



2014 Economic Impact Survey Analysis

Opening in August 2011, Anchor Square is a City-managed small business incubator located on the waterfront in Pascagoula, MS. Anchor Square houses fifteen small businesses which include women’s retail, home décor, children’s accessories, hair salon, day spa, invitations, an art studio and two restaurants. In an effort to gauge the economic impact of the small businesses at Anchor Square, the City of Pascagoula’s Community and Economic Development Department administered an economic impact survey in February of 2015. The survey was developed in partnership with the Economic Development Team, an interdepartmental City team, to identify the economic impact of Anchor Square and the contributing factors to the success or failure of businesses at Anchor Square. With several businesses recently transitioning from Anchor Square into the downtown district, only eleven businesses participated in the survey. The information received from the tenants was compiled and evaluated in the analysis below.

1. How many years/months have you been in business at Anchor Square?

Answers:	Less than a year	1-2 years	2-3 years
Frequency:	3	4	4

36% of the respondents have been in business for 2 to 3 years. 36% have been in business for 1 to 2 years and 28% have only been in business less than a year.

As compared to the 2013 survey, this shows a decrease in respondents with 2 to 3 years in business at Anchor Square from 50% in 2013; an increase in respondents with 1 to 2 years in business from 13%; and a decrease in respondents that have been in business at Anchor Square less than a year.

At the time of this survey, four businesses are currently two years into their transition plan with another two businesses in the first year of their plan.

2. Excluding your time at Anchor Square, how many years of business experience do you have?

Answers:	Under a Year	1-3 Years	4-5 Years	6-10 Years	10 + Years
Frequency:	2	2	2	3	2

18% of the respondents have business experience less than one year with another 18% having 1 to 3 years of experience. An additional 18% have 4 to 5 years of business experience. 28% have 6 to 10

years and 18% have more than 10 years of experience. Anchor Square maintains tenants with a high variety of business experience.

As compared to the 2013 survey, this shows an increase in respondents with under a year in business experience from 13% in 2013; a decrease in respondents with 1 to 3 years in business experience from 37%; and a decrease in respondents 6 to 10 years in business experience from 25%; and a decrease of respondents with more than 10 years business experience.

3. If currently in a one-bedroom cottage, would you be interested in moving into a two-bedroom if one became available?

Answers:	Yes	No	No, not at this time but may be interested in the future	N/A – Not in a one-bedroom cottage
Frequency:	2	2	1	6

18% of the tenants in a one-bedroom cottage would be interested in moving into a two-bedroom cottage. 18% would not be interested. 9% is not ready at this time, but may be interested in the future. This question is not applicable to 55% of the tenants as they are not in a one-bedroom cottage. Anchor Square continues to foster business growth as evidenced by 60% of those eligible to move into a two-bedroom being open to considering the option.

As compared to the 2013 survey, this shows an increase in tenants in a one-bedroom cottage who would be interested in moving into a two-bedroom cottage from 13%; a decrease in respondents that would not be interest from 13% in 2013; and a decrease in respondents that are not in a one-bedroom and therefore, this question is not applicable.

4. If currently in a two-bedroom cottage, would you be interested in moving into a location outside of Anchor Square within the City of Pascagoula?

Answers:	Yes	No – Why not?	N/A –not in a two-bedroom cottage
Frequency:	2	4	5

18% of tenants in a two-bedroom cottage would be interested in a location outside of Anchor Square. 36% are not interested. This question is not applicable to 46% of the tenants as they are not in a two-bedroom cottage.

As compared to the 2013 survey, this shows a decrease in respondents in a two-bedroom cottage that would be interested in a location outside of Anchor Square from 37% in 2013; an increase in respondents that are not interested from 37%; and an increase in respondents that are not in a two-bedroom and therefore this question is not applicable.

No – Why not?	
Answers:	Frequency:
Traffic at Anchor Square would not cover costs anywhere else in the City	1
Closing business	1
Not ready and love the location	1

*all comments are presented as tenant responded

5. Do you plan to expand your business in the next year?

Answers:	Yes – Where and why?	No
Frequency:	2	6

25% of tenants plan to expand their business in the next year while 75% of tenants do not plan to expand. The City of Pascagoula plans to work with the tenants to find available properties that will suit their needs in order to expand. Three respondents chose not to answer this question.

As compared to the 2013 survey, this shows a decrease in respondents that plan to expand their business in the next year from 57%; an increase in respondents that do not plan to expand their business from 43%.

