



Pendleton Business Owner Reception

Executive Summary

April 13, 2017

1. What role should town government play in local business development?

- Set the town's vision
- Support through infrastructure improvement projects
- Market our business parks and downtown district
- Connect our local businesses with federal, state, and county agencies designed to help local businesses

2. Do the Town's regulations create barriers to local business development? If yes, how?

- Regulations and processes can be difficult to understand.
- Utility connection fees can be difficult for new businesses.

3. What channels of communication between town government and local businesses would be helpful or useful to you?

- Social Media (4 responses)
- Email (3 responses)
- Website (2 responses) – Was noted several times that meeting agendas and relevant documents be posted on the website prior to meetings.

4. How can the Town of Pendleton encourage entrepreneurs and small business development?

- Offer incentives (affordable rent)
- Help with advertising (grand openings, business advertisements, spaces for rent, encouraging "buy local" mentality)
- Create a business incubator
- Advertise support programs (microloans at the Flagship, skills development opportunities, PBA)

5. What can the Town of Pendleton do to better support local business development?

- Continue to hold input opportunities
- Support local businesses up for awards
- Encourage "Buy Local" mentality
- Set clear vision for our future
- Communicate directly with businesses

6. What (if any) partnerships should the Town of Pendleton foster to help with local business development?

- Anderson/Madison County CED (2 responses)
- Pendleton Business Association (2 responses)
- Madison County Chamber (2 responses)
- Pendleton Artists Society (1 response)
- Leadership Academy of Madison County (1 response)

7. What is the Town of Pendleton doing right for local business development?

- Promoting community events
- Employees are professional and helpful
- Supporting local businesses
- Managing and encouraging quality development
- Creating input opportunities for business owners

8. Have any of the following Town investments had a positive direct or indirect impact on your business?

- Free Parking (4 responses)
- Elimination of Downtown Truck Traffic (3 responses)
- Sidewalk Improvements (3 responses)



Pendleton Business Owner Reception Participation Input Summary

Reception Participants: 23

Online Surveys Completed: 4

1. What role should town government play in local business development?

- Ask businesses what they need/want, and focus on these needs.
- Dictate a list of certain businesses (baker, butcher, tea room).
- All regulations for all business should be equal and the same.
- The town's role in encouraging and promoting businesses is paramount.
- The Town needs a clear "VISION" of what the leaders want it to be in 10-20 years and that vision should be communicated to the public and business community and drive the activities in the Town. As an example, it seems that the historic nature of the Town is an asset and a focus of development yet the word "historic" was taken out of the new branding for the Town's logo. This sends confusing messages about where we are going. Once a vision is established, the Town should focus on infrastructure needs and promotion of the vision. Storm sewers- in desperate need of repairs. Taking money from the Utility funds to loan to the golf course or for façade development does not seem like proper use of funds when needed for storm sewer fixes. Parking- pave and mark it, no need to wait for new signage to put up some signage. Better promotion of development opportunities with a clear vision for what is desired in these locations (i.e. business park and other land around the interstate interchange – not just what the Town owns). The Town's business park is poorly marketed on the website...old photos and rendering, former Council President still indicated as the contact person on website, new interchange and roundabouts not shown anywhere. These items are needed to demonstrate a vision and hopefully attract someone using the website as a research tool. It should be kept up-to-date. Encourage development that will attract residents, visitors and investors. Search out grants and other opportunities to assist local business. Grow the tax base.
- There are many wonderful Federal, State, County, agencies designed to assist small businesses. The Town hosting events with these agencies and following up separately with the agency and the small business to see that their relationship was maximized and learning what each expected/gained.
- Only when needed. There shouldn't be much of an overlap.
- Hear the needs of the people and pass information along to local businesses.

2. Do the Town's regulations create barriers to local business development? If yes, how?

- Ask businesses what they need/want, and focus on these needs.
- Yes. Too many Boards & Commissions. Regulations not well organized on the Town's website to find relevant information. Information needs to be more "consumable"; perhaps an FAQ area for most typical needs, or "How To" sheets for most commonly asked questions...such as sign changes, who approves what, etc.
- During my Falls Cafe' enterprise I talked to the town about having dining in front of 104 and received a "go ahead". No paperwork and no \$\$\$\$. What is the policy now? I understand the reasoning behind a capacity based water fee for an establishment that will use a large volume of water. Is there another way a new business can establish itself without the large cost up front?
- Not that I'm aware of.

3. What channels of communication between town government and local businesses would be helpful or useful to you?

- Utilize town website more thoroughly for communication.
- Email, social media.
- Social media (3 responses).
- More systematic alerts or updates for biz owners, maybe email list, etc.
- More open communications. Town Council meetings are conducted and frequently the public is asked for comments on documents they have never had the chance to review. Agendas and documents to be presented could be posted on the Town's website prior to meetings for review. The Town's regulations and "Boards" seem to focus most of their attention on what people and businesses "cannot" do. The town should initiate a "buy local" agenda.
- Many people would like an email notification of all Town of Pendleton and all town organization's events [school included] and meetings with agenda's and possibly an explanation of items on the agenda. Is this a possible monthly or weekly? This should increase local involvement, awareness, and participation, and be emailed.
- If the town would communicate to businesses directly and not rely on social media. I knew nothing of the meeting.
- I'm hoping that by joining the Pendleton Business Association that we work together.

