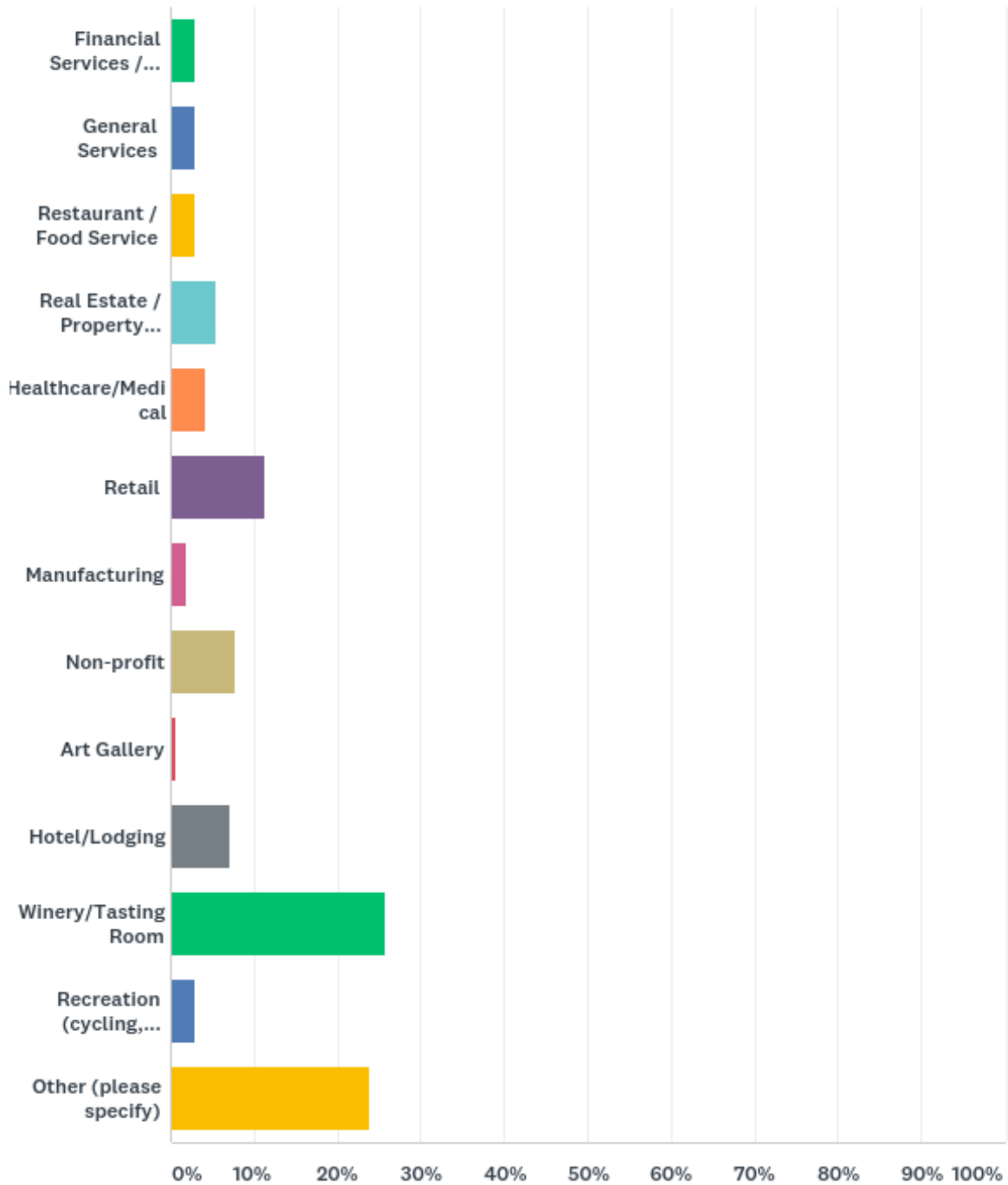


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What category would you use to describe your business?



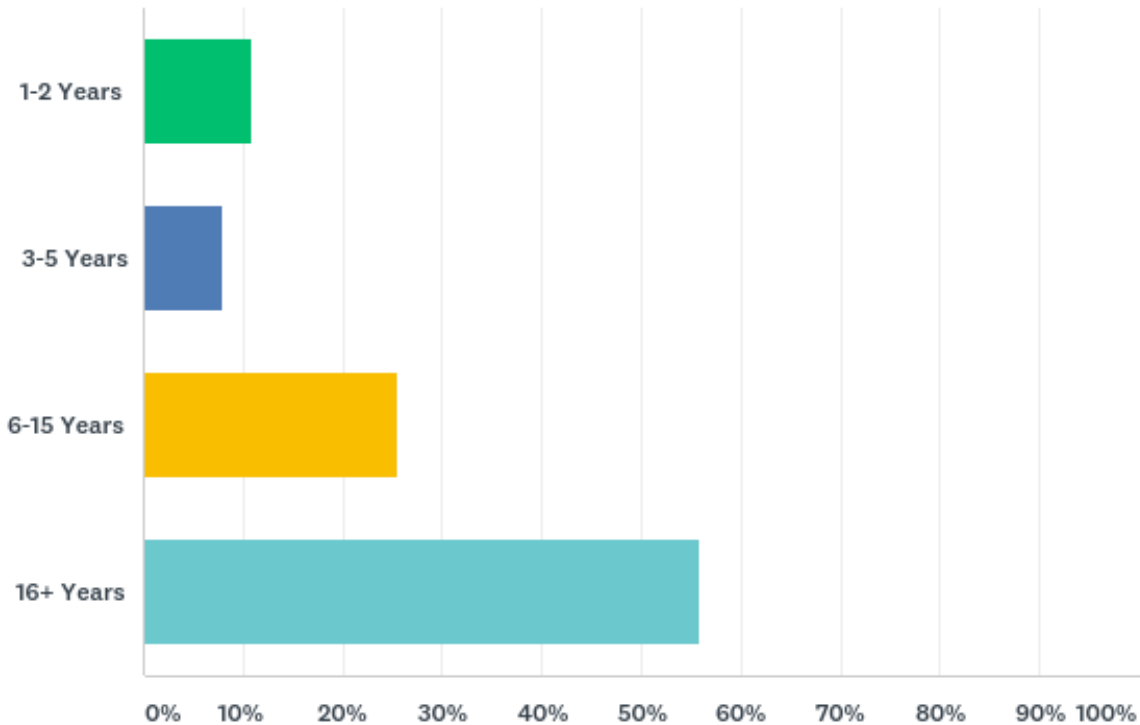
Other Categories listed:

