

Results of the City of Smithville's 2013-14 Economic Development Survey

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Results of the City of Smithville's 2013-14 Economic Development Survey

Executive Summary

This Economic Development Survey was intended to begin a discussion about economic development and shopping habits with people from Smithville as well as people from other locations in the region who shop in and around Smithville.

The purpose of this survey was to gather information about shopping habits and perceived gaps in service that will: 1) help existing merchants and service providers better meet the needs of the community, and 2) may lead to actions designed to attract new businesses by showing them open and desired market opportunities in Smithville.

A task force on economic development formed in about May of 2013 to discuss issues that had been raised about Smithville's business needs and opportunities after several members had attended a series of seminars and workshops about the topic. A focus group, convened in July 2013, assisted in developing survey questions and outreach strategies, and was integral in helping to disseminate information about the survey. The survey was tested among several community organizations (Chamber of Commerce committees, the Lost Pines Networking Group, and various individuals) and modified based on their feedback. Technology for All created the survey, managed it, and ran reports through the survey website "surveymonkey.com." The flier about the survey and the survey itself were translated into Spanish so that opinions from every member of this community could be heard.

These results show that the people who took the survey do about 56% of their shopping for the itemized goods and services in Bastrop overall, about 41% in Smithville, and about 30% in Austin. Coming in a distant fourth is La Grange, followed by "other big city," on-line shopping, "other small town," and Paige each at less than 5% of the market share.

Other results indicate that:

- 73.5% of the respondents said they would support adding \$1 to the utility bill to be used for economic development.
- The top four businesses people think we need to increase/improve or establish here are: Department store/clothing/shoes (75.1%); Entertainment (74.8%); Restaurants/Fast Food (68.8); and grocery/farmers' market/coop (53.7%).
- The primary reason people shop outside of Smithville is availability (49.6%), followed by price (20.9%) and variety (17.5%).
- The top three strengths Smithville has to offer are: Beautiful, historic neighborhoods (30.1%); Small town feeling (22.0%); and the Colorado River (20.0%). It is interesting to note that the school system was ranked 4th in the "top 3" question (17.1%), but only received 42.9% of responses in the "all strengths" question.
- The majority of people felt that word of mouth was the best advertising (40.4%), followed by Google searchers on the internet at a distant second (17.8%), and Facebook (14.5%). The Newspaper was fourth with 11.7%.

Many of these individuals shared some important feedback about their views of economic development. Nearly half of the 402 respondents provided very thoughtful comments that express their visions for good growth in Smithville—all are shown in Appendix B. For example:

- I hope Smithville plans the layout of new growth to keep the town looking and feeling like a small town just with more services and stores.
- More small business, NO BIG BOX STORES.
- I would love to get more chain restaurants (McDonalds, Taco Bell, etc.). A CVS Drug Store, a Family Dollar to come back or a Dollar Tree...
- More locally owned restaurants and entertainment. More health care access.
- A co-op type store with (a variety of) several smaller businesses.
- Except for Subway, haven't seen any kind of growth in years—no new housing growth or available lots for new homes.
- We must have more affordable housing if we truly want to grow.

Based on these results, the task force recommends the following:

- Provide funding for business development through a \$1 fee on the Utility Bill and establish a public forum that will engage stakeholders to recommend how Council could use those funds;
- Communicate with and to the public to help find the ideas that will have the least resistance and do the most good for business in Smithville and develop a plan to implement them;
- Create a Marketing Plan using the data provided in this report and develop strategic programs and milestones to achieve within a five-year period;
- Consider a public relations campaign to help provide residents, business owners, building owners, government agencies, and potential investors with access to the

information they need and to counteract any misinformation about any unofficial or unstated “policy” on growth;

- Cultivate entrepreneurialism and work to bring in business that people here want to spend their money on; and
- Examine the data in more detail and report those results in the future to help various stakeholders.

Survey Methodology

A task force on economic development formed in about May of 2013 to discuss issues that had been raised about Smithville’s needs and opportunities after several members had attended a series of seminars and workshops about the topic. Initial task force members included Joanna Morgan (member of City Council), Tina Smith (President of the Smithville Area Chamber of Commerce), April Daniels (Chamber Board Member and Main Street Business Owner) and Jill Strube (Grants Administrator for the City of Smithville). Orin Moore (Coordinator for the Smithville Area Boys and Girls Club) joined the group in September 2013 and Bill Gordon (retired engineer) joined in February 2014. Susan Curry joined in March, 2014 after having served on the July 2013 focus group.

Among various strategies and topics discussed, this survey was considered a very important means by which to get input from the community about the direction that city leaders can take to move economic development forward. The goal was to conduct a survey that included the most relevant and most targeted questions, striking a balance between what we “needed” to know and what we “wanted” to know so that the community would not be bombarded with too many questions, and would answer the questions that would most directly meet the purpose of the survey.

To determine the most relevant questions, the best wording for questions, and the right number of questions, a focus group met in July, 2013 at the Smithville Public Library. Task force members were cognizant of trying to reach out to the widest diversity possible in Smithville in terms of age, ethnicity/race, employment type, and family size. Not everyone who was asked was able to serve, but in balance, the group was a fair reflection of the Smithville community. With their help, the majority of questions were developed and refined. They were asked to take the draft of the survey out to their families, co-workers, and neighbors to get their input, and were given two additional opportunities to make any suggestions.

In August and September 2013, preliminary surveys were taken to various public events (primarily related to Chamber activities) and community meetings (like the Lost Pines Networking Group) to “beta test” the survey and get more input as to how to improve the survey. In addition, the question about whether people would be willing to pay \$1 on their monthly utility bill was added as a way to find out how much the public would support funding an economic development effort.

The flier and the survey were translated into Spanish to ensure that this important group in our community was not left out. Technology for All sponsored the on-line survey form, which was

available at www.surveymonkey.com/s/SmithvilleEconomicDevelopmentSurvey (this site is no longer active). Due to time and cost limitations, the Spanish-language survey was not made available on the website, but paper copies have been available for anyone who wants them (see “Outreach” below). All paper copies were entered into the online survey by library and city staff to ensure they were included in the final tally.

The goal was for at least 350 people to return surveys so that some relevant analysis might be possible, although this is not a random survey, which reduces the ability to provide statistically rigorous results. The survey was available to the public from October 1, 2013 through March 24, 2014. Although the original deadline was December 30, 2013, it was first extended until the end of February because too few people had taken the survey (only about 170 people had responded by December 18, 2013) and then was extended again into March based on the February 17 report to try to reach out to the demographic segments of our community that were not well-represented (in particular, people younger than 50 and people of various ethnicities). The extensions allowed the task force to attempt to do more outreach in specific subpopulations in the Smithville area to be able to present a report based on opinions from a sample of people who more broadly represent the diversity of our community.

This report is based on the final survey monkey data reported on March 24, 2014.

Outreach



Fliers (see Figure 1) including the link to the survey and/or paper surveys (see Appendix A) have been distributed through a variety of outreach efforts, including the following:

- All task force members have been passing out survey fliers and announcing the survey at every public meeting possible.
- Tina Smith and Kathy Lynch have included information about the survey in every appropriate message from the Chamber of Commerce since the effort began.
- Surveys and fliers were passed out to participants at several Chamber mixers.
- Fliers in English and Spanish were put into the January utility bills.
- Fliers were passed out to every child in Smithville Independent School District (SISD).
- SISD Superintendent Dr. Rock McNulty sent an email out to all SISD staff and faculty requesting their participation.
- Surveys have been passed out directly to Library patrons and the browser homepage was set to the survey monkey website.
- The City Website included several blog posts about the survey and the “newsletter” feature of the website program (Kentico) was used three times to reach out to the people who have signed up to get news about the Comprehensive Plan.
- The ESL instructors at the Library encouraged their students to take the survey.
- The Ministerial Alliance was provided the link to the internet survey in their church bulletins.
- Mayor Mark Bunte took fliers to various churches.
- Judge Ron Jones took surveys and fliers to Mt. Pilgrim Baptist Church.

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- Bill Gordon took surveys to the Smithville Housing Authority to give to residents.
- Crystal Gutierrez took 25 Spanish language surveys to Spanish mass.
- Tina Smith gave Spanish language surveys to Esther Sanchez at SISD.
- April Daniels passed out about 30 surveys at Playhouse Smithville.
- Joanna Morgan took fliers and surveys to Sam's Hair Salon.
- Surveys were delivered to El Mexicano Grill, Super Donuts, the Texaco station and the America's Best motel to personally request input.
- Several task force members sat at Brookshire Brothers and passed out about 50 surveys.
- Jill Strube sat at the Recreation Center with paper copies and with iPads (one friend who speaks Spanish took 10 Spanish-language surveys to her family and neighbors).
- The Smithville Times ran two articles—one at the beginning of the survey, and one in December announcing the extension of the survey.
- Outreach was extended twice to be more flexible and try to capture a better representation of the community.

Figure 1: Economic Development Flier in English and Spanish

Economic Development in Smithville	Desarrollo Económico en Smithville								
<p>To get a good idea about what kinds of economic development goals city leaders should consider in the upcoming years, it is important to hear from the community. An Economic Development Survey was created to begin this discussion with people from Smithville and people who shop in and around Smithville.</p>	<p>Para conocer bien cuáles son las ideas que tiene la gente y cuáles deben ser los propósitos que deben considerar los líderes de la ciudad, es importante que la comunidad tenga una voz. La encuesta de Desarrollo Económico es creada para empezar la discusión con la gente de Smithville y sus alrededores que vienen de compras en el área.</p>								
									
<p>The purpose of this survey is to gather information about shopping habits and perceived gaps in service that will help our existing merchants and service providers better meet the needs of the community as well as to attract new businesses by showing them the market opportunities in Smithville.</p>	<p>El propósito de la encuesta es recopilar información sobre los hábitos de compras y de las necesidades percibidas en servicios que puede ayudar a los vendedores existentes y los proveedores de servicios en cuanto a las necesidades de la comunidad, y también que puede atraer vendedores nuevos enseñándoles las oportunidades del mercado en Smithville.</p>								
<p>YOU CAN TAKE THIS SURVEY ON LINE!</p>	<p>¡TOMA LA ENCUESTA EN LINEA!</p>								
<p>Before February 28, 2014, go to: www.surveymonkey.com/s/SmithvilleEconomicDevelopmentSurvey.</p>	<p>Antes del 28 de febrero, 2014, ve a la página: www.surveymonkey.com/s/SmithvilleEconomicDevelopmentSurvey.</p>								
<p>After April 1, 2014, come back to this website to see the results of this survey and to make any additional comments.</p>	<p>Después del 1 de abril, 2014, regresa al internet para obtener las respuestas de la encuesta y comentar más en el asunto.</p>								
<p>For more information, to get a paper copy, or to get a copy in Spanish:</p>	<p>Si quiere más información, para obtener una copia impresa o una copia de la encuesta en español:</p>								
<p>Contact Jill Strube: jstrube@ci.smithville.tx.us, 512-237-3282 x 2109 (se habla español).</p>	<p>Contacte a Jill Strube: jstrube@ci.smithville.tx.us, Tel. 512-237-3282 x 2109 (se habla español).</p>								
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<p>This survey is hosted by Technology For All, a not-for-profit organization based in Houston with an office in Smithville. TFA was created in 1997 in response to the nation's growing technology gap, especially in lower-income and underserved communities. TFA's programs empower men, women, children and seniors, and the communities in which they live through broadband internet access, technology tools, training and education. Technology For All is teaching skills for the digital age.</p>	<p>La encuesta es presentada por Technology For All, una organización sin fines de lucro localizada en la Ciudad de Houston con una oficina en Smithville. En 1997, se creó la TFA en respuesta a la creciente brecha tecnológica en el País, especialmente en comunidades con bajos recursos. Los programas de TFA capacitan a los hombres, mujeres, niños y jubilados, y a las comunidades que viven a través del acceso al broadband internet, tecnología, herramientas, instrucción, y educación. Technology For All enseña las habilidades necesarias para la era digital.</p>								

Questions and Results

This survey has provided a good thermometer of people's shopping habits and thoughts on economic development in Smithville that City Leaders can use when determining a course of action related to economic development. Well over the target of 350 individuals took the survey (402 in total), and task force and focus group members can be pleased with how well they tried to engage the community. This also speaks volumes about how important this topic is to Smithville and the surrounding area—even for the County-wide Household Hazardous Waste survey only 286 people responded, and other Smithville surveys conducted through the City have generally garnered fewer than 120 responses.

This report provides information about all aspects of the survey. Actual survey questions and complete data are included in Appendix B. Results are based on the total count per question of the 402 people who responded (not everyone answered every question), as explained in more detail in the discussion accompanying each question.

Demographic Questions

The demographics section was the last section in the survey (research shows that this is the best place to put it so that more people will take the survey and feel more comfortable about answering those questions). This data is discussed first to provide a better understanding of who took the survey and how that might skew any results from it. Demographic questions were asked specifically to help monitor how well the survey respondents reflected the entire diversity of Smithville-area shoppers and preliminary results were taken at two intervals to find out if more outreach was needed in any specific area.

A fairly large percentage of respondents refused to answer questions about demographics indicated by the number of “skipped” responses, for example:

- 123 (30.6%) refused to answer “How many children under 25 are living with you right now?”
- 71 (17.7%) refused to answer the race/ethnicity question
- 58 (14.4%) refused to answer “Where do you live?” and “How long have you shopped in Smithville?”

Of the people who answered these questions, the typical respondent was a full-time working white female, who is over 50 with no children under 25 living at home, and who lives and works within city limits (the tables below show the specific population characteristics of the respondents compared to the Census ACS 2013 5-year demographics of Smithville and Bastrop County where appropriate).

It is difficult to know how to interpret these high numbers—it is possible that it reflects respondents getting weary at the end of a lengthy survey, which wouldn't have any real impact on the percentages, or it could mean that some group or groups in particular were wary about the questions in the first place. With regards to the question about children specifically, some people might have felt more protective of their children, and others not have answered it because they had no children living at home and the question did not ask them to specify

“none.” This might be solved in the next survey by providing a list (to include 0) from which they can choose.

With regards to race/ethnicity in particular, one person commented, race “shouldn’t matter!”—which is abundantly true in issues of social and economic justice—asking the question on surveys like this is important to help researchers understand whether more or different outreach is required to ensure that the entire diverse community is well represented. In statistical analysis, it is also important to see if the minority has a radically different perspective on an issue compared to the majority. The preliminary results for the demographic questions showed that additional outreach was clearly needed to be able to obtain more realistic picture of what to expect that the community might think in general about economic development issues. If this survey is administered in the future, it would be helpful to explain the purpose of the demographic questions to try to elicit a better response, and it might be helpful to have a question about why (or even how many) people are reluctant to answer the questions.

Of the people who answered the question, the average number of children in the household is 0.91, and the respondents tended to have fewer children under 25 than the community as a whole (see Table 1). According to the last readily available Census data and closest relevant statistic, the average number of children under 18 living at home per family was 0.98 (see <http://www.census.gov/population/socdemo/hh-fam/tabST-F1-2000.pdf>). If we assume that at least half of the people who skipped the question did so because they have no children living at home (which is supported by the high number of people who reported they are over 50 years old and the high number of retirees), the average drops to an estimated 0.74 children under 25 living at home. In other words, this particular point of data in our survey is best read for informational purposes and not for any true statistical or representational relevance.

Table 1: Survey Question: How many children under 25 are living with you right now (even part-time)?

# of Children	# Responses	% Responses
0	151	54%
1	51	18%
2	39	14%
3	29	10%
4	6	2%
5	3	1%
AVERAGE	0.91	
<i>Answered question</i>	279	69.4%
<i>Skipped question</i>	123	30.6%

The age categories of the Economic Development Survey do not exactly match Census categories (an error that should be corrected if this survey is to be undertaken in the future for better comparisons). Regardless, it is clear that the individuals who took the survey are generally older than the population at large, first because few younger individuals took the survey (as would be expected) and second, because over 50% of those who answered the question are over 50 years old compared to just 25% in Bastrop County and 28% in Smithville (Table 2). This is also reflected in the high numbers of retired individuals who took the survey.

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Table 2: Age of respondents compared to Census information for the City of Smithville and Bastrop County (ACS 2012 5-year data)

Survey Options	Eco Devo Survey*		Census Categories	Bastrop County, TX		Smithville City, TX	
	Count	Percent		Estimate	Percent	Estimate	Percent
Under 16	0	0.0%	14 and Under	16,011	21.6%	952	24.7%
16- 20	5	1.5%	15-19	5,009	6.8%	318	8.3%
21-35	60	17.6%	20-34	12,641	17.1%	485	12.6%
36-50	93	27.3%	35-54	21,853	29.5%	1,027	26.7%
51-65	139	40.8%	55-64	9,816	13.3%	411	10.7%
Over 65	44	12.9%	65 and Over	8,693	11.7%	655	17.0%
<i>Answered</i>	<i>341</i>	<i>100.0%</i>	<i>Total Pop.</i>	<i>74,023</i>	<i>100.00%</i>	<i>3,848</i>	<i>100.00%</i>
<i>Skipped</i>	<i>61</i>	<i>17.9%</i>					

*The Smithville Economic Development Survey categories do not match with Census categories. Categories are matched as closely as possible.

Each individual was asked to provide their current work status, and asked to check off all that apply (see Table 3). These categories are not specifically relevant to generally available Census categories, but it is instructive to see the percentages of people who are in the workforce who have taken the survey compared to the workforce participation of Bastrop County and the Smithville CCD (or “subcounty unit,” which was chosen because the estimates for the City of Smithville were estimated based on the percentage of the County). Despite the nature of checking more than one category, it is safe to say that the respondents are more likely to be employed than are the general populations in the County and the CCD.

Table 3: Labor force participation, Economic Development Survey compared to ACS 2012 data for Bastrop County and the Smithville CCD (see notes)

Survey Options*	Eco Devo Survey		Bastrop County, TX		Smithville CCD, TX†	
	Count	Percent	Estimate	Percent	Estimate	Percent
A business owner	57	16.9%	(X)	(X)	(X)	(X)
Self-Employed	54	16.0%	(X)	(X)	(X)	(X)
Working: full-time	208	61.7%	(X)	(X)	(X)	(X)
Working: part-time	40	11.9%	(X)	(X)	(X)	(X)
Working for a Nonprofit	15	4.5%	(X)	(X)	(X)	(X)
<i>In the labor force subtotal</i>	<i>374</i>	<i>79.6%*</i>	<i>36,143</i>	<i>63.9%</i>	<i>4,000</i>	<i>58.8%</i>
Staying at home with the kids	10	3.0%	(X)	(X)	(X)	(X)
A student	11	3.3%	(X)	(X)	(X)	(X)
Retired	75	22.3%	(X)	(X)	(X)	(X)
<i>Not in the labor force subtotal</i>	<i>96</i>	<i>20.4%*</i>	<i>20,385</i>	<i>36.1%</i>	<i>2,803</i>	<i>41.2%</i>
<i>Total answer options*& Total population (Census data)</i>	<i>470*</i>	<i>100.0%*</i>	<i>56,528</i>	<i>100.0%</i>	<i>6,803</i>	<i>100.0%</i>
Other (please specify)*	20	5.9%				
<i>Answered question</i>	<i>337</i>	<i>83.8%</i>				
<i>Skipped question</i>	<i>65</i>	<i>16.2%</i>				

*The Smithville Economic Development Survey allowed individuals to check more than one response, so a business owner working full time who is self-employed would have checked three boxes. The total number of respondents

is 337, so the total actual responses (470) provides a better estimation of the number of people in the labor force and not in the labor force, which are the only Census categories that match. “Other” data was not included in the total option counts as many people used this to explain why they checked off one or more categories (see Appendix B for details).

†The Census estimated these categories for Smithville based on Bastrop County percentages. For that reason, the CCD (or Smithville “subcounty unit,” which is larger than the City population) was used instead for comparison.

Table 4 shows where people live and work in relation to Smithville’s borders. These distance categories were discussed in depth through the focus group, which determined that these distances would be most instructive in understanding survey results. It is interesting to note that a higher number of the people who answered the question work within the City of Smithville than live in the City of Smithville (62.0% versus 56.4%). Additionally, the survey respondents tended to have more daily interactions in Smithville than the average Smithville resident; according to Census ACS 2012 data, 48.2% of Smithville residents work in Smithville and 23.6% work outside Bastrop County—in contrast, 19.3% of the respondents work farther than 20 miles from Smithville City Limits (a rough estimate for outside Bastrop County).

