

Q1 GENERAL INFORMATION1. Select the Business Sector that best describes your business.

Answered: 4 Skipped: 0



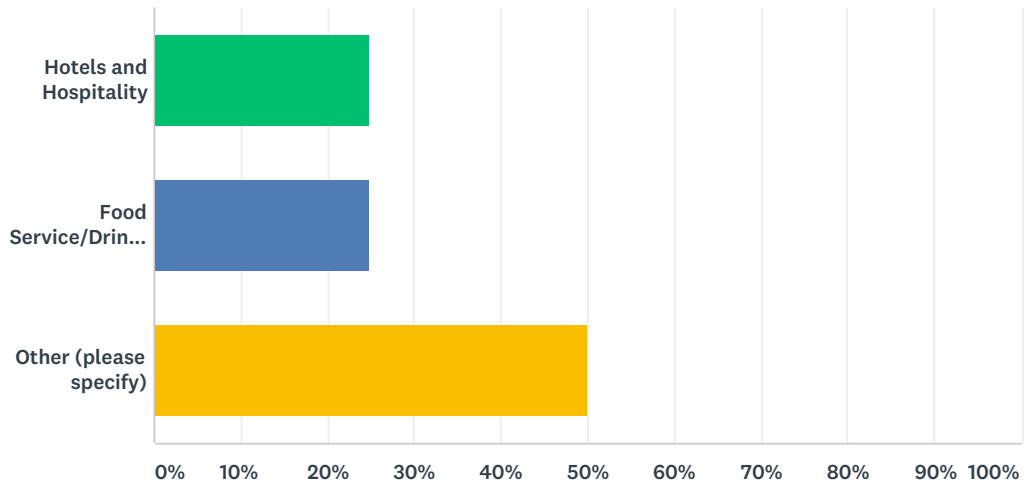
ANSWER CHOICES	RESPONSES
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Waukesha County Business Survey 2017

Agricultural	0.00%	0
Construction	0.00%	0
Health Services	0.00%	0
Social Services/Not-for-Profit	0.00%	0
Manufacturing	0.00%	0
Printing and Publishing	0.00%	0
Wholesale Trade (wholesale merchandise, goods, products...)	0.00%	0
Retail Trade (home, personal, recreation, building goods....)	0.00%	0
Finance, Insurance and Real Estate	0.00%	0
Hospitality and Food Service	100.00%	4
Business Services (businesses serving businesses)	0.00%	0
Personal Services (businesses serving individuals)	0.00%	0
Government	0.00%	0
Transportation / Logistics (trucking, warehousing...)	0.00%	0
Arts, Entertainment, Recreation	0.00%	0
Other	0.00%	0
TOTAL		4

Q10 Hospitality and Food Service

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES
Hotels and Hospitality	25.00% 1
Food Service/Drinking Establishment	25.00% 1
Other (please specify)	50.00% 2
TOTAL	4

#	OTHER (PLEASE SPECIFY)	DATE
1	Banquets and catering	8/9/2017 8:27 AM
2	Private Social Club	8/8/2017 12:17 PM

Q27 6. If RETAIL TRADE, WHOLESALE TRADE, HOSPITALITY, AND FOOD SERVICES is selected...In the next three years, can you identify your top three potential talent needs?

Answered: 4 Skipped: 0

ANSWER CHOICES		RESPONSES	
1		100.00%	4
2		100.00%	4
3		75.00%	3

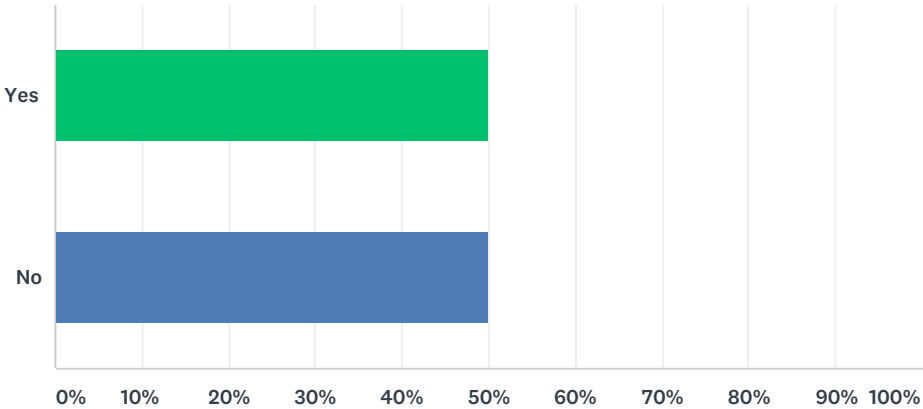
#	1	DATE
1	Floor Manager	8/18/2017 6:24 AM
2	Kitchen staff	8/9/2017 8:28 AM
3	Retaining Employees	8/8/2017 3:03 PM
4	Skilled Chefs	8/8/2017 12:34 PM

#	2	DATE
1	Baristas	8/18/2017 6:24 AM
2	Servers	8/9/2017 8:28 AM
3	Finding Employees in Waukesha County	8/8/2017 3:03 PM
4	Dining Room Managers	8/8/2017 12:34 PM

#	3	DATE
1	Catering Manager	8/18/2017 6:24 AM
2	Bartenders	8/9/2017 8:28 AM
3	Marketing Staff	8/8/2017 12:34 PM

Q28 Have you experienced difficulty attracting and/or retaining employees?

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	50.00%	2
No	50.00%	2
TOTAL		4

Q29 What specific positions has your business experienced difficulty in filling or retaining? (Select All that Apply)

Answered: 2 Skipped: 2



ANSWER CHOICES	RESPONSES	
Chef/Cook	50.00%	1
Customer Service	50.00%	1
Finance	0.00%	0
Housekeeping	50.00%	1

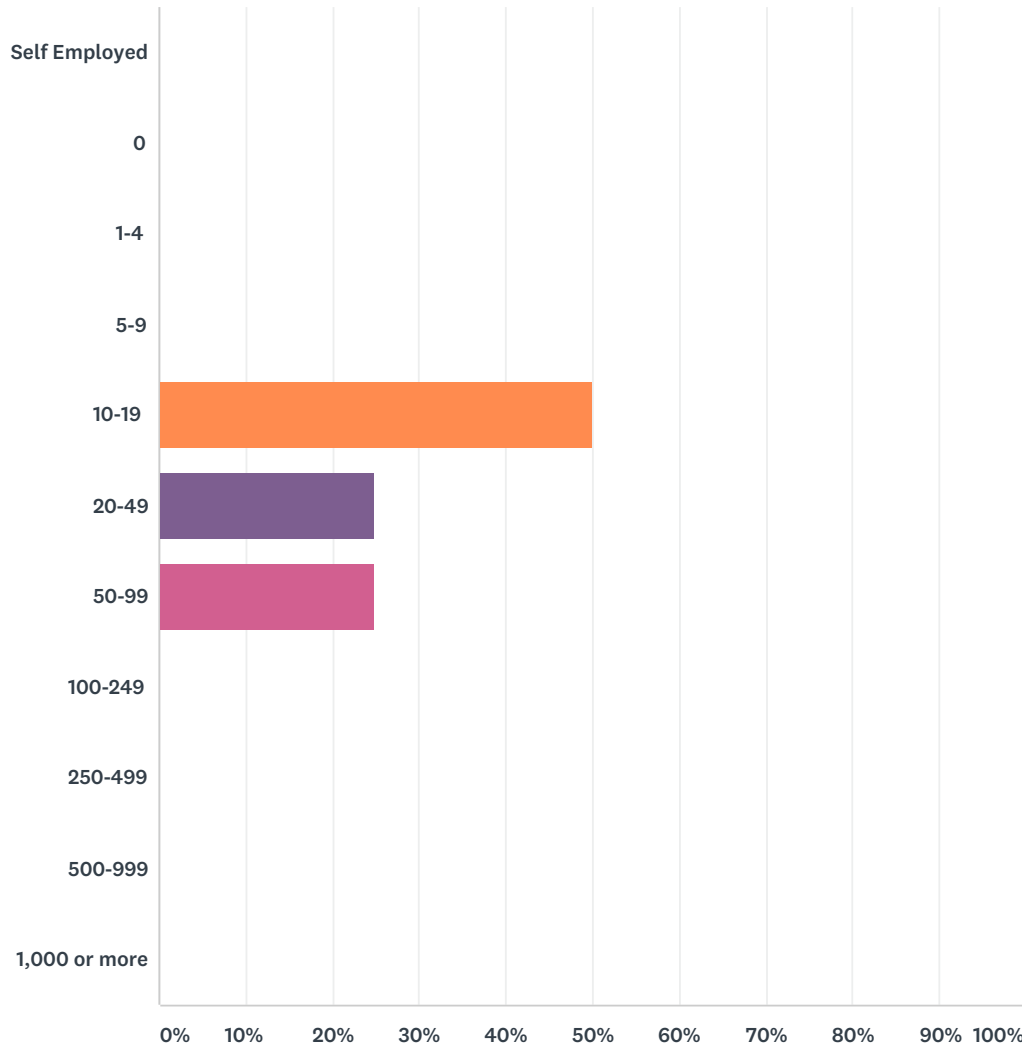
Waukesha County Business Survey 2017

Human Resources	0.00%	0
Maintenance	50.00%	1
Manager	50.00%	1
Marketing	50.00%	1
Research and Development	0.00%	0
Sales	0.00%	0
Server	50.00%	1
Shipping/Receiving	0.00%	0
Warehouse	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 2		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q35 9. Workforce (Expansion, Retention, Recruitment)a. What is the total number of employees you employ in Waukesha County?

Answered: 4 Skipped: 0



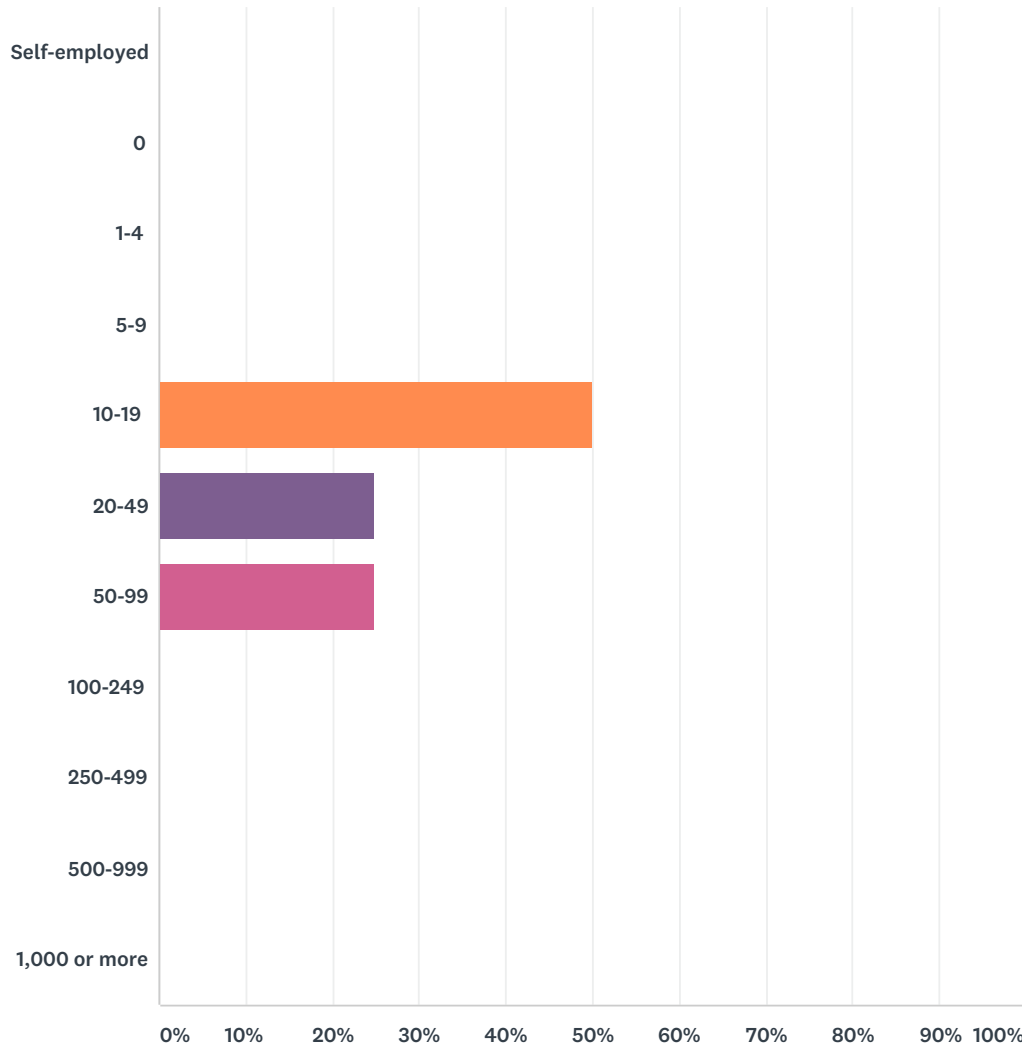
ANSWER CHOICES	RESPONSES	
Self Employed	0.00%	0
0	0.00%	0
1-4	0.00%	0
5-9	0.00%	0
10-19	50.00%	2
20-49	25.00%	1
50-99	25.00%	1
100-249	0.00%	0
250-499	0.00%	0

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500-999	0.00%	0
1,000 or more	0.00%	0
TOTAL		4

Q36 b. What is the total number of employees you employ worldwide (including Waukesha County)?

