



# Plantation, Florida

## 2025 City of Plantation Business Survey

### Findings Report

Submitted to Plantation, Florida by:

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September 2025



**ETC**  
INSTITUTE

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# Executive Summary



### **Purpose**

ETC Institute administered a survey to businesses in the City of Plantation during the summer of 2025. The purpose of the survey was to help the City of Plantation determine the business community's priorities for city services, programs, and strategic economic development efforts. The survey results will help guide the economic development direction and make sure that tax dollars go toward things that make this great community even better.

### **Methodology**

The five-page survey, cover letter and postage-paid return envelope were mailed to businesses in the City of Plantation. The cover letter explained the purpose of the survey and encouraged businesses to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the businesses that received the survey to encourage participation. The City of Plantation also sent out emails and social media posts with an online link to the survey to encourage participation.

A total of 351 businesses completed the survey. The overall results have a precision of at least  $\pm 5.07\%$  at the 95% level of confidence, indicating a high level of confidence that the sample size accurately represents the opinions of the business community.

This report contains:

- An executive summary of the methodology for administering the survey and major findings.
- Charts showing the overall results for questions on the survey.
- Importance-Satisfaction analysis to help determine City priorities.
- Open-Ended comments from the survey.
- Tables that show the results of each question on the survey.
- A copy of the survey instrument.



## Major Findings

### Perceptions of Plantation

Business respondent satisfaction with the various aspects of Plantation’s business environment is very high. 77% of respondents rated Plantation as a business-friendly city. The perceptions of Plantation that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses were access to airports and seaports (87%), access to highways (86%), availability of retail, dining and entertainment (83%), and the overall image of the City (83%). The lowest rated perceptions, availability of property or land and level of taxation, still had 49% and 48% satisfaction, respectively.

Respondents were also asked to indicate which were the most important reasons for them to locate their business in Plantation. Based on the sum of respondents’ top three choices, the top three reasons businesses chose Plantation were the overall image of the City (33%), Plantation as a safe City (31%), and Plantation as a business-friendly City (29%).

Respondents were also asked to indicate which perceptions of Plantation were the most important reasons for them to stay in Plantation for the next 5 years. Based on the sum of respondents’ top three choices, the three reasons for them staying in Plantation were: Plantation as a safe City (34%), The overall image of the City (31%), and the physical appearance of the area where your business is located (23%).

### Overall Satisfaction with Major Services in Plantation

Overall satisfaction with city services was very high among businesses in the City of Plantation. The major city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among businesses were fire services (89%), emergency medical services (88%), and police services (87%). The lowest rated City service, enforcement of city codes and ordinances, still had 60% satisfaction.

Respondents were also asked to indicate which three City services they believe were most important to their business. Based on the sum of respondents’ top three choices, police services (30%), street maintenance, including sidewalks, medians and curbs (22%), and emergency medical services (19%) are the most important.

### The Future and Challenges

When asked which three items have been a barrier to growing, establishing, or relocating their business to Plantation, the top three responses were cost of leasing or purchasing retail or commercial space, obtaining permits, and ability to find good employees. In the future, businesses believe that retail and restaurants, professional services and the creative economy have the most potential to positively influence Plantation’s economy.

In the next 24 months, thirty-five percent (35%) of businesses are considering hiring additional staff in Plantation, twenty-seven percent (27%) are considering expanding in Plantation in existing or new locations. Only four percent (4%) of businesses indicated that they are considering closing in the next 24 months.



### **Safety in Plantation**

Businesses indicated high satisfaction with safety in Plantation. Ninety-one percent (91%) of respondents indicated they think their employees and customers feel “very safe” (58%) or “safe” (33%) when visiting their business location during the day. 72% of respondents indicated they think their customers and employees feel “very safe” (32%) or “safe” (39%) visiting their location at night.

Twenty-nine percent (29%) of respondents reported seeing people experiencing homelessness near their business almost daily, while 25% said that they seldom or never saw people experiencing homelessness near their business. Thirty percent (30%) of respondents indicated that their business is enrolled in the Plantation Police Department’s Trespass Program, however, forty percent (40%) of respondents indicated that they did not know if their property owner or manager was enrolled in the program.

### **Codes and Regulations**

The highest levels of satisfaction with City codes and regulations, based upon the combined percentages of “very satisfied” and “satisfied” were the zoning regulations for residential development (69%), the maintenance requirements for business properties (69%), and business parking regulations (67%). Respondents were least satisfied with regulations for short-term rental properties (60%).

### **City Communication**

The City’s website (41%), word of mouth (40%), and the city’s social media (32%) are the three most used information sources for getting information about the City of Plantation. Businesses indicated that they would prefer to get information about the city from city websites, city social media, and the Mayor’s electronic newsletter by email or text. By aligning these information sources, the City of Plantation can improve communication and satisfaction among businesses.

### **Sustainability and Resiliency**

- Seventy-five percent (75%) of businesses agree that the City is well-prepared for emergencies and extreme weather events.

### **Business Profile**

Respondents were predominantly small businesses focused on the local economy:

- Most businesses have 10 or fewer employees.
- Over 50% of businesses reported having a gross annual revenue or sales of less than \$100,000.
- Respondents estimated that 66% of their customers are from the City of Plantation or are from Broward County.
- 51% of business respondents have been in business in Plantation for more than 10 years. Twenty-two percent (22%) of businesses are members of the Plantation Chamber of Commerce; 47% are not members but are familiar with the Chamber, 31% are not members and are not familiar with the Chamber.

# 2025 City of Plantation Business Survey

## Executive Summary



### Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the city identify service investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance businesses placed on each city service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, this analysis can help determine which services should be prioritized by the city over the next two years. Details regarding the methodology for the analysis are provided in **Section 2** of this report.

Based on the results of the I-S analysis, no major services were recommended as the top priorities for investment over the next two years. The City of Plantation should continue its current efforts to maintain high business community satisfaction.

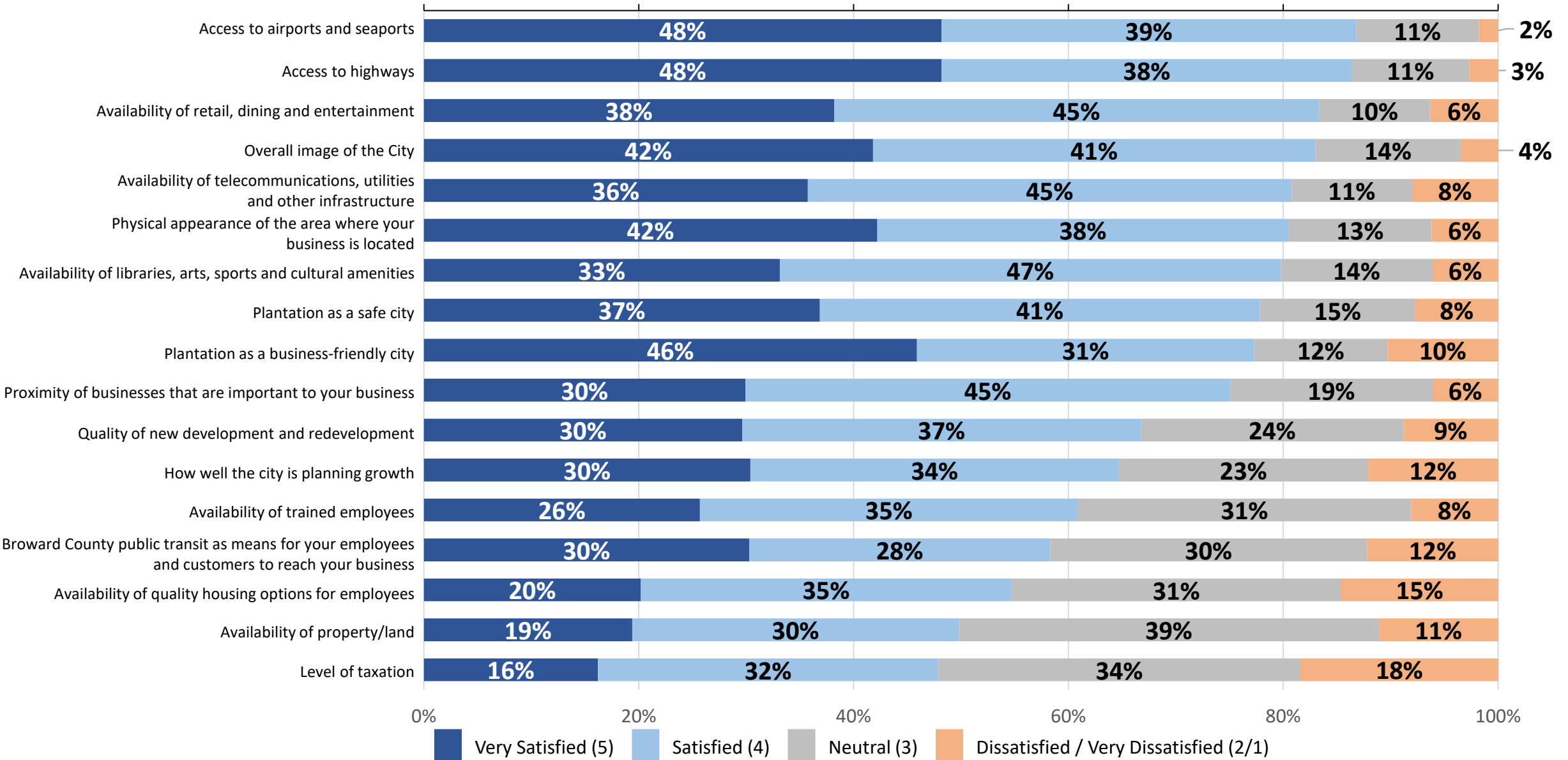
2025 Importance-Satisfaction Rating Plantation, Florida Major City Services						
Category of Service	Most Important		Satisfaction		Importance-Satisfaction Rating	I-S Rating Rank
	Important %	Rank	Satisfaction %	Rank		
<b>Medium Priority (IS &lt;= .10)</b>						
City planning, zoning & development review	13%	10	62%	15	0.0483	1
Street maintenance, including sidewalks, medians & curbs	22%	2	79%	7	0.0459	2
Stormwater drainage & flood management	14%	7	67%	13	0.0452	3
Police services	30%	1	87%	3	0.0400	4
Local Business Tax Receipt Issuance & Renewals	12%	12	66%	14	0.0395	5
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	14%	5	72%	11	0.0389	6
Building permitting & inspections	9%	14	61%	17	0.0343	7
Enforcement of City codes & ordinances	8%	15	60%	18	0.0322	8
Street lighting	13%	8	78%	9	0.0298	9
Economic development inquiry or assistance	8%	16	62%	16	0.0290	10
Landscape maintenance along City streets & public areas	16%	4	83%	5	0.0269	11
Street sweeping & cleanliness of public areas	11%	13	79%	8	0.0233	12
Emergency medical services	19%	3	88%	2	0.0233	13
City water & sewer services	12%	11	80%	6	0.0232	14
City's communication efforts	6%	17	68%	12	0.0201	15
City parks, recreation services & events	13%	9	86%	4	0.0187	16
Fire services	14%	6	89%	1	0.0148	17
Annual Fire Inspections	5%	18	76%	10	0.0109	18



# Charts and Graphs

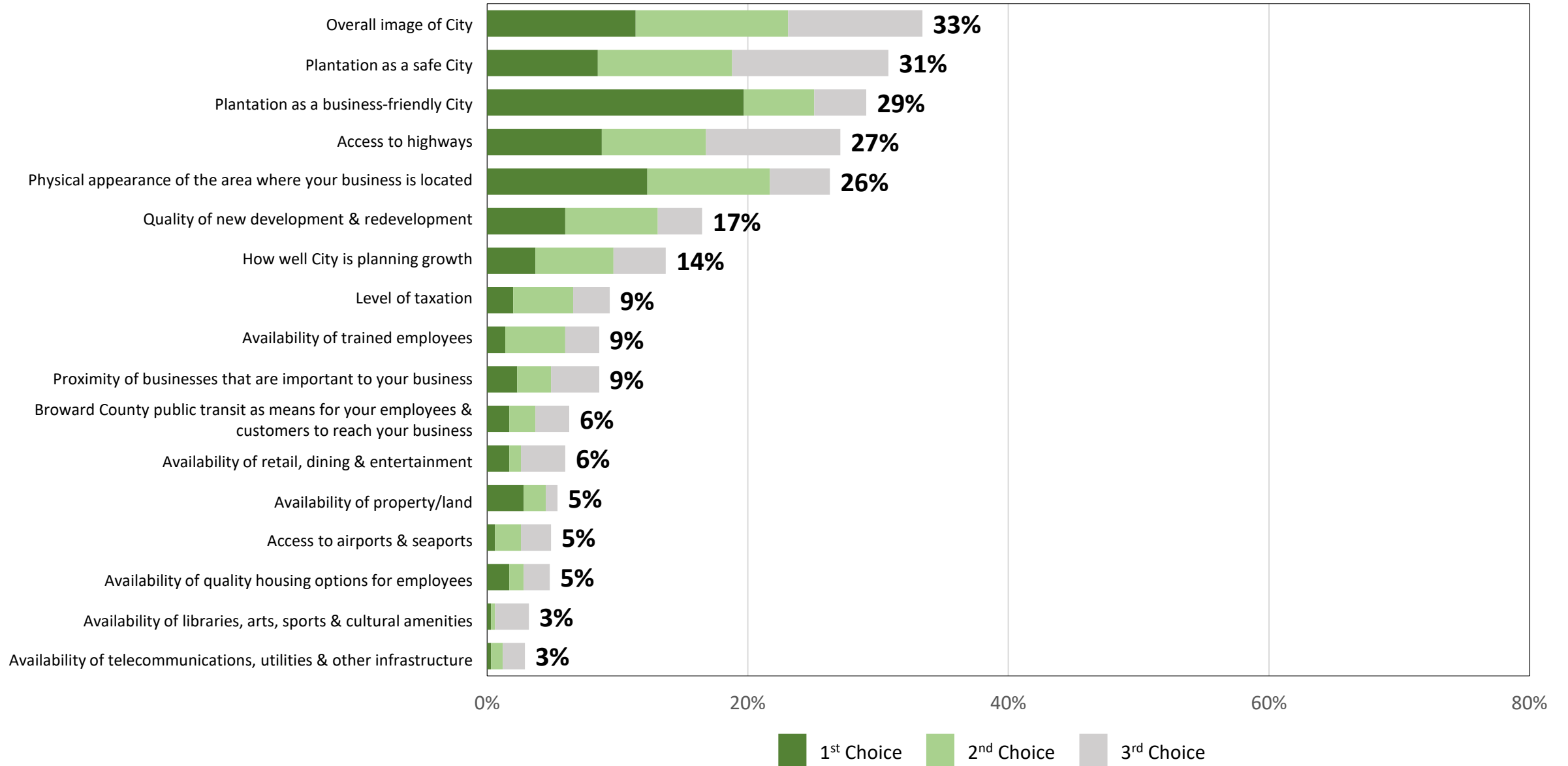
# Q1. Satisfaction With Perceptions Of The City

by percentage of respondents (excluding don't know)



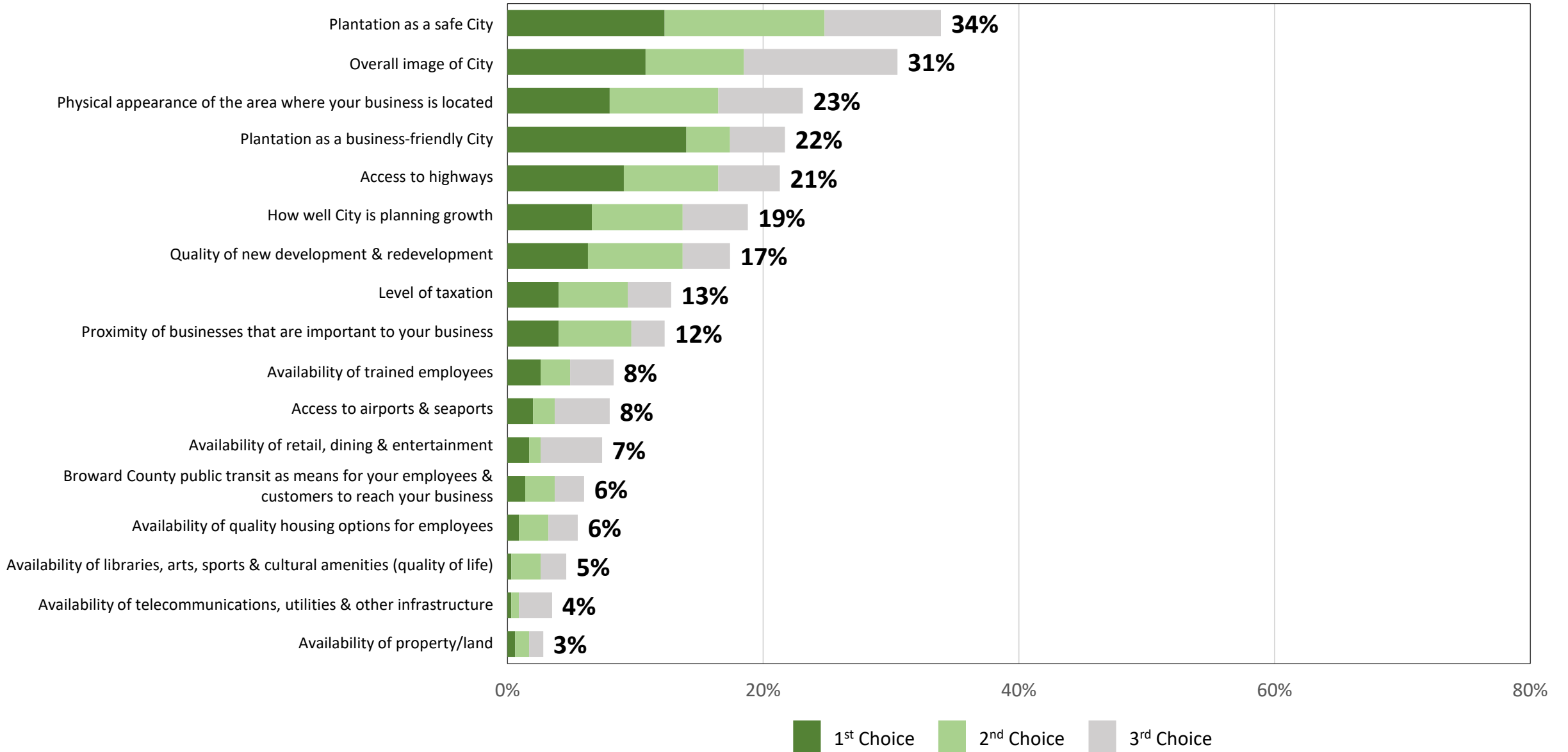
# Q2. Which THREE Items In Question 1 Were MOST IMPORTANT For Your Decision To Locate Your Business In Plantation?

by percentage of respondents who selected the item as one of their top three choices



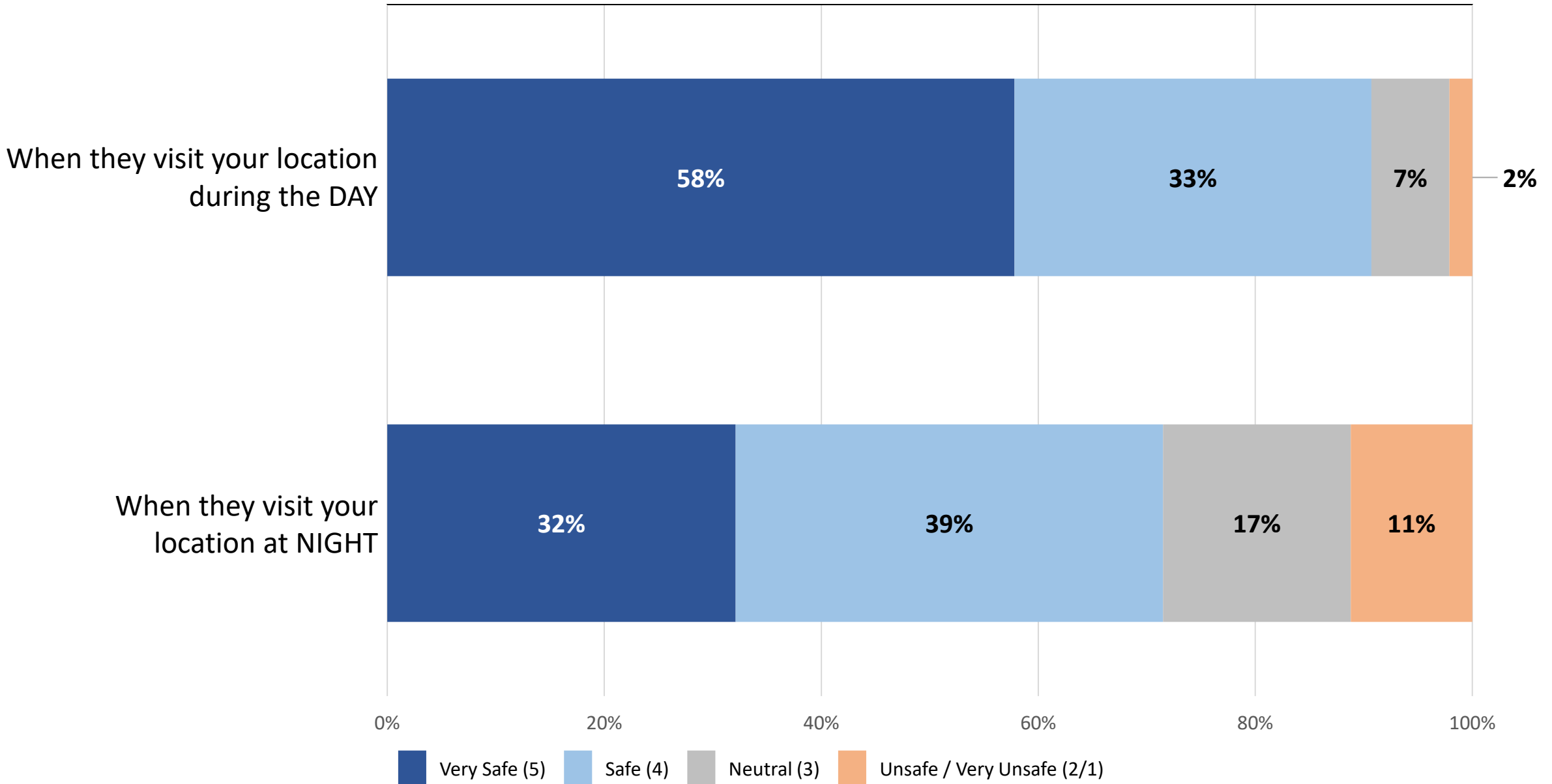
# Q3. Which THREE Items In Question 1 Are MOST IMPORTANT For Your Decision To Stay In Plantation For The Next 5 Years?