Table 4: Where survey respondents live and where they work in relation to the City of Smithville limits

Where do you live?	Count	Percent
Inside Smithville City Limits	194	56.4%
Within 2 miles of Smithville City Limits	23	6.7%
Within 5 miles of Smithville City Limits	28	8.1%
Within 10 miles of Smithville City Limits	40	11.6%
Farther than 10 miles of Smithville City Limits	59	17.2%
<i>Answered question</i>	344	85.6%
<i>Skipped question</i>	58	14.4%
Where do you work (if applicable)?	Count	Percent
Inside Smithville City Limits	170	62.0%
Within 10 miles of Smithville City Limits	15	5.5%
Within 20 miles of Smithville City Limits	36	13.1%
Within 50 miles of Smithville City Limits	36	13.1%
Farther than 50 miles of Smithville City Limits	17	6.2%
<i>Answered question</i>	274	68.2%
<i>Skipped question*</i>	128	31.8%

* With about 20% of survey respondents who said they are not in the labor force, it is expected that a high number of people would say that “where do you work” is not applicable and would therefore skip the question. In the future, “Not Applicable” should be an added category.

According to Census 2012 ACS data, about 33% of the people who live in Bastrop County are Hispanic, about 8.6% are African American, about 1% are Asian, and about 1.7% are Native American. Table 5 shows the racial/ethnic demographics of the County and City compared to the survey respondents. As discussed above, the Committee used a wide variety of methods to reach out to all communities, but fell short in particular of Hispanics as reported by respondents, and had very low numbers for the other minorities as well.

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Table 5: Ethnicity of respondents compared to Census information for the City of Smithville and Bastrop County (ACS 2012 5-year data)

Survey Options	Bastrop County*		Smithville city*		Eco Devo Survey†	
	Estimate	Percent	Estimate	Percent	Count	Percent
White (Anglo/Caucasian)	62,625	84.6%	3,042	79.1%	287	86.7%
Black or African American	6,361	8.6%	582	15.1%	29	8.8%
American Indian and Alaska Native	1,271	1.7%	9	0.2%	7	2.1%
Asian-American/Asian-Indian/Chinese	700	0.9%	77	2.0%	3	0.9%
Some other race	4,391	5.9%	155	4.0%	4	1.2%
Hispanic or Latino (of any race)	24,082	32.5%	808	21.0%	18	5.4%
<i>Total population (Census data) & Answered Question</i>	74,023	100%	3,848	100%	331	82.4%
<i>Skipped Question</i>					71	17.6%

* Source: <http://factfinder2.census.gov/>

† A high number of the 402 respondents, 71 (17.6%) did not report their race/ethnicity.

Many studies indicate that women tend to make most of the shopping decisions and do most of the shopping in the majority of households (see for example: <http://www.she-conomy.com/facts-on-women>). Some studies say that women may be more likely than men to complete and return surveys (see for example: <http://files.eric.ed.gov/fulltext/ED501717.pdf> and http://www.terry.uga.edu/~rgrover/chapter_6.pdf). In this survey, Female respondents made up 68.8% of the respondents (according to the Census, about 51% of Bastrop County is male). The vast majority of people who took the survey (71.1%) made over 50% of shopping decisions for the household and nearly half of them (47.4%) made over 90% of household shopping decisions (see Table 6).

Table 6: Percentage of Household Shopping Decisions

Survey Options	Count	Percent
90-100%	146	47.4%
51-99%	73	23.7%
50% Exactly	70	22.7%
Less than 50%	19	6.2%
<i>Answered question</i>	308	76.6%
<i>Skipped question</i>	94	23.4%

The demographic information above illustrates that these questions were important to nearly every subgroup in our community, and shows that community leaders can take their responses to the economic development questions very seriously for guidance on any policies or projects that may arise in future discussions about how Smithville wants to address economic development. Although this survey was not scientifically managed (respondents were not chosen randomly, nor were small subpopulations weighted to obtain results that could be statistically extrapolated to the entire community), the purpose of the survey was not necessarily to be statistically rigorous, but rather to get a good sense of what people in the community are thinking about economic development. The individuals who responded are by and large the people who are interested in the topic; they provided terrific input and made

great suggestions that can help community leaders work on programs and policies. It helps provide a baseline of information that will guide decisions about what would work best here.

Economic Development Survey Questions

Focus group participants and task force members were adamant that questions needed to reflect what this community and its leaders need to know in order to develop economic policies and pursue strategies that make sense to how Smithville wants to grow. They helped determine what questions should be asked, as well as how exactly to word the questions to best capture information that could lead to more comprehensive economic development policies and projects. As such, they were primarily interested in two main issues: 1) what do existing businesses need to know to improve their marketing outreach or to fill gaps people want in goods or services that might fall within their business model; and 2) what would potential new businesses (or the people trying to recruit them) need to know to consider Smithville a viable place to open shop. The questions in the survey are designed to capture information and provide innovative ideas from community members to help Smithville's leaders on the City Council and Chamber of Commerce Board, as well as business and building owners, realtors, and others to institute programs and/or policies intended to improve Smithville's business climate. The discussion below refers to the full tables provided in Appendix B.

Question 1: Where do you usually shop or get services? (Check all that apply)

To understand this data, if all 402 people shopped for every single item in a single location, the total number of responses would be 402×38 answer options (excluding "other 1" and "other 2") for a total of 15,276 possible responses per location, and the total "row" count would be 402×8 for a total of 3,216. If everyone shopped for everything across all eight locations, the greatest possible grand total would be 122,208 ($15,276 \times 8$). The actual grand total is much lower at 15,824 for three reasons: 1) 397 respondents of the 402 gave input on this question, 2) not everyone who took the survey shops for every item (specific items per location ranged from 0 to 291—the highest being entertainment in Bastrop), and 3) not everyone shops in all eight locations for any given item—the vast majority shops in only three locations: Smithville, Bastrop, and Austin.

The results show that most respondents do most of their shopping in Bastrop (total count: 5,922) followed by Smithville (4,243) and then Austin (3,040). Coming in a distant fourth is La Grange (743 responses), followed by "other big city" (660) on-line shopping (642), "other small town" (496), and Paige (78). Another way to look at these numbers is to say that people do about 41% of their shopping for these goods and services in Smithville overall, about 56% in Bastrop, and about 30% in Austin (the other locations are all under 5%).

Based on response count for each item (that is, how many people shop for that item regardless of how many places they go to purchase it), gas stations (266/70.6%), restaurants/fast food (251/69.5%) and hardware/general store (244/68.5%) are the top three businesses that keep people shopping locally in Smithville, but each of these businesses has quite a lot of

competition in the region, capturing 37.8%, 27.3%, and 39.5% respectively of total business when compared with other locations.

By percentage of row counts across location options, the businesses that capture most of the people who seek those specific items/services are the food processing facility (70.8%), child care (64.9%), children's/family activities (51.0%), home construction/maintenance (45.9%), and antiques (45.4%).

Of particular interest is the item related to groceries. As a percent of the total row count Smithville grocery shopping gets 28.2% of the market share; people shop for groceries in Bastrop at nearly twice the rate (44.1%) and Austin also has a high percentage (14.9%), likely for specialty or organic foods that are not available in either more local location. Looking at these numbers as a percentage of the 397 who responded, 50.7% of these individuals shop in Smithville, but 79.4% of them go to Bastrop and 26.8% go to Austin.

The far right column of the tables show the "Response Count" and the "% Total," which provide a rough indication of how people spend most of their discretionary income—the higher the percentage, the more respondents of the 397 who answered the question shop for that item/service. According to this survey, most of the respondents' income is spent on gas and department stores (both 3.6%), restaurants and automotive repair (both 3.5%); and groceries, health care, hardware stores, and entertainment (all 3.4%).

Question 2: What kinds of businesses do you think are available currently in Smithville? What kinds of businesses would you like to see in Smithville that aren't here or that you would like to see more of? (Check all that apply)

This question was posed specifically to help current businesses find out more about whether their marketing efforts are reaching people in Smithville and to find out what kinds of goods and services people who live here would like to see come to town. For current businesses, this question can help identify any problems they might have in reaching their target market or to consider the possibility of adding something to their shop, if it is in their interest and within the possibility of their business plan. It also helps identify some of the businesses that would more likely be viable to recruit successfully to Smithville.

A total of 377 of the 402 responded to this question. Of those, 98.2% knew that Smithville already has antique shops. The next highest figure is automotive repair at 84.9%, followed by gas stations at 83.1%. Lower than anticipated is the grocery item (59.3%), which may partially be lower than expected due to its inclusion with Farmers' Market and Food Co-op as a single item. Additionally, Playhouse Smithville (which is included in Entertainment), is at a very low 7.1%, but again, this might partially be lower than in reality due to its inclusion with other entertainment options as a single item.

The highest responses for what businesses people would like to see or see more of in Smithville are: Department Store/Clothing/Shoes (75.1%); Entertainment (74.8%), Restaurants/Fast Food (68.8%) and Grocery/Farmers' Market/Food Co-op (53.7%).

Question 3: Where do you get information about local businesses and services? (Check all that apply) Which is the most effective? (Check only the most effective one)

Word of mouth was by far considered to be the best way to learn about businesses in Smithville: 86.4% of the 359 respondents checked that this was one of their sources of information, and 40.4% said it was specifically the most effective source.

In terms of "All Sources," the Newspaper followed word of mouth at 62.4%, followed by Internet (Google Search) at 49.0% and Facebook at 48.5%. However, in terms of the most effective, after word of mouth, Internet (Google Search) was a distant second at 17.8% followed by Facebook at 14.5% and the Newspaper at 11.7%.

That the internet and social media were not considered very effective may be in part due to the greater numbers of older people who responded. If time permits and technology is not too difficult, it would be interesting to examine this data in terms of the age groups who responded to get a better picture of target markets by age—it stands to reason that younger people would rank electronic media at a higher level than many people over 50. This is especially important for entrepreneurs and small business owners who are interested in creating their own websites, which can be costly, so that business owners can evaluate that investment's real rate of return.

Question 4: Why do you shop outside of Smithville? (Check all that apply) What is the single most important reason? (Check only the most important one)

Of the 359 people who answered this question, the most important reasons people leave Smithville to shop are (by all reasons): Availability (84.7%), Variety (73.3%), and Price (67.1%). By the most important reason, these three slightly change order: Availability (49.6%), Price (20.9%) and Variety (17.5%). Note especially that in terms of top reasons, people cited availability more than two times as often as price, the next item in importance.

Several people noted that Smithville has limited choices: "No clothing stores." "What I need is not available in Smithville." "No variety of places to really shop in Smithville." Quality was also important in these messages, and one person stated, "Local businesses close too early."

Question 5: What is your vision of positive growth and economic development in Smithville? (500 word limit)

As an open-ended question, respondents were able to discuss their thoughts about economic development in Smithville. The task force and focus group were careful about the wording of this question so that people would be more likely to offer their insights through a sense of "solutions" rather than "problems," which can be more helpful when trying to develop strategies and policies that intend to address growth that will work for most residents. Almost half (198 of 402) of the respondents answered this question. These answers are very thoughtful, provide some terrific ideas, and are also sometimes contradictory (for example, some want Big Box retail development, others adamantly oppose it). The Appendix shows all 198 responses.

Some of the responses included the following:

- Support of the "heart" of Smithville, i.e., Main Street is critical. Lack of promotion and high rents are driving away businesses. Tourists will slowly fade away as more and more businesses close. Then where will we be?
- Hwy 71 is not very appealing thru Smithville. The Grass needs to be maintained from loop 230 to Hwy 95. There is no signage to tell the traveling public what is in town. There is no reason for the Hwy traffic to venture into town with the way this stretch of hwy looks. It does not look like there is any pride in the way Smithville looks.
- Wal-Mart, HEB, Home Depot, Hobby Lobby. Would love to see more retail stores and restaurants in Smithville.
- For residents to have more variety and availability, but keep the small town atmosphere.
- Building a town focused on a good mix of small and big business. Attracting drivers off the main road and directing them to the hot spots of town. Making the town welcoming and pretty.
- I've lived here 20 years--- and owned a business here. I think the antique-theme was great at the time--- and still has a positive vibe--- but needs a little overhaul. I think that having a "theme" is a good fit for Smithville--- ie-- attracting artisans--candy makers-- find some sort of niche that would attract a good quality tourist. Thinking that we should compete with businesses that are already established (ie Walmart, HEB, Target, etc) is a total waste of time. I LIKE having to travel out of town to shop at those places... and I like that nobody is travelling HERE to shop. Lose the word "growth"-- replace it with "well-managed" Look for "quiet" dollars.
- Make better use of the local airport to develop business around it. Create downtown access to the greatest asset here, the river.

Question 6: What are your concerns about future growth in Smithville? (500 word limit)

Again, wording was chosen carefully to help people offer criticism in a more constructive vein. Again, about half (189 of 402—all responses are in the Appendix) answered this question and many had contradictory concerns. Of particular importance for City leaders, many people were concerned that growth is impossible because the people “in charge” are not interested in growing or even of being open to allowing new businesses to come to town. In a world where “perception is reality,” it would be helpful to publically promote some kind of vision to counteract that prevalent concern.

Some of the responses included the following:

- Don't want to see us lose the small town atmosphere. Like to be able to walk down the street and know everyone. Or go into the schools and be able to talk to a real person about the progress of the children like how everyone watches out for their neighbor. Do not want to lose that!!
- It's dying because all the building owners downtown charge such high rents and refuse to do any repairs on the buildings there is no way anyone can make any money. The

young generation doesn't care, they grew up with Box stores so that's where they spend their money and there isn't enough local support downtown.

- I am concerned that those in charge of these decisions do not want to see growth and the town will begin to lose families as well as money that could be generated by new businesses.
- I would love Smithville to grow, I've lived here all my life (27 years) and the only new economic development in those years has been the new small shopping strip that Subway is in. I want growth, so residents don't have to drive all the way to Bastrop or Austin to get some form of variety. So it's able to create jobs for residents, and stimulate the economy in Smithville. So my 7 year old will have more options, then what I had for entertainment when I was growing up here. Don't get me wrong my upbringing in Smithville was awesome, but I would have liked to have a theater to have hung out at or a roller rink or even a bowling alley. So YES, I'm all for growth in Smithville.
- That too much growth in the "City Center" could prompt folks to destroy historical business and housing structures.
- That we won't put the right kinds of incentives in place... That we will invite businesses in that are not positive for the community... That we will make a deal in desperation without weighing the consequences.

Question 7: What do you think Smithville's strengths are? (Check all that apply and mark top 3).

Note that the Airport was initially left off the list, and so the number count might have been higher—it was added in November as soon as one of the respondents commented about it. In February, a respondent also mentioned that we left off the hospital; by then it was too late to include it in the survey, but should it be administered again, Seton Smithville Hospital will be added to the list.

The task force and focus group wanted people to “end” this portion of the survey on a positive note thinking about Smithville in its best light. Both by total count of all strengths and by top three, Smithville's top strengths are: 1) beautiful, historic neighborhoods (75.1% of all strengths and 30.1% of top three); 2) Small town feeling (73.3% and 22.0%); and 3) Colorado River (70.7% and 20.0%). Interestingly, the school system came in as a fairly close fourth on the “top three” list at 17.1%, but was in the middle of the pack in terms of “all strengths” at 42.9%. As one person noted, “we have no children so education and child-directed activities are less relevant to us”—which may be the primary reason this is the case given the high number of retired respondents and respondents over 50.

Question 8: Would you be willing to pay \$1 on your monthly utility bill towards a fund that can only be used for economic development?

Of the 324 who answered this question, 73.5% said they would be willing to pay \$1 on their utility bill towards economic development. This is a very high rate, and illustrates that this is a very important issue in our community. It would be possible to add this as a fee to the utility bill, allowing people to opt out if they wish. Assuming 1,700 hook ups in Smithville, this fee would raise approximately \$20,400 annually, which could be put to good use in economic

development programming such as incentives for façade improvements, fixed costs for incubator projects, or partial funding for the salary for an Economic Development Coordinator, among many other things. The economic development fund would need to be a separate account and it will be very important to for the community to buy in to the program and for transactions to be regularly reported and transparent to better ensure the program's success.

Question 9: Do you have any other comments about Economic Development in Smithville that have not been covered here?

Fewer people (80 out of 402—all responses are included in the Appendix) chose to answer this question, whether they were fatigued or felt the questions did their job is difficult to say. Some of the responses included the following:

- Downtown is the heart of a town. Make the building owners pay a fine if their buildings are not in use. It is a crime against this town for the people that own the buildings to let them sit there empty rather than charge reasonable rents so the businesses can survive and stay in business. Sell them if they don't use them in a year's time.
- We don't offer a strong job market, so our draw will have to be tourism. If Huebel's and Dairy Queen are the only businesses open after 9 PM, and 90% of our Main Street businesses are closed on Sunday, we can't be much of a weekend town.
- I am not sure if we should try and compete with Austin and Bastrop. The focus might be better focusing on keeping taxes low and the small town community/feel.
- Business and education need to coordinate.
- Should be voluntary, never mandatory or forced by City Hall or city leaders. Let private efforts figure it out with guidance, but no funding from, the city.
- I have liked the Smithville Summit and the attention on sustainability. We need more shops downtown which will draw people there. Antique stores can only do so much. Downtown is not really a destination. Thanks for putting this out and listening. :)
- We need to think outside of the box. What are other towns NOT doing???? Let's do that. :) We have enough strip malls, chain stores, and big box retailers in the world (and antique stores, truthfully). What would make us UNIQUE?

Suggestions and Recommendations

As City Leaders examine economic development issues in depth and create a more systemic plan to strategically encourage economic development and the infrastructure needed to implement projects related to business opportunities and economic development, it will be helpful to consider the findings of this survey. Based on these survey results, the task force recommends that City Leaders consider the following:

- **Provide Funding for Business Development:** A strong majority of survey respondents (73.5%) are willing to pay \$1 on their utility bill towards economic development. It will be necessary to address the issues raised by the individuals who commented on it; however, this is one tangible way to ensure that economic development is supplied with

a constant source of funds for future projects. In order to legitimize and institute a mechanism for spending funding, a series of public outreach efforts and public forums should continuously invite potential stakeholders to solicit ideas and proposals for the use of those funds and provide a recommendations report to the Council periodically. The “Libraries Transforming Communities” model, which helps participants identify aspirations, challenges, and changes needed to reach aspirations (see Appendix C), would be a useful tool to use. Nearly 100 people who took this survey want to be contacted again about economic development, and they could be the first set of people specifically invited to participate in the forum.

- **Communicate with and to the Public:** Many individuals stated contradictory ideas about how growth should occur in Smithville. It will be important to try to institute programs that the vast majority can support while continually seeking feedback and input to legitimize the process through rigorous public involvement. Acting on the ideas that have the most community support and have a good rate of return (the “low hanging fruit”) will have a better chance at success and can bring more people together to buy in to the program. Communicating with the public as projects are implemented and celebrating those successes will be important to the continually improve the perception of the program. The public forum series would bring these stakeholders together and will provide a means of input and feedback that will go a long way towards showing these and other important stakeholders that City Leaders are working constructively on this issue. If people are provided an outlet to be heard, know that their input is meaningful and respected, and understand the reasons behind the decisions, many projects can have the support they need to be successful.
- **Develop a Marketing Plan:** The City has intended to develop a Marketing Plan for some time, and now is a good time to act on that. A useful plan would identify strategic marketing opportunities over the next five years or so, and develop action items, tasks, and champions, as well as probably costs. These survey results can be useful for that effort. For example, the data here is a gold mine for someone who can turn it into a brochure to attract new businesses, residents, and investors. As part of a strategic plan, this or a similar follow-up survey could be considered to check up on how needs might have changed or gauge “how well we’re doing” after some programs have been implemented. The nearly 100 people who gave contact information to be updated would be a good target of knowledgeable “key informants” who already have a stake and understanding in this process to take additional surveys in the future.
- **Consider a Public Relations Campaign:** City leaders should consider how to counteract misinformation about how the City has “limited growth” and how to use various outlets to get facts to various stakeholder groups. Importantly, the number one way people get their information is “word of mouth,” which itself is fraught with the problems associated with spreading rumors and half-truths, and seems especially good at spreading incorrect bad news. Although it will never be possible for government officials to gain the trust and respect of every citizen, with better communication and more avenues for input and personal conversations with “the people in charge,” some of the many people who conveyed this sentiment might get the information they need begin

to understand what city leaders are doing to promote sensible and realistic growth in Smithville. Smithville's public image in this respect is important not only to the people who currently live and do business here, but also to potential investors and people who may move their business and/or families here, as well as to regional, state, and federal agencies, foundations, and other institutions that might be interested in lending their support and investing in Smithville's people.

