

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF MINNETONKA
BUSINESS STUDY
FINAL JANUARY 2025

- A. Is this a private business, a non-profit organization, or a religious organization? PRIVATE.....CONTINUE
NON-PROFIT.....CONTINUE
RELIGIOUS...
THANK & TERMINATE
- B. Are you the owner or chief-decision maker at this location? YES.....GO TO #1
NO.....ASK C
- C. Could I speak with that individual? (IF UNAVAILABLE, ASK:)
Could I have the person's name and the best time to call back to reach (him/her)?

PERSON: _____

BEST TIME/DAY: _____

TELEPHONE NUMBER: _____

Hello, I'm _____ of the Morris Leatherman Company, a statewide survey research firm located in Minneapolis. We've been hired by the City of Minnetonka over the past three decades to speak with residents. We are conducting a random sample of businesses located in Minnetonka about issues facing the community. This survey is being taken because the City is interested in identifying ways the City can serve the business community's needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. Your business name will not be referred to anywhere in the results. Do you have a few minutes now to help us with this survey?

1. What is your type of business? (DO NOT READ LIST)

RETAIL.....29%
MEDICAL/HEALTH CARE.....8%
MANUFACTURING.....5%
TECHNOLOGY.....2%
HOSPITALITY/HOTEL/ACCOMODATIONS.....4%
RESTAURANT.....13%
PROFESSIONAL SERVICE, SUCH AS LAWYER OR ACCOUNTANT.....9%
PERSONAL SERVICE, SUCH AS HAIR SALON OR DRYCLEANER....18%
AUTOMOTIVE DEALER/SERVICE/MAINTENANCE.....6%
CONSTRUCTION.....5%
SCATTERED.....2%

2. How long has your business been located in Minnetonka?
- TWO YEARS OR LESS.....2%
 - THREE TO FIVE YEARS....4%
 - SIX TO TEN YEARS.....15%
 - 11 TO 15 YEARS.....16%
 - SIXTEEN TO TWENTY YRS.16%
 - OVER TWENTY YEARS.....43%
 - DON'T KNOW/REFUSED.....4%
3. What was the primary reason you located your business in Minnetonka?
- DON'T KNOW/REFUSED.....4%
 - LOCATION.....14%
 - CUSTOMER BASE.....15%
 - SPACE AVAILABILITY....15%
 - CLOSE TO HOME.....2%
 - BOUGHT EXISTING.....4%
 - CORPORATE DECISION....18%
 - QUALITY OF LIFE.....13%
 - QUALITY OF SCHOOLS.....1%
 - WORKFORCE.....4%
 - LIVED IN MINNETONKA...10%
 - REPUTATION.....1%

Continuing....

4. How would you rate the business climate in Minnetonka - excellent, good, only fair, or poor?
- EXCELLENT.....48%
 - GOOD.....50%
 - ONLY FAIR.....3%
 - POOR.....0%
 - DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=11)

5. Why did you rate the business climate as (only fair/poor)?

POOR QUALITY OF WORKFORCE, 18%; POOR ECONOMY, 36%;
 POOR CUSTOMER SERVICE, 18%; CLOSE BUSINESSES, 9%; HIGH
 COST OF DOING BUSINESS, 18%.

6. Is there anything the City government of Minnetonka can do to improve the business climate in the city? (DO NOT READ LIST)
- DON'T KNOW/REFUSED....12%
 - NOTHING.....74%
 - INCENTIVES.....2%
 - LOWER TAXES.....7%
 - MORE REDEVELOPMENT....2%
 - SCATTERED.....3%

IF A RESPONSE IS GIVEN, ASK: (n=57)

7. Specifically, what would you like the City government do about _____?

REFUSED, 2%; LOWER TAXES, 33%; REDEVELOP OLDER BUILDINGS, 9%; TAX INCENTIVES FOR START-UPS, 7%; LESS NEW CONSTRUCTION, 7%; MORE POLICE PATROLLING, 9%; BETTER CITY SPENDING, 5%; MORE STREET LIGHTS, 4%; BUSINESS GRANTS, 7%; SCATTERED, 17%.

