

# Mammoth Lakes & Mono County BR&E Study

*August 2018*



LONG RESEARCH  
— CONSULTANTS, LLC —

# Survey Methodology

<b>Mode</b>	<b>Web Survey</b>
<b>Audience</b>	<b>132n Business Residents in Mammoth Lakes and Mono County</b>
<b>Field Dates</b>	<b>August 2018</b>
<b>Length</b>	<b>97 questions</b>
<b>Margin of Error</b>	<b>+/- 8.5</b>

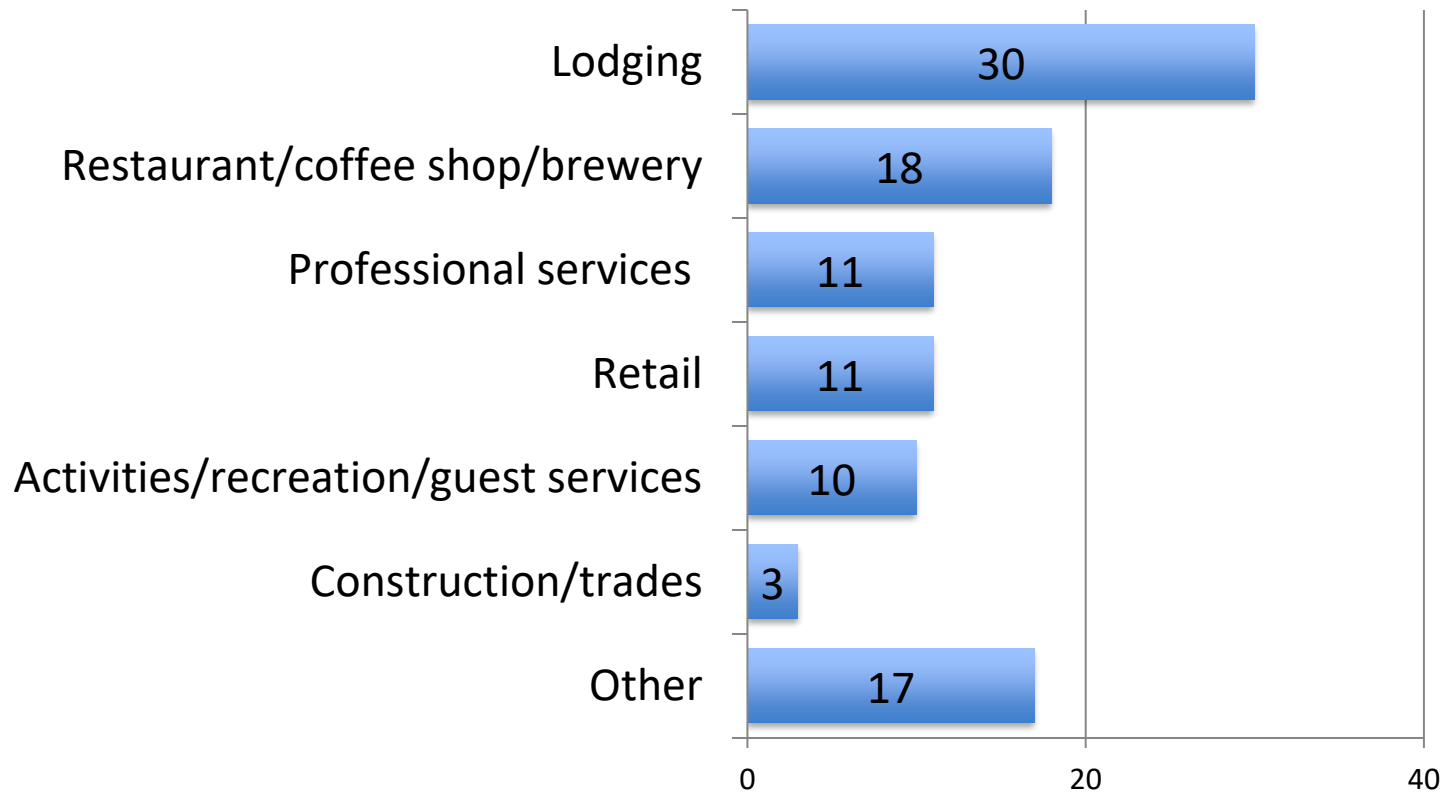
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# Demographics

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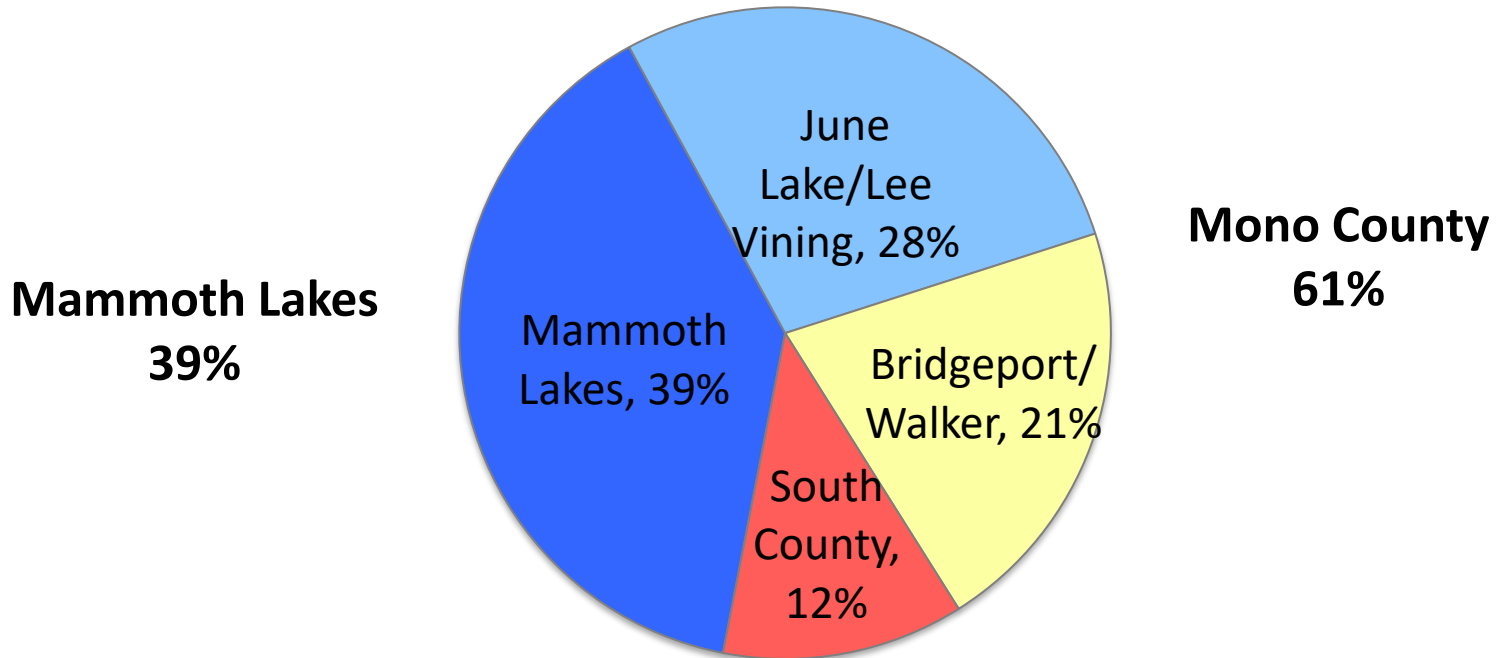
# Business Type

In what category does your business fall? (Q.5) **Base: 131n**



# Business Location

Where is your business located? (Q.6) **Base: 131n**

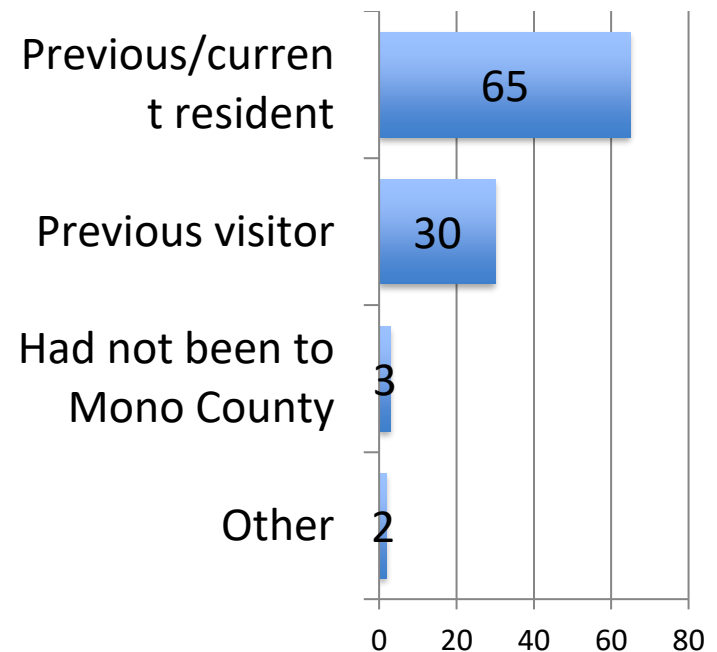
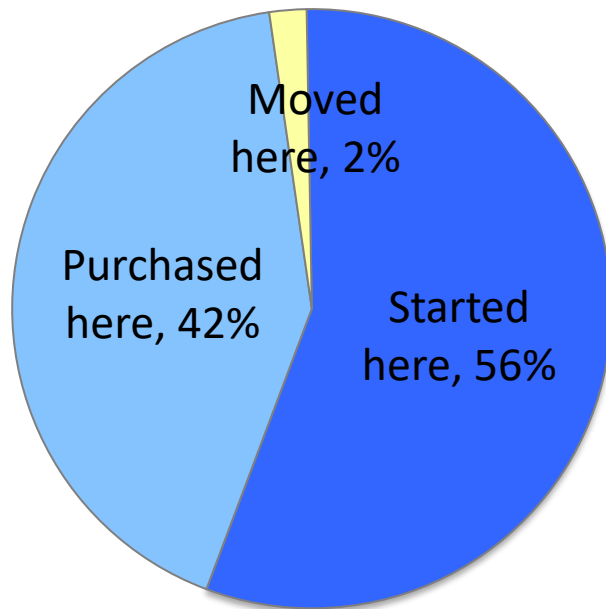


# Business Start & Area Familiarity

Did your business start up here, move here, or was it purchased from a previous owner? (Q.7)

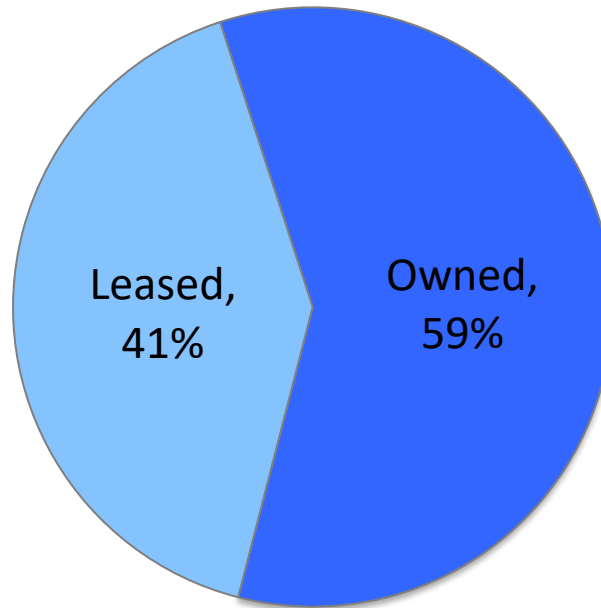
**Base: 132n**

How familiar were you with the area before you located your business here? (Q.9) **Base: Those who started or moved here, 112n**



