

# Mount Victory, OH Business Community Plan

May 2014



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES



## **Village of Mount Victory, OH Business Community Plan May 2014**

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## **Business Community Plan**

### **Introduction**

In April 2013, the Mount Victory, OH Community Improvement Corporation embarked on an effort to develop an action strategy that would involve broad-based community input and include recommended actions for the growth and sustainability of the Village. Recognizing Village strengths, CIC leadership is interested in building on these assets to grow the economy while complimenting the existing Hardin County Community Economic Development Strategy. Identified assets include:

- **Two intersecting highways (31 & 273)**
- **Destination shopping (14 antique/craft shops)**
- **Historic downtown area**
- **Planned/funded new K-12 school**
- **Strong existing businesses**
- **Amish community**

CIC and Village leadership contacted the Ohio State University Extension for assistance in facilitating the planning effort, including surveying businesses and community members and developing a list of recommended action steps. Two initial meetings were held with CIC and Village leadership in Spring 2013 to set the stage. On April 15, 2014, efforts continued with a community meeting held at the Plaza Inn. The purpose of the meeting was to share a planning strategy including a survey that would be distributed to existing businesses. Developing an action plan to assist in the retention of local business and help them grow is a common priority for local public officials and community leaders. Program Goals

### **Program Goals**

Goals of the Mt. Victory Business Community Plan are:

- **To implement a plan for action for the retention and expansion of existing businesses**
- **To increase the competitiveness of local businesses**
- **To build on Mt. Victory assets in balancing recreational, social, environmental and economic benefits**

### **Methodology**

Extension professionals Greg Moon and Nancy Bowen developed a survey instrument that captured key questions that would be asked of businesses in Mt. Victory. A draft survey was then shared with business and community leaders at the dinner meeting mentioned previously. The purpose of the survey was to collect input on business satisfaction, needs, trends and preferences for projects that should be undertaken in the Village to help business success. Survey sections included:

- **General information**
- **Local business environment (advantages, challenges, potential projects and events)**
- **Services/amenities**

- **Importance of service/amenities**
- **Useful business services**
- **Business operations**

Extension and CIC leadership used a combination of methods to collect data. The survey was made available online and could be emailed or mailed to participating businesses. In addition, CIC members hand-delivered surveys and met one-on-one with businesses to collect survey responses.

Initially, a community meeting was held launch the survey and collect sample data. The survey was then sent to 40(?) local businesses and

community members to explain what the purpose of the planning effort and that the survey could be completed online. Less than 10% of the businesses mailed initial letters completed the online survey. Some respondents were called or met with to collect the data.

Extension professionals collected and analyzed the data using SurveyGold software. They then interpreted the data and results of the survey to develop an action plan report, the Business Community Plan. This plan was drafted and shared with community members at a second community meeting held at the Plaza Inn on May 20, 2014.

## Mount Victory, OH Demographic Overview<sup>1</sup>

- Mount Victory had a population of [537](#). Since the year 2000, the population growth of Wyandot County was -10.5 percent ([600](#) in 2000 Census).
- The median value of a home in Mount Victory was [\\$96,800](#). [97.5%](#) of the total [240](#) housing units were occupied, and [75.2%](#) of those households were owner-occupied.
- Mount Victory's median age was [47.8](#). The U.S. median age was [37.2](#).
- The average household size in the Village was [2.29 people](#). [31.2%](#) of residents are married with children. [5.5%](#) have children, but are single.
- The unemployment rate in Mount Victory was [8.2%](#) and the U.S. average was [9.3%](#).
- Of the population aged 25 and older, 79.7% had a high school diploma or higher degree (85.7% across the U.S.), and 7.4% had a bachelor's degree or higher (28.5% across the U.S.).
- The average commute time for those living in Mount Victory was [25.1 minutes](#). The national average was [25.4 minutes](#).

	Mount Victory	Ohio	United States
Total population	537	11,533,561	309,138,711
Male population	57.0%	48.8%	49.2%
Female population	43.0%	51.2%	50.8%
Median age (years)	47.8	38.8	37.2
Total households	240	5,124,503	131,642,457
Average household size	2.29	2.46	2.61
Percent high school graduate or higher	79.7%	88.2%	85.7%
Percent bachelor's degree or higher	7.4%	24.7%	28.5%

<sup>1</sup> Information obtained from the U.S. Census Bureau, 2008-2012 American Community Survey 5-year Estimates at <http://factfinder2.census.gov>, which reflects the most current information for the Village of Mount Victory, OH.

## Economy in Mount Victory, OH<sup>2</sup>

ECONOMY	Mount Victory	Ohio	United States
Civilian labor force	305	5,869,359	156,533,205
Unemployment Rate	8.2%	9.7%	9.3%
Mean travel time to work (minutes)	25.1	23.0	25.4
Per capita income (dollars)	23,413	25,857	28,051

POPULATION BY OCCUPATION	Mount Victory	Ohio	United States
Management, business, science, and arts occupations	19.6%	34.0%	35.9%
Service occupations	31.1%	17.7%	17.8%
Sales and office occupations	16.8%	24.8%	24.9%
Natural resources, construction, and maintenance occupations	9.3%	7.9%	9.3%
Production, transportation, and material moving occupations	23.2%	15.6%	12.1%

ESTIMATED HOUSEHOLDS BY HOUSEHOLD INCOME	Mount Victory	Ohio	United States
Less than \$10,000	3.4%	8.1%	7.2%
\$10,000 to \$14,999	4.7%	5.8%	5.4%
\$15,000 to \$24,999	17.5%	11.7%	10.7%
\$25,000 to \$34,999	12.0%	11.2%	10.4%
\$35,000 to \$49,999	21.4%	14.7%	13.7%
\$50,000 to \$74,999	20.1%	18.9%	18.2%
\$75,000 to \$99,999	7.3%	12.0%	12.2%
\$100,000 to \$149,999	11.5%	11.1%	12.8%
\$150,000 to \$199,999	0.0%	3.5%	4.8%
\$200,000 or more	2.1%	2.9%	4.6%
Median household income (dollars)	43,929	48,246	53,046

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<sup>2</sup> Information obtained from the U.S. Census Bureau, 2008-2012 American Community Survey 5-year Estimates at <http://factfinder2.census.gov>, which reflects the most current information for the Village of Mount Victory, OH.

## Cost of Living in Mount Victory, OH<sup>3</sup>

COST OF LIVING	Mount Victory	Ohio	United States
Overall	87	91	100
Food	98	99	100
Utilities	102	101	100
Miscellaneous	101	99	100

- Cost of living indices are based on a U.S. average of 100. If Mount Victory scored above the cost of living index in any category it would indicate that local residents experience a cost of living above that of the U.S. average. Likewise, a cost of living index less than 100 in a category would indicate a cost of living below the U.S. average.
- Overall, the cost of living index for Mount Victory is 87.30.
- The total of all the cost of living categories were weighted subjectively as of 2012, and were as follows: Housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services, and entertainment (32%). State and local taxes are not included in any category.
- Although Mount Victory has a higher cost of living than the national average in the Utilities and Miscellaneous categories, the overall cost of living in Wyandot County is 12.7% below that of the U.S. average and 0.96% below that of the State of Ohio average (90.5).

