

Fort Lauderdale, FL

Business Survey Report
November 2024



Executive Summary

- Overall, businesses surveyed in this report were largely satisfied with Fort Lauderdale as both a place to do business and a place to work, with 71% expressing satisfaction with the city as a business location and 76% as a workplace.
- The survey revealed that tourism and the feeling of safety were the areas businesses felt most positively about, while affordable housing availability for employees was rated the lowest.
- Local government policies and level of taxation were identified as the most important factors for businesses considering whether to stay in Fort Lauderdale.
- 42% of respondents were dissatisfied with the local government's business-related support services. Respondents indicated a strong desire for improved communication and responsiveness from the city, as well as additional support in the form of finance and tax workshops.

Methodology

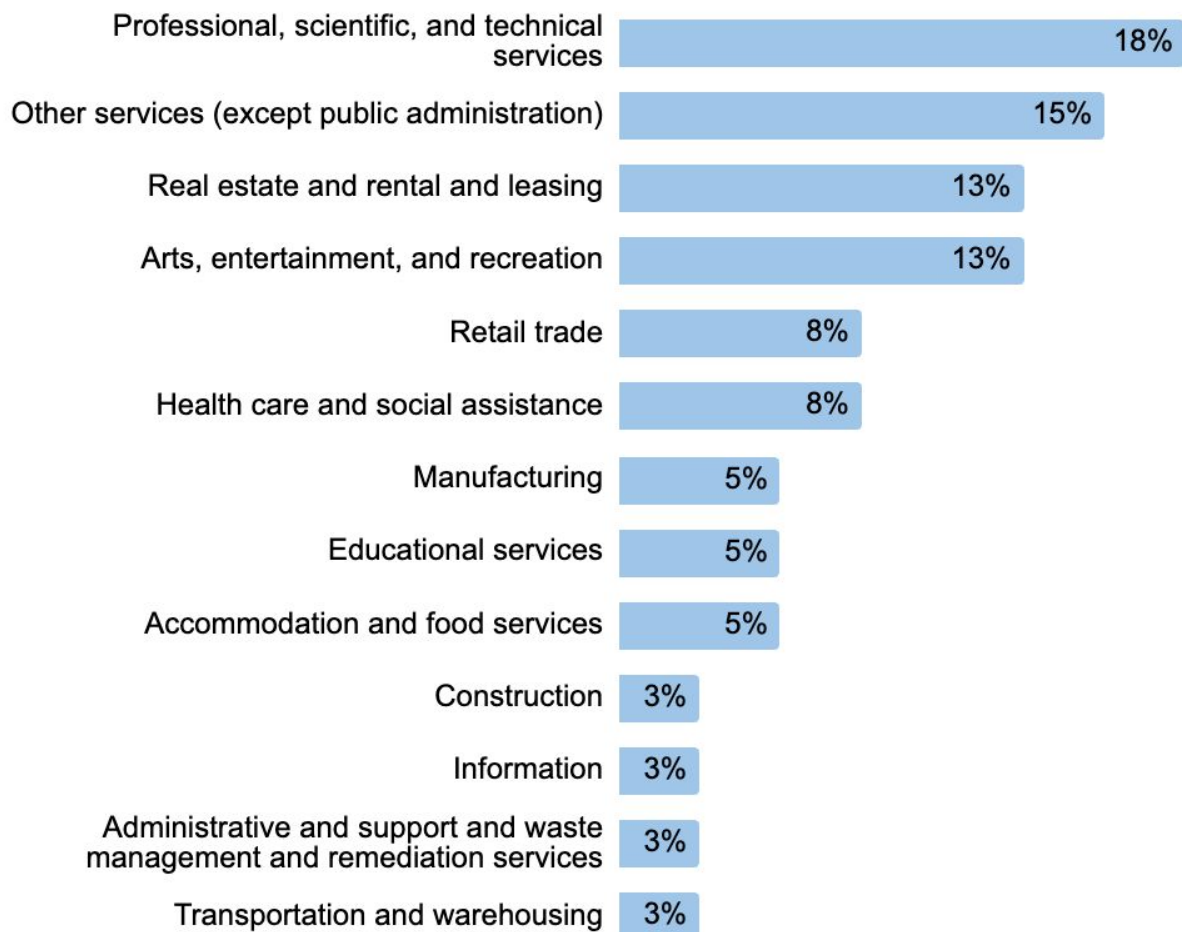
- The survey presented in this report was a business survey that was live from July to November 2024. It included eight topic questions, of which two were open ended, in addition to 14 demographic questions. See the questionnaire [here](#), which was developed in partnership with Fort Lauderdale.
- Responses from 77 businesses in Fort Lauderdale were collected through this online survey, and were included in the analysis presented in this report. Of these responses, 45 were partial responses that answered a minimum of five questions, and were therefore included in this analysis. See next page for a full breakdown of the included sample.
- Each question presented in this report reflects the breakdown of the valid responses and excludes missing data (due to partials or the respondent skipping the question).
- All duplicate responses were removed from the data. Unique fingerprint IDs were used to identify which responses were duplicates.

