






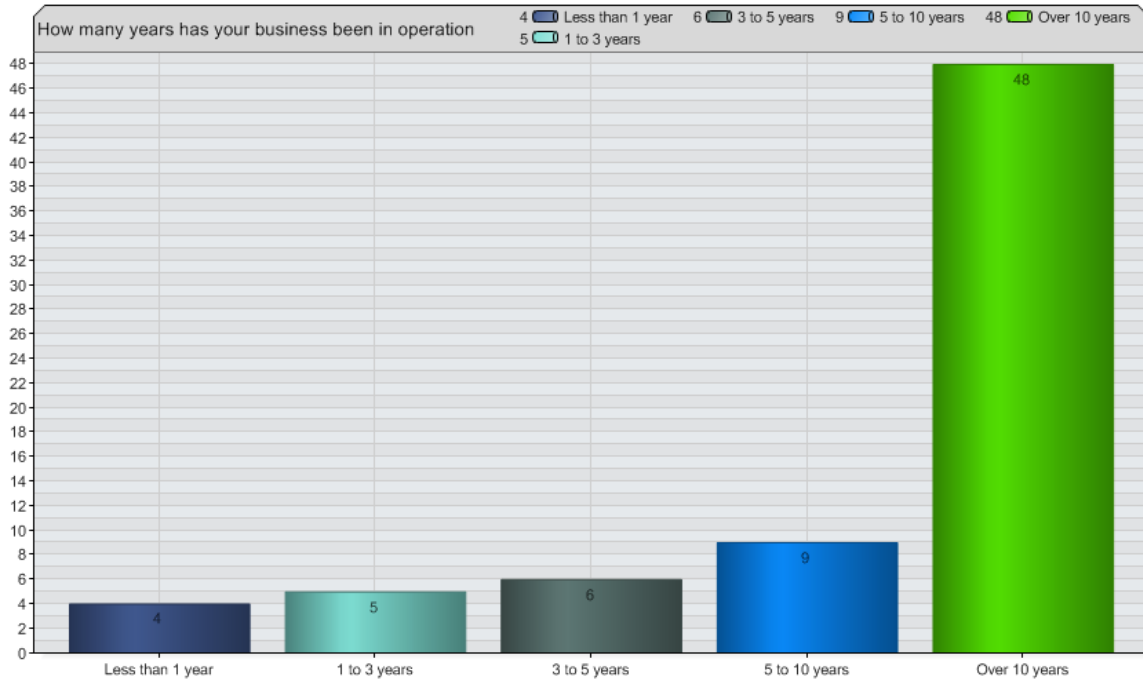
Survey: Raton Business Needs Assessment

Report: Default Report

Survey Status		Respondent Statistics		Points Summary
Status:	Closed	Total Responses:	72	No Points Questions used in this survey.
Deploy Date:	01/10/2014	Completes:	51	
Closed Date:	01/19/2014	Partials:	21	

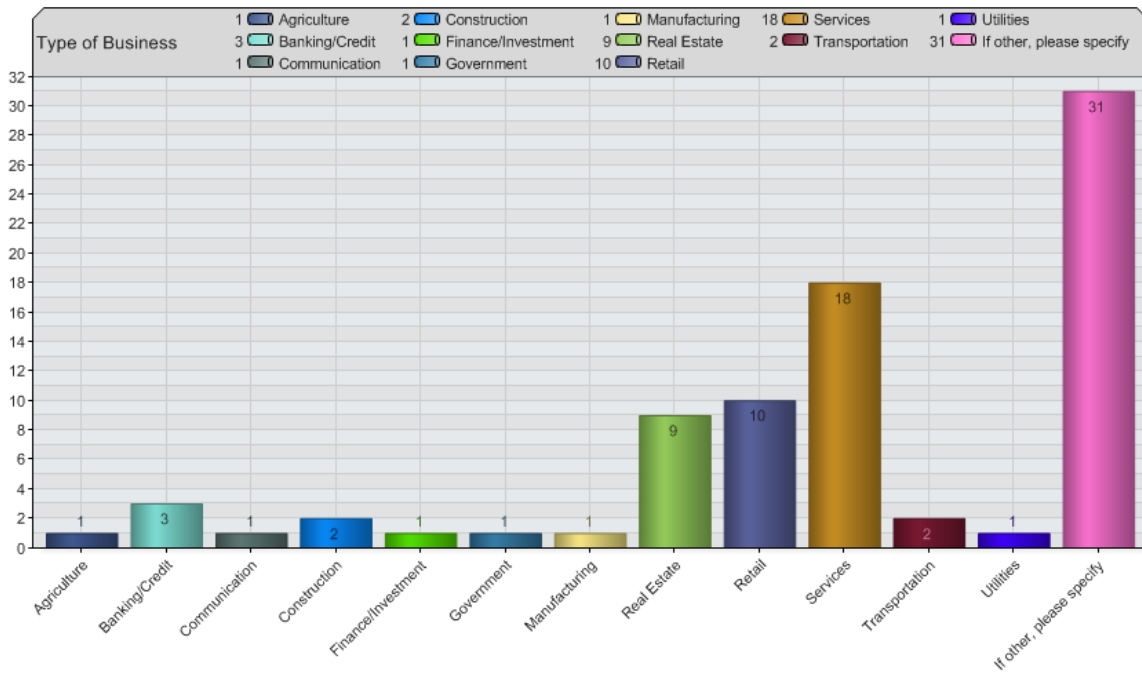
1. How many years has your business been in operation