8. How optimistic are you about the future of your business in Minnetonka - are you very optimistic, somewhat optimistic, not too optimistic, or not at all optimistic?

VERY OPTIMISTIC.....	59%
SOMEWHAT OPTIMISTIC...	37%
NOT TOO OPTIMISTIC.....	2%
NOT AT ALL OPTIMISTIC..	0%
DON'T KNOW/REFUSED.....	3%

9. What do you think is the most serious issue facing your business in Minnetonka?

UNSURE, 2%; NOTHING, 26%; INFLATION/COST OF LIVING, 16%; HIGH TAXES, 7%; COST OF DOING BUSINESS, 10%; HIGH RENT/LEASE, 3%; WORKFORCE SHORTAGE, 7%; COMPETITION, 5%; LACK OF CLIENTS/CUSTOMERS, 4%; POOR QUALITY OF WORKFORCE, 4%; SUPPLY CHAIN ISSUES, 2%; QUANTITY OF QUALIFIED EMPLOYEES, 2%; LACK OF PROFITS, 2%; SCATTERED, 10%.

For each of the following, please tell me if it is a very serious issue, somewhat serious issue, or not a serious issue for your business. (ROTATE)

	VRS	SMS	NTS	DKR
10. Amount of city taxes?	22%	42%	36%	1%
11. Access to capital?	5%	32%	62%	1%
12. General economic conditions?	32%	50%	18%	0%
13. Cost of doing business?	38%	36%	27%	0%
14. Traffic congestion?	2%	12%	87%	0%
15. Health care costs?	6%	33%	61%	0%
16. High rent or lease?	7%	32%	61%	0%
17. Lack of customers or business?	3%	9%	87%	1%
18. Availability or access to high speed internet?	0%	4%	96%	0%
19. Availability of public transportation?	0%	9%	92%	0%
20. Crime rates?	2%	13%	85%	0%
21. City regulations and enforcement?	0%	22%	78%	0%

Turning to your current workforce....

22.	How many full-time employees work at this location?	NONE.....0% 1-10.....48% 11-20.....23% 21-50.....16% 51-99.....3% 100 OR MORE.....10% DON'T KNOW.....0% REFUSED.....0%
23.	How many part-time employees work at this location?	NONE.....18% 1-10.....54% 11-20.....17% 21-50.....6% 51-99.....3% 100 OR MORE.....3% DON'T KNOW.....0% REFUSED.....0%
24.	Did the number of full-time employees working at this location increase, decrease, or remain about the same during the past twenty-four months?	INCREASE.....9% DECREASE.....10% REMAIN ABOUT SAME.....82% DON'T KNOW.....0% REFUSED.....0%
25.	During the next twenty-four months will the number of full-time employees working at this location increase, decrease, or remain about the same?	INCREASE.....8% DECREASE.....2% REMAIN ABOUT SAME.....75% DON'T KNOW.....15% REFUSED.....0%
26.	Have you changed where and how employees work after the pandemic?	YES.....12% NO.....87% DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=49)

27. What changes have you made?

REFUSED, 4%; PERSONAL PROTECTION, 16%; REQUIRE HANDWASHING, 14%; MORE SICK DAYS/TIME-OFF, 10%; MORE VIRTUAL MEETINGS, 2%; CONTACTLESS PAYMENTS/TRANSACTIONS, 10%; SOCIAL DISTANCING, 4%; SCHEDULE CHANGES, 4%; MORE CLEANING/SANITIZING, 19%; RELAX IN-PERSON REQUIREMENTS, 16%.

28.	Have or will these changes impact how much space you need for employees at your business location?	YES.....6% NO.....94% DON'T KNOW/REFUSED.....0%
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29. What percent of your employees work from home full-time? NONE.....91%
20% OR LESS.....4%
MORE THAN 20%.....5%
30. What percent of your employees work from home part-time? NONE.....92%
10% OR LESS.....4%
MORE THAN 10%.....4%

I would like to ask you about the overall composition of your workforce. For each of the following, please tell me approximately what percentage of your workforce is composed of that group.

