



Crosslake EDA Survey Results

2023

The purpose of the Crosslake EDA is to support the business community by helping to retain, sustain and grow our local businesses. The 2023 survey was conducted over the summer for both businesses and consumers to get feedback as to what businesses are working and what other businesses are needed to serve the consumers in our city.

Survey Procedure

The survey was open from Memorial Day till Labor Day, almost 100 days

5,000 flyers were made and handed out to businesses in Crosslake to hand out to their customers

The flyer was shared on Facebook and LinkedIn two times during the summer, the posts reached over 2,400 people

Crosslake EDA representatives and BLAEDC staff analyzed the results of the survey

The consumer survey had 5 questions and 313 respondents

The business survey had 7 questions with 29 respondents

The top consumer needs and wants are (222 Responses)

1. More retail Options (29%)
2. Nicer/Healthier Restaurants (26%)
3. Chinese or Mexican Restaurants (21%)
4. Uber/Shuttle or Taxi Service (19%)
5. More Recreation and Entertainment (17%)

The top opportunities and challenges from the Business Survey (29 Businesses)

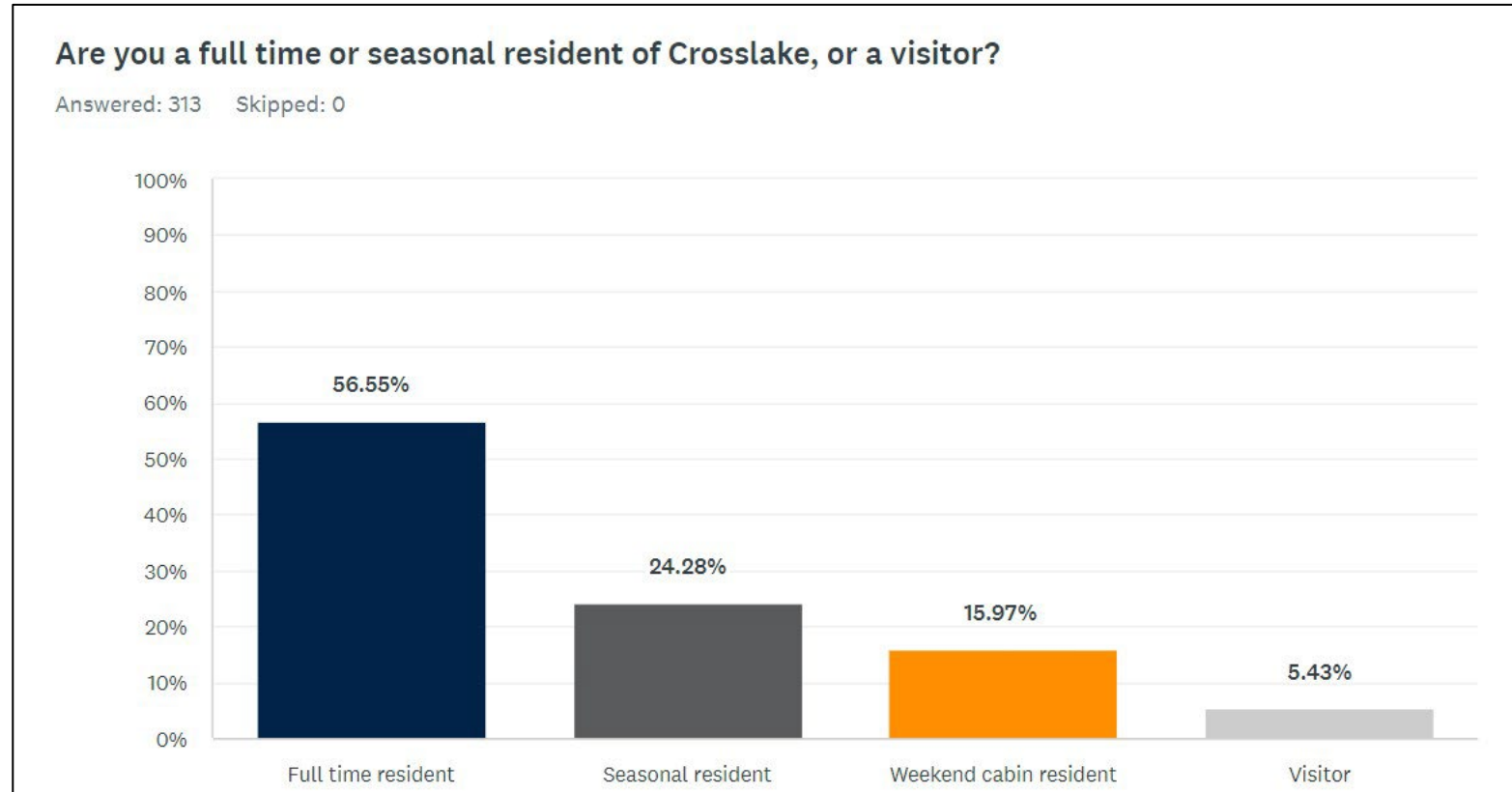
1. Challenge: Staffing and getting people to Crosslake
2. Opportunities: Want to see growth, More retail options and more entertainment businesses

The proposal from the EDA based on the survey results is to create a task force called the Crosslake Business Consortium (CBC), crosslakebusinessconsortium.com. Comprised of business experts that are local and/or have a vested interest in our community, to help plan the business future for our community. The CBC will have a board of at least 5 people who will commit to rotating terms and have regularly scheduled meetings.