6. What age group represents the majority of your customers?

Answers:	Under 20 yrs old	20-40 yrs old	40-60 yrs old	60+ yrs old
Frequency:	0	7	3	0

64% of the majority of Anchor Square customers is between the ages of 20-40 years old. 36% are between the ages 40-60 years old. One respondent chose not to answer this question.

As compared to the 2013 survey, this shows an increase in the majority of Anchor Square customers between the ages of 20-40 years old from 37%; and an increase in the customers between the ages of 40-60 years old from 25%.

7. Where do the majority of your customers come from?

Answers:	5-30 miles	30-60 miles	60+ miles
Frequency:	10	1	0

91% of the customers at Anchor Square travel 5-30 miles in order to shop. 9% of the customers at Anchor Square travel 30-60 miles in order to shop. Businesses should look into advertising outside the 5-30 mile range in order to draw in customers.

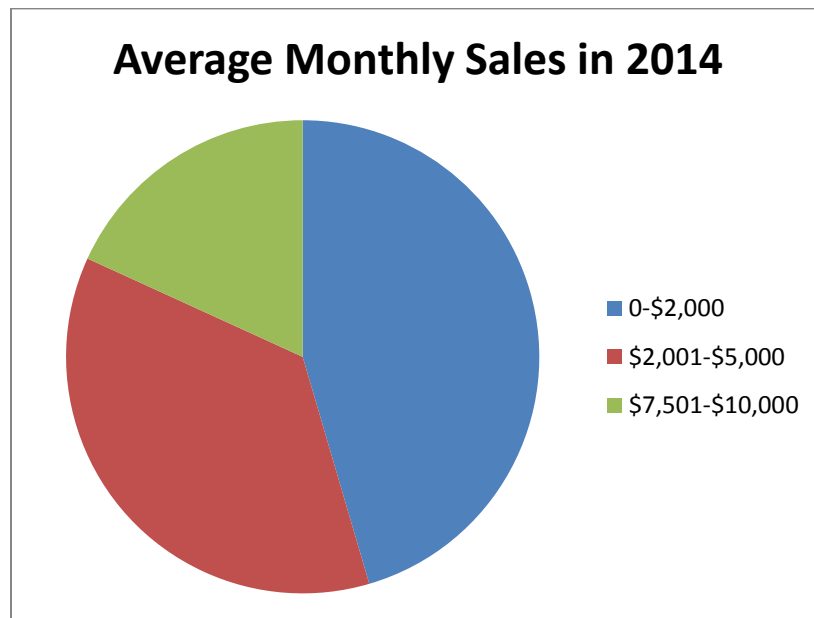
As compared to the 2013 survey, this shows a decrease in the majority of customers that travel 5-30 miles from 88% in 2013; and an increase in customers at Anchor Square that travel more than 60 miles in order to shop from 12%.

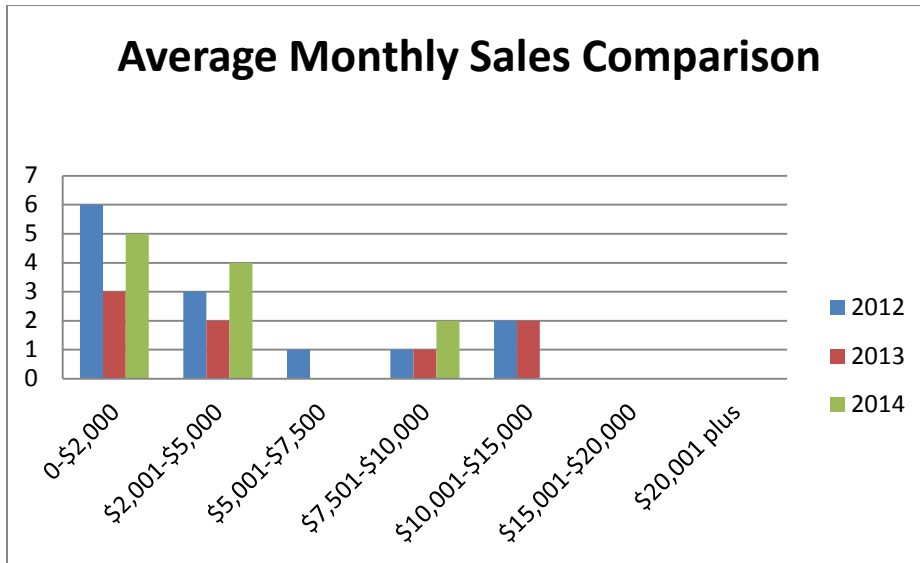
8. In the year of 2014, what range do your average monthly sales fall within? If not open for a full year, please respond with average monthly sales range to date.

