

SELECT  
SOUTHLAKE



# 2022




## BUSINESS CLIMATE SURVEY

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by

Department of Economic Development & Tourism



The Southlake Economic Development and Tourism Department's mission is to sustain and grow Southlake's vibrant economy and outstanding quality of life by providing leadership and resources for the creation, expansion and retention of businesses and visitors.

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## BUSINESS CLIMATE SURVEY



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# Introduction

## BACKGROUND

The City of Southlake strives to maintain a strong and healthy economy and has dedicated time and resources to economic development, identified as a vital city function, in order to maintain a strong and healthy economy. There are various economic indicators that can give the City a better sense on the economic conditions in the community, however, these indicators can be limited in their ability to give local leaders insight as to what the City does effectively to stimulate and support business activity in the community.

To address this need, the Economic Development Master Plan, adopted in 2016, identified evaluating the city's economic programs by conducting an annual business climate & satisfaction survey as a policy recommendation for its business retention efforts. In order to fulfill this requirement, the master plan recommended conducting an annual business climate survey that collects information from Southlake employers about their outlook and needs and to determine if the City's programs are meeting those needs.

## WHY A BUSINESS SURVEY?

Business climate indicates how state, regional and local policies, relationships and local communities support business development. Ultimately, a good business climate allows businesses to conduct their affairs with minimal interference while accessing quality high inputs and customers at low costs. While no business climate is perfect for every kind of company, certain attributes of the regional or local economy allow investors to find fewer risks and higher returns when compared to other places. Business opinion/satisfaction surveys enable businesses to share their perceptions and suggestions about local government, specific public issues, and the various services provided to them with their governing body including the mayor, city council, other elected & appointed officials, city staff. These local decision-makers often have to make important decisions with limited information and input from residents and

businesses. Business surveys can assist in bridging this gap and ensure decision-makers have the most accurate information.

By conducting a business climate survey, the City will obtain the most current information about local businesses and have a better understanding of local challenges and perceptions of the business community. This type of survey also demonstrates the City's support for the local business community, uncovers opportunities to improve the local business climate, finds benefits for existing businesses and provides a means for the City to evaluate its current and future programs to provide more effective decisions and programs to businesses.

Ultimately, the survey results and analyses presented in this report will provide the City Council, Community Enhancement & Development Corporation, and City staff with information that can be used to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, and planning not just through Economic Development initiatives but through City-wide decision making. This report is the third of its kind since the first business climate survey was conducted in 2019.

## GOALS & OBJECTIVES

Quality of Life is the economic well being, life style, and environment that an area offers. Improving the quality of life is the ultimate aim of economic development programs and initiatives. A balance has to be maintained between encouraging the growth of the local economy, while limiting impacts upon the quality of life. In order to achieve the best quality of life possible, tools such as this Business Climate Survey are used to obtain a better understanding of local economic conditions.

Understanding labor challenges, labor demographics, struggling local industries, business trends, upcoming challenges and how



to effectively use technology all contribute to the local business climate, and pro-actively obtaining this information keeps the City “on-the-pulse” of the local environment.

Working with the Community Enhancement & Development Corporation (CEDC), City staff developed goals for the survey understanding that upon getting results and conducting future surveys, goals will be adjusted accordingly.

### **BUSINESS CLIMATE SURVEY GOALS**

**Acquire current local business data**

**Obtain a better understanding of the local business environment**

**Improve organizational processes to better serve the business community**

**Enhance current and future programs targeted towards assisting businesses**

**Develop better communication and relationships between the City and business community**

### **SURVEY STRUCTURE**

City of Southlake Economic Development staff worked closely with the CEDC to develop a questionnaire that covered the topic areas that would be of most value to the City. Upon evaluation, it was determined that obtaining core business data, perceptions/sentiment about the business environment and evaluating the City’s service performance should be the focus. This strategy has continued into 2022.

Additionally, the CEDC discussed strategies to encourage participation since time is extremely valuable for businesses. For this reason the survey was divided in two; a short-form survey consisting of approximately 9-questions and a long-form survey that includes an additional 29-questions for those businesses that chose to contribute more of their time.

The development of the questions for the survey consisted of three focus areas: 1) Business Data, focused on obtaining data associated with the specific business such as sales trends, number of employees and years in operation; 2) Business Environment focused on getting the business perspective and opinions on labor availability, taxes and local to national economy; and 3) Community Environment which focused on level/ quality of service that the City provides to the local business community.

### **OVERVIEW OF METHODOLOGY**

Data for the 2022 survey was collected through an on-line survey developed in-house by City staff. The survey was open between February 22 to April 15, 2022, a total of 53-days. The City used its business contact database, consisting of over 1,400 businesses, to communicate with local businesses about the survey. Numerous emails, social media posts and an article through My Southlake News were drafted in an effort to get maximum participation from Southlake businesses.

The City also partnered with the Southlake Chamber of Commerce to distribute information about the survey through their various communication channels and during their public events.



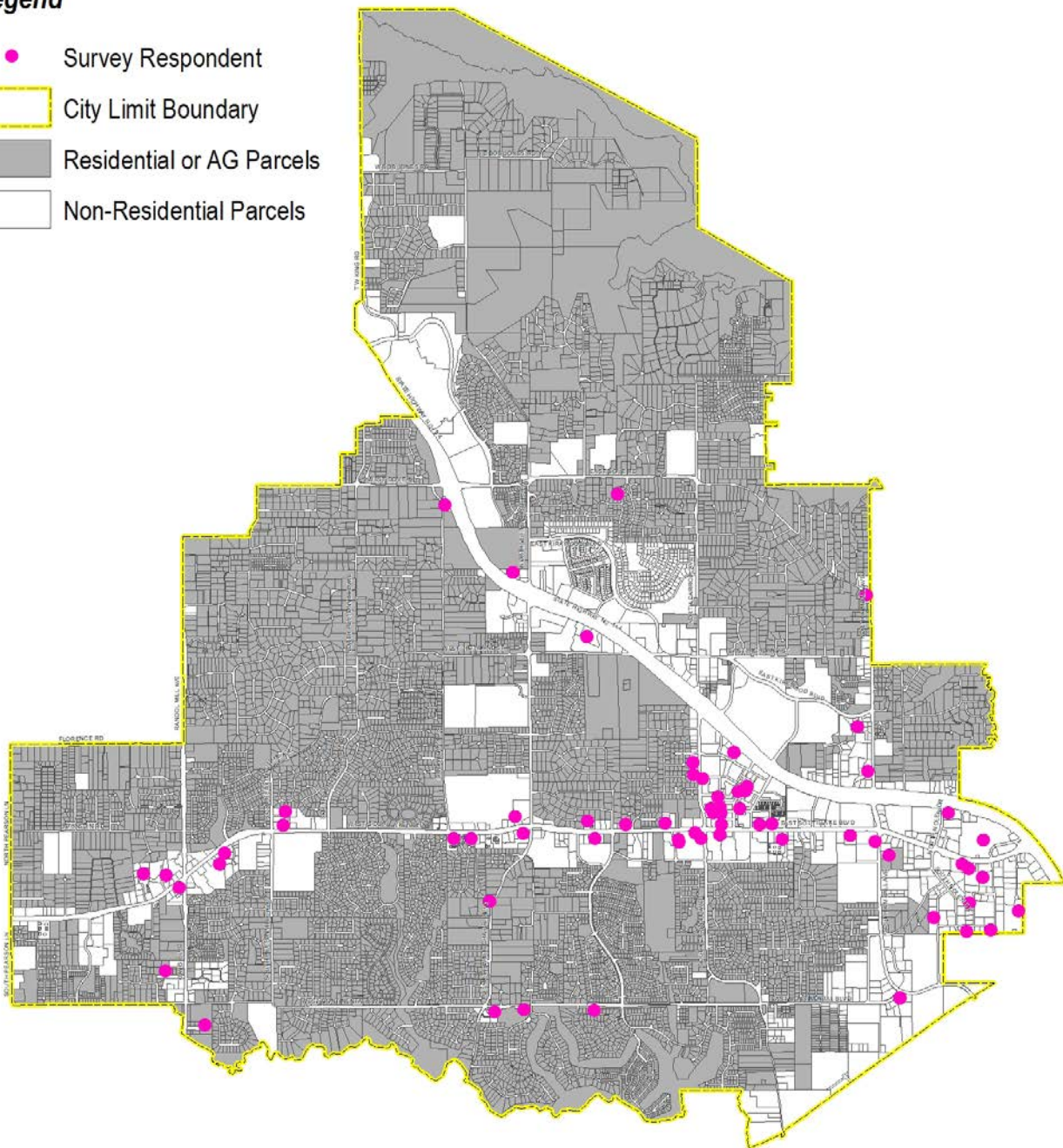
# Introduction

During this survey period, 81 businesses completed the short-form version of the survey. These responses were largely concentrated throughout the City's commercial centers (see Business Response Distribution Map shown below). Additionally, 60 businesses volunteered to complete the optional long-form version of the survey.

## BUSINESS RESPONSE DISTRIBUTION MAP

### Legend

- Survey Respondent
- City Limit Boundary
- Residential or AG Parcels
- Non-Residential Parcels





## REPORT ORGANIZATION

This report has been drafted to separate the short-form and long-form portion of the business climate survey. Both forms of the survey have questions related to the focus areas of the survey consisting of Business Data, Business Environment and Community Environment.

In addition to the responses from the 2022 survey, responses from the 2020 and 2019 surveys are also shown so trend information can be shown. This information will be important so the City can understand where improvements are being made or what areas are lacking in the business environment.

The sections below lists the questions that were asked in the short form and long form of the business climate survey:

## SHORT FORM SURVEY QUESTIONS

How many employees work at your business location in Southlake?

What would you say is the greatest benefit of being located in Southlake?

How long has your business been located in Southlake?

What is your primary source of customers/sales for your business?

How would you best describe your sales/revenue of your business over the last year?

How would you best describe the local business climate in Southlake?

What would you say is the greatest challenge to being located in Southlake?

Overall, how would you best describe the level of service provided by the City?

Would you like to let the City know anything else?

How did you hear about this survey?

# Introduction

## BUSINESS DATA - LONG FORM SURVEY

What best describes your business?

What industry best describes the services/work your business does?

What is your forecast for sales/revenue trend in the next 12 months?

What best describes most of your employees status?

Over the last 12-months, how would you best describe your employment needs?

What is the highest level of education your employees need to begin working at your place of business?

In the next 12-months, what do you anticipate your employment needs to be?

Where is most of your customer/client base coming from?

How far would you say most of your employees/workforce are commuting from?

Is your business a member of the Southlake Chamber of Commerce or other Chamber of Commerce?

Does your business sell goods/services online through a website or app?

## BUSINESS ENVIRONMENT QUESTIONS - LONG FORM SURVEY

Do you feel your business is set to grow/expand in the next year?

To what extent do state and local taxes prevent your business from growing?

How would you best describe the regional economy in North Texas (DFW)?

How would you best describe the state economy in Texas?

How would you best describe the national economy?

How would you rate Southlake as a place to do business?

How would you describe Southlake as a place to do business versus other communities?

How would you define your business ability to hire employees/labor?

What is one thing you would change about the location your business is at?

What do you feel is greatest challenge facing the Southlake business environment?

What do you feel is the greatest benefit to being a business in Southlake?

## COMMUNITY ENVIRONMENT QUESTIONS - LONG FORM SURVEY

How would you rate the quality of water service in Southlake?

How would you rate your most recent interaction with a City employee?

Do you believe Southlake is as attractive a place to work as it was 5 years ago?

How would you rate the appearance of where you do business in Southlake?

How would you rate the quality of trash and recycling services in Southlake?

How would you rate the quality of streets/roads in Southlake?





LUSH

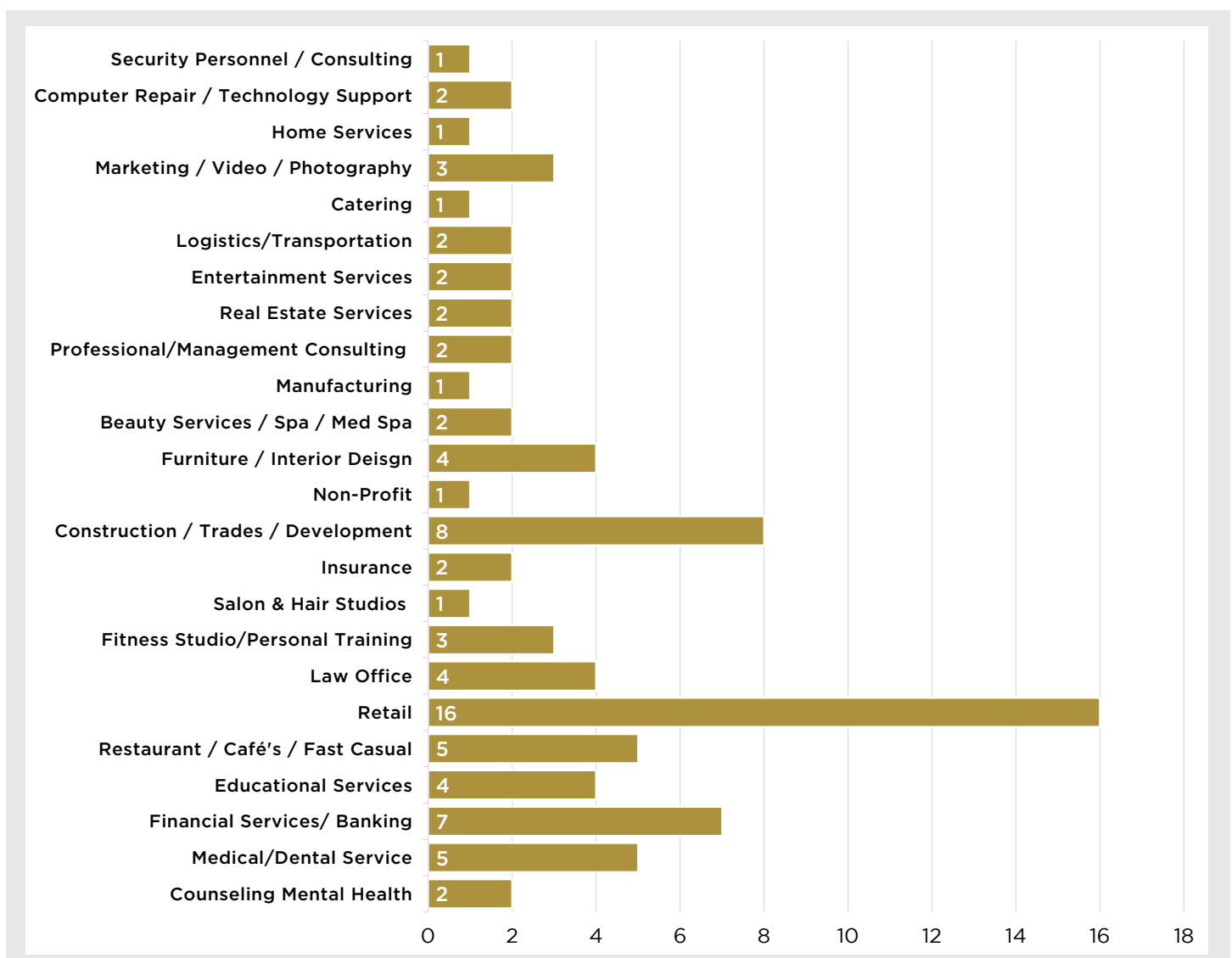
# Short Form Survey

## SHORT FORM SURVEY

The Short Form portion of the Business Climate Survey about the same participation as 2020 with 81 business respondents. There are a total of 2,569 businesses in Southlake, however, many of these represent web-based, home-based, P.O. Box registered businesses in Southlake which in most cases the City does not get an opportunity to interact or obtain the necessary information from such businesses.