<sup>3</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/>, which reflects the most relevant data for Mount Victory, OH.

## Community Plan Results

### General Information

The Mt. Victory Business Community Planning session was carried out in April and May 2014. Between April 16 and May 1, a survey was conducted and data was gathered from 27 local businesses and community members. With an approximate distribution of about 40 people, the response rate is over 67%. Survey results were also gathered on opinions regarding community projects during a dinner meeting held on April 15, 2014 at the Plaza Inn.

Of the 27 survey respondents, the majority (52%) are long-time stakeholders, residing at the same business location in Mount Victory for over 20 years. The vast majority (over 83%) owns the space where the business is located. Almost 80% also live in the Mt. Victory area with most of the respondents (62.5%) residing within the village limits.

Over 70% of the respondents rank Mt. Victory as a good to excellent place to do business, with 52% giving Mt. Victory a good ranking. Only one respondent ranked it poor. In fact, almost 90% (all but 3) said they would recommend Mt. Victory as a good business location to other businesses. In keeping with these results, over 77% said the quality of life is good or excellent in Mt. Victory, while only one gave it a poor rating.

Interestingly, most respondents (72%) say the majority of their sales are from customers beyond a 10-mile radius and only 4% (one respondent) from customers in Mt. Victory. This indicates that most sales are “export” sales, bringing new dollars into the community. Over 50% also predict their sales, revenue and profit will increase over the next three years. Only three respondents, though, plan to hire employees, the rest say employment will stay the same.



## Local Business Environment

The survey indicated businesses are generally satisfied with their location in Mt. Victory and although they are hopeful the local economy is improving, are concerned about a declining market. Respondents overwhelmingly ranked location as the #1 reason why they operate their businesses in the Village. The fact that Mt. Victory is “home” and access to customers were ranked second and third by respondents.

The top three challenges business face were ranked in the order below:

- **Declining market**
- **Expensive or unavailable utilities**
- **Insufficient parking**

It was mentioned by Village leadership at the April 15<sup>th</sup> meeting that cable and internet service could be of specific concern and that that issue is being addressed.

When asked what projects, programs or events would be most important, businesses overwhelmingly selected “**Main Street Beautification**” which was ranked #1 by at least three-fourths of the respondents. The “Memorial Day Celebration” was the second ranking event with the “Town Park Project” ranking a distant third. In summary, the top ranked projects were:

- **Main Street beautification**
- **Memorial Day Celebration**
- **Town Park Project**

Businesses were asked what assistance would be most helpful from the perspective of a business owner and most indicated “assistance for promotion and marketing” was important.

Other types of assistance in order of rank included:

- **Assistance for restoring downtown**
- **Assistance for storefronts**
- **Bring back events (i.e. Frog Jumping)**
- **Publish village newsletter**
- **Assistance for new signs/benches**

Other comments by respondents to this questions included needing more job opportunities and requiring slower traffic through town on St. Rt. 31.

Respondents were also asked what projects they would be willing to volunteer to assist with. The table below lists the projects and individuals interested in helping out.

Project(s)	Volunteer(s)
Any project.	Tara Phillips
Cleaning up trash. Planning events.	Alexis Hilyard
I'll help wherever needed	John Sieg
We'll donate money or ideas	Ron & Lavone Eastman
Improve our building	Dana Baker
Library	Emma Jordan
Restoration help, storefronts, promotion and marketing, Library, events, volunteers, newsletters	Peggy Harrison
Willing to help in any capacity I can	Vonna Chamberlain-Miller

Although many of the respondents did not answer this question, several who did are available to provide assistance in any way possible. A few others indicated where or what they could do to help out, sometimes not directly related to the priority projects listed but in other significant ways.

## Services/Amenities

The survey included 29 questions related to services and amenities in the Village of Mt. Victory. Respondents were asked to indicate whether each was “Excellent”, “Good”, “Average”, or “Poor”. The **School System** was given the most “Excellent” responses at 31.82%, while **Fire/paramedic services** were ranked as “Excellent” by 27.27% of the respondents. Other services that were given “Excellent” ratings by over 5% of the respondents included:

- **Transportation thoroughfares – 13.6%**
- **Police safety services – 15.7%**
- **Snow and ice removal – 9.1%**
- **Street repairs – 8.7%**
- **Recreation/Cultural – 5.3%**

Results indicate that the School System was given the highest level of satisfaction by the business community respondents. On the contrary, “Poor” ratings were given to several services including:

- **Health care services (also no excellent responses) - Snow and ice removal – 11.11%**
- **Communication (no excellent responses) – 9.2%**
- **Print media (no excellent responses) – 5.88%**

Snow and ice removal and police safety services received both excellent and poor ratings (4.5% and 5.3% respectively).

As a follow-up question, respondents determined whether the services they had rated were either “Very Important” or

“Important”. Results, in order of importance, are listed below:

- **Fire/paramedic services – 80%**
- **Police safety services – 75%**
- **Electric utilities – 70%**
- **Street repairs – 68.2%**
- **School system – 63.2**
- **Snow and ice removal – 59.1%**
- **Transportation thoroughfares – 55%**
- **Water and sewer – 52.4%**
- **Recreation/cultural – 41.2%**
- **Health care services – 41.2%**

The vast majority of respondents indicated that Fire/paramedic services and Police safety services were very important. The respondents did not deem one service, public transportation, important.

## Useful Business Services

In this section, respondents chose how useful selected services would be in helping them with their businesses. They were given the choices “Very Useful”, “Somewhat Useful” or “Not at all Useful”. Well over half (59 or 60%) indicated that **Web Site or internet resources, special event coordination (to increase foot traffic)**, and **advertising or marketing of Main Street as a shopping destination** would be highly useful services. Other services that would be appreciated by the business respondents included:

- **Downtown directory - 56.5%**
- **Sign grants – 47.1%**
- **Façade grants – 40%**

A large percentage of respondents indicated that certain services would not be needed at all. These included (with percentage “Not at all Useful”):

- **Low interest business loans – 52.6%**
- **Low interest building improvement loan program – 47.1%**
- **Free business assistance – 42.1%**
- **Façade grants – 40% (40% also said this service would be very useful)**

It appears from the results that business respondents are most interested in advertising and marketing assistance including web site resources. Grants are fine but loans may not be desired by most businesses.

## Business Operations

The survey included final questions regarding the respondent business operations. A summary of the results of this section is as follows:

- **50% see increases in sales during the Summer season; compared to 7% in the Winter**
- **78% hire more employees during their busy season**
- **77% say word-of-mouth is their most successful form of marketing; followed by the internet at 13%**
- **80% of the majority of customers are aged 31-49**
- **Saturday appears to be the busiest day of the week (1/3 of respondents), but responses vary**
- **Over half (52%) have plans to modernize or expand their business**
- **Of those with plans, the majority**

### **face constraints (87.5%)**

- **Financial – 31.25%**
- **Insufficient space – 18.75%**
- **Parking – 12.5%**

## Action Plan

A primary objective of any Business Community Plan is to identify a course of action for local community, public, and business leaders as well as economic development professionals. This action plan should work to address identified opportunities and challenges identified in the collected data. Changes in the local economy will not take place in the short-term and therefore the action plan must also lay the groundwork for sustaining local economic prosperity.

