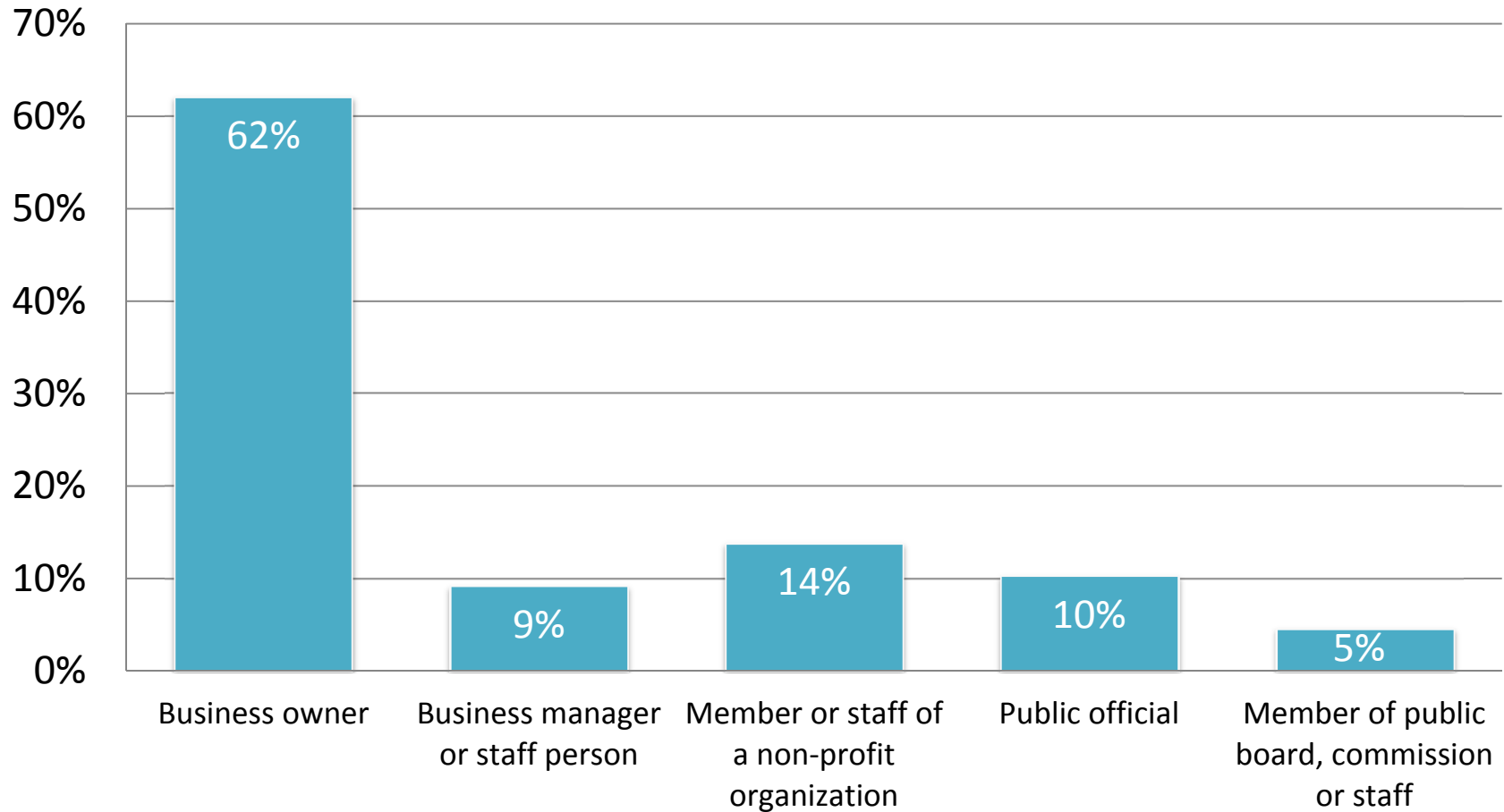


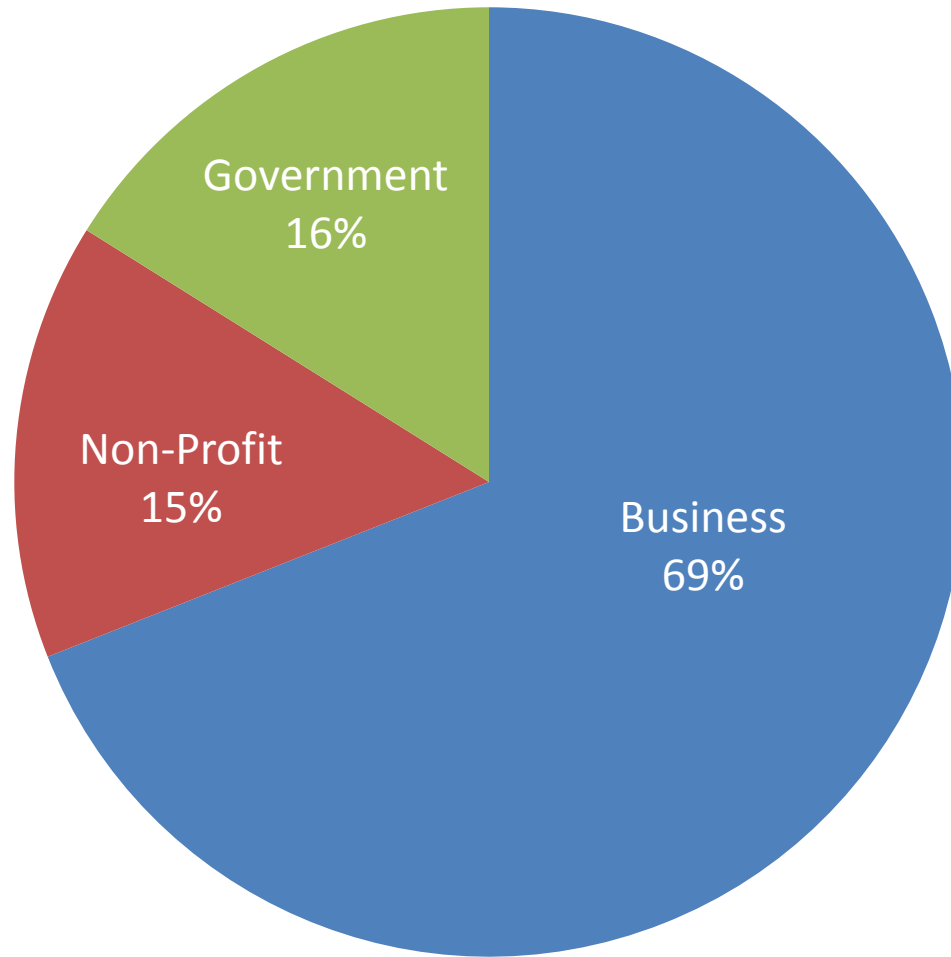


**Economic Development  
Interview Survey Results 2012**

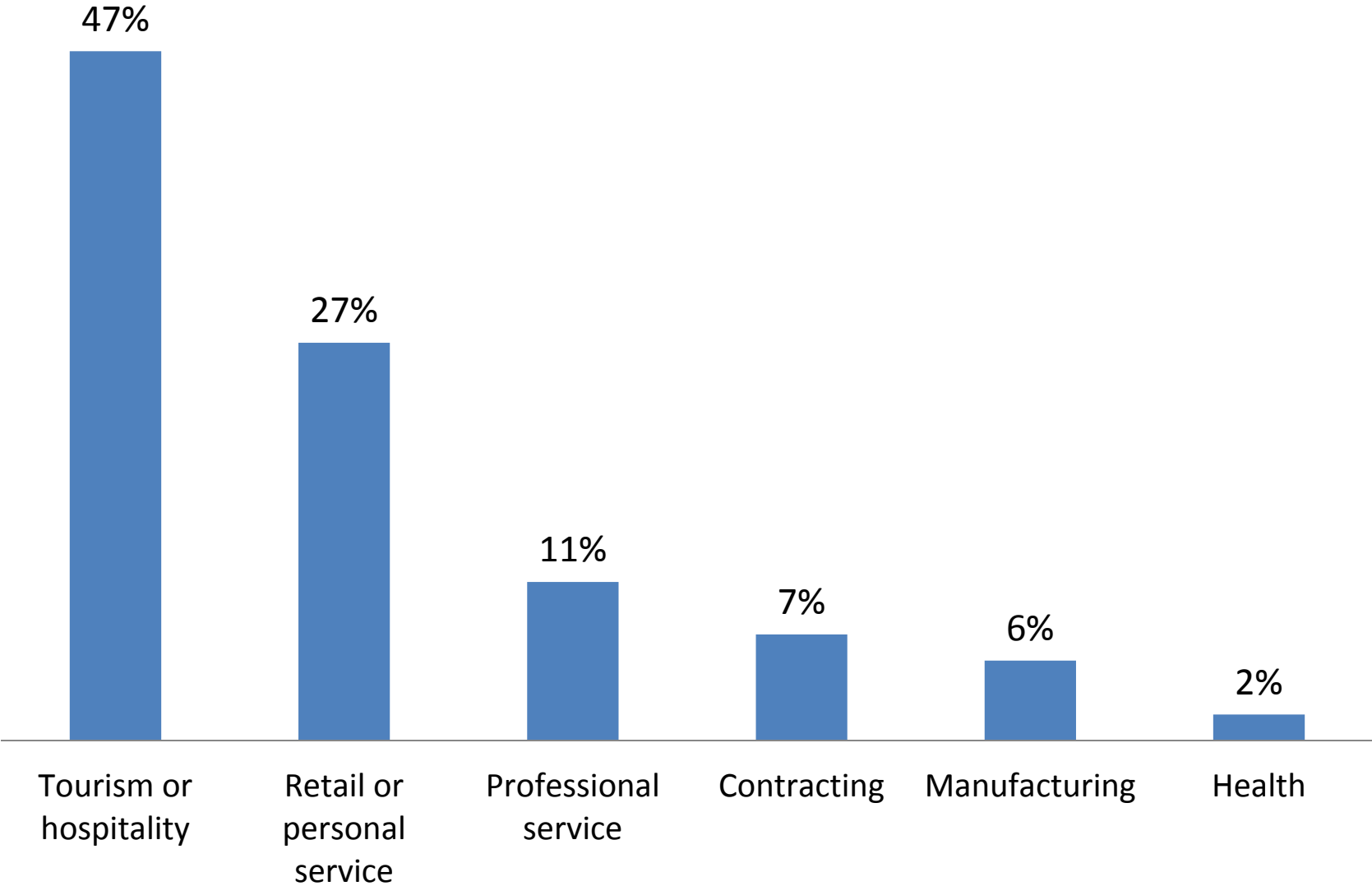
# RESPONDENTS (89 responses)