The City of Southlake follows the North American Industry Classification System (NAICS) for classifying businesses. The NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. For the purposes of this survey however, categories that are more familiar with the general public have been utilized so a good understanding of the industries the businesses represent are shown.

BUSINESS CLIMATE SURVEY INDUSTRY REPRESENTATION CHART

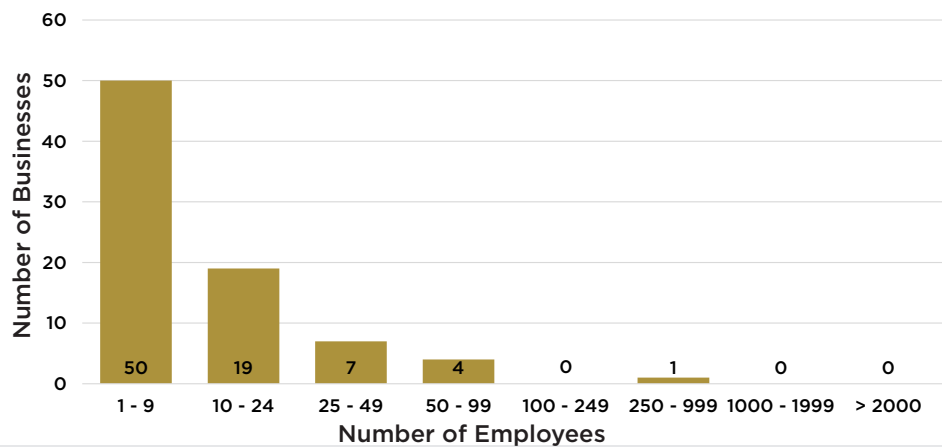




## HOW MANY EMPLOYEES WORK AT YOUR BUSINESS LOCATION IN SOUTHLAKE?

### Number of Employees

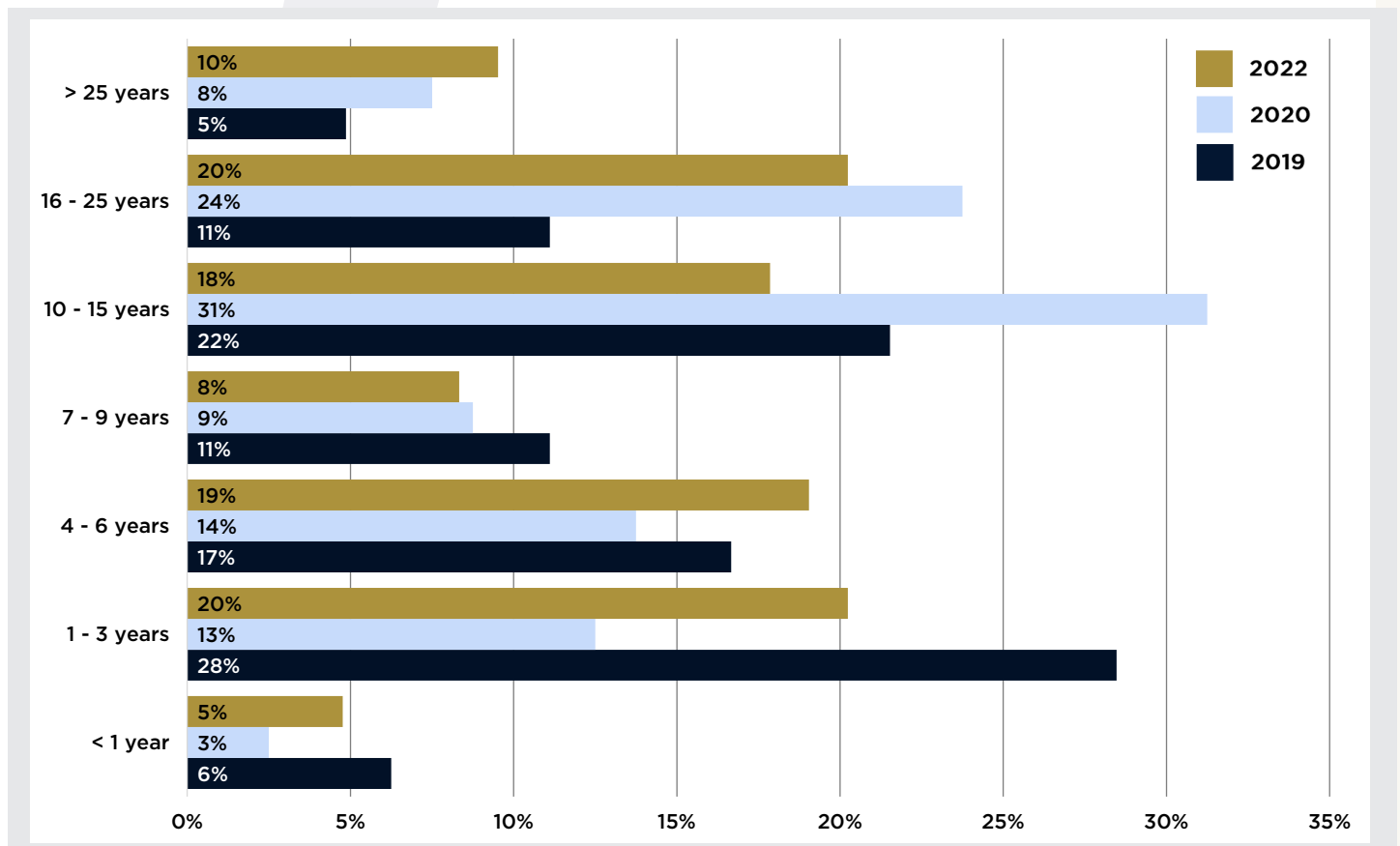
The employees that work at a local business contribute in significant ways to the local economy beyond the employment itself. People employed in a community contribute by sustaining other businesses within that community and creating demand for services that may or may not already exist.



## HOW LONG HAS YOUR BUSINESS BEEN LOCATED IN SOUTHLAKE?

### Years in Operation

The number of years a business has been located in a community can indicate a variety of things. The customer base and relationships the business has established with customers, the geographic location within North Texas, relationship with the City, loyalty and performance of its employees and cost of doing business are all factors that can influence a business to remain in a community. In 2022, Southlake had almost half (48%) of businesses respond that they have been in operation for 10-years or more.

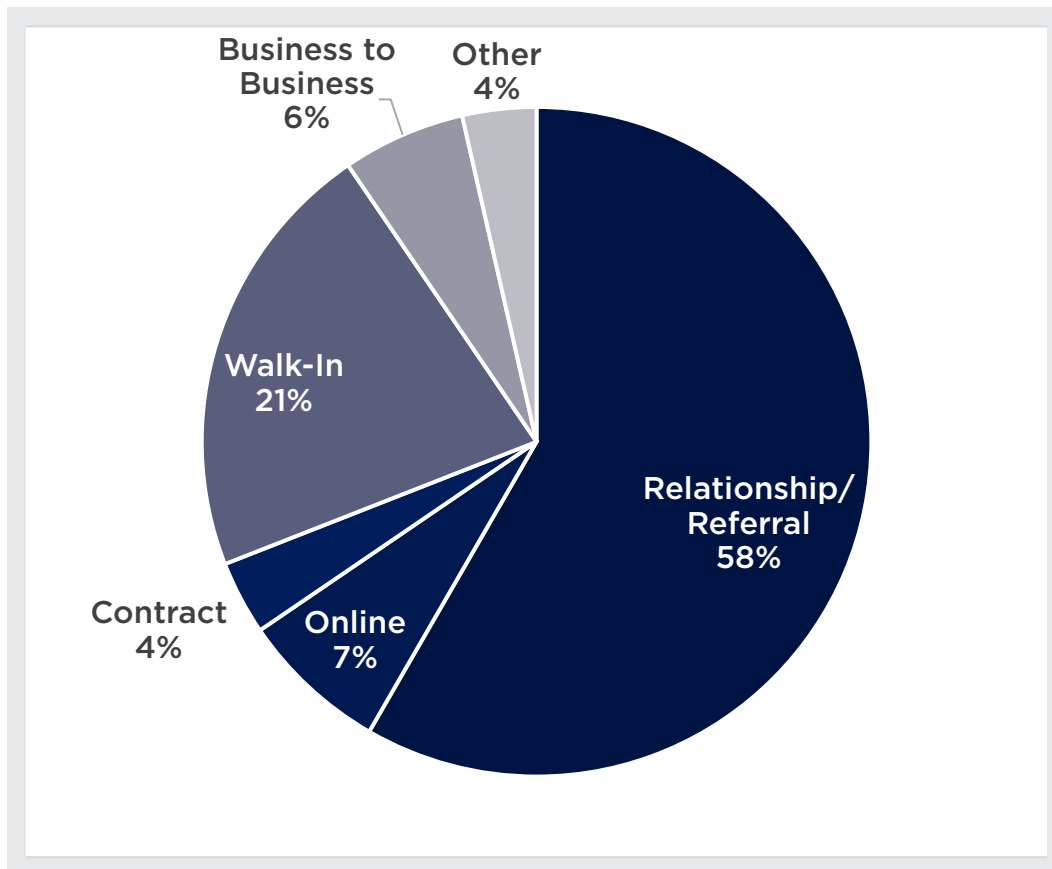


# Short Form Survey

## WHAT IS YOUR PRIMARY SOURCE OF CUSTOMER/SALES FOR YOUR BUSINESS?

### Source of Business

How a business primarily conducts its business can help the City understand and target its efforts on marketing the community. The majority of businesses in 2022 that took the survey in Southlake (58%) depend on relationships & referrals as their primary source of business versus the 62% in 2020. This tells us that networking and opportunities to build relationships with other business owners in the community is important.



### OTHER COMMENTS:

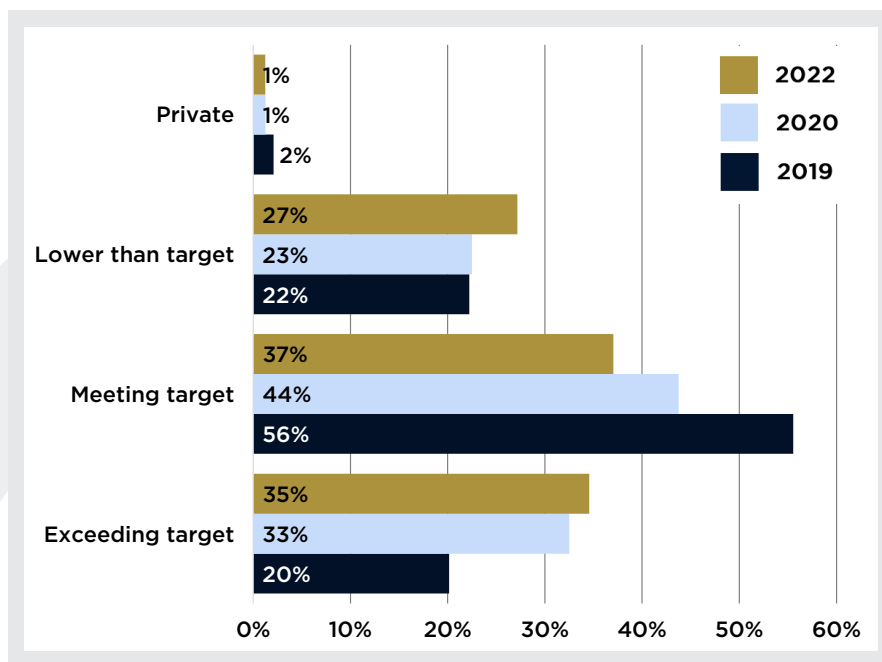
Advertising  
Avid catalog customers  
Door-to-Door  
Reservations



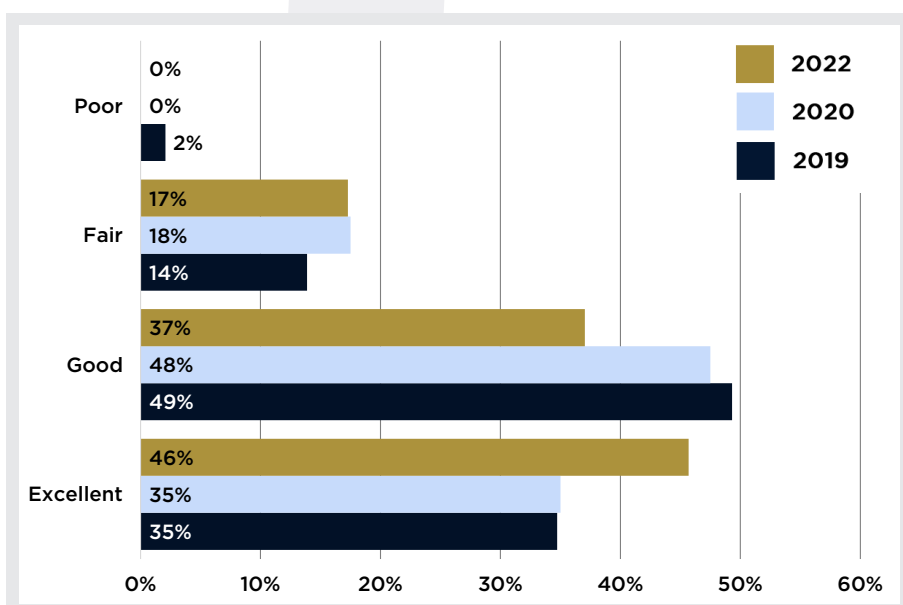
## HOW WOULD YOU BEST DESCRIBE YOUR SALES/REVENUE OF YOUR BUSINESS OVER THE LAST YEAR?

