

2024
City of Sequim, WA
Business Survey
Findings Report

ETC INSTITUTE

Contents

Section 1: Executive Summary..... 4

Section 2: Charts and Graphs..... 7

Section 3: Importance-Satisfaction Rating..... 25

Section 4: Tabular Data..... 30

Section 5: Open-Ended Responses..... 49

Section 6: Survey Instrument..... 58





Executive Summary

2024 City of Sequim Business Survey Executive Summary

Overview

ETC Institute administered a business survey for the City of Sequim during the months of fall 2024. This survey will be used to help align City operations with business priorities.

Methodology

ETC Institute mailed a survey packet to a random sample of businesses in Sequim. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Respondents who received the survey were given the option of returning the survey by mail or completing it online at *SequimSurvey.org*. After the surveys were mailed, ETC Institute followed up with respondents to encourage participation.

A total of 70 surveys were collected from businesses in Sequim.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Importance-Satisfaction Analysis that identifies priorities for the City (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- Answers to open-ended questions (Section 5)
- A copy of the cover letter and survey instrument (Section 6)

The major findings of the survey are summarized in the following pages.

Major Findings

Overall Experience. Most respondents (60%) rated the City of Sequim as either "good" (38%) or "excellent" (22%) overall as a place to do business. Over half of respondents (55%) said they feel the City of Sequim feels business-centric to them.

Satisfaction with Aspects of Sequim. Respondents were asked to rate their satisfaction with 12 aspects of the City of Sequim. Respondents were most satisfied (rating "satisfied" or "very satisfied") with the availability of parking for their business (83%), image of the city (80%), and availability of parks and open space (76%). The three items respondents said would have the most impact on their decision for their business to stay in the City of Sequim for the next 10 years were the overall feeling of safety in the city (50%), access to housing options for your workforce (39%), and quality of life in the City (33%).

Customer Service. Over half of respondents (63%) rated the City's customer service as either "good" (53%) or "excellent" (10%).

City Services. Respondents were asked to rate their level of satisfaction with City services with regard to how they affect their business's ability to operate. Respondents were most satisfied (rating "satisfied" or "very satisfied") with police services (79%), city parks (75%), and street sweeping (75%). The three services most important to businesses were police services (36%), cleanliness of public areas (24%), and street maintenance (23%).

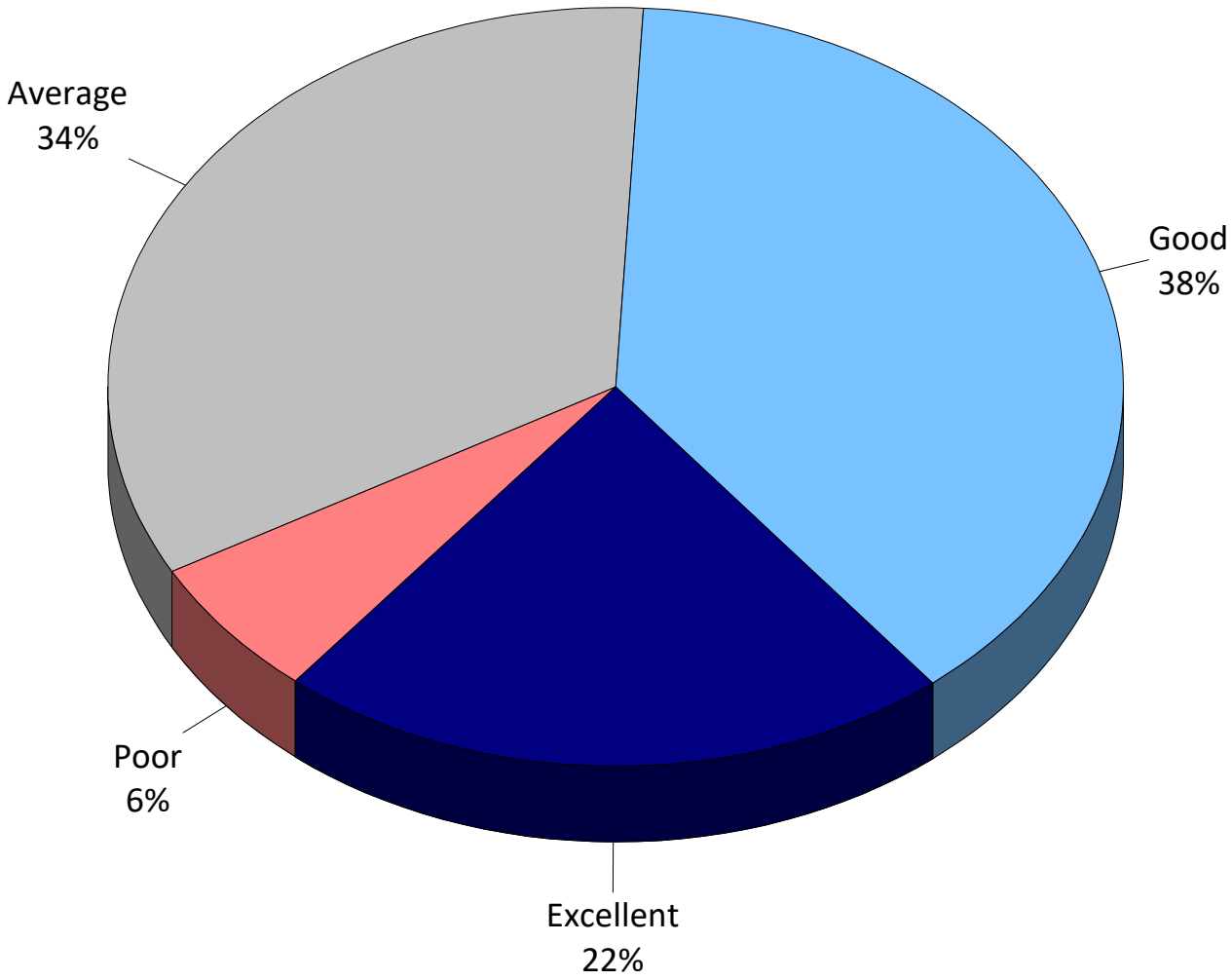
Growth and Future. Most respondents (60%) say there are no barriers to their company's growth in Sequim. Over half of respondents (52%) say their business is considering adding additional staff in the next five years. Over a quarter of respondents (27%) say are considering expanding/renovating in the City in the next five yearas.

Inclusivity of Sequim. Three-fourths of respondents (75%) describe the City of Sequim as a community as somewhat welcoming and inclusive (46%) or very welcoming and inclusive (29%).

2 Charts & Graphs

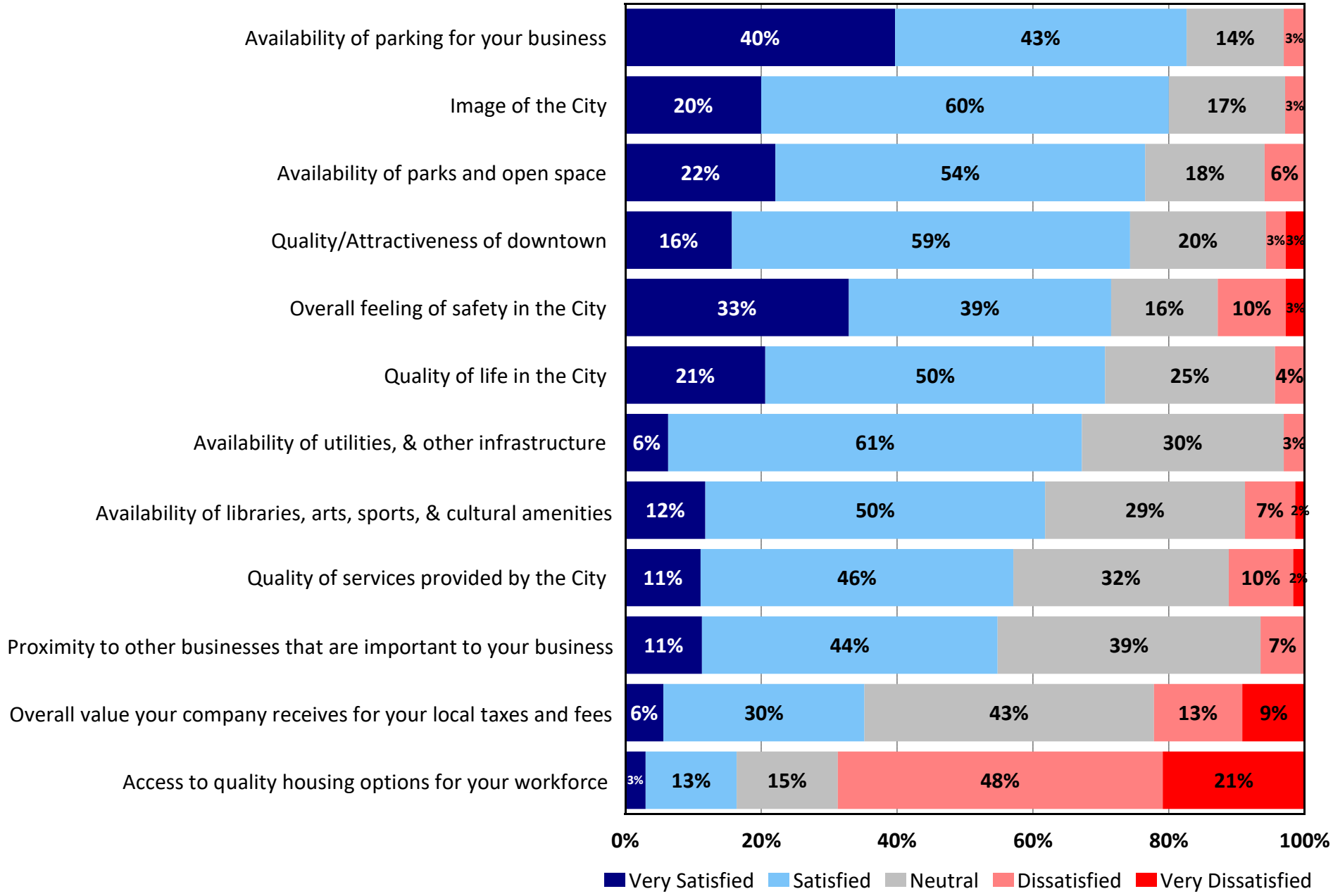
Q1. How would you rate the City of Sequim overall as a place to do business?

by percentage of respondents (excluding "don't know")



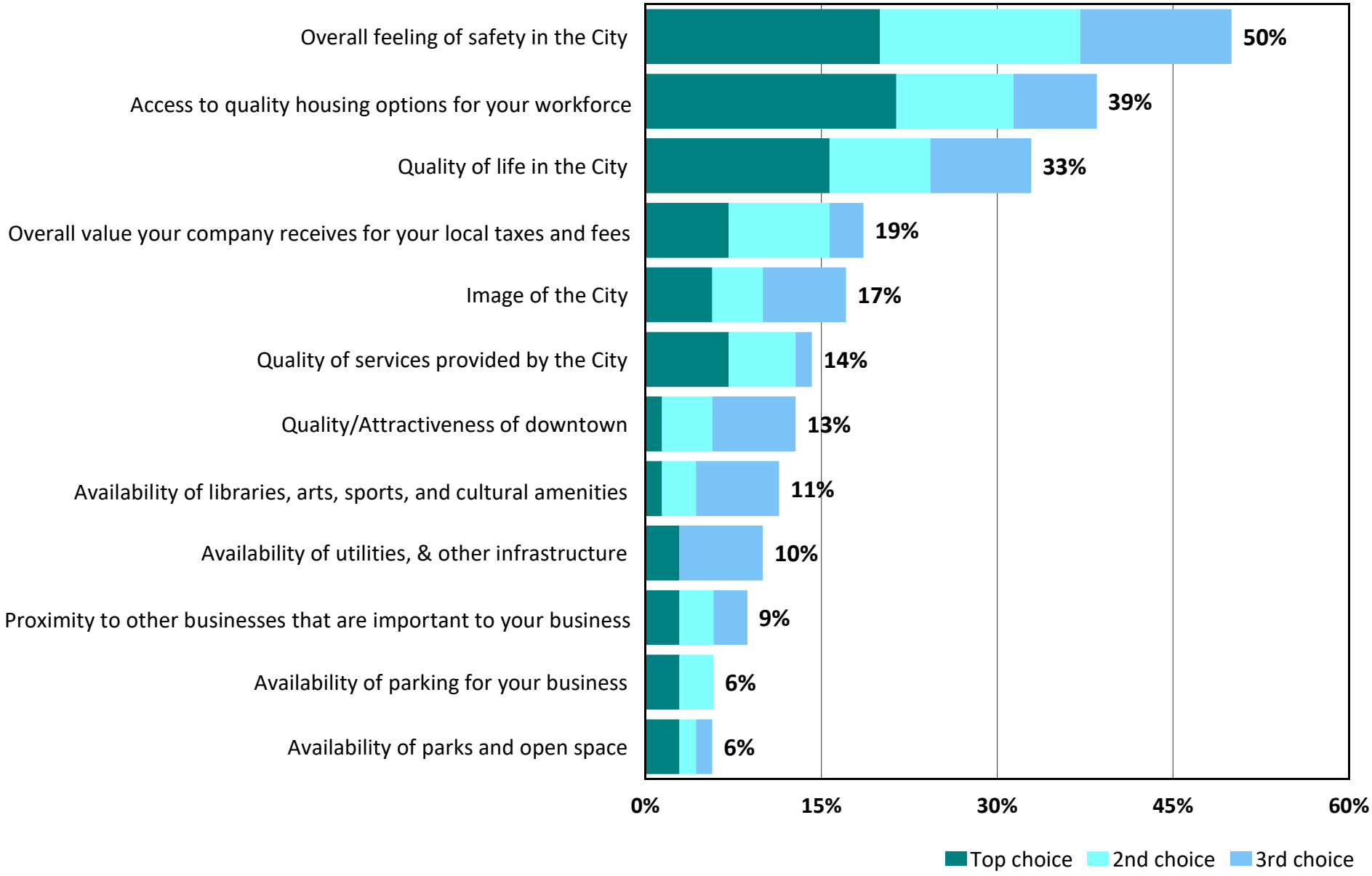
Q2. Satisfaction with Aspects of City of Sequim

by percentage of respondents (excluding "don't know")