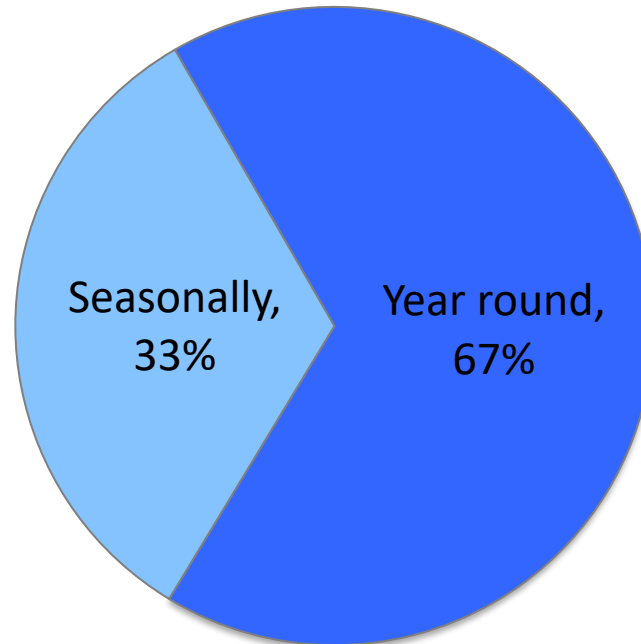
# Owned or Leased Property

Is your business property owned or leased? (Q.10) **Base: 126n**



# Year Round or Seasonal Business

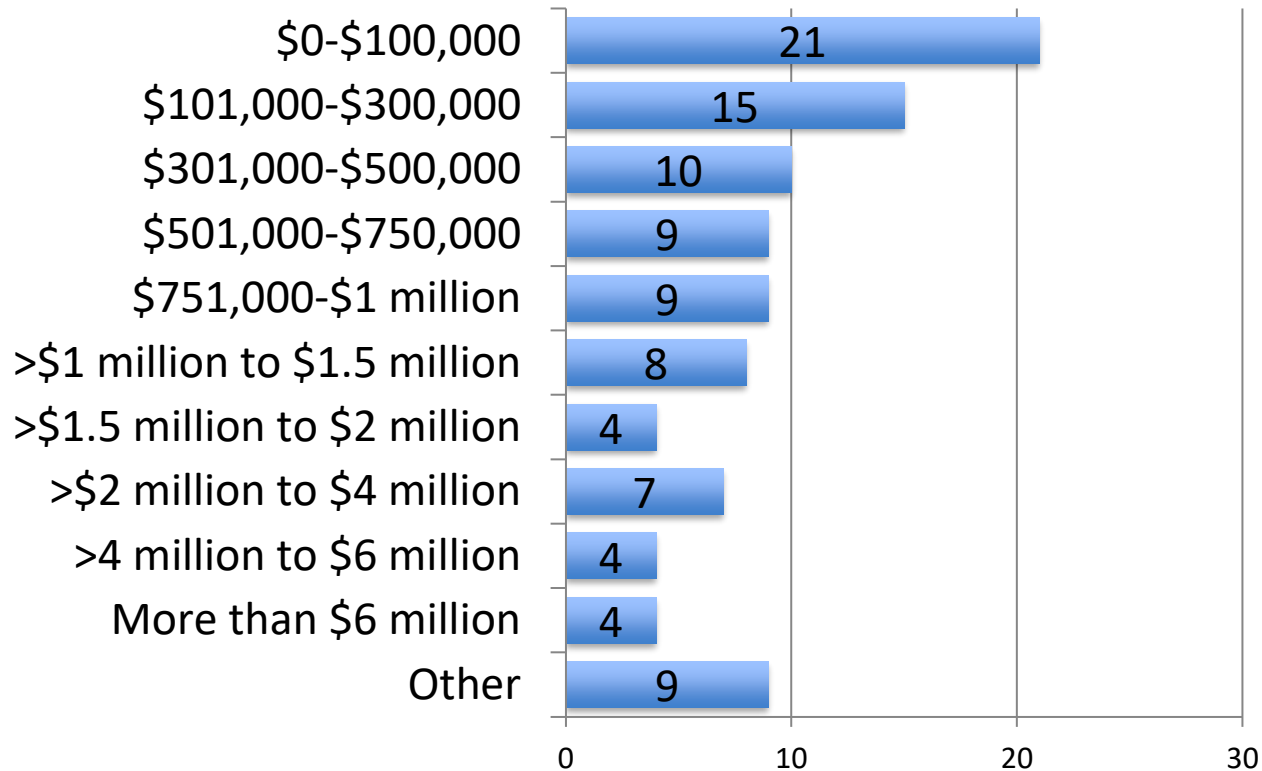
Does your business operate year round or seasonally? (Q.11) Base: 129n





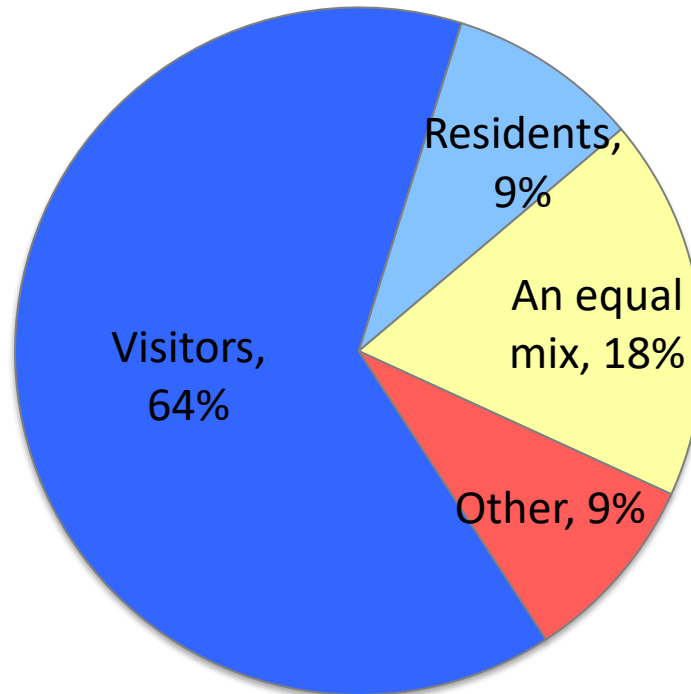
# Annual Sales

What were your total annual sales in 2016? Specify or select the range if you do not want to provide a more precise answer. (Q.14) **Base: 118n**



# Customer Base

Does most of your business come from residents or visitors? (Q.15) **Base: 128n**



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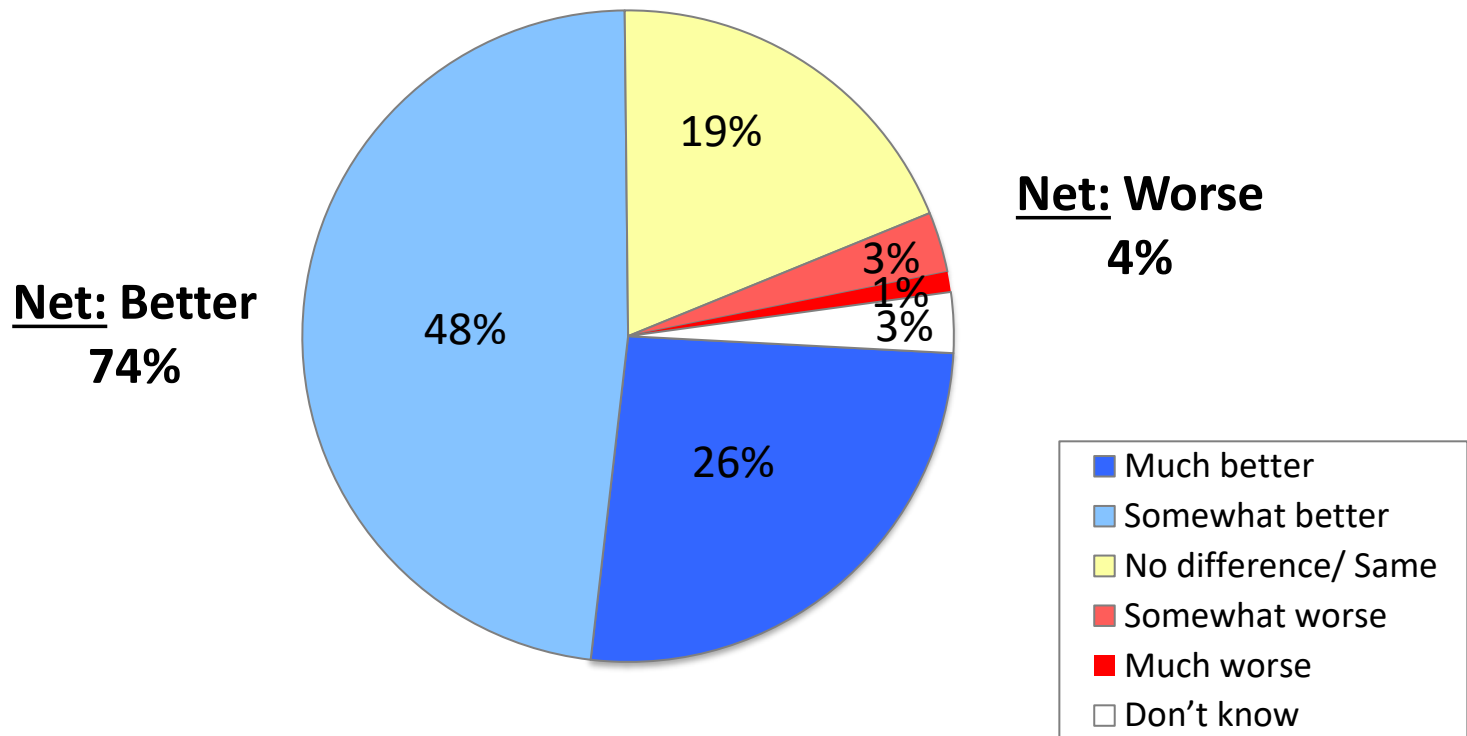
# Business Climate

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# Business Conditions

Two years from now, do you think business conditions in Mammoth Lakes/Mono County for you will be better, worse or the same as they are today? (Q.22) **Base: 124n**



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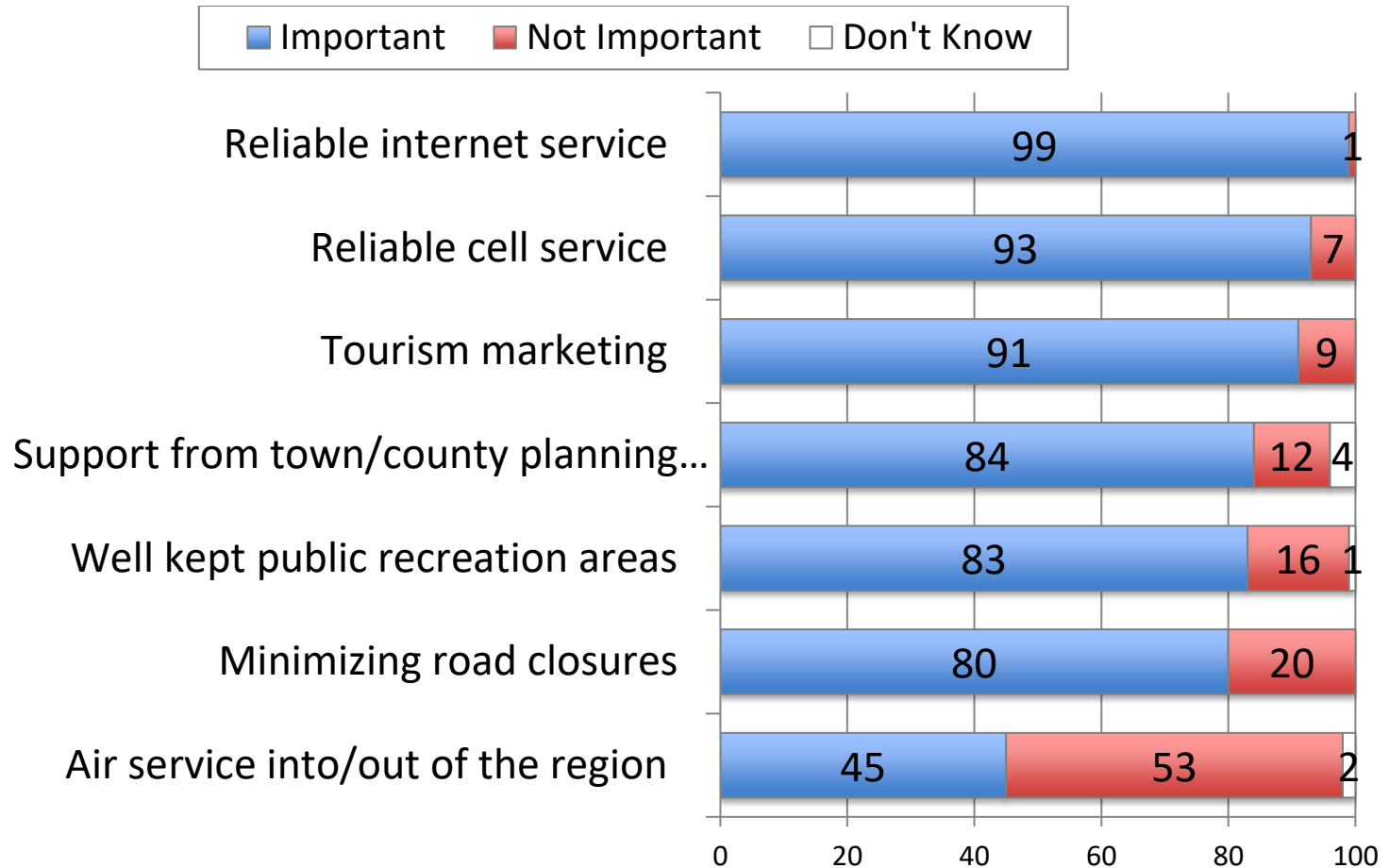
# Connectivity & Services

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# Services (*Importance*)

