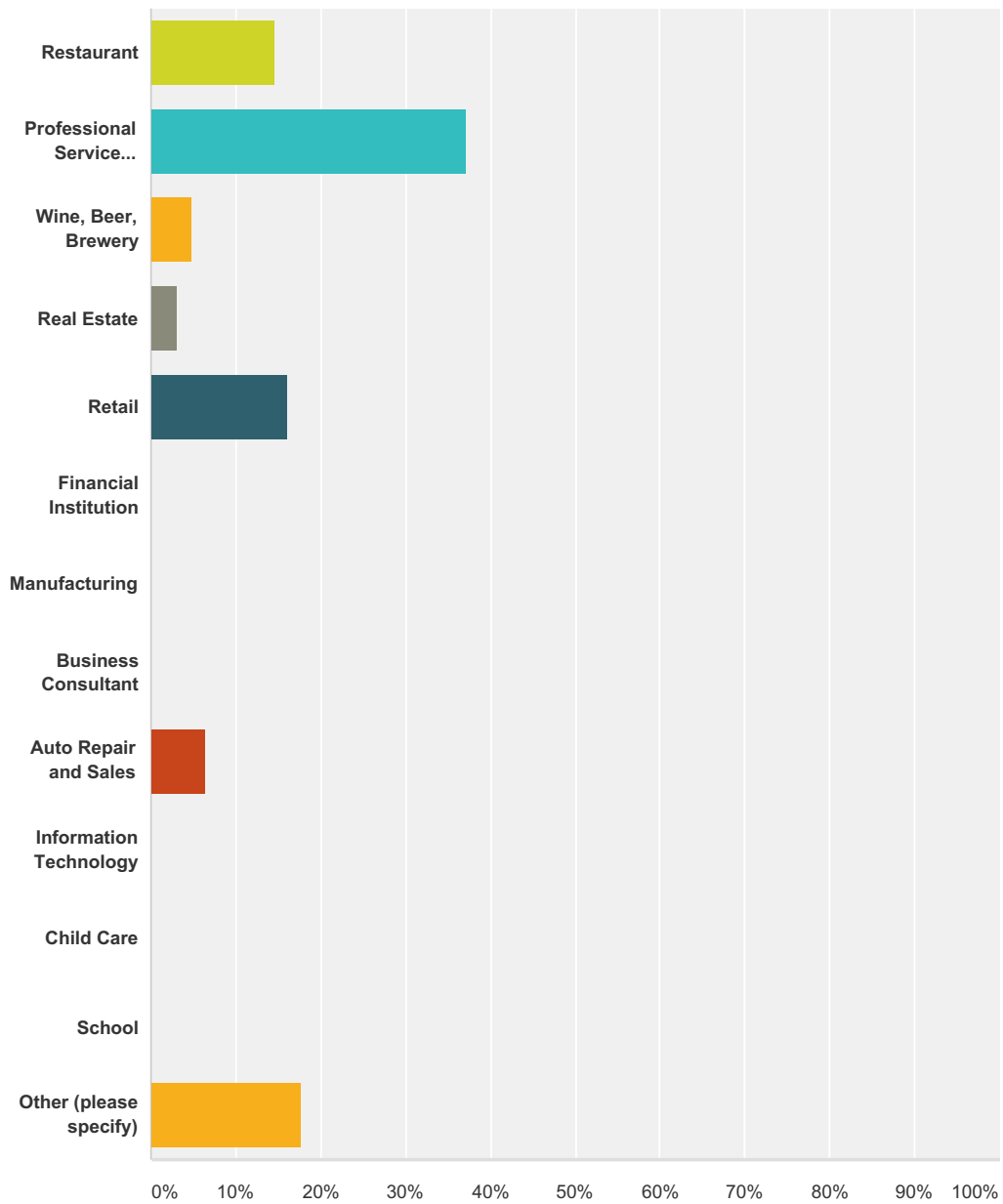


Q1 How would you categorize your business?

Answered: 62 Skipped: 0



Answer Choices	Responses
Restaurant	14.52% 9
Professional Service Business	37.10% 23
Wine, Beer, Brewery	4.84% 3
Real Estate	3.23% 2
Retail	16.13% 10

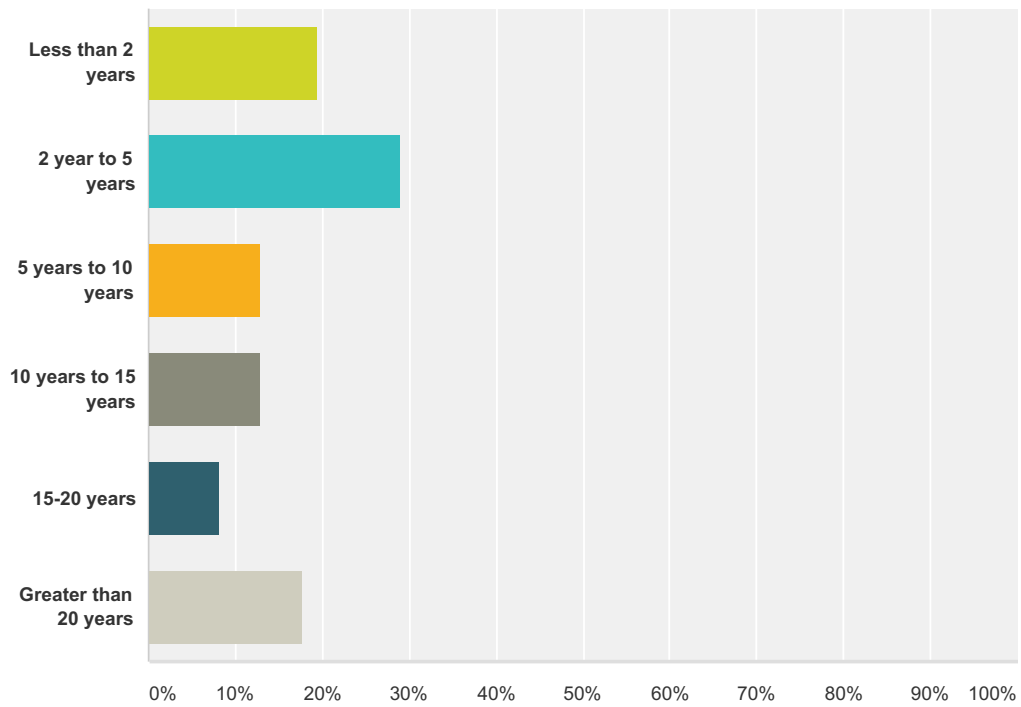
Town of Purcellville Business Survey

Financial Institution	0.00%	0
Manufacturing	0.00%	0
Business Consultant	0.00%	0
Auto Repair and Sales	6.45%	4
Information Technology	0.00%	0
Child Care	0.00%	0
School	0.00%	0
Other (please specify)	17.74%	11
Total		62

#	Other (please specify)	Date
1	Fitness Studio	2/17/2017 7:33 PM
2	Home Improvement	2/13/2017 7:22 PM
3	Office units rental 1 location 7 offices	2/8/2017 3:44 PM
4	Retail and coffee shop	2/7/2017 8:36 AM
5	Fitness Studio	1/31/2017 4:42 PM
6	Family Fitness Center	1/30/2017 12:01 PM
7	Farm and lawn equipment sales, parts and service	1/21/2017 10:20 AM
8	Non profit organization	1/13/2017 11:55 AM
9	Home Builder and Remodeler	1/12/2017 1:16 PM
10	Photography	1/11/2017 4:25 PM
11	Consulting	1/11/2017 9:52 AM

Q2 How long has your business been in Purcellville?

Answered: 62 Skipped: 0



Answer Choices	Responses
Less than 2 years	19.35% 12
2 year to 5 years	29.03% 18
5 years to 10 years	12.90% 8
10 years to 15 years	12.90% 8
15-20 years	8.06% 5
Greater than 20 years	17.74% 11
Total	62

Town of Purcellville Business Survey

Q3 How many people does your business employ including YOU?