31. Non-high school graduates? NONE.....70%
10% OR LESS.....17%
MORE THAN 10%.....13%
32. High school graduates? NONE.....34%
15% OR LESS.....13%
16% TO 25%.....15%
26% TO 40%.....26%
OVER 40%.....13%
33. Technical or vocational school graduates? NONE.....18%
20% OR LESS.....27%
21% TO 40%.....26%
OVER 40%.....29%
34. College graduates? NONE.....4%
LESS THAN 20%.....19%
20% TO 29%.....22%
30% TO 49%.....21%
50% TO 70%.....18%
OVER 70%.....16%
35. How would you rate the quality of the labor pool for your business - excellent, good, only fair, or poor? EXCELLENT.....35%
GOOD.....59%
ONLY FAIR.....6%
POOR.....0%
DON'T KNOW/REFUSED.....1%
36. How would you rate the quantity of the labor pool for your business - excellent, good, only fair, or poor? EXCELLENT.....32%
GOOD.....62%
ONLY FAIR.....6%
POOR.....1%
DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR" IN EITHER QUESTION #35 OR #36, ASK:
(n=40)

37.	For your business, would you say this issue is already impacting your ability to do business, will it start to impact your ability to do business within a couple of years, or is it more of a long-range concern?	ALREADY IMPACTING.....58% COUPLE OF YEARS.....8% LONG-RANGE CONCERN....35% DON'T KNOW/REFUSED.....0%
38.	What employment skills and competencies are most important to your company?	DON'T KNOW/REFUSED.....0% CUSTOMER SERVICE.....31% COMMUNICATION.....12% PROMPTNESS.....7% ARTS/VISUAL.....3% TECHNOLOGY.....3% WORK ETHIC.....11% ATTENTION TO DETAILS..15% SALES.....7% TRADE SKILLS.....7% SCATTERED.....4%
39.	What employment skills and competencies, if any, need to be improved for the future?	DON'T KNOW/REFUSED.....3% NONE.....30% PROMPTNESS.....8% COMMUNICATION.....16% ORGANIZATION.....5% BEING A TEAM PLAYER...16% ATTENTION TO DETAILS...9% TECHNOLOGY.....2% CUSTOMER SERVICE.....12%
40.	What percent of your employees lives in Minnetonka?	NONE.....3% 50% OR LESS.....27% 51% TO 70%.....24% 71% TO 80%.....22% OVER 80%.....24%
41.	What is the average commute time of your employees to and from work?	UNSURE.....2% 10 MINUTES OR LESS...15% 11 TO 15 MINUTES.....27% 16 TO 20 MINUTES.....23% MORE THAN 20 MINUTES..33%
42.	What percent of your workforce uses public transit to get to and from work?	NONE.....59% 10% OR LESS.....25% MORE THAN 10%.....16%

43.	Is your business located near a city trail?	YES.....32%
		NO.....60%
		DON'T KNOW/REFUSED.....8%

IF "YES," ASK: (n=129)

44.	Do your employees or clients use a city trail to get your business?	YES.....20%
		NO.....63%
		DON'T KNOW/REFUSED....17%
45.	Do you provide resources to employees to encourage alternative forms of transportation to get to work?	YES.....11%
		NO.....89%
		DON'T KNOW/REFUSED....1%

The Metro Green Line Extension, also called the Southwest Light Rail, will be a high-frequency train serving the southwest metro area. The Southwest LRT line will go from Eden Prairie to Saint Paul via Minnetonka, connecting to other light rail lines and high-frequency bus routes in downtown Minneapolis, providing access to other areas in the Twin Cities.

46.	Were you aware the Southwest Light Rail is scheduled to start operating with passengers in Minnetonka in 2027?	YES.....69%
		NO.....30%
		DON'T KNOW/REFUSED....2%
47.	Do you think the Southwest Light Rail will be an asset to your business?	YES.....41%
		NO.....38%
		DON'T KNOW/REFUSED....22%

Metro Transit Micro is an on-demand pilot service offered by Metro Transit, similar to Uber and Lyft. Users may request a ride through the mobile app or by phone, indicating the location from which you want to be picked up and where you want to go in the local area.

