



**Joint Meeting of the
Leesburg Diversity Commission
and the
Leesburg Economic Development Commission**

**Tuesday, June 6, 2017 • 7:00pm
Lower Level Conference Room 1
Leesburg Town Hall • 25 West Market Street**

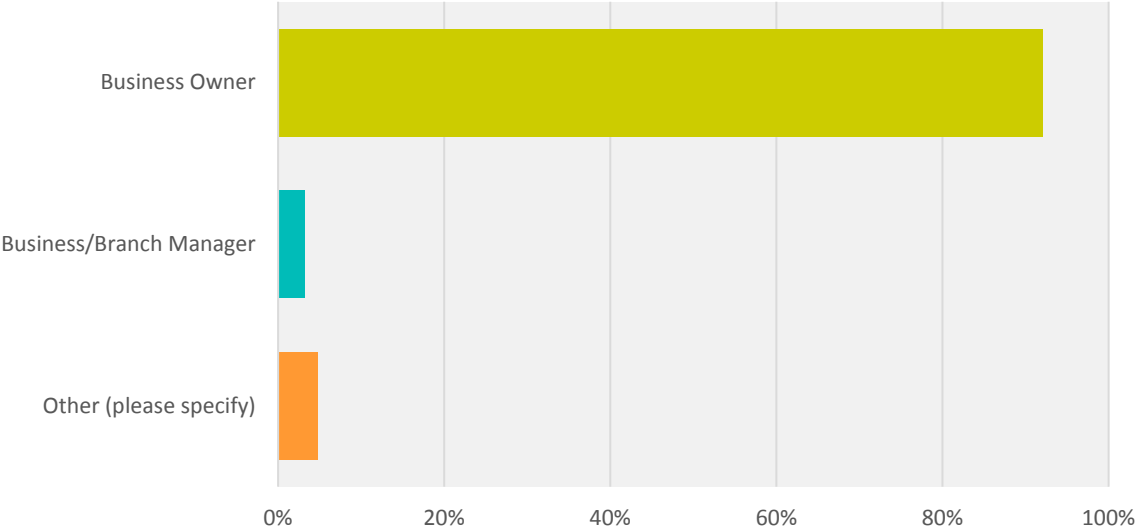
Meeting Agenda

- Call to Order
- Approval of Agenda
- Petitioners
- Discussion Items:
 - Business Survey Results
 - Business Forum
- Commissioner Comments
- Adjournment

Leesburg Business Survey Results

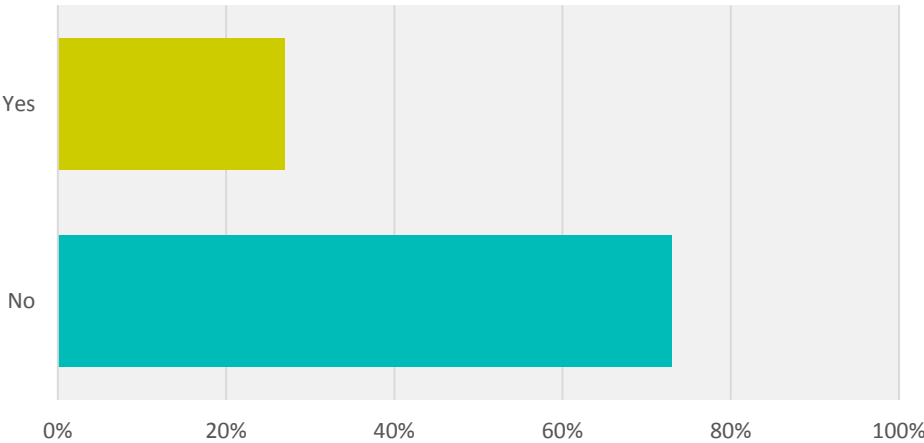
Survey was conducted online on SurveyMonkey. 2,514 postcards were mailed to Leesburg businesses in late March 2017 and was promoted via Town website, Facebook and Twitter. 63 responses were received (2.5% response rate).