by percentage of respondents who selected the item as one of their top three choices



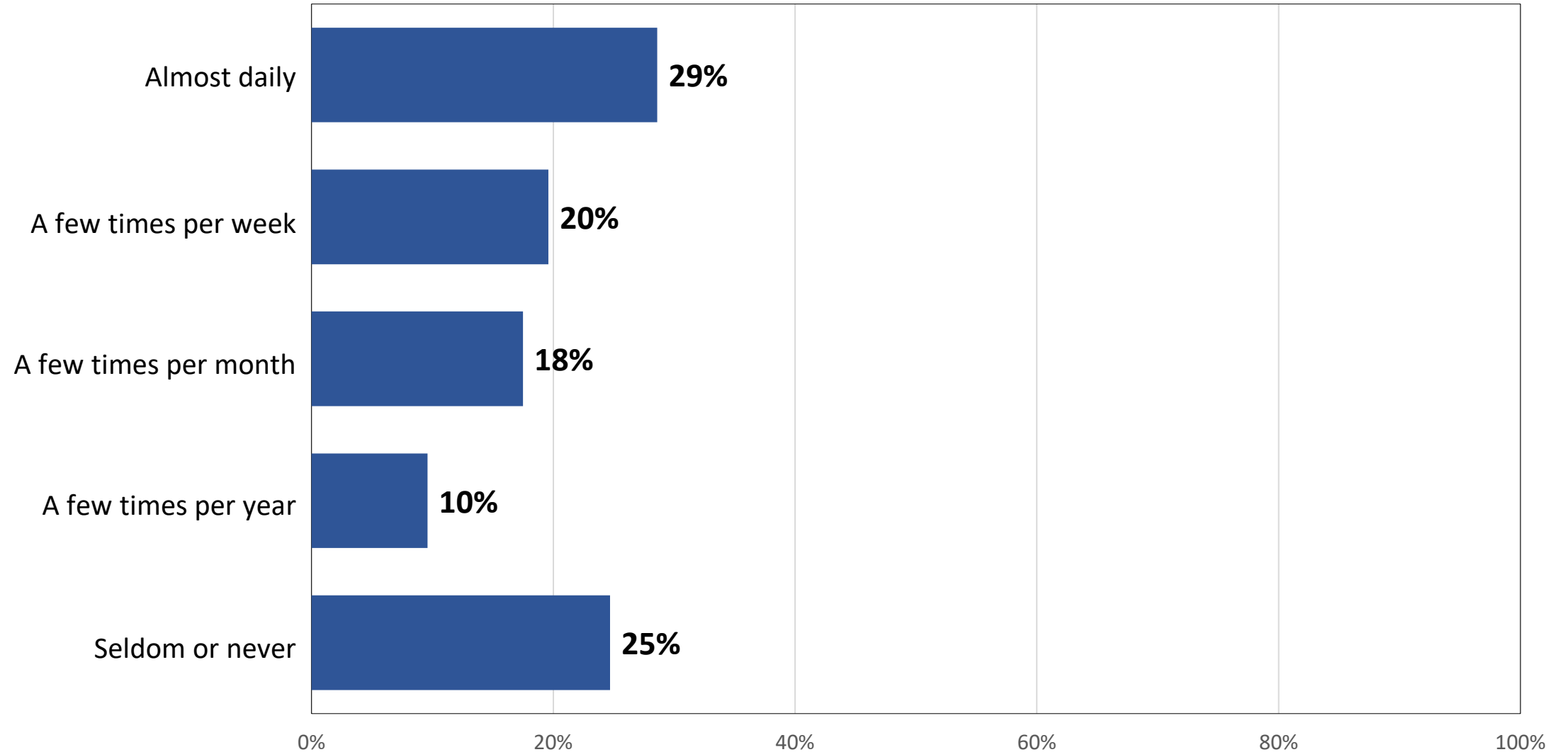
# Q4. Perceptions Of Safety

by percentage of respondents (excluding don't know)



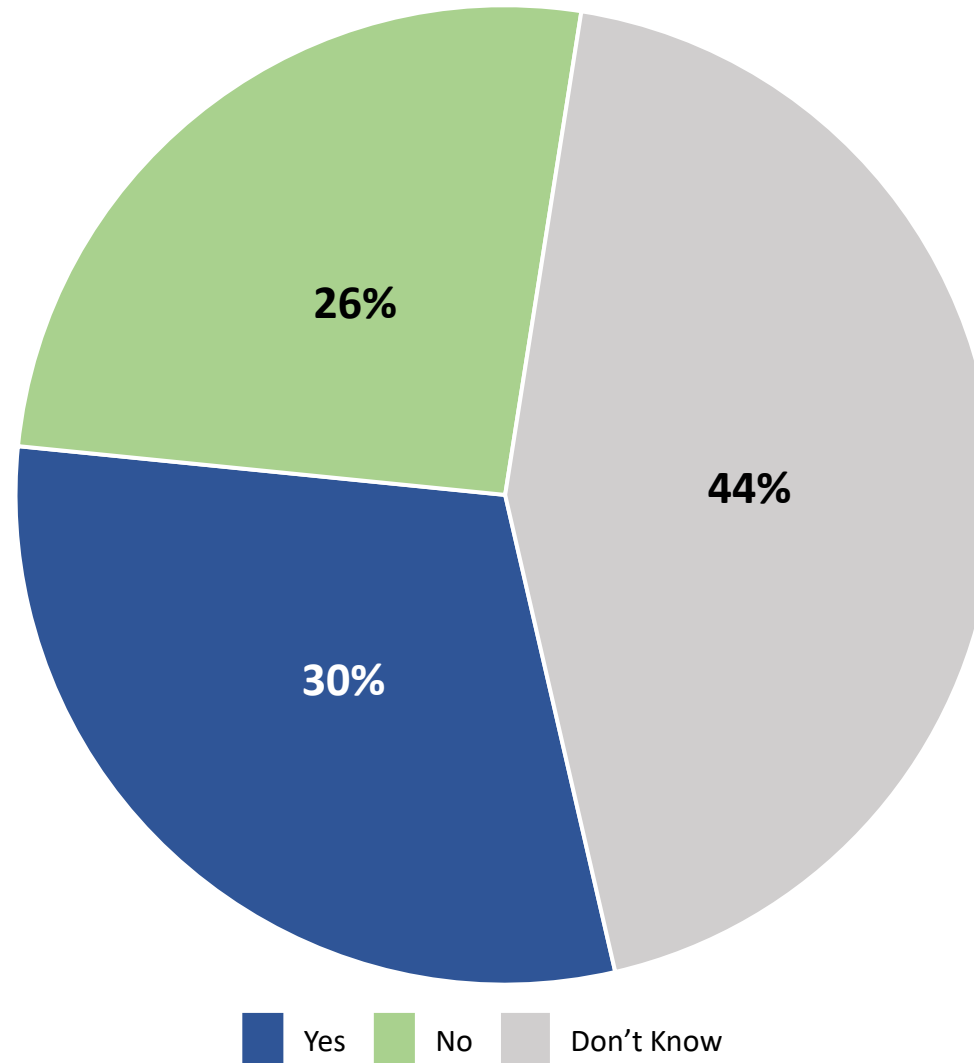
# Q5. How Often Do You See People Experiencing Homelessness In Your Area Of Business?

by percentage of respondents (excluding don't know)



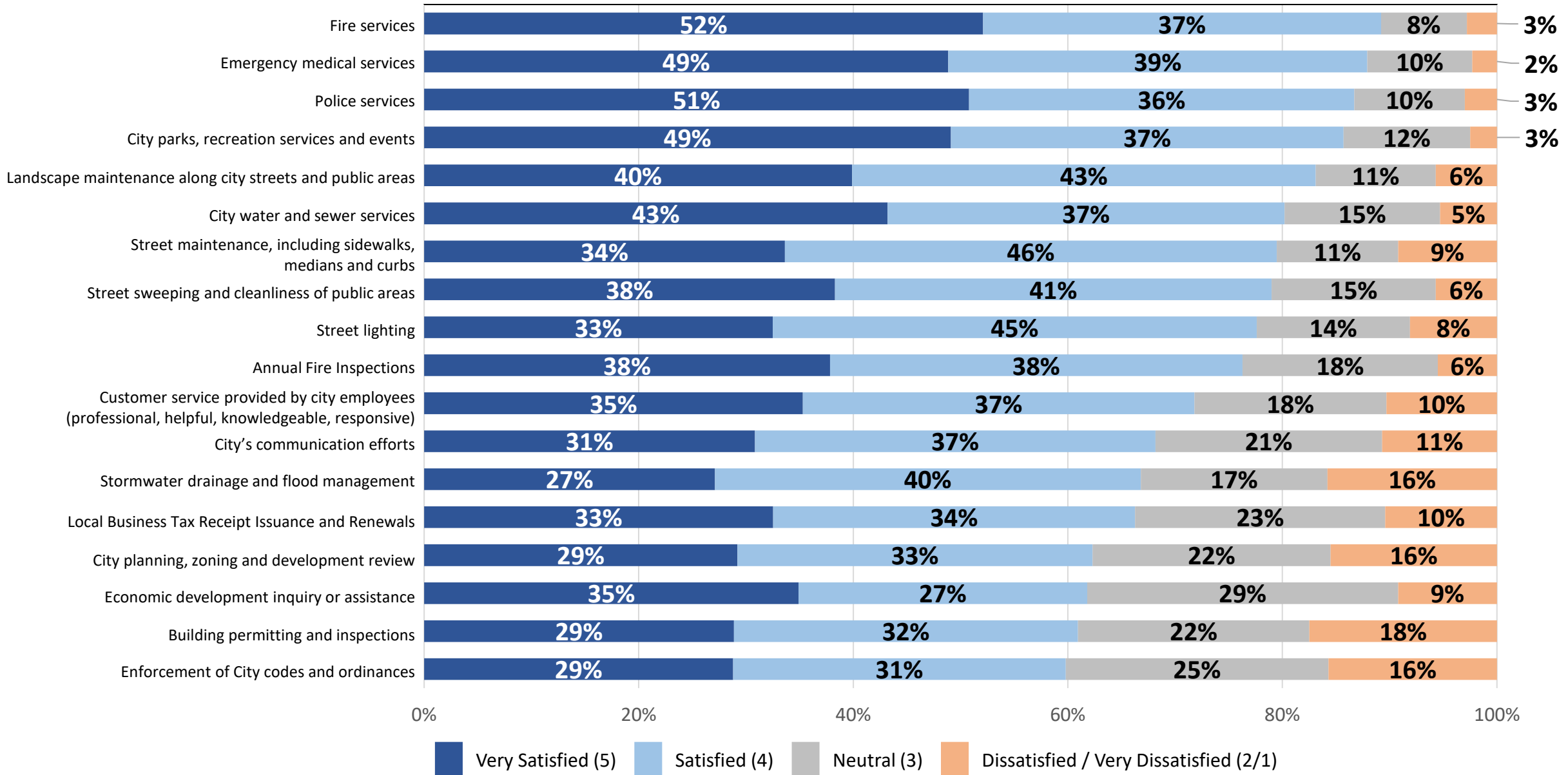
# Q6. Is Your Business Or Is The Property Owner/Manager Enrolled In The Plantation Police Department's Trespass Program?

by percentage of respondents



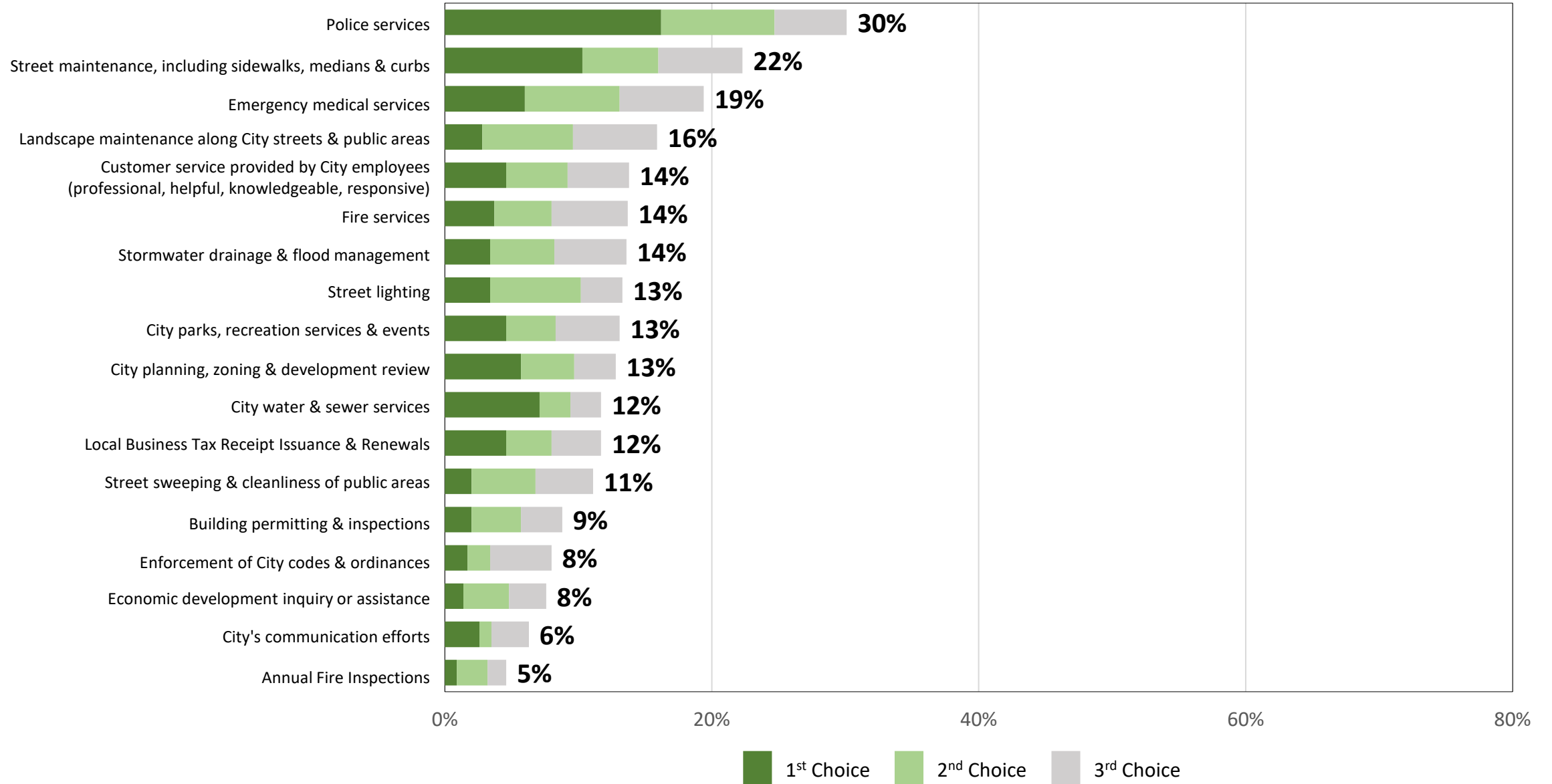
# Q7. Satisfaction With Major City Services

by percentage of respondents (excluding don't know)



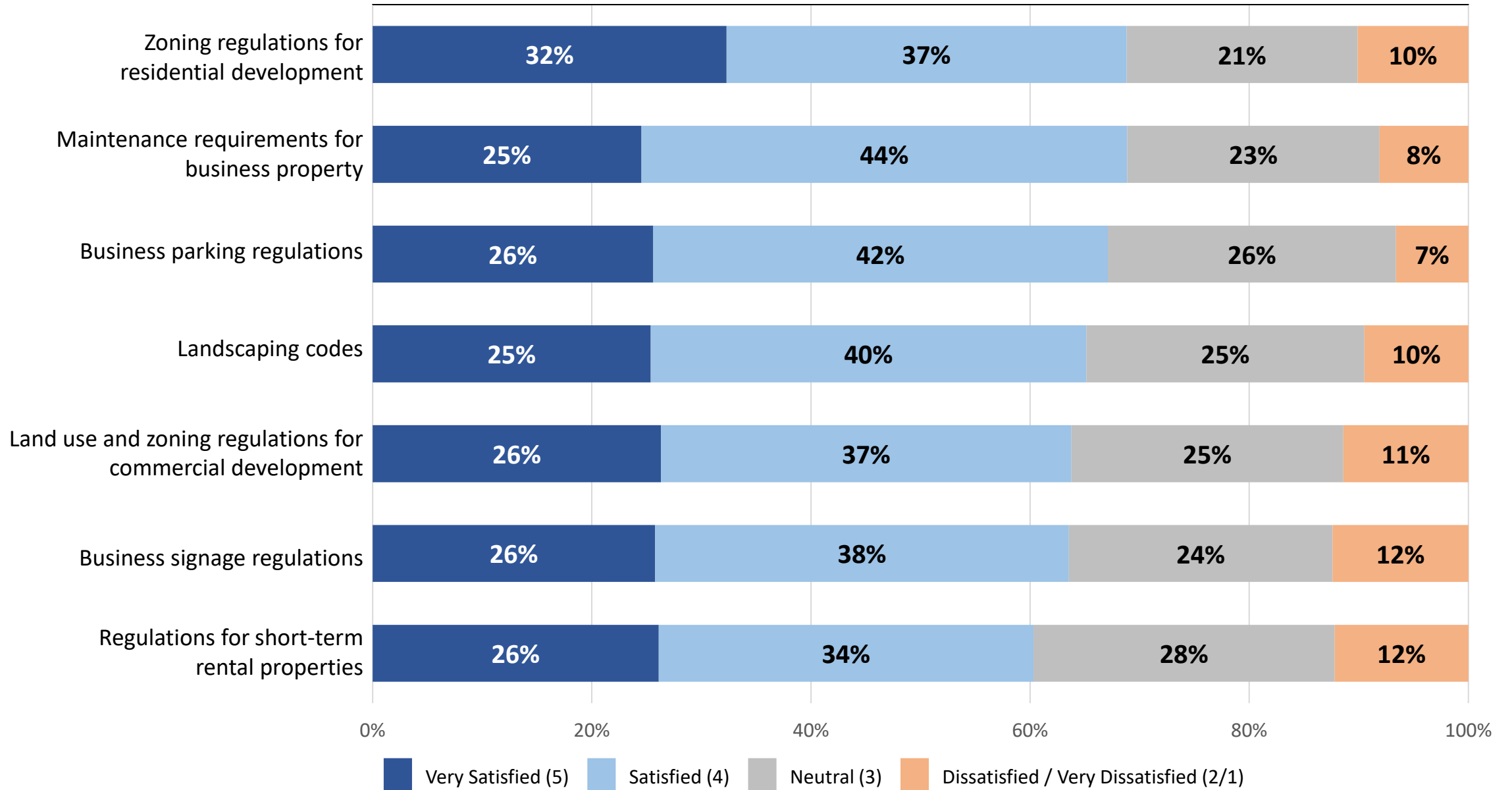
# Q8. Which THREE Items In Question 7 Are MOST IMPORTANT To Your Business?

by percentage of respondents who selected the item as one of their top three choices