Sample Breakdown

The large majority (80%) of those that responded to the survey were owners or executives of the business. The industry of the businesses that were mentioned varied greatly, however they were most commonly professional, scientific, and technical services related businesses.



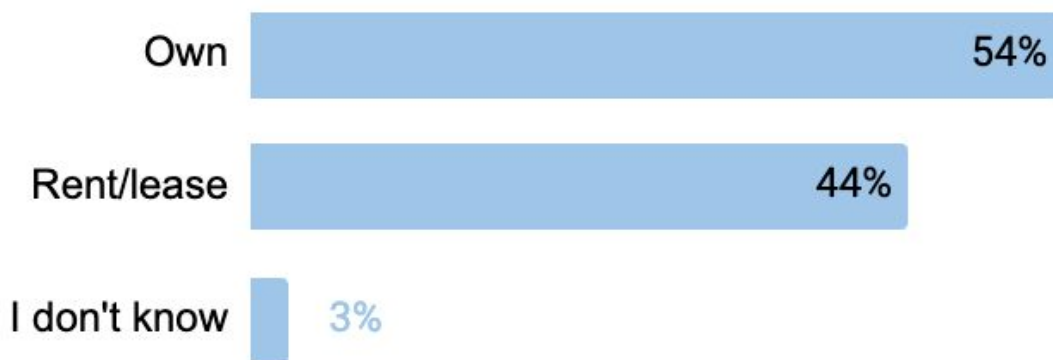
Business' industry



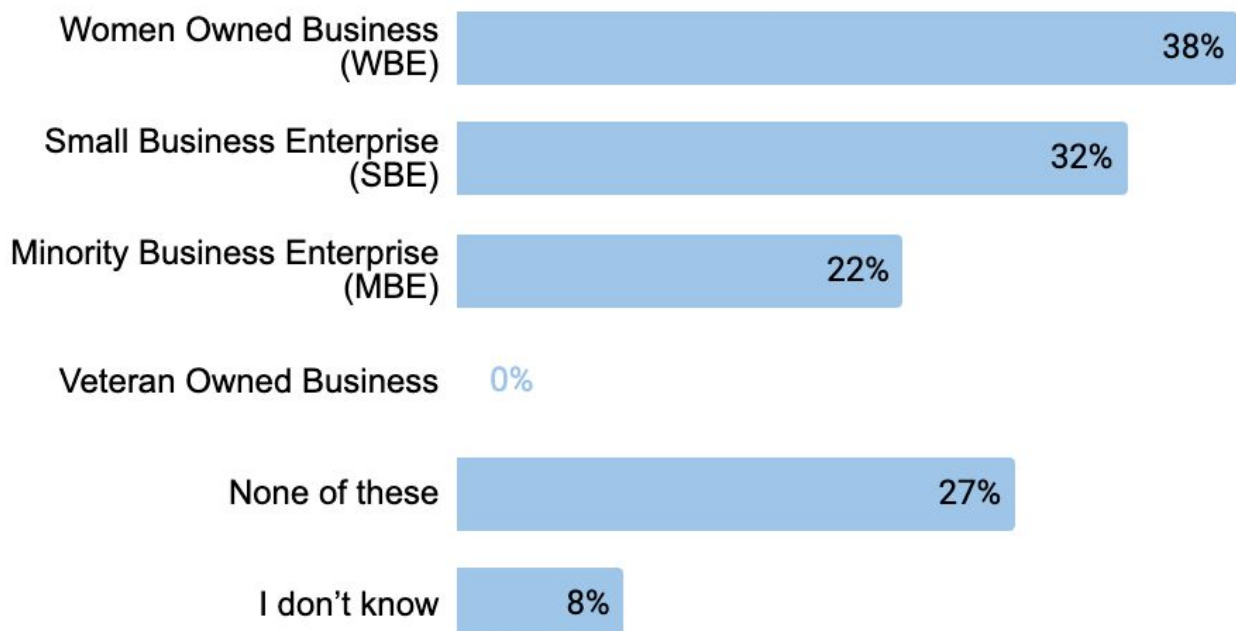
Sample Breakdown

Over half (54%) of the surveyed businesses own their facilities, as compared to 44% who rent or lease them. They were also most commonly categorized as women owned businesses (38%) or small business enterprises (32%).