Construction
Creative Services
Education
Graphic & Web Design

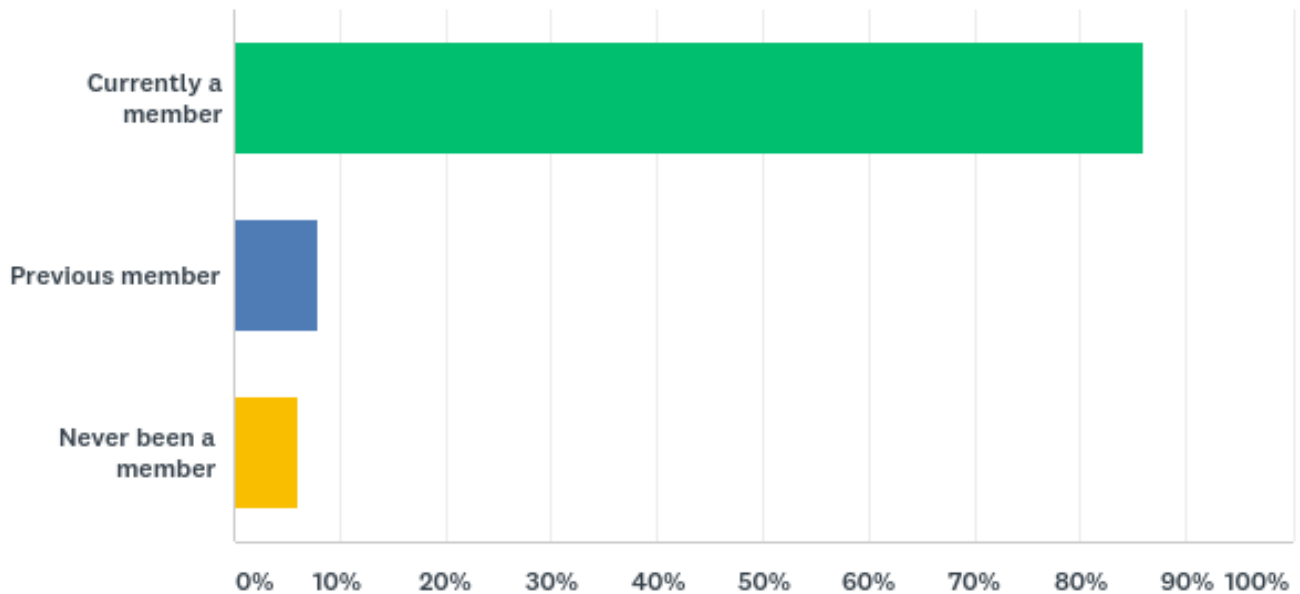
Media & Communications
Recreational
Spa
Wedding & Events

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How many years have you been in business?

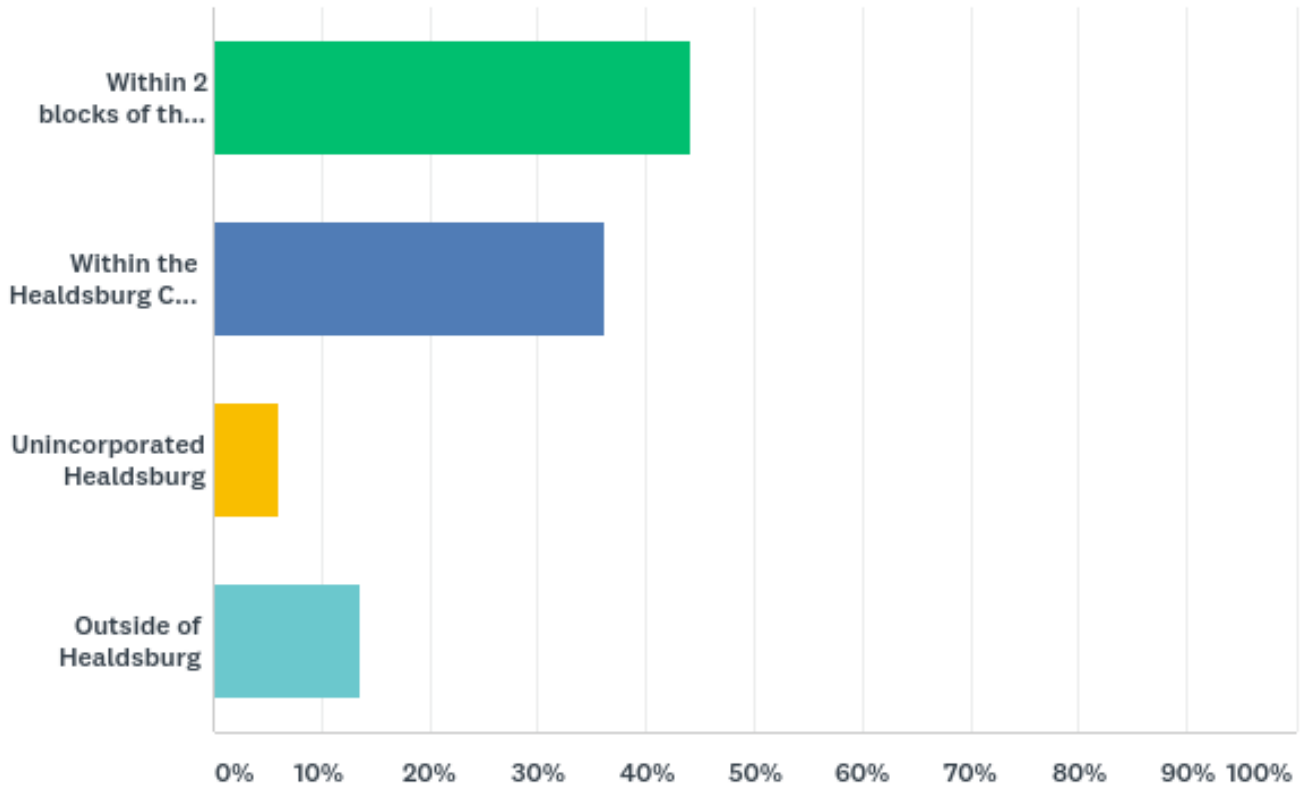


Which of the following best describes your business relationship with the Chamber of Commerce:

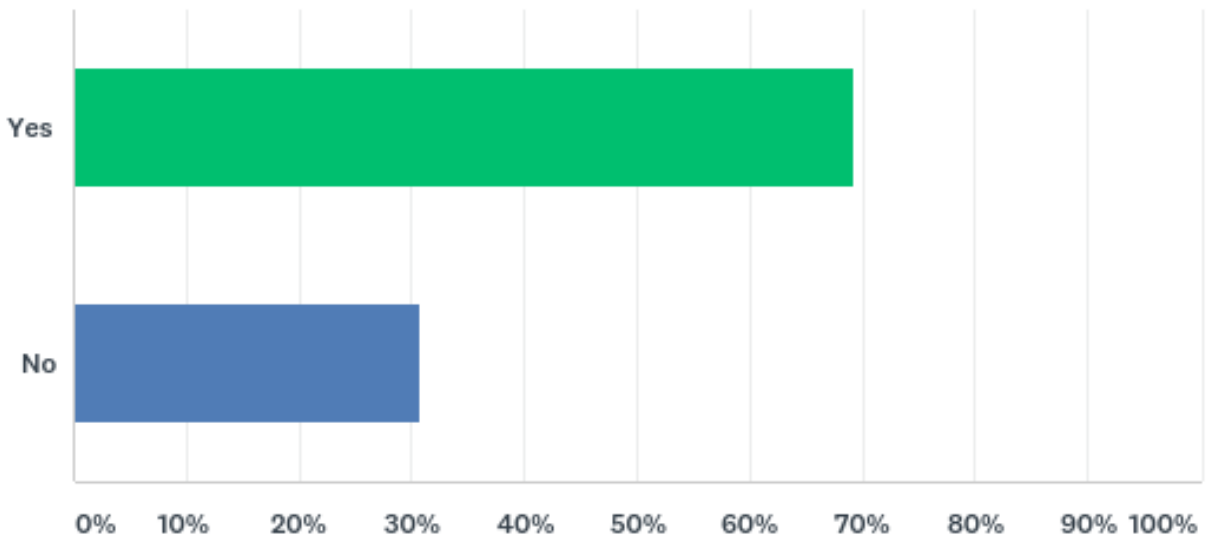


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My business is located

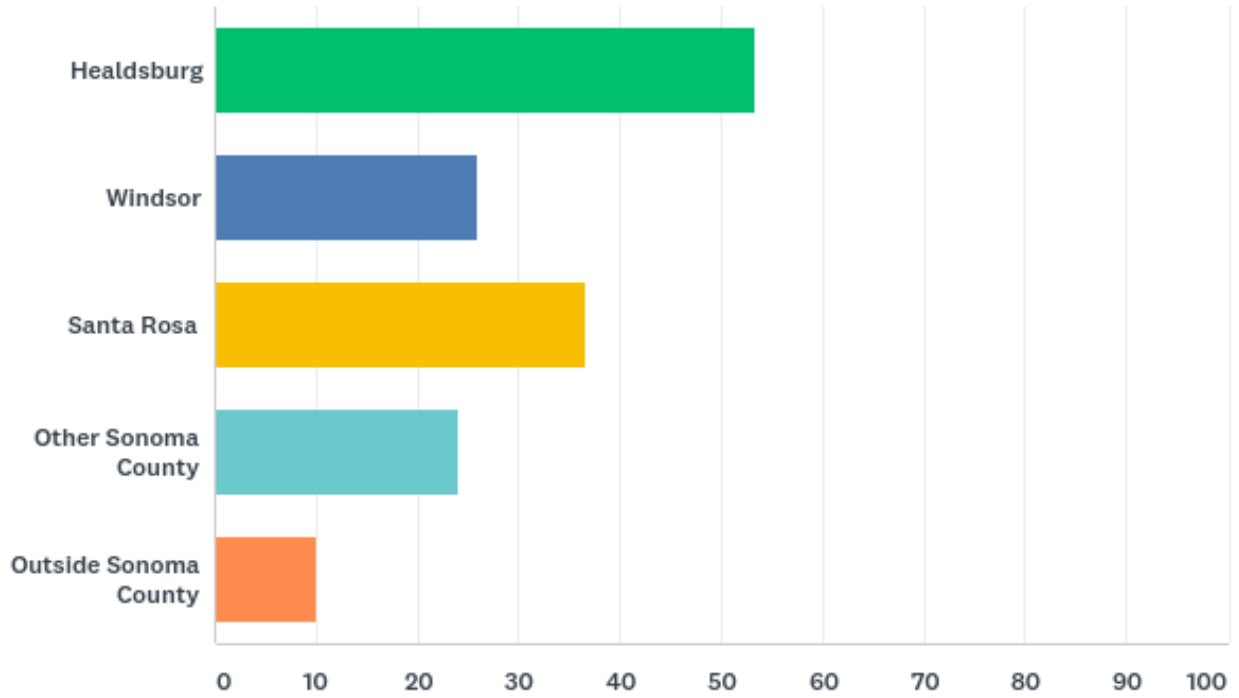


Do(es) the owner(s) of your business live in Healdsburg?



