

# July 2003 Local Business Survey Summary

This summary contains a survey overview section which includes general information on the organizations involved with survey development/implementation, businesses it was sent to, timing of the survey, and response rate. A second section looks at survey findings for selected survey questions. Finally, an appendix section contains detailed survey summary information and a copy of the questionnaire showing response rates for each potential response.

## SURVEY OVERVIEW

- This survey was a joint effort between the Kansas City Kansas Community College Department of Sociology/Economics and the Unified Government Research Division.
- The purpose of the survey was to obtain an understanding of how businesses in Wyandotte County might be affected by Kansas Speedway events, T-Bones baseball games and Village West shopping.
- The timing of the survey was such that it was sent out on July 7<sup>th</sup> which was just after the first race weekend at the Speedway. This was to allow retailers the opportunity of one more race weekend to see how sales were affected. Further, Village West retailer Cabela's had been open for nine months and the Great Wolf Lodge and Famous Dave's were open for approximately one month. Finally, T-Bones home games began in June and therefore had several home games by the time the survey was mailed on July 7<sup>th</sup>.
- A total of 192 surveys were mailed to select businesses in Wyandotte County. The response rate adjusted for non-deliverables was 36.2%<sup>1</sup>.
- Surveys were sent to businesses mainly in the western half of the County. However, additional surveys were sent farther east into the County to businesses that would most likely see an impact from Speedway events, T-Bones baseball games and Village West shopping. These businesses include restaurants, hotels and other selected retailers of various products/services. (See Appendix A, Table 1 for a listing of the types of businesses the survey was sent to.)
- The survey asked respondents if they would be willing to participate in a face-to-face interview to gain additional information about their business. Half of the respondents indicated they would be willing to participate in such an interview. These interviews will be conducted by Kansas City Kansas Community College students. Interviews will be conducted this fall and the questions/format for the interviews have yet to be determined.

<sup>1</sup>The response rate of 36.2% is considered very good for a mail survey. Typically, response rates for mail surveys conducted by the Unified Government have ranged between 15 and 30 percent. The overall survey results have a 95% level of confidence that the survey estimates are accurate within a range of plus or minus 10%.

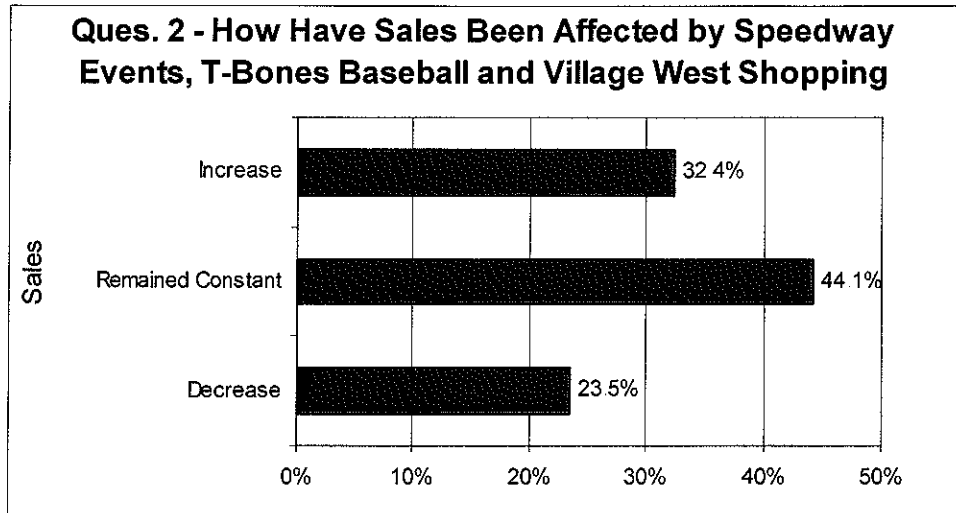
## SURVEY FINDINGS

### **QUESTION 1 – DOES YOUR BUSINESS EXPECT SALES TO INCREASE AS MORE STORES OPEN, IN ADDITION TO CABELA’S, AT THE VILLAGE WEST SHOPPING AREA?**

- An even split of respondents indicated they expect sales to increase (50.0%) and decrease (50.0%) as more Village West stores open.

