

Scotlandville Business Fall 2010



Prepared By:

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Urban + Rural Community Design Research Center
(U+R CDRC)**



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INTRODUCTION

The Urban + Rural Community Design Research Center (U+R CDRC) and several City Parish agencies conducted a survey analysis of the for-profit businesses in Scotlandville. The purpose of this survey was to include the information gathered into the Scotlandville Comprehensive Community Development Plan (SCCDP) and the East Baton Rouge Master Plan (FUTUREBR), to establish programs that better serve the business needs and general community needs of Scotlandville.



Boundaries of business survey

North Boundary

Thomas Road

South Boundary

Airline Highway

West Boundary

Mississippi River

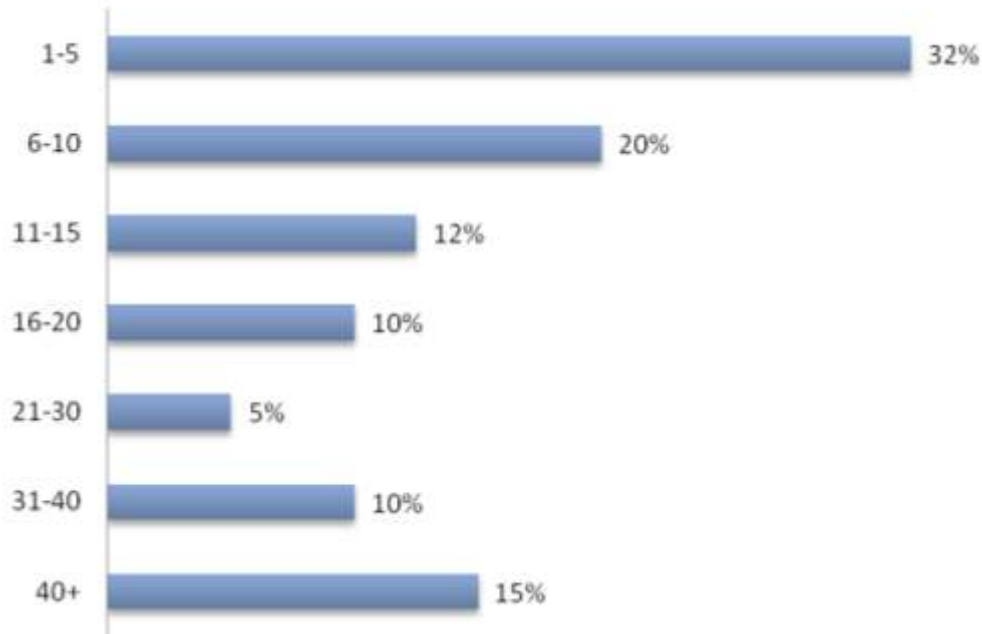
East Boundary

Plank Road



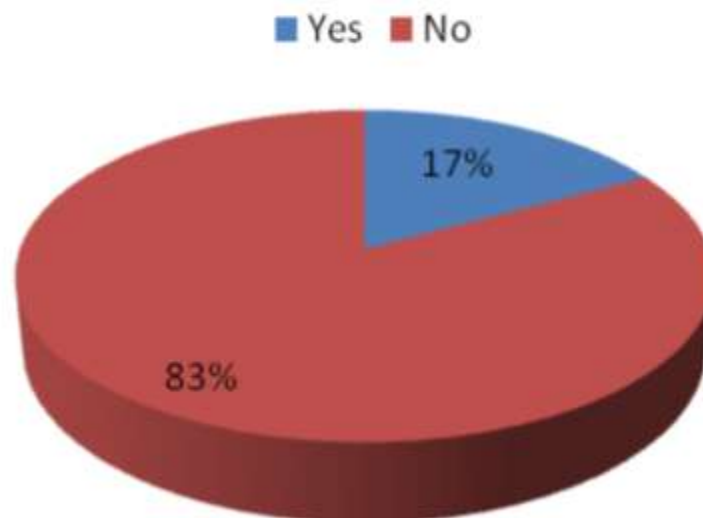
BUSINESS SURVEY RESULTS

1. How long (years) have you been in business in Scotlandville?



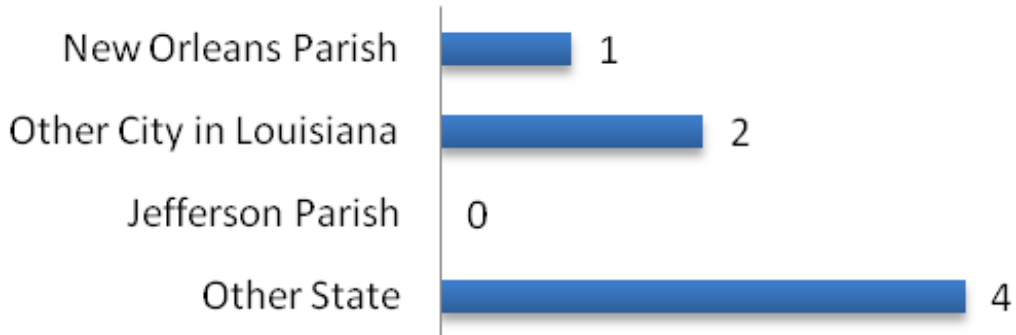
2. Did you do business in another city or town before you established your business in Scotlandville?

