

Orland Park 2013 Business Survey  
July 9, 2013

### Draft Timeline

<u>Task</u>	<u>Date</u>
Instrument development .....	through July 15
Create mailing materials and sample of businesses .....	through August 23
Survey programmed for web .....	August 30
Data collection .....	September 2 through October 4
<i>Postcard invitation</i> .....	<i>September 2</i>
<i>Recruitment letter</i> .....	<i>September 9</i>
<i>Reminder postcard</i> .....	<i>September 16</i>
Draft report emailed to staff .....	November 15
Staff feedback on draft report provided to NRC.....	TBD
Report finalized and provided in PDF format .....	TBD

### Cost Estimate (per participating community)

<u>Business Survey</u>	<u>Cost</u>
Develop survey, materials and sample design .....	\$2,775
Print/mail postcards and letters, program web survey and manage data collection* .....	\$3,645
Data analysis and reporting .....	\$7,280
Survey total .....	\$13,700

*\*Presumes approximately 2,000 businesses sampled*

### Optional Services

On-site presentation (including travel).....	\$3,500
Crosstabulations of selected survey questions .....	\$1,000
Additional 1800 mailings.....	\$2,500