### **QUESTION 2 - HOW HAVE YOUR BUSINESS SALES BEEN AFFECTED SINCE EVENTS AND SHOPPING HAVE BEGUN AT KANSAS SPEEDWAY AND SURROUNDING VILLAGE WEST WHICH INCLUDES CABELA’S?**

- Forty-four percent of business owners said that **sales have remained constant** whereas 32.4% said sales have increased and 23.5% decreased.



### **QUESTION 3 – HOW HAVE SALES BEEN IMPACTED BY KANSAS SPEEDWAY EVENTS, T-BONES BASEBALL GAMES AND VILLAGE WEST SHOPPING?**

- Respondents indicated that they **saw no change in sales** due to Kansas Speedway events (44.6%), T-Bones baseball games (65.6%) and Village West shopping (50.7%). However, respondents did indicate that some increases in sales were realized as a result of Speedway events (26.1%), T-Bones baseball games (17.2%) and Village West shopping (28.4%).

**QUESTION 4 - HAS YOUR BUSINESS NOTICED AN INCREASE IN CERTAIN PRODUCTS OR SERVICES BEING SOLD OR PURCHASED AS A RESULT OF KANSAS SPEEDWAY EVENTS, T-BONES BASEBALL GAMES AND VILLAGE WEST SHOPPING?**

- Business owners have **seen some increases in specific products or services being sold** as a result of Kansas Speedway events (20.9%), T-Bones baseball games (10.4%) and Village West shopping (17.6%).

**QUESTION 5 – HAS YOUR BUSINESS TEAMED WITH OTHER BUSINESS(ES) THAT SELL SIMILAR GOODS/SERVICES TO PROMOTE YOUR BUSINESSES?**

- Most respondents (88.2%) indicated that they do not work with other businesses to help promote one another. However, of those few that indicated they do work together, comments to how they team with other businesses include:
  - “Advertise in the Great Wolf Lodge.”
  - “If we are full, we send them to another hotel.”
  - “Special ads run in the papers to target T-Bones and Speedway Events.”
  - “We just contact one another.”

**QUESTION 6 – WHAT COULD THE UNIFIED GOVERNMENT OR CHAMBER DO TO BETTER PROMOTE OR ASSIST BUSINESSES IMPACTED BY THE SPEEDWAY OR VILLAGE WEST?**

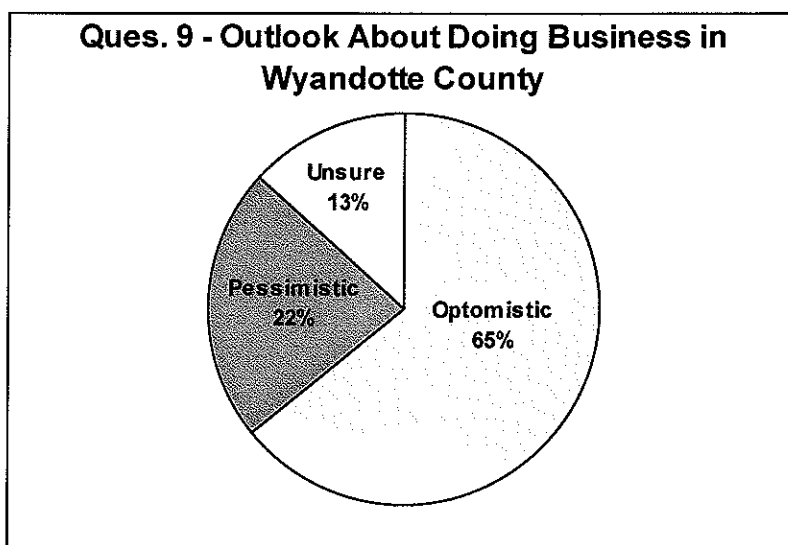
- Thirty-one percent of respondents indicated that **increased advertisement** would help their business. Further, **signs** (16.7%) and **access** (16.7%) were mentioned as ways businesses could also be helped. Access referred mostly to the fact that **traffic could not flow** to local businesses.
  - Below are selected comments from survey respondents on what could be done to promote and/or assist businesses in the County:
    - “Allow more access to State Ave. east from [Speedway after] events. Our customers can’t get to our business.”
    - “Allow traffic to flow east on State Ave. following Speedway events; publish Wyandotte County guide for distribution.”
    - “Area map of surrounding businesses and services.”
    - “Print up a guide that shows businesses in KCK with a map and mileage ...from Village West.”
    - “Signage on State Ave. letting tourist know that there are more places to eat/shop just a few blocks away.”
    - “I would like to team with retailers in Village West but have no contacts.”
    - “Form a task force consisting of representatives from the Unified Govt., local businesses and Kansas Speedway. Research what other cities have done and formulate ideas to make KCK a more visitor friendly location”.
    - “Last fall just prior to the large final Winston Cup race, code enforcement came out ...to remove signs and temporary banners from businesses ...Never was a problem until this fall.”