Business facility



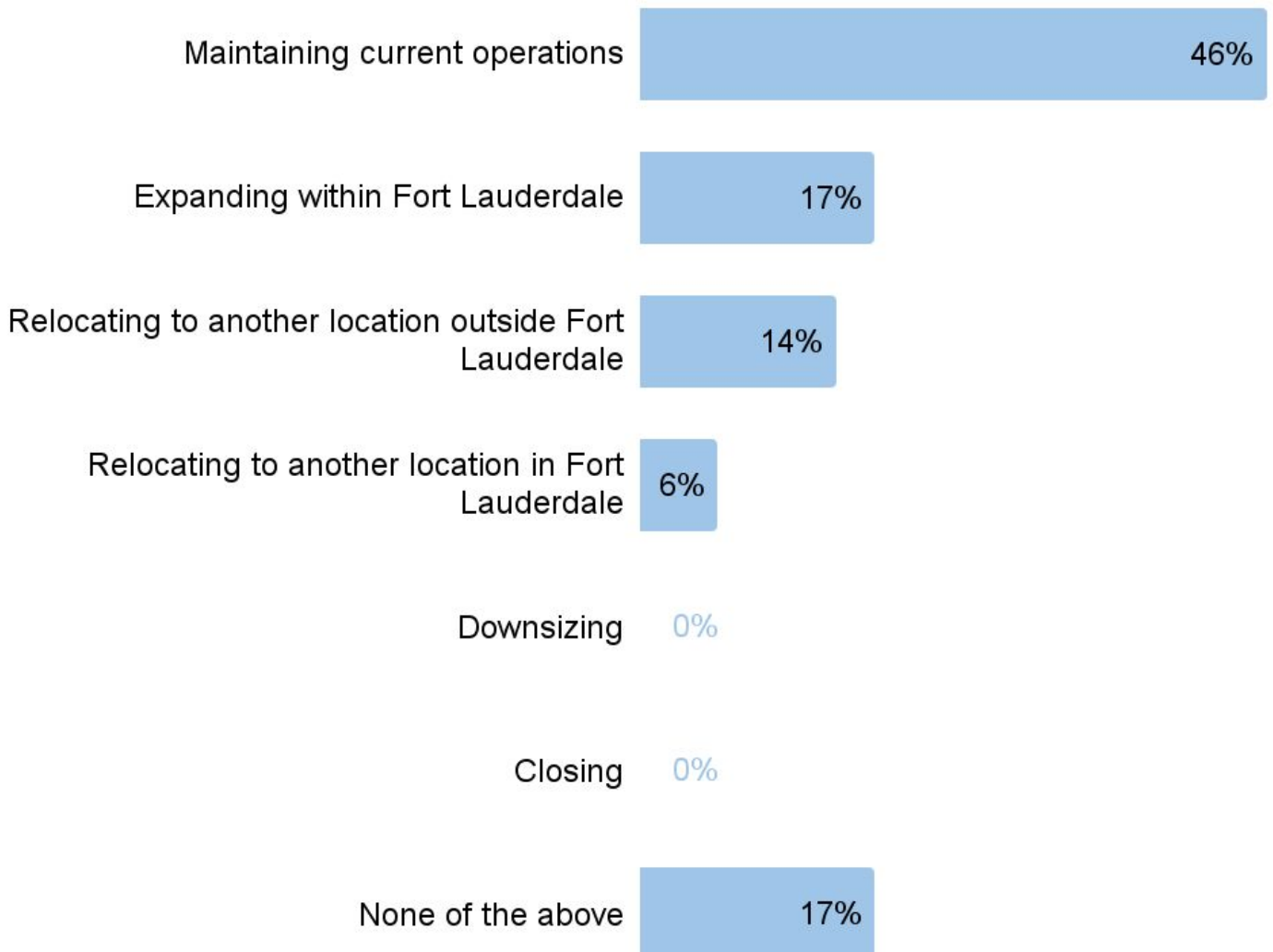
Business facility



Sample Breakdown

46% of the surveyed businesses reported that they plan to maintain current operations in the next year. However, 17% reported that they are planning to expand within Fort Lauderdale and 14% reported that they are planning to relocate to a location outside of Fort Lauderdale.

