

CENTER FOR ECONOMIC DEVELOPMENT

# Mendocino Business Survey

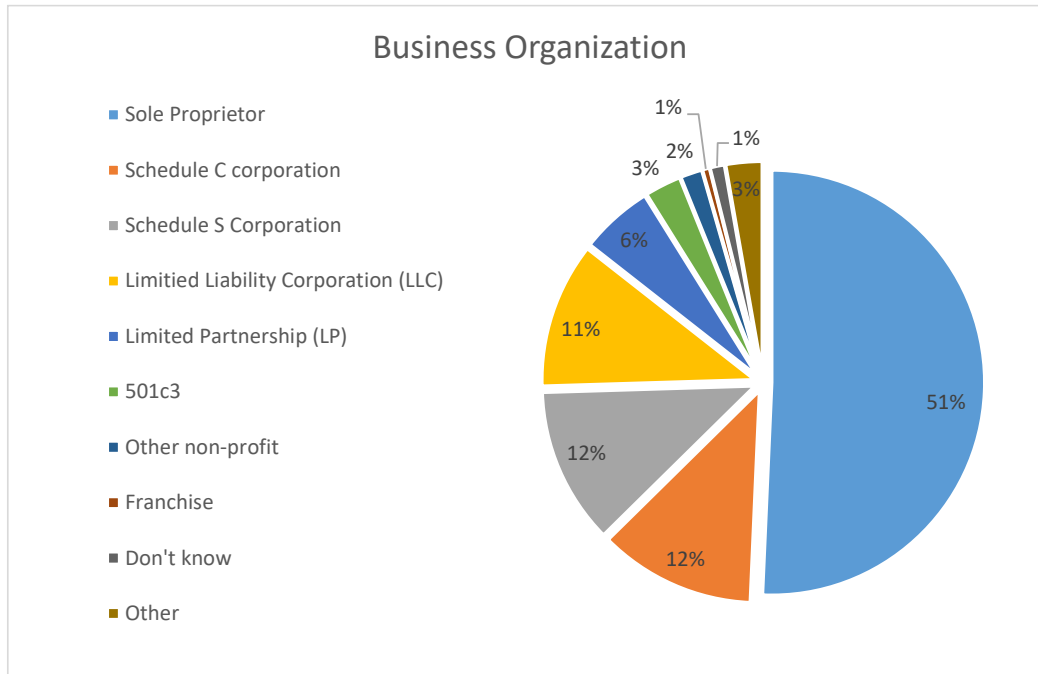
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8/24/2015



## Business Organization

Type of Business Organization

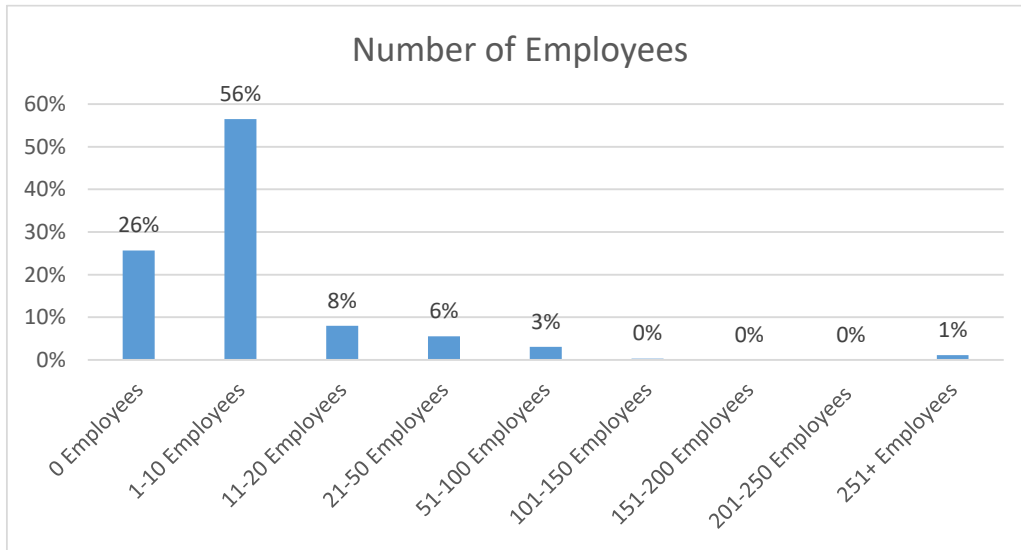


Type of Business Organization

Type of Organization	Percent	Number of Responses
Sole Proprietor	51%	183
Schedule C corporation	12%	43
Schedule S Corporation	12%	43
Limited Liability Corporation (LLC)	11%	40
Limited Partnership (LP)	6%	20
501c3	3%	10
Other non-profit	2%	6
Franchise	1%	2
Don't know	1%	4
Other	3%	10
Totals	100%	361

## Business Size as Measured by Employment

### Number of Employees

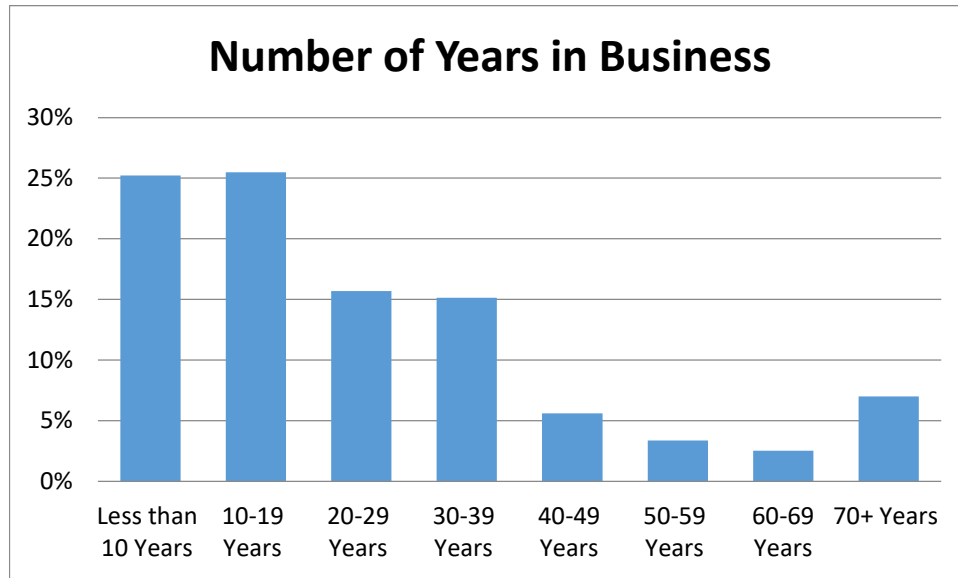


### Number of Employees

Number of Employees	Percent	Number
0 Employees	26%	93
1-10 Employees	56%	205
11-20 Employees	8%	29
21-50 Employees	6%	20
51-100 Employees	3%	11
101-150 Employees	0%	1
151-200 Employees	0%	0
201-250 Employees	0%	0
251+ Employees	1%	4
<b>Totals</b>	<b>100%</b>	<b>363</b>

