

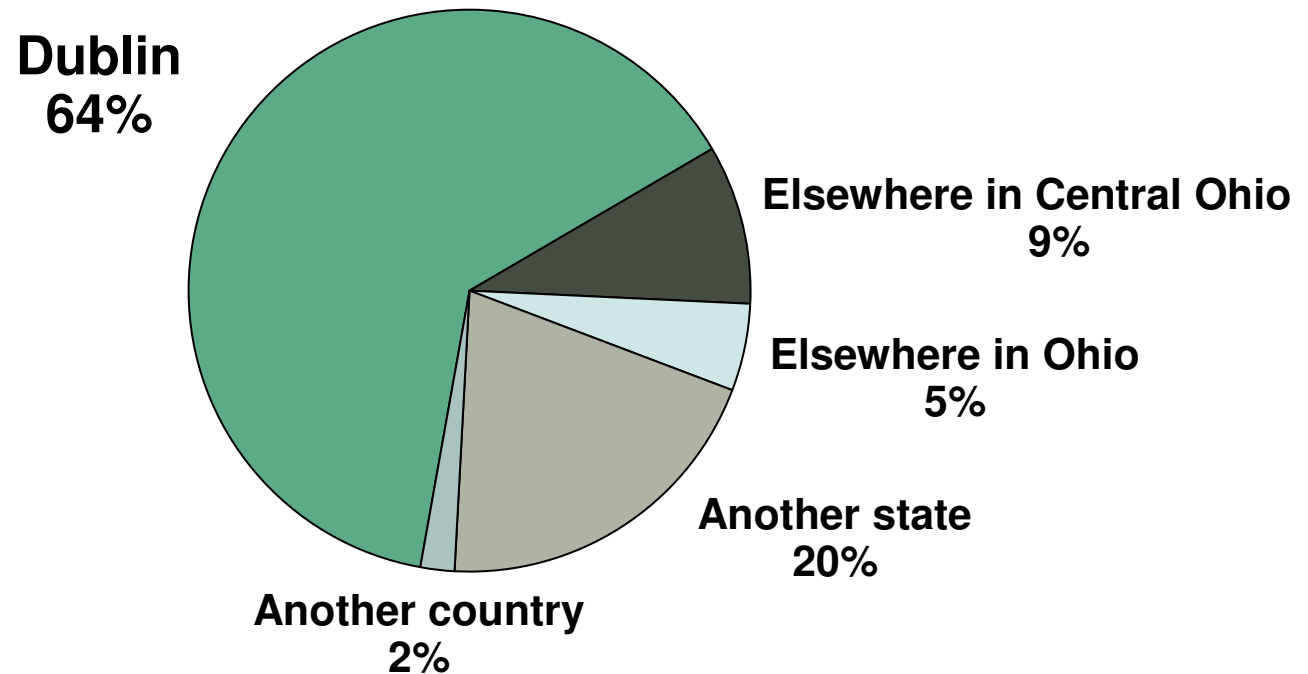
# In Dublin, Ohio The Sky's the Limit

City of Dublin  
Economic Development  
2008 Business Survey  
Sept. 2, 2008

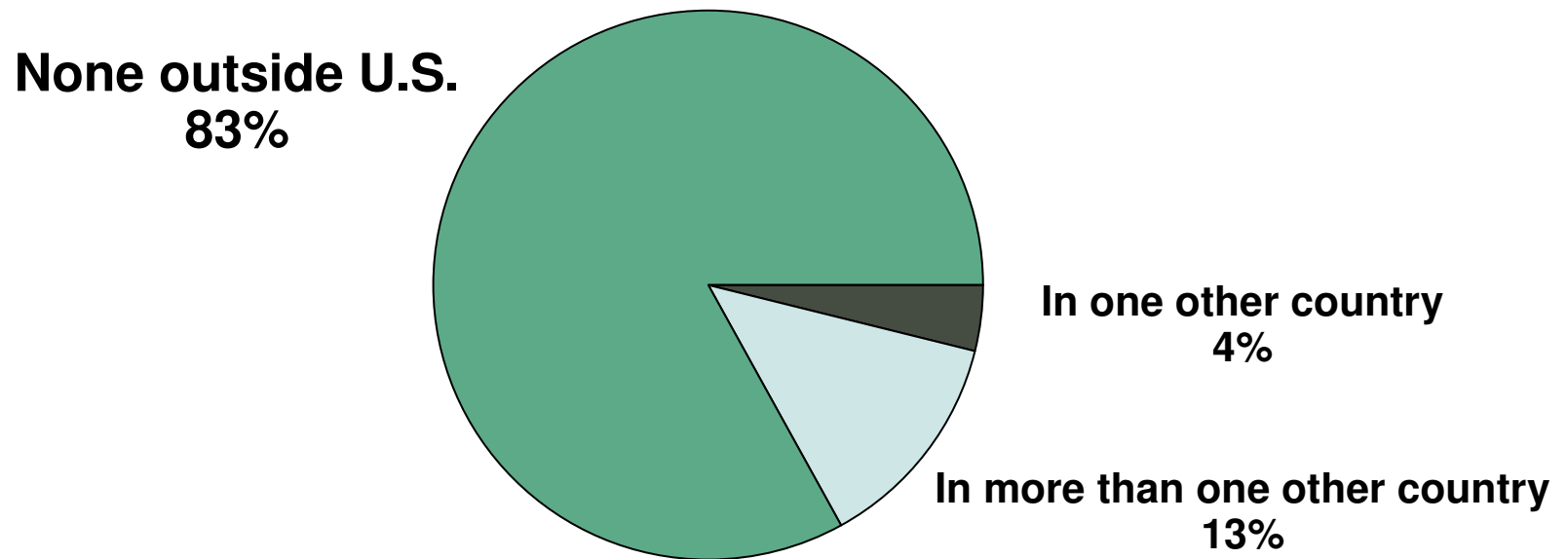
# Methodology

- **1,100 businesses contacted**
- **408 responded**
- **38 percent response rate**