- Yes
- No



BUSINESS SURVEY RESULTS

3. If you answered yes to the previous question, please indicate your previous primary business location:



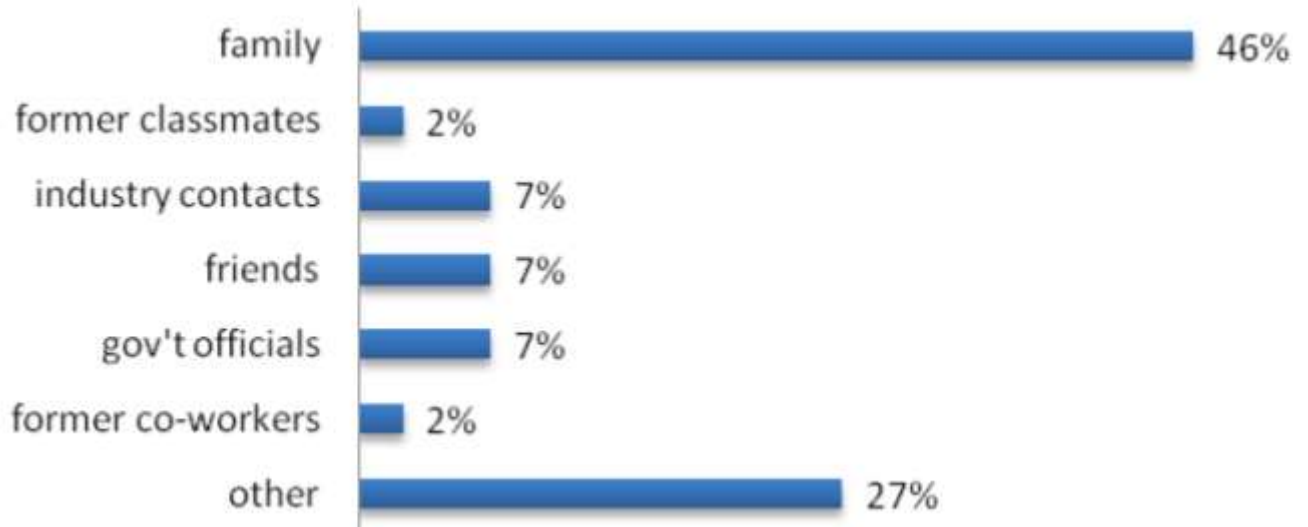
4. Is this your first business?

- Yes
- No

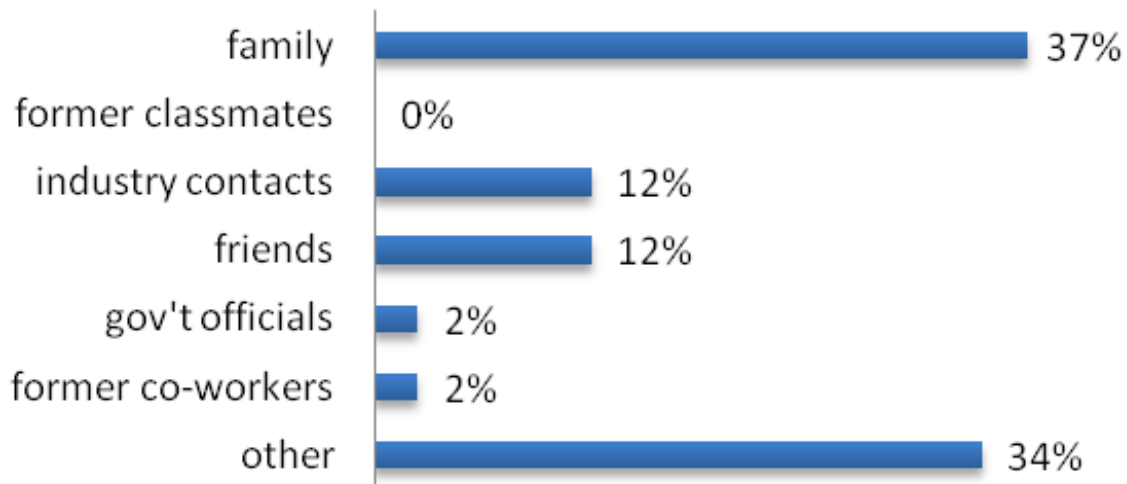


BUSINESS SURVEY RESULTS

5. In your decision to start or restart your business in Scotlandville, which of the following was **most important in helping you get started?**

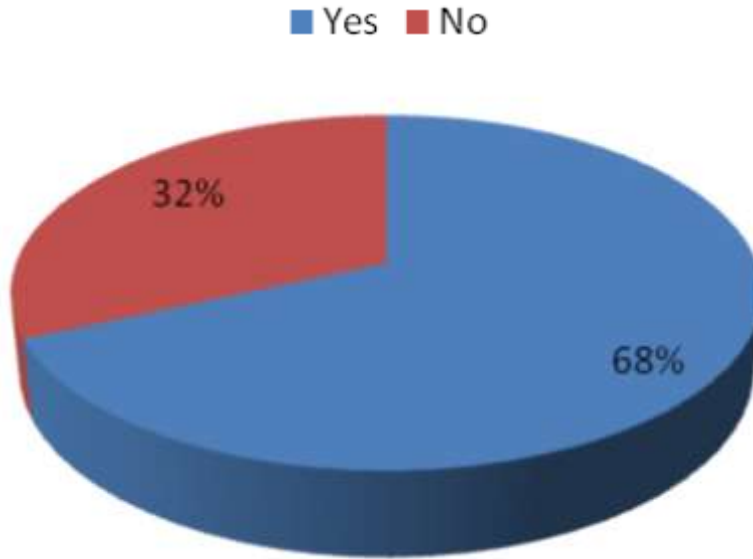


6. In your decision to start or restart your business in Scotlandville, who in your network is **now** most important in helping your business to grow?



