



KASS CIRCLE BUSINESS SURVEY RESULTS

Kass Circle Steering Committee Meeting

November 27, 2017

ATA Career Education

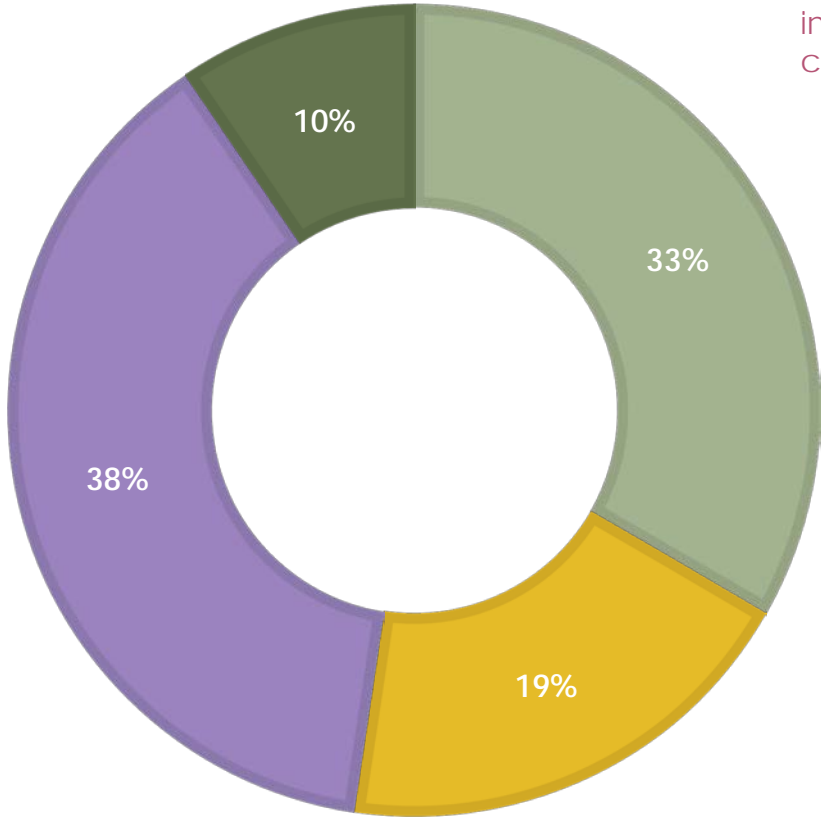
KASS CIRCLE BUSINESS SURVEY

- 19 question survey
- 20 responses received from businesses and not for profit agencies in and around Kass Circle area
- Survey asked questions regarding:
 - business length of ownership,
 - length of time located in Kass Circle,
 - funding and training needs,
 - ways Kass Circle area can be improved