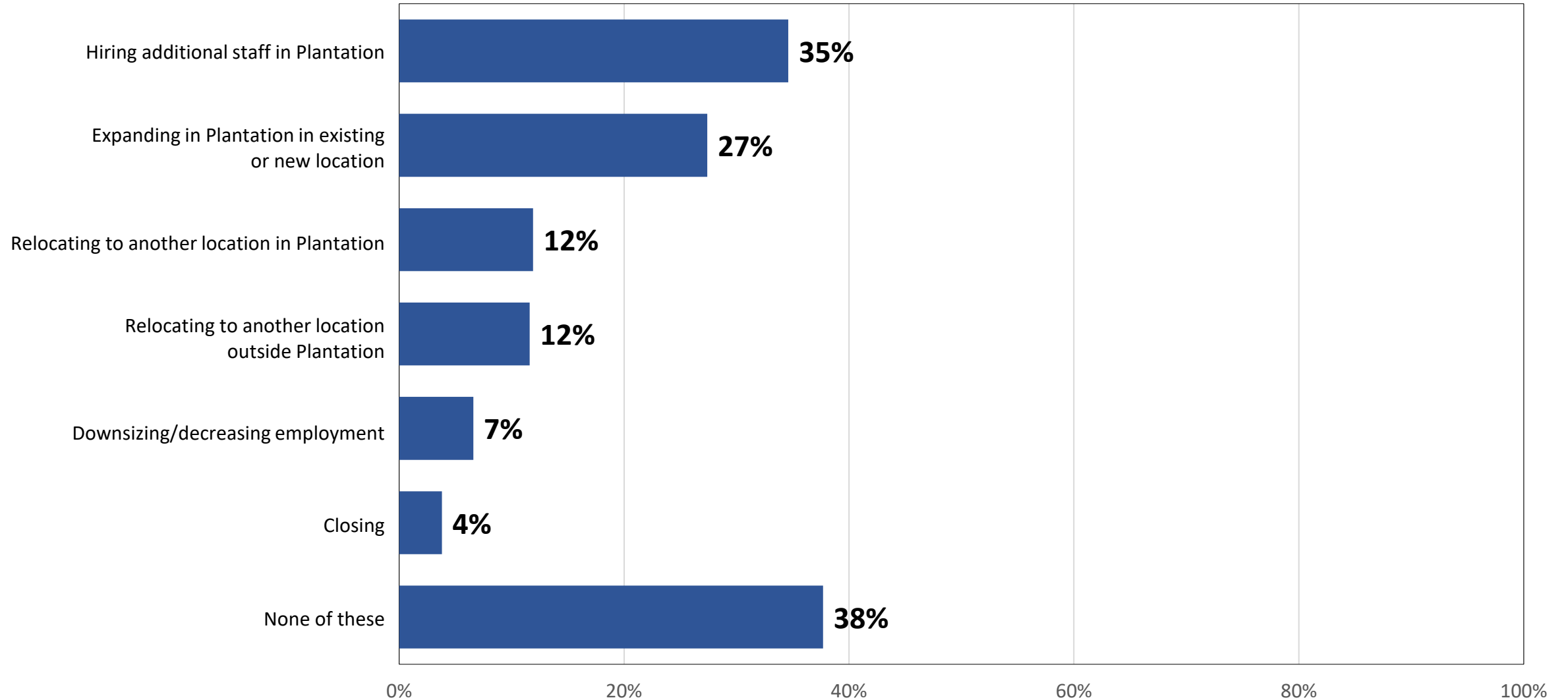
# Q9. Satisfaction With Codes And Regulations

by percentage of respondents (excluding don't know)



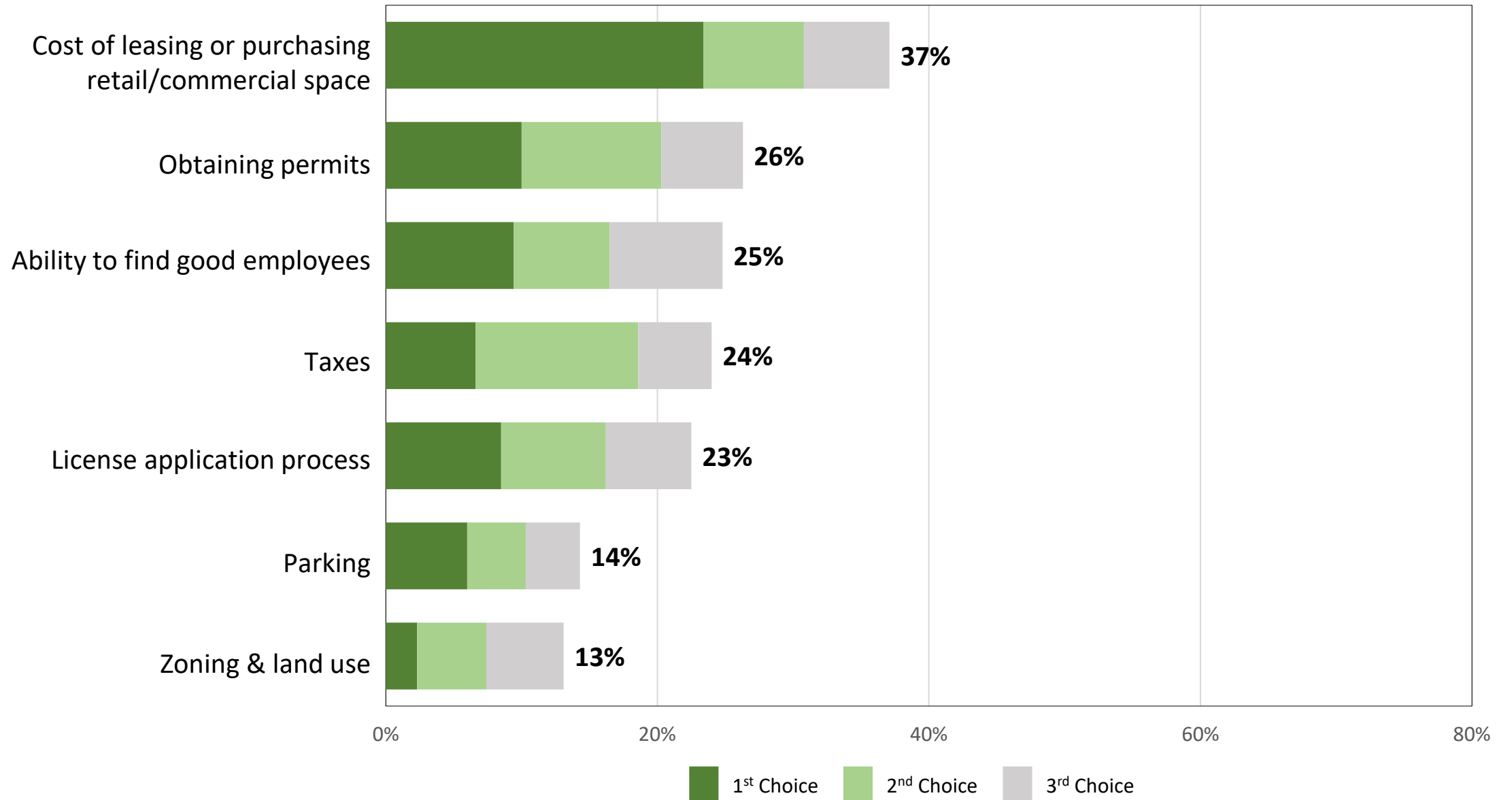
# Q10. In The Next 24 Months, Is Your Business Considering Any Of The Following?

by percentage of respondents (multiple selections could be made)



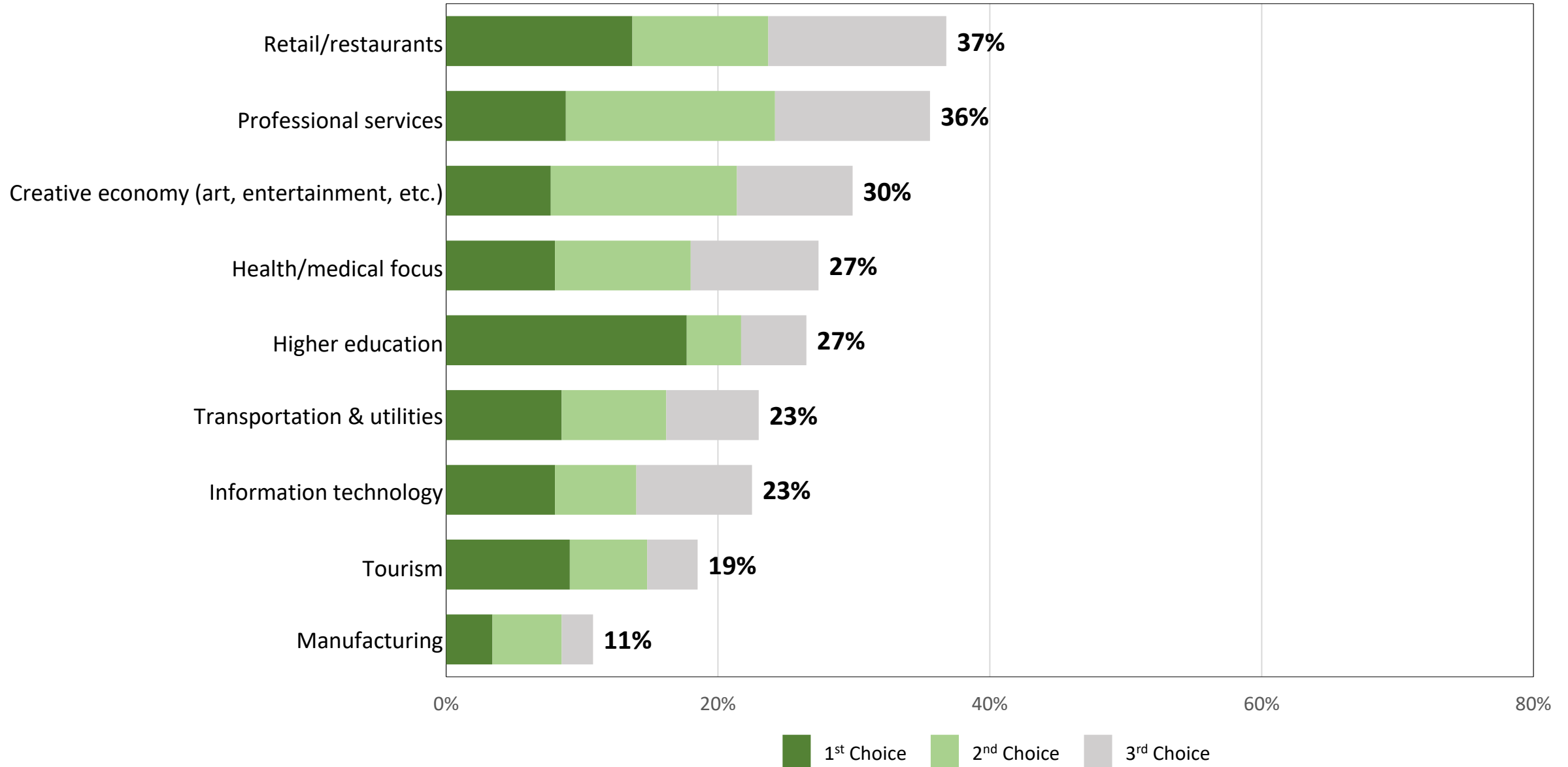
# Q11. Which THREE Of The Following Items, If Any, Have Been A Barrier To Growing, Establishing Or Relocating Your Business In Plantation?

by percentage of respondents who selected the item as one of their top three choices

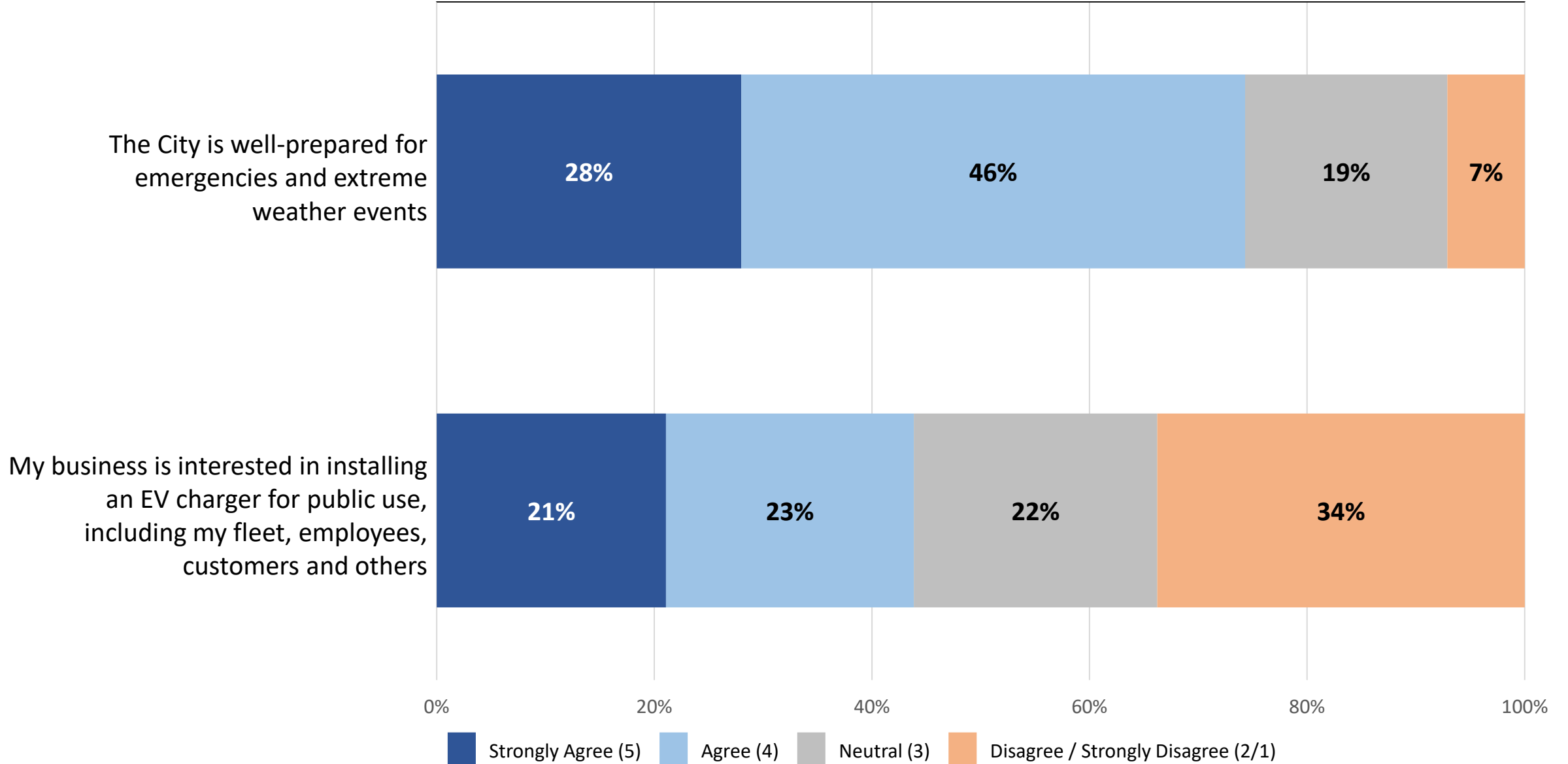


# Q12. Which THREE Of The Following Do You Think Have The Most Potential To Positively Influence Plantation's Economy?

by percentage of respondents who selected the item as one of their top three choices

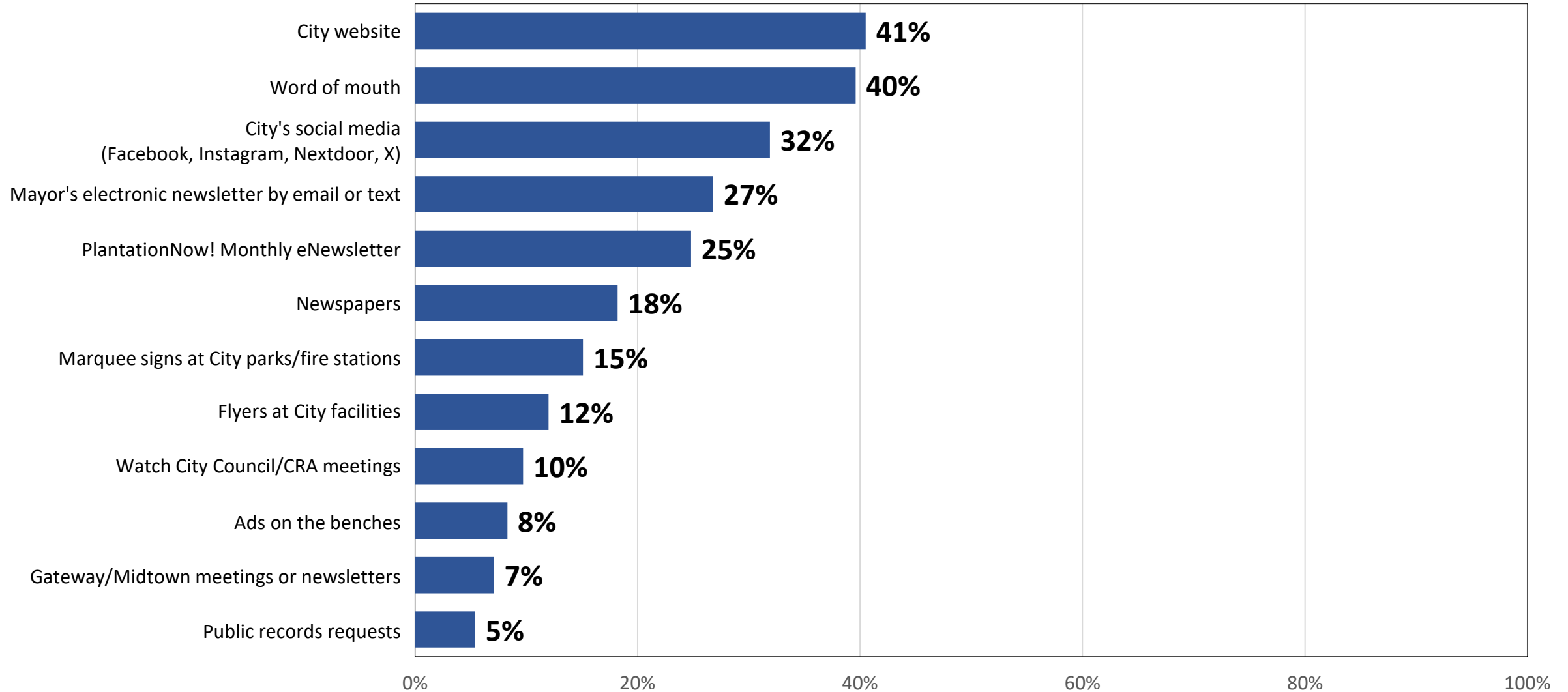


# Q13. Level Of Your Agreement With The Following Statements Pertaining To Sustainability And Resiliency by percentage of respondents (excluding don't know)



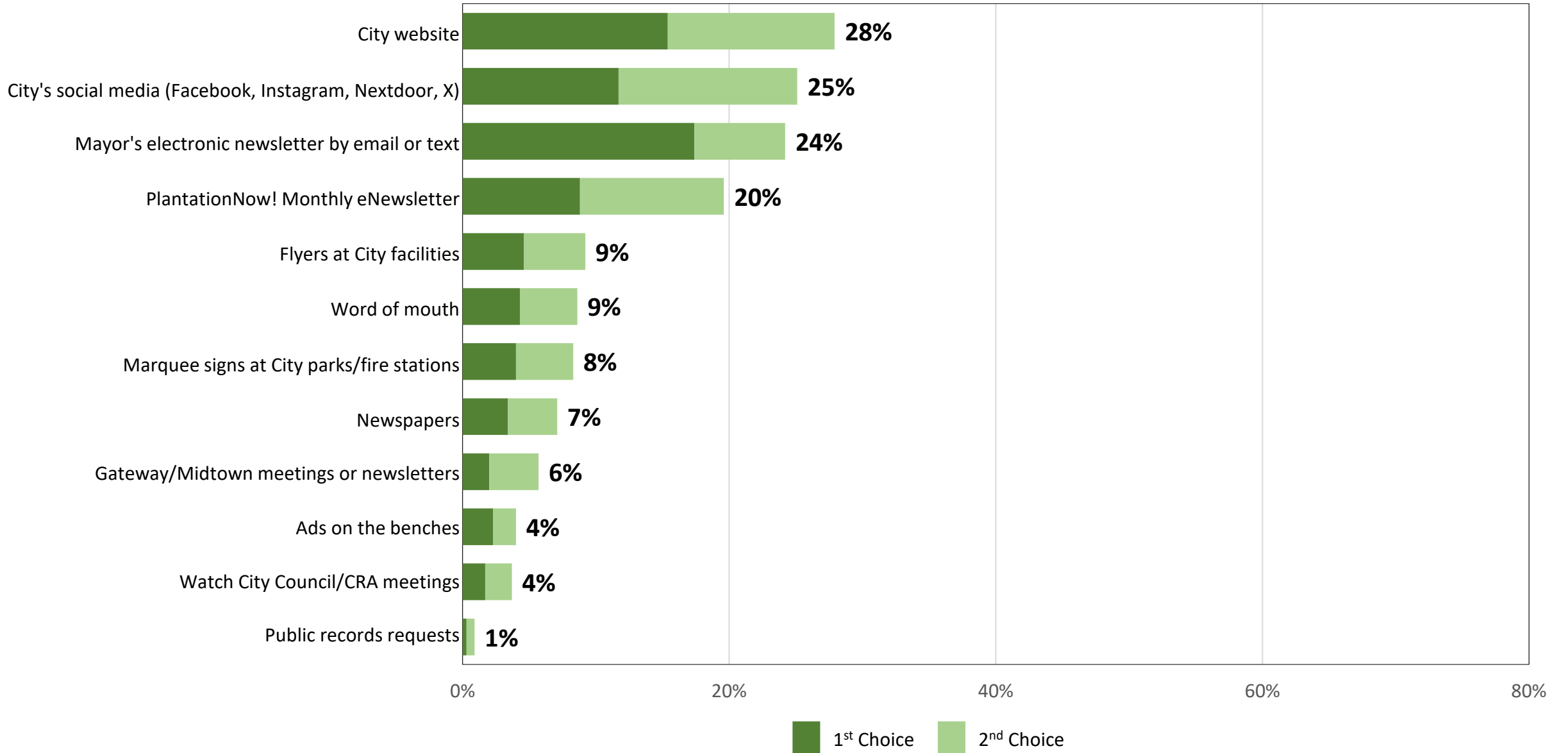
# Q14. Where Do You Currently Get News And Information About City Programs, Services, And Events?

by percentage of respondents (multiple selections could be made)