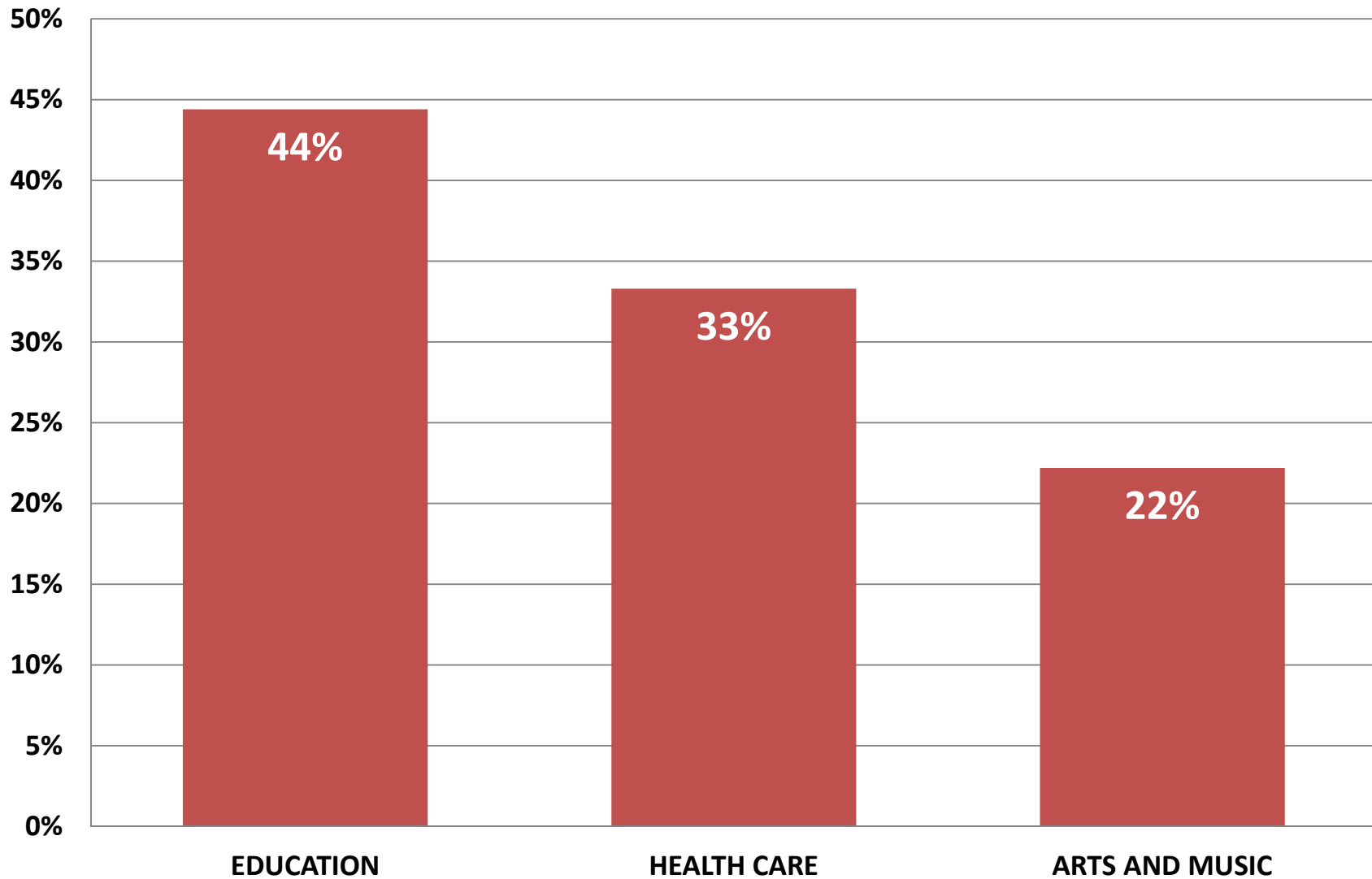
# REPRESENTING



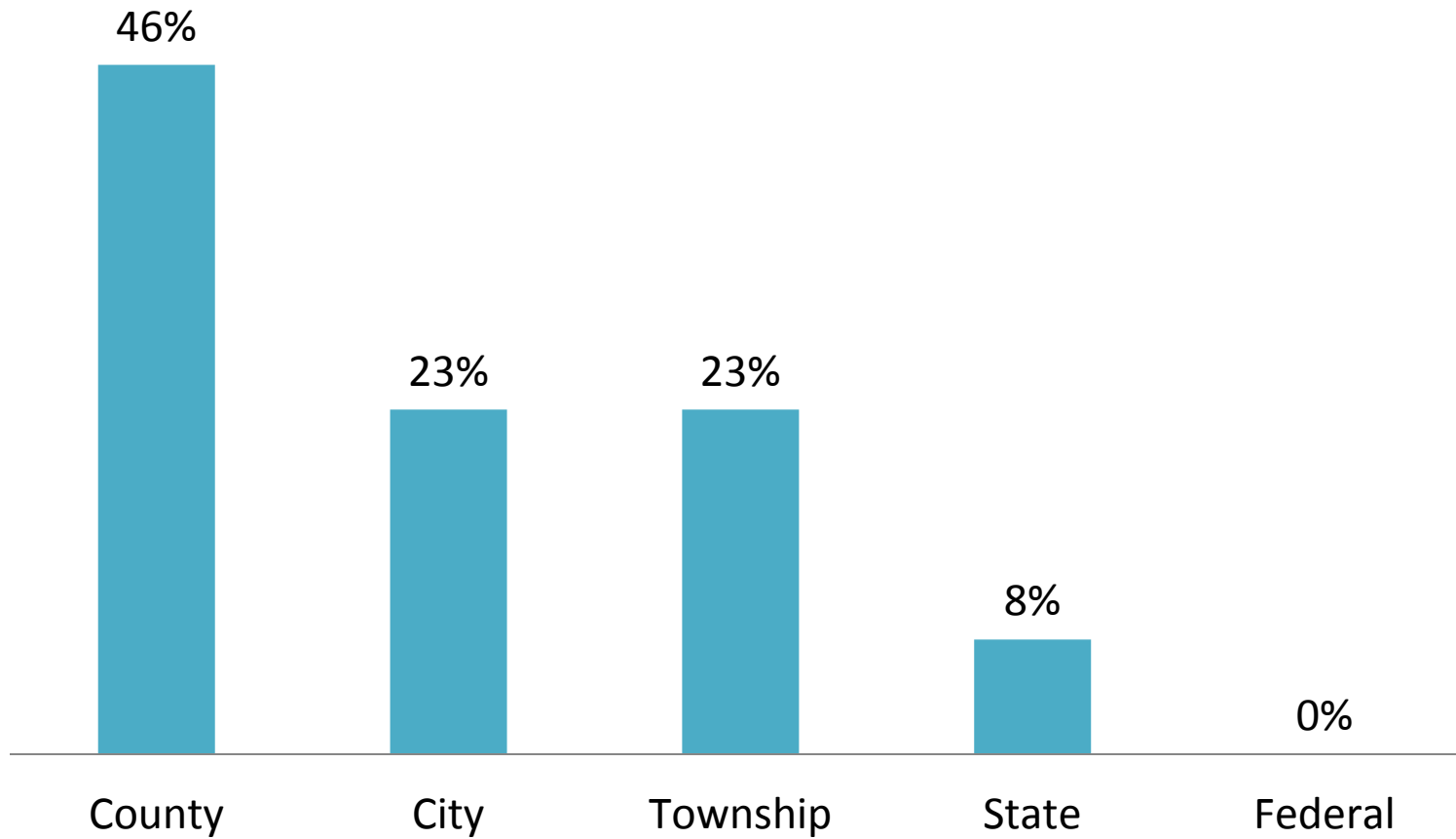
# PRIMARY TYPE OF BUSINESS



# PRIMARY TYPE OF NON-PROFIT

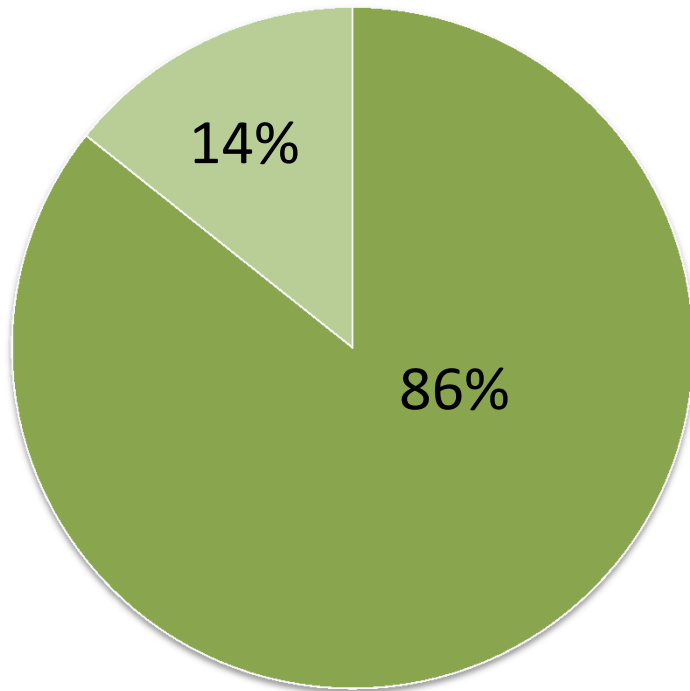


# PRIMARY TYPE OF GOVERNMENT

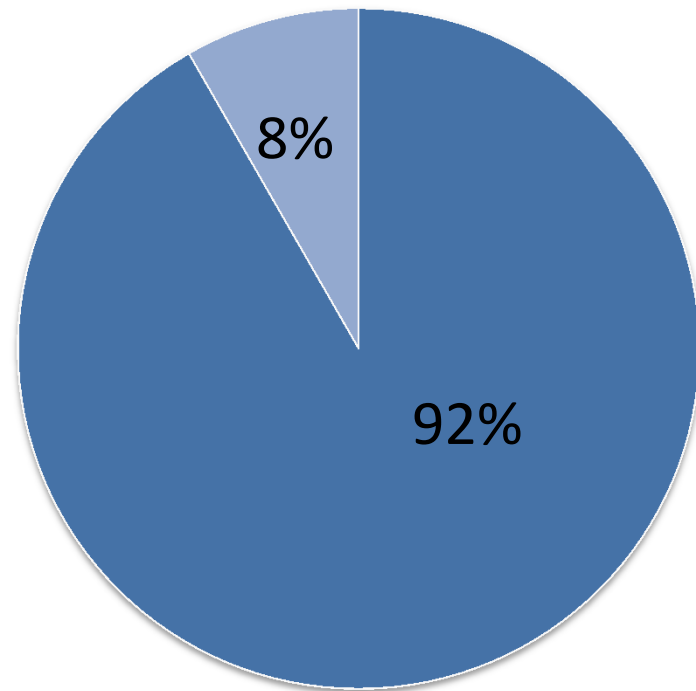