**QUESTION 7 & 8 – HOW MANY EMPLOYEES DO YOU EXPECT TO GAIN/LOSE OVER THE NEXT 12 MONTHS AND DOES YOUR BUSINESS HAVE ANY PLANS TO EXPAND OVER THE SAME PERIOD?**

- Over half of respondents (65.7%) said that they plan to have **no change in jobs** over the next twelve months. Twenty-two percent indicated that they will add jobs ranging from at least one person to over ten.
- Most businesses responding **do not plan to expand** (75.4%) over the next 12 months.

**QUESTION 9 – HOW IS YOUR OUTLOOK ABOUT DOING BUSINESS IN WYANDOTTE COUNTY?**

- Nearly two-thirds of those surveyed indicated that they were **at some level optimistic** (64.2%) about the business outlook in Wyandotte County. Alternatively, 22.4% said that they were either “somewhat” or “very” pessimistic regarding the County’s business outlook.

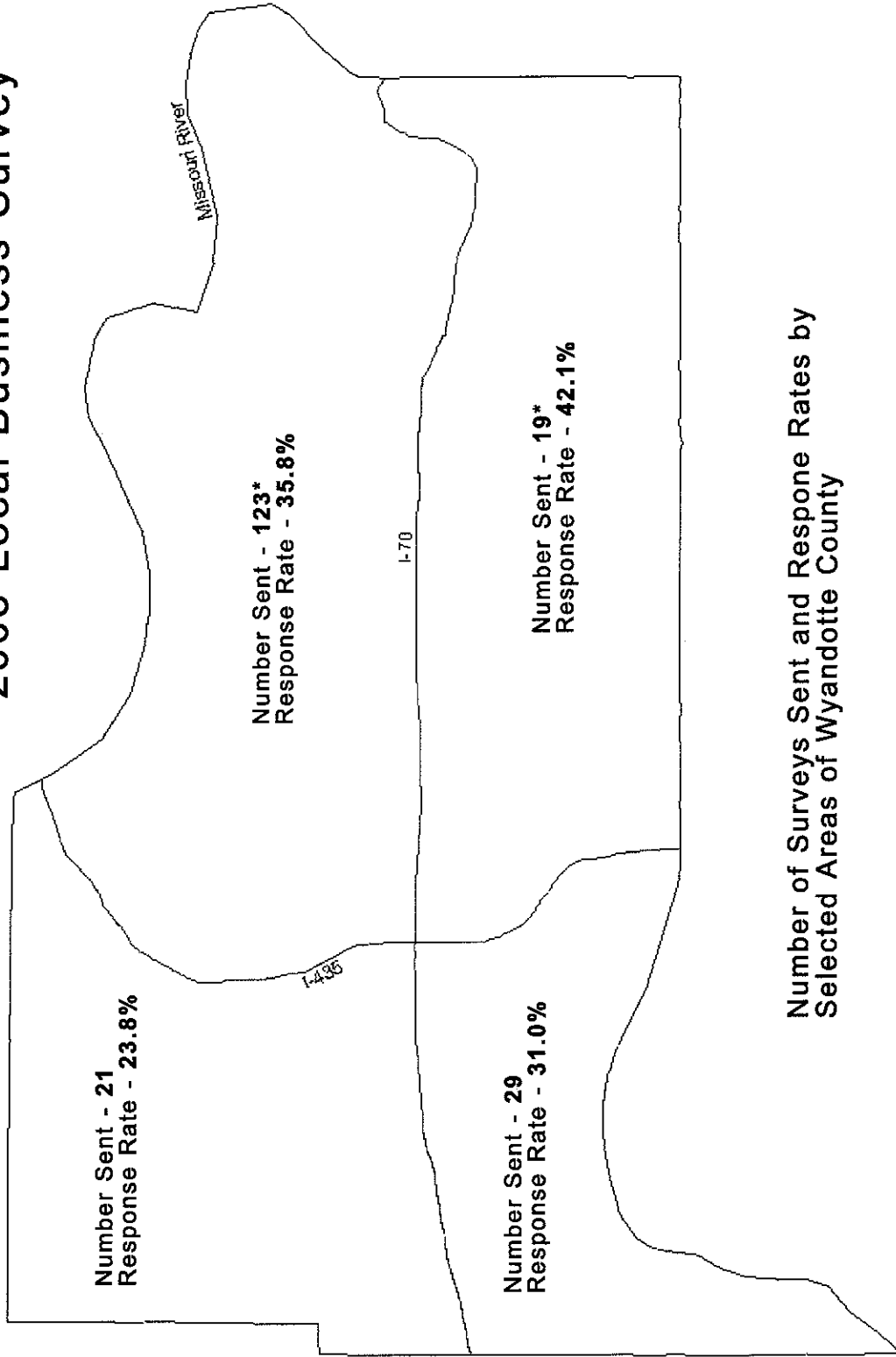


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9/5/2003

# Appendix

- **Map** of surveys sent and response rates by four areas of Wyandotte County
- **Table 1** – List of business types that were sent surveys
- **Table 2** – Survey Question 6 – Listing of ways Unified Government and Chamber could assist businesses impacted by Speedway and Village West
- **Table 3** – Survey Question 9 - Listing of reasons optimistic or pessimistic about doing business in Wyandotte County
- **Survey Questionnaire** showing survey results

# 2003 Local Business Survey



Number of Surveys Sent and Response Rates by Selected Areas of Wyandotte County

\*NOTE: A total of 30 businesses (15.6%) east of 65th St. were sent surveys.

**TABLE 1**  
**2003 Local Business Survey**  
**List of Business Types That Were Sent Surveys**

<u>Type of Businesses Surveyed</u>	<u>Count</u>	<u># of Responses</u>
Limited-Service Eating Places	39	n/a
Restaurants	20	n/a
<b><i>Eating Places Sub Total</i></b>	<b>59</b>	<b>19</b>
Miscellaneous Store Retailers	19	9
Grocery/Convenience Stores	18	6
Accomodation/Food Services	11	7
Auto Parts/Accessories/Tires	10	1
Automobile Dealers	9	4
Beer/Wine/Liquor (Retail)	8	4
Beer/Wine/Liquor (Wholesale)	2	2
<b><i>Beer/Wine/Liquor Sub Total</i></b>	<b>10</b>	<b>6</b>
Building Materials/Garden Sup	8	0
Clothing/Clothing Accessories	7	1
General Merchandise Stores	7	2
Health and Personal Care Store	4	1
Other Motor Vehicle Dealers	4	1
Specialty Food Stores	4	2
Sporting Goods/Hobbies/Music	4	0
Furniture/Home Furnishings	3	2
Local Attractions	3	1
Newspaper	3	1
Grocery/Related Products	2	0
Pharmacies	2	1
Automobile Repair	1	1
Electronics/Appliances	1	1