### Sales Targets

While the actual sales of a business can ultimately tell us whether or not it's profitable, the sales target can be more indicative of its sales expectations for the future. By learning whether businesses are meeting their sales target or not, we can learn if the City of Southlake's business climate is conducive for growth. Of all the businesses surveyed, 72% indicated they are either meeting or exceeding their sales target.



## HOW WOULD YOU BEST DESCRIBE THE LOCAL BUSINESS CLIMATE IN SOUTHLAKE?



### Local Business Climate

Having the “pulse” of the business community is at the heart of the goals of this survey. Assessing the local business climate tells us if businesses feel this is a good environment to conduct their business. Of all the businesses surveyed in 2022, 83% believe the business climate in Southlake is either excellent or good. Very similar to the outlook in 2020.

# Short Form Survey

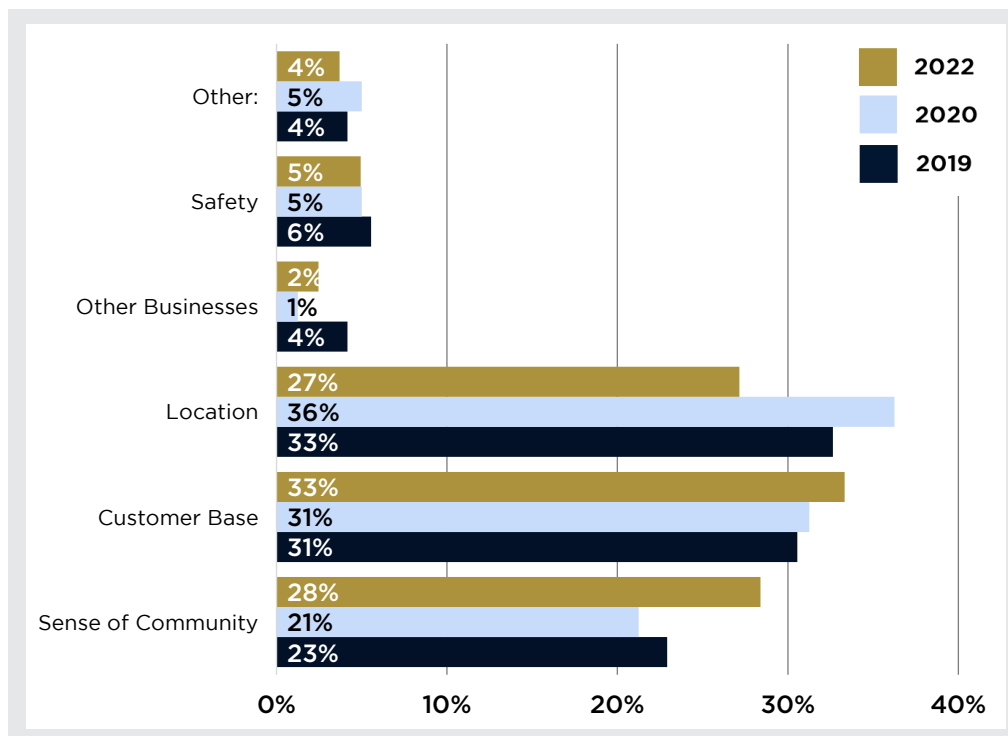
## WHAT WOULD YOU SAY IS THE GREATEST BENEFIT OF BEING LOCATED IN SOUTHLAKE?

### Local Benefits

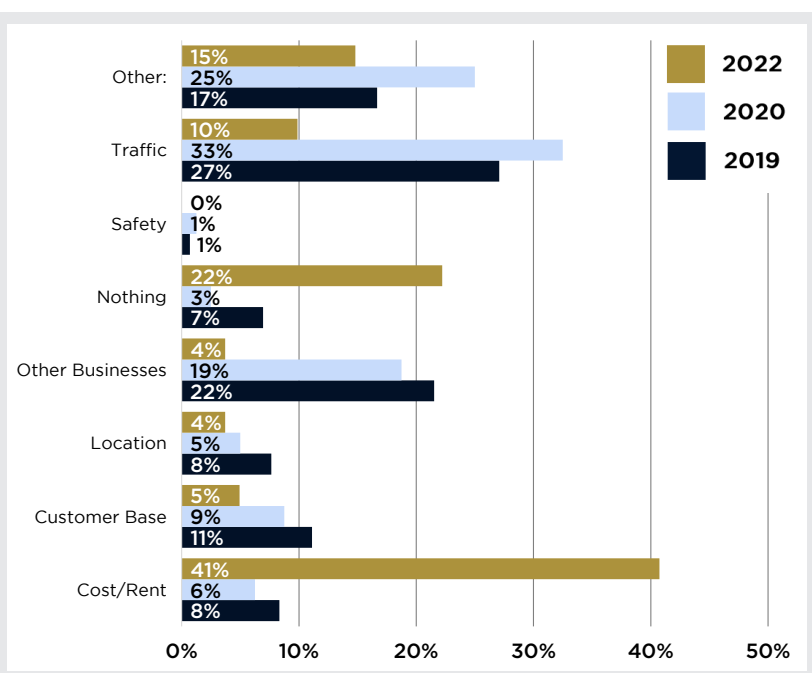
Understanding the local benefits of the community can help the City focus its efforts on maintaining and improving those benefits. Survey respondents in 2022 said they felt the customer base and sense of community accounted for 61% were the greatest benefits of being located in Southlake. Location as a benefit received a 9% drop from 2020.

### OTHER COMMENTS:

City Leadership  
Nothing Much  
Demographics



## WHAT WOULD YOU SAY IS THE GREATEST CHALLENGE TO BEING LOCATED IN SOUTHLAKE?



### Local Challenges

Understanding the community's challenges can help the City understand where its efforts should be spent to support the business environment. Most businesses (41%) indicated that cost/rent was the main challenge in Southlake, a substantial increase since 2020.

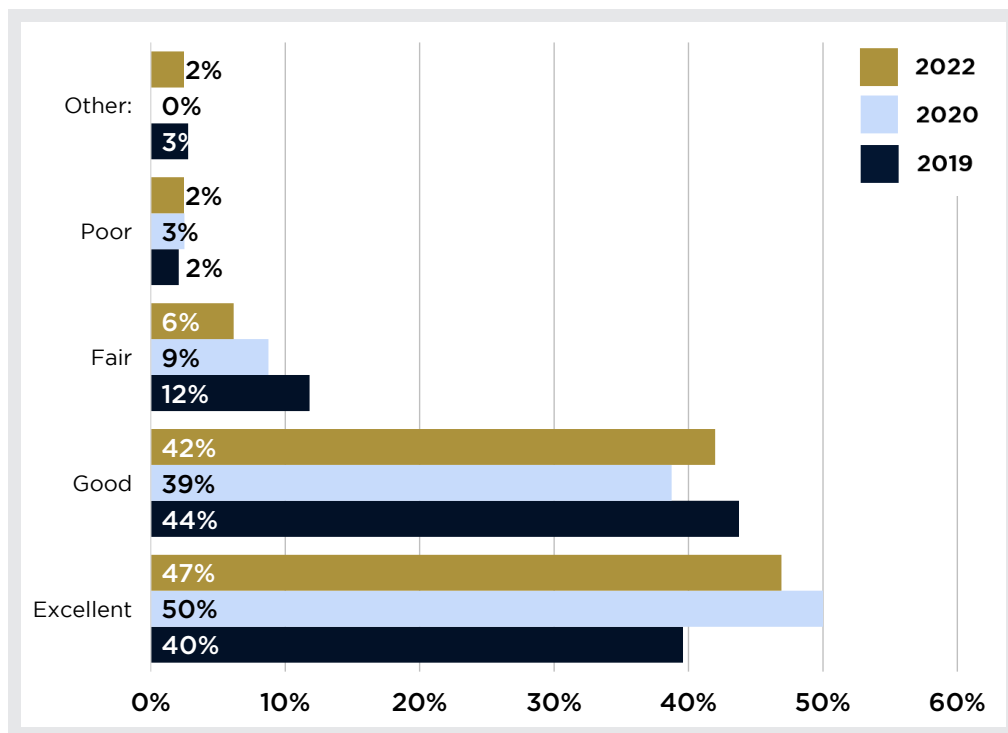
### OTHER COMMENTS:

Advertising  
Distance employees drive  
Foot traffic, signage  
Getting employees/ Quality Employees  
Inconsistent hours of business  
Lack of undeveloped land  
Limitations on signage  
Customers locating my business  
Parking





## OVERALL, HOW WOULD YOU BEST DESCRIBE THE LEVEL OF SERVICE PROVIDED BY THE CITY OF SOUTHLAKE?



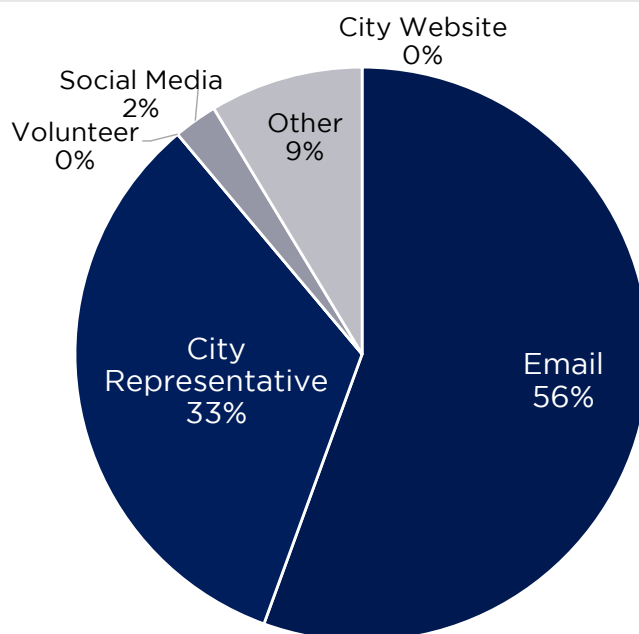
### Quality of City Services

The City of Southlake, as a local municipality, is primarily tasked with providing services to those that reside and conduct business in the community. Knowing how well the City performs and provides these services is key in its performance management. Of all the businesses that responded, 89% of businesses felt that the City provides an excellent or good level of service. This is positive sign as this represents the same percentage as 2020.

## HOW DID YOU HEAR ABOUT THIS SURVEY?

### Effective Communication

Having a good understanding on the communication methods which businesses find most useful can help the city allocate its efforts to those channels. In the most recent survey, about 56% of businesses became informed about the business climate survey primarily through email communication the City sent. This was followed by a City Representative at 33%. The 9% representing "Other," was all listed as the Southlake Chamber of Commerce."



# Short Form Survey

## DO YOU HAVE ANY ADDITIONAL COMMENTS?

As a result of the multi-housing restriction it is very difficult to hire. Most of our employees live well outside of the Southlake community.

Believe Southlake has pushed out all mom and pop shops with retail pricing.

Better mall marketing and communication

Daniel Cortez does a phenomenal job. Glad he got an assistant

Enjoyed starting my business in Southlake; house was too expensive in/around Southlake, so moved office to Fort Worth

For our business, we do not get promoted by the city. It would be nice to get some recognition without having to pay for magazine ads and sponsorships---for a medical practice this is not feasible to do on an ongoing basis.

Get benches and tables by the pond. We need a eat somewhere.

I have several 1099 employees/service providers and most are also in Southlake

Is there still a moratorium on additional dry cleaners in Southlake

It's hard getting in touch with people from the city, we have tried to do community work for southlake and have great partnerships with flower mound and grapevine but we have not been able to ever get in touch with anyone from southlake.

It's so hard to stay in business in SL, as we are struggling finding staff, the location is great for business but not a lot of ppl lives in the area are willing to work jobs like this.

More lighting would be nice maybe leaving the holiday tree lights on at night would get more foot traffic after dark and create and more walk around atmosphere.

My sales tax dollars come to Southlake due to my P.O. BOX, even though I work remotely. I am very involved in Southlake events and the Southlake Rotary Club and Sister Cities.

Not sure if this is the place for this, but we had a contractor come by about a year ago and he mentioned that the back door is supposed to have a covering over it (like most other stores in the square). He said he put a request in to have it installed but we haven't heard back. Is this something you could help us with? The sun pours into the store for about an hour or two straight at the end of the day and it makes it hard to see anything down the right side of the store because it's so bright. Appreciate any info you can provide on this! Thanks.

Parking can be an issue.

Road signage is a problem

Southlake is my hometown and I will always be partial. Love having our office here.

Stephanie Clayton has been a delight to work with and such a hard worker, who we truly appreciate.

There is not sufficient policing of parking in the Town Square. There are few enough parking spaces, but employees of stores and those who use the office spaces park in front of the retail stores and make it very difficult for customers to find convenient proximity of parking.

Things are improving since Covid, but we still have a ways to go

Would love to see how I can reach the community virtually in Southlake as I travel a lot.