Answered: 62 Skipped: 0

Answer Choices	Responses	
Full Time	90.32%	56
Part Time	64.52%	40
Independent Contractor	37.10%	23

#	Full Time	Date
1	1	3/2/2017 9:07 AM
2	10	2/27/2017 1:51 PM
3	1	2/17/2017 1:39 PM
4	10	2/17/2017 1:34 PM
5	4	2/16/2017 12:58 PM
6	500	2/16/2017 11:54 AM
7	10	2/15/2017 9:40 AM
8	1	2/15/2017 9:23 AM
9	12	2/13/2017 7:22 PM
10	4	2/13/2017 4:43 PM
11	145	2/13/2017 11:23 AM
12	██████	2/10/2017 3:21 PM
13	10	2/10/2017 2:14 PM
14	52	2/10/2017 1:09 PM
15	50	2/9/2017 4:51 PM
16	15	2/9/2017 7:47 AM
17	1	2/8/2017 11:42 AM
18	12	2/7/2017 4:38 PM
19	2	2/7/2017 12:51 PM
20	2	2/7/2017 10:56 AM
21	2	2/7/2017 8:36 AM
22	5	2/7/2017 8:16 AM
23	2	2/6/2017 4:23 PM
24	4	2/6/2017 4:16 PM
25	4	2/4/2017 5:47 PM
26	80	1/31/2017 2:03 PM
27	7	1/30/2017 5:18 PM
28	3	1/30/2017 12:01 PM
29	24	1/30/2017 8:03 AM
30	7	1/29/2017 10:10 AM

Town of Purcellville Business Survey

31	3	1/28/2017 12:06 PM
32	1	1/28/2017 11:38 AM
33	15	1/27/2017 8:14 PM
34	2	1/26/2017 12:12 PM
35	3	1/26/2017 11:11 AM
36	16	1/21/2017 3:07 PM
37	one	1/21/2017 1:48 PM
38	34	1/21/2017 10:20 AM
39	2	1/20/2017 1:42 PM
40	7	1/13/2017 4:27 PM
41	18	1/13/2017 1:14 PM
42	7	1/13/2017 11:55 AM
43	28	1/13/2017 11:35 AM
44	28	1/13/2017 9:12 AM
45	2	1/12/2017 7:55 PM
46	8	1/12/2017 2:21 PM
47	3	1/12/2017 1:16 PM
48	1	1/12/2017 10:58 AM
49	1	1/11/2017 5:25 PM
50	1	1/11/2017 4:25 PM
51	1	1/11/2017 2:24 PM
52	1	1/11/2017 11:33 AM
53	28	1/11/2017 11:31 AM
54	5	1/11/2017 10:50 AM
55	1	1/11/2017 10:43 AM
56	Two	1/11/2017 9:52 AM
#	Part Time	Date
1	8	2/27/2017 1:51 PM
2	2	2/22/2017 3:02 PM
3	2	2/17/2017 1:39 PM
4	6	2/16/2017 12:58 PM
5	10	2/15/2017 9:40 AM
6	1	2/15/2017 9:23 AM
7	6	2/13/2017 4:43 PM
8	12	2/13/2017 2:17 PM
9	4	2/10/2017 2:14 PM
10	0	2/10/2017 1:09 PM
11	2	2/9/2017 7:47 AM
12	1	2/8/2017 3:44 PM
13	0	2/8/2017 11:42 AM
14	13	2/7/2017 4:38 PM

Town of Purcellville Business Survey

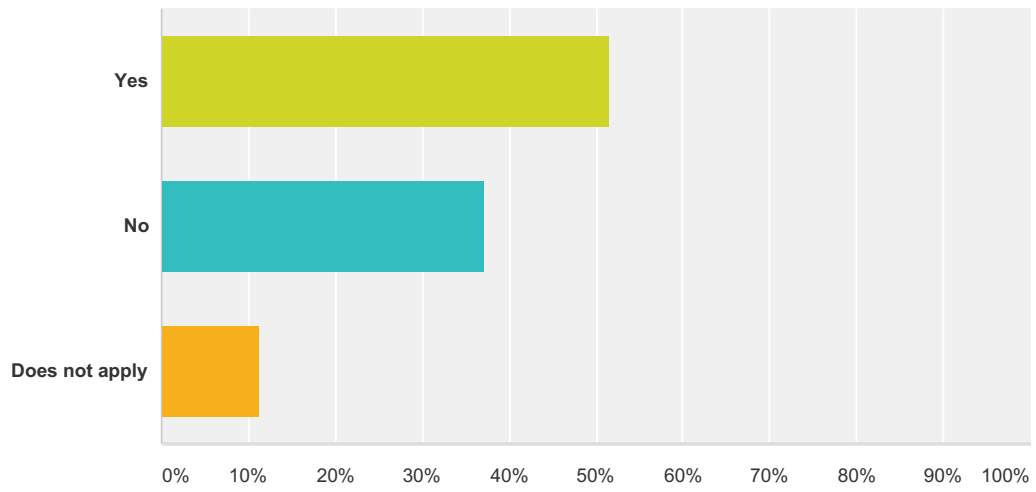
15	2	2/7/2017 8:36 AM
16	1	2/7/2017 8:16 AM
17	2	2/4/2017 5:47 PM
18	40	1/31/2017 2:03 PM
19	0	1/30/2017 5:18 PM
20	4-5	1/30/2017 12:01 PM
21	7	1/29/2017 10:10 AM
22	2	1/28/2017 12:06 PM
23	4	1/28/2017 11:38 AM
24	1	1/26/2017 12:12 PM
25	2	1/26/2017 11:11 AM
26	3	1/21/2017 3:07 PM
27	none	1/21/2017 1:48 PM
28	2	1/21/2017 10:20 AM
29	1	1/20/2017 1:42 PM
30	3	1/13/2017 4:27 PM
31	6	1/13/2017 1:14 PM
32	3	1/13/2017 11:35 AM
33	3	1/13/2017 9:12 AM
34	8	1/12/2017 7:55 PM
35	1	1/12/2017 2:21 PM
36	1	1/12/2017 10:58 AM
37	1	1/11/2017 12:06 PM
38	2	1/11/2017 11:33 AM
39	3	1/11/2017 10:50 AM
40	3	1/11/2017 10:43 AM
#	Independent Contractor	Date
1	6	2/17/2017 7:33 PM
2	1	2/17/2017 1:39 PM
3	1	2/16/2017 12:58 PM
4	varies	2/13/2017 7:22 PM
5	8	2/10/2017 1:09 PM
6	0	2/8/2017 11:42 AM
7	1	2/7/2017 12:51 PM
8	1	2/7/2017 8:36 AM
9	8	1/31/2017 4:42 PM
10	4	1/31/2017 2:03 PM
11	0	1/30/2017 5:18 PM
12	1	1/28/2017 11:38 AM
13	2	1/26/2017 12:12 PM
14	2	1/26/2017 11:11 AM

Town of Purcellville Business Survey

15	10	1/21/2017 3:07 PM
16	none	1/21/2017 1:48 PM
17	1	1/21/2017 10:20 AM
18	1	1/20/2017 1:42 PM
19	0	1/12/2017 2:21 PM
20	2	1/12/2017 1:16 PM
21	2	1/12/2017 10:58 AM
22	1	1/11/2017 4:25 PM
23	One	1/11/2017 9:52 AM

Q4 Do you find it difficult to hire employees?