Answers:	\$0-\$2,000	\$2001-\$5,000	\$5,001-\$7,500	\$7,501-\$10,000	\$10,001-\$15,000	\$15,001-\$20,000	\$20,001+
Frequency:	5	4	0	2	0	0	0

Of the tenant responses, 45% of monthly sales at Anchor Square range from \$0-\$2,000. 36% of sales range between \$2,001-\$5,000. An additional 19% of sales fall within the range of \$7,501-\$10,000. Businesses should take actions to promote their business and expand their customer base to increase their monthly sales.

As compared to the 2013 survey, this shows an increase in respondents with monthly sales from \$0-\$2,000 from 37% in 2013; an increase in respondents with monthly sales from \$2,001-\$5,000 from 25%; and an increase in respondents with sales from \$7,501-\$10,000 from 13%.



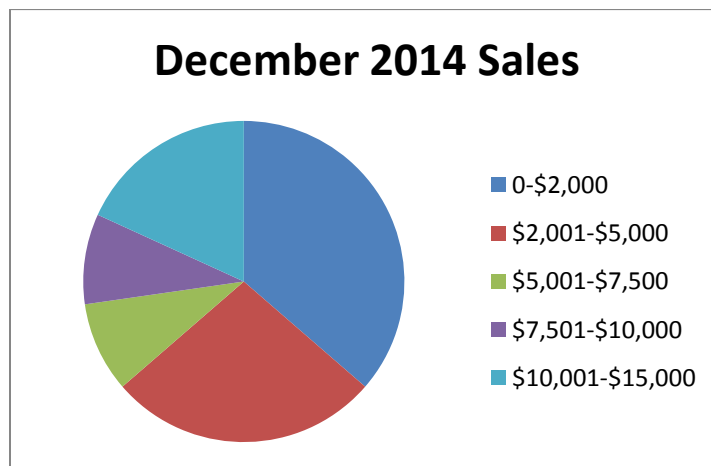


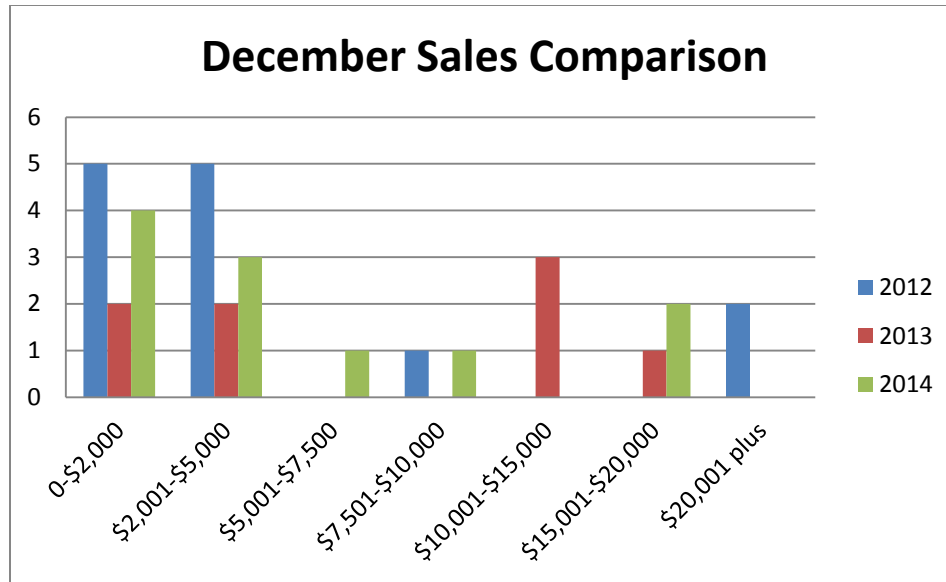
9. In the month of December 2014, what range did your sales fall within?

Answers:	\$0-\$2,000	\$2001-\$5,000	\$5,001-\$7,500	\$7,501-\$10,000	\$10,001-\$15,000	\$15,001-\$20,000	\$20,001+
Frequency:	4	3	1	1	0	2	0

Of the respondents, 36% of tenants had December 2014 sales fall within the \$0-\$2,000 range while another 27% had December 2014 sales fall between \$2,001 and \$5,000. The sales of 9% were in the range of \$5,001-\$7,500, and the sales of 9% were in the range of \$7,501-\$10,000. 19% of the tenants had in the \$15,001-\$20,000 range.