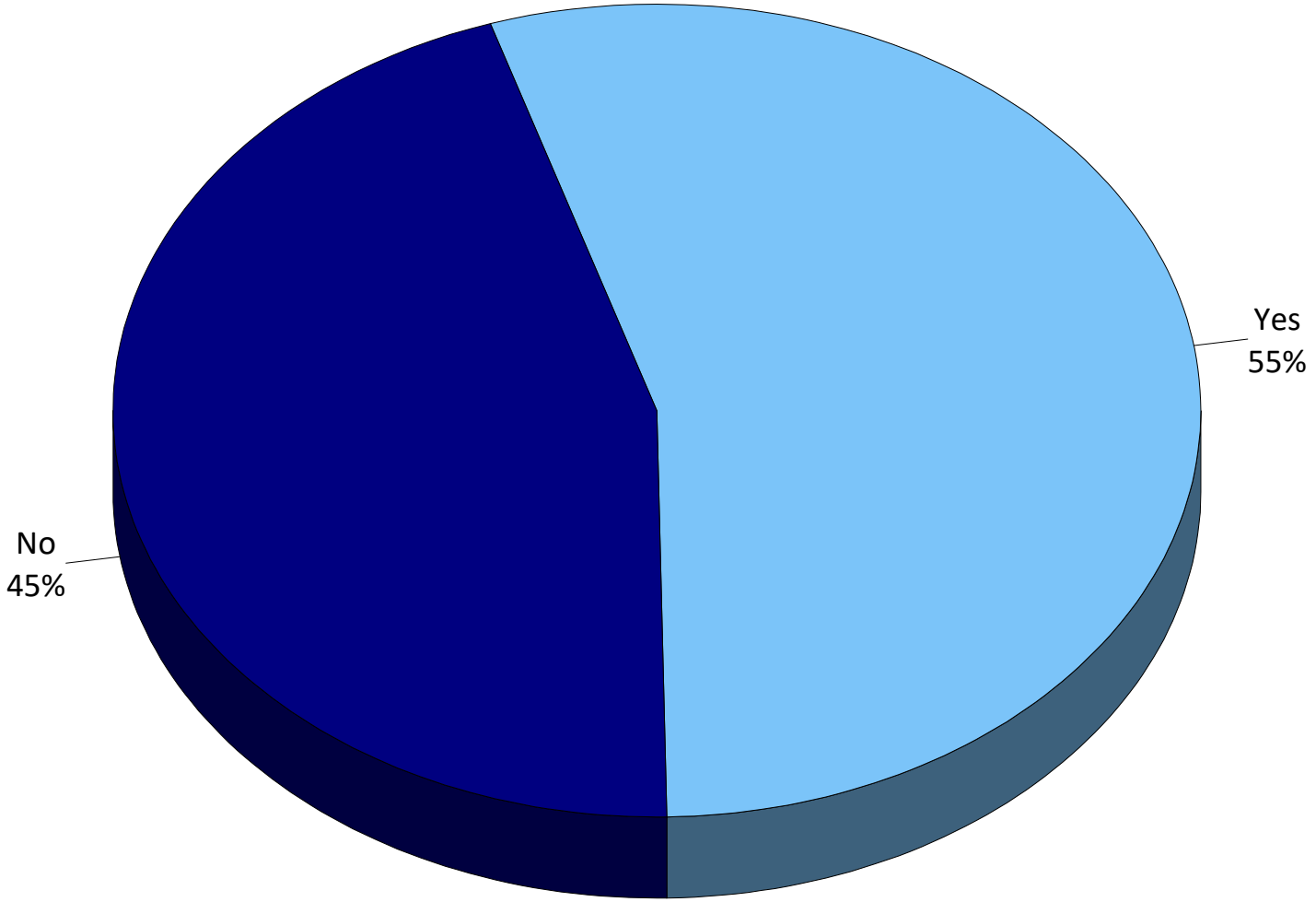
Q3. Which THREE items will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years?

by percentage of respondents who selected the items as one of their top three choices



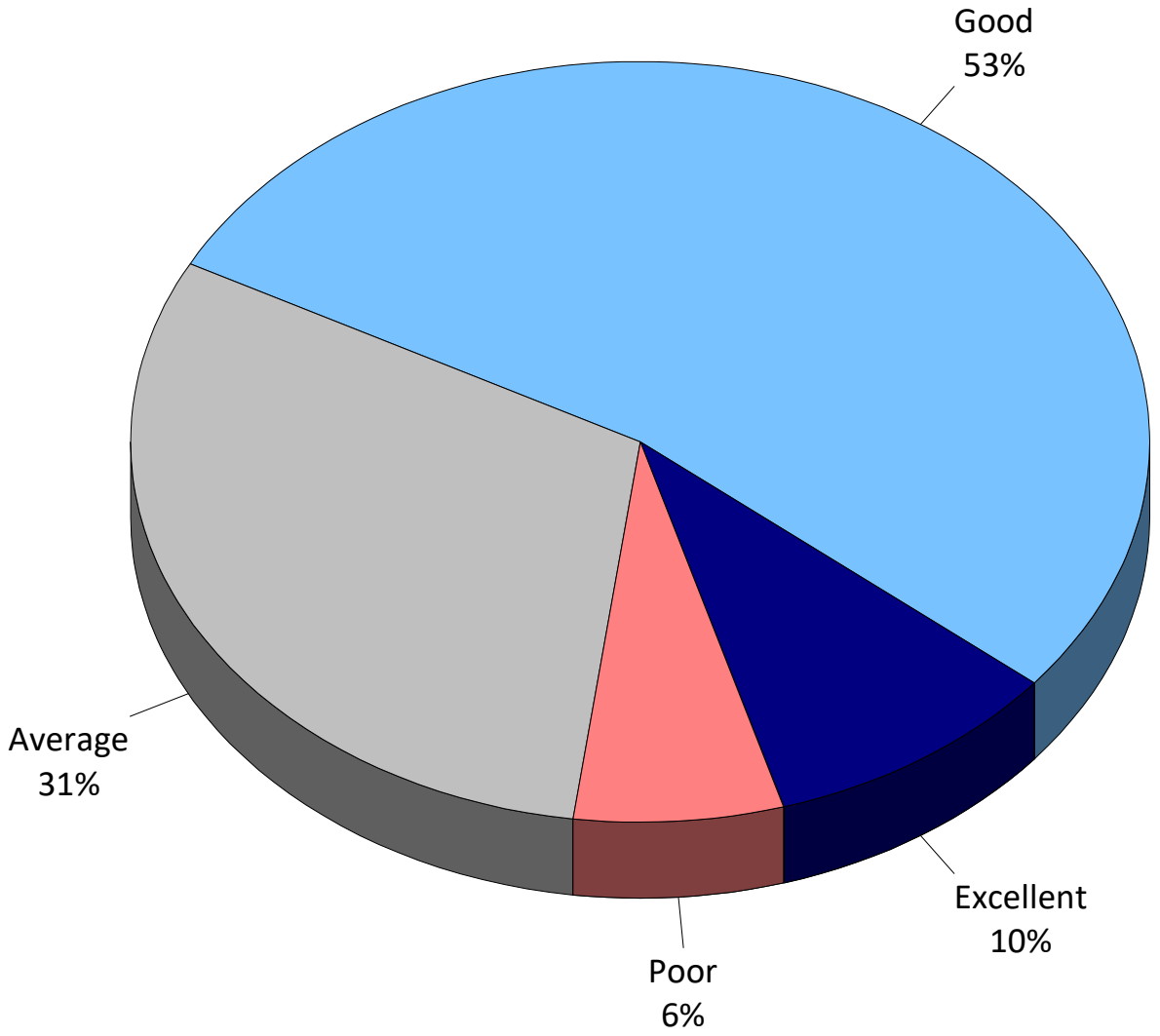
Q4. Does the City of Sequim feel business-centric to you, i.e., supports and prioritizes businesses?

by percentage of respondents (excluding "don't know")



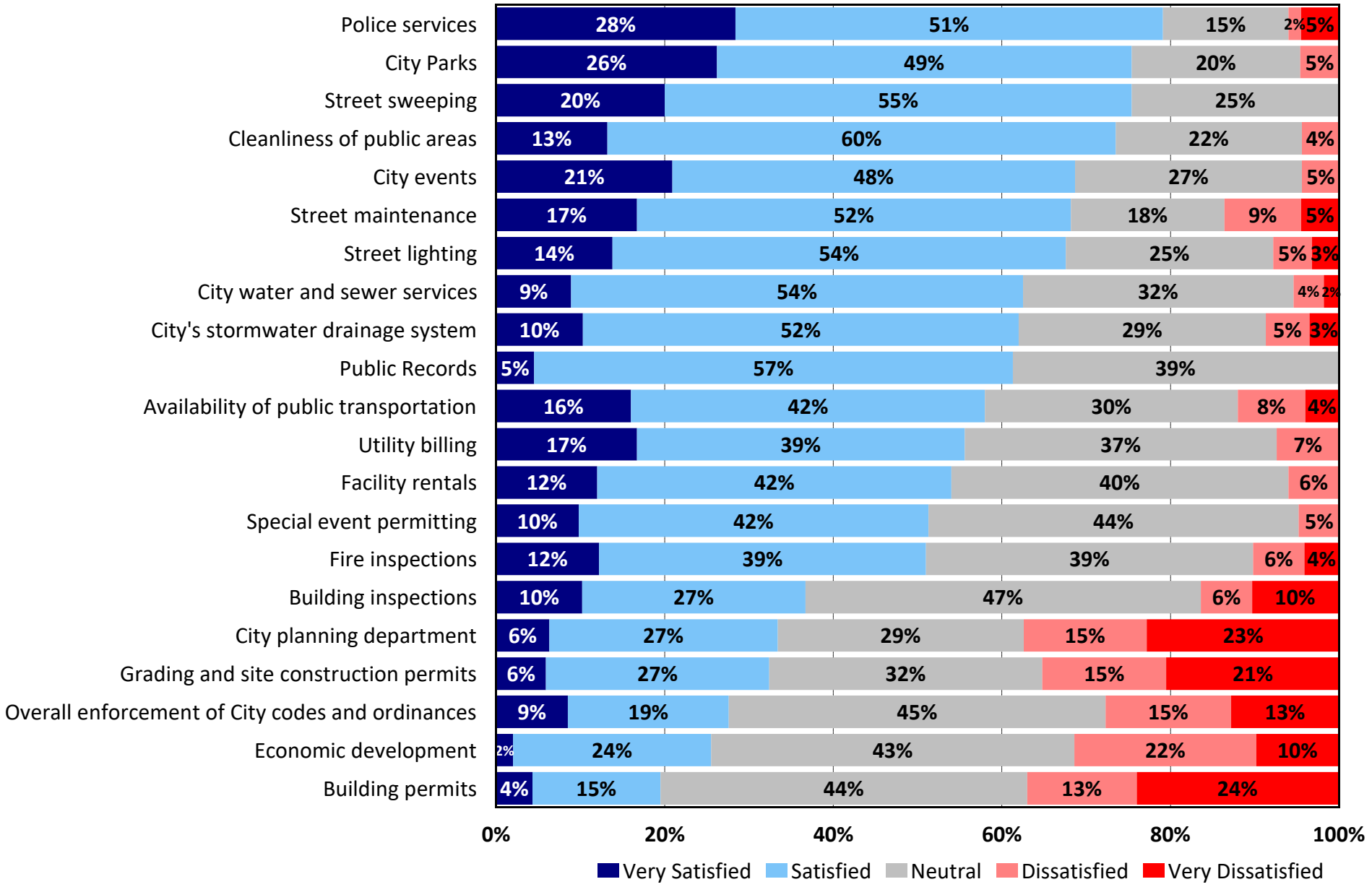
Q5. How would you rate the City's customer service?

by percentage of respondents (excluding "don't know")



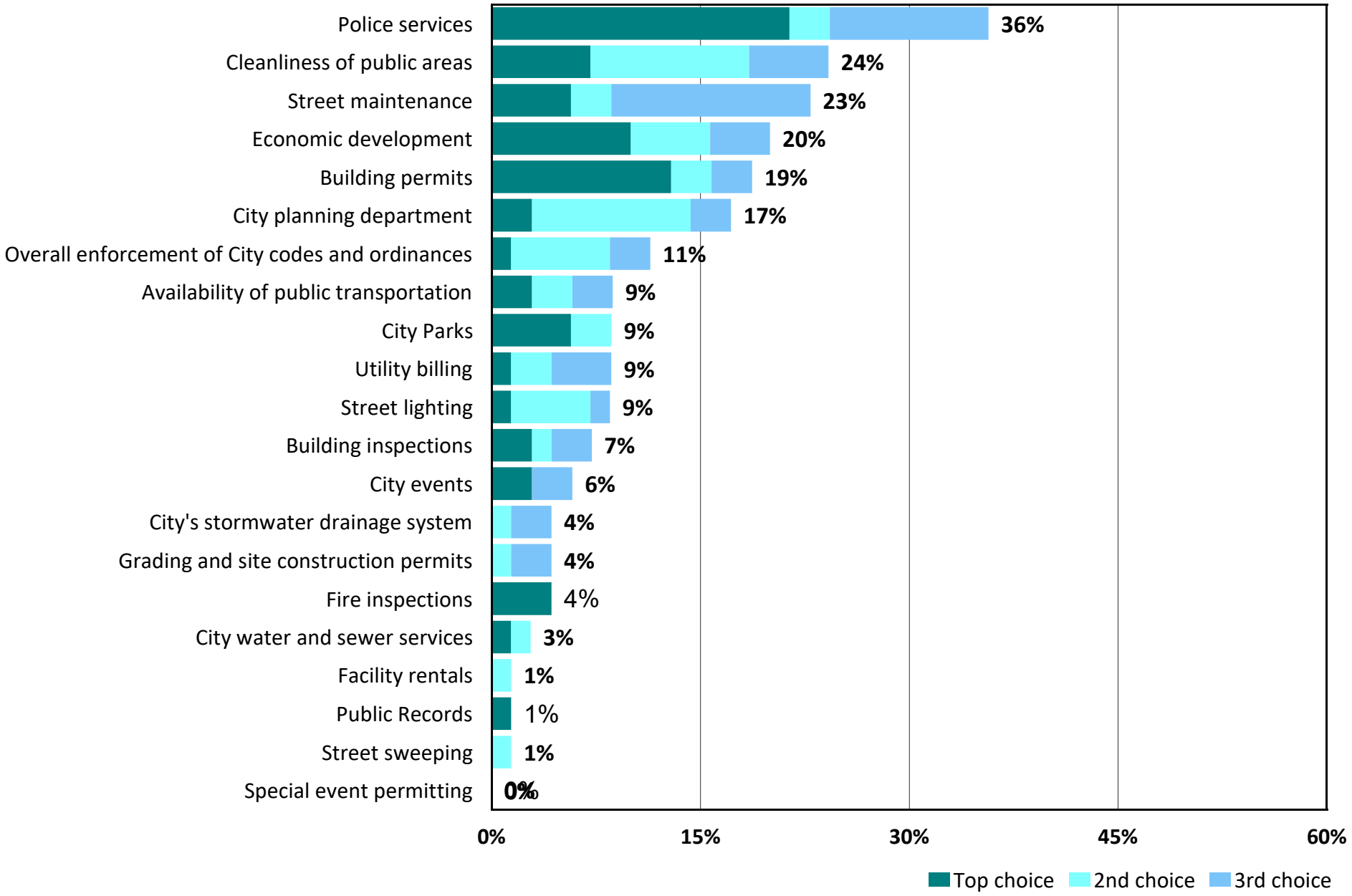
Q6. Rating overall satisfaction with City services with regard to how they affect your business's ability to operate

by percentage of respondents (excluding "don't know")