**Keep up the great work**

**The City has outstanding employees in all departments.**

**WE LOVE SOUTHLAKE, THANK YOU!**

**Love this town!!**



# Long Form Survey

## LONG FORM SURVEY

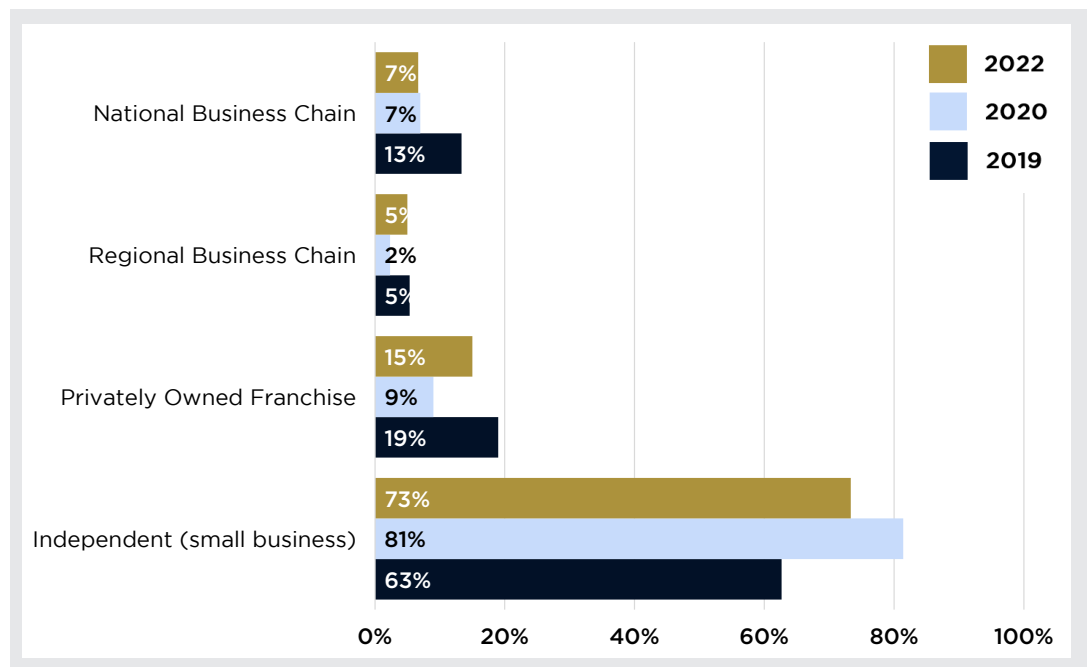
As mentioned in the previous section, businesses had the option upon completing the Short Form version of the survey to provide more information about their operations and opinions in the Full Form version. Of the 81 businesses that took the Short Form, 60 of them agreed to take the Full Form representing about 74% of the total respondents.

In the Full Form version of the Business Climate Survey, additional questions were asked regarding their business operations, opinions on the business environment and their opinions on the City's services that are provided to them and their customers. These questions were broken up into three sections beginning on the this page and titled as Business Data, Business Environment and Community Environment.

## WHAT BEST DESCRIBES YOUR BUSINESS?

### Business Type

The type of business can help the City understand the representation and make-up of those businesses that are taking this survey. Efforts should then be made to target areas where business types are under represented. In 2022, the majority of respondents (73%) to take the survey were, independent (small) businesses.



### DID YOU KNOW

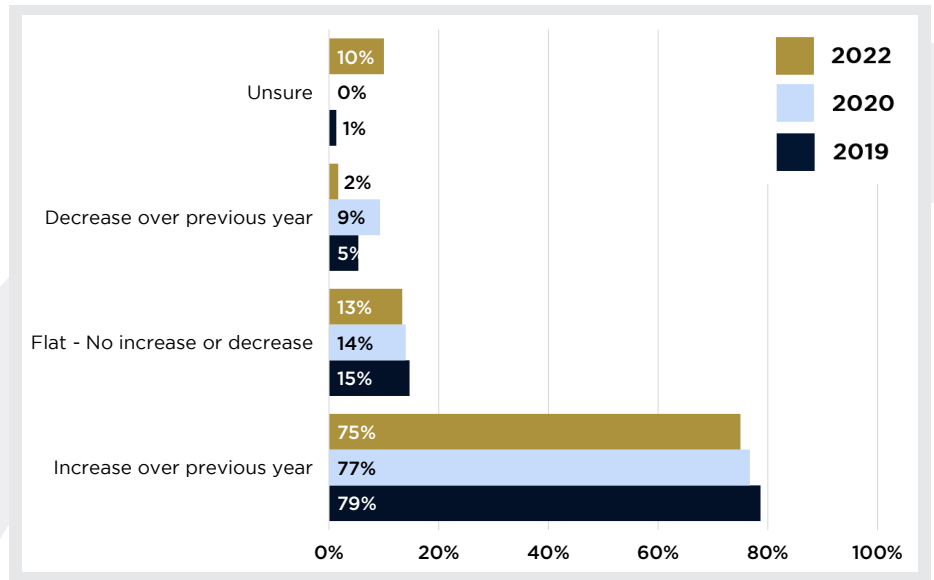
There are over 31 million small businesses in the United States.

Of those, 2.7 million small businesses are located in Texas.

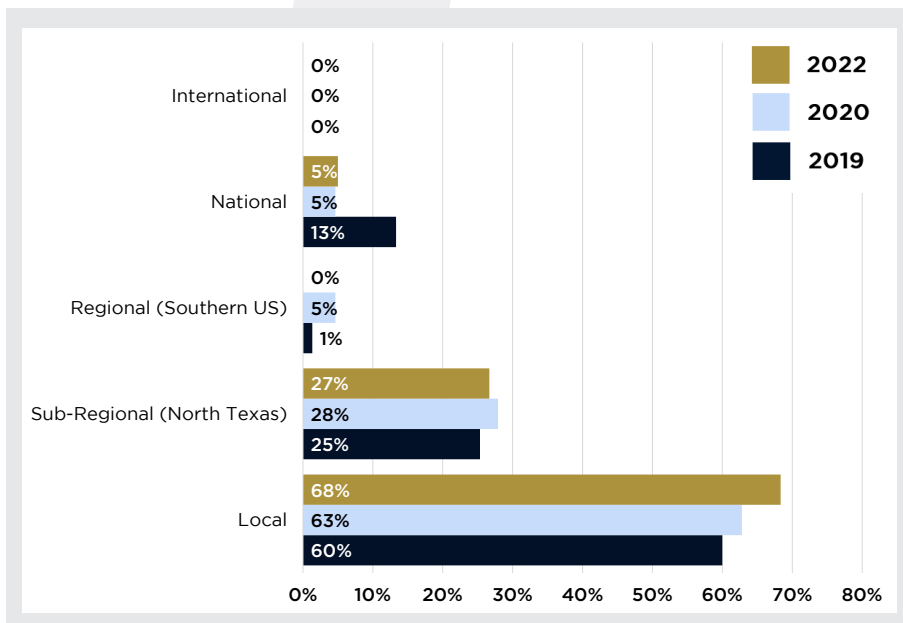
## WHAT IS YOUR FORECAST FOR SALES/REVENUE TREND IN THE NEXT 12 MONTHS?

### Sales & Revenue Forecast

The sales and revenue forecast is helpful in assessing sales trends expected by local businesses. This is a key indicator to for the City to determine the business climate expected by the business community. The vast majority of respondents (75%) expect their sales to increase over the next year with 10% of businesses being completely unsure. Note that this survey was done with rising inflation in the economy and political instability in Eastern Europe.



## WHERE IS MOST OF YOUR CUSTOMER/CLIENT BASE COMING FROM?



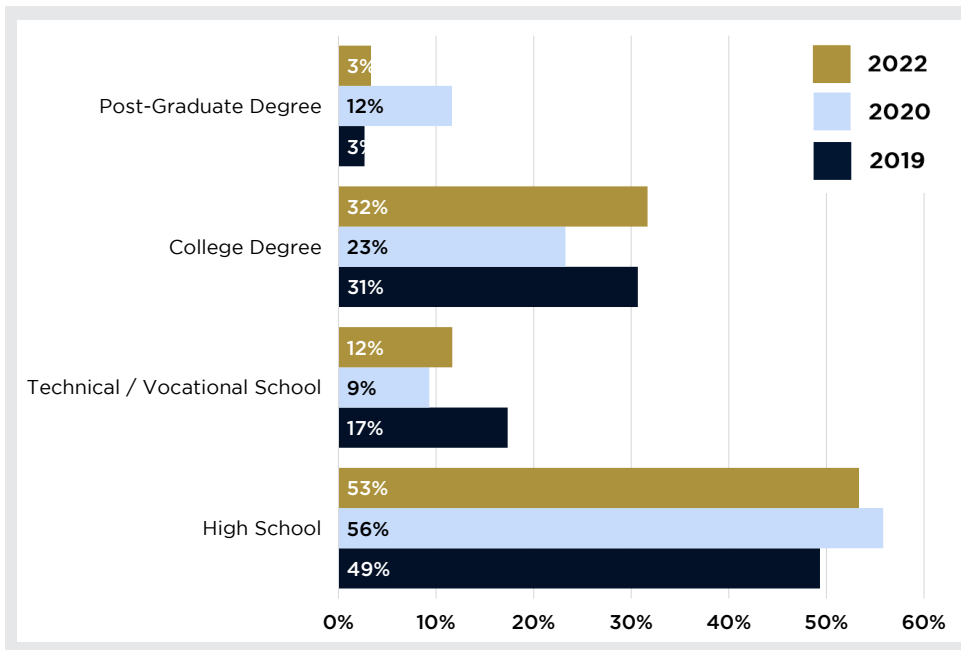
### Customer Base Location

Having a good understanding of a businesses customer base can help the City in its marketing efforts. The majority (95%) of respondents in 2022 indicated their client base is from the North Texas area and local (in and around Southlake). This is a good indicator for the City to continue concentrating its efforts in the North Texas region.



# Long Form Survey

## WHAT IS THE HIGHEST LEVEL OF EDUCATION YOUR EMPLOYEES NEED TO BEGIN WORKING AT YOUR PLACE OF BUSINESS?



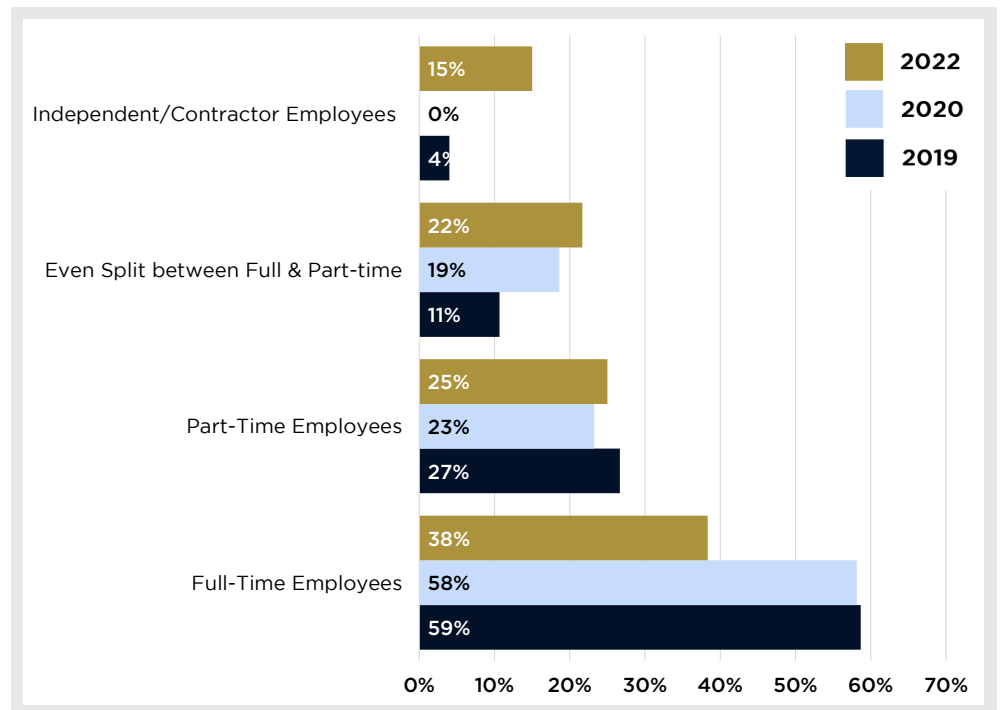
### Level of Education

The level of education required by businesses can help the City understand what the employment needs are within the community. More than half (53%) of businesses indicated through the survey that additional education beyond a high-school diploma is not needed. This is likely an indication of service-oriented positions representing the greatest availability.

## WHAT BEST DESCRIBES MOST OF YOUR EMPLOYEES STATUS?

### Local Employee Status

While the City does have a high number of retail and dining establishments that are often part-time employment positions, this only accounts for about 25% of the over 27,000 employees working in Southlake (consistent with the respondent representation on this chart). In the 2022 survey, there was a significant drop in full-time employees and a large increase in Independent/Contractor employees.