## Business Maturity

### Age of Businesses



Age of Businesses

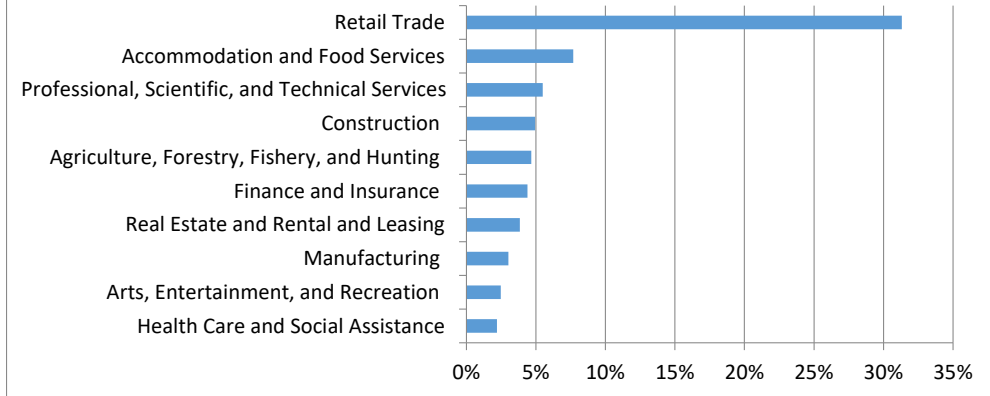
Number of Years in Business	Percent	Number
Less than 10 Years	25%	90
10-19 Years	25%	91
20-29 Years	16%	56
30-39 Years	15%	54
40-49 Years	6%	20
50-59 Years	3%	12
60-69 Years	3%	9
70+ Years	7%	25
<b>Totals</b>	<b>100%</b>	<b>357</b>

### Primary Business Activity

*In which of the following business sectors would you categorize your business?*

Primary Business Sector

## Top 10 Largest Business Sectors



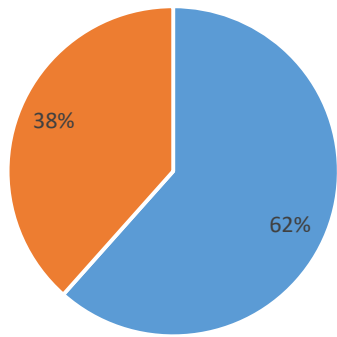
### Primary Business Sector

Sector	Percent	Number
Retail Trade	31%	114
Accommodation and Food Services	8%	28
Professional, Scientific, and Technical Services	5%	20
Construction	5%	18
Agriculture, Forestry, Fishery, and Hunting	5%	17
Finance and Insurance	4%	16
Real Estate and Rental and Leasing	4%	14
Manufacturing	3%	11
Arts, Entertainment, and Recreation	2%	9
Health Care and Social Assistance	2%	8
Transportation and Warehousing	2%	7
Wholesale trade	2%	6
Information	1%	3
Management of Companies and Enterprises	1%	2
Educational Services	1%	2
Mining, Quarrying and Oil and Gas Extraction	0%	1
Utilities	0%	1
Public Administration	0%	1
Other Services	7%	27
Other	15%	54
<b>Totals</b>	<b>100%</b>	<b>359</b>

## Family Owned Businesses

### Number of Family Owned Businesses

## Family Owned vs Non-Family Owned



■ Family Owned ■ Not Family Owned

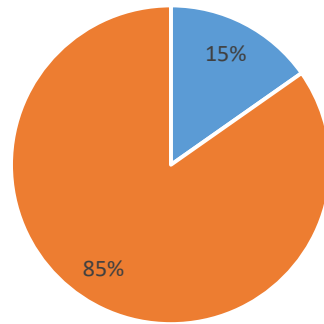
### Number of Family Owned Businesses

Description	Percent	Number
Family Owned	62%	221
Not Family Owned	38%	138
Totals	100%	359

## Home Based Businesses

### Number of Home Based Businesses

## Home Based vs Non-Home Based



■ Home Based Business   ■ Non Home Based Business

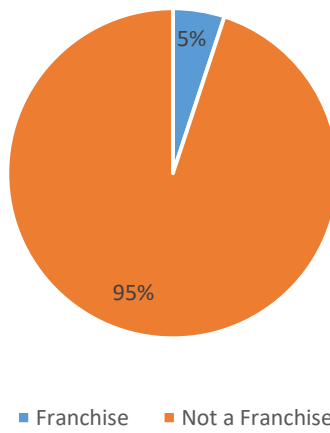
### Number of Home Based Businesses

<b>Business Type</b>	<b>Percent</b>	<b>Number</b>
Home Based Business	15%	55
Non Home Based Business	85%	306
Totals	100%	361

## Franchises

### Number of Franchises

### Franchise vs Non-Franchise



### Number of Franchises

<b>Business Type</b>	<b>Percent</b>	<b>Number</b>
Franchise	5%	18
Not a Franchise	95%	339
<b>Totals</b>	<b>100%</b>	<b>357</b>

### Portion of Year Business Operates

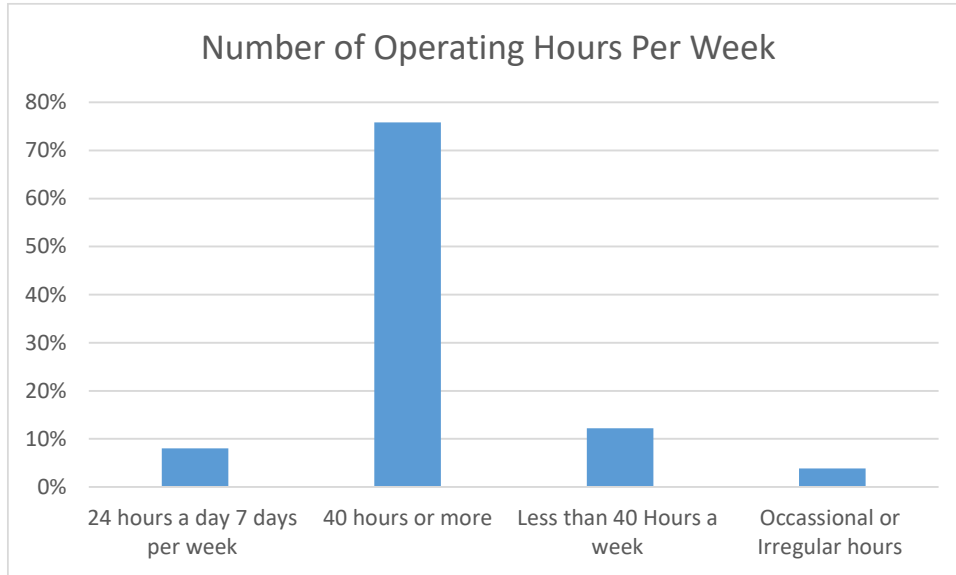
#### Portion of Year Business Operates

<b>Months Open</b>	<b>Percent</b>	<b>Number</b>
Year Round	96%	344
7-11 Months	3%	9
3-6 Months	1%	4
Less than 3 months	0%	1
<b>Totals</b>	<b>100%</b>	<b>358</b>



## Number of Weekly Operating Hours

Number of Weekly Operating Hours

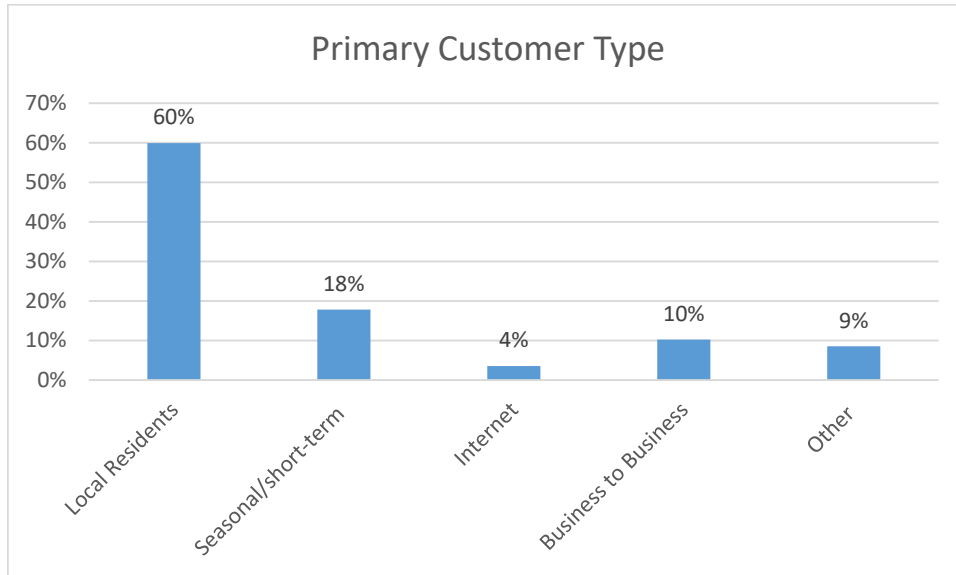


Number of Weekly Operating Hours

<b>Number of Hours Business Operates</b>	<b>Percent</b>	<b>Number</b>
24 hours a day 7 days per week	8%	29
40 hours or more	76%	273
Less than 40 Hours a week	12%	44
Occassional or Irregular hours	4%	14
<b>Totals</b>	<b>100%</b>	<b>360</b>

