

Decision
Resources Ltd.

2010 City of Lakeville
Business Survey

Chapter One:
Frequencies, Analysis and
Graphics

Decision Resources, Ltd.
August 2010

Survey Overview

Decision Resources, Ltd., is pleased to present the results of this study to the City of Lakeville. This section provides a brief introduction to the specifications of the survey and a guide to the organization of the written analysis.

While the most statistically sound procedures have been used to collect and analyze the information presented herein, it must always be kept in mind that surveys are not predictions. They are designed to measure public opinion within identifiable limits of accuracy at *specific points in time*. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. After all, in public policy analysis, the major task is to impact these revealed opinions in a constructive fashion.

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Mr. Peter Leatherman.

Research Design

This study contains the results of a telephone survey of 294 randomly selected business owners or managers in the City of Lakeville. Survey responses were gathered by professional interviewers across the community between May 17th and June 8th, 2010.

The average interview took 32 minutes.

All respondents interviewed in this study were part of a randomly generated sample of the business owners or managers in the City of Lakeville. In general, random samples such as this yield results projectable to their respective universe within ± 5.0 percent in 95 out of 100 cases.

Interviews were conducted by **Decision Resources, Ltd.**, trained personnel from telephone banks in St. Paul, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a Decision Resources, Ltd., supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS for Windows Version 15.0.

Organization of the Study

The results of this study are presented in the following order:

The *Analysis* consists of a written report of the major findings. The results contained herein were also presented verbally to the client.

The *Questionnaire* reproduces the survey instrument as it was used in the interviewing process. This section also includes a response frequency distribution for each question.

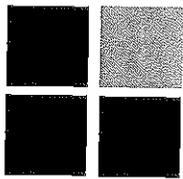
Any further questions the reader may have about this study which are not answered in this report should be directed to either Dr. Morris or Mr. Leatherman.

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Analysis

Chapter One: Business Demographics

Business Demographics

Business owners and managers in the City of Lakeville were asked a series of questions about their companies. These questions were asked in order to track any differences between subgroups and the rest of the population. Throughout the course of this study, any subgroup differences will be discussed.

Longevity in the Community

Business owners/managers were asked:

How long has your business been at this current site?

The typical business has been at its current site for 9.0 years:

LESS THAN ONE YEAR	3%
ONE TO TWO YEARS	8%
THREE TO FIVE YEARS	18%
SIX TO TEN YEARS	30%
11 TO 15 YEARS	22%
SIXTEEN TO TWENTY YEARS	7%
OVER TWENTY YEARS	11%
REFUSED	0%

While 11% have been at their current location for less than two years, the same percentage have been there for over 20 years.

“Three to five years” is posted at a higher rate by:

- businesses with one to four full-time employees

“Eleven to fifteen years” is stated most frequently by:

- businesses with ten to fourteen full-time employees

“Sixteen to twenty years” is indicated more often by:

- businesses with over fourteen employees

Position or Title

Respondents were queried:

Now, for demographic purposes, could you tell me your position or title in this Company?

Forty-eight percent are “Managers:”

PRESIDENT	6%
OWNER	43%
MANAGER	48%
SCATTERED TITLES	3%

Forty-three percent are “Owners,” and six percent are “Presidents.”

Number of Employees

Business owners/managers were queried:

How many full-time employees work at this location?

The typical company employs 5.0 full-time employees:

NONE	7%
1-4	50%
5-9	17%
10-14	14%
15-19	7%
20 OR MORE	7%

Only seven percent have no full-time employees.

Next, they were asked:

How many part-time employees work at this location?

The typical company employs 3.4 part-time employees:

NONE	34%
1-4	37%
5-9	11%
10-14	10%

15-19	2%
20 OR MORE	6%

Thirty-four percent of the companies employ no part-time employees.

Home-Based Business

Respondents were queried:

Is your business home-based?

Fifteen percent of Lakeville businesses are “home-based:”

YES	15%
NO	85%
DON'T KNOW/REFUSED	0%

This level is in line with neighboring communities.

City of Residence

Business owners/managers were asked:

In what city do you live?

Fifty-nine percent of the sample resides in Lakeville:

LAKEVILLE	59%
BURNSVILLE	5%
PRIOR LAKE	7%
FARMINGTON	3%
MINNEAPOLIS	4%
APPLE VALLEY	3%
EAGAN	3%
SCOTT COUNTY	2%
ROSEMOUNT	2%
REST OF DAKOTA COUNTY	2%
REST OF HENNEPIN COUNTY	3%
SCATTERED	7%

Another eighteen percent live in nearby Dakota County communities.

Respondents not living in Lakeville were asked:

Could you tell me one or two reasons why you decided not to move Lakeville?

Fifty-six percent report they have either “always lived there” or “lived there a long time” in their home communities:

CLOSE TO FAMILY	10%
GOOD LOCATION	7%
ALWAYS LIVED THERE	32%
GOOD SCHOOLS	3%
LOWER TAXES	6%
LIVED FOR LONG TIME	24%
HOUSING/NEIGHBORHOOD	17%
SCATTERED	2%

Seventeen percent point to “housing and neighborhoods,” while ten percent are “close to family.”

Lakeville Chamber of Commerce

Interviewees were asked:

Is your business a current member of the Lakeville Chamber of Commerce? Is your business a former member of the Lakeville Chamber of Commerce?

Forty percent are current members, while nine percent are past members of the Chamber of Commerce:

YES	40%
NO/YES	9%
NO/NO	51%
DON'T KNOW/REFUSED	0%

Fifty-one percent of the companies have never been members.

Type of Business

Business owners/managers were asked:

What is your type of business -- retail, service, manufacturing or something else?

Fifty-eight percent are “service” businesses:

RETAIL	18%
MANUFACTURING	14%
SERVICE	58%
SCATTERED	10%

Eighteen percent are “retail” enterprises, and 14% are “manufacturing” concerns.

Summary and Conclusions

The typical Lakeville business has been at its current site for nine years. Eleven percent are there two years or less, while 11% are there for over twenty years. The typical Lakeville business also reports five full-time employees and 3.4 part-time employees. But, 14% of these businesses have at least 15 full-time employees. In contrast, 15% are home-based businesses. Fifty-eight percent of Lakeville businesses are service enterprises, 18% are retail stores, and 14% are manufacturing operations.

Forty-eight percent of the respondents are managers, 43% are owners, and six percent, presidents of their companies. Fifty-nine percent live in the City of Lakeville, while another 18% reside in other Dakota County communities. The key reason for not residing in Lakeville is longevity in their home cities.

Forty percent are current members of the Lakeville Chamber of Commerce, nine percent are past members, and 51% are non-members.

Chapter Two: Business Environment

Business Environment

Lakeville business owners/managers were asked a short series of questions about their business experiences. First, the factors which brought them to Lakeville were discussed. Next, a business climate rating, coupled with aspects of the community they like most and like least were examined. Finally, plans to move within the next five years were examined.

Factors in Selecting in the City

Lakeville owners/managers were initially asked:

Thinking back to when you moved to Lakeville, what factors were most important to you in selecting the city?

“Location of the community” is the key reason for moving to Lakeville, at 46%:

HOME-BASED BUSINESS	12%
LOCATION	46%
CUSTOMER BASE	8%
AVAILABILITY OF SPACE	7%
CLOSE TO HOME	8%
BOUGHT EXISTING	9%
CORPORATE DECISION	8%
GOOD SCHOOLS	2%
SCATTERED	1%

Twelve percent are “home-based businesses,” while nine percent bought an “existing business.” Eight percent each cite “close to home,” “customer base,” and “corporate decision.”

“Location” is key to:

- businesses with ten to fourteen full-time employees
- past Chamber of Commerce members

“Home-based business” is stated more often by:

- businesses with one to four full-time employees
- Owners
- service businesses

- those who have never been Chamber of Commerce members

Business Atmosphere

Respondents were asked:

How would you rate the business atmosphere in Lakeville -- excellent, good, only fair or poor?

Eighty-five percent rate the business atmosphere in Lakeville as either “excellent” or “good:”

EXCELLENT	27%
GOOD	58%
ONLY FAIR	11%
POOR	3%
DON'T KNOW/REFUSED	1%

Fourteen percent rate it as “only fair” or “poor.”

Ratings are higher among:

- businesses with ten to fourteen full-time employees
- Managers

They are lower among:

- Owners
- current Chamber of Commerce members

Like Most

Business owners/managers were queried:

What do you like MOST, if anything, about having your business in Lakeville?

Forty-eight percent post “location” as the characteristic they like most:

DON'T KNOW/REFUSED	1%
LOCATION	48%
CUSTOMER BASE	20%
NICE COMMUNITY	11%

FRIENDLY PEOPLE	12%
HOME-BASED	8%
SCATTERED	1%

Twenty percent point to “customer base,” while 12% cite “friendly people,” and 11%. “nice community.”

“Location” is cited more often by:

- businesses at their current site for over fifteen years
- businesses with over fourteen employees
- manufacturing businesses
- past Chamber of Commerce members

“Friendly people” is mentioned more often by:

- past Chamber of Commerce members

“Nice community” is indicated more frequently by:

- businesses at their current site for six to ten years
- businesses with one to four full-time employees
- service businesses

Like Least

Lakeville owners/managers were queried:

And, what do you like LEAST, if anything, about having your business in Lakeville?

Fifty-one percent report they dislike “nothing” about having their businesses in Lakeville:

UNSURE	5%
NOTHING	51%
LACK OF CUSTOMERS	4%
NOT ENOUGH SPACE	2%
HIGH TAXES	24%
TRAFFIC CONGESTION	1%
POOR ECONOMY	2%
LOCATION	5%
CITY SIGNAGE RULES	5%
POOR INTERNET	1%

Twenty-four percent cite “high taxes.” Five percent each point to “location” and “city signage rules.”

“Nothing” is reported more often by:

- businesses at their current site for less than five years
- Managers
- retail businesses

“High taxes” is stated more frequently by:

- businesses with ten to fourteen full-time employees
- Presidents
- manufacturing businesses

Plans to Move

Respondents were asked:

Do you have any plans to move your business from the City of Lakeville in the next five years?

Only three percent have plans to move their business from the City of Lakeville in the next five years:

YES	3%
NO	90%
DEPENDS	4%
DON'T KNOW/REFUSED	3%

“No” is cited more often by:

- service businesses

The small percentage of businesses intending to move during the next five years were asked:

Could you tell me one or two reasons why you are thinking about moving your business in the next five years?

“High taxes” are posted by 35% of the potential movers:

DON'T KNOW/REFUSED	5%
NOT ENOUGH SPACE	15%
LACK OF CUSTOMERS	15%

HIGH TAXES	35%
BUILDING FOR SALE	5%
CITY SIGNAGE RULES	10%
DOWNSIZING	10%
POOR INTERNET	5%

Fifteen percent each mention “not enough space” or “lack of customers.”

“Not enough space” is cited most often by:

- businesses with over fourteen employees

“Lack of customers” is posted at a higher rate by:

- other types of businesses

“City signage rules” is reported most frequently by:

- Presidents
- service businesses

“Downsizing” is indicated more often by:

- Managers

Summary and Conclusions

The main reasons for a business selecting Lakeville is “location,” at 46%. Twelve percent are “home-based” businesses, while nine percent “bought an existing business.” A very high 85% rate the business atmosphere in Lakeville as either “excellent” or “good.” Only 14% are more critical in their evaluations.

“Location,” again, is the most popular aspect liked by Lakeville businesses, posted by 48%. Twenty percent point to its “customer base,” while 12% cite “friendly people,” and 11%, “nicer community.” A startlingly high 51% report there is “nothing” they like least about the city. Twenty-four percent cite “high taxes,” about 15% lower than the suburban business community norm. Five percent each point to “location” and “city signage rules.”

Only three percent report plans to move their businesses from the community in the next five years. Another four percent, though, reports it depends on factors outside of the control of the City, like “lack of customers” and “lack of existing space.” Only one percent of Lakeville businesses report their impending move is caused by “high taxes.”

Chapter Three: City Service Ratings

City Service Ratings

Lakeville business owners/managers were asked a series of questions about city services. No city service drew a negative rating in excess of 20%.

City Services

Business owners/managers were instructed:

*First, I would like to read you a list of a city services.
For each one, please tell me whether you would rate
the quality of the service as excellent, good, only fair,
or poor?*

A list of 23 city services were then read:

Police protection?

Ninety-seven percent rate police protection favorably:

EXCELLENT	33%
GOOD	64%
ONLY FAIR	1%
POOR	0%
DON'T KNOW/REFUSED	2%

Only one percent post unfavorable ratings.

Favorable ratings are given more often by:

- businesses at their current site for six to ten years

Traffic enforcement?

Ninety-two percent rate traffic enforcement as either “excellent” or “good:”

EXCELLENT	23%
GOOD	69%
ONLY FAIR	5%
POOR	1%

DON'T KNOW/REFUSED 1%

Only six percent rate it as “only fair” or “poor.”

There are no statistically significant sub-group differences.

Fire Protection?

Ninety-three percent rate fire protection as either “excellent” or “good:”

EXCELLENT	33%
GOOD	60%
ONLY FAIR	1%
POOR	0%
DON'T KNOW/REFUSED	6%

Only one percent is more critical.

Ratings peak among:

- Lakeville residents

Storm drainage and flood control?

Eighty-eight percent rate storm drainage and flood control highly:

EXCELLENT	15%
GOOD	73%
ONLY FAIR	3%
POOR	1%
DON'T KNOW/REFUSED	8%

Four percent are more critical in their evaluations.

Favorable ratings are posted at a higher rate by:

- Lakeville residents

Upkeep and maintenance of parks?

Eighty-two percent rate the upkeep and maintenance of parks as either “excellent” or “good:”

EXCELLENT	21%
GOOD	61%
ONLY FAIR	1%
POOR	0%
DON'T KNOW/REFUSED	17%

Again, only one percent is more negative in their judgments.

Favorable ratings are cited more often by:

- businesses at their current site for over fifteen years
- businesses with five to nine full-time employees
- Lakeville residents
- Presidents

Outdoor ice rinks?

Fifty-six percent rate outdoor ice rinks as either “excellent” or “good.”

EXCELLENT	8%
GOOD	48%
ONLY FAIR3%
POOR	1%
DON'T KNOW/REFUSED	41%

Four percent rate them as “only fair” or “poor.”

Favorable ratings are given most frequently by:

- Lakeville residents

Upkeep and maintenance of city beaches?

Fifty-eight percent rate the upkeep and maintenance of city beaches highly:

EXCELLENT	13%
GOOD	45%
ONLY FAIR	5%
POOR	3%
DON'T KNOW/REFUSED	34%

Eight percent rate this service more critically.

Favorable ratings are mentioned most frequently by:

- Lakeville residents

Park and recreation programming?

Sixty-one percent rate park and recreation programming as either “excellent” or “good:”

EXCELLENT	11%
GOOD	50%
ONLY FAIR	3%
POOR	0%
DON'T KNOW/REFUSED	36%

Three percent rate the programming as “only fair.”

Ratings peak among:

- businesses with one to four full-time employees
- Lakeville residents

Senior Center programming?

Thirty-nine percent rate Senior Center programming favorably:

EXCELLENT	7%
GOOD	32%
ONLY FAIR	5%
POOR	0%
DON'T KNOW/REFUSED	56%

Only five percent are unfavorable.

Favorable ratings are given most frequently by:

- businesses at their current site for over fifteen years
- businesses with one to four full-time employees
- Lakeville residents

Arts Center programming?

Fifty percent rate Arts Center programming highly:

EXCELLENT	7%
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GOOD	43%
ONLY FAIR	6%
POOR	0%
DON'T KNOW/REFUSED	44%

Six percent are more negative in their evaluations.

Favorable ratings are stated more often by:

- businesses at their current site for six to ten years
- Lakeville residents
- service businesses
- current Chamber of Commerce members

Park ranger program?