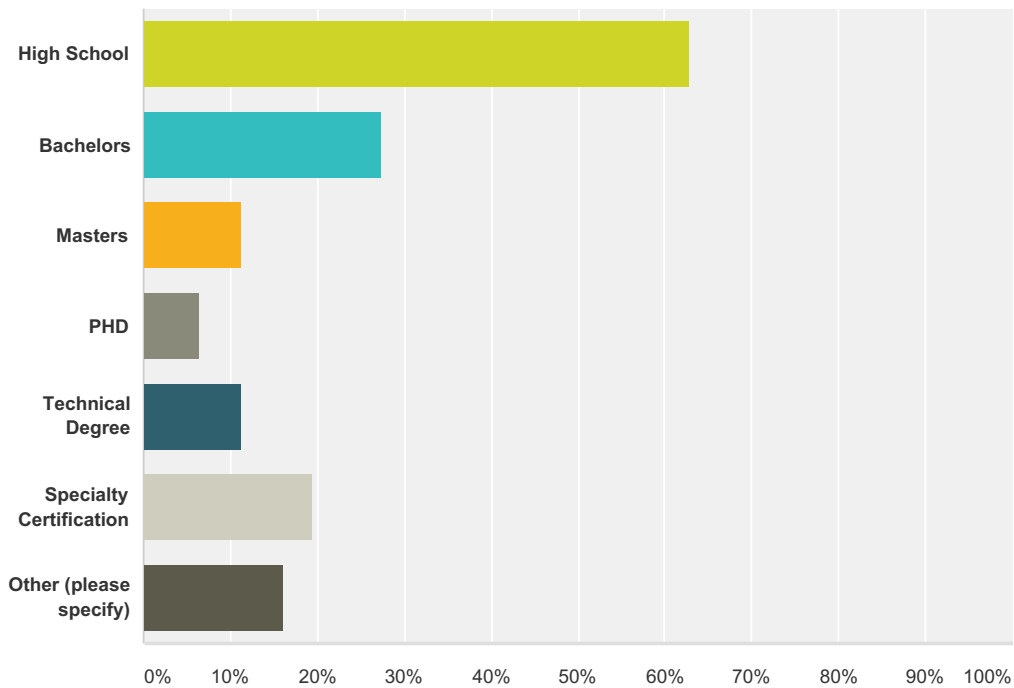
Answered: 62 Skipped: 0



Answer Choices	Responses	
Yes	51.61%	32
No	37.10%	23
Does not apply	11.29%	7
Total		62

Q5 What academic level is required for your employees? (Check all that apply)

Answered: 62 Skipped: 0



Answer Choices	Responses
High School	62.90% 39
Bachelors	27.42% 17
Masters	11.29% 7
PHD	6.45% 4
Technical Degree	11.29% 7
Specialty Certification	19.35% 12
Other (please specify)	16.13% 10
Total Respondents: 62	

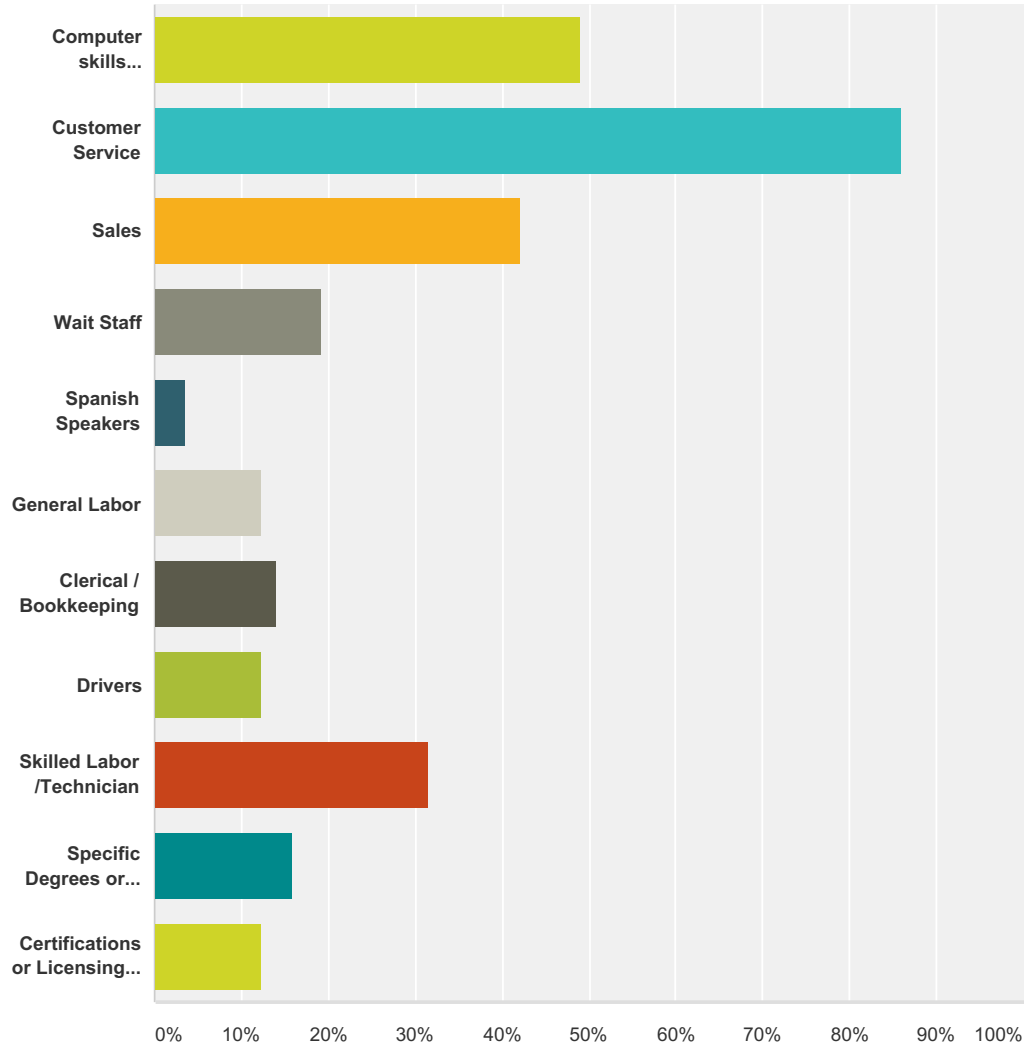
#	Other (please specify)	Date
1	We can train the right candidate	2/27/2017 1:51 PM
2	nine	2/13/2017 7:22 PM
3	N/A	2/8/2017 3:44 PM
4	Industry specific skills	2/7/2017 8:36 AM
5	I don't use academic level in hiring employees	2/6/2017 4:23 PM
6	No academic requirements.	1/30/2017 12:01 PM
7	none	1/30/2017 8:03 AM
8	None	1/12/2017 2:21 PM

Town of Purcellville Business Survey

9	PhD preferred, Masters accepted, except for Engineers, we will take a Bachelor's	1/12/2017 10:58 AM
10	n/a	1/11/2017 2:24 PM

Q6 What are the skill-sets that you are you looking for in employees? (check all that apply)

Answered: 57 Skipped: 5



Answer Choices	Responses
Computer skills (MS-Office, Word, Excel)	49.12% 28
Customer Service	85.96% 49
Sales	42.11% 24
Wait Staff	19.30% 11
Spanish Speakers	3.51% 2
General Labor	12.28% 7
Clerical / Bookkeeping	14.04% 8
Drivers	12.28% 7

Town of Purcellville Business Survey

Skilled Labor /Technician	31.58%	18
Specific Degrees or Training (Doctor, Lawyers, Dentists)	15.79%	9
Certifications or Licensing (Insurance Agent, CFP)	12.28%	7
Total Respondents: 57		

Town of Purcellville Business Survey

Q7 Who is your internet provider?

