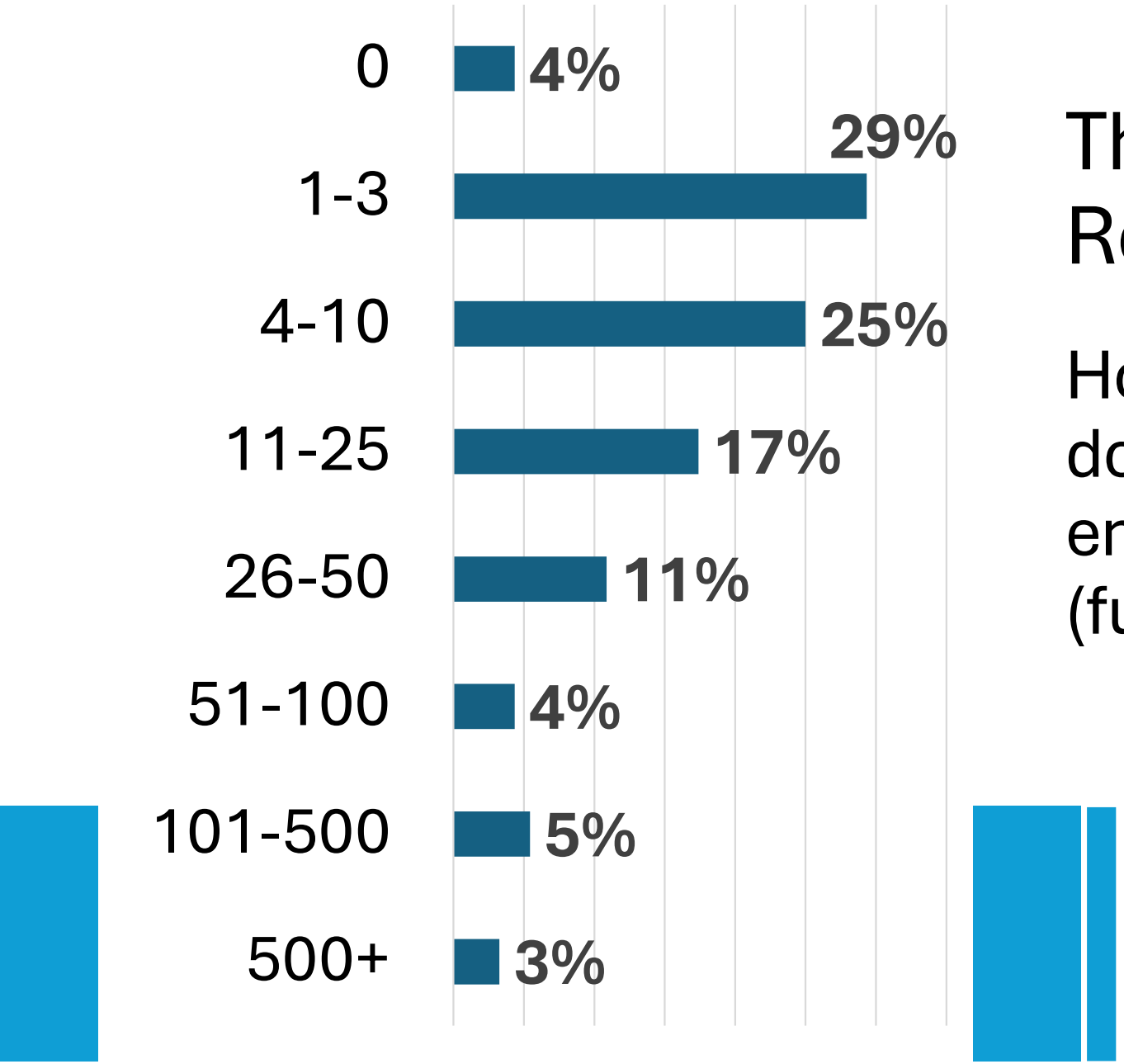
Chatham
Chamber of Commerce

Local Business Conditions Survey Results

January 12 – February 2
94 Respondents – (you!)



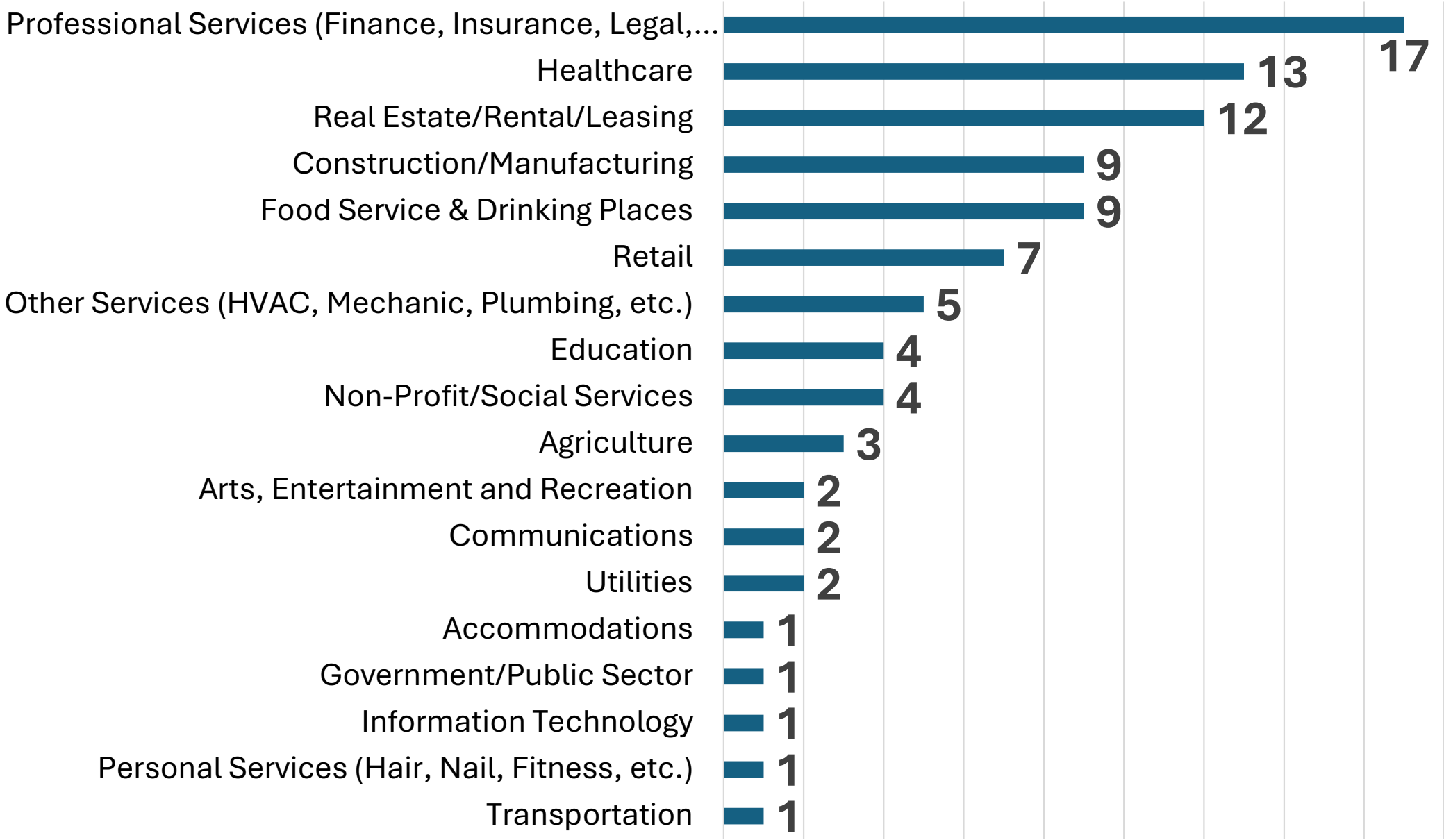
The 94 Respondents:

How many people do you currently employ locally? (full & part-time)

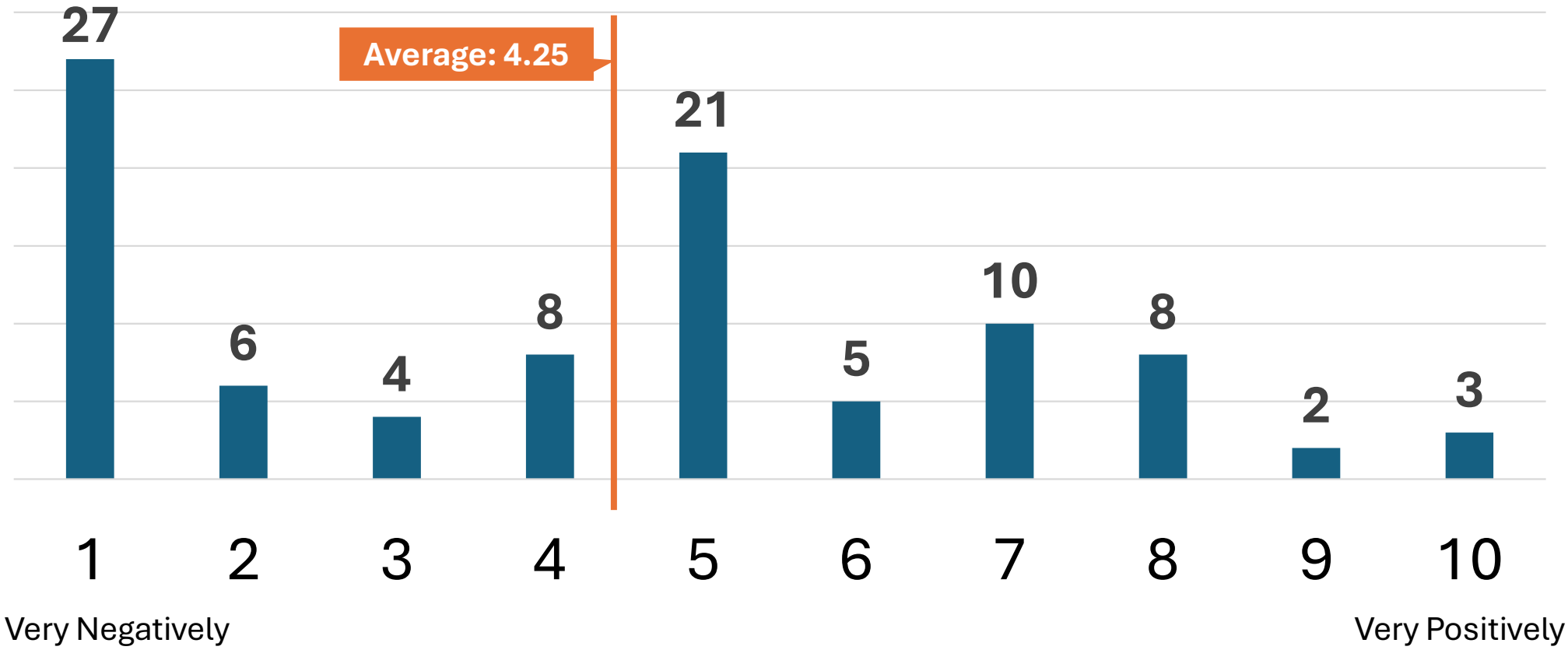
95% of respondents are located in or have a location in Chatham County

The 94 Respondents:

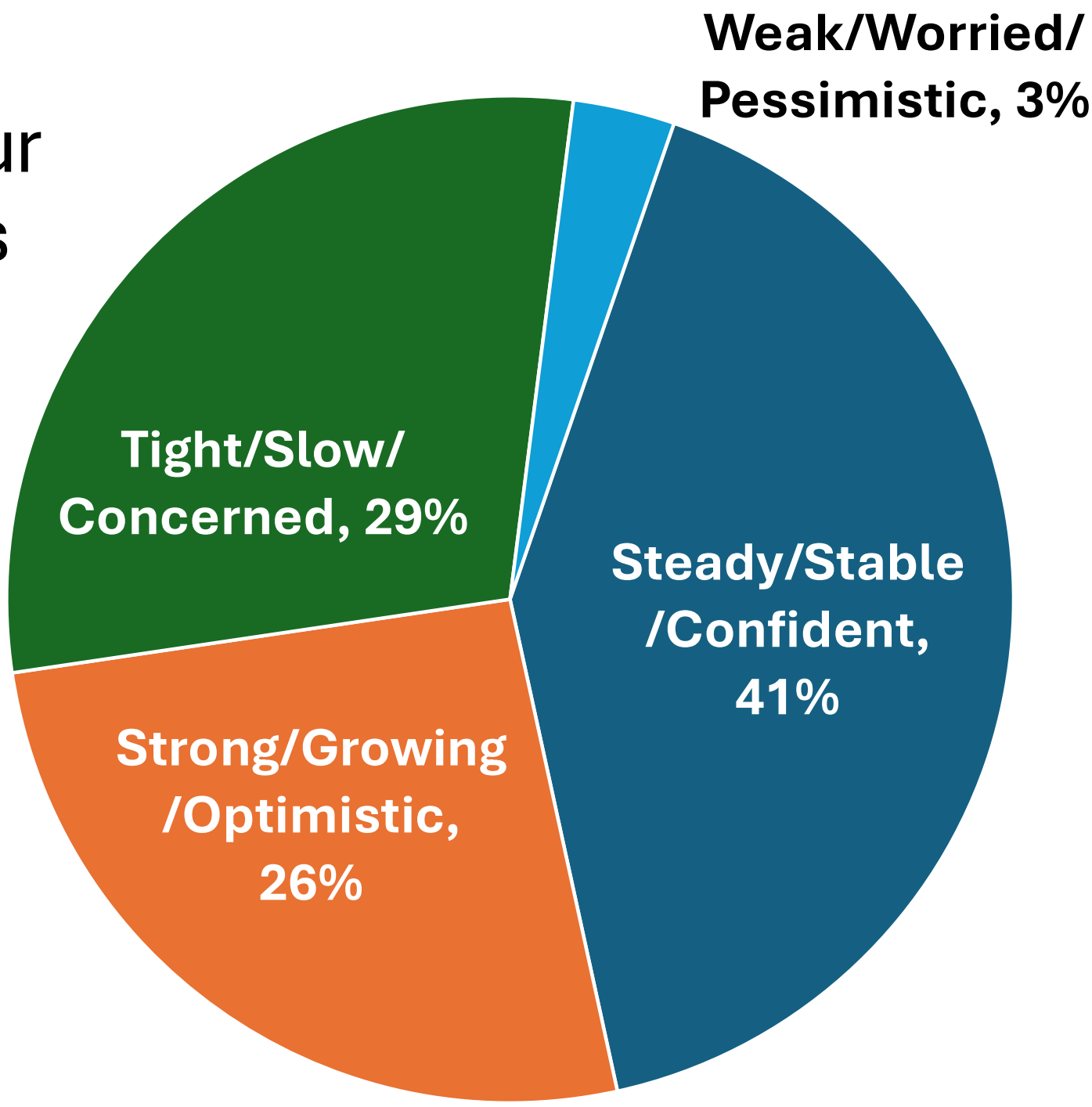
Indicate your primary organization type/sector.