Thirty-nine percent rate the park ranger program either “excellent” or “good:”

EXCELLENT	6%
GOOD	33%
ONLY FAIR	4%
POOR	0%
DON'T KNOW/REFUSED	56%

Four percent rate it as “only fair.”

Favorable ratings are selected at a higher rate by:

- Lakeville residents
- service businesses

Forestry program?

Forty-one percent rate the forestry program favorably:

EXCELLENT	7%
GOOD	34%
ONLY FAIR	5%
POOR	0%
DON'T KNOW/REFUSED	54%

Only five percent rate it unfavorably.

Favorable ratings are cited more frequently by:

- businesses at their current site for six to ten years
- Lakeville residents

Condition of city trails?

Sixty-seven percent rate the condition of city trails as either “excellent” or “good:”

EXCELLENT	18%
GOOD	49%
ONLY FAIR	3%
POOR	0%
DON'T KNOW/REFUSED	30%

Only three percent rate it as “only fair.”

Favorable ratings are given at a higher rate by:

- Lakeville residents
- service businesses

Snow removal on city trails?

Fifty-six percent rate snow removal on city trails favorably:

EXCELLENT	14%
GOOD	42%
ONLY FAIR	6%
POOR	1%
DON'T KNOW/REFUSED	37%

Seven percent rate the service unfavorably.

Favorable ratings are given at a higher rate by:

- Lakeville residents

Animal control?

Seventy percent rate animal control highly:

EXCELLENT	7%
GOOD	63%

ONLY FAIR	2%
POOR	0%
DON'T KNOW/REFUSED	28%

Only two percent rate animal control more negatively.

Favorable ratings are given at a higher rate by:

- businesses with five to nine full-time employees
- Lakeville residents
- Owners

Educational programming provided by the Police and Fire Department?

Seventy percent rate the educational programming provided by the Police and Fire Department as “excellent” or “good:”

EXCELLENT	13%
GOOD	57%
ONLY FAIR	3%
POOR	0%
DON'T KNOW/REFUSED	27%

Only three percent rate it as “only fair.”

Favorable ratings are given at a higher rate by:

- businesses at their current site for over fifteen years
- Lakeville residents

Community celebrations, such as Pan-o-prog?

Eighty-one percent rate community celebrations highly:

EXCELLENT	17%
GOOD	64%
ONLY FAIR	4%
POOR	1%
DON'T KNOW/REFUSED	14%

Five percent rate it lower.

Favorable ratings are given at a higher rate by:

- Lakeville residents

Street lighting?

Eighty-nine percent rate street lighting as either “excellent” or “good:”

EXCELLENT	11%
GOOD	78%
ONLY FAIR	8%
POOR	1%
DON'T KNOW/REFUSED	2%

Nine percent rate it as either “only fair” or “poor.”

Favorable ratings are given at a higher rate by:

- businesses at their current site for six to ten years
- Lakeville residents
- service businesses

Lighting along bicycle and pedestrian trails?

Fifty-six percent rate the lighting along bicycle and pedestrian trails favorably:

EXCELLENT	9%
GOOD	47%
ONLY FAIR	9%
POOR	0%
DON'T KNOW/REFUSED	35%

Nine percent rate it lower.

Favorable ratings are given at a higher rate by:

- Lakeville residents
- Owners
- other types of businesses

Building and Inspection services?

Sixty-nine percent rate building and inspection services as either “excellent” or “good:”

EXCELLENT	10%
GOOD	59%
ONLY FAIR	9%
POOR	1%
DON'T KNOW/REFUSED	21%

Ten percent rate them as “only fair” or “poor.”

Ratings are higher among:

- businesses at their current site for eleven to fifteen years
- Lakeville residents

They are lower among:

- businesses at their current site for over fifteen years

Property maintenance enforcement?

Seventy-eight percent rate property maintenance enforcement highly:

EXCELLENT	7%
GOOD	71%
ONLY FAIR	7%
POOR	2%
DON'T KNOW/REFUSED	13%

Nine percent rate it lower.

Ratings increase among:

- Lakeville residents
- Owners

They decrease among:

- businesses at their current site for over fifteen years
- businesses with five to nine full-time employees
- businesses with over fourteen employees
- Presidents
- manufacturing businesses

Economic development and planning?

Sixty-seven percent rate economic development and planning as either “excellent” or “good:”

EXCELLENT	7%
GOOD	60%
ONLY FAIR	13%
POOR	3%
DON'T KNOW/REFUSED	18%

Sixteen percent rate this function as either “only fair” or “poor.”

Favorable ratings are given at a higher rate by:

- businesses with one to four full-time employees
- Lakeville residents
- service businesses

Unfavorable ratings are posted at a higher rate by:

- manufacturing businesses

Quality of drinking water?

Eighty percent rate the quality of drinking water highly:

EXCELLENT	10%
GOOD	70%
ONLY FAIR	12%
POOR	3%
DON'T KNOW/REFUSED	4%

Fifteen percent are more critical in their evaluations.

Favorable ratings are given at a higher rate by:

- Lakeville residents
- retail businesses

Unfavorable ratings are cited most frequently by:

- those not living in Lakeville

Street-Related Services

Business owners/managers were instructed:

Roadways in the City of Lakeville consist of both city and county streets. City streets are those found in residential neighborhoods and also include major streets such as Ipava Avenue, Jacquard Avenue, Flagstaff Avenue and Holyoke Avenue. County streets are the following major roadways: Cedar Avenue or County Road 23; Kenwood Trail or County Road 50; Dodd Boulevard or County Road 9; 185th Street or County Road 60, 215th Street or County Road 70; and Pilot Knob Road or County Road 31.

Again, please tell me whether you would rate the quality of the following services as excellent, good, only fair, or poor?

A short list of four services was then read:

Snowplowing of city streets?

Ninety-five percent rate the snowplowing of city streets as either “excellent” or “good:”

EXCELLENT	12%
GOOD	83%
ONLY FAIR	5%
POOR	0%
DON'T KNOW/REFUSED	0%

Only five percent rate it lower.

There are no statistically significant sub-group differences.

Street sweeping?

Eighty-eight percent rate street sweeping highly:

EXCELLENT	12%
GOOD	76%
ONLY FAIR	8%
POOR	1%

DON'T KNOW/REFUSED 3%

Only nine percent are more negative in their judgments.

Favorable ratings are given at a higher rate by:

- Lakeville residents
- Managers
- service businesses

Street maintenance and repair?

Eighty-two percent rate street maintenance and repair highly:

EXCELLENT	7%
GOOD	75%
ONLY FAIR	15%
POOR	3%
DON'T KNOW/REFUSED	1%

Eighteen percent rate the service more negatively.

Favorable ratings are given at a higher rate by:

- businesses with five to nine full-time employees
- retail businesses

Unfavorable ratings are cited most frequently by:

- home-based businesses
- service businesses

Mowing of boulevards?

Eighty-three percent rate the mowing of boulevards favorably:

EXCELLENT	12%
GOOD	71%
ONLY FAIR	8%
POOR	3%
DON'T KNOW/REFUSED	7%

Eleven percent rate this service lower.

Ratings are higher among:

- businesses at their current site for less than five years

They are lower among:

- businesses at their current site for over fifteen years
- Presidents
- other types of businesses

The only road-related service exceeding the 15% negative rating is “street maintenance and repair,” at 18%. However, since the negative norm percentage among suburbs is 50%, Lakeville’s rating is among the lowest across the Metropolitan Area.

Summary and Conclusions

When only the opinions of business owners/managers providing ratings of a service are considered, the percentage of favorable ratings ranges between 81% and 99%. The table below arrays each service with the percentage of informed respondents who rate it as either “excellent” or “good.”

City Service	Favorable Rating
Fire protection	99%
Police protection	99%
Upkeep and maintenance of parks	99%
Animal control	97%
Education programming provided by the Police and Fire Department	96%
Storm drainage and flood control	96%
Condition of city trails	96%
Park and recreation programming	95%
Snowplowing of city streets	95%
Community celebrations	94%
Traffic enforcement	94%
Outdoor ice rinks	93%

City Service	Favorable Rating
Park ranger program	91%
Street sweeping	91%
Street lighting	91%
Property maintenance enforcement	90%
Snow removal on city trails	89%
Arts Center programming	89%
Forestry program	89%
Senior Center programming	89%
Upkeep and maintenance of city beaches	88%
Mowing of boulevards	88%
Building and inspection services	87%
Lighting along bicycle and pedestrian trails	86%
Quality of drinking water	84%
Street maintenance and repair	82%
Economic development and planning	81%

The mean favorable percentage for all city services is 91.4% – about three percent higher than the mean favorable percentage awarded by city residents. Business owners/managers are actually more satisfied with city services than city residents.

Chapter Four: Importance of City Services

Importance of City Service

Lakeville business owners/managers were asked to evaluate the importance of each of 27 city services. In each case, respondents were queried if they considered each to be essential, very important, somewhat important, or not very important at all. For comparative purposes, the percentage of respondents who view a service as “essential” is key.

Importance of City Services

Lakeville business owners/managers were instructed:

Now, I would like to re-read you that list of city services. For each one, please tell me if you consider it be an essential city service, a very important city service, a somewhat important city service, or not a very important service at all.

The list of 27 services was then re-read:

Police protection?

Eighty percent consider police protection as “essential:”

ESSENTIAL	88%
VERY IMPORTANT	10%
SOMEWHAT IMPORTANT	2%
NOT VERY IMPORTANT	0%
DON'T KNOW/REFUSED	0%

There are no statistically significant sub-group differences.

Traffic enforcement?

Sixty-eight percent rate traffic enforcement as “essential:”

ESSENTIAL	68%
VERY IMPORTANT	24%
SOMEWHAT IMPORTANT	6%

NOT VERY IMPORTANT	1%
DON'T KNOW/REFUSED	1%

“Important” is cited most often by:

- Lakeville residents
- Managers

Fire Protection?

Eighty-eight percent see fire protection as “essential:”

ESSENTIAL	88%
VERY IMPORTANT	11%
SOMEWHAT IMPORTANT	0%
NOT VERY IMPORTANT	0%
DON'T KNOW/REFUSED	0%

There are no statistically significant sub-group differences.

Storm drainage and flood control?

Fifty-eight percent regard storm drainage and flood control as “essential:”

ESSENTIAL	58%
VERY IMPORTANT	36%
SOMEWHAT IMPORTANT	6%
NOT VERY IMPORTANT	0%
DON'T KNOW/REFUSED	1%

“Important” is stated most frequently by:

- businesses with over fourteen employees
- Managers

Upkeep and maintenance of parks?

Twenty-two percent think the upkeep and maintenance of parks is “essential:”

ESSENTIAL	22%
VERY IMPORTANT	48%
SOMEWHAT IMPORTANT	24%
NOT VERY IMPORTANT	4%
DON'T KNOW/REFUSED	3%

“Important” is posted at a higher rate by:

- Lakeville residents

“Not important” is indicated most frequently by:

- Presidents

Outdoor ice rinks?

Only nine percent see outdoor ice rinks as “essential:”

ESSENTIAL	9%
VERY IMPORTANT	31%
SOMEWHAT IMPORTANT	39%
NOT VERY IMPORTANT	14%
DON'T KNOW/REFUSED	8%

“Important” is posted at a higher rate by:

- businesses at their current site for six to ten years
- retail businesses

“Not important” is indicated most frequently by:

- home-based businesses
- Owners
- other types of businesses

Upkeep and maintenance of city beaches?

Thirteen percent think the upkeep and maintenance of city beaches as “essential:”

ESSENTIAL	13%
VERY IMPORTANT	44%
SOMEWHAT IMPORTANT	33%
NOT VERY IMPORTANT	4%
DON'T KNOW/REFUSED	7%

“Important” is posted at a higher rate by:

- those with other titles

“Not important” is indicated most frequently by:

- Owners

Park and recreation programming?

Park and recreation programming is considered “essential” by nine percent of sample:

ESSENTIAL	9%
VERY IMPORTANT	45%
SOMEWHAT IMPORTANT	33%
NOT VERY IMPORTANT	5%
DON'T KNOW/REFUSED	8%

“Important” is posted at a higher rate by:

- Lakeville residents

“Not important” is indicated most frequently by:

- businesses at their current site for eleven to fifteen years
- Presidents
- manufacturing businesses

Senior Center programming?

Fifteen percent see Senior Center programming as “essential:”

ESSENTIAL	15%
VERY IMPORTANT	46%
SOMEWHAT IMPORTANT	22%
NOT VERY IMPORTANT	4%
DON'T KNOW/REFUSED	14%

“Important” is posted at a higher rate by:

- Lakeville residents

“Not important” is indicated most frequently by:

- businesses with over fourteen employees
- those with other titles
- manufacturing businesses

Arts Center programming?

Only five percent think Arts Center programming is “essential:”

ESSENTIAL	5%
VERY IMPORTANT	36%
SOMEWHAT IMPORTANT	31%
NOT VERY IMPORTANT	12%
DON'T KNOW/REFUSED	17%

“Important” is posted at a higher rate by:

- Lakeville residents
- Managers

“Not important” is indicated most frequently by:

- Presidents
- Owners

Park ranger program?

Seven percent see the park ranger program as “essential:”

ESSENTIAL	7%
VERY IMPORTANT	29%
SOMEWHAT IMPORTANT	29%
NOT VERY IMPORTANT	13%
DON'T KNOW/REFUSED	24%

“Important” is posted at a higher rate by:

- Lakeville residents

“Not important” is indicated most frequently by:

- Presidents

Forestry program?

Only eight percent think the forestry program is “essential:”

ESSENTIAL	8%
VERY IMPORTANT	29%

SOMEWHAT IMPORTANT	31%
NOT VERY IMPORTANT	11%
DON'T KNOW/REFUSED	21%

“Important” is posted at a higher rate by:

- Lakeville residents

“Not important” is indicated most frequently by:

- Presidents
- manufacturing businesses

Condition of city trails?

Fourteen percent see the condition of city trails as “essential:”

ESSENTIAL	14%
VERY IMPORTANT	38%
SOMEWHAT IMPORTANT	32%
NOT VERY IMPORTANT	8%
DON'T KNOW/REFUSED	9%

“Important” is posted at a higher rate by:

- Lakeville residents
- service businesses

“Not important” is indicated most frequently by:

- manufacturing businesses

Snow removal on city trails?

Thirteen percent regard snow removal on city trails as “essential:”

ESSENTIAL	13%
VERY IMPORTANT	40%
SOMEWHAT IMPORTANT	27%
NOT VERY IMPORTANT	10%
DON'T KNOW/REFUSED	11%

“Important” is posted at a higher rate by:

- Lakeville residents

Animal control?

Eleven percent think animal control is an “essential” service:

ESSENTIAL	11%
VERY IMPORTANT	51%
SOMEWHAT IMPORTANT	27%
NOT VERY IMPORTANT	5%
DON'T KNOW/REFUSED	6%

“Not important” is indicated most frequently by:

- businesses at their current site for less than five years

Educational programming provided by the Police and Fire Department?

Twenty-two percent think the education programming provided by the Police and Fire Department is an “essential” service:

ESSENTIAL	22%
VERY IMPORTANT	43%
SOMEWHAT IMPORTANT	27%
NOT VERY IMPORTANT	4%
DON'T KNOW/REFUSED	4%

“Not important” is indicated most frequently by:

- businesses at their current site for less than five years

Community celebrations, such as Pan-o-prog?

Eighteen percent think community celebrations, such as Pan-o-prog, are “essential:”

ESSENTIAL	18%
VERY IMPORTANT	37%
SOMEWHAT IMPORTANT	36%
NOT VERY IMPORTANT	7%
DON'T KNOW/REFUSED	3%

“Important” is posted at a higher rate by:

- businesses at their current site for six to ten years
- Lakeville residents

“Not important” is indicated most frequently by:

- those not living in Lakeville

Street lighting?

