

Business Climate Feedback Report

2016



info@investinaurora.org

630-256-3160

www.investinaurora.org

Table of Contents

Overview	Page 3
Anecdotes	Page 4
Greatest Achievement	Page 5
Primary Market and Sales	Page 6
Sales	Page 7
Expansion Plans	Page 8
Ownership and Management	Page 9
Recruitment and Training	Page 10
Workforce Indicators	Page 13
Community Services	Page 14
Pending Legislation	Page 16
2015-2016 Comparison	Page 17
Aurora Regional Chamber Pulse Comparison	Page 18
Response to Feedback	Page 19
2016 Events	Page 20
Invest Aurora Satisfaction Survey	Page 21
2017 Strategic Plan	Page 22

Overview

- **105 Business Retention Visits**
- **Focus:**
 - **Aurora's Business Climate**
 - **Business Successes**
 - **Challenges/Barriers to Growth**
- **2015 – 2016 Comparison**
- **2016 Events**
- **Invest Aurora Satisfaction Survey**

Aurora Business Executives Said:

“ I grew up in Aurora and recently moved back. Took my family to a play at the Paramount and actually stayed downtown. Had one of the best burgers.”

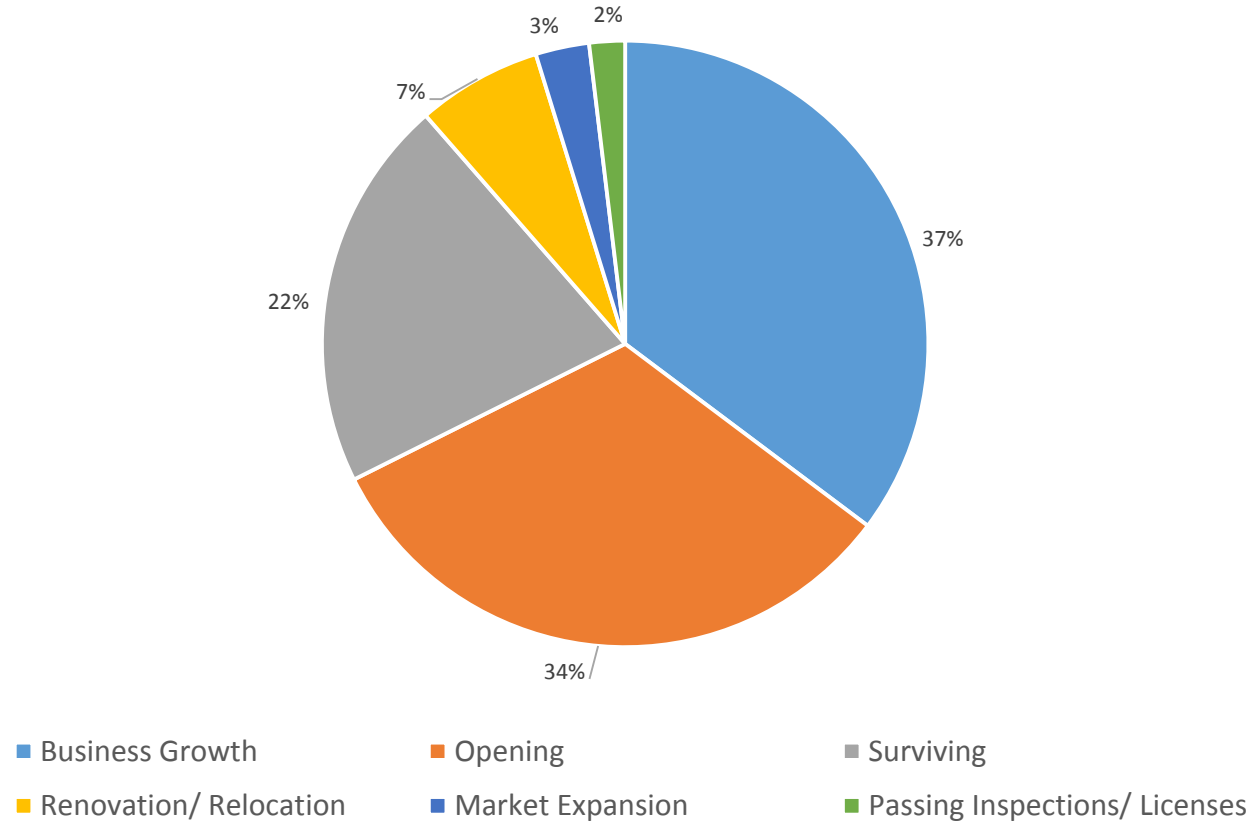
“There is money for businesses downtown, but nothing for the businesses located in other areas of Aurora”