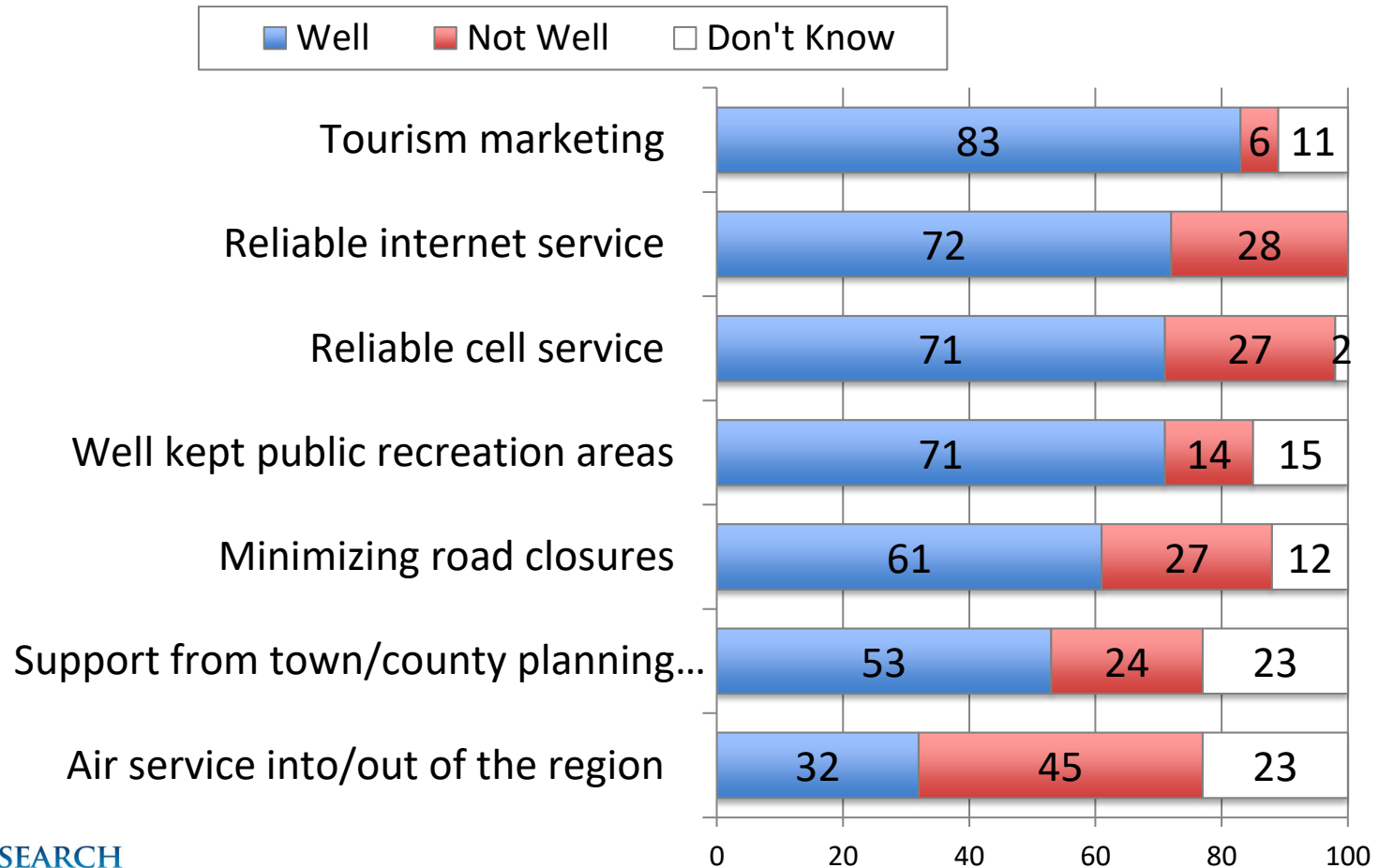
How important are each of the following to your business. (Q.23-29) **Base: 124-125n**



# Business Needs (*Performance*)

And how well are your business' needs currently being met in each of these areas. (Q.30-36)

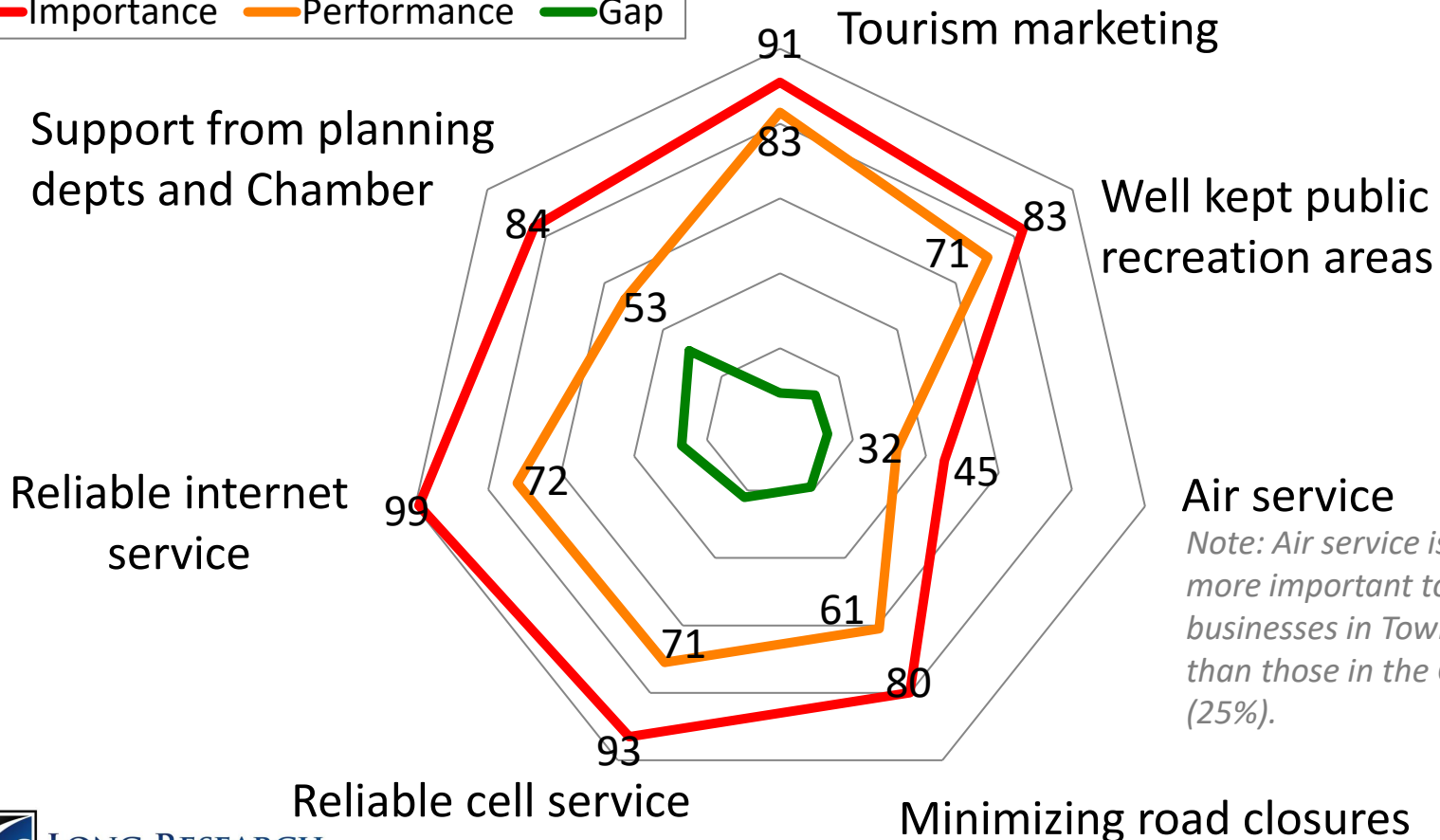
Base: 121-125n



# Importance/Performance Analysis

How important are each of the following?/And how well are your business' needs currently being met in each of these areas? (Q.23-36) **Base: 121-125n**

— Importance — Performance — Gap



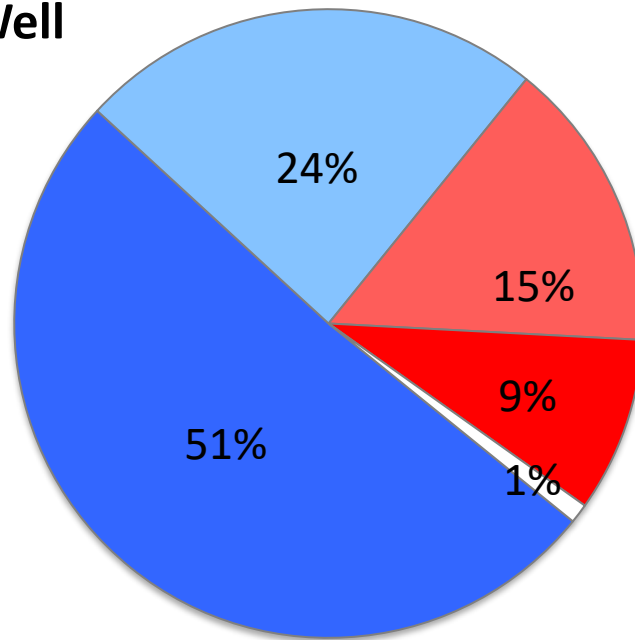
**Air service**  
*Note: Air service is much more important to businesses in Town (77%) than those in the County (25%).*



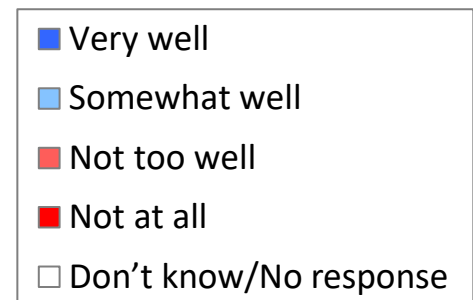
# Internet Connectivity

How well do you understand the options you have in Mono County for high speed internet connectivity? (Q.38) **Base: 123n**

**Net: Understand Well**  
**75%**



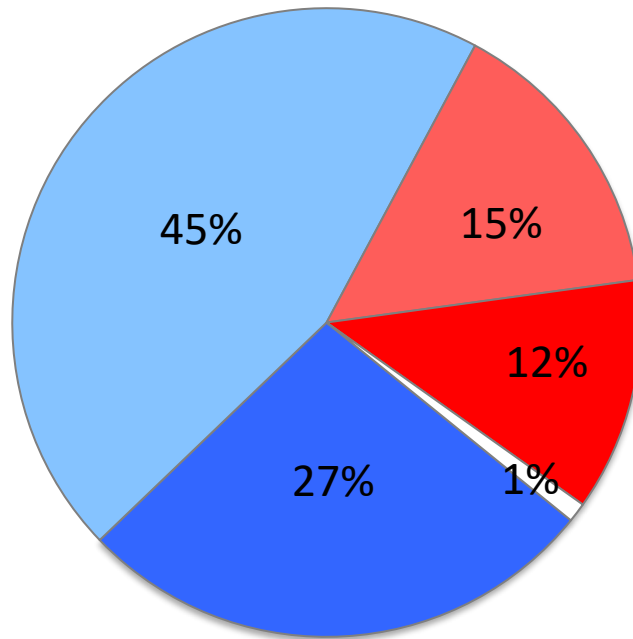
**Net: Not Well**  
**24%**



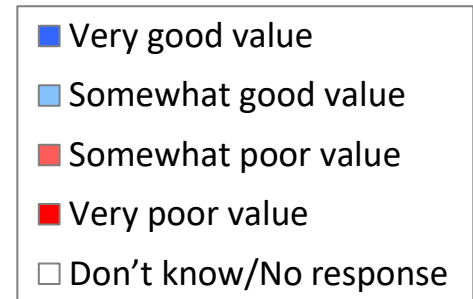
# Internet Value

How would you rate the value you get from the local internet service providers? (Q.39) **Base: 124n**

**Net: Good Value**  
**72%**



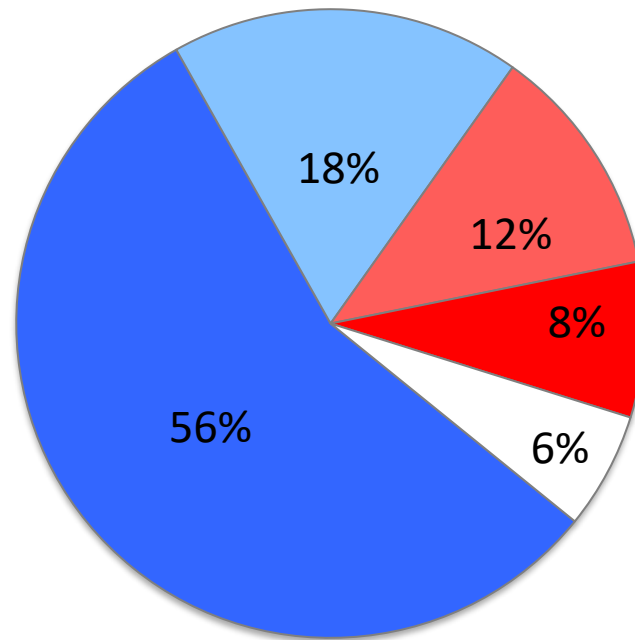
**Net: Poor Value**  
**27%**



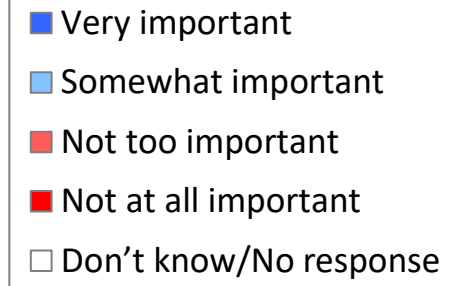
# Internet Access to Customers

How important is it to your business' growth to be able to offer reliable high speed internet access to your guests or customers? (Q.40) **Base: 124n**