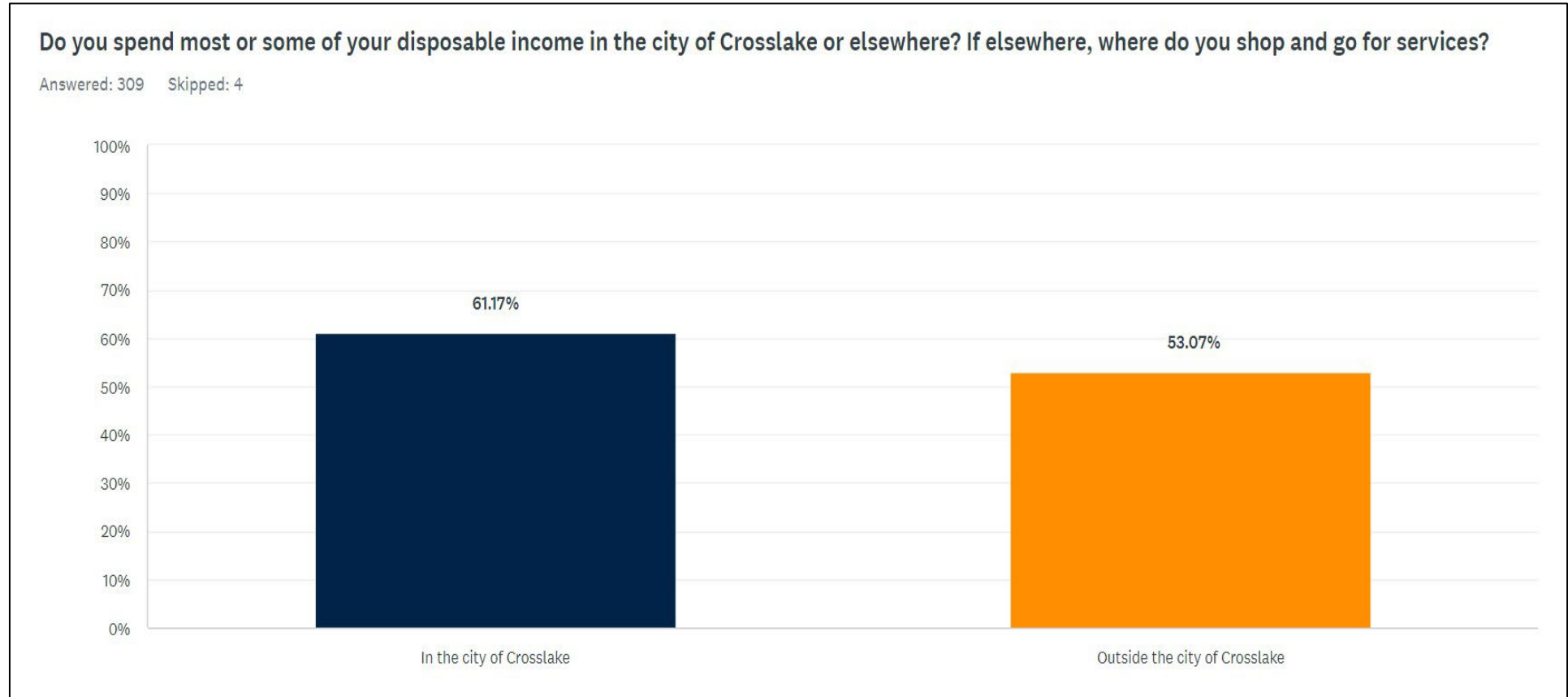
The CBC, under the direction of EDA, will be responsible for; Offering mentorship, consultation and resources for existing businesses and new businesses wishing to locate in our community.

Consumer Results (313)