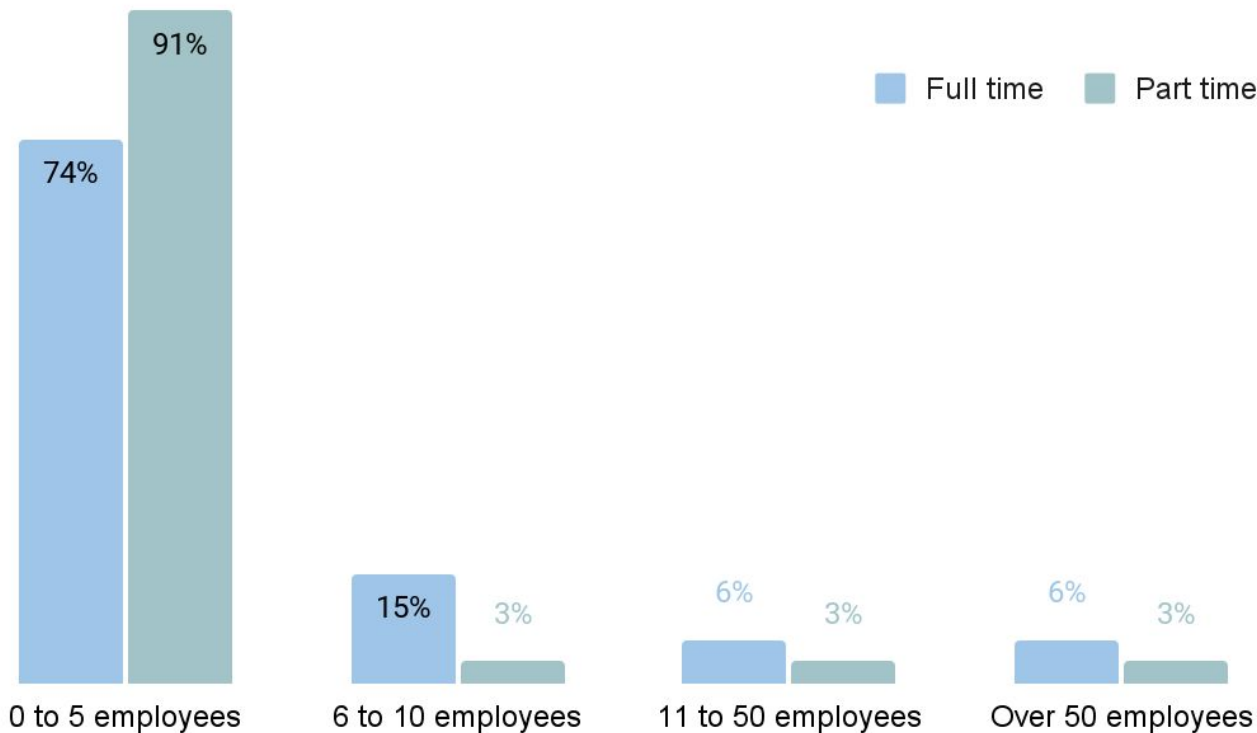
Plans for next year



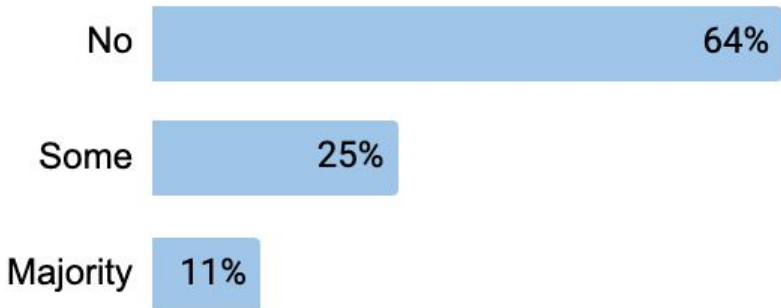
Sample Breakdown

The businesses that were surveyed most commonly reported having between 0 to 5 full time or part time employees. The majority of them (64%) also reported that their employees do not telecommute.

Number of employees



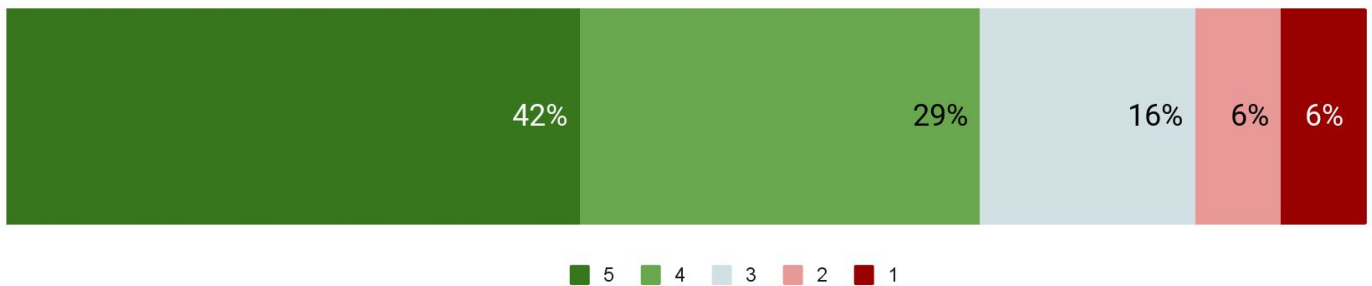
Do employees telecommute



How would you rate the City as a place to do business?

Scale from 1 (poor) to 5 (excellent)

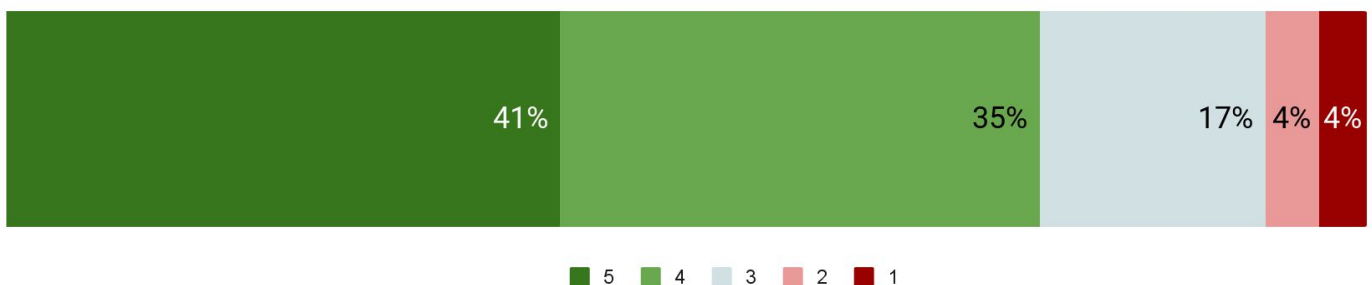
The majority of surveyed businesses (**71%**) were satisfied (4 or 5 on scale) with the City as a place to do business. In comparison, only **12%** were dissatisfied with the City as a place to do business (1 or 2 on the scale), and **16%** were neutral (3 on the scale).



How would you rate the City as a place to work?

Scale from 1 (poor) to 5 (excellent)

The large majority of surveyed businesses (**76%**) were satisfied (4 or 5 on scale) with the City as a place to work. In comparison, only **8%** of respondents were dissatisfied with the City as a place to work (1 or 2 on the scale), and **17%** were neutral (3 on the scale).

