

Economic Development Survey



August/September 2012



Shamokin Dam Mayor's Economic Development Survey

I am asking you to participate in the following survey to assist in identifying Shamokin Dam's strengths, weaknesses and opportunities as they relate to the economy of the Central Susquehanna Valley and our ability as a community to stimulate economic development. Please answer the questions below and on the back and return your completed form to me in the postage paid envelope provided. Your reply will be confidential. Joe McGranaghan, Mayor

#1. About You: ___ Male / ___ Female Age Group: ___ Under 35 ___ 36 To 49 ___ Over 50
Do you: ___ live in Shamokin Dam. ___ work in Shamokin Dam. ___ live and work here.

#2. Is your business: ___ Retail ___ Service ___ Financial ___ Hospitality ___ Medical ___ Other

#3. Is your business: ___ A franchise ___ Part of a corporate entity ___ Locally owned

#4. Are you the ___ Owner or ___ Manager of your business?

#4. On a scale of 1 to 5 with 5 being a **great advantage** and 1 being a **great disadvantage** how would you rate Shamokin Dam on each of the following (NO = No opinion):

- ___1___2___3___4___5___NO Access to the community via roads and highways.
- ___1___2___3___4___5___NO Traffic on routes 11 & 15.
- ___1___2___3___4___5___NO Availability and quality of workforce.
- ___1___2___3___4___5___NO Availability and cost of commercial/business space.
- ___1___2___3___4___5___NO Municipal services provided to business.
- ___1___2___3___4___5___NO Access to banks and professional services.
- ___1___2___3___4___5___NO Access to arts, cultural and entertainment opportunities.
- ___1___2___3___4___5___NO Access to recreational opportunities.
- ___1___2___3___4___5___NO Access to high speed internet & data services.
- ___1___2___3___4___5___NO Police protection in Shamokin Dam.
- ___1___2___3___4___5___NO Fire protection in Shamokin Dam.
- ___1___2___3___4___5___NO Maintenance of borough roads and infrastructure.
- ___1___2___3___4___5___NO Borough street lights
- ___1___2___3___4___5___NO Eye appeal of Routes 11 & 15 in the borough.
- ___1___2___3___4___5___NO Eye appeal of Shamokin Dam's neighborhoods.
- ___1___2___3___4___5___NO Water & sewer rates.
- ___1___2___3___4___5___NO Quality of the Selingsgrove Area Schools.
- ___1___2___3___4___5___NO Shamokin Dam taxes.

What, in your opinion is Shamokin Dam's greatest advantage: _____

What, in your opinion is Shamokin Dam's greatest disadvantage: _____

➤ Over

#6. Would you please estimate what portion of your business comes from the immediate area and from those simply passing through.

Area ___% Transient ___%

#7. On a scale of 1 to 5 with 1 being NOT IMPORTANT AT ALL and 5 being VERY IMPORTANT, how do you feel about the following based on how they might impact your business. NO= No opinion.

- ___1___2___3___4___5___NO Should Shamokin Dam develop a marketing plan to attract more business and shoppers to the community.
- ___1___2___3___4___5___NO SEDA-COG has proposed the development of a "rowing center" and river walk, including recreating a portion of the Pennsylvania Canal on vacant river front property across Routes 11 & 15 from K-Mart. How important do you believe completing this project would be to tourism and the Shamokin Dam economy?
- ___1___2___3___4___5___NO The state is proposing a "natural fish ladder" (to enable fish to get from below to above the dam) in our Fabridam Park. How important do you believe completing this project would be to tourism and the Shamokin Dam economy?
- ___1___2___3___4___5___NO Construction of the Susquehanna Valley Thruway Project.
- ___1___2___3___4___5___NO Providing additional sewer capacity for residential and commercial development.
- ___1___2___3___4___5___NO Improving the appearance of the Shamokin Dam Business Districts.
- ___1___2___3___4___5___NO A fire department located within the borough.
- ___1___2___3___4___5___NO Aggressive enforcement of speed and other traffic laws on Routes 11 & 15.