48.	Do you think your employees would be interested in using this service to get to or from work?	YES.....26%
		NO.....48%
		DON'T KNOW/REFUSED....26%

For each of the following sustainability-related actions, please tell me if your business has undertaken it. For each you have not undertaken, please tell me if you have plans to undertake it in the future.

	YES	NO/ YES	NO/ NO	DK/ REF
49. A building energy audit?	42%	0%	57%	1%
50. Energy-efficiency upgrades?	33%	3%	63%	1%
51. Water efficiency upgrades?	15%	1%	83%	1%
52. Installation of electric vehicle charging stations?	1%	6%	93%	1%
53. Organics collection?	16%	0%	84%	0%
54. Waste reduction or reuse?	34%	0%	65%	1%

IF "NO/YES," ASK: (n=25)

55. Would you like to receive implementation support from the City of Minnetonka?	YES.....	20%
	NO.....	72%
	DON'T KNOW/REFUSED.....	8%

56. Do you think the availability of housing in Minnetonka is a problem for the retention and recruitment of employees at your business? (IF "YES," ASK:) What type of housing would you like to see made available in the city?

UNSURE, 3%; NO, 93%; AFFORDABLE HOUSING, 2%; SCATTERED, 2%.

57. Do you think the availability of affordable day care is a major issue for your employees, a minor issue, or not an issue at all?	MAJOR ISSUE.....	1%
	MINOR ISSUE.....	17%
	NOT AN ISSUE AT ALL...	78%
	DON'T KNOW/REFUSED.....	4%

Continuing....

58. Has traffic congestion impacted your business?	YES.....	10%
	NO.....	89%
	DON'T KNOW/REFUSED.....	2%

IF "YES," ASK: (n=38)

59. Has it impacted your ability to attract and retain employees, customers and clients or both?	EMPLOYEES.....	34%
	CUSTOMERS/CLIENTS.....	37%
	BOTH.....	29%
	DON'T KNOW/REFUSED.....	0%

60. Do you believe Minnetonka has enough public transportation options?	YES.....	79%
	NO.....	10%
	DON'T KNOW/REFUSED.....	11%

IF "NO," ASK: (n=41)

61. Has the lack of public transportation options impacted your ability to attract and retain employees, clients and customers or both?

EMPLOYEES.....	37%
CUSTOMERS/CLIENTS.....	10%
BOTH.....	54%
DON'T KNOW/REFUSED.....	0%

62. How important is access to the air-port, freeways, the port and freight rails to your business - is it very important, somewhat important, not too important, or not at all important?

VERY IMPORTANT.....	16%
SOMEWHAT IMPORTANT....	37%
NOT TOO IMPORTANT.....	25%
NOT AT ALL IMPORTANT..	19%
DON'T KNOW/REFUSED.....	3%

Let's now talk about City services....

From what you have heard or seen....

63. How would you rate the City of Minnetonka's attitudes and responsiveness toward local businesses - excellent, good, only fair, or poor?

EXCELLENT.....	33%
GOOD.....	65%
ONLY FAIR.....	2%
POOR.....	0%
DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (n=8)

64. Why did you rate them as (only fair/poor)?

SLOW RESPONSE, 50%; SLOW BUSINESS GROWTH, 25%; NOT HELPFUL, 25%.

65. Overall, how would you rate city services - excellent, good, only fair or poor?

EXCELLENT.....	27%
GOOD.....	73%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=2)

66. Which city services do you think are (only fair/poor)?

STREET LIGHTS, 100%.

67. During the past year, have you had interaction on an official basis with anyone working for the City of Minnetonka?

YES.....	23%
NO.....	77%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=93)

68. In general, were you satisfied or dissatisfied with the way in which that contact was handled by the City?

SATISFIED.....	97%
DISSATISFIED.....	0%
DON'T KNOW.....	3%
REFUSED.....	0%

IF "DISSATISFIED," ASK: (n=0)

69. Why were you dissatisfied?

NOT APPLICABLE.

70. All in all, do you think things in Minnetonka are headed in a positive direction, or are things off on the wrong track?