# SEASONALITY OF BUSINESS OR NON-PROFIT

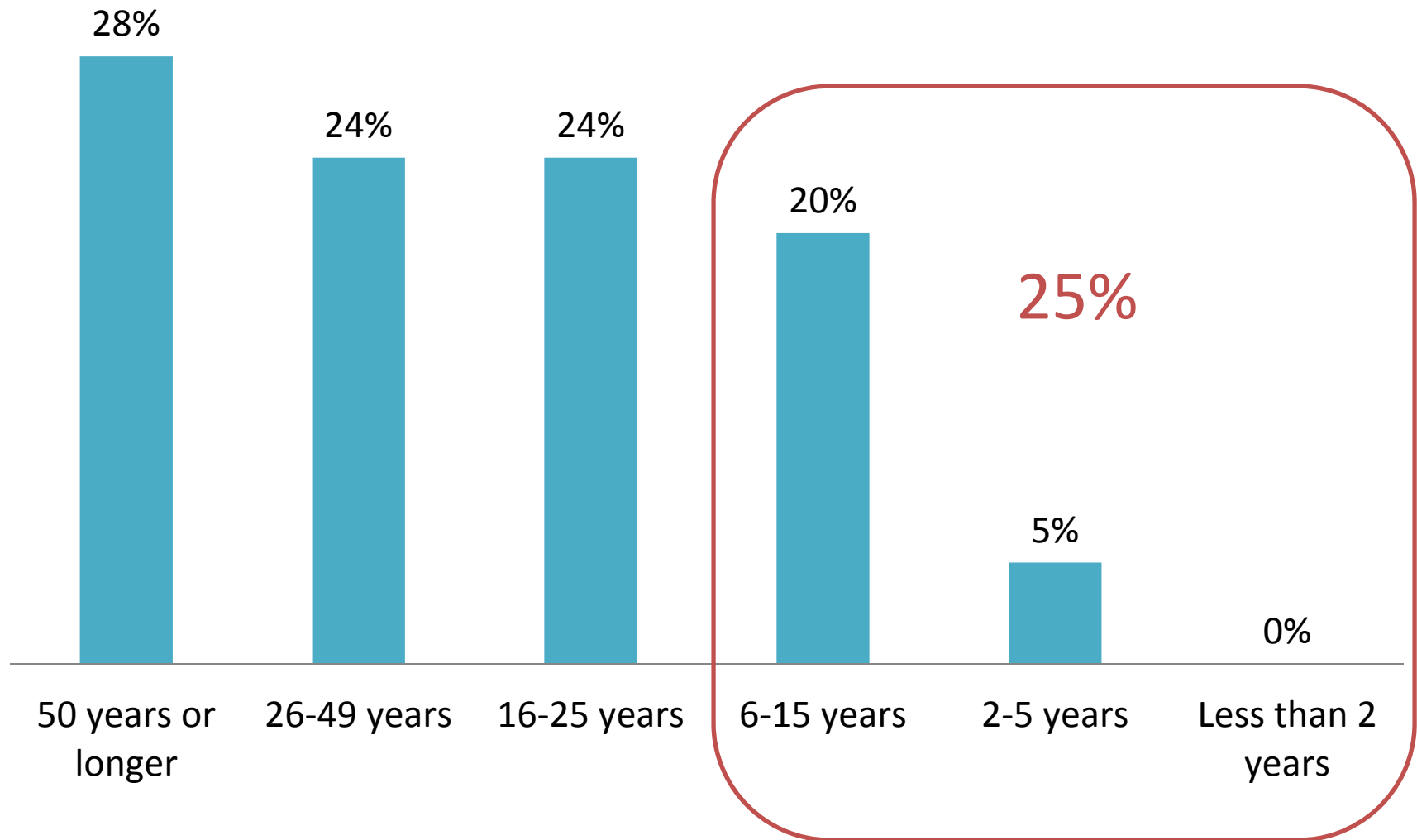
■ Year-round ■ Seasonal



■ Summer ■ Winter

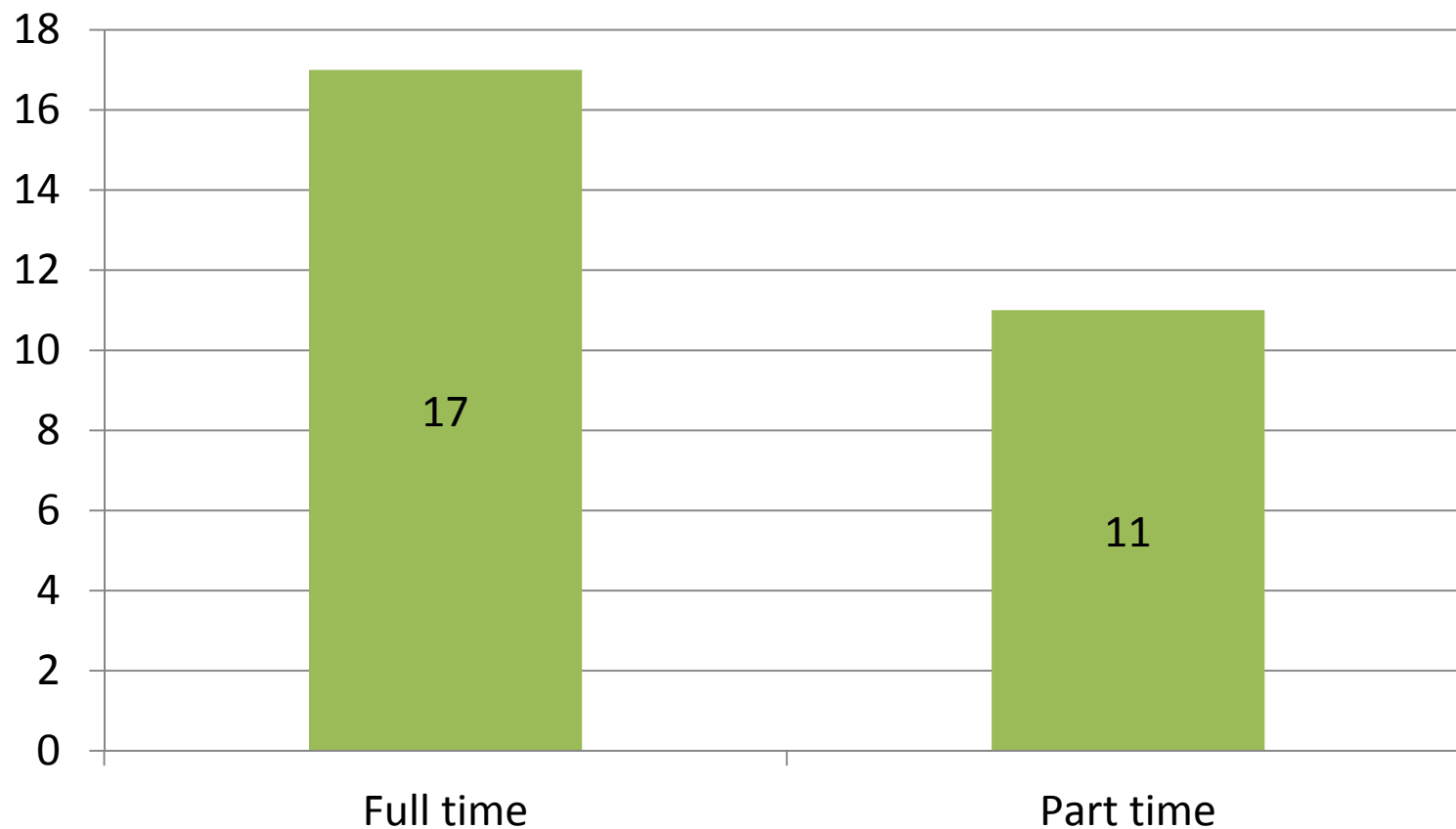


# YEARS OF OPERATION



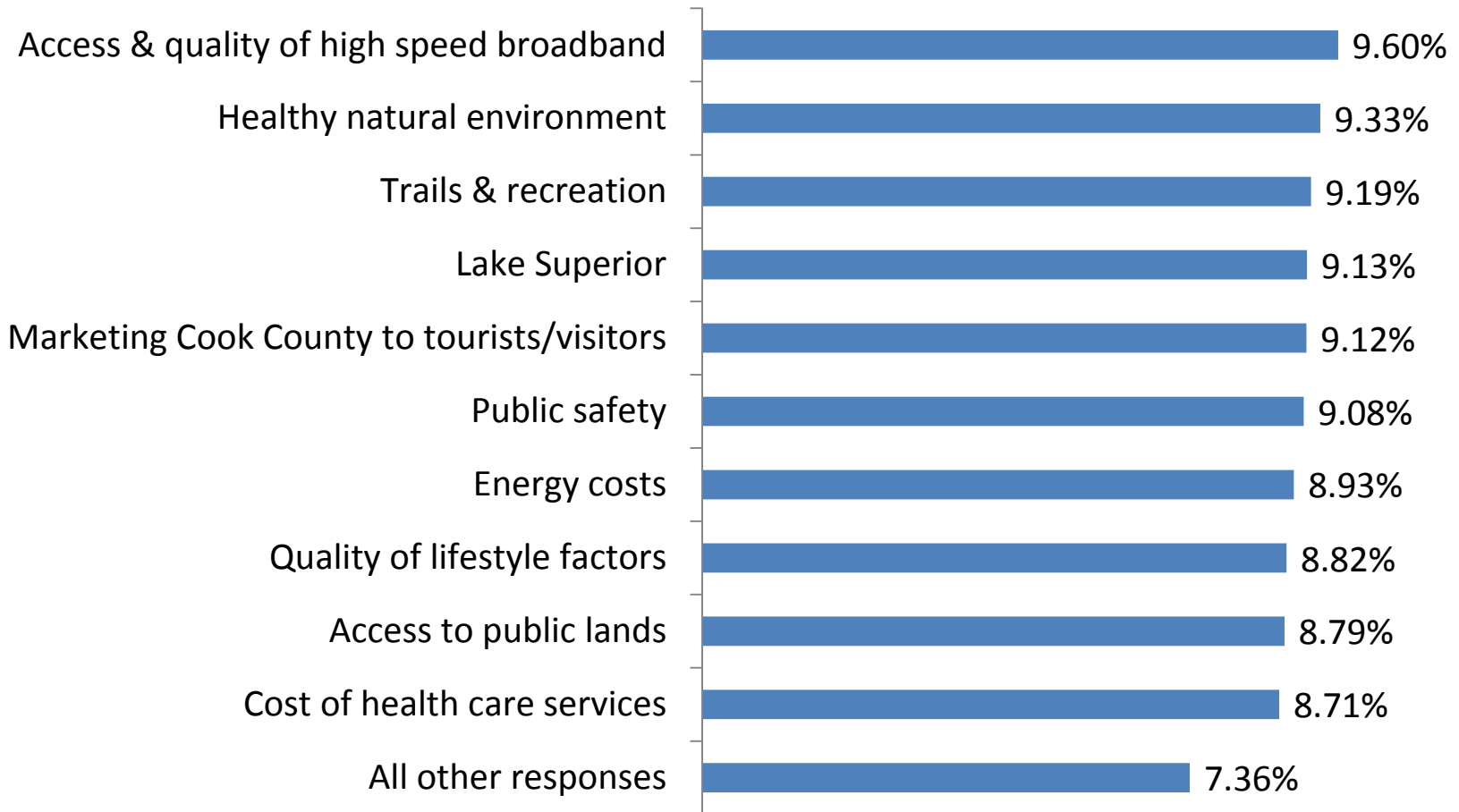


