

City of Benkelman Business Survey Results

Overview

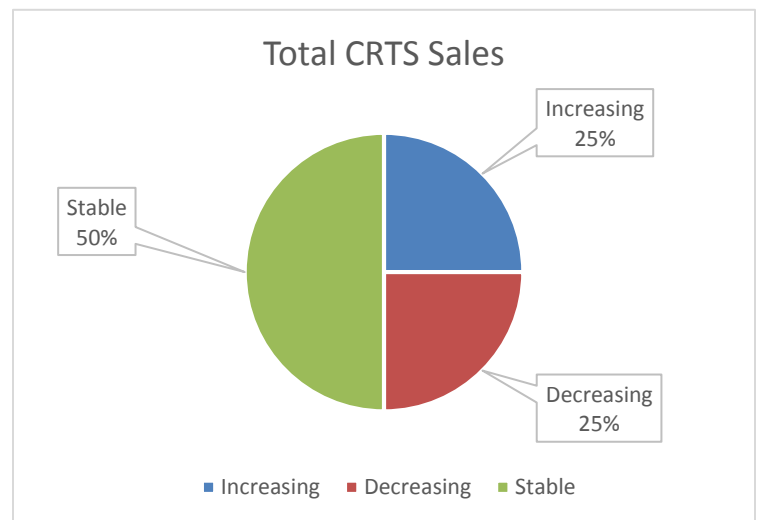
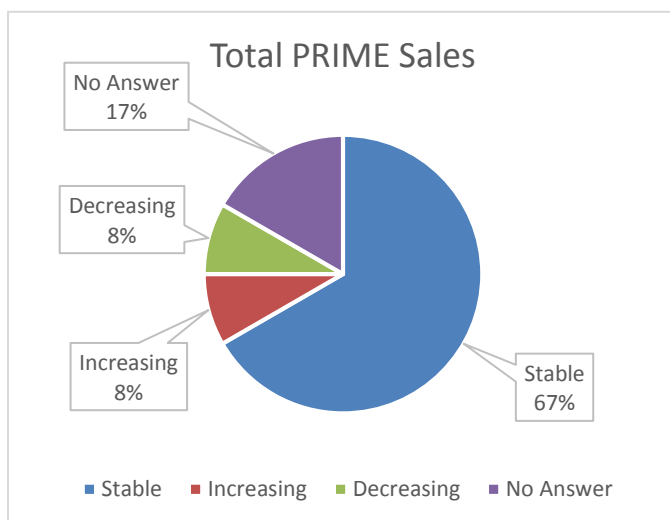
Sixteen businesses from the city of Benkelman, located in Dundy County, participated in the Nebraska Business Visitation Program. Each business was categorized as either CRTS or Prime. CRTS, an acronym for convention, retail, tourism, and service, classifies businesses that usually have local or regional service areas. Four of the businesses surveyed are a CRTS business. Prime businesses generally have multi-state, national, or international sales. Twelve of the businesses surveyed are classified as Prime businesses.