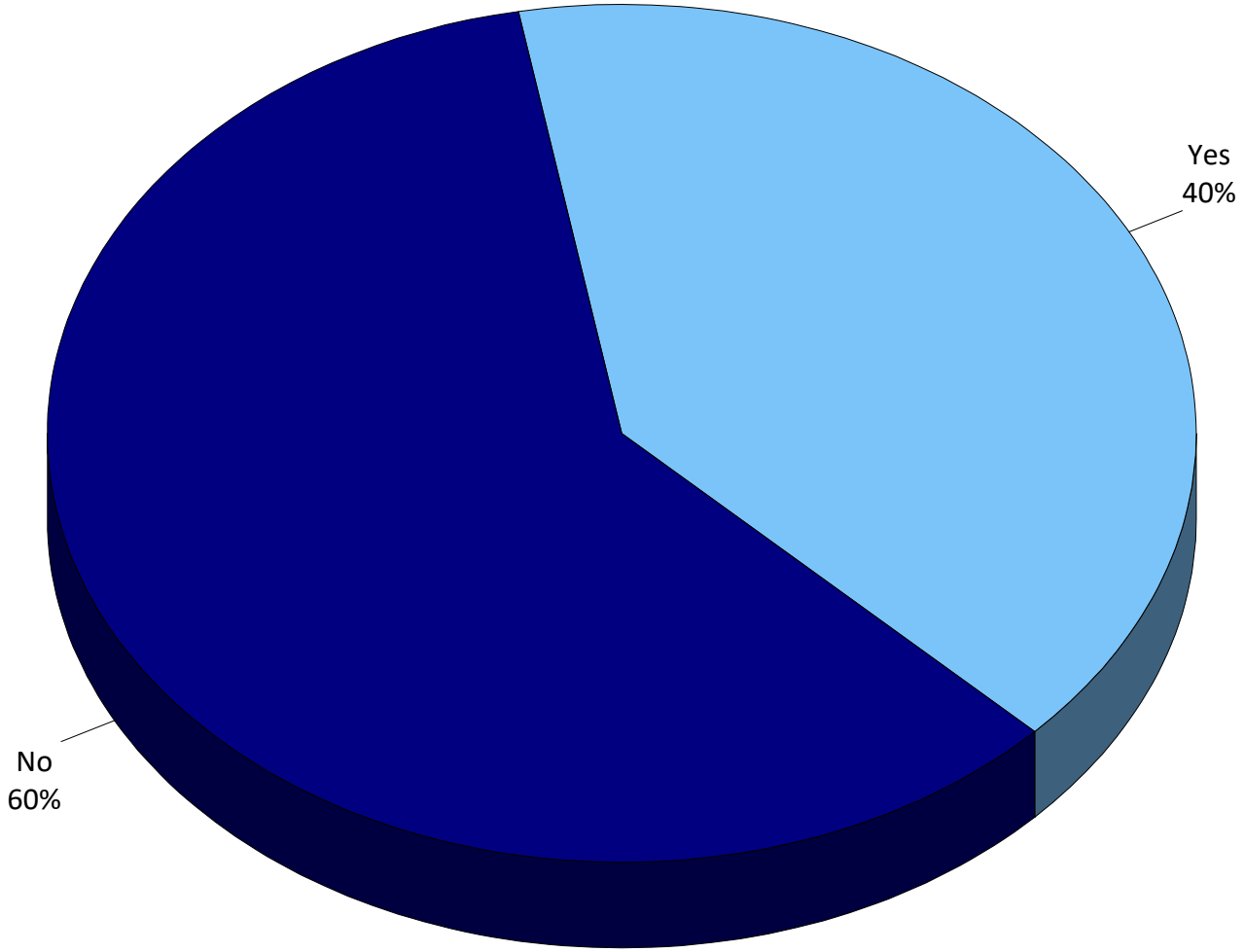
Q7. Which THREE City services are MOST IMPORTANT to your business?

by percentage of respondents who selected the items as one of their top three choices



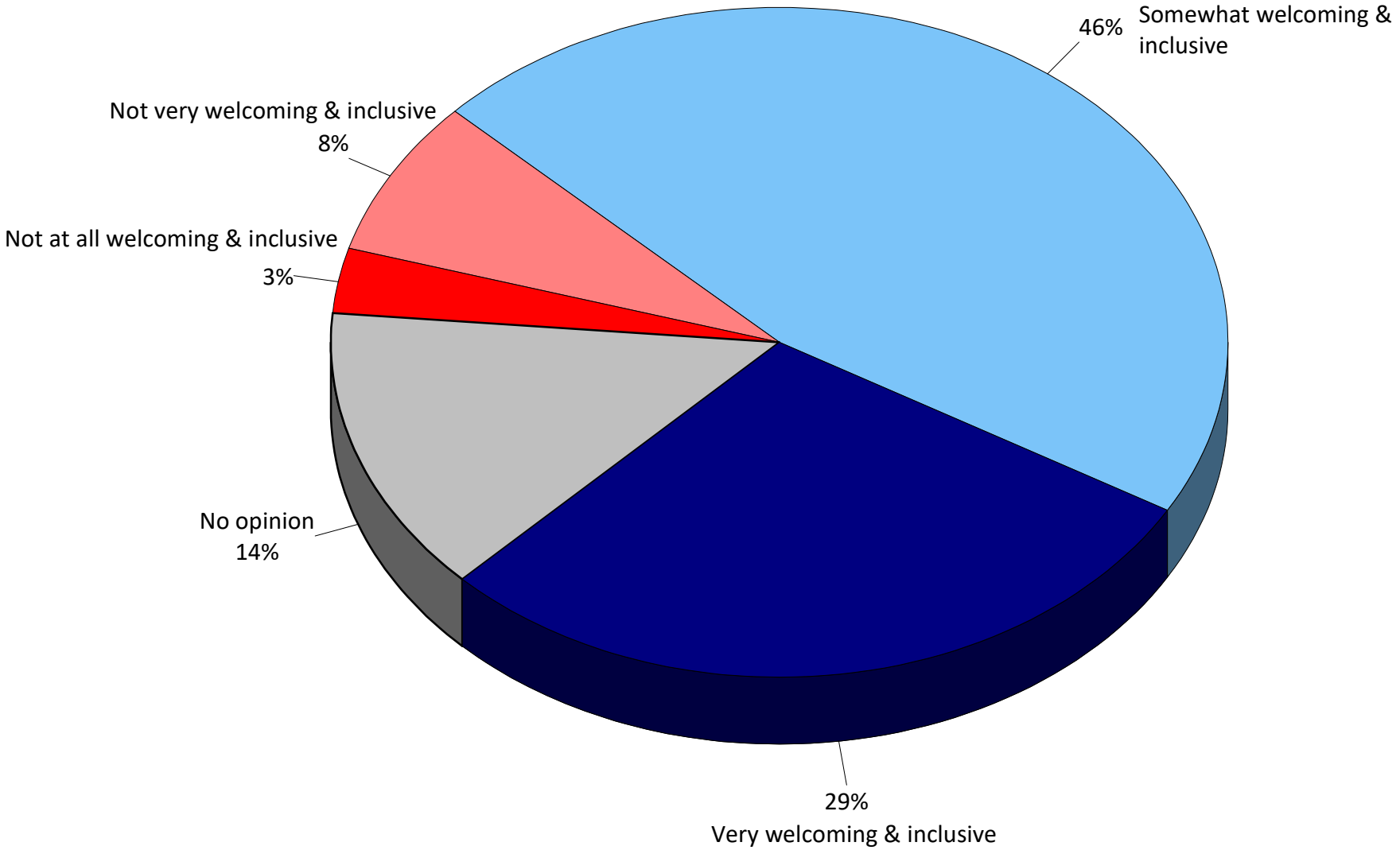
Q9. Are there any barriers to your company's growth in Sequim?

by percentage of respondents



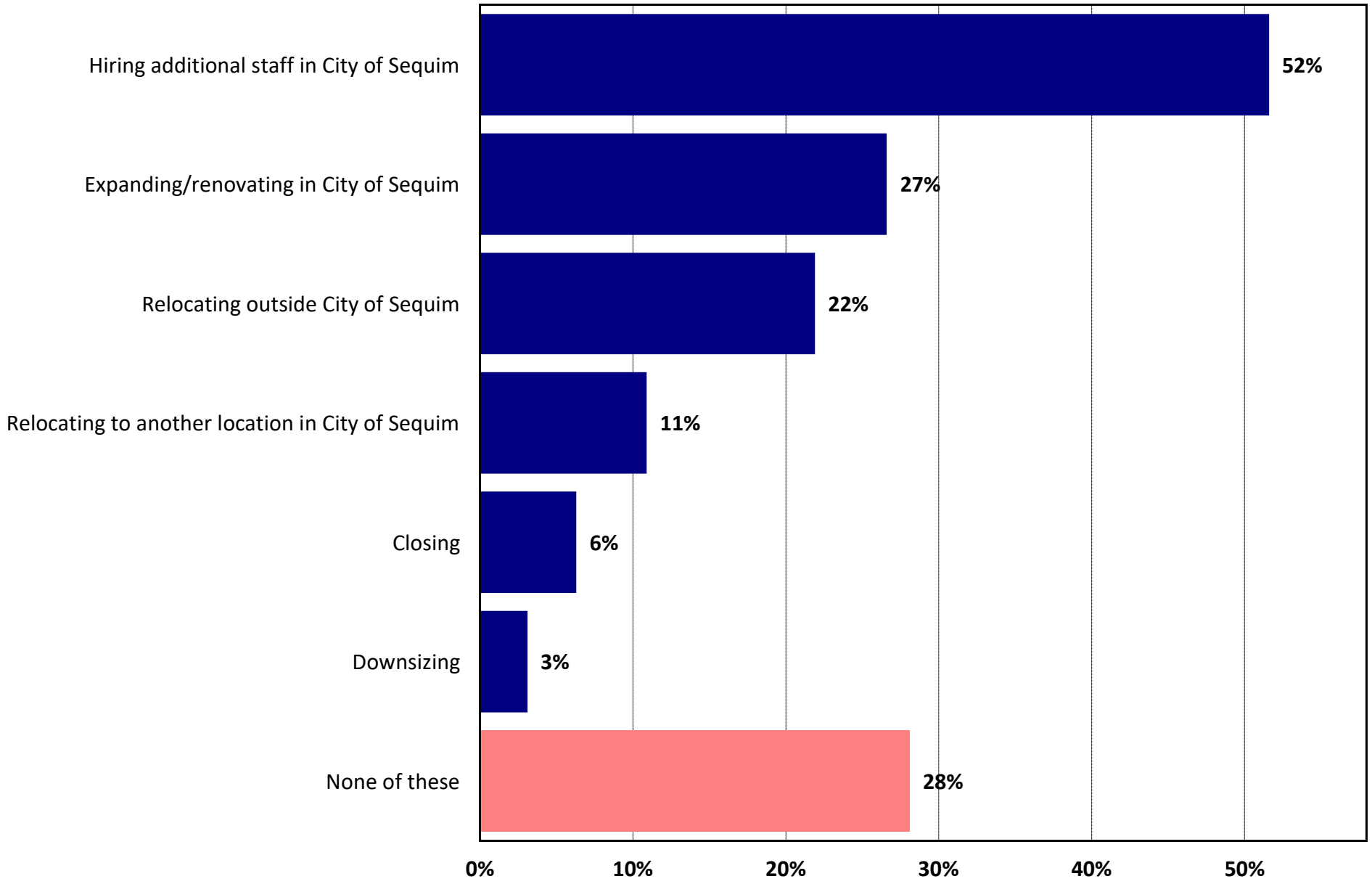
Q10. Which of the following statements best describes the City of Sequim as a community?

by percentage of respondents who answered "No" to Q9 (excluding "not provided")



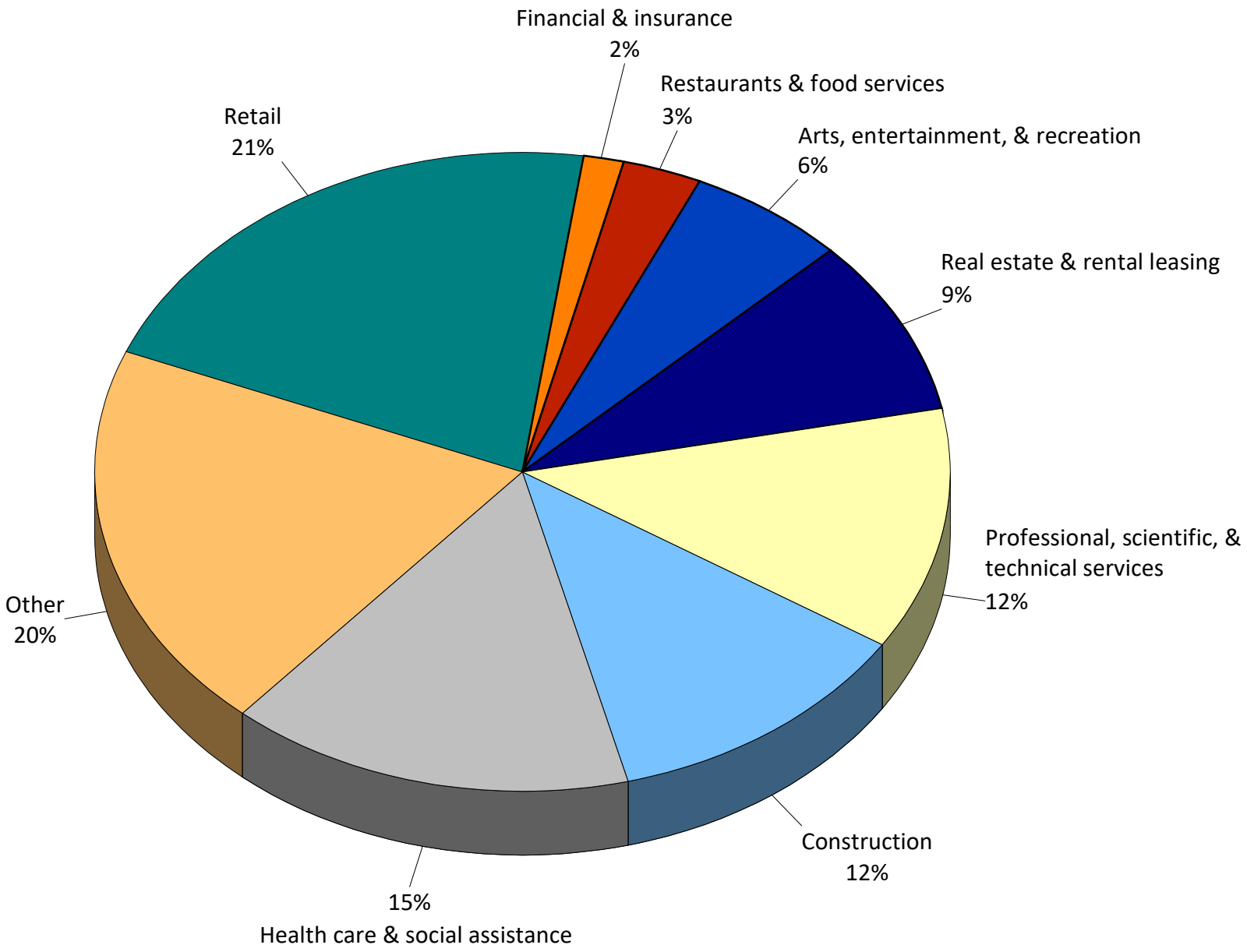
Q11. In the next 5 years, is your business considering any of the following in the City of Sequim?