Sixty-three percent view street lighting as an “essential” service:

ESSENTIAL	63%
VERY IMPORTANT	29%
SOMEWHAT IMPORTANT	7%
NOT VERY IMPORTANT	1%
DON'T KNOW/REFUSED	0%

“Important” is posted at a higher rate by:

- businesses at their current site for less than five years

Lighting along bicycle and pedestrian trails?

Thirty-nine percent regard lighting along bicycle and pedestrian trails as “essential:”

ESSENTIAL	39%
VERY IMPORTANT	33%
SOMEWHAT IMPORTANT	13%
NOT VERY IMPORTANT	8%
DON'T KNOW/REFUSED	7%

“Important” is posted at a higher rate by:

- Lakeville residents
- Managers

“Not important” is indicated most frequently by:

- Presidents
- manufacturing businesses

Building and Inspection services?

Sixteen percent think building and inspection services are “essential:”

ESSENTIAL	16%
VERY IMPORTANT	55%
SOMEWHAT IMPORTANT	24%
NOT VERY IMPORTANT	2%
DON'T KNOW/REFUSED	4%

“Important” is posted at a higher rate by:

- businesses at their current site for eleven to fifteen years
- Managers
- retail businesses

“Not important” is indicated most frequently by:

- Presidents
- Owners
- manufacturing businesses

Property maintenance enforcement?

Twenty-seven percent think property maintenance enforcement is an “essential” city service:

ESSENTIAL	27%
VERY IMPORTANT	55%
SOMEWHAT IMPORTANT	14%
NOT VERY IMPORTANT	2%
DON'T KNOW/REFUSED	2%

“Important” is posted at a higher rate by:

- Lakeville residents
- Managers
- service businesses

“Not important” is indicated most frequently by:

- Presidents
- Owners
- manufacturing businesses

Economic development and planning?

Economic development and planning is an “essential” service for 30% of the owners/managers interviewed:

ESSENTIAL	30%
VERY IMPORTANT	45%
SOMEWHAT IMPORTANT	18%
NOT VERY IMPORTANT	3%
DON'T KNOW/REFUSED	4%

“Important” is posted at a higher rate by:

- service businesses

“Not important” is indicated most frequently by:

- home-based businesses
- manufacturing businesses

Quality of drinking water?

Sixty-six percent rate the quality of drinking water as an “essential” city service:

ESSENTIAL	66%
VERY IMPORTANT	31%
SOMEWHAT IMPORTANT	2%
NOT VERY IMPORTANT	0%
DON'T KNOW/REFUSED	1%

There are no statistically significant sub-group differences.

Snowplowing of city streets?

Sixty-two percent rate the snowplowing of city streets as “essential:”

ESSENTIAL	62%
VERY IMPORTANT	34%
SOMEWHAT IMPORTANT	2%
NOT VERY IMPORTANT	2%
DON'T KNOW/REFUSED	0%

“Important” is posted at a higher rate by:

- Managers
- service businesses

Street sweeping?

Twenty-seven percent rate street sweeping as an “essential” service:

ESSENTIAL	27%
VERY IMPORTANT	40%
SOMEWHAT IMPORTANT	27%
NOT VERY IMPORTANT	6%
DON'T KNOW/REFUSED	0%

“Important” is posted at a higher rate by:

- businesses with one to four full-time employees

“Not important” is indicated most frequently by:

- home-based businesses
- Presidents

Street maintenance and repair?

Sixty-one percent see street maintenance and repair as an “essential” city service:

ESSENTIAL	61%
VERY IMPORTANT	33%
SOMEWHAT IMPORTANT	3%
NOT VERY IMPORTANT	1%
DON'T KNOW/REFUSED	1%

“Important” is posted at a higher rate by:

- Managers

Mowing of boulevards?

Twenty-four percent view the mowing of boulevards as an “essential” city service:

ESSENTIAL	24%
VERY IMPORTANT	42%
SOMEWHAT IMPORTANT	22%
NOT VERY IMPORTANT	6%
DON'T KNOW/REFUSED	6%

“Important” is posted at a higher rate by:

- Managers

- retail businesses

“Not important” is indicated most frequently by:

- businesses with five to nine full-time employees
- home-based businesses
- Presidents
- Owners

The range of “essential” ratings spans between 7% and 88%.

Summary and Conclusions

In the second column, the table below shows each service with the percentage of respondents who consider it to be “essential.” The third column is an importance score based upon the rank in comparison with other services of the combines percentage of “essential” and “very important” ratings.

City Service	Essential Rating	Importance Score
Fire protection	88%	1
Police protection	88%	2
Quality of drinking water	66%	3
Snowplowing of city streets	62%	4
Street maintenance and repair	61%	4
Storm drainage and flood control	58%	6
Traffic enforcement	68%	7
Street lighting	63%	8
Property maintenance enforcement	27%	9
Economic development and planning	30%	10
Lighting along bicycle and pedestrian trails	39%	11
Building and inspection services	16%	12
Upkeep and maintenance of parks	22%	13
Mowing of boulevards	24%	14

City Service	Essential Rating	Importance Score
Senior Center programming	15%	15
Education programming provided by the Police and Fire Department	22%	16
Street sweeping	27%	17
Animal control	11%	18
Upkeep and maintenance of city beaches	13%	19
Snow removal on city trails	13%	20
Park and recreation programming	9%	21
Condition of city trails	14%	22
Community celebrations	18%	23
Arts Center programming	53%	24
Forestry program	8%	25
Park ranger program	7%	26
Outdoor ice rinks	9%	27

The average essential rating given to the 27 city services is 34.5%, over 11% higher than the average awarded by city residents. The top four scoring services are awarded ratings almost double the norm.

Chapter Five: City Taxes and Funding

City Taxes and Funding

Lakeville business owners/managers were asked a series of questions about city taxes and funding city services. Initially, respondents were queried about their property tax burden, focused on the city share. Next, residents were questioned about funding decisions on each of the 27 services. Respondents who favored increased funding of any service were asked about increasing taxes to fund the change. Owners/Managers who wanted to keep any service at current funding levels were asked how they felt about a property tax increase to maintain the service. Finally, respondents were asked if they support service cuts if current city property taxes could be reduced.

Tax Comparisons

Respondents were asked:

As you may know, business property tax revenues are divided among the State of Minnesota's fiscal disparities, the City of Lakeville, Dakota County, your local public school district.

In comparison with nearby cities, do you think that the business property taxes in Lakeville are very high, somewhat high, about average, somewhat low, or very low?

A 56% majority see their business property taxes as either “very high” or “somewhat high:”

VERY HIGH	19%
SOMEWHAT HIGH	37%
ABOUT AVERAGE	18%
SOMEWHAT LOW	1%
VERY LOW	0%
DON'T KNOW/REFUSED	26%

Eighteen percent see them as “about average.”

“High” is stated most frequently by:

- businesses at their current site for over fifteen years
- businesses with over ten employees
- Owners
- manufacturing businesses

“About average” is indicated more frequently by:

- businesses with one to four full-time employees
- Lakeville residents
- Managers
- retail businesses

Next, the focus was placed on the city portion of their property taxes:

Do you consider the city portion of your business property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?

Fifty-two percent assess the city portion of their business property taxes as “high:”

VERY HIGH	16%
SOMEWHAT HIGH	36%
ABOUT AVERAGE	20%
SOMEWHAT LOW	1%
VERY LOW	0%
DON'T KNOW/REFUSED	27%

Twenty percent see it as “about average.”

“High” is cited more often by:

- businesses at their current site for over fifteen years

“About average” is indicated most frequently by:

- Lakeville residents

Value of City Services

Interviewees were queried:

When you consider the business property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?

Sixty-four percent rate the general value as either “excellent” or “good:”

EXCELLENT	5%
GOOD	59%
ONLY FAIR	20%
POOR	3%
DON'T KNOW/REFUSED	13%

Only 23% rate the value as “only fair” or “poor.”

Ratings are higher among:

- Managers

They are lower among:

- home-based businesses
- those with other titles
- manufacturing businesses
- past Chamber of Commerce members

Percent Going to City Government

Respondents were asked:

*For each dollar of business property taxes you pay,
about what percentage do you think goes to city gov-
ernment – ten percent or less, 11 to 20 percent, 21 to
30 percent, 31 to 40 percent 41 to 50 percent or over
50 percent?*

The typical business estimates the city portion of their property tax is 26.5% of the total:

10 PERCENT OR LESS	3%
11 TO 20%	21%
21 TO 30%	27%
31 TO 40%	21%
41 TO 50%	5%
OVER 50 PERCENT	2%
DON'T KNOW/REFUSED	21%

“11% to 20% “ is stated most frequently by:

- businesses at their current site for eleven to fifteen years
- Presidents

Funding of City Services

Respondents were instructed:

Now, for the final time I am going to read the list of city services. Given the current economic and financial environment, the city may have to make some additional tough choices in the next couple of years with respect to scaling back or eliminating certain city services. For each of the following please tell me if you would support an increase in funding for the service, keep the funding for the service at its current level, make cuts in the funding for the service, or eliminate funding for the service.

The list of 27 city services was then re-read:

Police protection?

Only five percent would “increase funding,” while only three percent would “cut or eliminate” police protection services:

INCREASE FUNDING	5%
KEEP THE FUNDING	90%
MAKE CUTS	3%
ELIMINATE FUNDING	0%
DON'T KNOW/REFUSED	3%

“Keep the funding” is stated most frequently by:

- Lakeville residents

Traffic enforcement?

No one would “increase funding,” while nine percent would “cut or eliminate” traffic enforcement services:

INCREASE FUNDING	0%
KEEP THE FUNDING	87%
MAKE CUTS	9%
ELIMINATE FUNDING	0%

DON'T KNOW/REFUSED 3%

“Keep the funding” is posted at a higher rate by:

- retail businesses

Fire Protection?

Only four percent would “increase funding,” while only two percent would “cut or eliminate” fire protection services:

INCREASE FUNDING 4%
 KEEP THE FUNDING 90%
 MAKE CUTS 2%
 ELIMINATE FUNDING 0%
 DON'T KNOW/REFUSED 3%

“Keep the funding” is selected most often by:

- Lakeville residents
- Owners

Storm drainage and flood control?

No one would “increase funding,” while twelve percent would “cut or eliminate” storm drainage and flood control services:

INCREASE FUNDING 0%
 KEEP THE FUNDING 83%
 MAKE CUTS 12%
 ELIMINATE FUNDING 0%
 DON'T KNOW/REFUSED 4%

“Keep the funding” is cited most often by:

- businesses at their current site for six to ten years

“Make cuts” is indicated at a higher rate by:

- Presidents
- manufacturing businesses

Upkeep and maintenance of parks?

Only one percent would “increase funding,” while 27% would “cut or eliminate” the upkeep and maintenance of parks services:

INCREASE FUNDING	1%
KEEP THE FUNDING	64%
MAKE CUTS	26%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	8%

“Keep the funding” is cited most often by:

- Managers

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- Owners

Outdoor ice rinks?

No one would “increase funding,” while 37% would “cut or eliminate” outdoor ice rinks services:

INCREASE FUNDING	0%
KEEP THE FUNDING	51%
MAKE CUTS	34%
ELIMINATE FUNDING	3%
DON'T KNOW/REFUSED	12%

“Keep the funding” is cited most often by:

- Lakeville residents

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over ten years
- Owners

Upkeep and maintenance of city beaches?

Only two percent would “increase funding,” while 29% would “cut or eliminate” the upkeep and maintenance of city beaches:

INCREASE FUNDING	2%
KEEP THE FUNDING	58%
MAKE CUTS	28%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	11%

“Keep the funding” is cited most often by:

- Managers

“Make cuts” is indicated at a higher rate by:

- home-based businesses
- Lakeville residents
- Presidents
- Owners
- manufacturing businesses

Park and recreation programming?

No one would “increase funding,” while 28% would “cut or eliminate” park and recreation programming:

INCREASE FUNDING	0%
KEEP THE FUNDING	59%
MAKE CUTS	26%
ELIMINATE FUNDING	2%
DON'T KNOW/REFUSED	13%

“Keep the funding” is cited most often by:

- retail businesses

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- Lakeville residents
- Presidents
- Owners
- service businesses

Senior Center programming?

Only one percent would “increase funding,” while 16% would “cut or eliminate” Senior Center programming:

INCREASE FUNDING	1%
KEEP THE FUNDING	63%
MAKE CUTS	15%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	20%

“Keep the funding” is cited most often by:

- Lakeville residents

“Make cuts” is indicated at a higher rate by:

- businesses with five to nine full-time employees
- Owners

Arts Center programming?

No one would “increase funding,” while 32% would “cut or eliminate” Arts Center programming:

INCREASE FUNDING	0%
KEEP THE FUNDING	50%
MAKE CUTS	29%
ELIMINATE FUNDING	3%
DON'T KNOW/REFUSED	17%

“Keep the funding” is cited most often by:

- those with other titles

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for eleven to fifteen years
- Presidents
- Owners
- manufacturing businesses

Park ranger program?

No one would “increase funding,” while 35% would “cut or eliminate” the park ranger program:

INCREASE FUNDING	0%
KEEP THE FUNDING	43%
MAKE CUTS	31%
ELIMINATE FUNDING	4%
DON'T KNOW/REFUSED	22%

“Keep the funding” is cited most often by:

- Managers

“Make cuts” is indicated at a higher rate by:

- Presidents
- Owners
- manufacturing businesses

Forestry program?

No one would “increase funding,” while 32% would “cut or eliminate” the forestry program:

INCREASE FUNDING	0%
KEEP THE FUNDING	49%
MAKE CUTS	28%
ELIMINATE FUNDING	4%
DON'T KNOW/REFUSED	19%

“Keep the funding” is cited most often by:

- Lakeville residents
- Managers

“Make cuts” is indicated at a higher rate by:

- Presidents
- Owners
- manufacturing businesses

Condition of city trails?

No one would “increase funding,” while 21% would “cut or eliminate” condition of city trails services:

INCREASE FUNDING	0%
------------------------	----

KEEP THE FUNDING	65%
MAKE CUTS	19%
ELIMINATE FUNDING	2%
DON'T KNOW/REFUSED	13%

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- Presidents
- Owners

Snow removal on city trails?

No one would “increase funding,” while 28% would “cut or eliminate” snow removal on city trails:

INCREASE FUNDING	0%
KEEP THE FUNDING	62%
MAKE CUTS	21%
ELIMINATE FUNDING	7%
DON'T KNOW/REFUSED	11%

“Keep the funding” is cited most often by:

- businesses at their current site for eleven to fifteen years
- Lakeville residents
- retail businesses

“Make cuts” is indicated at a higher rate by:

- home-based businesses
- Owners
- service businesses

Animal control?

Only one percent would “increase funding,” while 18% “cut or eliminate” animal control services:

INCREASE FUNDING	1%
KEEP THE FUNDING	69%
MAKE CUTS	16%
ELIMINATE FUNDING	2%
DON'T KNOW/REFUSED	12%

“Make cuts” is indicated at a higher rate by:

- Owners

Educational programming provided by the Police and Fire Department?

Only three percent would “increase funding,” while 23% would “cut or eliminate” educational programming provided by the Police and Fire Department:

INCREASE FUNDING	3%
KEEP THE FUNDING	66%
MAKE CUTS	20%
ELIMINATE FUNDING	3%
DON'T KNOW/REFUSED	8%

“Keep the funding” is cited most often by:

- Managers

“Make cuts” is indicated at a higher rate by:

- home-based businesses
- Lakeville residents
- Owners

Community celebrations, such as Pan-o-prog?

No one would “increase funding,” while 19% would “cut or eliminate” community celebrations:

INCREASE FUNDING	0%
KEEP THE FUNDING	72%
MAKE CUTS	17%
ELIMINATE FUNDING	2%
DON'T KNOW/REFUSED	8%

“Make cuts” is indicated at a higher rate by:

- Presidents
- Owners

Street lighting?