	Responses	Percent
Less than 1 year: 	4	5.56%
1 to 3 years: 	5	6.94%
3 to 5 years: 	6	8.33%
5 to 10 years: 	9	12.5%
Over 10 years: 	48	66.67%
Total Responded to this question:		72 100%
Total who skipped this question:		0 0%
Total:		72 100%



2.
Type of Business

	Responses	Percent
Agriculture:	1	1.39%
Banking/Credit:	3	4.17%
Communication:	1	1.39%
Construction:	2	2.78%
Finance/Investment:	1	1.39%
Government:	1	1.39%
Manufacturing:	1	1.39%
Real Estate:	9	12.5%
Retail:	10	13.89%
Services:	18	25%
Transportation:	2	2.78%
Utilities:	1	1.39%
If other, please specify:	31	43%
Total Responded to this question:		72 100%
Total who skipped this question:		0 0%
Total:		72 100%



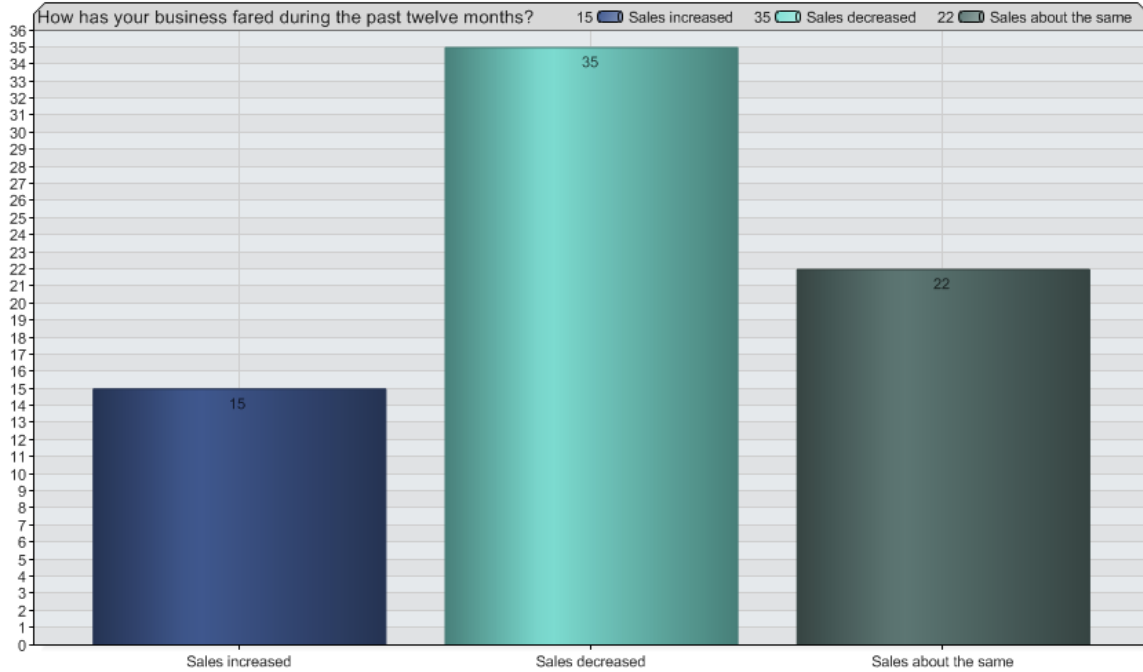
2.
Type of Business

Response	Comments
1	Education Services
2	Insurance
3	Boy Scout Museum and gift shop
4	Healthcare
5	Rental houses and apts
6	Higher Education
7	architecture

8	Marketing and Public Relations
9	healthcare
10	food service
11	Non-profit
12	Consulting
13	finance / credit
14	sell beans off road
15	Landfill operations and construction
16	Environmental consulting
17	Printing
18	Health Care
19	Tack and leather shop
20	Lodging/hospitality
21	Restaurant
22	motel
23	Lodging motel
24	massage therapy
25	Electrical rebuilding and repair
26	INSURANCE
27	Portable restroom rental and septic tank cleaning, etc.
28	Land consulting - mineral/title research
29	insurance
30	Little Bear Gallery & Frameworks
31	Education Service Center