The survey data indicated several trends and potential recommendations for strategies that could assist the CIC and Village of Mt. Victory officials in making progress towards community economic development goals. Below are recommendation summaries and action steps which could be accomplished in the short term (3-6 months).

Extension professionals offer five recommendations based on the results of the survey and community discussions, which are listed and described in more detail below:

1. Effective marketing strategies workshop
2. Business community brochure
3. Storefront grant funding
4. Leverage the Memorial Day Celebration event
5. Main Street beautification campaign and fundraiser

***Recommendation One: Hold an “Effective Business Marketing Techniques Workshop” focused on online and social media strategies.***

***Action Step: Develop and share workshop itinerary with CIC leadership. Identify a date within 3-12 months for delivery of the workshop by OSU Extension or other vendor.***

***Project Description:***

Small businesses often miss the boat leveraging the marketing advantage of web-based applications. Interactive websites are a key component of every small business marketing strategy. Businesses can benefit greatly tapping into mobile media marketing that integrate maps and applications and mobile media marketing. OSU Extension recommends delivering a daylong workshop to assist businesses in developing and implementing effective marketing strategies. An example of a popular workshop Extension has delivered at many locations is called the “Maps and Apps” Workshop.

***Recommendation Two: Develop community brochure(s) to market the downtown and area businesses.***

***Action Step: Create a mock-up for a new brochure(s) to market Village businesses and Mt. Victory’s uniqueness as a destination shopping location. Identify a person or entity willing to volunteer to design the brochures.***

***Project Description:*** Develop a brochure or brochures to promote the uniqueness of Mt. Victory as a visitor/shopping destination. Plaza Inn, shops, parks, Amish culture and the Memorial Day Celebration set Mt. Victory apart from other small towns, which should be widely marketed. CIC leadership should try to identify a person or business to design a high quality

brochure. A potential grant or sponsorship funding could help to pay for printing. Brochures can be distributed at Ohio Department of Transportation Welcome Centers and Rest Areas and to state offices, including JobsOhio, for distribution as needed. QR codes will be created and inserted on brochures and other marketing materials and linked to the website.

***Recommendation Three: Improve facades and buildings in the downtown area by providing targeted funding incentives.***

***Action Step: Develop a grant program/funding mechanism to assist business owners or potential new specialty shop or artist-retailers to invest in and upgrade storefronts or open shops in vacant spaces.***

***Project Description:*** In exchange for funding, business owners or potential new businesses would be required to invest sweat equity into rehabilitating storefront spaces. This program can encourage downtown investment in existing buildings and work to attract new businesses to the downtown area, including the potential for new specialty shop or artist-retailers. This program could potentially be funded with small grants through state-level organizations (Ohio Arts Council for one) or private donations. A similar program has operated successfully in Nelsonville, OH (pop. 5,349) where, over a period of five years, artists and businesses cleaned up downtown storefronts and brought the town’s downtown square back into economic prosperity.

***Recommendation Four: Leverage the Memorial Day Celebration by promoting and piggybacking on regional and statewide advertising efforts.***

**Action Step: Identify existing and new advertising opportunities through the Ohio Tourism Association, JobsOhio, Hardin County and other organizations to assure the event is being posted.**

**Project Description:** Mt. Victory hosts a very successful Memorial Day Celebration attended by visitors from throughout the county and region. Survey respondents listed this event as #2 in importance. The project would involve identifying free marketing opportunities that would piggyback on regional or state advertising promoting statewide events. Widespread advertising for this event would help to draw new visitors and traffic to the community, benefiting area businesses. An example of this type of success is Wren, OH (pop. 193). Wren holds an annual whiffle ball tournament that has grown to be a national event drawing hundreds of visitors every year. Twenty years ago, there were virtually no businesses in the small, storefront downtown and today, it is 100% occupied.

**Recommendation Five: Conduct a Main Street Beautification Campaign**

**Action Step: Identify, list and make contact with potential donors for this project. Beneficiaries should be given the opportunity to be recognized for specific donations as part of the campaign.**

**Project Description:** Most respondents agree that to beautify Main Street would help draw shoppers. Respondents indicated that this project was the most important of all options listed in the survey. The project involves planters, flowers, benches and other efforts to

spruce up the downtown area. To accomplish this project, funds will need to be raised to buy and install infrastructure. Although the amount of investment could be fairly small, an effort will need to be mounted to identify and contact contributors who could help make this project a reality.

## **Summary**

Mt. Victory is a typical small town with typical identity and growth issues, but efforts by the CIC and Village officials to plan for the future community growth and prosperity can make a significant difference. This plan can provide a start in laying out what the business community wants to do as stakeholders in the future of the Village.

Conducting a survey of existing businesses in downtown area and throughout the Mt. Victory community is helpful in identifying key issues, opportunities and ideas for improvements that can help to grow, stabilize and sustain the local economy over time. Incorporating survey results was the key priority in developing the recommendations laid out in this plan.

*Ohio Magazine* annually publishes “Ohio’s Best Home Towns”, a series that lists and describes locations in Ohio that offer the best in small town living. As the Mt. Victory business and community leadership looks to the future, they embody all the characteristics that make a small town an attractive location for visitors, residents and businesses.

## Appendix A: 2014 Mount Victory Planning Survey Results

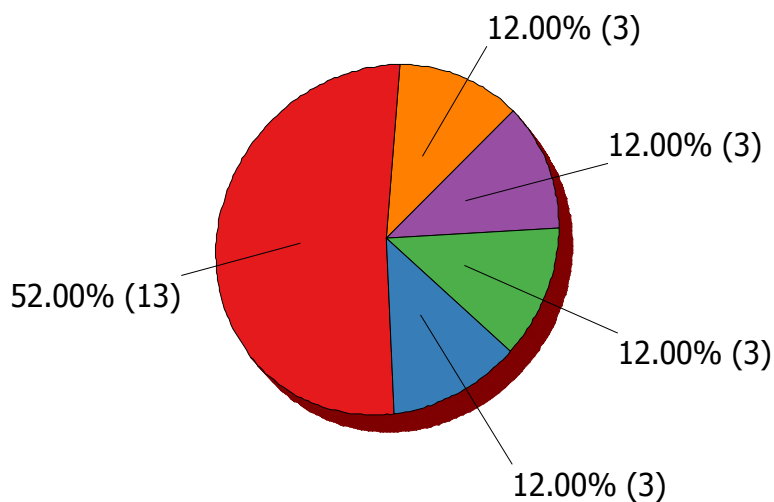
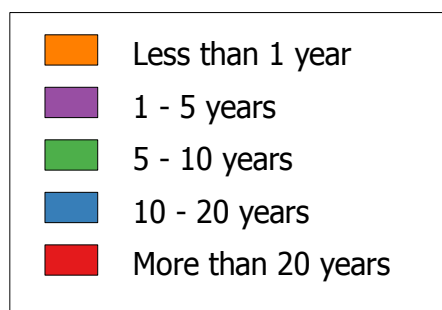
### Survey Results

The following is a graphical depiction of the responses to each survey question. Additional comments provided by respondents, if any, are included after each graph.