Five percent would “increase funding,” while six percent would “cut or eliminate” street lighting:

INCREASE FUNDING	5%
KEEP THE FUNDING	85%
MAKE CUTS	6%
ELIMINATE FUNDING	0%
DON'T KNOW/REFUSED	4%

“Keep the funding” is cited most often by:

- Lakeville residents
- retail businesses

Lighting along bicycle and pedestrian trails?

Only two percent would “increase funding,” while 17% would “cut or eliminate” lighting along bicycle and pedestrian trails:

INCREASE FUNDING	2%
KEEP THE FUNDING	70%
MAKE CUTS	16%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	11%

“Keep the funding” is cited most often by:

- Lakeville residents
- Managers
- those with other titles

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- businesses with five to nine full-time employees
- Presidents
- manufacturing businesses

Building and Inspection services?

Only two percent would “increase funding,” while 22% would “cut or eliminate” building and inspection services:

INCREASE FUNDING	2%
KEEP THE FUNDING	67%

MAKE CUTS	21%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	10%

“Keep the funding” is cited most often by:

- retail businesses

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- Owners
- manufacturing businesses

Property maintenance enforcement?

Three percent would “increase funding,” while 17% would “cut or eliminate” property maintenance enforcement services:

INCREASE FUNDING	3%
KEEP THE FUNDING	73%
MAKE CUTS	16%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	7%

“Make cuts” is indicated at a higher rate by:

- Owners
- manufacturing businesses

Economic development and planning?

Three percent would “increase funding,” while 20% would “cut or eliminate” economic development and planning services:

INCREASE FUNDING	3%
KEEP THE FUNDING	68%
MAKE CUTS	19%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	9%

“Keep the funding” is cited most often by:

- Managers

“Make cuts” is indicated at a higher rate by:

- Lakeville residents
- Owners

Quality of drinking water?

Six percent would “increase funding,” while only three percent would “cut or eliminate” services protecting or enhancing the quality of drinking water:

INCREASE FUNDING	6%
KEEP THE FUNDING	87%
MAKE CUTS	3%
ELIMINATE FUNDING	0%
DON'T KNOW/REFUSED	4%

“Keep the funding” is cited most often by:

- retail businesses

Snowplowing of city streets?

Only three percent would “increase funding,” while only five percent would “cut or eliminate” the snowplowing of city streets:

INCREASE FUNDING	3%
KEEP THE FUNDING	90%
MAKE CUTS	5%
ELIMINATE FUNDING	0%
DON'T KNOW/REFUSED	2%

“Keep the funding” is cited most often by:

- Lakeville residents

Street sweeping?

No one would “increase funding,” while 21% would “cut or eliminate” street sweeping services:

INCREASE FUNDING	0%
KEEP THE FUNDING	75%
MAKE CUTS	20%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	4%

“Keep the funding” is cited most often by:

- retail businesses

“Make cuts” is indicated at a higher rate by:

- home-based businesses

Street maintenance and repair?

Four percent would “increase funding,” while only five percent would “cut or eliminate” street maintenance and repair services:

INCREASE FUNDING	4%
KEEP THE FUNDING	88%
MAKE CUTS	4%
ELIMINATE FUNDING	1%
DON'T KNOW/REFUSED	3%

“Keep the funding” is cited most often by:

- retail businesses

Mowing of boulevards?

No one would “increase funding,” while 23% would “cut or eliminate” the mowing of boulevards:

INCREASE FUNDING	0%
KEEP THE FUNDING	70%
MAKE CUTS	20%
ELIMINATE FUNDING	3%
DON'T KNOW/REFUSED	7%

“Keep the funding” is cited most often by:

- businesses at their current site for less than five years
- Managers

- retail businesses

“Make cuts” is indicated at a higher rate by:

- businesses at their current site for over fifteen years
- home-based businesses
- Owners
- manufacturing businesses

Tax Increases for City Services

Respondents were asked:

You stated you wanted to see (a/some) city service(s) receive additional funding....

Would you favor or oppose an increase in city business property taxes to provide that additional funding?

By a 55%-31% majority, this subgroup of owners/managers oppose an increase in city business property taxes to provide that additional funding:

FAVOR	31%
OPPOSE	55%
DON'T KNOW/REFUSED	14%

“Favor” is cited most frequently by:

- businesses with five to nine full-time employees
- those with other titles
- retail businesses

“Oppose” is posted more often by:

- other types of businesses

The minority supporting a property tax increase were asked a follow-up query:

By what percentage would you be willing to increase your business property taxes to provide funding for services you mentioned?

The typical owner/manager would accept a property tax increase of 2.7%:

ONE PERCENT	5%
TWO PERCENT	32%
THREE PERCENT	42%
FOUR PERCENT	5%
NINE PERCENT	5%
TEN PERCENT	11%

There are no statistically significant sub-group differences.

Next, owners/managers supporting the maintenance of any city service at current funding levels were asked:

You stated you wanted to see (a/some) city service(s) receive funding at the current level....

Would you favor or oppose an increase in city business property taxes if it were needed to maintain those city services at their current level?

A solid 68%-11% oppose an increase in property taxes if it were needed to maintain those city services at their current level:

FAVOR	11%
OPPOSE	68%
DON'T KNOW/REFUSED	21%

“Favor” is stated more frequently by:

- businesses at their current site for six to ten years
- businesses with one to four full-time employees
- Presidents
- those with other titles

“Oppose” is posted at a higher rate by:

- Owners
- manufacturing businesses

The small number endorsing an increase in their property taxes were asked a follow-up query:

By what percentage would you be willing to increase your business property taxes to maintain funding for services you mentioned?

The typical business owner/manager would accept a 3.3% tax increase to maintain city services at current levels:

ONE PERCENT	7%
TWO PERCENT	30%
THREE PERCENT	17%
FIVE PERCENT	23%
NINE PERCENT	10%
TEN PERCENT	3%
FIFTEEN PERCENT	7%
TWENTY PERCENT	3%

“9% “ is indicated more frequently by:

- those not living in Lakeville

Support Cuts in Services

Respondents were asked:

Would you favor or oppose cuts in city services if they would reduce your current CITY business property taxes? Do you feel strongly that way?

By a narrow 41%-38% plurality, business owners/managers favor cuts in city services if they would reduce their current city property taxes:

STRONGLY FAVOR	11%
FAVOR	30%
OPPOSE	29%
STRONGLY OPPOSE	9%
DON'T KNOW/REFUSED	2%

Supporters are more apt to be:

- businesses with ten to fourteen full-time employees
- Owners
- manufacturing businesses

Opponents are more likely to be:

- businesses with over fourteen employees

Summary and Conclusions

Business managers and owners tend to feel their property taxes are “high” in comparison with nearby cities. Fifty-six percent view them as either “very high” or “somewhat high,” while 18% consider them to be “about average,” and 26% are “unsure.” When only city property taxes are considered, 52% find them comparatively high, 20% see them as “about average,” and 27% are “uncertain.” By about three-to-one, 64% to 23%, business owners/managers rate the value of city services compared with the taxes paid favorably. In general, businesses think the city share of their property taxes is 26.5%, well above the actual 15.0%.

The table below shows each service with the percentage of respondents who consider it to be a candidate for cutting or elimination, and a score, indicating its rank among all 27 services for preservation.

City Service	Cut/Eliminate Percentage	Funding Priority
Fire protection	2%	1
Police protection	3%	2
Quality of drinking water	3%	2
Snowplowing of city streets	5%	4
Street maintenance and repair	5%	4
Street lighting	6%	6
Traffic enforcement	9%	7
Storm drainage and flood control	12%	8
Senior Center programming	16%	9
Property maintenance enforcement	17%	10
Lighting along bicycle and pedestrian trails	17%	10
Animal control	18%	12
Community celebrations	19%	13
Economic development and planning	20%	14
Street sweeping	21%	15
Condition of city trails	21%	15
Building and inspection services	22%	17

City Service	Cut/Eliminate Percentage	Funding Priority
Education programming provided by the Police and Fire Department	23%	18
Mowing of boulevards	23%	18
Snow removal on city trails	28%	20
Park and recreation programming	28%	20
Upkeep and maintenance of parks	29%	22
Upkeep and maintenance of city beaches	29%	22
Arts Center programming	32%	24
Forestry program	32%	24
Park ranger program	35%	26
Outdoor ice rinks	37%	27

The average “cut/eliminate” percentage given to the 27 city services is 19.0%. Only the bottom ranked services has “cut/eliminate” percentages almost double the norm.

Business owners/managers who wanted to increase funding for any service – 20% of the sample – opposed a property tax increase to provide additional funding. And, business owners/managers who wanted to maintain funding for any service also opposed a property tax increase by a 68%-11% margin. In any case, a narrow 41%-38% plurality favors service cuts if it would reduce their current city property taxes.

Chapter Six: Communications

Communications

In this very short chapter, business owners/managers were asked about their preferred sources of information about Lakeville City Government and its activities. They were given three choices to indicate their preferences.

Sources of Information

Interviewees were initially asked:

How would you prefer to receive information about Lakeville City Government and its activities?

First choices are arrayed below:

FIRST CHOICE

DON'T KNOW/REFUSED	0%
NONE	1%
"MESSAGES"/CITY NEWSLETTER	40%
CITY'S WEBSITE	25%
LOCAL NEWSPAPER	15%
CABLE TELEVISION	0%
CITY MEETINGS	0%
CHAMBER OF COMMERCE	8%
CITY STAFF/COUNCIL	0%
OTHER BUSINESS OWNERS/MANAGERS	0%
E-MAIL	8%
MAILINGS	3%
AUTOMATED TELEPHONE CALLS	0%

Two sources dominate the list: “Messages” – the City Newsletter – and the City’s website. The local newspaper ranked next in popularity.

“Messages/City newsletter” is key to:

- Lakeville residents

“City’s website” is important to:

- businesses with over fourteen employees
- Presidents
- manufacturing businesses

“Local newspaper” is posted at a higher rate by:

- businesses with one to four full-time employees

Next, a second choice was solicited:

SECOND CHOICE

Twenty-nine percent point to the “local newspaper:”

DON'T KNOW/REFUSED	4%
NONE	9%
"MESSAGES"/CITY NEWSLETTER	21%
CITY'S WEBSITE	20%
LOCAL NEWSPAPER	29%
CABLE TELEVISION	2%
CITY MEETINGS	2%
CHAMBER OF COMMERCE	5%
CITY STAFF/COUNCIL	0%
OTHER BUSINESS OWNERS/MANAGERS	2%
E-MAIL	2%
MAILINGS	2%
AUTOMATED TELEPHONE CALLS	2%

Twenty-one percent choose “Messages,” while 20% cite the “City’s website.”

“Messages/City newsletter” is key to:

- businesses with over fourteen employees

“City’s website” is important to:

- other types of businesses

“Local newspaper” is posted at a higher rate by:

- businesses at their current site for over fifteen years
- Managers

Finally, a third choice was requested:

THIRD CHOICE

The “local newspaper” ranks first, followed by the “City’s website,” “Messages,” and “the grapevine.”

DON'T KNOW/REFUSED	6%
NONE	15%
"MESSAGES"/CITY NEWSLETTER	11%
CITY'S WEBSITE	12%
LOCAL NEWSPAPER	27%
CABLE TELEVISION	8%
CITY MEETINGS	2%
CHAMBER OF COMMERCE	4%
CITY STAFF/COUNCIL	1%
OTHER BUSINESS OWNERS/MANAGERS	9%
E-MAIL	1%
MAILINGS	1%
AUTOMATED TELEPHONE CALLS	3%

“None” is cited most frequently by:

- Presidents

“Messages/City newsletter” is key to:

- businesses with ten to fourteen full-time employees

“Local newspaper” is posted at a higher rate by:

- businesses at their current site for less than five years

Summary and Conclusions

By far the most preferred sources of information about City Government and its activities are the “local newspaper,” and the “City Newsletter,” mentioned by 71% and 72%, respectively. Next, the “City’s website” is posted by 57%.

Chapter Seven: Final Thoughts

Final Thoughts

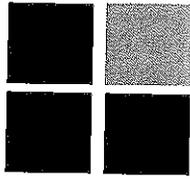
To create an overall budget priority ranking, the scores indicating the importance of a service and the funding priority are combined – the lower the overall score, the greater the desire of the public to protect that service’s funding. The table below arrays the priority ranking for each service.

City Service	Importance	Funding Priority	Priority Ranking Score	Positive Rating
Fire protection	1	1	2	99
Police protection	2	2	4	99
Quality of drinking water	3	2	5	84
Snowplowing of city streets	4	4	8	95
Street maintenance and repair	4	4	8	82
Street lighting	8	6	14	91
Traffic enforcement	7	7	14	94
Storm drainage and flood control	6	8	14	96
Property maintenance enforcement	9	10	19	90
Lighting along bicycle and pedestrian trails	11	10	21	86
Senior Center programming	15	9	24	89
Economic development and planning	10	14	24	81
Building and inspection services	12	17	29	87
Animal control	18	12	30	97
Mowing of boulevards	14	18	32	88
Street sweeping	17	15	32	91
Education programming provided by the Police and Fire Department	16	18	34	96
Upkeep and maintenance of parks	13	22	35	99
Community celebrations	23	13	36	94
Condition of city trails	22	15	37	96
Park and recreation programming	21	20	41	95

City Service	Importance	Funding Priority	Priority Ranking Score	Positive Rating
Upkeep and maintenance of city beaches	19	22	41	88
Arts Center programming	24	24	48	89
Snow removal on city trails	20	20	40	89
Forestry program	25	24	49	89
Park ranger program	26	26	52	91
Outdoor ice rinks	27	27	54	93

The top quartile of services – the first seven services boxed by a double-line border – should be prioritized to maintain funding at current levels and/or make changes which will improve these services. The second quartile of services – the second seven services boxed by a double-lined border – should have funding reduced judiciously, if necessary. The third quartile – the third seven services boxed by a double-lined border – should be considered candidates for moderate or average funding cuts. The fourth quartile – the fourth seven services boxed by a double-lined border – are primary candidates for large cuts or service termination.

Unique to Lakeville, in many ways, business owners/managers view the City of Lakeville even more favorably than residents. Tax hostility is an issue, but not at the levels seen in other suburban business communities. Even so, the value of city services in terms of the city property tax level is among the highest in the Metropolitan Area. Over the years, the City of Lakeville made exceptional efforts to link with the business community – that partnership has resulted in a unique reservoir of goodwill toward the City enterprise from businesses in Lakeville.



Decision
Resources Ltd.

Survey

IF A NAME IS LISTED, ASK:

Hello, may I speak with _____?

IF NO NAME IS LISTED, ASK:

May I speak with the owner or manager of this business?

Hello, I'm _____ of Decision Resources, Ltd., a statewide survey research firm located in Minneapolis. We've been retained by the City of Lakeville to speak with a random sample of Lakeville businesses about issues facing the community. This survey is being taken because the City is interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. Your business name will not be referred to anywhere in the results. Do you have a few minutes now to help us with this survey?