# Q15. Which TWO Sources Of Information From The List In Question 14 Would You Prefer To Get Information From The City?

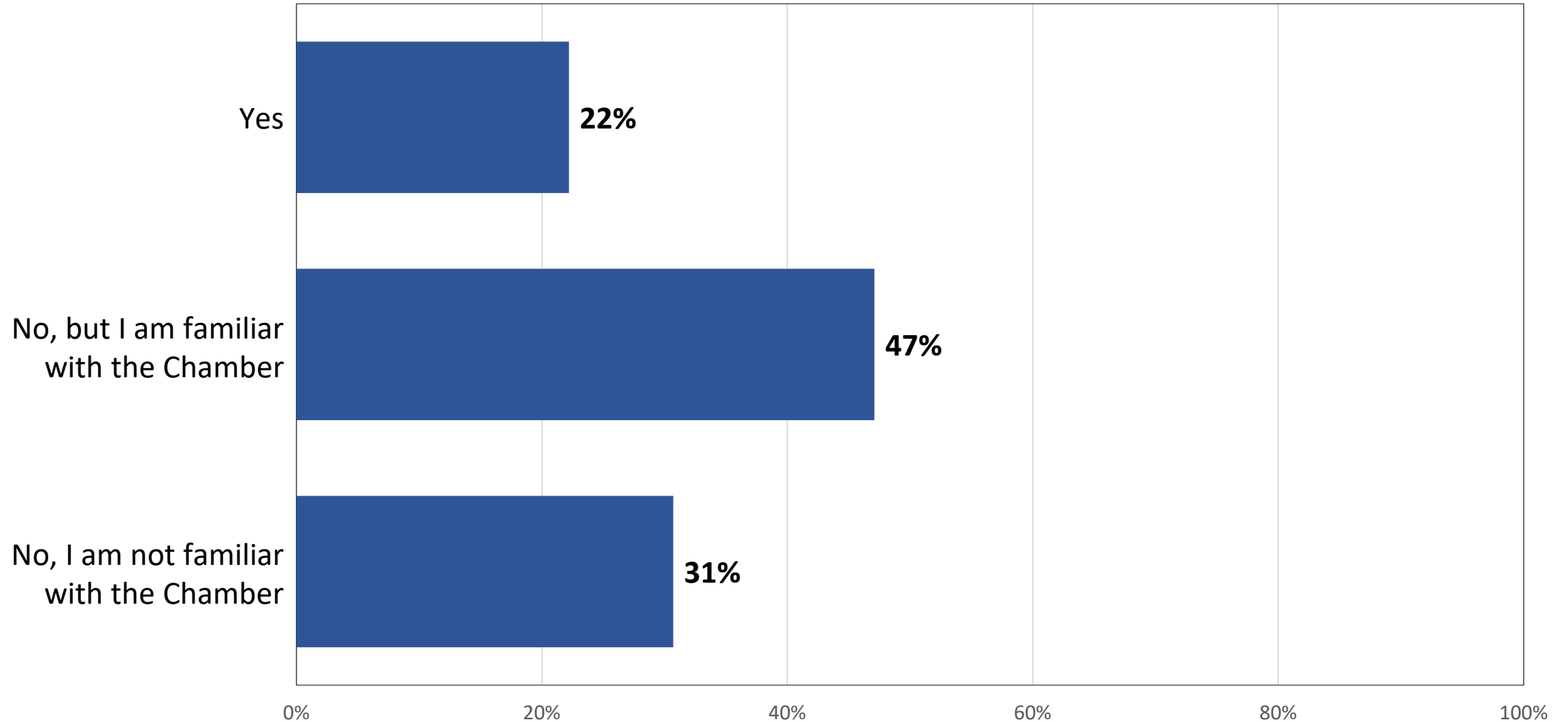
by percentage of respondents who selected the item as one of their top two choices



# Demographics

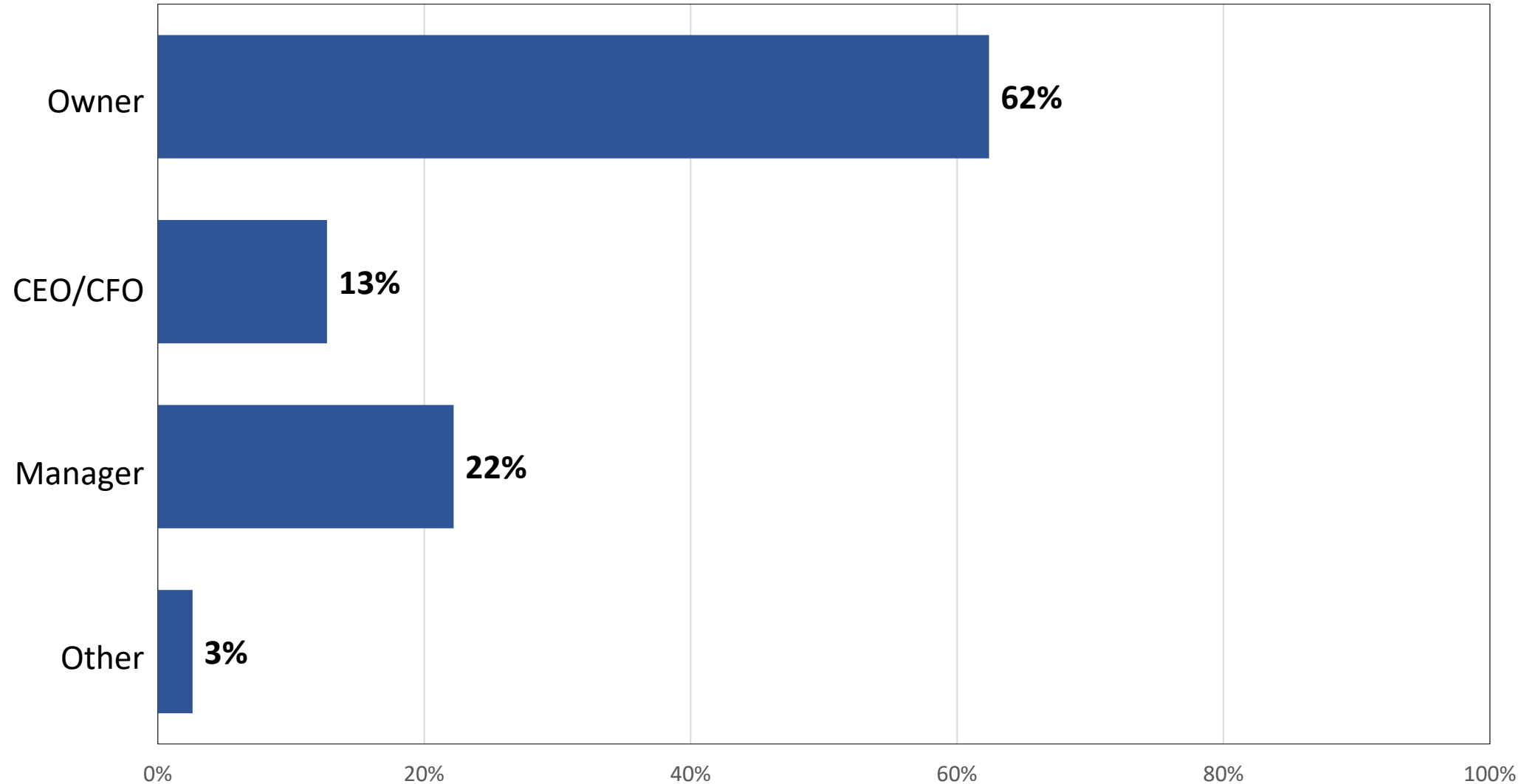
# Q18. Are You A Member Of The Plantation Chamber Of Commerce?

by percentage of respondents (excluding not provided)



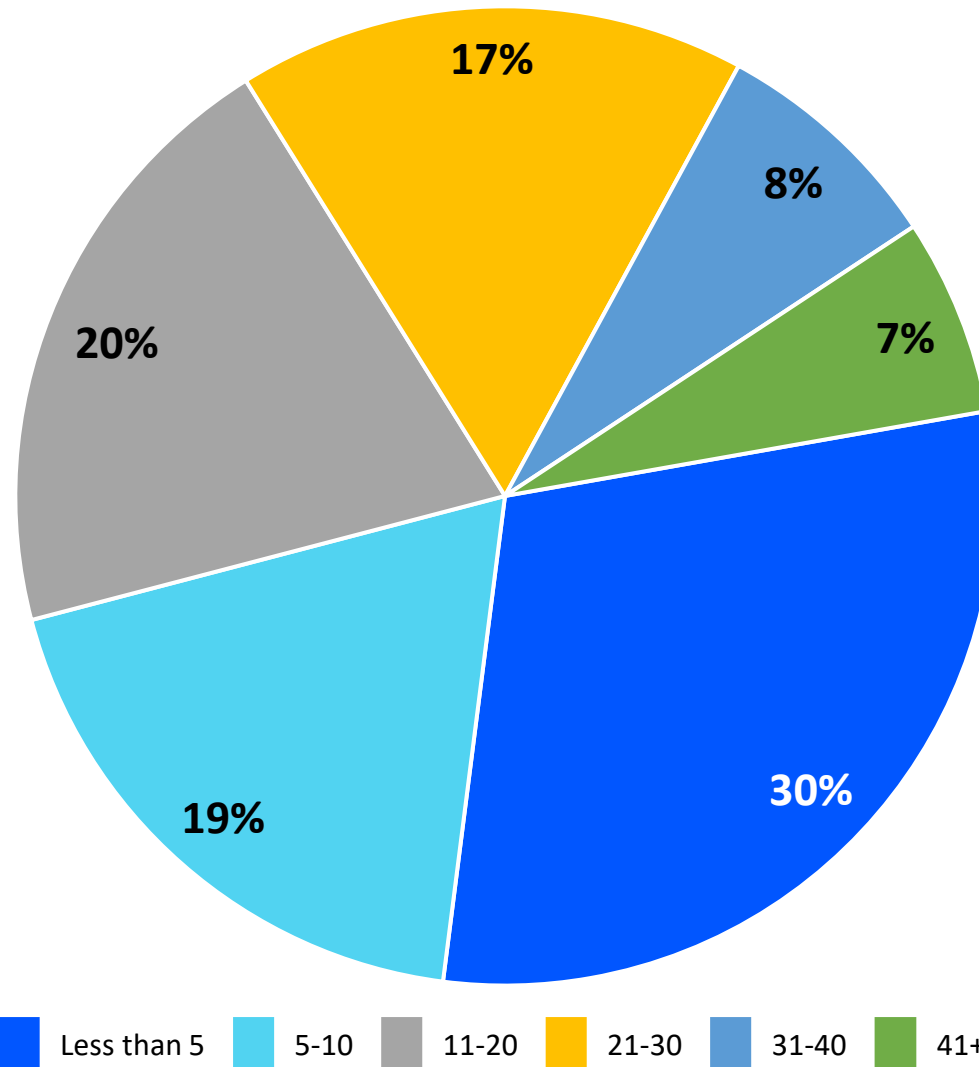
# Q19. Which Of The Following Best Describes Your Position With Your Business?

by percentage of respondents (excluding not provided)



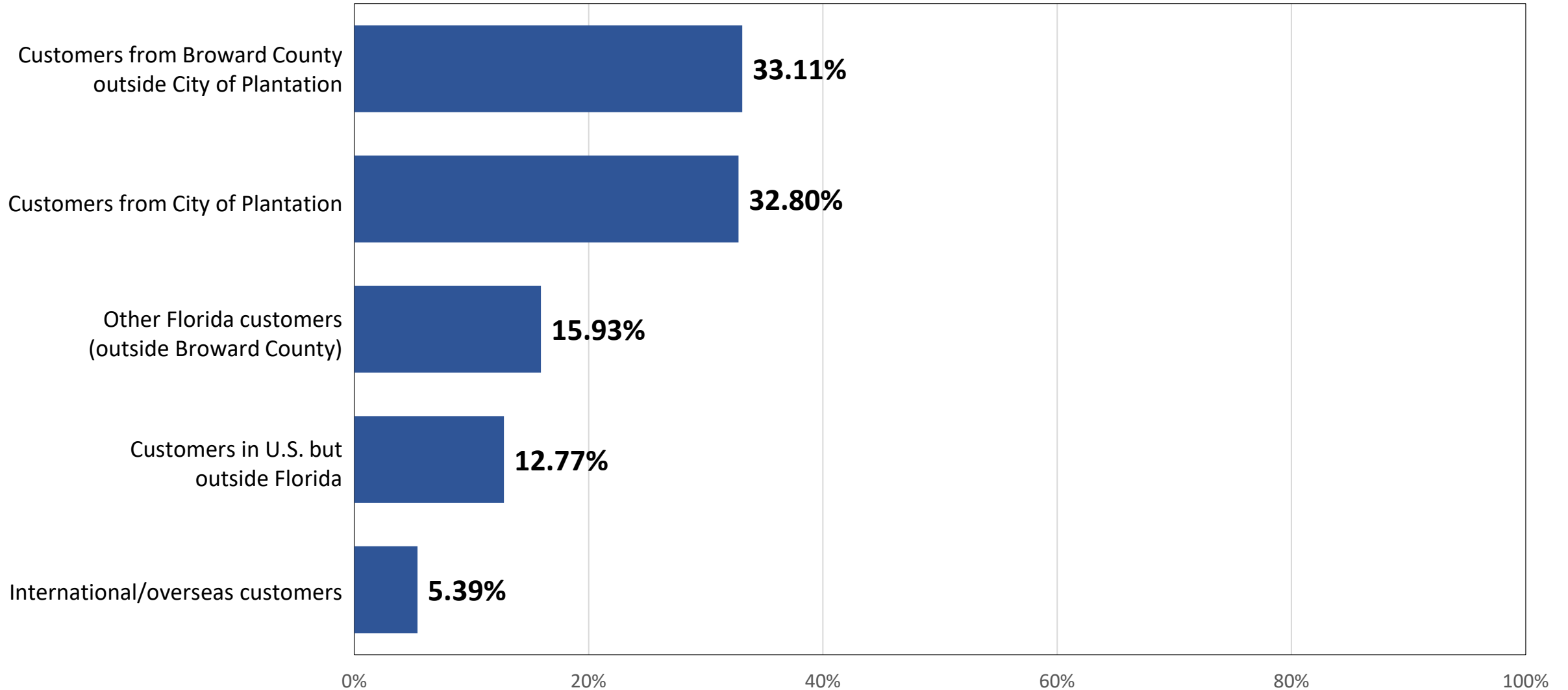
# Q20. How Many Years Has Your Business Been Operating In Plantation?

by percentage of respondents (excluding not provided)



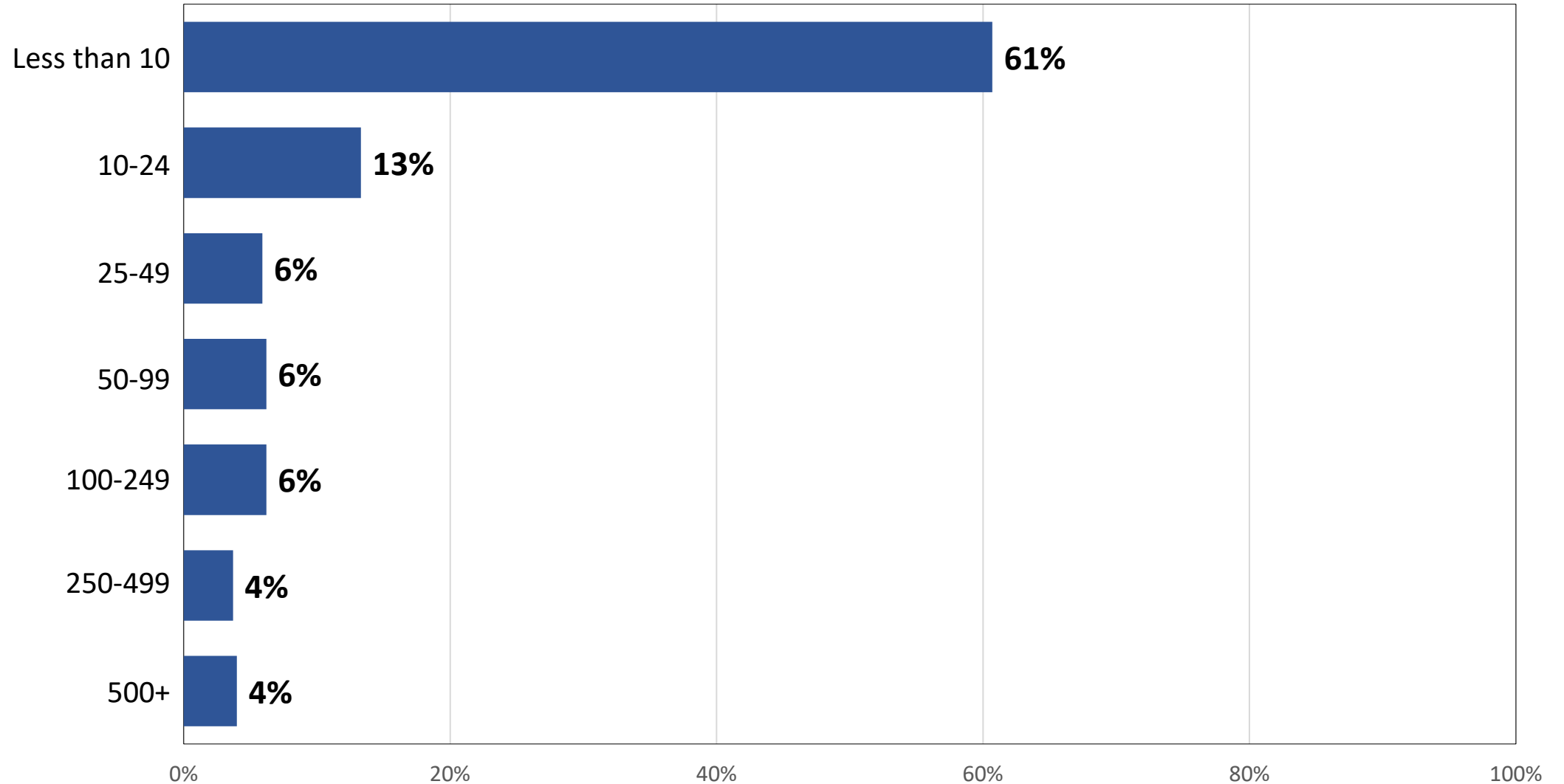
# Q21. Approximately What Percentage Of Your Customer Base Is Represented By The Following Groups?

by percentage of respondents (excluding not provided)



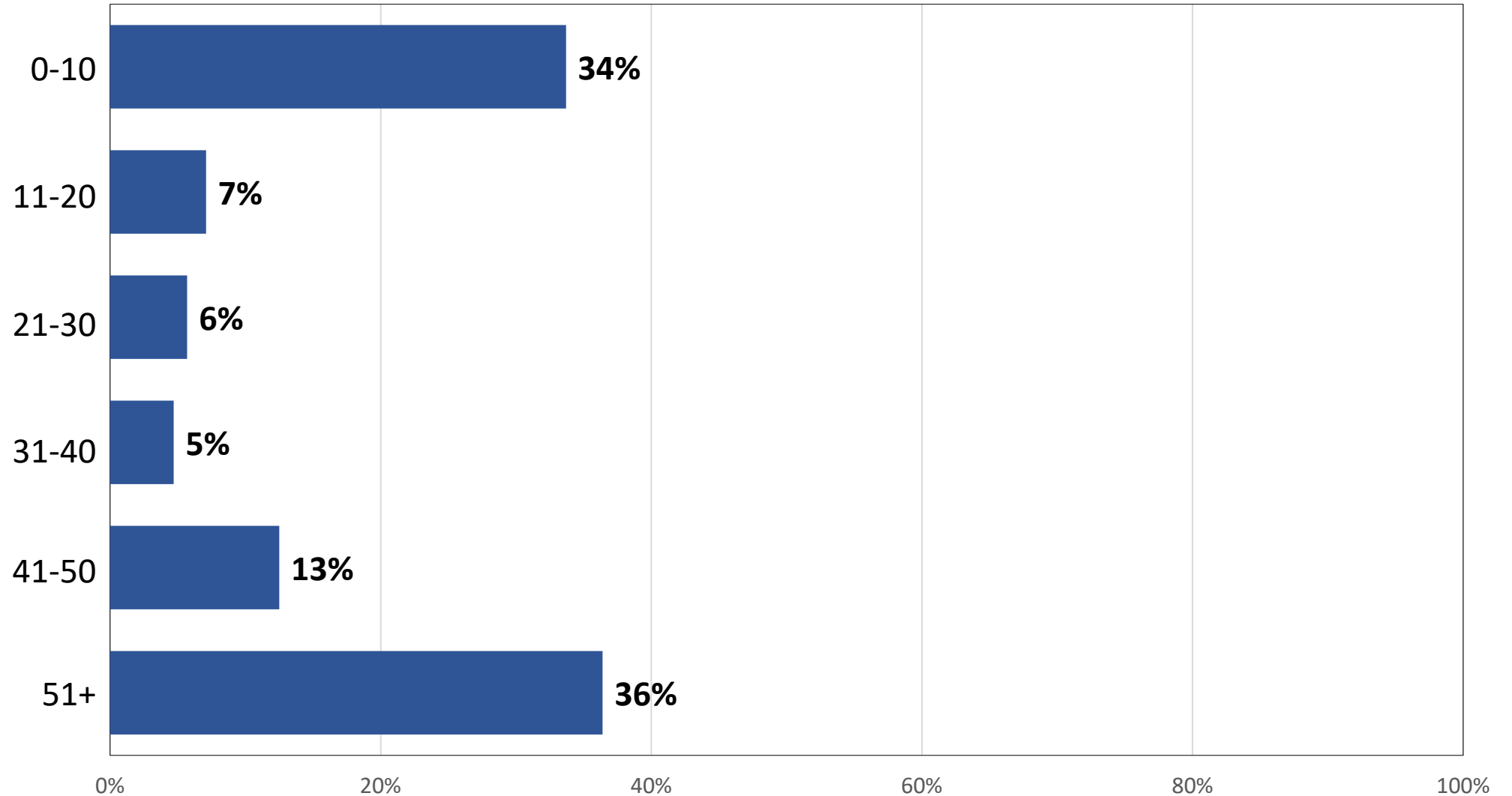
# Q22. Approximately How Many Employees Do You Employ At Your Location(s) In Plantation?