by percentage of respondents (multiple selections could be made) (without "don't know")



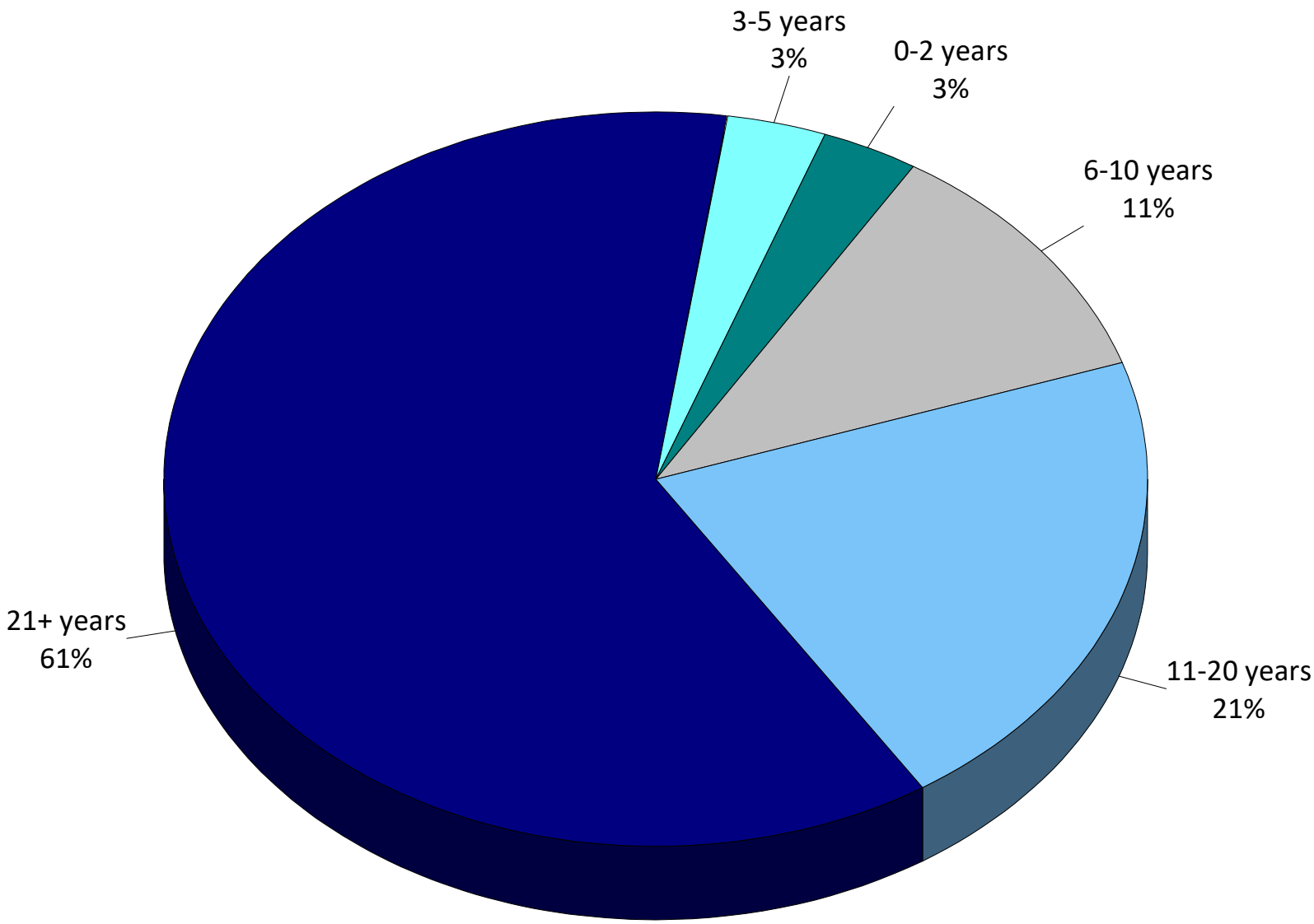
Q16. Which ONE of the following best describes your business?

by percentage of respondents (excluding “not provided")



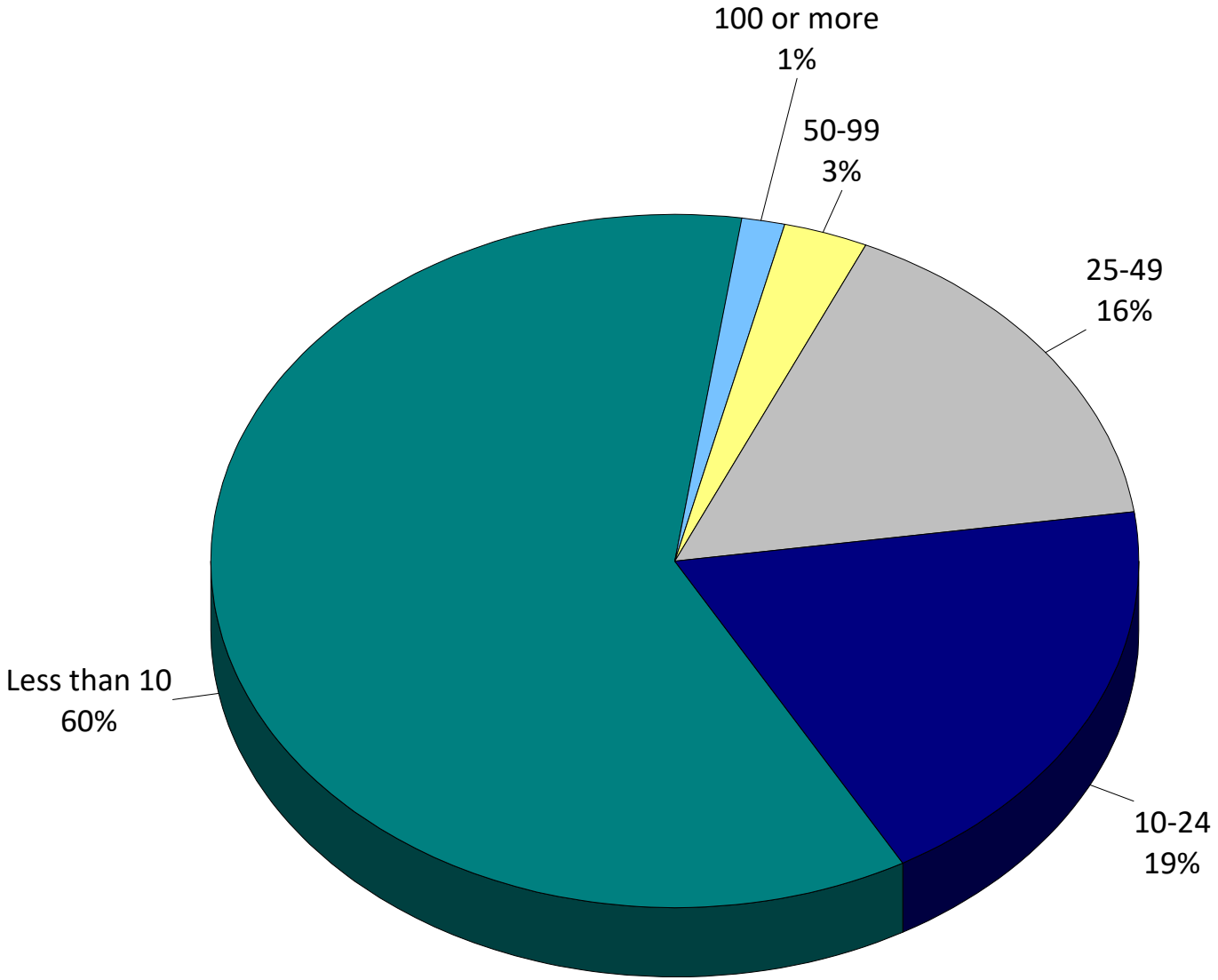
Q17. How many years has your business been in the City of Sequim?

by percentage of respondents (excluding “not provided")



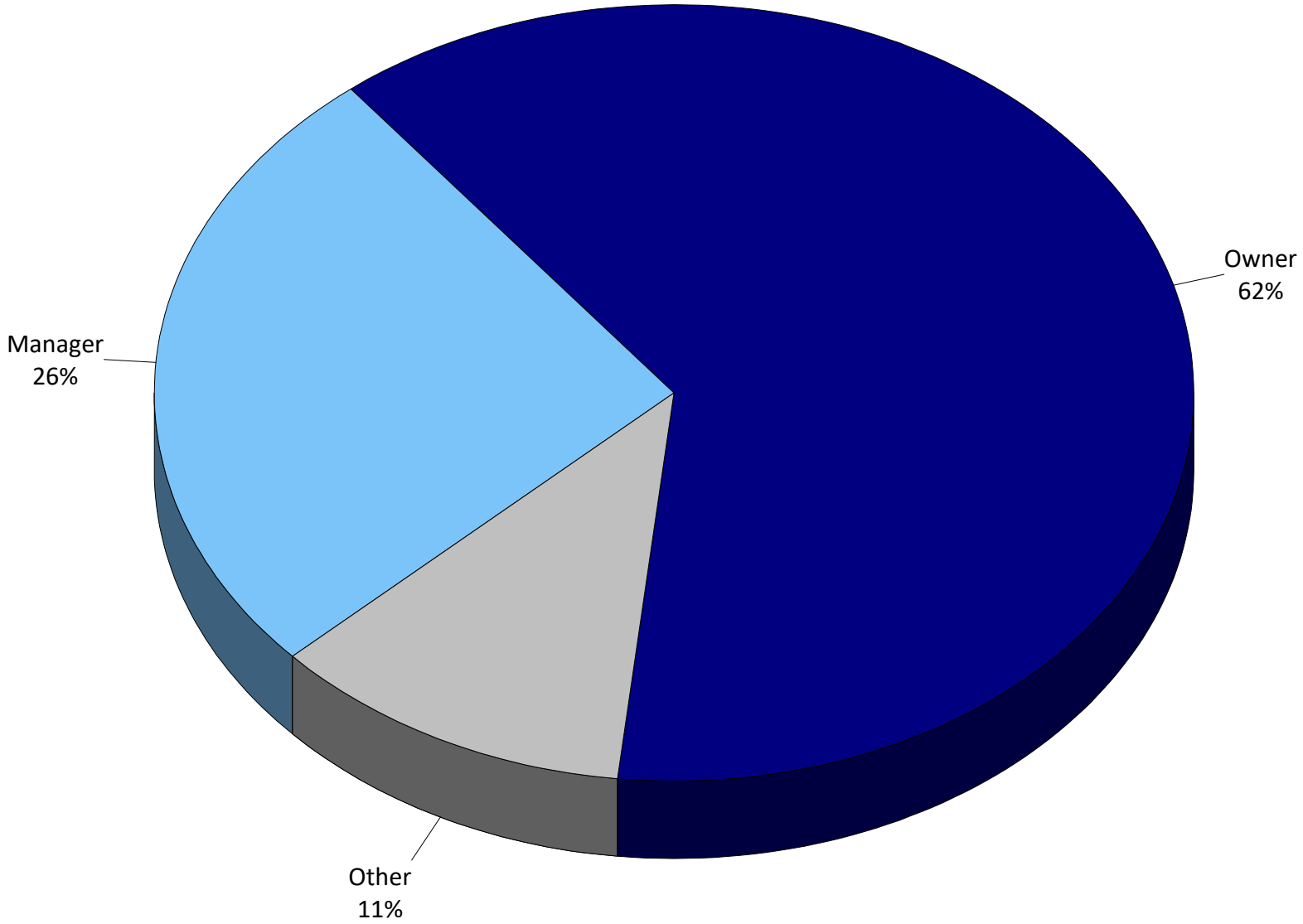
Q18. Approximately how many employees does your organization employ in Sequim?

by percentage of respondents (excluding “not provided")



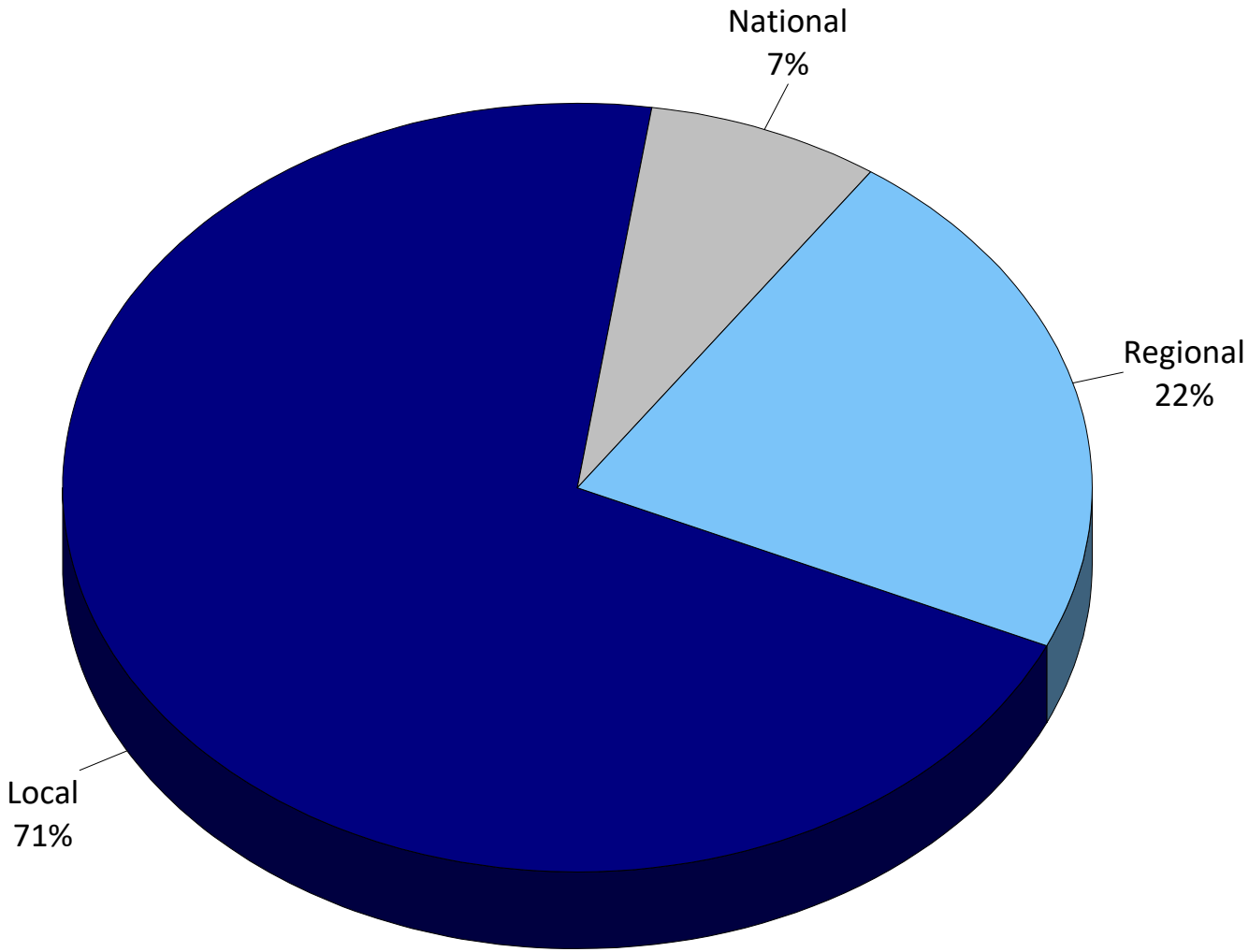
Q19. Which of the following best describes your position with your business?