1. How long has your business been at this current site?

LESS THAN ONE YEAR.....	3%
ONE TO TWO YEARS.....	8%
THREE TO FIVE YEARS...	18%
SIX TO TEN YEARS.....	30%
11 TO 15 YEARS.....	22%
SIXTEEN TO TWENTY YRS..	7%
OVER TWENTY YEARS.....	11%
REFUSED.....	0%

2. Thinking back to when you moved to Lakeville, what factors were most important to you in selecting the city?

HOME-BASED BUSINESS...	12%
LOCATION.....	46%
CUSTOMER BASE.....	8%
AVAILABILITY OF SPACE..	7%
CLOSE TO HOME.....	8%
BOUGHT EXISTING.....	9%
CORPORATE DECISION.....	8%
GOOD SCHOOLS.....	2%
SCATTERED.....	1%

3. How would you rate the business atmosphere in Lakeville -- excellent, good, only fair or poor?

EXCELLENT.....	27%
GOOD.....	58%
ONLY FAIR.....	11%
POOR.....	3%
DON'T KNOW/REFUSED.....	1%

4. What do you like MOST, if anything, about having your business in Lakeville?

DON'T KNOW/REFUSED.....	1%
LOCATION.....	48%
CUSTOMER BASE.....	20%
NICE COMMUNITY.....	11%
FRIENDLY PEOPLE.....	12%
HOME-BASED.....	8%
SCATTERED.....	1%

5. And, what do you like LEAST, if anything, about having your business in Lakeville?
- | | |
|-------------------------|-----|
| UNSURE..... | 5% |
| NOTHING..... | 51% |
| LACK OF CUSTOMERS..... | 4% |
| NOT ENOUGH SPACE..... | 2% |
| HIGH TAXES..... | 24% |
| TRAFFIC CONGESTION..... | 1% |
| POOR ECONOMY..... | 2% |
| LOCATION..... | 5% |
| CITY SIGNAGE RULES..... | 5% |
| POOR INTERNET..... | 1% |
6. Do you have any plans to move your business from the City of Lakeville in the next five years?
- | | |
|-------------------------|-----|
| YES..... | 3% |
| NO..... | 90% |
| DEPENDS (VOL.)..... | 4% |
| DON'T KNOW/REFUSED..... | 3% |

IF "YES" OR "DEPENDS," ASK: (N=20)

7. Could you tell me one or two reasons why you are thinking about moving your business in the next five years?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 5% |
| NOT ENOUGH SPACE..... | 15% |
| LACK OF CUSTOMERS..... | 15% |
| HIGH TAXES..... | 35% |
| BUILDING FOR SALE..... | 5% |
| CITY SIGNAGE RULES..... | 10% |
| DOWNSIZING..... | 10% |
| POOR INTERNET..... | 5% |

Turning to city services....

First, I would like to read you a list of a city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor?

	EXC	GOO	FAI	POO	DKR
8. Police protection?	33%	64%	1%	0%	2%
9. Traffic enforcement?	23%	69%	5%	1%	1%
10. Fire Protection?	33%	60%	1%	0%	6%
11. Storm drainage and flood control?	15%	73%	3%	1%	8%
12. Upkeep and maintenance of parks?	21%	61%	1%	0%	17%
13. Outdoor ice rinks?	8%	48%	3%	1%	41%
14. Upkeep and maintenance of city beaches?	13%	45%	5%	3%	34%
15. Park and recreation programming?	11%	50%	3%	0%	36%
16. Senior Center programming?	7%	32%	5%	0%	56%
17. Arts Center programming?	7%	43%	6%	0%	44%
18. Park ranger program?	6%	33%	4%	0%	56%
19. Forestry program?	7%	34%	5%	0%	54%
20. Condition of city trails?	18%	49%	3%	0%	30%
21. Snow removal on city trails?	14%	42%	6%	1%	37%
22. Animal control?	7%	63%	2%	0%	28%
23. Educational programming provided by the Police and Fire Department?	13%	57%	3%	0%	27%
24. Community celebrations, such as Pan-o-prog?	17%	64%	4%	1%	14%

	EXC	GOO	FAI	POO	DKR
25. Street lighting?	11%	78%	8%	1%	2%
26. Lighting along bicycle and pedestrian trails?	9%	47%	9%	0%	35%
27. Building and Inspection services?	10%	59%	9%	1%	21%
28. Property maintenance enforcement?	7%	71%	7%	2%	13%
29. Economic development and planning?	7%	60%	13%	3%	18%
30. Quality of drinking water?	10%	70%	12%	3%	4%

Roadways in the City of Lakeville consist of both city and county streets. City streets are those found in residential neighborhoods and also include major streets such as Ipava Avenue, Jacquard Avenue, Flagstaff Avenue and Holyoke Avenue. County streets are the following major roadways: Cedar Avenue or County Road 23; Kenwood Trail or County Road 50; Dodd Boulevard or County Road 9; 185th Street or County Road 60, 215th Street or County Road 70; and Pilot Knob Road or County Road 31.

Again, please tell me whether you would rate the quality of the following services as excellent, good, only fair, or poor?

	EXC	GOO	FAI	POO	DKR
31. Snowplowing of city streets?	12%	83%	5%	0%	0%
32. Street sweeping?	12%	76%	8%	1%	3%
33. Street maintenance and repair?	7%	75%	15%	3%	1%
34. Mowing of boulevards?	12%	71%	8%	3%	7%

Now, I would like to re-read you that list of city services. For each one, please tell me if you consider it be an essential city service, a very important city service, a somewhat important city service, or not a very important service at all.

	ESS	VRI	SMI	NOT	DKR
35. Police protection?	88%	10%	2%	0%	0%
36. Traffic enforcement?	68%	24%	6%	1%	1%
37. Fire Protection?	88%	11%	0%	0%	0%
38. Storm drainage and flood control?	58%	36%	6%	0%	1%
39. Upkeep and maintenance of parks?	22%	48%	24%	4%	3%
40. Outdoor ice rinks?	9%	31%	39%	14%	8%
41. Upkeep and maintenance of city beaches?	13%	44%	33%	4%	7%
42. Park and recreation programming?	9%	45%	33%	5%	8%
43. Senior Center programming?	15%	46%	22%	4%	14%
44. Arts Center programming?	5%	36%	31%	12%	17%
45. Park ranger program?	7%	29%	29%	13%	24%
46. Forestry program?	8%	29%	31%	11%	21%
47. Condition of city trails?	14%	38%	32%	8%	9%
48. Snow removal on city trails?	13%	40%	27%	10%	11%
49. Animal control?	11%	51%	27%	5%	6%
50. Educational programming provided by the Police and Fire Department?	22%	43%	27%	4%	4%

	ESS	VRI	SMI	NOT	DKR
51. Community celebrations, such as Pan-o-prog?	18%	37%	36%	7%	3%
52. Street lighting?	63%	29%	7%	1%	0%
53. Lighting along bicycle and pedestrian trails?	39%	33%	13%	8%	7%
54. Building and Inspection services?	16%	55%	24%	2%	4%
55. Property maintenance enforcement?	27%	55%	14%	2%	2%
56. Economic development and planning?	30%	45%	18%	3%	4%
57. Quality of drinking water?	66%	31%	2%	0%	1%
58. Snowplowing of city streets?	62%	34%	2%	2%	0%
59. Street sweeping?	27%	40%	27%	6%	0%
60. Street maintenance and repair?	61%	33%	3%	1%	1%
61. Mowing of boulevards?	24%	42%	22%	6%	6%

Moving on.....

As you may know, business property tax revenues are divided among the State of Minnesota's fiscal disparities, the City of Lakeville, Dakota County, your local public school district.

62. In comparison with nearby cities, do you think that the business property taxes in Lakeville are very high, somewhat high, about average, somewhat low, or very low?	VERY HIGH.....	19%
	SOMEWHAT HIGH.....	37%
	ABOUT AVERAGE.....	18%
	SOMEWHAT LOW.....	1%
	VERY LOW.....	0%
	DON'T KNOW/REFUSED....	26%
63. Do you consider the city portion of your business property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....	16%
	SOMEWHAT HIGH.....	36%
	ABOUT AVERAGE.....	20%
	SOMEWHAT LOW.....	1%
	VERY LOW.....	0%
	DON'T KNOW/REFUSED....	27%
64. When you consider the business property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....	5%
	GOOD.....	59%
	ONLY FAIR.....	20%
	POOR.....	3%
	DON'T KNOW/REFUSED....	13%
65. For each dollar of business property taxes you pay, about what percentage do you think goes to city government -- ten percent or less, 11 to 20 percent, 21 to 30 percent, 31 to 40 percent, 41 to 50 percent or over 50 percent?	10 PERCENT OR LESS.....	3%
	11 TO 20%.....	21%
	21 TO 30%.....	27%
	31 TO 40%.....	21%
	41 TO 50%.....	5%
	OVER 50 PERCENT.....	2%
	DON'T KNOW/REFUSED....	21%

Now, for the final time I am going to read the list of city services. Given the current economic and financial environment, the city may have to make some additional tough choices in the

next couple of years with respect to scaling back or eliminating certain city services. For each of the following please tell me if you would support an increase in funding for the service, keep the funding for the service at its current level, make cuts in the funding for the service, or eliminate funding for the service. (ROTATE)

	INC	SAM	CUT	ELM	DKR
66. Police protection?	5%	90%	3%	0%	3%
67. Traffic enforcement?	0%	87%	9%	0%	3%
68. Fire Protection?	4%	90%	2%	0%	3%
69. Storm drainage and flood control?	0%	83%	12%	0%	4%
70. Upkeep and maintenance of parks?	1%	64%	26%	1%	8%
71. Outdoor ice rinks?	0%	51%	34%	3%	12%
72. Upkeep and maintenance of city beaches?	2%	58%	28%	1%	11%
73. Park and recreation programming?	0%	59%	26%	2%	13%
74. Senior Center programming?	1%	63%	15%	1%	20%
75. Arts Center programming?	0%	50%	29%	3%	17%
76. Park ranger program?	0%	43%	31%	4%	22%
77. Forestry program?	0%	49%	28%	4%	19%
78. Condition of city trails?	0%	65%	19%	2%	13%
79. Snow removal on city trails?	0%	62%	21%	7%	11%
80. Animal control?	1%	69%	16%	2%	12%
81. Educational programming provided by the Police and Fire Department?	3%	66%	20%	3%	8%
82. Community celebrations, such as Pan-o-prog?	0%	72%	17%	2%	8%
83. Street lighting?	5%	85%	6%	0%	4%
84. Lighting along bicycle and pedestrian trails?	2%	70%	16%	1%	11%
85. Building and Inspection services?	2%	67%	21%	1%	10%
86. Property maintenance enforcement?	3%	73%	16%	1%	7%
87. Economic development and planning?	3%	68%	19%	1%	9%
88. Quality of drinking water?	6%	87%	3%	0%	4%
89. Snowplowing of city streets?	3%	90%	5%	0%	2%
90. Street sweeping?	0%	75%	20%	1%	4%
91. Street maintenance and repair?	4%	88%	4%	1%	3%
92. Mowing of boulevards?	0%	70%	20%	3%	7%

IF "INCREASE FUNDING" FOR ANY SERVICE, ASK: (N=58)

You stated you wanted to see (a/some) city service(s) receive additional funding....

93. Would you favor or oppose an increase in city business property taxes to provide that additional funding?	FAVOR.....	31%
	OPPOSE.....	55%
	DON'T KNOW/REFUSED.....	14%

IF "FAVOR," ASK: (N=18)

94. By what percentage would you be willing to increase your business property taxes to provide funding for services you mentioned?	ONE PERCENT.....	5%
	TWO PERCENT.....	32%
	THREE PERCENT.....	42%
	FOUR PERCENT.....	5%
	NINE PERCENT.....	5%
	TEN PERCENT.....	11%

IF "CURRENT LEVEL," ASK: (N=286)

You stated you wanted to see (a/some) city service(s) receive funding at the current level....

95. Would you favor or oppose an increase in city business property taxes if it were needed to maintain those city services at their current level?	FAVOR.....	11%
	OPPOSE.....	68%
	DON'T KNOW/REFUSED....	21%

IF "FAVOR," ASK: (N=30)

96. By what percentage would you be willing to increase your business property taxes to maintain funding for services you mentioned?	ONE PERCENT.....	7%
	TWO PERCENT.....	30%
	THREE PERCENT.....	17%
	FIVE PERCENT.....	23%
	NINE PERCENT.....	10%
	TEN PERCENT.....	3%
	FIFTEEN PERCENT.....	7%
	TWENTY PERCENT.....	3%

97. Would you favor or oppose cuts in city services if they would reduce your current CITY business property taxes? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....	11%
	FAVOR.....	30%
	OPPOSE.....	29%
	STRONGLY OPPOSE.....	9%
	DON'T KNOW/REFUSED....	22%

Thinking about communications....

98. How would you prefer to receive information about Lakeville City Government and its activities? (PROBE FOR THREE RESPONSES)

	FIR	SEC	THI
DON'T KNOW/REFUSED.....	0%	4%	6%
NONE.....	1%	9%	15%
"MESSAGES"/CITY NEWSLETTER.....	40%	21%	11%
CITY'S WEBSITE.....	25%	20%	12%
LOCAL NEWSPAPER.....	15%	29%	27%
CABLE TELEVISION.....	0%	2%	8%
CITY MEETINGS.....	0%	2%	2%
CHAMBER OF COMMERCE.....	8%	5%	4%
CITY STAFF/COUNCIL.....	0%	0%	1%
OTHER BUSINESS OWNERS/MANAGERS.....	0%	2%	9%
E-MAIL.....	8%	2%	1%
MAILINGS.....	3%	2%	1%
AUTOMATED TELEPHONE CALLS.....	0%	2%	3%

Moving on....

99. Now, for demographic purposes, could you tell me your position or title in this Company?	PRESIDENT.....	6%
	OWNER.....	43%
	MANAGER.....	48%
	SCATTERED TITLES.....	3%
100. How many full-time employees work at this location?	NONE.....	7%
	1-4.....	50%
	5-9.....	17%
	10-14.....	14%
	15-19.....	7%
	20 OR MORE.....	7%
101. How many part-time employees work at this location?	NONE.....	34%
	1-4.....	37%
	5-9.....	11%
	10-14.....	10%
	15-19.....	2%
	20 OR MORE.....	6%
102. Is your business home-based?	YES.....	15%
	NO.....	85%
	DON'T KNOW/REFUSED.....	0%

103. In what city do you live?	LAKEVILLE.....59%
	BURNSVILLE.....5%
	PRIOR LAKE.....7%
	FARMINGTON.....3%
	MINNEAPOLIS.....4%
	APPLE VALLEY.....3%
	EAGAN.....3%
	SCOTT COUNTY.....2%
	ROSEMOUNT.....2%
	REST OF DAKOTA CO.....2%
	REST OF HENNEPIN CO....3%
	SCATTERED.....7%

IF "NOT IN LAKEVILLE," ASK: (N=121)

104. Could you tell me one or two reasons why you decided not to move Lakeville?	CLOSE TO FAMILY.....10%
	GOOD LOCATION.....7%
	ALWAYS LIVED THERE....32%
	GOOD SCHOOLS.....3%
	LOWER TAXES.....6%
	LIVED FOR LONG TIME...24%
	HOUSING/NEIGHBORHOOD..17%
	SCATTERED.....2%
105. Is your business a current member of the Lakeville Chamber of Commerce? (IF "NO," ASK:) Is your business a former member of the Lakeville Chamber of Commerce?	YES.....40%
	NO/YES.....9%
	NO/NO.....51%
	DON'T KNOW/REFUSED....0%
106. What is your type of business -- retail, service, manufacturing or something else?	RETAIL.....18%
	MANUFACTURING.....14%
	SERVICE.....58%
	SCATTERED.....10%