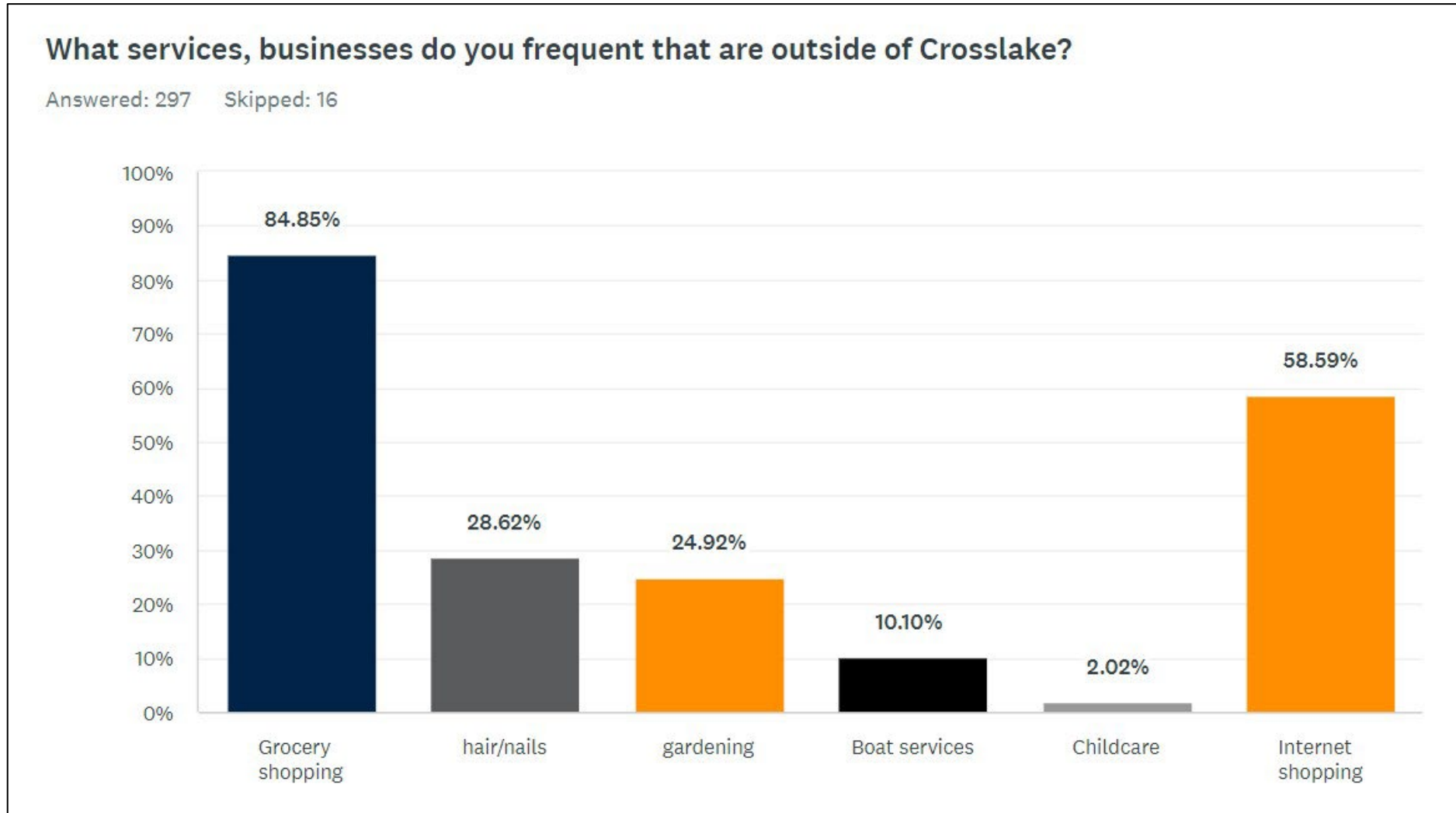
Question 1



Question 2



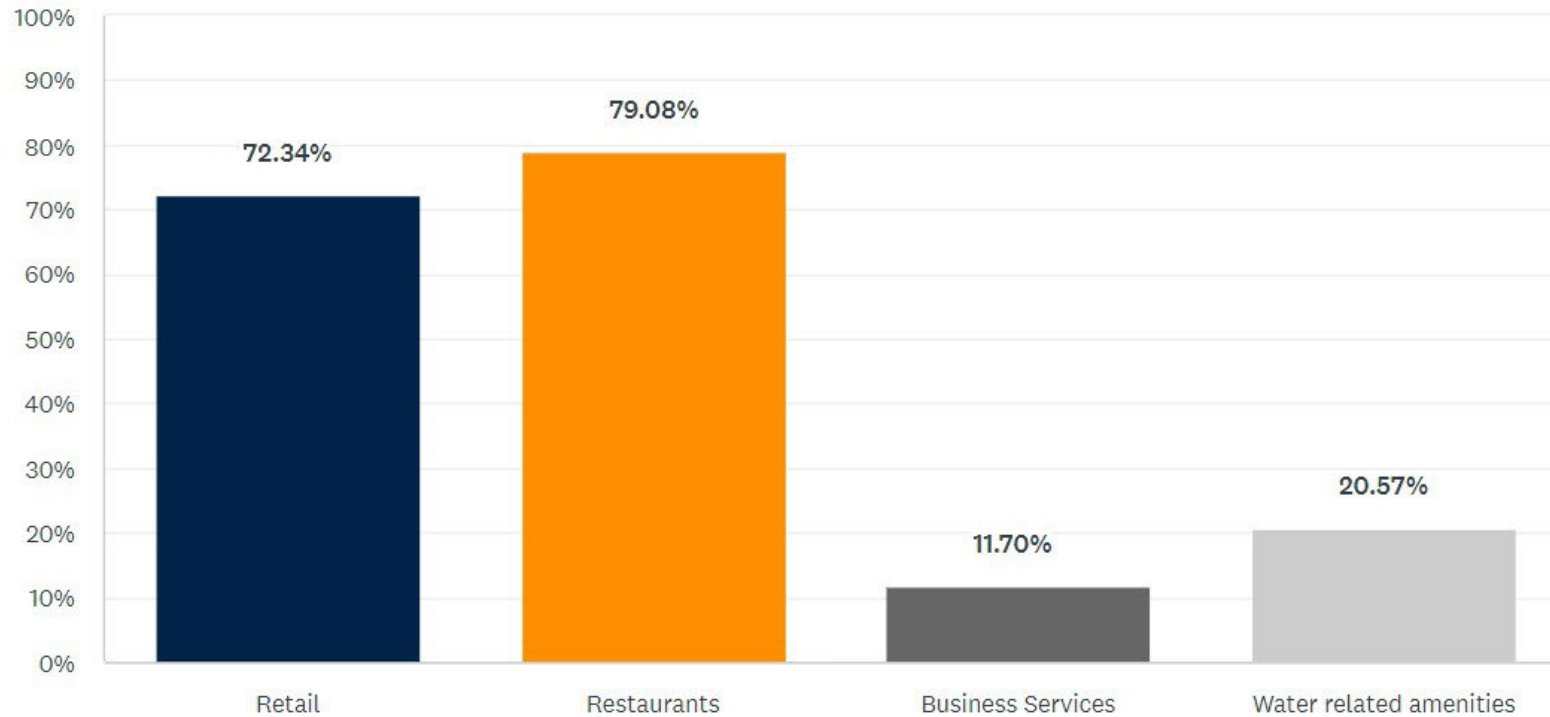
Question 3



Question 4

What new businesses would you like to see in Crosslake? We are looking for ideas here....