## Primary Customer Base

Primary Customer Type



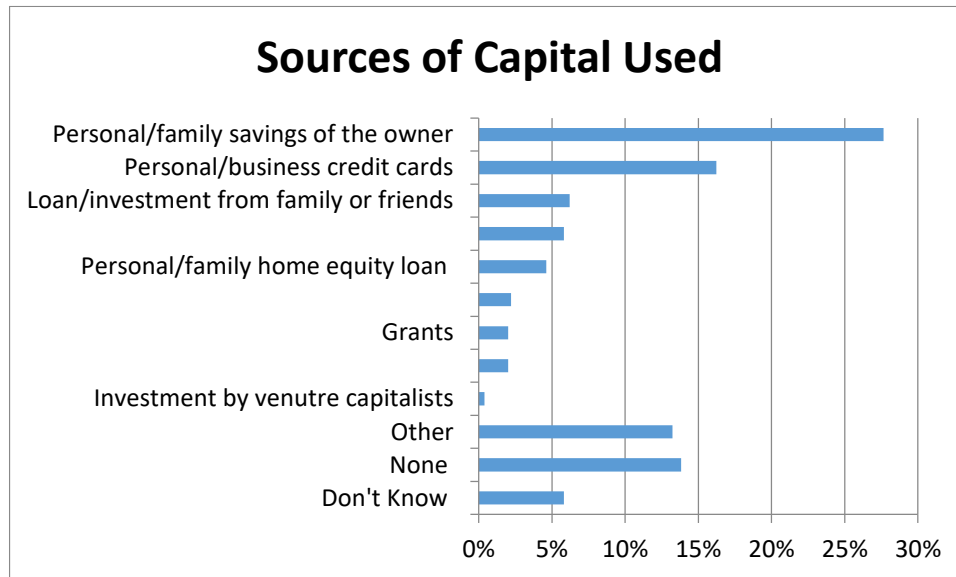
Primary Customer Type

Type of Customers	Percent	Number
Local Residents	60%	253
Seasonal/short-term	18%	75
Internet	4%	15
Business to Business	10%	43
Other	9%	36
<b>Totals</b>	<b>100%</b>	<b>422</b>

Note.  $n = 359$ .

## Source of Capital Used

Sources of Capital Used within the Past Five Years



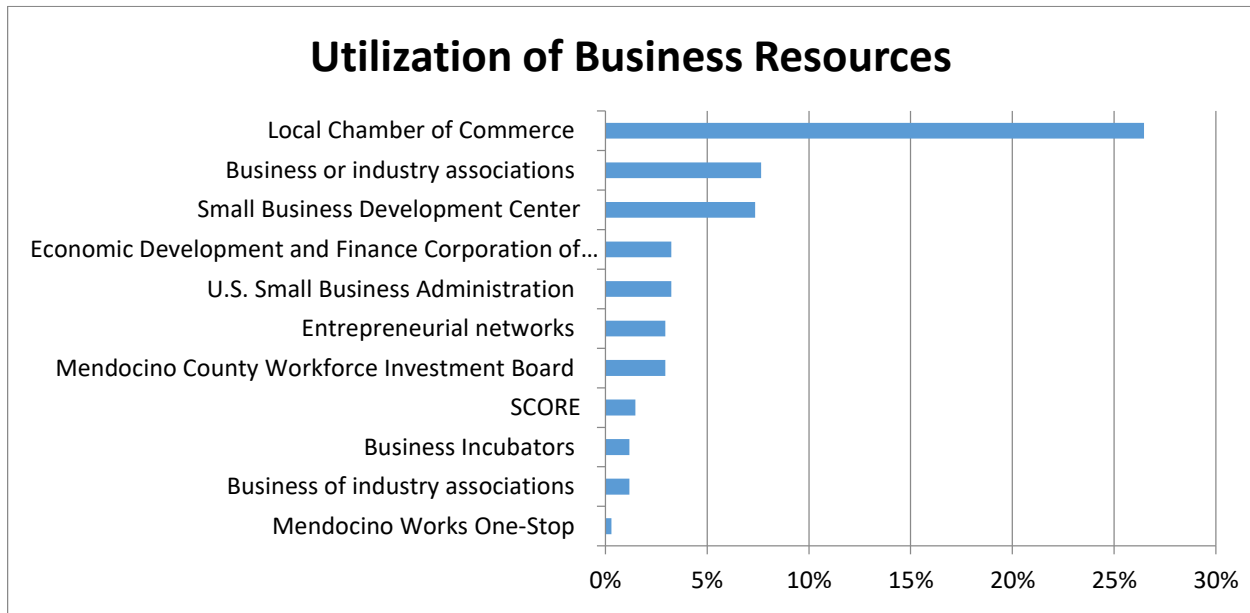
Sources of Capital Used within the Past Five Years

Type of Capital	Percent of Total Capital Used	Number
Personal/family savings of the owner	28%	138
Personal/family home equity loan	5%	23
Personal/business credit cards	16%	81
Business loan from federal, state, or local government	2%	10
Government guaranteed business loan from a bank or other financial institution	2%	11
Non-government guaranteed business loan from bank/financial institution	6%	29
Loan/investment from family or friends	6%	31
Investment by venture capitalists	0%	2
Grants	2%	10
Don't Know	6%	29
None	14%	69
Other	13%	66
<b>Totals</b>	<b>100%</b>	<b>499</b>

Note.  $n=357$ .

## Business Resource Utilization

Business Resource Utilization



Business Resource Utilization

Organization	Percent of Respondents Reported	
	Using Organization	Number
Local Chamber of Commerce	26%	90
Small Business Development Center	7%	25
Mendocino County Workforce Investment Board	3%	10
U.S. Small Business Administration	3%	11
Business or industry associations	8%	26
Business of industry associations	1%	4
Business Incubators	1%	4
Entrepreneurial networks	3%	10
Mendocino Works One-Stop	0%	1
SCORE	1%	5
Economic Development and Finance Corporation of Mendocino County*	3%	11
None	63%	213
<b>Totals</b>		<b>410</b>

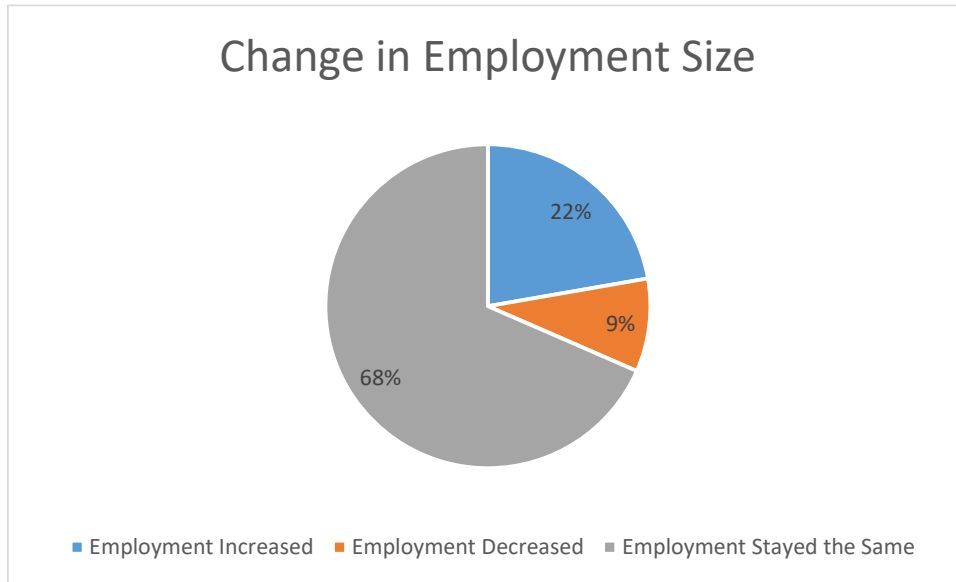
Note.  $n = 340$ .