POSITIVE DIRECTION....	87%
WRONG TRACK.....	1%
DON'T KNOW.....	12%
REFUSED.....	0%

IF "WRONG TRACK," ASK: (n=5)

71. Why do you feel things are off on the wrong track?

HIGH TAXES, 60%; BUSINESSES LEAVING MINNETONKA, 40%.

72. When you consider property taxes and the quality of city services in Minnetonka, would you rate the general value of city services as excellent, good, only fair, or poor?

EXCELLENT.....	22%
GOOD.....	67%
ONLY FAIR.....	3%
POOR.....	0%
DON'T KNOW/REFUSED....	9%

IF "ONLY FAIR" OR "POOR," ASK: (n=11)

73. Why did you rate the value as (only fair/poor)?

SERVICES COULD IMPROVE, 54%; TAXES TOO HIGH, 46%.

Many cities in Minnesota have asked voters to approve a local sales tax increase to provide funding for capital improvements.

74. Would you support or oppose a local sales tax increase in Minnetonka? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	8%
SUPPORT.....	54%
OPPOSE.....	16%
STRONGLY OPPOSE.....	7%
DON'T KNOW/REFUSED....	16%

Changing topics....

I am going to read you a list of business assistance programs and services which the City of Minnetonka offers. For each one,

please tell me if you were aware the City offered it. Then for each one you are aware of, please tell me from what you have heard or seen, if you would rate the service or program as excellent, good, only fair, or poor. (ROTATE)

	NOT AWA	AWA EXC	AWA GOO	AWA FAI	AWA POO	DK/ REF
75. Business support services?	36%	23%	35%	5%	0%	1%
76. Commuter services?	44%	12%	30%	13%	0%	1%
77. Loans and financing support?	35%	11%	38%	12%	0%	5%
78. Elevate Hennepin - free technical assistance to small businesses?	41%	7%	35%	10%	1%	7%
79. Thrive Minnetonka business newsletter?	26%	15%	43%	16%	1%	0%
80. Workforce development and finding employees?	39%	12%	33%	14%	0%	3%
81. Networking events with other business owners?	47%	6%	35%	9%	0%	3%
82. The City's MCCD "Open to Business" program offering technical and financial assistance?	52%	5%	27%	11%	0%	6%

I am going to read you a list of items which the City of Minnetonka could focus on. After I read each item, please tell me if the City should have a great focus, some focus, little focus or no focus at all on that item.

	GRT	SOM	LIT	NOF	DKR
83. Retaining and growing existing businesses?	33%	50%	8%	10%	0%
84. Recruiting new businesses?	23%	37%	24%	16%	0%
85. Low interest small business loans for business improvements?	30%	33%	23%	13%	2%
86. Investing in redevelopment?	35%	29%	20%	16%	1%
87. Building traffic infrastructure, such as roads, highways, and public transportation?	17%	27%	24%	32%	0%
88. Supporting the development of workforce or affordable housing?	15%	31%	29%	24%	2%
89. Improving communication with businesses?	14%	33%	33%	20%	1%
90. Assisting in efforts to attract qualified workers and talent?	22%	29%	26%	22%	1%
91. Assisting in efforts to better train existing workers?	26%	29%	22%	22%	1%
92. Expanding co-working or collaborative workspaces?	13%	27%	34%	24%	2%

93. Supporting sustainability implementation, such as improving energy efficiency, water conservation, and installation of electric vehicle charging stations? 9% 40% 33% 15% 2%

Turning to communications....