#### Section - General Information

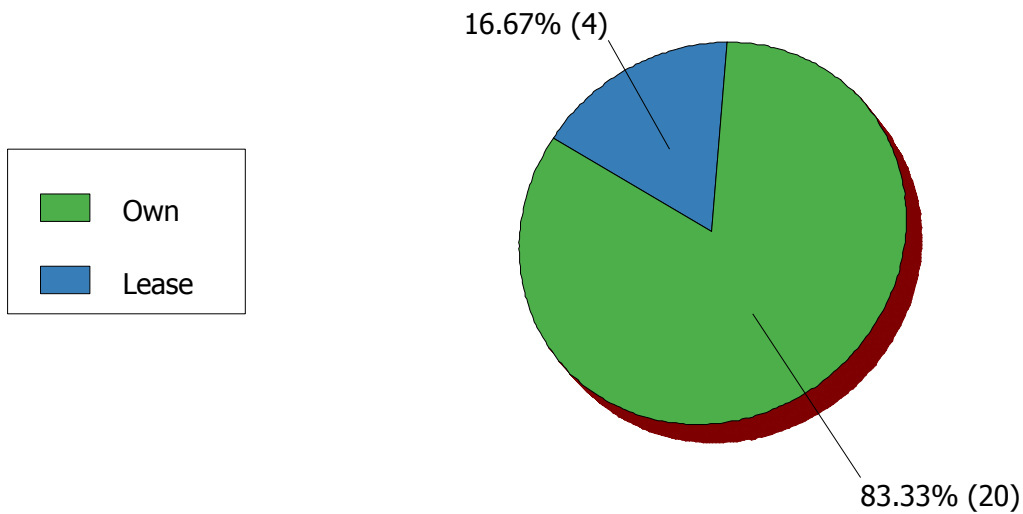
##### *1. How long has this business been operating at its current location?*

Min: 1.00 Max: 5.00 Mean: 3.80 Mode: 5.00 Median: 5.00 Std Dev: 1.47



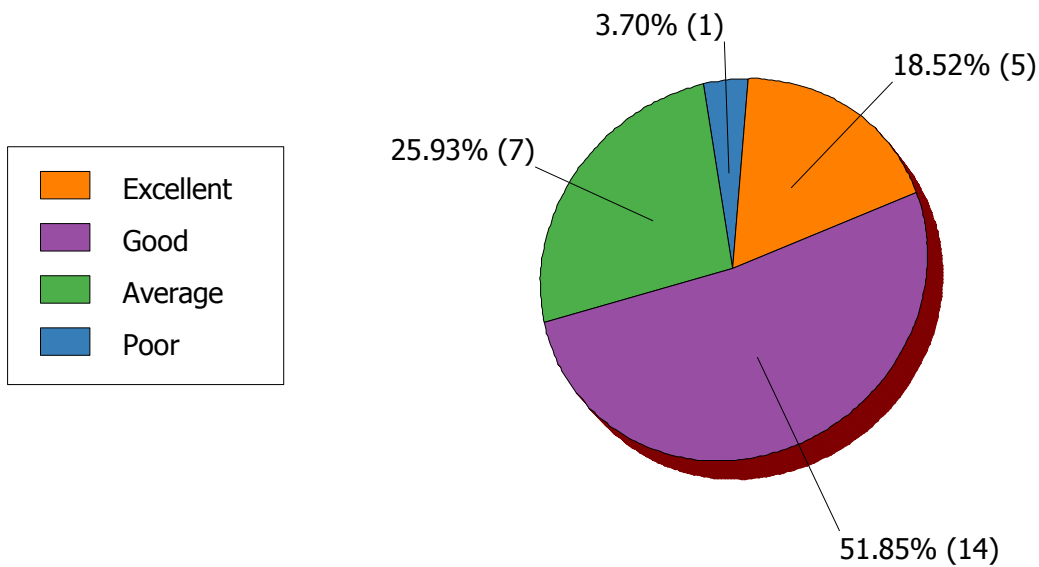
**2. Do you currently own or lease the space your business occupies?**

Min: 1.00 Max: 2.00 Mean: 1.17 Mode: 1.00 Median: 1.00 Std Dev: 0.37



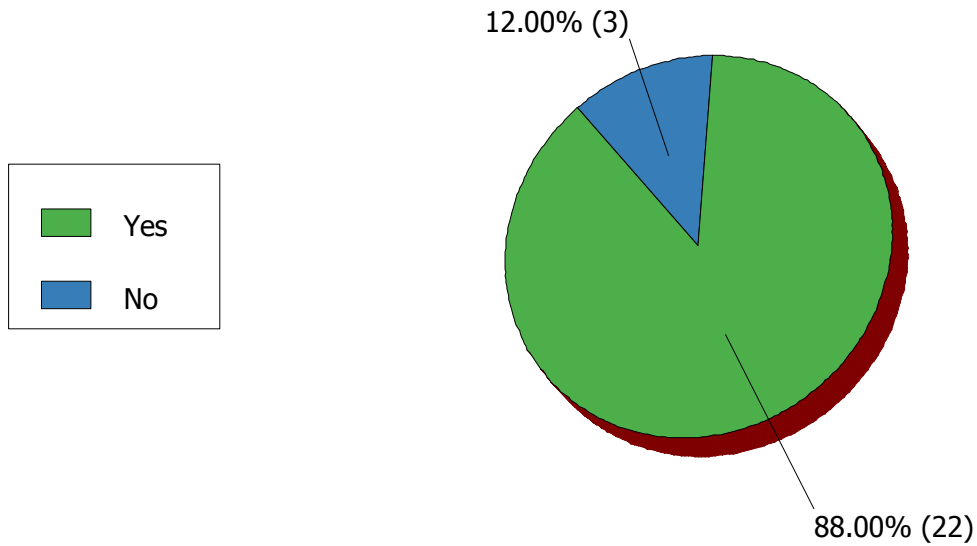
**3. What is your overall opinion of Mt. Victory as a place to do business?**

