

MENDOCINO COUNTY EMPLOYERS RESPOND TO BUSINESS CONDITIONS SURVEY

To ring in the New Year, the Employers Council of Mendocino County (ECMC) initiated a countywide business conditions survey to prepare this Business Conditions Survey Report for 2012.

The survey and this report had two objectives. The first objective was to grant businesses the opportunity to share how they performed in 2011 and what their performance and hiring projections will be for 2012. The second objective was to capture that information in an anonymous format to share it in a report to the community.

With assistance from the North Coast Builders Exchange, the Mendocino County Farm Bureau, and

various other business organizations, the survey was successfully circulated from coast to inland, North to South Mendocino County. Over 100 businesses responded to the survey, and a summary of their responses are provided within this report.

In addition to questions about business conditions and confidence, each business was granted the opportunity to share their opinion about what could be done locally to improve business conditions and employment opportunities.

The Employers Council sincerely appreciates the time and effort of all the business organizations and the businesses who took the time to make this report possible.



“City and County government could streamline the permit process and offer incentives for existing businesses to stay and new businesses to relocate to Mendocino County.”

A response to question, what can be done locally...

Some Comments About Local Business Conditions

Over 80 employers responded to the optional survey question: Any comments you wish to provide about local business conditions? Here’s a sample of what they said:

“In our 35 years of business in Mendocino County we have been through several downturns in the National economy. This one has been the very worst.” “People are still not making major investments, but maintaining their existing infrastructure.” “...it is tough to see so many businesses struggle during these times...” “We need clean industries and more jobs.” “[We are] very dependent on visitors from outside the area” “Find ways to make things happen rather than discourage things.” “County and City need to streamline their processes and assist business...” “There does not seem to be any support from local government to really encourage development and business/economic growth.” “We are happy to be surviving and hopeful that the future will be stronger.”

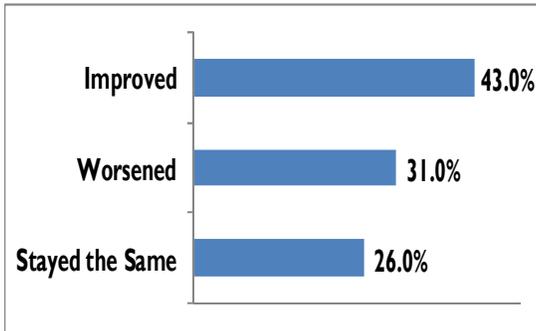
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Economic Development Actions:

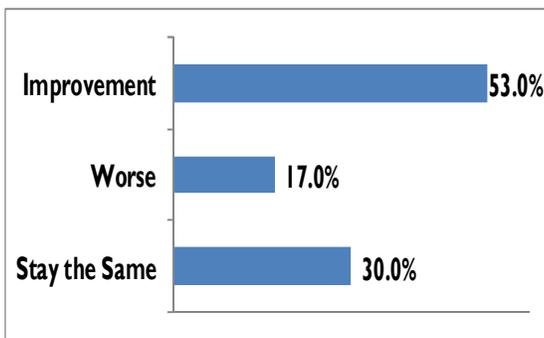
- Business Expansion is a focused effort to help local business to become more competitive and profitable to add jobs.
- Business Retention can be a problem solving process to help business become profitable to retain jobs.
- Business Attraction can be a strategy to recruit new employers to use underutilized assets and resources to create job opportunities.

How did your business' condition in 2011 compare with 2010?



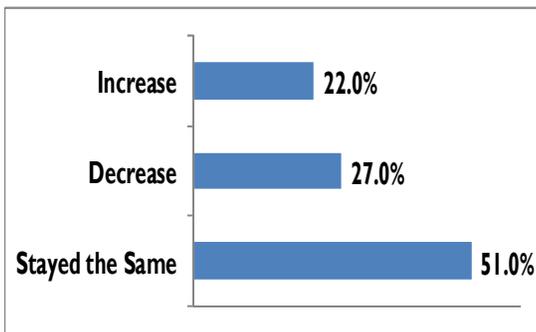
"Tourists came in the summer but didn't spend much"
"Revenues were down a bit because the first half of the year was down from the previous year."
"Improvement was out of county work"
"Grape demand is up and so is demand for these assets"
"UP 3%"

Over the course of this year (2012) how are you anticipating your business' condition to be?



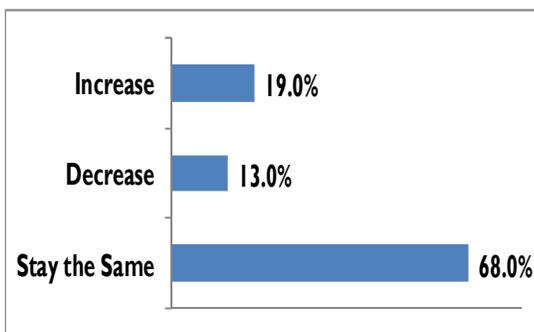
"...we work in the timber industry which continues to decline..."
"We are slightly more positive about 2012."
"...hoping for the best and promoting business like crazy!"
"Our HOPES are that it will not worsen and at the very least stay the same as 2011..."