- **Cultivate Entrepreneurialism:** Many people made terrific suggestions about what they want to see in the community to keep their dollars here. Help existing stores work to fill those gaps, and consider other models to recruit businesses and train individuals seeking to become business owners to bring in the goods and services the community has identified that they want. For example:
 - An overwhelming number (75.1%) were interested in being able to make everyday purchases that might come from a department store. The public forum will help to specify more of what that means—whether people are interested in attracting a big box store to Hwy 71, a Main Street storefront with specialized vendor spaces following the Antiques model, or something completely different.
 - Entertainment and eateries were also very high on the list of things people want to see here (74.8% and 68.8% respectively). Investigate a means of helping people know what is currently being done in some of these potential venues (such as the Milton's Building), as well as what might need to happen to fill that gap. Realtors may be helpful in this area.
 - Groceries and food items were one of the important elements on this list as well (53.7%). Two suggestions come from this issue: 1) The Chamber can use this information to bring to Brookshire Brothers to help them understand their market in Smithville to help them better stock the groceries people want to buy here, rather than in Bastrop or Austin; and 2) Contact the individuals who have independently stated their interest in developing a kind of food co-op on Main Street to find out their intentions and to examine how the City and Chamber might be able to assist those efforts.
 - Consider the possibility of establishing a “charge station” for electric vehicles and develop compatible retail and other establishments within walking distance for the people who would be in the area for a few hours while their cars charge.
 - As stated in the 2011-2012 Comprehensive Plan, consider the possibility of establishing a business incubator that would work with Technology for All to train participants to become better business owners (for example, sessions on financial planning, business management, HR, and other important topics). As part of the incubator, business owners would be required to take a certain number of these classes in exchange for a below-market-rate rent and other potential resources to support them while they are learning to become self-sustaining, profitable businesses. Several ideas included the “department store” vendors, culinary arts, and technology entrepreneurs that would make excellent partners with the LiveAir Networks’ “gigabit city” backbone.

- Other suggestions are listed in the comments provided in Appendix B. As always, listen to stakeholders for their ideas on this issue.
- **Examine the Data in More Detail:** Crosstabulate some of the demographic information with the economic development questions to understand some of the market-share implications—for example, see how the information may be better understood regarding how people get information about businesses based on age group (presumably, younger people rely more heavily on social media and the internet than older people) and to investigate whether there are any major differences between subgroups of people in terms of their preference for a \$1 fee on the utility bill or any other question on the survey.

If the survey is to be administered in the future, several suggestions (made too late in the process) will help further refine the instrument:

- Establish the relationships needed to get more input from minorities.
- Consider a Likert Scale (0=Very Weak to 10=Very Strong) for the question about Smithville's strengths.
- Include "Seton Regional Hospital" among Smithville's assets.
- Include the Recycling Center in the first two questions along with "green business."
- Condense items "Artisan/Craft Galleries" with "Fine Art Gallery/Art Sales."
- Add Elgin to the survey so that it might be something the County can use in the future. Eliminate Paige, which was not a strong draw from our local business.
- Call it a "Food Processing Facility" rather than a "Local Food Processing Facility"
- Add "Pet Boarding" to Veterinarian/Pet Care.
- Specify "Live Theater" and add "Concerts" to "Entertainment."
- Add "Hair/Nail" to "Salon/Beauty."
- Consider changing "Open door at City Hall" to "Availability of city management."
- In the future, match categories to relevant Census categories more specifically and exactly.
- Add "Currently Serving in the Military" to the Employment options.
- Add "Not Applicable" to the question about where people work.
- Explain why demographic questions are important and how they will be used.
- Create numerical categories including from 0 to 10 for the question about how many children are living with you.
- Consider adding a question about how many people live in the household (for better comparison to Census statistics).
- Add "why or why not?" as an open-ended question to follow up on "would you be willing to pay \$1 on the utility bill?"

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Appendix A:

Blank Surveys in English and Spanish

(**NOTE:** Surveys were printed on 11x17-sized paper to be sure people could read the questions and then tri-folded like a brochure)

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COS 2013-2014 Economic Development Survey Results

7. What do you think Smithville's strengths are?
(Check all that apply and mark top 3).

Please check all strengths	Top 3
Airport	
Affordable Housing	
Beautiful, historic neighborhoods	
Close to farms	
Close to universities	
Close to urban centers	
Colorado River	
Community response to people in need	
Educational system	
Municipal/County Emergency Response (Fire, EMS, Police)	
Independent, self-sufficient spirit of residents	
Lost Pines Artisans Alliance	
Low density (spread-out population)	
Many activities for children and seniors	
Many home-based businesses	
Many opportunities to volunteer	
Many public parks	
Municipal Services	
Natural environment	
Nature-based recreation	
Open door at City Hall	
Plentiful open space	
Railroad town	
Recycling Center	
Rural community	
Sense of community	
Small town feeling	
Small town pride	
Smithville Historical Society / Genealogy programs	
Smithville Public Library	
Smithville Recreation Center	
Smithville Times	
Strong Arts Community	
Variety of businesses and services in town	
Variety of Faith-Based Organizations	
Other (specify):	
Other (specify):	

8. Would you be willing to pay \$1 on your monthly utility bill towards a fund that can only be used for economic development?

☐ Yes ☐ No

9. Do you have any other comments about Economic Development in Smithville that have not been covered here?

DEMOGRAPHIC INFORMATION

1. I am (please check all that apply):

☐ A business owner
☐ Self-Employed
☐ Working full-time
☐ Working part-time
☐ Working for a Nonprofit
☐ Staying at home with the kids
☐ A student
☐ Retired
☐ Other _____

2. How many children under 25 are living with you right now (even part-time)? ____

3. Where do you live?

☐ Inside Smithville City Limits
☐ Within 2 miles of Smithville City Limits
☐ Within 5 miles of Smithville City Limits
☐ Within 10 miles of Smithville City Limits
☐ Farther than 10 miles of Smithville City Limits

4. Where do you work (if applicable)?

☐ Inside Smithville City Limits
☐ Within 10 miles of Smithville City Limits
☐ Within 20 miles of Smithville City Limits
☐ Within 50 miles of Smithville City Limits
☐ Farther than 50 miles of Smithville City Limits

5. I am:

☐ Male ☐ Female

6. I am:

☐ Under 16 ☐ 21-35 ☐ 51-65
☐ 16-20 ☐ 36-50 ☐ Over 65

7. I am (check all that apply):

☐ Anglo/Caucasian/White
☐ Hispanic/Latino
☐ African-American/Black
☐ American Indian/Native American
☐ Asian-American/Asian-Indian/Chinese
☐ Other: _____

8. I have been shopping in Smithville for:

☐ Less than 2 years ☐ 10-20 years
☐ 2-5 years ☐ More than 20 years
☐ 5-10 years

9. What percentage of shopping decisions do you make for your household? (0% = none, 100% = all): _____%

10. I would like to be contacted about more economic development issues in the future:

☐ Yes ☐ No

If YES: Contact information

Name:

Email:

Smithville Economic Development Survey

October 2013 through February 2014

This Economic Development Survey is intended to begin a discussion with people from Smithville and people who shop in and around Smithville about economic development.

The purpose of this survey is to gather information about shopping habits and perceived gaps in service that will help our existing merchants and service providers better meet the needs of the community and to attract new businesses by showing them the market opportunities in Smithville.

Survey Methodology

- A focus group met in July to determine the most relevant questions
- Surveys will be distributed on-line, through the Smithville schools, and in person at various locations and different times around town—a link to the online form will be included on the utility bill
- Beta Testing took place in August and September
- The goal is to have at least 350 surveys returned
- The survey is anticipated to be available from October 2013 through February 2014,
- A report is anticipated to be available by April, 2014

For More Information

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Orin Moore: omooore@smithvilleisd.org, 512 237 2406 x 4564
Joanna Morgan: joanna.morgan@earthlink.net, 512 237 5283

Return this survey to:

- City Hall (317 Main Street)
- Smithville Public Library (507 Main Street)
- Smithville Area Chamber of Commerce (NE 1st St. & Main St.)
- Smithville Independent School District (through the student in your family)

YOU CAN TAKE THIS SURVEY ON LINE!

Go to www.surveymonkey.com/s/SmithvilleEconomicDevelopmentSurvey. Come back to this website after April 1, 2014 to see the results of this survey and to make any additional comments.

Many thanks to the individuals who participated in the initial focus group.

Thank YOU for your interest and for taking this survey!

COS 2013-2014 Economic Development Survey Results

1. Where do you usually shop or get services (check all that apply)?

	Smithville	La Grange	Bastrop	Paducah	Austin	On-line	Other Small Town	Other Big City
Antiques								
Art Supplies								
Artisan / Crafts Galleries								
Automotive Repair								
Bar, Tavern or Pub								
Bicycling/Kayaking/Outdoor Recreation								
Bookstore / Video Rental / Library								
Business Services (copying, parts/repair, package shipment)								
Child Care								
Children's / Family Activities (after-school programs; dance, art, acting, music, singing classes; sports, etc)								
Coffee Shop								
Computers / Electronics Sales/Service								
Department Store / Clothing / Shoes								
Education/Training for adults								
Entertainment (movies, theater, miniature golf, bowling, etc)								
Equipment Rental								
Fine Art Gallery/Art sales								
Furniture store / repair								
Gas Stations								
Green Business (solar, wind, compost)								
Grocery/Farmers' Market/Food Co-op								
Hardware/General Store								
Health Care Services (doctor, dentist, pharmaceutical, chiropractor, pediatrician, ob-gyn, etc.)								
Home Construction/Maintenance (electrician, plumber, etc.)								
Home Décor / Florist								
Hotel / Motel / B&B								
Liquor Store								
Local Food Processing Facility								
New/Used Car Sales								
Office or school supplies								
Photography or film development								
Plant Nursery								
Professional Services (lawyer, banking, insurance, realtor, etc.)								
Restaurants / Fast Food								
Salon / Beauty								
Tailors / Dry Cleaners								
Thrift Store / Re-sale / Consignment								
Veterinarian / Pet care								
Other (specify):								
Other (specify):								

2. What kinds of businesses do you think are available currently in Smithville? What kinds of businesses would you like to see in Smithville that aren't here or that you would like to see more of? (Check all that apply.)

Business/ service already in Smithville		Businesses I'd like to see in Smithville (or see more of)
	Antiques	
	Art Supplies	
	Artisan / Crafts Galleries	
	Automotive Repair	
	Bar, Tavern, or Pub	
	Bicycling/Kayaking/Outdoor Recreation	
	Bookstore / Video Rental / Library	
	Business Services (copying, parts/repair, package shipment))	
	Child Care	
	Children's / Family Activities (after-school programs; dance, art, acting, music, singing classes; sports, etc)	
	Coffee Shop	
	Computers / Electronics Sales/Service	
	Department Store / Clothing / Shoes	
	Education/Training for adults	
	Entertainment (movies, theater, miniature golf, bowling, etc)	
	Equipment Rental	
	Fine Art Gallery/Art sales	
	Furniture store / repair	
	Gas Stations	
	Green Business (solar, wind, compost)	
	Grocery/Farmers' Market/Food Co-op	
	Hardware/General Store	
	Health Care Services (doctor, dentist, pharmaceutical, chiropractor, pediatrician, ob-gyn, etc.)	
	Home Construction / Maintenance (electrician, plumber, etc.)	
	Home Décor / Florist	
	Hotel / Motel / B&B	
	Liquor Store	
	Local Food Processing Facility	
	New/Used Car Sales	
	Office or school supplies	
	Photography or film development	
	Plant Nursery	
	Professional Services (lawyer, banking, insurance, realtor, etc.)	
	Restaurants / Fast Food	
	Salon / Beauty	
	Tailors / Dry Cleaners	
	Thrift Store / Re-sale / Consignment	
	Veterinarian / Pet care	
	Other (specify):	
	Other (specify):	

3. Where do you get information about local businesses and services? (Check all that apply.) Which is the most effective?

Check all that apply		Check only the most effective one
	Newspaper	
	Word of mouth	
	Email from specific businesses/organizations	
	Fliers around town	
	Facebook	
	Internet (websites created by businesses)	
	Internet (Google search for information)	
	Chamber of Commerce	
	City of Smithville	
	Craig's List	
	Other (specify):	
	Other (specify):	

4. Why do you shop outside of Smithville? (Check all that apply.) What is the single most important reason?

Check all that apply		Check only the most important one
	Price	
	Availability	
	Convenience in general	
	Convenient to my commute to/from work	
	Privacy	
	Variety	
	Quality	
	Other (specify):	
	Other (specify):	

5. What is your vision of positive growth and economic development in Smithville? (500 word limit)

6. What are your concerns about future growth in Smithville? (500 word limit)

COS 2013-2014 Economic Development Survey Results

7. ¿Cuáles piensa Ud. que son los puntos fuertes de Smithville?
(marque todas las que apliquen a la izquierda y no marque más de 3 a la derecha).

Por favor marque todos los puntos	No marque más de 3
Aeropuerto	
Viviendas accesibles	
Barrios hermosos e históricos	
Cerca de Granjas	
Cerca de Universidades	
Cerca de Centros Urbanos	
El Río Colorado	
Ayuda comunitaria a las personas necesitadas	
Sistema educacional	
Municipal/Emergencias del condado (Depto. Bomberos, Ambulancias, Depto. Policía)	
El espíritu independiente de los residentes	
Alianza de Artesanos Lost Pines	
Una población de baja densidad (dispersado)	
Actividades para niños y adultos	
Negocios propios en casa	
Oportunidades como voluntario	
Parques Públicos	
Servicios Municipales	
Entorno natural	
Recreación basada en la naturaleza	
Es fácil hablar con gente en el Municipio	
Abundantes espacios al aire libre	
Ferrocarril en la Ciudad	
Centro de reciclaje	
Comunidad rural	
Sentido de comunidad	
Sensación de un pueblo pequeño	
Orgullosos por un pueblo pequeño	
Sociedad histórica de Smithville / Programas de Genealogía	
Biblioteca Pública de Smithville	
Centro de Recreación de Smithville	
El periódico "The Smithville Times"	
Comunidad de arte	
Variedad de negocios y servicios en la ciudad	
Variedad en organizaciones de fe	
Otro (especifique):	
Otro (especifique):	

8. ¿Estaría usted dispuesto a pagar \$1 en su recibo mensual para un fondo que se puede utilizar para el Desarrollo Económico?

___ Sí ___ No

9. ¿Tienes otros comentarios sobre el Desarrollo Económico en Smithville que no han sido cubiertos en esta lista?

INFORMACION DEMOGRAFICA

- (Por favor marque todas las que apliquen) Yo:
 - ___ Soy propietario de un negocio
 - ___ Trabajo por mi propia cuenta
 - ___ Trabajo: tiempo completo
 - ___ Trabajo: medio tiempo
 - ___ Trabajo para una organización no lucrativa
 - ___ Permanezco en casa con los niños
 - ___ Soy estudiante
 - ___ Soy jubilado
 - ___ Otro _____
- ¿Número de hijos menores de 25 años que viven con usted (incluso en tiempo parcial)? ___
- ¿Dónde vive?
 - ___ Dentro de los límites de la Ciudad de Smithville
 - ___ A 2 millas de los límites de la Ciudad de Smithville
 - ___ A 5 millas de los límites de la Ciudad de Smithville
 - ___ A 10 millas de los límites de la Ciudad de Smithville
 - ___ Más de 10 millas de los límites de la Ciudad de Smithville
- ¿Dónde trabaja? (si aplica)
 - ___ Dentro de los límites de la Ciudad de Smithville
 - ___ A 10 millas de los límites de la Ciudad de Smithville
 - ___ A 20 millas de los límites de la Ciudad de Smithville
 - ___ A 50 millas de los límites de la Ciudad de Smithville
 - ___ Más de 50 millas de los límites de la Ciudad de Smithville
- Género:
 - ___ Masculino ___ Femenino
- Soy:
 - ___ Menor de 16 ___ 21-35 ___ 51-65
 - ___ 16- 20 ___ 36-50 ___ Mayor de 65
- Soy (marcar todas las que apliquen):
 - ___ Anglosajón/Caucásico/Blanco
 - ___ Hispano/Latino
 - ___ Africano-norteamericano
 - ___ Indio Americanos/Nativo Americano
 - ___ Asiático-Americano/Asiático-Indio/Chino
 - ___ Otro: _____
- He estado de compras en Smithville por:
 - ___ Menos de 2 años ___ 10-20 años
 - ___ 2-5 años ___ Más de 20 años
 - ___ 5-10 años
- ¿Qué porcentaje de sus compras decide usted que son para su hogar?
(0% = nada, 100% = todo): _____ %
- Me gustaría ser contactado sobre los problemas de Desarrollo Económicos en el futuro:
 - ___ Sí ___ No

Si su respuesta es Sí: Información de contacto

Nombre:

Correo electrónico:

Encuesta de Desarrollo Económico en Smithville

Octubre 2013 a febrero 2014

Esta encuesta de Desarrollo Económico tiene por objeto iniciar un debate con la gente de Smithville y las personas que compran a los alrededores de la ciudad.

El propósito de esta encuesta es obtener información sobre los hábitos de compra y de las deficiencias percibidas en el servicio, esto ayudara a nuestros comerciantes y prestadores existentes a satisfacer mejor las necesidades de la comunidad y atraer nuevos negocios, mostrándoles las oportunidades de mercado en Smithville.

Metodología de la Encuesta

- Un grupo de enfoque se reunió en Julio Para determinar las cuestiones más relevantes.
- Las encuestas se distribuirán en línea, a través de las escuelas de Smithville, con diferentes personas, lugares y horarios alrededor de la ciudad, se incluirá un enlace al formulario en línea en la factura de servicios públicos mensual.
- Pruebas Beta se llevaron a cabo en los meses de agosto y septiembre.
- La meta es tener por lo menos 350 encuestas de regreso.
- Se prevé que la encuesta esté disponible durante los meses de octubre 2013 hasta el febrero, 2014.
- Se espera que en el mes de abril 2014, esté disponible un informe.

Para más información:

Jill Strube: jstrube@ci.smithville.tx.us, 512-237-3282 x 2109 (se habla español)

Tina Smith: tina.smith@smithvilletx.org, 512 988-0052

April Daniels: playhousesmithville@yahoo.com, 512-360-7397

Orin Moore: omooore@smithvilleisd.org, 512 237 2406 x 4564

Joanna Morgan: joanna.morgan@earthlink.net, 512 237 5283

Regresar esta encuesta a:

- Ayuntamiento (317 Main Street)
- Biblioteca Pública de Smithville (507 Main Street)
- Cámara de Comercio de Smithville (NE 1st St. & Main St.)
- Distrito Escolar Independiente de Smithville
(a través de un estudiante en su familia)

¡USTED PUEDE TOMAR LA ENCUESTA EN LINEA! (En inglés)

Ir a: www.surveymonkey.com/s/SmithvilleEconomicDevelopmentSurvey

Regrese a este sitio en red después del primero de abril 2014, a ver los resultados de esta encuesta y hacer comentarios adicionales.

¡Muchas gracias a las personas que participaron en este enfoque inicial!

¡Gracias por su interés y por tomar esta encuesta!