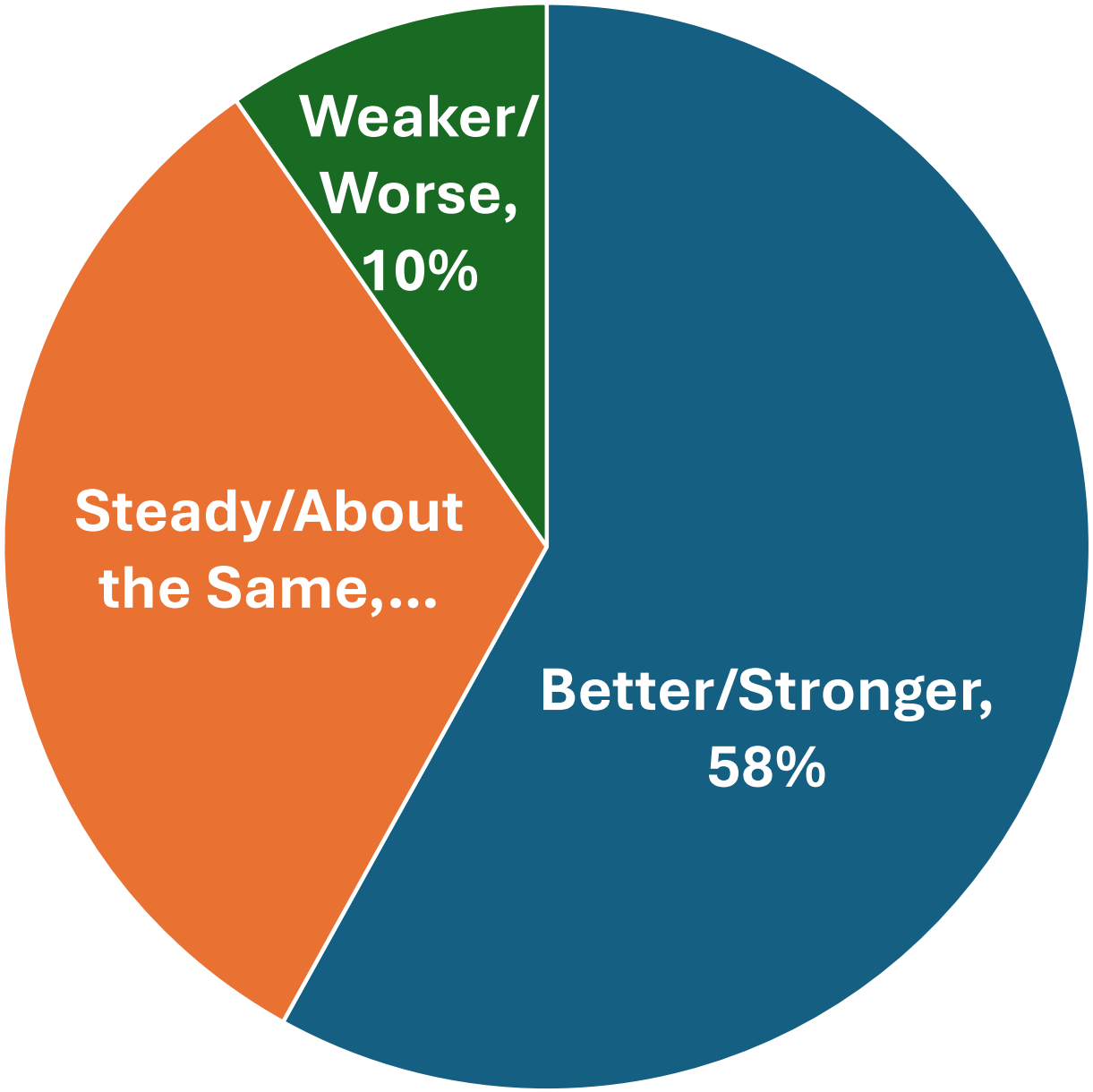


How is the current state of the economy affecting your organization?