# Location of Company Headquarters

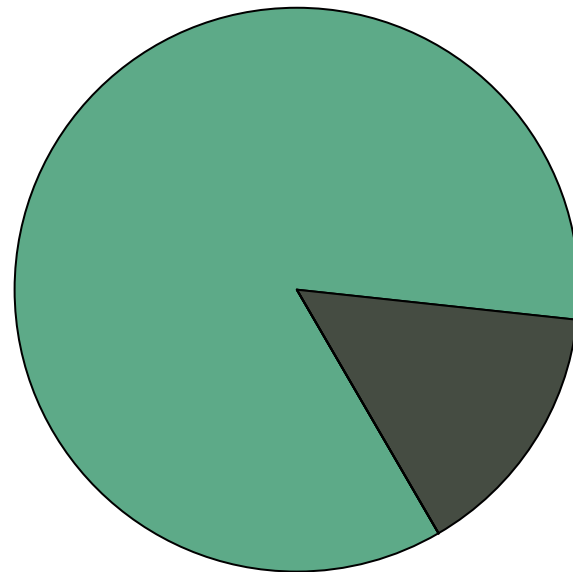


# Other Company Locations



# Profile of Local Businesses

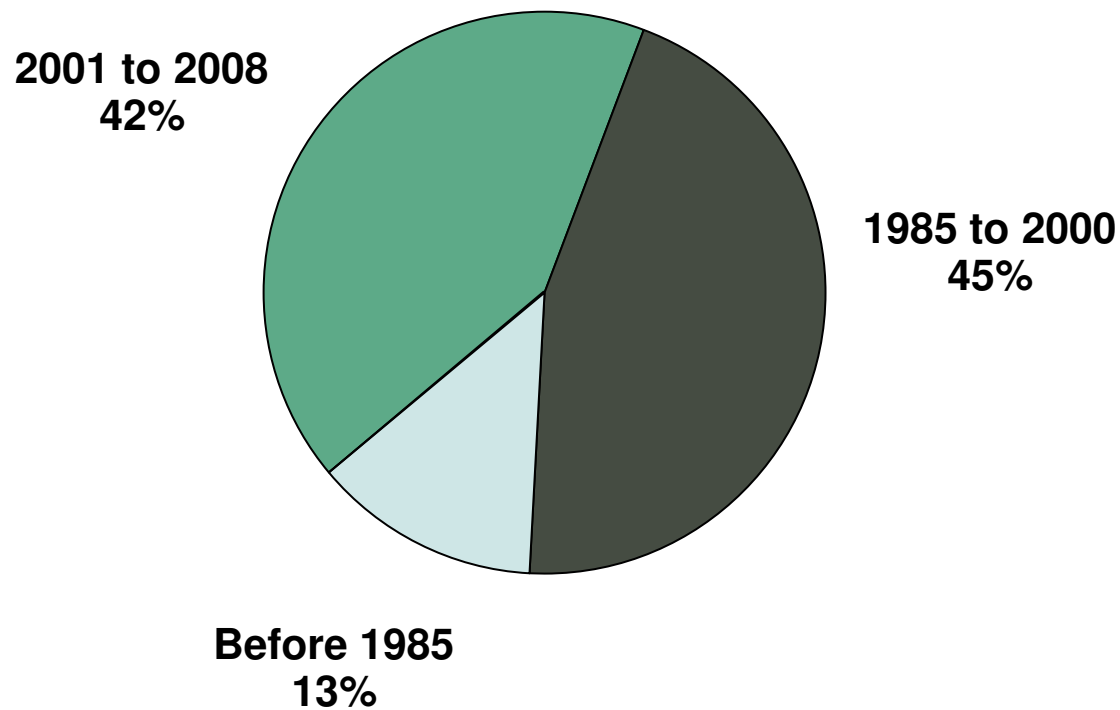
**Privately held**  
85%



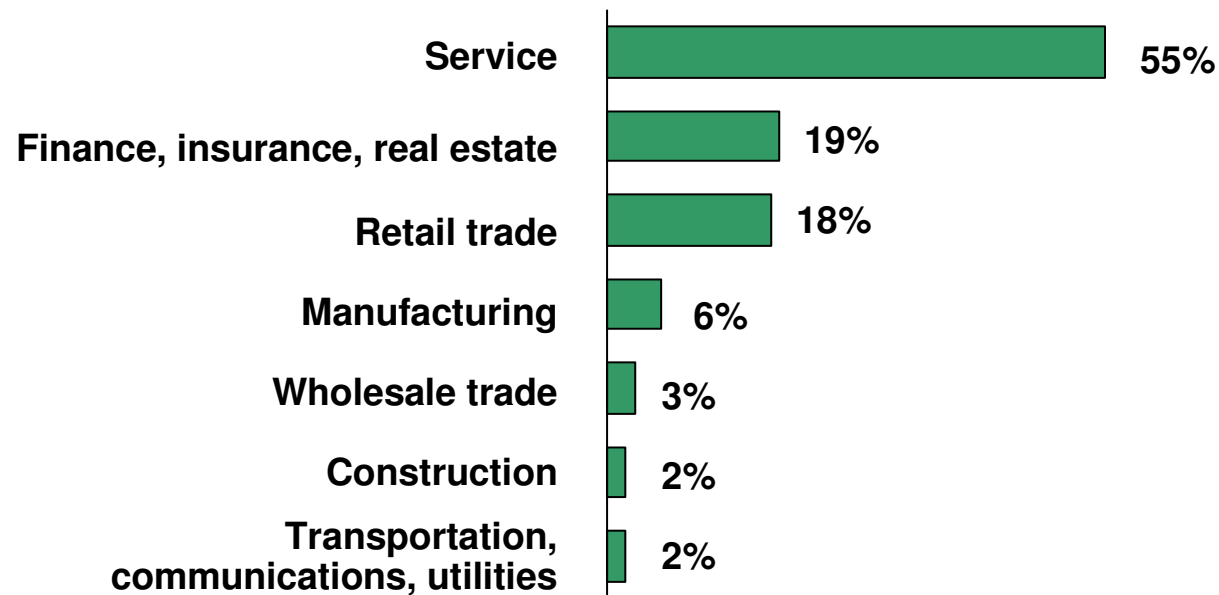
**Public**  
15%

# Profile of Local Businesses (continued)

## Year Company Began Operations in Dublin

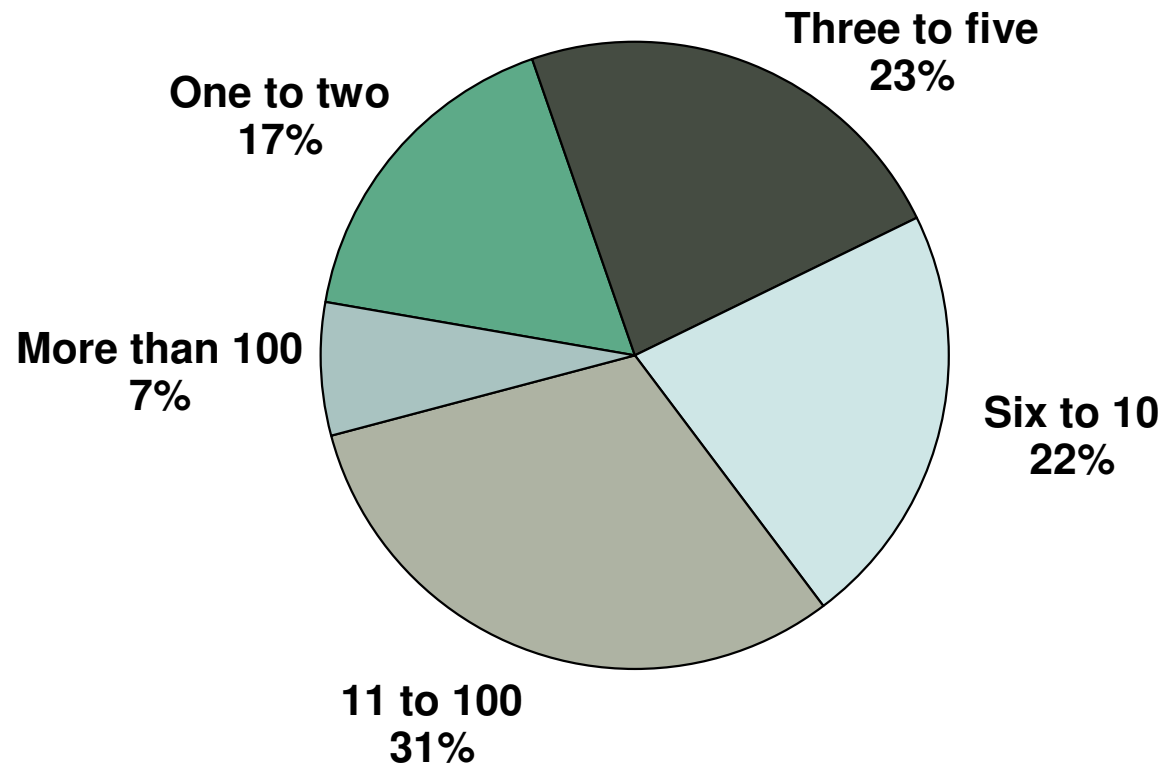


# Principal Product or Service

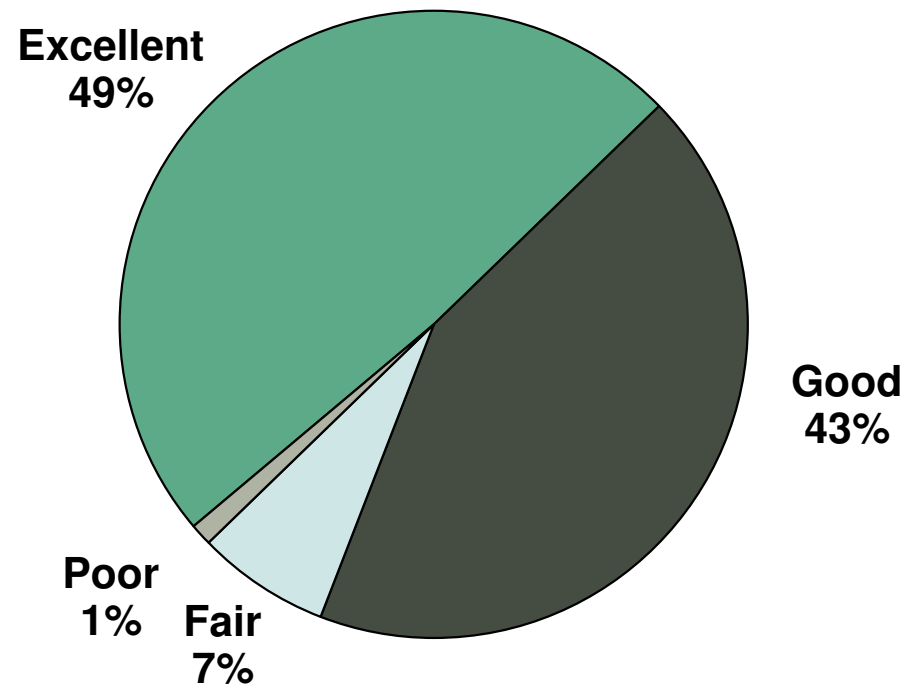


n = 406

# Total Number of Employees



# Dublin as a Location for Doing Business



# Satisfaction with City Services

- Police, fire and EMT 97%
- Physical infrastructure 93%
- Utilities 93%
- Communications infrastructure 89%

# Satisfaction with City Services (continued)

- Interest of City in Economic Development 86%
- Transportation Infrastructure 84%
- Local Tax Structure 68%
- State Tax Structure 66%

# Satisfaction with City Services (continued)

- City is easy to work with 85%
- City is responsive to the needs of local businesses 81%
- City does a good job communicating with local businesses 80%

# Satisfaction with Community Resources

- Access to health care services 98%
- Access to high-quality public schools 98%
- Access to appropriate housing 96%
- Access to colleges and universities 96%
- Access to recreational opportunities 95%

# Satisfaction with Community Resources (continued)

- Access to business services 94%
- Access to cultural amenities 93%
- Access to technical training 93%
- Access to a qualified workforce 91%
- Access to capital and other financial assistance 87%