BUSINESS SURVEY RESULTS

7. Was your business originally started in Scotlandville?

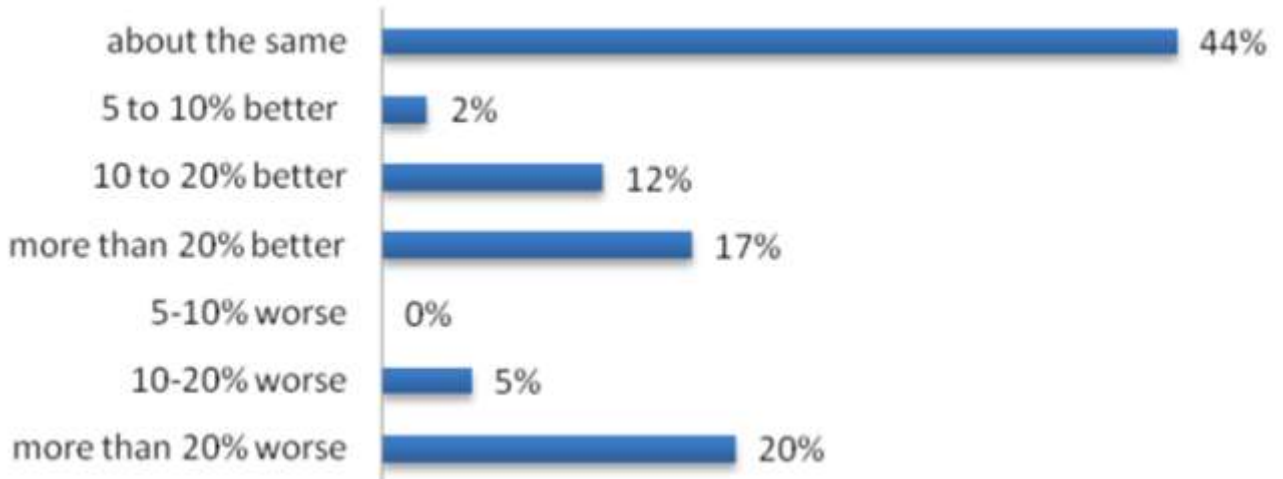


8. Please indicate your business category from the list below.

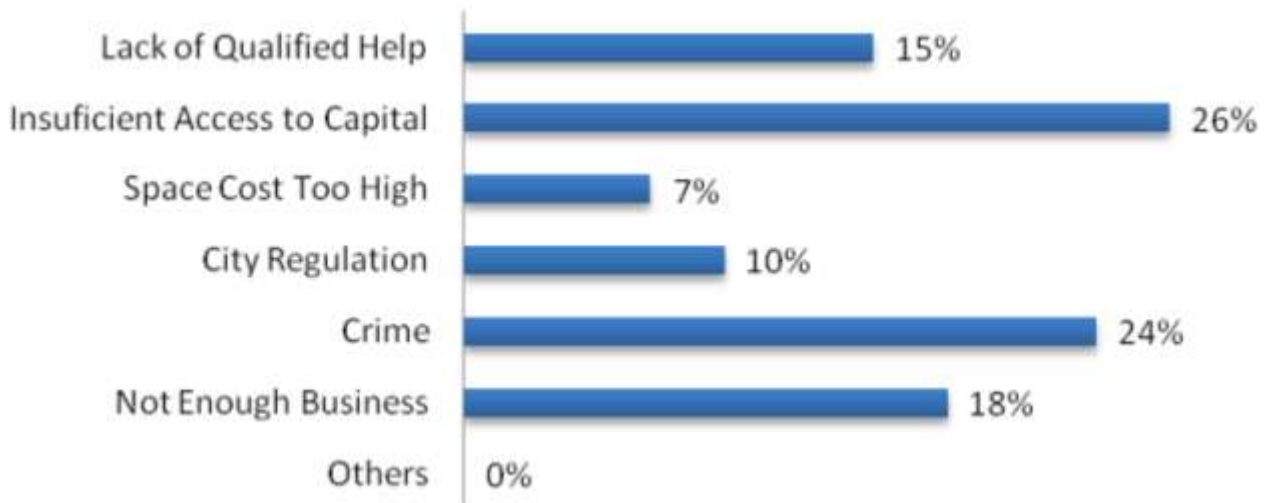


BUSINESS SURVEY RESULTS

9. What is your current level of business activity as compared to pre-Gustav?

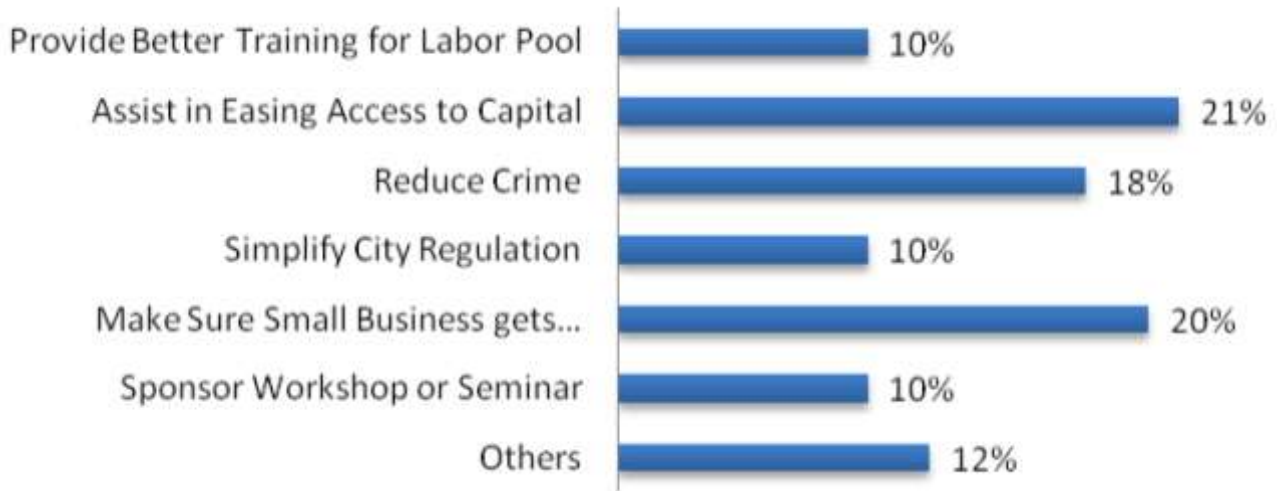


10. What are your biggest concerns with the business environment that you operate in now?



BUSINESS SURVEY RESULTS

