



ORLAND PARK, IL



2013 Business Survey

Prepared by:



NRC
National Research Center Inc.

METHODS

3,073
businesses
contacted

236 completed
(8%)

+/- 7% margin
of error

Results
compared to
Novi, MI

Dear Orland Park Business Owner/Manager,

Your business has been selected to participate in an anonymous survey about the Village of Orland Park.

Please have the person most knowledgeable about your business (typically the owner or manager) complete the survey online at:

www.n-r-c.com/su

Your responses will remain confidential.

Thank you for helping us with this project.

Sincerely,

Daniel J. McLaughlin

Daniel J. McLaughlin
Mayor



KEY FINDING #1

*Orland Park was seen as a good place
to do business.*



QUALITY OF BUSINESS

9 in 10

“excellent” or “good”

Orland Park as a place to work

Shopping opportunities

Overall quality of business establishments



DOING BUSINESS IN ORLAND PARK

8 in 10

“excellent” or “good”

Overall economic climate

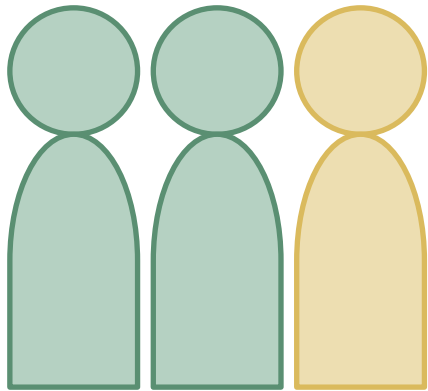
Orland Park as a place
to do business

Quality of commercial
development



EMPLOYMENT OPPORTUNITIES

“Excellent”
or “good”



Higher ratings awarded by:

- **Business representatives**
(compared to Orland Park residents on the NCS)
- **Novi, MI businesses**
(compared to Orland Park businesses)

BUSINESS STABILITY

9 in 10

*keep business in
Orland Park for
next 5 years*



8 in 10

*recommend operating a
business in Orland Park*

KEY FINDING #2

Respondents appreciated features and services that support Orland Park business.



OVERALL QUALITY OF LIFE

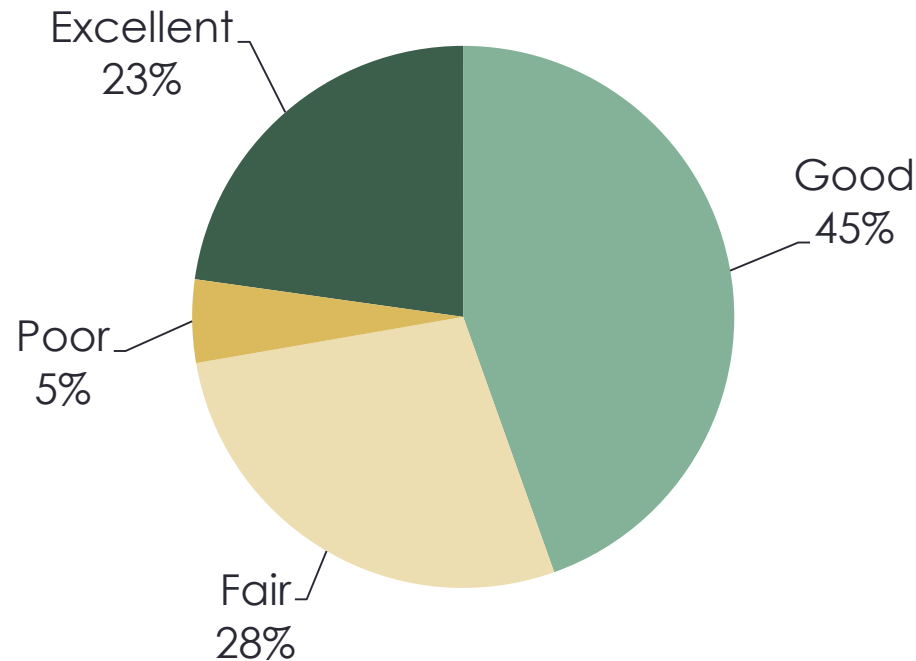
9 in 10

“excellent” or “good”