**Net: Important**  
**74%**

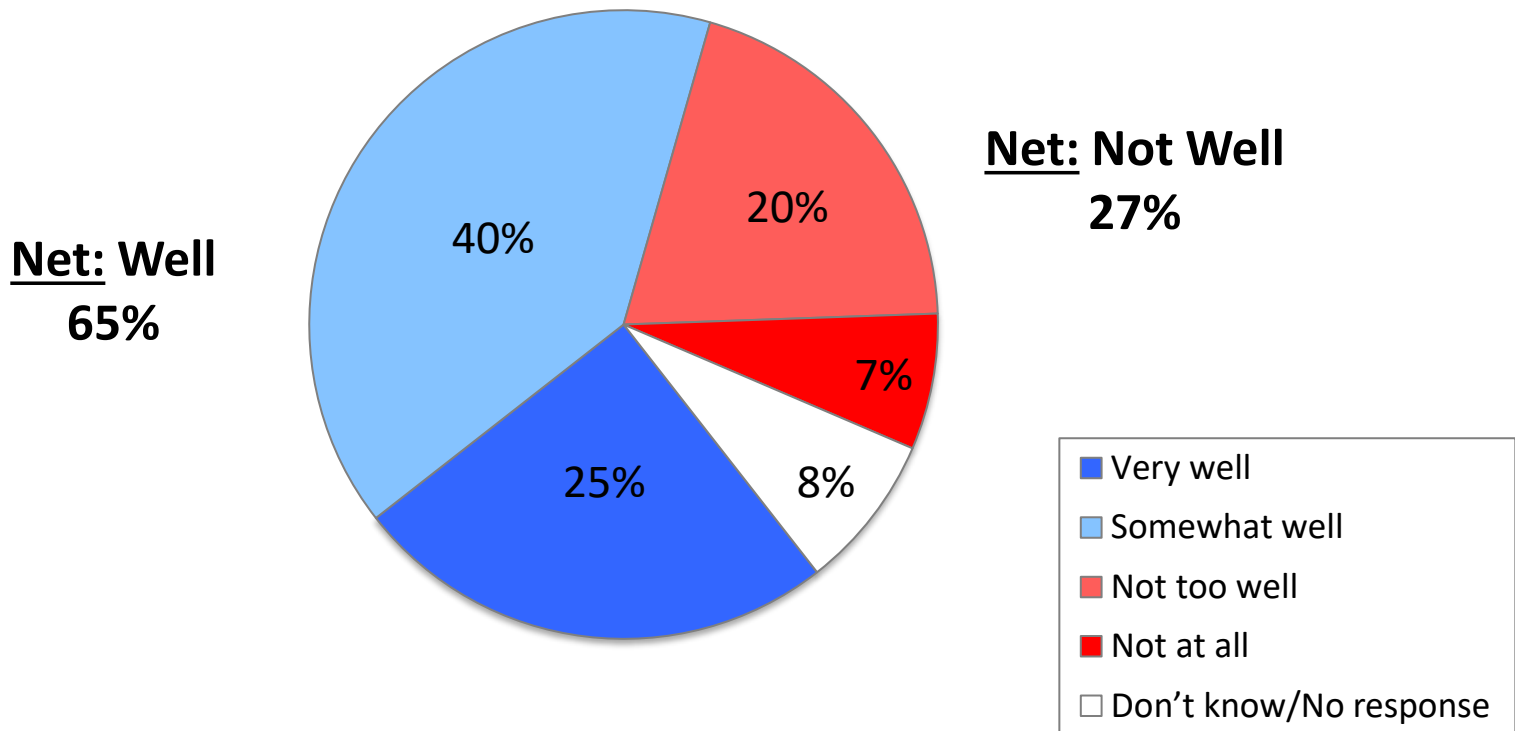


**Net: Not Important**  
**20%**



# Technology & Internet Needs

How well does the region's overall technology and internet infrastructure meet your company's growth plan needs? (Q.41) **Base: 124n**



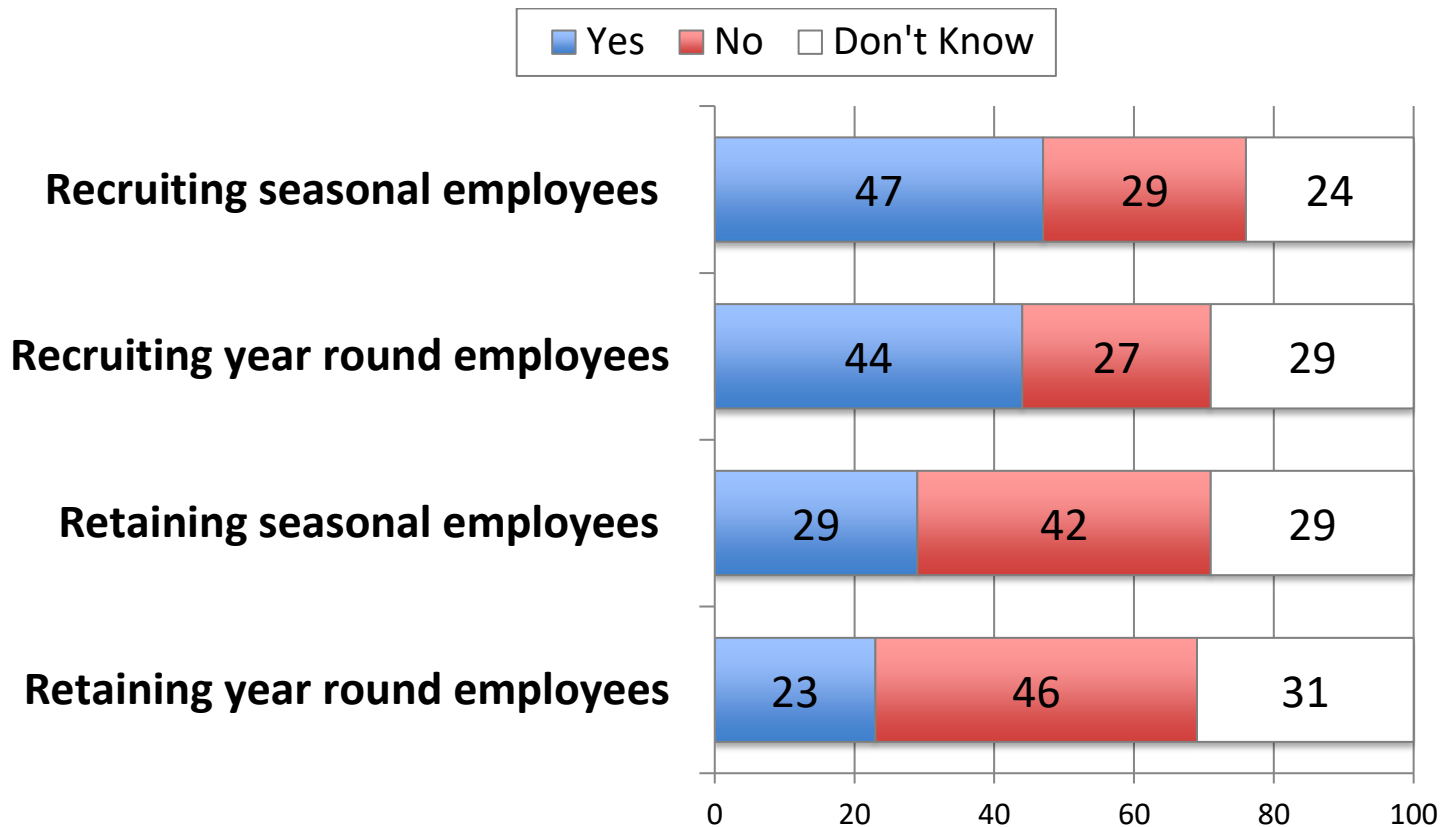
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# Workforce Issues

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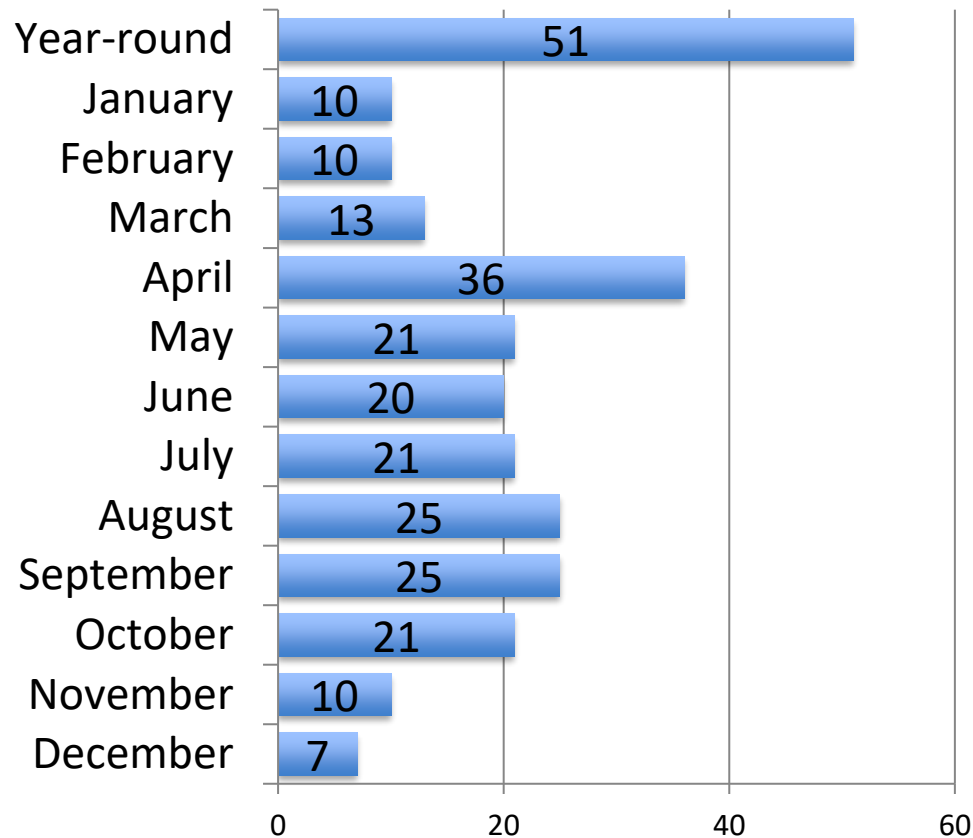
Does your business have difficulty... (Q.43-46) **Base: 120n-122n**



# Employee Recruitment & Retention

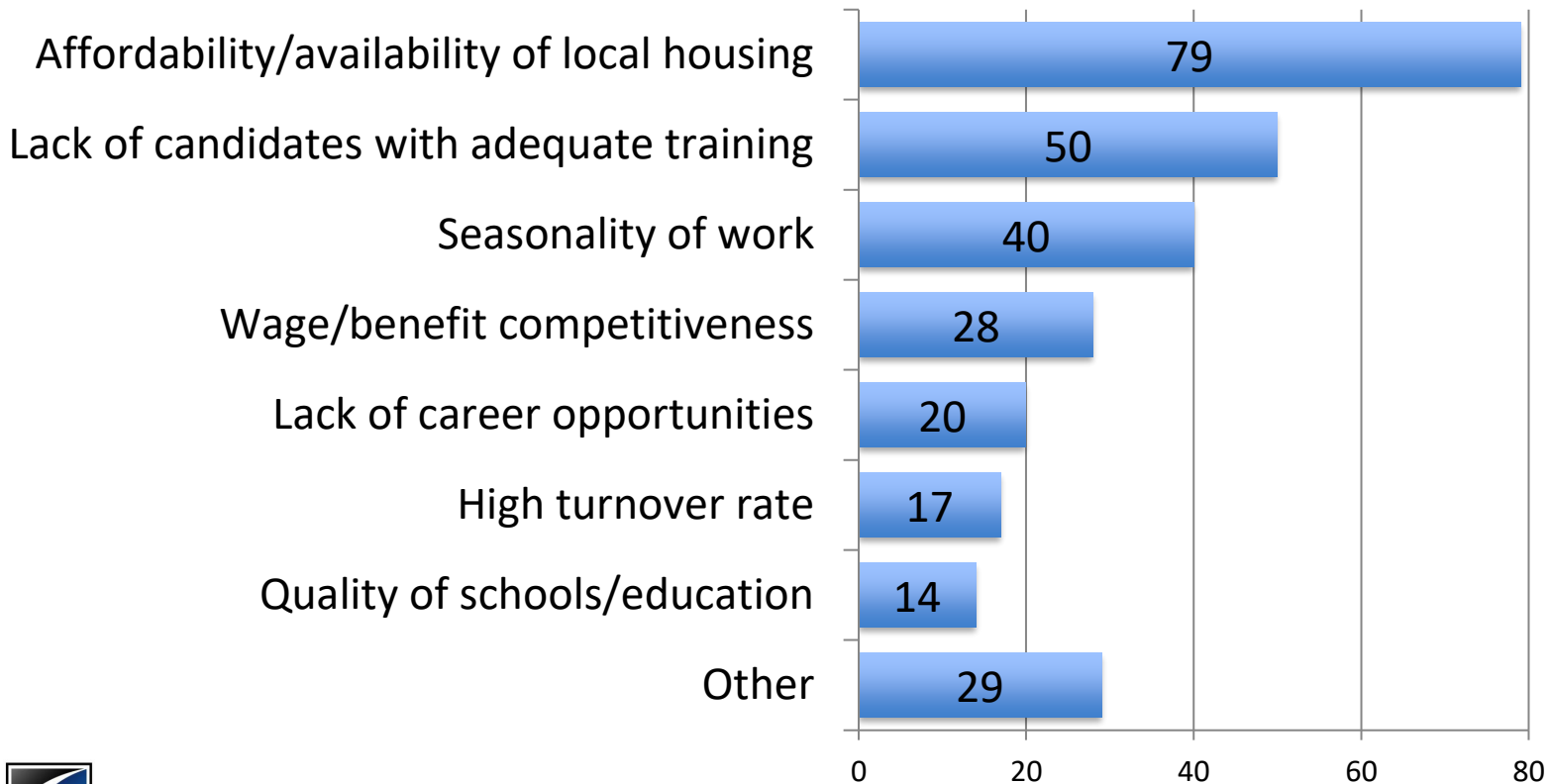
When does your business have difficulty recruiting or retaining employees? (Check all that apply)