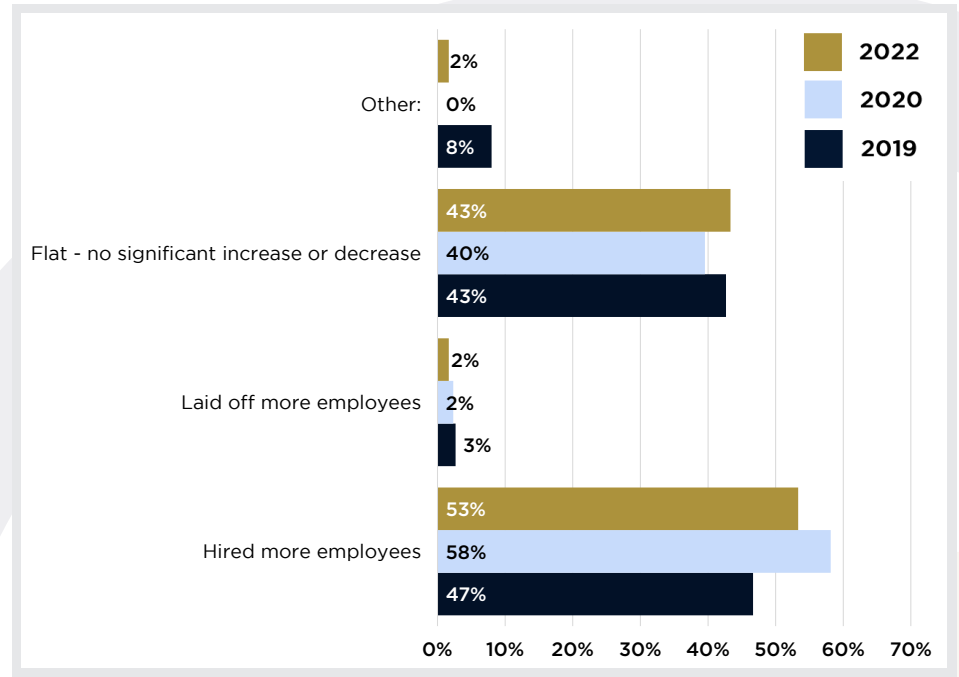




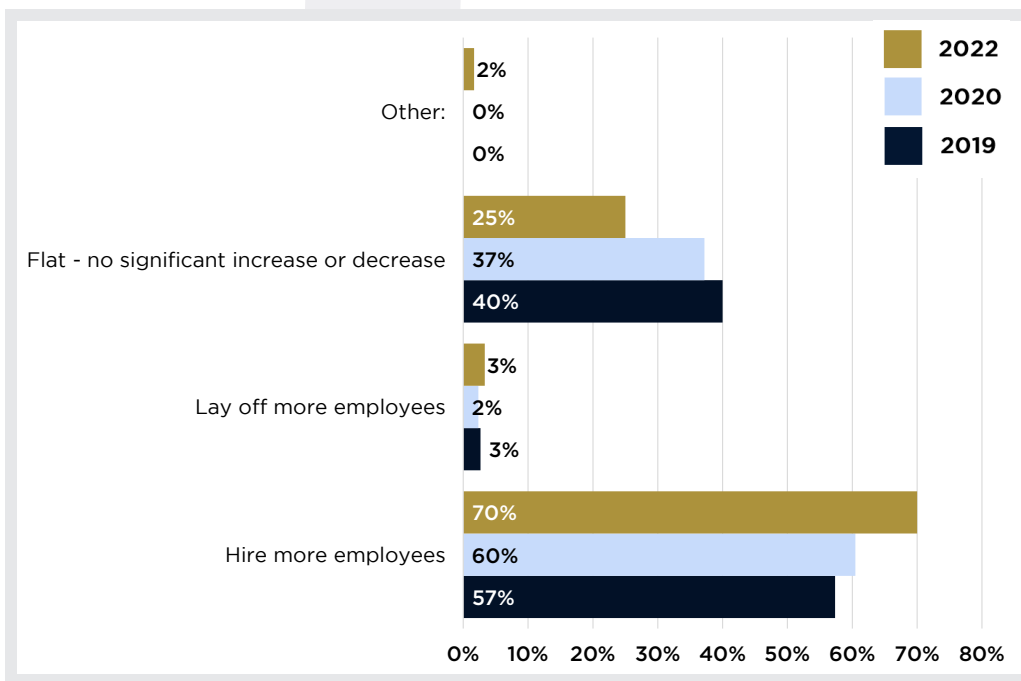
## OVER THE LAST 12 MONTHS, HOW WOULD YOU BEST DESCRIBE YOUR EMPLOYMENT NEEDS?

### Historical Employment Needs

Looking at the employment needs over the last year for businesses can give the City some insight as to the growth of businesses over the last 12-months and whether the business environment in Southlake is sustaining growth. Almost all businesses (96%) that replied to this survey in 2022 either hired more employees or remained flat in their employment needs.



## IN THE NEXT 12-MONTHS, WHAT DO YOU ANTICIPATE YOUR EMPLOYMENT NEEDS TO BE?



### Future Employment Needs

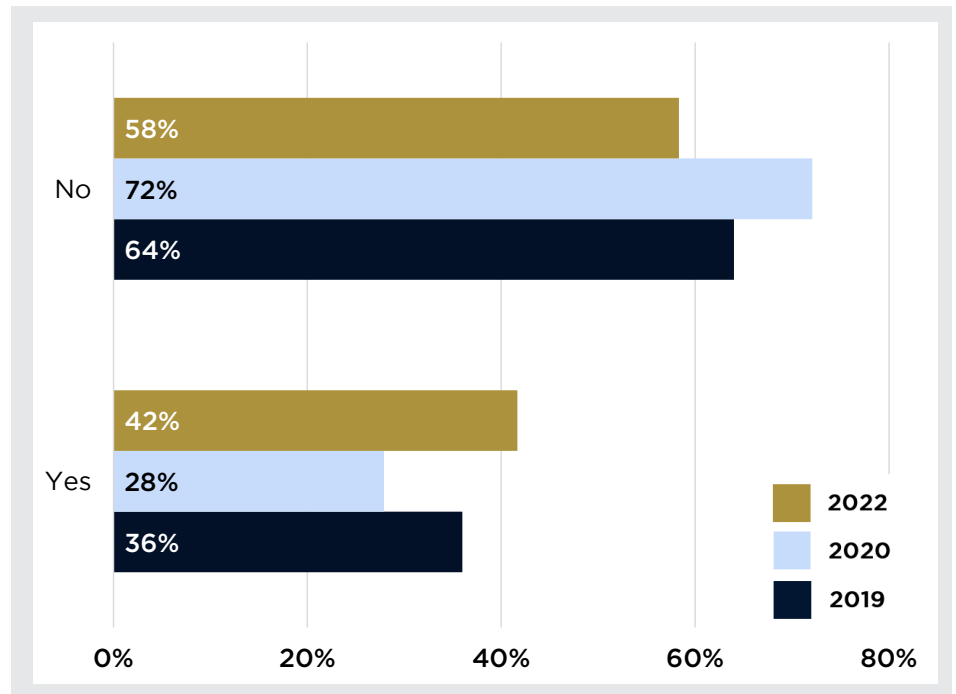
Looking at the historical employment needs, in addition to the future employment needs in the community, can give the City a sense of the level of optimism that businesses have regarding their growth. Prior to the pandemic, over half (60%) of the businesses indicated that they anticipate hiring more employees in the next 12-months. This challenge has been enhanced in the post-pandemic environment with 70% saying they need to hire more employees.

# Long Form Survey

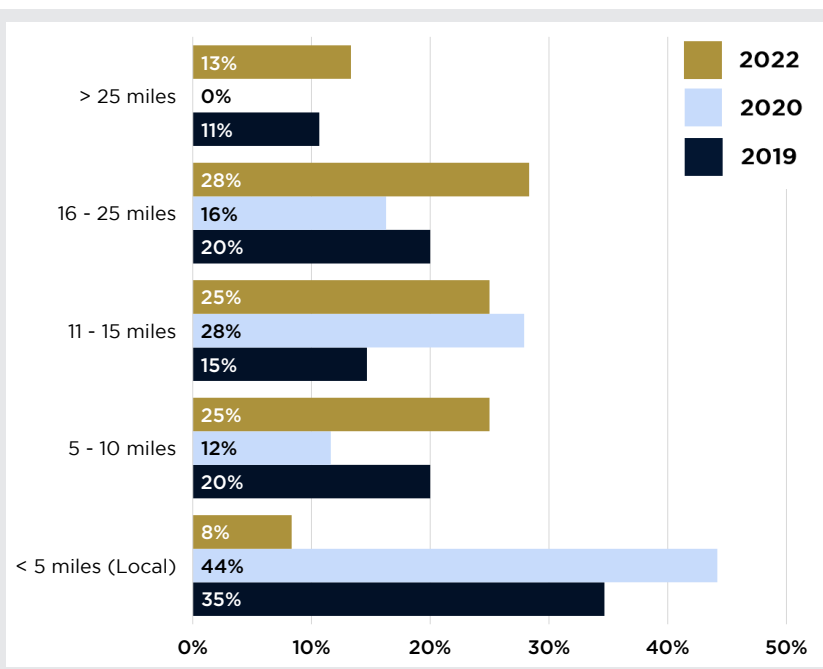
## DOES YOUR BUSINESS SELL GOODS/SERVICES ONLINE THROUGH A WEBSITE OR APP?

### Business Reach

As the shopping habits of the upcoming generations changes, understanding who has adopted the Internet as a means to conduct business is important. While many businesses still operate very well under traditional means, more and more services such as legal, architectural and accounting are moving to a hybrid and/or web-based option to obtain services.



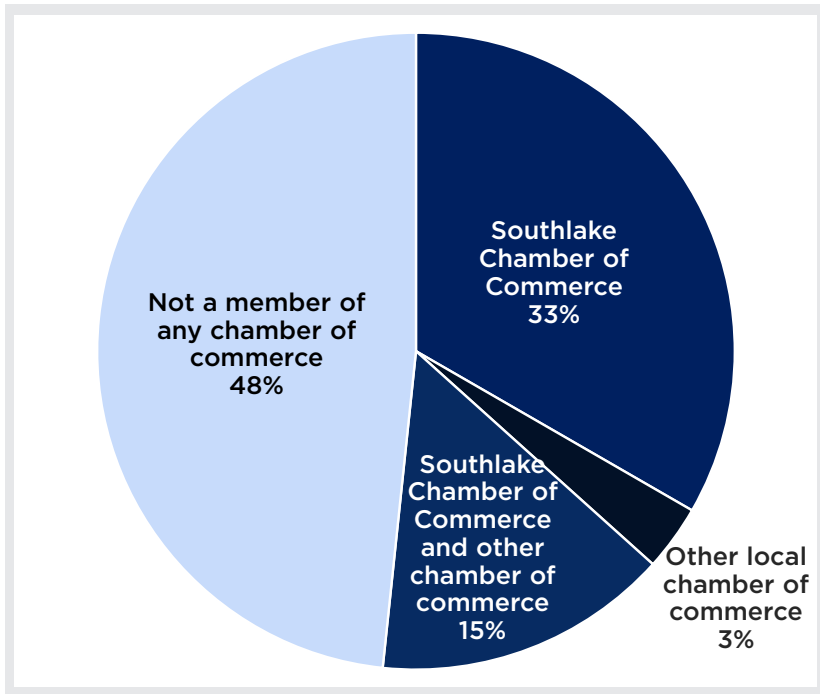
## HOW FAR WOULD YOU SAY MOST OF YOUR EMPLOYEES/WORKFORCE ARE COMMUTING FROM?



### Workforce Origination

Having a qualified and large workforce pool within a reasonable distance is extremely important to any business. Understanding the distance the local workforce is commuting from is important to understand how far employees are driving or are willing to drive for Southlake businesses. Over half (66%) of the respondents indicated their employees commute over 11-miles to Southlake.

## IS YOUR BUSINESS A MEMBER OF THE SOUTHLAKE CHAMBER OF COMMERCE OR OTHER CHAMBER OF COMMERCE?



### Organizational Community Involvement

As mentioned in the beginning of the section, community involvement/engagement can often help a business succeed in a community. Just over half (51%) of all respondents indicated they were either part of the Southlake Chamber of Commerce, other local chamber of commerce or part of both.

### DID YOU KNOW

Today, there are 4,000 chambers and volunteer organizations in the U.S. advocating for a variety of issues, including tax policies, legal reform, and economic reform. While the guiding principles for each chamber of commerce vary, many of their goals center around economic development, prosperity, and employer community.



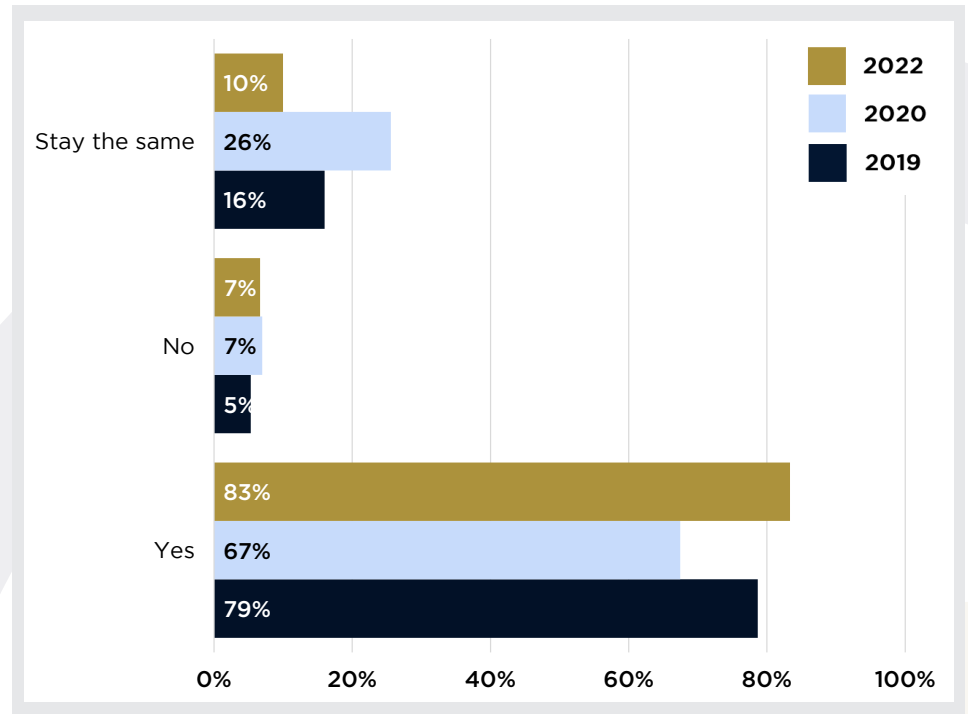


# Business Environment

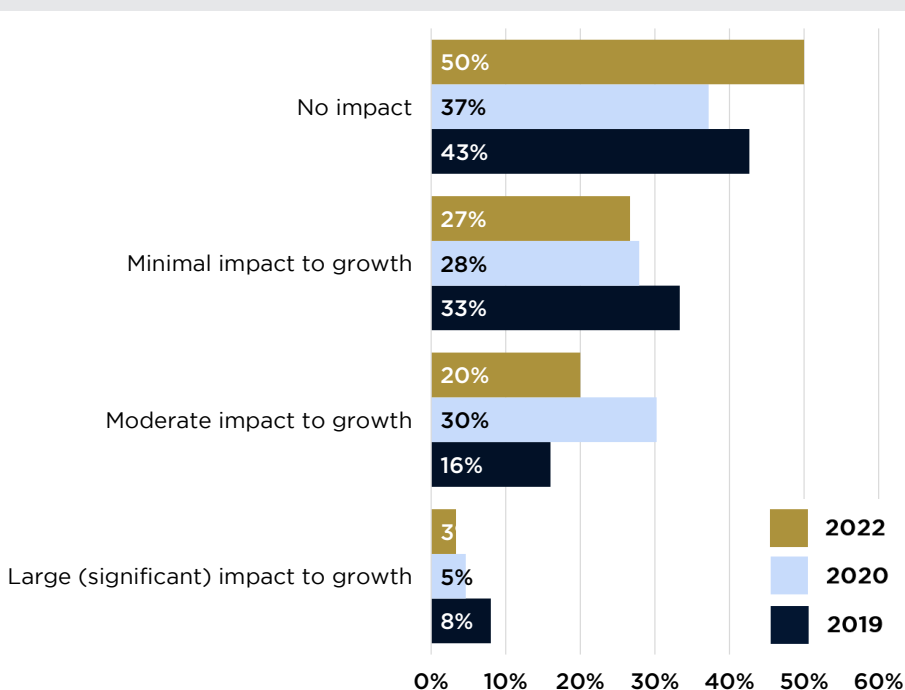
## DO YOU FEEL YOUR BUSINESS IS SET TO GROW/EXPAND IN THE NEXT YEAR?