3. How has your business fared during the past twelve months?

	Responses	Percent
Sales increased:	15	20.83%
Sales decreased:	35	48.61%
Sales about the same:	22	30.56%
Additional Comments:	20	27.78%
Total Responded to this question:		72 100%
Total who skipped this question:		0 0%
Total:		72 100%



3. How has your business fared during the past twelve months?

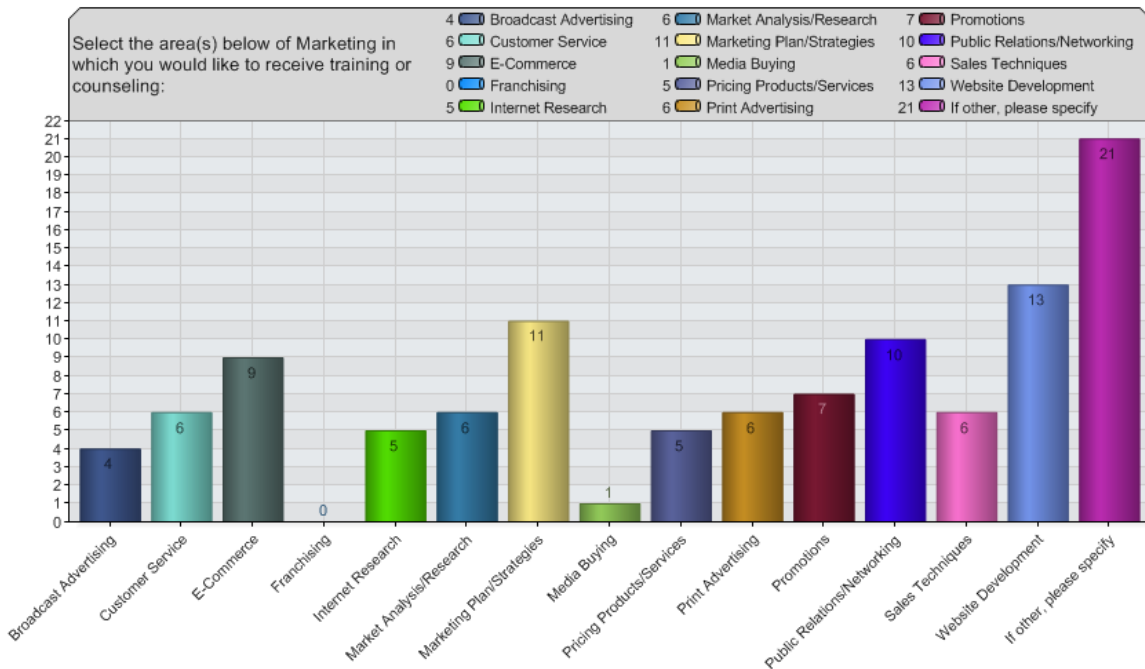
Response	Comments
1	Has been stable the last 5yrs seeing very small increases some years slight losses others
2	Due to the declining population in Raton, the rental business is not quite as steady as it has been in the past and rents have been declining a little bit. But I joined the Chamber this last year and I had set up a website during 2012 so these advantages have helped me personally compensate. I know some of the other property owners are having a hard time keeping things filled. I have had to lower prices by anywhere from a little bit in one location to 20 percent in other locations
3	Student population has remained about the same. Sadly, there are students that utilize this opportunity as a financial instrument. Once they obtain their financial aid they drop or withdraw. Or obtain student loans to the capacity possible.
4	The drought is the cause of business losses.
5	Slowing in second half
6	Last year was the absolute worst we've ever seen. There are no new jobs, businesses are closing, people are moving, local news paper closed, we've never seen it so bad. If things don't change we may also have to move.
7	Lack of Local financing has depressed the Real Estate Market, along with the uncertainty of Raton's future. So many business are closing, with few new people moving to the area. I see only new residence being transferred here do to their work, they want to rent, rather than buy, do to the high cost of construction. The properties for sale in Raton are mostly overpriced, to get an appraisal on listed properties has become next to impossible, been waiting 3 months for a commercial one to date. Many employees are not friendly to the tourists, several areas are trashed, no pride in ownership is evident. We do not need more construction on second street, that will close down the business, I could go on for hours.
8	the real estate business has been decreasing for the last three years.
9	Business got so bad that after 29 years, I closed down operations and took a job with New Mexico State University at Clayton
10	Businesses continue to struggle give current economic conditions. Drought conditions continue to affect ag customers.
11	Setting up facility at this point in time.
12	Drought conditions and people leaving give buyers impression that market is still falling.
13	More donations and sponsors

14	I serve a statewide audience but the increase has been consistent across the board
15	Hope to maintain last years sale
16	increase in revenue by approx 2.5% over previous year.
17	Lost a few business accts. due to down sizing.
18	Grown tremendously in Northern New Mexico but could use some more local support.
19	Lease customers coming in for framing projects
20	Revenue remains constant

4.