COS 2013-2014 Economic Development Survey Results

1. ¿Dónde usualmente compra u obtiene servicios? (marque todos que apliquen):

	Smithville	La Grange	Bastrop	Paige	Austin	Por Internet	Otro pueblo pequeño	Otra Ciudad grande
Antigüedades								
Materiales para Arte								
Artesano/Galerías de Artesanías								
Reparaciones Automotriz								
Bar, Taberna o Mesón								
Bicicleta/kayak/Recreación a la intemperie								
Librería /Renta de video /Biblioteca								
Servicios empresariales (copias, partes/ reparaciones, servicio de paquetería)								
Cuidado de los niños								
Infantiles/ Programas y actividades después de clases; baile, arte, actuación, música, clases de canto, deportes, etc.)								
Cafetería								
Venta/servicios de Computadoras y aparatos electrónicos								
Tiendas departamentales/ropa/calzado								
Educación/Capacitación para adultos								
Entretenimiento (cine, teatro, mini golf, boliche, etc.)								
Alquiler de Equipo								
Galería de Arte fina/Venta de artesanía								
Tienda de muebles / reparación								
Gasolineras								
Negocio ecológico (solar ,eólica, abono)								
Comestibles/Mercado del granjero								
Ferretería/Almacén general								
Servicios de salud (doctor, dentista, farmacias, quiropráctico, pediatra, ginecólogo, etc.)								
Construcción vivienda/mantenimiento (electricista, plomero, etc.)								
Decoración del hogar / Florista								
Hotel / Motel / B&B								
Tienda de venta de licor								
Procesadora de alimentos (local)								
Venta de autos nuevos/usados								
Venta de artículos escolares y oficina								
Fotografía y servicio de revelado								
Viveros								
Servicios profesionales (abogado, banco, seguros, Bienes raíces, etc.)								
Restaurantes / Comida rápida								
Salón / Belleza								
Sastre / Tintorerías								
Tienda de segunda mano / re- ventas								
Veterinario / Cuidado de mascotas								
Otro (especifique):								
Otro (especifique):								

2. ¿Qué tipo de negocios cree Ud. que actualmente están disponibles en Smithville? (marque a la izquierda).
¿Qué tipo de negocio le gustaría ver en Smithville: o que ya no tenemos o que le gustaría ver con más frecuencia? (marque a la derecha)

Negocios/ servicios ya en Smithville		Me gustaría ver estos negocios en Smithville (o más frecuente)
Antigüedades		
Materiales para Arte		
Artesano/Galerías de Artesanías		
Reparaciones Automotriz		
Bar, Taberna o Mesón		
Bicicleta/kayak/Recreación a la intemperie		
Librería /Renta de video /Biblioteca		
Servicios empresariales (copias, partes/ reparaciones, servicio de paquetería)		
Cuidado de los niños		
Infantiles/ Programas y actividades después de clases; baile, arte, actuación, música, clases de canto, deportes, etc.)		
Cafetería		
Venta/servicios de Computadoras y aparatos electrónicos		
Tiendas departamentales/ropa/calzado		
Educación/Capacitación para adultos		
Entretenimiento (cine, teatro, mini golf, boliche, etc.)		
Alquiler de Equipo		
Galería de Arte fina/Venta de artesanía		
Tienda de muebles / reparación		
Gasolineras		
Negocio ecológico (solar ,eólica, abono)		
Comestibles/Mercado del granjero		
Ferretería/Almacén general		
Servicios de salud (doctor, dentista, farmacias, quiropráctico, pediatra, ginecólogo, etc.)		
Construcción vivienda/mantenimiento (electricista, plomero, etc.)		
Decoración del hogar / Florista		
Hotel / Motel / B&B		
Tienda de venta de licor		
Procesadora de alimentos (local)		
Venta de autos nuevos/usados		
Venta de artículos escolares y oficina		
Fotografía y servicio de revelado		
Viveros		
Servicios profesionales (abogado, banco, seguros, Bienes raíces, etc.)		
Restaurantes / Comida rápida		
Salón / Belleza		
Sastre / Tintorerías		
Tienda de segunda mano / re- ventas		
Veterinario / Cuidado de mascotas		
Otro (especifique):		
Otro (especifique):		

3. ¿De dónde toma Ud. información de los negocios locales y servicios? (marque todos que apliquen a la izquierda). Cual sería el más efectivo? (marque solo uno a la derecha).

Marque todas las que apliquen		Marque solo uno, el más eficaz
	Periódico	
	Lo supiste de alguien	
	Correo electrónico de un negocio en específico/Organización	
	Volantes alrededor de la Ciudad	
	Facebook	
	Internet (redes creadas por empresas)	
	Internet (búsqueda de información Google)	
	Cámara de Comercio	
	Ciudad de Smithville	
	Craig's List	
	Otro (especifique):	
	Otro (especifique):	

4. ¿Por qué hace Ud. compras fuera de Smithville? (marque todas que apliquen a la izquierda) ¿Cual es una de las razones más importantes? (marque solo uno a la derecha).

Marque todas las que apliquen		Marque solo uno, el más importante
	Precio	
	Disponibilidad	
	Comodidad en general	
	Conveniente mi viaje hacia/desde el trabajo	
	Privacidad	
	Variedad	
	Calidad	
	Otro (especifique):	
	Otro (especifique):	

5. ¿Cuál es su visión para un crecimiento positivo y Desarrollo Económico en Smithville? (500 palabras como límite)

6. ¿Cuáles son sus preocupaciones sobre el futuro crecimiento de Smithville? (500 palabras como límite).

Appendix B:

Complete Survey Questions and Results

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COS 2013-2014 Economic Development Survey Results

Percent of Total RESPONDENT COUNT (397 Respondents)

Question1: Where do you usually shop or get services? (Check all that apply)

Answer Options	Smith ville	%Smv	Bastrop	% Bastrop	Austin	% Austin	La Grange	%LG	Other big city	%Big City	On- line	%On Line	Other small town	% Sm Town	Paige	% Paige	Response Count	% Total (of 10,417)
Gas Stations	266	70.6%	269	71.4%	79	21.0%	37	9.8%	20	5.3%	6	1.6%	18	4.8%	8	2.1%	377	3.6%
Restaurants / Fast Food	251	69.5%	311	86.1%	192	53.2%	82	22.7%	41	11.4%	4	1.1%	34	9.4%	6	1.7%	361	3.5%
Hardware/General Store	244	68.5%	256	71.9%	58	16.3%	30	8.4%	9	2.5%	8	2.2%	10	2.8%	2	0.6%	356	3.4%
Automotive Repair	212	58.6%	178	49.2%	66	18.2%	30	8.3%	7	1.9%	4	1.1%	9	2.5%	2	0.6%	362	3.5%
Professional Services (lawyer, banking, insurance, realtor, etc.)	201	62.2%	167	51.7%	82	25.4%	15	4.6%	18	5.6%	14	4.3%	15	4.6%	0	0.0%	323	3.1%
Home Construction/ Maintenance (electrician, plumber, etc.)	200	63.7%	159	50.6%	34	10.8%	18	5.7%	8	2.5%	1	0.3%	12	3.8%	4	1.3%	314	3.0%
Grocery/Farmers' Market/Food Co-op	180	50.7%	282	79.4%	95	26.8%	45	12.7%	13	3.7%	8	2.3%	13	3.7%	3	0.8%	355	3.4%
Antiques	179	76.8%	56	24.0%	32	13.7%	32	13.7%	16	6.9%	16	6.9%	60	25.8%	3	1.3%	233	2.2%
Bookstore / Video Rental / Library	177	55.8%	97	30.6%	92	29.0%	6	1.9%	13	4.1%	80	25.2%	6	1.9%	1	0.3%	317	3.0%
Plant Nursery	176	58.5%	201	66.8%	43	14.3%	19	6.3%	10	3.3%	5	1.7%	17	5.6%	0	0.0%	301	2.9%
Home Décor / Florist	174	61.7%	112	39.7%	82	29.1%	10	3.5%	20	7.1%	29	10.3%	5	1.8%	2	0.7%	282	2.7%
Furniture store / repair	156	50.6%	56	18.2%	153	49.7%	5	1.6%	22	7.1%	12	3.9%	11	3.6%	4	1.3%	308	3.0%
Health Care Services (doctor, dentist, pharmaceutical, chiropractor, pediatrician, ob- gyn, etc.)	148	41.2%	225	62.7%	168	46.8%	43	12.0%	28	7.8%	1	0.3%	24	6.7%	1	0.3%	359	3.4%
Salon / Beauty	148	47.3%	159	50.8%	39	12.5%	6	1.9%	10	3.2%	0	0.0%	6	1.9%	2	0.6%	313	3.0%
Liquor Store	142	53.0%	197	73.5%	38	14.2%	6	2.2%	8	3.0%	0	0.0%	3	1.1%	0	0.0%	268	2.6%
Veterinarian / Pet care	132	44.9%	105	35.7%	9	3.1%	60	20.4%	8	2.7%	4	1.4%	25	8.5%	1	0.3%	294	2.8%
Children's / Family Activities (after-school programs; dance, art, acting, music, singing classes; sports, etc)	131	70.1%	65	34.8%	31	16.6%	4	2.1%	10	5.3%	2	1.1%	11	5.9%	3	1.6%	187	1.8%
Tailors / Dry Cleaners	128	47.8%	132	49.3%	17	6.3%	8	3.0%	8	3.0%	2	0.7%	3	1.1%	0	0.0%	268	2.6%
Local Food Processing Facility	126	77.8%	20	12.3%	6	3.7%	8	4.9%	5	3.1%	0	0.0%	13	8.0%	0	0.0%	162	1.6%
Bicycling/Kayaking/Outdoor Recreation	100	42.2%	105	44.3%	61	25.7%	8	3.4%	18	7.6%	10	4.2%	36	15.2%	1	0.4%	237	2.3%
Thrift Store / Re-sale / Consignment	91	35.5%	181	70.7%	69	27.0%	49	19.1%	10	3.9%	5	2.0%	14	5.5%	3	1.2%	256	2.5%
Coffee Shop	88	33.0%	193	72.3%	54	20.2%	26	9.7%	9	3.4%	3	1.1%	5	1.9%	1	0.4%	267	2.6%
Artisan / Crafts Galleries	88	46.8%	67	35.6%	75	39.9%	6	3.2%	23	12.2%	20	10.6%	21	11.2%	2	1.1%	188	1.8%
Business Services (copying, parts/repair, package shipment)	76	24.1%	229	72.5%	61	19.3%	15	4.7%	7	2.2%	24	7.6%	5	1.6%	1	0.3%	316	3.0%
Child Care	74	71.8%	20	19.4%	7	6.8%	4	3.9%	2	1.9%	2	1.9%	3	2.9%	2	1.9%	103	1.0%
Bar, Tavern or Pub	68	29.2%	123	52.8%	111	47.6%	9	3.9%	24	10.3%	2	0.9%	16	6.9%	7	3.0%	233	2.2%
Fine Art Gallery/Art sales	59	39.1%	52	34.4%	67	44.4%	5	3.3%	19	12.6%	9	6.0%	8	5.3%	1	0.7%	151	1.4%

COS 2013-2014 Economic Development Survey Results

Answer Options	Smith ville	%Smv	Bastrop	% Bastrop	Austin	% Austin	La Grange	%LG	Other big city	%Big City	On- line	%On Line	Other small town	% Sm Town	Paige	% Paige	Response Count	% Total (of 10,417)
Hotel / Motel / B&B	40	18.6%	85	39.5%	70	32.6%	3	1.4%	79	36.7%	7	3.3%	32	14.9%	0	0.0%	215	2.1%
Office or school supplies	38	11.9%	283	88.7%	80	25.1%	20	6.3%	7	2.2%	30	9.4%	1	0.3%	0	0.0%	319	3.1%
Education/Training for adults	30	16.7%	23	12.8%	95	52.8%	1	0.6%	19	10.6%	61	33.9%	5	2.8%	2	1.1%	180	1.7%
Green Business (solar, wind, compost)	22	20.0%	31	28.2%	53	48.2%	4	3.6%	13	11.8%	11	10.0%	9	8.2%	2	1.8%	110	1.1%
Entertainment (movies, theater, miniature golf, bowling, etc)	20	5.6%	291	81.7%	181	50.8%	14	3.9%	33	9.3%	11	3.1%	9	2.5%	4	1.1%	356	3.4%
Art Supplies	18	6.8%	131	49.6%	138	52.3%	12	4.5%	21	8.0%	48	18.2%	4	1.5%	2	0.8%	264	2.5%
Department Store / Clothing / Shoes	14	3.7%	269	71.4%	239	63.4%	40	10.6%	52	13.8%	83	22.0%	16	4.2%	3	0.8%	377	3.6%
Computers / Electronics Sales/Service	13	3.9%	248	73.6%	129	38.3%	7	2.1%	12	3.6%	70	20.8%	1	0.3%	2	0.6%	337	3.2%
Equipment Rental	11	5.0%	180	81.1%	44	19.8%	16	7.2%	7	3.2%	3	1.4%	5	2.3%	2	0.9%	222	2.1%
Photography or film development	8	3.5%	195	84.8%	31	13.5%	4	1.7%	3	1.3%	33	14.3%	1	0.4%	0	0.0%	230	2.2%
New/Used Car Sales	5	1.7%	162	54.2%	159	53.2%	35	11.7%	27	9.0%	13	4.3%	10	3.3%	0	0.0%	299	2.9%
Other #1 (please enter details in the field below):	5	50.0%	5	50.0%	0	0.0%	0	0.0%	1	10.0%	1	10.0%	0	0.0%	1	10.0%	10	0.1%
Other #2 (please enter details in the field below):	4	57.1%	2	28.6%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.1%
	4243	40.7%	5922	56.8%	3040	29.2%	743	7.1%	660	6.3%	642	6.2%	496	4.8%	78	0.7%	10417	100.0%
Answered Questions																	397	98.8%
Skipped Questions																	5	1.2%

Percentages based on TOTAL RESPONDENT COUNT (397) for each line item for specific locations. This indicates how many people answered that they shop for this item, not including how many places they shop for it.

Percent of Total RESPONSE ROW COUNT (based on the number of respondents who shop for the item)

Question1: Where do you usually shop or get services? (Check all that apply)

Answer Options	Smith ville	%Smv	Bastrop	% Bastrop	Austin	% Austin	La Grange	%LG	Other big city	%Big City	On- line	%On Line	Other small town	% Sm Town	Paige	% Paige	Row Count	% Total (of 10,417)
Local Food Processing Facility	126	70.8%	20	11.2%	6	3.4%	8	4.5%	5	2.8%	0	0.0%	13	7.3%	0	0.0%	178	1.1%
Child Care	74	64.9%	20	17.5%	7	6.1%	4	3.5%	2	1.8%	2	1.8%	3	2.6%	2	1.8%	114	0.7%
Children's / Family Activities (after-school programs; dance, art, acting, music, singing classes; sports, etc)	131	51.0%	65	25.3%	31	12.1%	4	1.6%	10	3.9%	2	0.8%	11	4.3%	3	1.2%	257	1.6%
Home Construction/ Maintenance (electrician, plumber, etc.)	200	45.9%	159	36.5%	34	7.8%	18	4.1%	8	1.8%	1	0.2%	12	2.8%	4	0.9%	436	2.8%
Antiques	179	45.4%	56	14.2%	32	8.1%	32	8.1%	16	4.1%	16	4.1%	60	15.2%	3	0.8%	394	2.5%
Tailors / Dry Cleaners	128	43.0%	132	44.3%	17	5.7%	8	2.7%	8	2.7%	2	0.7%	3	1.0%	0	0.0%	298	1.9%

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Answer Options	Smith ville	%Smv	Bastrop	% Bastrop	Austin	% Austin	La Grange	%LG	Other big city	%Big City	On- line	%On Line	Other small town	% Sm Town	Paige	% Paige	Row Count	% Total (of 10,417)
Automotive Repair	212	41.7%	178	35.0%	66	13.0%	30	5.9%	7	1.4%	4	0.8%	9	1.8%	2	0.4%	508	3.2%
Home Décor / Florist	174	40.1%	112	25.8%	82	18.9%	10	2.3%	20	4.6%	29	6.7%	5	1.2%	2	0.5%	434	2.7%
Salon / Beauty	148	40.0%	159	43.0%	39	10.5%	6	1.6%	10	2.7%	0	0.0%	6	1.6%	2	0.5%	370	2.3%
Hardware/General Store	244	39.5%	256	41.5%	58	9.4%	30	4.9%	9	1.5%	8	1.3%	10	1.6%	2	0.3%	617	3.9%
Professional Services (lawyer, banking, insurance, realtor, etc.)	201	39.3%	167	32.6%	82	16.0%	15	2.9%	18	3.5%	14	2.7%	15	2.9%	0	0.0%	512	3.2%
Veterinarian / Pet care	132	38.4%	105	30.5%	9	2.6%	60	17.4%	8	2.3%	4	1.2%	25	7.3%	1	0.3%	344	2.2%
Gas Stations	266	37.8%	269	38.3%	79	11.2%	37	5.3%	20	2.8%	6	0.9%	18	2.6%	8	1.1%	703	4.4%
Bookstore / Video Rental / Library	177	37.5%	97	20.6%	92	19.5%	6	1.3%	13	2.8%	80	16.9%	6	1.3%	1	0.2%	472	3.0%
Plant Nursery	176	37.4%	201	42.7%	43	9.1%	19	4.0%	10	2.1%	5	1.1%	17	3.6%	0	0.0%	471	3.0%
Furniture store / repair	156	37.2%	56	13.4%	153	36.5%	5	1.2%	22	5.3%	12	2.9%	11	2.6%	4	1.0%	419	2.6%
Liquor Store	142	36.0%	197	50.0%	38	9.6%	6	1.5%	8	2.0%	0	0.0%	3	0.8%	0	0.0%	394	2.5%
Bicycling/Kayaking/Outdoor Recreation	100	29.5%	105	31.0%	61	18.0%	8	2.4%	18	5.3%	10	2.9%	36	10.6%	1	0.3%	339	2.1%
Artisan / Crafts Galleries	88	29.1%	67	22.2%	75	24.8%	6	2.0%	23	7.6%	20	6.6%	21	7.0%	2	0.7%	302	1.9%
Grocery/Farmers' Market/Food Co-op	180	28.2%	282	44.1%	95	14.9%	45	7.0%	13	2.0%	8	1.3%	13	2.0%	3	0.5%	639	4.0%
Restaurants / Fast Food	251	27.3%	311	33.8%	192	20.8%	82	8.9%	41	4.5%	4	0.4%	34	3.7%	6	0.7%	921	5.8%
Fine Art Gallery/Art sales	59	26.8%	52	23.6%	67	30.5%	5	2.3%	19	8.6%	9	4.1%	8	3.6%	1	0.5%	220	1.4%
Coffee Shop	88	23.2%	193	50.9%	54	14.2%	26	6.9%	9	2.4%	3	0.8%	5	1.3%	1	0.3%	379	2.4%
Health Care Services (doctor, dentist, pharmaceutical, chiropractor, pediatrician, ob- gyn, etc.)	148	23.2%	225	35.3%	168	26.3%	43	6.7%	28	4.4%	1	0.2%	24	3.8%	1	0.2%	638	4.0%
Thrift Store / Re-sale / Consignment	91	21.6%	181	42.9%	69	16.4%	49	11.6%	10	2.4%	5	1.2%	14	3.3%	3	0.7%	422	2.7%
Bar, Tavern or Pub	68	18.9%	123	34.2%	111	30.8%	9	2.5%	24	6.7%	2	0.6%	16	4.4%	7	1.9%	360	2.3%
Business Services (copying, parts/repair, package shipment)	76	18.2%	229	54.8%	61	14.6%	15	3.6%	7	1.7%	24	5.7%	5	1.2%	1	0.2%	418	2.6%
Green Business (solar, wind, compost)	22	15.2%	31	21.4%	53	36.6%	4	2.8%	13	9.0%	11	7.6%	9	6.2%	2	1.4%	145	0.9%
Education/Training for adults	30	12.7%	23	9.7%	95	40.3%	1	0.4%	19	8.1%	61	25.8%	5	2.1%	2	0.8%	236	1.5%
Hotel / Motel / B&B	40	12.7%	85	26.9%	70	22.2%	3	0.9%	79	25.0%	7	2.2%	32	10.1%	0	0.0%	316	2.0%
Office or school supplies	38	8.3%	283	61.7%	80	17.4%	20	4.4%	7	1.5%	30	6.5%	1	0.2%	0	0.0%	459	2.9%
Art Supplies	18	4.8%	131	35.0%	138	36.9%	12	3.2%	21	5.6%	48	12.8%	4	1.1%	2	0.5%	374	2.4%
Equipment Rental	11	4.1%	180	67.2%	44	16.4%	16	6.0%	7	2.6%	3	1.1%	5	1.9%	2	0.7%	268	1.7%
Entertainment (movies, theater, miniature golf, bowling, etc)	20	3.6%	291	51.7%	181	32.1%	14	2.5%	33	5.9%	11	2.0%	9	1.6%	4	0.7%	563	3.6%
Photography or film development	8	2.9%	195	70.9%	31	11.3%	4	1.5%	3	1.1%	33	12.0%	1	0.4%	0	0.0%	275	1.7%
Computers / Electronics Sales/Service	13	2.7%	248	51.5%	129	26.8%	7	1.5%	12	2.5%	70	14.5%	1	0.2%	2	0.4%	482	3.0%
Department Store / Clothing / Shoes	14	2.0%	269	37.6%	239	33.4%	40	5.6%	52	7.3%	83	11.6%	16	2.2%	3	0.4%	716	4.5%

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Answer Options	Smithville	%Smv	Bastrop	%Bastrop	Austin	%Austin	La Grange	%LG	Other big city	%Big City	On-line	%On Line	Other small town	% Sm Town	Paige	% Paige	Row Count	% Total (of 10,417)
New/Used Car Sales	5	1.2%	162	39.4%	159	38.7%	35	8.5%	27	6.6%	13	3.2%	10	2.4%	0	0.0%	411	2.6%
Other #1 (please enter details in the field below):	5	38.5%	5	38.5%	0	0.0%	0	0.0%	1	7.7%	1	7.7%	0	0.0%	1	7.7%	13	0.1%
Other #2 (please enter details in the field below):	4	57.1%	2	28.6%	0	0.0%	1	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%
	4243	26.8%	5922	37.4%	3040	19.2%	743	4.7%	660	4.2%	642	4.1%	496	3.1%	78	0.5%	15824	100.0%
Answered Questions																	397	98.8%
Skipped Questions																	5	1.2%

Percentages based on the TOTAL ROW COUNT for each line item overall (adding together all the responses for all eight locations).