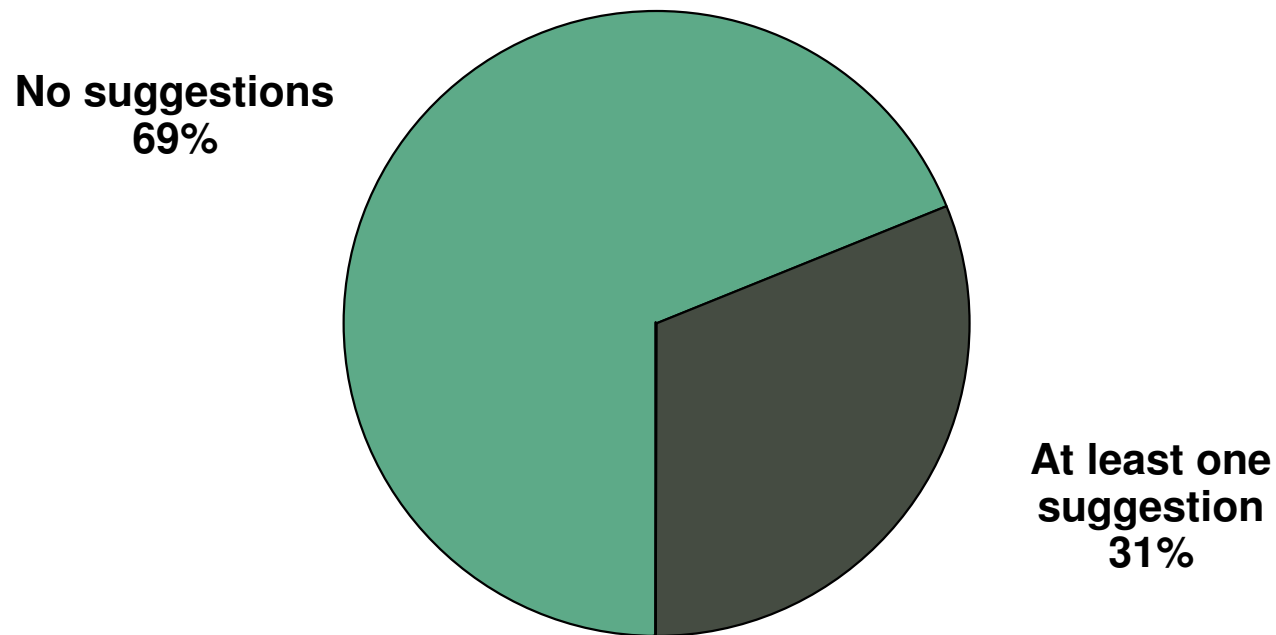
# Challenges

- No challenges mentioned 44%
- City planning issues/regulation issues 16%
- Cost of living and doing business/taxes 14%
- Signage issues 14%
- Traffic issues/parking issues 11%
- Attracting customers and clients 10%

# Challenges (continued)

- Finding qualified employees 5%
- Finding affordable office space 3%
- Crime 1%
- Electrical outages 1%
- Other 6%

# How Dublin Can Serve Businesses



# How Dublin Can Serve Businesses (continued)

- Improve business relations/  
communications 11%
- Encourage business growth/  
offer incentives 7%