by percentage of respondents (excluding not provided)



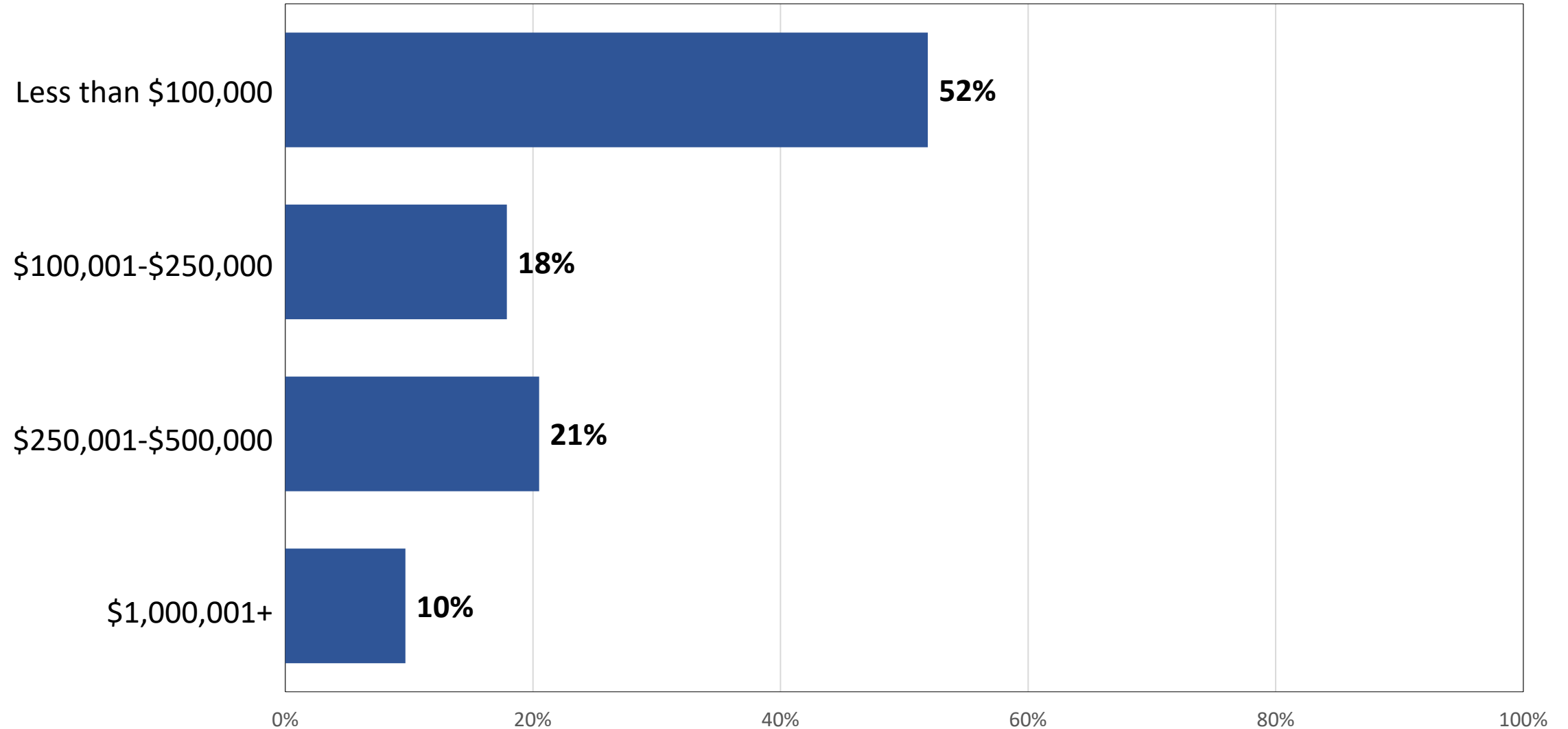
# Q23. Approximately What Percentage Of Your Employees Are Plantation Residents?

by percentage of respondents (excluding not provided)



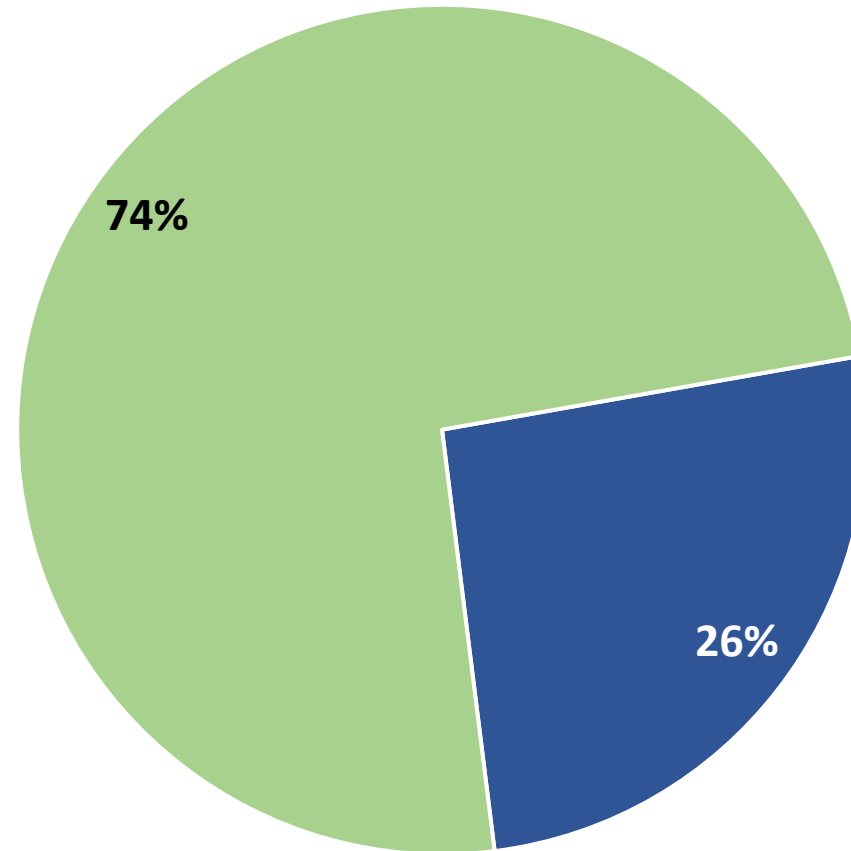
## Q24. On Average, What Are The Gross Annual Revenues/Sales Of Your Business?

by percentage of respondents (excluding not provided)



# Q25. Is Your Business A Home-based Business?

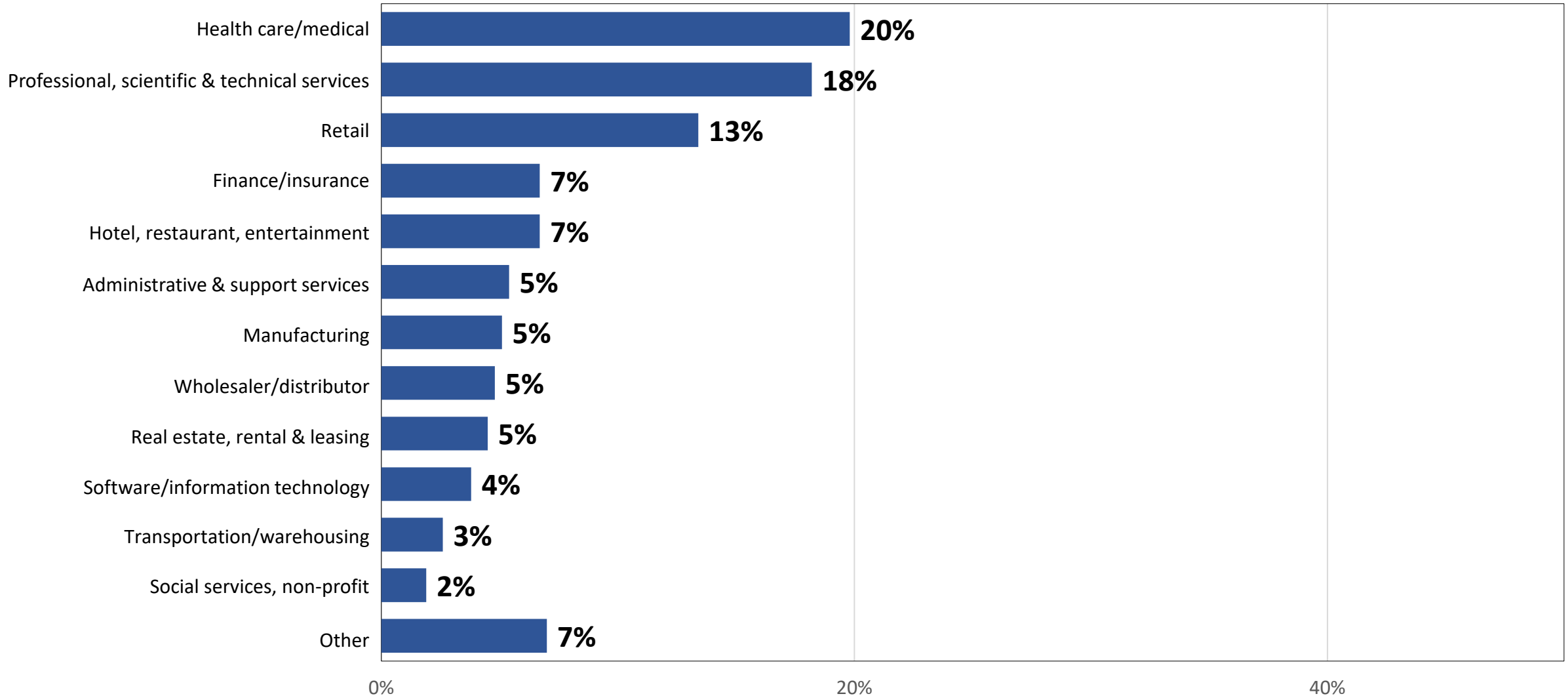
by percentage of respondents (excluding not provided)



■ Yes ■ No

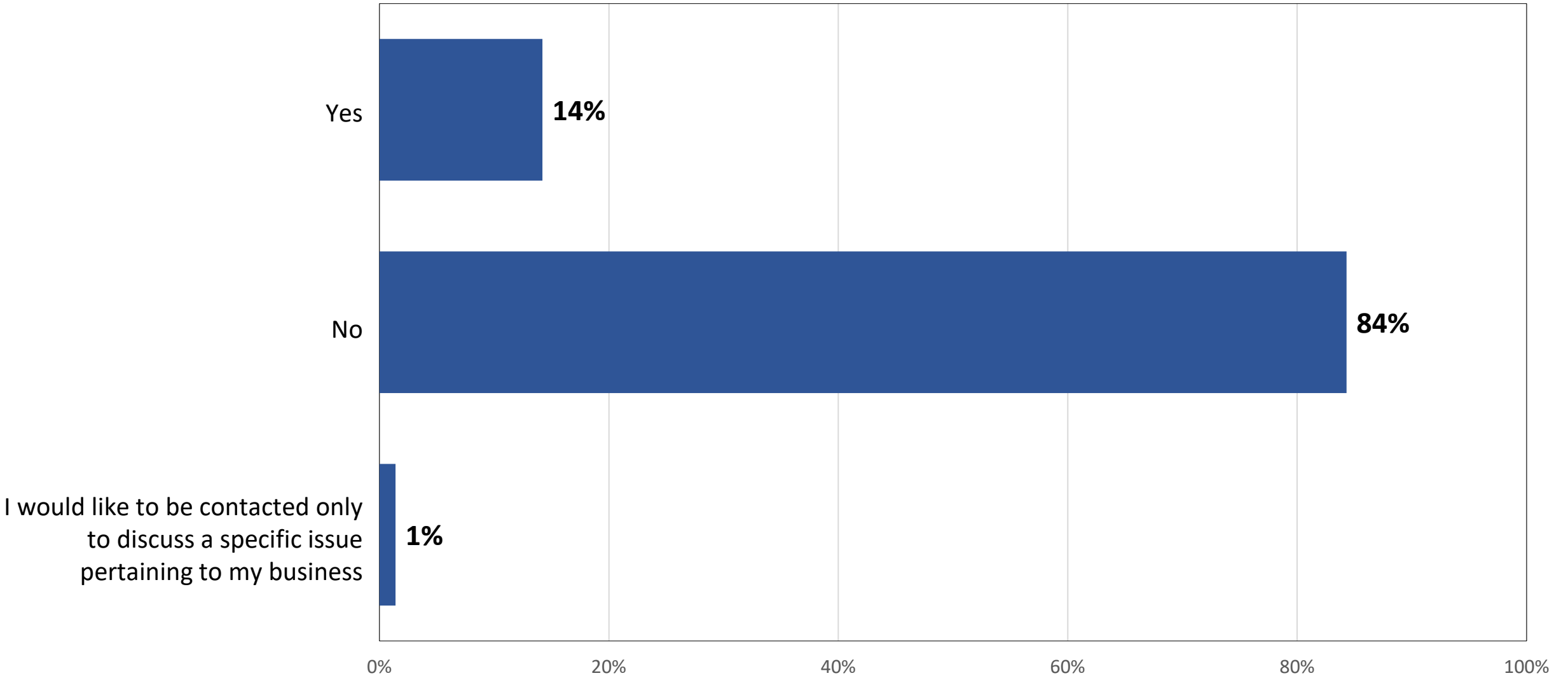
# Q26. Which ONE Of The Following BEST Describes Your Business?

by percentage of respondents (excluding not provided)



# Q27. The City May Elect To Conduct Follow-up Focus Groups Or Workshops Pertaining To Business Issues In Plantation. Would You Like The City To Reach Out To You About Participating In Such Focus Groups Or Workshops?

by percentage of respondents (excluding not provided)





# 2 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Importance-Satisfaction Overview

City officials have limited resources which need to be targeted to activities that are of the most benefit to the business community.

The Importance-Satisfaction (IS) rating is a unique tool based on the concept that public leaders can maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

## Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the city to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

### [IS=Importance x (1-Satisfaction)]

Example of the calculation: Respondents were asked to identify the major city services they think are most important for the city to emphasize. Thirteen percent (12.8%) of respondents selected City planning, zoning & development review as the most important service for the City to emphasize.

Sixty-two percent (62.3%) of respondents surveyed were satisfied (a rating of "4") or very satisfied (a rating of "5") with City planning, zoning & development review in the City.

The I-S rating for City planning, zoning & development review was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 12.8% was multiplied by 37.7% (1-0.623). This calculation yielded an I-S rating of 0.0483 which ranked first out of eighteen services.

$$[12.8\% \times (1-62.3\%)] = 0.0483$$

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- 100% of the respondents were satisfied with the delivery of the service
- None (0%) of the respondents selected the service as one of the three most important areas to emphasize over the next two years.

# Importance-Satisfaction Analysis




## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Very High Priority / Significantly Increase Emphasis ( $IS \geq 0.20$ )
- High Priority / Increase Emphasis ( $0.10 \leq IS < 0.20$ )
- Medium Priority / Maintain Current Emphasis ( $IS < 0.10$ )

The results for the City of Plantation are provided on the following pages.


<b>2025 Importance-Satisfaction Rating</b> <b>Plantation, Florida</b> <b>Decision to Locate Your Business in Plantation</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Plantation as a safe City	31%	2	78%	8	0.0681	1
Plantation as a business-friendly City	29%	3	77%	9	0.0661	2
Overall image of City	33%	1	83%	4	0.0568	3
Quality of new development & redevelopment	17%	6	67%	11	0.0549	4
Physical appearance of the area where your business is located	26%	5	81%	6	0.0513	5
Level of taxation	9%	8	48%	17	0.0490	6
How well City is planning growth	14%	7	65%	12	0.0484	7
Access to highways	27%	4	86%	2	0.0369	8
Availability of trained employees	9%	9	61%	13	0.0336	9
Availability of property/land	5%	13	50%	16	0.0271	10
Broward County public transit as means for your employees & customers to reach your business	6%	11	58%	14	0.0263	11
Availability of quality housing options for employees	5%	15	55%	15	0.0217	12
Proximity of businesses that are important to your business	9%	10	75%	10	0.0215	13
Availability of retail, dining & entertainment	6%	12	83%	3	0.0100	14
Availability of libraries, arts, sports & cultural amenities (quality of life)	3%	16	80%	7	0.0065	15
Access to airports & seaports	5%	14	87%	1	0.0065	16
Availability of telecommunications, utilities & other infrastructure	3%	17	81%	5	0.0056	17

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items that led them to locate their business in the City.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.


<b>2025 Importance-Satisfaction Rating</b> <b>Plantation, Florida</b> <b>Decision to Stay in Plantation</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Plantation as a safe City	34%	1	78%	8	0.0749	1
Level of taxation	13%	8	48%	17	0.0667	2
How well City is planning growth	19%	6	65%	12	0.0664	3
Quality of new development & redevelopment	17%	7	67%	11	0.0579	4
Overall image of City	31%	2	83%	4	0.0519	5
Plantation as a business-friendly City	22%	4	77%	9	0.0493	6
Physical appearance of the area where your business is located	23%	3	81%	6	0.0450	7
Availability of trained employees	8%	10	61%	13	0.0325	8
Proximity of businesses that are important to your business	12%	9	75%	10	0.0308	9
Access to highways	21%	5	86%	2	0.0290	10
Broward County public transit as means for your employees & customers to reach your business	6%	13	58%	14	0.0250	11
Availability of quality housing options for employees	6%	14	55%	15	0.0249	12
Availability of property/land	3%	17	50%	16	0.0141	13
Availability of retail, dining & entertainment	7%	12	83%	3	0.0124	14
Access to airports & seaports	8%	11	87%	1	0.0106	15
Availability of libraries, arts, sports & cultural amenities (quality of life)	5%	15	80%	7	0.0093	16
Availability of telecommunications, utilities & other infrastructure	4%	16	81%	5	0.0068	17

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items that will lead them to staying in the City.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

<b>2025 Importance-Satisfaction Rating</b> <b>Plantation, Florida</b> <b>Major City Services</b>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
City planning, zoning & development review	13%	10	62%	15	0.0483	1
Street maintenance, including sidewalks, medians & curbs	22%	2	79%	7	0.0459	2
Stormwater drainage & flood management	14%	7	67%	13	0.0452	3
Police services	30%	1	87%	3	0.0400	4
Local Business Tax Receipt Issuance & Renewals	12%	12	66%	14	0.0395	5
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	14%	5	72%	11	0.0389	6
Building permitting & inspections	9%	14	61%	17	0.0343	7
Enforcement of City codes & ordinances	8%	15	60%	18	0.0322	8
Street lighting	13%	8	78%	9	0.0298	9
Economic development inquiry or assistance	8%	16	62%	16	0.0290	10
Landscape maintenance along City streets & public areas	16%	4	83%	5	0.0269	11
Street sweeping & cleanliness of public areas	11%	13	79%	8	0.0233	12
Emergency medical services	19%	3	88%	2	0.0233	13
City water & sewer services	12%	11	80%	6	0.0232	14
City's communication efforts	6%	17	68%	12	0.0201	15
City parks, recreation services & events	13%	9	86%	4	0.0187	16
Fire services	14%	6	89%	1	0.0148	17
Annual Fire Inspections	5%	18	76%	10	0.0109	18

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items that were most important for their business.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.



# 3 Open-Ended Comments

### Q11-8. Other

- Ability to find real estate to move to that is available
- access to highways
- Advertising
- All of the above - Cost of commercial/retail space, obtaining permits, taxes. Everything has been a barrier to relocate our business. We're stuck here.
- Less traffic due to mall across the street & lots of vacant stores in shopping strip
- More customers
- My building was taken into receivership by the SEC. Property management was allowed to falter. Homeless persons were allowed to run unchecked. Calling the police weekly became a common place. Outside maintenance, inside maintenance of AC and mold over growth went unchecked. And the safety of customers and staff are becoming an issue esp. as time changed and night fell sooner.
- Sea-level rise, insurance costs.
- Signage restrictions
- Smart employees
- The limitations to advertising our business has definitely hurt our business. People do not see or notice our location from the road. We cannot even put balloons out! It is really terrible how it seems like Plantation does not care if small businesses succeed!

### Q12-10. Other

- Advertising
- Continue to harden our infrastructure and respond to flooding and climate change.
- Fix the Broward Mall eye-sore
- Improve the schools
- Improve traffic flow
- Public school boundaries
- Slow down the building
- Software/Technology, development
- Upkeep of city, appearance, landscaping
- Zoning

### Q13a. What is the primary barrier to installing an EV charging station at your place of business?

- Already have one
- Am not a supporter of EV
- Commercial rental space rule and regulations.
- Cost
- Cost
- Cost
- Cost
- Cost and concerns about dealing with the city on permits etc.
- Cost and relevance
- Cost of infrastructure
- Cost related to the service.
- Cost, too expensive
- Do not agree with electric car. Higher insurance rates.
- Do not believe in electric vehicles
- Do not have a need. Parking is limited as it is and it would cause more congestion
- Do not want traffic.
- Don't own the property
- Don't need strangers occupying my parking lot.
- don't want one
- eh- not interested in EV cars
- EV chargers already installed
- Few places want to have installed EV stations
- High installation costs and limited space.
- home office
- I do not own the property so that barrier would have to be addressed with property owner.
- I do not wish my space is to be taken over by chargers
- I don't own the building.
- I don't own the land
- I rent
- I rent
- I rent and cannot make the application
- I'm in a suite
- Installing EV charging stations in 2025.
- It would further limit parking
- Keeping things going
- Lack of space
- Landlord
- Landlord, power from FPL, need high voltage infrastructure
- Leasing
- Limited parking
- Location in the plaza
- Location to power
- More prudent and necessary would be installing a generator or back up battery as stores often cause power outages to decrease business losses during these events.
- My business does not have a big parking to allocate the EV charging
- My business is located in a very busy plaza and there isn't enough room for an EV charging station. These stations would take up too much parking space.
- My businesses is very busy and cars using EV chargers would take up a lot of my parking.