Answered: 4 Skipped: 0



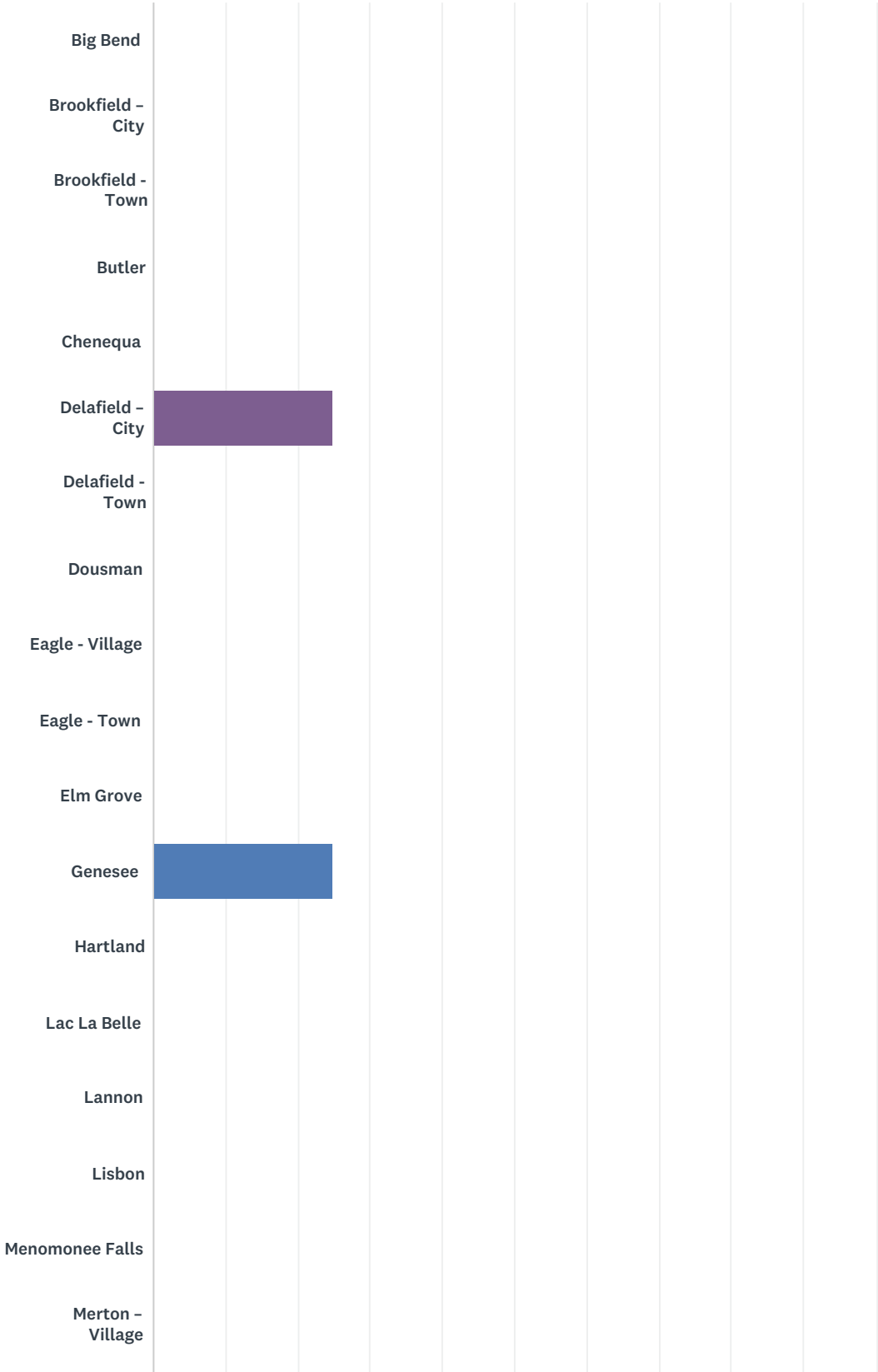
ANSWER CHOICES	RESPONSES	
Self-employed	0.00%	0
0	0.00%	0
1-4	0.00%	0
5-9	0.00%	0
10-19	50.00%	2
20-49	25.00%	1
50-99	25.00%	1
100-249	0.00%	0
250-499	0.00%	0

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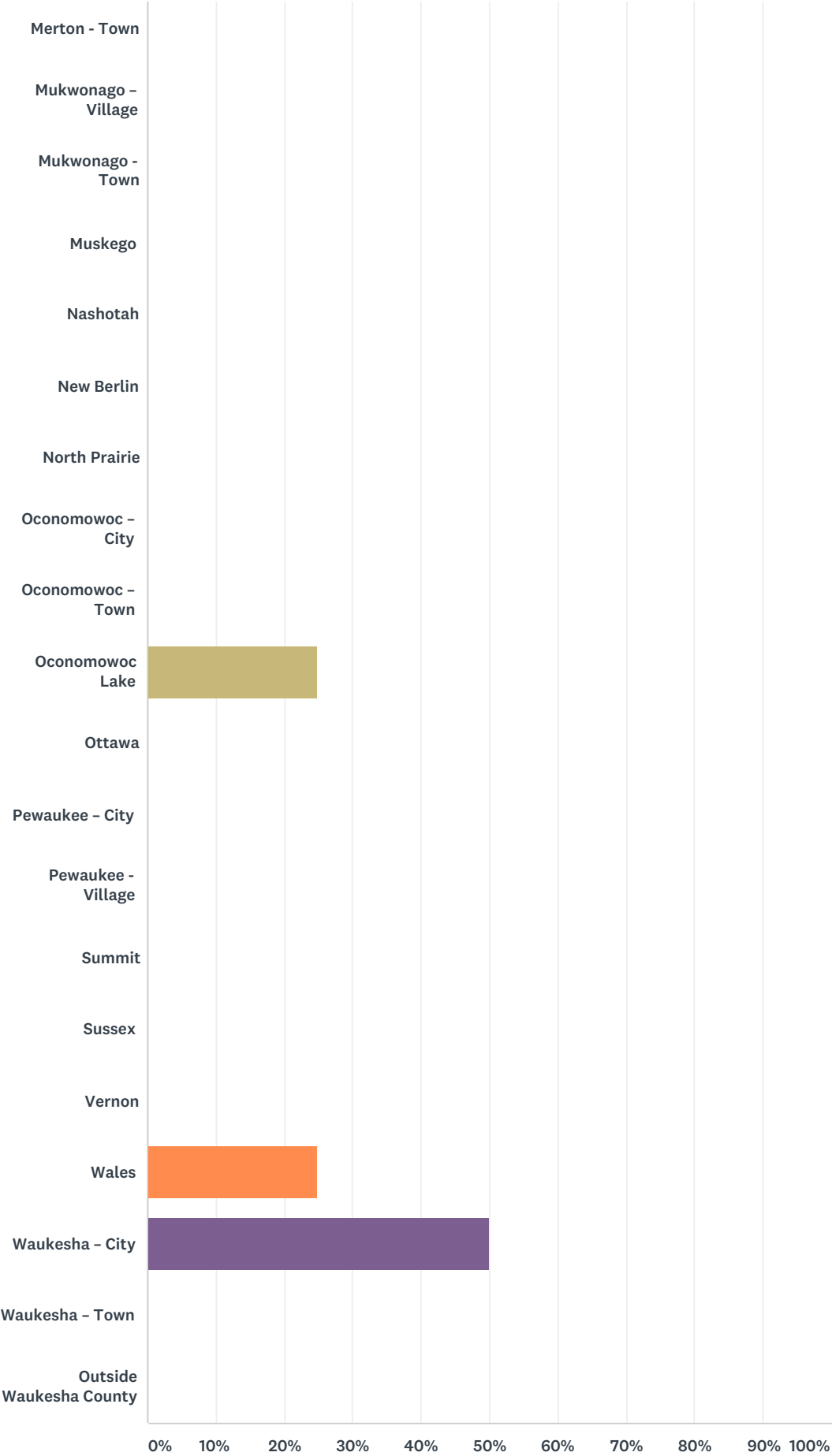
500-999	0.00%	0
1,000 or more	0.00%	0
TOTAL		4

Q37 10. Please identify your Business location(s) in Waukesha County.
(Check all that apply)

Answered: 4 Skipped: 0



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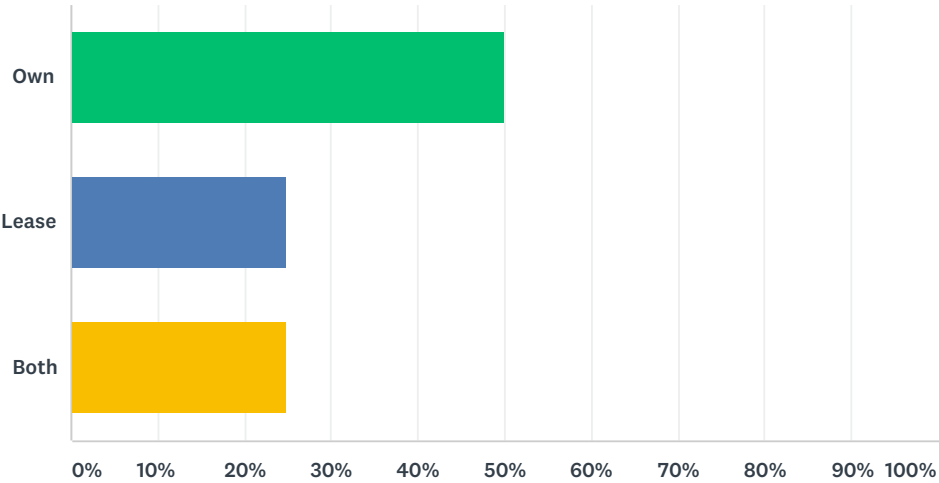
ANSWER CHOICES	RESPONSES	
Big Bend	0.00%	0
Brookfield – City	0.00%	0
Brookfield - Town	0.00%	0
Butler	0.00%	0
Chenequa	0.00%	0
Delafield – City	25.00%	1
Delafield - Town	0.00%	0
Dousman	0.00%	0
Eagle - Village	0.00%	0
Eagle - Town	0.00%	0
Elm Grove	0.00%	0
Genesee	25.00%	1
Hartland	0.00%	0
Lac La Belle	0.00%	0
Lannon	0.00%	0
Lisbon	0.00%	0
Menomonee Falls	0.00%	0
Merton – Village	0.00%	0
Merton - Town	0.00%	0
Mukwonago – Village	0.00%	0
Mukwonago - Town	0.00%	0
Muskego	0.00%	0
Nashotah	0.00%	0
New Berlin	0.00%	0
North Prairie	0.00%	0
Oconomowoc – City	0.00%	0
Oconomowoc – Town	0.00%	0
Oconomowoc Lake	25.00%	1
Ottawa	0.00%	0
Pewaukee – City	0.00%	0
Pewaukee - Village	0.00%	0
Summit	0.00%	0
Sussex	0.00%	0
Vernon	0.00%	0

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Wales	25.00%	1
Waukesha – City	50.00%	2
Waukesha – Town	0.00%	0
Outside Waukesha County	0.00%	0
Total Respondents: 4		

Q38 PHYSICAL SPECIFICATION AND FUTURE PLANS11. Do you own or lease your current business location?