# HOW MANY PEOPLE DO YOU EMPLOY (ON AVERAGE) OVER THE COURSE OF A FULL YEAR?

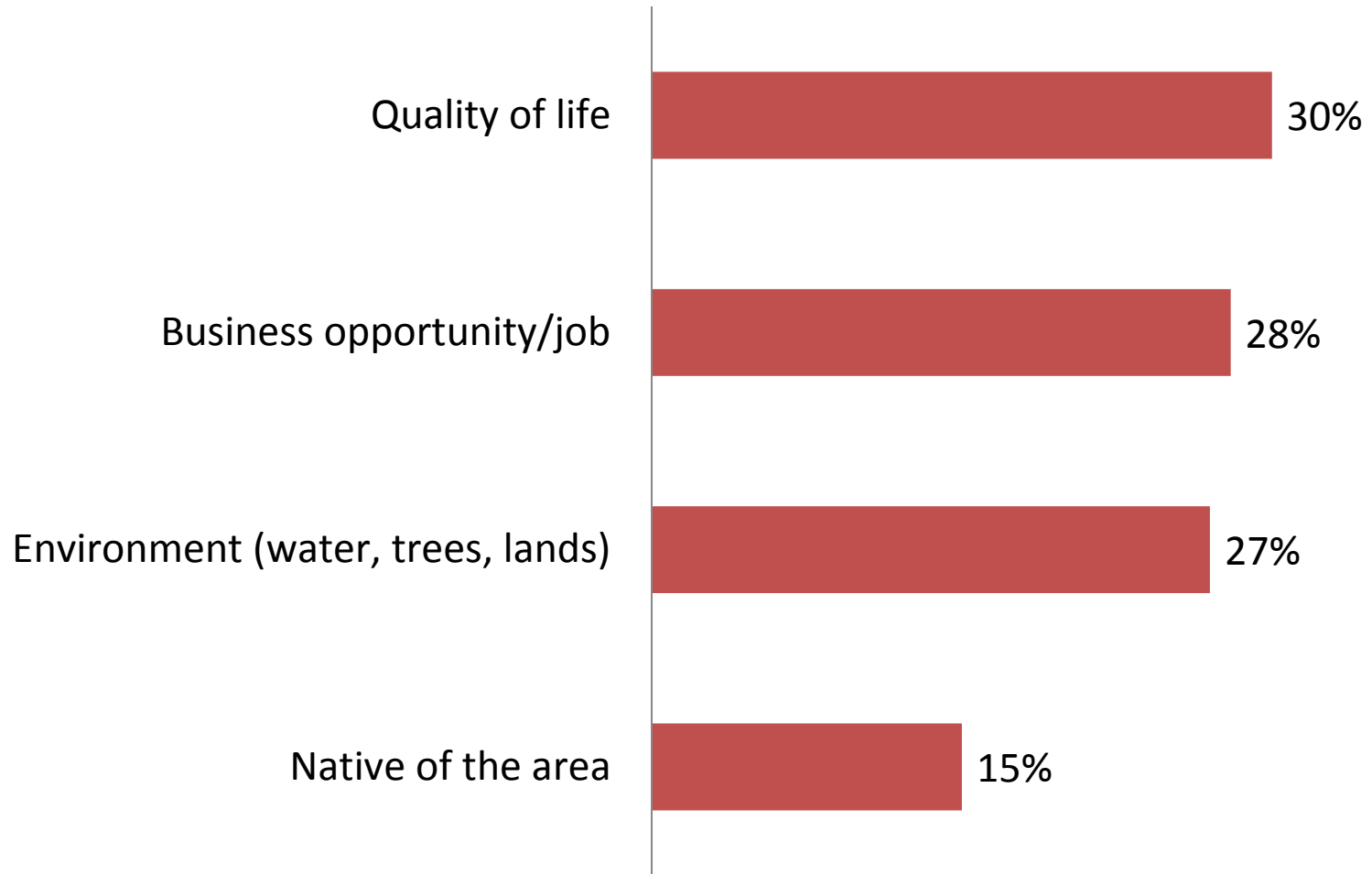


# LEVEL OF IMPORTANCE TO ENSURE GROWTH/ SUSTAINABILITY OF YOUR BUSINESS/NON-PROFIT

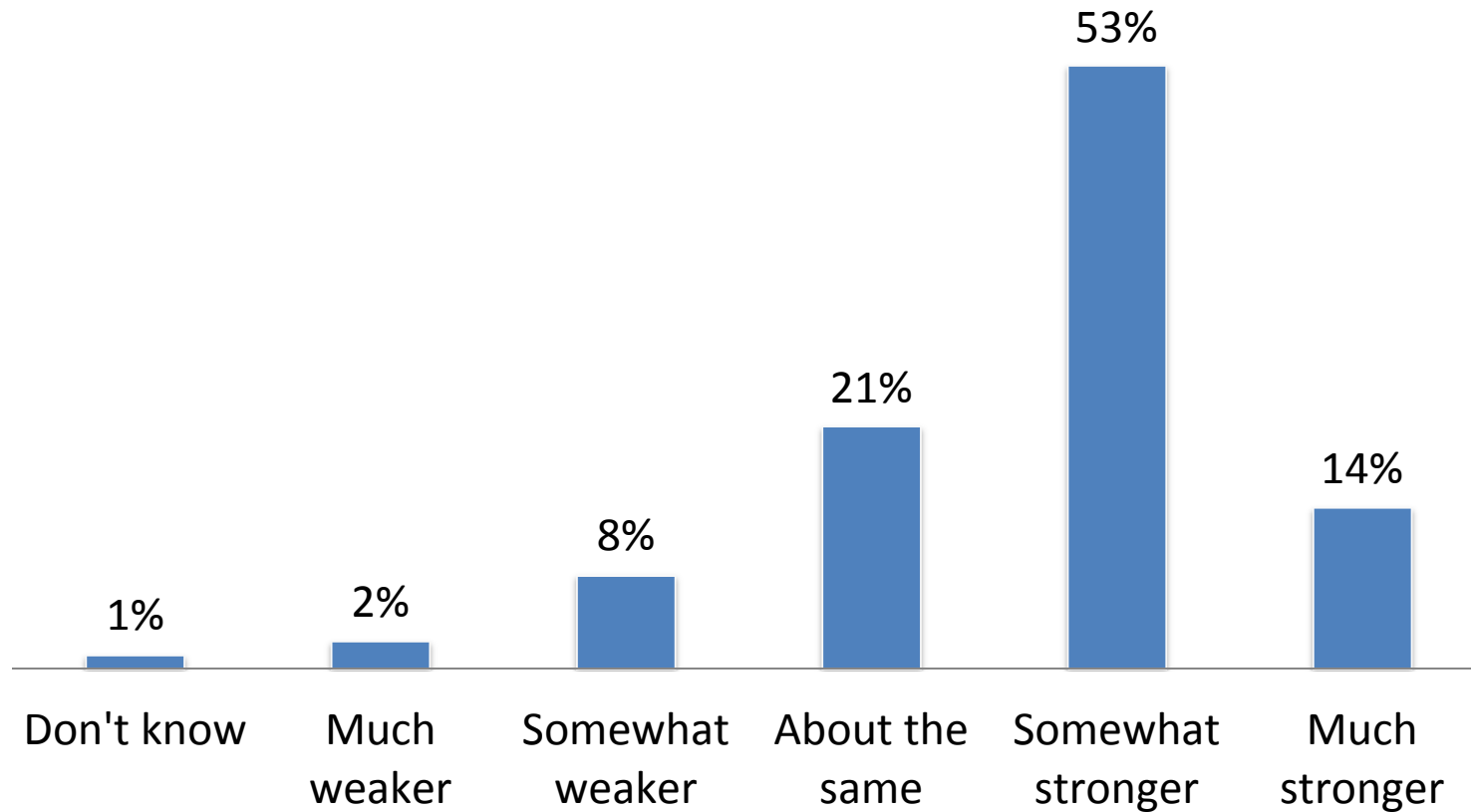
Out of a scale of 1 to 10 (average rating)