- No electric cars
- No EV vehicle
- No Idea. I don't know what goes into installing an EV charging station.
- No interest.
- No need
- No need
- No need
- No need
- No need
- No need
- No need
- No parking space
- NO ROOM
- no room, permitting
- No use for it at this time.
- No Where to put it. Parking is already tight for the employees of all businesses in the building and it's customers
- Not appropriate. Who pays for usage?
- not enough parking space
- Not interested
- Not interested
- Not much use. Currently most of the people who visit our place of business has cars that uses fuel.
- not necessary for my business
- Not needed in residential areas.
- not required by my staff
- Not sure where to put it or how to do it.
- OUR BUSINESS IN AN OFFICE BUILDING
- Our location
- Our office is in a complex. We're not the decision makers.
- Outside traffic
- Parking
- Parking does not belong to my business
- People outside our business will abuse it
- People would probably just use the parking lot charging station and not patronize my business
- Potential cost to businesses.
- power
- Practicality
- Practicality of installation
- Providing a station to charge customer cars.
- Rental property
- safety and maintenance and lack ok parking lots
- Space
- Space
- Space
- Space
- The business is located in a suite along with other businesses, so it would have to be installed by the owner of the building.
- The cost
- The cost
- The property owner doesn't want to foot the bill

- There is already one in the plaza.
- There is no need and its expensive
- They don't own the property so unsure of barriers to installing an EV charging station
- Unnecessary
- We are a gas station. Customers will not typically spend over a few minutes at our location. We do not have the space to accommodate those who want to charge their vehicles.
- We don't need it.
- We don't own the building
- We only have a couple staff members that come in to work, the rest work from home, so we don't need it.
- We rent our space so it is not our decision
- We rent.
- We travel to our clients home to our first services
- What benefit is there for my business?
- would take up too many parking spaces

### **Q14-13. Other**

- Chamber of Commerce
- Email
- emails
- Local/private social media
- Magazines
- Mayor's column and plantation magazine
- Our city media.com
- Our City Plantation and Rock the Park
- PAHA news
- Plantation City Chamber of Commerce

## Q16. What do you see as Plantation's strengths, relative to the surrounding communities, that help support business and redevelopment opportunities in our community?

- A communicative mayor
- A lot of growth recently.
- A lot of parks and restaurants.
- A Mayor that cares deeply about residents.
- Access and rents, access to Ft Lauderdale and Miami labor markets
- Access to and through I-595. Better traffic control. More police and city employee presence. More efficient Building and Zoning.
- Accessibility
- Amenities, parks
- Appearance of the city, looks good and it's safe.
- Approachable Council Member, Accessibility to highways, and Latest interest in redevelopment.
- Business friendly. Good city planning.
- Caring community
- Chamber of Commerce
- Clean and safe
- Clean and safe
- Clean and safe neighborhoods
- Clean City, Safe City, good location in the County
- Clean looking city areas, trash free, strong greenery
- Clean, friendly city
- Cleanliness
- Cleanliness
- Cleanliness of city, landscape
- cleanliness, growth
- Cleanliness, landscaping
- Clear streets, no homeless
- Climate, reasonable taxes, centrally located in the county.
- Consistency, good mayor, good council
- Continue to keep it safe and clean
- Diversity and unity.
- Established community with adequate housing
- Excellent police department
- Exceptional police department, volunteer fire dept.
- Focus on change and growth and increase offerings that appeal to residents.
- General appearance of the city
- Good community for raising families.
- Good infrastructure and great maintenance.
- Good police and fire department support
- GREAT COMMUNITY. VARIETY OF PEOPLE
- Great events to keep the community together
- Great golf area.
- Great mayor and attractive city near roads and restaurants
- Great police and fire department.
- Great restaurants, proximity to highways and suburban life.
- Has very good zoning laws and tax incentives

- High standard of living and safety.
- Housing, groceries, restaurants close to place of work, but unaffordable rents even at all the new apartment buildings in midtown men's our workers have to commute from far off as pompano.
- Hyper percentage home ownership
- inspection and permitting while maintaining safety standards could be friendly to business owners
- It is a business friendly town.
- It is a very great area, secure and very well organized city
- It's a beautiful place to work and live
- It's a nice area to live and work. Lots to do
- It's a wonderful balance between residential and commercial. Well run community.
- It's calm. Family
- Keeping a strong mayor position in place, Keeping independent 911 services.
- Keeping small town mentality, but we're growing too fast.
- Keeping the city clean and traffic under control.
- Landscape, safety, quality of life
- Location
- Location
- Location
- Location
- Location and population.
- Location to nice residential areas
- Location. access to highways, access to airport, safety and growth.
- lots of retail and restaurants
- Low crime
- Maintain and encourage class A & B
- Maintaining high net worth is good for business, but hurts the housing employees
- maintenance and upkeep
- mandated green space in commercial zones make us special in Broward county
- Nice and clean environment/city employees, nice and helpful
- Nice and plentiful residential areas. Close to highways and airport. Centrally located in the county.
- Nice people
- Nice, safe area
- No shootings. Don't allow strangers to walk around.
- Over all how green it is.
- Peace and tranquility
- Plantation has a central location, strong infrastructure, and a supportive local government that encourages business growth.
- Plantations leadership
- Plantations, long reputation
- Police safety in public works
- Proper policing
- Proximity to residential, commercial, airport.
- Putting businesses and residents first. They always have a point of contact if you need help. Good sense of community.
- Quality of police, fire and rescue and general safety
- Recreation and Public Works seem to be engaged
- Safe environment
- Safe residential city.
- Safe, location and nice landscaping.
- Safety and access

- Safety in the City
- Safety, location, friendly
- Seems like a nicer area
- Small town feel in a major city
- Strong police and fire departments.
- the area is nice and experiencing growth
- The city is changing and improving. More young families are moving in and helping to business development.
- The environment and the cleanliness. also safety
- The history of what it once was.
- The mayors newsletter to inform people with new businesses
- The number of trees , parks , green spaces
- The safety
- They offer a safe working environment they also have great tax incentives and they are very interested in technology.
- They're building and expanding in the area, growing.
- transportation and highway corridors.
- Very good governance, but ongoing out-of-control development threatens Plantation. The problems at Broward Mall, and the Fashion Mall indicate challenges that zoning and development have created. It remains to be seen if Plantation Walk can resolve some of these overdevelopment problems. But the Broward Mall is an eyesore that harms the city.
- We have a great City Council who are active in the community.
- We have great leadership in our city.
- Well kept city.
- Well maintained
- WELL PLANNED CITY-ACCESS TO MANY PARKS AND RECREATIONAL FACILITIES-GOOD QUALITY OF LIFE

## Q17. What could the City do to help your business thrive in Plantation?

- A quality economic development team
- Advertise for some of the businesses in newsletters or on line
- Advertise more
- Advertise more
- Allow big business to relocate to the city.
- allow displays to make my business more visible!
- Allow marque-signage on corners.
- Allow more signage, banner, flags, marketing material. The absence of building display has hurt my business and a lot of people can't find it.
- Allow more single family homes rather than rentals.
- Allow our pre-school to put up signs.
- Be reasonable in parking and fair and enforcing code violations/situations
- Better schools, more police presence and less homeless.
- Better traffic control
- City Hall business office was user-friendly and now I need to figure it out. The staff are kind.
- Continue to maintain consistent policies
- Cost savings and making it look more upscale
- cut on taxes
- Do away with a volunteer fire department and pay them!
- Do not know of anything
- Easier zoning permit
- Ensure a smooth and timely process for detaining necessary permits and licenses.
- Expediate permits.
- FAIRS, BUSINESS EXPOS
- Feature the business in newsletters.
- Full time non-voluntary fire department
- get more medical offices.
- Get out of regulating the colors of signs that the owners' associations already approve! It's ridiculous for a city ordinance to tie the hands of the signage approvers to where they have to pull back progress to new technology. How can we be a forward-moving city when barely a QR code and the color of a firm's logo (which no one else, including the association where the business is housed), triggers a rejection of a sign permit? Everyone who looks at it appreciates the classy and tasteful look, BUT the city ordinance requires the approver to reject it. Signage within an association should not be the city's problem.
- Get rid of homeless
- Give more opportunity to businesses that live in Plantation, like offering work and contracts for the small businesses.
- Have a health fair
- Have competent people working in code enforcement
- Have more workshops for smaller businesses.
- Have the same inspection process for "Hosted" and "Non-Hosted" STR. As of now, both have the same safety requirements to abide by fire, building, and zoning, yet only "Non-Hosted" has to physically have 3

inspections making sure there is compliance. This means “Hosted” is basically just a “trust system “ and this makes absolutely no sense as far as safety regulations which are required by the city and state.

- help advertise our local businesses and support the chamber of commerce in our city
- Help promote small businesses and clean up the area east of the turnpike!
- Hold Comcast accountable for its numerous service outages that negatively affect business / and phone services. Ensure flooding areas get cleared within 24 hrs. such that business owners can assess damages at their business sooner.
- Hold public services to account on their levels of customer service
- I think promoting medical businesses on the Plantation website and holding events for assisting opportunities could be helpful.
- Improve permit process.
- Improve public schools.
- Improve traffic flow.
- Incentives to non-profits to remain in the city. Our non-profit law office simply could not afford decent space- too expensive. The space we are currently in is sub-standard.
- Incentivize natural health related businesses, especially food and restaurant businesses. Stop allowing development of fast food restaurants (chick-fil-and PDQ) that make the community sick and diseased. Require more trees to be incorporated in all commercial and residential properties to help create shade to fight rising temperatures, improve the soil and natural drainage systems, and attract more people to the city because of its emphasis on the natural landscape. Limit development of quick and cheap building, including analyzing the codes around architectural requirements so that plantation does not look like every other south Florida city with property development that’s not unattractive and not thought out with long term vision in mind. Stop allowing smoke shops to open next to other businesses, especially neighborhood businesses that are next to homes, and places for kids. This type of business brings the city’s overall image down, attracts illegal behavior and lowers the value of other properties and business surrounding that follow the laws and put time and effort into creating a valuable and presentable business for the community.
- Keep doing what you are doing
- Keep it safe
- Lease/rent costs are crushing.
- Less strenuous permitting requirements and red tape
- Let us explain what we are doing and how we can serve. We can help a lot more people for free.
- Lock down overdevelopment initiatives that degrade the quality of life in Plantation. No parking garages. No new restaurant-mall developments.
- Lower regulation, permits, taxes, all simplify; and rules are too strict and enforcing is aggressive. Reductions are needed.
- Lower taxes
- Lower taxes
- Lower taxes
- lower taxes and licensing fees
- lower the obscenely expensive taxes and the horribly complex process of registering
- Lower yearly business fee.
- Loyalty program/grant as a thank you for businesses that have been there a long time to help them expand/grow their business. Apply for grant to help grow businesses and Plantation.
- Maintenance to help with road and flood management especially during hurricane season.

- make housing and taxes more affordable
- Make it easier
- Make it easier and less expensive to lease.
- Make it easier to conduct business
- Make it mandatory for the city to contract with companies that reside in the city
- Make license process easier
- Make the LBTR application and process easier. It took up a significant amount of time and each City employee had a different explanation for what was needed. It was not clear from the beginning what was needed. I would not recommend someone to open a business, especially a small business with only a few employees, in Plantation based on this experience. I asked other business owners in Plantation and they also confirmed they found the process was confusing and took up a lot of time.
- Make the zoning/permitting process easier
- Market in our plaza or diner
- Modify the local business tax application process. Is this really even necessary?
- More advertising
- More affordable options for small businesses and to be sponsors of events.
- more affordable rents
- More assistance with promoting small businesses
- More decent restaurants
- More opportunities to network.
- More street lights and signage
- More upscale shopping/restaurants
- Offer more grants, streamline permits, and promote local businesses through city events and marketing.
- Opening more space for visibility of business - lots of trees in the way of signs that would promote the business.
- Parks and Rec department hire and use business on vendor list. Provide Park pavilion renters and vendor list.
- Permits & violations are impossible to deal with. Too expensive, can't afford inspections. You have to wait forever for permits. Tree trimming policies-too close to buildings, have to get an arborist to trim roots and roots tearing up sidewalks. If you have to remove one, you have to replace it with more trees and there's no more room for more trees.
- Permits are very difficult, even if you follow the rules, very tough. Need to make it easier and quicker for businesses.
- Platform lead by the city but free for businesses to advertise on social media.
- Process permits quicker, add more restaurants.
- Promote the chamber of commerce
- Provide more affordable housing.
- Provide more police for safety
- REACH out to business owners
- Real solutions about homeless population, not just "resources available". Trespass program is not effective.
- Redraw boundaries for public schools. Keep 441 as the boundary on the East.
- Reduce homelessness and promote safety
- Reduce rent

- Revisit permit & zoning-rest commercial.
- Spotlight businesses through the City's social media.
- Spotlight local businesses.
- Stop approving condo building! The streets are too congested.
- Stop the big box stores from encroaching on my small business. My store has been at the same location since 1977 and would like to keep going without having to worry about losing my business to a retail giant.
- Stop throttling aesthetic improvements with excessive rules about landscaping, paving, and difficulties with permits.
- Streamline application/permit processes.
- Streamline permitting process - difficult to start a business here.
- support marketing efforts
- tax breaks
- Tax cuts
- tax relief
- The city is doing a very good job
- The employees are amazing and helpful but the bureaucracy is cumbersome for the business tax, inspections and fire inspections. The inspections don't feel like they are contributing to safety in a meaningful way. Why not just do a surprise audit every couple of years.
- Things that support the local STR industry
- Transportation
- You could put an add in your magazine for us.

#### **Q19-4. Other**

- Admin Asst
- Admin Asst
- Admin Asst to Gen Mgr.
- Asst Store Mgr.
- Director of Operations
- Front Office
- Office Manager
- President of Trustees



# 4

# Tabular Data

**Q1. Perceptions of the City. Please rate your satisfaction with each of the following.**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Plantation as a business-friendly City	44.2%	30.2%	12.0%	5.7%	4.3%	3.7%
Q1-2. Physical appearance of the area where your business is located	40.7%	37.0%	12.8%	4.6%	1.4%	3.4%
Q1-3. Overall image of City	40.5%	39.9%	13.1%	2.6%	0.9%	3.1%
Q1-4. How well City is planning growth	26.5%	29.9%	20.2%	6.6%	4.0%	12.8%
Q1-5. Quality of new development & redevelopment	25.9%	32.5%	21.4%	6.0%	1.7%	12.5%
Q1-6. Availability of trained employees	20.8%	28.5%	25.1%	4.0%	2.6%	19.1%
Q1-7. Level of taxation	14.5%	28.5%	30.2%	11.7%	4.8%	10.3%
Q1-8. Plantation as a safe City	35.6%	39.6%	14.0%	6.0%	1.4%	3.4%
Q1-9. Access to highways	46.4%	36.8%	10.5%	1.7%	0.9%	3.7%
Q1-10. Access to airports & seaports	45.9%	36.8%	10.8%	1.1%	0.6%	4.8%
Q1-11. Availability of quality housing options for employees	16.5%	28.2%	25.1%	8.8%	3.1%	18.2%
Q1-12. Proximity of businesses that are important to your business	27.6%	41.6%	17.4%	4.8%	0.9%	7.7%
Q1-13. Broward County public transit as means for your employees & customers to reach your business	23.4%	21.7%	22.8%	6.3%	3.1%	22.8%

**Q1. Perceptions of the City. Please rate your satisfaction with each of the following.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-14. Availability of libraries, arts, sports & cultural amenities (quality of life)	30.8%	43.3%	13.1%	5.4%	0.3%	7.1%
Q1-15. Availability of retail, dining & entertainment	36.5%	43.0%	10.0%	4.6%	1.4%	4.6%
Q1-16. Availability of telecommunications, utilities & other infrastructure	32.8%	41.3%	10.3%	6.3%	1.1%	8.3%
Q1-17. Availability of property/land	16.5%	25.9%	33.3%	7.1%	2.3%	14.8%

**WITHOUT "DON'T KNOW"****Q1. Perceptions of the City. Please rate your satisfaction with each of the following. (without "don't know")**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Plantation as a business-friendly City	45.9%	31.4%	12.4%	5.9%	4.4%
Q1-2. Physical appearance of the area where your business is located	42.2%	38.3%	13.3%	4.7%	1.5%
Q1-3. Overall image of City	41.8%	41.2%	13.5%	2.6%	0.9%
Q1-4. How well City is planning growth	30.4%	34.3%	23.2%	7.5%	4.6%
Q1-5. Quality of new development & redevelopment	29.6%	37.1%	24.4%	6.8%	2.0%
Q1-6. Availability of trained employees	25.7%	35.2%	31.0%	4.9%	3.2%
Q1-7. Level of taxation	16.2%	31.7%	33.7%	13.0%	5.4%
Q1-8. Plantation as a safe City	36.9%	41.0%	14.5%	6.2%	1.5%
Q1-9. Access to highways	48.2%	38.2%	10.9%	1.8%	0.9%
Q1-10. Access to airports & seaports	48.2%	38.6%	11.4%	1.2%	0.6%
Q1-11. Availability of quality housing options for employees	20.2%	34.5%	30.7%	10.8%	3.8%
Q1-12. Proximity of businesses that are important to your business	29.9%	45.1%	18.8%	5.2%	0.9%
Q1-13. Broward County public transit as means for your employees & customers to reach your business	30.3%	28.0%	29.5%	8.1%	4.1%

**WITHOUT "DON'T KNOW"****Q1. Perceptions of the City. Please rate your satisfaction with each of the following. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-14. Availability of libraries, arts, sports & cultural amenities (quality of life)	33.1%	46.6%	14.1%	5.8%	0.3%
Q1-15. Availability of retail, dining & entertainment	38.2%	45.1%	10.4%	4.8%	1.5%
Q1-16. Availability of telecommunications, utilities & other infrastructure	35.7%	45.0%	11.2%	6.8%	1.2%
Q1-17. Availability of property/land	19.4%	30.4%	39.1%	8.4%	2.7%

**Q2. Which THREE items in Question 1 were MOST IMPORTANT for your decision to locate your business in Plantation?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	69	19.7 %
Physical appearance of the area where your business is located	43	12.3 %
Overall image of City	40	11.4 %
How well City is planning growth	13	3.7 %
Quality of new development & redevelopment	21	6.0 %
Availability of trained employees	5	1.4 %
Level of taxation	7	2.0 %
Plantation as a safe City	30	8.5 %
Access to highways	31	8.8 %
Access to airports & seaports	2	0.6 %
Availability of quality housing options for employees	6	1.7 %
Proximity of businesses that are important to your business	8	2.3 %
Broward County public transit as means for your employees & customers to reach your business	6	1.7 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	1	0.3 %
Availability of retail, dining & entertainment	6	1.7 %
Availability of telecommunications, utilities & other infrastructure	1	0.3 %
Availability of property/land	10	2.8 %
None chosen	52	14.8 %
Total	351	100.0 %

**Q2. Which THREE items in Question 1 were MOST IMPORTANT for your decision to locate your business in Plantation?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	19	5.4 %
Physical appearance of the area where your business is located	33	9.4 %
Overall image of City	41	11.7 %
How well City is planning growth	21	6.0 %
Quality of new development & redevelopment	25	7.1 %
Availability of trained employees	16	4.6 %
Level of taxation	16	4.6 %
Plantation as a safe City	36	10.3 %
Access to highways	28	8.0 %
Access to airports & seaports	7	2.0 %
Availability of quality housing options for employees	4	1.1 %
Proximity of businesses that are important to your business	9	2.6 %
Broward County public transit as means for your employees & customers to reach your business	7	2.0 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	1	0.3 %
Availability of retail, dining & entertainment	3	0.9 %
Availability of telecommunications, utilities & other infrastructure	3	0.9 %
Availability of property/land	6	1.7 %
None chosen	76	21.7 %
Total	351	100.0 %

**Q2. Which THREE items in Question 1 were MOST IMPORTANT for your decision to locate your business in Plantation?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	14	4.0 %
Physical appearance of the area where your business is located	16	4.6 %
Overall image of City	36	10.3 %
How well City is planning growth	14	4.0 %
Quality of new development & redevelopment	12	3.4 %
Availability of trained employees	9	2.6 %
Level of taxation	10	2.8 %
Plantation as a safe City	42	12.0 %
Access to highways	36	10.3 %
Access to airports & seaports	8	2.3 %
Availability of quality housing options for employees	7	2.0 %
Proximity of businesses that are important to your business	13	3.7 %
Broward County public transit as means for your employees & customers to reach your business	9	2.6 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	9	2.6 %
Availability of retail, dining & entertainment	12	3.4 %
Availability of telecommunications, utilities & other infrastructure	6	1.7 %
Availability of property/land	3	0.9 %
None chosen	95	27.1 %
Total	351	100.0 %