Answered: 60 Skipped: 2

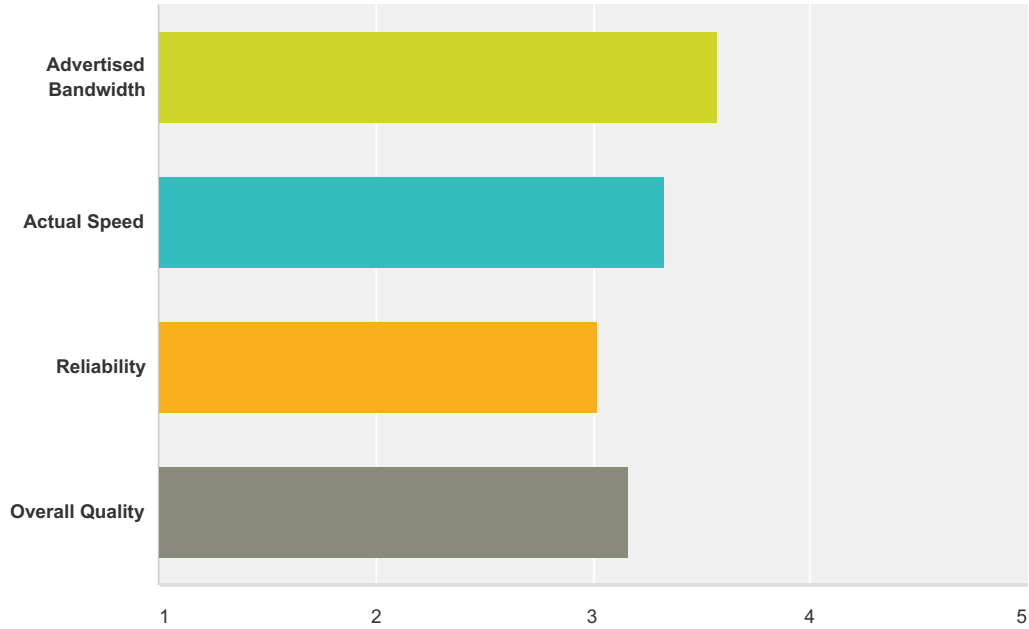
#	Responses	Date
1	comcast	3/2/2017 9:07 AM
2	Comcast	2/27/2017 1:51 PM
3	Comcast	2/22/2017 3:02 PM
4	Comcast	2/17/2017 7:33 PM
5	Comcast	2/17/2017 1:39 PM
6	comcast	2/17/2017 1:34 PM
7	Comcast	2/16/2017 12:58 PM
8	Comcast/Exfinity	2/16/2017 11:54 AM
9	Verizon	2/15/2017 9:40 AM
10	verizon	2/15/2017 9:23 AM
11	at+t	2/13/2017 7:22 PM
12	comcast	2/13/2017 4:43 PM
13	verizon	2/13/2017 2:17 PM
14	Comcast	2/13/2017 11:23 AM
15	comcast	2/10/2017 3:21 PM
16	comcast	2/10/2017 2:14 PM
17	Comcast	2/10/2017 1:09 PM
18	Comcast	2/9/2017 4:51 PM
19	comcast	2/9/2017 7:47 AM
20	Comcast	2/8/2017 3:44 PM
21	Comcast	2/8/2017 11:42 AM
22	verizon	2/7/2017 4:38 PM
23	comcast	2/7/2017 12:51 PM
24	Comcast	2/7/2017 10:56 AM
25	Comcast	2/7/2017 8:36 AM
26	comcast	2/7/2017 8:16 AM
27	Verizon	2/6/2017 4:23 PM
28	comcast	2/6/2017 4:16 PM
29	comcast	2/4/2017 5:47 PM
30	Comcast	1/31/2017 4:42 PM
31	Comcast and Verizon	1/31/2017 2:03 PM
32	Comcast	1/30/2017 5:18 PM
33	Comcast	1/30/2017 12:01 PM
34	I don't actually know. It's set up through our corporate offices.	1/30/2017 8:03 AM
35	comcast	1/29/2017 10:10 AM

Town of Purcellville Business Survey

36	Comcast	1/28/2017 12:06 PM
37	Comcast, but want FIOS	1/28/2017 11:38 AM
38	Verizon	1/27/2017 8:14 PM
39	Comcast	1/26/2017 12:12 PM
40	comcast	1/26/2017 11:11 AM
41	Comcast	1/21/2017 3:07 PM
42	comcast	1/21/2017 1:48 PM
43	Comcast	1/21/2017 10:20 AM
44	Comcast	1/20/2017 1:42 PM
45	N/A	1/13/2017 11:55 AM
46	Comcast	1/13/2017 11:35 AM
47	COMCAST	1/13/2017 9:12 AM
48	Comcast	1/12/2017 7:55 PM
49	Comcast	1/12/2017 2:21 PM
50	Comcast	1/12/2017 1:16 PM
51	Comcast	1/12/2017 10:58 AM
52	.?	1/11/2017 5:25 PM
53	Comcast	1/11/2017 4:25 PM
54	Comcast	1/11/2017 2:24 PM
55	Comcast	1/11/2017 12:06 PM
56	Comcast	1/11/2017 11:33 AM
57	comcast	1/11/2017 11:31 AM
58	COMCAST	1/11/2017 10:50 AM
59	Comcast	1/11/2017 10:43 AM
60	Verizon	1/11/2017 9:52 AM

Q8 How satisfied are you with the speed, bandwidth, reliability, and overall quality of your internet service?

Answered: 61 Skipped: 1



	Very Unsatisfied	Somewhat Unsatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Total	Weighted Average
Advertised Bandwidth	3.33% 2	16.67% 10	25.00% 15	30.00% 18	25.00% 15	60	3.57
Actual Speed	8.20% 5	19.67% 12	22.95% 14	29.51% 18	19.67% 12	61	3.33
Reliability	18.03% 11	19.67% 12	21.31% 13	24.59% 15	16.39% 10	61	3.02
Overall Quality	6.56% 4	31.15% 19	18.03% 11	27.87% 17	16.39% 10	61	3.16

Town of Purcellville Business Survey

Q9 What types of businesses would you like to see come to Purcellville?

Answered: 54 Skipped: 8

#	Responses	Date
1	more quality farm to table food establishments, higher end retail shops, art galleries, music, art and food events each month.	3/2/2017 9:07 AM
2	More office buildings	2/27/2017 1:51 PM
3	Anchor stores to include discount clothing, hardware store, any business that invites new people to town	2/22/2017 3:02 PM
4	More restaurants	2/17/2017 7:33 PM
5	Places to eat Entertainment venues	2/17/2017 1:39 PM
6	Accounting & Law	2/17/2017 1:34 PM
7	More clothing boutiques, a boutique hotel or B&B, some activity center like theater, mini golf, or something to attract people into town	2/16/2017 12:58 PM
8	Target, Hotels, Cheesecake Factory, Olive Garden, Morton's Steakhouse, Gluten Free Bakery, Local Coffee Shop, food trucks	2/16/2017 11:54 AM
9	Marshall's, Kohl's, Home Depot	2/15/2017 9:40 AM
10	retail, big box, so we don't have to travel to Leesburg or Winchester	2/15/2017 9:23 AM
11	BAKERY, Late Night live music venue	2/13/2017 7:22 PM
12	There are TOO many coffee shops and pizza places. Need more 'Shopping places'.	2/13/2017 4:43 PM
13	clothing boutiques ! hotel entertainment for teenagers-besides a skate park elderly homecare uber/lift/taxi	2/13/2017 2:17 PM
14	More specialty, non-chain restaurants.	2/13/2017 11:23 AM
15	Retail such as clothing and household items such as towels etc. Not a huge chain store.	2/10/2017 2:14 PM
16	More light industrial	2/9/2017 4:51 PM
17	Restaurants	2/9/2017 7:47 AM
18	Restaurants	2/8/2017 3:44 PM
19	more places for mingling/spending time with others	2/8/2017 11:42 AM
20	Hotel	2/7/2017 4:38 PM
21	retail and consumer oriented service businesses. a hotel would be nice but the town does not have enough business travel for a hotel chain to locatwe here.	2/7/2017 12:51 PM
22	i would like to see a coworking space open up that is reasonably priced.	2/7/2017 10:56 AM
23	Locally owned and unique. More variety, creative. NOT chains and big box.	2/7/2017 8:36 AM
24	entertainment/activites for the youth	2/7/2017 8:16 AM
25	Clothing store	2/6/2017 4:23 PM
26	clothing store, office supply	2/4/2017 5:47 PM
27	Mo's. Cava. Chipotle	1/31/2017 4:42 PM
28	We are in pretty good shape, just need to support the ones that are here already. Possibly an adult assisted living facility and lodging.	1/31/2017 2:03 PM
29	Wal-Mart or Target and Restaurants	1/30/2017 5:18 PM
30	Bigger stores (hardware store, wal-mart, etc.)	1/30/2017 8:03 AM
31	Retail	1/29/2017 10:10 AM