### Business Outlook & Sentiment

One of the most direct indicators of a businesses sentiment in the community is whether it feels the potential for growth in the future. The majority (83%) of the businesses surveyed in 2022 indicated they felt their business was set to grow/expand over the next year.



## TO WHAT EXTENT DO STATE AND LOCAL TAXES PREVENT YOUR BUSINESS FROM GROWING?

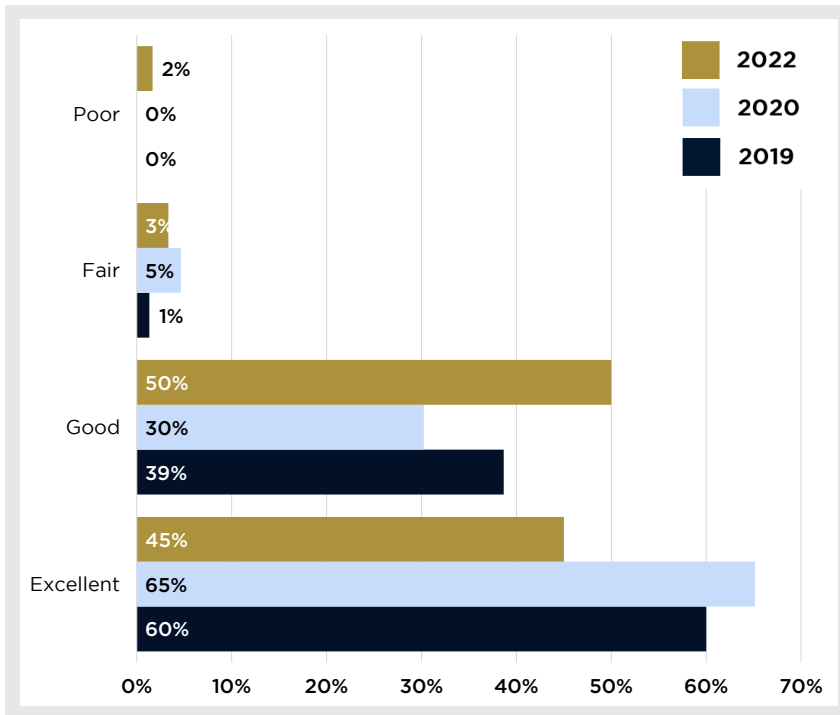


### Taxes & Growth

Southlake, and Texas in general, is well known to be a business friendly (low tax) state. Understanding whether this is in fact consistent in Southlake is important. The vast majority (76%) of businesses that responded indicated that state and local taxes either had no impact or minimal impact to their growth.

# Long Form Survey

## HOW WOULD YOU BEST DESCRIBE THE REGIONAL ECONOMY IN NORTH TEXAS (DFW)?



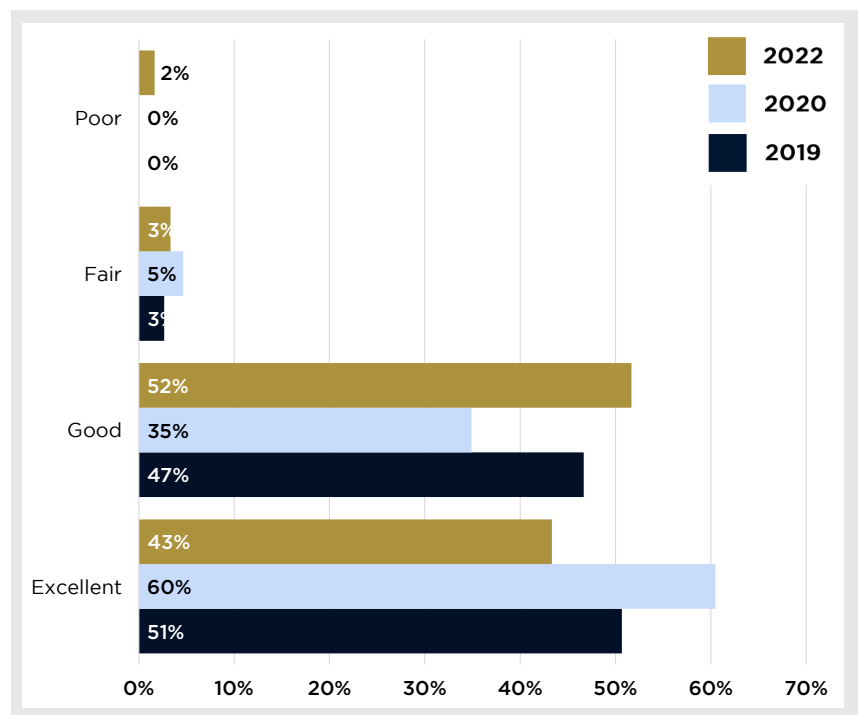
### North Texas Business Confidence

North Texas has experienced significant investment and population growth since the Great Recession. This has led to a robust regional economy. Almost all survey respondents (95%) indicated they felt that the regional economy is either excellent or good.

## HOW WOULD YOU BEST DESCRIBE THE STATE ECONOMY IN TEXAS?

### Texas Business Confidence

In addition to a robust North Texas economy, Texas in general has benefited from a growing economy over most of the last decade. Approximately 95% of the businesses surveyed indicated they felt Texas had an excellent or good economy.



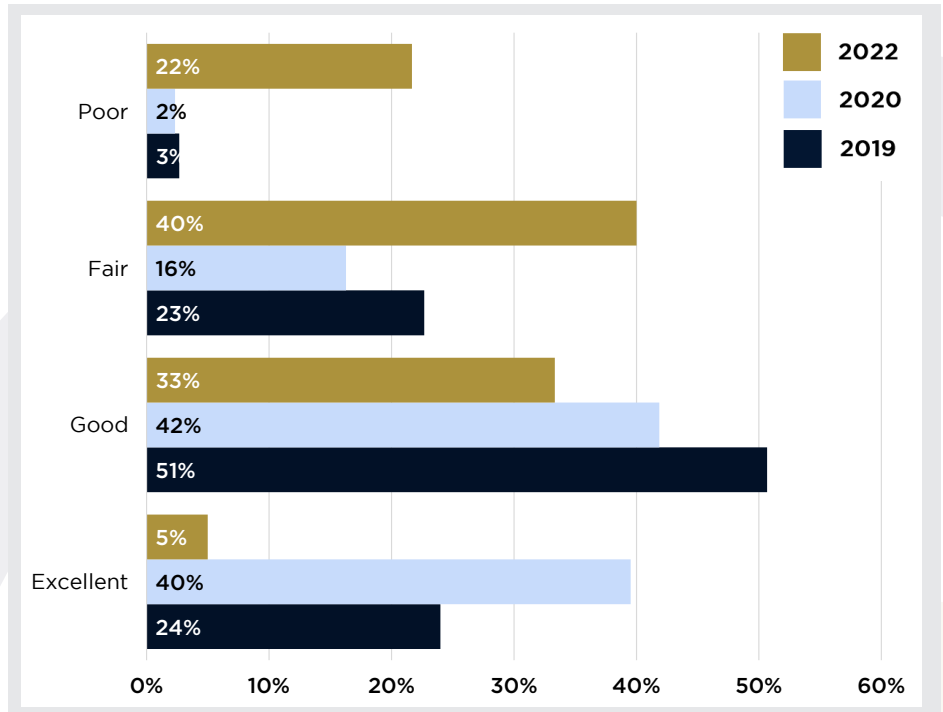


# Business Environment

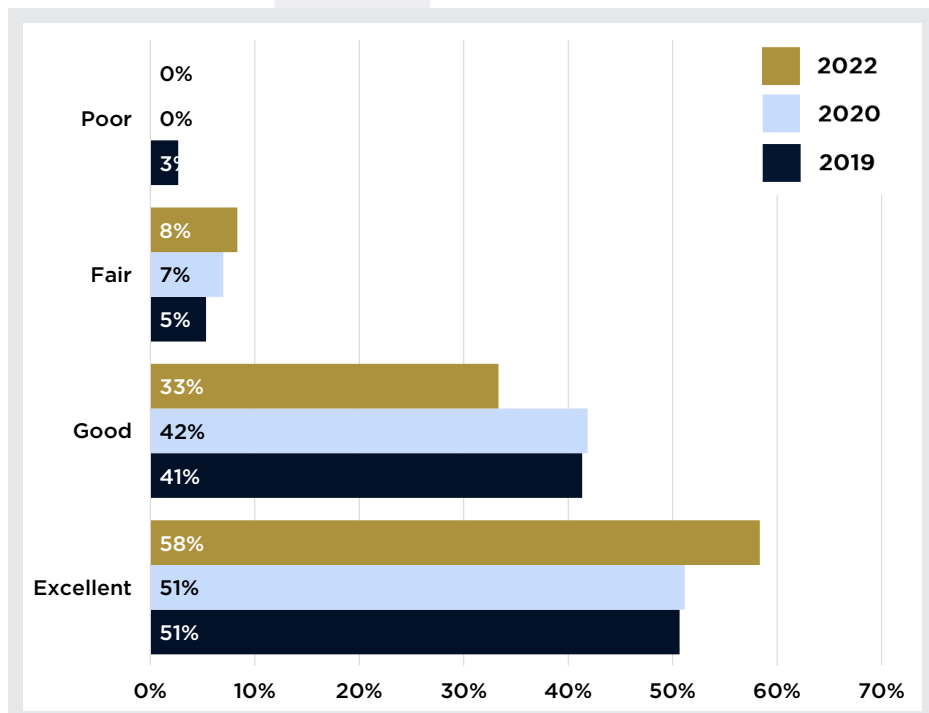
## HOW WOULD YOU BEST DESCRIBE THE NATIONAL ECONOMY?

### National Business Confidence

Although not surprising due to rising inflation and continued supply chain challenges, confidence in the business environment on a national level is lower than at the state or regional level. The majority (62%) of respondents indicated they felt the national economy is Poor or Fair in 2022



## HOW WOULD YOU RATE SOUTHLAKE AS A PLACE TO DO BUSINESS?



### Conducting Business Locally

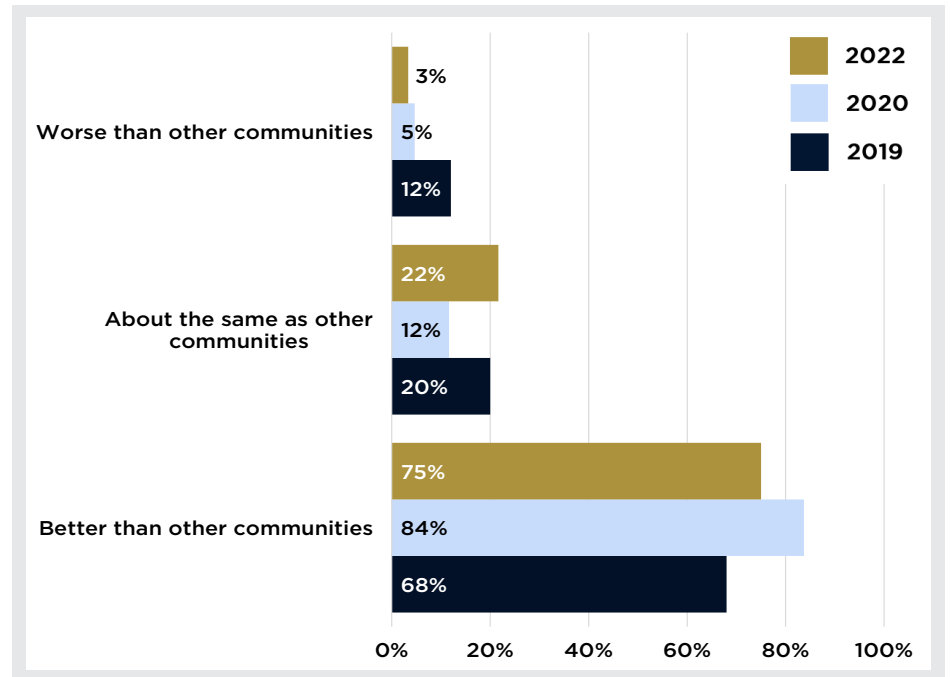
The ability and ease to conduct business locally is important because it can facilitate growth and expansion of existing businesses or the addition of new businesses into the community. Of the businesses surveyed, the vast majority (91%) rated Southlake as excellent or good as a place to conduct business, consistent with 2020/2019 results.