**SUM OF TOP THREE CHOICES****Q2. Which THREE items in Question 1 were MOST IMPORTANT for your decision to locate your business in Plantation? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	102	29.1 %
Physical appearance of the area where your business is located	92	26.2 %
Overall image of City	117	33.3 %
How well City is planning growth	48	13.7 %
Quality of new development & redevelopment	58	16.5 %
Availability of trained employees	30	8.5 %
Level of taxation	33	9.4 %
Plantation as a safe City	108	30.8 %
Access to highways	95	27.1 %
Access to airports & seaports	17	4.8 %
Availability of quality housing options for employees	17	4.8 %
Proximity of businesses that are important to your business	30	8.5 %
Broward County public transit as means for your employees & customers to reach your business	22	6.3 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	11	3.1 %
Availability of retail, dining & entertainment	21	6.0 %
Availability of telecommunications, utilities & other infrastructure	10	2.8 %
Availability of property/land	19	5.4 %
None chosen	52	14.8 %
Total	882	

**Q3. Which THREE items in Question 1 are MOST IMPORTANT for your decision to stay in Plantation for the next 5 years?**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	49	14.0 %
Physical appearance of the area where your business is located	28	8.0 %
Overall image of City	38	10.8 %
How well City is planning growth	23	6.6 %
Quality of new development & redevelopment	22	6.3 %
Availability of trained employees	9	2.6 %
Level of taxation	14	4.0 %
Plantation as a safe City	43	12.3 %
Access to highways	32	9.1 %
Access to airports & seaports	7	2.0 %
Availability of quality housing options for employees	3	0.9 %
Proximity of businesses that are important to your business	14	4.0 %
Broward County public transit as means for your employees & customers to reach your business	5	1.4 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	1	0.3 %
Availability of retail, dining & entertainment	6	1.7 %
Availability of telecommunications, utilities & other infrastructure	1	0.3 %
Availability of property/land	2	0.6 %
None chosen	54	15.4 %
Total	351	100.0 %

**Q3. Which THREE items in Question 1 are MOST IMPORTANT for your decision to stay in Plantation for the next 5 years?**

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Plantation as a business-friendly City	12	3.4 %
Physical appearance of the area where your business is located	30	8.5 %
Overall image of City	27	7.7 %
How well City is planning growth	25	7.1 %
Quality of new development & redevelopment	26	7.4 %
Availability of trained employees	8	2.3 %
Level of taxation	19	5.4 %
Plantation as a safe City	44	12.5 %
Access to highways	26	7.4 %
Access to airports & seaports	6	1.7 %
Availability of quality housing options for employees	8	2.3 %
Proximity of businesses that are important to your business	20	5.7 %
Broward County public transit as means for your employees & customers to reach your business	8	2.3 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	8	2.3 %
Availability of retail, dining & entertainment	3	0.9 %
Availability of telecommunications, utilities & other infrastructure	2	0.6 %
Availability of property/land	4	1.1 %
None chosen	75	21.4 %
Total	351	100.0 %

**Q3. Which THREE items in Question 1 are MOST IMPORTANT for your decision to stay in Plantation for the next 5 years?**

Q3. 3rd choice	Number	Percent
Plantation as a business-friendly City	15	4.3 %
Physical appearance of the area where your business is located	23	6.6 %
Overall image of City	42	12.0 %
How well City is planning growth	18	5.1 %
Quality of new development & redevelopment	13	3.7 %
Availability of trained employees	12	3.4 %
Level of taxation	12	3.4 %
Plantation as a safe City	32	9.1 %
Access to highways	17	4.8 %
Access to airports & seaports	15	4.3 %
Availability of quality housing options for employees	8	2.3 %
Proximity of businesses that are important to your business	9	2.6 %
Broward County public transit as means for your employees & customers to reach your business	8	2.3 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	7	2.0 %
Availability of retail, dining & entertainment	17	4.8 %
Availability of telecommunications, utilities & other infrastructure	9	2.6 %
Availability of property/land	4	1.1 %
None chosen	90	25.6 %
Total	351	100.0 %

**SUM OF TOP THREE CHOICES****Q3. Which THREE items in Question 1 are MOST IMPORTANT for your decision to stay in Plantation for the next 5 years? (top 3)**

Q3. Top choice	Number	Percent
Plantation as a business-friendly City	76	21.7 %
Physical appearance of the area where your business is located	81	23.1 %
Overall image of City	107	30.5 %
How well City is planning growth	66	18.8 %
Quality of new development & redevelopment	61	17.4 %
Availability of trained employees	29	8.3 %
Level of taxation	45	12.8 %
Plantation as a safe City	119	33.9 %
Access to highways	75	21.4 %
Access to airports & seaports	28	8.0 %
Availability of quality housing options for employees	19	5.4 %
Proximity of businesses that are important to your business	43	12.3 %
Broward County public transit as means for your employees & customers to reach your business	21	6.0 %
Availability of libraries, arts, sports & cultural amenities (quality of life)	16	4.6 %
Availability of retail, dining & entertainment	26	7.4 %
Availability of telecommunications, utilities & other infrastructure	12	3.4 %
Availability of property/land	10	2.8 %
None chosen	54	15.4 %
Total	888	

**Q4. Perceptions of Safety. Please rate your feeling of safety in the following situations.**

(N=351)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. When they visit your location during the day	55.0%	31.3%	6.8%	1.4%	0.6%	4.8%
Q4-2. When they visit your location at night	28.5%	35.0%	15.4%	8.3%	1.7%	11.1%

**WITHOUT "DON'T KNOW"****Q4. Perceptions of Safety. Please rate your feeling of safety in the following situations. (without "don't know")**

(N=351)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. When they visit your location during the day	57.8%	32.9%	7.2%	1.5%	0.6%
Q4-2. When they visit your location at night	32.1%	39.4%	17.3%	9.3%	1.9%

**Q5. How often do you see people experiencing homelessness in your area of business?**

Q5. How often do you see people experiencing homelessness in your area of business

	Number	Percent
Almost daily	95	27.1 %
A few times per week	65	18.5 %
A few times per month	58	16.5 %
A few times per year	32	9.1 %
Seldom or never	82	23.4 %
Don't know	19	5.4 %
Total	351	100.0 %

**WITHOUT "DON'T KNOW"****Q5. How often do you see people experiencing homelessness in your area of business? (without "don't know")**

Q5. How often do you see people experiencing homelessness in your area of business

	Number	Percent
Almost daily	95	28.6 %
A few times per week	65	19.6 %
A few times per month	58	17.5 %
A few times per year	32	9.6 %
Seldom or never	82	24.7 %
Total	332	100.0 %

**Q6. Is your business or is the property owner/manager enrolled in the Plantation Police Department's Trespass Program?**

Q6. Is your business or is the property owner/manager enrolled in Plantation Police Department's Trespass

<u>Program</u>	<u>Number</u>	<u>Percent</u>
Yes	106	30.2 %
No	91	25.9 %
Don't know	154	43.9 %
Total	351	100.0 %

**WITHOUT "DON'T KNOW"****Q6. Is your business or is the property owner/manager enrolled in the Plantation Police Department's Trespass Program? (without "don't know")**

Q6. Is your business or is the property owner/manager enrolled in Plantation Police Department's Trespass

<u>Program</u>	<u>Number</u>	<u>Percent</u>
Yes	106	53.8 %
No	91	46.2 %
Total	197	100.0 %

**Q7. Major City Services. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by City of Plantation.**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. City water & sewer services	41.6%	35.6%	14.0%	3.7%	1.4%	3.7%
Q7-2. Fire services	46.4%	33.0%	7.1%	2.0%	0.6%	10.8%
Q7-3. Emergency medical services	42.7%	34.2%	8.5%	1.4%	0.6%	12.5%
Q7-4. Police services	47.6%	33.6%	9.7%	2.3%	0.6%	6.3%
Q7-5. City parks, recreation services & events	45.0%	33.6%	10.8%	1.4%	0.9%	8.3%
Q7-6. Street maintenance, including sidewalks, medians & curbs	32.2%	43.9%	10.8%	6.8%	2.0%	4.3%
Q7-7. Street lighting	31.1%	43.0%	13.7%	5.4%	2.3%	4.6%
Q7-8. Street sweeping & cleanliness of public areas	36.5%	38.7%	14.5%	4.3%	1.1%	4.8%
Q7-9. Landscape maintenance along City streets & public areas	38.5%	41.6%	10.8%	3.1%	2.3%	3.7%
Q7-10. Stormwater drainage & flood management	24.5%	35.9%	15.7%	10.8%	3.4%	9.7%
Q7-11. City planning, zoning & development review	23.6%	26.8%	17.9%	8.0%	4.6%	19.1%
Q7-12. Enforcement of City codes & ordinances	25.1%	27.1%	21.4%	7.4%	6.3%	12.8%
Q7-13. Building permitting & inspections	25.9%	28.8%	19.4%	9.7%	6.0%	10.3%
Q7-14. Local Business Tax Receipt Issuance & Renewals	30.2%	31.3%	21.7%	4.8%	4.8%	7.1%

**Q7. Major City Services. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by City of Plantation.**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-15. Annual Fire Inspections	33.0%	33.6%	16.0%	3.4%	1.4%	12.5%
Q7-16. Economic development inquiry or assistance	23.6%	18.2%	19.7%	3.1%	3.1%	32.2%
Q7-17. City's communication efforts	27.1%	32.8%	18.5%	5.1%	4.3%	12.3%
Q7-18. Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	31.3%	32.5%	16.0%	5.4%	3.7%	11.1%

**WITHOUT "DON'T KNOW"**

**Q7. Major City Services. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by City of Plantation. (without "don't know")**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. City water & sewer services	43.2%	37.0%	14.5%	3.8%	1.5%
Q7-2. Fire services	52.1%	37.1%	8.0%	2.2%	0.6%
Q7-3. Emergency medical services	48.9%	39.1%	9.8%	1.6%	0.7%
Q7-4. Police services	50.8%	35.9%	10.3%	2.4%	0.6%
Q7-5. City parks, recreation services & events	49.1%	36.6%	11.8%	1.6%	0.9%
Q7-6. Street maintenance, including sidewalks, medians & curbs	33.6%	45.8%	11.3%	7.1%	2.1%
Q7-7. Street lighting	32.5%	45.1%	14.3%	5.7%	2.4%
Q7-8. Street sweeping & cleanliness of public areas	38.3%	40.7%	15.3%	4.5%	1.2%
Q7-9. Landscape maintenance along City streets & public areas	39.9%	43.2%	11.2%	3.3%	2.4%
Q7-10. Stormwater drainage & flood management	27.1%	39.7%	17.4%	12.0%	3.8%
Q7-11. City planning, zoning & development review	29.2%	33.1%	22.2%	9.9%	5.6%
Q7-12. Enforcement of City codes & ordinances	28.8%	31.0%	24.5%	8.5%	7.2%
Q7-13. Building permitting & inspections	28.9%	32.1%	21.6%	10.8%	6.7%
Q7-14. Local Business Tax Receipt Issuance & Renewals	32.5%	33.7%	23.3%	5.2%	5.2%

**WITHOUT "DON'T KNOW"**

**Q7. Major City Services. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by City of Plantation. (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-15. Annual Fire Inspections	37.8%	38.4%	18.2%	3.9%	1.6%
Q7-16. Economic development inquiry or assistance	34.9%	26.9%	29.0%	4.6%	4.6%
Q7-17. City's communication efforts	30.8%	37.3%	21.1%	5.8%	4.9%
Q7-18. Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	35.3%	36.5%	17.9%	6.1%	4.2%

**Q8. Which THREE items in Question 7 are MOST IMPORTANT to your business?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	25	7.1 %
Fire services	13	3.7 %
Emergency medical services	21	6.0 %
Police services	57	16.2 %
City parks, recreation services & events	16	4.6 %
Street maintenance, including sidewalks, medians & curbs	36	10.3 %
Street lighting	12	3.4 %
Street sweeping & cleanliness of public areas	7	2.0 %
Landscape maintenance along City streets & public areas	10	2.8 %
Stormwater drainage & flood management	12	3.4 %
City planning, zoning & development review	20	5.7 %
Enforcement of City codes & ordinances	6	1.7 %
Building permitting & inspections	7	2.0 %
Local Business Tax Receipt Issuance & Renewals	16	4.6 %
Annual Fire Inspections	3	0.9 %
Economic development inquiry or assistance	5	1.4 %
City's communication efforts	9	2.6 %
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	16	4.6 %
<u>None chosen</u>	<u>60</u>	<u>17.1 %</u>
Total	351	100.0 %

**Q8. Which THREE items in Question 7 are MOST IMPORTANT to your business?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	8	2.3 %
Fire services	15	4.3 %
Emergency medical services	25	7.1 %
Police services	30	8.5 %
City parks, recreation services & events	13	3.7 %
Street maintenance, including sidewalks, medians & curbs	20	5.7 %
Street lighting	24	6.8 %
Street sweeping & cleanliness of public areas	17	4.8 %
Landscape maintenance along City streets & public areas	24	6.8 %
Stormwater drainage & flood management	17	4.8 %
City planning, zoning & development review	14	4.0 %
Enforcement of City codes & ordinances	6	1.7 %
Building permitting & inspections	13	3.7 %
Local Business Tax Receipt Issuance & Renewals	12	3.4 %
Annual Fire Inspections	8	2.3 %
Economic development inquiry or assistance	12	3.4 %
City's communication efforts	3	0.9 %
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	16	4.6 %
<u>None chosen</u>	<u>74</u>	<u>21.1 %</u>
Total	351	100.0 %

**Q8. Which THREE items in Question 7 are MOST IMPORTANT to your business?**

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	8	2.3 %
Fire services	20	5.7 %
Emergency medical services	22	6.3 %
Police services	19	5.4 %
City parks, recreation services & events	17	4.8 %
Street maintenance, including sidewalks, medians & curbs	22	6.3 %
Street lighting	11	3.1 %
Street sweeping & cleanliness of public areas	15	4.3 %
Landscape maintenance along City streets & public areas	22	6.3 %
Stormwater drainage & flood management	19	5.4 %
City planning, zoning & development review	11	3.1 %
Enforcement of City codes & ordinances	16	4.6 %
Building permitting & inspections	11	3.1 %
Local Business Tax Receipt Issuance & Renewals	13	3.7 %
Annual Fire Inspections	5	1.4 %
Economic development inquiry or assistance	10	2.8 %
City's communication efforts	10	2.8 %
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	16	4.6 %
<u>None chosen</u>	<u>84</u>	<u>23.9 %</u>
Total	351	100.0 %

**SUM OF TOP THREE CHOICES****Q8. Which THREE items in Question 7 are MOST IMPORTANT to your business? (top 3)**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
City water & sewer services	41	11.7 %
Fire services	48	13.7 %
Emergency medical services	68	19.4 %
Police services	106	30.2 %
City parks, recreation services & events	46	13.1 %
Street maintenance, including sidewalks, medians & curbs	78	22.2 %
Street lighting	47	13.4 %
Street sweeping & cleanliness of public areas	39	11.1 %
Landscape maintenance along City streets & public areas	56	16.0 %
Stormwater drainage & flood management	48	13.7 %
City planning, zoning & development review	45	12.8 %
Enforcement of City codes & ordinances	28	8.0 %
Building permitting & inspections	31	8.8 %
Local Business Tax Receipt Issuance & Renewals	41	11.7 %
Annual Fire Inspections	16	4.6 %
Economic development inquiry or assistance	27	7.7 %
City's communication efforts	22	6.3 %
Customer service provided by City employees (professional, helpful, knowledgeable, responsive)	48	13.7 %
<u>None chosen</u>	<u>60</u>	<u>17.1 %</u>
Total	895	

**Q9. Codes and Regulation. How satisfied are you with the City's codes and regulations when it comes to ensuring your business's ability to attract, serve and retain customers and promoting quality economic development?**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Zoning regulations for residential development	24.5%	27.6%	16.0%	4.6%	3.1%	24.2%
Q9-2. Land use & zoning regulations for commercial development	20.2%	28.8%	19.1%	5.4%	3.4%	23.1%
Q9-3. Landscaping codes	20.5%	32.2%	20.5%	3.4%	4.3%	19.1%
Q9-4. Maintenance requirements for business property	19.7%	35.6%	18.5%	4.3%	2.3%	19.7%
Q9-5. Business signage regulations	21.4%	31.3%	19.9%	5.7%	4.6%	17.1%
Q9-6. Business parking regulations	21.1%	34.2%	21.7%	2.0%	3.4%	17.7%
Q9-7. Regulations for short-term rental properties	16.5%	21.7%	17.4%	4.0%	3.7%	36.8%

**WITHOUT "DON'T KNOW"****Q9. Codes and Regulation. How satisfied are you with the City's codes and regulations when it comes to ensuring your business's ability to attract, serve and retain customers and promoting quality economic development? (without "don't know")**

(N=351)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Zoning regulations for residential development	32.3%	36.5%	21.1%	6.0%	4.1%
Q9-2. Land use & zoning regulations for commercial development	26.3%	37.4%	24.8%	7.0%	4.4%
Q9-3. Landscaping codes	25.4%	39.8%	25.4%	4.2%	5.3%
Q9-4. Maintenance requirements for business property	24.5%	44.3%	23.0%	5.3%	2.8%
Q9-5. Business signage regulations	25.8%	37.8%	24.1%	6.9%	5.5%
Q9-6. Business parking regulations	25.6%	41.5%	26.3%	2.4%	4.2%
Q9-7. Regulations for short-term rental properties	26.1%	34.2%	27.5%	6.3%	5.9%

**Q10. In the next 24 months, is your business considering any of the following?**

Q10. What following is your business considering doing in next 24 months	Number	Percent
Expanding in Plantation in existing or new location	89	25.4 %
Hiring additional staff in Plantation	110	31.3 %
Relocating to another location in Plantation	38	10.8 %
Relocating to another location outside Plantation	39	11.1 %
Downsizing/decreasing employment	22	6.3 %
Closing	13	3.7 %
None of these	120	34.2 %
Don't know	33	9.4 %
Total	464	

**WITHOUT "DON'T KNOW"****Q10. In the next 24 months, is your business considering any of the following? (without "don't know")**

Q10. What following is your business considering doing in next 24 months	Number	Percent
None of these	120	37.7 %
Hiring additional staff in Plantation	110	34.6 %
Expanding in Plantation in existing or new location	87	27.4 %
Relocating to another location in Plantation	38	11.9 %
Relocating to another location outside Plantation	37	11.6 %
Downsizing/decreasing employment	21	6.6 %
Closing	12	3.8 %
Total	425	

**Q11. Which THREE of the following items, if any, have been a barrier to growing, establishing or relocating your business in Plantation?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cost of leasing or purchasing retail/commercial space	82	23.4 %
License application process	30	8.5 %
Parking	21	6.0 %
Obtaining permits	35	10.0 %
Taxes	23	6.6 %
Zoning & land use	8	2.3 %
Ability to find good employees	33	9.4 %
Other	6	1.7 %
None chosen	113	32.2 %
Total	351	100.0 %

**Q11. Which THREE of the following items, if any, have been a barrier to growing, establishing or relocating your business in Plantation?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cost of leasing or purchasing retail/commercial space	26	7.4 %
License application process	27	7.7 %
Parking	15	4.3 %
Obtaining permits	36	10.3 %
Taxes	42	12.0 %
Zoning & land use	18	5.1 %
Ability to find good employees	25	7.1 %
Other	4	1.1 %
None chosen	158	45.0 %
Total	351	100.0 %

**Q11. Which THREE of the following items, if any, have been a barrier to growing, establishing or relocating your business in Plantation?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cost of leasing or purchasing retail/commercial space	22	6.3 %
License application process	22	6.3 %
Parking	14	4.0 %
Obtaining permits	21	6.0 %
Taxes	19	5.4 %
Zoning & land use	20	5.7 %
Ability to find good employees	29	8.3 %
Other	1	0.3 %
None chosen	203	57.8 %
Total	351	100.0 %

**SUM OF TOP THREE CHOICES**

**Q11. Which THREE of the following items, if any, have been a barrier to growing, establishing or relocating your business in Plantation? (top 3)**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cost of leasing or purchasing retail/commercial space	130	37.0 %
License application process	79	22.5 %
Parking	50	14.2 %
Obtaining permits	92	26.2 %
Taxes	84	23.9 %
Zoning & land use	46	13.1 %
Ability to find good employees	87	24.8 %
Other	11	3.1 %
None chosen	113	32.2 %
Total	692	

**Q12. Which THREE of the following do you think have the most potential to positively influence Plantation's economy?**

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Higher education	62	17.7 %
Health/medical focus	28	8.0 %
Tourism	32	9.1 %
Manufacturing	12	3.4 %
Professional services	31	8.8 %
Creative economy (art, entertainment, etc.)	27	7.7 %
Information technology	28	8.0 %
Transportation & utilities	30	8.5 %
Retail/restaurants	48	13.7 %
Other	4	1.1 %
None chosen	49	14.0 %
Total	351	100.0 %

**Q12. Which THREE of the following do you think have the most potential to positively influence Plantation's economy?**

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Higher education	14	4.0 %
Health/medical focus	35	10.0 %
Tourism	20	5.7 %
Manufacturing	18	5.1 %
Professional services	54	15.4 %
Creative economy (art, entertainment, etc.)	48	13.7 %
Information technology	21	6.0 %
Transportation & utilities	27	7.7 %
Retail/restaurants	35	10.0 %
Other	3	0.9 %
None chosen	76	21.7 %
Total	351	100.0 %

**Q12. Which THREE of the following do you think have the most potential to positively influence Plantation's economy?**

Q12. 3rd choice	Number	Percent
Higher education	17	4.8 %
Health/medical focus	33	9.4 %
Tourism	13	3.7 %
Manufacturing	8	2.3 %
Professional services	40	11.4 %
Creative economy (art, entertainment, etc.)	30	8.5 %
Information technology	30	8.5 %
Transportation & utilities	24	6.8 %
Retail/restaurants	46	13.1 %
Other	3	0.9 %
None chosen	107	30.5 %
Total	351	100.0 %