BUSINESS TYPE

■ Retail ■ Not for Profit ■ Professional Services ■ Other

"Other" Businesses include medical and construction



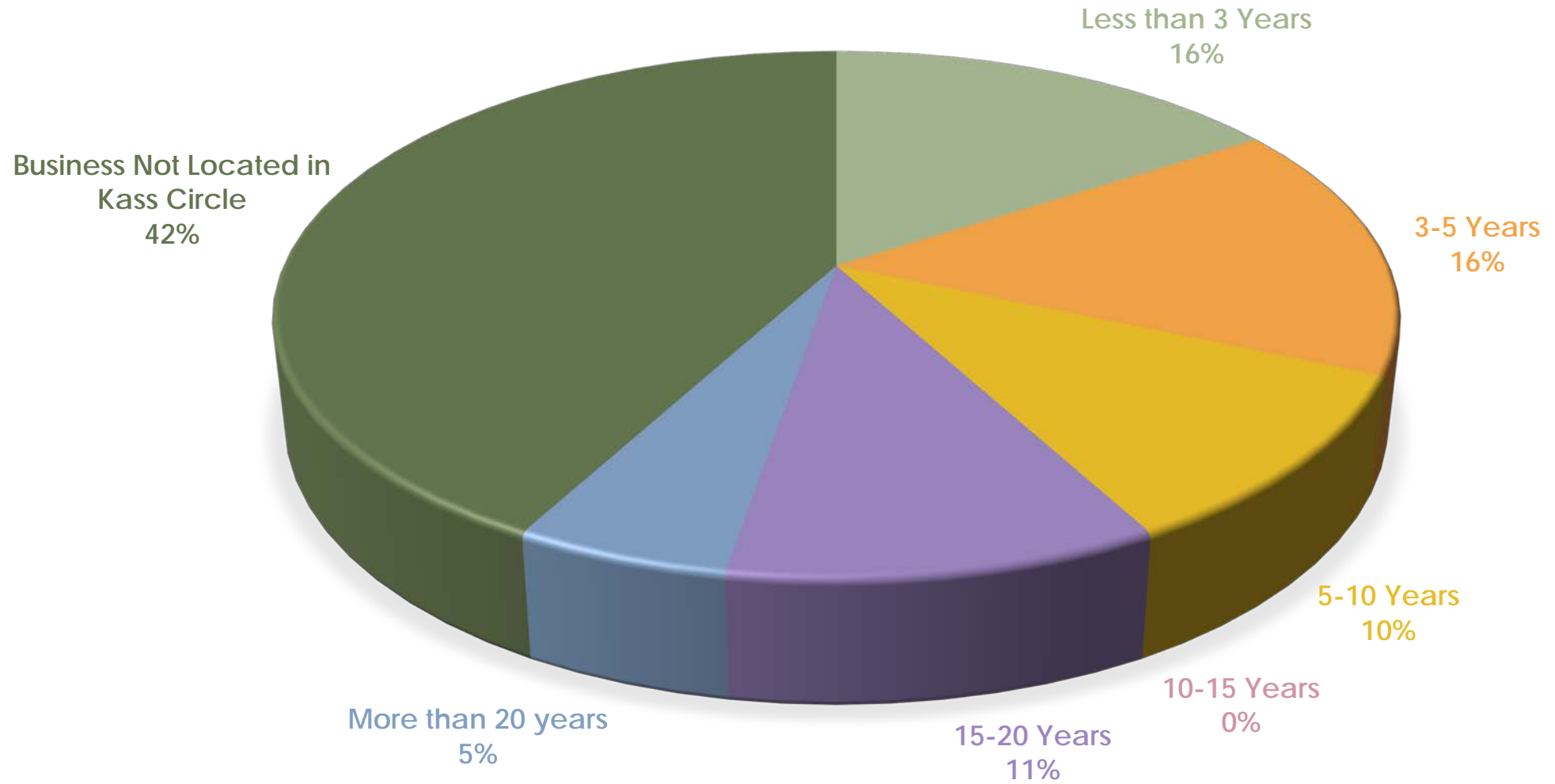
BUSINESS TYPE

Kass Circle and the surrounding areas have a variety of different businesses and industries serving the community