“ I can’t get use to the two way traffic downtown. I have to change my route home. A week does not go by that I don’t see someone going the wrong way”

“ I struggle with the sign rules. My business is set back from the street and with the trees people cannot see my sign when they drive by.”

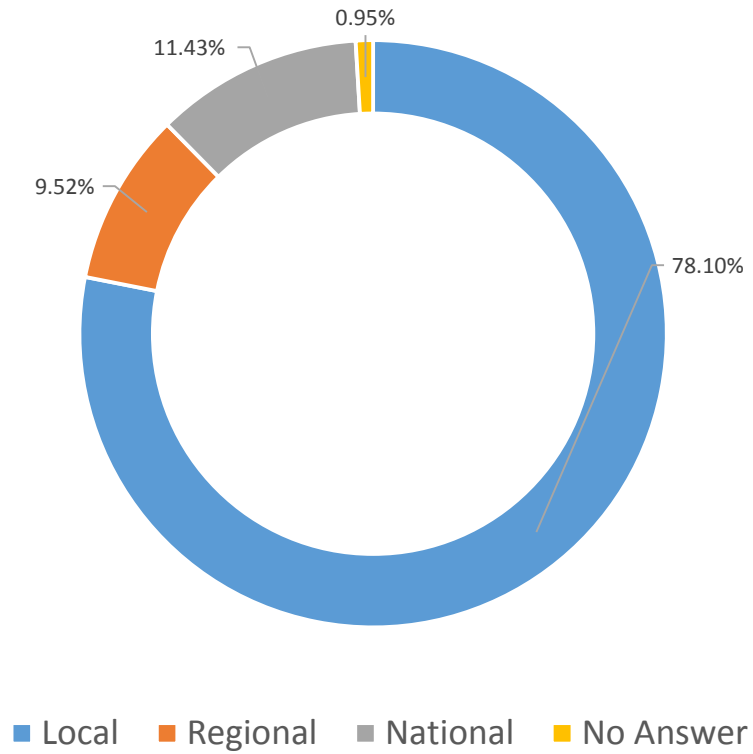
“ Through the chamber and the networking of business owners I get connected to people who can help my business and stay informed about what is going on.”

Greatest Achievement



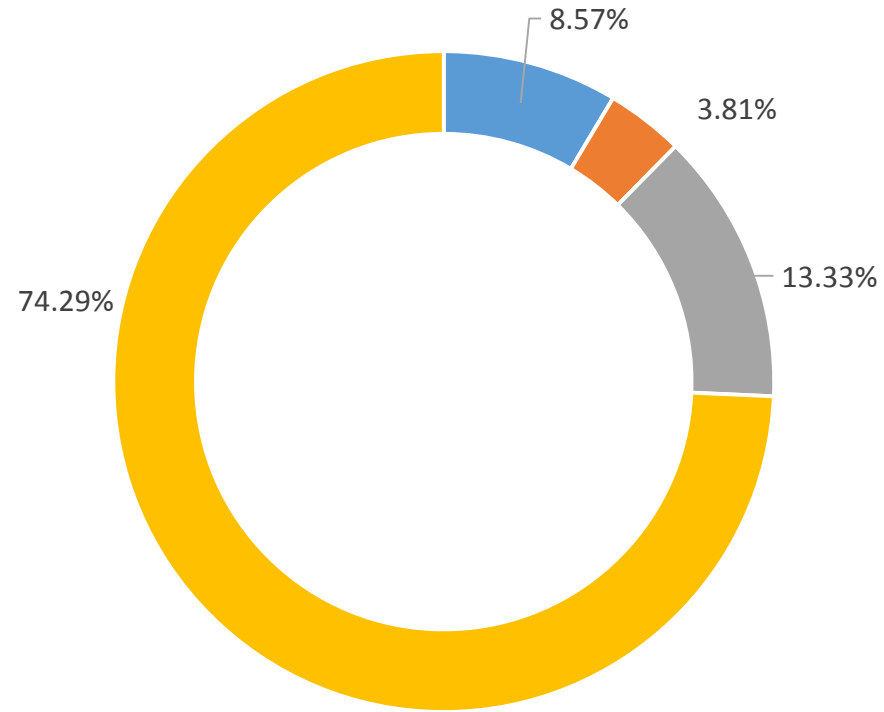
2016 Growth and Expansion 78% Increase From 2015 72%