**SUM OF TOP THREE CHOICES****Q12. Which THREE of the following do you think have the most potential to positively influence Plantation's economy? (top 3)**

Q12. Top choice	Number	Percent
Higher education	93	26.5 %
Health/medical focus	96	27.4 %
Tourism	65	18.5 %
Manufacturing	38	10.8 %
Professional services	125	35.6 %
Creative economy (art, entertainment, etc.)	105	29.9 %
Information technology	79	22.5 %
Transportation & utilities	81	23.1 %
Retail/restaurants	129	36.8 %
Other	10	2.8 %
None chosen	49	14.0 %
Total	870	

**Q13. Please indicate the level of your agreement with the following statements pertaining to sustainability and resiliency.**

(N=351)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. City is well-prepared for emergencies & extreme weather events	23.6%	39.0%	15.7%	4.0%	2.0%	15.7%
Q13-2. My business is interested in installing an EV charger for public use, including my fleet, employees, customers & others	14.2%	15.4%	15.1%	9.1%	13.7%	32.5%

**WITHOUT "DON'T KNOW"****Q13. Please indicate the level of your agreement with the following statements pertaining to sustainability and resiliency. (without "don't know")**

(N=351)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. City is well-prepared for emergencies & extreme weather events	28.0%	46.3%	18.6%	4.7%	2.4%
Q13-2. My business is interested in installing an EV charger for public use, including my fleet, employees, customers & others	21.1%	22.8%	22.4%	13.5%	20.3%

**Q14. Where do you currently get news and information about City programs, services, and events?**

Q14. Where do you currently get news & information about City programs, services, & events	Number	Percent
Mayor's electronic newsletter by email or text	94	26.8 %
Watch City Council/CRA meetings	34	9.7 %
City website	142	40.5 %
City's social media (Facebook, Instagram, Nextdoor, X)	112	31.9 %
Word of mouth	139	39.6 %
Marquee signs at City parks/fire stations	53	15.1 %
Flyers at City facilities	42	12.0 %
Ads on the benches	29	8.3 %
Gateway/Midtown meetings or newsletters	25	7.1 %
Newspapers	64	18.2 %
Public records requests	19	5.4 %
PlantationNow! Monthly eNewsletter	87	24.8 %
Other	10	2.8 %
Total	850	

**Q15. Which TWO sources of information from the list in Question 14 would you prefer to get information from the City?**

Q15. Top choice	Number	Percent
Mayor's electronic newsletter by email or text	61	17.4 %
Watch City Council/CRA meetings	6	1.7 %
City website	54	15.4 %
City's social media (Facebook, Instagram, Nextdoor, X)	41	11.7 %
Word of mouth	15	4.3 %
Marquee signs at City parks/fire stations	14	4.0 %
Flyers at City facilities	16	4.6 %
Ads on the benches	8	2.3 %
Gateway/Midtown meetings or newsletters	7	2.0 %
Newspapers	12	3.4 %
Public records requests	1	0.3 %
PlantationNow! Monthly eNewsletter	31	8.8 %
None chosen	85	24.2 %
Total	351	100.0 %

**Q15. Which TWO sources of information from the list in Question 14 would you prefer to get information from the City?**

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Mayor's electronic newsletter by email or text	24	6.8 %
Watch City Council/CRA meetings	7	2.0 %
City website	44	12.5 %
City's social media (Facebook, Instagram, Nextdoor, X)	47	13.4 %
Word of mouth	15	4.3 %
Marquee signs at City parks/fire stations	15	4.3 %
Flyers at City facilities	16	4.6 %
Ads on the benches	6	1.7 %
Gateway/Midtown meetings or newsletters	13	3.7 %
Newspapers	13	3.7 %
Public records requests	2	0.6 %
PlantationNow! Monthly eNewsletter	38	10.8 %
None chosen	111	31.6 %
Total	351	100.0 %

**SUM OF TOP TWO CHOICES****Q15. Which TWO sources of information from the list in Question 14 would you prefer to get information from the City? (top 2)**

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Mayor's electronic newsletter by email or text	85	24.2 %
Watch City Council/CRA meetings	13	3.7 %
City website	98	27.9 %
City's social media (Facebook, Instagram, Nextdoor, X)	88	25.1 %
Word of mouth	30	8.5 %
Marquee signs at City parks/fire stations	29	8.3 %
Flyers at City facilities	32	9.1 %
Ads on the benches	14	4.0 %
Gateway/Midtown meetings or newsletters	20	5.7 %
Newspapers	25	7.1 %
Public records requests	3	0.9 %
PlantationNow! Monthly eNewsletter	69	19.7 %
None chosen	85	24.2 %
Total	591	

**Q18. Are you a member of the Plantation Chamber of Commerce?**

Q18. Are you a member of the Plantation Chamber of Commerce	Number	Percent
Yes	68	19.4 %
No, but I am familiar with the Chamber	144	41.0 %
No, I am not familiar with the Chamber	94	26.8 %
Not provided	45	12.8 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. Are you a member of the Plantation Chamber of Commerce? (without "not provided")**

Q18. Are you a member of the Plantation Chamber of Commerce	Number	Percent
Yes	68	22.2 %
No, but I am familiar with the Chamber	144	47.1 %
No, I am not familiar with the Chamber	94	30.7 %
Total	306	100.0 %

**Q19. Which of the following best describes your position with your business?**

Q19. Which following best describes your position with your business	Number	Percent
Owner	191	54.4 %
CEO/CFO	39	11.1 %
Manager	68	19.4 %
Other	8	2.3 %
Not provided	45	12.8 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Which of the following best describes your position with your business? (without "not provided")**

Q19. Which following best describes your position with your business	Number	Percent
Owner	191	62.4 %
CEO/CFO	39	12.7 %
Manager	68	22.2 %
Other	8	2.6 %
Total	306	100.0 %

**Q20. How many years has your business been operating in Plantation?**

Q20. How many years has your business been operating in Plantation	Number	Percent
Less than 5	96	27.4 %
5-10	61	17.4 %
11-20	65	18.5 %
21-30	54	15.4 %
31-40	25	7.1 %
41+	21	6.0 %
Not provided	29	8.3 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. How many years has your business been operating in Plantation? (without "not provided")**

Q20. How many years has your business been operating in Plantation	Number	Percent
Less than 5	96	29.8 %
5-10	61	18.9 %
11-20	65	20.2 %
21-30	54	16.8 %
31-40	25	7.8 %
41+	21	6.5 %
Total	322	100.0 %

**Q21. Approximately what percentage of your customer base is represented by the following groups?**

	Mean
Customers from City of Plantation	32.80
Customers from Broward County outside City of Plantation	33.11
Other Florida customers (outside Broward County)	15.93
Customers in U.S. but outside Florida	12.77
International/overseas customers	5.39

**Q22. Approximately how many employees do you employ at your location(s) in Plantation?**

Q22. How many employees do you employ at your location(s) in Plantation	Number	Percent
Less than 10	196	55.8 %
10-24	43	12.3 %
25-49	19	5.4 %
50-99	20	5.7 %
100-249	20	5.7 %
250-499	12	3.4 %
500+	13	3.7 %
Not provided	28	8.0 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. Approximately how many employees do you employ at your location(s) in Plantation? (without "not provided")**

Q22. How many employees do you employ at your location(s) in Plantation	Number	Percent
Less than 10	196	60.7 %
10-24	43	13.3 %
25-49	19	5.9 %
50-99	20	6.2 %
100-249	20	6.2 %
250-499	12	3.7 %
500+	13	4.0 %
Total	323	100.0 %

**Q23. Approximately what percentage of your employees are Plantation residents?**

Q23. What percentage of your employees are Plantation residents	Number	Percent
0-10	100	28.5 %
11-20	21	6.0 %
21-30	17	4.8 %
31-40	14	4.0 %
41-50	37	10.5 %
51+	108	30.8 %
Not provided	54	15.4 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q23. Approximately what percentage of your employees are Plantation residents? (without "not provided")**

Q23. What percentage of your employees are Plantation residents	Number	Percent
0-10	100	33.7 %
11-20	21	7.1 %
21-30	17	5.7 %
31-40	14	4.7 %
41-50	37	12.5 %
51+	108	36.4 %
Total	297	100.0 %

**Q24. On average, what are the gross annual revenues/sales of your business?**

Q24. What are the gross annual revenues/sales of your business	Number	Percent
Less than \$100,000	182	51.9 %
\$100,001-\$250,000	63	17.9 %
\$250,001-\$500,000	72	20.5 %
\$1,000,001+	34	9.7 %
Total	351	100.0 %

**Q25. Is your business a home-based business?**

Q25. Is your business a home-based business	Number	Percent
Yes	81	23.1 %
No	233	66.4 %
Not provided	37	10.5 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. Is your business a home-based business? (without "not provided")**

Q25. Is your business a home-based business	Number	Percent
Yes	81	25.8 %
No	233	74.2 %
Total	314	100.0 %

**Q26. Which ONE of the following BEST describes your business?**

<u>Q26. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	16	4.6 %
Finance/insurance	21	6.0 %
Administrative & support services (e.g., office administration, personnel placement, clerical, solicitation, collection, security & surveillance, cleaning, & waste disposal services)	17	4.8 %
Wholesaler/distributor	15	4.3 %
Retail	42	12.0 %
Hotel, restaurant, entertainment	21	6.0 %
Health care/medical	62	17.7 %
Social services, non-profit	6	1.7 %
Transportation/warehousing	8	2.3 %
Professional, scientific & technical services (e.g., law, consulting, architecture, engineers)	57	16.2 %
Real estate, rental & leasing	14	4.0 %
Software/information technology	12	3.4 %
Other	22	6.3 %
Not provided	38	10.8 %
Total	351	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. Which ONE of the following BEST describes your business? (without "not provided")**

<u>Q26. Which following best describes your business</u>	<u>Number</u>	<u>Percent</u>
Manufacturing	16	5.1 %
Finance/insurance	21	6.7 %
Administrative & support services (e.g., office administration, personnel placement, clerical, solicitation, collection, security & surveillance, cleaning, & waste disposal services)	17	5.4 %
Wholesaler/distributor	15	4.8 %
Retail	42	13.4 %
Hotel, restaurant, entertainment	21	6.7 %
Health care/medical	62	19.8 %
Social services, non-profit	6	1.9 %
Transportation/warehousing	8	2.6 %
Professional, scientific & technical services (e.g., law, consulting, architecture, engineers)	57	18.2 %
Real estate, rental & leasing	14	4.5 %
Software/information technology	12	3.8 %
Other	22	7.0 %
Total	313	100.0 %

**Q26-13. Other:**

Q26-13. Other	Number	Percent
Childcare/education	7	31.8 %
Construction	3	13.6 %
Electrical service	1	4.5 %
Landscapes	1	4.5 %
Bobcat service	1	4.5 %
Water, fitness instructor	1	4.5 %
Private golf training	1	4.5 %
Yoga, Pilates, Tai Chi studio	1	4.5 %
Industrial cooperative	1	4.5 %
Water damage, fire, biohazard remediation	1	4.5 %
Printing distributor	1	4.5 %
Electrical contracting	1	4.5 %
EXPORT MANAGEMENT COMPANY	1	4.5 %
Energy utilities	1	4.5 %
Total	22	100.0 %

**Q27. The City may elect to conduct follow-up focus groups or workshops pertaining to business issues in Plantation. Would you like the City to reach out to you about participating in such focus groups or workshops?**

Q27. Would you like City to reach out to you about participating in such focus groups or workshops	Number	Percent
Yes	50	14.2 %
No	296	84.3 %
I would like to be contacted only to discuss a specific issue pertaining to my business	5	1.4 %
Total	351	100.0 %

**Q27-3. Please explain the issue pertaining to your business:**

Q27-3. Specific issue pertaining to the business	Number	Percent
Landscaping criteria	1	20.0 %
Offering opportunity in our field of work	1	20.0 %
Electrical contractor	1	20.0 %
Any proposed changes in policy	1	20.0 %
Need to advertise using signage	1	20.0 %
Total	5	100.0 %



# 5

## Survey Instrument

**OFFICE OF THE MAYOR**

Nick Sortal  
Mayor



**CITY COUNCIL**

Louis Reinstein  
President  
Denise Horland  
President Pro Tem  
Jennifer Andreu  
Erik Anderson  
Timothy J. Fadgen

June 2025

Hello Plantation Business Leader,

Thank you for choosing Plantation as a place for your business. Your voice matters, and as a valued member of the community you have been selected to participate in the Plantation Business survey. It will help us evaluate our priorities, services, and programs, as they impact our business community. Your feedback will help guide our economic development direction and make sure that your tax dollars go toward things that make this great community even better.

We know how valuable your time is and appreciate you dedicating 10-15 minutes to complete the survey. As a thank you, ETC Institute, an independent research firm that we partnered with, is offering a chance to enter to win one of five \$100 Visa gift cards to business leaders who fully complete the questionnaire.

Please use the enclosed postage-paid envelope to return your response directly to ETC Institute within the next 2 weeks or go to [PlantationSurvey.org](http://PlantationSurvey.org) to complete the survey online. ETC institute will compile the information received and present the results to the City Council and staff.

If you have questions or concerns, please contact Laura Karpaviciute, Assistant City Administrator, in my office at [LKarpaviciute@plantation.org](mailto:LKarpaviciute@plantation.org) or 954-797-2224.

Thank you for taking this opportunity to have your voice be heard and improve our beautiful city.

Yours,

Nick Sortal  
Mayor



# 2025 City of Plantation Business Survey

The City of Plantation would like your input to help determine business priorities for the community. This survey will take 10-15 minutes to complete. When you are finished, please return your completed survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at [PlantationSurvey.org](http://PlantationSurvey.org).

## Perceptions

### 1. Perceptions of the City. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Plantation as a business-friendly city	5	4	3	2	1	9
02. Physical appearance of the area where your business is located	5	4	3	2	1	9
03. Overall image of the City	5	4	3	2	1	9
04. How well the city is planning growth	5	4	3	2	1	9
05. Quality of new development and redevelopment	5	4	3	2	1	9
06. Availability of trained employees	5	4	3	2	1	9
07. Level of taxation	5	4	3	2	1	9
08. Plantation as a safe city	5	4	3	2	1	9
09. Access to highways	5	4	3	2	1	9
10. Access to airports and seaports	5	4	3	2	1	9
11. Availability of quality housing options for employees	5	4	3	2	1	9
12. Proximity of businesses that are important to your business	5	4	3	2	1	9
13. Broward County public transit as means for your employees and customers to reach your business	5	4	3	2	1	9
14. Availability of libraries, arts, sports and cultural amenities (quality of life)	5	4	3	2	1	9
15. Availability of retail, dining and entertainment	5	4	3	2	1	9
16. Availability of telecommunications, utilities and other infrastructure	5	4	3	2	1	9
17. Availability of property/land	5	4	3	2	1	9

### 2. Which **THREE** items in Question 1 were **MOST IMPORTANT** for your decision to locate your business in Plantation? *[Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

### 3. Which **THREE** items in Question 1 are **MOST IMPORTANT** for your decision to stay in Plantation for the next 5 years? *[Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

## Safety

### 4. Perceptions of Safety. Please rate your feeling of safety in the following situations.

How safe do your employees and customers feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01. When they visit your location during the DAY	5	4	3	2	1	9
02. When they visit your location at NIGHT	5	4	3	2	1	9

**5. How often do you see people experiencing homelessness in your area of business?**

- (5) Almost daily                       (3) A few times per month                       (1) Seldom or never  
 (4) A few times per week                       (2) A few times per year                       (9) Don't know

**6. Is your business or is the property owner/manager enrolled in the Plantation Police Department's Trespass Program?**

- (1) Yes                       (2) No                       (9) Don't know

**Major City Services**

**7. Major City Services. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by City of Plantation. If you have not used the service, please circle "9" for "Don't Know."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. City water and sewer services	5	4	3	2	1	9
02. Fire services	5	4	3	2	1	9
03. Emergency medical services	5	4	3	2	1	9
04. Police services	5	4	3	2	1	9
05. City parks, recreation services and events	5	4	3	2	1	9
06. Street maintenance, including sidewalks, medians and curbs	5	4	3	2	1	9
07. Street lighting	5	4	3	2	1	9
08. Street sweeping and cleanliness of public areas	5	4	3	2	1	9
09. Landscape maintenance along city streets and public areas	5	4	3	2	1	9
10. Stormwater drainage and flood management	5	4	3	2	1	9
11. City planning, zoning and development review	5	4	3	2	1	9
12. Enforcement of City codes and ordinances	5	4	3	2	1	9
13. Building permitting and inspections	5	4	3	2	1	9
14. Local Business Tax Receipt Issuance and Renewals	5	4	3	2	1	9
15. Annual Fire Inspections	5	4	3	2	1	9
16. Economic development inquiry or assistance	5	4	3	2	1	9
17. City's communication efforts	5	4	3	2	1	9
18. Customer service provided by city employees (professional, helpful, knowledgeable, responsive)	5	4	3	2	1	9

**8. Which THREE items in Question 7 are MOST IMPORTANT to your business? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**Codes and Regulations**

**9. Codes and Regulation. How satisfied are you with the City's codes and regulations when it comes to ensuring your business's ability to attract, serve and retain customers and promoting quality economic development?**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Zoning regulations for residential development	5	4	3	2	1	9
2. Land use and zoning regulations for commercial development	5	4	3	2	1	9
3. Landscaping codes	5	4	3	2	1	9
4. Maintenance requirements for business property	5	4	3	2	1	9
5. Business signage regulations	5	4	3	2	1	9
6. Business parking regulations	5	4	3	2	1	9
7. Regulations for short-term rental properties	5	4	3	2	1	9

**Future and Challenges**

**10. In the next 24 months, is your business considering any of the following? [Check all that apply.]**

- (1) Expanding in Plantation in existing or new location
- (2) Hiring additional staff in Plantation
- (3) Relocating to another location in Plantation
- (4) Relocating to another location outside Plantation
- (5) Downsizing/decreasing employment
- (6) Closing
- (7) None of these
- (9) Don't know

**11. Which THREE of the following items, if any, have been a barrier to growing, establishing or relocating your business in Plantation? [Write in your answers below using the numbers from the list below, or circle "NONE."]**

- 1. Cost of leasing or purchasing retail/commercial space
- 2. License application process
- 3. Parking
- 4. Obtaining Permits
- 5. Taxes
- 6. Zoning and land use
- 7. Ability to find good employees
- 8. Other: \_\_\_\_\_

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**12. Which THREE of the following do you think have the most potential to positively influence Plantation's economy? [Write in your answers below using the numbers from the list below, or circle "NONE."]**

- 01. Higher education
- 02. Health/medical focus
- 03. Tourism
- 04. Manufacturing
- 05. Professional services
- 06. Creative economy (art, entertainment, etc.)
- 07. Information technology
- 08. Transportation and utilities
- 09. Retail/restaurants
- 10. Other: \_\_\_\_\_

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**Sustainability and Resiliency**

**13. Please indicate the level of your agreement with the following statements pertaining to sustainability and resiliency.**

How likely are you to agree with the following...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The City is well-prepared for emergencies and extreme weather events	5	4	3	2	1	9
2. My business is interested in installing an EV charger for public use, including my fleet, employees, customers and others	5	4	3	2	1	9

**13a. What is the primary barrier to installing an EV charging station at your place of business?**

\_\_\_\_\_

**City Communication and Transparency**

**14. Where do you currently get news and information about City programs, services, and events? [Check all that apply.]**

- (01) Mayor's electronic newsletter by email or text
- (02) Watch City Council/CRA meetings
- (03) City website
- (04) City's social media (Facebook, Instagram, Nextdoor, X)
- (05) Word of mouth
- (06) Marquee signs at city parks/fire stations
- (07) Flyers at city facilities
- (08) Ads on the benches
- (09) Gateway/Midtown meetings or newsletters
- (10) Newspapers
- (11) Public records requests
- (12) PlantationNow! Monthly e-newsletter
- (13) Other: \_\_\_\_\_



**26. Which ONE of the following BEST describes your business? [Check the most appropriate category; if you don't see a description that matches, write a description in "Other."]**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Manufacturing  | <input type="checkbox"/> (06) Hotel, restaurant, entertainment   |
| <input type="checkbox"/> (02) Finance/insurance  | <input type="checkbox"/> (07) Health care/medical  |
| <input type="checkbox"/> (03) Administrative and support services (e.g., office administration, personnel placement, clerical, solicitation, collection, security and surveillance, cleaning, and waste disposal services) | <input type="checkbox"/> (08) Social services, non-profit  |
| <input type="checkbox"/> (04) Wholesaler/distributor   | <input type="checkbox"/> (09) Transportation/warehousing   |
| <input type="checkbox"/> (05) Retail   | <input type="checkbox"/> (10) Professional, scientific and technical services (e.g., law, consulting, architecture, engineers) |
|  | <input type="checkbox"/> (11) Real estate, rental and leasing  |
|  | <input type="checkbox"/> (12) Software/information technology  |
|  | <input type="checkbox"/> (13) Other: _____   |

**27. The City may elect to conduct follow-up focus groups or workshops pertaining to business issues in Plantation. Would you like the City to reach out to you about participating in such focus groups or workshops?**

- (1) Yes [Answer Q27a.]       (2) No
- (3) I would like to be contacted ONLY to discuss a specific issue pertaining to my business. Please explain the issue:
- \_\_\_\_\_

**27a. Please provide your contact information.**

Your Name and Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**28. Would you like to be entered into a drawing for (1 of 5) \$100 gift cards for fully completing your survey? (Limited to one per business/address. Sent via email.)**

- (1) Yes [Answer Q28a.]       (2) No

**28a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061