Hardware/Plumb/Htg Equipment	1	1
Manufacturing	1	1
Paper and Paper Products	1	0
<b>Total</b>	<b>192</b>	<b>68</b>

## TABLE 2

### 2003 Local Business Survey

#### Question 6 Responses - What Could the Unified Government or Chamber do to Better Promote or Assist Businesses Impacted by the Speedway and Village West

- A Perkins sign at the raceway. Traffic directed down State Ave instead to I-435 would greatly help our business.
- Advertise to areas that are outside a 100 mile radius "Travelers" making KCK a destination and staying at local hotels
- Advertise...get the word out. Let the midwest, as well as the whole country, know what we have here.
- Allow more access to State Ave east from [Speedway] after events. Our customers can't get to our business.
- Allow traffic flow east on State following Speedway events; publish Wyco guide for distribution.
- Allow Walmart Super Center & Lowes to build at 72nd & State Ave to help bring some of that traffic east.
- Area map of surrounding businesses & services.
- Ask that the bar and restaurants purchase from Wyan. County businesses instead of from Johnson Co
- Build the innercity... you forgot about us!
- Direct traffic east of I-435.
- For starters, don't send people on the Interstate instead of down State Ave.
- Have the roads fixed and do not block them during race events!
- I need a new road sign and they will not approve it... the sign I have is 40 years old
- I would like to team with retailers in Village West but have no contacts.
- Increase in residential home building Get Wyan. County on the same playing field as Johnson County to attract people
- It would be helpful, if our business was listed on a "food" sign off the highway. I believe the County may also help other established businesses with the sign. You can find these signs when approaching other cities so travelers know what is around them.
- Just refer people to me.
- Let them know what is east of I-435. Most of the traffic we see east of I-435 is local
- Map of businesses in area surrounding Village West.
- More homes built will positively impact our business. There has been an impact on our business from the commercial development.
- Move traffic down State Ave.
- Do not put so many businesses of same type so close together.
- Please don't have traffic limited.
- Print a guide that shows businesses in KCK (list under categories) with a map and milage distance from Village West. Distribute to every shopper in that area (as well as our whole community)