\*Original survey listed Mendocino County Economic Development Council.

## Employment Growth over Last Year

Compared to a year ago, has the number of people currently employed by your business increased, decreased, or stayed the same?

Employment Changes Over the Last Year



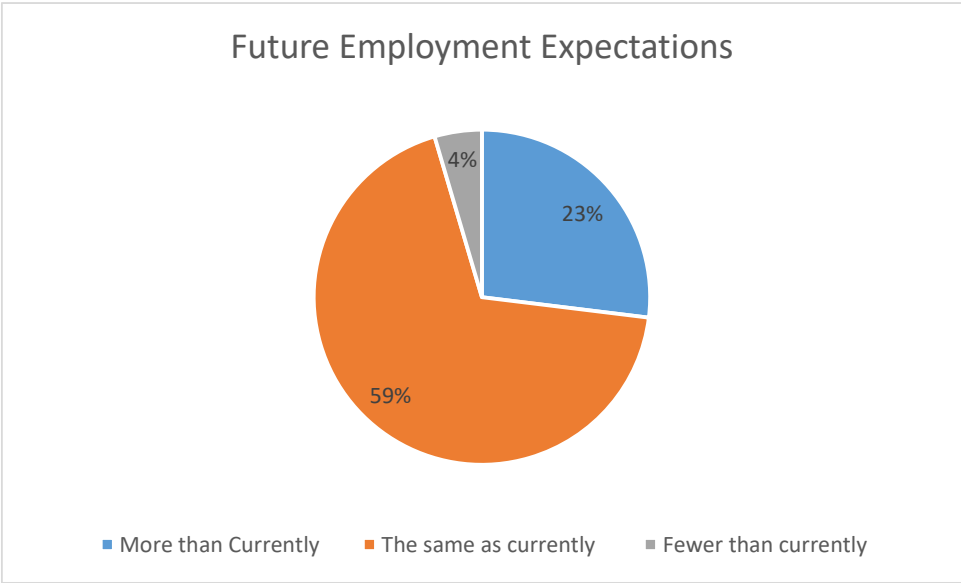
Employment Changes Over the Last Year

Change in Employment Size	Percent	Number
Employment Increased	22%	79
Employment Decreased	9%	33
Employment Stayed the Same	68%	243
Don't Know	0%	1
Totals	100%	356

# Future Employment Expectations

A year from now during the same time period, how many people do you expect to employ?

Employment Changes Over Next Year



Employment Changes Over Next Year

<b>Future Employment Expectations</b>	<b>Percent</b>	<b>Number</b>
More than Currently	23%	83
The same as currently	59%	211
Fewer than currently	4%	14
Don't know	14%	50
Totals	100%	358

## Challenges for Business Operations

### Top 10 Challenges for Doing Business

Top 10 Challenges for Businesses	Percent	Number
Employee recruitment or retention	50%	171
Business taxes	31%	108
Worker's compensation costs	29%	101
High Housing costs	28%	96
Business regulations	27%	94
Health care costs	25%	87
Transportation/cargo/shipping	18%	63
Water	17%	60
Energy costs	17%	59
Broadband access	15%	53

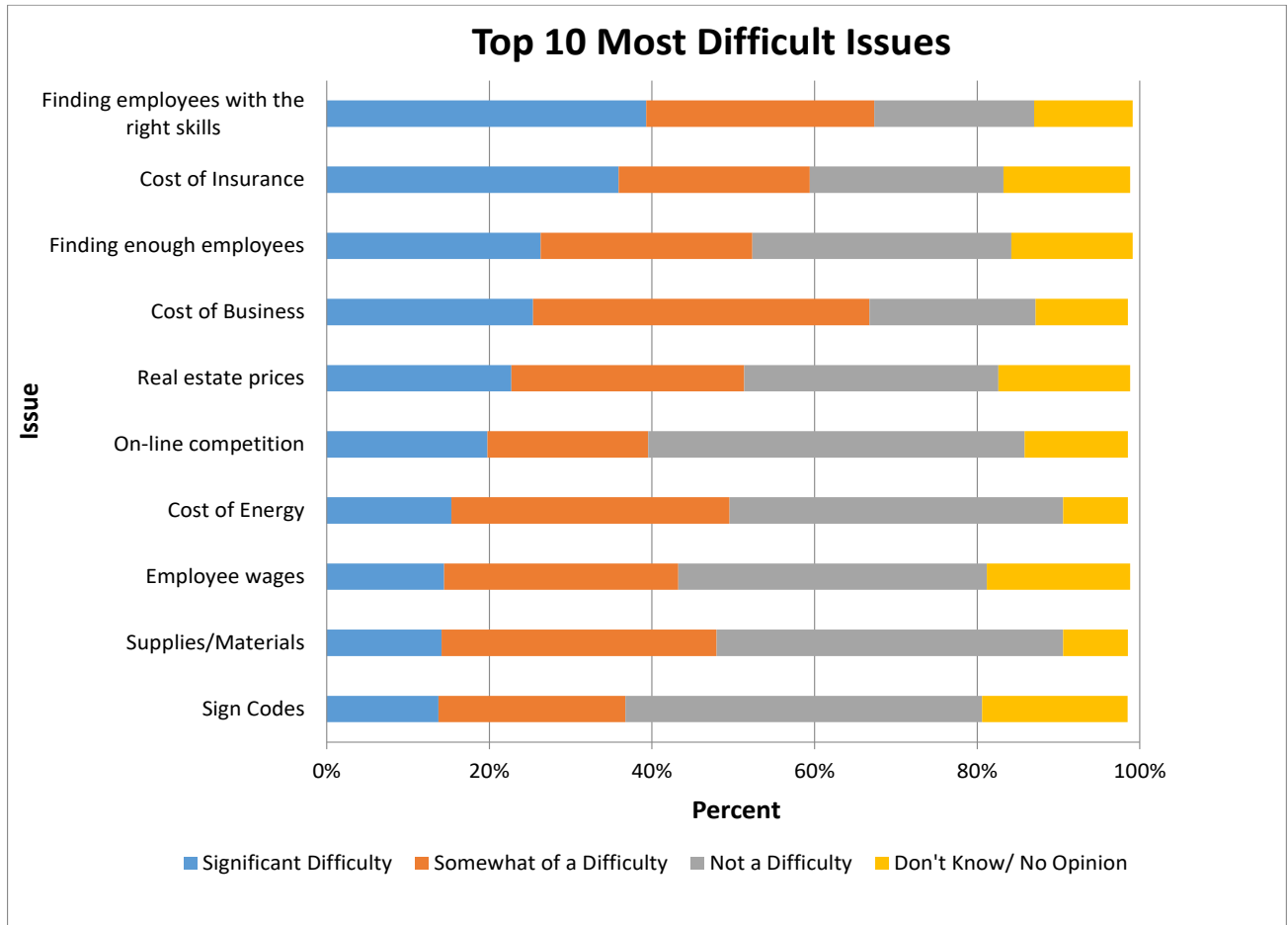
Note.  $n=345$ .