ECONOMIC DEVELOPMENT SERVICES

Please rate the quality of each of the following services provided by the Village of Orland Park: Economic development



SERVICES PROVIDED TO BUSINESSES

TOP rated

Police services

Fire services

Garbage collection



LOWEST rated

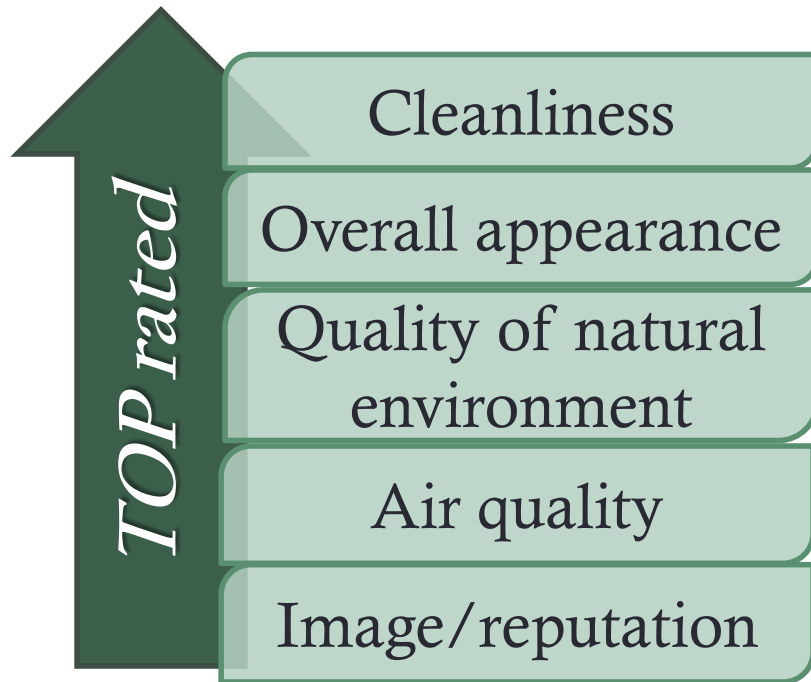
Building permits
and inspections

Code enforcement

Street repair

COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Orland Park as a whole



All ratings similar compared to Novi, MI



SAFETY

At least **3 in 4** felt safe:

- from **violent crime**
- from **property crime**
- in Orland Park's commercial areas **during the day**



KEY FINDING #3

Transportation was a concern for businesses in Orland Park.



COMMUNITY CHARACTERISTICS

Please rate each of the following characteristics as they relate to Orland Park as a whole