Town of Purcellville Business Survey

32	Bowling Alley, Dave and Busters	1/28/2017 12:06 PM
33	Small ones	1/28/2017 11:38 AM
34	No more restaurants!	1/27/2017 8:14 PM
35	A bigger variety of dining options. Wal-mart.	1/26/2017 12:12 PM
36	deli, quick lube and oil change shop (Jiffy Lube), better gas station, wine store	1/26/2017 11:11 AM
37	Businesses that don't require store fronts, such as ours, Lowers Risk Group, etc. that employ white-collar workers. There's a possible added advantage to reducing commutes and gasoline expenses for in- or nearby-Purcellville residents fortunate enough to get such a job.	1/21/2017 3:07 PM
38	Businesses that provide much more income to the town than they cost in services.	1/21/2017 1:48 PM
39	I'm more concerned with helping existing businesses stay viable in town.	1/21/2017 10:20 AM
40	Name brand restaurant	1/13/2017 1:14 PM
41	N/A	1/13/2017 11:55 AM
42	Construction related	1/13/2017 11:35 AM
43	Service type business and business that bring people from our neighboring communities into town to shop for their necessities. I do not think the people driving from FX to drink a beer is a long term plan.	1/13/2017 9:12 AM
44	More grocery stores, entertainment venues, more restaurant options	1/12/2017 7:55 PM
45	Small businesses	1/12/2017 2:21 PM
46	Ace or Tru-Value Hardware	1/12/2017 1:16 PM
47	I am happy that we don't have big box stores, I would like to see more locally owned small businesses of all kinds, especially those who have live music :)	1/12/2017 10:58 AM
48	.?	1/11/2017 5:25 PM
49	Office supply store and coffee shop in downtown	1/11/2017 4:25 PM
50	Restaurants and grocery stores that focus on serving organic, local foods such as Sweetgreen, Cava, Trader Joes and Mom's Organic Market.	1/11/2017 2:24 PM
51	Smaller businesses. We do not need national chains or big box stores.	1/11/2017 11:33 AM
52	more service jobs that relate to construction manufacturing	1/11/2017 11:31 AM
53	right now I feel we have almost everything covered. Too many bushiness closing in the past few years.	1/11/2017 10:50 AM
54	Consumer goods retail (not drug or grocery stores)	1/11/2017 9:52 AM

Town of Purcellville Business Survey

Q10 What are two things that the Town can do to stimulate more customer traffic and entice more people to visit your business?

Answered: 50 Skipped: 12

Answer Choices	Responses
A.	100.00% 50
B.	72.00% 36

#	A.	Date
1	offer more town wide events	3/2/2017 9:07 AM
2	Promote local business	2/27/2017 1:51 PM
3	Stop approving more restaurants - most of us has	2/22/2017 3:02 PM
4	Engage in more social media aka Instagram	2/17/2017 1:39 PM
5	Ease traffic congestion in Town	2/17/2017 1:34 PM
6	Cut the Meal Tax	2/16/2017 12:58 PM
7	hotels with conference rooms	2/16/2017 11:54 AM
8	more town events	2/15/2017 9:40 AM
9	signage	2/15/2017 9:23 AM
10	Better marketing and event management	2/13/2017 7:22 PM
11	More Shopping Places	2/13/2017 4:43 PM
12	more parking!!!!	2/13/2017 2:17 PM
13	We don't need traffic, however clarity on what the Town and County requires when developing land needs to be improved. Way too expensive now, mostly because Engineers and other professionals don't know what the requirements are.	2/13/2017 11:23 AM
14	Farm Market featuring local artisians/open air market	2/10/2017 2:14 PM
15	Allow for more light industrial developement	2/9/2017 4:51 PM
16	quit charging 11% tax on a beer. Maryland is only 9%	2/8/2017 3:44 PM
17	minimize the number of strip malls	2/8/2017 11:42 AM
18	less tax	2/7/2017 4:38 PM
19	not much	2/7/2017 12:51 PM
20	I don't have a retail store front. My clients mostly come through word of mouth or online networking.	2/7/2017 10:56 AM
21	Advertising and promotion	2/7/2017 8:36 AM
22	allow expansion	2/7/2017 8:16 AM
23	feature some of the artisan businesses	2/4/2017 5:47 PM
24	Website	1/31/2017 2:03 PM
25	Less Restrictions	1/30/2017 5:18 PM
26	Advertising maybe?	1/30/2017 8:03 AM
27	lower meals tax	1/29/2017 10:10 AM
28	fair marketing across the board	1/28/2017 12:06 PM
29	Promote to Western Loudoun	1/28/2017 11:38 AM

Town of Purcellville Business Survey

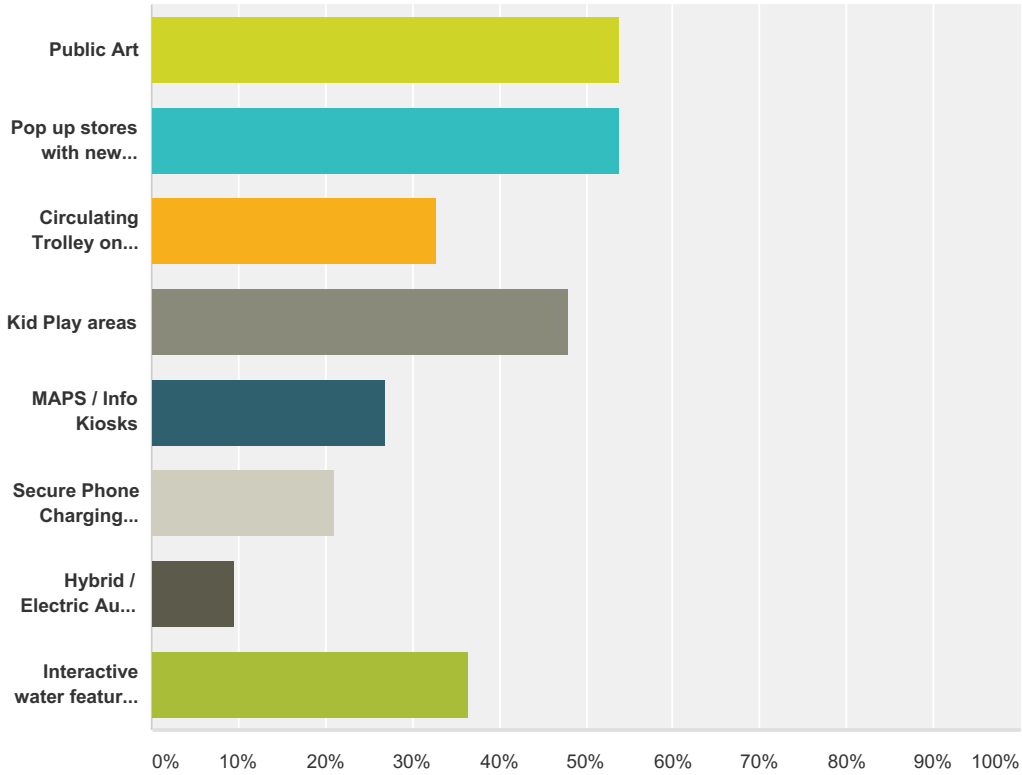
30	Approving a drive-through Starbucks in that shopping center that was already congested and causing a traffic nightmare	1/27/2017 8:14 PM
31	Increase downtown parking options	1/26/2017 12:12 PM
32	approve more new businesses	1/26/2017 11:11 AM
33	Not the kind of business that needs customer traffic.	1/21/2017 3:07 PM
34	n/a	1/21/2017 1:48 PM
35	Help traffic move through town-timing of lights.	1/21/2017 10:20 AM
36	Does a good job	1/13/2017 1:14 PM
37	Better Public Parking	1/13/2017 11:55 AM
38	N/A	1/13/2017 11:35 AM
39	Continue to improve sidewalks and downtown	1/13/2017 9:12 AM
40	Allow sidewalk signs (A-Frames)	1/12/2017 7:55 PM
41	N/A	1/12/2017 2:21 PM
42	Ours is not a walk-in business so I have no suggestions	1/12/2017 1:16 PM
43	Let home based businesses post a sign of at most 4 square feet (our current prohibition from advertising is stifling our business)	1/12/2017 10:58 AM
44	A gallery walk	1/11/2017 4:25 PM
45	Attract a greater variety of businesses, especially restaurants and shops	1/11/2017 2:24 PM
46	Advertise the town as a place to visit while in wine country for the day.	1/11/2017 11:33 AM
47	n/a	1/11/2017 11:31 AM
48	lower meals tax	1/11/2017 10:50 AM
49	Marketing to denser populated areas regarding the businesses in town	1/11/2017 10:43 AM
50	NA	1/11/2017 9:52 AM
#	B.	Date
1	Better signage allowances	3/2/2017 9:07 AM
2	Support local business	2/27/2017 1:51 PM
3	Events for families and/or adults	2/22/2017 3:02 PM
4	Host larger town events to draw in out of town visitors	2/17/2017 1:39 PM
5	Maintain "small town feel"	2/17/2017 1:34 PM
6	Advertise... ESPECIALLY to the thousands of wine tourists around the area	2/16/2017 12:58 PM
7	signage directing to you to businesses off of Hirst road (brewery, enterprise, yoga studio,etc.)	2/16/2017 11:54 AM
8	Get the exterior of Purcellville Guns cleaned up	2/13/2017 7:22 PM
9	More events	2/13/2017 4:43 PM
10	interactive web page	2/13/2017 2:17 PM
11	We need reliable broadband service.	2/13/2017 11:23 AM
12	Dog park	2/10/2017 2:14 PM
13	Go easier on Zoning for businesses	2/9/2017 4:51 PM
14	ensure there is sufficient parking	2/8/2017 11:42 AM
15	If the town promoted and profiled individual businesses that might be helpful - point out our quality, value, etc.	2/7/2017 10:56 AM
16	Business highlighting	2/7/2017 8:36 AM
17	coordinate w/ Visit Loudoun to see how small businesses can be advertised as tourist stops	2/4/2017 5:47 PM