### Difficulty of Challenges for Businesses

Indicator	Significant Difficulty	Somewhat of a Difficulty	Not a Difficulty	Don't Know/ No Opinion
Finding employees with the right skills <sup>a</sup>	39%	28%	20%	12%
Cost of Insurance <sup>b</sup>	36%	24%	24%	16%
Finding enough employees <sup>c</sup>	26%	26%	32%	15%
Cost of Business <sup>d</sup>	25%	41%	20%	11%
Real estate prices <sup>e</sup>	23%	29%	31%	16%
On-line competition <sup>f</sup>	20%	20%	46%	13%
Cost of Energy <sup>g</sup>	15%	34%	41%	8%
Employee wages <sup>h</sup>	14%	29%	38%	18%
Supplies/Materials <sup>i</sup>	14%	34%	43%	8%
Sign Codes <sup>i</sup>	14%	23%	44%	18%

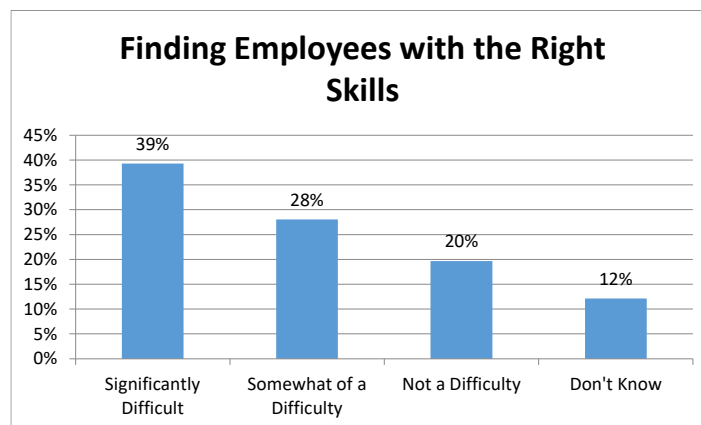
Note.  $n^a=346$ .  $n^b=340$ .  $n^c=342$ .  $n^d=343$ .  $n^e=339$ .  $n^f=339$ .  $n^g=339$ .  $n^h=340$ .  $n^i=335$ .

## Difficulty of Challenges for Businesses



## Finding Employees with the Right Skills

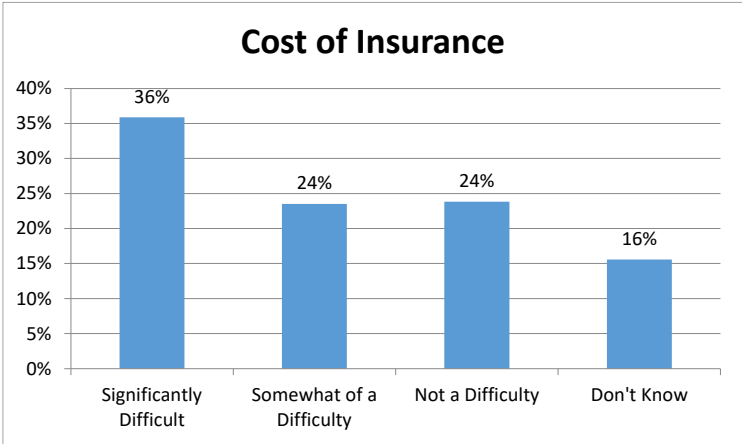
### Finding Employees with the Right Skills