Select the area(s) below of Marketing in which you would like to receive training or counseling:

	Responses	Percent
Broadcast Advertising:	4	8%
Customer Service:	6	12%
E-Commerce:	9	18%
Franchising:	0	0%
Internet Research:	5	10%
Market Analysis/Research:	6	12%
Marketing Plan/Strategies:	11	22%
Media Buying:	1	2%
Pricing Products/Services:	5	10%
Print Advertising:	6	12%
Promotions:	7	14%
Public Relations/Networking:	10	20%
Sales Techniques:	6	12%
Website Development:	13	26%
If other, please specify:	21	42%
Total Responded to this question:	50	69.44%
Total who skipped this question:	22	30.56%
Total:	72	100%



4.

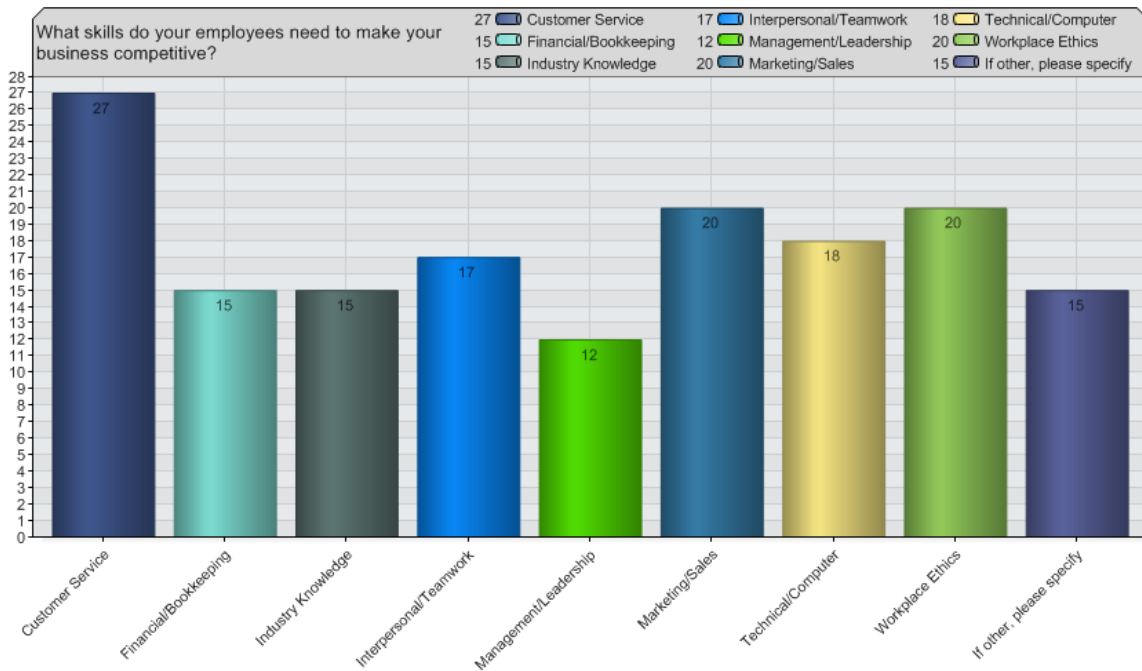
Select the area(s) below of Marketing in which you would like to receive training or counseling:

Response	Comments
1	None of the above. Need customers / jobs/ travelers to expand business
2	none - I'm too old to retrain!!
3	Knowing more about website development might help me in the future in regard to starting or maintaining some OTHER business, but for my rental properties the "fill in the blank" type website that I chose, works fine for now.
4	None

5	N/A
6	Less government regulations which cost money and time.
7	We're already trained, we need buyers.
8	Customer service for my employees. I also know of telephone courses which teach persons how to properly answer the phones and instruct on what NOT to do in a telephone conversation, such as say, "hang on" when putting someone on hold. Simple telephone etiquette is really lacking in Raton.
9	I would be happy to conduct these trainings/counseling.
10	social media
11	Development of a unified master marketing plan and planned events resulted in destination tourism.
12	job sharing for clerical help
13	none
14	programs to enhance front line employee's knowledge and appreciation of the history of our area. with knowledge comes appreciation and willingness to share info with visitors to our area. opportunities for employees to experience the wonderful attractions we have to offer. Anything to help all employees dealing with the public to become ambassadors of our community. Improvements in marketing of our community by the businesses and their associates will result in increased business for everyone.
15	none
16	None
17	None
18	to get local government to recognize my business and do more to include me in their bidding process
19	none
20	by word of mouth
21	We facilitate our own scheduling and training