11. What is most important thing the **City-Parish can do** to help your business grow, or continue to grow your business in Scotlandville and the EBR marketplace?

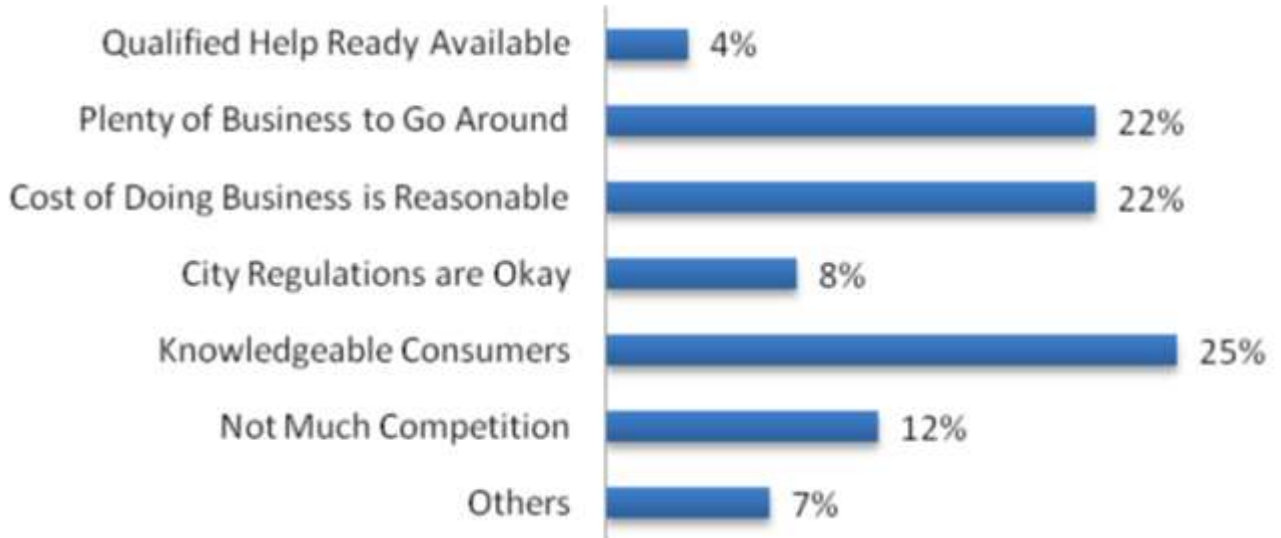


12. Have any of the following incentives/support organizations below been helpful to your business since you have been in Scotlandville?



BUSINESS SURVEY RESULTS

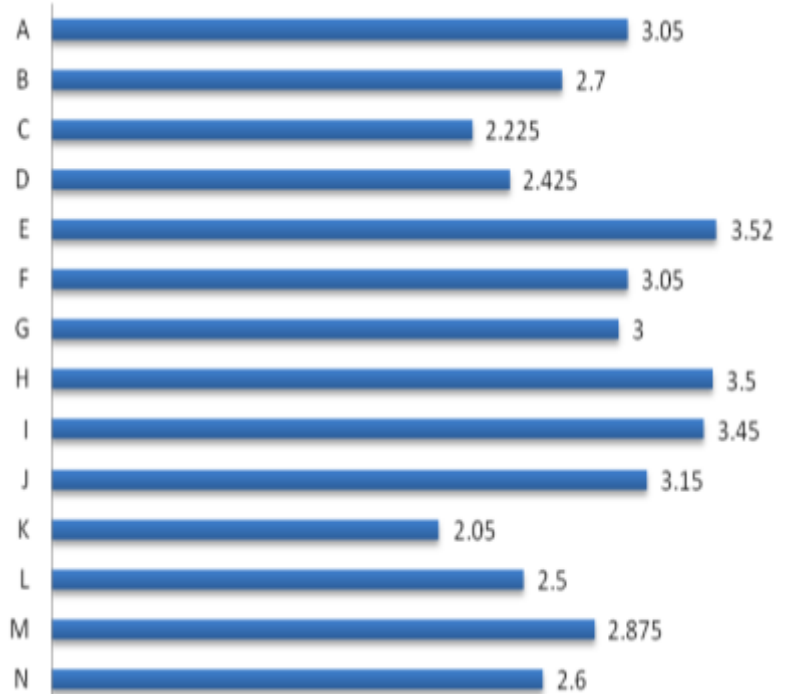
13. What do you **find good** about doing business in Scotlandville as you currently find it?