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Own	50.00%	2
Lease	25.00%	1
Both	25.00%	1
TOTAL		4

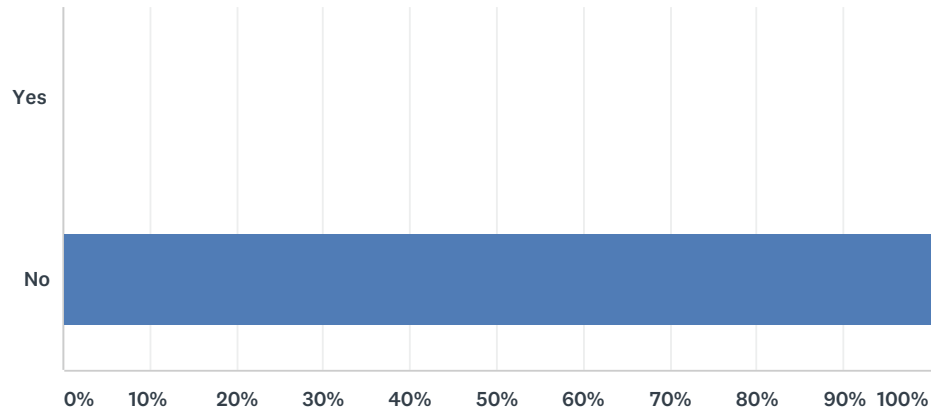
Q39 12. What percent of your facility's square footage are you currently utilizing?

Answered: 3 Skipped: 1

#	RESPONSES	DATE
1	100% of Waukesha and Genesee Depot, 75% Wales	8/18/2017 6:26 AM
2	100	8/8/2017 3:04 PM
3	100%	8/8/2017 12:38 PM

Q40 13. Do you own or lease sufficient property to allow for expansion of your facility at this location?

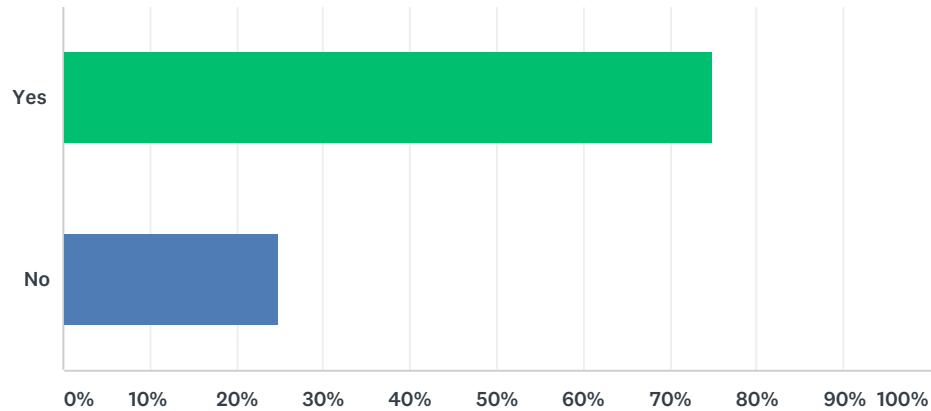
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	100.00%	4
TOTAL		4

Q41 14. Are there technological innovations that you plan to put in place within the next two years?

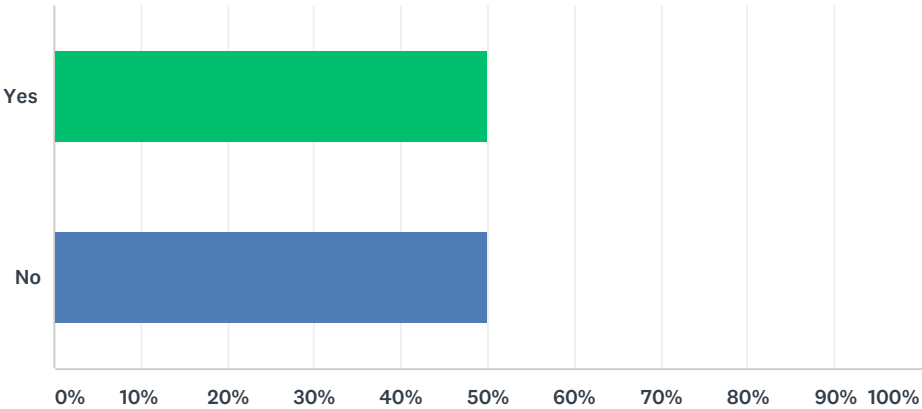
Answered: 4 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		75.00%	3
No		25.00%	1
TOTAL			4

Q42 15. Do you plan to expand your business in the next three years?

Answered: 4 Skipped: 0

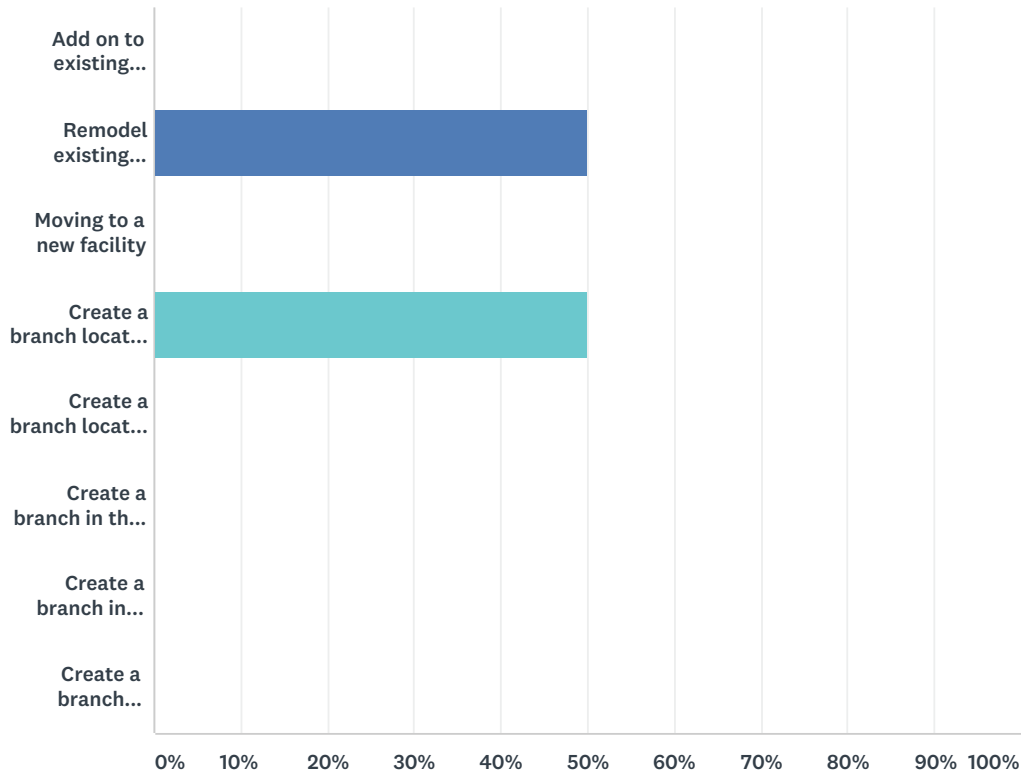


ANSWER CHOICES		RESPONSES	
Yes		50.00%	2
No		50.00%	2
TOTAL			4

#	PLEASE DESCRIBE	DATE
1	Catering, Espresso Bar	8/18/2017 6:26 AM

Q43 Which best describes your business expansion plans?

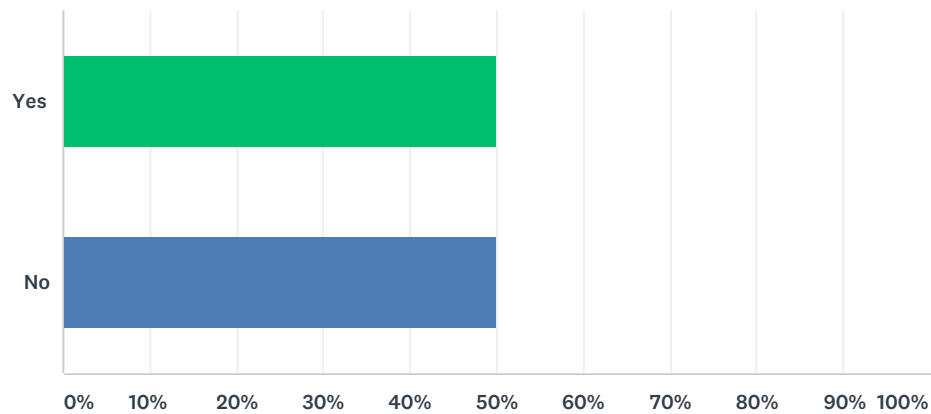
Answered: 2 Skipped: 2



ANSWER CHOICES	RESPONSES	
Add on to existing facility	0.00%	0
Remodel existing facility	50.00%	1
Moving to a new facility	0.00%	0
Create a branch location in Waukesha County	50.00%	1
Create a branch location in the Region (Milwaukee, Racine, Kenosha, Washington, Ozaukee & Walworth Counties)	0.00%	0
Create a branch in the State	0.00%	0
Create a branch in another State	0.00%	0
Create a branch Internationally	0.00%	0
TOTAL		2

Q44 16. Do you plan to expand your workforce in the next three years?

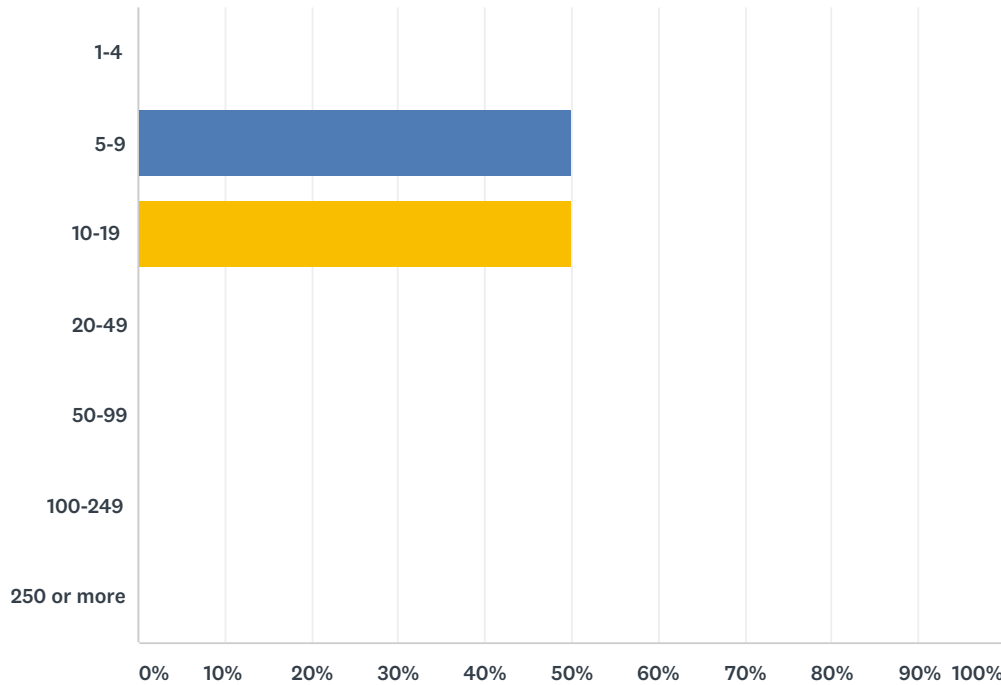
Answered: 4 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		50.00%	2
No		50.00%	2
TOTAL			4

Q45 How many employees do you expect to hire in the next three years?