5. What skills do your employees need to make your business competitive?

	Responses	Percent
Customer Service:	27	51.92%
Financial/Bookkeeping:	15	28.85%
Industry Knowledge:	15	28.85%
Interpersonal/Teamwork:	17	32.69%
Management/Leadership:	12	23.08%
Marketing/Sales:	20	38.46%
Technical/Computer:	18	34.62%
Workplace Ethics:	20	38.46%
If other, please specify:	15	28%
Total Responded to this question:	52	72.22%
Total who skipped this question:	20	27.78%
Total:	72	100%



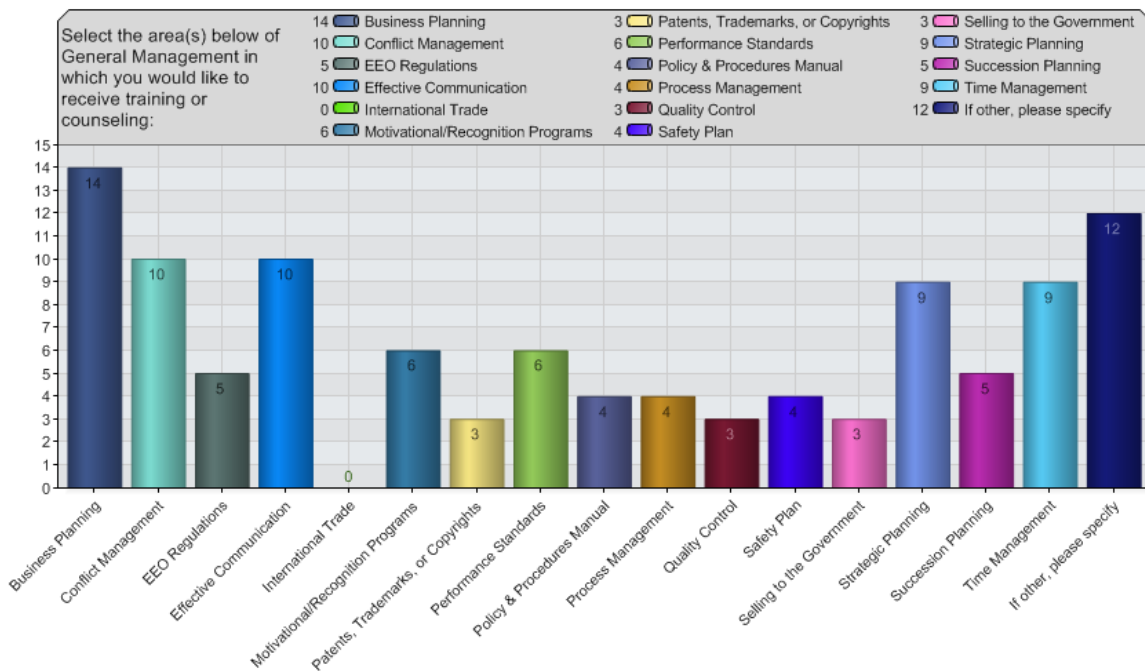
5. What skills do your employees need to make your business competitive?

Response	Comments
1	Same
2	N/A
3	Operated by 2, myself and my wife.
4	I don't have employees but when I hired a couple folks to manage (separate) properties for me some time around 2001 or 2002, I found that one of them was not honest and the other one did not follow the written instructions I gave him. So what can a person do? For me, the answer was to not buy many more properties. I can only do what I can do, personally. I can't rely on others. So I think we need to bring in people from OUTSIDE the community if we want a better and more reliable work force. I once advertised nationally for a rental property manager and a competent person showed up to look at the situation but he declined and I don't know the full extent of his reasons.
5	None
6	I No longer have employees
7	Don't have employees. Just myself and spouse
8	Line cook knowledge, server skills, cash register skills, and BASIC workplace skills
9	Medically related skills
10	On going

11	increased awareness and knowledge of local history and area attractions to help market our community
12	no employees
13	None
14	none
15	none

6. Select the area(s) below of General Management in which you would like to receive training or counseling:

	Responses	Percent
Business Planning:	14	35%
Conflict Management:	10	25%
EEO Regulations:	5	12.5%
Effective Communication:	10	25%
International Trade:	0	0%
Motivational/Recognition Programs:	6	15%
Patents, Trademarks, or Copyrights:	3	7.5%
Performance Standards:	6	15%
Policy & Procedures Manual:	4	10%
Process Management:	4	10%
Quality Control:	3	7.5%
Safety Plan:	4	10%
Selling to the Government:	3	7.5%
Strategic Planning:	9	22.5%
Succession Planning:	5	12.5%
Time Management:	9	22.5%
If other, please specify:	12	30%
Total Responded to this question:		40 55.56%
Total who skipped this question:		32 44.44%
Total:		72 100%