14. Please indicate your satisfaction or dissatisfaction with the Scotlandville area (listed below), using the following scale:

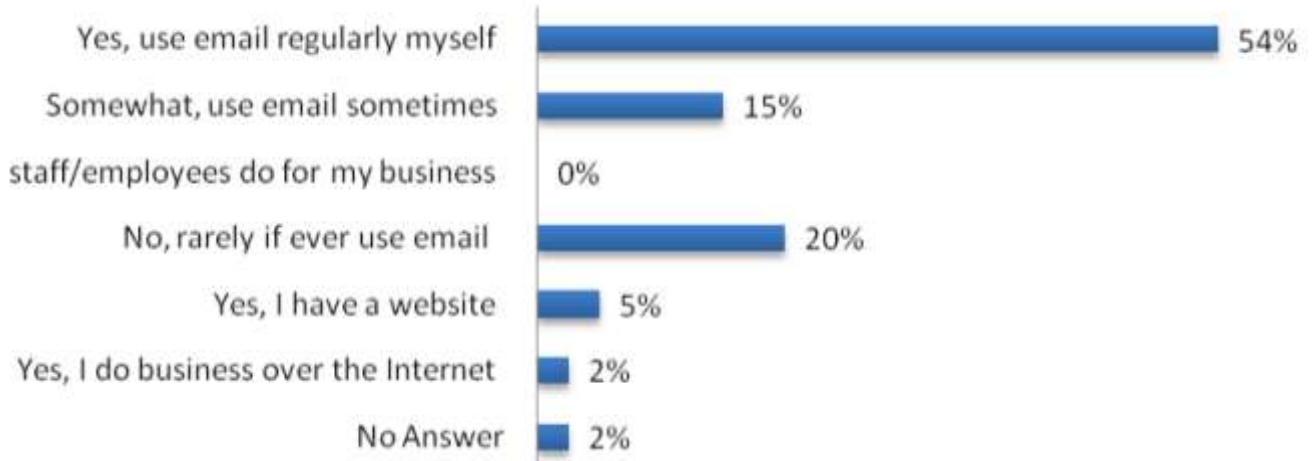
- 1 - Very Satisfied
- 2 - Slightly Satisfied
- 3 - Neither Satisfied of Dissatisfied
- 4 - Slightly Dissatisfied
- 5 - Very Dissatisfied

- A - Opinion of local school system
- B - Opinion of local police department
- C - Sense of personal safety
- E - Opinion of local shopping conveniences
- F - Labor supply
- G - City regulations
- H - Assistance from City agencies
- I - City taxes
- J - City regulations
- K - Customers
- L - Ability to find supplies for business locally
- M - Current overall satisfaction level
- N - Opinion of products available locally



BUSINESS SURVEY RESULTS

15. Is your business fully Internet ready? (check all that apply)



BUSINESS SURVEY RESULTS

16. Which of the following statements (listed below) generally apply to you, using the following scale:

- 1 - Strongly Agree
- 2 - Agree
- 3 - Neither Agree nor disagree
- 4 - Disagree
- 5 - Strongly disagree

A - If I cannot get the resources I need to obtain a business opportunity, there is very little I can do about it.

B - I enjoy finding new ways my organization can better meet the needs of the Marketplace.

C - At my company, I helped identify **new** ways of doing necessary tasks.

D - I like talking to people to find out how I can provide better services.

E - I do not hesitate to make changes that I think are needed at my company.