## TABLE 2, cont.

### 2003 Local Business Survey

#### Question 6 Responses - What Could the Unified Government or Chamber do to Better Promote or Assist Businesses Impacted by the Speedway and Village West

- Promote Wyan County businesses. The Speedway buys, I think, from outside the County the same products I sell.
- Signage on State Ave. letting tourist know that there are more places to eat/shop just a few block away. Newspapers/flyers do not seem to get the traffic we would like. Make State Ave look real nice like the new area west of I-435
- Speed repairs of I-70 and I-635
- Stop giving away bed tax dollars.
- The first race season they blocked the streets into Bonner keeping the fans of Nascar out
- Use Wyan County services and businesses as much as possible; promote visitors to come down State Ave.
- We are too far from the track. People do not venture in this far. They get on the Interstate and go back to their motels.
- We have not been impacted by these [events/shopping] but if we were, I think flyers promoting [local] businesses would help.
- We need more hotels and motels in this County.
- Would like Kmart logo added to promotional signs at I-435 exits.

**TABLE 3**  
**2003 Local Business Survey**  
**Question 9 Responses - List the Main Reasons You are Optimistic or Pessimistic**  
**About Doing Business in Wyandotte County**

**Very Optimistic**

- I feel the growth in Wyandotte County will only help all businesses in the long run and bring more jobs
- Looking forward to shopping and eating at new developments.
- More homes being built
- New businesses, better economy, higher employment, population growth, brighter outlook, more spending, "accentuate the positive & eliminate the negative".
- With speedway and other new business coming, most all old businesses are remodeling and the client base has changed as a result. Business is great west of 49th St.

**Somewhat Optimistic**

- I see growth in the county and some improvements.
- Increase in traffic by some out-of-state travelers.
- It's growing (at last).
- Kansas speedway; other new businesses; development to the west of our location
- Need more housing. Losing Warnen theater was a big blow.
- New business could run out old business.
- Our location is a prime area to benefit from the area's growth. Village West is developing into a beautiful attraction - people will come to our area!
- The business growth and increased roof tops in the area should improve the tax structure in Wyandotte County, bringing us more awareness and a more competitive market.
- The economy is improving.
- There is growth in the surrounding area.
- We are the only Radio Shack in KC, KS area.

**Somewhat Pessimistic**

- I'm a furniture retailer and NFM will make it much tougher to do business.
- Lack of support for existing businesses
- Retail sales have been declining for 2 1/2 yrs. despite increased advertising and promotions.
- Rumor has it that Village West is bringing in our direct competitor. Wyandotte County does not appear to be able to support two stores of this type. It has barely been able to partially support one. We have had to go outside the county to assist in keeping the doors open.
- Taxes and consumers.
- The new entertainment district buys the lowest prices, whether Wyandotte County or not.
- There are not enough motels or nice restaurants here.

**TABLE 3, cont.**

**2003 Local Business Survey**

**Question 9 Responses - List the Main Reasons You are Optimistic or Pessimistic  
About Doing Business in Wyandotte County**

**Very Pessimistic**

- No inner-city growth.
- State cigarette tax compared to Missouri's. If raise sales tax once again will hurt business locally
- You tax us so [very] much that you force us out of business.

**Unsure**

- People are used to going to Johnson Co. & north for so long to meet shopping needs
- Smoking down.
- We have been in this area at this location for 25 years. Crime in this area has increased greatly over the years. Crime within the store and also robbery and drugs in the area is very bad. We are affected every week in some form or another.
- We may not survive until KDOT allows our customers access off of I-70 and I-635. Businesses all around us are closing.