#8. Is there a business type not currently in the borough that you believe we should attempt to attract? If so, what: _____

#9. If you could change one thing about Shamokin Dam Borough to make it a better place to live and/or work what would that be and why? Please print clearly.

What I would change: _____

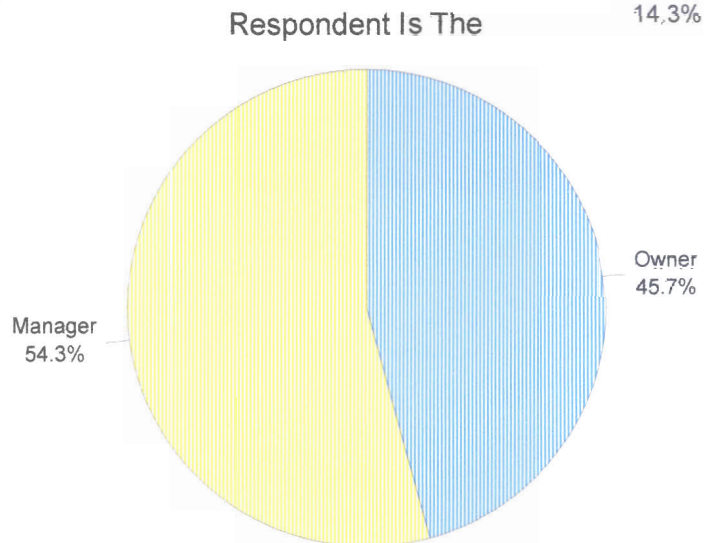
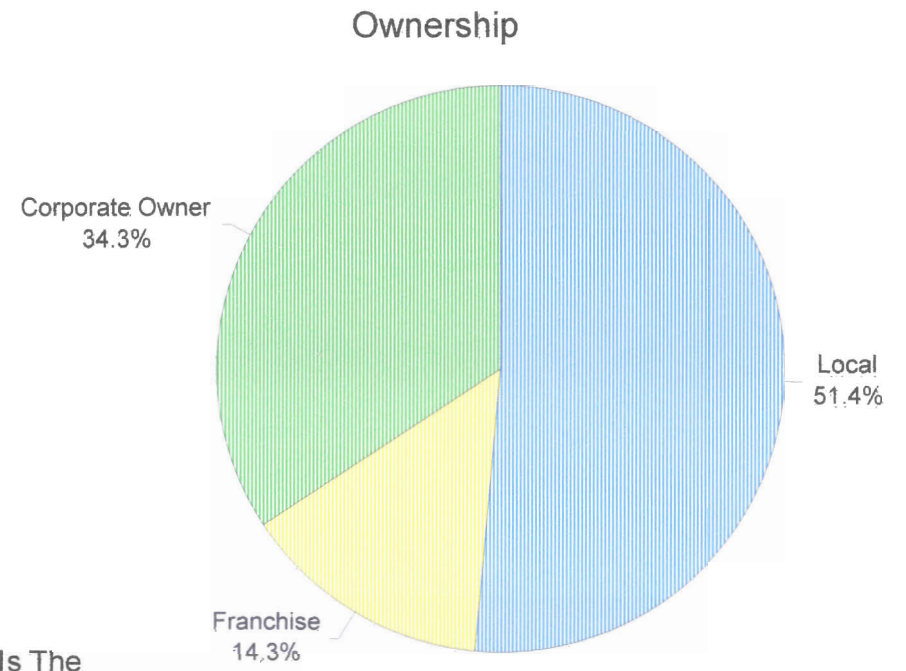
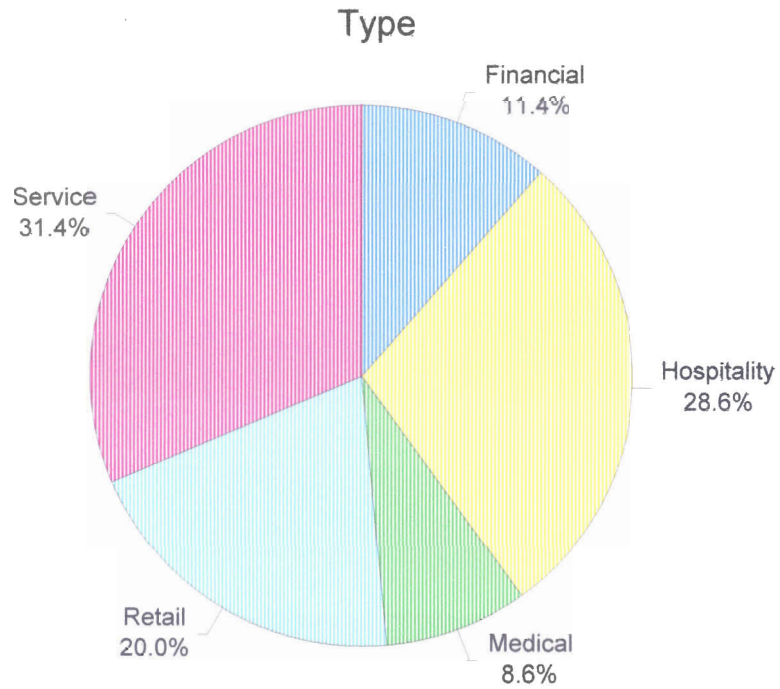
Why I would change it: _____