Primary Market



Businesses Are Not Taking Advantage of Regional, National and International Opportunities

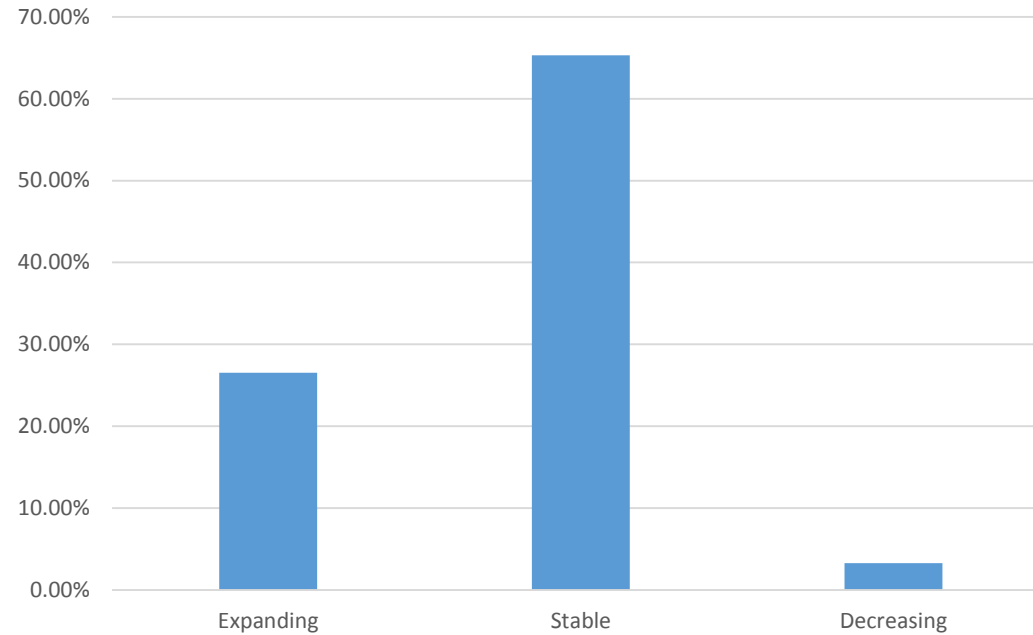
Sales



■ No Answer ■ Decreasing ■ Stable ■ Increasing

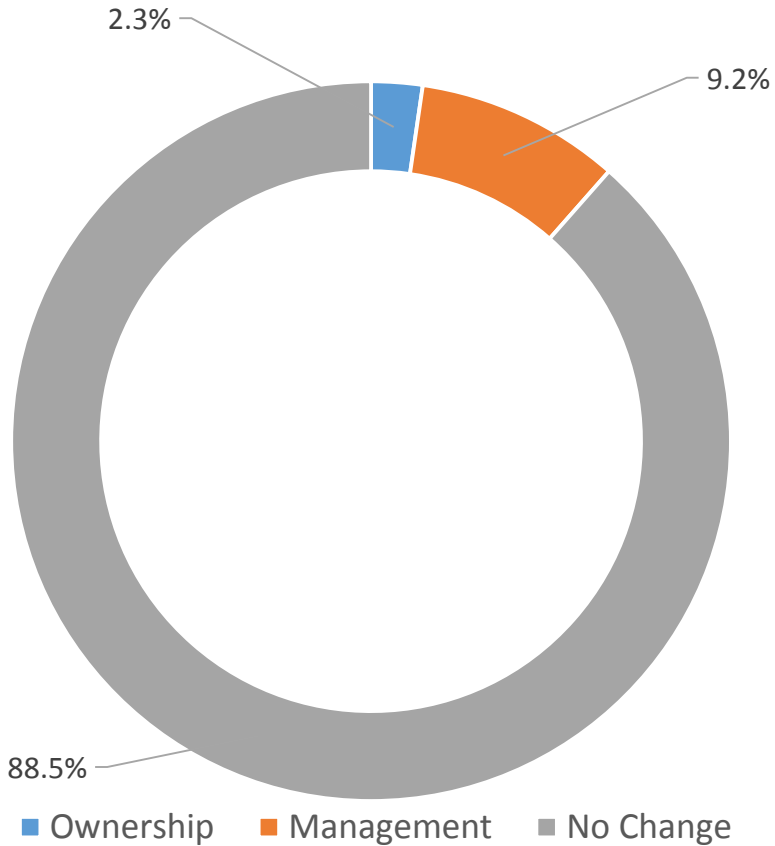
Sales Are Increasing

Expansion Plans



Over 26% Plan to Expand, Only 3% Anticipate Decrease

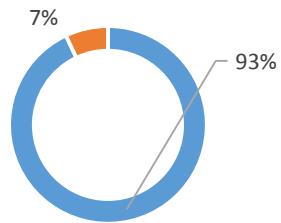
Ownership and Management



Most Firms Unchanged, Same As 2015

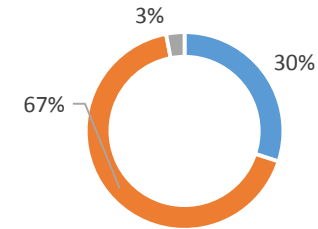
2016 Recruitment and Training

Workforce Recruiting



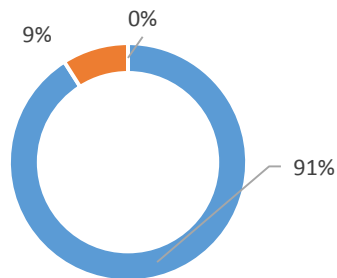
■ No Recruiting Problems ■ Difficulty Recruiting