Min: 1.00 Max: 4.00 Mean: 2.15 Mode: 2.00 Median: 2.00 Std Dev: 0.76



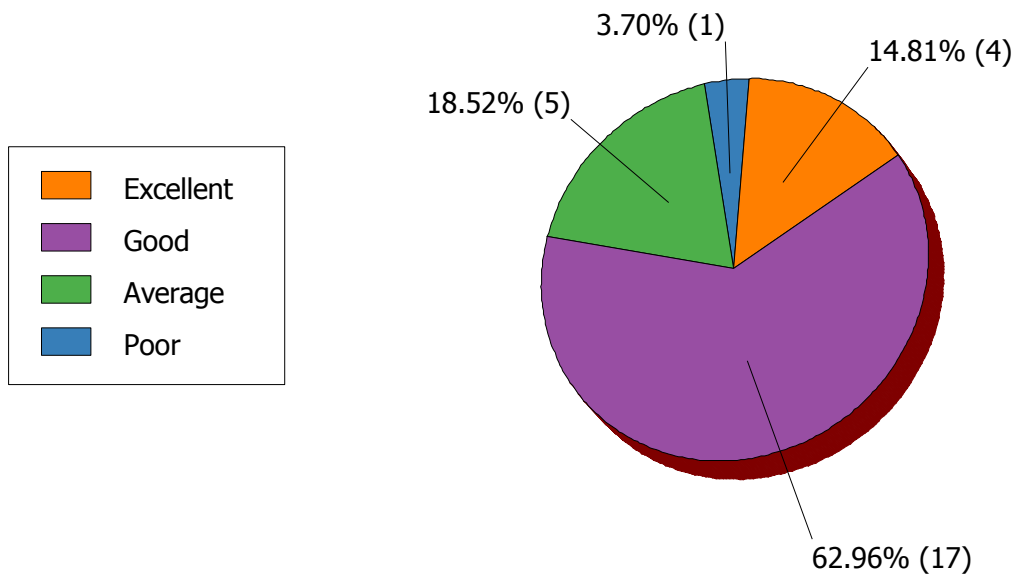
**4. Would you recommend Mt. Victory as a good business location to other businesses?**

Min: 1.00 Max: 2.00 Mean: 1.12 Mode: 1.00 Median: 1.00 Std Dev: 0.32



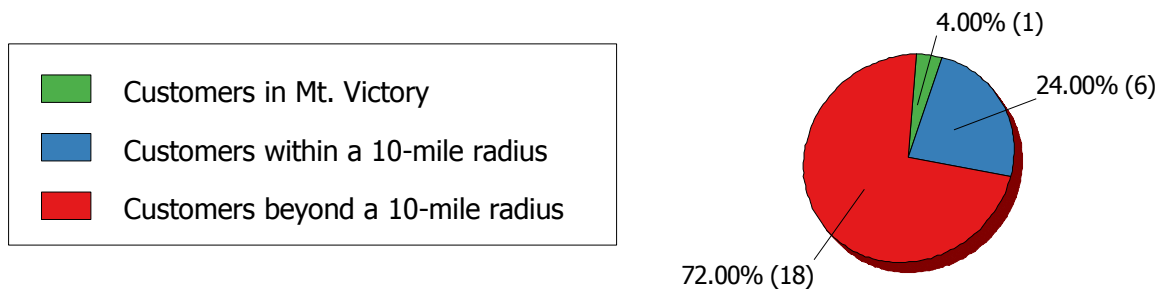
**5. Please rate the overall quality of life in Mt. Victory.**

Min: 1.00 Max: 4.00 Mean: 2.11 Mode: 2.00 Median: 2.00 Std Dev: 0.68



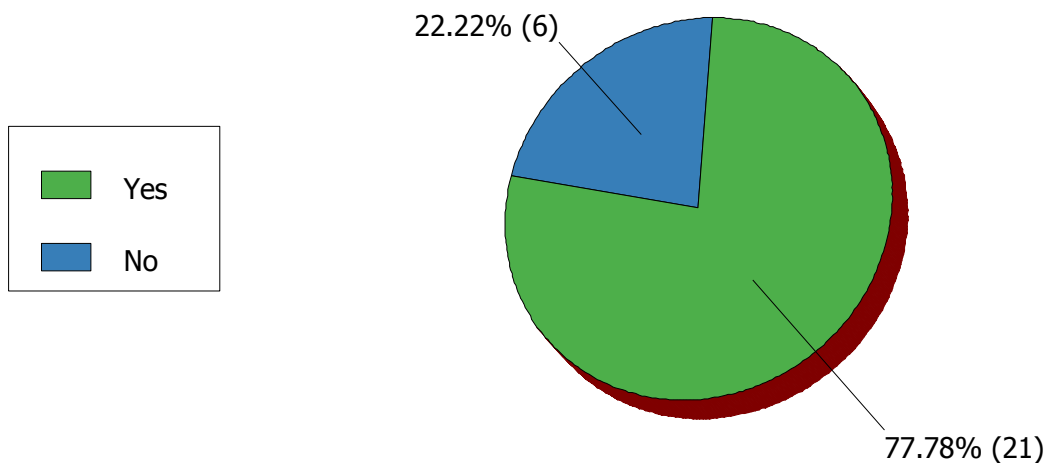
**6. Where do the majority of your sales come from?**

Min: 1.00 Max: 3.00 Mean: 2.68 Mode: 3.00 Median: 3.00 Std Dev: 0.55



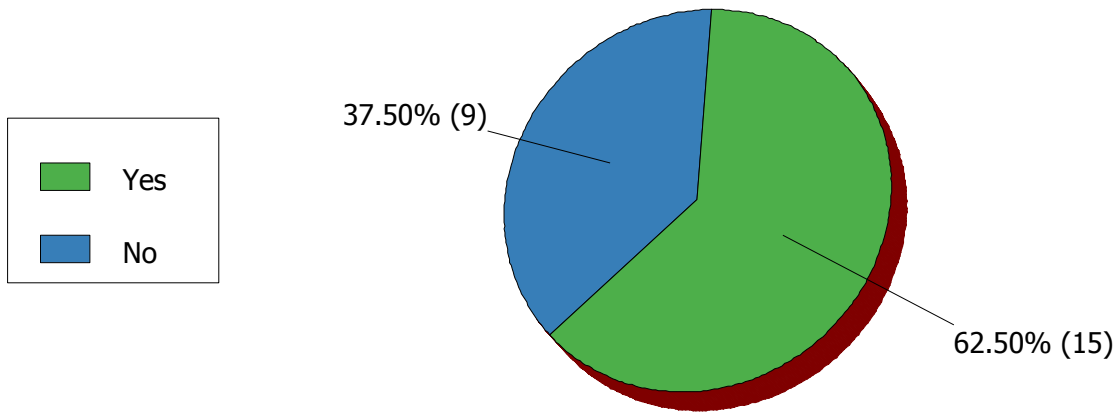
**7. Do you live in the Mt. Victory area?**