LOWEST rated

Ease of bike travel

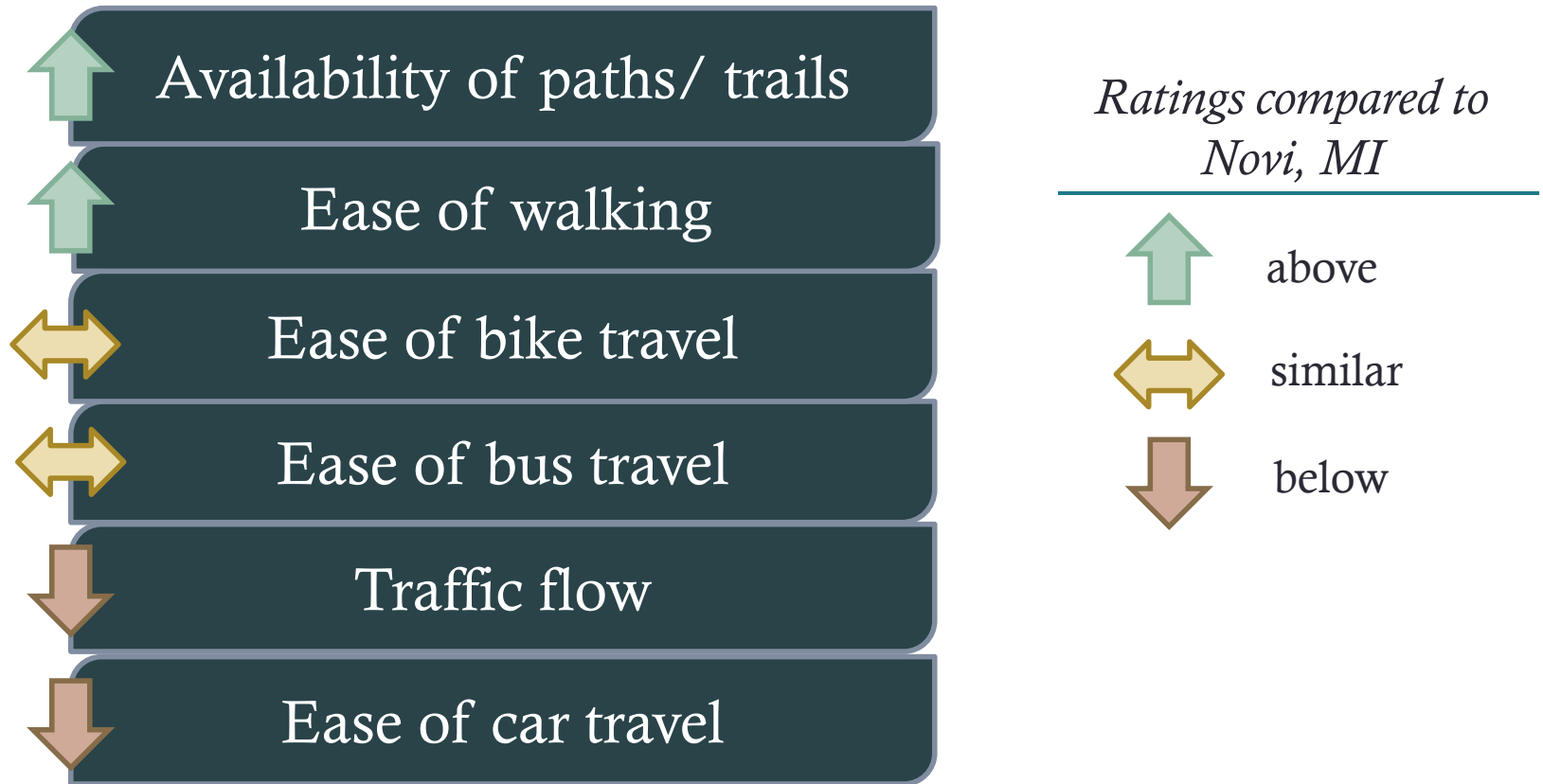
Ease of car travel

Ease of bus travel

Traffic flow



TRANSPORTATION COMPARED

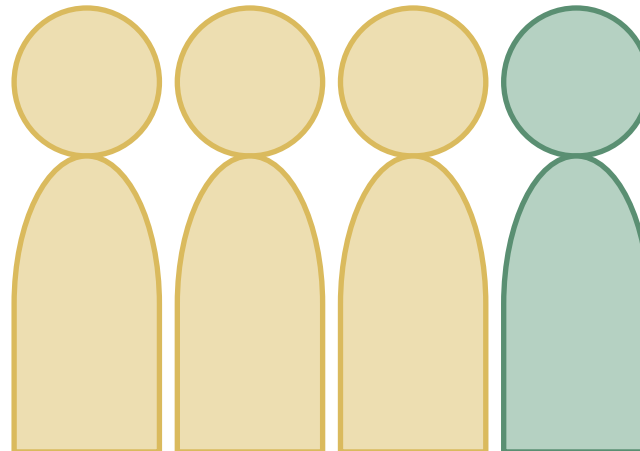


POTENTIAL IMPROVEMENTS

What is the single most significant thing the Village of Orland Park could do to improve your business experience in Orland Park?