As compared to the 2013 survey, this shows an increase in respondents with monthly sales range in December of \$0-\$2,000 from 25% in 2013; a decrease in respondents with monthly sales range from \$2,001-\$5,000 from 25%; and an increase in respondents with sales range from \$15,001-\$20,000 from 13%.





10. Did you see an increase in sales this December (2014) compared to last December (2013)?

Answers:	Yes – By what %?	No – Are there any known reasons as to why not?	N/A – Not at Anchor Square in Dec 2013
Frequency:	4	2	5

Percentage of Increase of Sales					
Answers:	0%-20%	21%-40%	41%-60%	61%-99%	100%
Frequency:	3	0	1	0	0

37% of the respondents saw an increase in sales during December 2014 as compared to December of 2013. 18 % did not see an increase. 45% did not have a business at Anchor Square during this time. Of the 37% that saw an increase, 75% had an increase of 0%-20%, while 25% had an increase of 41%-60%.

As compared to the 2013 survey, this shows a decrease in respondents that saw an increase in sales during December as compared to the previous year from 50%; an increase in respondents that did not see an increase from 13%; and an increase in respondents that did have a business at Anchor Square from 43%.

11. Please rank the following on what has been most effective to bring people into your business? (5 being most effective and 1 being least effective)

Answer:	Average Ranking (5 being most effective and 1 being least effective)	
	2014	2013
Social Media	3.5	3.75
Repeat Customers and Word of	3.0	3.88

Mouth		
Special Events	2.6	3.88
Advertising	2.18	2.75
Sales	2.1	2.13

Using the average ranking of each option, respondents ranked the different tools in the following order: Social Media (3.5), Repeat Customers and Word of Mouth (3.0), Special Events (2.6), Advertising (2.18), and Sales (2.1). Overall the tenants found that repeat customers and word of mouth to be the most effective way to bring people into their business while advertising and sales are thought to be the least effective measure to bring people into their businesses.

As compared to the 2013 survey, these results demonstrate a decrease across the board in perceived effectiveness of Social Media from 3.75, Repeat Customers from 3.88, Special Events from 3.88, Advertising from 2.75, and Sales from 2.13.

12. What has not worked to bring people into your business?

Answers:	Frequency:
Special Events	3
Advertisement	4
Lack of awareness about Anchor Square	1
Inventory	1

33% of the tenants feel that special events held at Anchor Square have not worked to increase traffic. 44% of the tenants feel that their advertisements have not worked to increase traffic while 11% feel there is a lack of awareness about Anchor Square. Another 11% feel their inability to expand and replace their inventory has not increased their traffic.

As compared to the 2013 survey, this shows a decrease in respondents who feel that special events held at Anchor Square have not worked to increase traffic from 42%; and a decrease in respondents feel that their advertisements have not worked to increase traffic from 57%.

13. What could be done differently to help increase your revenue?

Answers:	Frequency:
Advertising/Increase awareness	4
Special Events	4
Community Support	1
Website	1

40% of the respondents feel that more advertising to promote awareness of Anchor Square would increase their revenue, while 40% feel that more special events would increase revenue. 10% feel that more support from the community will help increase their revenue; while the other 10% feel starting a website will increase their revenue.

As compared to the 2013 survey, this shows a decrease in respondents that feel more advertising to promote awareness of Anchor Square would increase their revenue from 44%; a decrease in respondents that feel more special events would increase revenue from 44%; and a decrease in respondents that feel that moving to a location outside of Anchor Square will help increase their revenue.

Questions 12 and 13 demonstrate strong contradictions between the tenants. A large percentage believes special events and advertising have not helped, while another large percentage believes more advertising and special events are needed.

14. Would you be willing to work with the City on new initiatives to increase customers in the future?

Answers:	Yes	No
Frequency:	9	2

82% of respondents are willing to work with the City of Pascagoula on new initiatives to increase customers in the future while 18% are not willing to work with the City.

As compared to the 2013 survey, this shows a decrease in respondents that are willing to work with the City of Pascagoula on new initiatives from 87%; and a decrease in respondents that are willing to work with the City of Pascagoula on new initiatives from 13%.