Number Response Date Details for Other #1 and Other #2

- 1 Adult Novelties - Austin Live Music Venues - Austin, Smithville (very few choices), other small town
- 2 I
- 3 Organic food
- 4 Different states
- 5 Other #1 - Jewelry, Other #2 - Catering
- 6 1. Cattle feed 2 Farm supplies
- 7 church: Bastrop
- 8 other #1 - church attendance
- 9 - Smithville Post Office - Smithville
- 10 I do live in Bastrop, but work in Smithville. I buy livestock feed in Smithville.
- 11 Kerrville or Fredricksburg
- 12 #1Groceries #2 Drug store
- 13 #1 Lawyer---Where I find provide with best reviews/best price #2 Shop wherever I happen to be.
- 14 Pharmacy - Bastrop
- 15 Microbrewery and pub - would love one in Smithville, currently going to Bastrop. I miss our local farmer's market. I'd love a good deli in Smithville but don't shop them often.
- 16 McMann
- 17 Outdoor activities such as canoes, bike trails, bowling, movie theater, skating ring, tubing on the colorado We never mentioned all the different parks we have available around smithville. Football,baseball,soccer fields. The rec center also provides healthy activities and working out which is important to a lot of people.
- 18 Dr Mike Rldlen in Columbus.
- 19 I live in DFW area but Smithville is my home town.
- 20 Can not have a baby in Bastrop County unless it's an emergency. Go to Austin or LaGrange. Cannot have surgeries performed at SSRH.
- 21 SMITHVILLE HAS VERY LITTLE TO OFFER. I LIVE HERE AND CAN'T SPEND MUCH OF MY MONEY HERE, SAVE FOR THE BACK DOOR CAFE.
- 22 Houston
- 23 We have never seen city leaders in any of our stores, don't they shop local?
- 24 no childcare, no nursery svcs

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Question 2: What kinds of businesses do you think are available currently in Smithville? What kinds of businesses would you like to see in Smithville that aren't here or that you would like to see more of? (Check all that apply)

Answer Options	Business/ service already in Smithville	% Smithville Businesses (377 total responses)	Businesses or services I'd like to see in Smithville (or see more of)	% More in Smithville (377 total responses)	Response Count	% Total (of 9057)
Department Store / Clothing / Shoes	24	7.1%	253	75.1%	265	2.9%
Entertainment (movies, theater, miniature golf, bowling, etc)	24	7.1%	252	74.8%	262	2.9%
Restaurants / Fast Food	244	72.4%	232	68.8%	343	3.8%
Grocery/Farmers' Market/Food Co-op	200	59.3%	181	53.7%	301	3.3%
Coffee Shop	145	43.0%	157	46.6%	272	3.0%
Office or school supplies	66	19.6%	151	44.8%	193	2.1%
Computers / Electronics Sales/Service	55	16.3%	143	42.4%	187	2.1%
Health Care Services (doctor, dentist, pharmaceutical, chiropractor, pediatrician, ob-gyn, etc.)	239	70.9%	138	40.9%	302	3.3%
Business Services (copying, parts/repair, package shipment)	58	17.2%	138	40.9%	185	2.0%
Equipment Rental	26	7.7%	129	38.3%	153	1.7%
Education/Training for adults	61	18.1%	125	37.1%	173	1.9%
Bicycling/Kayaking/Outdoor Recreation	82	24.3%	124	36.8%	189	2.1%
New/Used Car Sales	30	8.9%	118	35.0%	144	1.6%
Bookstore / Video Rental / Library	193	57.3%	107	31.8%	259	2.9%
Photography or film development	21	6.2%	104	30.9%	124	1.4%
Hotel / Motel / B&B	215	63.8%	102	30.3%	273	3.0%
Art Supplies	57	16.9%	97	28.8%	151	1.7%
Green Business (solar, wind, compost)	31	9.2%	93	27.6%	116	1.3%
Thrift Store / Re-sale / Consignment	156	46.3%	89	26.4%	219	2.4%
Bar, Tavern or Pub	252	74.8%	71	21.1%	296	3.3%
Children's / Family Activities (after-school programs; dance, art, acting, music, singing classes; sports, etc)	191	56.7%	70	20.8%	230	2.5%
Hardware/General Store	251	74.5%	64	19.0%	282	3.1%
Home Décor / Florist	226	67.1%	61	18.1%	261	2.9%
Salon / Beauty	243	72.1%	60	17.8%	273	3.0%
Furniture store / repair	225	66.8%	60	17.8%	258	2.8%
Home Construction/Maintenance (electrician, plumber, etc.)	209	62.0%	59	17.5%	236	2.6%
Tailors / Dry Cleaners	207	61.4%	59	17.5%	248	2.7%
Plant Nursery	241	71.5%	57	16.9%	273	3.0%
Artisan / Crafts Galleries	194	57.6%	46	13.6%	227	2.5%
Veterinarian / Pet care	224	66.5%	45	13.4%	250	2.8%
Professional Services (lawyer, banking, insurance, realtor, etc.)	247	73.3%	42	12.5%	266	2.9%
Gas Stations	280	83.1%	35	10.4%	299	3.3%
Fine Art Gallery/Art sales	130	38.6%	35	10.4%	157	1.7%
Automotive Repair	286	84.9%	31	9.2%	307	3.4%
Liquor Store	257	76.3%	27	8.0%	272	3.0%
Child Care	196	58.2%	26	7.7%	212	2.3%
Local Food Processing Facility	205	60.8%	20	5.9%	219	2.4%
Antiques	331	98.2%	14	4.2%	334	3.7%
Other #1 (please enter details in the field below)	8	2.4%	25	7.4%	31	0.3%
Other #2 (please enter details in the field below)	2	0.6%	13	3.9%	15	0.2%
Total Responses	6332	69.9%	3653	40.3%	9057	100.0%
Average	166.4	47.0%	95.1	27.4%	237.1	2.5%

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answered question		377
skipped question		25
Details for Other #1 and Other #2		39
1	HEB Grocery Store Wal-Mart Superstore	
2	Pet Grooming	
3	organic farmer's market, food coop	
4	HEB or Walmart	
5	#1- need much more green than compost!	
	#2 -need 24 hour coffee shop/restaurant	
6	live music venues, dog parks	
7	A Chinese Restaurant. I'd like Smithville to pass a liquor by the drink bill and open a nice bar.	
8	You guys should really bust up the Rec Center, they need more events and things for teenagers	
9	Professionals- Arborist/Botanist	
	Plumbers/Electrician/Exterminator/Services	
10	Chiropractor: fast lunch spot	
11	The only movies are The Red Box...	
	A number of things on the "available in S-V" are at the Dollar Store in limited quality..	
12	More shops other than antiques	
13	More business downtown to draw more people and business to the existing businesses already in place down there. More support for the small businesses down there. Like antiques but no more antique stores. Took survey and only about ten people out of 60 or so were local shoppers. Local people act like they don't know certain businesses are even in Smithville.	
14	Nice clothing stores. Stores which carry nice items priced appropriately for the income status of Smithville Residents	
15	Smithville could use a manufacturing facility that hired unskilled, skilled and professional employees. With the railroad here it is easy to ship anywhere.	
16	Some type of business adventure or more stores for our quaint downtown. Need to draw more downtown to help attract more business for the existing ones down there. Not necessarily antiques but I have nothing against those that are here. Help out small businesses.	
17	#1 Grocery +	
	#2 More fast food and sit down eateries	
18	Would love to see a good natural grocer (why I shop grocery/frmr mkts in Austin); even a decent HEB would be a delight! Would love to see a good coffeehouse, real gym (or a rec ctr with more equipment and yoga schedule), and a dry cleaner that was eco-friendly (I don't want the nasty chems on my clothing).	
19	sewing fabrics supplies	
20	Need a Sonic or What-a-Burger and Golden Chic or Chicken Express	
21	Smithville definitely needs a new Pharmacy	
22	more organic foods	
	more green services	
23	Microbrewery. Deli. Central Market. Equipment rental of a tiller. Goodwill or place to take donations.	
24	Cvs pharmacy!!! We need a drug store that will be open for later hours! I hate having to drive all the way to Bastrop for medicine when my kids are sick. Would be perfect located somewhere near the hospital.	
25	More Restaurants	
26	Dog Spa, ice cream parlor, laundry mat, carts shuttle service, airport, helicopter rides, splash park	
27	I wish the local veterinarian had Saturday hours and emergency services.	
28	Smithville needs another grocery store. Brookshire brothers is outrageous on their prices, because they have NO competition.	
	Smithville also needs a good restaurant/cafe, that is open 24 hours.	
29	Full exercise facilities, restaurants that are open every day.	
30	Need a major industry to locate to Smithville. More affordable housing. More tax revenue to support SISD and City of Smithville.	
31	THE CURRENT CITY GOVERNMENT NEEDS TO BE MORE OPEN TO ATTRACTING BUSINESS INTO SMITHVILLE AND STOP FIGHTING ANY AND ALL GROWTH.	
32	Manufacturing....not in the retail business district. We need JOBS!	
33	other #1 something other than brookshires for groceries. we have to go to bastrop to get them	
34	We need a Wal-Mart or H.E.B. desperately.	
35	Music venue; place to socialize with other adults.	

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- 36 card shop
- 37 we need a river outfitter, a gun/firearms st., culturally rich restaurants, more neighborhood parks, swimming pool.
- 38 I don't count one Dollar Store as a department store for clothing.
- 39 Other #1: airport improvement, i.e. more hangars, ramp parking, instrument approaches, general support/improvement of general aviation facilities;
Other #2: currently cannot buy new clothing articles like shoes, jeans, shirts;

Question 3: Where do you get information about local businesses and services? (Check all that apply) Which is the most effective? (Check only the most effective one)

Answer Options	Check all that apply	% All Sources (of 359)	Check only the most effective one	% top 3 (of 359)	Response Count	% Total (of 1718)
Word of mouth	310	86.4%	145	40.4%	326	19.0%
Internet (Google search for information)	176	49.0%	64	17.8%	187	10.9%
Facebook	174	48.5%	52	14.5%	184	10.7%
Newspaper	224	62.4%	42	11.7%	230	13.4%
Internet (websites created by businesses)	155	43.2%	37	10.3%	170	9.9%
Chamber of Commerce	155	43.2%	33	9.2%	160	9.3%
Email from specific businesses/organizations	112	31.2%	20	5.6%	121	7.0%
Fliers around town	153	42.6%	17	4.7%	159	9.3%
City of Smithville	110	30.6%	14	3.9%	114	6.6%
Craig's List	51	14.2%	9	2.5%	57	3.3%
Other #1 (please enter details in the field below)	5	1.4%	2	0.6%	7	0.4%
Other #2 (please enter details in the field below)	2	0.6%	2	0.6%	3	0.2%
Total Responses	1627	94.7%	437	25.4%	1718	100.0%
Average	162	45.1%	43.3	12.1%	170.8	9.9%
<i>answered question</i>					359	89.3
<i>skipped question</i>					43	10.7

Details for Other #1 and Other #2

7

Details for Other #1 and Other #2

- I get most of the information from the paper. It would be great to have a website with up to date local news.
- other #1 - observation
- Edible Austin Magazine
- Chamber of commerce e-blast. Great reminder of each weeks happenings.
- Driving around town
- I don't even buy the Smithville Times anymore. Unless you're part of the "clique", your business or events do not receive the same coverage, as those who Are in the "clique".
- Wish there was a craigslist for just Smithville

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Question 4: Why do you shop outside of Smithville? (Check all that apply) What is the single most important reason? (Check only the most important one)

Answer Options	Check all that apply	% Reasons (of 359)	Check only the most important one	% Top Reason (of 359)	Response Count	% Total (of 1718)
Availability	304	84.7%	178	49.6%	338	24.2%
Variety	263	73.3%	63	17.5%	285	20.4%
Price	241	67.1%	75	20.9%	260	18.6%
Quality	163	45.4%	46	12.8%	181	13.0%
Convenience in general	142	39.6%	26	7.2%	153	11.0%
Convenient to my commute to/from work	84	23.4%	18	5.0%	91	6.5%
Privacy	71	19.8%	10	2.8%	75	5.4%
Other #1 (please enter details in the field below)	12	3.3%	4	1.1%	12	0.9%
Other #2 (please enter details in the field below)	1	0.3%	0	0.0%	1	0.1%
Total Responses	1281	91.8%	420	30.1%	1396	100.0%
Average	181.1	39.6%	59.4	13.0%	197.6	11.1%
<i>answered question</i>					359	89.3
<i>skipped question</i>					43	10.7

Detail for Other #1 and Other #2

15

#	Detail for Other #1 and Other #2
1	Cheaper
2	organic and local produce and meats in Austin
3	I live in Bastrop and work in Smithville.
4	What I need to shop for is not available in Smithville. More variety and more downtown for convenience.
5	We try to shop local when possible
6	No variety of places to really shop in Smithville, too many antique stores.
7	Very few stores in Smithville. Higher prices here.
8	Better grocery stores in Austin and other cities
9	Price for gasoline, quality and price for fresh vegetables,
10	no clothing stores here. no drug stores. limited restaurants
11	Food/Restaurants- quality is not very good.
12	Local businesses close too early.
13	Nothing here, to speak of. Shoe stores, clothing, medical Doctors, movie theater. Etc...,
14	I work in Bastrop five days a week.
15	Local grocery is a "B" store with low quality veggies, meats and limited choices

Question 7: What do you think Smithville's strengths are? (Check all that apply and mark top 3).

Answer Options	Please check all strengths	% all strengths (of 345)	Mark the top 3	% Top 3 (of 345)	Response Count	% Total (of 1718)
Beautiful, historic neighborhoods	259	75.1%	104	30.1%	263	5.7%
Small town feeling	253	73.3%	76	22.0%	257	5.6%
Colorado River	244	70.7%	69	20.0%	247	5.4%
Educational system	148	42.9%	59	17.1%	151	3.3%
Community response to people in need	207	60.0%	56	16.2%	210	4.6%

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Answer Options	Please check all strengths	% all strengths (of 345)	Mark the top 3	% Top 3 (of 345)	Response Count	% Total (of 1718)
Sense of community	192	55.7%	47	13.6%	195	4.2%
Small town pride	190	55.1%	34	9.9%	191	4.1%
Smithville Public Library	207	60.0%	34	9.9%	208	4.5%
Affordable Housing	112	32.5%	27	7.8%	115	2.5%
Close to urban centers	124	35.9%	26	7.5%	125	2.7%
Municipal/County Emergency Response (Fire, EMS, Police)	155	44.9%	26	7.5%	156	3.4%
Smithville Recreation Center	196	56.8%	26	7.5%	196	4.3%
Low density (spread-out population)	127	36.8%	20	5.8%	128	2.8%
Rural community	144	41.7%	20	5.8%	145	3.1%
Natural environment	134	38.8%	19	5.5%	141	3.1%
Recycling Center	156	45.2%	18	5.2%	159	3.5%
Municipal Services	80	23.2%	14	4.1%	83	1.8%
Railroad town	94	27.2%	14	4.1%	96	2.1%
Many public parks	111	32.2%	14	4.1%	113	2.5%
Independent, self-sufficient spirit of residents	133	38.6%	14	4.1%	133	2.9%
Many opportunities to volunteer	128	37.1%	13	3.8%	130	2.8%
Variety of Faith-Based Organizations	116	33.6%	12	3.5%	116	2.5%
Strong Arts Community	103	29.9%	10	2.9%	103	2.2%
Open door at City Hall	114	33.0%	9	2.6%	117	2.5%
Many activities for children and seniors	54	15.7%	8	2.3%	56	1.2%
Nature-based recreation	81	23.5%	8	2.3%	84	1.8%
Airport	81	23.5%	7	2.0%	82	1.8%
Close to universities	53	15.4%	5	1.4%	53	1.2%
Close to farms	119	34.5%	5	1.4%	120	2.6%
Plentiful open space	100	29.0%	4	1.2%	101	2.2%
Many home-based businesses	31	9.0%	2	0.6%	32	0.7%
Smithville Historical Society / Genealogy programs	69	20.0%	2	0.6%	70	1.5%
Variety of businesses and services in town	29	8.4%	1	0.3%	29	0.6%
Lost Pines Artisans Alliance	81	23.5%	1	0.3%	81	1.8%
Smithville Times	108	31.3%	1	0.3%	108	2.3%
Other #1 (please enter details in the field below)	9	2.6%	3	0.9%	9	0.2%
Other #2 (please enter details in the field below)	2	0.6%	1	0.3%	2	0.0%
Total Responses	4544	98.7%	809	17.6%	4605	100.0%
Average	129.5	37.5%	23.0	6.7%	131.3	2.9%
<i>answered question</i>					345	85.8%
<i>skipped question</i>					57	14.2%
Details for Other #1 and Other #2					17	

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Details for Other #1 and Other #2

-
- 1 Small town feeling #1; Recycling #2; Small town pride #3 in order of most important
 - 2 the people!
 - 3 Shade- when you travel to other towns, Smithville has incredible quantities of shady streets- that is unique and takes decades to cultivate. Because of the few businesses that stay open late, the city is safer for it- drunks and hooligans go take their money and crime to other cities. Take our drunks, please. My teenage daughter is safer in this place, and we came from Austin.
 - 4 Playhouse Smithville
 - 5 You have a great opportunity with the Rec. Just saying.
 - 6 Hospital
 - 7 We have no children so education and child directed activities/events/etc are less relevant to us...
 - 8 Hospital and school system
 - 9 Downtown; Local businesses trying to make a living
 - 10 The people that are my friends. Don't know everyone in town but do know some intelligent, thoughtful, creative folks.
 - 11 I marked 5 instead of 3, and would have liked to mark more.
 - 12 Really had to laugh at the "affordable housing"...
 - 13 Great community to retire in, nothing to bring our children back to Smithville after High School and College Education.
 - 14 Faith bases organizations seem to work together on some issues, but none care about those who are non-church attendees
 - 15 Would like the local paper to be stronger, like it was in the past.
 - 16 AIRPORT!!!! Can't believe you didn't list it. I think we need to promote our airport much more than we do!
 - 17 Other #1: The airport benefits the community as a transport resource, a business resource, and from the aviation education standpoint, a source of career development for the youth of our community.

Question 8: Would you be willing to pay \$1 on your monthly utility bill towards a fund that can only be used for economic development?

Answer Options	Response Count	Response Percent
Yes	238	73.5%
No	86	26.5%
<i>answered question</i>	324	80.6%
<i>skipped question</i>	78	19.4%

Open Ended Questions

Question 5: What is your vision of positive growth and economic development in Smithville? (500 word limit)	
<i>answered question</i>	198
<i>skipped question</i>	204
#	Response Text
1	More people stay here to shop and more businesses are needed.
2	More stores and fast food
3	We have the river and park, would be nice to have recreational things available to use... kayak rentals at the park maybe?
4	More affordable housing
5	More jobs. More money locally.
6	Bring in new businesses
7	More food places.
8	We need an HEB or Wal-Mart so we can get sales at grocery -- that the sale items AREN'T ALREADY OUT OF DATE.
9	I would like to see more business in Smithville, but in the last 20 years not much has grown.
10	Children's park
11	Grocery Store
12	I think it is great the way it is.
13	Redevelop downtown
14	The only way to have positive growth is for the landlords downtown to QUIT raising prices and making LONG and short time shopkeepers leave. Greed is killing our town!
15	Quality business / retail. Unique. True to town and the people that live there. Supportive.
16	I would love to have more job opportunities in the city so that people who be able to stay and therefore invest more into this town. If people have to leave the town for work they will be more likely to shop and do other activities other places. I would like to see more fast food or restaurant place in this town because we need more variety. I would like to see another grocery store because the prices and variety of goods at Brookshire Brothers is extremely high and limited. Therefore we shop outside of town for majority of goods.
17	Support of the "heart" of Smithville, i.e., Main Street is critical. Lack of promotion and high rents are driving away businesses. Tourists will slowly fade away as more and more businesses close. Then where will we be?
18	Allow businesses & restaurants in
19	Encouraging good stores downtown. Supporting a strong downtown culture, i.e., Main Street
20	More options for consumers, more job opportunities for locals
21	I would like to see more businesses other than antique stores. In the past Smithville was a flourishing town with a variety of businesses. Now you have to go out of town to get what you need or want.
22	Another manufacturing business that will employ 50+.
23	Maybe more things for teens to do to stay out of trouble :)
24	More dining options
25	Difficult from this position but will take a long. Education improvements will be key. Favorite places are library and rec center and restaurants
26	I would like to see new business come to Smithville. We need the variety of business and more places to shop or just to eat.
27	Economic development, jobs, community school, restaurant on the riverbank, steamboat Bastrop to Smithville.
28	Need for jobs, need more companies to locate here.

