



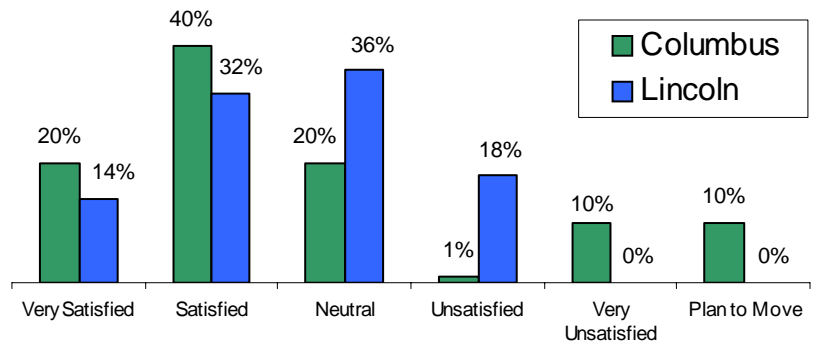
Between Fall 2005 and Spring 2006, small business owners and residents in Lincoln and Columbus were surveyed to identify economic challenges in the neighborhood, with the goal of providing appropriate and useful training workshops to boost the viability of current businesses and to increase resident employability.

## Business Owner Survey Results

52% of small business owners have owned their business for 11 or more years, including 58% of Lincoln owners and 40% of Columbus owners. 33% have been business owners for 1-5 years.

50% of survey respondents were satisfied with the location of their business, while 32% were neutral, and 18% were dissatisfied.

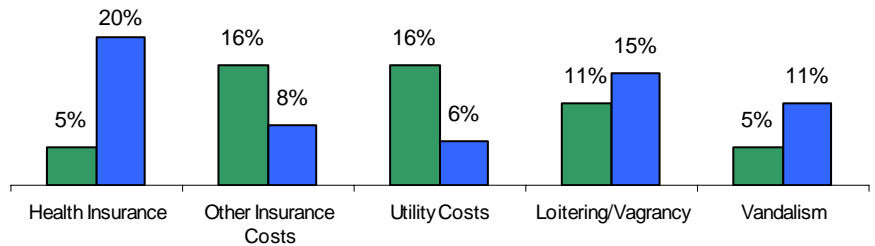
How satisfied are you with the location of your business?



### CHALLENGES

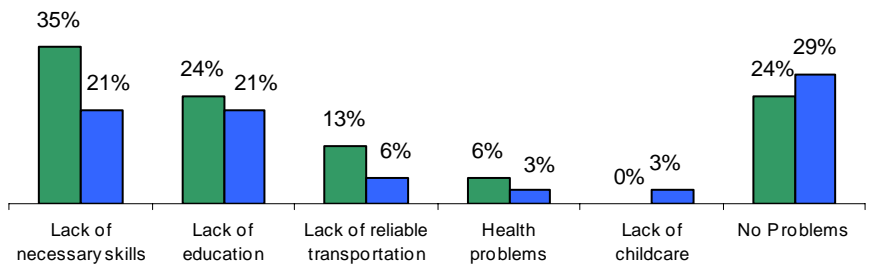
Business challenges identified by business owners were not necessarily related to their location in the neighborhoods. Health and other insurance costs were cited more readily than any other challenge. Major challenges related to the neighborhood area were loitering/vagrancy and vandalism.

Are you currently facing any business challenges?



The biggest challenges identified by business owners in hiring neighborhood residents were lack of necessary skills and lack of education; however, a relatively equal number of business owners also felt that there were no problems hiring neighborhood residents.

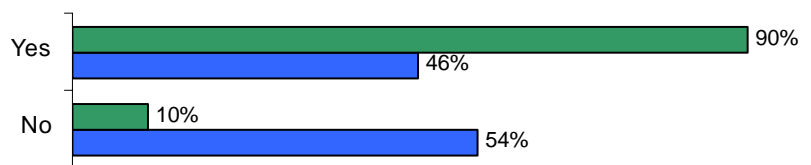
What challenges do you experience in hiring neighborhood residents?



### BUSINESS RESOURCES & TRAINING

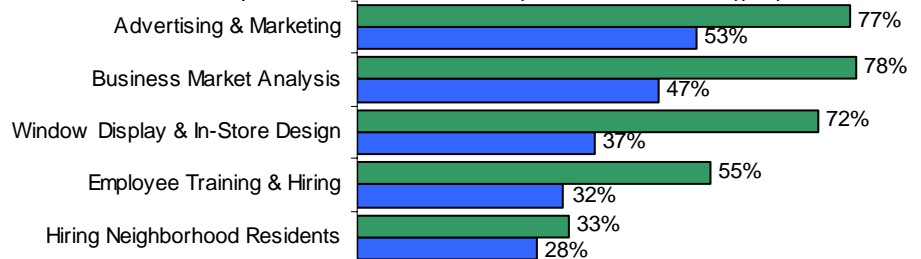
A large majority (90%) of business owners in Columbus Neighborhood wanted assistance from local resources (i.e., Small Business Development Center, Workforce Development, Kenosha County Job Center), compared with 46% of Lincoln business owners.