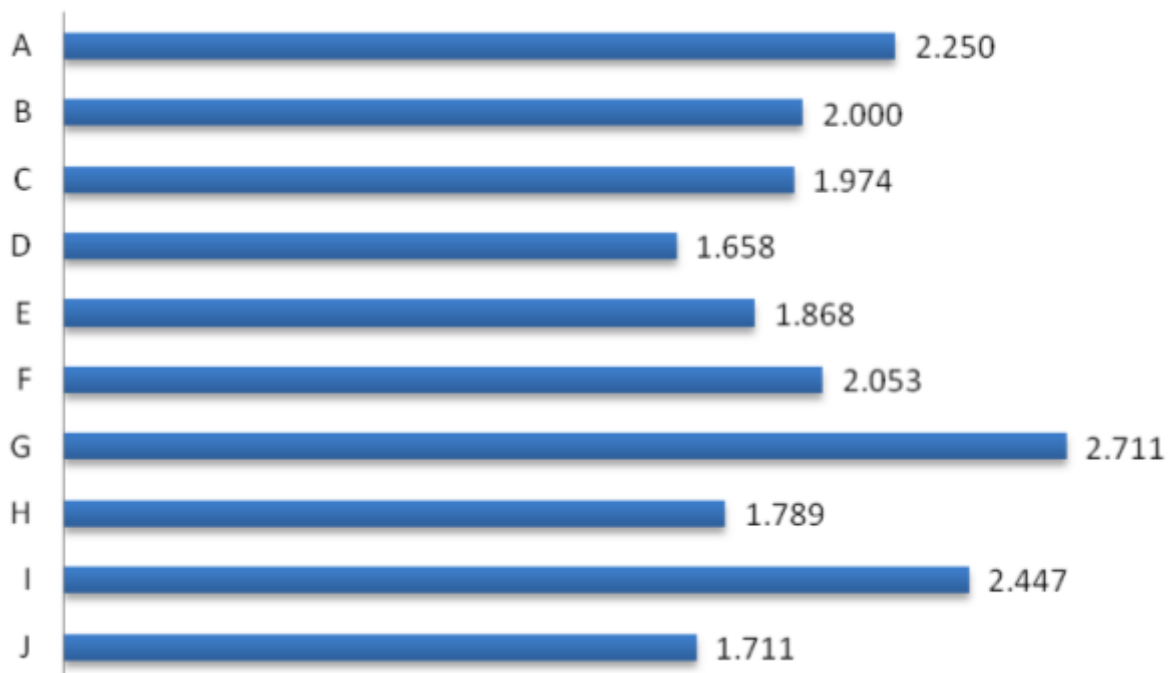
F - I believe in constantly changing my products and processes to stay ahead of my rivals.

G - I have to do what similar businesses are doing in order to be accepted by financiers, suppliers, and customers.

H - I usually can identify what my customers will need to make their purchased products/services more useful.

I - I regard shortage of resources as a temporary problem that I must overcome in order to pursue my business interests.

J - I like to interact with people so I can get their thoughts on services they might need.

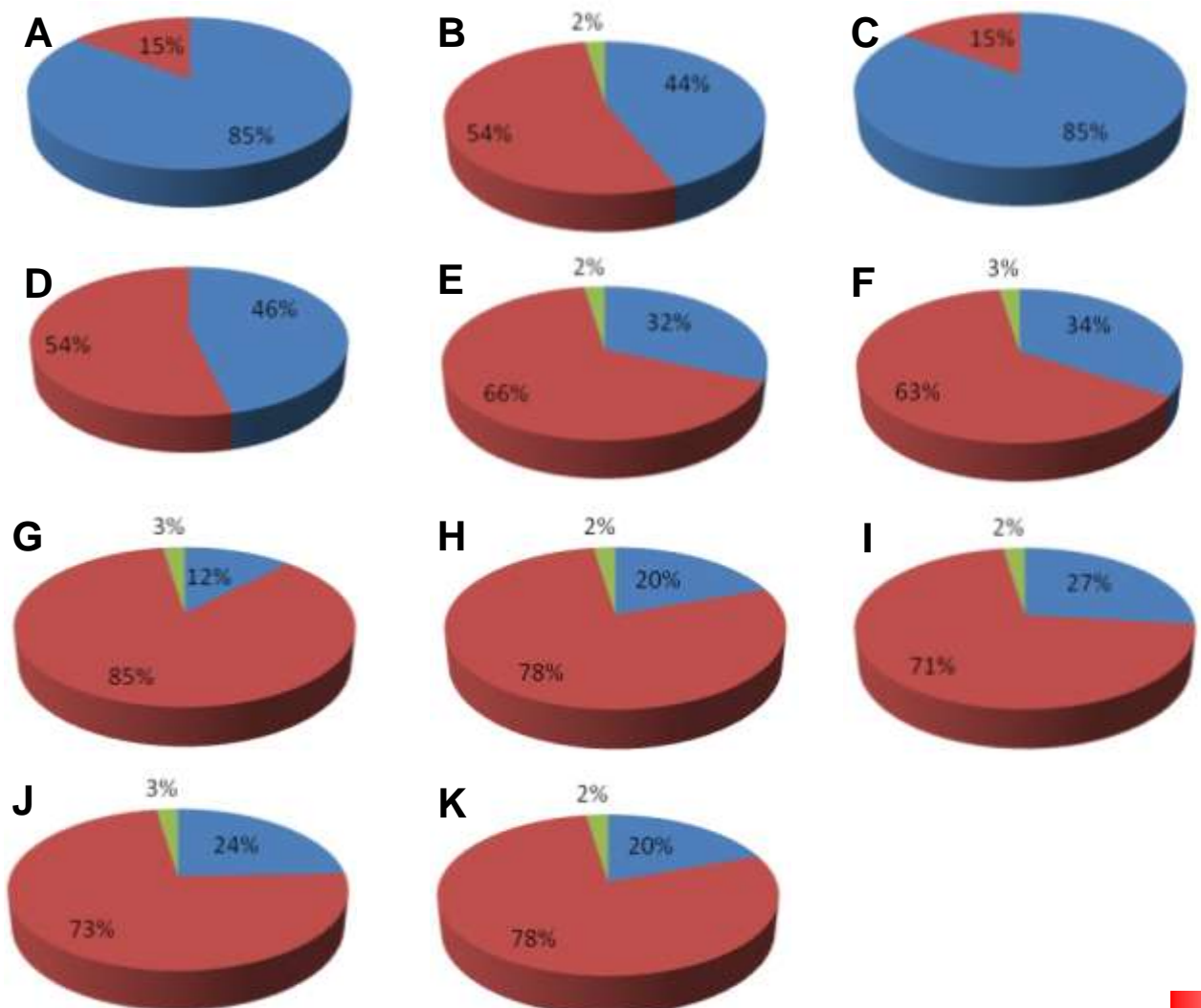


BUSINESS SURVEY RESULTS

17. When first starting your company, what strategy did you use to get needed resources (e.g., financial support, people, etc.)