# PRIMARY REASON FOR BEING HERE



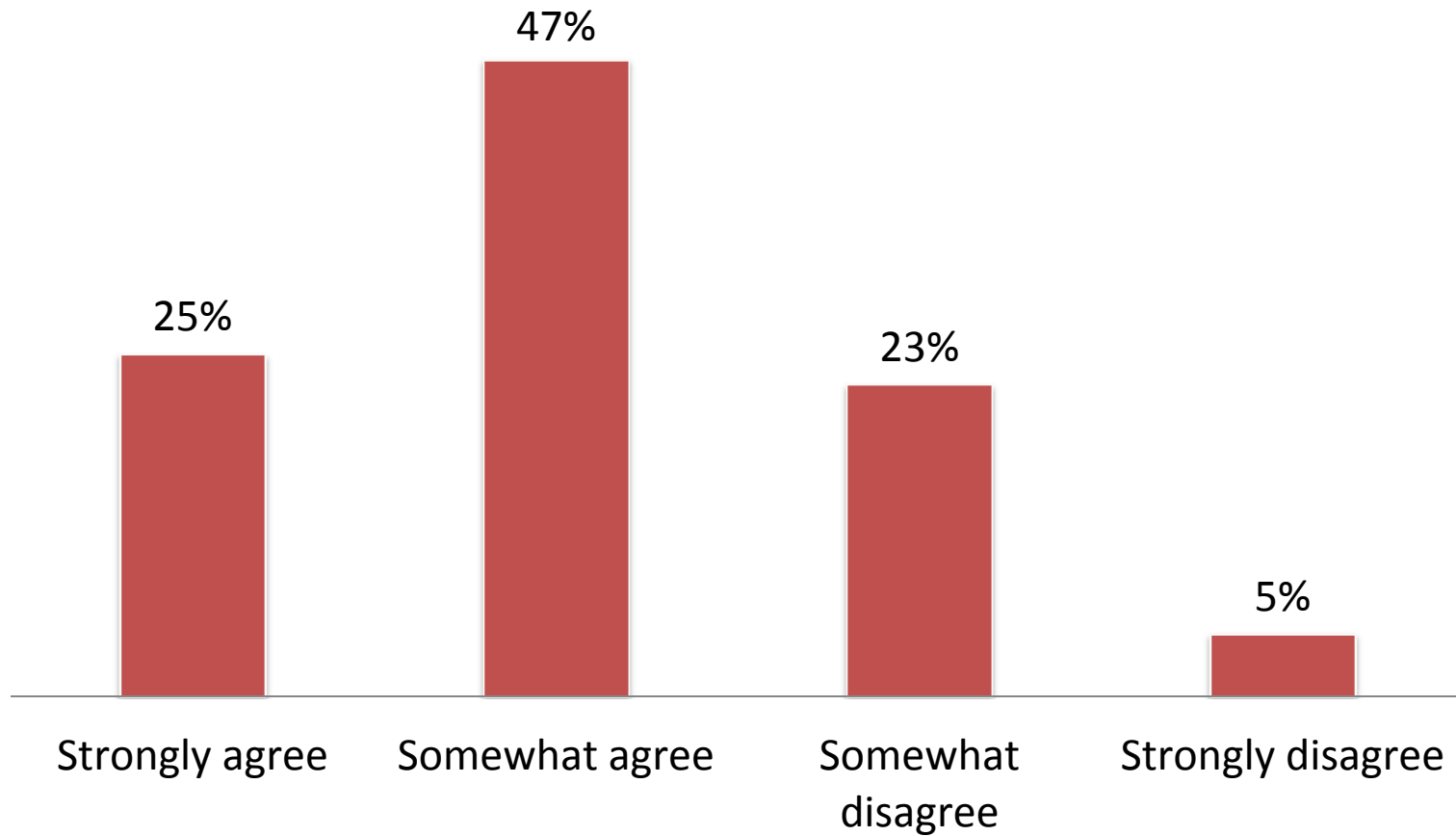
# EXPECTED PERFORMANCE IN THE NEXT 18 MONTHS



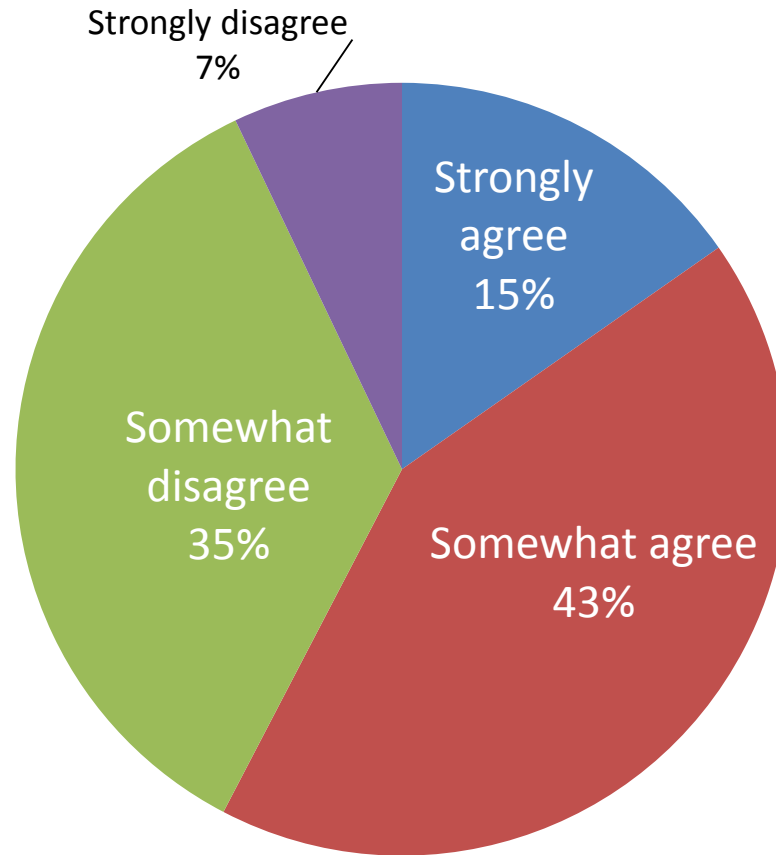
# WHAT TYPES OF LOCALLY PROVIDED EMPLOYEE TRAINING WOULD BENEFIT YOUR BUSINESS OR ORGANIZATION?

Computer training (internet/keyboard/software)	27%
Customer service/hospitality/guest services	26%
Sales/marketing	11%
Skilled trades	10%
Business management/coaching	9%
Safety (including food handling)	8%
Culinary/food service	7%
Accounting	6%
Maintenance/janitorial	3%

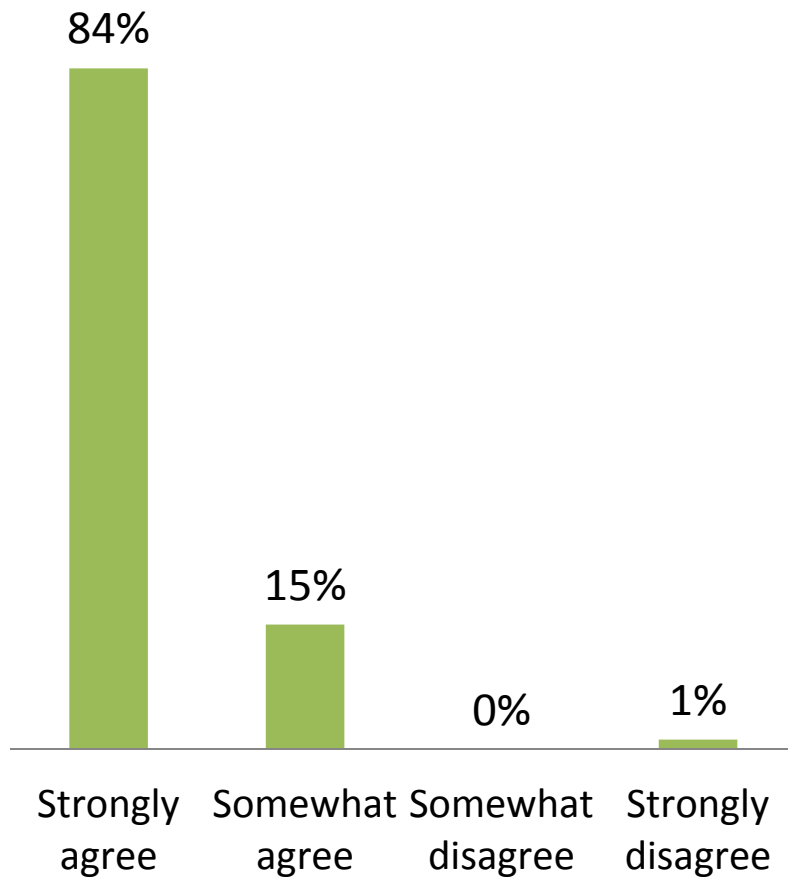
# COOK COUNTY IS A WELCOMING COMMUNITY FOR NEWCOMERS...



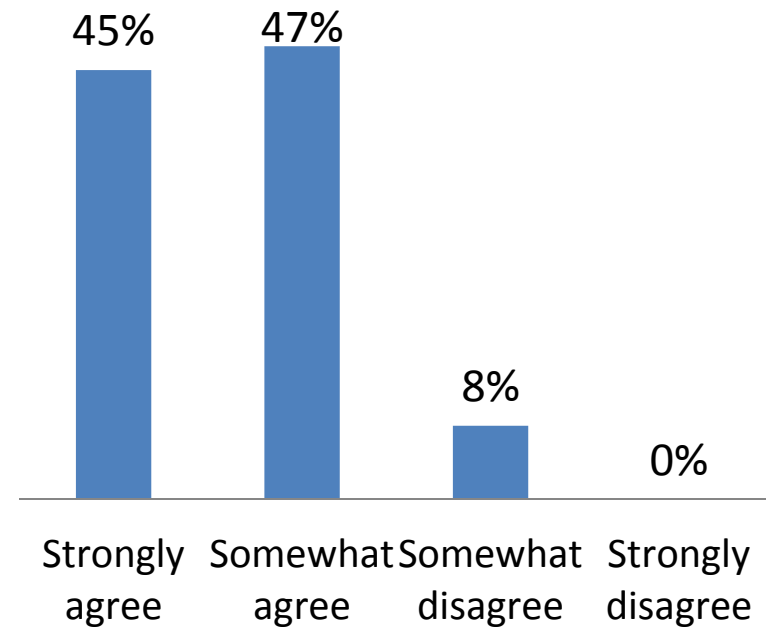
# COOK COUNTY IS A GOOD PLACE FOR A BUSINESS OR NON-PROFIT TO SUCCEED