by percentage of respondents (excluding "not provided")



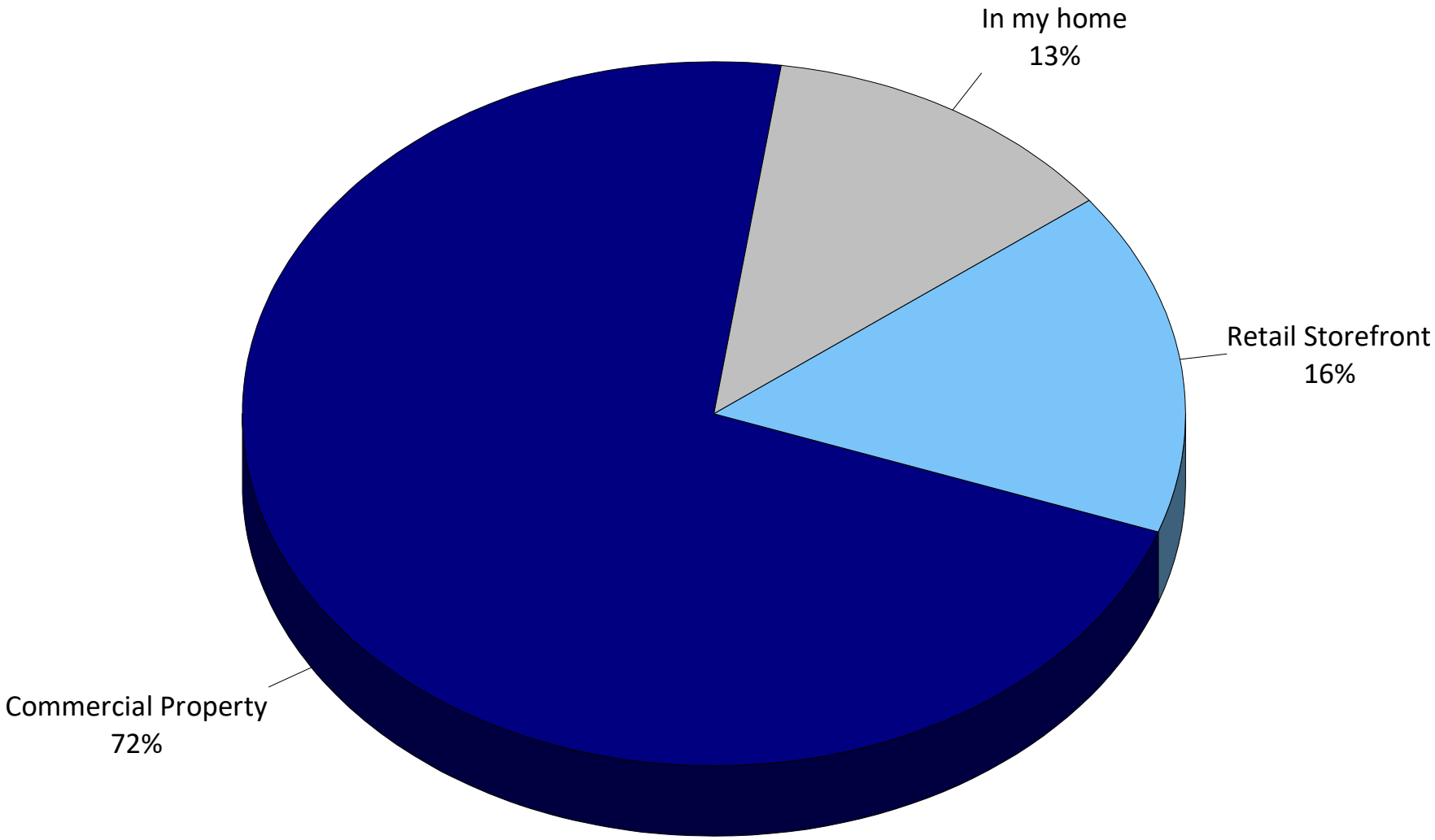
Q20. Which best describes your company's primary market?

by percentage of respondents (excluding “not provided")



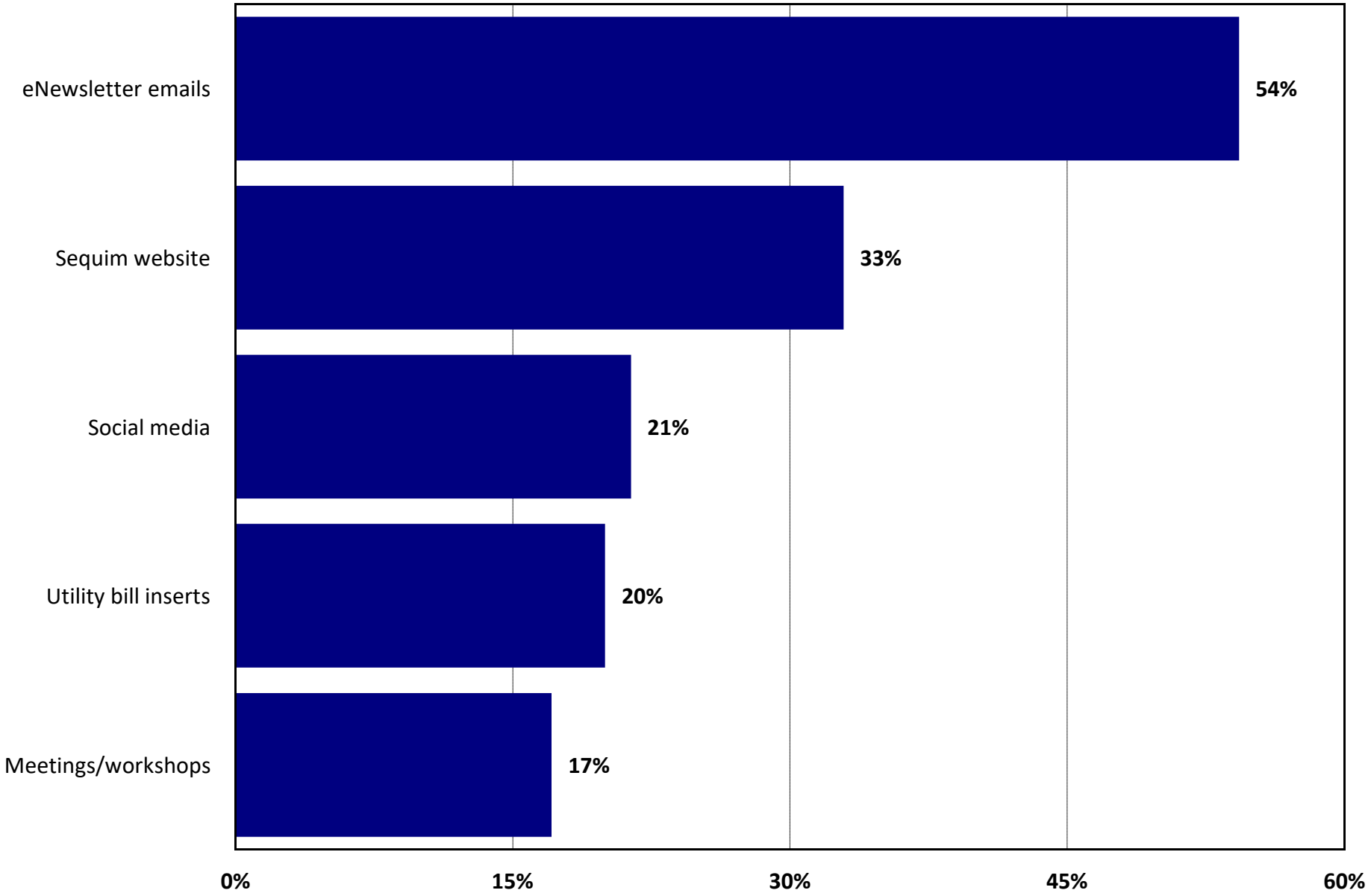
Q21. Which of the following best describes your business' location?

by percentage of respondents (excluding “not provided")



Q22. What are the best ways for the City of Sequim to communicate important information to your business?

by percentage of respondents (multiple selections could be made)



3 Importance-Satisfaction Rating

Importance-Satisfaction Analysis
Clemson, SC

Overview

Today, city officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens and businesses. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to businesses; and (2) to target resources toward those services where businesses are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: In an example scenario, respondents were asked to rate their satisfaction parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the city's overall performance in the *quality/number of outdoor amenities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 city services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* (IS>=0.20)
- *Increase Current Emphasis* (0.10<=IS<0.20)
- *Maintain Current Emphasis* (IS<0.10)

The results for the City of Sequim are provided on the following pages.

2024 Importance-Satisfaction Rating
City of Sequim Business Survey
Aspects of City

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Access to quality housing options for your workforce	39%	2	16%	12	0.3219	1
High Priority (IS .10-.20)						
Overall feeling of safety in the City	50%	1	72%	5	0.1425	2
Overall value your company receives for your local taxes and fees	19%	4	35%	11	0.1205	3
Medium Priority (IS <.10)						
Quality of life in the City	33%	3	71%	6	0.0967	4
Quality of services provided by the City	14%	6	57%	9	0.0609	5
Availability of libraries, arts, sports, and cultural amenities	11%	8	62%	8	0.0435	6
Proximity to other businesses that are important to your business	9%	10	55%	10	0.0393	7
Image of the City	17%	5	80%	2	0.0342	8
Quality/Attractiveness of downtown	13%	7	74%	4	0.0329	9
Availability of utilities, and other infrastructure	10%	9	67%	7	0.0328	10
Availability of parks and open space	6%	12	77%	3	0.0134	11
Availability of parking for your business	6%	11	83%	1	0.0101	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from City leaders over the next ten years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2024 DirectionFinder by ETC Institute

2024 Importance-Satisfaction Rating
City of Sequim Business Survey
Community Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Building permits	19%	5	20%	21	0.1505	1
Economic development	20%	4	26%	20	0.1490	2
City planning department	17%	6	33%	17	0.1146	3
Medium Priority (IS <.10)						
Overall enforcement of City codes and ordinances	11%	7	28%	19	0.0825	4
Police services	36%	1	79%	1	0.0746	5
Street maintenance	23%	3	68%	6	0.0728	6
Cleanliness of public areas	24%	2	74%	4	0.0641	7
Building inspections	7%	12	37%	16	0.0456	8
Utility billing	9%	10	56%	12	0.0382	9
Availability of public transportation	9%	8	58%	11	0.0365	10
Grading and site construction permits	4%	15	32%	18	0.0291	11
Street lighting	9%	11	68%	7	0.0275	12
City Parks	9%	9	75%	2	0.0212	13
Fire inspections	4%	16	51%	15	0.0211	14
City events	6%	13	69%	5	0.0182	15
City's stormwater drainage system	4%	14	62%	9	0.0163	16
City water and sewer services	3%	17	63%	8	0.0105	17
Facility rentals	1%	18	54%	13	0.0064	18
Public Records	1%	19	61%	10	0.0054	19
Street sweeping	1%	20	75%	3	0.0034	20
Special event permitting	0%	21	51%	14	0.0000	21

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2024 DirectionFinder by ETC Institute

4 Tabular Data

Q1. How would you rate the City of Sequim overall as a place to do business?

Q1. How would you rate City of Sequim overall as a place to do business	Number	Percent
Excellent	14	20.0 %
Good	25	35.7 %
Average	22	31.4 %
Poor	4	5.7 %
Don't know	5	7.1 %
Total	70	100.0 %

(WITHOUT "DON'T KNOW")

Q1. How would you rate the City of Sequim overall as a place to do business? (without "don't know")

Q1. How would you rate City of Sequim overall as a place to do business	Number	Percent
Excellent	14	21.5 %
Good	25	38.5 %
Average	22	33.8 %
Poor	4	6.2 %
Total	65	100.0 %

Q2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Sequim.

(N=70)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Image of City	20.0%	60.0%	17.1%	2.9%	0.0%	0.0%
Q2-2. Quality of life in City	20.0%	48.6%	24.3%	4.3%	0.0%	2.9%
Q2-3. Quality of services provided by City	10.0%	41.4%	28.6%	8.6%	1.4%	10.0%
Q2-4. Overall value your company receives for your local taxes & fees	4.3%	22.9%	32.9%	10.0%	7.1%	22.9%
Q2-5. Overall feeling of safety in City	32.9%	38.6%	15.7%	10.0%	2.9%	0.0%
Q2-6. Availability of parking for your business	35.7%	38.6%	12.9%	2.9%	0.0%	10.0%
Q2-7. Access to quality housing options for your workforce	2.9%	12.9%	14.3%	45.7%	20.0%	4.3%
Q2-8. Proximity to other businesses that are important to your business	10.0%	38.6%	34.3%	5.7%	0.0%	11.4%
Q2-9. Availability of libraries, arts, sports, & cultural amenities	11.4%	48.6%	28.6%	7.1%	1.4%	2.9%
Q2-10. Availability of utilities, & other infrastructure	5.7%	55.7%	27.1%	2.9%	0.0%	8.6%
Q2-11. Availability of parks & open space	21.4%	52.9%	17.1%	5.7%	0.0%	2.9%
Q2-12. Quality/attractiveness of downtown	15.7%	58.6%	20.0%	2.9%	2.9%	0.0%

(WITHOUT "DON'T KNOW")

Q2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Sequim. (without "don't know")

(N=70)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Image of City	20.0%	60.0%	17.1%	2.9%	0.0%
Q2-2. Quality of life in City	20.6%	50.0%	25.0%	4.4%	0.0%
Q2-3. Quality of services provided by City	11.1%	46.0%	31.7%	9.5%	1.6%
Q2-4. Overall value your company receives for your local taxes & fees	5.6%	29.6%	42.6%	13.0%	9.3%
Q2-5. Overall feeling of safety in City	32.9%	38.6%	15.7%	10.0%	2.9%
Q2-6. Availability of parking for your business	39.7%	42.9%	14.3%	3.2%	0.0%
Q2-7. Access to quality housing options for your workforce	3.0%	13.4%	14.9%	47.8%	20.9%
Q2-8. Proximity to other businesses that are important to your business	11.3%	43.5%	38.7%	6.5%	0.0%
Q2-9. Availability of libraries, arts, sports, & cultural amenities	11.8%	50.0%	29.4%	7.4%	1.5%
Q2-10. Availability of utilities, & other infrastructure	6.3%	60.9%	29.7%	3.1%	0.0%
Q2-11. Availability of parks & open space	22.1%	54.4%	17.6%	5.9%	0.0%
Q2-12. Quality/ attractiveness of downtown	15.7%	58.6%	20.0%	2.9%	2.9%

Q3. Which THREE of the items listed in Question 2 will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years?