- A - Made do with the resources available to me?
- B - Unsuccessfully sought new resources?
- C - Used personal savings?
- D - Used my credit card?
- E - Obtained capital from my other business or businesses?
- F - Used unpaid family members and friends?
- G - Obtained grants from local, state, or federal agencies?
- H - Obtained loans from family and friends?
- I - Used bartering for goods and services?
- J - Deliberately delayed payments to creditors?
- K - Stripped resources from existing projects?

■ YES ■ NO ■ No Answer



BUSINESS SURVEY RESULTS

18. Sometimes entrepreneurs share resources with other firms when starting a business idea. Please indicate if you used this “sharing” strategy with other firms in starting your company

A - Shared business space with another firm?

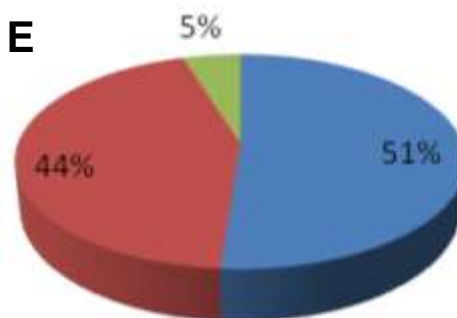
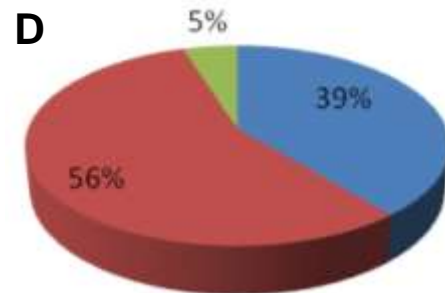
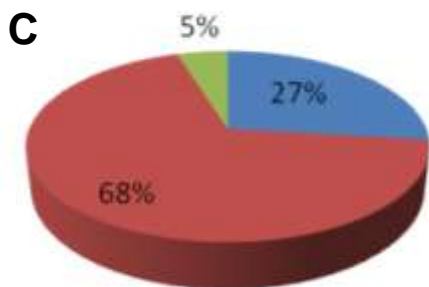
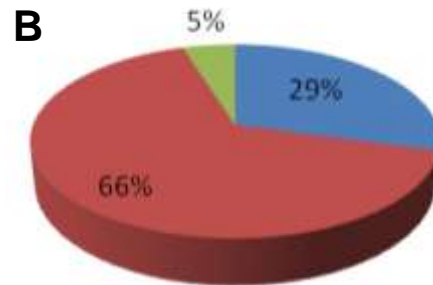
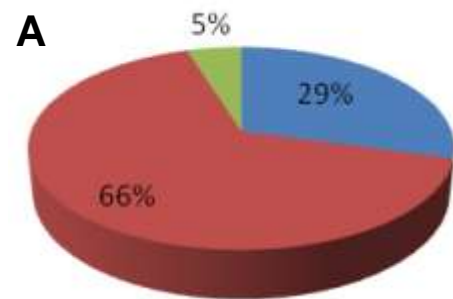
B - Shared employees with another firm?

C - Shared equipment with another firm?

D - Shared business connections to get resources I previously did not know about.