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9/25/2003

## Local Business Survey – July 2003 Impact of Kansas Speedway and Tourism District

This survey is being conducted by the Kansas City Kansas Community College Department of Sociology and the Unified Government Division of Research Analysis. Assistance in formulation of the survey was provided by the Kansas City Kansas Chamber of Commerce

The goal of the survey is to gain an understanding of how businesses, such as yours, have been impacted by the development of Kansas Speedway and the adjacent tourism district, named Village West, which includes Cabela's.

All responses will be kept confidential. There will be no way to determine which business has completed this survey.

**Your business is one of a select sample of businesses that has been sent this survey therefore your response is important. Please return the completed survey in the envelope provided by July 25<sup>th</sup>.**

Please contact either Mike Grimm (573-5157) or Lew Levin (573-5186) with the Unified Government Research Division with any questions you may have regarding this survey.

(Note: Red percentages to left of responses indicate survey results.)

1. Does your business expect sales to increase as more stores open, in addition to Cabela's, at the Village West shopping area? **(Circle one)**

50.0% 1 YES

50.0% 2 NO

2. How have your business sales been affected since events and shopping have begun at Kansas Speedway and surrounding Village West which includes Cabela's? **(Check one)**

- 1) **14.7%** SEEN AN INCREASE IN SALES FROM PERSONS WHO LIVE OUTSIDE WYANDOTTE COUNTY
- 2) **5.9%** SEEN AN INCREASE IN SALES FROM WYANDOTTE COUNTY CITIZENS SHOPPING AT YOUR STORE
- 3) **5.9%** INCREASE IN BOTH WYANDOTTE COUNTY CITIZENS AND THOSE LIVING OUTSIDE THE COUNTY
- 4) **5.9%** SEEN AN INCREASE IN SALES BUT UNABLE TO DETERMINE IF PATRONS RESIDE IN WYANDOTTE COUNTY OR ELSEWHERE
- 5) **44.1%** SALES HAVE REMAINED CONSTANT
- 6) **23.5%** HAVE EXPERIENCED A DECREASE IN SALES

3. Specifically, how have your sales been impacted by the following: **(Circle one number for each category)**

	<u>Increase in Sales</u>			<u>NO CHANGE IN SALES</u>	<u>Decrease in Sales</u>		
	<u>+10% OR MORE</u>	<u>+5 to +9%</u>	<u>LESS THAN 5%</u>		<u>LESS THAN 5%</u>	<u>-5 to -9%</u>	<u>-10% OR MORE</u>
KANSAS SPEEDWAY EVENTS	7.7%	9.2%	9.2%	44.6%	12.3%	6.2%	10.8%
T-BONES BASEBALL GAMES	1.6%	7.8%	7.8%	65.6%	7.8%	6.3%	3.1%
VILLAGE WEST SHOPPING (INCLUDING CABELA'S)	3.0%	6.0%	19.4%	50.7%	7.5%	10.4%	3.0%

Please continue on next page



4 Has your business noticed an increase in certain products or services being sold or purchased as a result of the following? **(Circle YES or NO for each category)**

- |   |       |       |
|---|-------|-------|
| 1) KANSAS SPEEDWAY EVENTS                     | 1 YES | 20.9% |
|   | 2 NO  | 79.1% |
| 2) T-BONES BASEBALL GAMES                     | 1 YES | 10.4% |
|   | 2 NO  | 89.6% |
| 3) VILLAGE WEST SHOPPING (INCLUDING CABELA'S) | 1 YES | 17.6% |
|   | 2 NO  | 82.4% |

5 Has your business teamed with other business(es) that sell similar goods/services to promote your businesses. **(Circle one)**

11.8% 1 YES 88.2% 2 NO

If YES, please give example(s): \_\_\_\_\_

6 What could the Unified Government or Chamber do to better promote or assist businesses impacted by the Speedway or Village West? (Use an additional sheet of paper if necessary)

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7 How many employees do you expect to gain/lose in the next 12 months? **(Check one)**

- |          |                   |
|----------|-------------------|
| 1) 1.5%  | GAIN 10+ JOBS     |
| 2) 3.0%  | GAIN 6 - 10 JOBS  |
| 3) 17.9% | GAIN 1 - 5 JOBS   |
| 4) 65.7% | NO CHANGE IN JOBS |
| 5) 11.9% | CUT 1 - 5 JOBS    |
| 6) n/a   | CUT 6 - 10 JOBS   |
| 7) n/a   | CUT 10 + JOBS     |