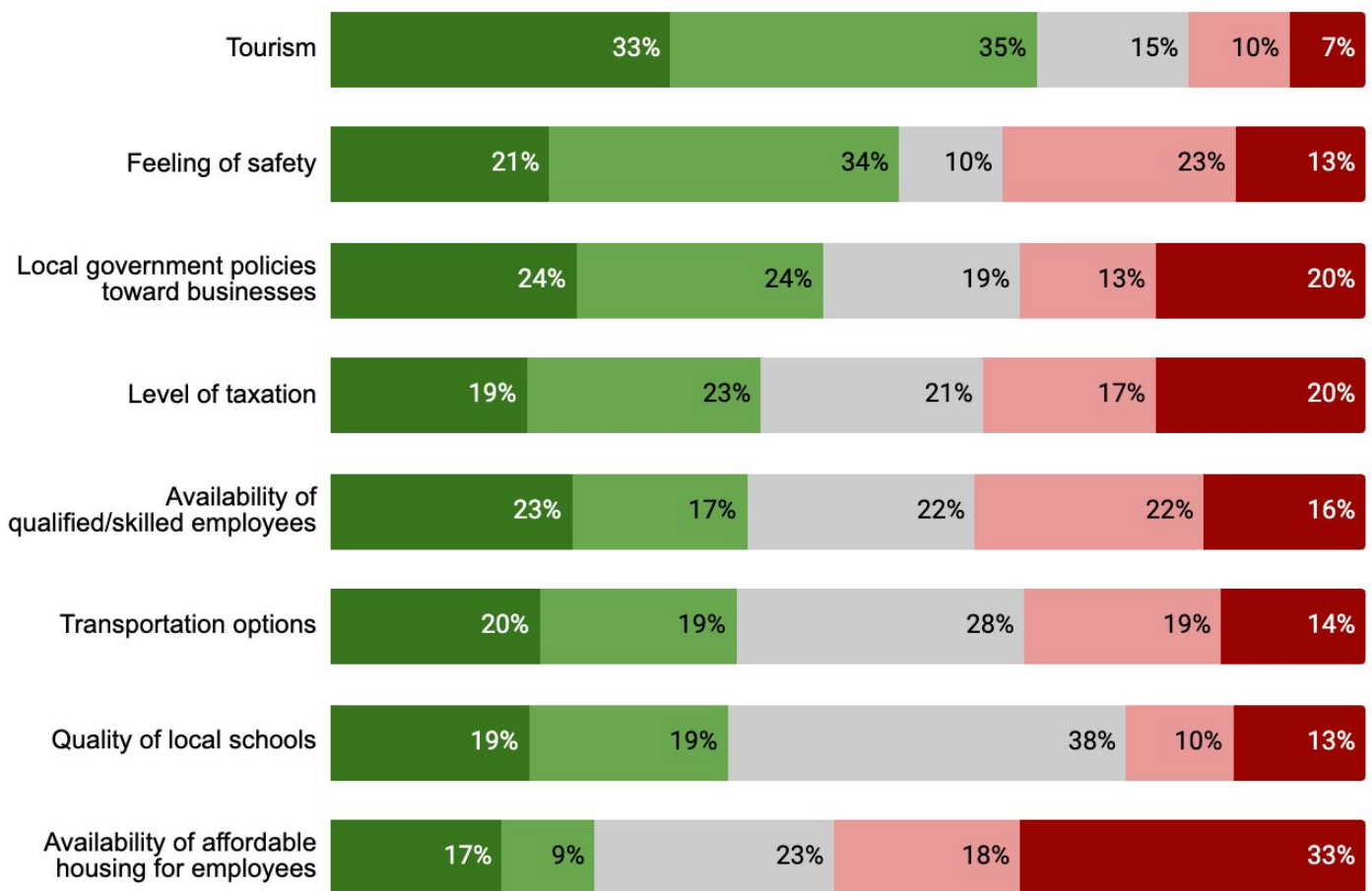


How satisfied are you with each of the following?