Job Opening Status



■ Increasing ■ Stable ■ Decreasing

Workforce Training

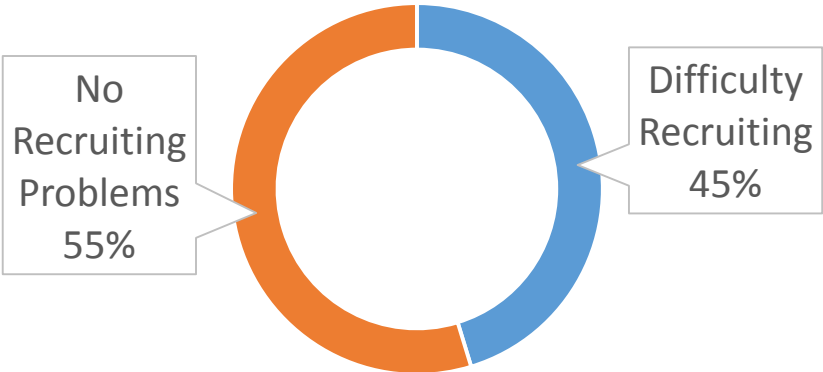


■ Stable Training ■ Increasing Training ■ Do Not Provide

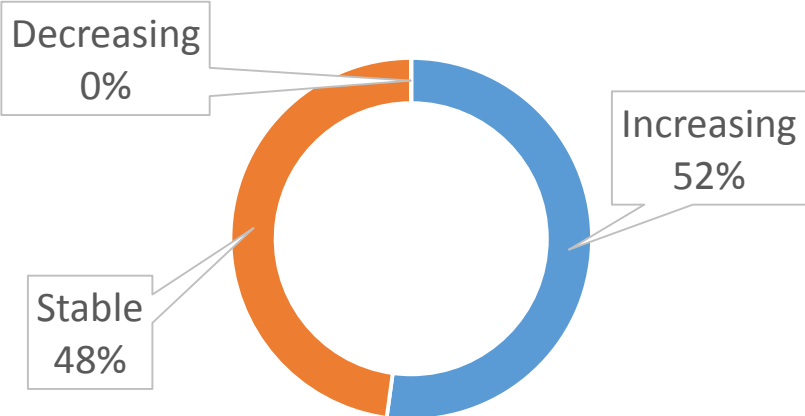
Stable Workforce 30% Anticipate Hiring, Only 7% Experience Difficulty Recruiting

2015 Recruitment and Training

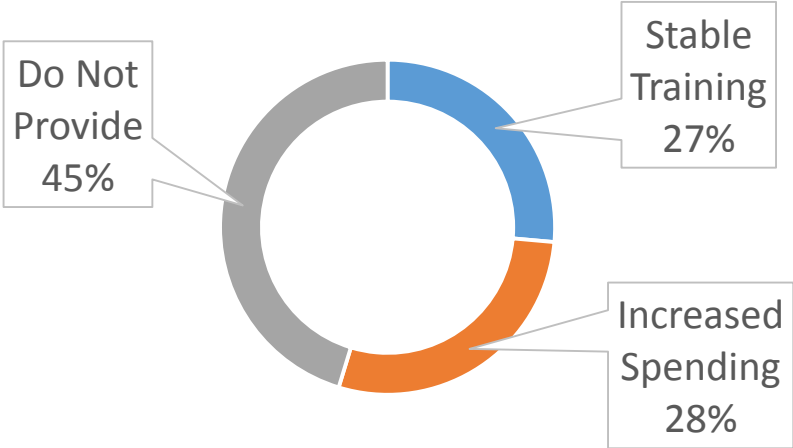
Workforce Recruiting



Job Opening Status



Workforce Training

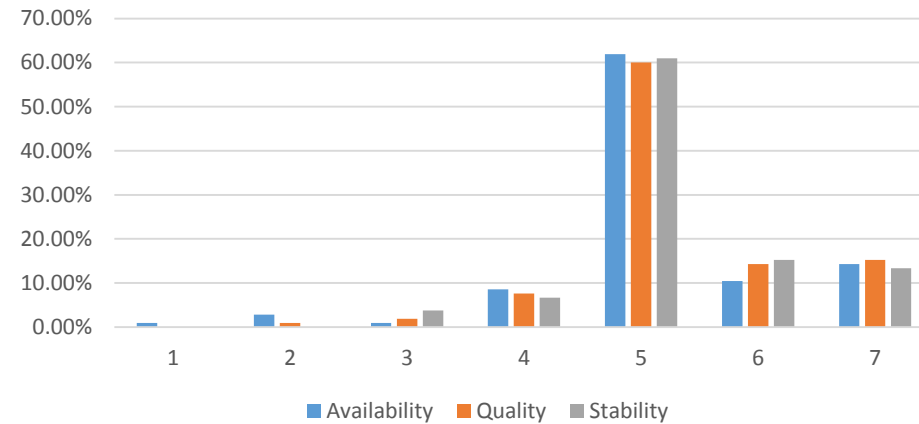


2015 – 2016 Recruitment and Training Comparison

- **30% Plan to increase jobs in 2016, down from 52% in 2015**
- **3% Anticipate decreasing workforce in 2016, up from 0% in 2015**
- **Difficulty recruiting decreased from 45% in 2015, to 7% in 2016**
- **45% Stated they do not provide training in 2015, all companies surveyed in 2016 provide training**
- **28% Planned to increase training budget in 2015, compared to 9% in 2016**