6. Select the area(s) below of General Management in which you would like to receive training or counseling:

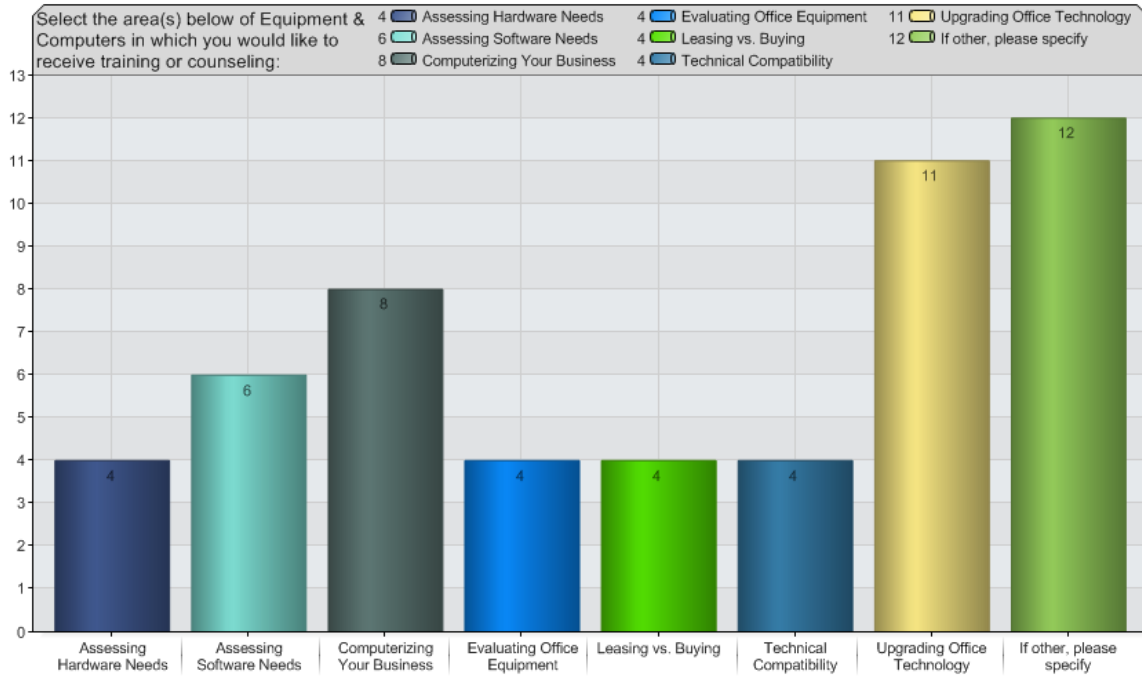
Response	Comments
1	same
2	none

3	N/A
4	I can't think of a specific area in which I would like to get training but perhaps having a networking group would be helpful where one business manager could interact with others. The Chamber does the quarterly meetings, but when I went to one it was rushed because many business people had to rush off after lunch. There was little opportunity to network with others. I suggested we have an evening meeting in the future instead of lunch, and this might provide more of a mix-it-up type interaction in which we can learn from each others experience
5	none
6	we run our own business, we don't need more training.
7	n/a
8	All are important
9	none
10	None
11	none
12	State of New Mexico/ Risk Management provides training

7.

Select the area(s) below of Equipment & Computers in which you would like to receive training or counseling:

	Responses	Percent
Assessing Hardware Needs:	4	12.9%
Assessing Software Needs:	6	19.35%
Computerizing Your Business:	8	25.81%
Evaluating Office Equipment:	4	12.9%
Leasing vs. Buying:	4	12.9%
Technical Compatibility:	4	12.9%
Upgrading Office Technology:	11	35.48%
If other, please specify:	12	38%
Total Responded to this question:		31 43.06%
Total who skipped this question:		41 56.94%
Total:		72 100%



7.