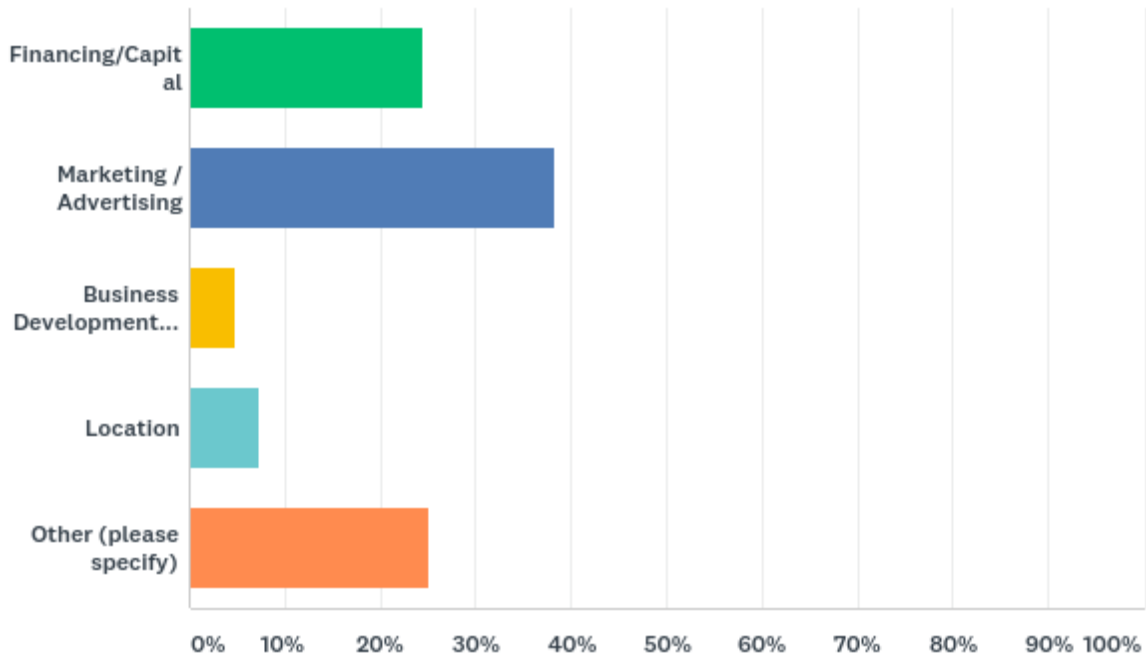
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Concerning your employees, approximately what percentage LIVE in



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What do you consider to be your single largest challenge in operating your business?



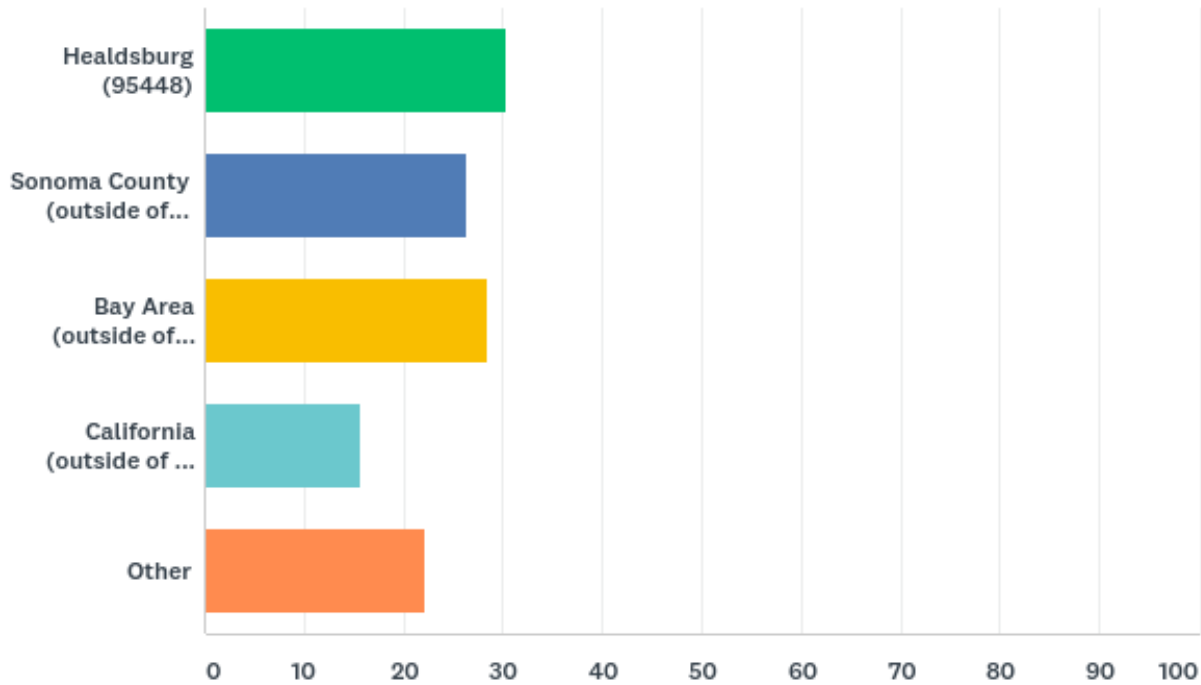
Other challenges listed:

Attracting customers
Competition
Fees and permits
Growth
Healdsburg Ave. Improvement Project

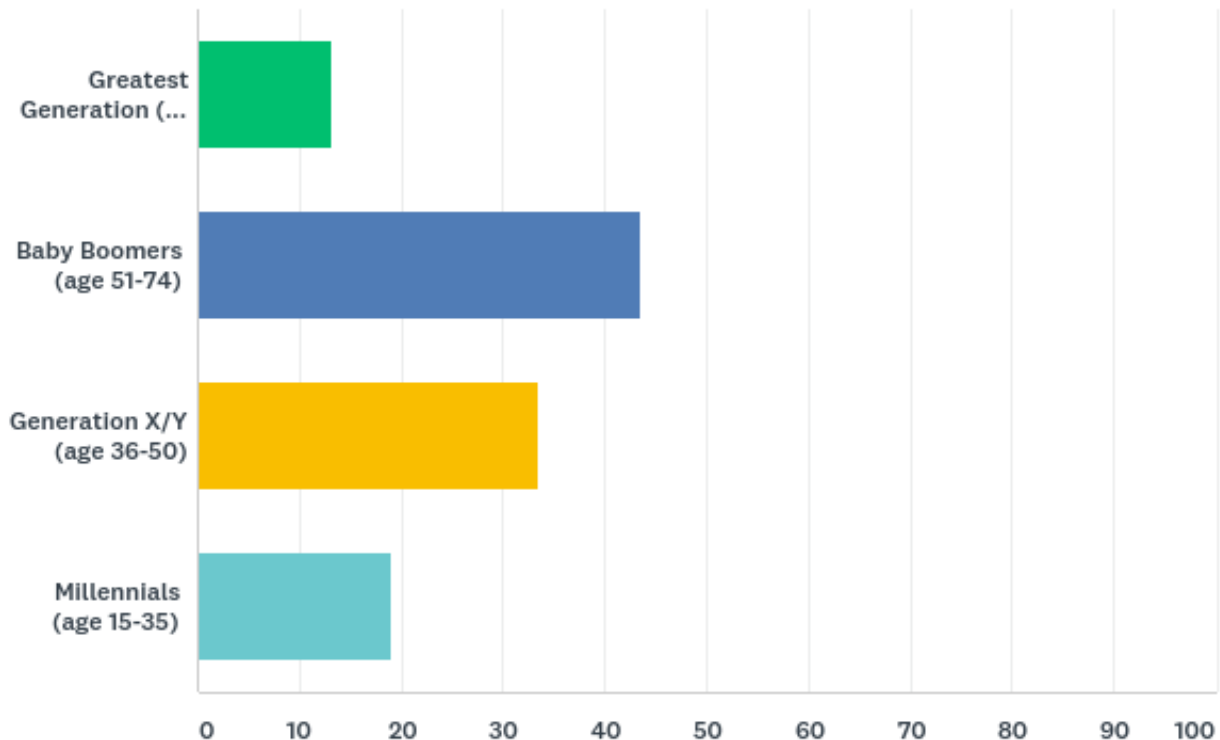
Housing affordability
Labor and turnover
Parking
Tourism
Wildfires