Would you like to receive a copy of the final results of this survey: ___ Yes ___ No
If Yes, please give us the name of your business (otherwise nothing that identifies you is required)

Business: _____

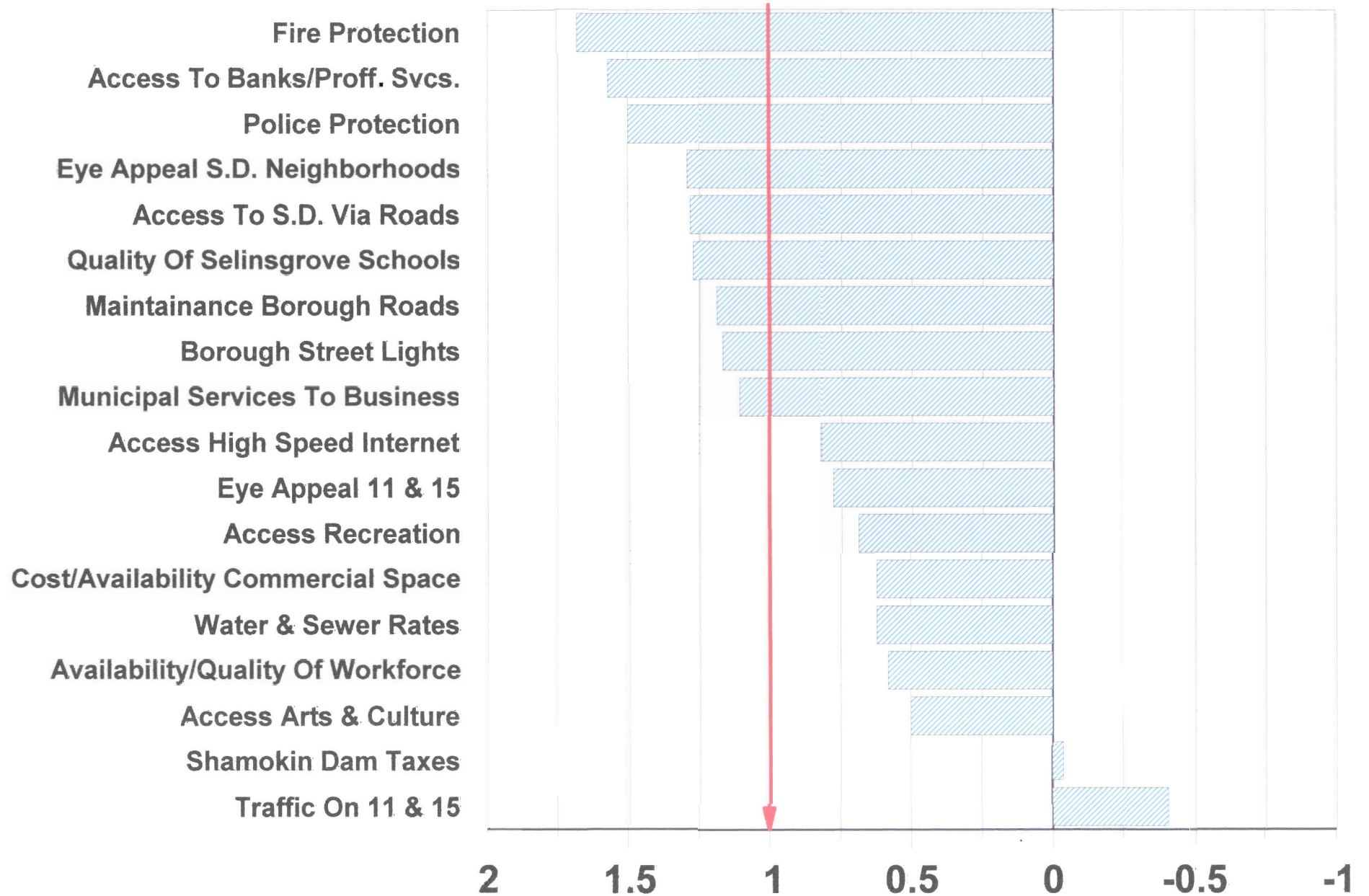
Shamokin Dam Economic Development Survey