# Long Form Survey

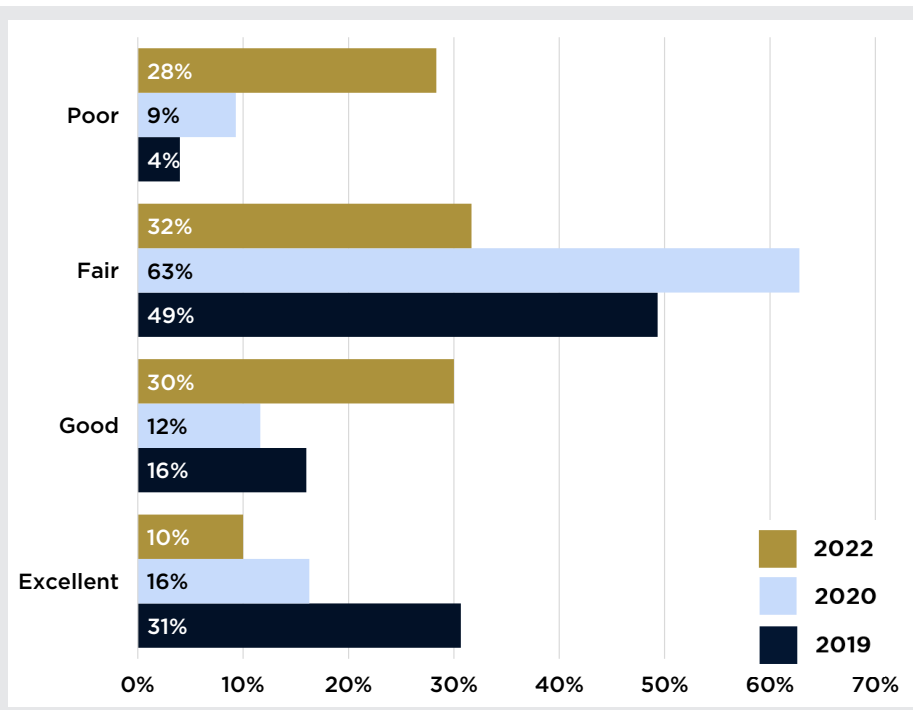
## HOW WOULD YOU DESCRIBE SOUTHLAKE AS A PLACE TO DO BUSINESS VERSUS OTHER COMMUNITIES?

### Business Location Preference

This questions dives deeper into comparing Southlake versus other communities to conduct business. When comparing Southlake to other communities, more than half (75%) of the respondents indicated that it is better than other communities to do business.



## HOW WOULD YOU DEFINE YOUR BUSINESS ABILITY TO HIRE EMPLOYEES/ LABOR?



### Availability of Labor

Periods of low unemployment are generally a sign of a stable economy. However, low unemployment also creates a challenge for businesses with regard to finding qualified labor to fill vacancies. Over half (60%) of all businesses surveyed indicated they have a difficulty in hiring or finding employees to fill their positions. This is an ongoing challenge nationally and a post-pandemic phenomena.

# Business Environment

## OTHER COMMENTS:

Seasonal influxes  
Hit or miss. Medical assistants are a real miss  
We hire from our client base only— so very easy for us. Too many good options!  
Not an issue for us, we are not a traditional employee type of business

## WHAT IS ONE THING YOU WOULD CHANGE ABOUT THE LOCATION YOUR BUSINESS IS AT?

The optimal business location can sometimes prove difficult for businesses to identify. Factors such as roadway exposure, amenities, signage and foot traffic may be adequate for some businesses but not for others. In this survey, respondents provided their feedback as to what they would change about their location to have that optimal location.

Traffic

Repair Bank Street, one of the worst streets in Southlake

Rent affordability

Provide more parking

Parking

Our location within Southlake is excellent; we get many calls due to our location on Southlake Blvd.

Nothing

Nothing

Nothing

nothing

Nothing

nothing

Nothing

None

None

None

No change...LOVE my location!

Nicer building in the Old Town Square

More space

More parking

More employees

# Long Form Survey

## WHAT IS ONE THING YOU WOULD CHANGE ABOUT THE LOCATION YOUR BUSINESS IS AT? CONT'D.

More diversity in clientele

Lower rent

Lower costs

Location is fine, rent and utilities are considerably higher than our location in other cities

Just need more employee candidates in the area

It's too elitist here. Without lower income housing than \$500,000 we have no lower wage employees

It is very difficult to make a left turn exit from our strip mall area

Intersection in front of our building is very dangerous

I'd like to have more businesses that are around all year

I would have opened my business in different location

I work from home (I live in Southlake too)

Having my own office space in Southlake

Have Southlake repair our road and provide water service to my building

Have more visibility from Southlake Blvd. for drive by

Fewer sign restrictions

Close Home Goods + Hobby Lobby

Build drive though

Better visibility

Better traffic spot in town square as rent is high

Better Parking

Better entrance.

Being on Southlake Blvd vs 500 feet off of Southlake Blvd.

Ability to have a colored sign (pretty minor problem)

Ability to add signage with road visibility

Ability to add signage

# Business Environment

## WHAT DO YOU FEEL IS GREATEST CHALLENGE FACING THE SOUTHLAKE BUSINESS ENVIRONMENT?

With inflation and gas price hikes hitting lower and middle class harder, getting hourly workers to travel to Southlake will be harder

Vacant land and home lot size

Uncertainty based on the political climate (taxes) and the war in the Ukraine

Traffic

The rising cost of goods. We are changing prices on a daily basis and if things don't change soon, it will impact our ability to stay in business.

The general economy.

The cost of rent is very high in addition to business property taxes and franchise taxes due annually. Even if we wanted to move, we could not due to the nature of our business and our business name.

Taxes

Supply issues

Staffing

Space

Rent for businesses that rent. I do not rent. I own my land and buildings.

Rent

Political environment

Pay rate.

Other malls

Not sure, we will be just fine I hope!

Not enough shop local

Needing to do business virtually as I travel a lot

National stress, supply shortages, fear.

More competition

Leasing rates. Cost of upkeep.

Lack of diversity.

Labor supply

Influx of out of state movers possibly changing the local politics and general norms of Southlake

Inflation/housing

Inflation impact, resulting in lower spend for kids activities

Inflation and a lack of qualified employee candidates.

Hiring staff

Hiring

High rent. Too many chains.

High housing prices

Finding entry level work force near by

Finding employees and the cost of doing business

Economic challenges customers are facing, supply chain issues

Cost of rent

Cost of living rising

Competition

Community resistance to property owners developing their properties (NIMBY)

Affordable office space and traffic

Adequate exposure within the community as it is growing so rapidly.





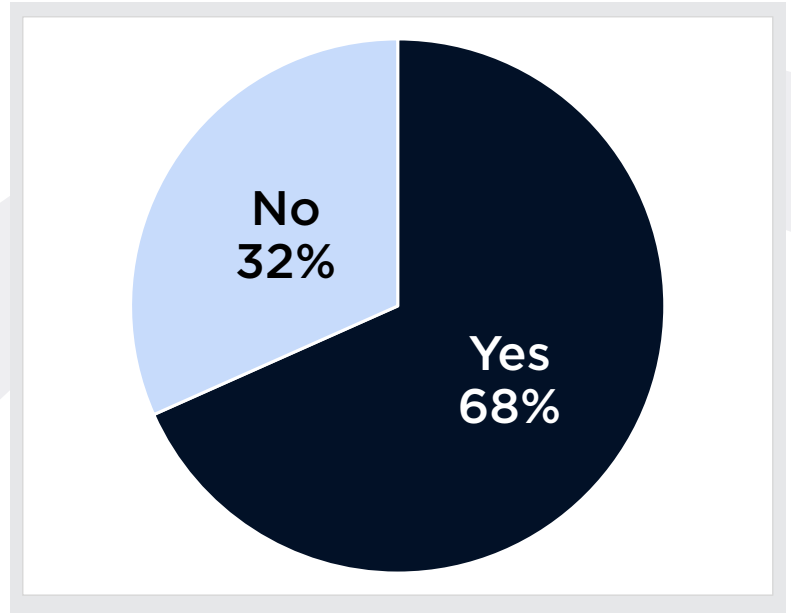


# Community Environment

## HAS YOUR BUSINESS HAD ANY INTERACTION WITH A CITY EMPLOYEE OVER THE LAST YEAR?

### City Interaction

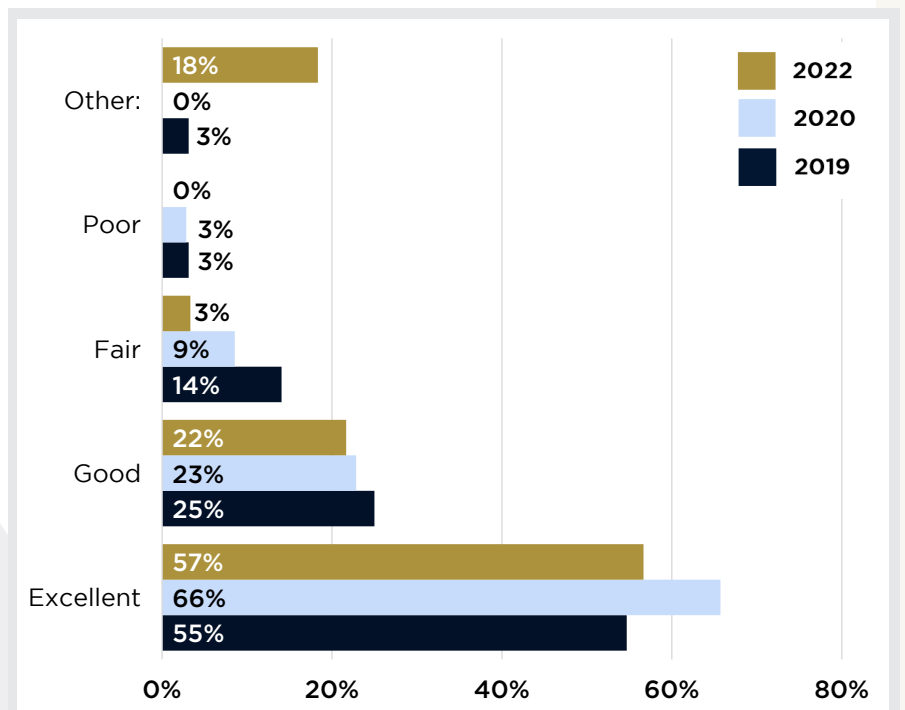
The City of Southlake strives to maintain a good relationship and positive interactions with both residents and businesses. It is challenging too for the City to establish an on-going relationship with over 1,800 businesses. Any interaction, even brief interactions, are particularly valuable and should represent the City's appreciation and support for local businesses. The majority (68%) of businesses surveyed indicated they have had some interaction with a City employee over the last year. The rating of those interactions are shown on the remaining questions.



## HOW WOULD YOU RATE YOUR MOST RECENT INTERACTION WITH A CITY EMPLOYEE?

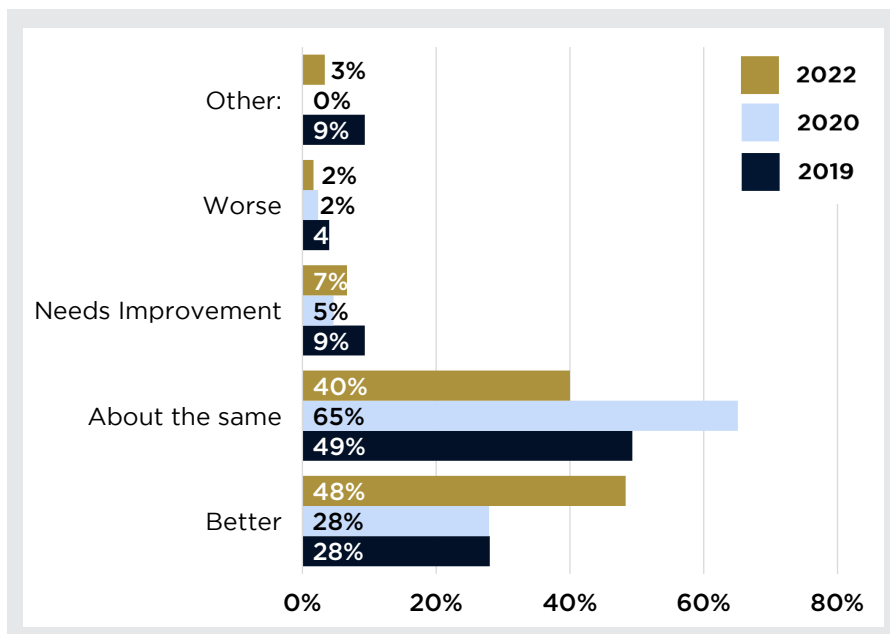
### City Satisfaction

Of those respondents that had an interaction with a City employee, the majority (79%) indicated they had either a excellent or good interaction with them. There was a sharp increase in the "Other" choice category that represented many businesses indicating they had no interaction with a City employee.



# Long Form Survey

## DO YOU BELIEVE SOUTHLAKE IS AS ATTRACTIVE A PLACE TO WORK AS IT WAS 5 YEARS AGO?



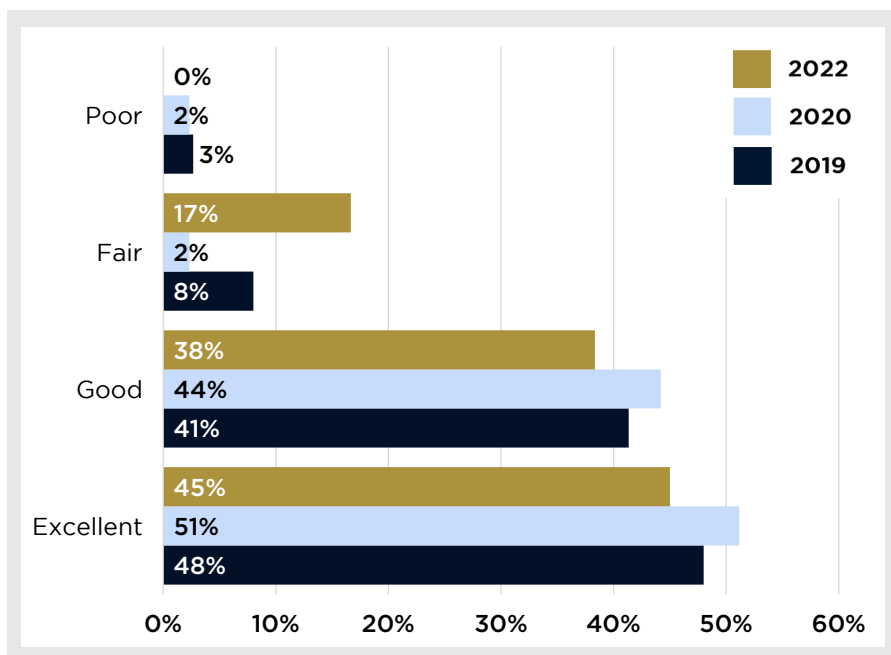
### City Aesthetic Improvements

The City of Southlake has long been recognized as an attractive place to live and work. While it is a challenge to create such an environment, how that environment is sustained in the long-term is just as important. Just under half (48%) of respondents felt that Southlake was a more attractive place than it was 5-years ago and 40% of respondents indicating it was about the same. This represents a positive move in the right direction for the City.