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Assign a percentage to the geographic region your customers come from.

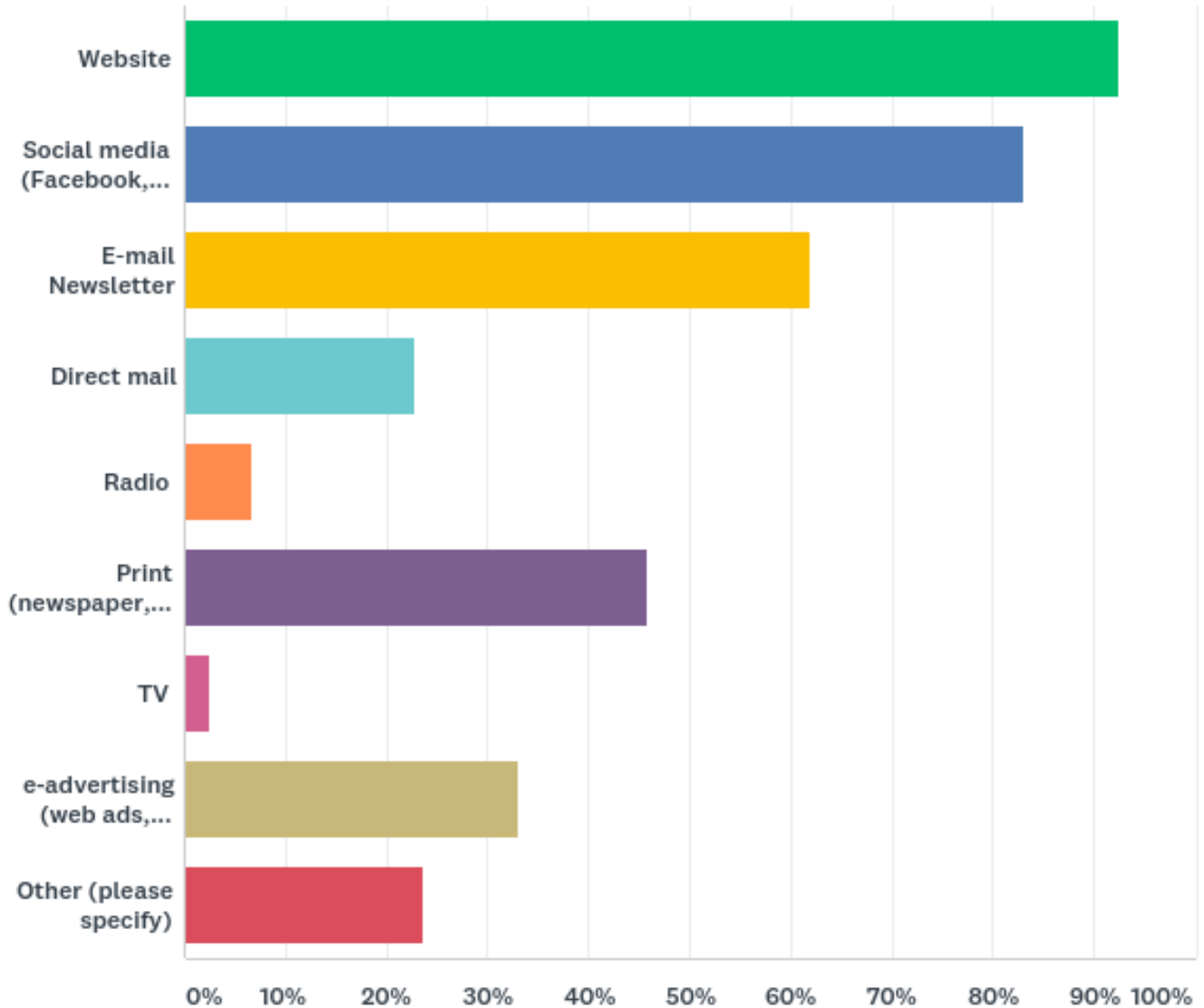


Concerning your customer demographics, please provide the percentage for each generation.



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Which of the following do you use to promote your business?