Business Types Represented In Survey



Shamokin Dam Borough Economic Development Survey

2 = Substantial Advantage / 1 = Advantage / 0 = Neutral / -1 = Disadvantage / -2 = Substantial Disadvantage



Shamokin Dam Economic Development Survey - October 2012

How great of an advantage or disadvantage are each of the following to Shamokin Dam Borough?

Advantage/Disadvantage	++ Adv.	+ Adv	Advantage	- Adv	-- Adv	No Opinion
Access To Shamokin Dam Via Roads	51.52%	21.21%	15.15%	12.12%	0.00%	0.00%
Traffic Volume On Routes 11 & 15	15.15%	9.09%	27.27%	18.18%	30.30%	0.00%
Availability/Quality Of Workforce	6.06%	27.27%	42.42%	6.06%	0.00%	18.18%
Cost/Availability Commercial Space	12.12%	30.30%	30.30%	3.03%	6.06%	18.18%
Municipal Services Provided To Business	39.39%	27.27%	12.12%	3.03%	6.06%	12.12%
Access To Banks/Professional Services	54.55%	27.27%	9.09%	0.00%	3.03%	6.06%
Access Arts & Cultural Opportunities	18.18%	21.21%	33.33%	9.09%	6.06%	12.12%
Access Recreational Opportunitites	18.18%	30.30%	33.33%	3.03%	6.06%	9.09%
Access To High Speed Internet/Data Sevices	30.30%	36.36%	15.15%	3.03%	3.03%	12.12%
Police Protection	54.55%	33.33%	6.06%	3.03%	3.03%	0.00%
Fire Protection	63.64%	21.21%	9.09%	0.00%	3.03%	3.03%
Maintainance Of Borough Roads/Infrastructure	36.36%	39.39%	18.18%	0.00%	3.03%	3.03%
Borough Street Lights	24.24%	51.52%	12.12%	0.00%	3.03%	9.09%
Eye Appeal Of Routs 11 & 15	12.12%	60.61%	21.21%	0.00%	6.06%	0.00%
Eye Appeal Shamokin Dam Neighborhoods	30.30%	54.55%	9.09%	3.03%	0.00%	3.03%
Water & Sewer Rates	9.09%	36.36%	24.24%	3.03%	9.09%	6.00%
Quality Of Selinsgrove Schools	27.27%	36.36%	12.12%	3.03%	0.00%	21.21%
Shamokin Dam Taxes	15.15%	21.21%	27.27%	6.06%	18.18%	12.12%

Shamokin Dam Economic Development Survey

What is Shamokin Dam's Greatest Advantage?