1. What is your role with this business?



“Other” responses: District Manager, Manager of Financial Reporting, Comptroller

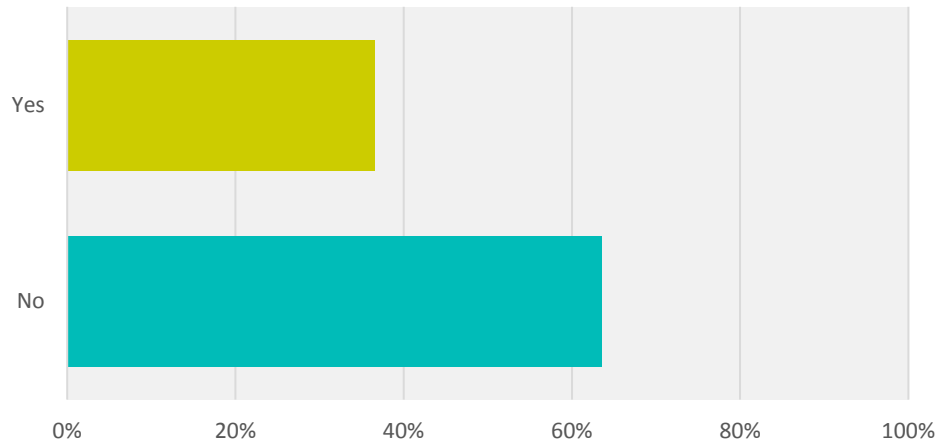
2. Is this a home-based business?



3. How long has the business been located in the Town of Leesburg?

Maximum: 40 years
Minimum: Six months
Average: 10.3 years
Median: 5.5 years

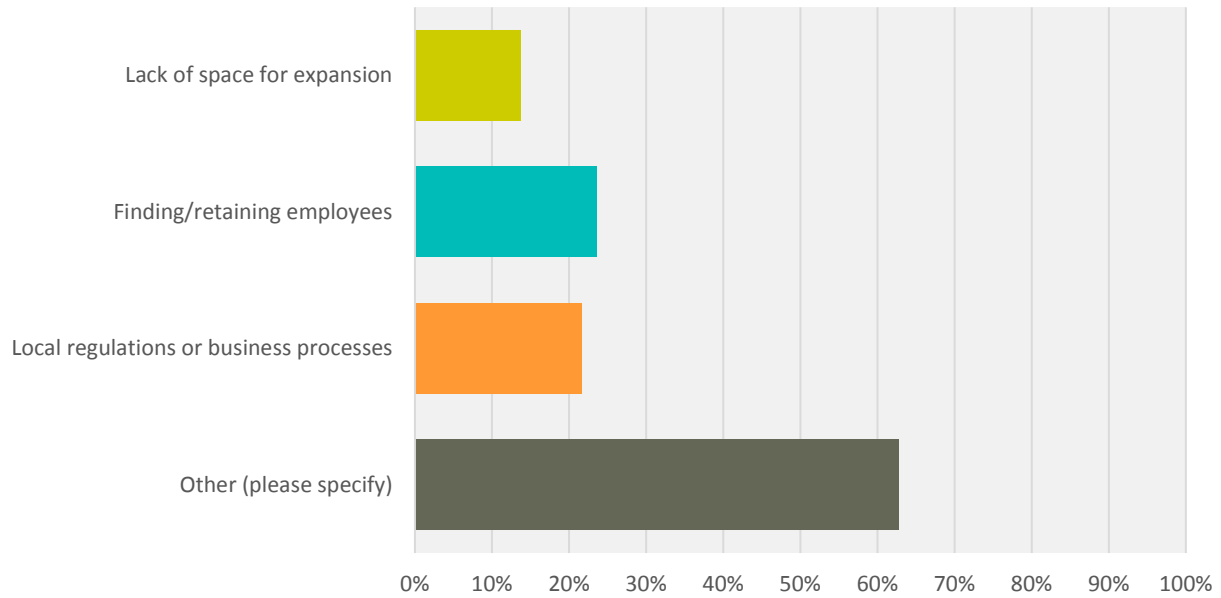
4. Is the business classified as a Woman-owned, Minority-owned or Service Disable Veteran-owned small business?