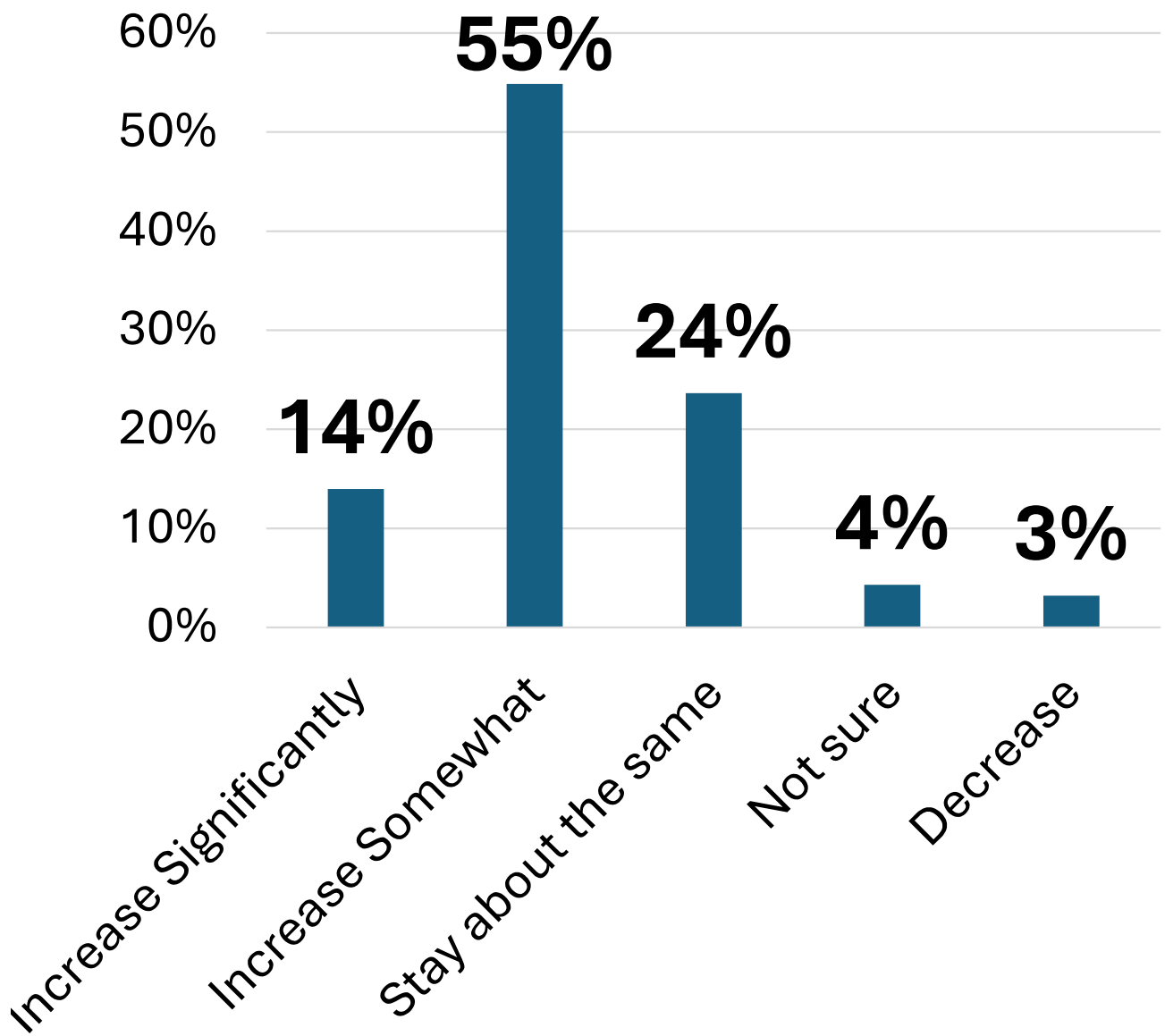


Which best describes your organization's current financial condition?

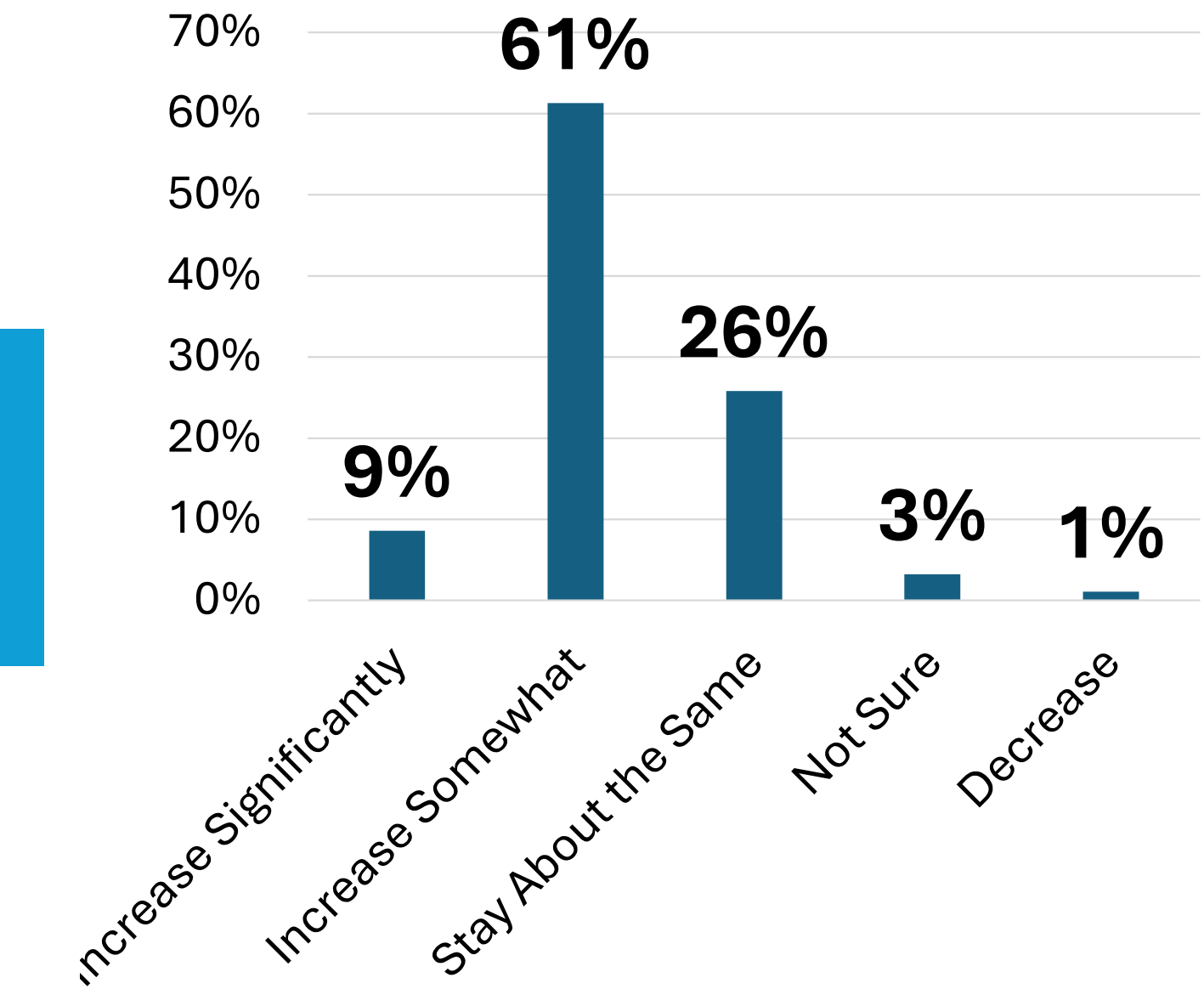




How do you expect your organization's financial condition will change over the next 12 months?