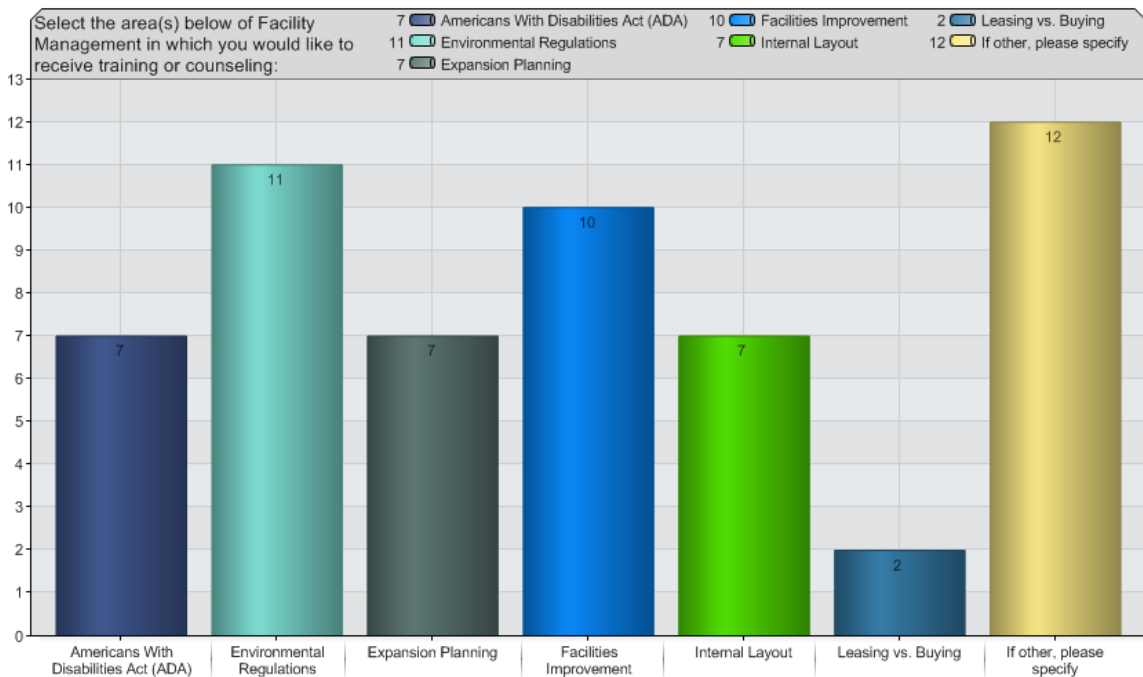
Select the area(s) below of Equipment & Computers in which you would like to receive training or counseling:

Response	Comments
1	same
2	none
3	none
4	website development.
5	?
6	using our existing computers much better to suit our business.
7	n/a
8	N/A
9	We are doing these things now
10	None
11	none
12	NA

8.

Select the area(s) below of Facility Management in which you would like to receive training or counseling:

	Responses	Percent
Americans With Disabilities Act (ADA):	7	20.59%
Environmental Regulations:	11	32.35%
Expansion Planning:	7	20.59%
Facilities Improvement:	10	29.41%
Internal Layout:	7	20.59%
Leasing vs. Buying:	2	5.88%
If other, please specify:	12	35%
Total Responded to this question:		34 47.22%
Total who skipped this question:		38 52.78%
Total:		72 100%



8.

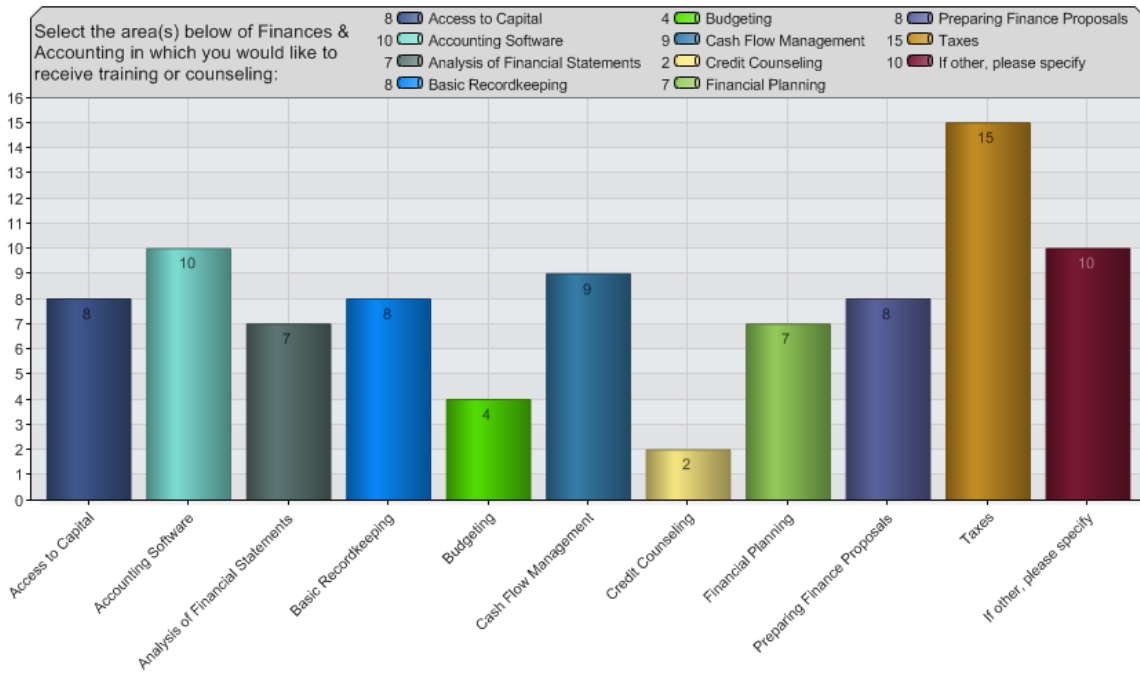
Select the area(s) below of Facility Management in which you would like to receive training or counseling:

Response	Comments
1	same
2	none
3	N/A
4	I attended the program around a year ago about the lead based paint regulations and it was helpful to know about those things.
5	none
6	None at this time.
7	n/a
8	LEED
9	I am not sure
10	None
11	none
12	NA

9.