Scale from Completely satisfied to Completely unsatisfied

Of the surveyed businesses, **satisfaction was found to be highest regarding tourism**, for which 33% reported being completely satisfied and 35% reported being somewhat satisfied. Additionally, over half of the surveyed businesses were also satisfied with the feeling of safety.

Conversely, **satisfaction was found to be lowest for availability of affordable housing for employees**, with 33% reporting being completely unsatisfied and only 26% reporting being completely or somewhat satisfied.

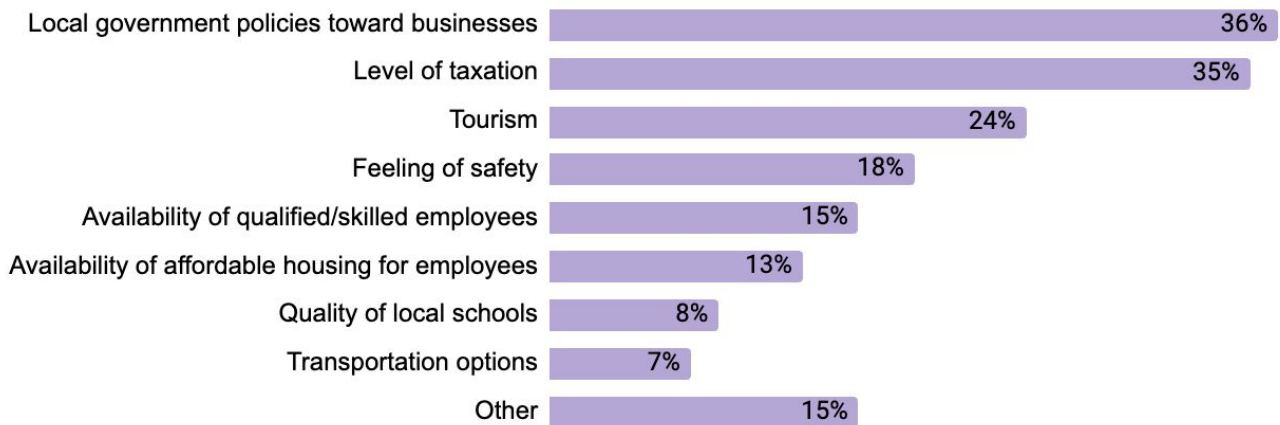


■ Completely satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor unsatisfied
 ■ Somewhat unsatisfied
 ■ Completely unsatisfied

Which of the following are most important to keeping your business in Fort Lauderdale?

Choose up to 3 options

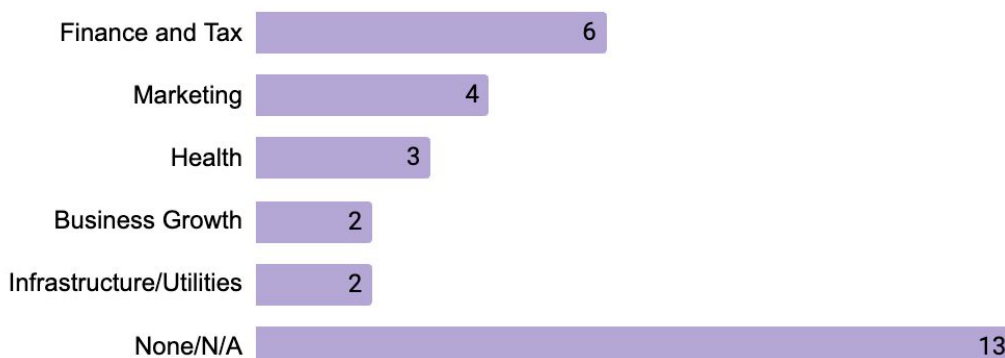
Local government policies towards businesses was most commonly selected as an important factor for keeping businesses in Fort Lauderdale (selected by 36% of surveyed businesses). **Level of taxation** was also commonly selected (35%). Conversely, **quality of local schools** and **transportation options** were least commonly selected (8% and 7%, respectively).



What types of business development workshops would you be interested in attending?