Q3. Top choice	Number	Percent
Image of City	4	5.7 %
Quality of life in City	11	15.7 %
Quality of services provided by City	5	7.1 %
Overall value your company receives for your local taxes & fees	5	7.1 %
Overall feeling of safety in City	14	20.0 %
Availability of parking for your business	2	2.9 %
Access to quality housing options for your workforce	15	21.4 %
Proximity to other businesses that are important to your business	2	2.9 %
Availability of libraries, arts, sports, & cultural amenities	1	1.4 %
Availability of utilities, & other infrastructure	2	2.9 %
Availability of parks & open space	2	2.9 %
Quality/attractiveness of downtown	1	1.4 %
None chosen	6	8.6 %
Total	70	100.0 %

Q3. Which THREE of the items listed in Question 2 will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years?

Q3. 2nd choice	Number	Percent
Image of City	3	4.3 %
Quality of life in City	6	8.6 %
Quality of services provided by City	4	5.7 %
Overall value your company receives for your local taxes & fees	6	8.6 %
Overall feeling of safety in City	12	17.1 %
Availability of parking for your business	2	2.9 %
Access to quality housing options for your workforce	7	10.0 %
Proximity to other businesses that are important to your business	2	2.9 %
Availability of libraries, arts, sports, & cultural amenities	2	2.9 %
Availability of parks & open space	1	1.4 %
Quality/attractiveness of downtown	3	4.3 %
None chosen	22	31.4 %
Total	70	100.0 %

Q3. Which THREE of the items listed in Question 2 will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years?

Q3. 3rd choice	Number	Percent
Image of City	5	7.1 %
Quality of life in City	6	8.6 %
Quality of services provided by City	1	1.4 %
Overall value your company receives for your local taxes & fees	2	2.9 %
Overall feeling of safety in City	9	12.9 %
Access to quality housing options for your workforce	5	7.1 %
Proximity to other businesses that are important to your business	2	2.9 %
Availability of libraries, arts, sports, & cultural amenities	5	7.1 %
Availability of utilities, & other infrastructure	5	7.1 %
Availability of parks & open space	1	1.4 %
Quality/attractiveness of downtown	5	7.1 %
None chosen	24	34.3 %
Total	70	100.0 %

(SUM OF TOP 3 CHOICES)

Q3. Which THREE of the items listed in Question 2 will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years? (top 3)

Q3. Top choice	Number	Percent
Image of City	12	17.1 %
Quality of life in City	23	32.9 %
Quality of services provided by City	10	14.3 %
Overall value your company receives for your local taxes & fees	13	18.6 %
Overall feeling of safety in City	35	50.0 %
Availability of parking for your business	4	5.7 %
Access to quality housing options for your workforce	27	38.6 %
Proximity to other businesses that are important to your business	6	8.6 %
Availability of libraries, arts, sports, & cultural amenities	8	11.4 %
Availability of utilities, & other infrastructure	7	10.0 %
Availability of parks & open space	4	5.7 %
Quality/attractiveness of downtown	9	12.9 %
None chosen	6	8.6 %
Total	164	

Q4. Does the City of Sequim feel business-centric to you, i.e., supports and prioritizes businesses?

Q4. Does City of Sequim feel business-centric to you	Number	Percent
Yes	24	34.3 %
No	20	28.6 %
Don't know	26	37.1 %
Total	70	100.0 %

(WITHOUT "DON'T KNOW")

Q4. Does the City of Sequim feel business-centric to you, i.e., supports and prioritizes businesses? (without "don't know")

Q4. Does City of Sequim feel business-centric to you	Number	Percent
Yes	24	54.5 %
No	20	45.5 %
Total	44	100.0 %

Q5. How would you rate the City's customer service?

Q5. How would you rate City's customer service	Number	Percent
Excellent	6	8.6 %
Good	33	47.1 %
Average	19	27.1 %
Poor	4	5.7 %
Don't know	8	11.4 %
Total	70	100.0 %

(WITHOUT "DON'T KNOW")

Q5. How would you rate the City's customer service? (without "don't know")

Q5. How would you rate City's customer service	Number	Percent
Excellent	6	9.7 %
Good	33	53.2 %
Average	19	30.6 %
Poor	4	6.5 %
Total	62	100.0 %

Q6. Community Service Satisfaction. Please rate your overall satisfaction with City services with regard to how they affect your business's ability to operate using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=70)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Availability of public transportation	11.4%	30.0%	21.4%	5.7%	2.9%	28.6%
Q6-2. Building inspections	7.1%	18.6%	32.9%	4.3%	7.1%	30.0%
Q6-3. Building permits	2.9%	10.0%	28.6%	8.6%	15.7%	34.3%
Q6-4. City events (Sequim Sunshine Festival, Independence Day Celebration)	20.0%	45.7%	25.7%	4.3%	0.0%	4.3%
Q6-5. City parks	24.3%	45.7%	18.6%	4.3%	0.0%	7.1%
Q6-6. City planning department (planning & zoning)	4.3%	18.6%	20.0%	10.0%	15.7%	31.4%
Q6-7. City water & sewer services	7.1%	42.9%	25.7%	2.9%	1.4%	20.0%
Q6-8. City's stormwater drainage system	8.6%	42.9%	24.3%	4.3%	2.9%	17.1%
Q6-9. Cleanliness of public areas	12.9%	58.6%	21.4%	4.3%	0.0%	2.9%
Q6-10. Economic development (recruit new businesses)	1.4%	17.1%	31.4%	15.7%	7.1%	27.1%
Q6-11. Facility rentals (Guy Cole, Swisher Hall, bandshell)	8.6%	30.0%	28.6%	4.3%	0.0%	28.6%
Q6-12. Fire inspections	8.6%	27.1%	27.1%	4.3%	2.9%	30.0%
Q6-13. Grading & site construction permits	2.9%	12.9%	15.7%	7.1%	10.0%	51.4%
Q6-14. Overall enforcement of City codes & ordinances	5.7%	12.9%	30.0%	10.0%	8.6%	32.9%

Q6. Community Service Satisfaction. Please rate your overall satisfaction with City services with regard to how they affect your business's ability to operate using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-15. Police services (response & patrol)	27.1%	48.6%	14.3%	1.4%	4.3%	4.3%
Q6-16. Public records	2.9%	35.7%	24.3%	0.0%	0.0%	37.1%
Q6-17. Special event permitting	5.7%	24.3%	25.7%	2.9%	0.0%	41.4%
Q6-18. Street lighting	12.9%	50.0%	22.9%	4.3%	2.9%	7.1%
Q6-19. Street maintenance, including sidewalks, medians, & curbs	15.7%	48.6%	17.1%	8.6%	4.3%	5.7%
Q6-20. Street sweeping	18.6%	51.4%	22.9%	0.0%	0.0%	7.1%
Q6-21. Utility billing	12.9%	30.0%	28.6%	5.7%	0.0%	22.9%

(WITHOUT "DON'T KNOW")

Q6. Community Service Satisfaction. Please rate your overall satisfaction with City services with regard to how they affect your business's ability to operate using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=70)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Availability of public transportation	16.0%	42.0%	30.0%	8.0%	4.0%
Q6-2. Building inspections	10.2%	26.5%	46.9%	6.1%	10.2%
Q6-3. Building permits	4.3%	15.2%	43.5%	13.0%	23.9%
Q6-4. City events (Sequim Sunshine Festival, Independence Day Celebration)	20.9%	47.8%	26.9%	4.5%	0.0%
Q6-5. City parks	26.2%	49.2%	20.0%	4.6%	0.0%
Q6-6. City planning department (planning & zoning)	6.3%	27.1%	29.2%	14.6%	22.9%
Q6-7. City water & sewer services	8.9%	53.6%	32.1%	3.6%	1.8%
Q6-8. City's stormwater drainage system	10.3%	51.7%	29.3%	5.2%	3.4%
Q6-9. Cleanliness of public areas	13.2%	60.3%	22.1%	4.4%	0.0%
Q6-10. Economic development (recruit new businesses)	2.0%	23.5%	43.1%	21.6%	9.8%
Q6-11. Facility rentals (Guy Cole, Swisher Hall, bandshell)	12.0%	42.0%	40.0%	6.0%	0.0%
Q6-12. Fire inspections	12.2%	38.8%	38.8%	6.1%	4.1%
Q6-13. Grading & site construction permits	5.9%	26.5%	32.4%	14.7%	20.6%

(WITHOUT "DON'T KNOW")

Q6. Community Service Satisfaction. Please rate your overall satisfaction with City services with regard to how they affect your business's ability to operate using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-14. Overall enforcement of City codes & ordinances	8.5%	19.1%	44.7%	14.9%	12.8%
Q6-15. Police services (response & patrol)	28.4%	50.7%	14.9%	1.5%	4.5%
Q6-16. Public records	4.5%	56.8%	38.6%	0.0%	0.0%
Q6-17. Special event permitting	9.8%	41.5%	43.9%	4.9%	0.0%
Q6-18. Street lighting	13.8%	53.8%	24.6%	4.6%	3.1%
Q6-19. Street maintenance, including sidewalks, medians, & curbs	16.7%	51.5%	18.2%	9.1%	4.5%
Q6-20. Street sweeping	20.0%	55.4%	24.6%	0.0%	0.0%
Q6-21. Utility billing	16.7%	38.9%	37.0%	7.4%	0.0%

Q7. Which THREE of the City services listed in Question 6 are MOST IMPORTANT to your business?

Q7. Top choice	Number	Percent
Availability of public transportation	2	2.9 %
Building inspections	2	2.9 %
Building permits	9	12.9 %
City events (Sequim Sunshine Festival, Independence Day Celebration)	2	2.9 %
City parks	4	5.7 %
City planning department (planning & zoning)	2	2.9 %
City water & sewer services	1	1.4 %
Cleanliness of public areas	5	7.1 %
Economic development (recruit new businesses)	7	10.0 %
Fire inspections	3	4.3 %
Overall enforcement of City codes & ordinances	1	1.4 %
Police services (response & patrol)	15	21.4 %
Public records	1	1.4 %
Street lighting	1	1.4 %
Street maintenance, including sidewalks, medians, & curbs	4	5.7 %
Utility billing	1	1.4 %
None chosen	10	14.3 %
Total	70	100.0 %

Q7. Which THREE of the City services listed in Question 6 are MOST IMPORTANT to your business?

Q7. 2nd choice	Number	Percent
Availability of public transportation	2	2.9 %
Building inspections	1	1.4 %
Building permits	2	2.9 %
City parks	2	2.9 %
City planning department (planning & zoning)	8	11.4 %
City water & sewer services	1	1.4 %
City's stormwater drainage system	1	1.4 %
Cleanliness of public areas	8	11.4 %
Economic development (recruit new businesses)	4	5.7 %
Facility rentals (Guy Cole, Swisher Hall, bandshell)	1	1.4 %
Grading & site construction permits	1	1.4 %
Overall enforcement of City codes & ordinances	5	7.1 %
Police services (response & patrol)	2	2.9 %
Street lighting	4	5.7 %
Street maintenance, including sidewalks, medians, & curbs	2	2.9 %
Street sweeping	1	1.4 %
Utility billing	2	2.9 %
None chosen	23	32.9 %
Total	70	100.0 %

Q7. Which THREE of the City services listed in Question 6 are MOST IMPORTANT to your business?

Q7. 3rd choice	Number	Percent
Availability of public transportation	2	2.9 %
Building inspections	2	2.9 %
Building permits	2	2.9 %
City events (Sequim Sunshine Festival, Independence Day Celebration)	2	2.9 %
City planning department (planning & zoning)	2	2.9 %
City's stormwater drainage system	2	2.9 %
Cleanliness of public areas	4	5.7 %
Economic development (recruit new businesses)	3	4.3 %
Grading & site construction permits	2	2.9 %
Overall enforcement of City codes & ordinances	2	2.9 %
Police services (response & patrol)	8	11.4 %
Street lighting	1	1.4 %
Street maintenance, including sidewalks, medians, & curbs	10	14.3 %
Utility billing	3	4.3 %
None chosen	25	35.7 %
Total	70	100.0 %

Q7. Which THREE of the City services listed in Question 6 are MOST IMPORTANT to your business? (top 3)

Q7. Top choice	Number	Percent
Availability of public transportation	6	8.6 %
Building inspections	5	7.1 %
Building permits	13	18.6 %
City events (Sequim Sunshine Festival, Independence Day Celebration)	4	5.7 %
City parks	6	8.6 %
City planning department (planning & zoning)	12	17.1 %
City water & sewer services	2	2.9 %
City's stormwater drainage system	3	4.3 %
Cleanliness of public areas	17	24.3 %
Economic development (recruit new businesses)	14	20.0 %
Facility rentals (Guy Cole, Swisher Hall, bandshell)	1	1.4 %
Fire inspections	3	4.3 %
Grading & site construction permits	3	4.3 %
Overall enforcement of City codes & ordinances	8	11.4 %
Police services (response & patrol)	25	35.7 %
Public records	1	1.4 %
Street lighting	6	8.6 %
Street maintenance, including sidewalks, medians, & curbs	16	22.9 %
Street sweeping	1	1.4 %
Utility billing	6	8.6 %
None chosen	10	14.3 %
Total	162	

Q9. Are there any barriers to your company's growth in Sequim?