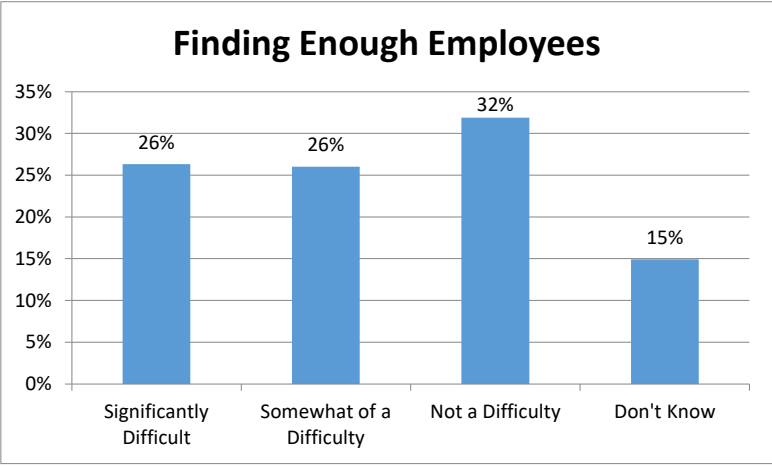
# Cost of Insurance

Cost of Insurance



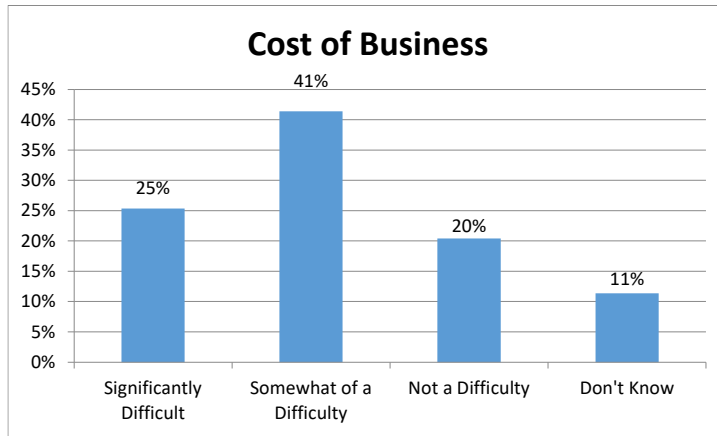
# Finding Enough Employees

Finding Enough Employees



# Cost of Business

Cost of Business



## Real Estate Prices

### Real Estate Prices



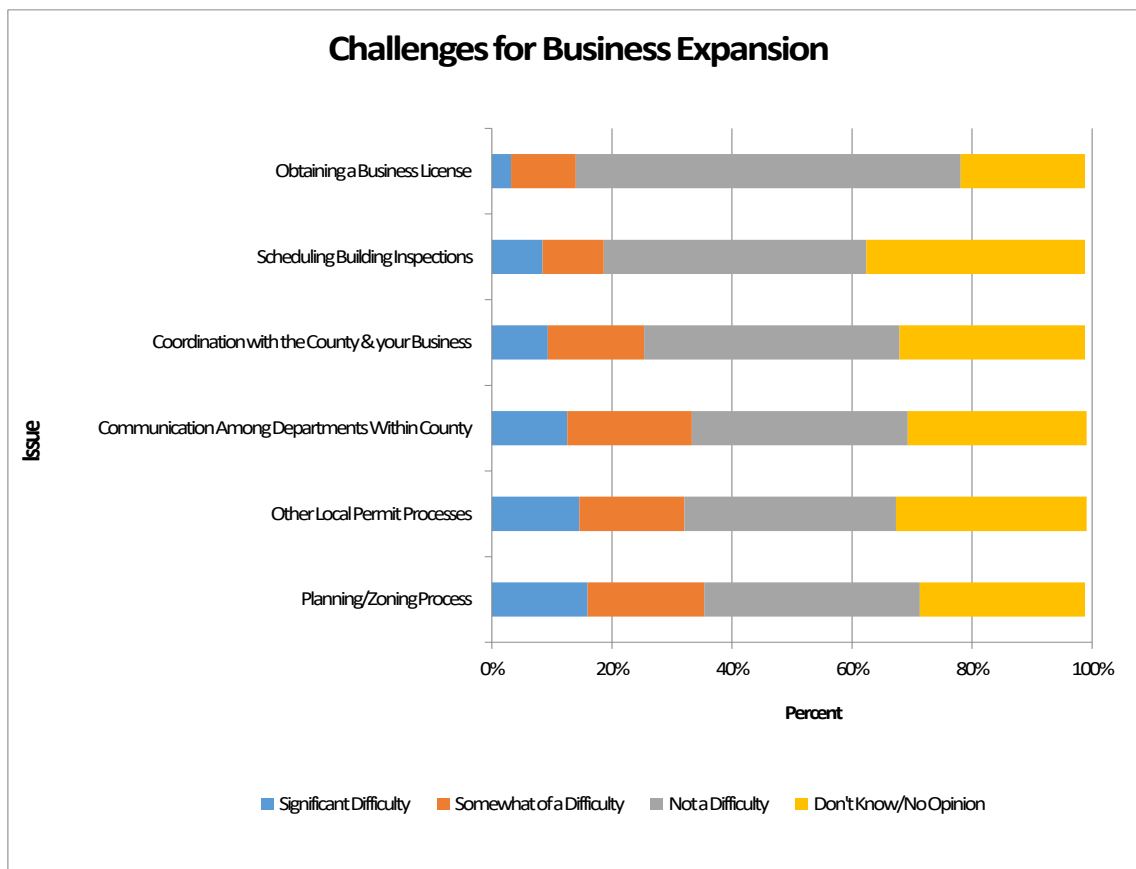
## Challenges for Business Expansion

### Top 10 Challenges for Business Expansion

Process	Significant Difficulty	Somewhat of a Difficulty	Not a Difficulty	Don't Know/No Opinion
Planning/Zoning Process <sup>a</sup>	16%	19%	36%	28%
Other Local Permit Processes <sup>b</sup>	15%	17%	35%	32%
Communication Among Departments Within County <sup>c</sup>	13%	21%	36%	30%
Coordination with the County & your Business <sup>d</sup>	9%	16%	43%	31%
Scheduling Building Inspections <sup>e</sup>	8%	10%	44%	36%
Obtaining a Business License <sup>f</sup>	3%	11%	64%	21%

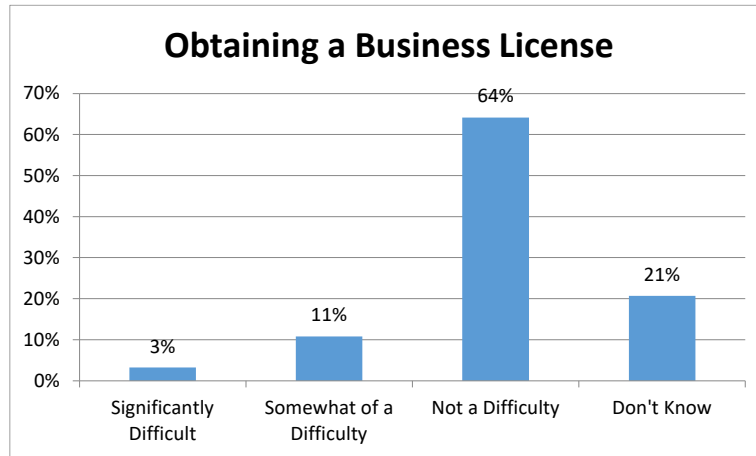
Note.  $n^a=345$ .  $n^b=342$ .  $n^c=343$ .  $n^d=343$ .  $n^e=339$ .  $n^f=343$ .

Figure 0: Top 10 Challenges for Business Expansion



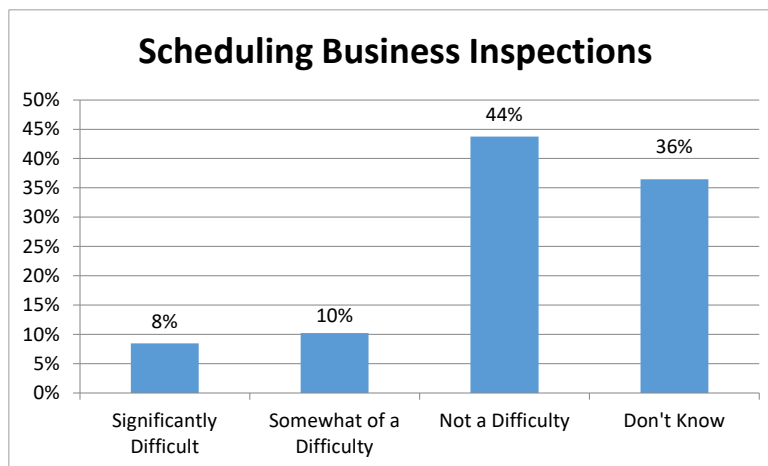
## Obtaining a Business License

Obtaining a Business License



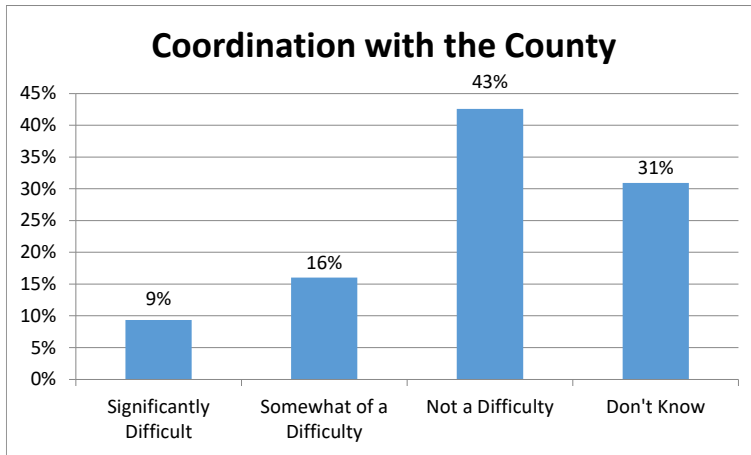
## Scheduling Building Inspections

Scheduling Business Inspections



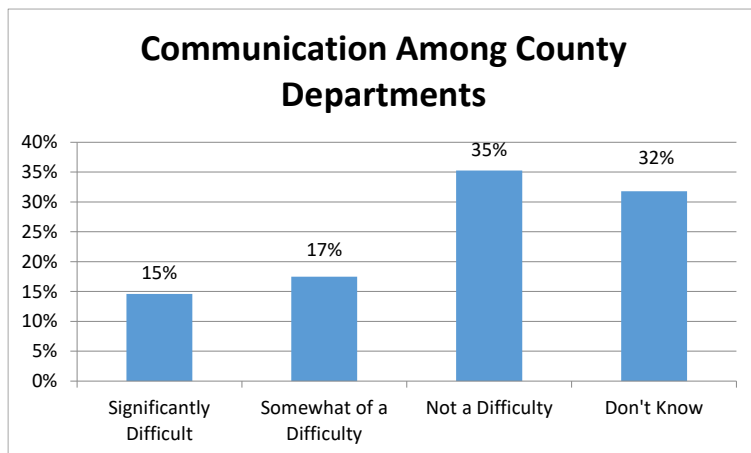
## Coordination with the County

Coordination with the County



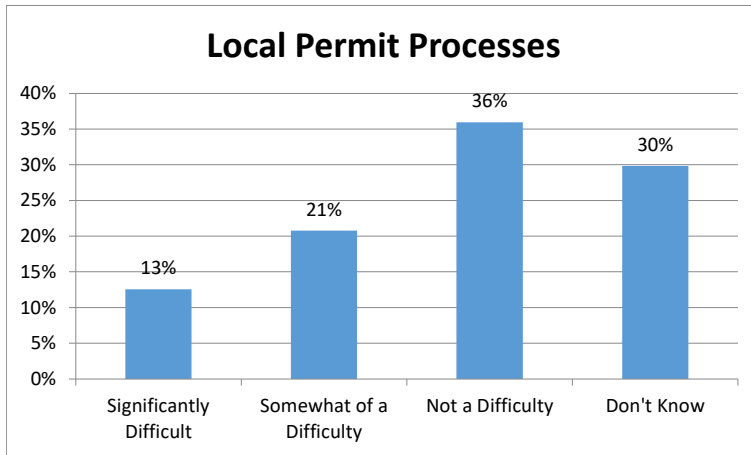
## Communication Among County Departments