Answered: 282 Skipped: 31



Top 5 Comment Results (Answered: 222)

- **More retail options 29% (66)**

Salon, Home Décor, More Stores, Men's Clothing, Sports Wear, Nicer woman's clothing

- **Nicer restaurants 26% (58)**

More choices, Food Truck, Delivery options, BBQ and Bakery

- **Recreation/Entertainment 17% (38)**

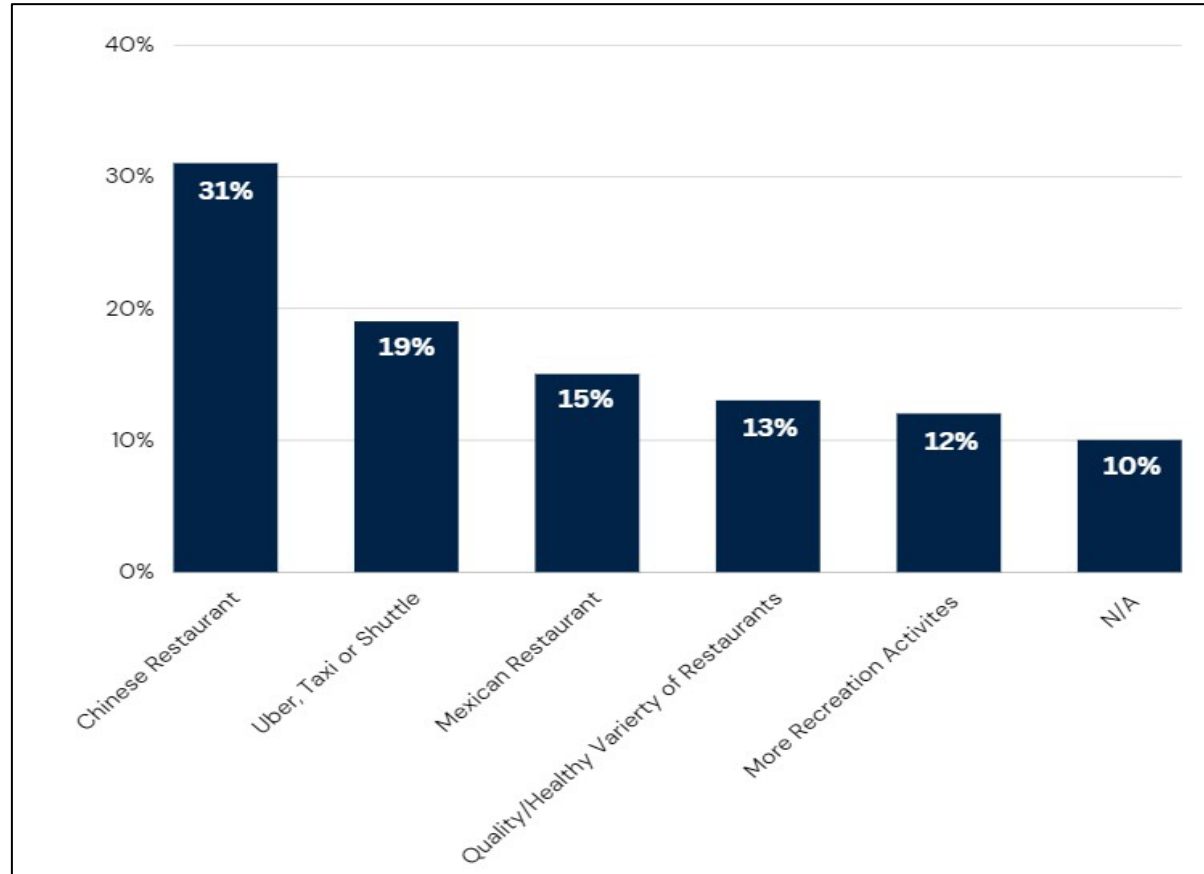
Bowling, Rink, Kids activates, Water options, Waterpark, Venue hall, Community center and Live Music

- **Chinese 14% (33)**

- **Mexican 7% (16)**

The graph shows the answers to the multiple-choice question and some of those respondents commented their specific answer which is categorized to the right

Question 5: Do you have ideas for unique businesses we should target for our city?
Water taxi, more shuttles, Chinese restaurant etc.



Highlighted Comment: Town square needs a Bakery, coffee shop, restaurant, ice cream/candy shop, slightly better-quality clothing store, higher quality furnishings (Like Lit in Detroit Lakes). Water Park, general workout place or upgraded workout area at community center, place that offers UPS package shipping, barbershop, indoor rink, bowling or other indoor winter activity place. Bike path to connect up to Paul Bunyan trail or just around area, County Park.