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29	We must have solar, wind, nano science manufacturing. The city should contact solar/nano paint companies and make a deal for wholesale buying/installing for homeowners and businesses, low down payment and monthly payments to switch over to a more sustainable living. Electric car companies should be encouraged to sell used ones here. City should install our first electric charger for locals and visitors. Utilize city owned land for low rent incentives for organic farmers/green companies. Get holistic doctors in this town! Build a covered bridge over river from main street. All city own buildings go solar. Install a city wind turbine. Advocate vegan lifestyle. All schools must have gardens instead of grass, students maintain and eat organically. Build a huge Smitty Balloon proceeds for rides go to city, bring to Albuquerque Balloon fiesta for advertising. Encourage no-profits helping people, animals and the environment to come to our town.
30	Hwy 71 is not very appealing thru Smithville. The Grass needs to be maintained from loop 230 to Hwy 95. There is no signage to tell the traveling public what is in town. There is no reason for the Hwy traffic to venture into town with the way this stretch of hwy looks. It does not look like there is any pride in the way Smithville looks.
31	allowing more business besides Antiques dealers to move to town
32	Smithville has the potential to be a very cool little town, but at this point it is very boring for the most part. Needs restaurants (not fast food), nightlife.
33	We need to keep corporate America out and only promote. Artistic endeavors.
34	Businesses will not move to Main St. until there is demand and reasonable rents. The effort to get a Grant to subsidize business rents might work but only in the short term. Locals do not Shop Local.
35	We have a lot of business space available. I would like to see that space filled before buildings and strips are added. If it must happen, all new strips and development should be along 71 and not in our town. Bastrop is completely ruined, it is a dump whereas Smithville is a sanctuary.
36	<ul style="list-style-type: none"> - A bustling and thriving economy. All store fronts open for business. - A Main Street shopping destination that draws locals, day trippers and vacationers and is the envy of all towns large and small. - Lower or no property taxes for locations that are open for business and offset those with higher taxes on properties with empty buildings. - Encourage new business openings with sales tax reductions for the first year. - Increase local marketing/communication by sending emails, texts and flyers. - Increase statewide marketing with billboards, newspaper ads, magazine ads. - Have the City Manager, City Council and Mayor attend regular business and marketing classes as a condition of employment or service to the city. - Make opportunities for people serving community service to benefit the city and it's businesses by washing windows, painting trim, picking up trash, weeding beds, trimming trees, cleaning benches and general maintenance.
37	I really like the small town atmosphere. I would love to see the income level increase and the poverty rate decrease. Creation of jobs and skills to get the jobs is very important.
38	Growth of cottage industries. Growth that keeps us unique, and not just like another little city.
39	More variety of business and more places to eat out that are good. A good hotel would be a plus and more medical doctors,
40	We need a draw to bring people to Smithville. The antiques do bring people to town. We need Open shops and restaurants.
41	Some type of general department store. A selection of clothing and sporting goods would be a plus for the community.
42	we need to grow on Hwy 71 and keep downtown small we need to be aggressive
43	I would like to see businesses that will expand the tax base and bring jobs to Smithville and I would like to have a variety of stores so that I do not have to leave Smithville to shop. I shop Smithville whenever I can but there are certain things that I cannot buy in Smithville.
44	revitalized downtown, river access, hike/bike trail to Riverbend Park. more food options (both fast food and restaurants), farmers market, health food options
45	I'd love to see more retail options. Shopping at Brookshire Brothers is a joke. It costs \$40 for a meal and we can go to Pockets and eat for \$25. It's terrible.
46	Filling our downtown buildings and commercial properties with sustainable businesses.
47	only been here 4 months so it's too soon to say
48	Another pharmacy ie walgreens, cvs etc
49	More activities for young families. Public pool.

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50	I think our best bet for economic development is marketing Smithville as a relaxing weekend get-away by filling the available spaces on Main Street and making sure there are attractions open after 9:00 and open both Saturdays and Sundays.
51	Growth that respects the history and the aesthetics of our town. Growth that does not pollute the air, water or land. Growth that enhances our lives without subtracting from the current environment.
52	great to have a more vibrant business atmosphere present on the city's two main streets - a larger variety of stores and businesses
53	Wal-Mart, HEB, Home Depot, Hobby Lobby. Would love to see more retail stores and restaurants in Smithville.
54	Need retail outlets other then antiques and arts
55	the answer for Smithville is on front page of Smithville newspaper 28 million for development but none is in Smithville. THE COUNTY AND STATE NEED TO PUT OFFICES IN SMITHVILLE THEN WHEN YOU HAVE A WORKFORCE DOWNDOWN ALL OTHER GROWTH WILL OCCUR.
56	We need a place for kids to visit (like the Recreation Center) Give them a larger variety of options for students to be able to attend.
57	I don't have one
58	It would be nice to have businesses that can compete with the big box stores and provide quality materials and services. Develop the North side of the river for water sports/recreation to attract visitors.
59	Bound to happen although I like it small.
60	Revitalize downtown. Build up highway frontage.
61	Smithville will one day have a thriving downtown again, but population must grow first. At our size, businesses can't compete in most areas with larger towns that surround us. "Destination" stores, specialized shops and restaurants that pull in customers from other towns could survive.
62	More tax revenue
63	For residents to have more variety and availability, but keep the small town atmosphere.
64	Need businesses that grow the economy on a daily basis not just antique hunters on the weekend.
65	I would like to see Smithville grow a lot and become a better town like Bastrop has. The more Smithville grows the better the town will be.
66	opportunity for young people to make a living wage and progress from there
67	If we were able to purchase most of the items that are needed here (clothing, shoes, etc) that would limit the trips that i need to make out of town. Some entertainment for the kids would be nice. Overall, you can always find something to do!
68	Large business that would bring in people to live here.
69	Need more industry and housing availability. Nice subdivisions. Development along highway 71.
70	Building a town focused on a good mix of small and big business. Attracting drivers off the main road and directing them to the hot spots of town. Making the town welcoming and pretty.
71	Great question!! It appears to be challenging to support new businesses here, either the goods & services are not something you use/need often enough to make a difference in the bottom line, or the price is too high for item desired.
72	I pretty much like Smithville the way it is. We could use a good breakfast place, other than Taqueria Picante, but other than that I'm not looking for much else. Maybe a little coffee hut that serves good coffee early. If I wanted a bunch of businesses, I would have chosen to live elsewhere.
73	To have more shopping places available so as not to have to go out of town for cheaper prices. Creating more jobs and possibly keeping more of our young people local. Department stores are a much needed thing, as long as they are able to compete price wise. Different restaurants are needed also.
74	For years Smithville has been fading away. We must have new business come in chain stores and that will keep people spending their money here than some other town.
75	Open door policy, welcoming new business without fear of competition
76	need a sonic / not enough businesses so they have a monopoly on the community/ more places to play and eat will attract people////the river is the best asset and is not used for that! could be made beautiful and that would attract ...could be a very nice place to come to get away from the city! if they want that here.....

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77	We really need some businesses that bring growth.
78	I would like to a business or company come in that will provide a variety of jobs. Long term jobs for adults and smaller jobs for teenagers.
79	I've lived here 20 years--- and owned a business here. I think the antique-theme was great at the time--- and still has a positive vibe--- but needs a little overhaul. I think that having a "theme" is a good fit for Smithville--- ie-- attracting artisans--candy makers-- find some sort of niche that would attract a good quality tourist. Thinking that we should compete with businesses that are already established (ie Walmart, HEB, Target, etc) is a total waste of time. I LIKE having to travel out of town to shop at those places... and I like that nobody is travelling HERE to shop. Lose the word "growth"-- replace it with "well-managed" Look for "quiet" dollars.
80	If we want more we can't keep the "small town". Starts looking like a Bastrop, LaGrange, Taylor, some 3A districts that have far more than we do. Why do people move to Smithville? It can't be for jobs, we don't have that much to offer. Is it for the small town atmosphere?
81	HEB, target, walgreens, Department store not another dollar store
82	I wish that Smithville had a variety of shops downtown instead on all antique stores. Our downtown is dead. I would like to see some food chains and other franchises in this town, possibly a nice hotel or nice apartments, no more government housing.
83	We need to try to obtain businesses that will employ positive workers who will bring families to Smithville that want the same small safe hometown feeling we currently have in this area. I'm sorry, no more antiques.
84	Get support publicity out for existing businesses and bring more businesses to town. Keep people shopping Smithville. Advertise and push our town more to attract some bigger businesses. Businesses in place are struggling because people do not shop locally. Counted one weekend and out of about 60 customers only 10 were local people.
85	We need businesses that hire employees at wages that will bring people to Smithville.
86	I would like to see a HEB and Wal-Mart in town. It is really tough when you go to Brookerbrother and to buy something it is out of date.
87	a few more choices for food- sonic, burger king...
88	Business that serves the immediate needs of the City.
89	Smithville needs to get in new business for our town to grow. We need to be able to get the things we need in our town and not go to the surrounding towns to get it.
90	more department store and something for the children. more stores other then antiques
91	I envision Smithville with mostly locally-owned specialty shops (Picket Fence, Mosaic, Playhouse Smithville, Back Door) on Main Street and some state or national companies either along the highway or along the railroad.
92	We need positive growth. Movies are good for momentary income...but we need something sustainable that provides income we can count on.
93	More options for food and home goods.
94	ANYTHING! THERE IS NOTHING HERE WHICH IS WHY NO ONE WANTS TO MOVE HERE OR VISIT!
95	We need larger department stores and a movie theatre. Our kids need jobs. We also need housing for out teachers.
96	More business- perhaps something on the highway?
97	I would like to see businesses that provide a good work environment and can financially help the community as well as the individuals who are hired. I would like to see job training for members of the community to help raise the current household income as well as set standards for education and excellence. I believe this will help our school system and children's education entirely.
98	Need more national brands
99	Having affordable housing will hopefully entice some companies to move their businesses so their employees can enjoy the small town feel and laid back nature of this wonderful town.
100	To get more shopping available especially a larger grocery/retail store. More competitive pricing. More jobs
101	Develop a focused "image or personality" for the community.
102	We have property near Smithville and visit about 2x a month. We go out to eat every time we visit but go to Bastrop because can order something besides beer or wine. If Smithville had liquor by the drink we would be much more likely to stay in Smithville when we go out!

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103	Host the Jubilee in town. Having a carnival across 71 does nothing to bring business into town. A little more advertising along 71 in LaGrange and Bastrop that makes the town more appealing with unique products and services would pull in more commuters between Austin and Houston. Right now all it is the Shell, Subway, and the Hospital. Before those were built I've passed through Smithville a few hundred times and never even blinked.
104	Activities for the youth, and 20yr old community. This may bring in more young people into the community.
105	Make better use of the local airport to develop business around it. Create downtown access to the greatest asset here, the river.
106	I would like to see a variety of shops in Smithville--shops that attract the younger generation.
107	Vision?...well, I am limited by my expectations because my needs may not be those of others here. That said, I'd love to see a good grocer that offers organics and meat from healthy animals, a good gym/yoga studio with avail before 6a or after 5p (I commute to Austin for work), a good coffee nook---even Starbucks would be welcome.
108	I wish downtown had more businesses than antique stores.
109	#1 - How do we snag a college? Give them land, lots of land... or infrastructure? A university satellite campus, a specialized training school (for kids and adults) - learning centers - all draw locals and surrounding area folks and then new business springs up to meet their needs! #2 Focus efforts to attract & establish new small business - perhaps in specialized industries, like manufacturing or production, which market their product off site and won't rely on local sales for financial livelihood or growth. However, new business could utilize local talent to meet their growth needs, etc. We could offer tax abatement, free land for building site (like Bastrop) or other "free" services available through a barter system!
110	More small business, NO BIG BOX STORES
111	Bring in some places to eat and clothing place would be nice so you don't have to go out of town to get something
112	I central Center with a variety of services
113	Businesses that have regular hours, newer grocery store with more variety, more restaurants
114	I live in a small town because it is a small town. I would like to see more people out and about. I like the trade days, so that is a great start. The town needs sidewalks to encourage people to walk and interact with neighbors and community. Bookstores and coffee shops are great places for people to interact. Playhouse Smithville is a great asset.
115	We need quality food vendors of all types to keep residents in Smithville.
116	finding business to come into smithville to provide additional jobs that pay good wages and push money into our economy. Maintain a low tolerance for criminal mischief will also help with recruiting of businesses.
117	This is an excellent survey in order to foresee the growth of Smithville. We need more types of businesses in order to do most of our shopping here
118	We need a indoor pool, as this will help to be used through-out the year, also so we can use for exercise. We need an extra grocery store for completion so maybe food prices will go down. We also need a restaurant that sells something more than Mexican food, that is also reasonably priced. We need an Auto dealership here in town as well. A department store that sells all size clothes at reasonable prices.
119	Need more variety of eating places such as Golden Chic, Chicken Express, Sonic, & What-a-Burger. Also need a major drugstore such as Walgreens or CVS.
120	More businesses - attract and keep young adults here. Need more development along Hwy 71 east of Smithville.
121	I like the idea of creating an artists' center on Main Street.
122	I hope Smithville plans the layout of new growth to keep the town looking and feeling like a small town just with more services and stores.
123	more healthy foods in grocery and more environmentally sustainable initiatives
124	One growth opportunity that is being ignored is to attract young affluent retirees who are interested in an active life style, (eg., bicycling, hiking, kayaking, golf, fishing). All these are available here.
125	Use the existing downtown to put in new businesses. I would go to Subway more if it were downtown. Even the Dollar store would be more appealing downtown...heard it was. Have a microbrewery with good food and lure bicycle riders. Only thing we go to downtown Bastrop for is the Microbrewery and it is mediocre.
126	I would really love to see our Main Street rejuvenated with more than just antique shops. I find it frustrating that some of the shops we do have (Picket Fences etc) keep very inconvenient hours. If they close at 5 and early n weekends, it makes it hard for those of us who work to keep it local. Would love to see some businesses motivated to make money, provide jobs, and keep more realistic hours and prices.

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127	I would love to get more chain restaurants (mcdonalds, taco bell, etc.) A cvs drug store, a family dollar to come back or a dollar tree. would be cool to get a theater or bowling place something else for the kids to do. Those things would definitely make me less likely to shop out of town.
128	I would like to see limited growth, without sacrificing the businesses already in town.
129	More shops on Main street. A variety of shops.
130	Smithville needs more primary employers to grow the number of people/families and homes in the area to attract more of the high quality services available in larger cities.
131	Smithville needs to grow more useful businesses. All you can do is shop here. This town has grown neighborhoods and people but not the ability to keep them locally shopping.
132	Not sure.
133	More variety downtown with an emphasis on nice restaurants providing good, non fast food, at reasonable prices.
134	Not more chain stores/businesses like Dollar General and Dairy Queen. That tactic has ruined Bastrop, which now looks like Burnet Road in Austin. I would like to see Brookshire Bros lower prices and get more/better produce.
135	It is important to bring outside communities into Smithville to shop and play. I was talking to a lady in Austin who came to Smithville on a Monday to antique shop because she had heard so much about our antique stores. Unfortunately nothing was open on Monday and there were few restaurants so she said she was unlikely to come back. On the other side of that, I've heard the antique dealers say that there are days that no one comes into their stores. You can't sustain a business that way. I visited the McClure mansion this weekend and thought what a wonderful facility it would make for weekend retreats or quilting weeks, etc. I heard it was for sale. Maybe the chamber could help market the facility as a springboard to pull people into Smithville.
136	Need a larger & more convenient pharmacy. Need to staff & keep the hospital up and accepting patients locally. Need at least two more General Practitioner M.D.'s. An assisted living facility should be pursued as well as a new Long Term Care facility.
137	A new grocery store, another "department" store; (Dollar General is our mall). More restaurants, competitive prices for goods.
138	Very strong downtown with food, retail, services. Enhance river access/activities. Grow tourism. Light manufacturing/advanced education to enhance workforce. Tax incentives for historic property owners.
139	I would like to see a pharmacy and a clothing store
140	No more antique shops
141	Need more recreation, entertainment, and young people activities.
142	We don't know what's in all the stores downtown. We just assume all they have is old antiques. Would be nice to not see so much clutter in the windows.
143	Businesses that employ at the level of work force and encourages growth of educational base.
144	I would like to see Smithville embrace sustainability, be more green; with rebates (offer citizens the same solar panels now on City Hall) and composting. Walking/biking trails along the river. Maintain streets better.
145	I'd love to see more river access - hike & bike trails would be fantastic! It would be nice to have train crossings with automated bars so that we could eliminate blowing whistles and the houses would have more value. It would be nice to have a noise ordinance. The traffic is very offensive with the loud (not even large) trucks, etc. An indoor/heated pool would be a huge asset. I'd love to see us become a destination town with a unique draw full of diversity and charm.
146	For Smithville to stay a "Small Town" with more sophistication
147	Repair & renovation of all the buildings on Main Street and Loop 230, with all shops operating and open every day of the week. Good restaurants, more Bed and Breakfasts, coffee shops and art. Clean, green business development. Retirement and vacation housing. Public swimming pool and improved park facilities in town. Connection from down town to Riverbend Park.
148	More activities for the whole community, shopping, more services for the community
149	I would like to see the downtown area of Smithville thrive! In order to facilitate sustained growth, I believe the streets, sidewalks, and lighting must be improved and updated downtown before businesses will seek commercial or retail space; newly updated infrastructure is inviting to all!
150	I would like to see Smithville as a destination town as well as being able to service the local residence. A variety of business in the downtown as well as business on Hwy 71 would be my idea of positive growth. Conveniences on the highway, i.e. hotels might get people to stop and venture into the downtown area. Also, restaurants and gas stations are a nice lure for travelers. How about a Bucee's? Lots of tax revenue!

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151	Major industry relocating to Smithville, it is sad when the major employer is the school district. Our city leaders need to focus on the long term, not just Antique shops and Movies being filmed in Smithville. More affordable housing, more tax revenue. Go after businesses that employ 100-200 people. Ammunition and gun manufacturing that are leaving other states. Pharmaceutical Companies, etc.. Work with the State of Texas and advertise the greatness of the Smithville community.
152	ANYTHING WILL BE BETTER THAN WHAT THE CURRENT CITY GOVERNMENT IS DOING. THE CURRENT CITY GOVERNMENT AND MANY BUSINESS PEOPLE IN SMITHVILLE ARE ANTI GROWTH AND VERY ANTI BUSINESS. THIS WAS ONCE A VERY BUSY TOWN, AND COULD BE AGAIN, WITH NEW LEADERSHIP AND OPEN MINDS.
153	we need a variety of businesses in all those empty buildings on main street, businesses that serve locals and tourists. we definitely need some type of business or industry (but, as everyone says, not the "not in my backyard" kind!) that can provide jobs that will have people settling here to raise their families. it may not bring in a lot of money, but businesses like the re-hab that runs the comfort café gives a great image of Smithville being a town that cares about helping people. our schools need to keep up the good and improve any poor ratings.
154	More families. Better communication of things to do locally. More upscale food shopping. More places to eat that are open all weekend.
155	Small businesses and another food store needed!
156	We are new to the area after purchasing 25 acres. We enjoy coming in on the weekends and we are slowly learning different restaurants, shopping and some site seeing places. I'd love to see more things offered in town.
157	Smithville needs another large employer to create tax base.
158	Liquor by the drink would make Smithville a lot more attractive to bring restaurants and other respectable entertainment to town. If we are going to be an artist/tourist destination, we have to figure out how to sell Smithville as a destination, which means turning Smithville into a Fredericksburg type place.
159	NO WALMART!!!! AND BIG BOX CORPORATE STORES!!!! Attract small family owned businesses.
160	Smithville is off the road. There needs to be a better way to get people into Smithville. Banners, electronic billboard, a really good restaurant that is open when people are traveling. I also think Smithville needs to have a "hook" to get people in. La Grange has the Quilting Museum that brings busloads of people in. They eat in the local restaurants, buy goods from the various stores. Bastrop has the big name stores, Best Buy, Home Depot, etc that gets people to stop and buy and eat. The thing I love about Smithville is it's friendliness, it's houses, it's acceptance of all kinds of people. We just need to figure out what our hook is to make it a destination or someplace people traveling down Hwy 71 want to get off the road to see. I would look more toward the La Grange model than the Bastrop. We want Smithville to retain its quaintness!
161	I would love to see Main street thriving again as it was not too long ago. We need more places to eat.
162	More homes and families
163	Allowing competition would help spur growth. Promoting multi-use residential and commercial tracks would a goal. Revitalizing main street with actual businesses, not antique dealers.
164	There is no vision. The residents of Smithville want the city to remain a residential community. With the projected lack of growth businesses have no incentive to locate here.
165	Keep Smithville small and quaint! Maybe a movie theater or better restaurants. Grocery store with cheaper prices and better selection!
166	Retain trees and beauty. Create city ordinances that prohibit cutting down trees over a certain size and tearing down historical houses.
167	I'd like to see more businesses on main street and renovation of old buildings. Businesses providing services would probably have more success than those competing with larger Bastrop chains
168	More housing. Without it there is no point to bringing anything else in.
169	Would like to increase focus on tourism/events such as festivals, recreational activities, film production etc. which bring revenue into town but don't alter the footprint or small community aesthetic.
170	Until the political and social strangle hold is broken, little will be done for anyone except the perceived elite
171	Capitalize upon the film industry, proximity to Austin music scene, and race track. Maintain small town feel, but keep up with the times. How can Smithville become a tourist station like Fredericksburg or Wimberley?
172	Getting rid of the current "leaders" that have let this town lose businesses. The 100 block of Main is almost empty.
173	More retain down town, Lower rental of buildings in the downtown area. Growth in general.