Communication Among County Departments

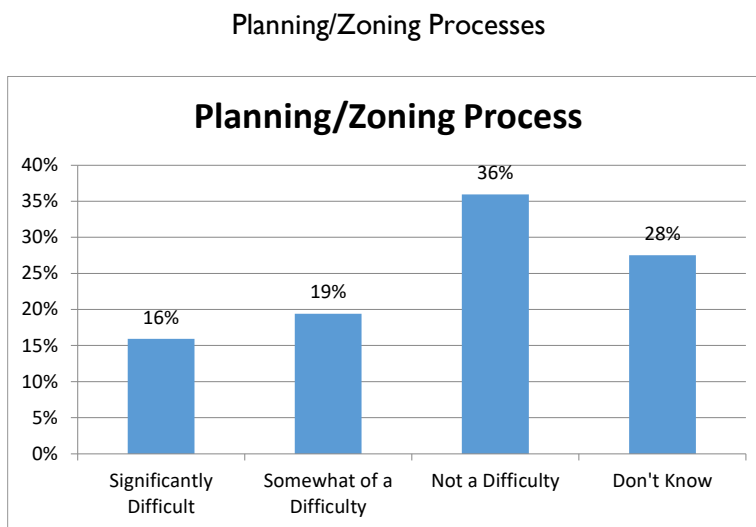


## Other Local Permit Processes

Other Local Permit Processes



## Planning and Zoning Processes



## Government Improvements

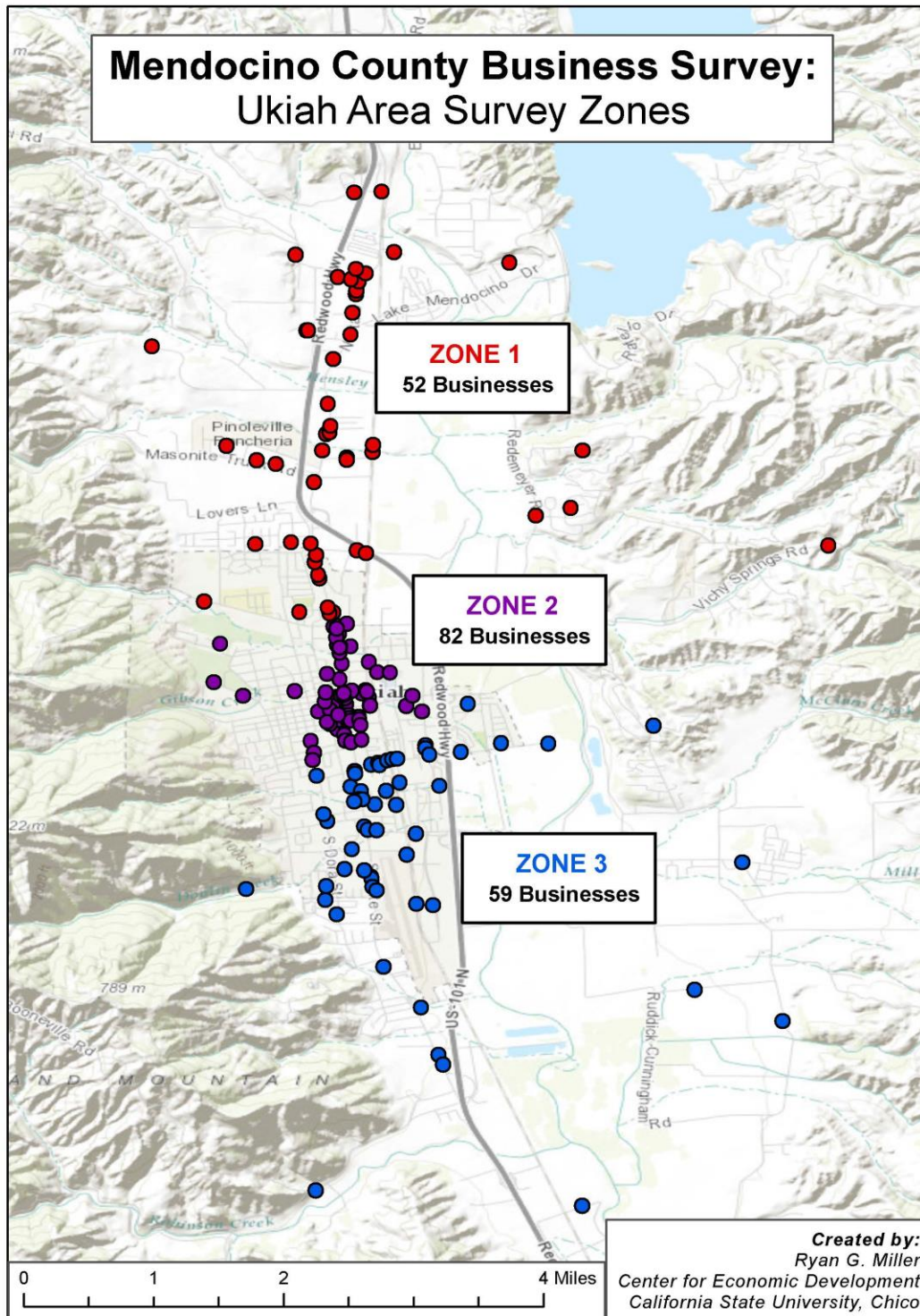
Top Ten Areas of Opportunity for Government Improvement

<b>Top 10 Areas of Opportunity</b>	<b>Percent</b>	<b>Number</b>
Help create more affordable housing	32%	107
Improve K-12 Public Education	27%	89
Streamline permit approval process	23%	77
Lower energy costs	23%	75
Invest in broadband development	20%	66
Strengthen higher education funding or access	19%	62
Fund more street maintenance/pothole repair	17%	56
Invest in transportation improvements	16%	53
Improve public safety	14%	46

Note.  $n=332$ .

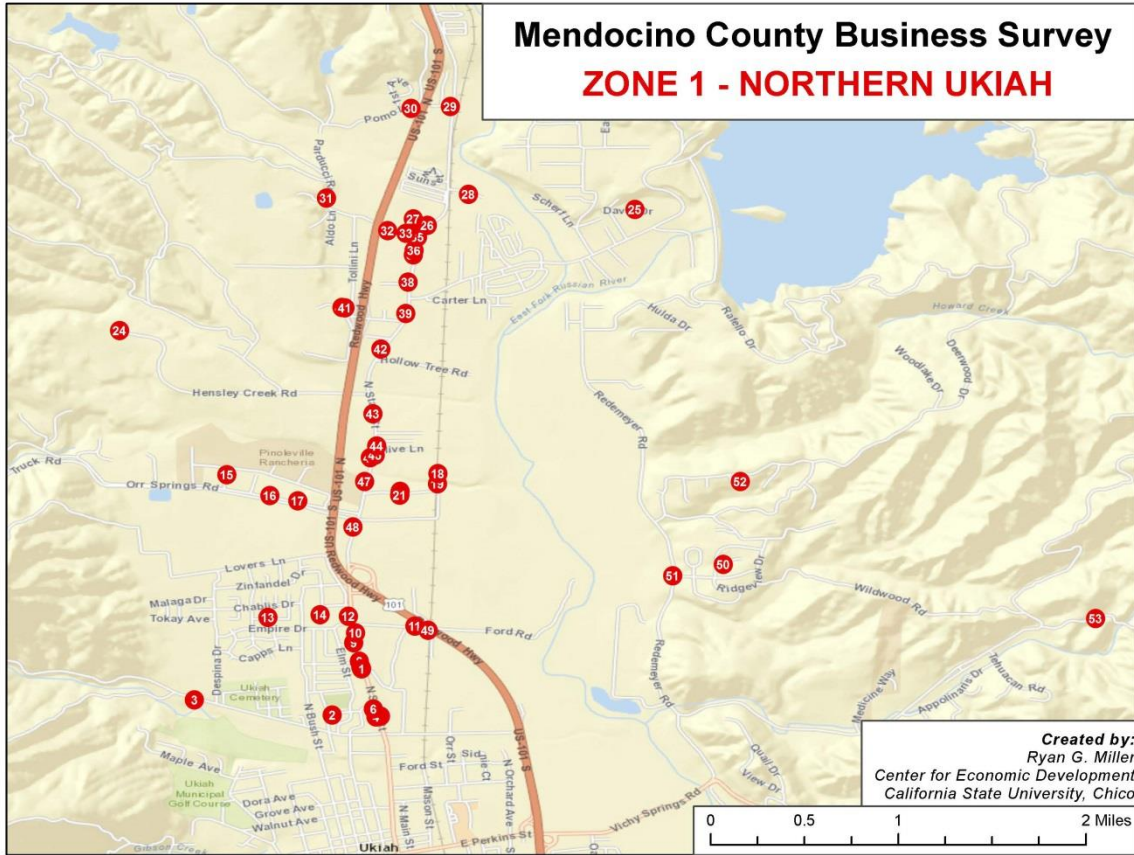
*\*Note: Original Survey stated Mendocino County Economic Development Council*