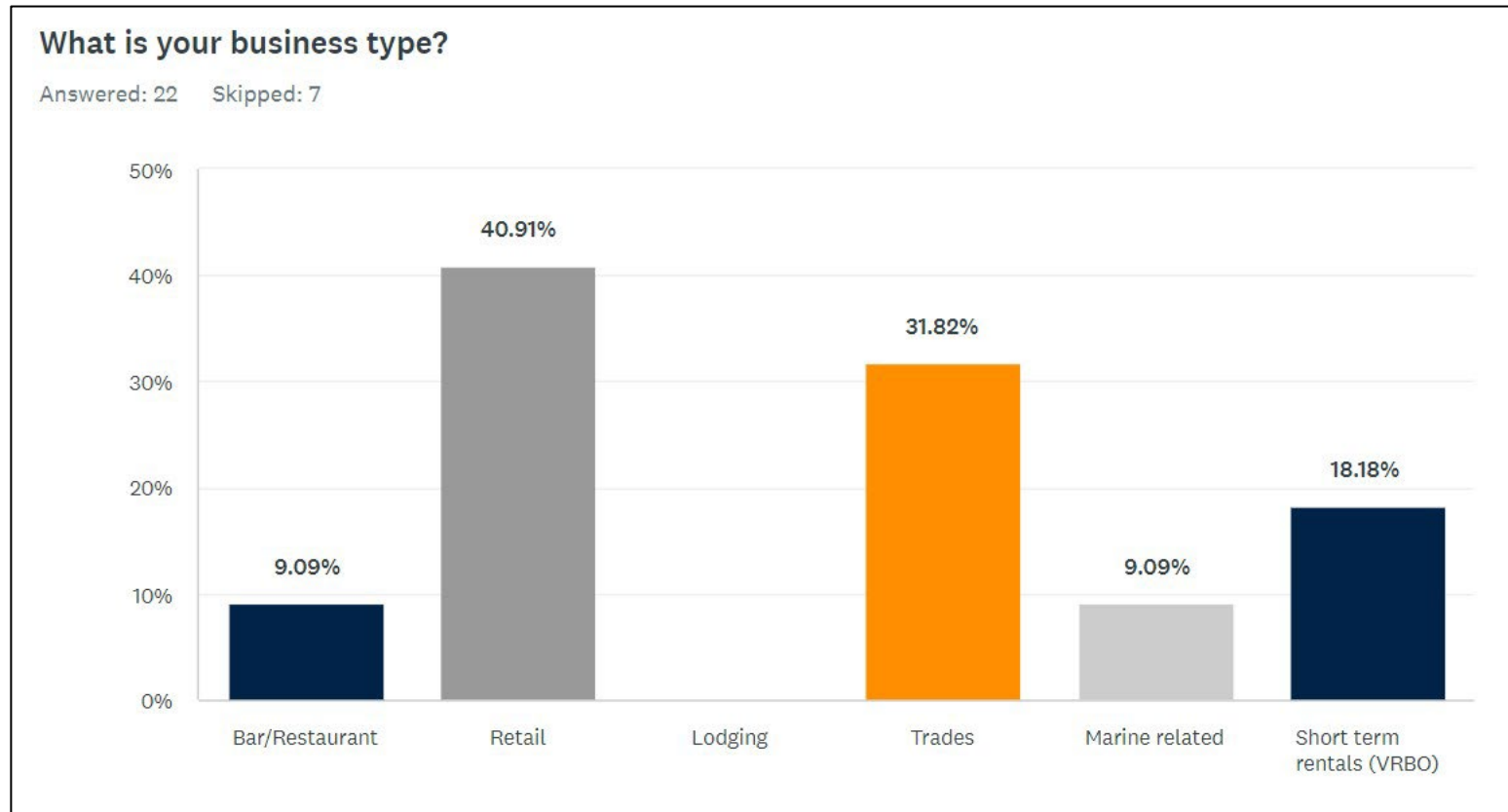
End of Customer Survey Results



Start of Business Survey Results

Business Results (29)