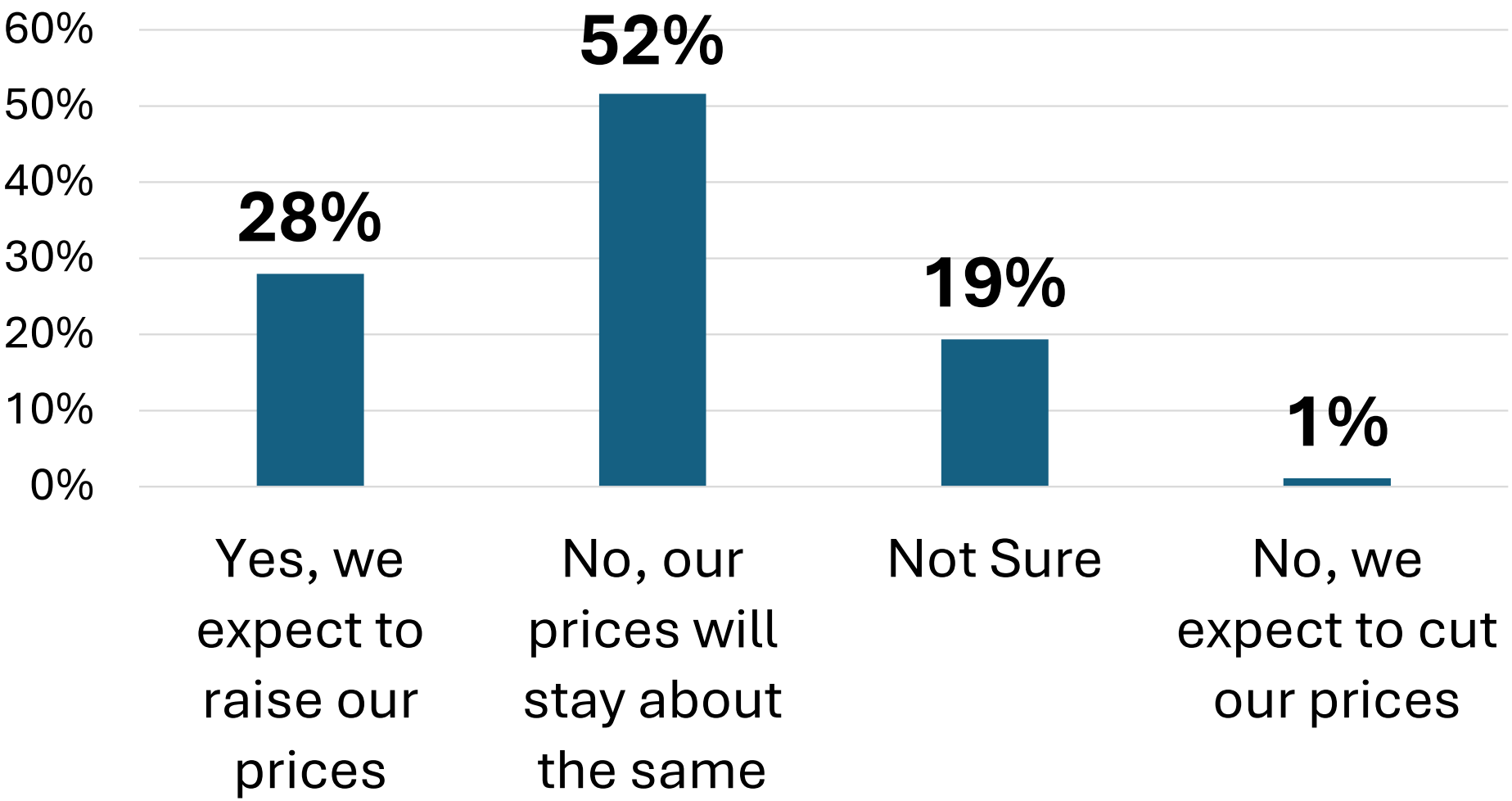


How do you expect your organization's revenue to change during the next 12 months?