## HOW WOULD YOU RATE THE APPEARANCE OF WHERE YOU DO BUSINESS IN SOUTHLAKE?

### Business Location Aesthetics

Where a business is located and the appearance of its surroundings can impact the overall performance of a business. The business typically knows where to best locate their business based on its business type and surroundings. The majority (83%) of businesses in Southlake felt the appearance of where they do business was either excellent or good, a 12% decrease from 2020.

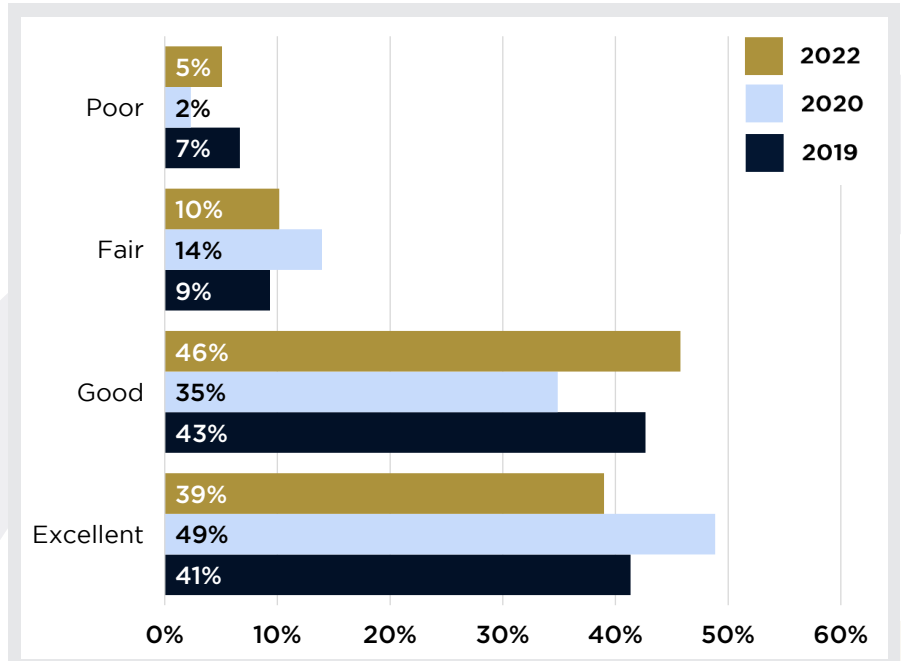


# Community Environment

## HOW WOULD YOU RATE THE QUALITY OF TRASH AND RECYCLING SERVICES IN SOUTHLAKE?

### Trash & Recycling Services

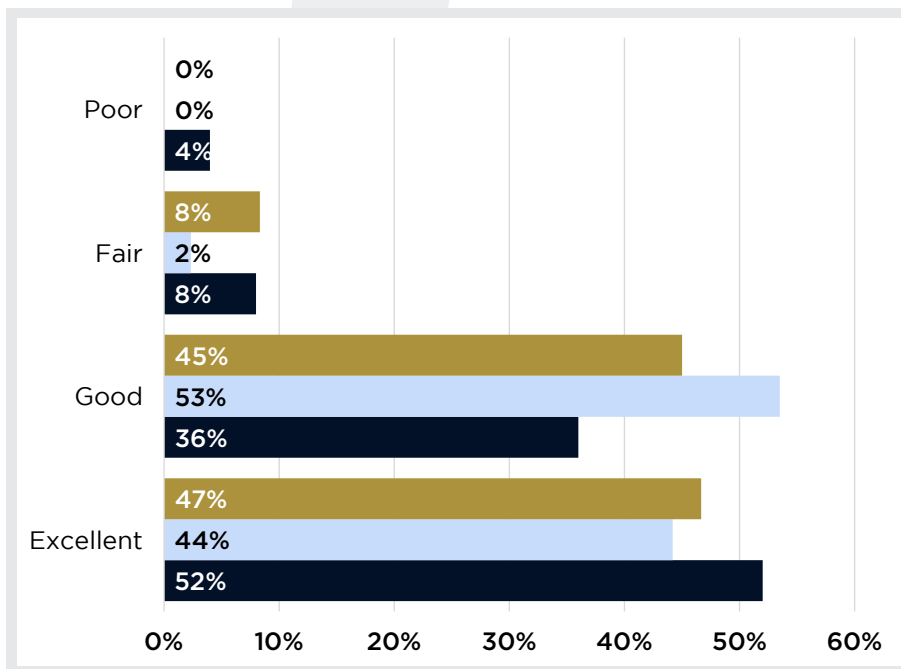
The City has partnered with Republic Services since March 2007 to provide solid waste and recycling services for Southlake. Although the City does not directly provide the service, understanding the quality of service that is provided by Republic is important for the City to know. The majority (84%) of respondents indicated the service was either excellent or good.



## HOW WOULD YOU RATE THE QUALITY OF STREETS/ROADS IN SOUTHLAKE?

### Street Service Quality

The City of Southlake maximizes its efforts to maintain a high quality of road surfaces that are continuously impacted by high volumes of traffic and adverse environmental conditions. Maintaining a high quality of road surfaces is important for businesses as it gets their employees to work and customers to shop. The majority (92%) of respondents rated the quality of the streets/roads in Southlake as excellent or good.

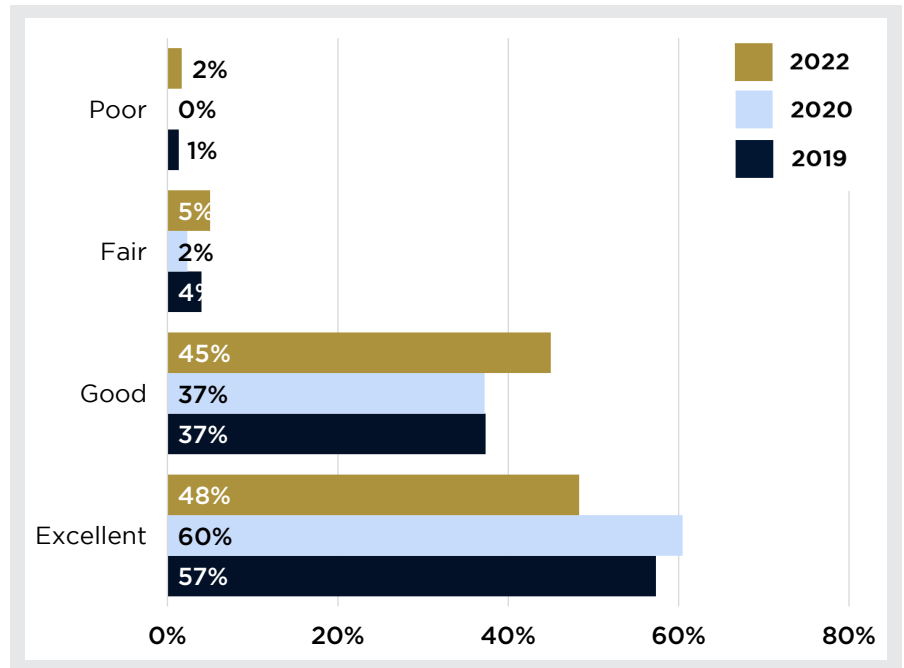


# Long Form Survey

## HOW WOULD YOU RATE THE QUALITY OF WATER SERVICE IN SOUTHLAKE?

### Water Services

Businesses in many instances can be the highest consumers of water, and therefore highest payers of water services in the community. Ensuring that water consumption and payments are handled error-free is an important service to many businesses so they can dedicate time to serving their customers and clients. The majority (93%) of respondents rated the quality of water service in Southlake as excellent or good.



## WHAT DO YOU FEEL IS THE GREATEST BENEFIT TO BEING A BUSINESS IN SOUTHLAKE?

The City of Southlake has historically had the benefits of enjoying a thriving economy, engaged community and an attractive environment. Some environments that attract some businesses at times are different than what attracts other businesses. With this survey we hope to develop a better understanding of what makes Southlake an attractive place so we can continue to make an environment where our businesses can excel and make this community theirs.

**The support of the community and the city and the chamber... we all look out for each other. It's amazing how accessible the city representatives are.**

**The stature of being a Southlake Interior Designer gives me an advantage over surrounding areas due to the size homes and quality products that are demanded in this community. In addition, when you do a good job for people in Southlake they share your contact information rapidly.**

**The people**

**The great people in Southlake and in the surrounding areas.**

**The demographics of the community marry up well with that of our clientele**

**The costumers pay a lot of money**

**The community and the people!**

**Southlake is pro business**

**Southlake is a name brand. And it is has great value/ a premium brand. Like Rolex**

**Service local residents**

**Safe and smaller community**

# Community Environment

Safe and nice environment. Upscale community can afford the rates we charge as therapists.

Perfect location

People love coming to southlake

People

Our name and location in Southlake

Other local businesses.

Nice City

Network

Low crime

Location

Location

Location

Location

Local income

Local Community members

Home Town Feel

High socio-economic level of residents in Southlake and close to the DFW Airport

High end clientele

Great master plan

Great families.

Great community

Don't have an opinion

Disposable income

Community, schools, businesses

Community involvement

Community

Close to the airport and suburban areas for employee commute.

Clients

Clientele from all over the country who have moved here.

Clientele

Client base- high amount of disposable income

Carroll ISD

Business friendly community that supports each other

At least 50% of the community interacts with others within the community making it a nice place tight knit community.

# Long Form Survey

## WOULD YOU LIKE TO LET THE CITY KNOW ANYTHING ELSE?

YES, discuss and find a way to help hourly employees get low cost transportation in and out of the city from other areas near the city which have Apartments. With the rising cost of transportation, it is limited the number and selection of employees that businesses have to choose from.

Would like increased police presence during the holidays.

We need a job fair to attract hiring needs

We are excited to be part of Southlake. Looking forward to moving here too

The cost of doing business in Southlake is 10 - 20 percent higher than our other locations. Labor cost, utility cost, and taxes are all higher.

Thank you for your support!

Stay the course

Southlake businesses are amazing and a great community.

Seeing a lot of companies leaving the city. All big box coming in. Nothing really interesting coming to the city.

Put more benches and places to sit at so we can eat there in lunch breaks.

Probably the best run city in the state. I am in awe of the staff behind the departments that make Southlake a first class place to live and do business.

Please make it easier for businesses to get in touch with you

Please do virtual events on Zoom for me to be able to do business with Southlake residents.

Love the city, communications from the city, openness and friendliness of everyone, just a great community and proud to be a part of it.

Keep up the great work and keep in touch with all the businesses and learn what they need to excel.

Keep up the good work.

Keep these surveys shorter

It would be nice to know how our business and the successes of our students can be acknowledged citywide. We have many students composing music and winning competitions at state and national levels. Our business is the location for the National Piano Guild Auditions, and we are one of the largest piano testing centers in Texas with over 150 Southlake students participating.

I would like to have the opportunity of doing business with the City. I do business with SSC, ROTARY CLUB, Providence Bank, and other Business in Southlake, I love Southlake!!

I wish there was a way to help small businesses with taxes and helping keep taxes from increasing every year.

I wish small, local, sole proprietor businesses could thrive -- cost of rents, signage restrictions, are a burden

I feel the city needs to hold the commercial building owners (that many of us rent from throughout the city) to high standards to maintain their exterior appearance and landscaping. We pay premium prices to rent in Southlake and the property do not always reflect a premium appearance.

Conservative is best

Attract bigger businesses to help smaller ones

Appreciate you reaching out. Would suggest you start a committee of business owners separate from the Chamber that can provide feedback and assistance to the city and its elected leaders. I would be happy to be involved.





# Conclusion

The results of the 2022 Business Climate Survey remained largely positive about the Southlake business environment and improved in some areas. The survey demonstrated that most businesses felt confident and prefer conducting their business here versus other communities. Despite the community and the world at large being in a post-pandemic environment and business returning to normal operation conditions, the impacts of COVID-19 on the supply chain, rising inflation and political instability are all impacting business performance nationally and at a local level.

## KEY FINDINGS

- Businesses generally have a positive outlook as it pertains to the local economy, less so when they view the state or national economy
- The City does an excellent/good job at providing local services to businesses
- Finding qualified labor has increasingly become challenging
- The cost to lease business space or has become the greatest financial challenge

## PRIORITIES MOVING FORWARD

The results of the survey will prove to be invaluable as the City develops strategies and plans for the future. While many aspects of the business environment are out of the City's control, there are several that can be addressed moving forward. These areas will be incorporated into the City's processes and addressed through the City's strategic planning processes, policy considerations and development assessments. The Community Enhancement and Development Corporation has recommended these priorities and potential strategies for City staff moving forward:

### Assist in addressing labor challenges with local businesses

- Seek opportunities working with the Chamber of Commerce to conduct/market recruitment of employees to Southlake businesses.
- Conduct a single workshop or series of workshops to better address workforce needs bringing in local businesses to work together to create strategies to attract new employees.
- Consider opportunities on existing platforms to assist local businesses in their recruitment efforts.

### Continue building strong relationships with the business community

- Expand on the existing business engagement program to further build stronger relationships with local businesses.





# 2022



## BUSINESS CLIMATE SURVEY

**City of Southlake**  
**Economic Development & Tourism**

1400 Main Street, Suite 460  
Southlake, Texas 76092  
(817) 748-8039  
[EconDev@ci.southlake.tx.us](mailto:EconDev@ci.southlake.tx.us)