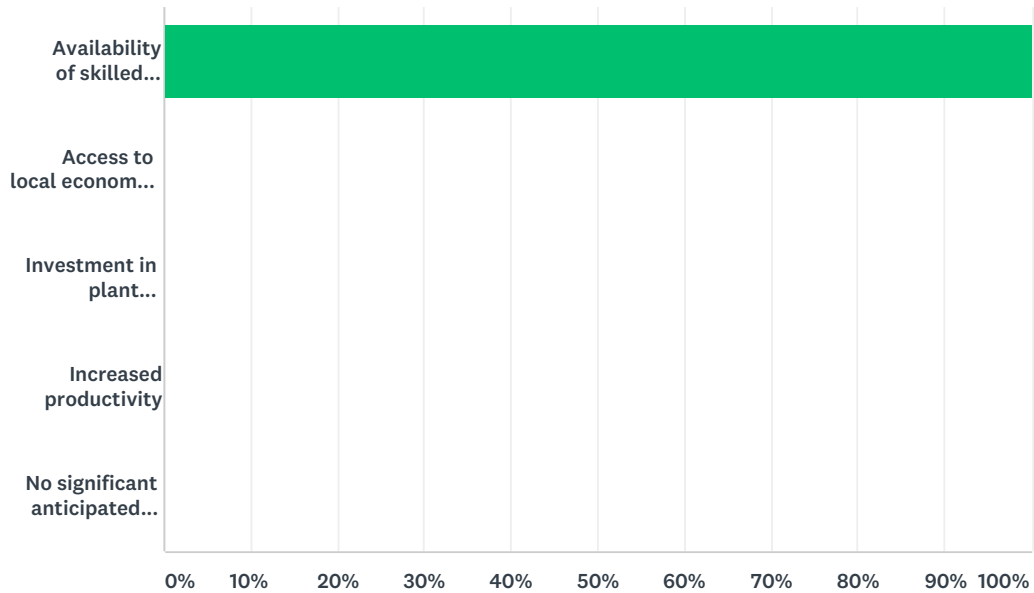
Answered: 2 Skipped: 2



ANSWER CHOICES	RESPONSES	
1-4	0.00%	0
5-9	50.00%	1
10-19	50.00%	1
20-49	0.00%	0
50-99	0.00%	0
100-249	0.00%	0
250 or more	0.00%	0
TOTAL		2

Q46 What is the primary reason your workforce will not be expanding in the next three years?

Answered: 2 Skipped: 2

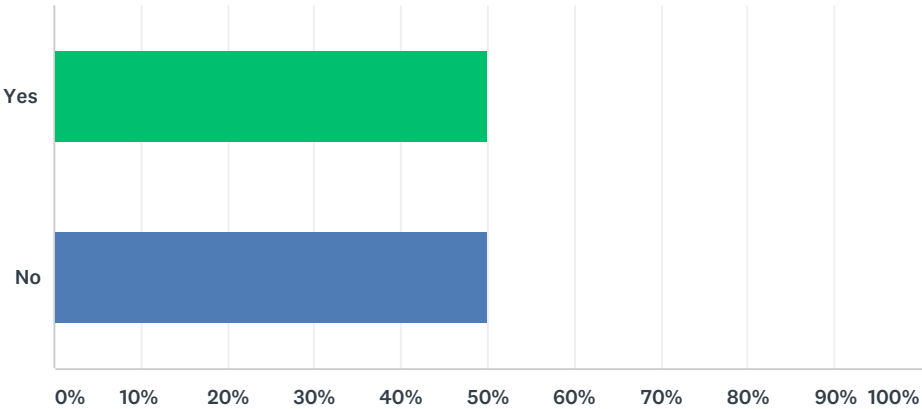


ANSWER CHOICES	RESPONSES	
Availability of skilled workers	100.00%	2
Access to local economic development grants, loans, and/or assistance	0.00%	0
Investment in plant efficiency and / or automation	0.00%	0
Increased productivity	0.00%	0
No significant anticipated growth in business	0.00%	0
TOTAL		2

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q47 17. Is staff recruitment impacting your business?

Answered: 4 Skipped: 0

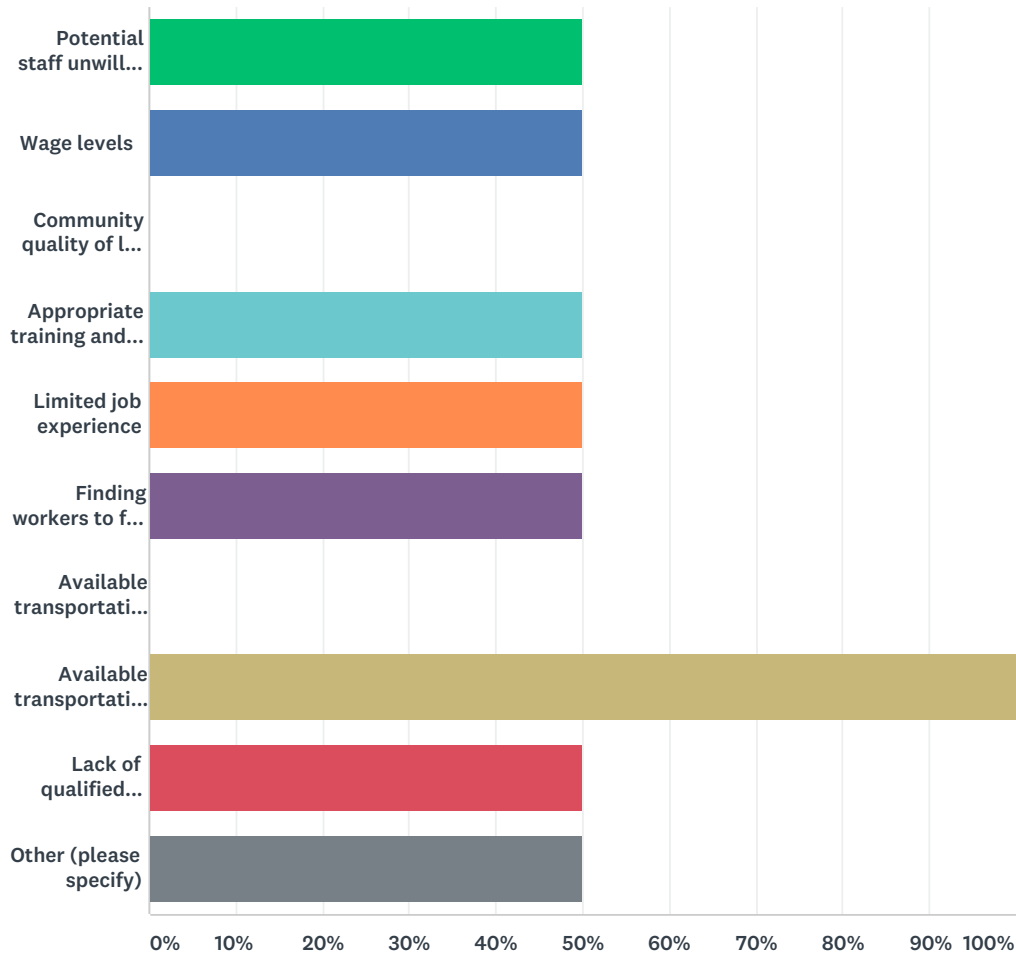


ANSWER CHOICES		RESPONSES	
Yes		50.00%	2
No		50.00%	2
TOTAL			4

Q48 What are the main challenges for staff recruitment by your business?

Select All that Apply →

Answered: 2 Skipped: 2



ANSWER CHOICES	RESPONSES	
Potential staff unwilling to relocate	50.00%	1
Wage levels	50.00%	1
Community quality of life amenities (parks, culture, entertainment...)	0.00%	0
Appropriate training and / or education	50.00%	1
Limited job experience	50.00%	1
Finding workers to fit the business culture	50.00%	1
Available transportation to work	0.00%	0
Available transportation to work	100.00%	2
Lack of qualified applicants	50.00%	1
Other (please specify)	50.00%	1

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Total Respondents: 2		
#	OTHER (PLEASE SPECIFY)	DATE
1	Location	8/8/2017 3:05 PM

Q49 18. What are the top three emerging or new training needs, technology, or workforce skills will be needed in your industry sector in the future?

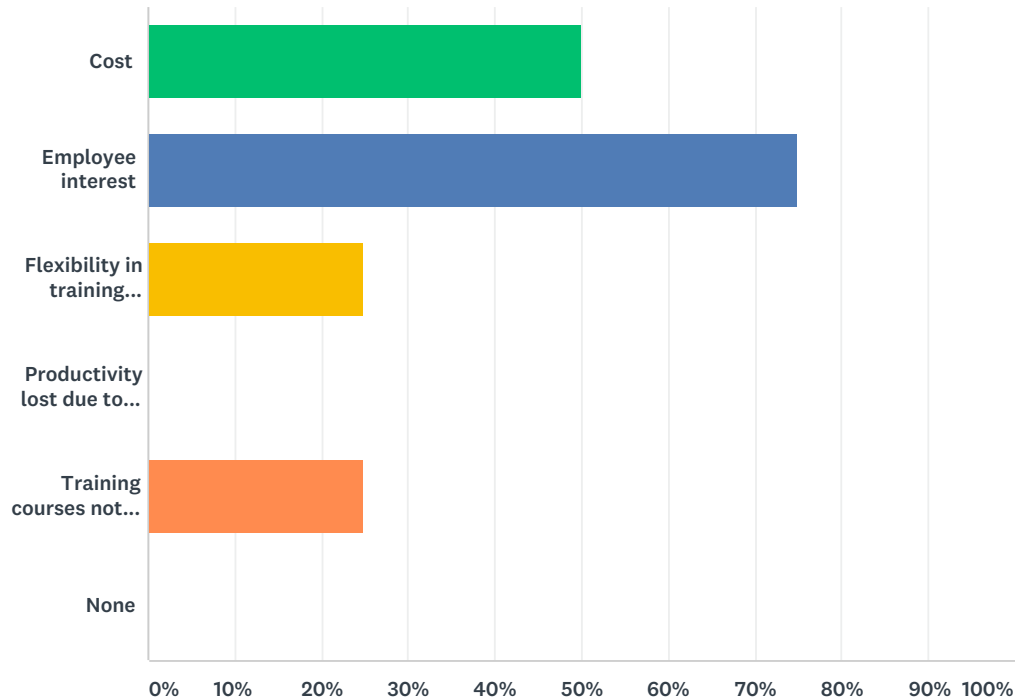
Answered: 2 Skipped: 2

ANSWER CHOICES	RESPONSES
1	100.00% 2
2	100.00% 2
3	100.00% 2

#	1	DATE
1	Manager skills	8/18/2017 6:29 AM
2	Chef Skills	8/8/2017 12:43 PM
#	2	DATE
1	General Manager skills	8/18/2017 6:29 AM
2	Computer Skills	8/8/2017 12:43 PM
#	3	DATE
1	Catering Skills	8/18/2017 6:29 AM
2	Professionalism/Strong Work ethic/Communication skills/Initiative	8/8/2017 12:43 PM

Q50 19. What barriers does your business face when providing training for employees? (Select all that apply)