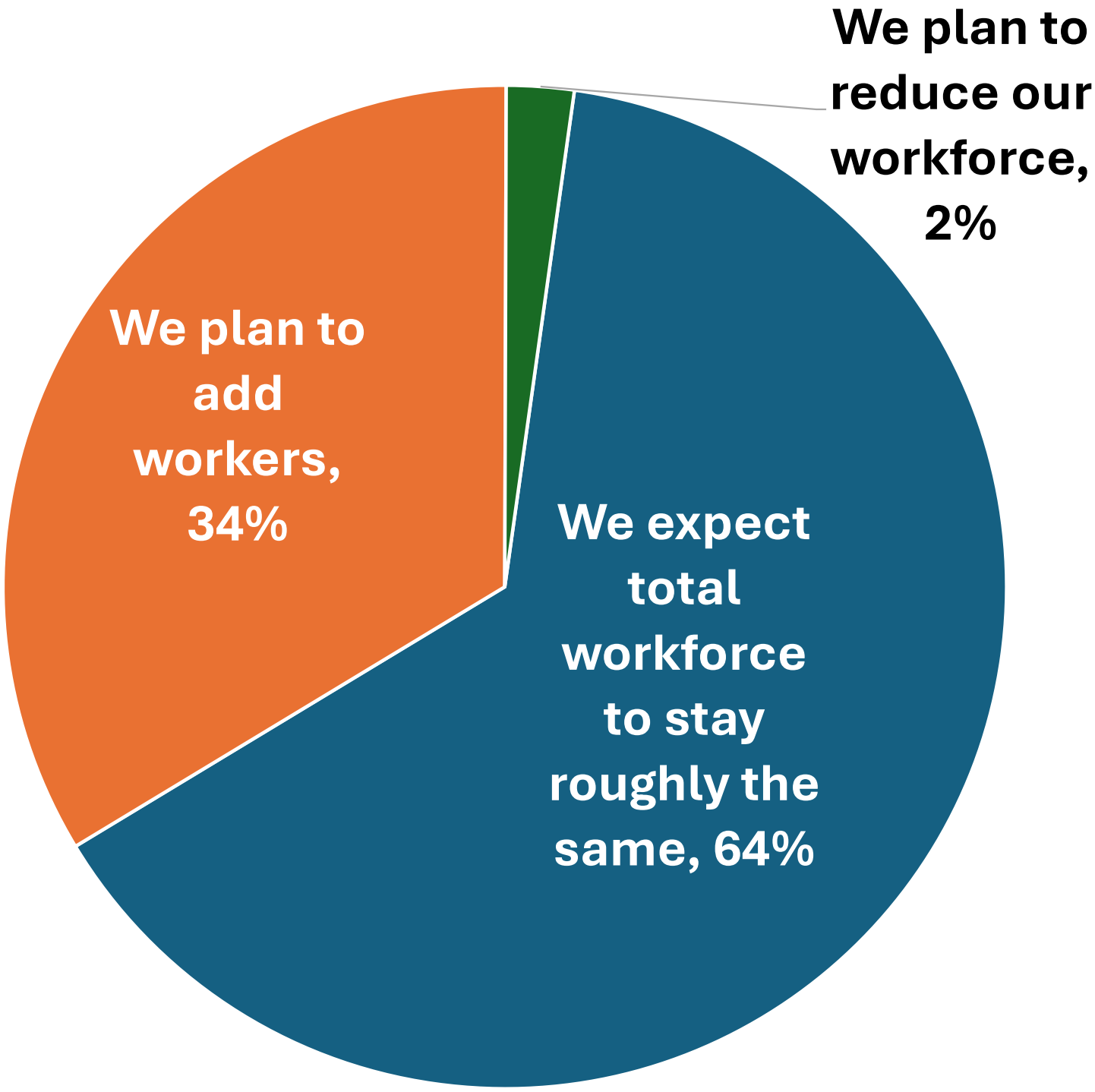


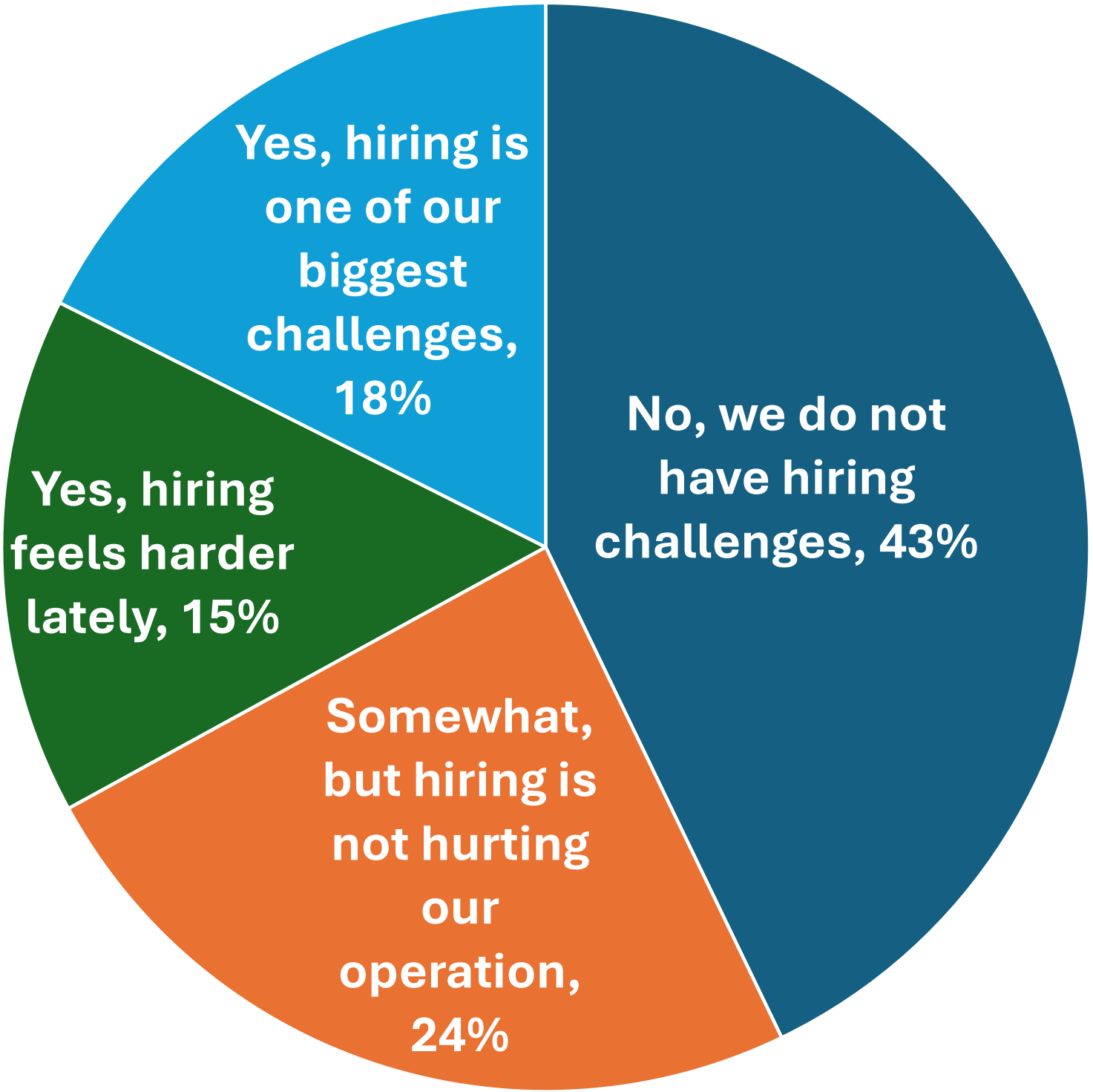
How do you expect prices your organization PAYS for goods/services to change over the next 12 months?

Do you expect to increase prices your organization CHARGES for goods/services over the next 12 months?



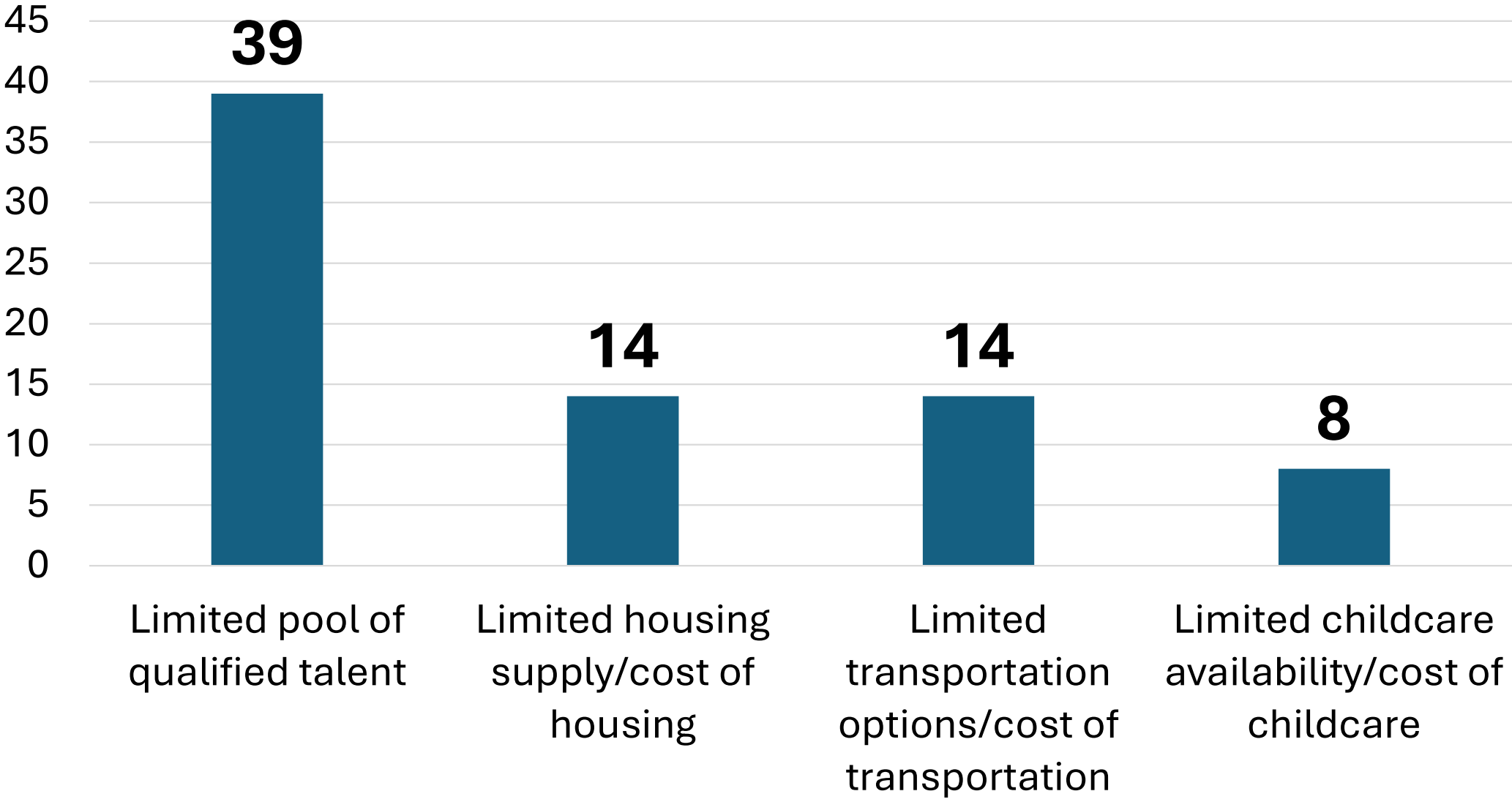
How do you expect the size of your workforce to change in the next 12 months?