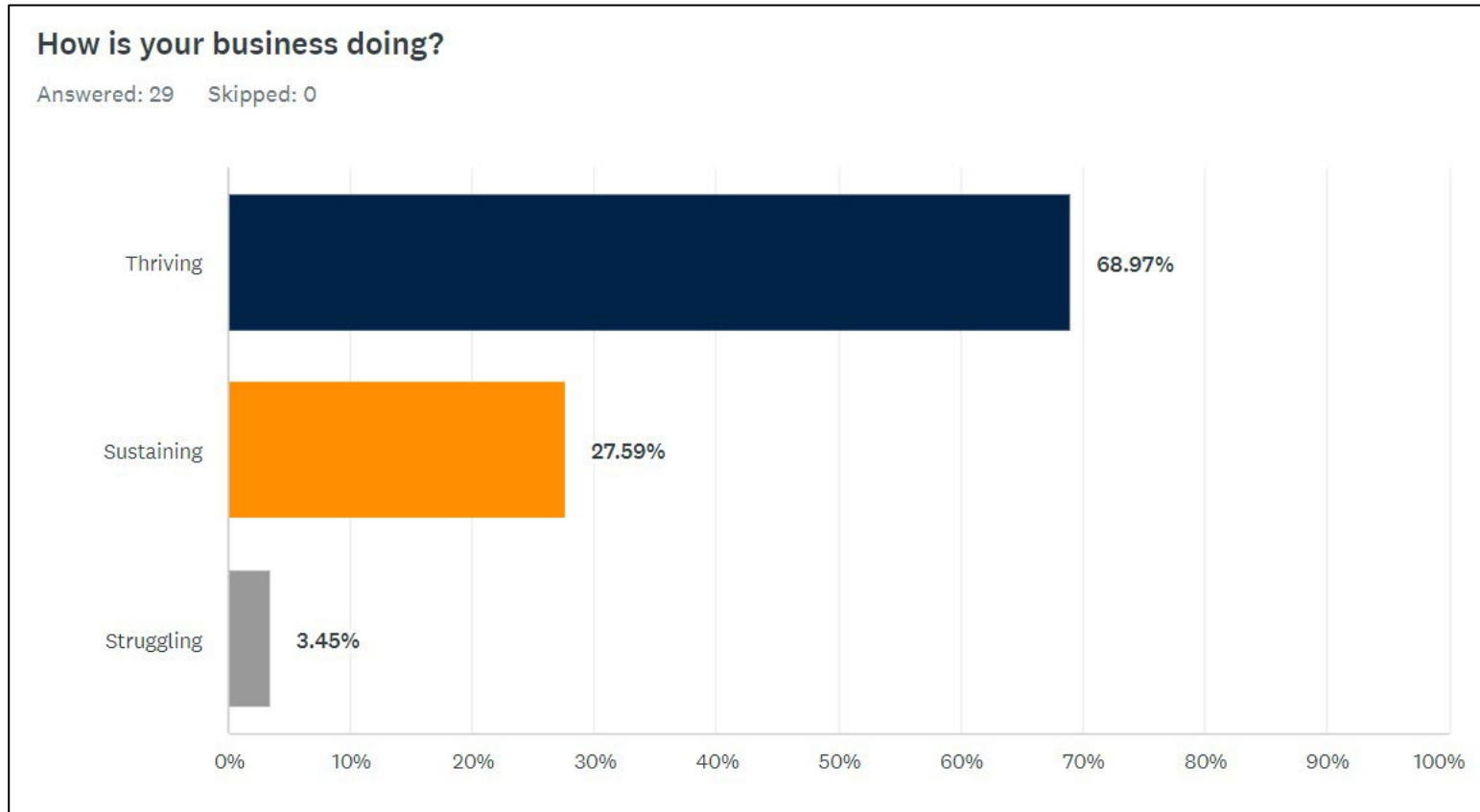
Question 1



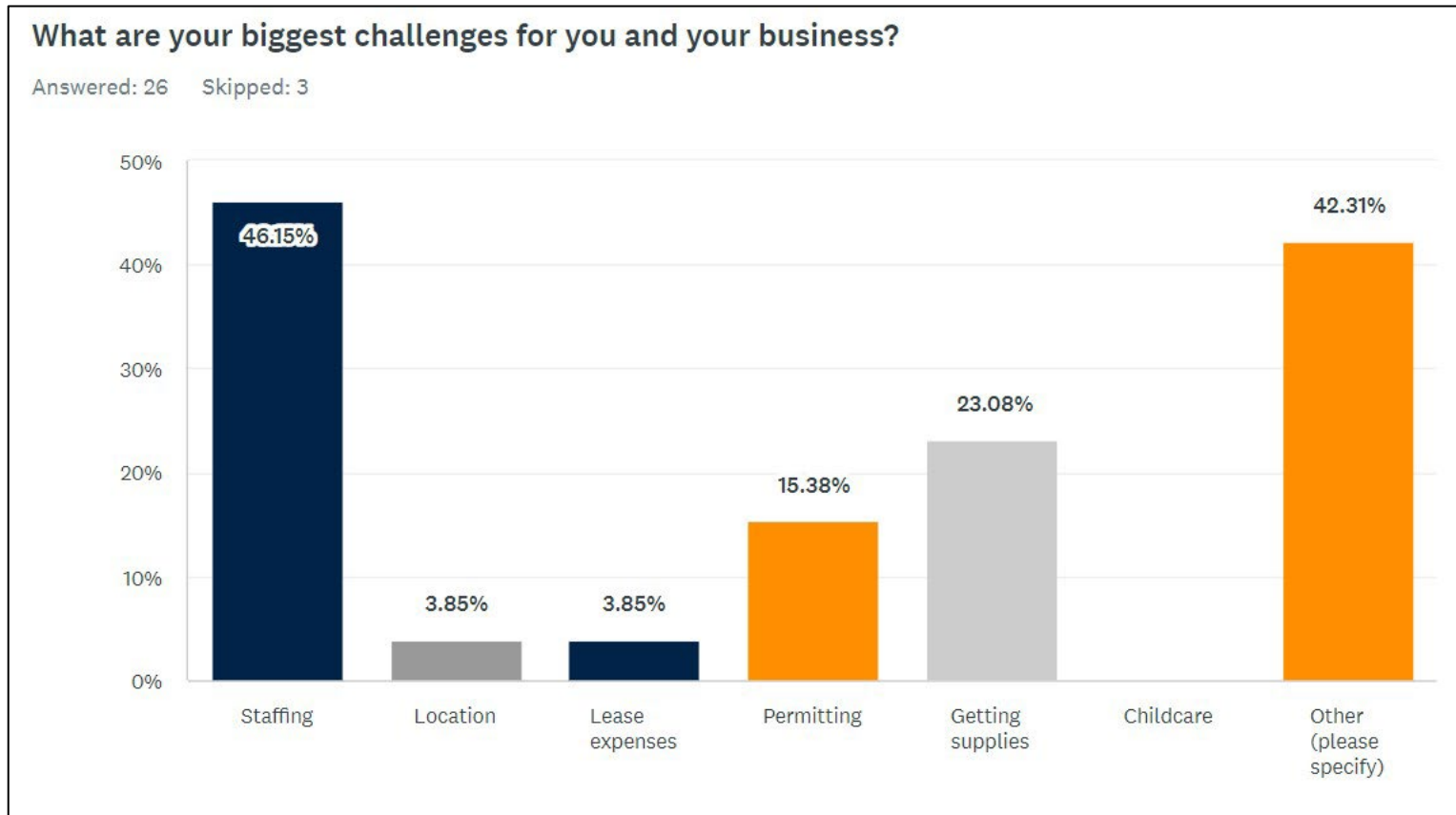
Other Business Types

- Financial
- Historical Society
- Senior Living
- Real Estate
- Communications Provider
- Software Services
- Realty
- Professional