- Make living and doing business  
more affordable/lower taxes 4%
- Work on traffic and parking issues 4%
- Ease signage restrictions 3%

# Looking Ahead

- Upgrade technology systems 76%
- Add new products or services 69%
- **Increase the number of employees in Dublin 67%**
- Upgrade communications systems 61%
- Open additional Central Ohio locations 32%

# Looking Ahead (continued)

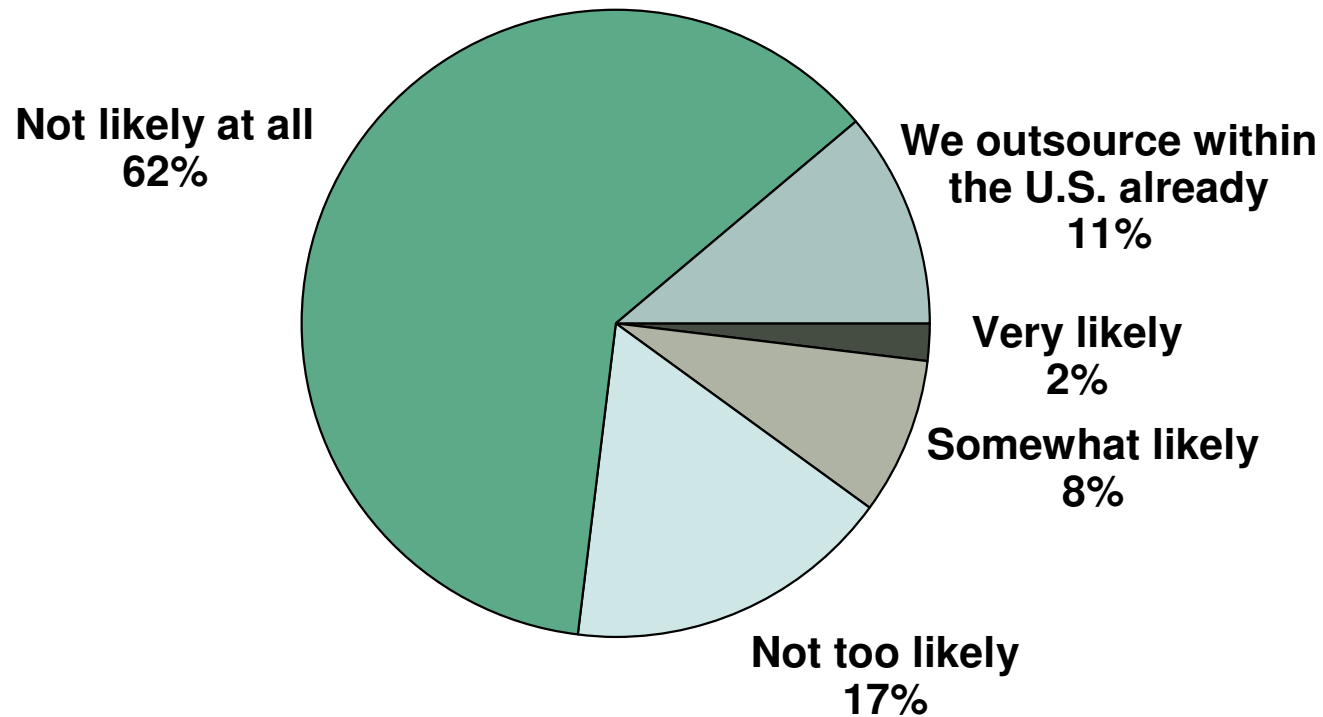
- Acquire another company 27%
- Expand into other countries 19%
- **Move the company out of Dublin 15%**
- Move into a new industry 14%
- Change ownership of the company 11%