Q9. Are there any barriers to your company's growth in Sequim	Number	Percent
Yes	26	37.1 %
No	39	55.7 %
Not provided	5	7.1 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")
Q9. Are there any barriers to your company's growth in Sequim? (without "not provided")

Q9. Are there any barriers to your company's growth in Sequim	Number	Percent
Yes	26	40.0 %
No	39	60.0 %
Total	65	100.0 %

Q10. Which of the following statements best describes the City of Sequim as a community?

Q10. Which statement best describes City of Sequim as a community	Number	Percent
Very welcoming & inclusive	19	27.1 %
Somewhat welcoming & inclusive	30	42.9 %
Not very welcoming & inclusive	5	7.1 %
Not at all welcoming & inclusive	2	2.9 %
No opinion	9	12.9 %
Not provided	5	7.1 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q10. Which of the following statements best describes the City of Sequim as a community? (without "not provided")

Q10. Which statement best describes City of Sequim as a community	Number	Percent
Very welcoming & inclusive	19	29.2 %
Somewhat welcoming & inclusive	30	46.2 %
Not very welcoming & inclusive	5	7.7 %
Not at all welcoming & inclusive	2	3.1 %
No opinion	9	13.8 %
Total	65	100.0 %

Q11. In the next 5 years, is your business considering any of the following in the City of Sequim?

Q11. What is your business considering doing in next 5 years	Number	Percent
Expanding/renovating in City of Sequim	17	24.3 %
Hiring additional staff in City of Sequim	33	47.1 %
Relocating to another location in City of Sequim	7	10.0 %
Relocating outside City of Sequim	14	20.0 %
Downsizing	2	2.9 %
Closing	4	5.7 %
None of these	18	25.7 %
Don't know	6	8.6 %
Total	101	

(WITHOUT "DON'T KNOW")

Q11. In the next 5 years, is your business considering any of the following in the City of Sequim? (without "don't know")

Q11. What is your business considering doing in next 5 years	Number	Percent
Hiring additional staff in City of Sequim	33	51.6 %
None of these	18	28.1 %
Expanding/renovating in City of Sequim	17	26.6 %
Relocating outside City of Sequim	14	21.9 %
Relocating to another location in City of Sequim	7	10.9 %
Closing	4	6.3 %
Downsizing	2	3.1 %
Total	95	

Q16. Which ONE of the following best describes your business?

Q16. Which following best describes your business	Number	Percent
Retail	14	20.0 %
Restaurants & food services	2	2.9 %
Professional, scientific, & technical services	8	11.4 %
Health care & social assistance	10	14.3 %
Financial & insurance	1	1.4 %
Real estate & rental leasing	6	8.6 %
Arts, entertainment, & recreation	4	5.7 %
Construction	8	11.4 %
Other	13	18.6 %
Not provided	4	5.7 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q16. Which ONE of the following best describes your business? (without "not provided")

Q16. Which following best describes your business	Number	Percent
Retail	14	21.2 %
Restaurants & food services	2	3.0 %
Professional, scientific, & technical services	8	12.1 %
Health care & social assistance	10	15.2 %
Financial & insurance	1	1.5 %
Real estate & rental leasing	6	9.1 %
Arts, entertainment, & recreation	4	6.1 %
Construction	8	12.1 %
Other	13	19.7 %
Total	66	100.0 %

Q16-9. Other:

Q16-9. Other	Number	Percent
Non Profit	4	30.8 %
Paint Rodda	1	7.7 %
Hotel	1	7.7 %
Olympic Disposal	1	7.7 %
Utility	1	7.7 %
Olympic Springs	1	7.7 %
Contractor playground	1	7.7 %
Education	1	7.7 %
Agriculture	1	7.7 %
Storage	1	7.7 %
Total	13	100.0 %

Q17. How many years has your business been in the City of Sequim?

Q17. How many years has your business been in City of Sequim	Number	Percent
Less than 1 year	1	1.4 %
1-2 years	1	1.4 %
3-5 years	2	2.9 %
6-10 years	7	10.0 %
11-20 years	13	18.6 %
21+ years	38	54.3 %
Not provided	8	11.4 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")
Q17. How many years has your business been in the City of Sequim? (without "not provided")

Q17. How many years has your business been in City of Sequim	Number	Percent
Less than 1 year	1	1.6 %
1-2 years	1	1.6 %
3-5 years	2	3.2 %
6-10 years	7	11.3 %
11-20 years	13	21.0 %
21+ years	38	61.3 %
Total	62	100.0 %

Q18. Approximately how many employees does your organization employ in Sequim?

Q18. How many employees does your organization employ in Sequim	Number	Percent
Less than 10	41	58.6 %
10-24	13	18.6 %
25-49	11	15.7 %
50-99	2	2.9 %
100 or more	1	1.4 %
Not provided	2	2.9 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q18. Approximately how many employees does your organization employ in Sequim? (without "not provided")

Q18. How many employees does your organization employ in Sequim	Number	Percent
Less than 10	41	60.3 %
10-24	13	19.1 %
25-49	11	16.2 %
50-99	2	2.9 %
100 or more	1	1.5 %
Total	68	100.0 %

Q19. Which of the following best describes your position with your business?

Q19. Which following best describes your position with your business	Number	Percent
Owner	38	54.3 %
Manager	16	22.9 %
Other	7	10.0 %
Not provided	9	12.9 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q19. Which of the following best describes your position with your business? (without "not provided")

Q19. Which following best describes your position with your business	Number	Percent
Owner	38	62.3 %
Manager	16	26.2 %
Other	7	11.5 %
Total	61	100.0 %

Q19-3. Other:

Q19-3. Other	Number	Percent
Administrator	2	28.6 %
Supervisor	1	14.3 %
COO	1	14.3 %
Executive Director	1	14.3 %
Office Manager	1	14.3 %
President	1	14.3 %
Total	7	100.0 %

Q20. Which best describes your company's primary market?

Q20. What best describes your company's primary market	Number	Percent
Local	48	68.6 %
Regional	15	21.4 %
National	5	7.1 %
Not provided	2	2.9 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q20. Which best describes your company's primary market? (without "not provided")

Q20. What best describes your company's primary market	Number	Percent
Local	48	70.6 %
Regional	15	22.1 %
National	5	7.4 %
Total	68	100.0 %

Q21. Which of the following best describes your business location?

Q21. Which following best describes your business location	Number	Percent
Commercial property	46	65.7 %
Retail storefront	10	14.3 %
In my home	8	11.4 %
Not provided	6	8.6 %
Total	70	100.0 %

(WITHOUT "NOT PROVIDED")

Q21. Which of the following best describes your business location? (without "not provided")

Q21. Which following best describes your business location	Number	Percent
Commercial property	46	71.9 %
Retail storefront	10	15.6 %
In my home	8	12.5 %
Total	64	100.0 %

Q22. What are the best ways for the City of Sequim to communicate important information to your business?

Q22. Best ways for City of Sequim to communicate important information to your business	Number	Percent
Sequim website	23	32.9 %
eNewsletter emails	38	54.3 %
Utility bill inserts	14	20.0 %
Meetings/workshops	12	17.1 %
Social media (Facebook, X/Twitter, Instagram)	15	21.4 %
Other	6	8.6 %
Total	108	

Q22-6. Other:

Q22-6. Other	Number	Percent
Email	1	16.7 %
Phone call	1	16.7 %
Direct email	1	16.7 %
Do not waste money, less is better	1	16.7 %
Word of mouth	1	16.7 %
myclallamcounty.com	1	16.7 %
Total	6	100.0 %

5 Open-Ended Responses

Open-Ended Question Responses

Q8—"What are the most important factors in deciding to stay in the City of Sequim?"

- Ability to receive feedback in a timely manner from DCD, planning and engineering
- Accessibility to my business, Streets and alleys that are usable. Crime get street people out of here.
- Attractiveness of downtown area and curb appeal.
- Availability consistency
- Bicycle infrastructure, climate and rival setting
- Clientele
- Communication
- Community
- Community
- Community service
- Continued to maintain the beautification of our city. We must remain a place where people want to visit and maybe stay.
- Cooperation by the city to provide solutions to affordable housing and partner with organizations try to build at affordable prices.
- cost of living
- Cost of rent for my business and home.
- Difficulty of receiving direction on plat approvals and direction on land planning. Very dissatisfied with public works review of building sites.
- Family and drug issues- if continue to go on the path of drug addicts all over the place, family safety will determine.
- FRIENDLINESS
- Get rid of the beggars on the corners and homeless sleeping in parking lots
- HOUSING for mid income people!!!!!! More opportunity for young families. Parks & Req options. Safety.
- Housing for people under retirement age.
- How about focusing on existing businesses. It would be nice if homeless wasn't sleeping or hanging out downtown- not great for business.
- I have been here a long time and do not want to move - it is too much work.
- I think the most important factors for the business/working population is housing and school systems.
- If the tribe is given further preferential treatment over competing businesses.
- Minimum wage, available work force, advertising options. Changing the ordinance to allow use of a flag/banner to be set up during business hours and taken down when closed. I feel we are discriminated against when so many other violations go un-noticed. The county and other nearby cities allow these flags/banners, are they really so bad. If my business has more sales from this, is that not more tax dollars for the city?????
- Like location and medical facility
- LOCAL BUSINESS
- Lower cost in constructing of commercial buildings.

- In 2001, after months searching, we purchased 4.8 acres of a former Carlsborg truck farm on the richly-forested east bank of the Dungeness River, and placed on it a new relatively high-end manufactured home and detached garage. On the roughly 3+ acres of open space native grass surrounding our home, we planted a surrounding Leyland Cypress starter hedge, and kept it neatly trimmed, all 520 feet (and 10 ft. high) Result: total privacy, protection from periodic storm events, suspicious trespassers and tweakers. It helps to have caring neighbors. We nicknamed our home Riversong, and we love it. I mention all this because my wife, 78, and I (83)—are Marin County, CA natives—married for three decades, cherish our domicile as a safe and magnificent refuge wonderfully suited to our lives.
- My business is in the City of Sequim, for the convenience of our clients. I am glad we don't LIVE in the City of Sequim. Permitting is slow and not friendly to business.
- Operational cost and clients
- Pro growth policies
- Quality of life
- Quality of life
- Raised here and love our small slice of paradise.
- SAFETY
- safety, building permit times, zoning for homes
- safety, cleanliness
- safety, cleanliness and easy access to everything
- Taxes
- That it remains business friendly. Clallam County (especially in PA) is not small-business friendly, nor development friendly for small business, and I am concerned that Sequim is similar in this regard.
- The availability of police officer. Affordability
- The city needs to take a more economic, affordable approach to businesses and development. Instead of piling up more red tape, more permits, more costs, why not be helpful and make the process smoother and more doable? Also, keep the utility rates and permit rates down - they keep getting more expensive, which drives up the cost of business and the cost of housing.
- The Olympic Peninsula has so much opportunity. Sequim seems like it has the most potential to reverse decades of poor GDP growth in Clallam County.
- The recent homeless population. The motorhomes parked along public streets where my kids play.
- They need more affordable housing for employees.
- We have a unique facility and are unlikely to leave. The only question is our potential for long term growth
- We have been here a long time and don't plan to leave.
- We serve the people, specifically seniors. Will not abandon them, despite challenges dealing with the city.
- We will stay due to need. Inadequate medical services creates a demand.
- Workforce safety infrastructure
- Youth Facilities and support of our Schools.

Q9a—"Are there any barriers to your company's growth in Sequim?"--"If 'Yes,' what are they?"

- Affordable housing and permits as well as utility hookups
- Affordable housing for families. We need more younger people.
- City regulations. Businesses outside of the Downtown Core have been allowed to have gravel parking lots. Not in the Downtown Core. Access point restrictions to parking on your own commercial lot. Rejection of private engineer's plans. Is there a City ENGINEER that looks at those plans? Having to bring old commercial buildings up to CURRENT CODE. Costs a fortune for an old house turned business. Builders have told me that getting subdivision and/or building plan approval is very slow. They don't complain because they don't want to be put to the back of the line. The City of Sequim is a beautiful, desirable place. They need to encourage and help business more!
- High utility rates
- homelessness
- Housing
- I cannot compete with a sovereign nation (the tribe) that has a 25% advantage and doesn't pay taxes.
- If you can't get building permit or develop property we will die
- lack of affordable housing for staff, both rental and owned and awful school system.
- limited to availability to build on, employee housing
- No housing for employees.
- Not changing zoning for certain buildings, then allowing non automotive to move in.
- People don’t want to interact with homeless
- People that expect Sequim to be the same as it was 40 years ago. We need new young family setting the direction for the next 40 years.
- Restrictive interpretation of State and City codes regarding building and developing land
- Sewer connection. Not under the impression this is a City of Sequim problem, per se.
- The city needs to provide clear direction for developers and builders. There are many revise and resubmit scenarios which cost time and money. The city staff for public works and community development has been a revolving door. The city needs to be less swayed by NIMBY's when it comes to approving building permits and developments.
- The homeless people hanging out near my business have made customers feel unsafe.
- The lack of affordable housing limits the younger population from affording to live here, making staffing close to impossible. And in order to afford the housing here (if by some miracle you can get into something) you have to make a fortune in order to afford it or you have to make just the right low amount to get into the affordable housing. It's a struggle that is hard to watch my employee go through and it makes it hard to encourage workers to move here.
- There is too much bureaucracy and non-development friendly personnel in local governments on the Peninsula. I also worry about Sequim becoming less safe, more woke - especially the local library is quite woke, and doesn't seem friendly to those with different viewpoints, who want to book their spaces (this happened prior to their temporary move). There is also a lot of litter often on the sides of the roads coming into Sequim. I don't know what can be done about this, but it is very unsightly and non-welcoming for tourists.

- Thriving businesses and nonprofits. Better city communication with public and tourism marketing campaigns.
- We are satisfied with our size.

Q12—"Would you like to see increased efficiencies offered by the City? Please explain"

- A streamlined process for land development and building permits.
- Affordable, high speed internet.
- AI
- All go so nothing specific
- Any technology
- better internet
- Better internet better Wi-Fi
- Does not matter to me
- For a small city, Sequim seems to be already ahead of the curve.
- high speed internet to all locations
- Increased enforcement of codes relating to condition of individually properties.
- internet
- internet
- just go with what works!
- No 'ARTIFICIAL INTELLIGENCE"
- No I would rather deal with a person
- No, face to face interaction
- None that I can think of.
- Possibly
- Speed, transparency and accountability. I want to better understand the top five issues or projects in each department and then hear quarterly updates from those department heads.
- Use of internet
- We have a lot of senior citizens here who do not want to use the Internet for payments. Yes, the address and permit search for the County is great! When I wanted to see if a house in the City of Sequim was built with a permit, I was told to file a FOIA request. Are you kidding me? Why not just put that on the City site, like the County does?
- yes
- yes
- yes
- Yes with interactions with our School District

Q13—"What can the City do to help make your business successful?"