Business Environment

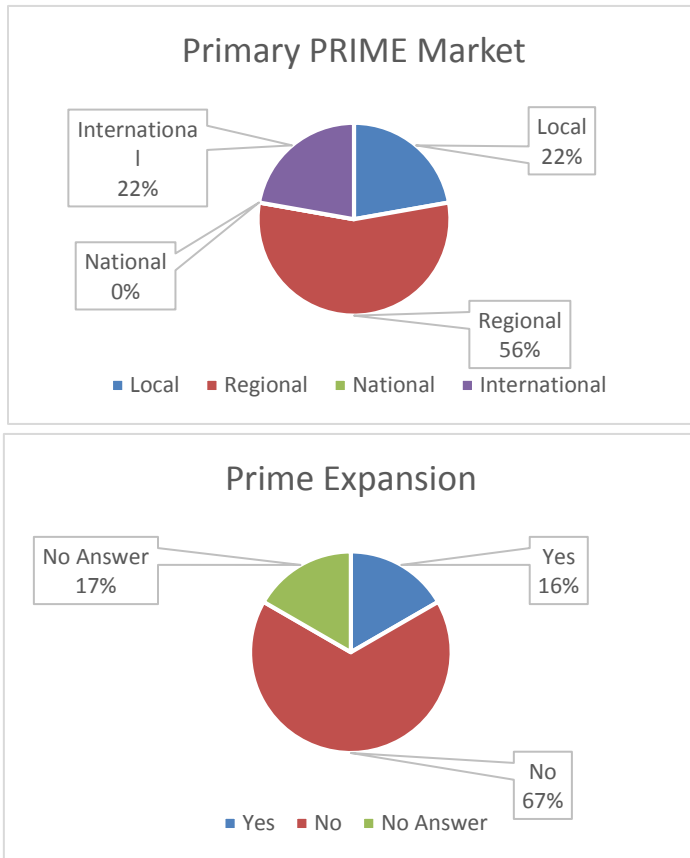
Prime Business Sector	Percentage
Undetermined	41.67%
F.I.R.E	16.67%
Building and Construction	8.33%
Consumer Goods Production	8.33%
Agriculture	16.67%
Health Care and Pharmacy	8.33%

CRTS Business Sector	Percentage
Other	28.57%
Motor Vehicle	14.29%
Restaurant's and Drinking	28.57%

The biggest Prime business sector determinable of companies interviewed is split between Finance, Insurance, and Real Estate and Agriculture. The Restaurants and Drinking sector made up the largest of the CRTS business sectors. Sales for Prime and CRTS businesses both were increasing or stable by **75%**.



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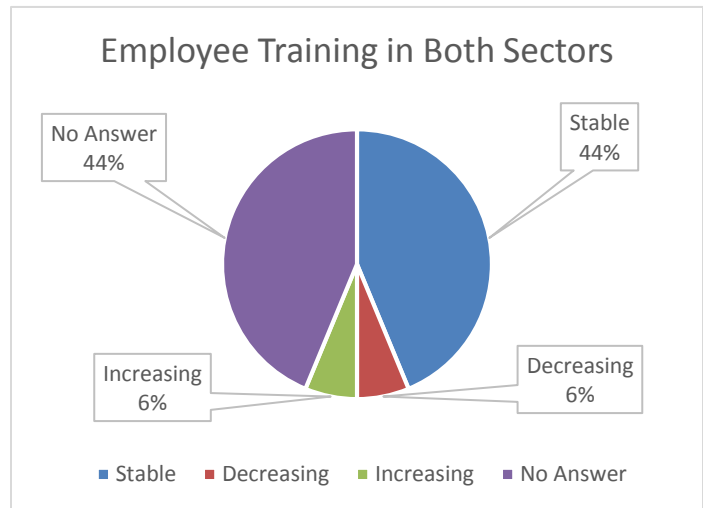
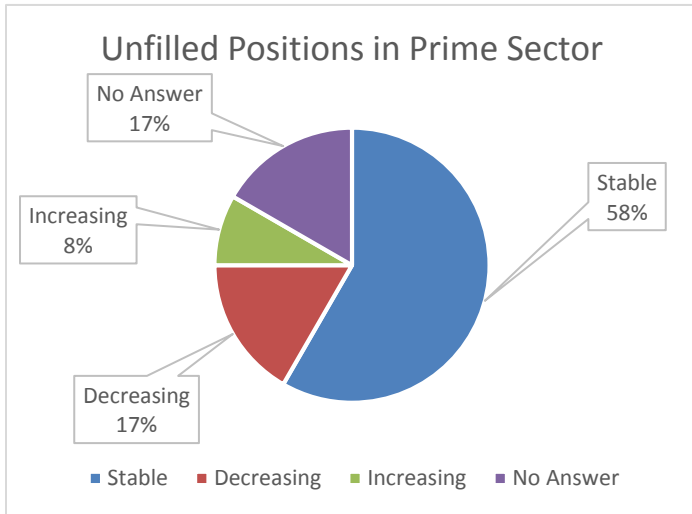
Only 2 of the 12 Prime businesses plan to expand within the next three years. 1 CRTS business either planned on renovating or expanding, out of the four surveyed. Of the 12 Prime businesses surveyed, **25%** of them had launched new products in the past five years. For the same 12, **17%** plan on launching a new product within the next two years. Only **1** CRTS business has plans to introduce new products in the near future.