94. Overall, how informed do you feel about Minnetonka City government, services and activities - very informed, somewhat informed, not too informed, or not at all informed? VERY INFORMED.....23%
SOMEWHAT INFORMED.....54%
NOT TOO INFORMED.....21%
NOT AT ALL INFORMED....2%
DON'T KNOW/REFUSED.....0%

95. What is your primary source of information about Minnetonka City government, services and activities? DON'T KNOW/REFUSED.....1%
"THRIVE" NEWSLETTER...36%
EMAILS FROM CITY.....13%
CITY WEBSITE.....29%
CITY SOCIAL MEDIA.....7%
LANDLORD/PROPERTY OWNER.....3%
"MINNETONKA MEMO" NEWSLETTER.....9%
WORD OF MOUTH.....3%

96. How would you prefer to receive this information from the City? DON'T KNOW/REFUSED.....0%
"THRIVE" NEWSLETTER...35%
EMAILS FROM CITY.....25%
CITY WEBSITE.....24%
CITY SOCIAL MEDIA.....4%
LANDLORD/PROPERTY OWNER.....1%
"MINNETONKA MEMO" NEWSLETTER.....10%
WORD OF MOUTH.....2%

97. Have you visited the business section on the City website? YES.....51%
NO.....49%
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=205)

98. Do you think the website was very helpful, somewhat helpful, or not too helpful? VERY HELPFUL.....37%
SOMEWHAT HELPFUL.....60%
NOT TOO HELPFUL.....3%
DON'T KNOW/REFUSED.....1%

Let's talk about your business location for a moment....

99.	Does your business own the building in which you are located, or are you a tenant?	OWN.....51% TENANT.....44% DON'T KNOW.....5% REFUSED.....0%
100.	Is your business home-based?	YES.....7% NO.....93% REFUSED.....0%

Within the next five years, does your business have plans to....

	YES	NO	DKR
101. Expand in Minnetonka?	3%	97%	0%

IF "YES," ASK: (n=10)

102. Is there anything the City of Minnetonka could do to help your business expansion? (IF "YES," ASK:) What would that be?

UNSURE, 50%; NO, 50%.

	YES	NO	DKR
103. Downsize in Minnetonka?	0%	99%	1%
104. Relocate in Minnetonka?	1%	99%	0%
105. Relocate outside of Minnetonka?	0%	97%	3%

IF "YES," ASK: (n=1)

106. Is there one major reason why you are planning to relocate outside of Minnetonka?

REFUSED, 100%.

Now, just a few more questions for demographic purposes....

107. Could you tell me your position or title in this company?

OWNER, 29%; MANAGER, 36%; SUPERVISOR, 11%; CFO/CEO, 10%;
PRESIDENT, 2%; SCATTERED, 12%.

108.	Do you live in the City of Minnetonka?	YES.....80% NO.....20% REFUSED.....0%
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109. Have you heard of the Minneapolis Regional Chamber? NO.....81%
 YES/YES.....5%
 (IF "YES," ASK:) Are you a member YES/NO.....11%
 of the Chamber? DON'T KNOW/REFUSED.....3%

110. Have you heard of the Wayzata West Metro Chamber? NO.....75%
 YES/YES.....6%
 (IF "YES," ASK:) Are you a member YES/NO.....16%
 of the Chamber? DON'T KNOW/REFUSED.....3%

IF "YES/NO" IN EITHER #109 OR #110, ASK: (n=74)

111. Why are you not a member of the Chamber?

UNSURE, 19%; NOT INTERESTED, 50%; NOT AWARE OF BENEFITS, 11%; NO TIME, 4%; CORPORATE DECISION, 5%; HIGH COST, 5%; SCATTERED, 6%.

112. What is your age, please? 24 AND UNDER.....0%
 (READ CATEGORIES, IF NEEDED) 25-39.....43%
 40-64.....55%
 65 AND OVER.....2%
 REFUSED.....0%

113. Which of the following categories represents you race or ethnicity - American Indian or Alaskan Native, Asian, Black or African American, Latino or Latina or Latinx, Native Hawaiian or Other Pacific Islander, White, or is your race or ethnicity not listed?
 (IF "NOT LISTED," ASK:) What would that be?

AMERICAN INDIAN/ALASKAN NATIVE.....1%
 ASIAN.....8%
 BLACK/AFRICAN AMERICAN.....6%
 LATINO/LATINA/LATINX.....3%
 NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER.....1%
 WHITE.....81%
 NOT LISTED.....0%
 DON'T KNOW/REFUSED.....1%

114. What is your gender identity? MALE.....53%
 FEMALE.....46%
 NON-BINARY.....1%
 REFUSED/NOT LISTED.....0%