

OPEN

FOR BUSINESS

CENTRAL FLORIDA COALITION FOR GROWTH & PROSPERITY

Partners



Central Florida Chapter



CENTRAL FLORIDA
PARTNERSHIP



FLORIDA BANKERS ASSOCIATION



Home Builders Are Community Builders



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Open for Business - **Central Florida Coalition for Growth & Prosperity** **UNDERSTANDING OUR LEADERSHIP ROLES**



Open for Business - Process

Phase I: Survey Process Timeline

- Preliminary Research: Thru February 2011
- Survey Developed: February 25, 2011- March 10, 2011
- Survey in Field: March 16 – 23, 2011
- **All Committees Joint Review: March 30, 2011**
- Formulate Consensus Recommendations: March 30 – April 15, 2011
- Presentations to Government, Business & Civic organizations from April 15 – May 2011



Open for Business - Process

Phase I: Survey Instrument

- Two distinct versions: Business & Government
- One response (per survey) per registered email
- Length of survey <15 minutes
- Probes on:
 - Central Florida business environment sentiments
 - Workforce needs and outlook
 - Barriers
 - (B) Interaction with government agencies
 - (G) Efforts to overcome barriers
 - Demographics
- “Thank you” note upon completion



Open for Business - Results

Phase I: “9 Days - 900 Surveys!”

- After only 9 days in the field we had a combined total response of over 900 surveys!
- The “Business Leaders” edition received over 1200 registrations, and the “Government Sector” edition received over 100.
- The **overall response rate** (including partial responses) for both surveys escalated to a final rate of 73%, well beyond initial figures.
- The **completion rate** of both surveys was equally strong and topped out at 58%.



Open for Business - Results

Phase I: Key Points

- Data collection: 3/16 - 3/24
- Participants represented all types of businesses, from single-employee startups to large international corporations
- Respondents extremely diverse politically, with similar reasons cited on both sides (right direction/wrong direction)
- Clear recurring theme of “regionalism”
- Business leaders were cautiously optimistic about the future

Open for Business - Process

Phase I: “Post Survey” Plan

- Organizing Committee to develop timeline and outreach plan to advance recommendations to the community as well as to City, County and State Officials



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