Min: 1.00 Max: 2.00 Mean: 1.22 Mode: 1.00 Median: 1.00 Std Dev: 0.42



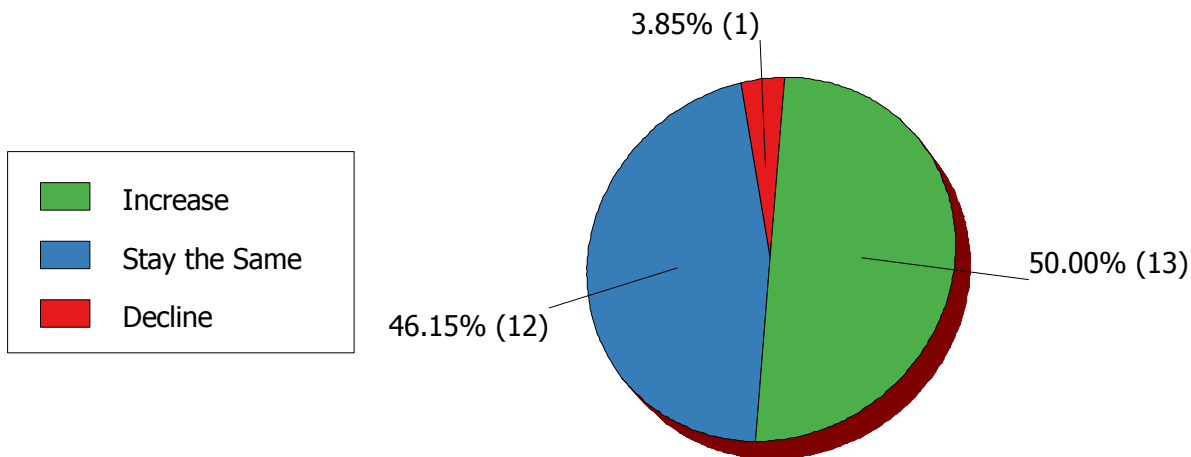
*8. If YES, do you live within the village limits?*

Min: 1.00 Max: 2.00 Mean: 1.38 Mode: 1.00 Median: 1.00 Std Dev: 0.48



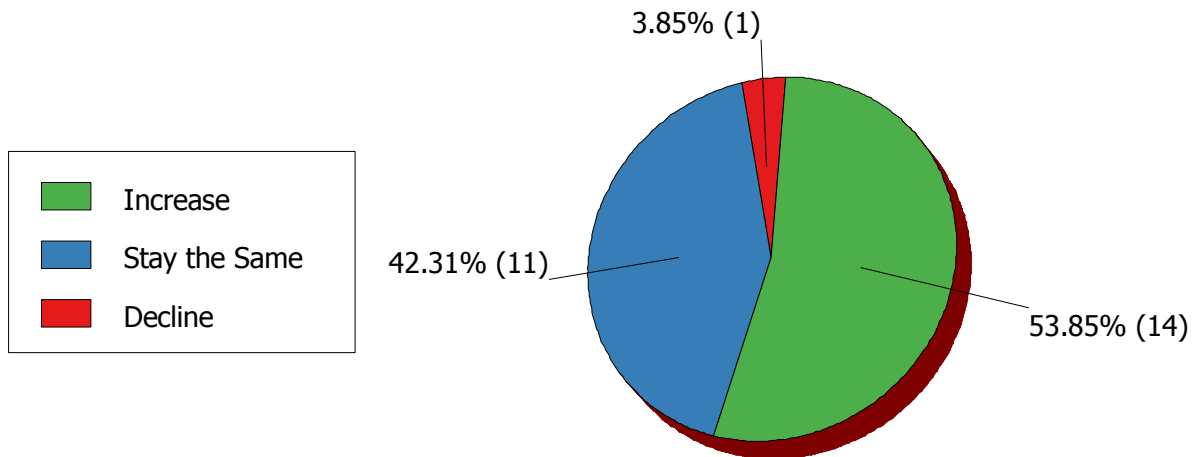
*9. Over the next three (3) years, do you think your Number of Customers will increase, stay the same, or decline?*

Min: 1.00 Max: 3.00 Mean: 1.54 Mode: 1.00 Median: 1.50 Std Dev: 0.57



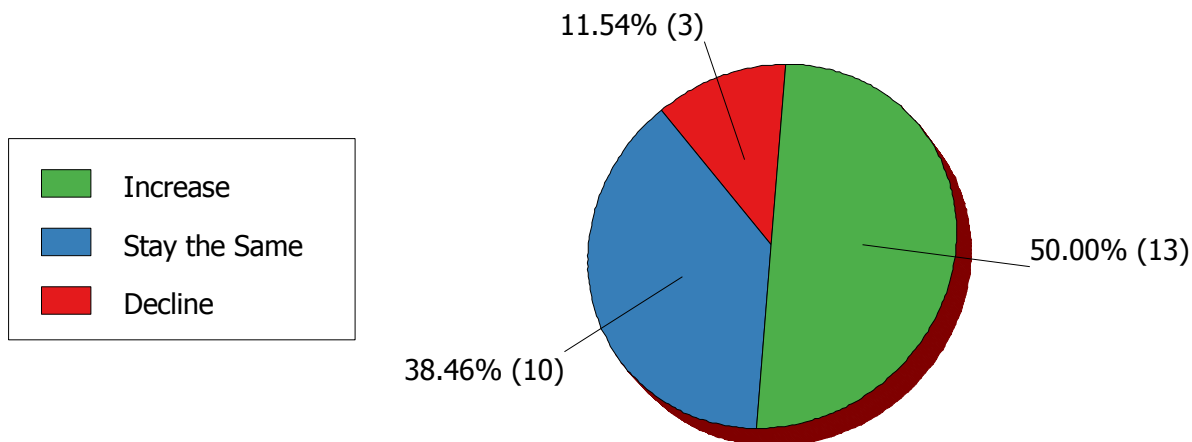
*10. Over the next three (3) years, do you think your Sales - Total Revenue will increase, stay the same, or decline?*

Min: 1.00 Max: 3.00 Mean: 1.50 Mode: 1.00 Median: 1.00 Std Dev: 0.57



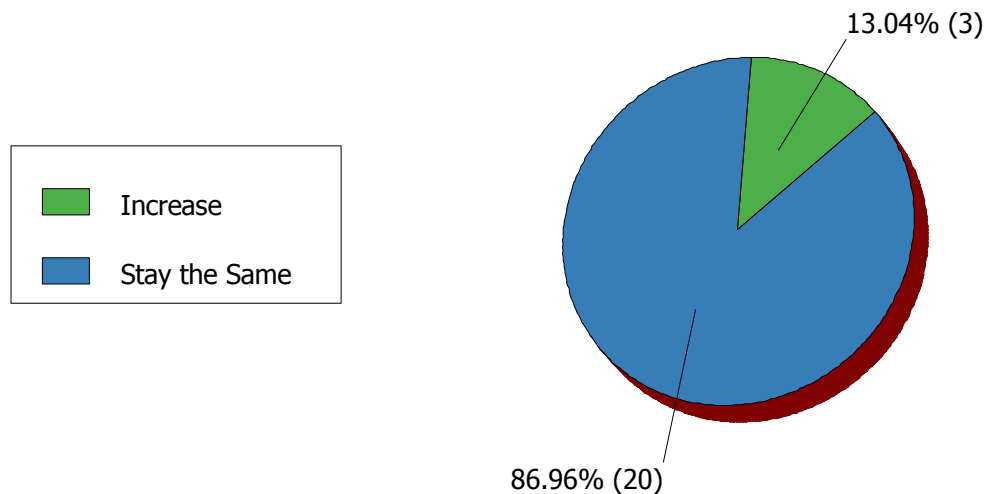
*11. Over the next three (3) years, do you think your Profit will increase, stay the same, or decline?*