5. Who are your business's primary customers?

Local area residents	38
Local businesses	12
Tourists	7
Federal government	6
Regional residents	4
Commercial property owners	3
Homeowners	3
Non-profit organizations	3
Builders/contractors	2
Online customers	2
State government	2
Government (non-specific)	1
Individuals moving overseas	1
Local employees	1
Local government	1
Pilots	1
Property managers	1
Schools	1

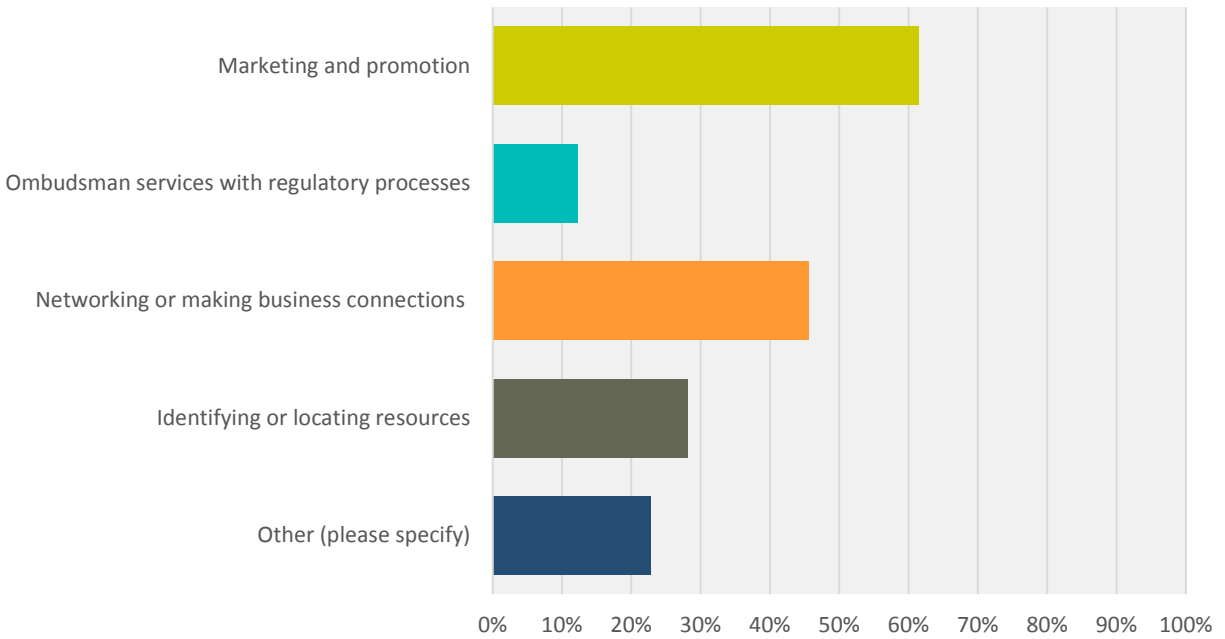
6. What are the barriers, if any, to growing your business in the Town of Leesburg?



“Other” responses (32):

None	10
Finding/attracting new customers	7
Cost of office/retail space	6
Lack/cost of parking	6
Access to capital	1
Consumer confidence	1
Distance from Washington DC	1
Lack of office space	1
Local business taxes	1
Poor signage for parking and public restrooms	1
Visibility	1
Zoning regulations	1

7. What can the Town of Leesburg do to help your business succeed and/or grow?



“Other” responses (13):

Nothing	4
Reduce cost of parking meters	2
Attract name-recognized anchor to downtown	1
Buy local	1
Help with finding partners/investors	1
I don't know	1
Improve parking	1
Lower Taxes	1
Public Parking signage	1
Public Restroom signage	1
Reduce local regulation	1

