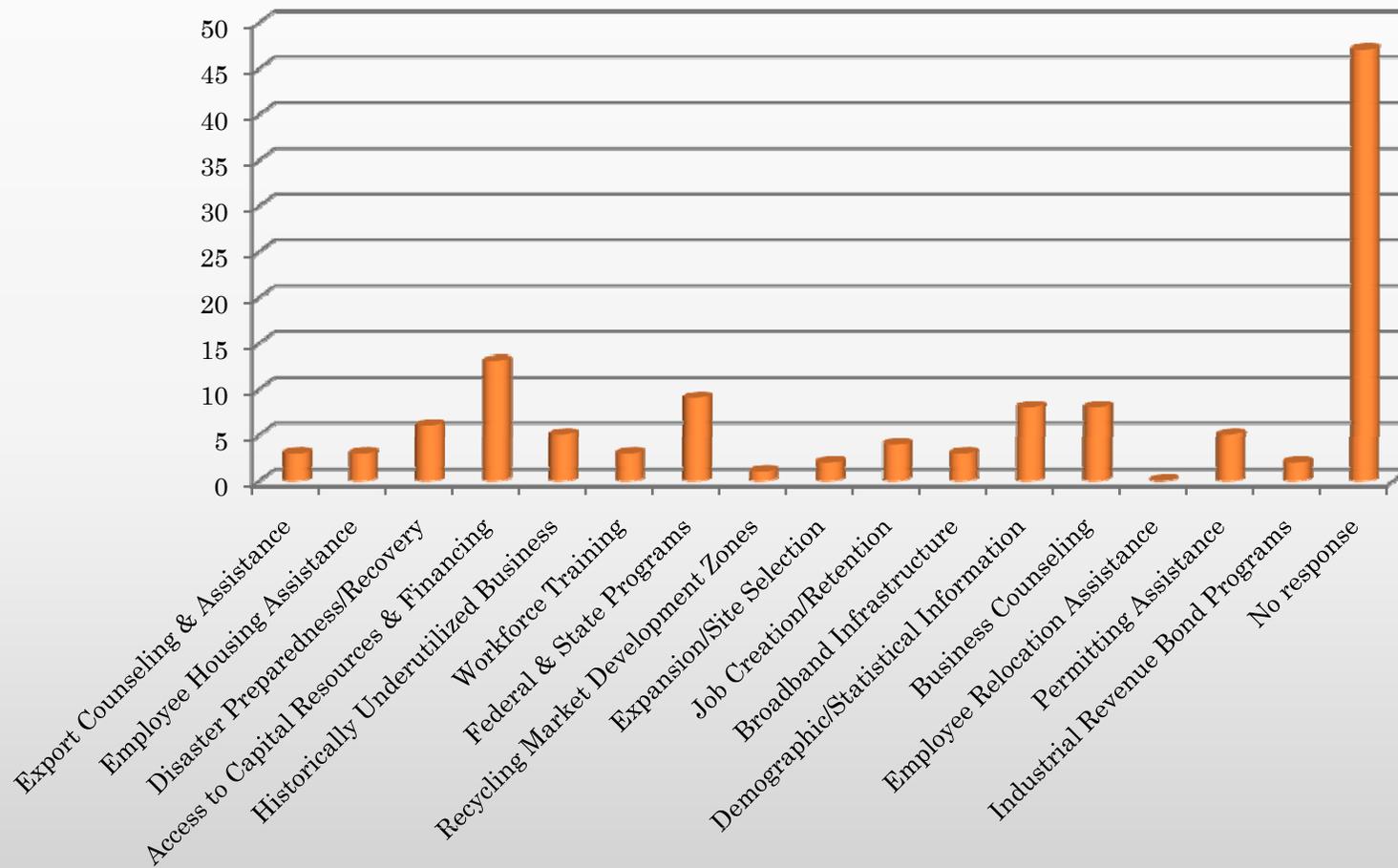
If you are in a commercial center, do you believe that an exterior renovation would increase your business appeal and generate more customers?



Do you believe that the forthcoming Metrolink commuter rail station in Downtown Placentia will generate more business/customers for your business?



TOPICS OF INTEREST TO BUSINESSES



FINAL COMMENTS

- “It would be nice to increase tax revenue through business expansion (sales tax, etc).”
- “I think the license renewal fee is unnecessary and high for sole proprietorships.”
- “Keep Placentia safe, relatively affluent well kept roads, parks, and appearance.”
- “Reduce basic permitting of licensing costs.”
- “There are some terrible looking homes and commercial buildings that need to be upgraded, including my own.”
- “I have had no involvement with Placentia City except to pay my business license fees.”
- “Very happy to work/live in Placentia. Wish we had more of a real (or larger) downtown.”
- “Completing the road improvements. It is difficult to get from place to place now.”
- “Workman’s comp costs are out of control. Rates increase every year due to fraud.”
- “We have been very happy operating here for 19 years.”
- “Business fair.”
- “A detailed guide to opening a business in Placentia with expected permit fees and options.”
- “Appropriate waste disposal protocols and security systems will be very helpful.”
- “Glad you are working on the train under/over passes and will be glad when Kraemer is done!”
- “Fog fees more than 2 times of business license fees.”
- “Additional incentives/tax credits for hiring new employees.”
- “Would really like to have a better relationship with Police Department, nothing bad, just not partners like other cities I’ve worked.”
- “Please have a business fair and expo that is heavily marketed each year or a Placentia summer fair. It would be great for exposure.”
- “Nothing on a local level, state and federal taxes/fees especially healthcare are a huge burden to a small business.”
- “Upgrade appearances of strip malls; make historical areas inviting; clean up playgrounds and parks.”
- “I think some of the streets should be redone, ex: Crowther between Melrose and Placentia Blvd.”
- “Do not raise sales taxes.”
- “Placentia needs to create an identity and create “A known for” personality.”
- “Trees are blocking our pole sign driving towards Yorba Linda Blvd. Trees do not belong to Rose Linda shopping center. We also hope the police work more professionally.”