KASS CIRCLE: A MIX OF
LONGEVITY AND NEW
BUSINESS DEVELOPMENT

NUMBER OF YEARS LOCATED IN KASS CIRCLE

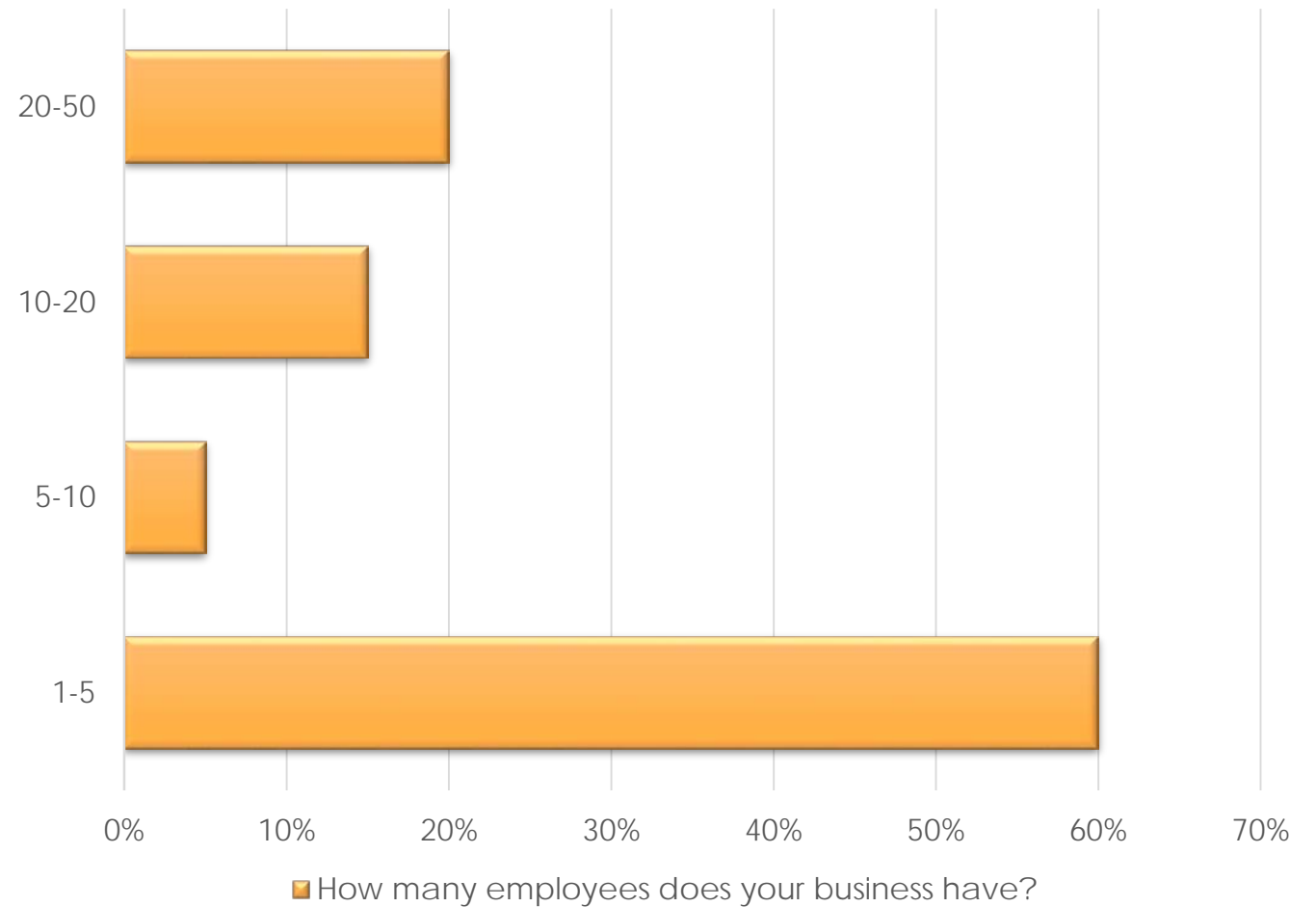


SMALL BUSINESS

The backbone of Kass Circle



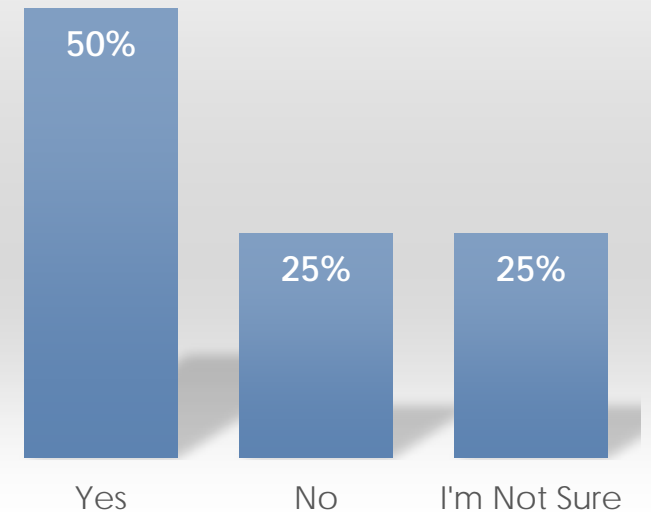
Percentage of Employers by Total Number of Employees