(Q.47) **Base: Those who have workforce issues, 61n**



# Workforce Barriers

Which of the following are the greatest barriers to maintaining your workforce? (Check all that apply) (Q.48) **Base: 109n**

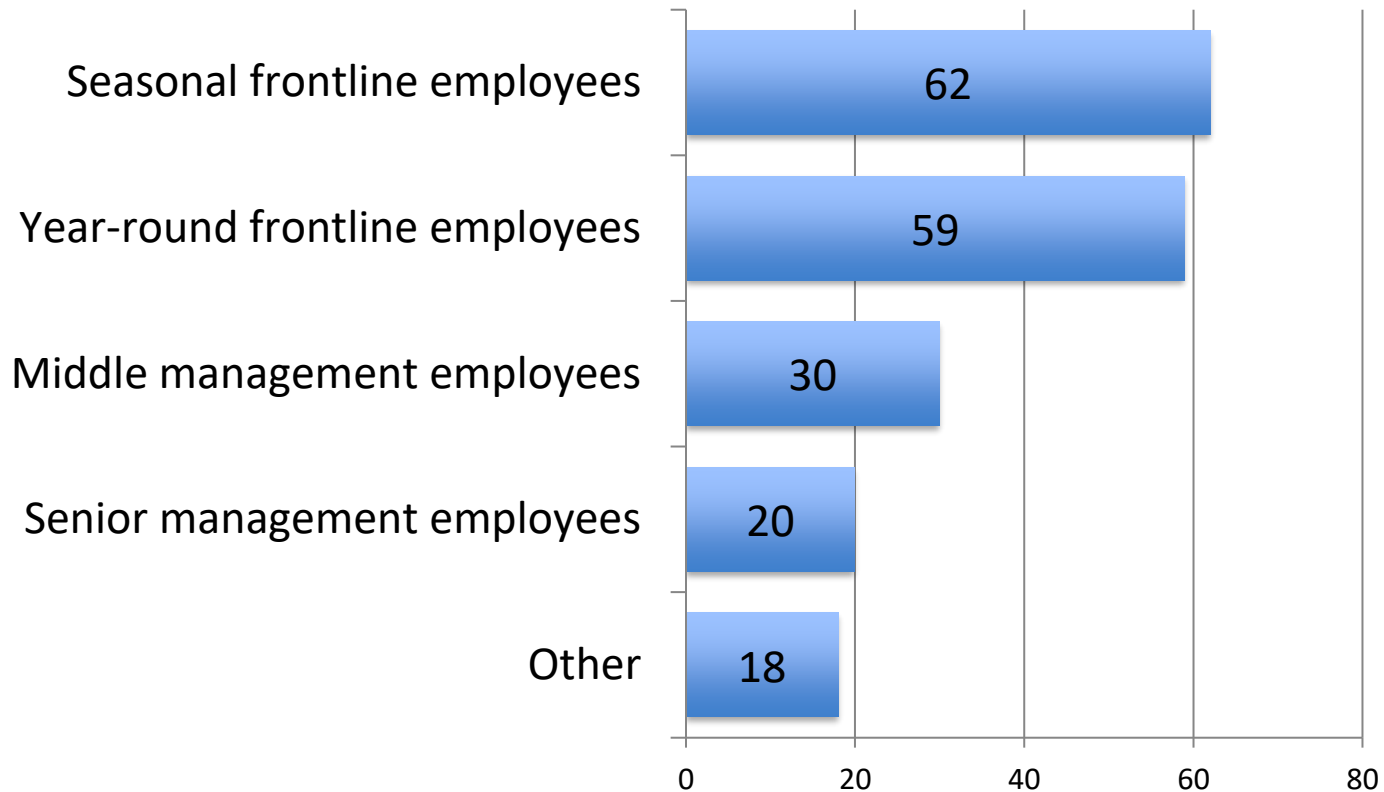




# Employee Housing Needs

Which type of your employees have the most critical need for housing? (Check all that apply)

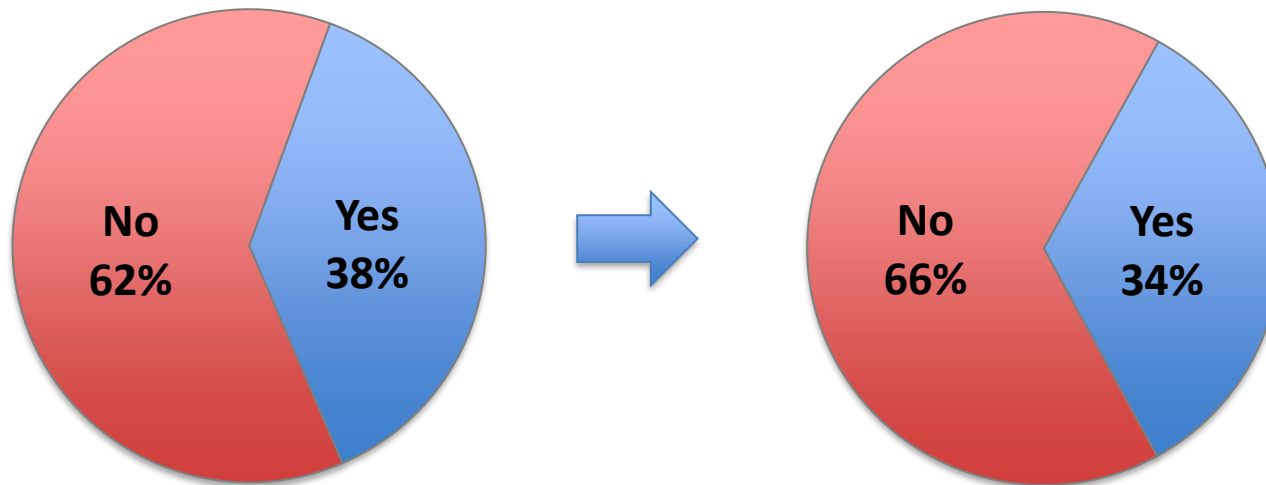
(Q.49) Base: 98n



# Employee Housing

Does your business provide any employee housing? (Q.50) **Base: 121n**

Is the housing your business provides enough for your staff? (Q.51) **Base: Those that provide employee housing, 47n**



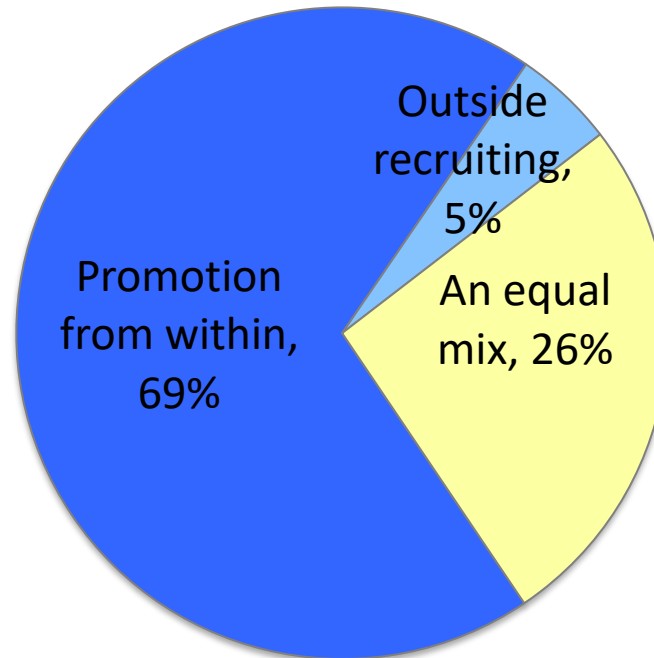
# Training

Which of the following types of training does your business need most? (Check all that apply)  
(Q.52) Base: 108n



# Management Roles

How are management roles most often filled in your business? (Q.53) **Base: 80n**



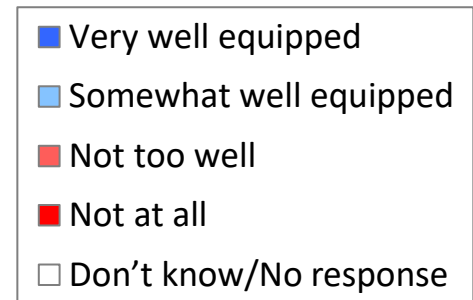
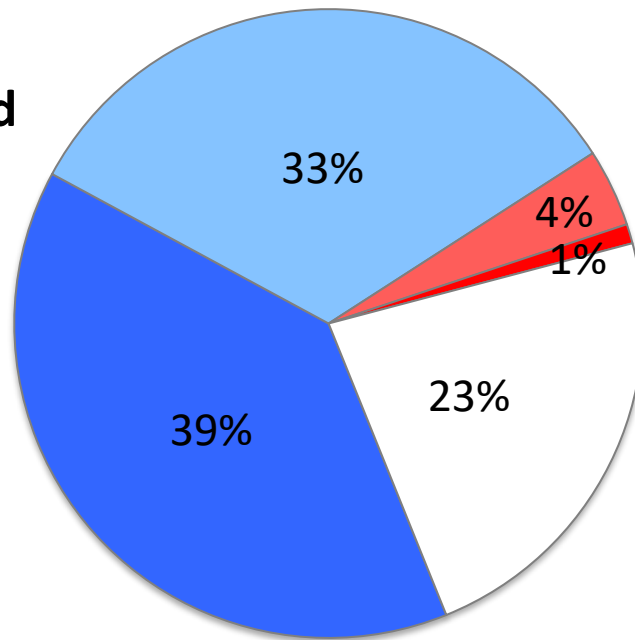
# Management

How well equipped is your management staff with what they need to be successful? (Q.54)