Answered: 4 Skipped: 0

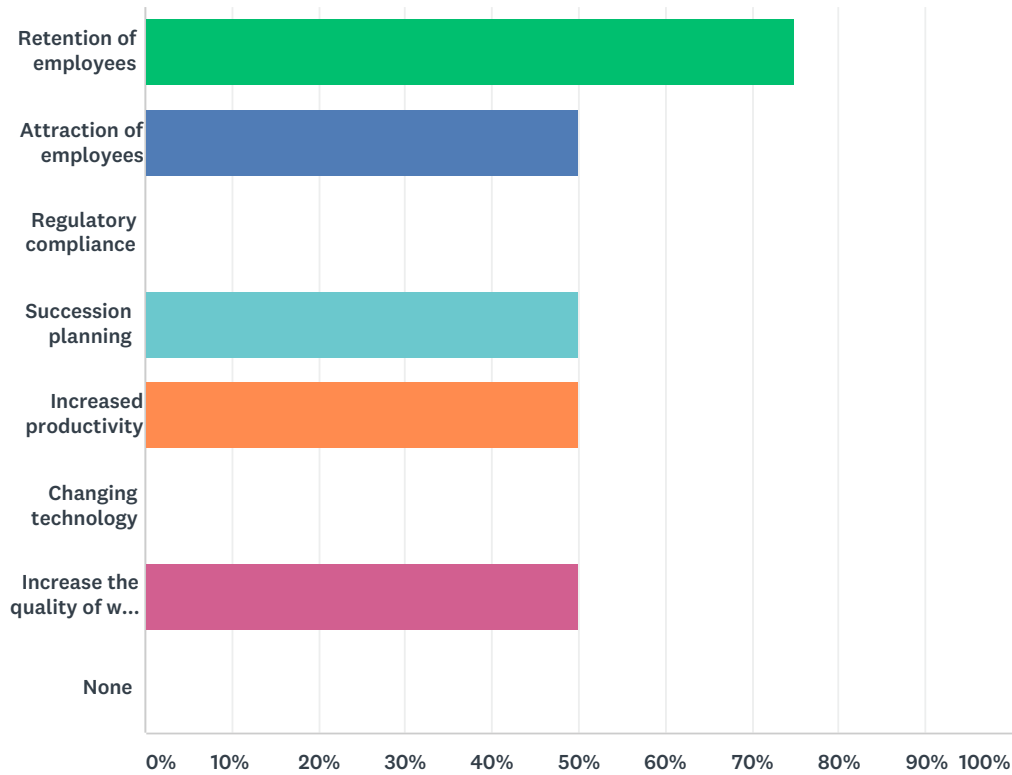


ANSWER CHOICES	RESPONSES	
Cost	50.00%	2
Employee interest	75.00%	3
Flexibility in training delivery (e.g., time and location)	25.00%	1
Productivity lost due to time off the job	0.00%	0
Training courses not available for my business needs	25.00%	1
None	0.00%	0
Total Respondents: 4		

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

Q51 20. What are the primary factors driving your investment in training? (Select all that apply)

Answered: 4 Skipped: 0

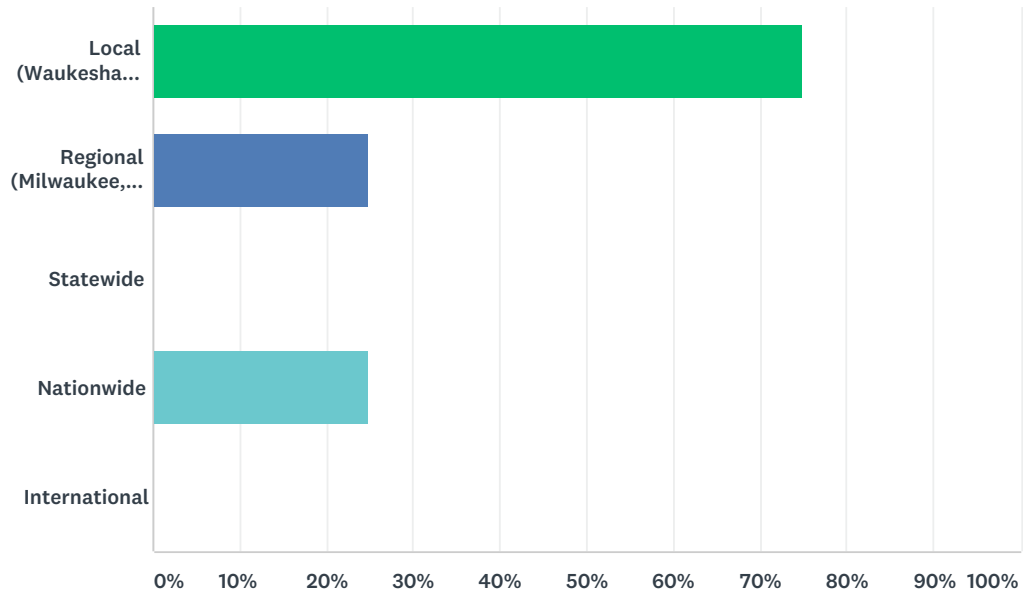


ANSWER CHOICES	RESPONSES	
Retention of employees	75.00%	3
Attraction of employees	50.00%	2
Regulatory compliance	0.00%	0
Succession planning	50.00%	2
Increased productivity	50.00%	2
Changing technology	0.00%	0
Increase the quality of work product	50.00%	2
None	0.00%	0
Total Respondents: 4		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q52 21. Where are your major business customers or clients located? (Check all that apply)

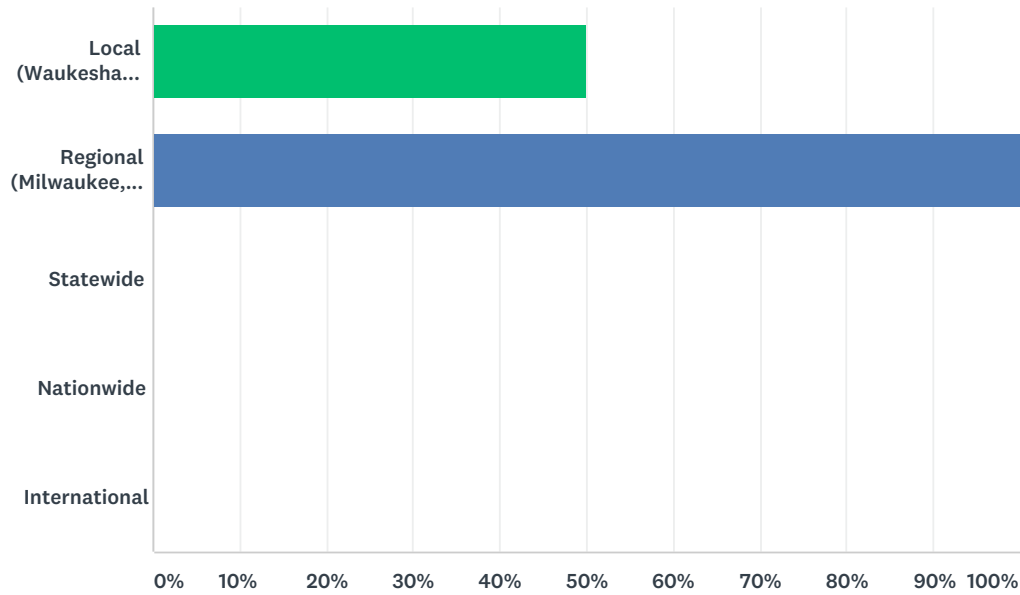
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Local (Waukesha County)	75.00%	3
Regional (Milwaukee, Racine, Kenosha, Washington, Ozaukee & Walworth Counties)	25.00%	1
Statewide	0.00%	0
Nationwide	25.00%	1
International	0.00%	0
Total Respondents: 4		

Q53 22. Where are your major suppliers located? (Check all that apply)

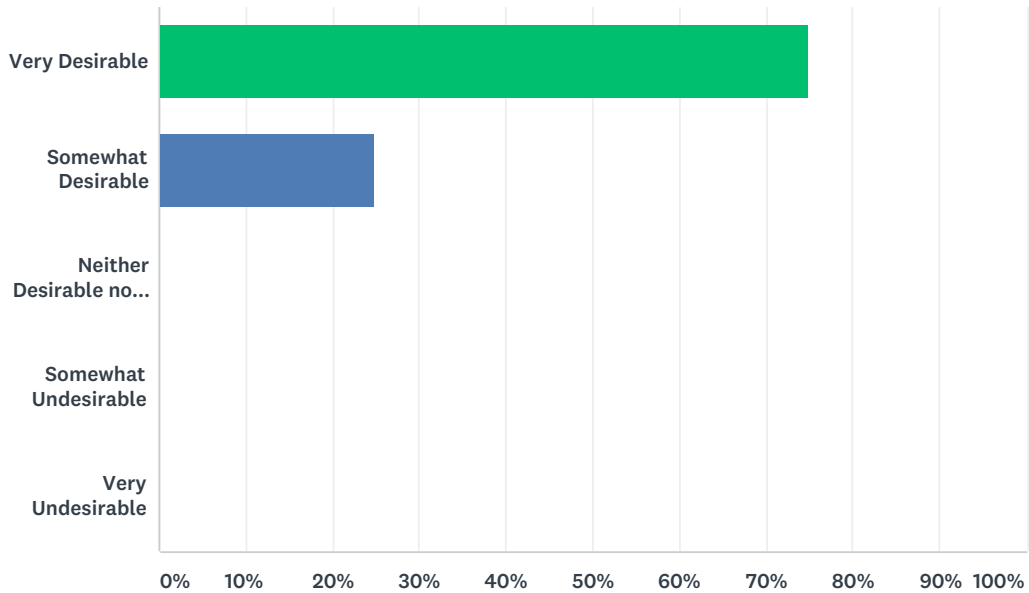
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Local (Waukesha County)	50.00%	2
Regional (Milwaukee, Racine, Kenosha, Washington, Ozaukee & Walworth Counties)	100.00%	4
Statewide	0.00%	0
Nationwide	0.00%	0
International	0.00%	0
Total Respondents: 4		

Q54 23. How do you consider Waukesha County as a place to do business?