E - Shared information by brainstorming with friends in my network

■ YES ■ NO ■ No Answer

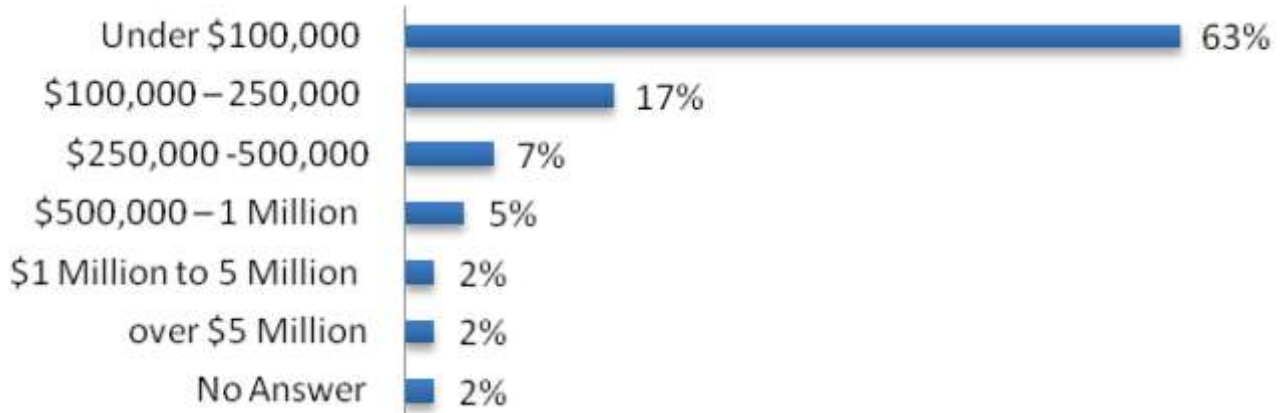


BUSINESS SURVEY RESULTS

19. Do you own the property on which your business is located?

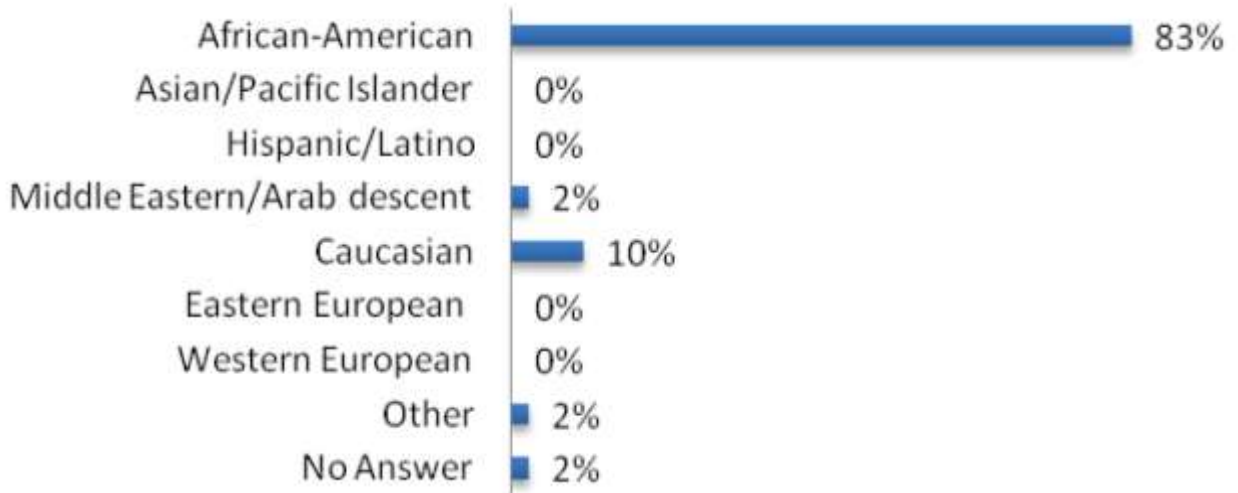


20. What is the approximate annual amount of gross income of your business?

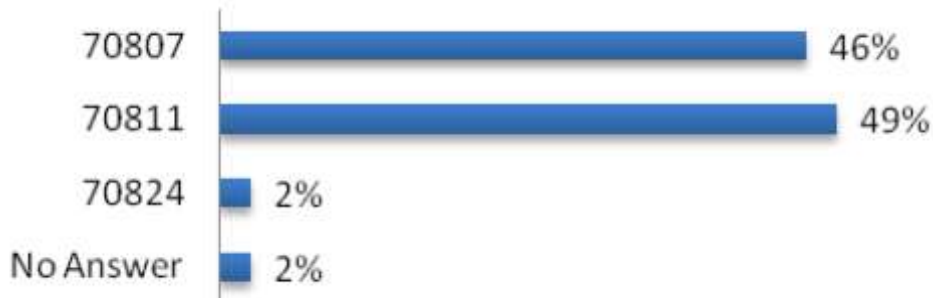


BUSINESS SURVEY RESULTS

21. With which ethnic group does the owner of this business identify himself/herself? (check one only)



22. Please enter the zip code of your business location



NEXT STEPS

Feedback Tour Dates

Tuesday Oct. 26, 2010 6 pm - 7 pm
Scotlandville Branch Library
7373 Scenic Hwy

Tuesday Nov. 2, 2010 6 pm - 7 pm
Greater King David Baptist Church
222 Blount Road

Tuesday Nov. 9, 2010 6 pm - 7 pm
Greater Mt. Carmel Baptist Church
1414 Sora Street

Scotlandville Community Design Workshop (Charrette) Dates

Tuesday November 16, 2010, 7 pm - 9 pm
Wednesday November 17, 2010, 9 am - 9 pm
Thursday November 18, 2010, 9 am - 9 pm
Friday November 19, 2010, 9 am - 9 pm
Saturday November 20, 2010, 11 am - 1 pm

Southern University School of Architecture
Architecture East, 2nd Floor

Parking Passes are available through the School of Architecture or you can download one on our website at www.urcdrc.org.

The Process

January 2011

Strategies are developed to accomplish the plan, with action steps, implementation measures, funding strategies, and a monitoring plan

February 2011

Presentations are held for public review for comment on the Scotlandville Comprehensive Community Development Plan (SCCDP)

March 2011

Final integration with FUTUREBR plan

April - May 2011

Public Hearings and adoption of the EBR Plan (FUTUREBR) with inclusion of the SCCDP

IMAGE CREDITS

Example Façade Enhancement on Scotland Avenue developed by Fusion Architects

Photographic images of Scotlandville taken by U+R CDRC students

Transit-Oriented Development sketch developed by U+R CDRC students during the Scotlandville Planning Charrette April 13-17, 2010.

Transit Oriented Development Photo

http://www.valleymetro.org/metro_light_rail/about_light_rail/transit_oriented_development/

THANK YOU

THANK YOU FOR YOUR TIME AND FEEDBACK

See you November 16-20, 2010
for the Scotlandville Community
Design Charrette Workshop

2nd Floor of Architecture East at Southern
University School of Architecture



Should you have any questions about the SCCDP or how
to get involved, contact Jason Lockhart or Lonnie
Wilkinson at 225.771.3015. You can also follow us online
at <http://www.urcrdc.org>.