8 Does your business have any plans to expand in the next 12 months? (expanding refers to additions/renovations to existing buildings, new structures, etc ) **(Circle one)**

24.6% 1 YES 75.4% 2 NO

9 How is your outlook about doing business in Wyandotte County? **(Check one)**

- 1) **20.9%** VERY OPTIMISTIC
- 2) **43.3%** SOMEWHAT OPTIMISTIC
- 3) **17.9%** SOMEWHAT PESSIMISTIC
- 4) **4.5%** VERY PESSIMISTIC
- 5) **13.4%** UNSURE

Please list the main reason(s) you are optimistic or pessimistic about doing business in Wyandotte County:

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10. Check the appropriate response below relating to computer/internet usage at your business: **(Check one)**

- 1) **28.6%** I USE A COMPUTER TO HELP MANAGE AND/OR PROMOTE MY BUSINESS
  - 2) **22.2%** MY COMPUTER HAS ACCESS TO THE INTERNET (WORLD WIDE WEB AND/OR E-MAIL)
  - 3) **4.8%** MY BUSINESS ADVERTISES ON THE INTERNET
  - 4) **14.3%** I DO NOT HAVE A COMPUTER/INTERNET ACCESS BUT WOULD BE INTERESTED TO UTILIZE THIS TECHNOLOGY AS A TOOL TO IMPROVE MY BUSINESS
  - 12.7%** USE COMPUTER AND HAS ACCESS TO INTERNET
  - 1.6%** USE COMPUTER WITH NO ACCESS TO INTERNET
  - 15.9%** USE COMPUTER; ACCESS TO INTERNET; ADVERTISE BUSINESS ON INTERNET
- 

### Business Demographics

The following questions will be used to help understand your business and all information gathered will be kept confidential.

11. Is your business: **(Check one)**

- 1) **66.7%** NORTH OF I-70 AND EAST OF I-435
- 2) **7.6%** NORTH OF I-70 AND WEST OF I-435
- 3) **12.1%** SOUTH OF I-70 AND EAST OF I-435
- 4) **13.6%** SOUTH OF I-70 AND WEST OF I-435

12. What type of goods/services does your business sell? **(Check one)**

- 1) **5.9%** FOOD/GROCERY
- 2) **29.4%** RESTAURANT
- 3) **1.5%** CONVENIENCE/GAS STATION
- 4) **0%** CLOTHING/SHOES
- 5) **5.9%** AUTO DEALER
- 6) **1.5%** AUTO PARTS
- 7) **1.5%** GENERAL MERCHANDISE
- 8) **1.5%** HARDWARE/HOME SUPPLY
- 9) **1.5%** DRUG STORE
- 10) **1.5%** JEWELRY
- 11) **1.5%** CARD/GIFT SHOP
- 12) **1.5%** FURNITURE
- 13) **0%** HOUSEHOLD APPLIANCES
- 14) **47.1%** OTHER

Please continue on next page



13. How many full-time employees does your business employ? **(Check One)**

- 1) **34.3%** < 5 EMPLOYEES
- 2) **25.4%** 5 – 9 EMPLOYEES
- 3) **19.4%** 10 – 24 EMPLOYEES
- 4) **11.9%** 25 – 50 EMPLOYEES
- 5) **9.0%** 50 + EMPLOYEES

14. Do you own or rent your building? **(Circle one)**

**49.2% 1 OWN                      50.8% 2 RENT**

15. How many years has your company been in business in Wyandotte County at it's present location?  
**(Check One)**

- 1) **40.3%** <10 YEARS
- 2) **26.9%** 10 - 25 YEARS
- 3) **20.9%** 26 - 40 YEARS
- 4) **10.4%** 41 - 75 YEARS
- 5) **1.5%** 75 + YEARS

***Thank you for taking the time to complete this survey. Please return the completed survey in the envelope provided by July 25<sup>th</sup>.***

If you would like to participate in a face-to-face interview to help us learn more about your business please fill in the information below. The survey will be conducted by a Kansas City Kansas Community College student.

Contact name: \_\_\_\_\_

Phone number: \_\_\_\_\_

e-mail: \_\_\_\_\_

Best time to reach (day/time): \_\_\_\_\_