



# MENIFEE K.E.E.P

(KEEP EXISTING EMPLOYERS PROFITABLE)

## annual business walk 2022 report snapshot

\*A B3 Program

### SURVEY. RESPONSE. STRENGTHEN. EXPAND.

In 2022, the City of Menifee and the Menifee Valley Chamber of Commerce partnered to conduct the Menifee K.E.E.P. (Keep Existing Employers Profitable) Business Walk. Menifee K.E.E.P. aims to survey the state of small business in the City of Menifee and is a feature of the Menifee Building Better Businesses (B3) Program. 100 businesses of Menifee’s business community were selected at random to participate in the Business Walk. The in-person walk aims in assisting local businesses with increasing their competitive advantage, retain jobs, survive economic difficulties, and provide feedback as a tool to improve the way the City of Menifee and the Menifee Valley Chamber of Commerce do business and grow.

This years Menifee K.E.E.P Business Walk was held on April 13, where volunteers consisting of Chamber Board Members, Chamber and City staff, and ambassadors were tasked with surveying random Menifee businesses selected using data provided by the City Business License Division.

## KEY FINDINGS

### BUSINESS INDICATORS

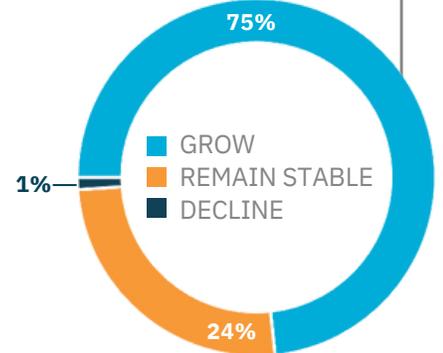
It is also important to note that at the time of this survey, there were external impacts on the US Economy experiencing the impacts of an International War, inflation, increasing of interest rates, and a recovering covid economy.

Of the businesses surveyed, 75% of the businesses are expecting to grow, with 24% remaining stable, proving the confidence of the Menifee Business Community even among external impacts that businesses are looking to expand leading to increased job creation

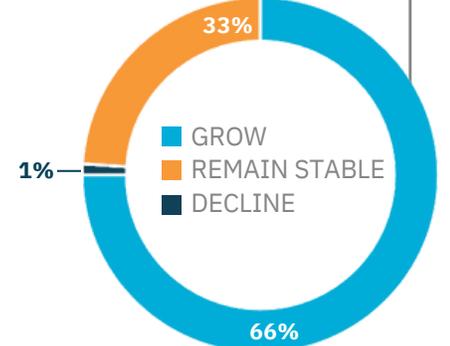
In addition, 66% of businesses expect their employee hiring to grow, with 33% expecting their hiring to remain stable, displaying a healthy climate for the work force in our community.

New to the Business Walk survey this year were questions regarding the diversity of businesses within the City, creating a baseline for tracking diversity within the City. This information will also assist with applying for awards for the program as we highlight connections with the diverse business community and identify additional resource needs that may be required.

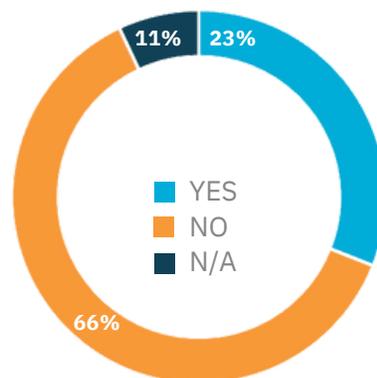
### DURING THE NEXT THREE YEARS, DO YOU EXPECT YOUR BUSINESS TO:



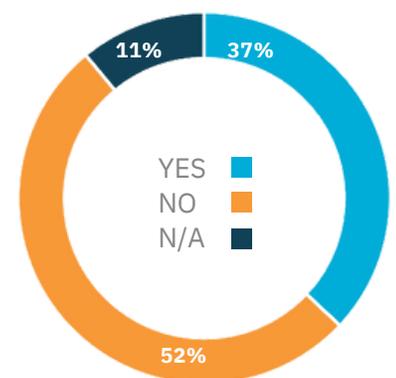
### DURING THE NEXT THREE YEARS, DO YOU EXPECT YOUR EMPLOYEE HIRING TO:



### WOMEN OWNED BUSINESSES:



### MINORITY OWNED BUSINESSES:



Menifee KEEP is a feature of the B3 (Building Better Businesses) program. For information or questions about this report, please contact the Menifee Economic Development Department at (951) 672-6777 or email EconDev@cityofmenifee.us.



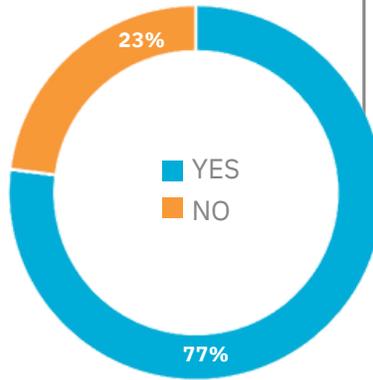


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In addition, businesses were asked if they foresee space as a concern if expecting to grow as well as if the business is interested in relocating, this provided the opportunity for the Economic Development Department to reach out to these businesses and provide assistance with expansion efforts, as well as make a connection with the business owner/manager. Many businesses that provided the reason they are looking to relocate, responded that they are in need of additional space for expansion.

## IF YOU ARE EXPECTING TO GROW, IS SPACE A CONCERN?



## Do you Currently expect goods internationally?

- Four businesses replied yes to this question, which provided the department the opportunity to make sure the businesses were aware of the resources available to them, and to connect them to an exporting resource workshop, and to learn more about how their business benefits from exporting.



**QUESTIONS:** The results of the following questions will be used to guide Menifee Valley Chamber of Commerce and City of Menifee Office of Economic Development programming and strategies for Fiscal Year 2022/23.

### When considering hiring employees, what are the most important skills that are essential for potential employees to possess?

- Experience and knowledge of the job
- Reliability and Dependable
- Communication skills
- Ability to multitask
- Customer service
- Willing to work
- Honesty



The results of this question will be shared with Menifee's education partners to create and enhance workforce preparation.

### What is one "thing" that would help your business grow?

- Marketing and Advertising
- Referrals, reviews, and word of mouth
- Hiring Assistance
- More space availability

The results of this question is what guides the selection of topics for the business workshops that are held throughout the following year.

Ultimately, the Menifee K.E.E.P. Business Walk provided 100 "touches" with the business community and offered one-on-one attention from the City of Menifee to the Menifee business community, which gave business owners the opportunity to provide input and feedback about doing business in Menifee. Overall, the results of the survey highlighted the confidence in the Menifee economy from the business community and the positive outlook for years to come which is also used as a business attraction tool for future development opportunities and needs in the city.

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