Min: 1.00 Max: 3.00 Mean: 1.62 Mode: 1.00 Median: 1.50 Std Dev: 0.68



*12. Over the next three (3) years, do you think your Number of Employees will increase, stay the same, or decline?*

Min: 1.00 Max: 2.00 Mean: 1.87 Mode: 2.00 Median: 2.00 Std Dev: 0.34



**Section - Local Business Environment**

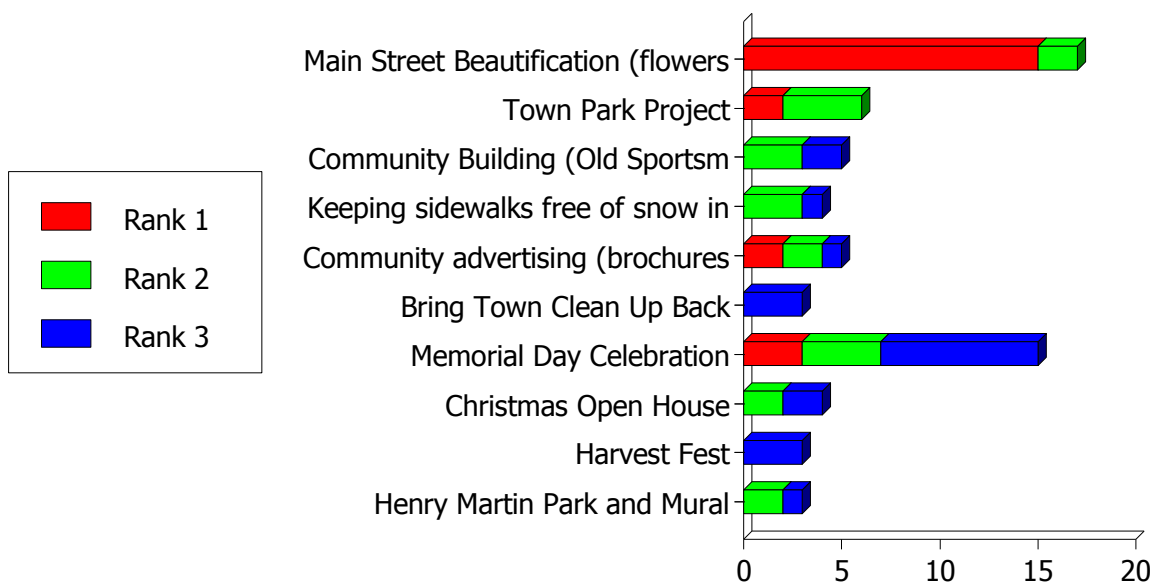
*13. What are the top three (3) reasons you choose to operate your business in Mt. Victory?*



*14. What are the top three (3) challenges you face as a business owner/operator in Mt. Victory?*

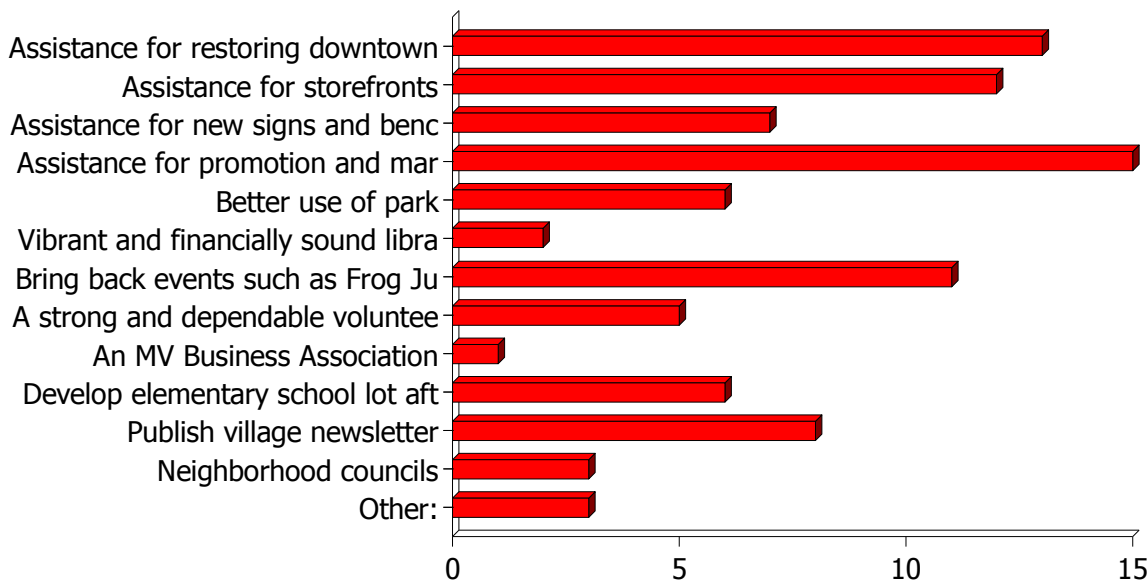


*15. Keeping your business in mind, what are the top three (3) projects/programs/events you feel are most important?*



**16. From your perspective as a business owner, which do you think would most help Mt. Victory?**

Min: 1.00 Max: 13.00 Mean: 5.53 Mode: 4.00 Median: 4.00 Std Dev: 3.64



**Comments/Notes:**

- Need more job opportunities
- None of the above
- Slower traffic coming into town from the south on St Rt 31

**17. Which of the above effort(s) would you be willing to support by way of volunteering, donating, or promoting?**

- Any
- Cleaning up the town of waste. Events to bring in community.
- Help where needed if I can
- I don't have time to donate myself to town projects. I can donate money or ideas.
- Improve our building
- Library
- Restoration help, Assistance-storefronts, Promotion and marketing, Library, Events-support, Volunteers, Newsletters
- Willing to help as much as health and time permit in any capacity I can.