Question 2



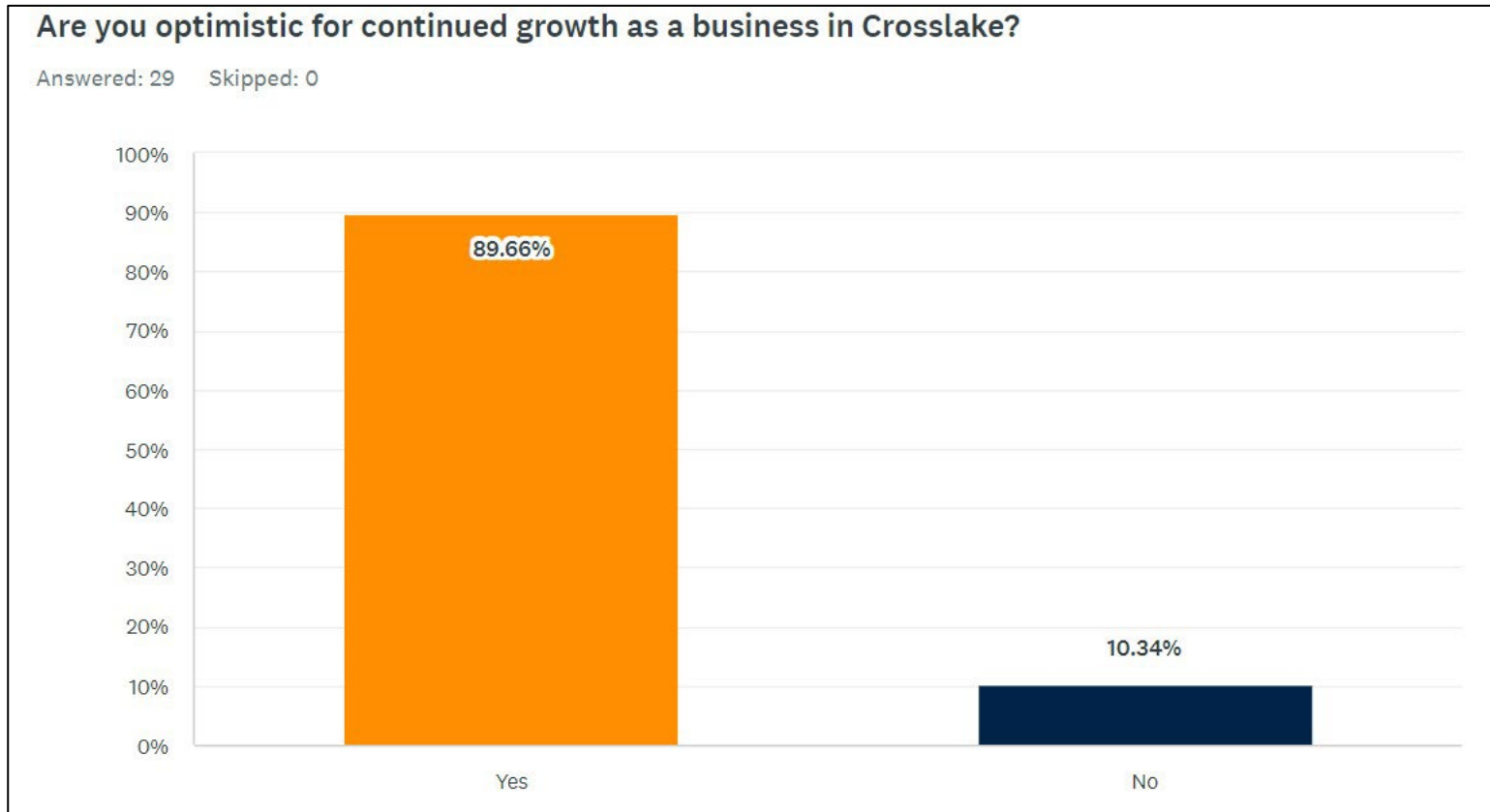
Question 3



Other Answers

- Fundraising
- Transportation for our seniors
- The planning & zoning and city council members being extremely close minded & set in their old fashioned ways
- Trying to get all the clients in that want to make appointments
- The draw of clients to Crosslake
- High Cost of goods
- The short term rental license fee charged by the county is ridiculous. Our renters already pay an occupancy tax and we already pay property taxes. A triple dip.
- Seasonality
- Bringing awareness to Town Square
- Seasonal