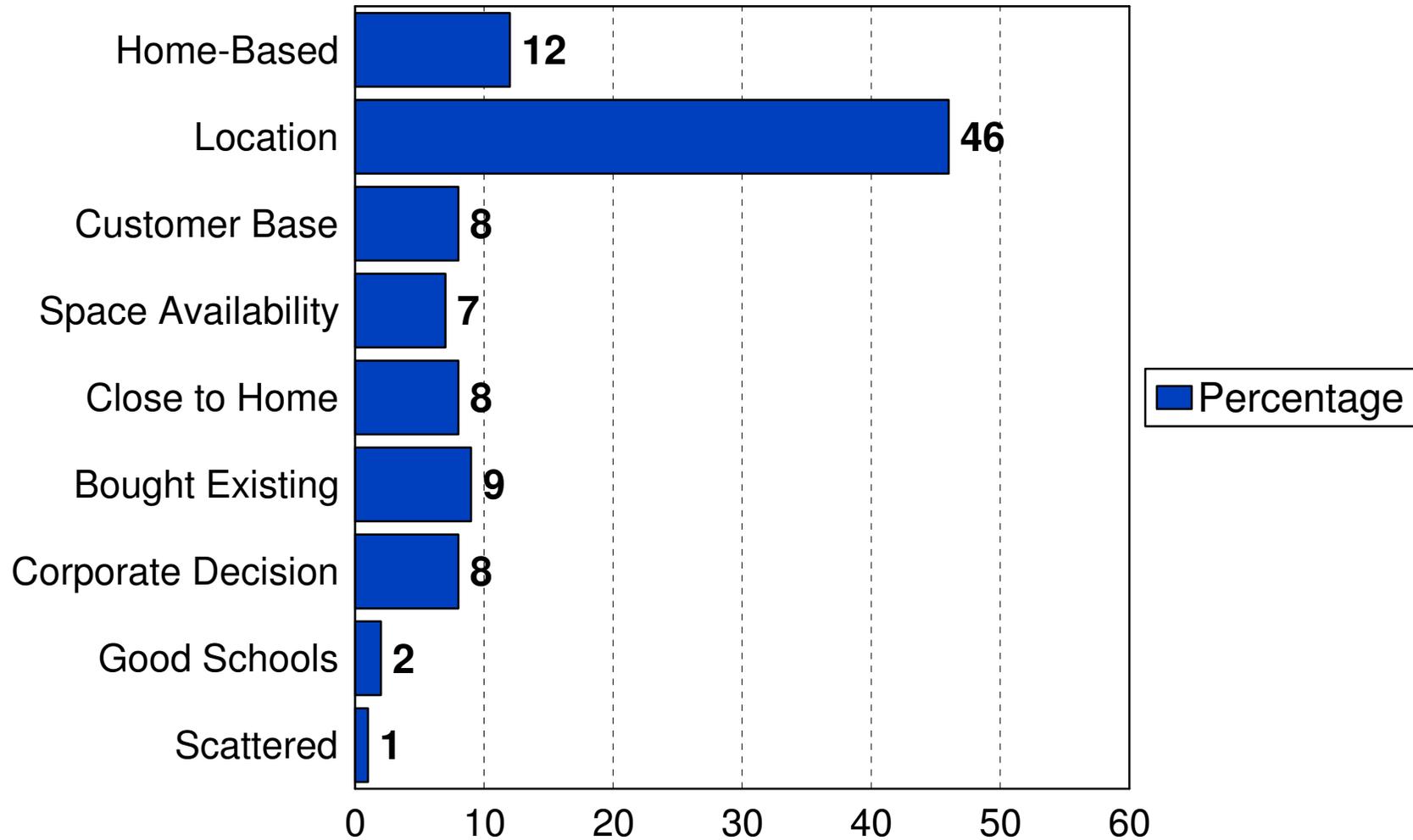
City of Lakeville

2010 Business Study

Decision Resources, Ltd.