Central Location	31.6%
No Opinion	21.1%
Its Commercial District	10.3%
Friendly People	10.3%
Great Schools	5.3%
Traffic Benefits Business	5.3%
A Small Community	2.6%
Police & Fire Protection	2.6%
The Neighborhoods	2.6%
The Chamber	2.6%
Misc.	5.3%

Shamokin Dam Economic Development Survey

What is Shamokin Dam's Greatest Disadvantage?

Traffic On 11 & 15	50.0%
No Opinion	17.5%
Doesn't Have A Bypass	12.5%
Taxes On Business To High	10.0%
No Disadvantages	2.5%
Will Be A Ghost Town If Bypassed	2.5%
Rusty Brosious	2.5%
No Development	2.5%
Misc	2.5%

Shamokin Dam Economic Development Survey

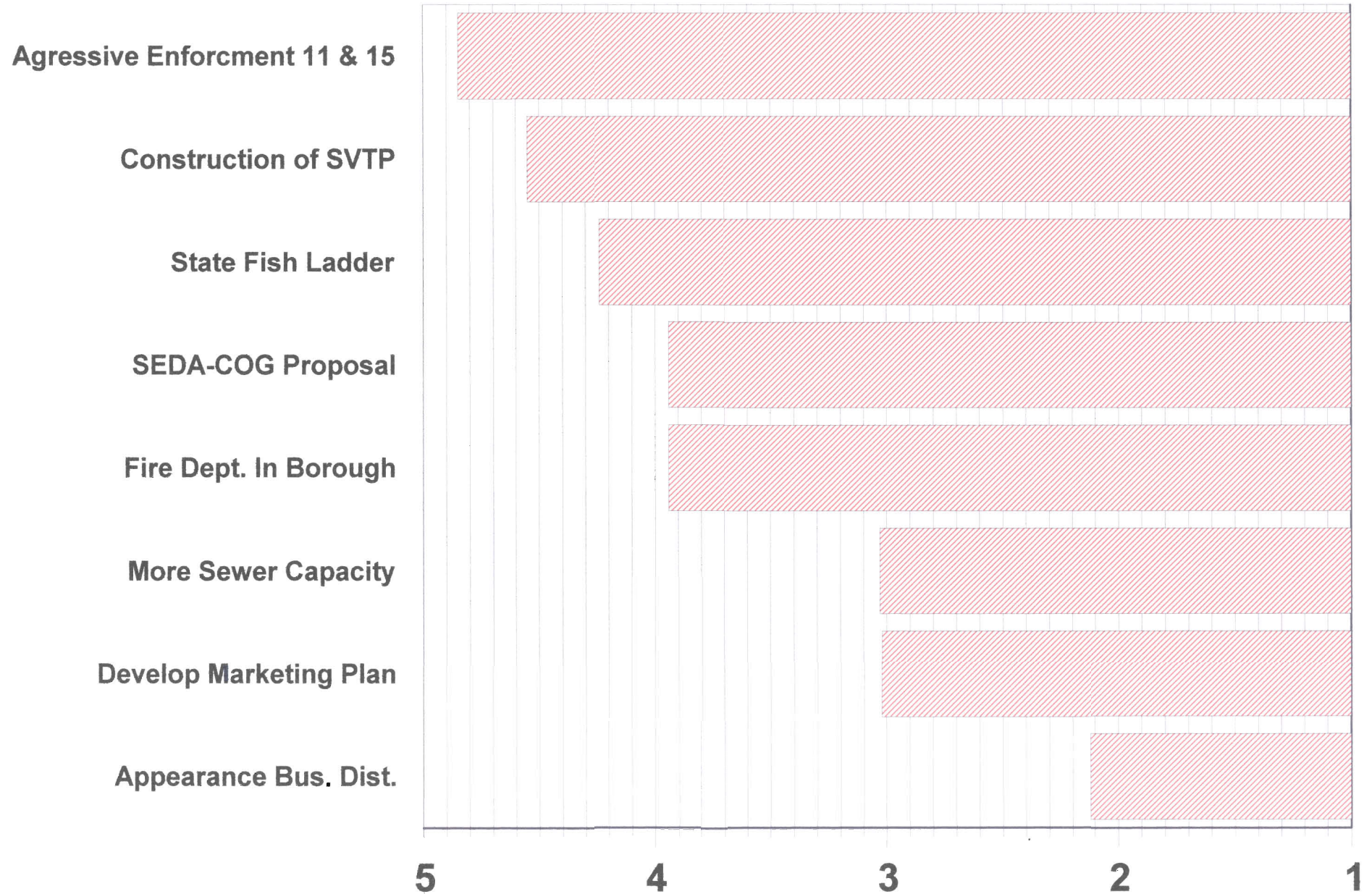
What % Of Your Business Comes From The Area & What % From Transients?