Base: 107n

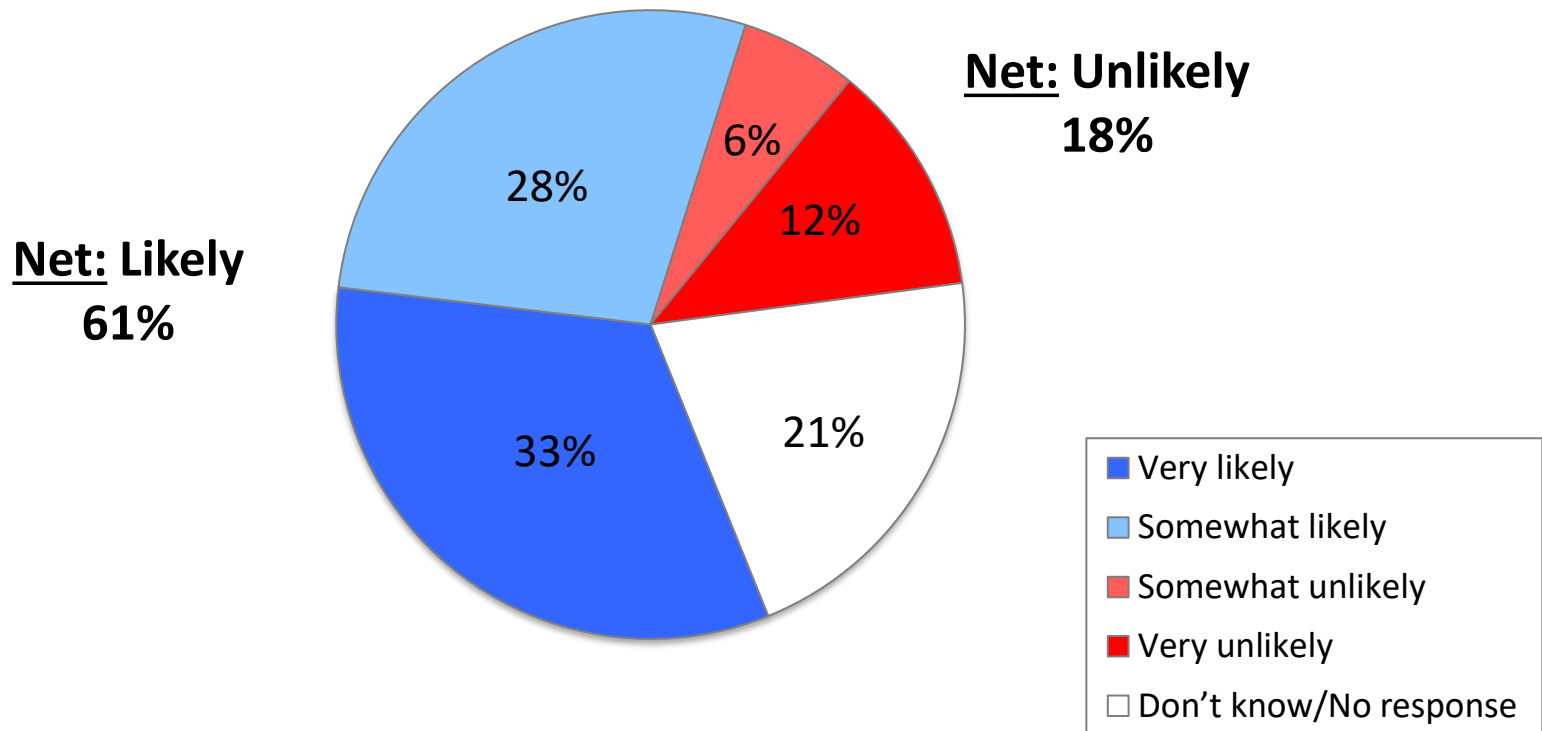
**Net: Well Equipped**  
**72%**

**Net: Not Well Equipped**  
**5%**



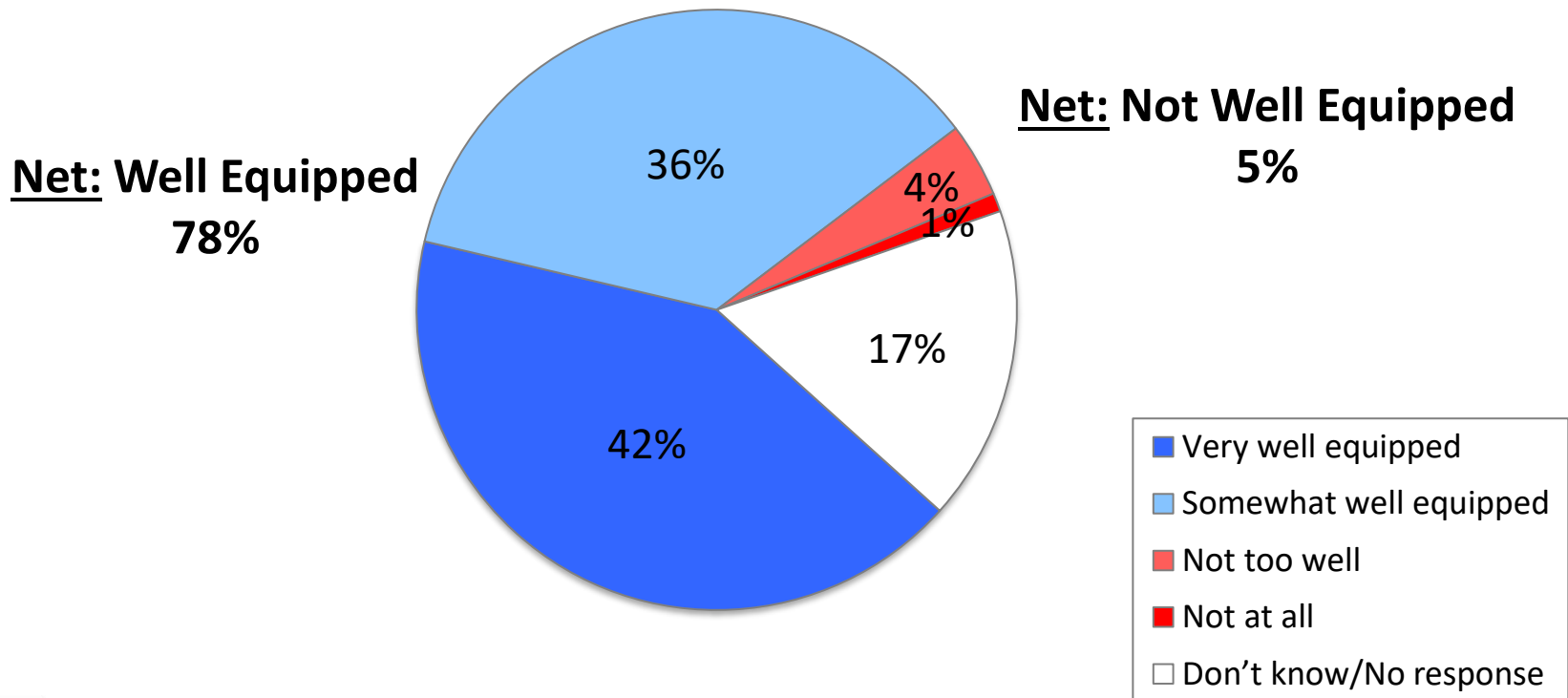
# Local Management Training

If management training or mentoring opportunities were available locally, how likely would your business be to utilize them? (Q.56) **Base: 122n**



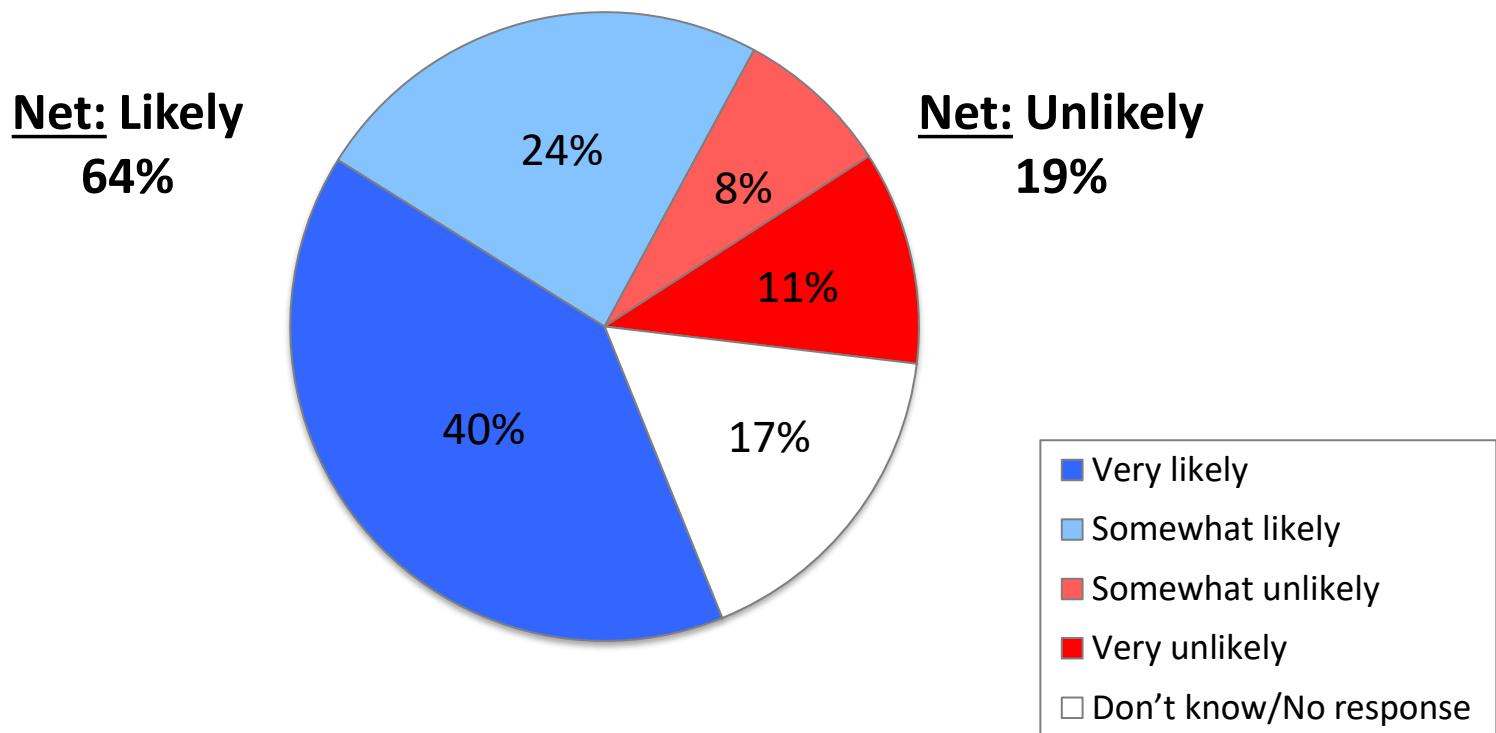
# Frontline/Customer Service

How well equipped is your frontline or customer service staff with the skills they need to be successful? (Q.57) **Base: 121n**



# Local Customer Service Training

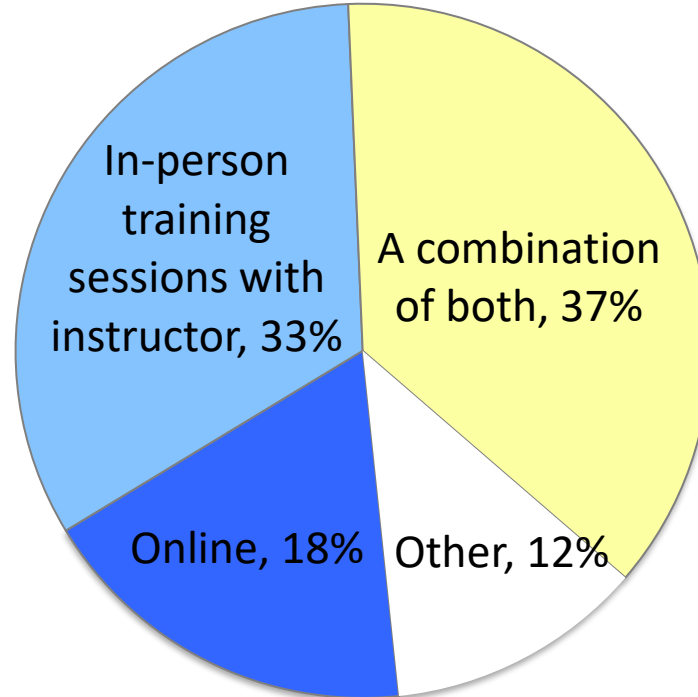
If customer service training or mentoring opportunities were available locally, how likely would your business be to utilize them? (Q.58) **Base: 120n**





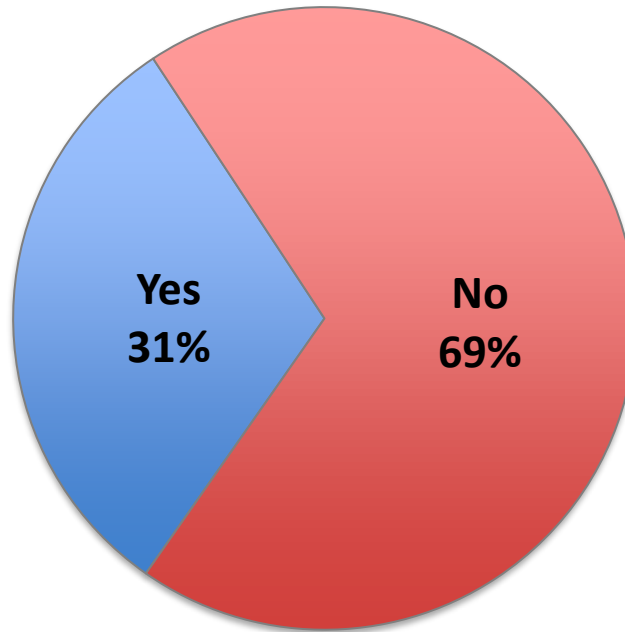
# Training Programs

Which of the following customer service training methods would be most beneficial to your business? (Q.59) **Base: 104n**



# Training Program Awareness

Are you aware of any of Mono County's workforce services or subsidized employment/training programs? (Q.60) **Base: 121n**



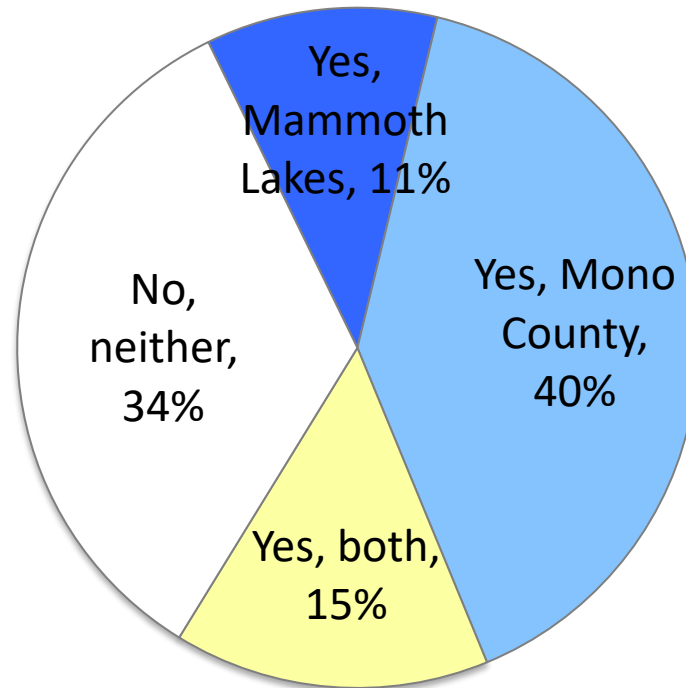
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# Planning Process