## Sustainable business growth is a good thing for Cook County

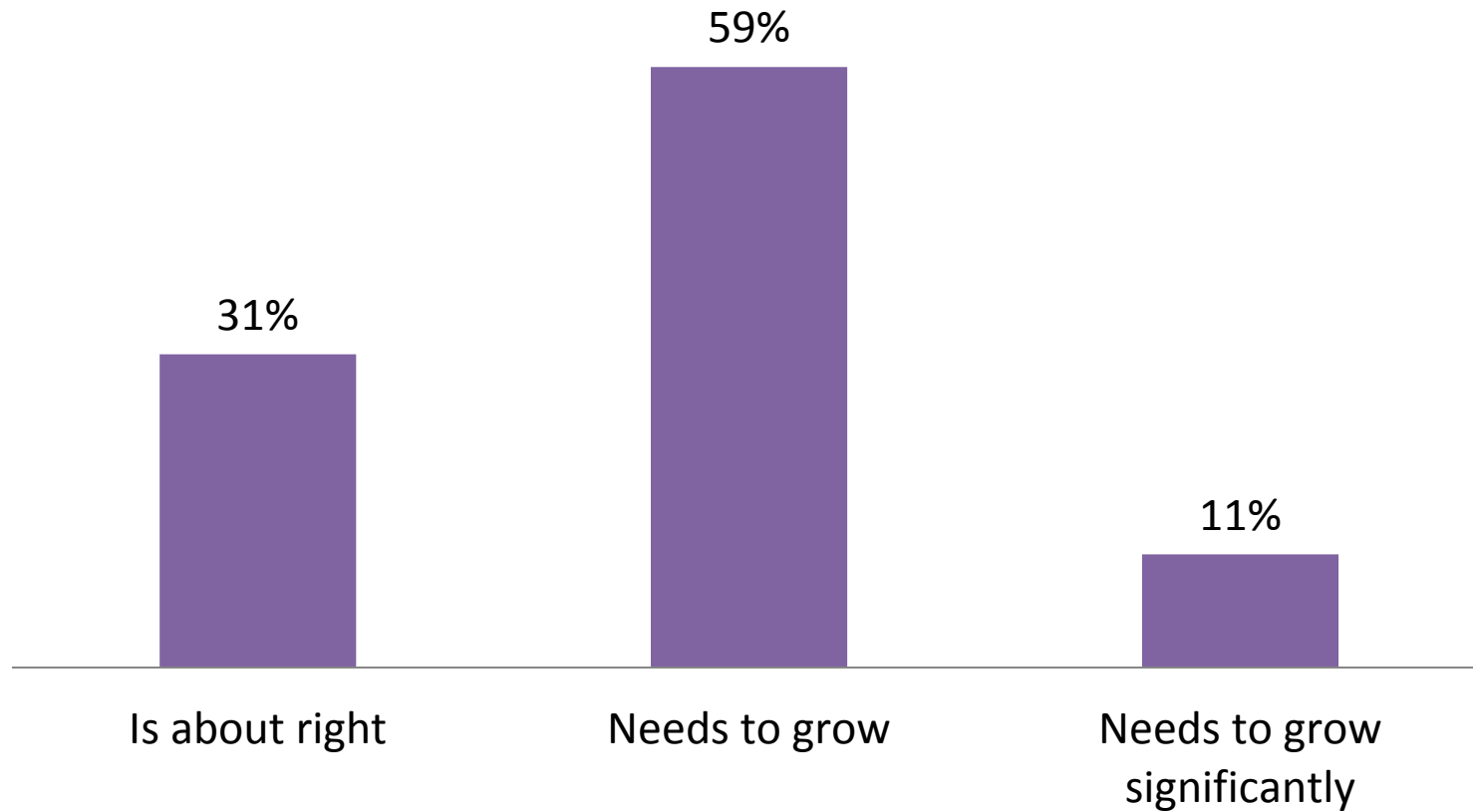


## Sustainable competition is a good thing for Cook County

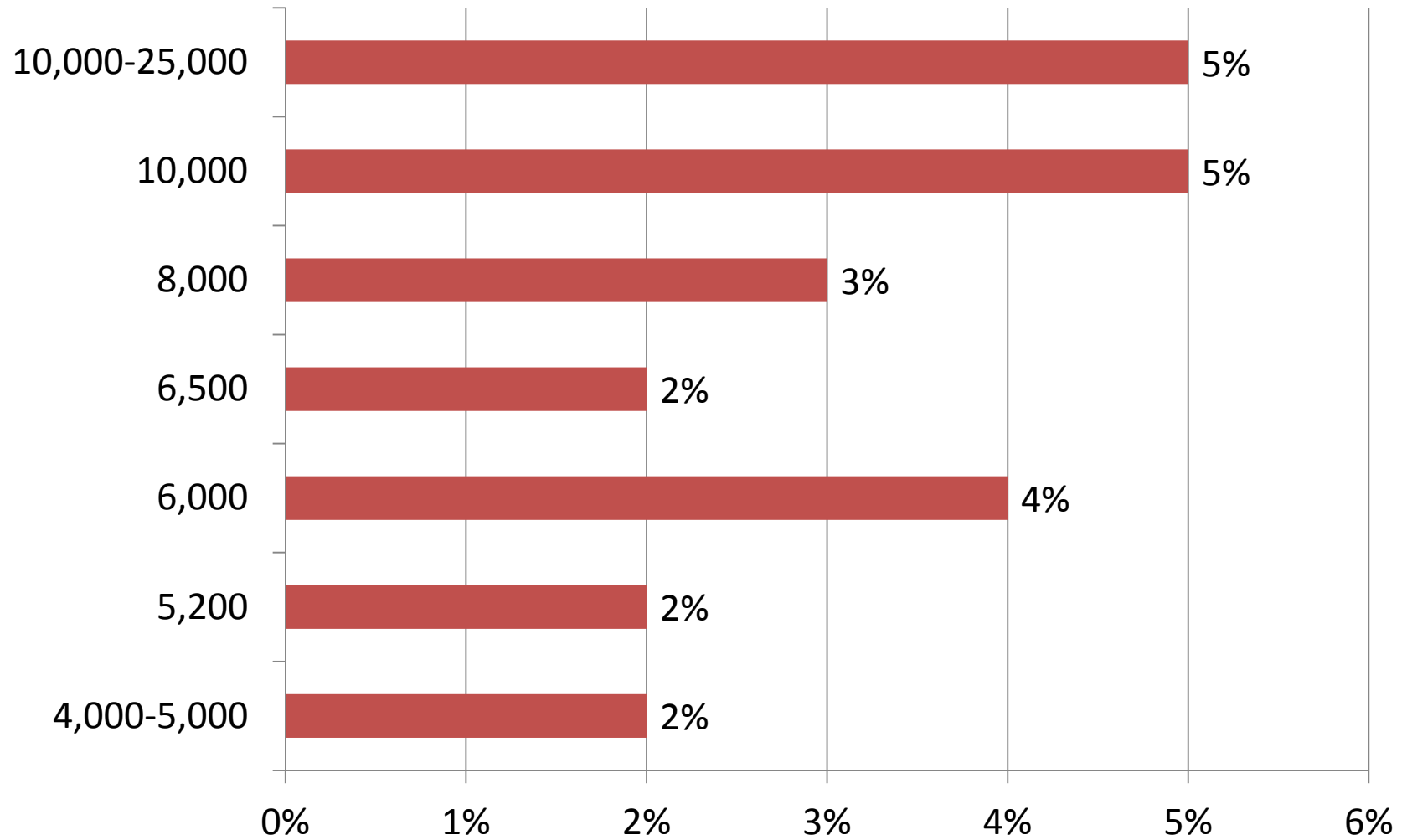




# COOK COUNTY'S CURRENT POPULATION OF ABOUT 5,200...

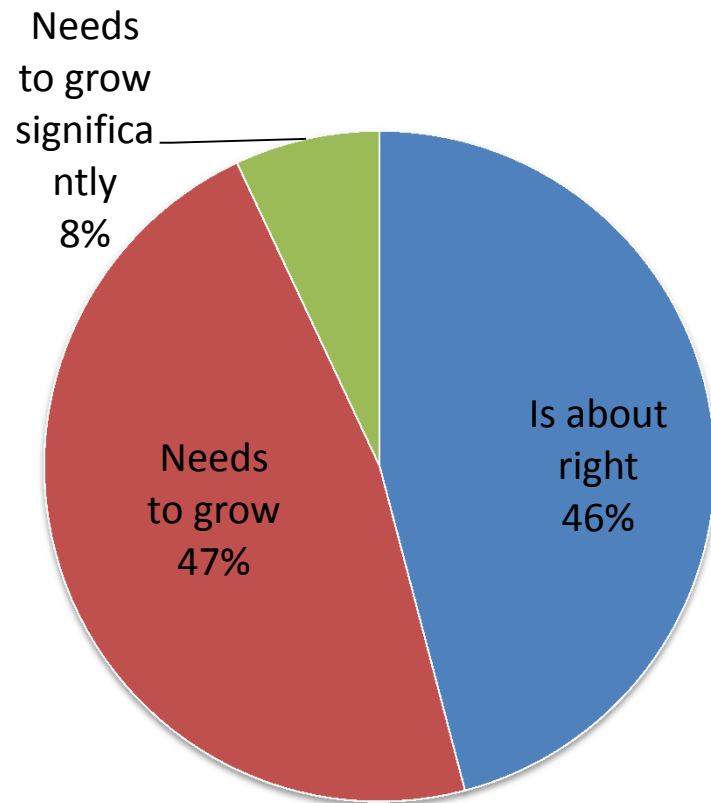


# THE IDEAL POPULATION WOULD BE...

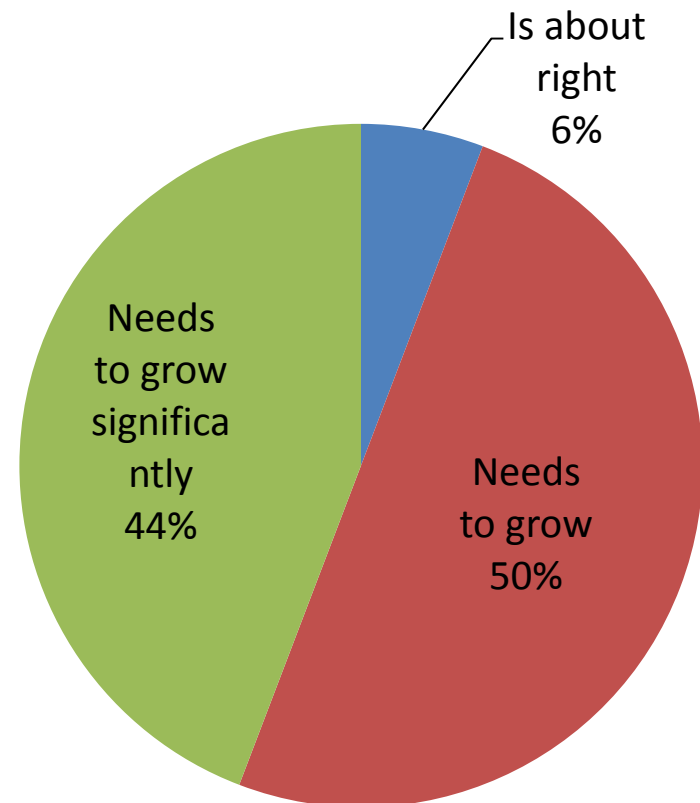