# Looking Ahead (continued)

- Consolidate operations from elsewhere to Dublin 10%
- Decrease the number of employees in Dublin 10%
- Sell the company 10%

# Looking Ahead (continued)

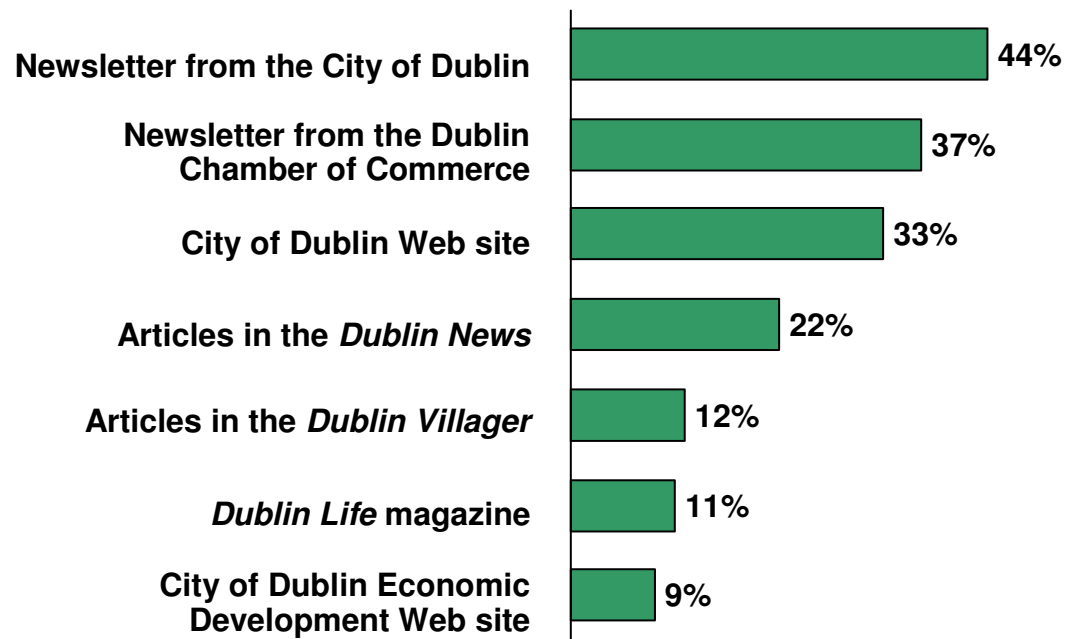
## Likelihood of Outsourcing within the U.S. in the Next Two Years