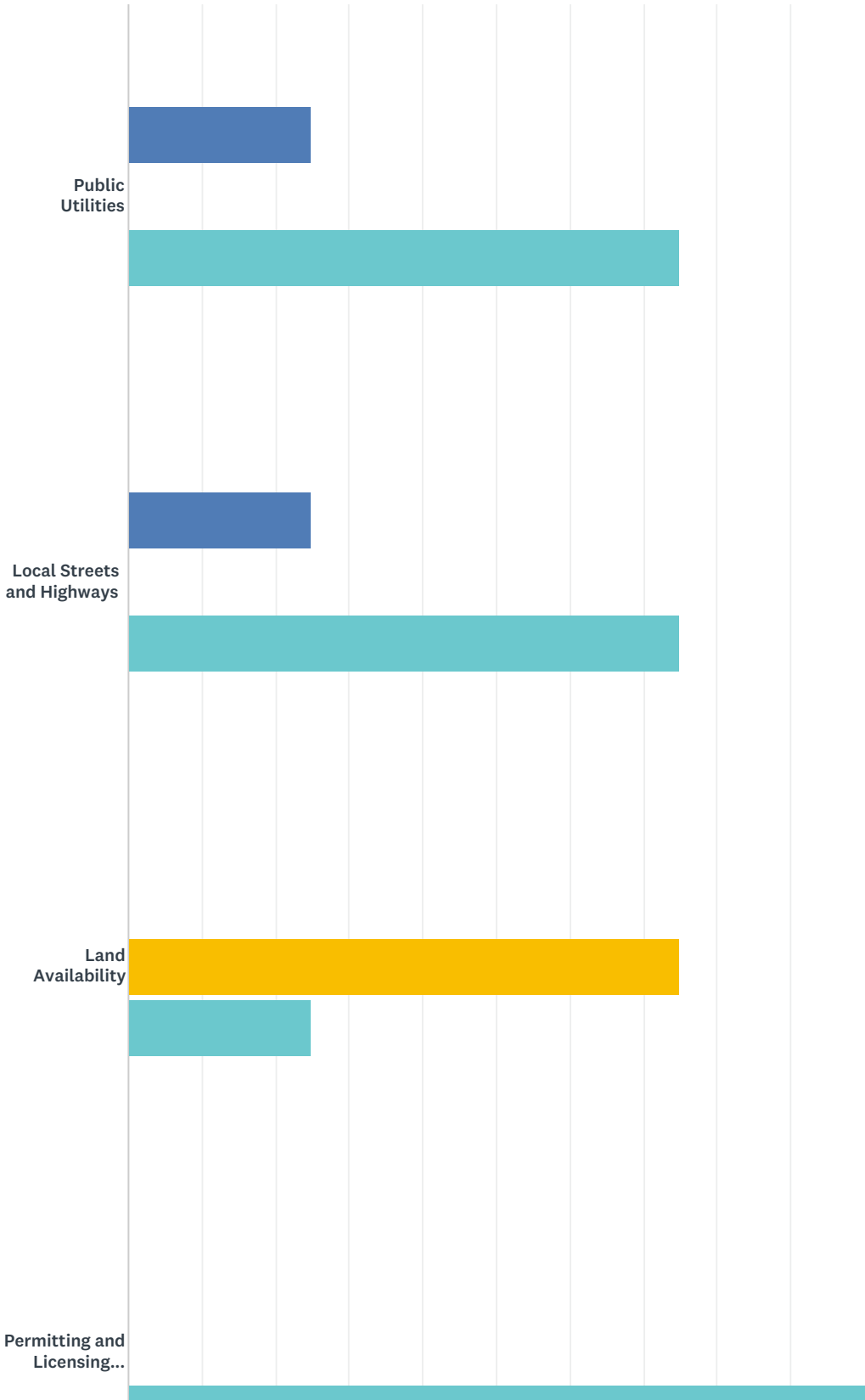
Answered: 4 Skipped: 0



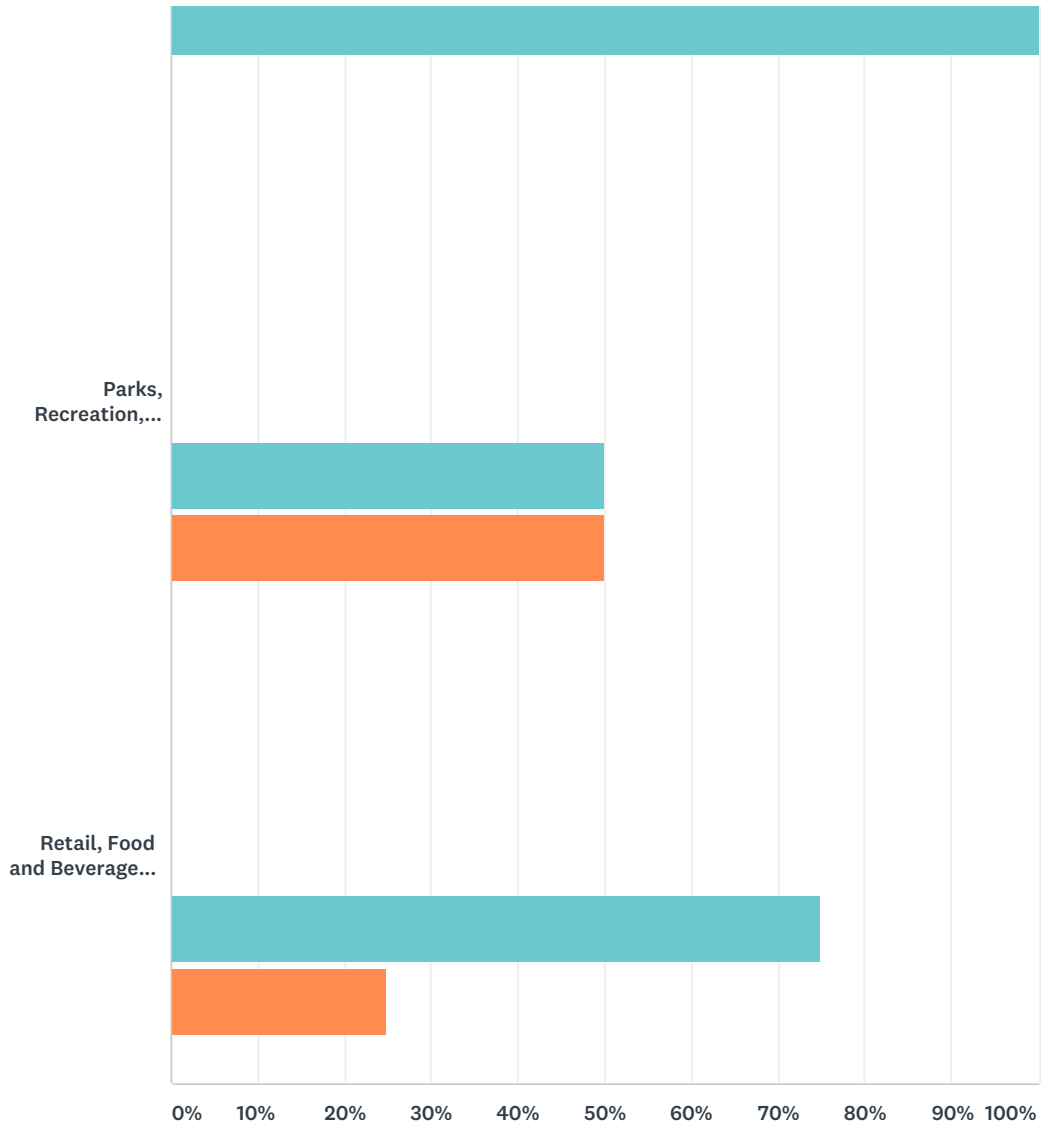
ANSWER CHOICES	RESPONSES	
Very Desirable	75.00%	3
Somewhat Desirable	25.00%	1
Neither Desirable nor Undesirable	0.00%	0
Somewhat Undesirable	0.00%	0
Very Undesirable	0.00%	0
TOTAL		4

Q55 24. How do you rate the following services in the municipality your business is located?

Answered: 4 Skipped: 0



Waukesha County Business Survey 2017

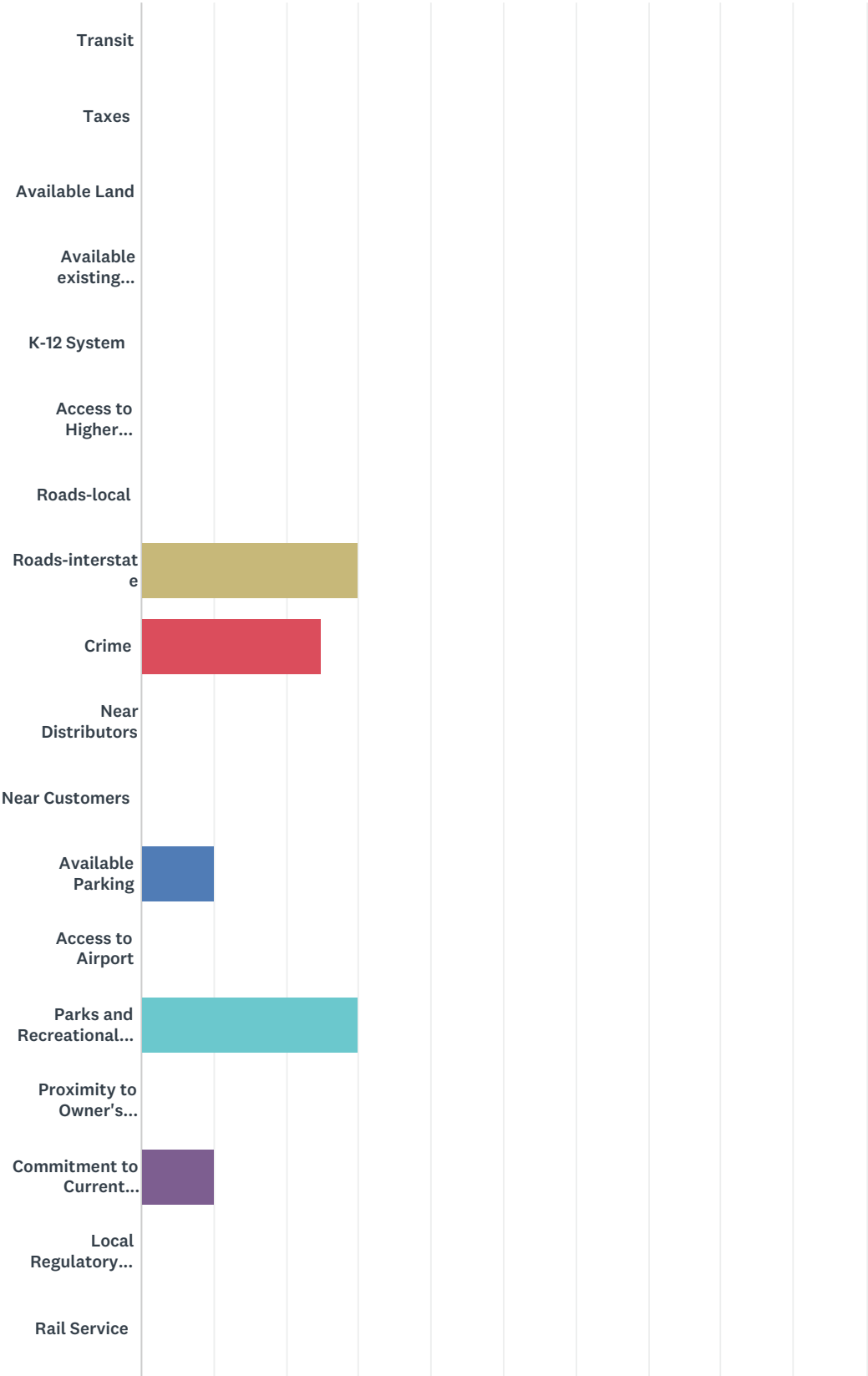


■ Very Unsatisfied
 ■ Unsatisfied
 ■ Neither Satisfied nor Dissatisfied
 ■ Satisfied
 ■ Very Satisfied

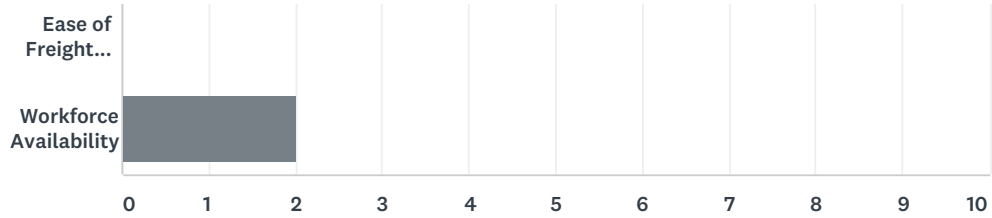
	VERY UNSATISFIED	UNSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL
Public Utilities	0.00% 0	25.00% 1	0.00% 0	75.00% 3	0.00% 0	4
Local Streets and Highways	0.00% 0	25.00% 1	0.00% 0	75.00% 3	0.00% 0	4
Land Availability	0.00% 0	0.00% 0	75.00% 3	25.00% 1	0.00% 0	4
Permitting and Licensing Assistance	0.00% 0	0.00% 0	0.00% 0	100.00% 4	0.00% 0	4
Parks, Recreation, Cultural Amenities	0.00% 0	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4
Retail, Food and Beverage Services	0.00% 0	0.00% 0	0.00% 0	75.00% 3	25.00% 1	4

Q56 25. If you were going to relocate your business, please choose the top three factors that would be most important (1 most important).