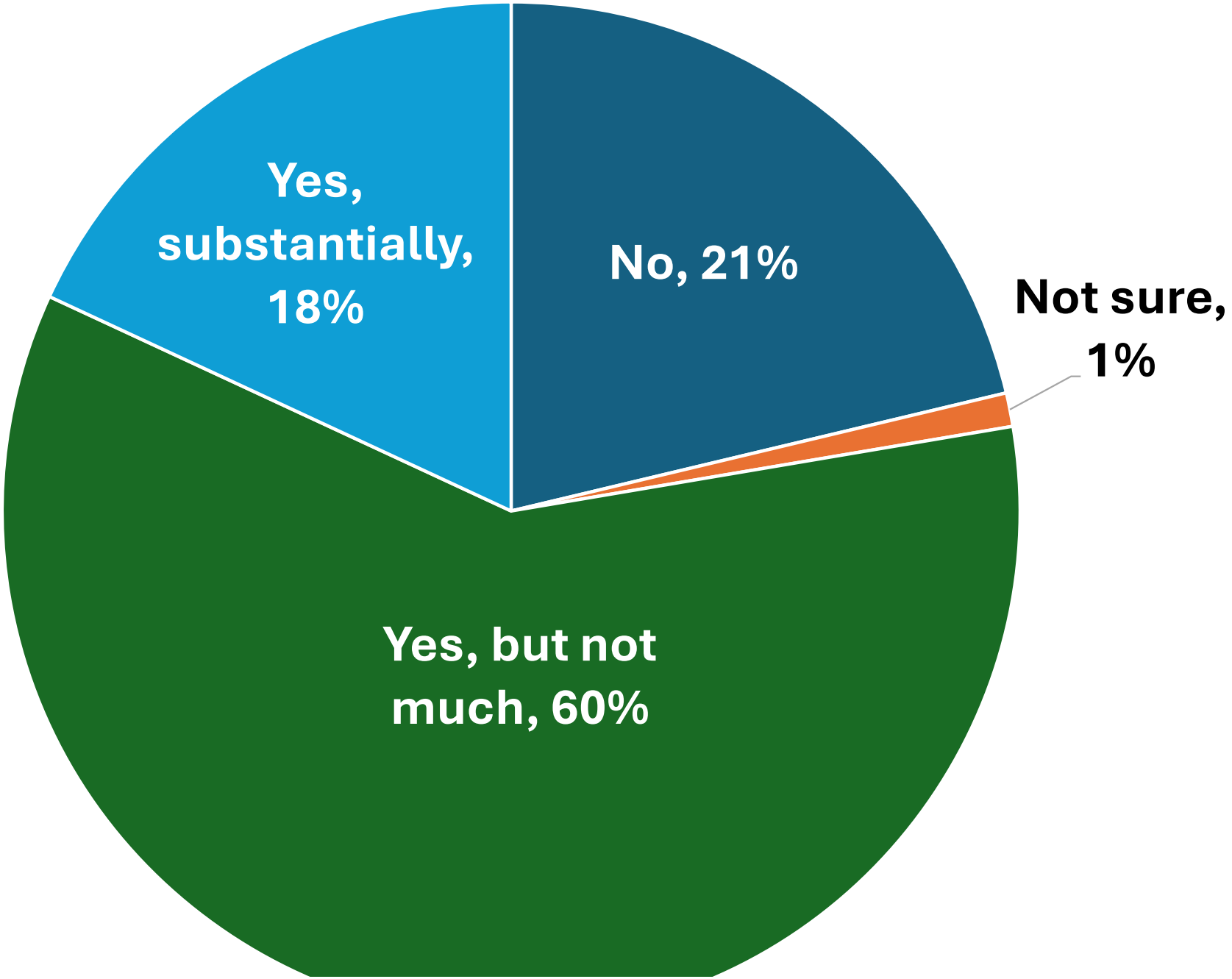


Has your organization experienced hiring challenges over the past 12 months?

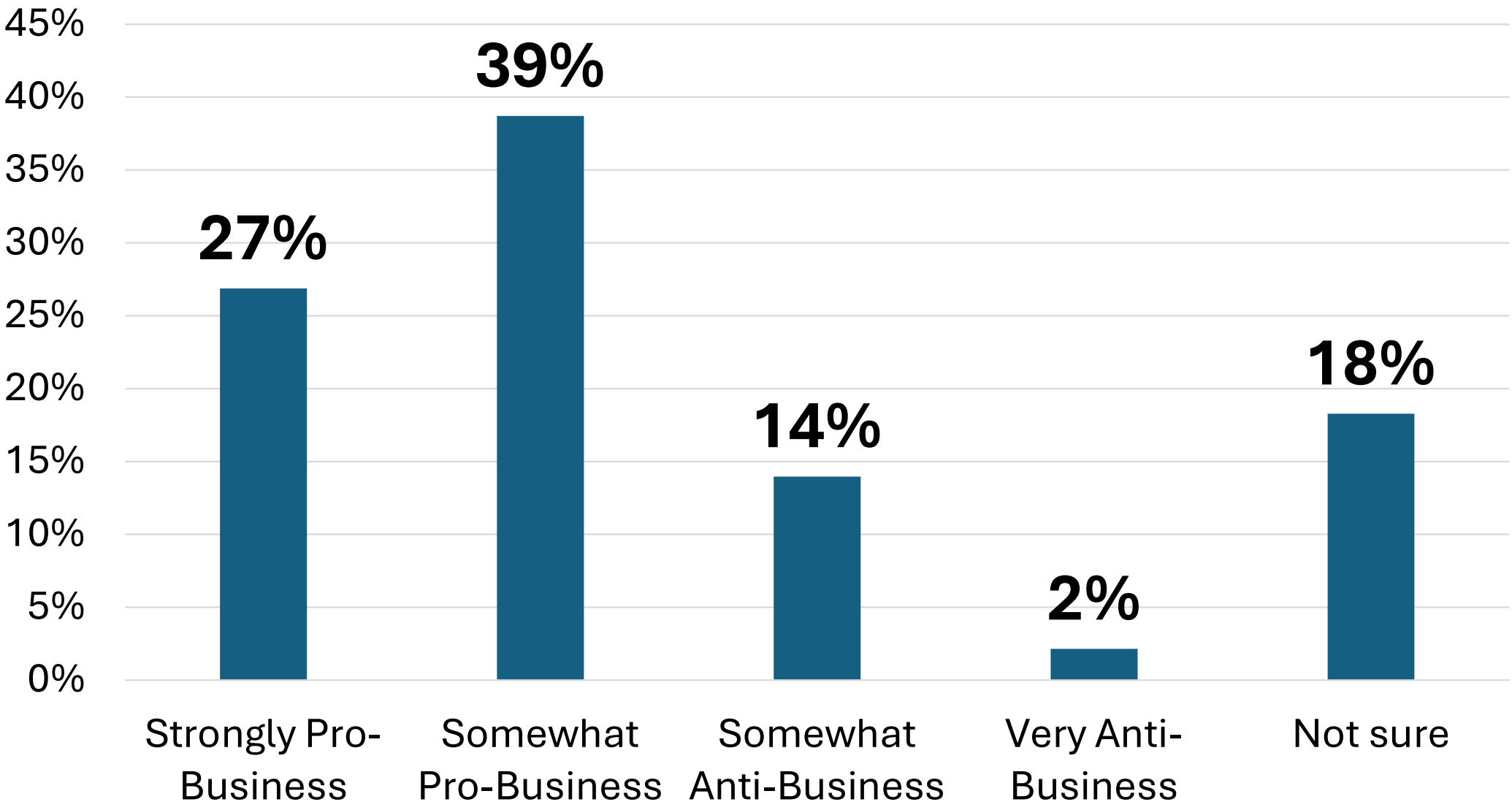
Which factors contribute to your hiring challenges? (select all that apply)



Has your organization incorporated artificial intelligence (AI) tools into normal operations?



