



MENIFEE K.E.E.P.

(KEEP EXISTING EMPLOYERS PROFITABLE)

business walk

*A B3 Program

SURVEY. RESPONSE. STRENGTHEN. EXPAND.

The first Menifee K.E.E.P. (Keep Existing Employers Profitable) Business Walk was held on June 6th, 2019 with the assistance of over 40 volunteers comprised of business professionals, city and chamber staff.

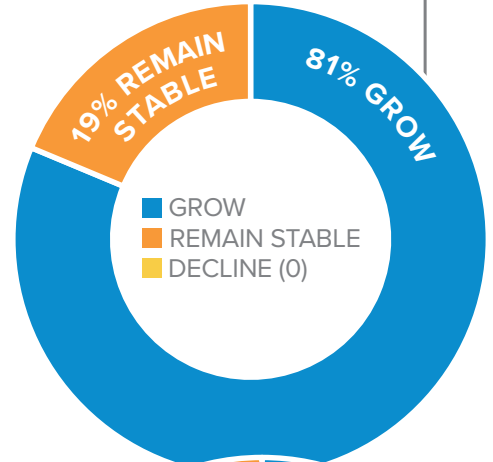
140 businesses completed surveys were collected out of 150 local businesses (a 93% survey completion rate). Senior management personnel answered questions on the various aspects of doing business in Menifee.

KEY FINDINGS

BUSINESS INDICATORS

As a young, family-oriented community, Menifee continues to be one of California's fastest growing, most business-friendly cities. Survey results show that Menifee businesses are feeling this upward trend, with 81% of survey respondents expecting business growth over the next three years, and 60% expecting to hire additional employees over the next three years. Business is booming in Menifee.

“DURING THE NEXT THREE YEARS DO YOU EXPECT YOUR BUSINESS TO: GROW, DECLINE, OR REMAIN STABLE?”

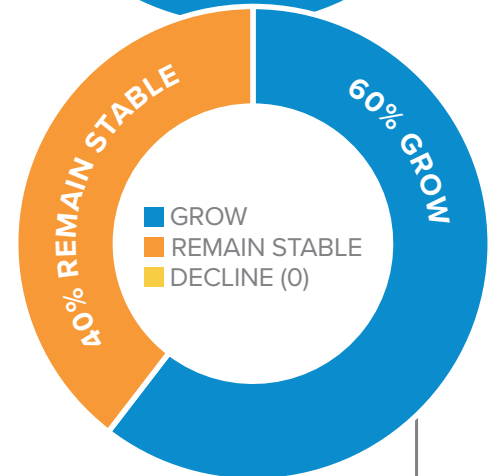


HOW WE CAN ASSIST:

One of the main goals of this survey was to align Menifee's programs and services to the needs that were expressed by the business community. The survey resulted in the following needs from the business community:

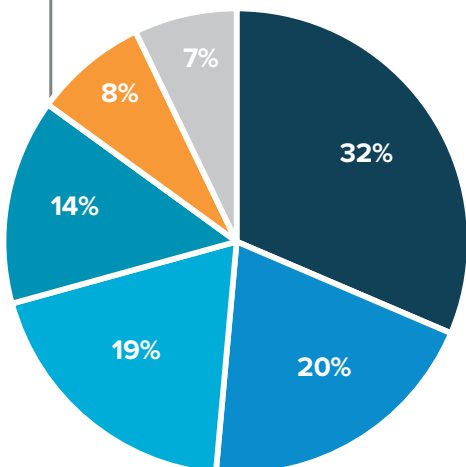
- MARKETING ASSISTANCE
- KNOWLEDGE ABOUT THE COMMUNITY
- ADVERTISING OPPORTUNITIES
- SOCIAL MEDIA ASSISTANCE
- TAX LAW EDUCATION
- CONTINUED GROWTH

“DURING THE NEXT THREE YEARS DO YOU EXPECT YOUR EMPLOYEE HIRING TO: GROW, DECLINE OR REMAIN STABLE?”



These results will be the guiding factors as the Chamber and City create workshops and programs to offer to the business community.

TYPE OF BUSINESSES INDUSTRY SURVEYED:



- SERVICE
- PROFESSIONAL
- MEDICAL
- RETAIL
- RESTAURANT
- OTHER

This new feature of the B3 (Building Better Businesses) program, aims to assist local businesses increase their competitive advantage, retain jobs, survive economic difficulties, and provide feedback as a tool to improve the way Menifee, and the Chamber do business and grow.

menifeebusiness.com | (951) 672-6777



MENIFEE
ECONOMIC
DEVELOPMENT