Answered: 3 Skipped: 1



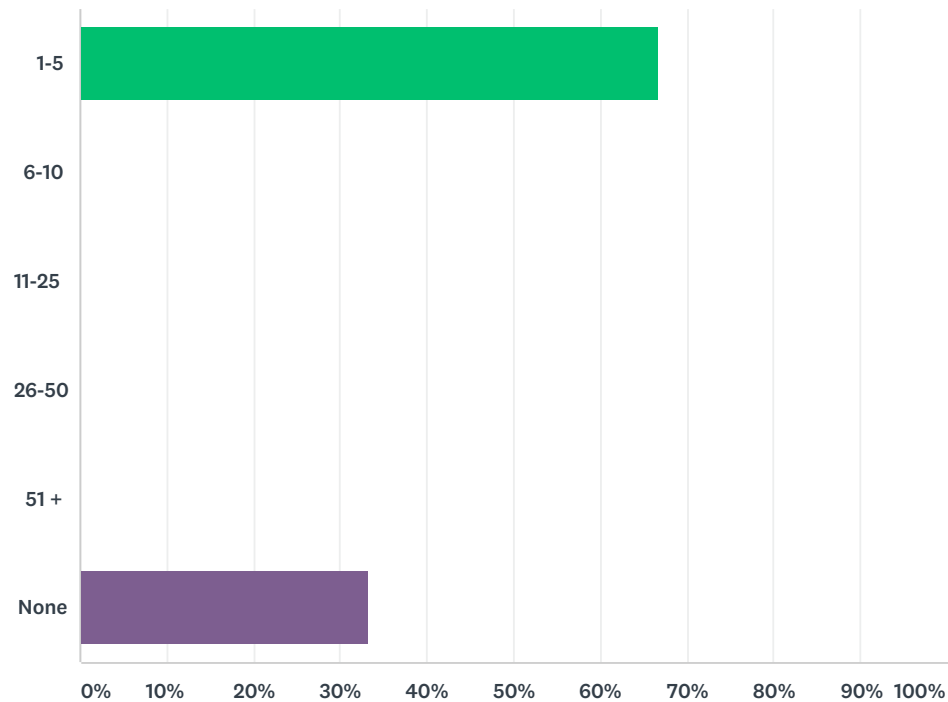
Waukesha County Business Survey 2017



	FIRST CHOICE	SECOND CHOICE	THIRD CHOICE	TOTAL	WEIGHTED AVERAGE
Transit	0.00% 0	0.00% 0	0.00% 0	0	0.00
Taxes	0.00% 0	0.00% 0	0.00% 0	0	0.00
Available Land	0.00% 0	0.00% 0	0.00% 0	0	0.00
Available existing building	0.00% 0	0.00% 0	0.00% 0	0	0.00
K-12 System	0.00% 0	0.00% 0	0.00% 0	0	0.00
Access to Higher Education	0.00% 0	0.00% 0	0.00% 0	0	0.00
Roads-local	0.00% 0	0.00% 0	0.00% 0	0	0.00
Roads-interstate	0.00% 0	0.00% 0	100.00% 1	1	3.00
Crime	0.00% 0	50.00% 1	50.00% 1	2	2.50
Near Distributors	0.00% 0	0.00% 0	0.00% 0	0	0.00
Near Customers	0.00% 0	0.00% 0	0.00% 0	0	0.00
Available Parking	100.00% 2	0.00% 0	0.00% 0	2	1.00
Access to Airport	0.00% 0	0.00% 0	0.00% 0	0	0.00
Parks and Recreational Opportunities	0.00% 0	0.00% 0	100.00% 1	1	3.00
Proximity to Owner's Residence	0.00% 0	0.00% 0	0.00% 0	0	0.00
Commitment to Current Location	100.00% 1	0.00% 0	0.00% 0	1	1.00
Local Regulatory Environment	0.00% 0	0.00% 0	0.00% 0	0	0.00
Rail Service	0.00% 0	0.00% 0	0.00% 0	0	0.00
Ease of Freight Movement	0.00% 0	0.00% 0	0.00% 0	0	0.00
Workforce Availability	0.00% 0	100.00% 2	0.00% 0	2	2.00

Q57 26. If a bus line were provided near your business, what is the estimated number of employees/customers that would use that service?

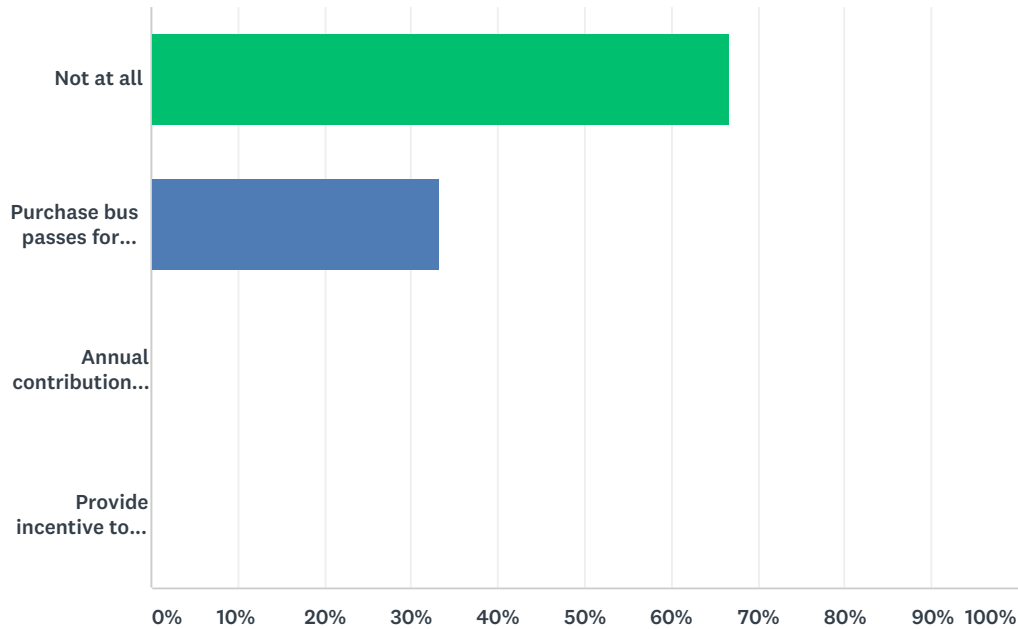
Answered: 3 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-5	66.67%	2
6-10	0.00%	0
11-25	0.00%	0
26-50	0.00%	0
51 +	0.00%	0
None	33.33%	1
TOTAL		3

Q58 27. How willing are you to be a financial partner in providing transit for your business needs?

Answered: 3 Skipped: 1

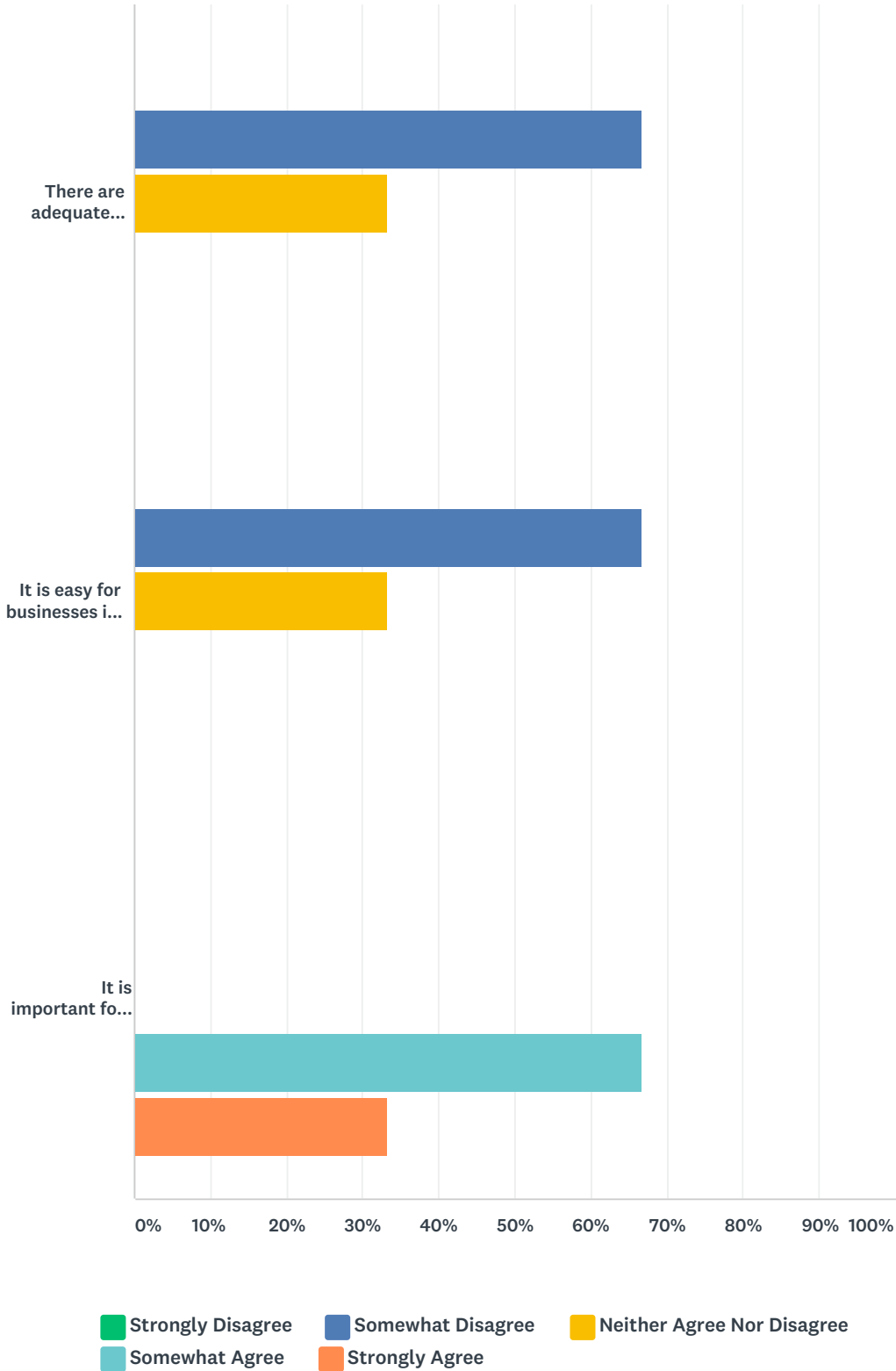


ANSWER CHOICES	RESPONSES	
Not at all	66.67%	2
Purchase bus passes for employees	33.33%	1
Annual contribution for operating costs	0.00%	0
Provide incentive to employees who do not drive	0.00%	0
TOTAL		3

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q59 FINANCIAL AND BUSINESS STARTUP ASSISTANCE28. Please indicate the extent to which you agree with the following?