Town of Purcellville Business Survey

18	Tax benefits/cuts	1/31/2017 2:03 PM
19	Larger parking area	1/30/2017 5:18 PM
20	Talk about the culinary options throughout the town.	1/29/2017 10:10 AM
21	n/a	1/28/2017 12:06 PM
22	Boost current business directory via social media	1/28/2017 11:38 AM
23	Stop saturating Purcellville they can't support the ones that are already there.	1/27/2017 8:14 PM
24	continue to build sidewalks and keep the streets clean	1/26/2017 11:11 AM
25	N/A	1/13/2017 11:55 AM
26	N/A	1/13/2017 11:35 AM
27	Looks for more places to park close to downtown	1/13/2017 9:12 AM
28	Advertisement at the front of shopping centers	1/12/2017 7:55 PM
29	N/A	1/12/2017 2:21 PM
30	Allow home based businesses to buy permits for temporary signs around town.	1/12/2017 10:58 AM
31	More creative businesses	1/11/2017 4:25 PM
32	Hold a First Night event or similar like Leesburg does	1/11/2017 2:24 PM
33	Get more parking near/on 21st	1/11/2017 11:33 AM
34	promote the town	1/11/2017 10:50 AM
35	Reduce, or eliminate prohibitive business license costs for mobile food providers (food trucks). \$500/year license is far too much.	1/11/2017 10:43 AM
36	NA	1/11/2017 9:52 AM

Q11 What would make the Downtown area (21st Street) more desirable and fun to visit for both tourists and Purcellville residents? (check all that apply)

Answered: 52 Skipped: 10



Answer Choices	Responses
Public Art	53.85% 28
Pop up stores with new products/services	53.85% 28
Circulating Trolley on weekends	32.69% 17
Kid Play areas	48.08% 25
MAPS / Info Kiosks	26.92% 14
Secure Phone Charging Stations	21.15% 11
Hybrid / Electric Auto charging stations	9.62% 5
Interactive water feature (splash fountain)	36.54% 19
Total Respondents: 52	

Town of Purcellville Business Survey

Q12 What are the 2 top challenges you have with the Town of Purcellville as it relates to your business?

Answered: 52 Skipped: 10

Answer Choices	Responses	
A.	100.00%	52
B.	69.23%	36

#	A.	Date
1	Signage	3/2/2017 9:07 AM
2	Customers complain about the meal tax	2/27/2017 1:51 PM
3	Too many new restaurants which has decreased traffic & profitability	2/22/2017 3:02 PM
4	Over Taxed	2/17/2017 1:34 PM
5	Too few visitors/residents to pull from and too many breweries in the area	2/16/2017 12:58 PM
6	parking	2/16/2017 11:54 AM
7	Not doing enough to add density to downtown	2/13/2017 7:22 PM
8	Too many other places to eat. Over saturation of eateries.	2/13/2017 4:43 PM
9	parking	2/13/2017 2:17 PM
10	Reliable, competitive broadband service. regarding question 11, I don't feel any of the unchecked items will drive traffic to 21st street.	2/13/2017 11:23 AM
11	street parking	2/10/2017 3:21 PM
12	Rent is extremely high for small businesses	2/10/2017 2:14 PM
13	parking lots	2/10/2017 1:09 PM
14	Signs	2/9/2017 7:47 AM
15	Purcellville is pretty easy to work with.	2/8/2017 3:44 PM
16	taxes for both the Town and Loudoun County	2/8/2017 11:42 AM
17	A a cpa firm there is not much the town can do that will help or hurt our business. WE do not rely on walk in access	2/7/2017 12:51 PM
18	The restaurant tax is too high.	2/7/2017 10:56 AM
19	Unfreindly, favoritism towards certain business.	2/7/2017 8:36 AM
20	zoneing regulations	2/7/2017 8:16 AM
21	sign restrictions	2/4/2017 5:47 PM
22	none	1/31/2017 4:42 PM
23	cost of sewer/water	1/31/2017 2:03 PM
24	A lot of competition	1/30/2017 5:18 PM
25	County school buses not allowed in shopping center	1/30/2017 12:01 PM
26	Hiring	1/30/2017 8:03 AM
27	taxes - guests regularly complain about meals tax	1/29/2017 10:10 AM
28	fair marketing and mentioning across the board	1/28/2017 12:06 PM
29	None	1/28/2017 11:38 AM
30	Saturating the town with too many restaurants	1/27/2017 8:14 PM

Town of Purcellville Business Survey

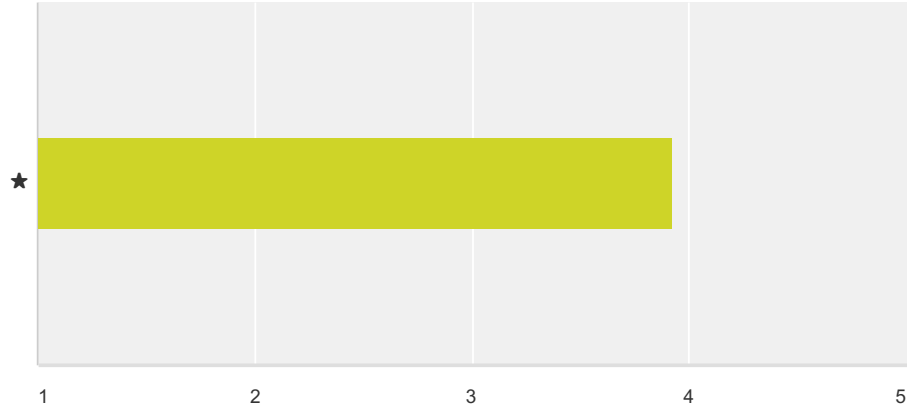
31	2-HOUR TIME CONSTRAINT FOR PARKING ON 21ST ST	1/26/2017 12:12 PM
32	inability of Council to define its mission	1/26/2017 11:11 AM
33	None.	1/21/2017 3:07 PM
34	none	1/21/2017 1:48 PM
35	Taxes based on gross sales.	1/21/2017 10:20 AM
36	timely and correct mail delivery	1/20/2017 1:42 PM
37	None	1/13/2017 1:14 PM
38	N/A	1/13/2017 11:55 AM
39	Regulations	1/13/2017 11:35 AM
40	TC is unpredictable with their expectations	1/13/2017 9:12 AM
41	Advertisement	1/12/2017 7:55 PM
42	Signage/marketing	1/12/2017 2:21 PM
43	I rarely need to interact with the Town in the conduct of my Business.	1/12/2017 1:16 PM
44	As a home based business, I am not allowed to have a sign in front (not even a small one) - in other words, I am prevented from physical advertising	1/12/2017 10:58 AM
45	It works really well	1/11/2017 5:25 PM
46	Rents too high for small businesses	1/11/2017 4:25 PM
47	Expensive and time intensive to pay permit fees and taxes to both Town of Purcellville & Loudoun Co.	1/11/2017 2:24 PM
48	Enforcing parking on 21st Street	1/11/2017 11:33 AM
49	length of time for approval or rejection of projects	1/11/2017 11:31 AM
50	enforcement of 2 hour parking on 21st Street!!!!	1/11/2017 10:50 AM
51	Too many competing businesses of the exact same nature. The town is not big enough to support too many.	1/11/2017 10:43 AM
52	A seeming bias by town staff toward traditional developers	1/11/2017 9:52 AM
#	B.	Date
1	Structured support (meetings and events) for all small business	3/2/2017 9:07 AM
2	Parking	2/22/2017 3:02 PM
3	Cost/Taxes too high for the return for this type of business	2/16/2017 12:58 PM
4	hotel	2/16/2017 11:54 AM
5	Adding too many shopping centers outside downtown	2/13/2017 7:22 PM
6	Not enough places to 'Shop'	2/13/2017 4:43 PM
7	meals tax-please eliminate	2/13/2017 2:17 PM
8	This isn't a challenge for my business, but I strongly feel the meals tax is excessive. Tax tobacco products or vaping more if you can.	2/13/2017 11:23 AM
9	street parking	2/10/2017 1:09 PM
10	property upgrades	2/9/2017 7:47 AM
11	The people at town hall are WAY to helpful	2/8/2017 3:44 PM
12	starting to get a sprawl feel to Purcellville which makes it harder for folks to get a sense of a Town feel	2/8/2017 11:42 AM