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# Contact With Planning Department

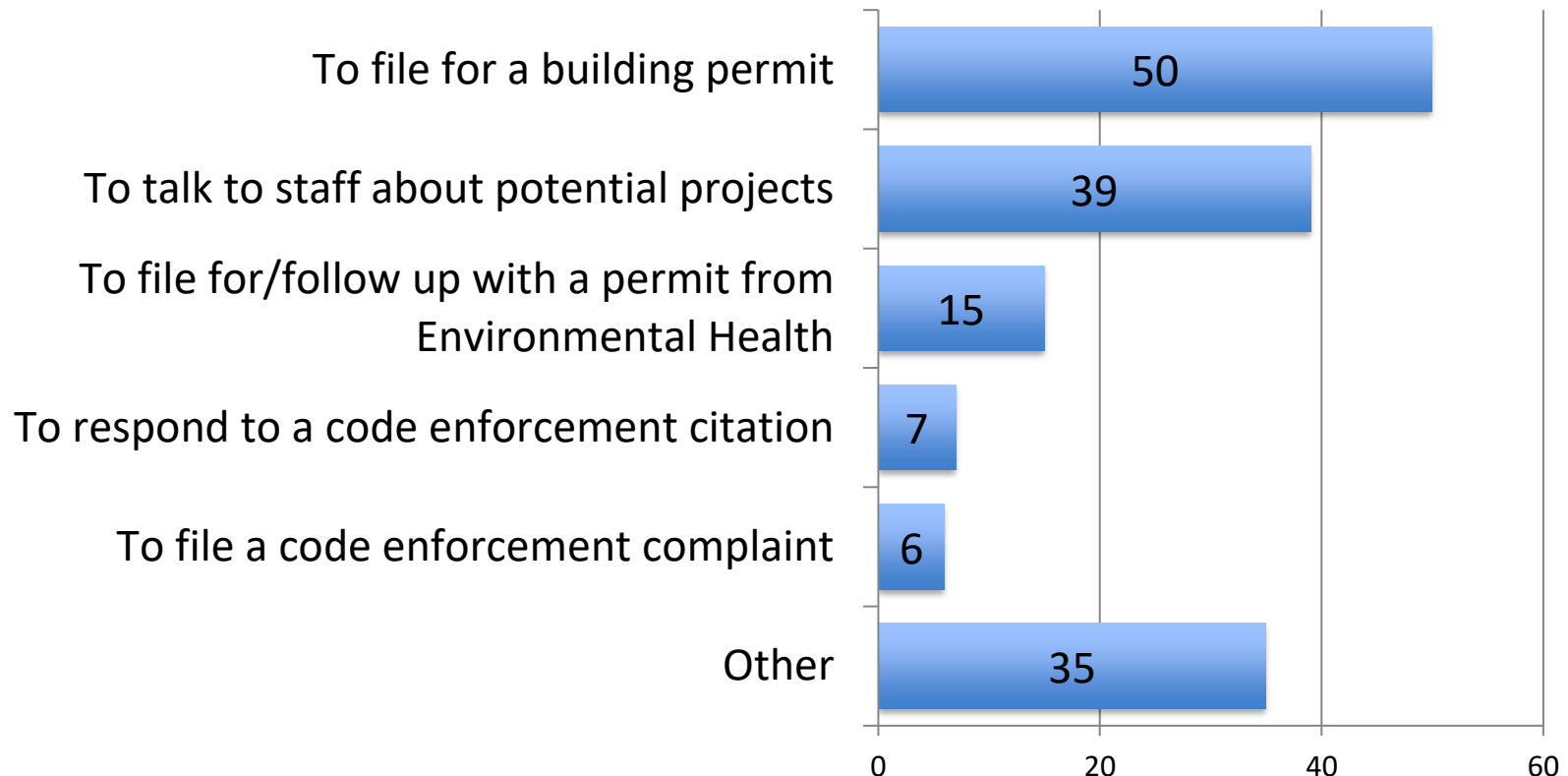
Have you contacted (phone, email, in person) the Mammoth Lakes Planning Department or the Mono County Community Development/Planning Department in the past three years regarding your business? (Q.61) **Base: 124n**



**Net: Yes**  
**66%**

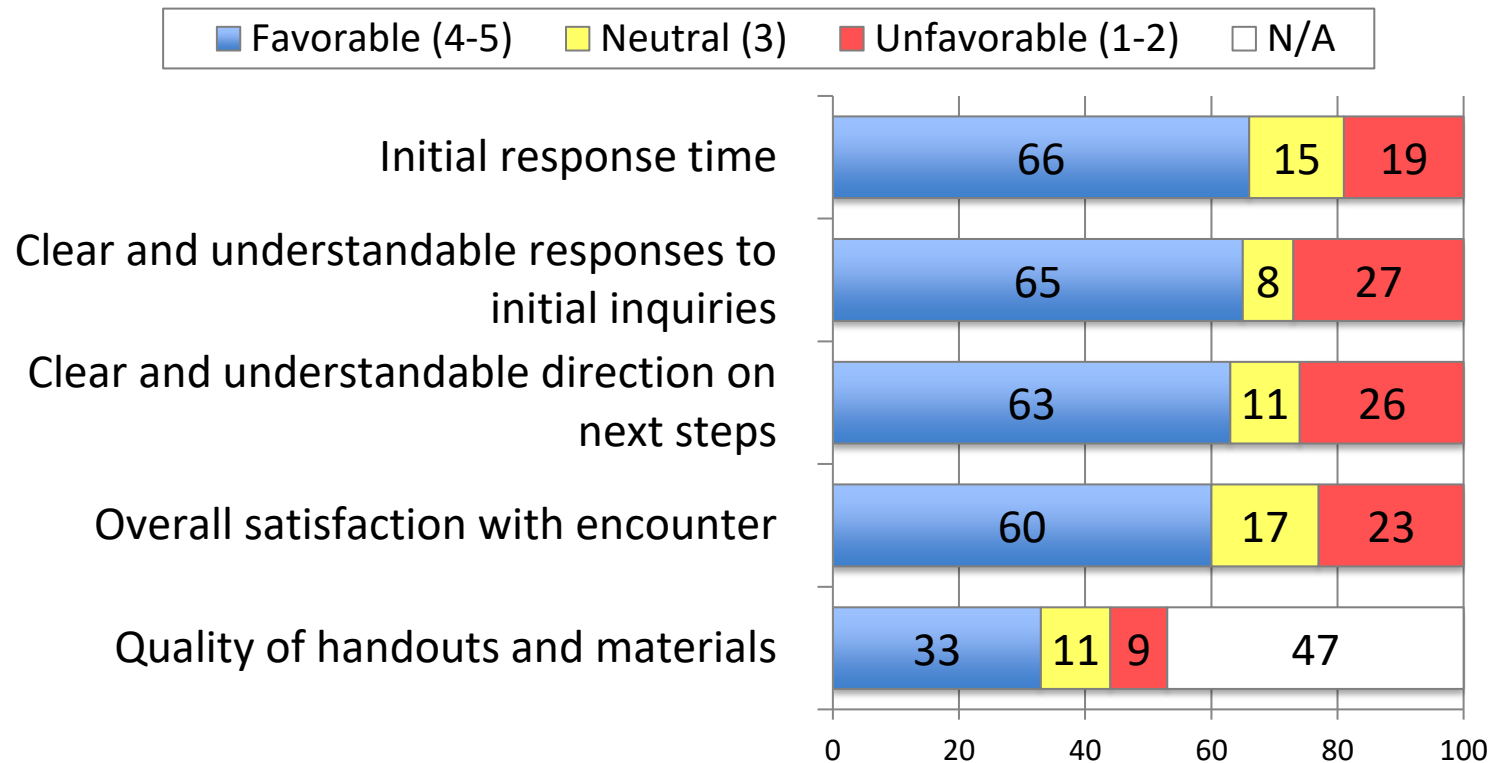
# Reasons For Contacting The Planning Department

Why did you contact the Mono County or Mammoth Lakes planning department? (Check all that apply) (Q.62) **Base: Those who have contacted the planning department, 82n**



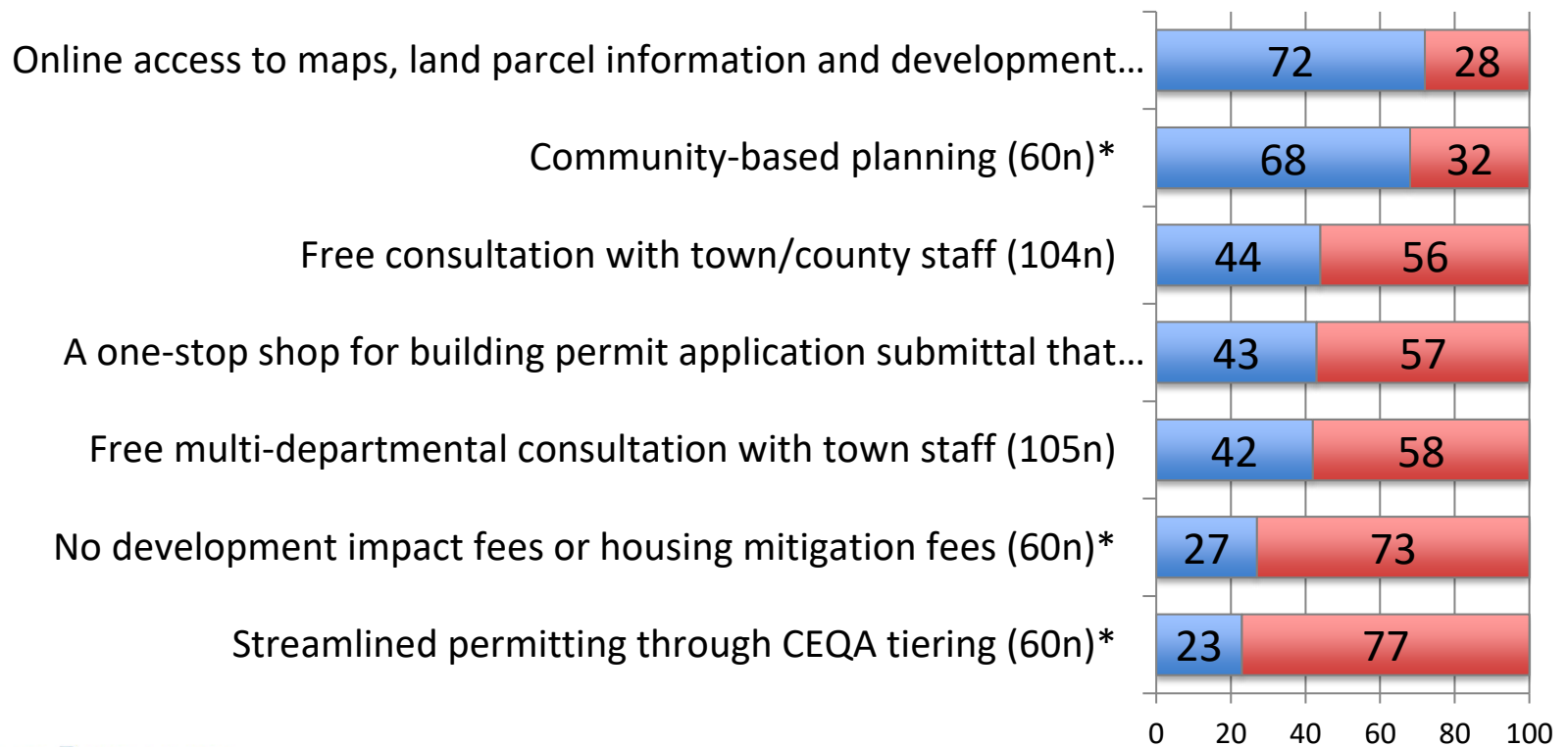
# Planning Department Experience

How would you rate each of the following aspects of the process on a scale of one to five, where a one means very unfavorable and a five means very favorable? (Q.63-67) **Base: 74-76n**



# Community Development Services

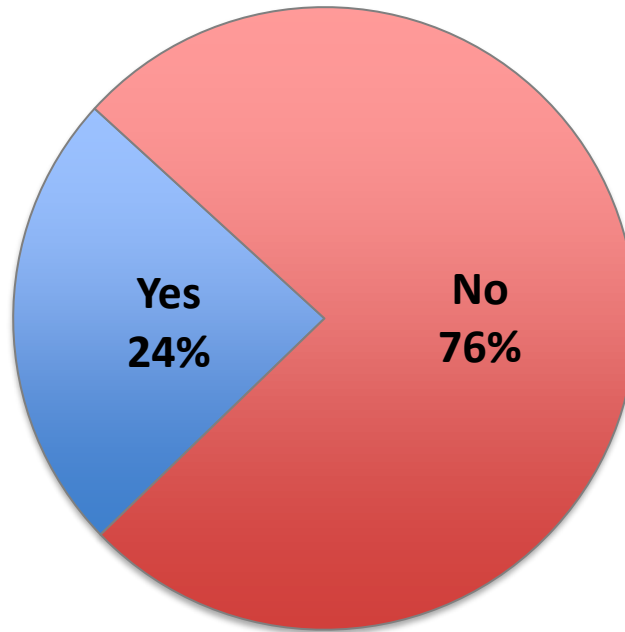
Are you aware that the Mono County and Mammoth Lakes community development departments provide the following services? (Q.68-74)