Question 4



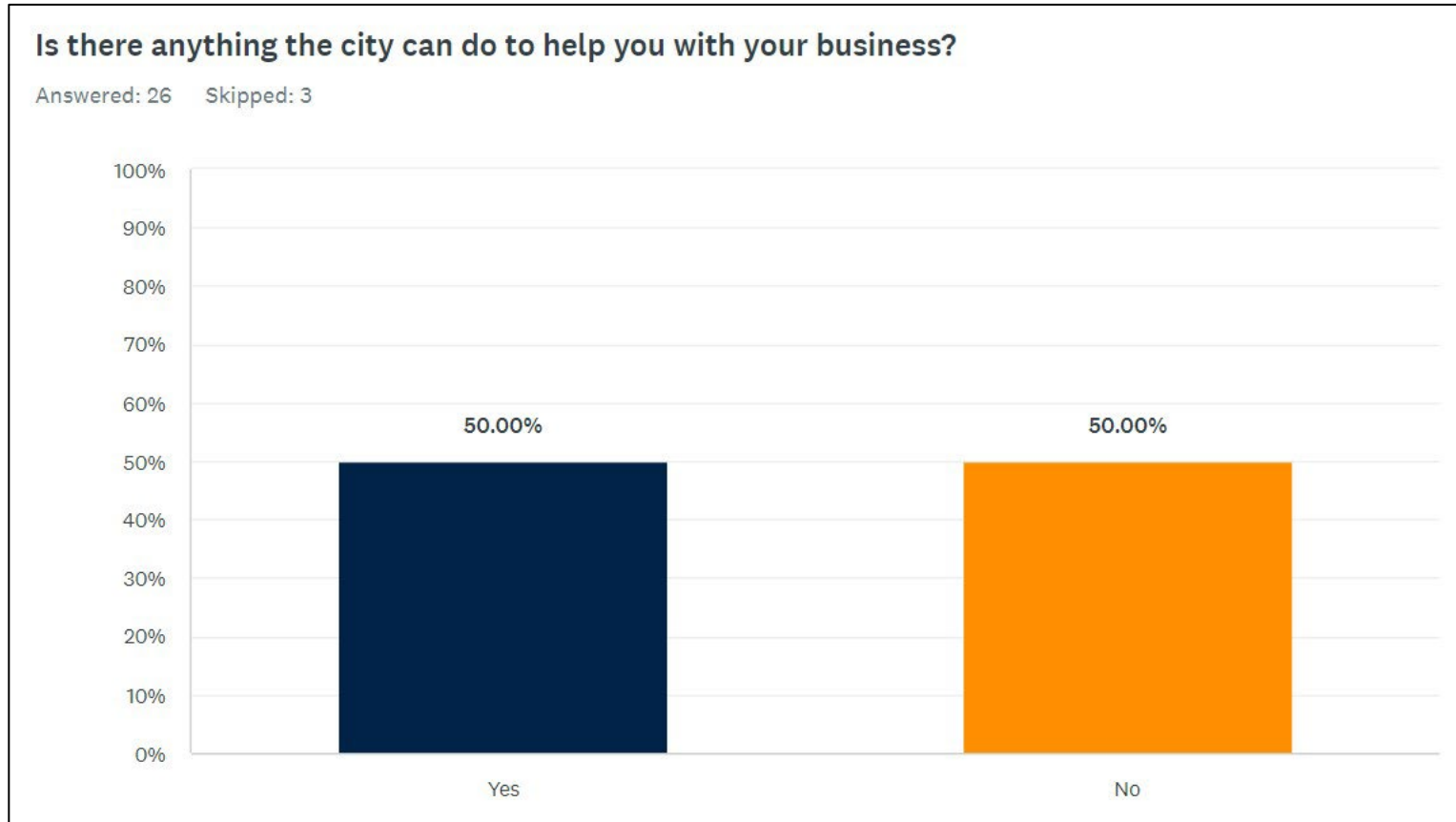
Question 5



YES Answers

- I don't need more training but members of the city planning & council do
- Marketing is always a focus for our business
- Not a cost to the city (taxpayers) plenty of opportunities already exist
- Marketing
- In person invitations social media marketing
- Marketing
- Skill Set and Knowledge development are specific to our business and not generically available, so we have to make those investments internally.

Question 6



Additional Comments

- Do your best to facilitate and try stay out of the way.
- Always have been helpful if needed
- Our current mayor/council doesn't understand city planning. "Downtown " Crosslake has never thrived. There is inadequate housing etc.
- Delivery services for things like groceries for our folks
- Be more open to Crosslake growing and new businesses coming to town like event centers that would create a booming economy in the area
- Patrol the highway for drivers going half the speed limit
- Support our business needs
- Run the city, don't interfere with businesses.
- Understand that not all rentals are the same!
- Stand strong against dead ideas limiting growth
- More winter marketing and events
- Consistency- regulations and expectations
- Allow signs and more advertising for small businesses owners
- Continue to provide a "pro business" set of resources, and encourage networking within the business community

Question 7: What additional businesses would be helpful for our city and would compliment or be of help for your business?

- None
- Ideas: More retail, Dispensary, Lighter fare lunch spots, Medical such as eye doctor, podiatrist, Taxi service, Sporting goods store, Panera Bread (healthy chain food) and a Spa.
- Entertainment: Go Cart Track, The event center in the Judys House of Gift building, Conference and event center for conferences
- Event centers & other high customer turn around places would highly benefit the area by bringing many new people to the area for short amounts of time
- All business types are welcomed needing local communications services
- Open Office Spaces
- Keep child care facility
- A grocery store that charges reasonable prices. Reeds Market is so overpriced.
- Anything that draws more people to town in the off-season. Four seasons! Not just summer!
- Barbecue or Mexican restaurant maybe more shopping. And a huge one would be affordable living
- There are literally thousands of successful business people in the Crosslake Community. I think they are doing a great job of identifying and investing in opportunities they see.

End of Results



Questions, Comments or Concerns visit: www.crosslakeeda.com/contact/