Answered: 3 Skipped: 1

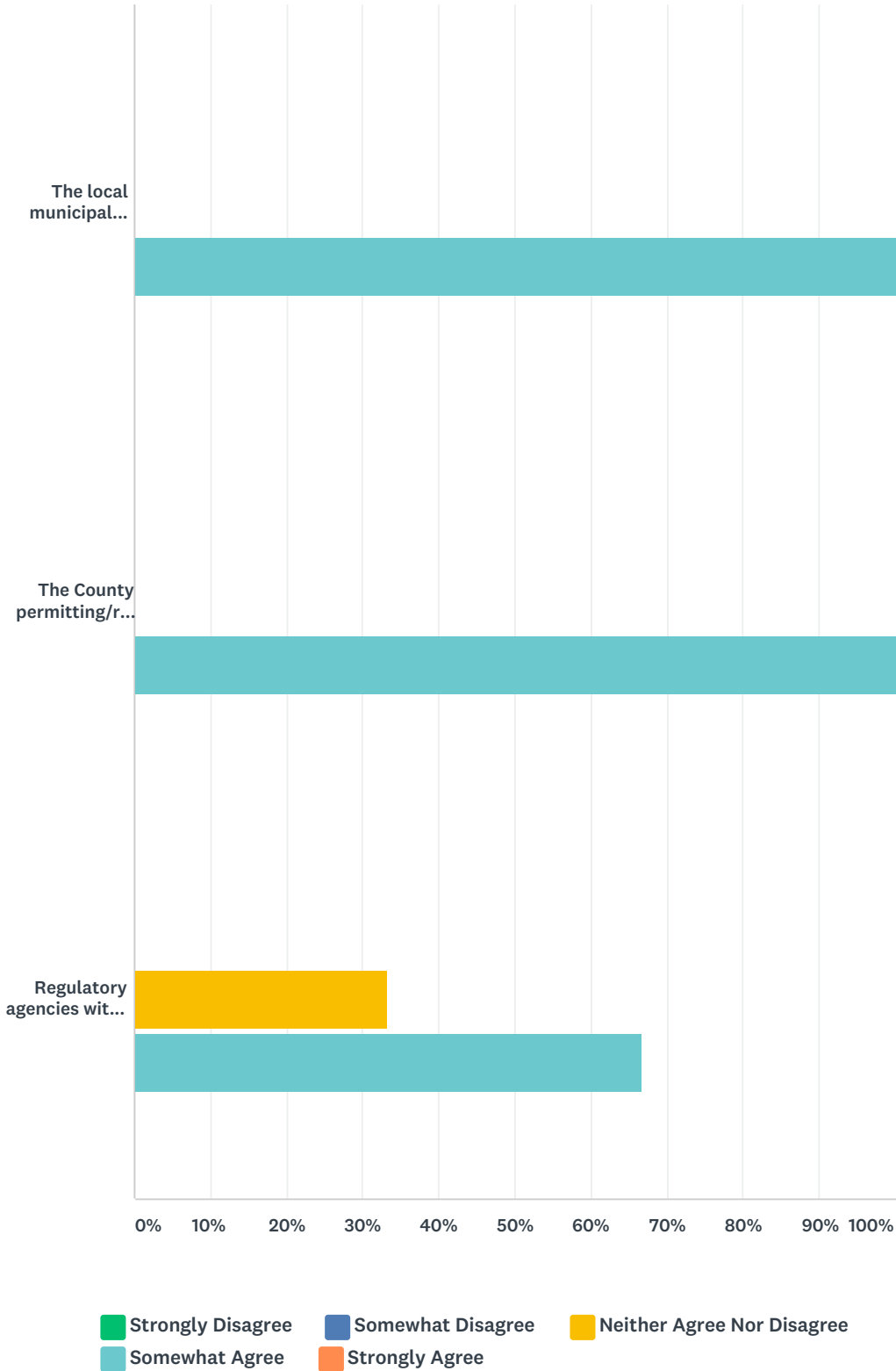


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	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL
There are adequate financial resources available to assist business in Waukesha County.	0.00% 0	66.67% 2	33.33% 1	0.00% 0	0.00% 0	3
It is easy for businesses in Waukesha County to identify available financial assistance resources.	0.00% 0	66.67% 2	33.33% 1	0.00% 0	0.00% 0	3
It is important for businesses to have access to Interest rate subsidized funding to support job retention and job growth.	0.00% 0	0.00% 0	0.00% 0	66.67% 2	33.33% 1	3

Q60 29. Please indicate the extent to which you agree with the following statements:

Answered: 3 Skipped: 1



Waukesha County Business Survey 2017

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL
The local municipal permitting/review staff are helpful and cooperative.	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0	3
The County permitting/review staff are helpful and cooperative.	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0	3
Regulatory agencies within Waukesha County, and its municipalities, coordinate well on permitting processes.	0.00% 0	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3

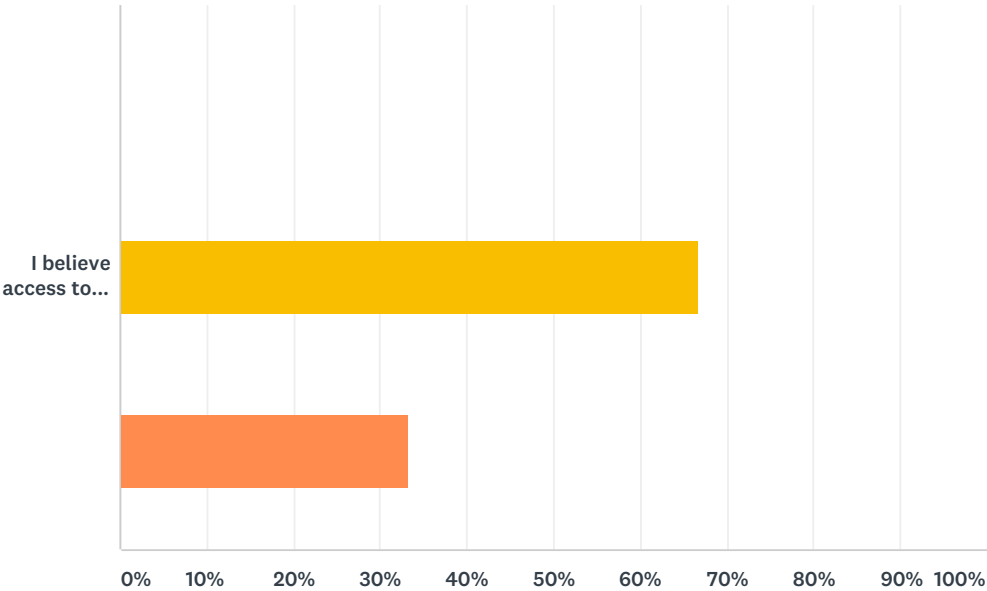
Q61 Any additional feedback you would like to provide about your experiences with local municipal and/or County permitting/review staff.

Answered: 0 Skipped: 4

#	RESPONSES	DATE
	There are no responses.	

Q62 WORKFORCE HOUSING30. Please indicate the extent to which you agree with the following statement:

Answered: 3 Skipped: 1



Strongly Disagree Somewhat Disagree Neither Agree Nor Disagree
Somewhat Agree Strongly Agree

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	TOTAL
I believe access to affordable housing is an issue in attracting and retaining employees in Waukesha County.	0.00% 0	0.00% 0	66.67% 2	0.00% 0	33.33% 1	3

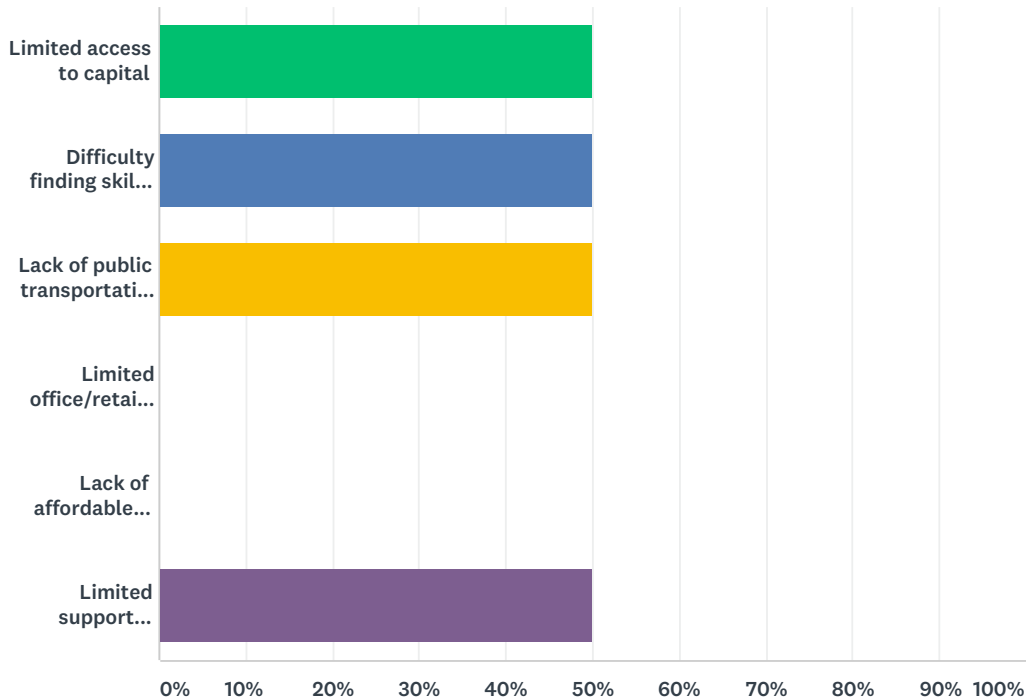
Q63 ECONOMIC VISIONING31. In what year was your business started?

Answered: 3 Skipped: 1

#	RESPONSES	DATE
1	2012	8/18/2017 6:34 AM
2	2013	8/9/2017 8:35 AM
3	1890	8/8/2017 12:52 PM

Q64 32. What do you consider to be the primary challenges you faced in starting or growing your business? (Check all that apply)

Answered: 2 Skipped: 2



ANSWER CHOICES	RESPONSES	
Limited access to capital	50.00%	1
Difficulty finding skilled workforce	50.00%	1
Lack of public transportation options	50.00%	1
Limited office/retail space options	0.00%	0
Lack of affordable housing	0.00%	0
Limited support resources (incubators, mentors, counseling, etc.)	50.00%	1
Total Respondents: 2		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

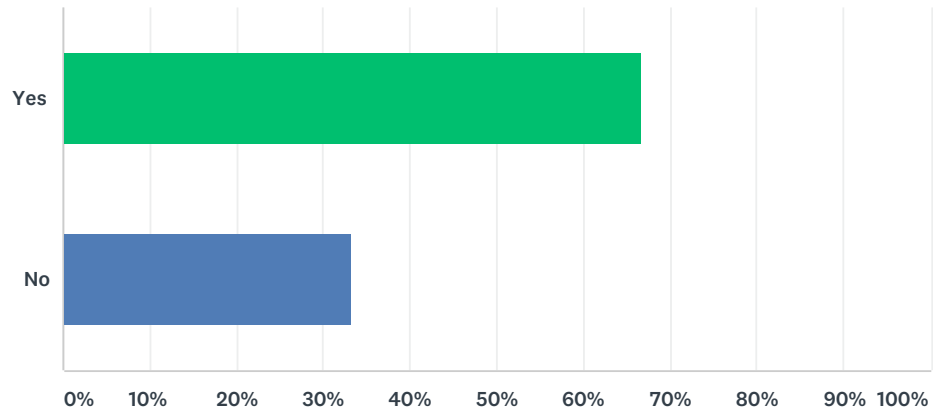
Q65 33. If you plan to expand your business in Waukesha County in the next 3 years, what assistance do you think you will need?

Answered: 3 Skipped: 1

#	RESPONSES	DATE
1	I will seek advice from food service/coffee shop owners who have experience in the mobile coffee/catering arena.	8/18/2017 6:36 AM
2	Financial backing, hospitality workforce, skilled!	8/9/2017 8:36 AM
3	Not Applicable	8/8/2017 12:53 PM

Q66 34. Have your sales grown in the last year?

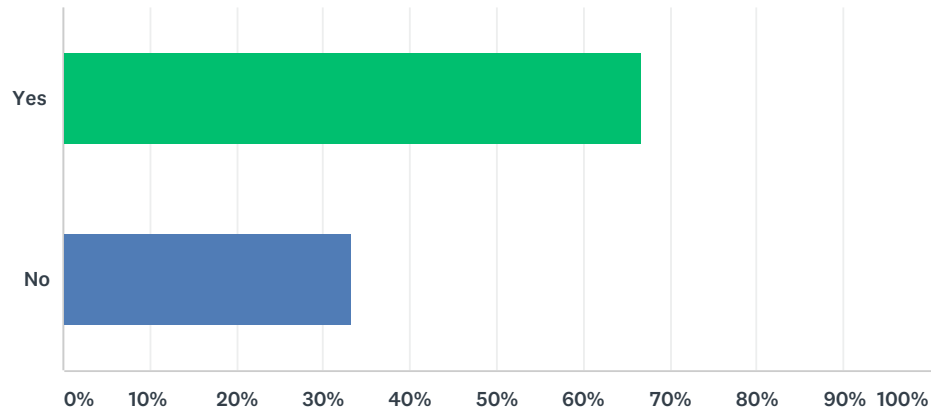
Answered: 3 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		66.67%	2
No		33.33%	1
TOTAL			3

Q67 35. Do you project sales to grow in the coming year?

Answered: 3 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		66.67%	2
No		33.33%	1
TOTAL			3