# Free Consultation

Did you take advantage of the free consultation offered by the planning department? (Q.76)

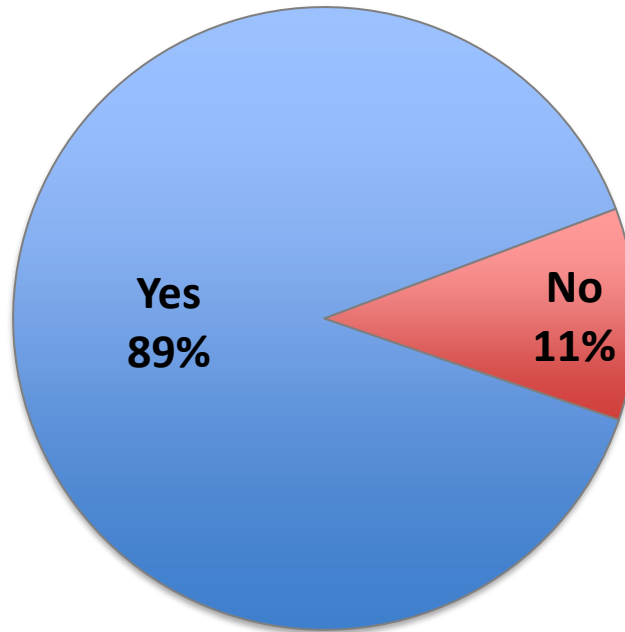
Base: 105n





# State Regulations

Are you aware that the County is responsible for enforcing many regulations that are set at the state level in areas such as state regulated building codes, health and safety issues, and environmental requirements? (Q.77) **Base: 113n**



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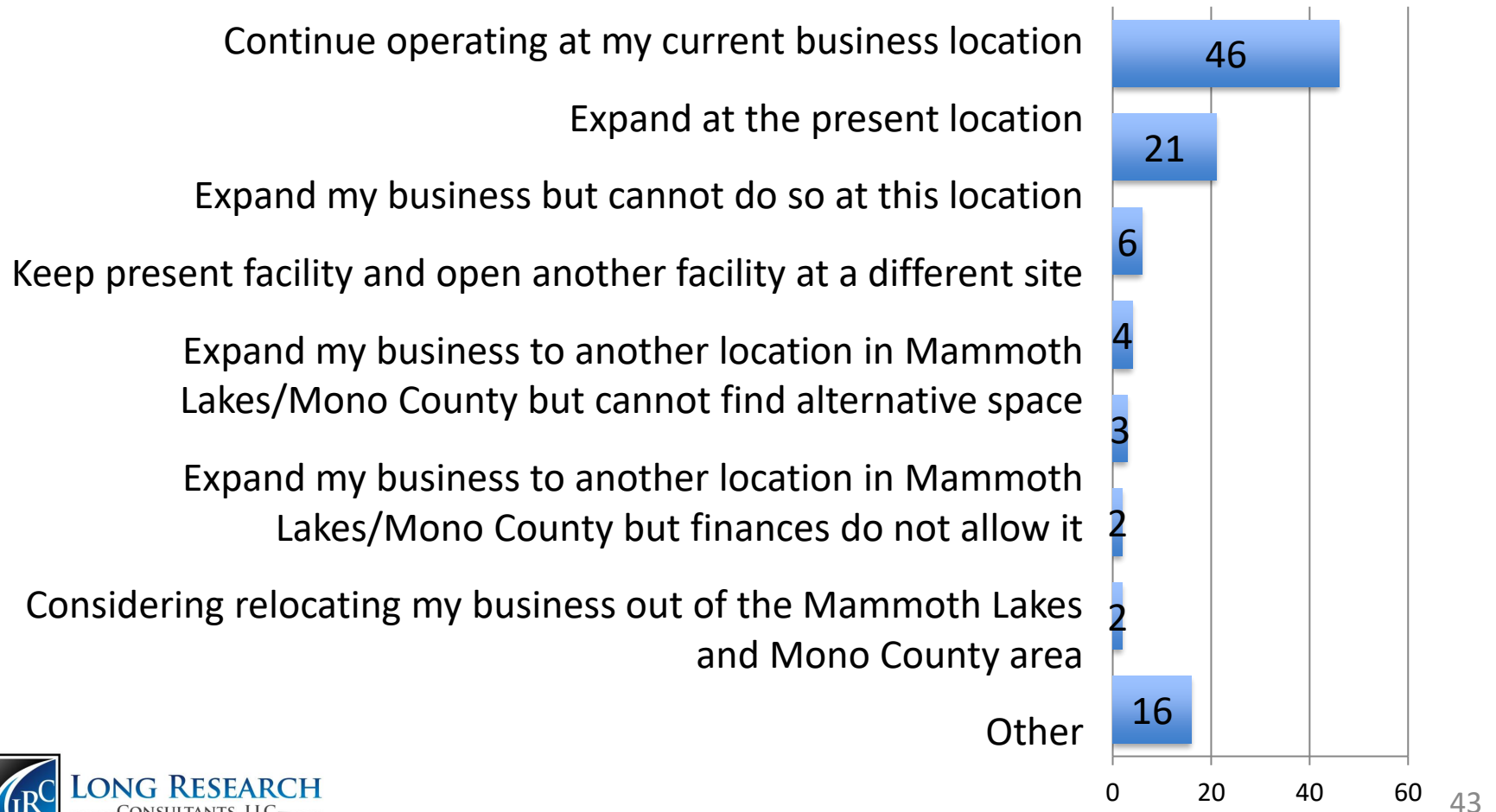
# Community Attributes

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# Future Business Location

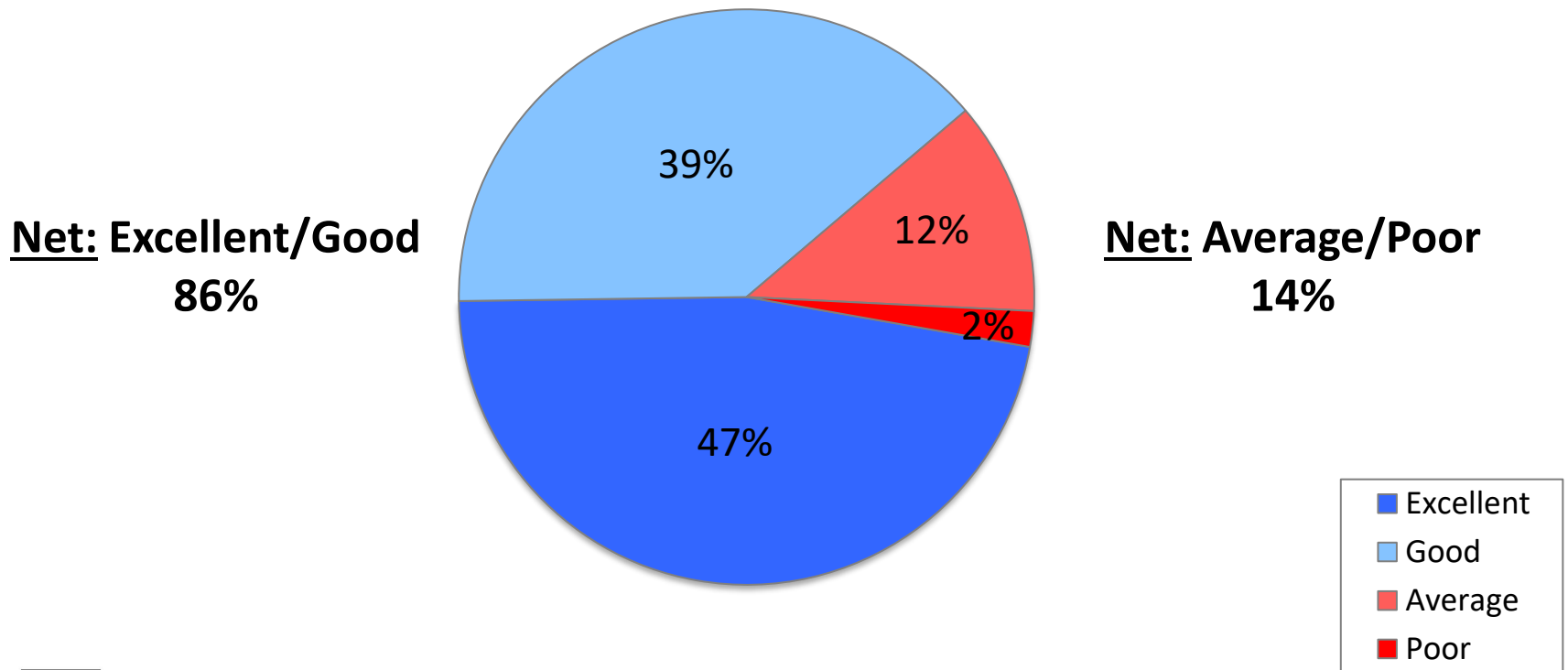
What are your future business location intentions? (Check all that apply) (Q.78) **Base: 121n**



# Mammoth Lake/Mono County Location Rating

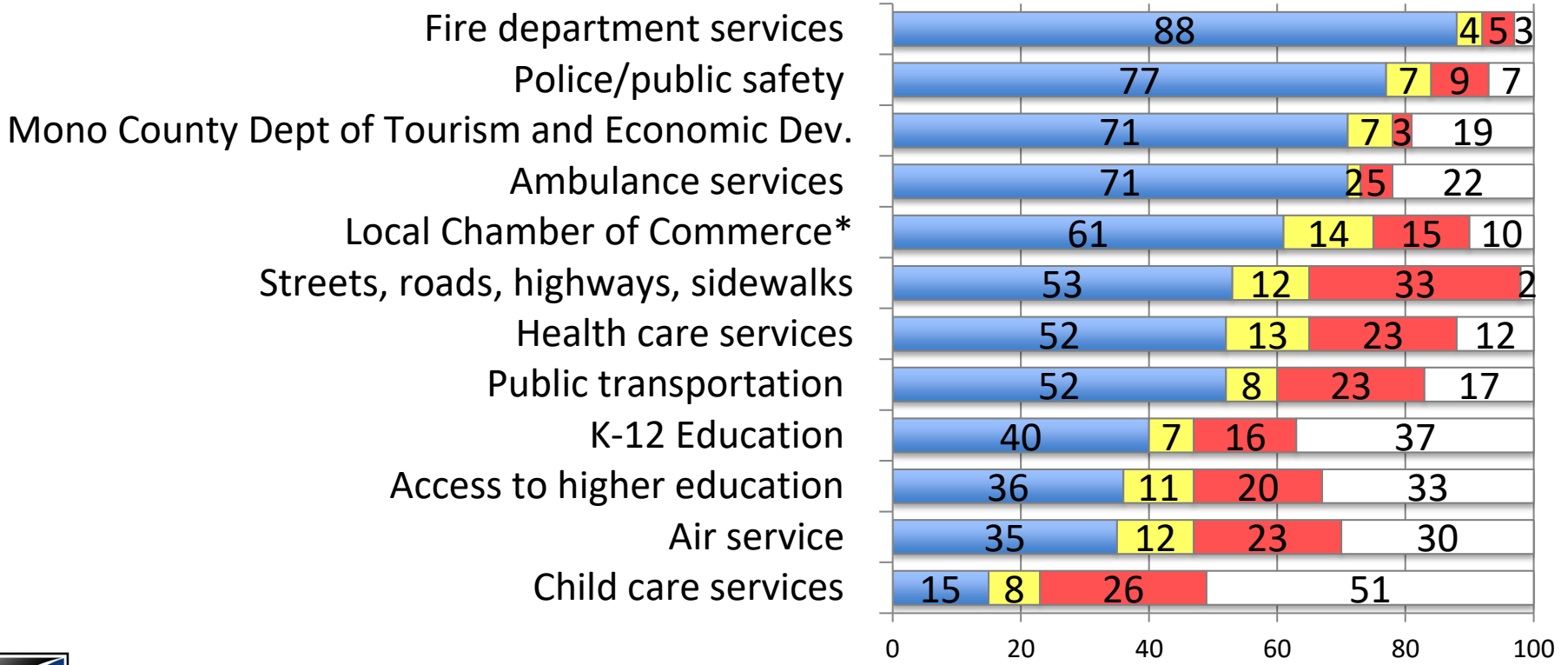
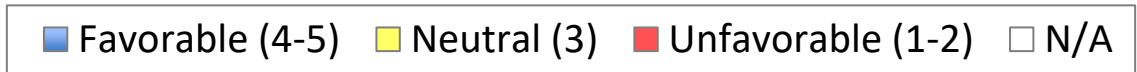
How would you rate Mammoth Lakes/Mono County as a location for your business? (Q.80)

Base: 121n



# Services/Amenities Experience

How have your experiences been with the following community services/amenities from Unfavorable to Favorable. (Q.83-94) **Base: 120-121n**



\*Town of Mammoth businesses rate their chamber 81% positive

# Contact to Assist in Specific Issues

Our local survey team cannot promise to solve all the issues identified today, but we are fully committed to look into them. Would you like to have a local business development professional (from the Mammoth Lakes Chamber, the Town of Mammoth Lakes or Mono County) contact you to assist with any specific issues mentioned today? (Q.98) **Base: 115n**