During 2011, Did Hiring?



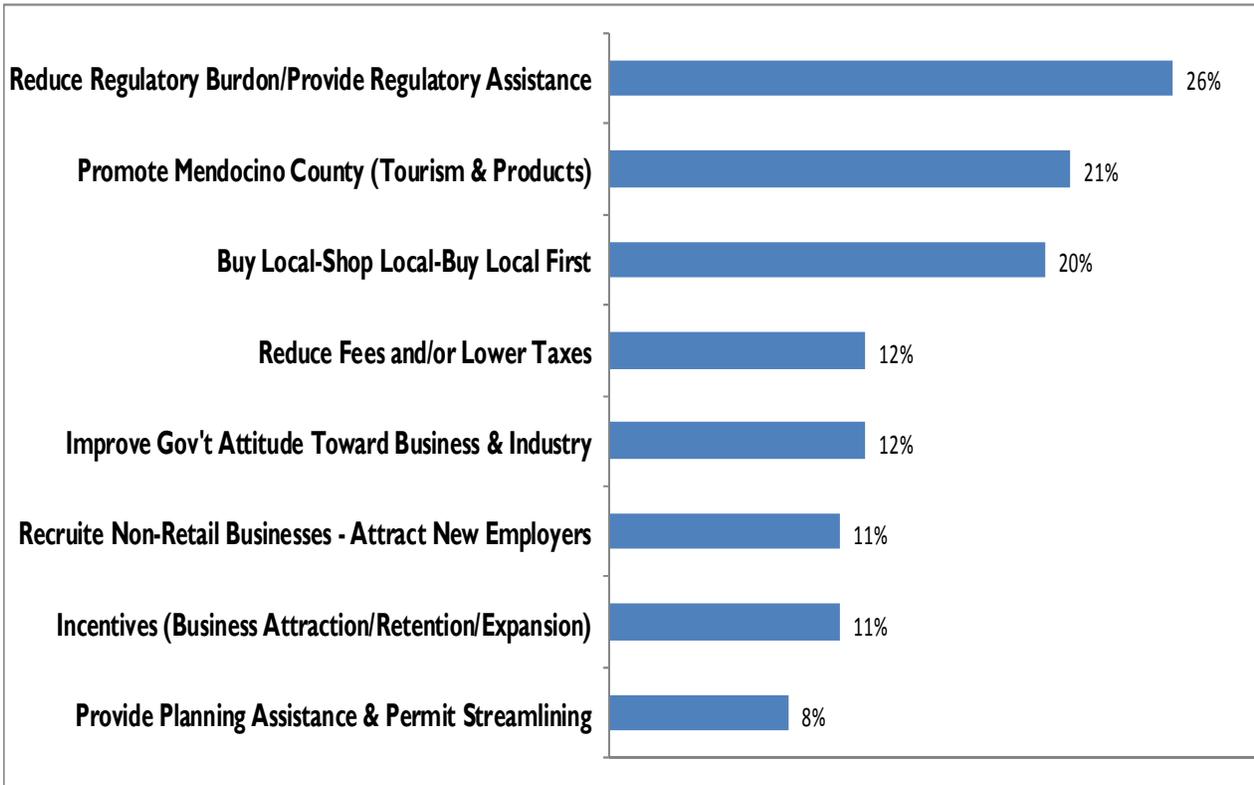
"...about 10% more hours of work."
"...hired out of county workers for other offices."
"No change in staff numbers."
"...added 1 part time position."
"6 additional jobs"
"Created 1 FT and 2 PT jobs in 2011."

In this year, 2012, your hiring will:

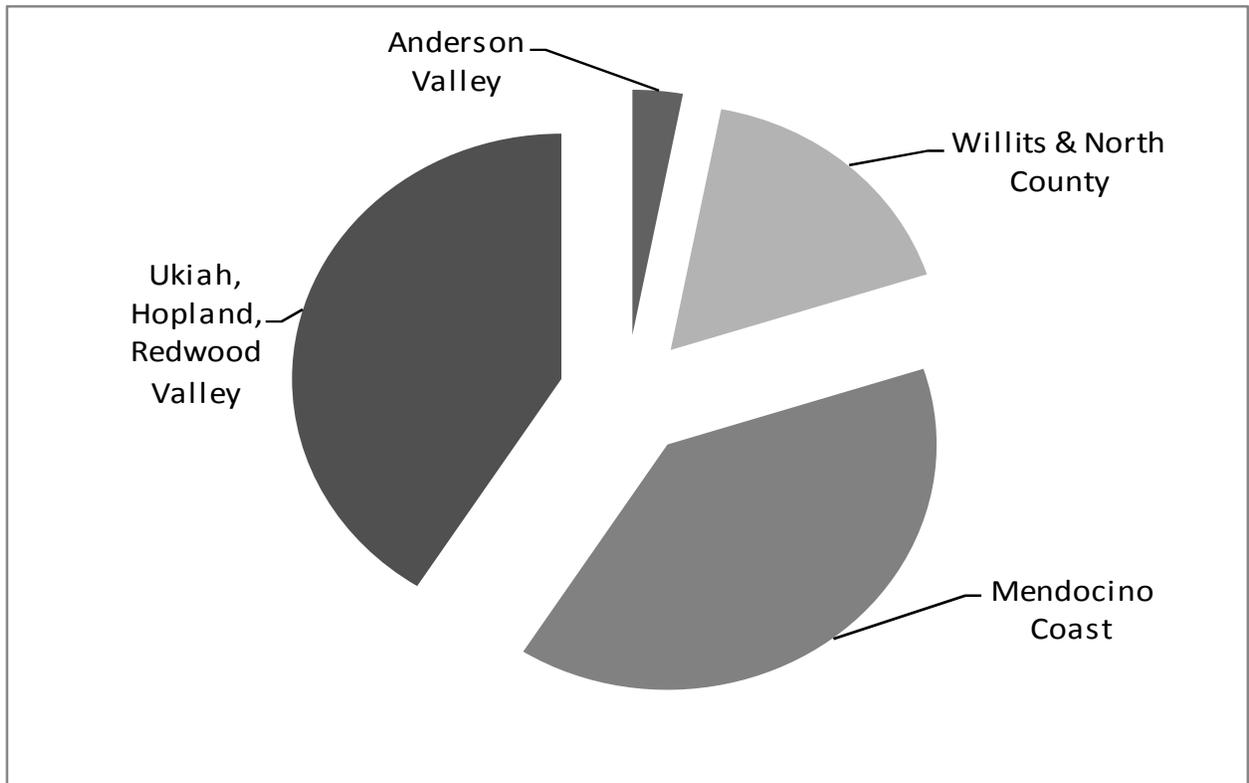


"No change in staff numbers."
"Plan to add 1-2 part-time people."
"We will probably not hire anyone in 2012"
"Plan to maintain staffing levels."
"We still have under utilized employees (not working 40 hrs.)"
"Hoping to add as much as 5 FT jobs this year."

What can be done locally to support business activity and employment opportunities?



Response Distribution





**Employers Council of
Mendocino County**

597B
Main Street
Ukiah, California
95492

Phone: 707-462-5021
Fax: 707-472-2502
E-mail: ecmc@pacific.net

About ECMC:

The Employers Council of Mendocino County is a professionally managed non-profit membership based trade association. ECMC's mission is to inform and persuade local government and communities that allowing private sector employers to function with reasonable local government financial and regulatory burdens benefits the overall community through the creation of jobs, family incomes and tax base to support local services.

Survey Methodology

The methods used to prepare this report started with the use of a web based survey tool. The Employers Council of Mendocino County (ECMC) wrote the survey questions and then invited Mendocino County area businesses to participate in the survey on the basis of a first come first served process. Invitations to participate in the survey were offered and distributed by several sources, mostly by email communication. The survey was purposely designed to permit respondents to remain anonymous but captured zip code information to allow for the elimination of responses from any non-Mendocino county area businesses. Zip code information was also captured and presented in this report to show the final geographic distribution of participating businesses. Multiple choice questions were automatically tabulated by the on-line survey provider and written responses were manually tabulated by ECMC using a key-word and/or key-term process. The information contained in this report was compiled by capturing the responses, views and opinions from the first 100 private sector businesses who successfully completed the survey. The information put forth in this report

ECMC POSITION ON ISSUES

We support cost-effective operation of government and urge use of cost benefit analysis and the implementation of modern technology when supported by this analysis.

We oppose the substitution of fees for general taxes and support the reduction of existing fees when justified.

We support the notion that government represents its constituents before itself.

We support open, efficient and non-duplicative government.

We support use of local private business by government whenever such use is cost effective.

We oppose lawsuits between governments at any level. We will offer to serve as a mediator as a means to avoiding such lawsuits.

Resources to support the Employers Council of Mendocino County comes from its members. We are in need of sponsorships to help us create a strong voice for the business community and to accomplish our mission to convince our county and cities to let us be the job creators. To all of the ECMC members who made this report possible, we thank you! If you have any questions about sponsorships, please contact us at ecmc@pacific.net

and the responses does not necessarily represent an official position adopted by the ECMC or its Board of Directors. It is important to note that the information contained within this report should not be considered as a statistically valid sample or accurate representation of business conditions of Mendocino County, but instead the information herein is a compilation of the responses, views and opinions of the respondents'. The Employers Council of Mendocino County has prepared this report to share that information. If you require a statistically accurate representation of past, current, or a projection of future business conditions then ECMC does not recommend that you solely rely on the information contained in this report.

“Either write something worth reading or do something worth writing.” - Benjamin Franklin