Town of Purcellville Business Survey

13	In its marketing, the town focuses on growing tourism and the reputation of the town to get visitors here to spend money. The storyline is always the same. We are a great town – come spend your money here at our interesting businesses. It feels like the town only thinks about business as a store front that can draw tourists - the town invests resources in doing events to bring tourists to town. Even if those events work – they are often one hit wonders – people are here a day and then gone. Purcellville is competing with every other small town for tourists. And tourists are fickle. I write a monthly column on day trips for a DC/VA/MD publication and there are hundreds of options for day trippers leaving DC. The town needs to focus its limited resources on yes, generating some foot traffic for the store front businesses and pointing out the things that are unique and will get people here, but it also should encourage non-store front businesses. We need to think about economic development as growing jobs and growing small businesses in our community. Independent firms, startups and consultants are the wave of the future. The town does nothing from what I can tell to encourage solo entrepreneurship or startups, other than to ask us once a year if we want to be on the home based business directory. Why not sponsor forums on how to grow innovative home-based businesses, encourage startups, or re-structure marketing for the town so it's not just storefronts that get profiled but a variety of businesses.	2/7/2017 10:56 AM
14	Meals tax. Retail and restaurant sprawl. No centralized business district(s).	2/7/2017 8:36 AM
15	business tax is a bit high	2/4/2017 5:47 PM
16	tax rate	1/31/2017 2:03 PM
17	Not large enough business sign	1/30/2017 5:18 PM
18	Expense of commercial space at gateway shopping center	1/30/2017 12:01 PM
19	they should be a little bit more open minded like other modern areas like Vienna, Ashburn, etc, although it's getting better	1/28/2017 12:06 PM
20	BUSY-BODY OWNER OF THE RELOVE IT STORE	1/26/2017 12:12 PM
21	lack of a business friendly environment	1/26/2017 11:11 AM
22	Water bill.	1/21/2017 10:20 AM
23	cost of water and sewer	1/20/2017 1:42 PM
24	N/A	1/13/2017 11:55 AM
25	N/A	1/13/2017 11:35 AM
26	TC and Staff are not sure of what they want and how they can attract business that can afford to do the things the BAR and different government groups require of them.	1/13/2017 9:12 AM
27	Traffic	1/12/2017 7:55 PM
28	Over regulation	1/12/2017 2:21 PM
29	Reduce the Swere Water Tap fees for new homes	1/12/2017 1:16 PM
30	As a home based business, I am not allowed to pay for a permit to post temporary signs around town.	1/12/2017 10:58 AM
31	I love access, friendliness, responsiveness	1/11/2017 5:25 PM
32	Moving in of franchises	1/11/2017 4:25 PM
33	Limited walkability - need a greater variety of shops, outdoor seating, cafes, etc. to make walking around more attractive to customers	1/11/2017 2:24 PM
34	close mindess of Town Coucil	1/11/2017 11:31 AM
35	enforcement of 2 hour parking on 21st Street!!!!	1/11/2017 10:50 AM
36	Growth in our industry has cut town on tourist traffic on the weekends. Traffic used to come in from Arlington/DC on the weekends, but now they no longer do so due to the same businesses in Arlington and Fairfax counties.	1/11/2017 10:43 AM

Q13 Overall, how satisfied are you with the quality of services that the Town of Purcellville provides?

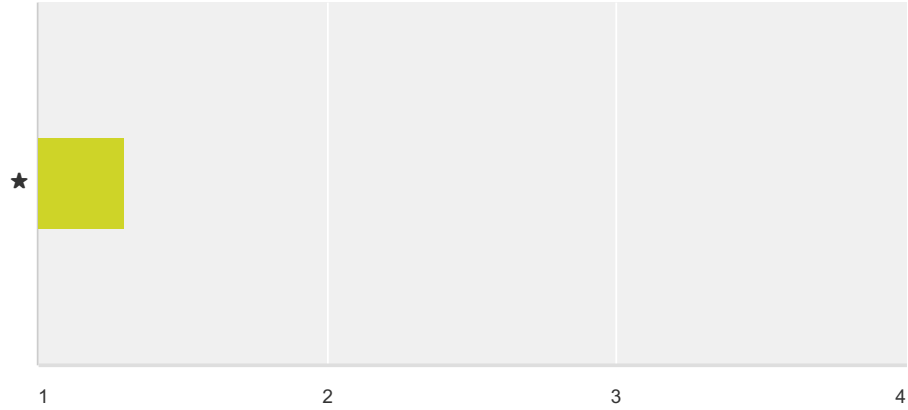
Answered: 60 Skipped: 2



	Very Unsatisfied	Somewhat Unsatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Total	Weighted Average
★	3.33% 2	5.00% 3	21.67% 13	36.67% 22	33.33% 20	60	3.92

Q14 Thinking back over the last 3 months, how often did you utilize the Purcellville website?