Workforce Indicators

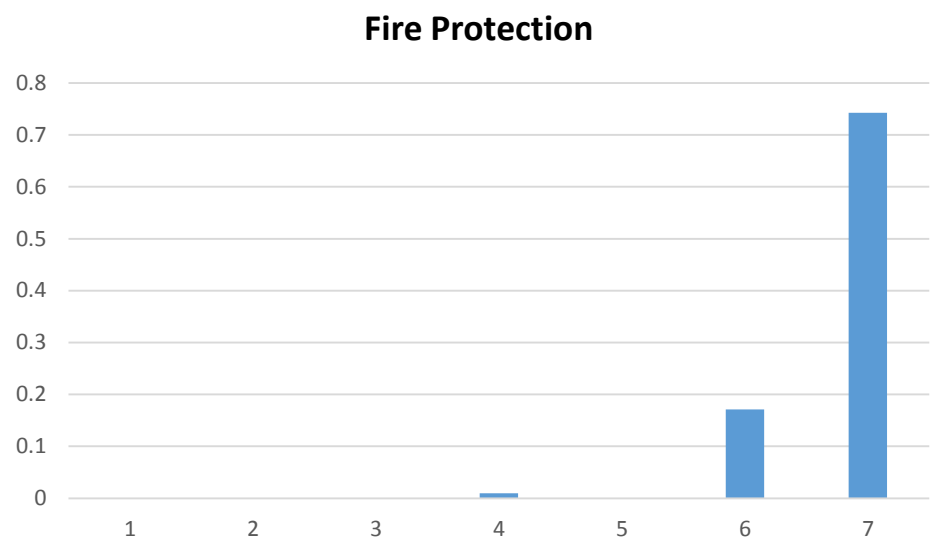
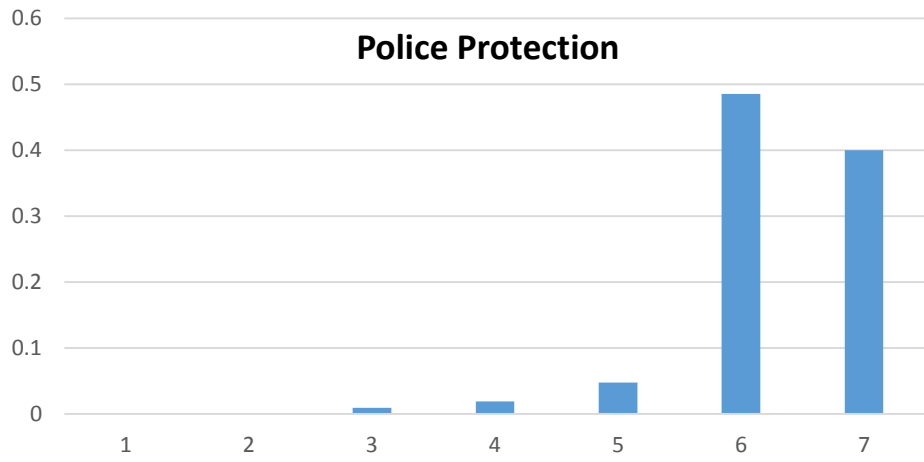
"Please rate the following workforce indicators on a scale of 1 to 7 where 7 is high."