THEY HAVE GROWTH POTENTIAL

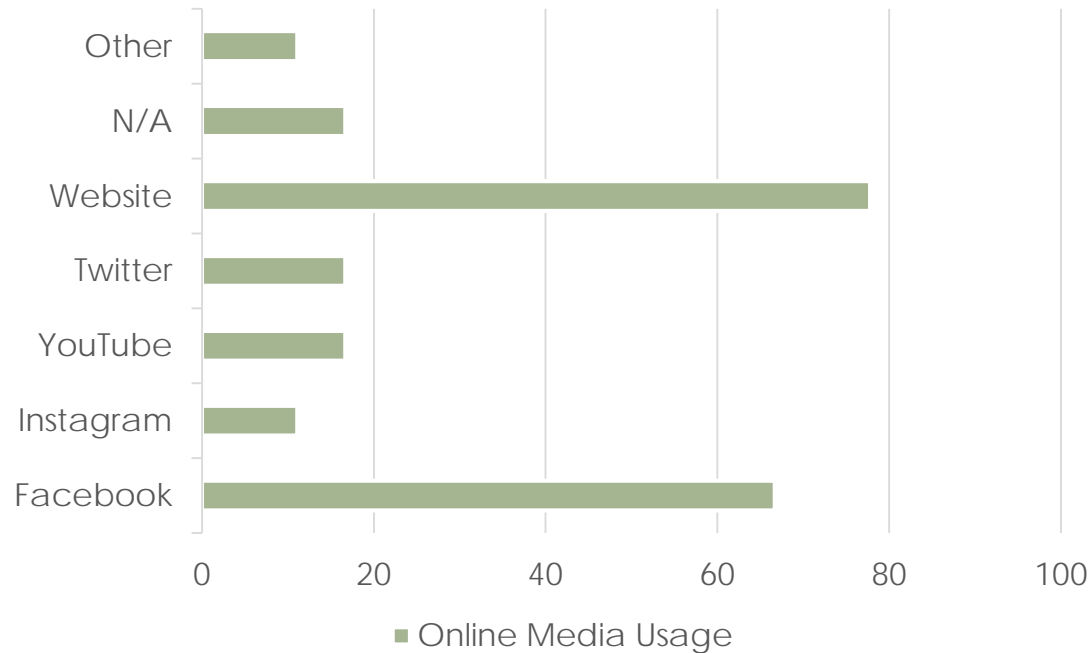


Do you see your business growing in the next 3 years?