If planning business changes, would you like any help from local resources?



Overall, business owners expressed the greatest interest in business workshops that focused on advertising and marketing (60%), followed by business market analysis (57%), window display and in-store design (46%), employee training and hiring (40%) and hiring neighborhood residents (30%).

Would you attend a free workshop about the following topics?

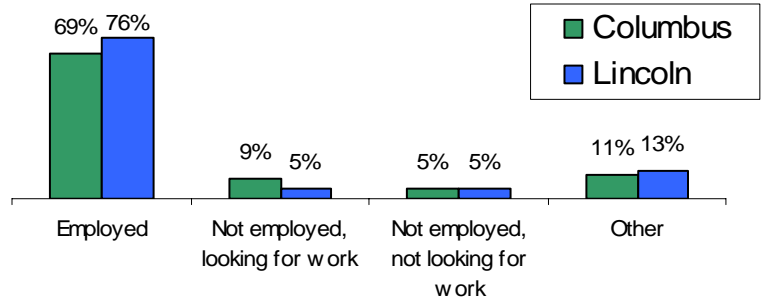


# Resident Survey Results

Residents in Lincoln and Columbus are fairly rooted, with 52% of Lincoln and 44% of Columbus residents living in the neighborhood for more than 11 years.

74% of survey respondents are employed, while 6.1% are looking for work. Of those employed, 91% are employed full-time, and 30% work in their neighborhood or a surrounding neighborhood.

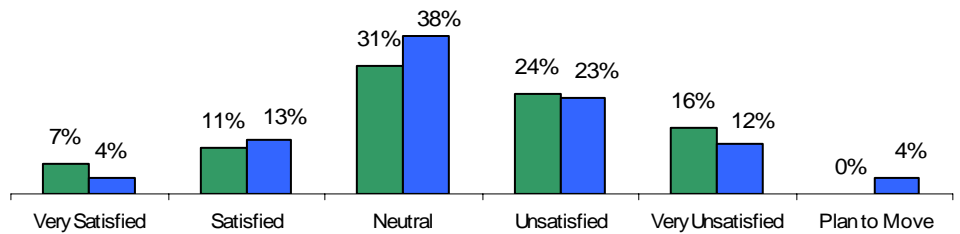
What is your current employment status?



## CHALLENGES

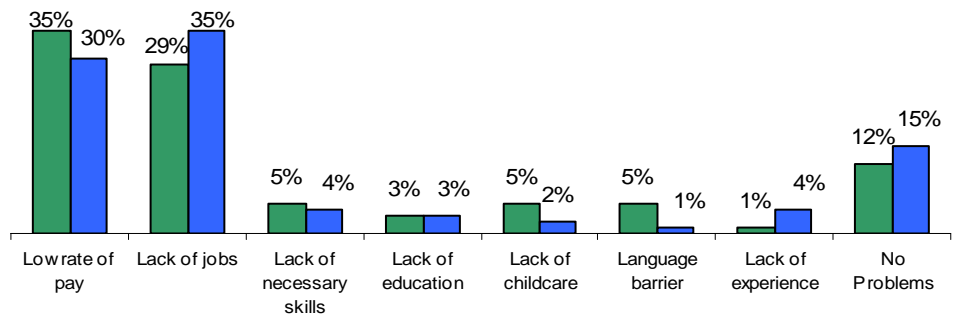
Residents are only minimally satisfied with employment opportunities in the neighborhood (17.5% collectively), with larger numbers remaining neutral or unsatisfied with the current employment options.

How satisfied are you with employment opportunities in your neighborhood?



The biggest challenges identified by residents in finding local employment were low rate of pay and lack of jobs. Other challenges included lack of necessary skills and education—both of which were also identified by business owners as challenges in hiring residents. Approximately 14% of residents did not feel there was a problem in finding a job in their neighborhood.

What challenges do you experience in finding a job in your neighborhood?



## EMPLOYMENT SKILLS TRAINING

Overall, neighborhood residents expressed the greatest interest in attending employment training workshops held locally at no-charge that focused on computer skills (47%), followed by starting a new business (32%), resume writing and interviewing skills (28%), expanding a current business (14%) and basic skills/GED (14%).

Would you attend a free workshop about the following topics?