	Local/Area	Transients
Medical/Dental	96.7%	3.3%
Service Business	85.0%	15.0%
Financial Institutions	76.3%	23.8%
Restaurants	75.6%	24.4%
Retail Outlets	75.0%	25.0%
Hotels	27.3%	72.7%
Average	76.2%	23.8%

Shamokin Dam Borough Economic Development Survey

How important or unimportant are each of the following to Shamokin Dam's business community?

5 = Very Important / 4 = Important / 3 = Somewhat Important / 2 = Not Very Important / 1 = Unimportant



Shamokin Dam Economic Development Survey - October 2012

How important or unimportant are each of the following to Shamokin Dam Borough's Economy?

	++ Important	+Important	Important	-Important	-- Important	No Opinion
Should We Adopt A Marketing Plan	24.24%	6.06%	15.15%	9.09%	33.33%	12.12%
Building SEDA-COG's Riverfront Plan	27.27%	12.12%	18.18%	12.12%	24.24%	6.06%
Buiding The Natural Fish Ladder	27.27%	15.15%	12.12%	21.21%	18.18%	6.06%
Building The S.V.T. P.	42.42%	3.03%	6.06%	6.06%	36.36%	6.06%
Provide Additional Sewer Capacity	18.18%	12.12%	18.18%	15.15%	18.18%	18.18%
Improve Appearance Of Business Dist.	18.18%	3.03%	30.30%	15.15%	21.21%	12.12%
Maintaining A Fire Dept. Inside Borough	33.33%	6.06%	18.18%	9.09%	18.18%	15.15%
Aggressive Enforcement On 11 & 15	18.18%	30.30%	15.15%	15.15%	12.12%	9.09%

Shamokin Dam Economic Development Survey

If you could change one thing about Shamokin Dam to make it a better place to live & work.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Financial	M	36 To 49	Work Here

What I Would Change

Better synchronizing of the traffic signals on 11 & 15.

Why I Would Change

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Hospitality	M	36 To 49	Work Here

What I Would Change

Another access road out of Orchard Hills and more No Left Turns signs at the Baldwin light.

Why I Would Change

When traffic is tied up you can't get in our out of here. People ignore the no left turn signs at the Baldwin exit ramp.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Hospitality	M	36 To 49	Work Here

What I Would Change

Another exit from Orchard Hills is needed.

Why I Would Change

To make it possible to get in and out when there is an accident.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Hospitality	F	Over 50	Work Here

What I Would Change

Definitely have a by-pass. 11 & 15 is very dangerous.