# LEVEL OF BUSINESS ACTIVITY

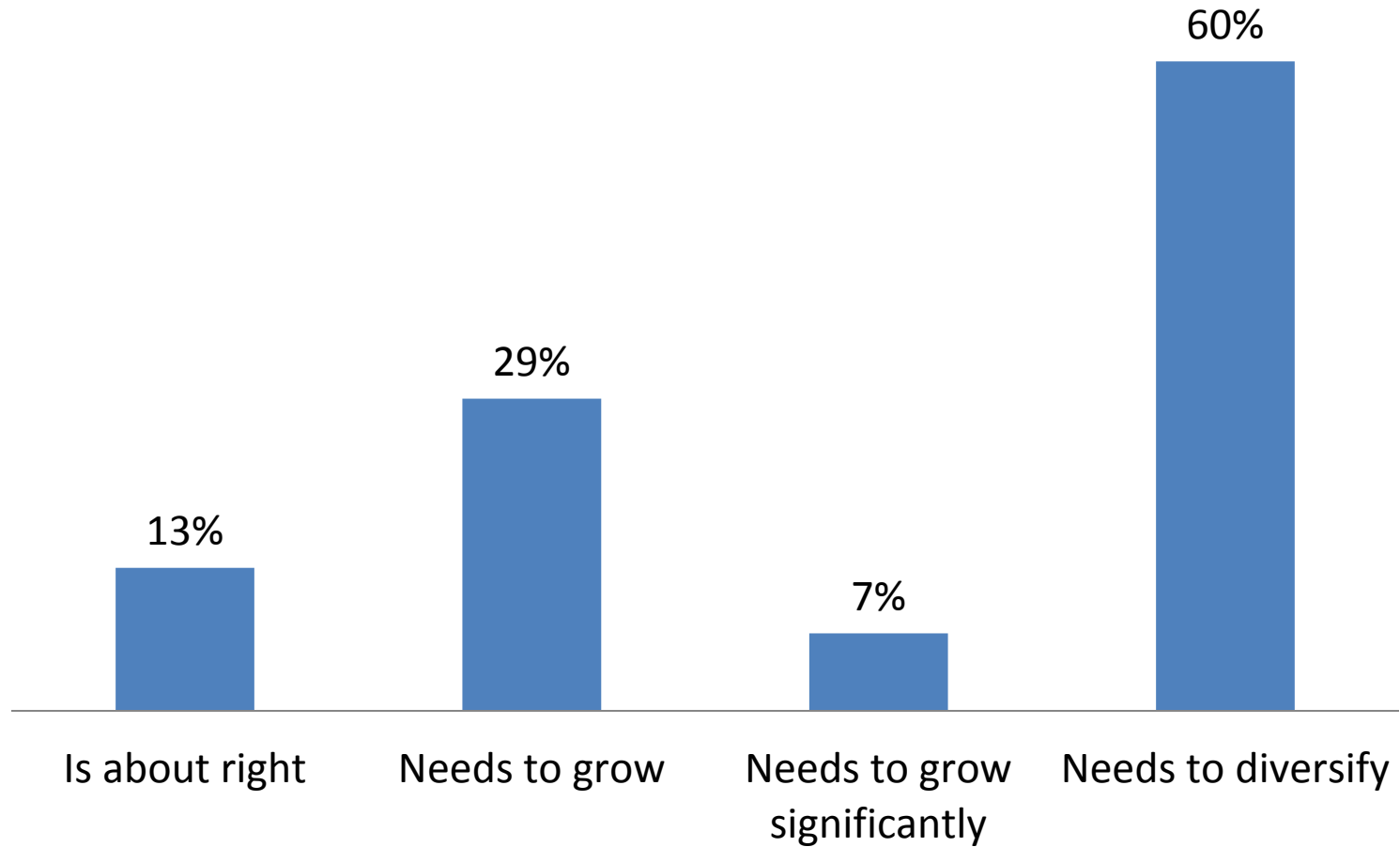
## Summer



## Winter



# COOK COUNTY'S TYPES OF BUSINESSES...

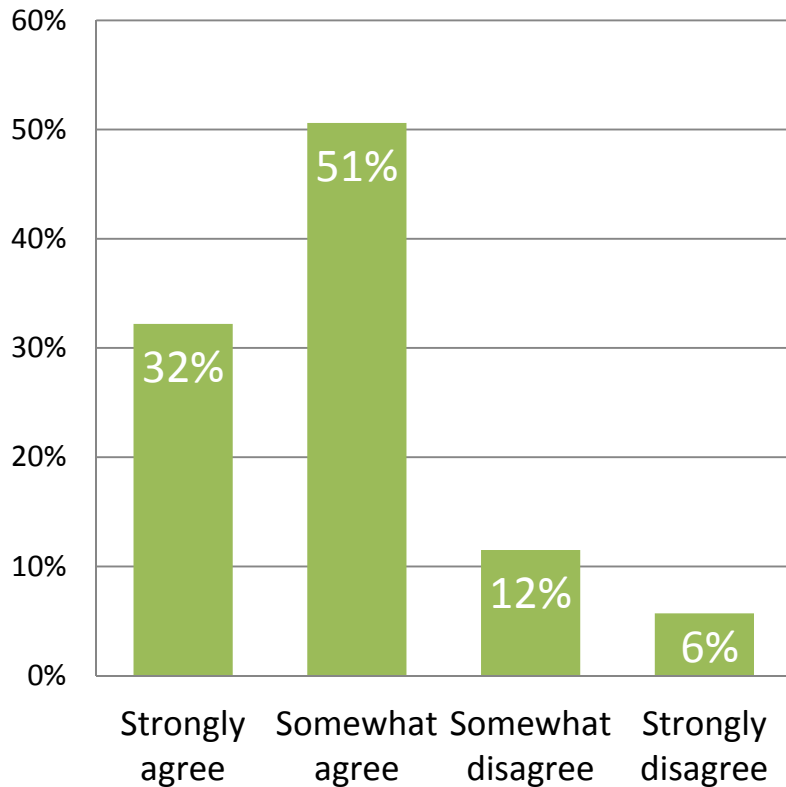


## LAND USE PLANS, ZONING REGULATIONS AND APPROVAL PROCESSES...

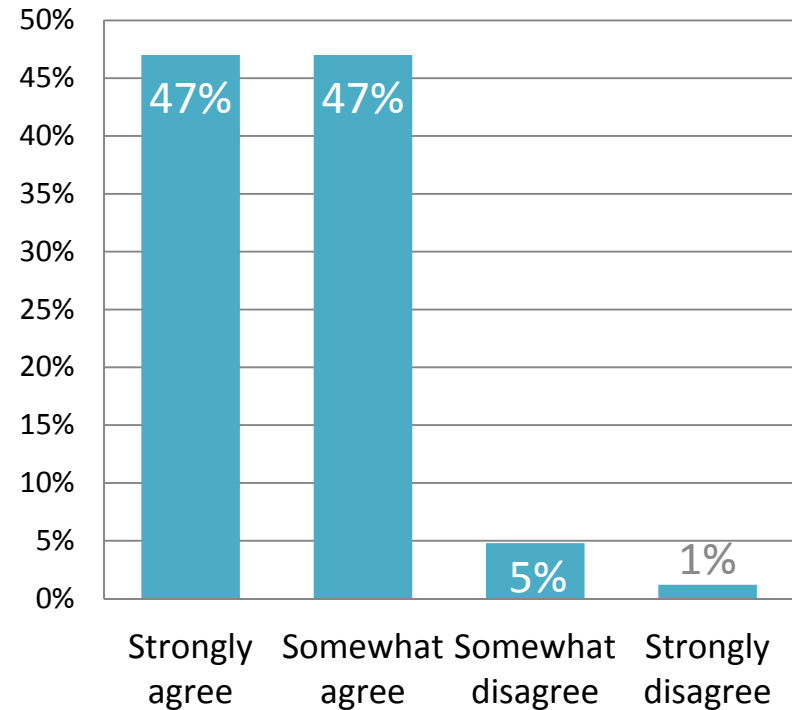
Are effective and appropriate	44%
Need a major review and modification	31%
Too restrictive	24%
No restrictive enough	1%