Select the area(s) below of Finances & Accounting in which you would like to receive training or counseling:

	Responses	Percent
Access to Capital:	8	21.62%
Accounting Software:	10	27.03%
Analysis of Financial Statements:	7	18.92%
Basic Recordkeeping:	8	21.62%
Budgeting:	4	10.81%
Cash Flow Management:	9	24.32%
Credit Counseling:	2	5.41%
Financial Planning:	7	18.92%
Preparing Finance Proposals:	8	21.62%
Taxes:	15	40.54%
If other, please specify:	10	27%
Total Responded to this question:		37 51.39%
Total who skipped this question:		35 48.61%
Total:		72 100%



9.

Select the area(s) below of Finances & Accounting in which you would like to receive training or counseling:

Response	Comments
1	same
2	none
3	none
4	Already trained in these areas.
5	Writing the finance section of a business plan.
6	Quickbooks
7	All is everyday
8	None
9	none

10.

Please use the space below to add any additional comments you may wish to make that would be helpful in our providing services to your business:

	Responses	Percent
Responses:	18	100%
Total Responded to this question:	18	25%
Total who skipped this question:	54	75%
Total:	72	100%

Graph/Chart function not relevant for this question type.

10.

Please use the space below to add any additional comments you may wish to make that would be helpful in our providing services to your business:

Response	Response Text
1	Most business in Raton have years of experience but have lack of customers. Solution to problem is to use lodgers tax funds to promote events / visitors / and shoppers to the area.
2	I'll probably retire after this year which is why I've stated "none" for most responses.
3	I thought years ago about setting up an association of property owners, landlords and managers so we could all work together on something like getting a credit bureau going again, and possibly exchanging information about state law, techniques for working with tenants, etc. I have not thought about this much but last night I received a call from a local manager and he wanted to get together to discuss this type of topic. So now I'm thinking about it again but I'm not highly motivated to take on the responsibility for a group because overall things are going okay in my situation. Thanks!
4	I think that something that might be considered is that the local community (to includes businesses) offer scholarship opportunity for the students attending NMHU Raton and maybe consider offering a small discount towards goods purchased. Anything that would stimulate and encourage student population growth.
5	I will only say that the monopolies in Raton could use training when dealing with the public. The motor vehicle dept probably single hand idly scared off hundreds of potential citizens . The gas company is filled with male castrators as is the electric co . Sure they are nice to locals or relatives . Enough said. Look around wake up stop the useless questions and denying what's happening. People are fed and are moving out . Until the idiots of Raton understand that in order to grow they have to be nice to strangers . It 'a crap shoot as to what will happen to Raton but if attitudes don't change the town will almost vanish . Grow Raton should be changed to wake up Raton. Andy Holman
6	How to avoid government regulations and how to avoid Obama Care.
7	I have a question for you, how are you planning to reach all the other people that don't have jobs, do not belong to the Chamber, that do not run their own business and did not receive this emails? Those are the people you need to target. The only thing you can do to help our real estate business is tell people to buy houses and they can't do that if they can't qualify. In order for them to qualify they need a good paying job. All the retail stores need people with money to buy their products, but without a job how can they afford to buy. Raton needs more jobs! We also have a serious drug problem, maybe a good rehab facility in town would be helpful.
8	Faster internet services
9	Thanks for all you do!
10	I have heard that Tractor Supply is looking at Raton as a possible site for one of their stores. Knowing Raton and the Raton mentality, Who is the business man in town who will throw a wrench in that and screw that deal up?
11	Would like to see continued efforts to attract new businesses to our area.
12	Where is the Book of Hoops?
13	Our #1 issue is employees! I think schools need to teach basic work ethic and principles of being a good employee. We honestly don't have time for many of your questions because we are spending so much time training the basics of customer service, cashier abilities, server techniques, basic cook knowledge. These are the day to day challenges that are primary to my business.
14	I would like to see networking opportunities for businesses in our locale. Informal opportunities to work together. I would also like to see a business incubator developed .
15	We are an on going business. All these questions are directions of everyday. I am not sure these helps you.
16	Hi everyone-good survey whoever created it! I feel the main problem isn't getting business owners trained right now it is the not being able to get customers/tourists in to Raton. Those that do shop Raton love it and usually come back. Fix the economy in Raton and you'll fix the businesses which will lead to needing trainings, etc. I know I sound like the saying what comes first-the chicken or the egg. If you need more input call me or send me an e-mail. I have lots of ideas but no time to be on a committee. Raton needs good old fashioned
17	none
18	I've been wanting to build a website for our framing business, art classes and sell art, but never seem to have the time to take a class and develop one.