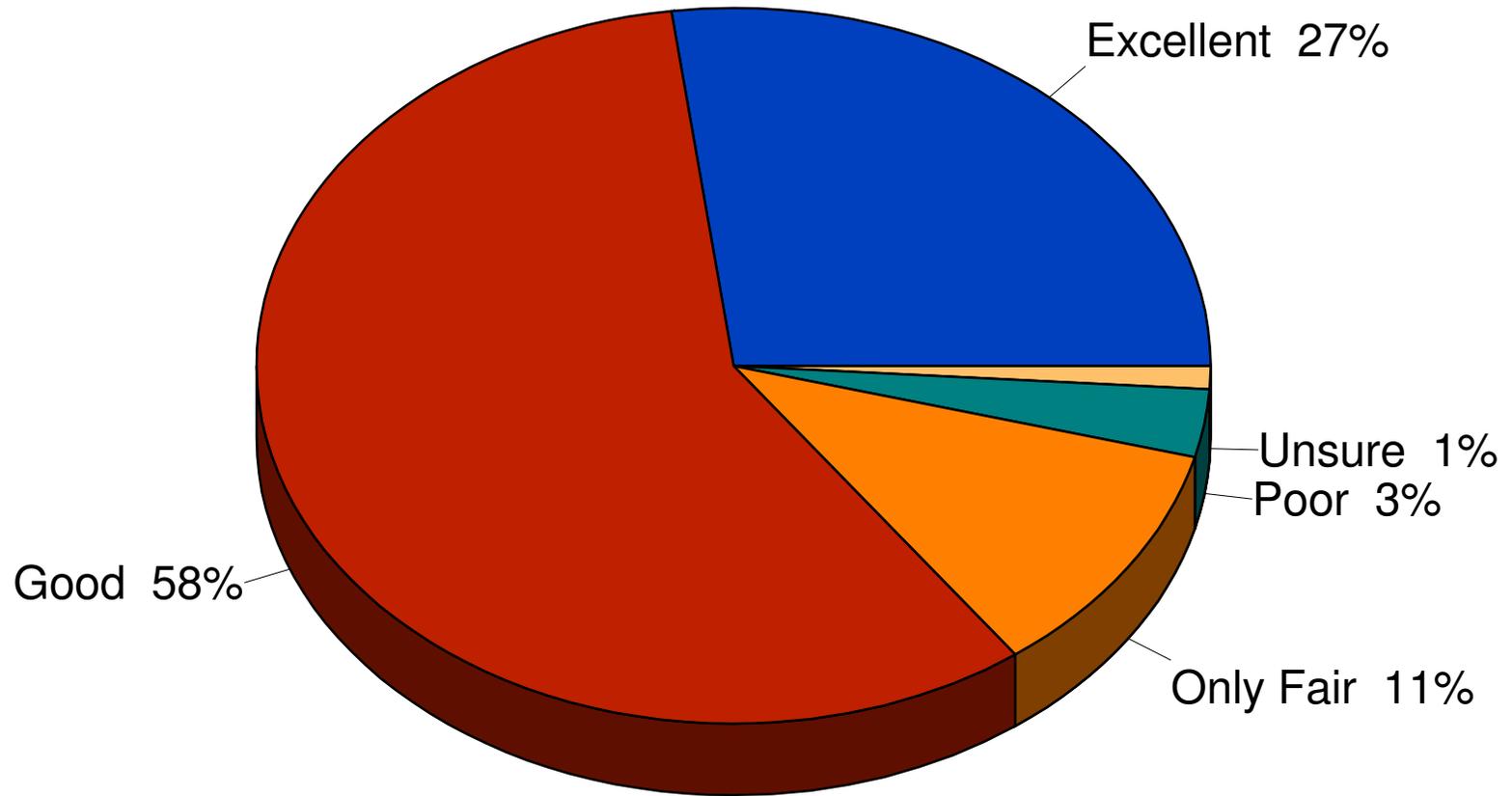
Selection of Community

2010 Lakeville Business Study



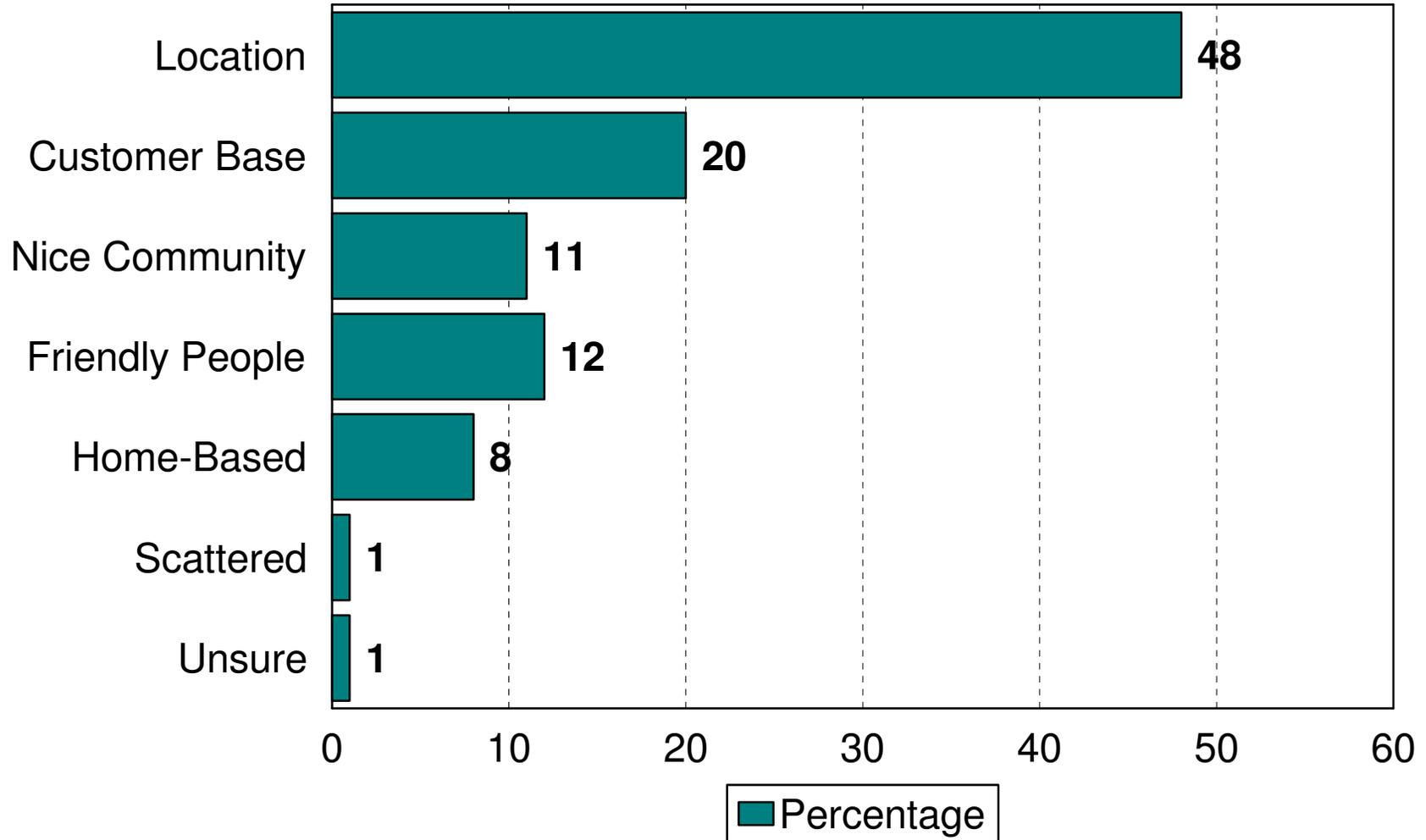
Business Climate

2010 Lakeville Business Study



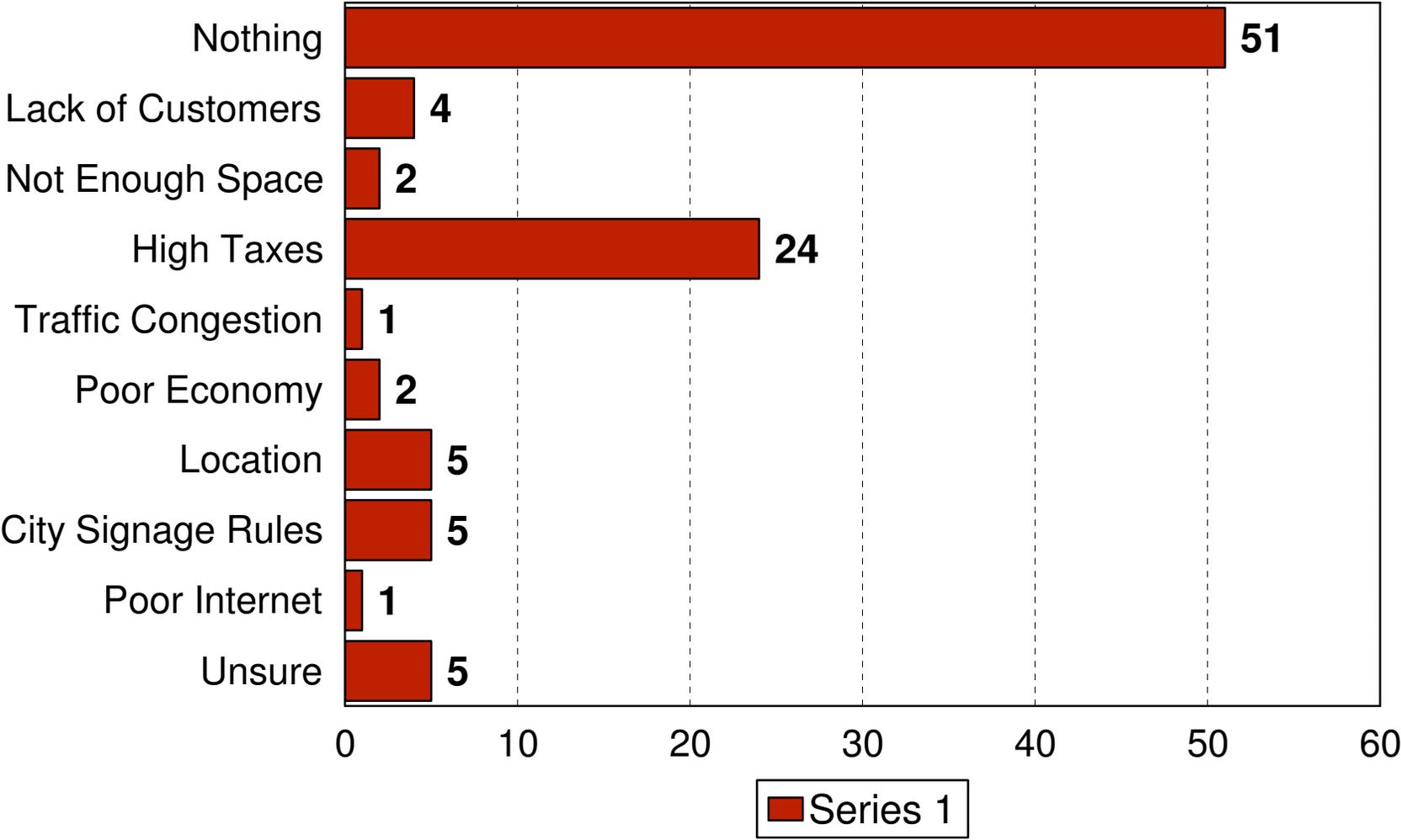
Like Most about City

2010 Lakeville Business Study



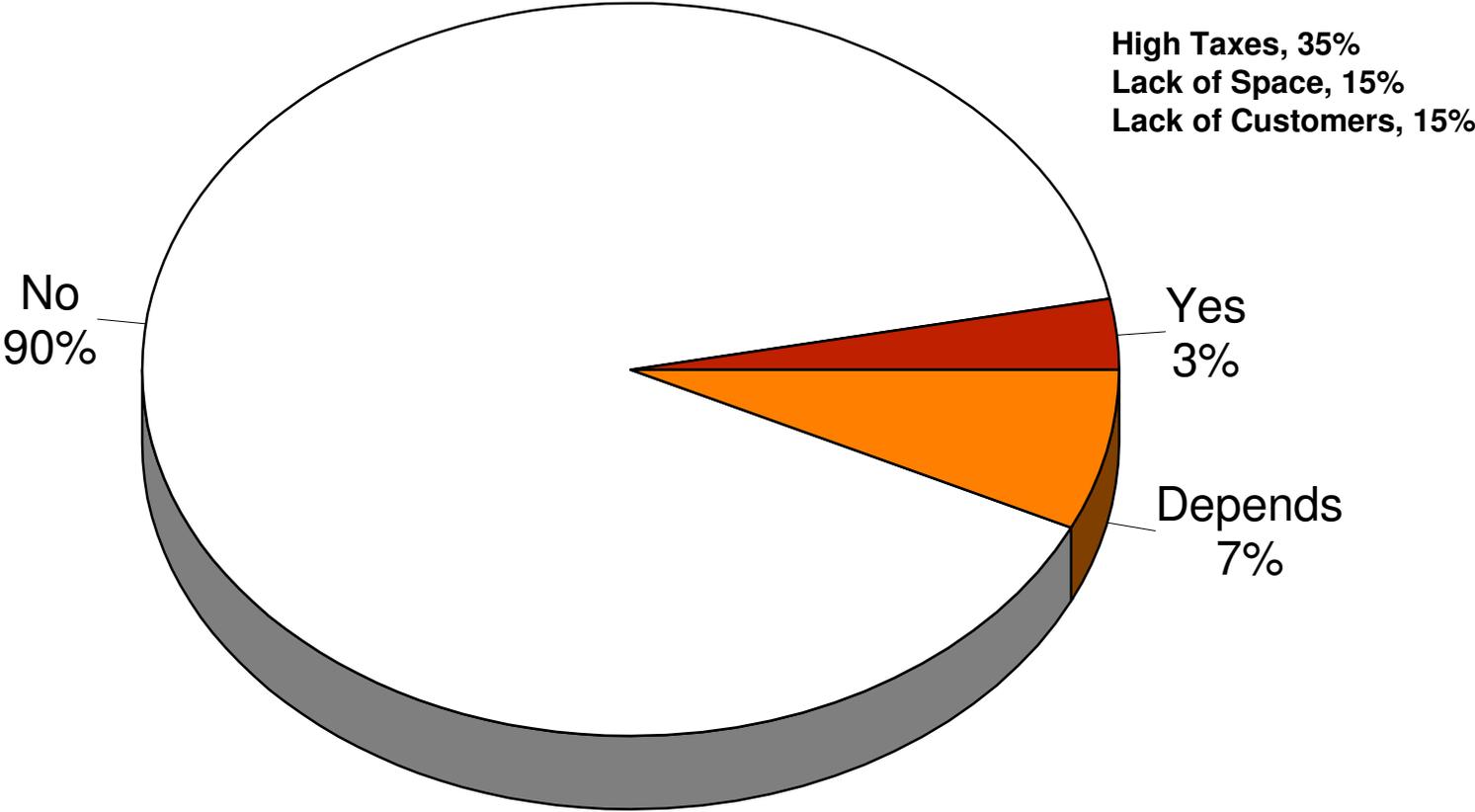
Like Least about the City

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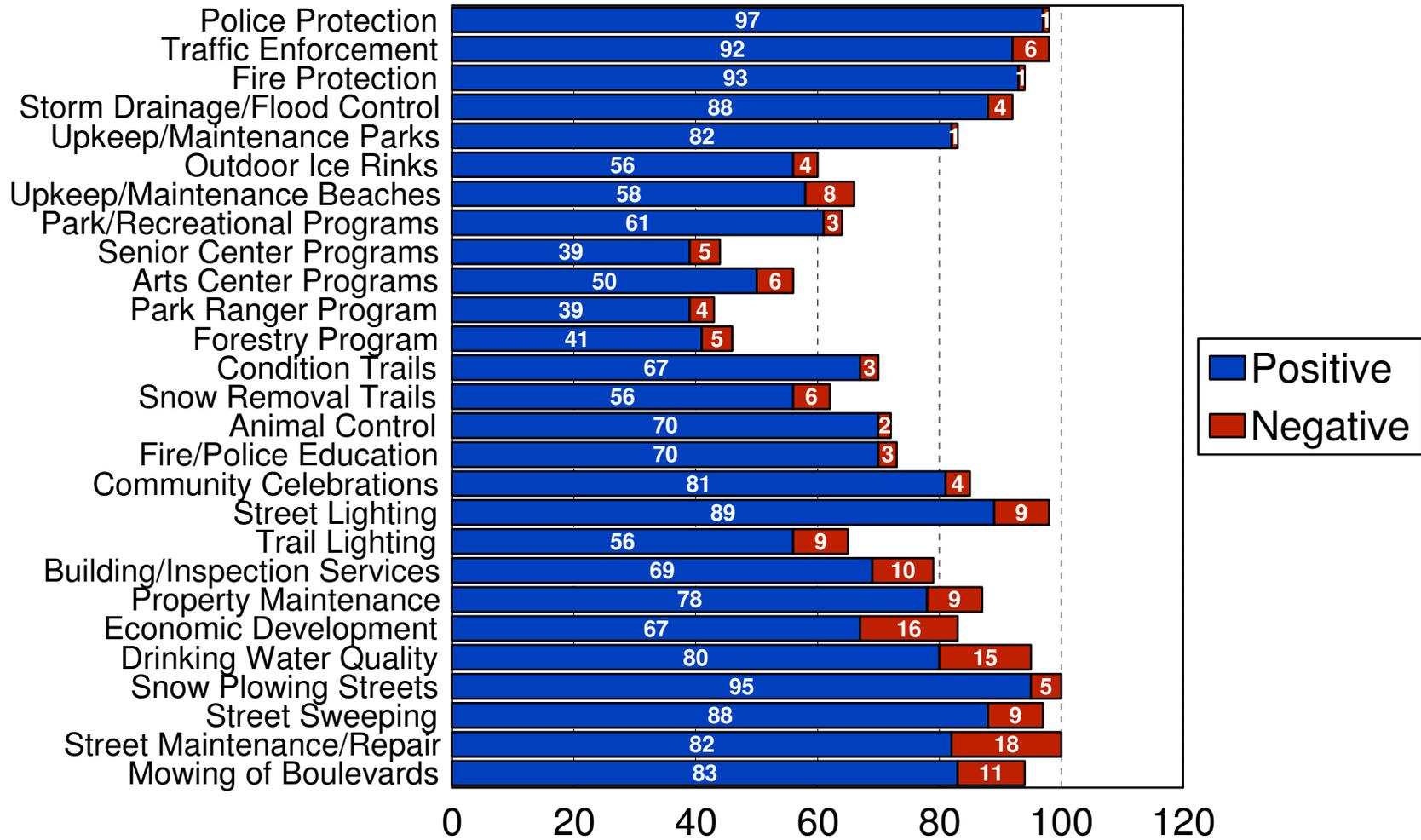
Plans to Move Next Five Years

2010 Lakeville Business Study



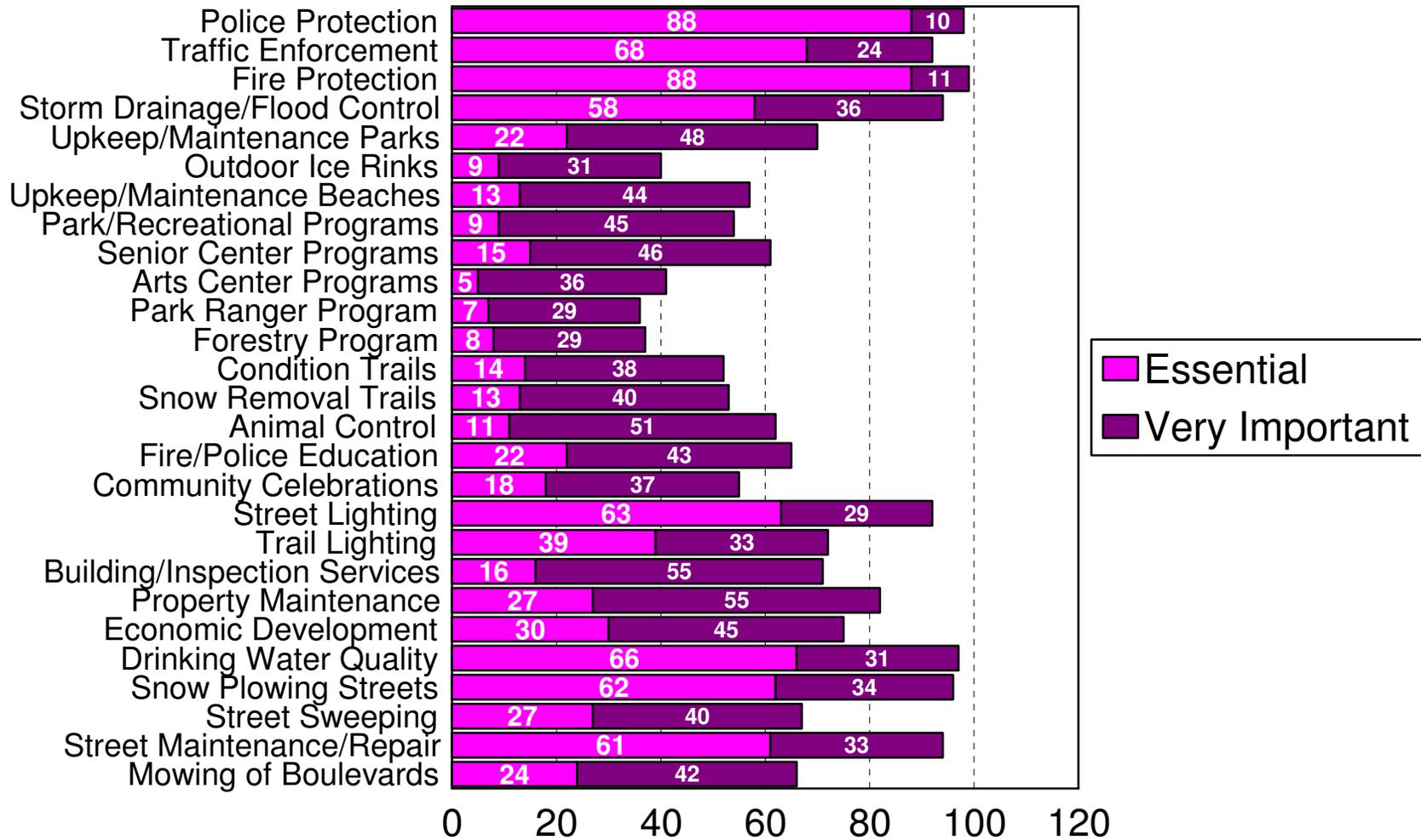
City Service Ratings

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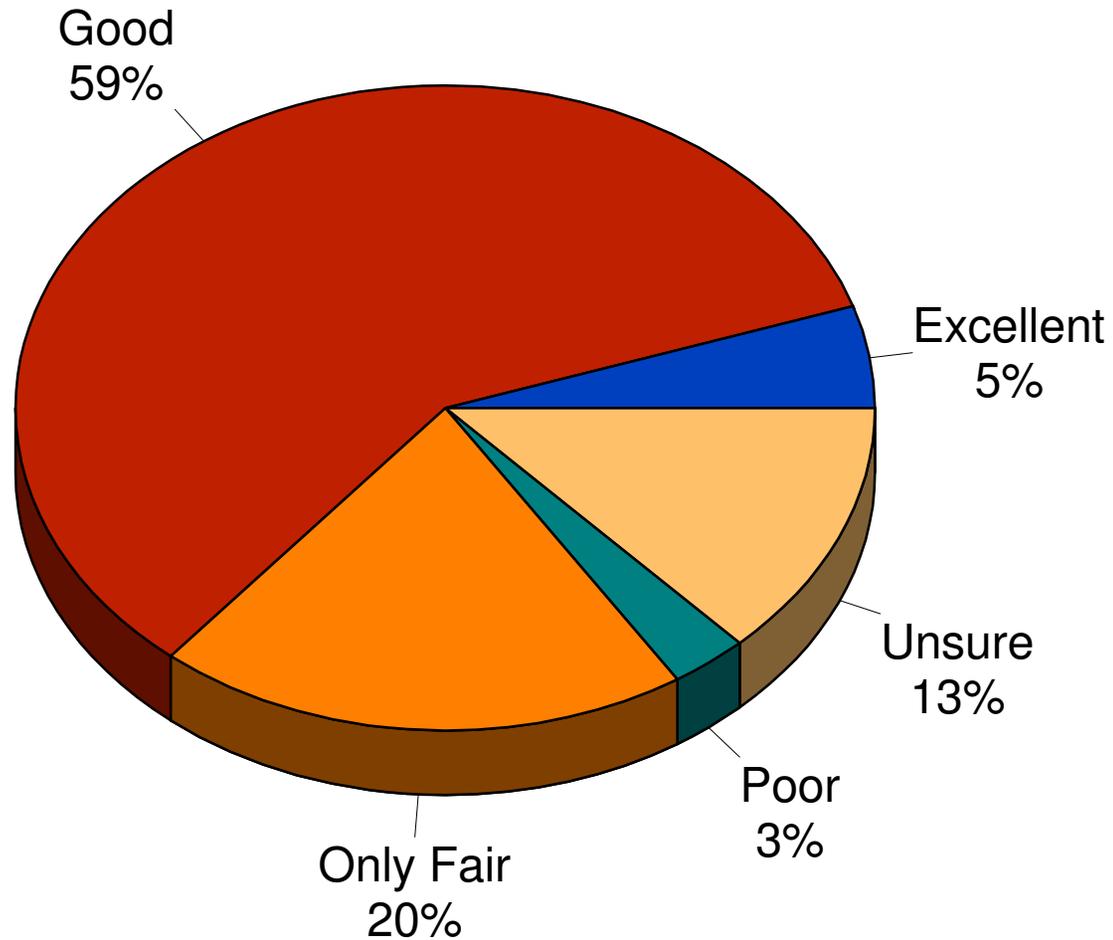
Importance of City Services