# TOURISM / MARKETING

Cook County needs to develop more facilities and events that will draw tourists

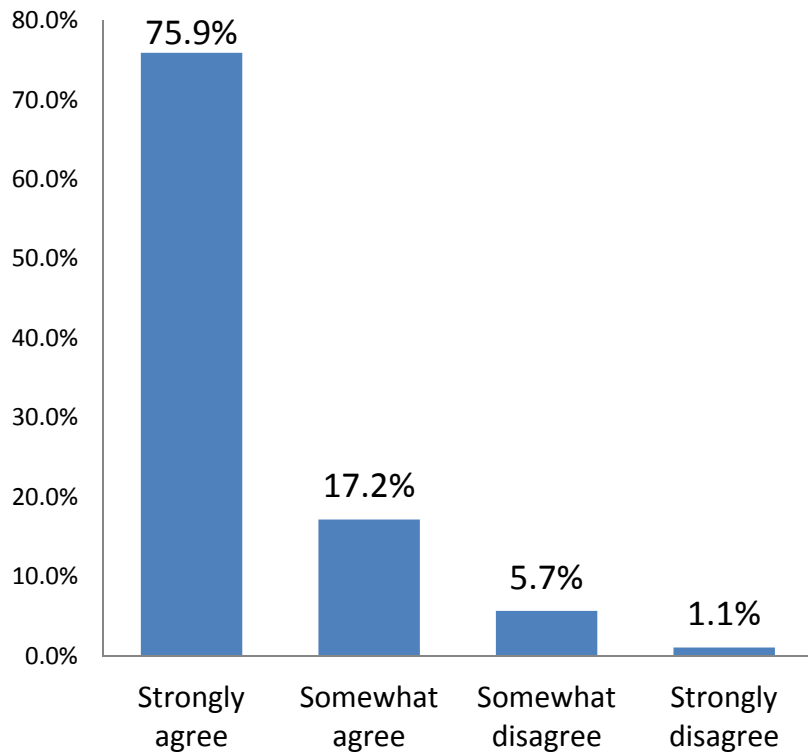


Cook County's brand should be marketed more

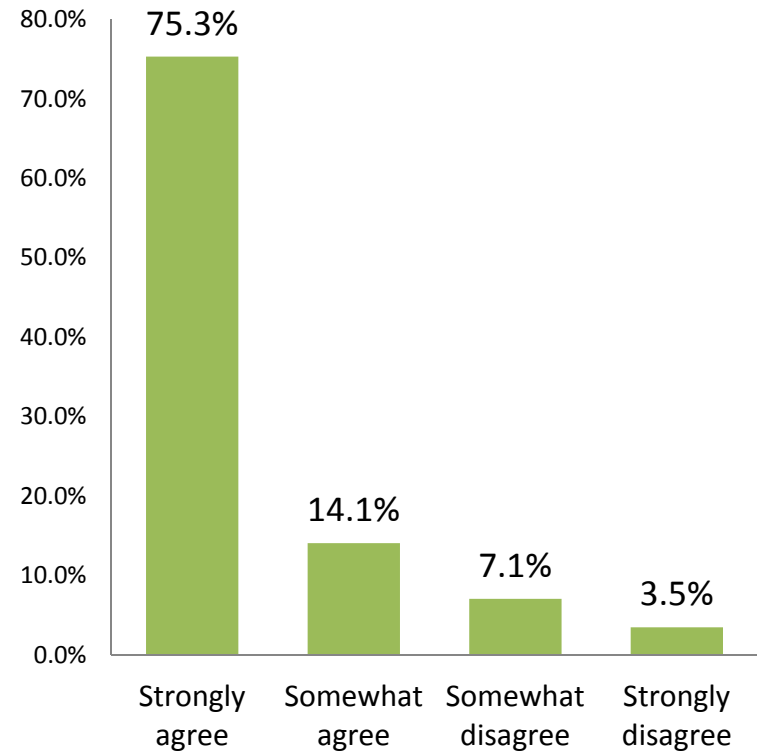


# BROADBAND

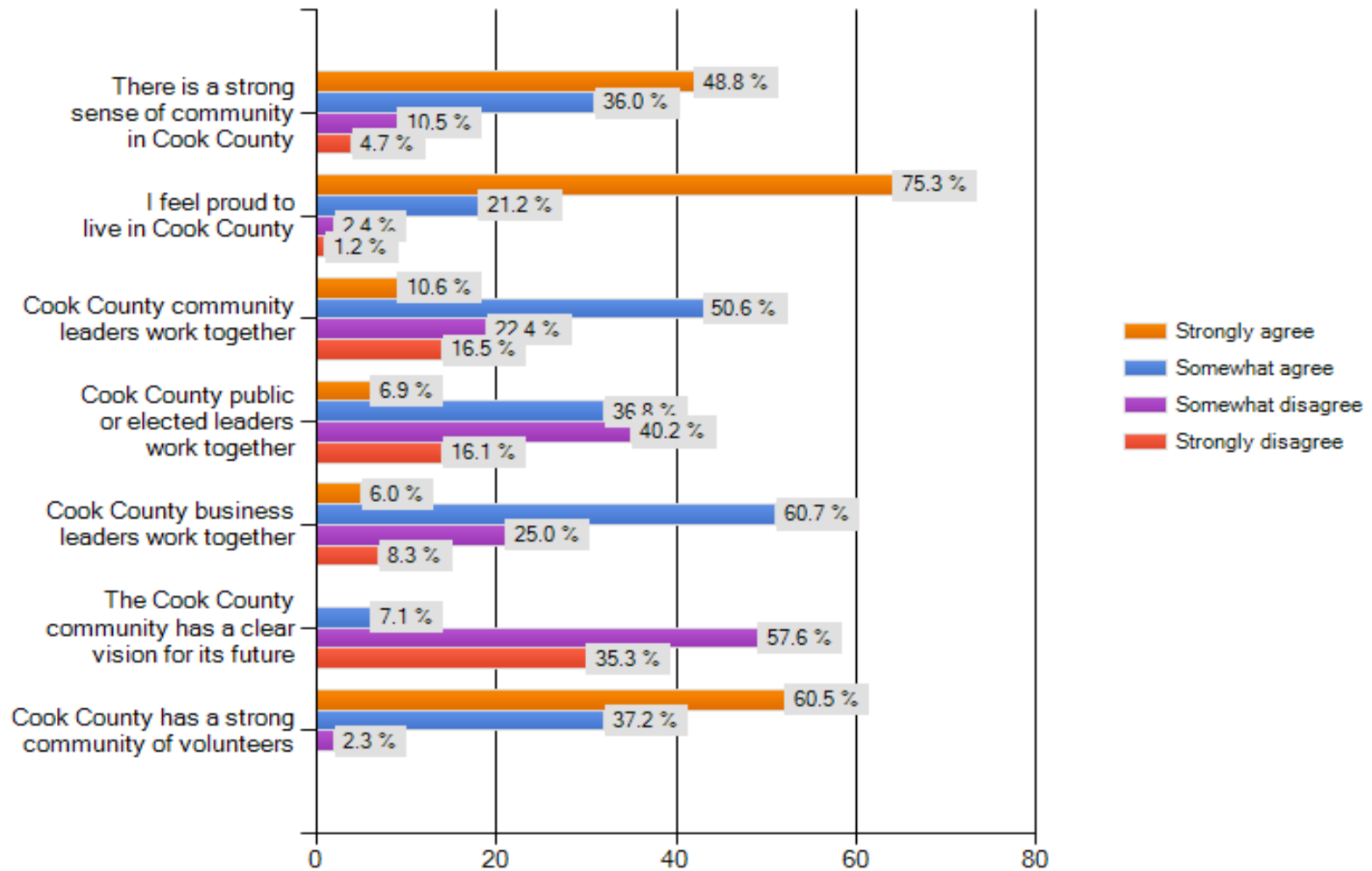
...will help make our existing business operations more efficient



...is an economic asset we need to significantly promote and leverage for economic development



**24. To what extent do you agree or disagree with the following statements?**





# OUR DISTINCTIVE ASSETS/ADVANTAGES

Outdoor recreation/natural resources (Superior National Forest, BWCAW, Gunflint Trail, public lands, inland lakes, trails, rivers, streams)	39%
People (well-educated forward thinkers, independent, resourceful, passionate, friendly, talented, diverse, strong work ethic)	31%
Lake Superior/natural beauty	27%
Tourism destination (ski hill, good lodging/restaurants)	21%
Arts/cultural activities/history (Playhouse, North House Folk School, Art Colony, Chikwauk Museum, etc.)	15%
Quality of life (excellent environment to raise a family, quality health care/education, library, small town charm, welcoming)	10%
Remote location (edge of the wilderness, quiet, safe)	7%
Natural environment (clean air/water)	6%
High speed broadband on the horizon	6%
Climate/weather	6%

# MAJOR BARRIERS OR CHALLENGES

Lack of collaboration and leadership (in-fighting, resistance to change)	26%
Affordable housing	20%
Distance from major markets (remoteness)	20%
Access to high speed internet/broadband	15%
Long range shared vision/strategic plan	14%
Employment opportunities/labor pool	11%
Economic/business diversity (and support of diversity)	10%
Business seasonality/seasonal tourism	10%
Infrastructure/transportation issues (Hwy 61)	10%
Cost of living (goods, services)	8%
Living wages to support individuals and families	8%
Rules, regulations, restrictions (land & business)	6%
Commitment to high quality education/educational opportunities	4%
Access to affordable commercial land/buildings	3%

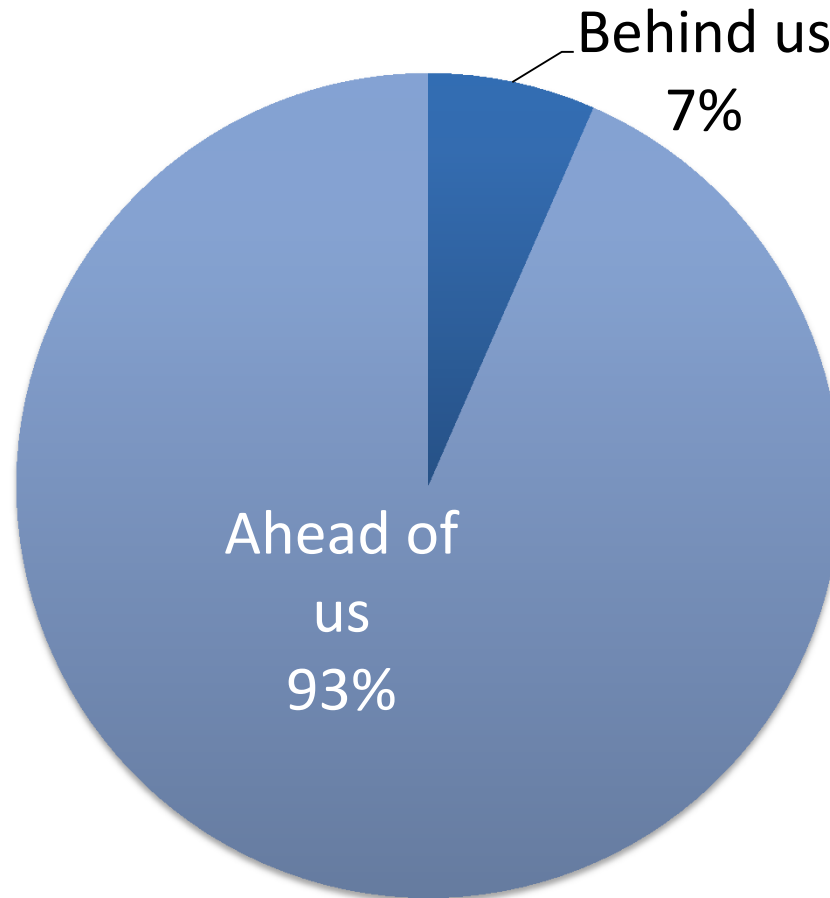
# WHAT OPPORTUNITIES ARE THERE TO STRENGTHEN COOK COUNTY'S ECONOMY?

Branding and marketing Cook County to businesses and tourists	26%
Promote broadband	24%
Expand and market recreational opportunities	20%
Support and encourage the diversification of businesses	13%
Create a shared economic development vision and plan	10%
Hold more events/festivals throughout the year	9%
Expand winter and shoulder season tourism	8%
Support existing businesses and start-ups with loans and other financial support and assistance	8%
Create a better business climate	8%
Foster the growth of existing and new businesses to create living wage jobs and affordable housing to recruit/retain young families	8%
Enhance educational offerings and training	6%

# WHAT DO I VALUE AND SHOULD BE PRESERVED ABOUT COOK COUNTY?

<b>Natural resources/natural environment/beauty of the area</b>	<b>81%</b>
<b>Cultural amenities</b>	<b>17%</b>
<b>People</b>	<b>15%</b>
<b>Small town character/charm</b>	<b>15%</b>
<b>Remoteness/wilderness</b>	<b>14%</b>
<b>Recreational opportunities</b>	<b>12%</b>

# ARE COOK COUNTY'S BETTER DAYS BEHIND OR AHEAD OF US?





*go...* **COOK COUNTY**

*Creating Sustainable Prosperity for All*