## Appendix A: Ukiah Area Survey Zones

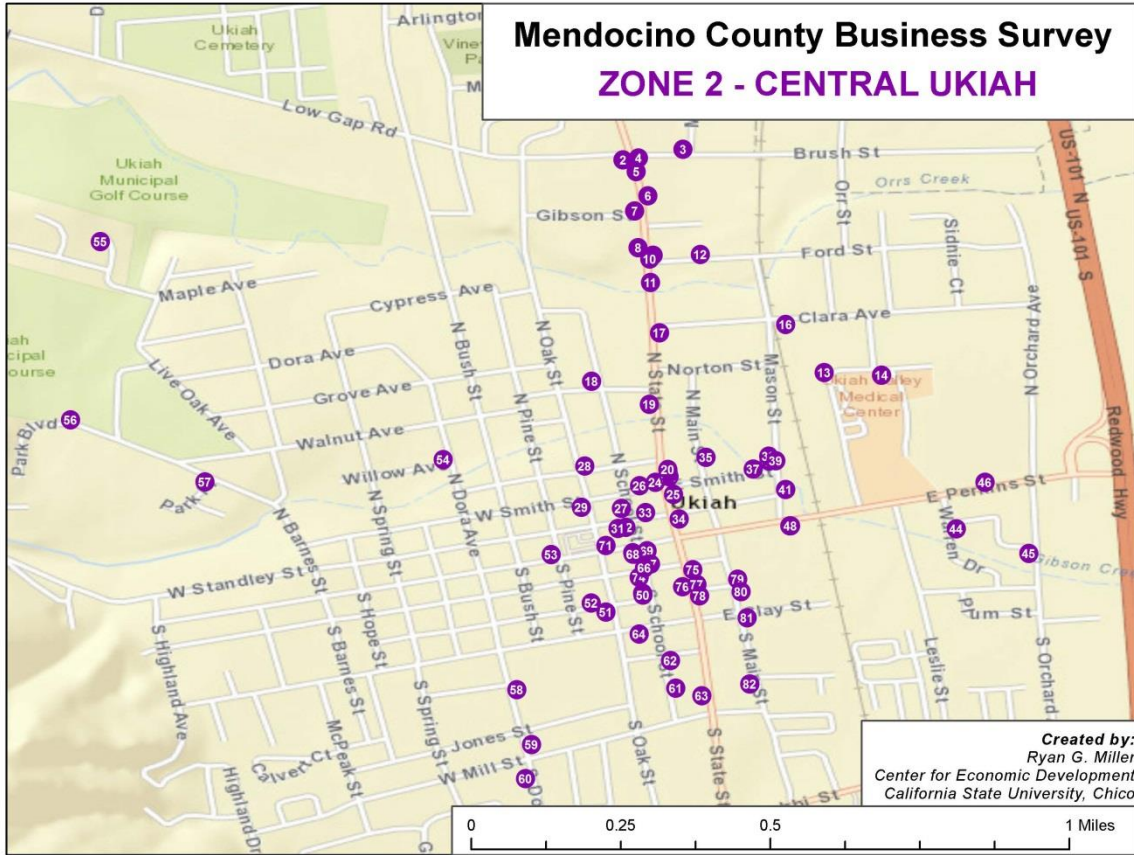




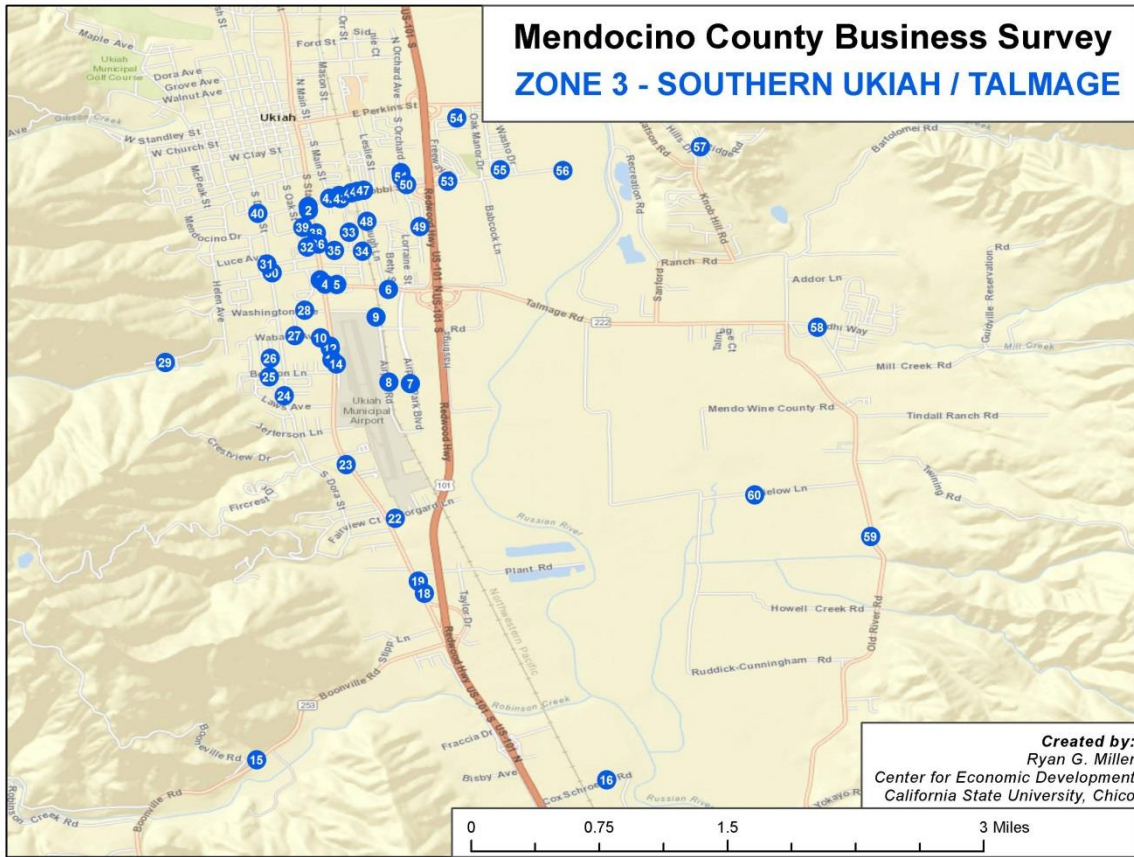
# Mendocino County Business Survey ZONE 1 - NORTHERN UKIAH



# Mendocino County Business Survey ZONE 2 - CENTRAL UKIAH



# Mendocino County Business Survey ZONE 3 - SOUTHERN UKIAH / TALMAGE



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