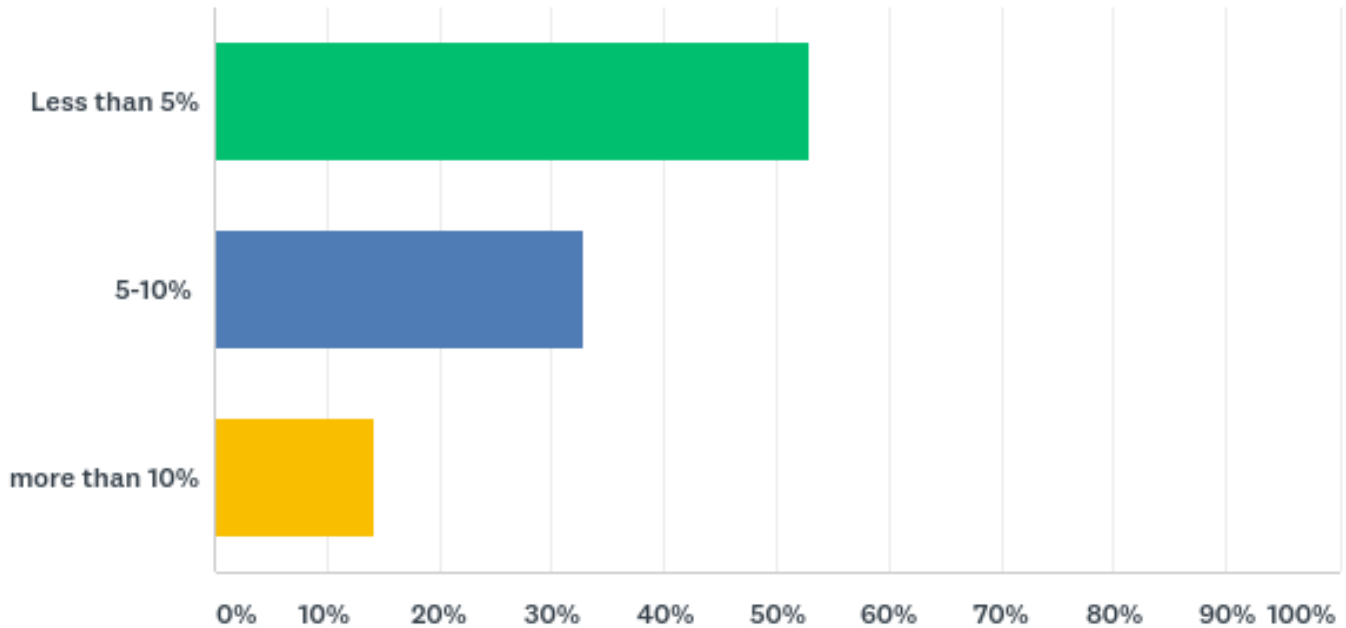
Other forms of promotion listed

Business to business
Charitable donations and sponsorships
Networking events
Participation in industry related events

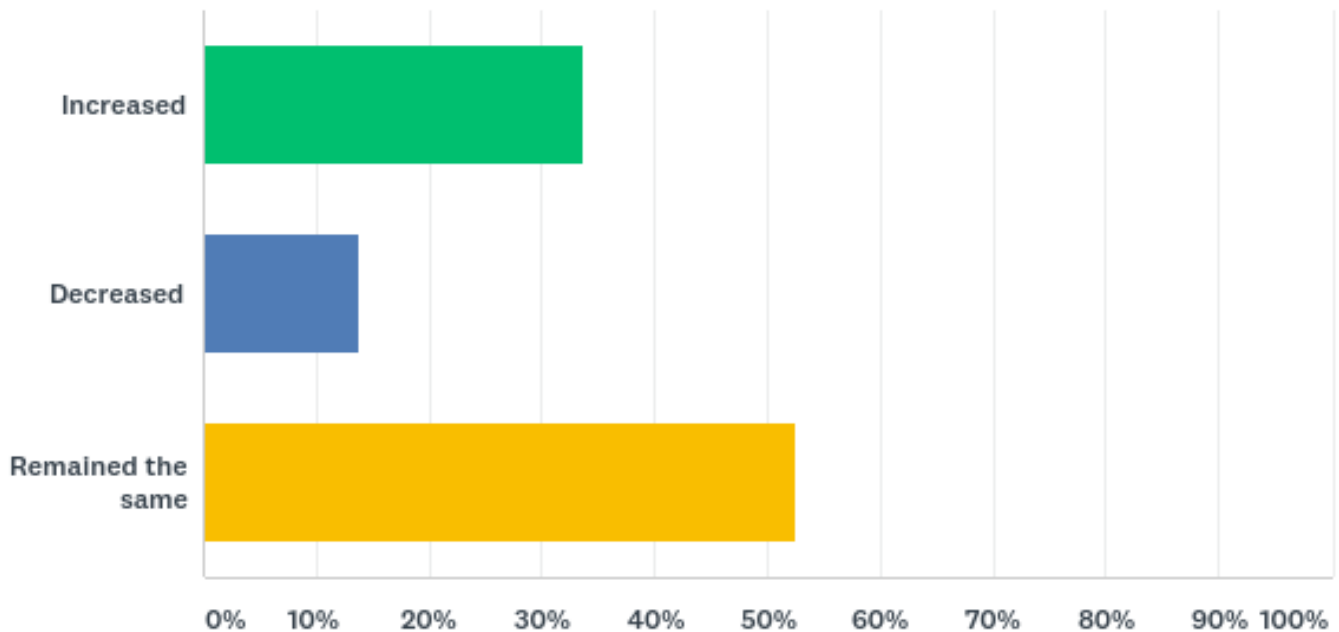
Physical banners
Promotions and sales
Word of mouth

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As a percentage of your annual revenue, how much do you spend on advertising and marketing?