n = 387

# Communications

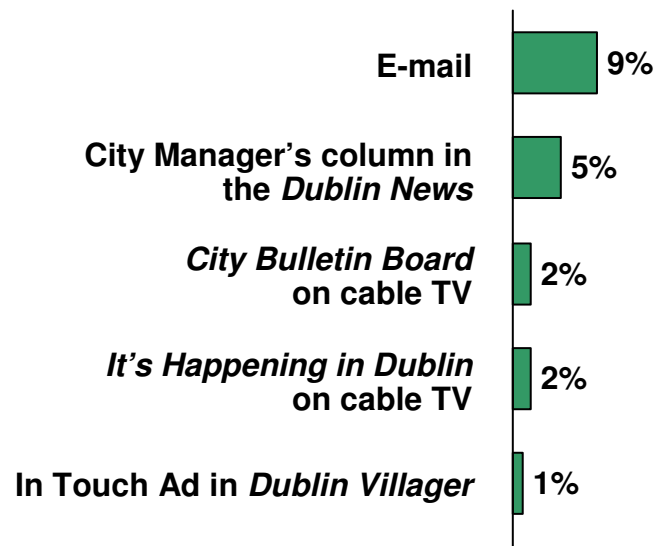
## Preferred Method for General Business Information



n = 378

# Communications (continued)

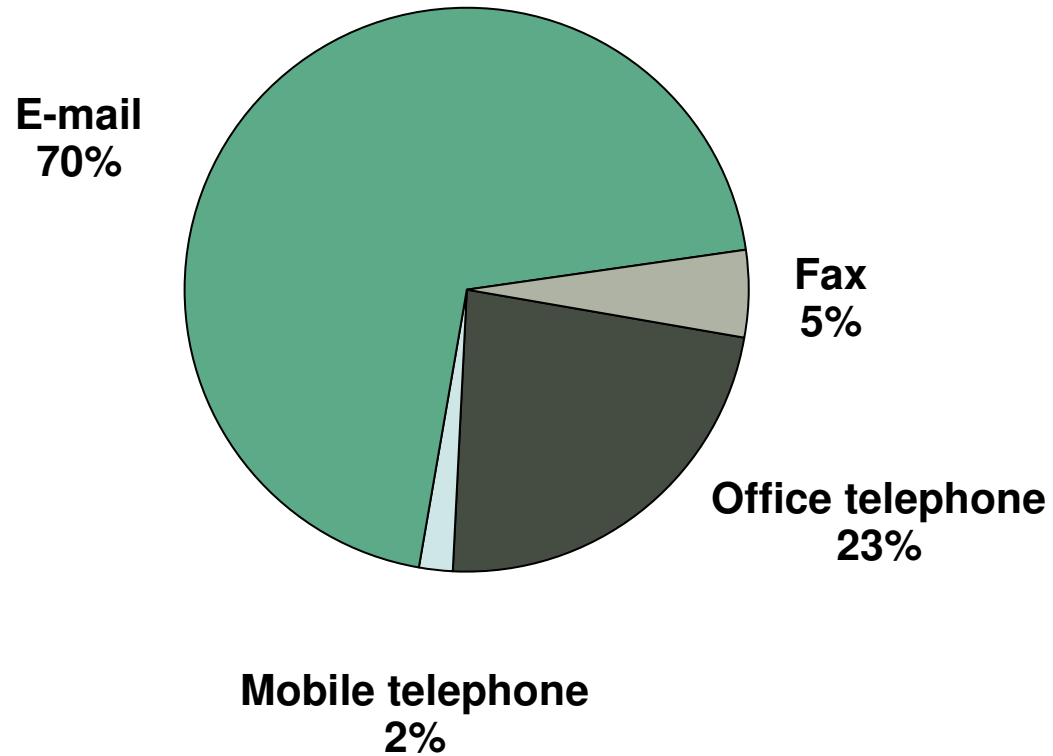
## Preferred Method for General Business Information (cont.)



n = 378

# Communications (continued)

Preferred Method for Specific Business Information



# Conclusions

**The median Dublin business has seven employees (full- and part-time)**

- Most opportunity for growth
- Continue business retention and expansion initiatives

# Conclusions (continued)

**15% may move the company out of Dublin in the next two years**

- Identify reasons
- “Churn” rate

# Conclusions (continued)

**Satisfaction was lowest, but still high at nearly 70%, with the state and local tax structure**

- Significant strides have been made at the state level regarding tax reform
- Education campaign on local income tax

# Conclusions (continued)


**67% planning to increase the number of employees**

- Additional job growth
- More capital investment

# Conclusions (continued)

**92% view Dublin as an excellent or good location to do business**

- Thanks to participating businesses



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