8. What percentage of your employees are Town of Leesburg residents?

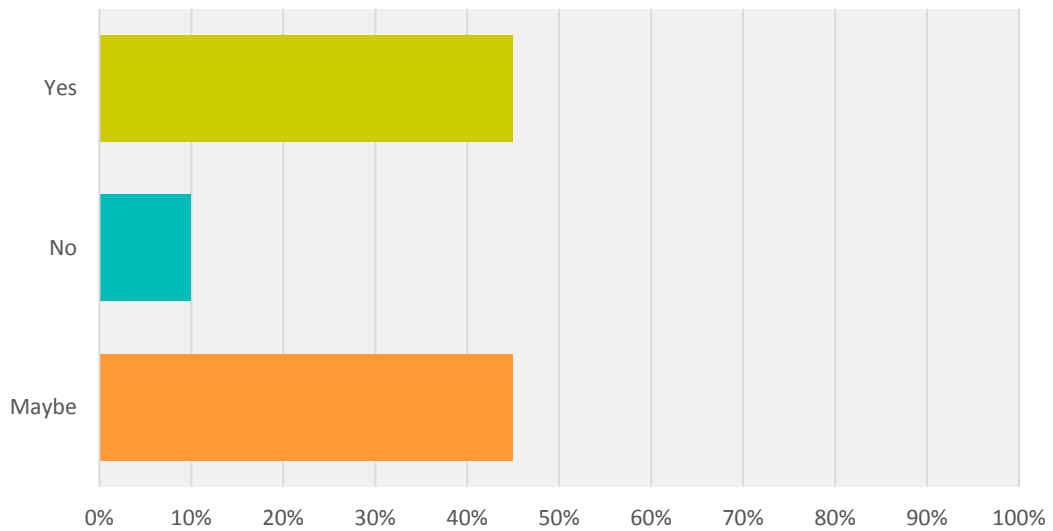
Average: 56%

Five businesses responded that they have no employees.

9. Where do you advertise job openings?

No advertising	22
Craigslist	12
Indeed	9
Facebook	6
Word of mouth	6
Online (non-specific)	4
Company website	2
In-store notices	2
Newspaper	2
Career fairs	1
Colleges	1
Dice	1
FlexProfessionals	1
High Schools	1
LinkedIn	1
Monster	1
NextDoor	1
Workforce Center	1
ZipRecruiter	1