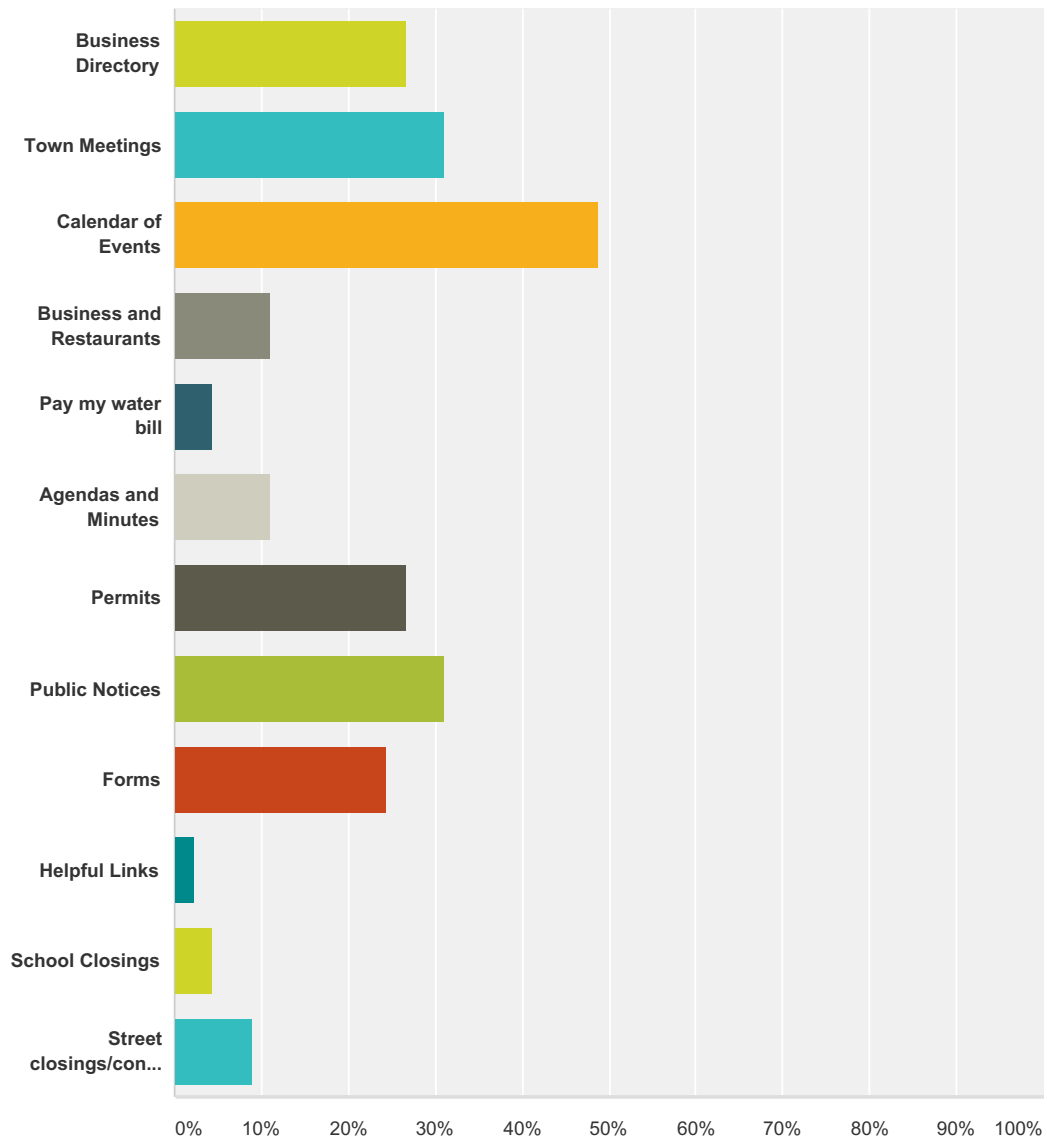
Answered: 60 Skipped: 2



	Rarely	Monthly	Weekly	Daily	Total	Weighted Average
★	78.33% 47	13.33% 8	8.33% 5	0.00% 0	60	1.30

Q15 Which sections of the website do you visit the most? (Top 3)

Answered: 45 Skipped: 17



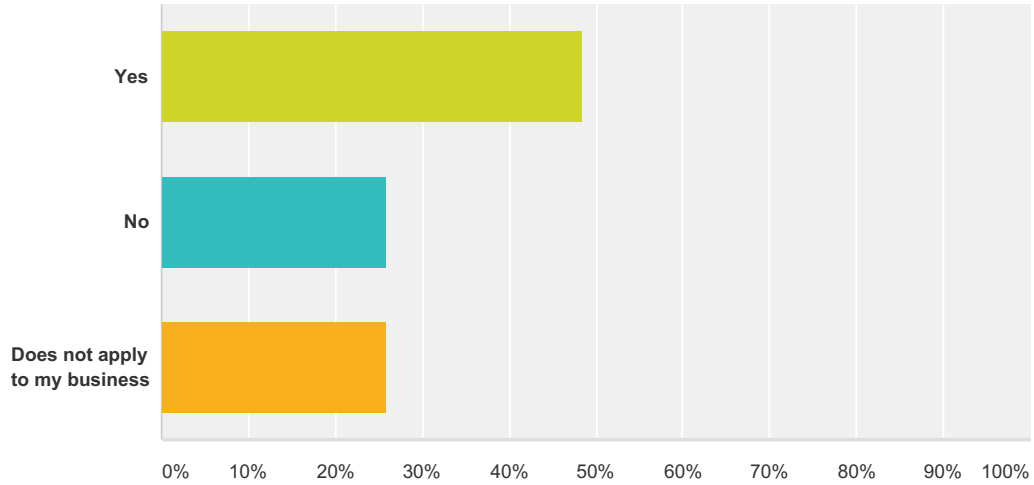
Answer Choices	Responses
Business Directory	26.67% 12
Town Meetings	31.11% 14
Calendar of Events	48.89% 22
Business and Restaurants	11.11% 5
Pay my water bill	4.44% 2
Agendas and Minutes	11.11% 5
Permits	26.67% 12

Town of Purcellville Business Survey

Public Notices	31.11%	14
Forms	24.44%	11
Helpful Links	2.22%	1
School Closings	4.44%	2
Street closings/construction issues	8.89%	4
Total Respondents: 45		

Q16 Recognizing that many towns in Virginia are imposing a meals tax on guests, do you feel this additional charge prevents people from eating at a Purcellville restaurant?

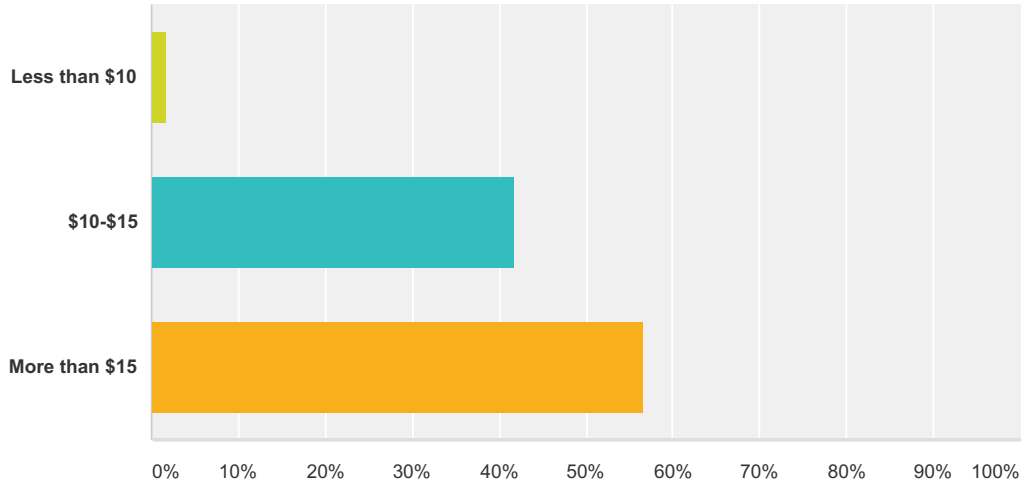
Answered: 62 Skipped: 0



Answer Choices	Responses
Yes	48.39% 30
No	25.81% 16
Does not apply to my business	25.81% 16
Total	62

Q17 As a business owner with a family who also eats out at Purcellville restaurants, what is the average amount per person that you normally spend for dinner?

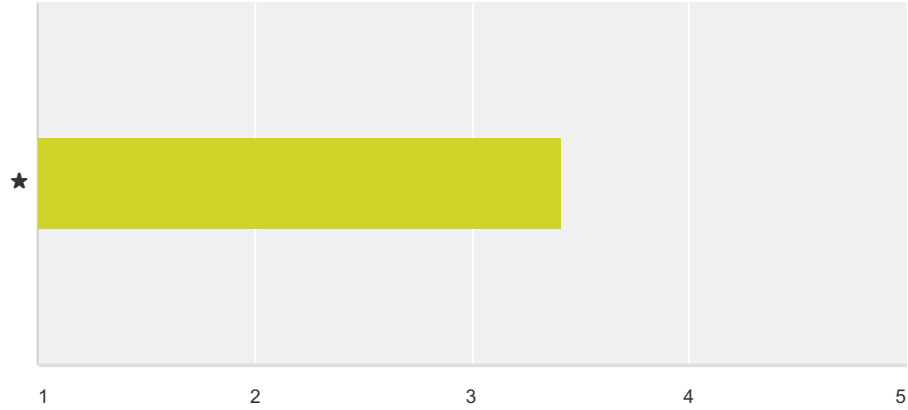
Answered: 60 Skipped: 2



Answer Choices	Responses
Less than \$10	1.67% 1
\$10-\$15	41.67% 25
More than \$15	56.67% 34
Total	60

Q18 How likely would you be to recommend Purcellville to a friend looking to open up a new business?

Answered: 59 Skipped: 3



	Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Likely	Total	Weighted Average
★	13.56% 8	8.47% 5	23.73% 14	32.20% 19	22.03% 13	59	3.41