4. How can the Town of Pendleton encourage entrepreneurs and small business development?

- Building owners create 'deals' to help new businesses get started, ex. No or low rent for certain months.
- Advertise, social media.
- More festivals.
- Advertise spaces for rent and encourage businesses to stay local.
- Give reduced self-storage fees for town "not for profit" organizations.
- Business incubator or new business group.
- Promoting the small business micro-loan program via Bankable at Flagship – Adam Hoeksema.
- Affordable rent and coworking.
- Create a clear Vision, communicate and promote it, and provide needed infrastructure. Entrepreneurs look for affordable office space, community support of their growth, financial support for growth if possible, and support of skills development. This could be trades training in the high school or supporting other trades training (electricians, plumbers, building trades). This could be working with the PBA to host and promote skills training for local business owners.
- Encourage grand openings and help with advertising.

5. What can the Town of Pendleton do to better support local business development?

- When businesses are up for Best of Madison County, we need to get the word out better to vote.
- Several businesses were nominated in "Best of Madison County" in the Herald Bulletin. Help promote that somehow.
- Meetings such as tonight.
- EV chargers.
- Buy local. Understand that local business owners that may not live in "Town Limits" are still taxpayers and deserve the respect as such. Actively support the Pendleton Business Association.
- Have 5, 10, 20, 50, 100 year plans based on what is expected to develop in the future. It is extremely important to acquire the property on the NE corner of I-69 and State St.
- Communicate to businesses directly with the owners.

6. What (if any) partnerships should the Town of Pendleton foster to help with local business development?

- Madison County Corporation of Economic Development – Rob Sparks.
- PBA. Pendleton Business Association (The business voice in Pendleton).
- Madison County Chamber – Dennis Ashley.
- Help with façade improvements and funding. PAS.
- Chamber/PBA/LAMC.
- Longer hours on the weekend for businesses? Fri night or Sat.
- Live outside city limits but business in town. We should have a voice in town affairs also.
- These are two groups not currently being well represented on the Town Council 1) local businesses, 2) local people (who provide a lot of support for the town) who live outside town limits.
- Promote local businesses. The buy local initiative would go a long way to showing support of local businesses. Town needs for goods and services should be posted on the website in an organized fashion for local businesses to see and quote on. Stronger relationship with CED. CED does not appear to do much to assist Pendleton.
- Have WIFI at all business locations and be sure it is free, quick/easy to access, and works well. Some communities have a short period of free WIFI and then a charge. I find this discouraging but do not know the cost for municipal WIFI. Many people jump into a business without thinking about "ALL RAMIFICATIONS" of their decision. A short primer/guide covering Federal, State, and Local taxes, fees, utility costs, rules and regulations would be beneficial. EV Fast charging stations in the park and downtown.
- Help with advertising on a website or promote grand openings.

7. What is the Town of Pendleton doing right for local business development?

- Promoting community special events, PAS.
- This is a good start.
- Managing growth so undesirable development is not done if possible.
- Pendleton Town employees are professional and help all who come to them.
- Can't say exactly what they are doing that is right, but I do know in the 13 years I have been here this is the best the town had ever looked and the different businesses that are in town for my clients to visit while they are here is GREAT.
- Definitely growing the community and promotes/supports local businesses.

8. Have any of the following Town investments had a positive direct or indirect impact on your business?

Sidewalk Improvements?

- Yes, better walkability.
- Pendleton is a town of "walkers" and cyclists.
- Yes, has contributed to a more positive image for the area which helps everyone.
- Utilize the Local, TAO Group for all concrete planning, installation inspection, and followup.
- I haven't seen a change in business since the new sidewalks.

Historic Markers?

- A town needs to celebrate their past/heritage! Markers wonderful.

Streetlights?

- Yes, has contributed to a more positive image for the area which helps everyone.
- Today's top LED streetlights see, hear, warn, alert, and cost very little to run.

Annexations?

- Get it all before someone else does.

Free Parking?

- Signage
- Parking/wayfinding
- Yes, has contributed to a more positive image for the area which helps everyone.
- Great, please increase awareness of our bounty of parking.
- Free parking is nice for all businesses, especially the ones on State St.
- Free parking is great!

Revolving Loan Fund?

- I know nothing about this, please update me.

Elimination of Downtown Truck Traffic?

- For safety reasons, old town buildings, road. Truck traffic needs to be restricted!
- ? Really
- Should I violate a speed limit again and get another ticket, I will not pay it until I know these trucks are ticketed and pay a \$100 fine.
- Yes, has contributed to a more positive image for the area which helps everyone.
- This was brilliant, saved the vibration from 800+ semi's using State St. every day destroying commercial buildings and homes. Took the exhaust dirt further from Pendleton.

Road Paving?

- Yes, has contributed to a more positive image for the area which helps everyone.
- On some of our streets certain sections self-destruct quickly indicating an improper base/drainage problem. If I remember correctly for 60+ years Main St./Old 132 was concrete. Properly specified and installed concrete may be the most economical long term solution. Consult with the TAO Group.
- Pendleton Ave is still terrible in many spots. That road needs some major TLC.

Other?

- We need a long term and overall traffic plan...with emphasis on moving traffic.