10. Would you attend a business forum to receive and contribute information about doing business in Leesburg?



11. What topics would encourage you to attend such a forum?

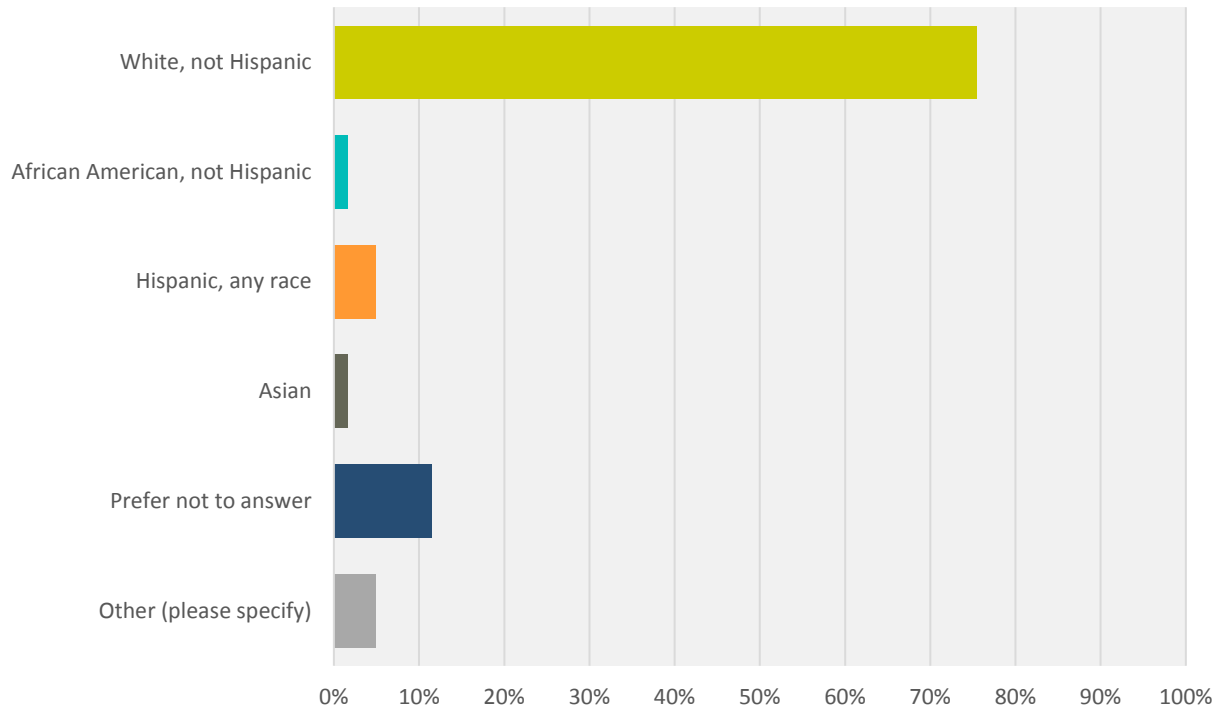
Networking	11
Marketing	10
Downtown revitalization	5
Promotions	3
Health-related business issues	2
Business development	2
Capital/Financial assistance	2
Employment law	2
Budgeting	1
Business accounting	1
Business organization	1
Business resources	1
Business start-up	1
Economic forecasts	1
Growing my business	1
Growing your online business	1
Identifying business opportunities	1
Local tax and regulatory requirements	1
Retail opportunity gap	1
Subcontracting opportunities	1
SWM Certification	1

12. Name three things the Town of Leesburg can do to improve the success of local businesses.

Parking	8
Marketing	7
Cut regulations	5
Networking opportunities	5
Promotion/marketing assistance	5
Buy from local businesses	4
Assistance with resources	3
Local Business tradeshow	3
Lower taxes	3
Main Street	3
More special events	3
Promotion of Historic Downtown	3
Public Restrooms in downtown	3
Rent control	3
Work with developers/landlords on optimum mix of businesses	3
Encourage Town/County employees to patronize local businesses	2
Enforce building maintenance code	2
Expand/improve Leesburg Executive Airport	2
Help with access to capital	2
Infrastructure	2
More opportunities for businesses to participate in Town events	2
Public parking signage	2
Town Chamber of Commerce	2
"Best of Leesburg" survey/contest	1
Activities	1
Allow promotional signage outside stores	1
Annual HUBZone Career Fair	1
Assist with hiring HUBZone employees	1
Better communication with businesses	1
Better coordination of IT systems with County	1
Better internet service	1
Building code exemptions for historic structures	1
Celebrate local businesses	1
Close King Street for special events	1
Continue HUBZone Quarterly meetings	1
Continue Youth Career Fair	1
Downtown traffic enforcement	1
Focus on Nighttime Economy	1
Group insurance/group purchasing assistance	1
Incentives for building renovations	1
Lower business costs	1
More health/wellness events	1

More parking	1
Online Business Directory	1
Place to list businesses/post business cards (physical location)	1
Print business directory	1
Promote local aviation businesses	1
Promote local businesses	1
Promote/support SBDC & Million Cups programs	1
Reasonable sign regulations	1
Regional cooperation on transportation issues	1
Seminars	1
Small business development	1
Stay business friendly/laissez faire	1
Support Arts & Cultural District	1
Tax incentives for hiring Town residents	1
Tax incentives for HUBZone businesses	1
Tax incentives to new businesses	1

13. If you are the business owner, would you be willing to share your race and/or ethnicity?



“Other” responses: American Indian/European, More than one category, owned by a corporation

14. Would you like for someone from the Leesburg Economic Development Office to contact you about providing assistance to your business?