Why I Would Change

People will still come to the local businesses. 11 & 15 is dangerous for young kids learning to drive.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Hospitality	M	Over 50	Work Here

What I Would Change

The parks are all similar....make them more unique.

Why I Would Change

Shamokin Dam should develop its recreational options. We already have retail and dining.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Hospitality	M	Under 35	Work Here

What I Would Change

Traffic needs to be reduced.

Why I Would Change

Too much congestion.

Shamokin Dam Economic Development Survey

If you could change one thing about Shamokin Dam to make it a better place to live & work.

Business Type	Sex	Age Group	Live/Work/Both
Medical	M	Over 50	Work Here

What I Would Change

Get rid of the business privilege tax. State and feds don't tax dental services why does Shamokin Dam?

Why I Would Change

To encourage other businesses to invest in Shamokin Dam.

Business Type	Sex	Age Group	Live/Work/Both
Retail	M	36 To 49	Work Here

What I Would Change

Nothing....I think you all do a great job.

Why I Would Change

Business Type	Sex	Age Group	Live/Work/Both
Retail	M	Over 50	Live Here

What I Would Change

I question the value of the borough having a police department and Selinsgrove too. There should be a regional force.

Why I Would Change

I know this is heresy, but Shamokin Dam, Hummels Wharf, Selinsgrove and Monrow Township should merge.

Business Type	Sex	Age Group	Live/Work/Both
Retail	M	Over 50	Work Here

What I Would Change

Build the by-pass.

Why I Would Change

Reduce traffic through the borough.

Business Type	Sex	Age Group	Live/Work/Both
Retail	M	Under 35	Work Here

What I Would Change

More traffic lights are needed.

Why I Would Change

For safety and for ease of turning into businesses.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	36 To 49	Work Here

What I Would Change

It's a great community.

Why I Would Change

The By-pass is greatly needed! Winter road care on Sunbury Road needs attention.

Shamokin Dam Economic Development Survey

If you could change one thing about Shamokin Dam to make it a better place to live & work.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	36 To 49	Work Here

What I Would Change

The electric service in Orchard Hills Plaza needs looked at. When it storms we lose power easily.

Why I Would Change

Business Type	Sex	Age Group	Live/Work/Both
Service	M	Over 50	Work Here

What I Would Change

Have bypass accomplished.

Why I Would Change

More attractive to retail, commercial and industrial based on better access to the community.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	Over 50	Work Here

What I Would Change

The main issue I experience is the taxes on a business' income, which is why some local businesses elect to look elsewhere

Why I Would Change

To increase business interest in the borough.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	Over 50	Work Here

What I Would Change

Forget about SEDA-COG, they charge too much for very little. No river walk, fish ladder and no thruway.

Why I Would Change

No thruway...traffic only heavy at certain times. "Too costly." River walk and fish ladder not much benefit for the cost.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	Over 50	Work Here

What I Would Change

Lower the borough taxes on business and the unreasonable fees the borough charges.

Why I Would Change

Driving away business.

Business Type	Sex	Age Group	Live/Work/Both
Service	M	Over 50	Live & Work Here

What I Would Change

Anything that would get the big trucks off 11 & 15. Also do away with the business privilege tax.

Why I Would Change

Both are hindering economic development in the borough.

Shamokin Dam Economic Development Survey

If you could change one thing about Shamokin Dam to make it a better place to live & work.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Service	M	Over 50	Work Here

What I Would Change

Traffic flow to create better access.

Why I Would Change

No comment.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Service	M	Over 50	Work Here

What I Would Change

Safer walking and/or bike paths.

Why I Would Change

No safe place to ride a bike on 11 & 15 or the Old Trail.

<u>Business Type</u>	<u>Sex</u>	<u>Age Group</u>	<u>Live/Work/Both</u>
Service	M	Over 50	Work Here

What I Would Change

Construct the Susquehanna Valley Thurway Project

Why I Would Change

This project would allow more traffic flow and would encourage more locals to use local businesses.