1 in 4

Improve traffic, roads and transportation



KEY FINDING #4

Orland Park businesses lauded the performance of local government.



GOVERNMENT SERVICES

Overall, how would you rate the quality of the services provided by each of the following?

Majority “excellent” or “good”

- Village of Orland Park
- Will County

Lower ratings for

- Cook County
- State government
- Federal government

GOVERNMENT PERFORMANCE

Overall direction

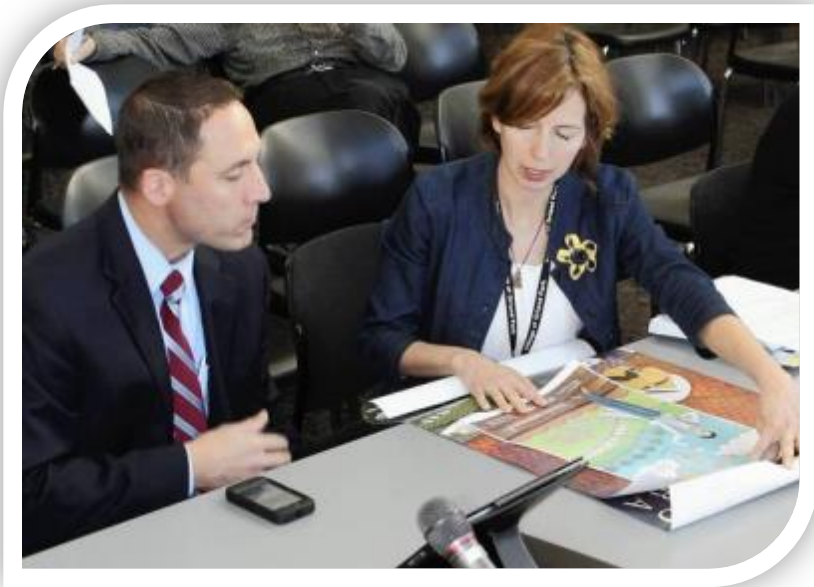
Keeping businesses informed

7 in 10

“excellent” or “good”



ORLAND PARK EMPLOYEES



8 in 10

“excellent” or “good”

Knowledge

Courtesy

Responsiveness

Overall impression

KEY FINDING #5

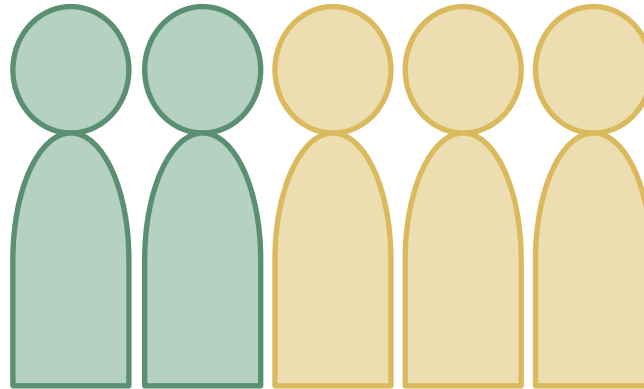
Many businesses planned to expand within the coming years.



PROJECTED GROWTH

Over the next 3 to 5 years, do you anticipate...

Adding
employees



Maintaining the **same number** of employees

POTENTIAL SERVICES

If the Village were to implement the following services, how beneficial, if at all, would each be to your business?

At least **7 in 10** favored

Village-financed marketing
and promotion

Physical improvements to
Village-owned property

Increased flexibility in
Village regulations

Streamlined permitting

THE BIG PICTURE

STRENGTHS

- Quality of business
- Government performance
- Community features

OPPORTUNITIES

- Transportation
- Promote existing businesses





NRC
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THANK YOU!

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