- Agree with development plans cut us some slack, use discretion and don't be so black and white on everything.
- Availability of affordable housing and rentals for young families.
- be fair
- Be more small-business friendly with codes and policies.
- Care about the businesses
- Cost of things
- Directly support economic development from within and not solely depend on regional economic development entities.
- Discourage loitering and camping in the seal street parking area in the 100 block of W Washington St. The people who hang out there make my employees and customers feel unsafe.
- expedite permits for reputable, more zoning
- get better internet
- Get rid of some of the ridiculous rules
- Have the authority to make the county prosecute known offenders and law makers
- Housing for people under retirement age
- keep it safe clean
- Keep things the way they are.
- Level the playing field, issue permit faster, quit playing "favorites".
- lower price roll our service for older customers
- More police officers
- offer affordable
- Open ears and eyes- listen to what businesses need.
- Please. Get housing that is not 55+. I can't say it enough. Who bags the groceries? Who are the nurses, CNAs, etc. We have to afford life or you're going to have a whole community of 55+ and no young people left to do the 'dirty work'. Also--fix the school systems so we can get young doctors with families in the area. Healthcare is suffering greatly.
- Pro growth and Affordable housing
- Process permits more quickly. Be more flexible (I know that isn't going to happen!). Provide permit information for individual homes (i.e., was it finalized? Was it remodeled? When was that? Make the permit process easier to understand. People answering the phone ARE always pleasant! Then, you get to the pre-app meeting, and find out that you have a TON of things to do.
- Provide better Wi-Fi
- provide incubator services in small contractors.
- Remove the homeless who sleep on the streets in front of building. Over by Walmart is the worst.
- return customer service to the building department, online permit submitter sucks
- Seasonal business
- She don't know she just does her job
- Stop using DEI language. Answer their phone calls & return calls and emails.

- That's a good question
- The city should take into effect the local ownership of certain businesses and the importance of a business that is a service to the city and surrounding areas.
- We are successful due to demand but will retire in 5 years.
- Working with the school district
- Yes, more permitting staff to turn building permits quicker. Real estate is messy and developments will never be perfect. The city staff is too worried of litigation to be responsive and reasonable. The city needs to up-zone and reduce the red tape. They also need to stand up to Nimby's. Clear direction and willingness to stand behind decisions even when community members are angry and threaten litigation. One chance at reviewing building permits. There is a lot of revise and resubmit.

Q14—"What are the community's strengths as a place to do business?"

- Abundance of talented retirees willing to volunteer.
- Beautiful location, nice weather, overall happy and friendly people.
- Being open to and encouraging entrepreneurs. Regional hub for shopping.
- bicycle culture
- Climate
- customer loyalty
- engagement and volunteerism
- Events, bring tourists into town
- excellent
- For me it's the appreciation of what I do and the location of my business
- Friendliness, quality of life (for attracting employees), influx of $ not generated through local economy (tourists and retirees).
- Home town feeling, friendly people (most of the time) no real traffic problems
- Image
- It is a beautiful area that attracts tourists.
- It would be nice to have meeting building for fund raisers
- It’s overall a friendly community which has options for seniors-such as the YMCA.
- Lots of money here compared to west county.
- Our business is specialized and we will always have business no matter office location
- Participate Olympic Discovery Trail- very good
- Quality of life is excellent but no affordable housing leads to lack of medical services.
- repeat customers
- Retired population
- Retirement community.
- Safe environment
- Sequim has open spaces maintaining public spaces.
- Smallish town feel where I'm able to stop by the office and meet with staff.
- The area is beautiful and the city is well kept.
- The business owners & their employees- has nothing to do with city employees.
- The people

- The people, public safety-the police & fire department
- the people/residents
- The weather. The Scenery. The area's reputation as a good place to retire.
- Very well connected!
- walkable downtown, quality businesses
- Wealthy people on Bell Hill

Q15—"What are the community's weaknesses as a place to do business?"

- advertisement
- affordability
- Affordable housing for staff.
- Again, no support for middle class workers, making it extremely difficult to hire.
- City employees
- Cost of housing
- Costs
- expose
- Focus on downtown businesses and not all local businesses.
- Homeless
- Homelessness
- Homelessness drug issues
- housing for employees
- If you mention the tribe has an advantage you are called aa racist and mob comes after you.
- lack of authority over county enforcement
- lack of employees to hire
- Lack of good culture and restaurants. School system weaknesses. Few services oriented and dependable for families (retirement community) such as medical and childcare, etc.
- more regulation isn't always better
- Need clear direction and faster processing
- no affordable housing
- Not enough diversification of demographic.
- Not enough family wage jobs and affordable housing/rentals options.
- only cater to Costco, Depot, Walmart. Really don't care about small business.
- Permitting processes. Lack of flexibility. The water and sewer facility charges!!
- Poor public transportation, cost of housing (relatively low compared to much of WA but still a barrier), infrastructure vulnerable to climate-change-enhanced extremes and earthquakes (one road connection to outside world, one powerline, very few local microgrids-- major power outage would be disastrous).
- problem with homeless and drug use
- Roads could use some repair
- staff turnover and city hall. Lack of long term relationships and stockholders and lack of understanding of businesses non-profit needs & benefits to community.
- Taxes
- The city could provide support and growth for all businesses

- The City itself
- The folks on the islands
- There aren’t many options for youth as far as activities and police never patrol the business district downtown anymore (on foot). The police department has become reactive rather than proactive.
- Trails signs need to be bigger and better customers

Q23—"Is there anything else you would like to share with the City of Sequim?

- City should enhance everyone living in city limits has garbage service so they are not dumping illegally on business location- dumpsters.
- Homeless drug addicts are common sight in Sequim and embarrassing, begging fore money
- Housing is the number one issue. We have tried to hire other providers (younger). a real barrier.
- In 30 years "main street" has been developed along various parts of Old Highway201 Washington Blvd etc. shopping of other communities on the Olympic Pen especially toward Seattle is necessary.
- It is safe here.
- Keep up the good work
- Make it easy and beneficial to be a business in the city of Sequim.
- Need more than one officer on duty at night. Loitering and pan handling ordiances.1`
- Permits on waiting approval. It's at the cost of killing small business, which generate the taxes you rely on. WWW.CCWATCHDOG.COM should be required reading for every single member.
- Please consider what I have talked about with housing. I've talk to a lot of people all different ages and they agree. I was told the Sequim council doesn't want to cater to the younger population and that is a good way to kill this city. The younger population is the backbone of the community and helps support the retirement community.
- Since moving here, the City of Sequim has done amazing work to modernize and support the community. Initiatives like opening up the downtown to food trucks and expanding the Parks and Rec program and space are great opportunities toward fostering thriving community where businesses can be sustainable.
- Thank you
- Thank you for all that you do to make Sequim a great place to live!
- Thank you for asking
- The city need 3 things, police, finance, and council get rid of all the rest.
- The City of Sequim isn't a mini empire. It exists to serve the citizens with basic needs, like streets and utilities and police services. The city should do that in a helpful, informative, constructive fashion with the goal of making doing business easy and affordable, not hard and expensive. City officials and employees need to remember they are PUBLIC SERVANTS.
- This is the most business unfriendly city I have ever done business with. I
- We have consistently asked that the water & sewer facility charges for new construction be lowered. I don't think it will ever happen. That is how, when they were $5500, we got Home Depot, Walmart, etc. Good revenue for the City of Sequim.
- Wonderful place to live and work.
- You guys are the best!!

6 Survey Instrument

CITY OF SEQUIM

MATTHEW HUISH
City Manager
152 W. Cedar Street, Sequim, WA 98382

Dear Sequim Business,

The City of Sequim recognizes the vital role that businesses play in fostering a thriving community and therefore seeks to create a business-friendly environment. Accordingly, we invite and encourage your participation in the 2024 City of Sequim Business Survey. Your feedback will help us better understand the opportunities and challenges of running a business in Sequim.

Our goal is to identify areas for improvement, allowing the City leadership to implement effective solutions. We are dedicated to ensuring more business finds its way to your doorstep while positioning Sequim as a welcoming and efficient place where future businesses can also thrive.

The city has engaged ETC Institute, a top governmental research agency, to lead this initiative. ETC will analyze the survey data and provide results to City leadership. This information will be used to help the City develop workplans to improve areas within our control. The results of the survey will be posted on the City website.

Please complete the survey at your convenience (approximately 10 minutes). A prepaid, self-addressed envelope to ETC Institute is included. You may also complete the survey online at sequimsurvey.org, or scan the QR code on your survey

Please know that the survey is completely anonymous so your responses will remain confidential.

If you have any questions, please contact Barbara Hanna, Communications and Marketing Director at 360-681-3422 or bhanna@sequimwa.gov.

We appreciate your time in contributing to our goal of ensuring Sequim's business climate fosters opportunities for all businesses to grow and prosper.

Sincerely,

Matthew B. Huish
City Manager

Ph: (360) 683-4139 Email: mhuish@sequimwa.gov Fax: (360) 681-3448

2024 City of Sequim Business Survey

City leaders would like your opinion on the Sequim Business Environment. Your input will be used to help align our City operations with your priorities. This survey will take approximately 10 minutes to complete. If you prefer, you can take the survey online at ***sequimsurvey.org***. We greatly appreciate your time.

SCAN ME

1. How would you rate the City of Sequim overall as a place to do business?

____(4) Excellent ____(3) Good ____(2) Average ____(1) Poor ____(9) Don't know

2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following in the City of Sequim.

	How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Image of the City	5	4	3	2	1	9
02.	Quality of life in the City	5	4	3	2	1	9
03.	Quality of services provided by the City	5	4	3	2	1	9
04.	Overall value your company receives for your local taxes and fees	5	4	3	2	1	9
05.	Overall feeling of safety in the City	5	4	3	2	1	9
06.	Availability of parking for your business	5	4	3	2	1	9
07.	Access to quality housing options for your workforce	5	4	3	2	1	9
08.	Proximity to other businesses that are important to your business	5	4	3	2	1	9
09.	Availability of libraries, arts, sports, and cultural amenities	5	4	3	2	1	9
10.	Availability of utilities, and other infrastructure	5	4	3	2	1	9
11.	Availability of parks and open space	5	4	3	2	1	9
12.	Quality/Attractiveness of downtown	5	4	3	2	1	9

3. Which THREE of the items listed in Question 2 will have the MOST IMPACT on your decision to stay in the City of Sequim for the next 10 years? *[Write-in your answers below using the numbers from the list in Question 2.]*

1st: ____ 2nd: ____ 3rd: ____

4. Does the City of Sequim feel business-centric to you, i.e., supports and prioritizes businesses?

____(1) Yes ____(2) No ____(9) Don't know

5. How would you rate the City's customer service?

____(4) Excellent ____(3) Good ____(2) Average ____(1) Poor ____(9) Don't know

PLEASE CONTINUE SURVEY ON THE NEXT PAGE.

©2024 ETC Institute

6. <u>Community Service Satisfaction</u>. Please rate your overall satisfaction with City services with regard to how they affect your business's ability to operate using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of public transportation	5	4	3	2	1	9
02.	Building inspections	5	4	3	2	1	9
03.	Building permits	5	4	3	2	1	9
04.	City events (Sequim Sunshine Festival, Independence Day Celebration)	5	4	3	2	1	9
05.	City Parks	5	4	3	2	1	9
06.	City planning department (planning and zoning)	5	4	3	2	1	9
07.	City water and sewer services	5	4	3	2	1	9
08.	City's stormwater drainage system	5	4	3	2	1	9
09.	Cleanliness of public areas	5	4	3	2	1	9
10.	Economic development (recruit new businesses)	5	4	3	2	1	9
11.	Facility rentals (Guy Cole, Swisher Hall, bandshell)	5	4	3	2	1	9
12.	Fire inspections	5	4	3	2	1	9
13.	Grading and site construction permits	5	4	3	2	1	9
14.	Overall enforcement of City codes and ordinances	5	4	3	2	1	9
15.	Police services (response and patrol)	5	4	3	2	1	9
16.	Public Records	5	4	3	2	1	9
17.	Special event permitting	5	4	3	2	1	9
18.	Street lighting	5	4	3	2	1	9
19.	Street maintenance, including sidewalks, medians, and curbs	5	4	3	2	1	9
20.	Street sweeping	5	4	3	2	1	9
21.	Utility billing	5	4	3	2	1	9

7. Which THREE of the City services listed in Question 6 are MOST IMPORTANT to your business? [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____ 3rd: ____

8. What are the most important factors in deciding to stay in the City of Sequim?

_____

_____

9. Are there any barriers to your company's growth in Sequim?

____(1) Yes *[Answer 9a.]* ____(2) No *[Skip to Q10.]*

9a. If "Yes," what are they?

_____

_____

10. Which of the following statements best describes the City of Sequim as a community?

____(1) Very welcoming and inclusive
____(2) Somewhat welcoming and inclusive
____(3) Not very welcoming and inclusive
____(4) Not at all welcoming and inclusive
____(5) No opinion

©2024 ETC Institute

11. In the next 5 years, is your business considering any of the following in the City of Sequim? *[Check all that apply.]*

____(1) Expanding/renovating in the City of Sequim
____(2) Hiring additional staff in the City of Sequim
____(3) Relocating to another location in the City of Sequim
____(4) Relocating outside the City of Sequim
____(5) Downsizing
____(6) Closing
____(7) None of these
____(9) Don't know

12. Would you like to see increased efficiencies offered by the City (digitization, use of the internet, use of artificial intelligence)? Please explain...

_____

_____

13. What can the City do to help make your business successful?

_____

_____

14. What are the community's strengths as a place to do business?

_____

_____

15. What are the community's weaknesses as a place to do business?

_____

_____

Demographics

16. Which ONE of the following best describes your business?

____(1) Retail
____(2) Restaurants and food services
____(3) Professional, scientific, and technical services
____(4) Health care and social assistance
____(5) Financial and insurance
____(6) Real estate and rental leasing
____(7) Arts, entertainment, and recreation
____(8) Construction
____(9) Other: _____

17. How many years has your business been in the City of Sequim? _____ years

18. Approximately how many employees does your organization employ in Sequim?

____(1) Less than 10
____(2) 10-24
____(3) 25-49
____(4) 50-99
____(5) 100-249
____(6) 250-499
____(7) 500 or more

19. Which of the following best describes your position with your business?

____(1) Owner ____(2) Manager ____(3) Other: _____

20. Which best describes your company's primary market?

____(1) Local ____(2) Regional ____(3) National ____(4) International

©2024 ETC Institute

21. Which of the following best describes your business' location?

____(1) Commercial property ____(2) Retail storefront ____(3) In my home

22. What are the best ways for the City of Sequim to communicate important information to your business? *[Check all that apply.]*

____(1) Sequim website
____(2) E-Newsletter emails
____(3) Utility bill inserts
____(4) Meetings/workshops
____(5) Social media (Facebook, X (formerly Twitter), Instagram)
____(6) Other: _____

23. Is there anything else you would like to share with the City of Sequim?

_____

_____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. Thank you.

©2024 ETC Institute