Workforce

Only the Prime Businesses commented on their current employment needs. Of those 12 businesses, **58%** of them had a stable amount of unfilled positions. **8%** of the businesses reported an increasing amount of unfilled positions while **17%** reported a decreasing amount. When it comes to employee training and investing in it, nearly half of the business indicated stable investment in employee training. 44% did not comment, 1 business indicated decreasing employee training, and 1 business reported an increase in employee training.

Businesses were asked to rate the area's workforce on a scale from 1 to 7 in two categories, availability of the workforce and quality of the workforce, with 7 as the best ranking and 1 as the lowest. The average ranking for availability of workforce was **2.80** and the average ranking for quality of the workforce was **3.50**. 2 businesses were not included in the average for both the availability of workforce and the average for quality of workforce.

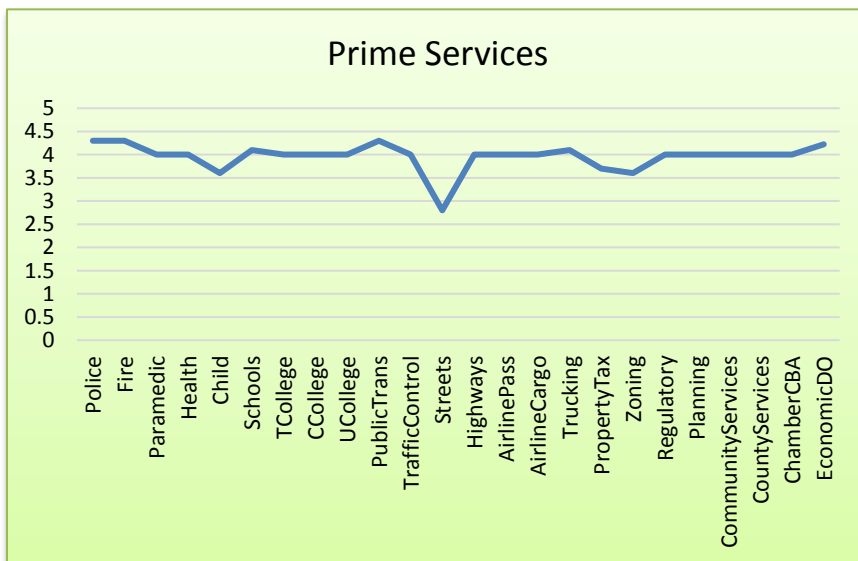
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Community Attributes

The 16 businesses surveyed located in Benkelman are overall satisfied with attributes of their community. Of the 16 businesses surveyed, **62.5%** stated the community's technology infrastructure was adequate. 25% of the businesses did not answer.

Public services and utilities in the community have been rated on a scale from 1 to 7, with 1 as the lowest ranking (poor) and 7 as the highest (excellent).



The twelve Prime businesses in Benkelman were overall happy with community services. The local streets are the only service that noticeably deviates from the average of four. This indicates that more attention should be paid toward the streets going forward. The 4 CRTS businesses were overall happy with the services provided to them. The lowest rated service provided was the local streets. All other services are rated to be average or very nearly average.

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The ratings of utilities for the total of 16 businesses surveyed in Benkelman were all very near the average of 4, indicating that the businesses were fairly happy with their utilities. Water is the only utility in which there is a below average rating, showing that attention is warranted there going forward.