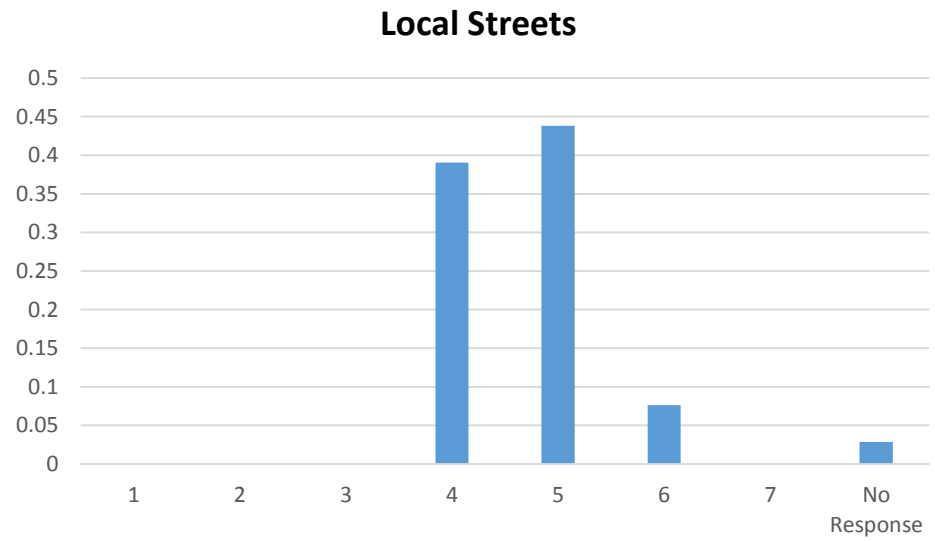
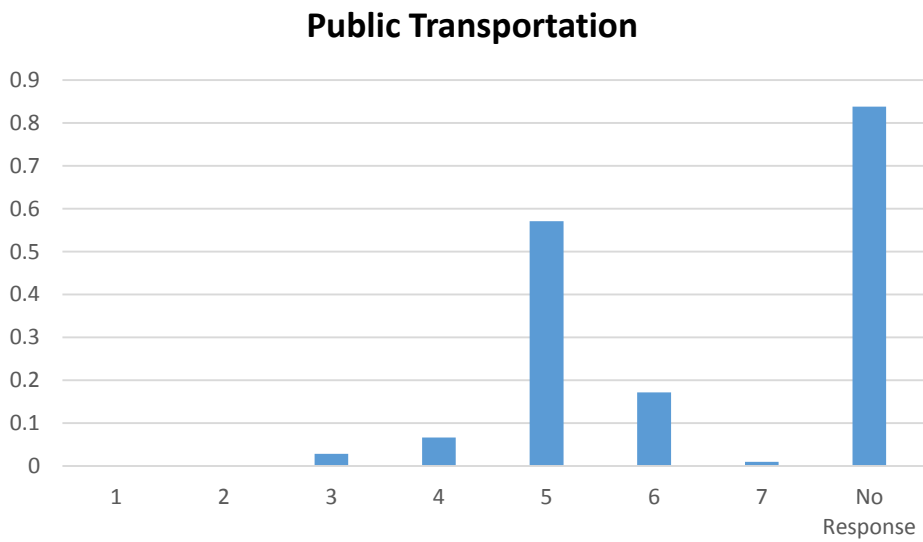
Majority Experience An Available, Quality and Stable Workforce

Community Services

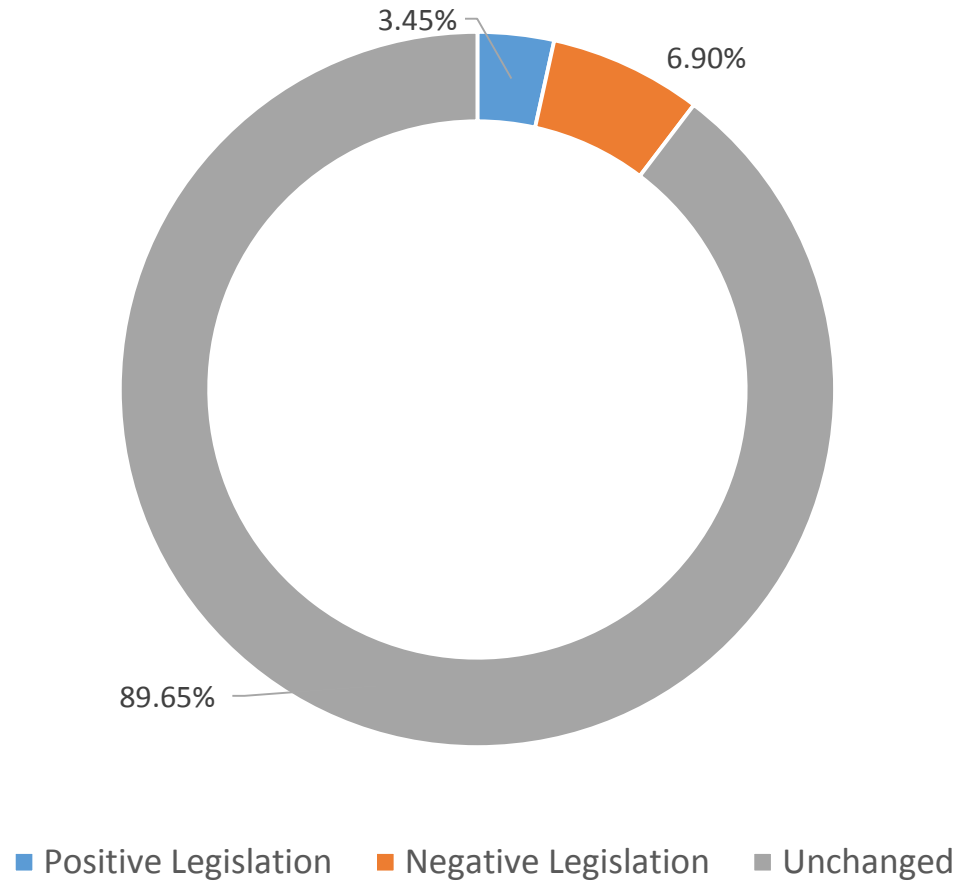
- **40% Rated the Police Department a 7**
- **75% Rated the Fire Department a 7**
- **84% Do Not Use Public Transportation**
- **83% Rated the Local Streets 4 or below due to 2-Way Traffic change compared to 39% in 2015**