Open text

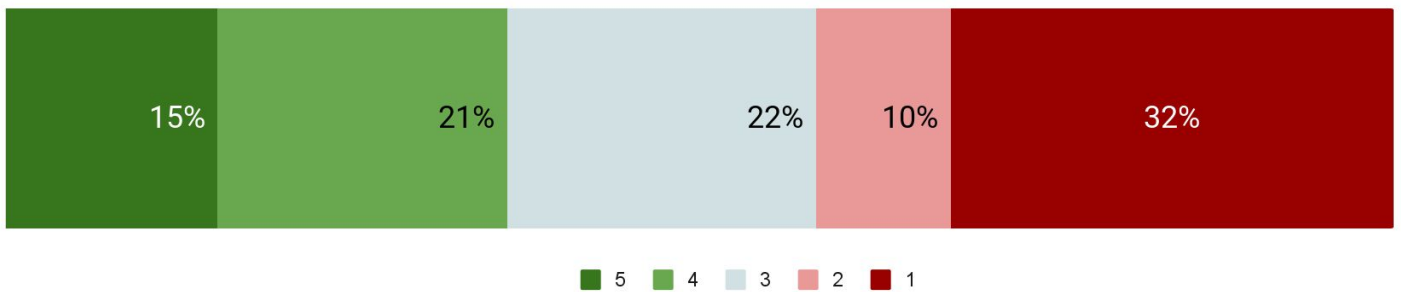
Finance and tax workshops were the workshops that respondents most commonly mentioned being interested in. Many respondents mentioned **not being interested in any workshops**.



How satisfied are you with the local government's business-related support services?

Scale from 1 (very dissatisfied) to 5 (very satisfied)

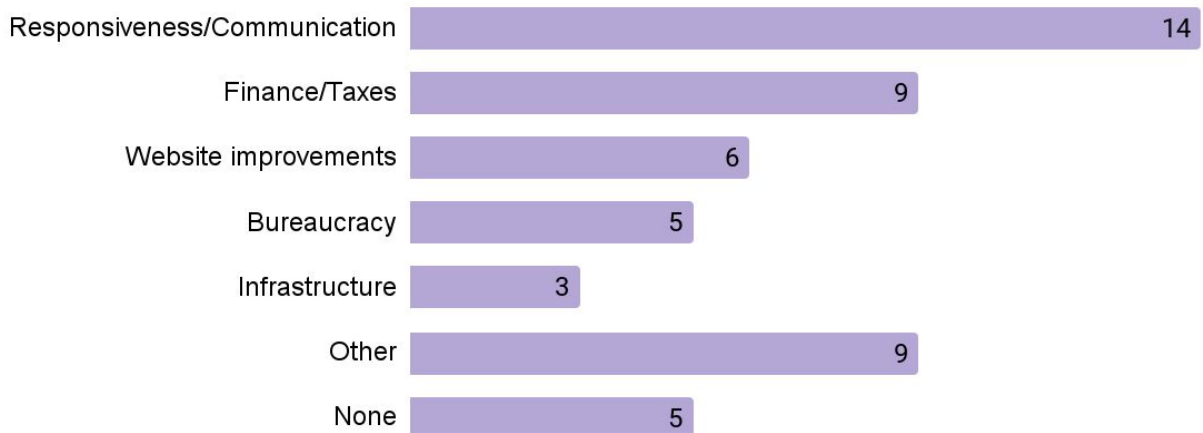
36% of the surveyed businesses **were satisfied** (4 or 5 on scale) with the local government's business-related support services. In comparison, **42% were dissatisfied** (1 or 2 on the scale), and **22% were neutral** (3 on the scale).



What support is needed?

Open text

Improved responsiveness and better communication from the City was the support respondents most commonly reported needing. **Financial support** (including tax breaks), was all also commonly mentioned. Some of the 'other' responses included more support in general, such as workshops and webinars.





Conclusion and Takeaways

- Overall, the businesses analyzed in this report were found to be largely satisfied with Fort Lauderdale as a place to do business and a place to work.
- The surveyed businesses demonstrated a favorable view of Fort Lauderdale's business climate, highlighting strengths in tourism and safety.
- Key areas for improvement include affordable housing for employees, business-related support services, and infrastructure enhancements.
- Strengthening communication between city authorities and businesses is crucial, with respondents emphasizing the need for clearer and more proactive engagement.