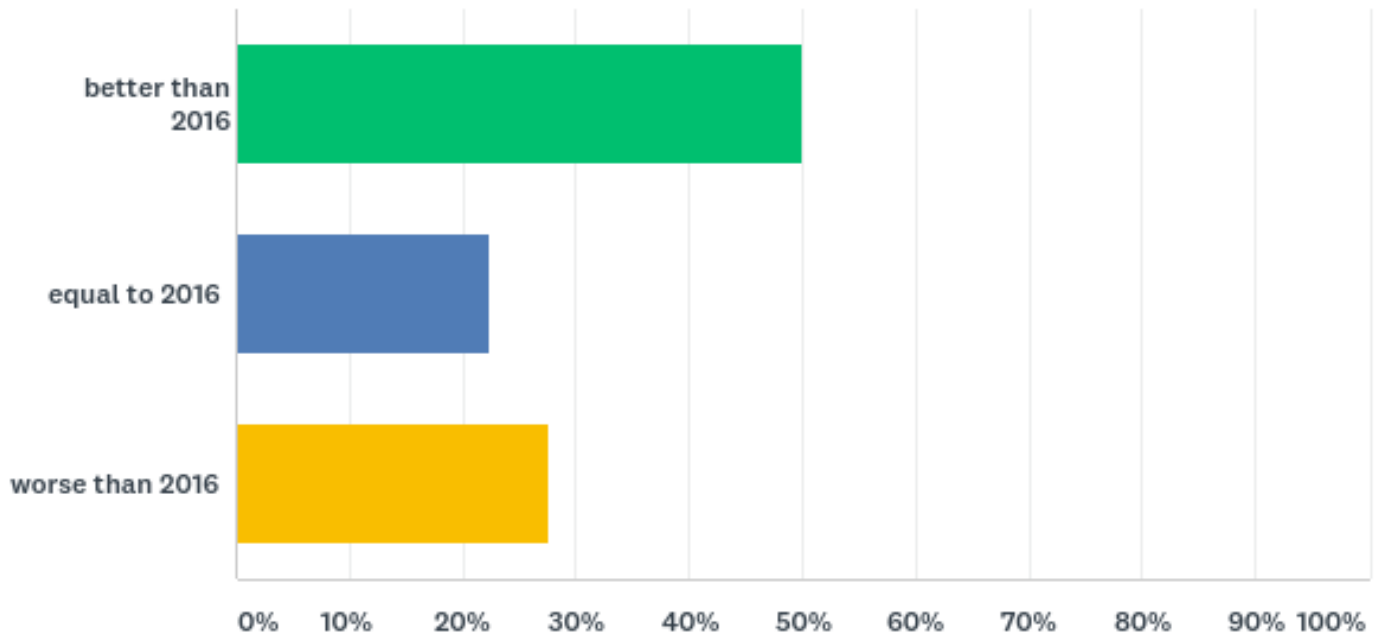


Over the last two years, as a percentage of your annual revenue has your advertising and marketing expense increased, decreased or remained the same?

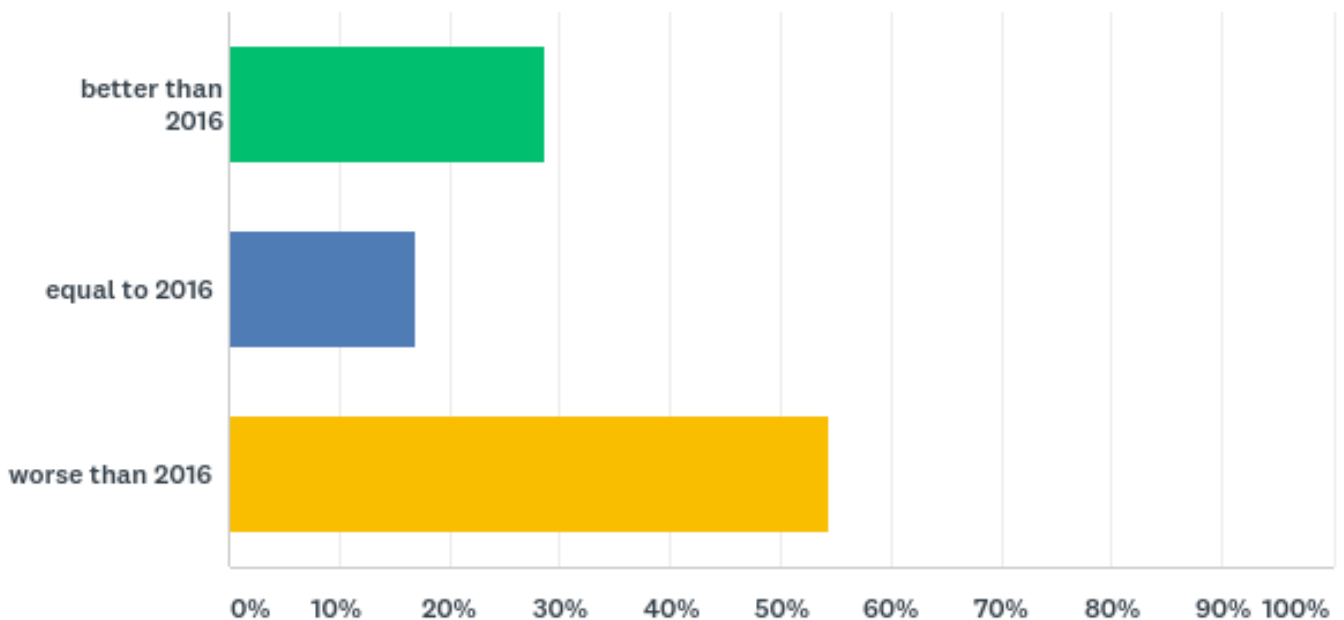


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Looking back at 2017, prior to October 1 was your business performing