"Please rate the following services provided by the community on a scale of 1 to 7 where 7 is high."



Pending Legislation



Most Businesses Are Not Aware of Pending Legislation, Main Concern Lack of a State Budget

2015 – 2016 Comparison

- **30% Plan to increase jobs in 2016, down from 52% in 2015**
- **3% Anticipate decreasing workforce in 2016, up from 0% in 2015**
- **Difficulty recruiting fell from 45% in 2015, to 7% in 2016**
- **45% Stated they do not provide training in 2015, all companies surveyed in 2016 provide training**
- **28% Planned to increase training budget in 2015, compared to 9% in 2016**
- **83% Rated the Local Streets 4 or below due to 2-Way Traffic change, compared to 39% in 2015**

Aurora Regional Chamber Pulse Report Comparison

Invest Aurora

Pulse Report

Business Better/Increased Revenue

74%

70%

Plan To Hire

30%

50%

Response to Feedback

- **Business Forums Addressing Needs – Funding Forum and Lender Matchmaking**
- **Networking Events – Business and a Beverage**
- **Help Start-Ups – Entrepreneurial Pitch Competition**
- **Changes That Effect Business – Intersect Illinois Luncheon**

2016 Events

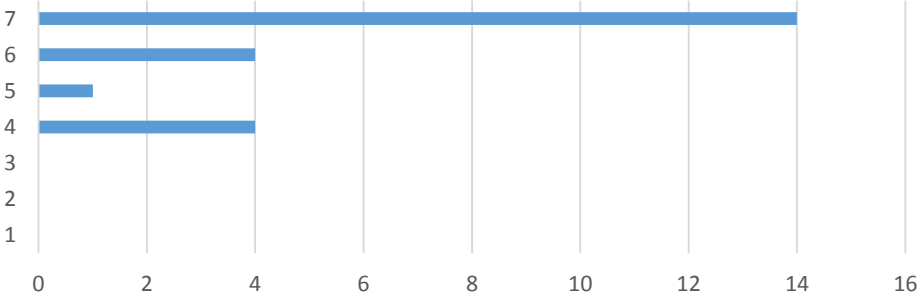
Business Forum/Event

Attendees

• Hispanic Business Forum	51
• Building and Permits Forum	54
• Business and a Beverage	45
• Veterans Business Forum	53
• Funding Forum and Lender Matchmaking	77
• Real Estate Investors Workshop	36
• Technology Forum ad Expo	46
• Intersect Illinois Luncheon	56
• Entrepreneurial Pitch Competition	39
• SCORE Business Breakfast	81

Invest Aurora Satisfaction Survey

" Please rate your overall experience of the visit from Invest Aurora's staff on a scale of 1-7,(1 being terrible;7 being excellent)."



2017 Strategic Plan

- **Increase Retention Visits**
- **Events Addressing Aurora Business Needs**
 - **Exporting Forum**
 - **Hispanic Business Forum**
 - **Business Park Forum**