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174	It would be nice to see more entertainment venues and practical stores come to Smithville. At the rate we are going this town will be filled of older people and antique stores. Most people who grow up here would return if it offered more. You have to drive to other towns to get what you need because there is no competition here and the prices are out of normal peoples budgets.
175	A housing development or two. I would also like to have a grocery store, a department store and more choices to eat.
176	Additional businesses to attract more tourism, including businesses that would make people want to come back (restaurants, live entertainment, places to socialize). I enjoy the current restaurants, but we need more variety to make Smithville a destination town. Gruene is a good example. I first went to Gruene in the 70's when there was very little to visit besides the river and Gruene Hall. It has blossomed into a busy town, but still has it's small-town charm. Would love to see something like Bastrop Brewhouse here.
177	I envision a main street full of business and stores. The heart of your town is main st . If you don't have that then we end up in the place where we are now. I see large signs welcoming people into Smithville, making them exit off and not pass by not billboards. The exits into town being maintained better so we don't look abandoned!! I feel that once main street flourishes the loop will too, and so on and so on . We were booming before, I believe we can get get back there!!
178	Drawing in businesses that will add to the tax base and create more job opportunities for local residents.
179	I would like to see our town grow as other small towns around us have grown and are growing. I would like to see more options.
180	Need to sell electricity to large manufacturers, which means we need manufacturing, which means we need to take economic development and planning to the next level. We make the most profit off electric sales, tax base goes up, crucial jobs are created.
181	Get at least one quality hotel and several recognized stores that would have people wanting to think of going to Smithville instead of going to Bastrop or La Grange,
182	More locally owned restaurants and entertainment. More health care access.
183	Smithville needs more stores with quality products and no more antique shops.
184	As much as locals do not seem to want this - a 'large box-store' type of shopping area would provide some greater tax base and perhaps allow for some Downtown renewal dollars
185	I would like to see a more vibrant downtown area on evenings and weekends including live music. I would prefer a non-smoking venue.
186	Positive growth, I think would be the downtown area cleaned up and buildings not left empty. A co-op type store with several smaller businesses might work. Just not antiques or "gifts".
187	There is no "positive" anything about Smithville except a select few residents who keep at it. Most others are politically radical, uneducated, uniformed and do not seem to care about the future of the city economically or otherwise. Positive growth would be a program to improve downtown with lights and trees (see La Grange), promote business of all kinds, be positive and inclusive, leverage the commuter and get them invested in what's going on. Encourage business, don't discourage investment. You have a river running through your town - what are you doing with it? See Bastrop/La Grange.
188	Having more than 5,000 residents, so we could have a "Home Rule" government. All stores in Main Street/downtown area full of thriving businesses. More good businesses on Hwy. 71, or the outer loop areas, but within easy reach of city.
189	I'd love to see more businesses come into Smithville. Just no more antique stores, need gas stations and more grocery stores.
190	Variety of businesses (restaurants, specialty stores)
191	Variety in services and goods offered ESPECIALLY food choices. Also need more services available here in Smithville.
192	City needs to be pro-active in economic development and have professional staff to actively solicit good businesses. Remember----businesses go where they are invited, and stay where they are APPRECIATED!
193	A well balanced growth in business that fills in the gaps in variety of products/services. Steady growth in population which means more construction.
194	Need more of a variety of shops and something for men to look at and do while their wives/girlfriends are shopping elsewhere. With So much Smithville pride in USA military and state, would like to see more "Made in USA"/"Made in Texas" products here.
195	First, businesses that will create jobs in the immediate area, second, dining and entertainment options for locals and to promote tourism, third, more basic goods and services supporting personal, household, office and children's needs.
196	Local education resources should be encouraged to partner with Bureau of Apprenticeship Training, U.S. Department of Labor, Texas Trade and Labor Unions to develop the Smithville Workforce, encourage youth in school that an economically viable future awaits the student who applies him and/or herself. The Smithville Chamber of Commerce should be "four-square" in support of the president's Jobs for America Act, and aggressively campaign elected officials, businesses, and other Chambers of Commerce to support passage of this needed legislation for the purpose of putting America back to work.

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|-----|---|
| 197 | To have a booming Main St with independently owned shops. To allow chain type restaurants and store on our highway Which will not only keep our residents here but attract no residents. |
| 198 | Reuse existing buildings, go green whenever possible, be strategic about where to locate incoming business, develop a business plan at includes incentives for existing and prospective businesses... |

Question 6: What are your concerns about future growth in Smithville? (500 word limit)

answered question **189**

skipped question **213**

#	Response Text
1	That Smithville is stuck in past. Young people have to leave to find work.
2	We all like the fact that Smithville is a small town, so we should keep it that way. No Big Businesses.
3	Taxes will go up. We will lose the small town feeling.
4	that it will not grow without new businesses
5	None, it will help the town in the long run.
6	City Council not letting new businesses in like a department store.
7	That the City does not allow growth to happen.
8	Build apartment
9	That we will only be an antique town, no dry goods, minimal hardware, non-competing food stores, and minimal number of places to eat on Monday.
10	Too many people
11	See # 6 above
12	Big box stores. Chains.
13	I feel that Smithville will not change because people who live here and who are in office want to preserve the small town atmosphere and in doing that they will keep people and businesses out of Smithville.
14	That there won't be any. :(
15	Need more business to increase tax base so police Canberra paid a decent wage
16	It may be too late to be competitive.
17	Too big too fast and lose small town charm.
18	That there isn't any
19	School needs positive environment kids. Will be moving away Smithville for this reason.
20	My concern is that if we do not grow we will lose our younger generation.
21	Increased traffic, crime.
22	<p>Greed and corruption is a fear of mine, and can destroy a town. Everyone wants to feel safe and to be able to live out their lives in their own home. We need support for this as we age. In home care, and local holistic doctors that make house calls and self sustaining living.</p> <p>Water is a concern and low cost rain barrels should be offered to homeowners and ALL city buildings should sport rain barrels/gutters. Constant reminders should be had in electric bill, news papers and city hall. A free wi-fi town would be a huge incentive for people to visit here and want to move here. I think filthy rich MD Anderson Science center should be cut off from water waste funneled into our town, it is dangerous for our ground water and Colorado River! Make those animal torturers go AWAY! LCRA, if smart should get aboard the Green Train if they know what's good for them. I should not be told by Smithvillians, the more electric we use, the cheaper we get it! Our post office should go green, solar building and electric mail trucks, rain barrels.</p>
23	I traveled thru Smithville in the 70's on the way to Austin. What I always remembered was how neat traveling thru town was. Now the traffic just speeds on past. There is no reason to slow down. In the 22 years that I have lived in Bastrop County it does not seem like Smithville has grown nor has it wanted to. Projection for growth in Central Texas are suppose to explode in the coming years. We better get ready for it.
24	The town won't allow anything big come to smithville

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25	Do not want big box stores, chain stores or fast food
26	The Previous C of C President did not support businesses on Main and 2nd St. and had her own unbridled agenda which contributes to the empty buildings syndrome. The Town Council has done little to promote growth. Most of them are more concerned with keeping Smithville low key as opposed to developing a plan to promote the city and still maintain it's small town attributes.
27	See Bastrop. It is a retail strip eyesore. I travel to hundreds of small towns in Texas; Smithville is very unique in its charm, shade, cleanliness, and preserved state. It would be a tragedy to ruin any of it just for the convenience of a few items or pleasures. Everything we truly need we can get in Bastrop or LaGrange if need be- which constitutes a typical big city drive for needed items. Keep Smithville as a residential retreat for the county. A sanctuary. Those who lack vision and want to break dirt and grow, grow, grow are being shortsighted and will be the ruin of our town. We should support the businesses that are locally owned and attract tourists and outside money. If people don't like the lack of conveniences here, they can leave. I grew up in Austin and Houston. A Chamber of Commerce doesn't HAVE to always be about growth and breaking dirt, though they don't ever seem to understand that.
28	<ul style="list-style-type: none"> - Business closures - No plan to encourage or support development.
29	Don't want to see us loose the small town atmosphere. Like to be able to walk down the street and know everyone. Or go into the schools and be able to talk to a real person about the progress of the children like how everyone watches out for their neighbor. Do not want to lose that!!
30	Both Bastrop and LaGrange seem to have the normal franchised stores. I want growth but really like the small town feel of Smithville. Would love to see growth of some form but not the big city kind of shops and restaurants. Keep our city unique. I have no problem driving either 13 or 18 miles away if I want Pizza Hut or McDonalds or WalMart. It's a catch 22 for sure.
31	The water, sewer and gas leaks are a concern to me.
32	It's dying because all the bldg owners downtown charge such high rents and refuse to do any repairs on the buildings there is no way anyone can make any money. The young generation doesn't care, they grew up with Box stores so that's where they spend their money and there isn't enough local support downtown.
33	no one cares
34	So many people that live here do not support many of the local businesses
35	That it will continue to NOT change,
36	If our business climate does not grow, nor will our ability to hold on to the strength and beauty that this town has. If we are not attracting and keeping sustainable businesses, our town will wither.
37	Water
38	Do not want to lose the small hometown feel
39	None
40	I don't want Smithville to get as big as Bastrop and lose its charm.
41	That it will begin to look and feel like a nameless, faceless suburb. That new businesses will not adhere to their responsibility to respect our uniqueness.
42	That businesses that do come will find a community that assures prosperity
43	Bastrop and La Grange both have active downtown and outlying retail area - Smithville has nothing to go downtown for and little outlying business.
44	NOBODY HAS FOCUSED ON BRINGING MORE WORKERS TO TOWN.FOCUS ON THE NATURAL RESCOURCES AROUND FOR CAMPING BIKING ETC HAVE A OUTDOOR SUPPLIES AND BIKE SHOP.RIVER RIDES ETC
45	Alcohol, parties and drugs are getting too popular. But students do it because it is the only thing to do. Kids need a hangout place, away from home.
46	Small town atmosphere
47	Most in the town seem to be against growth. Limit development within the historic district.
48	Need to correct current drainage & sewer problems before putting more businesses & residential units in! We have serious drainage problems when it rains and it does not take much.
49	That the business can't be supported. The business can't compete with Bastrop/Austin
50	That we could lost our greatest asset, the "small town charm" - our quiet residential areas and our tree lined streets.
51	None

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52	I would love Smithville to grow, I've lived here all my life (27 years) And the only new economic development in those years has been the new small shopping stripe that subway is in. I want growth, so residents don't have to drive all the way to Bastrop or Austin to get some form of variety. So it's able to create jobs for residents, and stimulate the economy in Smithville. So my 7 year old will have more options, then what I had for entertainment when I was growing up here. Don't get me wrong my upbringing in Smithville was awesome, but I would have liked to have a theater to have hung out at or a roller rink or even a bowling alley. So YES, I'm all for growth in Smithville.
53	Not any.
54	My concern is there will be very little future growth. Smithville doesn't have the growth like Bastrop does because it's too far from Austin. Smithville needs to get its own industry going so it won't simply be an Austin bedroom community.
55	no opportunities for young people
56	The biggest concern is how quickly business move in and out. Most are not around long enough to get established.
57	We will grow, slowly but still growth. Don't want to grow too fast and lose our small town charm.
58	Controlled growth.
59	Businesses are closing. There are limited housing options for renters. There is not enough big business to support future growth to be competitive with Bastrop and La Grange. Often a poor welcome or hospitality to new comers to town or visitors. Downtown Main Street is looking less attractive.
60	Left Austin and did not choose Bastrop as a place to live long-term due to TRAFFIC. I appreciate the ease of getting around town. Concerns: Water issues. Rising property taxes. Each year they increase just below the 10% max allowable threshold. :(
61	I don't want Smithville to grow or change much. I like it the way it is.
62	Prices of houses and rent going up. Prices of land increasing.
63	We must grow to keep Smithville alive and growing and keep income at home.
64	Certain Businesses who fear competition and are preventing growth and will not allow new business, as has been previously experienced. Smithville will never be allowed to grow
65	things will stay the same and the handful of people who run things will continue to to so and control the way the town is ran and perceived.
66	Lack of affordable housing and employment opportunities
67	If Smithville does not bring some businesses in to help the economy the schools and children will/are ultimately suffer.
68	the lack of new business and the inability to sustain existing businesses
69	Ruining the small town feel.
70	I'm concerned that Smithville will lose the "small town" atmosphere.
71	I'm ready for growth, therefore I have no concerns. Can Smithville handle growth?
72	That all of our youth will move away and not want to come back. Smithville is just about dead now.
73	The cost of houses in Smithville is too high along with the taxes to bring in new people and businesses. Teachers can't afford a house here so they have to commute from Bastrop.
74	My concern is that we are forgetting the middle income families that make Smithville what is has been and what it is today. We need to realize that high rent is not going to keep hard working families in Smithville if Bastrop rent is a lot cheaper and closer to Austin. We need positive growth with good long term job outlook.
75	Want it to grow somewhat. We don't have to be like Bastrop but we definitely need some more business and better support of our local businesses that are already in place and are struggling before we lose them.
76	We need businesses that will provide a tax base for our future
77	I have no concerns except that it won't happen. If we grow we can bring in more jobs and more to our schools
78	My concern is Smithville becoming too large like Bastrop. I live in a small town for a reason
79	That Smithville lacks the resources to grow in a positive direction
80	My concern for future growth for Smithville that there will not be any and the ones that are growing up will move away and not look back and Smithville will just become a thing of the past to them and we will be stuck in a time warp with nothing happening.
81	i would like it to grow
82	Loss of identity. Poor planning leading to poor execution.

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83	We need to allow businesses to come into Smithville and ignore those who want Smithville to "stay the same". We could really benefit from positive growth and economic development.
84	Bringing in the "wrong" kind of people.
85	THE COMMUNITY IS SO "OLD FASHIONED" THEY ARE AGAINST ANY GROWTH! YOU ARE HURTING YOUR COMMUNITY AND IN THE STONE AGES!
86	That nothing will be done to increase revenue.
87	I'm afraid the town will fold in the next 20-50 years.
88	I am concerned that those in charge of these decisions do not want to see growth and the town will begin to lose families as well as money that could be generated by new businesses.
89	To have future growth we must have affordable housing and look at revitalizing the south side of town where there are still lots to be had.
90	The small town will go away.
91	A very nice small town in transition -- but must not allow growth and town image standards to be random or out of character for Smithville.
92	I'm hoping that there are enough jobs for our young people to pursue and help build the town up instead of older people that want to keep the town in the status quo. If we don't keep the youth, young 20's and 30's, the town is dead.
93	The demographic of the community is such that the majority does not want growth or change. If there is not a desire for growth or willingness to change, there will be none.
94	That it won't grow.
95	I have been told that some store owners would rather have their buildings sit empty than fix them up. That's sad. Vacant store fronts and buildings in disrepair does not make for an inviting community.
96	Like most, I appreciate Smithville's small-town charm and populace that includes a progressive and artistic element. Don't want a walmart here, that's for sure, but would love to see more provisions along the lines of what I previously described. Concerned that Smithville is losing business to online shopping, even though I am often guilty of doing just that.
97	Having lived in extremely large cities I kind of like the smallness of Smithville, just wish there were more stores to purchase clothing/shoes/etc.
98	Bastrop and La Grange will continue to take OUR money, because there is not ENOUGH incentive to do/see/buy in Smithville to entice our neighbors or the passer-byers to ACT (ie stop, look, do). We need jobs. We need to incorporate way more "different" activities and add "different" groups to our invitation lists. We are friendly; can't we be more user friendly too?
99	Loss of small town charm
100	If you don't get more businesses here people are forced to go out of town
101	labor force
102	City and residents don't seem to want or encourage growth
103	I fear Smithville is going to turn into Bastrop. I am glad that our only 'fast food' is Dairy Queen. I am concerned about more metal building being added to the main part of the city and destroying its quaint small town feel. We have a great lumber store, some good restaurants. We are doing ok. :)
104	Most new businesses fail because the people of Smithville don't support them. We need to support any and all new businesses in town to encourage others to invest in Smithville.
105	The City does not appear to always perform maintenance in a timely or complete manner.
106	The City not promoting, searching or offering incentives for business that could bring additional jobs with good wages. Love living here, but need to grow so we don't wither away.
107	Dept stores, "box" stores create a generic feel to the town. Increased population leads to increased crime, pollution, stress. But there are advantages with more people too, like more choices for health care and intellectual pursuits.
108	If we don't start letting some new businesses in Smithville, other than Antiques, this town may die. I know our younger generation leaves as soon as they graduate and very seldom do they come back here to live, except for retirement. I don't want Smithville to grow so much that we don't know our neighbors but we still need more businesses, to keep people here.
109	Except for Subway, haven't seen any kind of growth in years. No new housing growth or available lots for new homes.
110	Not enough of it. People here seem satisfied with things the way they are.