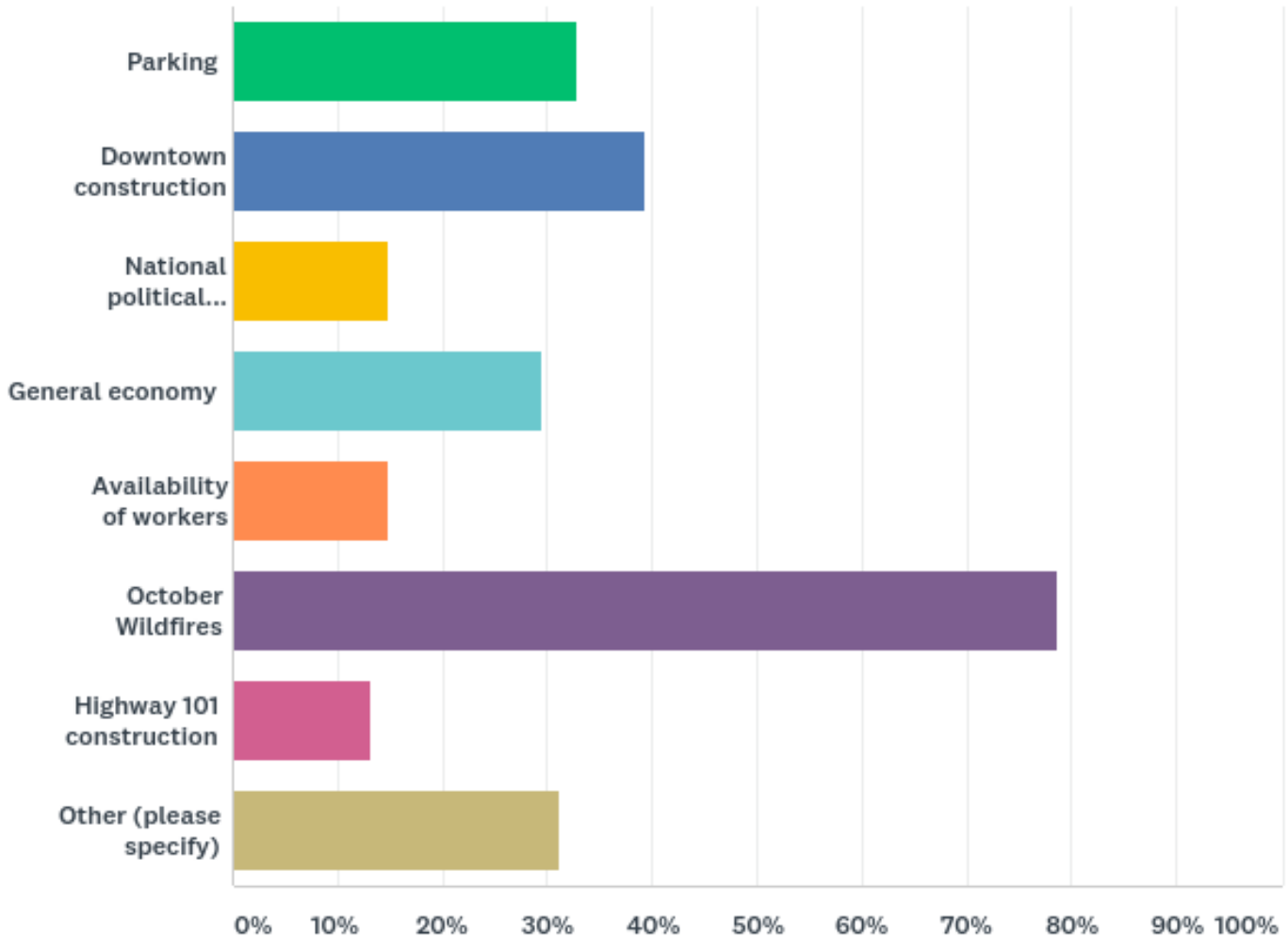


Looking back to the final three months of 2017 (fourth quarter), compared to the same period in 2016 did your business perform



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Thinking about 2017, what do you think had the most adverse impact on your business?



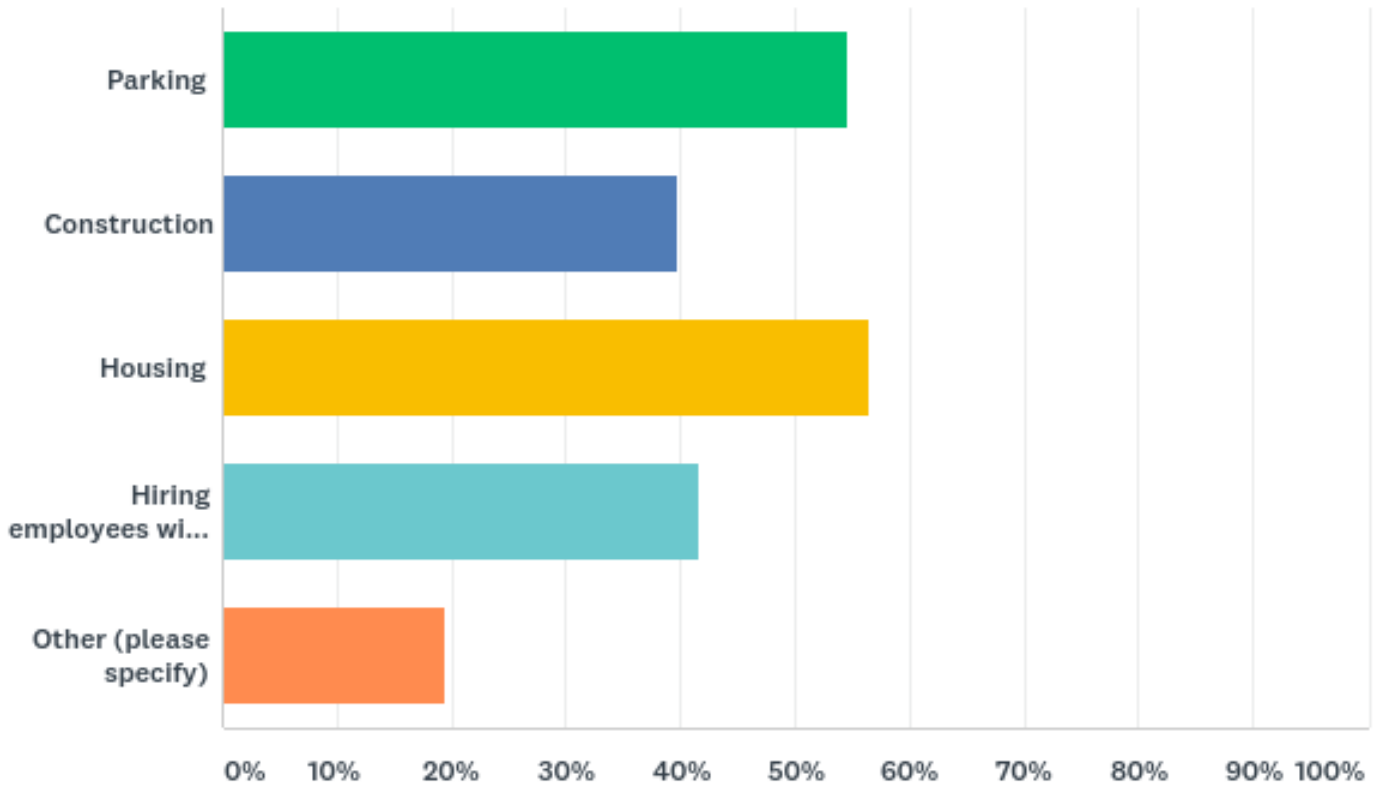
Other adverse impacts listed:

Aging client base
Anti-business attitude in local government
Excessive weather - rain and heat waves
High cost of living
High cost of lodging

Housing shortage
Local competition
Permitting and construction processes
Social media

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What do you think are the most prevalent challenges facing the Healdsburg BUSINESS community?



Other challenges listed:

Anti growth & anti business politics
Changing demographics
Government regulations and fees
Keeping skilled labor

Lack of local support and shopping
Promotion, advertising, & marketing
Staying relevant as a destination
Tourism