Would you say local government here is:



What is the most significant challenge to the future growth of your organization?

(82 responses)

Current Broad Economic Conditions (23) & Pricing/Costs (5)

“The economy. If people don't feel safe enough to spend on non-essential goods, we are sunk.”

“Uncertain economy and escalating material cost - we are a manufacturer.”

“Compressed margins.”

Marketing & Customers (17)

“Getting our name out in the community so everyone knows who we are, where we are located, and what we do.”

“Demonstrating and communicating my value. A lot of people can "DIY" through AI, but it's not necessarily right for them. You still need a human. How do I communicate that effectively?”

What is the most significant challenge to the future growth of your organization?
(continued)

Local Government Conditions & Local Economic Development (13)
"Consistent municipal regulation - set a policy and adhere to it."
"Local gov't is pro Big Business and Big Developers. It is ambivalent about local/small businesses."
"The speed of Chatham Park's buildout - we are dependent on it!"

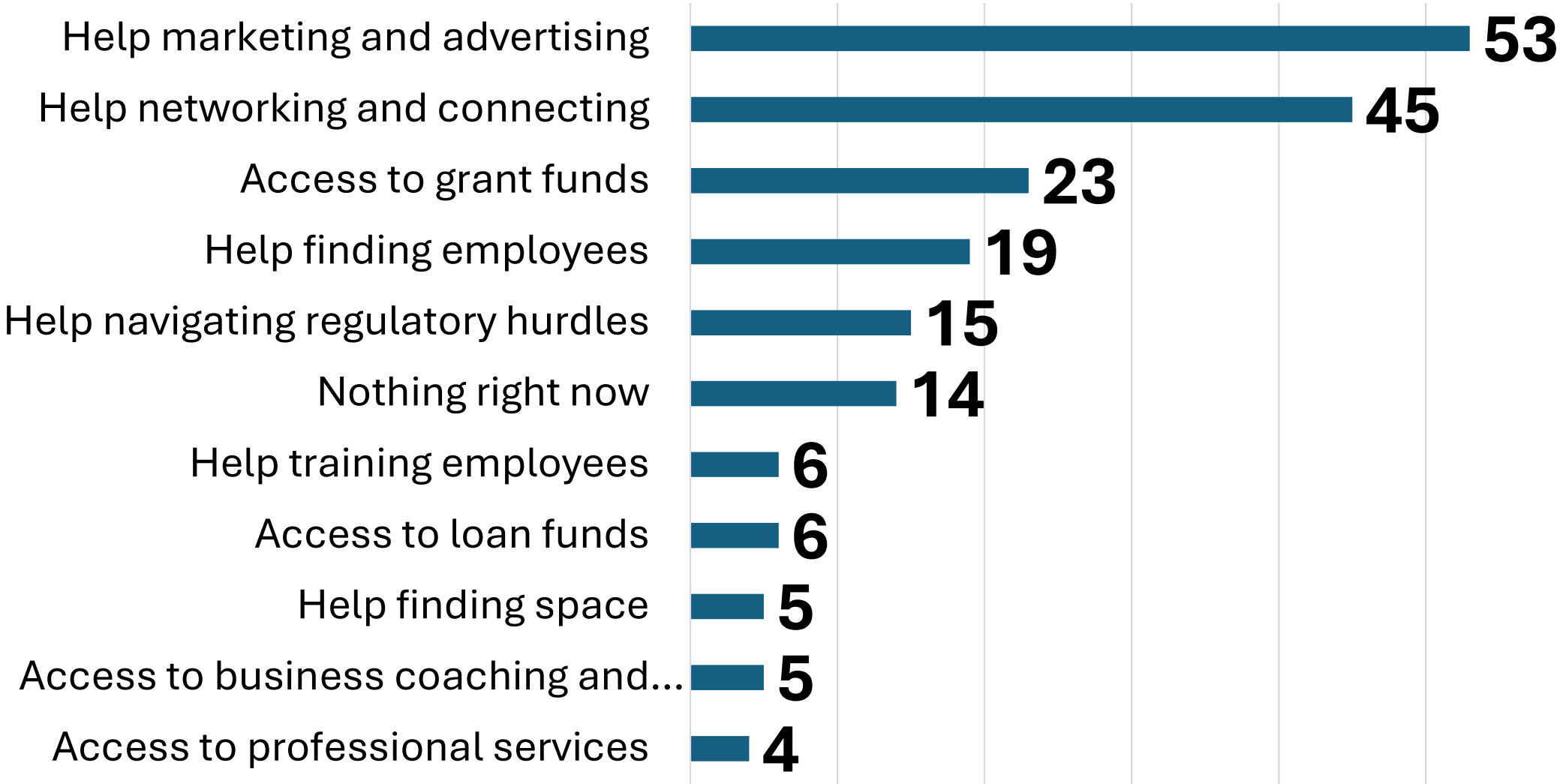
Workforce (12)
"Executive staff nearing retirement"
"Hiring and keeping qualified talent"
"The cost of hiring young talent. They are looking for lots of money when they do not have the experience"

What is the most significant challenge to the future growth of your organization?
(continued)

Macro Government Conditions (7)
"We are in healthcare. We are paid through insurance and are not able to increase our prices to compensate for increased cost of supplies/labor. The current federal government is negatively affecting our reimbursement rates."

Competition (5)
"Larger out of state businesses having larger budgets and special contracts which we cannot attain."

What resources could help you be more successful over the next 12 months?



If you could change one thing locally to help your organization thrive, what would it be?

(51 responses)

Marketing & Connections (17)

"Marketing to promote all of Pittsboro, not just downtown. Those of us not on the circle need the visitors too."

"More support for downtown, more downtown events, more advertising for downtown, anything to bring people downtown. It is great when there are events but there are not enough"

"More opportunities to interact with prospective client decision makers (primarily successful small businesses and mid-size and large organizations)."

Policy (11)

"Streamline/reduce the design review/permitting process for development projects."

If you could change one thing locally to help your organization thrive, what would it be? (continued)

Economic Development (7)

"See a thriving business lease and open up a business in the old HAVOC space. This is important to the surrounding smaller businesses in downtown."

"Large business (i.e. Toyota) focus more on using local suppliers. Be more friendly and open to local business."

"Growth in local businesses, big and small."

Infrastructure & Parking (7)

"Parking for the downtown area. Pittsboro growth over the next few years is going to be pretty significant and we should look ahead and add a parking deck or 2 before this all happens"

"Invest in more affordable housing. Increase public transportation"