2010 Lakeville Business Study



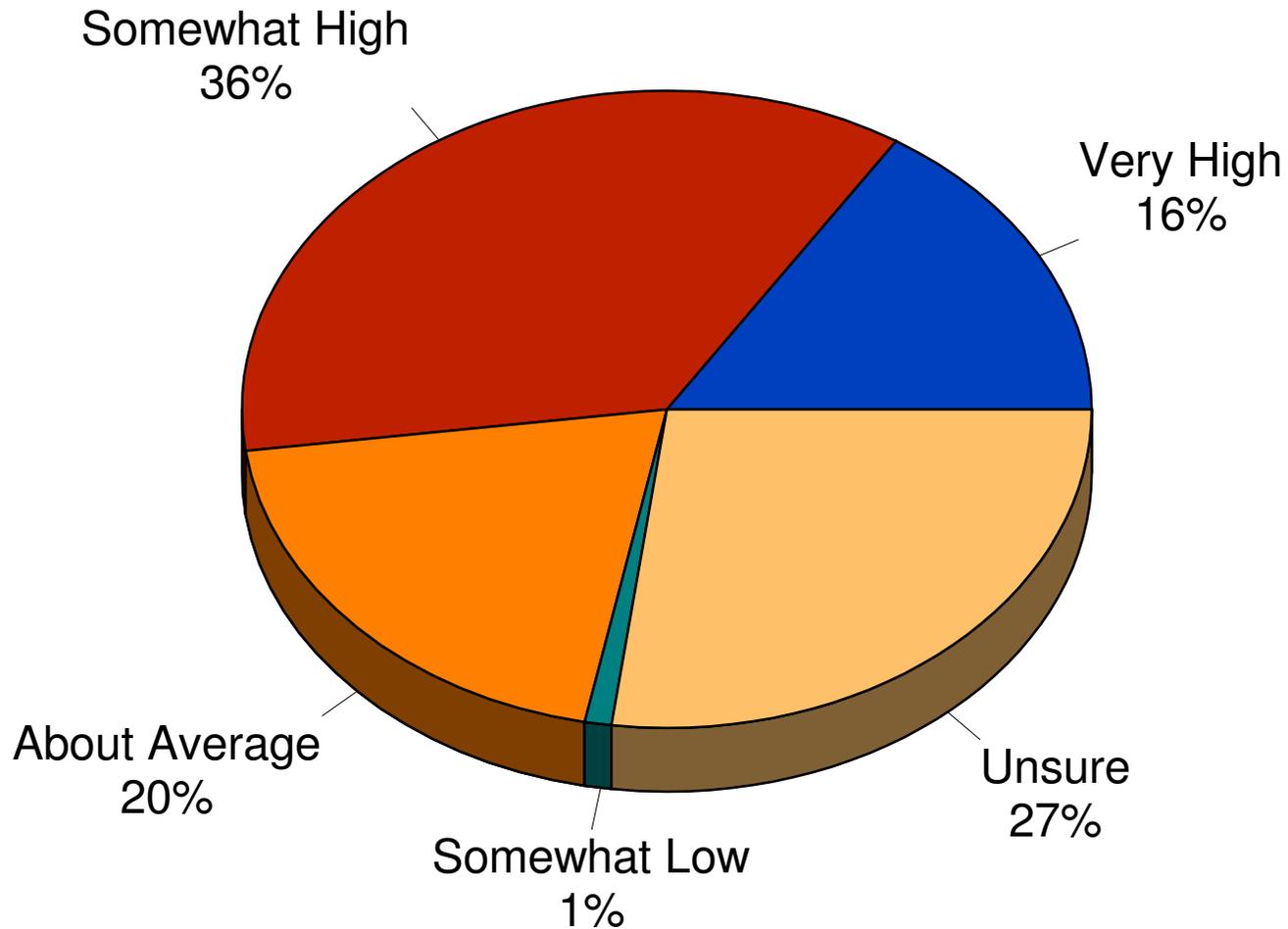
Value of City Services

2010 Lakeville Business Study



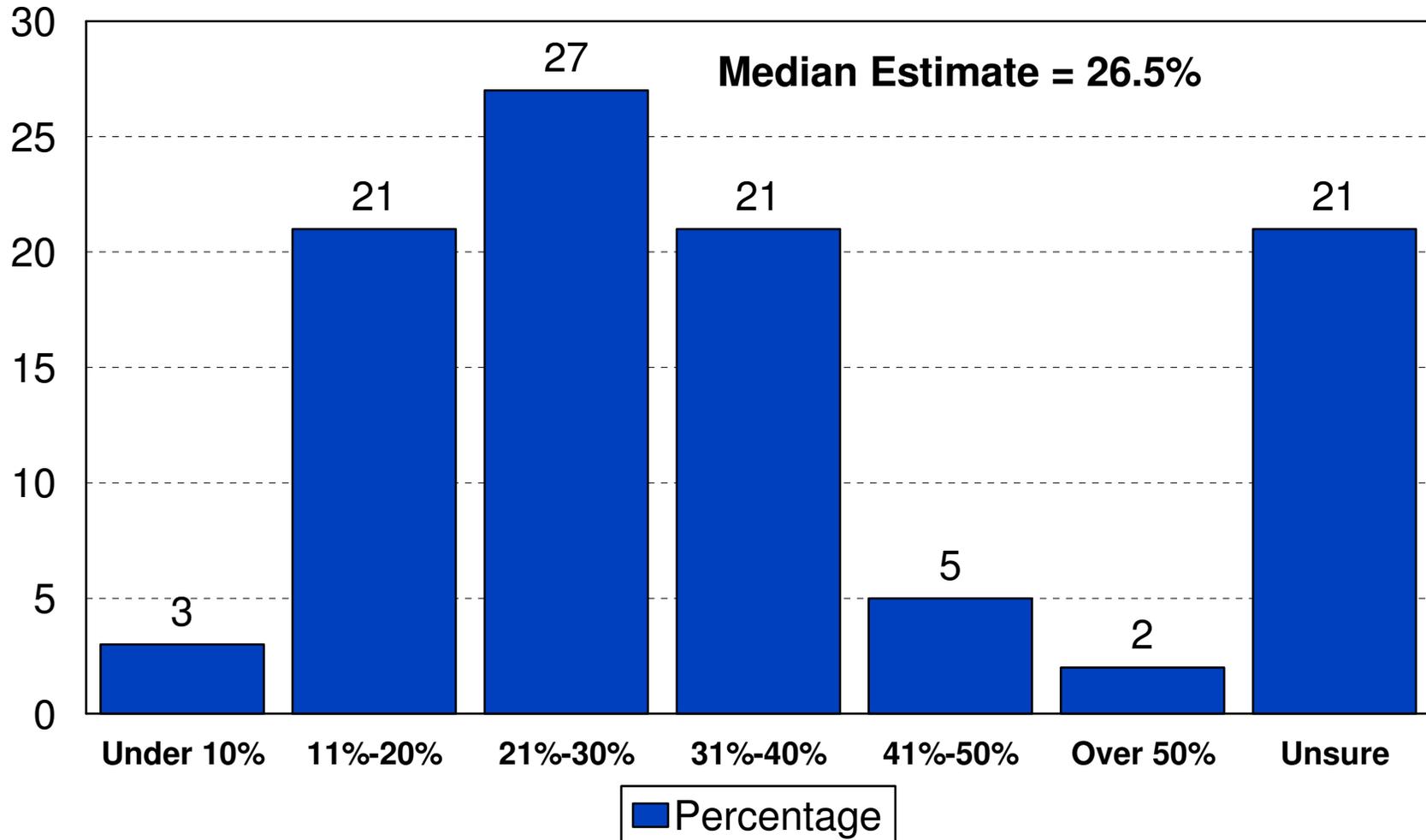
Property Tax Rating

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Percentage to City Government

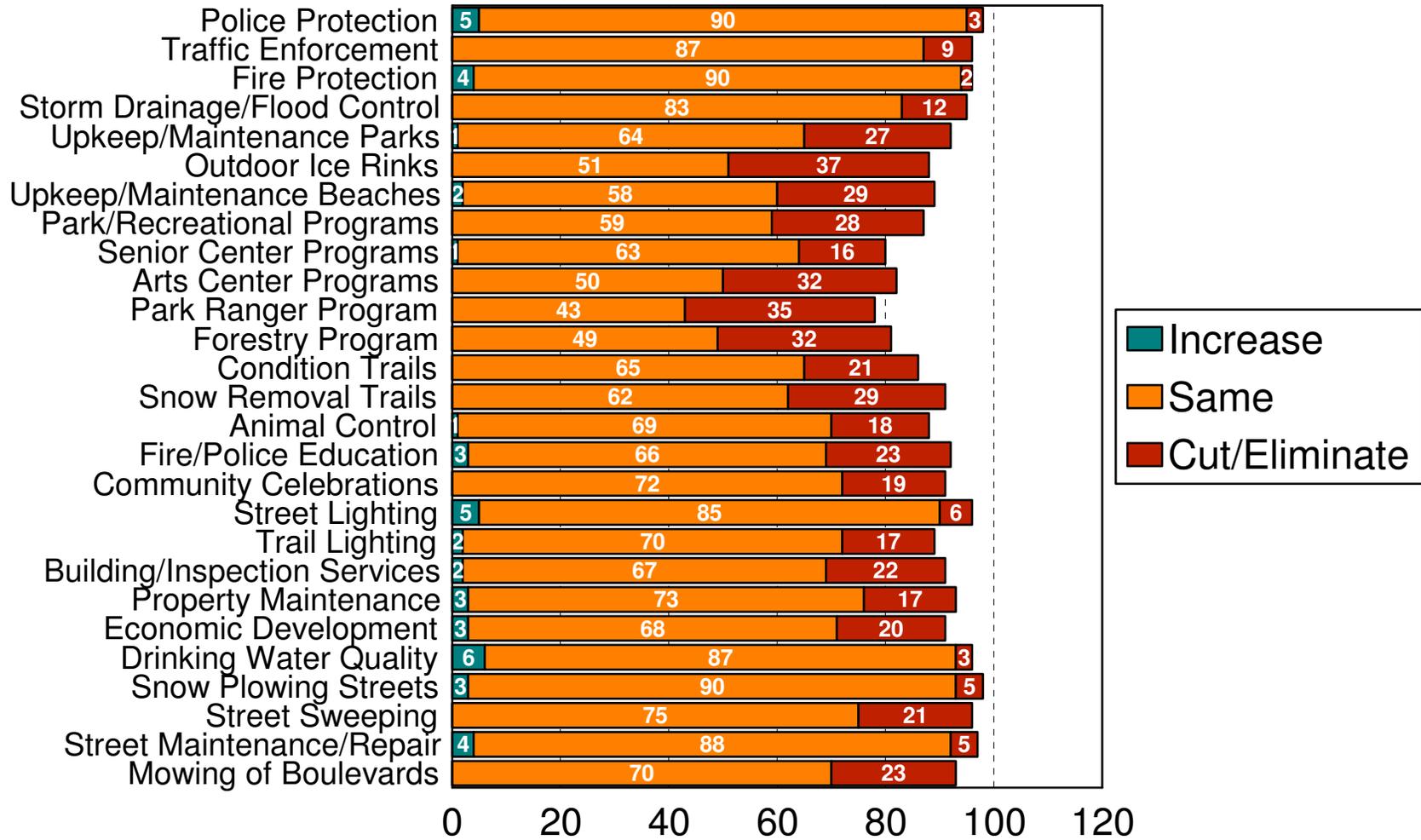
2010 Lakeville Business Study



Decision Resources, Ltd.

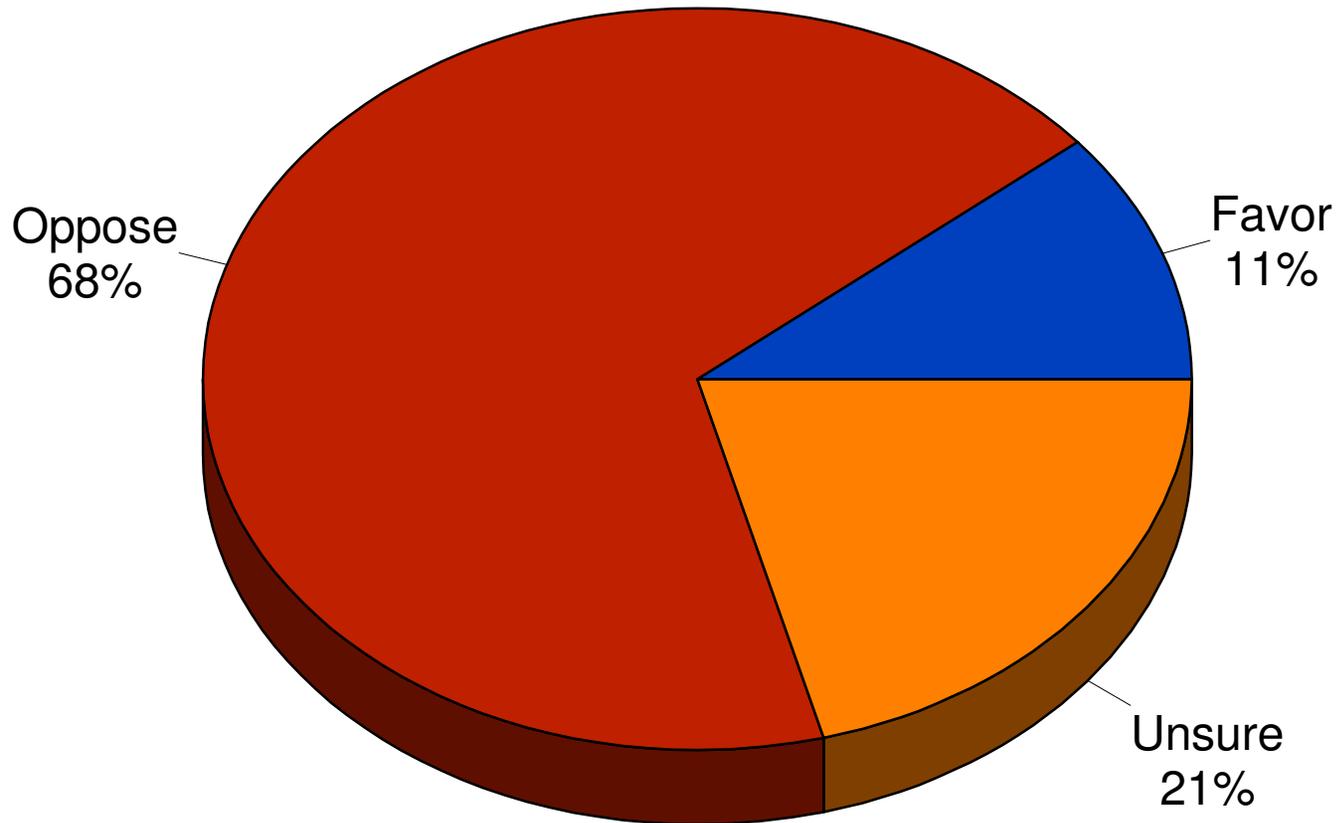
Disposition of City Services

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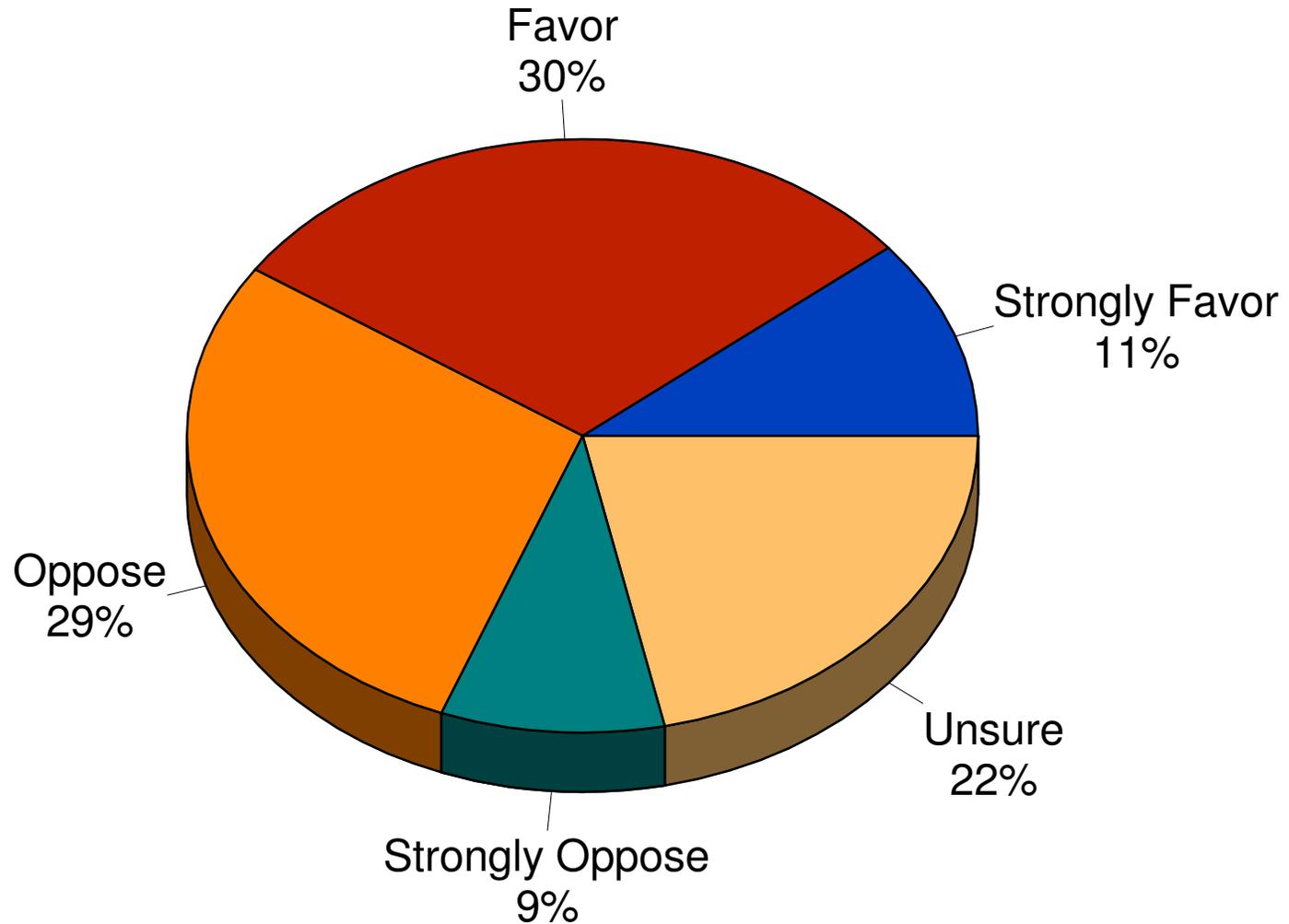
Tax Increase to Maintain

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Service Cuts for Lower Taxes

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Communications Preference

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