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111	That downtown is dying. People never have shopped in Smithville (since the railroad days) and won't shop in Smithville. Even when you give them the businesses they ask for they still shop in Bastrop. That said, locals should not be our target market - they won't shop here anyway. We have a unique downtown -- very unique. We need to use that to our advantage much more than we do.
112	It is my hope that Smithville will begin trying to attract new businesses. There is no excuse for not having a larger Pharmacy. Residents must travel to Bastrop to purchase items that they need
113	I don't want it to have a huge urban sprawl type look.
114	misdirected growth to get numbers rather than quality
115	Traffic
116	More tacky chain stores or storage bldg with cheap buildings which are an eye sore empty or in use. No new mobile homes in town; they fall degrade post haste, leaving the neighborhood looking sad.
117	I am concerned that there will be NO growth in Smithville because of the populace's inability to accept any type of change or heaven forbid "big business". I think we have enough land on hwy 71 to have some bigger retailers/restaurants built there, and Main Street really needs to lower rent to make it easier for locals to start businesses.
118	it's dumb
119	I don't have any major concerns of growth.
120	I don not want to lose the small town reality. The neighborhoods are great and friendly. If we grow larger that reality may disappear.
121	We need some industrial company or retreat type services to bring more outside interest to town.
122	We cannot have uncontrolled growth to turn into Bastrop #2. It is possible to grow and prosper without being a mecca with no plan.
123	The town will fail financially because people won't do all their business in here. We need to create more habits in Smithville so they will stay in town to do their business.
124	Not very good. HEB wouldn't come in and told the mayor at that time that Smithville was not a business friendly town. Doesn't want to grow but that is part of the beauty.
125	Old-timers will make it hard.
126	I wish we could have more tax income from businesses, but not at the expense of having all those big box stores, franchise businesses, etc.
127	People need to have services available to sustain a local economy. I love the fact that we don't have chains such as Wal Mart but we must be willing (myself included) to support local businesses or we will lose them. I also think you need something to draw people in. For example, Dripping Springs has become a busy town (a destination) because of the Salt Lick. We've done a good job hosting movie productions but that doesn't sustain business once they wrap up. Maybe there is some way to build on that!
128	I fear that this town is losing touch with the younger generations. The buildings downtown should be utilized with things other than antiques. There are beautiful buildings there with great potential. They were full of businesses when I was a kid and I miss those days.
129	We are on the right track - preserving & celebrating our history. Our future growth is connected to our problems in D.C. - when it improves nationally, we will see growth. Continue with our citywide improvements (curbing, paving, drainage, etc). and lets bear down on enforcing our ordinances - we are a little slip-shod in that department. A clean uncluttered appearance appeals to both business & future home buyers.
130	I'm concerned that Smithville will always stay insular. There is NO affordable housing in Smithville for a single person; example: \$725/Month rent, for 1/2 of a doublewide trailer, that is about 40 years old.
131	No Main St. Program or local government program with more ordinances/taxation thru fees,etc. for downtown property owners & businesses.
132	I don't expect any growth
133	We need more competable prices. Bigger choice of stores A restaurant that is jot Mexican food
134	Need to expand tax base and bring in a large grocery or Walmart type business.
135	We are too centers around antiques. It would be nice to buy some clothing or shoes and know where to go in Smithville. Seems like we put too much focus on antiques. People don't shop for antiques on a regular basis.
136	Stagnation

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137	That we will only search out businesses with no qualms about what impact they will have. We certainly don't need a WalMart, etc. because once the highway starts developing it most likely will be chain stores disrupting the integrity of the small town uniqueness. The downtown area is essential to our charm and draw.
138	Too many people (Like Bastrop... arg!!
139	I am told that several of the buildings on Main St. are in poor condition (they leak) and the owners don't want to fix them, so no one wants to rent them. Many people who live in and around town never shop or eat in town.
140	Growth is good. I once heard the older folk of the Smithville say that they were afraid that growth would bring bad people to town. But we cannot let that type of thinking keep us stagnated. Growth and change is best for Smithville.
141	The age and financial profile of residents may not support the cash flow needed to support a dynamic and thriving downtown.
142	My only concern is NO growth. Obviously, merchants cannot stay in business if there is no growth. There has to be incentive and growth if Smithville is to survive!!
143	Afraid the community and or those that pull the strings don't want growth. If we have a Business and Economic Development Board they need to pursue major employers. Sewage and drainage systems are inadequate, not enough affordable housing, and basically nothing to do in Smithville.
144	Mid size mid-range homes with curbs, sewage, water and paved streets not available.
145	THAT THE SAME PEOPLE WILL CONTINUE TO RUN THE SHOW, SO TO SPEAK.
146	the younger people will continue to leave, main street will remain stagnant. we need to be very careful that growth doesn't adversely affect the river in particular- growth upstream is contributing enough damage in that it increases flooding and pollution, and protect our environment in general.
147	The town looks tired, too many unkempt homes
148	Do not want to be another Bastrop. Like the small town feel if we get too big our crime will grow..
149	There are not enough people living in Smithville to support most specialized businesses. People say they want a clothing store. Well, how often does the average person shop for clothes, and at the same store all the time? Most restaurants are not going to come to the Smithville area until they have the option to buy a cocktail with their dinner. Antiques are wonderful, but it is a tourist business, and the locals of a small town cannot keep antique stores in business.
150	WALMART AND BIG BOX CORPORATE STORES AND TRACK HOME HOUSING DEVELOPMENTS!! Selling out to money and corporations and losing our small town.
151	One thing that hurts Smithville is the merchants opposition to credit cards. We live in an electronic age and people don't always carry cash or checks anymore.
152	No big economic surg. Getting caught between growth in Bastrop and LaGrange
153	I am concerned that growth in Smithville has not and will not continue to happen because of the local mentality of not allowing competition from outside of the community. It is my understanding that companies such as HEB and Walgreens were interested in building in town but old locals did not want them as they would hurt the already established businesses. Unless this mentality is changed, Smithville will continue to stagnate. With economic growth comes needed tax dollars, which ultimately benefits the school district.
154	The future does not look good for growth in Smithville and most of the residents are complacent and like it just as it is. If we can't even get a fast food restaurant to locate here (with exception of Subway) then there will be no other businesses willing to take the investment chance. The demographics just do not support, at this time, any investment by businesses. Antique shops are mostly an under the table business and generate virtually no tax revenue. Diversification has to occur before there will be any growth. Nothing in the foreseeable future.
155	Concerned that Smithville will get to big like Bastrop! No fast foods restaurants please! Keep it simple!
156	When large numbers of people begin moving into the area there will have been no forethought to save the parts of Smithville that make it so delightful.
157	Seems to be an afterthought with chains as they build in LG or Bastrop and ignore Smithville. The 'cheaper' dollar stores offer some items not found in town, but nothing of quality. Sad to see the downtown area dying.
158	We must grow and there are no houses to grow with. We must have people before we need jobs.
159	Don't want to become an extension of Austin (like Pflugerville>Round Rock>Georgetown has become, for example). No 'big box' retail; want to retain character of community and be a draw for people who want to get away from cookie-cutter suburbia.
160	Population is dwindling, schools are marginal, city officials are myopic, do not support the talents in the population, and repress the minorities
161	Lack of community support or community interest.

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162	Taxes, both city and county. The county is killing businesses that move or open in this city. Buildings that have been vacant for many years are valued at around \$11.00 per square foot while a new business that was purchased this year on the same block and basically identical in construction got an increase to \$55.00 a square foot. these are real provable numbers. It just shows how the current leaders do not have a clue as to what is going on with the business district. Bunte is mayor and his wife is on the Bastrop County Appraisal District board. How come the city is not approaching this issue with the county? Probably as I stated earlier is that they do not have a clue as long as Bunte can get his little fountain built which cost us around \$7K to repair the plumbing defects.
163	It has been like it is for the last 40+ years. How are we going to get it to grow like Bastrop?
164	That it will not grow. My family has lived here for 20 years and there haven't been any significant changes. We had more options 10 years ago than we have now.
165	I feel like we are not growing at all. There are very few reasonable priced homes for people to buy. What do we have to offer anyone wanting to move here?
166	Quality as opposed to quantity is important. No more fast-food chains! Bastrop is a good example of what works, what doesn't; commercial-no, unique, yes.
167	I am concerned about the lack of support from city officials, chamber directors and such. I understand the economy is not great, that I may not have what you need, but especially if your an official you need to make your presence known. How can you speak for me, if you never have talked for me . I would love to see it grow, but at the same time wonder why would someone come here if the town doesn't support the town. I also believe for years that we have put all our eggs in one basket so to speak. I believe that things like the memorial that are meant to bring people and to honor those that have sacrificed have torn it a part . Then what were all those sacrifices for ? I am more sad that we are letting them down because we are falling apart. I think we need less concentration on parks right now (dog park and etc), I think what little resources we have are being wasted somewhat on that , especially when we can't afford to maintain them !!
168	As someone who adopted Smithville as their home, I do not feel the support from the community, which is disappointing as there is less than 4000 people here.
169	will become over-run with out of towners
170	Main concern is that there has not been enough economic growth in recent years. Growth and change are inevitable. It should be encouraged rather than feared.
171	None, I think we should accept growth and change.
172	Lack of planning by government officials and/or lack of communication between citizens and officials. Need more cohesiveness with the long range goals, with specific plans to reach goals / marketing to citizens to promote activism/involvement.
173	Currently very little variety and not good quality. Can city attract quality businesses, currently the only reason people go to Smithville is antiques -- and a lot of those have closed, need quality stores to change image.
174	Lack of diversity, too many antique shops!
175	The officials there have always prevented business in Smithville. They do not want any to open there.
176	Population is flat
177	Smithville appears to be shrinking. Downtown area looks run down and a little depressing.
178	It appears that the leadership in Smithville is radicalized (tea party, religious zealots, etc) to the point where they alienate others and are not interested in growth unless it fits their world view. Look at how Round Top and environs have embraced folks from Houston, Austin, elsewhere so they feel their investments are welcome. La Grange has beautiful neighborhoods with restaurants, an HEB, shops, a trailer park on the river, river access (canoe, kayak, fishermen) as well as growth along the highway. When you drive to SV at night its dark along Main Street. Why?
179	That too much growth in the "City Center" could prompt folks to destroy historical business and housing structures.
180	I really have any.
181	We lose businesses because our population cannot sustain them. Need population growth
182	That there will not be any growth. For the most part, we have to drive to Bastrop for just about everything, especially things of quality i.e. grocery store, restaurants etc. We will never grow if we do not have anything different to offer.
183	Lack of up-to-date & quality infrastructure. I. E. fiber optics, streets, water, sewer, etc.
184	Because of the lack of variety of products/services in Smithville, the convenience of shopping in a town that has everything may make stores in Smithville go under, leaving Smithville a bedroom community with no tax base.

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185	Want to expand to include more variety of goods and services sold/available here but not necessarily the Big Box stores unless they are located along Hwy 71 and not in the historic part of town. I think if they "crept in" to town that it would definitely detract from the small town charm and quaintness of Smithville.
186	Our ability to attract businesses that will bring jobs.
187	Smithville possesses nearly all the ingredients which business and industry desire in a small community. These are, roads, rail, air transport assets, and, with work, a trainable workforce. From an educators viewpoint, work and improvement of the primary and secondary public education resources, that is, promoting and developing a well-paid teaching staff, and motivated students would represent an intelligent public education investment. With the industrial/trade sectors, encouraging trade unions to develop local certified apprenticeship programs would result in a self-sustaining and stable employment base, centralized upon a productive, safety-minded and well-paid workforce that would have a future for both the city and youth now in school. As has been demonstrated in other parts of our country, a skilled apprenticeship trained worker has no fear or problem with obtaining well-paid work anywhere. Smithville, with intelligent and effective planning and workforce development, beginning with increased investment in effective, well-paid teachers, both in the primary and secondary education resources, could be a part of this picture.
188	No concerns. Our chamber does a great job of economic development while staying true to our small town vibe.
189	That we won't put the right kinds of incentives in place... At we will invite businesses in that are not positive for the community... That we will make a deal in desperation without weighing he consequences.

Question 9: Do you have any other comments about Economic Development in Smithville that have not been covered here?	
<i>answered question</i>	80
<i>skipped question</i>	322
#	Response Text
1	depends on how it is spent
2	No
3	Utility costs are way too high for such a small town. They were crippling last summer.
4	Smithville doesn't support their local business
5	Tax breaks for 3 years for those who start a business here and stay
6	Smithville is really cold to outsiders who are not born and raised in Smithville.
7	love this cozy little river town. Please keep the small town feel by keeping out as many chain & big box stores as possible.
8	I answered "No" to # 9 because I would have to approve what type of economic development it would be. If it was something I approve, I would be happy to donate a dollar a month for such a cause. I could live anywhere in the world but this is where I choose to be. I love Smithville and only wish the best for it's people, animals, environment and businesses.
9	Read # 6 and # 7
10	Again, if we need money from thriving businesses, lure them to fill the much available space that we already have. The strip mall with the Subway is hideous, and I am glad that it is on 71 where I never have to see it. We need an ACC campus closer than damn Elgin, so our kids can have a better chance to advance themselves. Smithville is also ethnically diverse, much more than most small towns- this is a strength.
11	Yes, depending on the project.
12	Downtown is the heart of a town. Make the bldg owners pay a fine if their buildings are not in use. It is a crime against this town for the people that own the buildings to let them sit there empty rather than charge reasonable rents so the businesses can survive and stay in business. Sell them if they don't use them in a years time.
13	We don't offer a strong job market, so our draw will have to be tourism. If Huebel's and Dairy Queen are the only businesses open after 9 PM, and 90% of our Main Street businesses are closed on Sunday, we can't be much of a weekend town.
14	GET THOSE BASTROP COUNTY DOLLARS IN OTHER PLACES THAN BASTROP.LIKE THE NEW SHIEFF OFFICE PUT IT IN SMITHVILLE
15	I'll repeat. The Recreation Center is not being used to its full potential.
16	no

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17	We have a "hands on" Mayor that gets out of the office and personally gets involved in projects. He leads by example which promotes a lot of volunteer work. We also have the National headquarters of Roving Volunteers in Christ Service and they are a big plus when it comes to volunteers.
18	I am not sure if we should try and compete with Austin and Bastrop. The focus might be better focusing on keeping taxes low and the small town community/feel. I am not sure.
19	No. I don't believe real economic development can be forced, it will come because we will grow in population due to our appealing, affordable housing.
20	n/a
21	Better medical services at the hospital. Open maternity ward, offer more services here.
22	business and education need to coordinate
23	No
24	Do not live in city limits, do not have utility bill
25	? No 9 is N/A for us. Bluebonnet Elec Co-op & Aqua Water... Thank you for this survey.
26	Let's keep Smithville quiet!
27	If Smithville were to grow in size and population, the community should address the transportation needs especially for those living in outlying areas.
28	nothing will change until the right folks get together and the community wants change. the railroad hurts the town and an overpass like in taylor needs to be addressed so traffic can move!
29	I think that there needs to be something here. We have a large number if people who think they are entitled. We have a giving communality but there are more taking and others tired of giving. There needs to be something that breaks the cycle of taking. They need to be active members in the community.
30	I think it is going to be hard to get businesses here with the cost of land and buildings in Smithville.
31	If it will truly help and benefit everyone and existing businesses I know people would help out in any way they could. People need to be heard. All people and business owners.
32	I don't live in Smithville just work here.
33	1. Why would we need to fund economic development? 2. Why are businesses moving out of buildings downtown? Is the rent too high? Who owns those buildings? 3. We should organize an event a month- perhaps a casino night or movie in the square? Something community driven that will bring people together?
34	Less gossip and more dedicated workers. Work is what gets things done. We can DO IT attitude. That needs to be fostered throughout the community.
35	There are some homes in town with yards full of junk and are anything but attractive.
36	Should be voluntary, never mandatory or forced by City Hall or city leaders. Let private efforts figure it out with guidance, but no funding from, the city.
37	Continued education needs in a big way
38	I have liked the Smithville Summit and the attention on sustainability. We need more shops downtown which will draw people there. Antique stores can only do so much. Downtown is not really a destination. Thanks for putting this out and listening. :)
39	We are taxed to our limits.
40	no!
41	Would be nice to have a larger Library with more parking, perfect location would be the Old Central School Building. Could include a small park on the grounds and would have plenty of parking especially more handicapped spots and this would help preserve the Historical Building for future generations.
42	We need to think outside of the box. What are other towns NOT doing???? Let's do that. :) We have enough strip malls, chain stores, and big box retailers in the world (and antique stores, truthfully). What would make us UNIQUE?
43	I think the mind set of Smithville politicians needs to change before any new business will be attracted to our town.
44	I've heard many downtown buildings are owned by a few folks and rent is high. Too high to allow someone to make a living. I'm not sure it would not be better to have different landowners rather than subsidize their getting high rent.

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45	I think Smithville building owners need to lower rents or new businesses will never thrive. They want too much because the buildings are "historic" so people are opening up their businesses elsewhere thus taking away from potential jobs and revenue here at home.
46	keep it small town!!!! get rid of all of the low income housing and clean this town up!!! too many takers and not enough givers!!!
47	no
48	Tourism and Destination shopping is a good element, but is not a primary engine of economic development in a community.
49	The town needs to promote more local business not businesses outside the community. Give incentives for new businesses to open. Rent is high, utilities are high and customer shopping is low. There is a reason for a high turnover. \$20 for trades days is high because hardly any people come out. Drop it to \$5 and more people would come. I know our advertising budget is small but we need to reach out to more people to let them know all the fun activities that go on around town. Media exposure is key to survival now days.
50	I would consider the donation, but am unsure if it would be used in the way I would like. They might want to use it to attract a Walmart or other big store that would put small business out of business
51	Thank you for the opportunity to comment and my voice to be heard.
52	Have election to get back to Smithville \$ from sales tax for economic development. No Main St. Program or other government program that increases taxes, fees or creates ordinances for downtown businesses. Build a strong downtown and all the other businesses in town will flourish. Grow workforce to support business. Local advanced education services and other light industry will bring in and/or keep workforce in our area. Better maintenance of downtown (regularly swept, weeded) on Main Street and Loop 230. Clean up and create river access on Main Street. Further beautification of Main Street.
53	There seems to be a desire to prevent any growth that appears to threaten the power base of the leadership or status quo. I am not looking for a mini-mall or an overhaul of the town. Smithville needs a business or businesses that draw customers from Highway 71. The Buc-ee's in Bastrop is an example. We also have great infrastructure for some manufacturing. There is open and along our railroad and several machine shops in town. Let's find a business that builds something and get it to build here.
54	Live outside city limits. No utility bill from SV
55	Proximity to the Colorado River is really under used/ under developed in town. People love to canoe, kayak, bird watch during the day, have good restaurants to then eat at and quaint, affordable places to spend the night and good places to eat breakfast the next morning.
56	light industry, call center
57	Would love to see more events that support the downtown merchants.....I don't think the downtown area has a lack of willing merchants if there was a plan than was tailored to benefit the businesses.
58	Not to beat a dead horse to death, but our town seems to be dying. More businesses, more tax revenue, pay teachers a higher salary and attract higher qualified professionals. I love this town, the people, and pray for Smithville to be around another 100 years or more. Fight the Drug problems and crime in Smithville.
59	WE NEED SOME!
60	I don't have a city utility bill to make donations on. one thing Bastrop does that Smithville doesn't do is share the hotel tax with the local businesses. this needs to be changed. be careful about how much businesses are given in the way of tax breaks to locate here. they need to pay a fair share.
61	Town needs to accept new people and new ideas
62	I like the idea about a \$1 donation on the utility bill. Great idea since Smithville cannot collect an economic development tax.
63	A swimming pool!
64	I would pay the \$1 only if I knew that the development did not destroy the air or visual quality of the town and surrounding area.
65	We must have more affordable housing if we truly want to grow.
66	The city of Smithville does not feel very welcoming to outsiders. The populace tends to be pretty apathetic to people who did not grow up here. Serious work needs to be done as the town feels as if its dying if you look at main street. I'm sure it's a lot of hard work but to reinvigorate the town main street has to give off some sense of vibrancy, not a ghost town.
67	Jill Strubie, Judy Berkstrom, The Smithville Playhouse, and a few others have been the bright spots in the years I have lived in Smithville
68	There was a fund for eco dev several years ago, but the city moved it into the general fund basically stealing it away from its main purpose

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69	Just hope it happens.
70	We NEED major businesses. Brookshire Bros. does not count. They are to expensive. It is time for them to be pushed out of town.
71	A fairly new business owner (now gone), told me that many long-time residents have a strong prejudice against growth, both in new business and population. I hope that can be overcome, or I fear that Bastrop is going to profit while we lose a chance to shine.
72	keep Smithville small.
73	Need to have paid staff with job descriptions that are dedicated to these efforts. "Buy In"
74	Only would contribute after seeing the formation of an aggressiveness, innovated leadership..Eco Dev is more than billboards and tourism and a \$30,000 donation to one organization.....Jamboree..It's getting out of the officer/city and making valuable/relatable contacts, all the while selling the city and it's assets and bringing more jobs and tax dollars into the community.
75	I think a column listing the weaknesses of Smithville may have been appropriate also.
76	Yep.
77	no
78	Maybe the city should consider repealing the city's 1/2 cent sales tax and ask votes to instead use the half-penny sales tax to fund economic development. State Comptroller's website shows that would have raised \$140,122 in 2012. That's not a huge sum, but it could be leveraged to get better infrastructure, incentives, etc to attract quality businesses.
79	I get comments about not enough activities for kids in high school. There are, but they are not widely promoted or accepted by teens as viable activities to break the boredom. We need to clean up parts of the town, because we are losing the beautiful, historic part with homes not being maintained.
80	In order to develop community resources, public meetings could be held to solicit and encourage a planning process, which, in turn, could evidence and justify public funding. As a former internal auditor with a major state agency, I would encourage development of internal control and external review processes to, should public funding be approved, measure efficacy of a public-funded initiative.

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Appendix C:

Libraries Transforming Communities Worksheet

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ASPIRATIONS

Create a story for your community. Describe the key insights from the first page as a single word or phrase. Write down that word or phrase in the corresponding sentence below to create your story. Use this story as a reminder of your goals and share it with others.

My community aspirations.

My hope is to live in a community where _____ (aspirations).

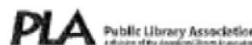
However, right now we face _____ (challenges).

In order to get there as a community, we need to _____
(new conditions, change).

HOW TO MAKE IT WORK

- ❶ Post this at work or at home. Remind yourself to refer back to it.
Ask yourself: Am I focused on my aspirations?
- ❷ Share this exercise with others to find common ground—with your co-workers, at your place of worship, with friends, your PTA, your board, etc.
Ask: How can our efforts reflect these shared aspirations?
- ❸ Use these questions with others to begin finding shared community aspirations. Check out the Aspirations Facilitator's Guide for instructions on how to lead the conversation at ala.org/LTC

Next Step? Look for another "Turning Outward to Lead Change in Your Community" session in the PLA conference scheduler to add to learn additional community engagement skills, or visit the Libraries Transforming Communities (LTC) website www.ala.org/LTC for initiative updates and access to resources that support the work of librarians as community innovators.



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LIBRARIES TRANSFORMING COMMUNITIES

ASPIRATIONS

Talk about aspirations and find common ground for working with others:

Take a moment to focus on your community aspirations and to identify next steps you want in creating change. Add your aspirations, challenges, and the new conditions to create in the spaces provided below. Use this on your own and then try it in a group setting—check out the Aspirations Facilitator's Guide to help in leading an aspirations conversation: ala.org/LTC

ASPIRATIONS

My aspirations for my community are:

CHALLENGES

The challenges we face in reaching these aspirations are:

NEW CONDITIONS

The changes needed in my community to reach our aspirations are:

(continued on the back)



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