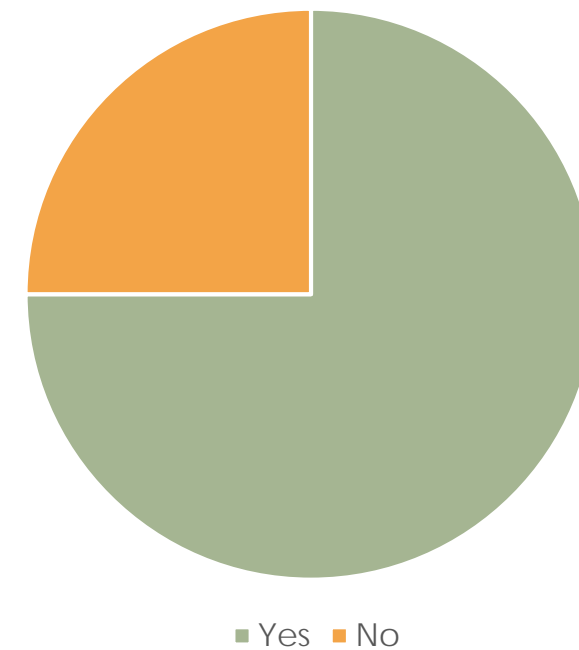


KASS CIRCLE BUSINESSES MARKET THEMSELVES IN DIFFERENT WAYS

Online Media Usage by Type of Platform



Percentage of Companies doing business online

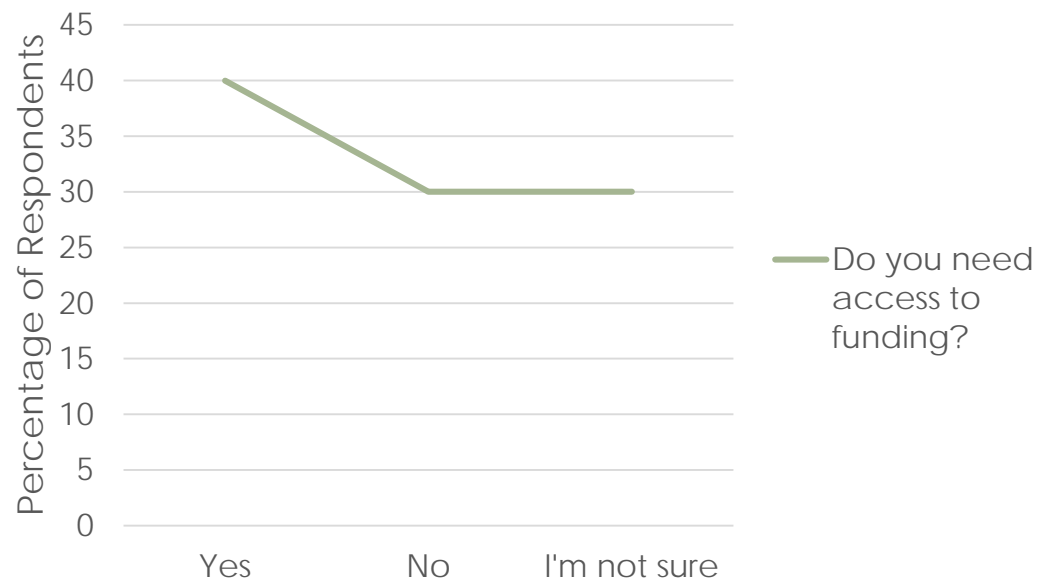


FUNDING CONCERNS

Types of Funding Needed

Funding Needs

Do you need access to funding?





BUSINESS PLANNING

75% of businesses surveyed have a business plan.

TRAINING AND DEVELOPMENT



- 47% of businesses surveyed interested in training
- Primary topics of interest:
 - Finance
 - Marketing
 - Computer skills
 - Sales/Retail
 - Volunteer and Case Management
 - Business growth

RECOMMENDATIONS TO IMPROVE KASS CIRCLE FOR BUSINESS COMMUNITY



- Condition of commercial plazas
- Better signage and access from Spring Hill Drive
- Improve area surrounding commercial plazas – landscaping, blighted homes, etc.
- Address homeless issues
- Attract more popular businesses
- Address safety concerns
- Incentives by shop owners to rent vacant storefronts
- Address methadone clinic issues
- Imaging and marketing

WAYS THAT THE CRA PLANNING PROCESS CAN HELP

- Working on comprehensive signage and wayfinding plan
- Developing homeless continuum of care with homeless service providers
- Encouraging more involvement of the Hernando County Sheriff's Office through a stronger Community Oriented Policing strategy
- Coordinating with Small Business Development Center, Chamber of Commerce, and Economic Development Department on funding and training opportunities
- Helping neighborhood create its own identity – bringing increased recreational and social opportunities to residents to enhance quality of life