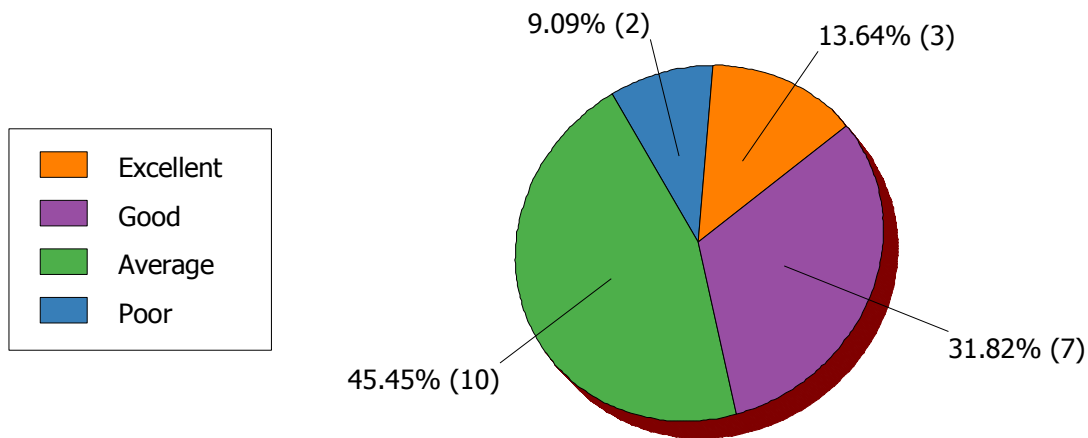
## Section - Services/Amenities

### Instructions Provided To Respondents

Please rate the following amenities and services in Mt. Victory:

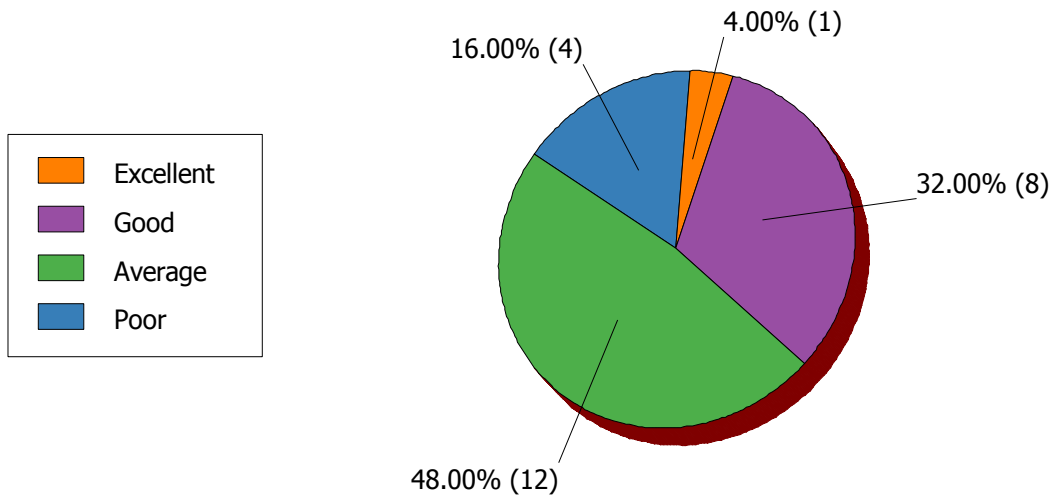
#### 18. Transportation thoroughfares

Min: 1.00 Max: 4.00 Mean: 2.50 Mode: 3.00 Median: 3.00 Std Dev: 0.84



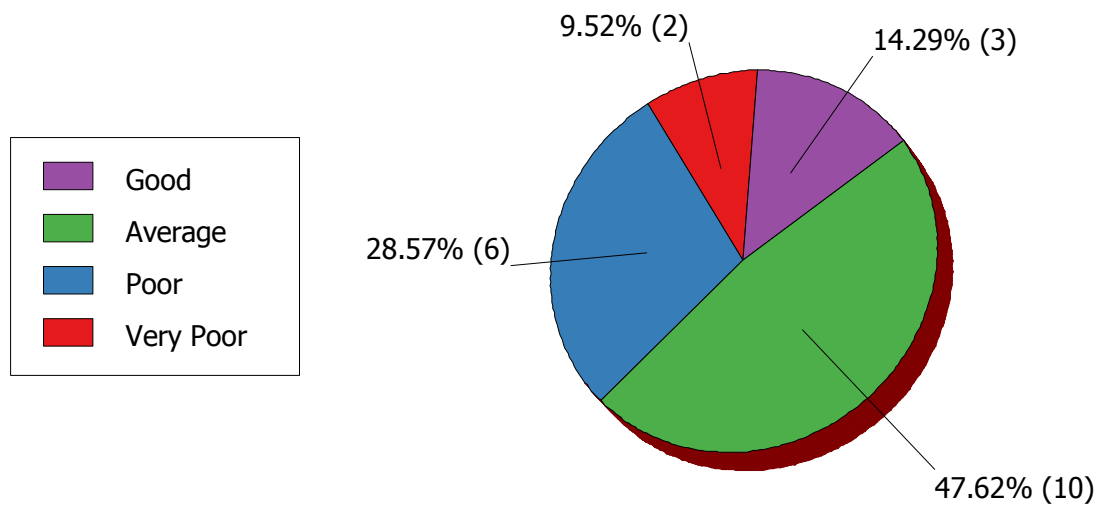
#### 19. Water and sewers

Min: 1.00 Max: 4.00 Mean: 2.76 Mode: 3.00 Median: 3.00 Std Dev: 0.76



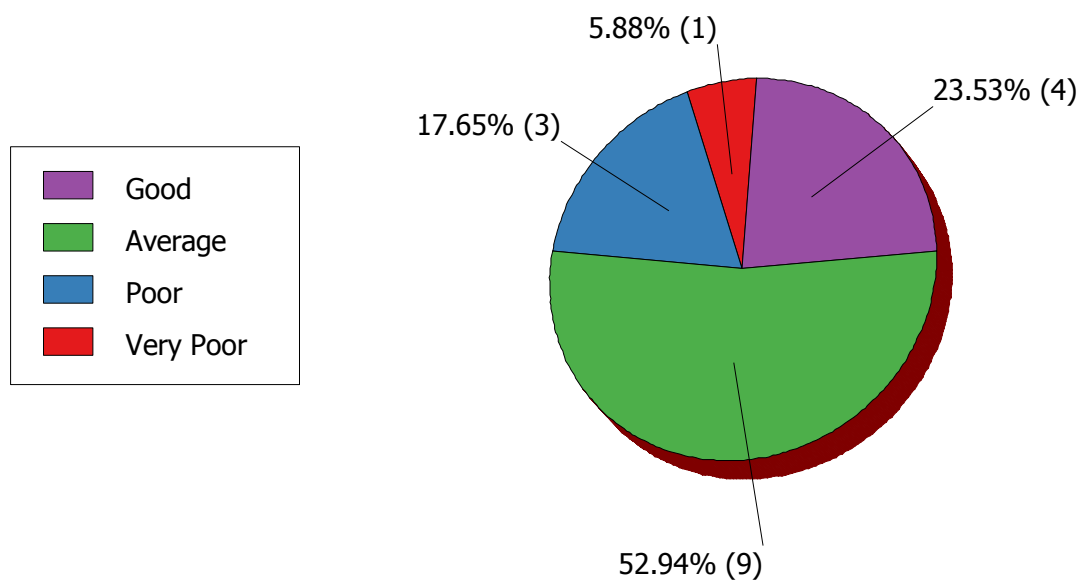
## 20. Communication services

Min: 2.00 Max: 5.00 Mean: 3.33 Mode: 3.00 Median: 3.00 Std Dev: 0.84



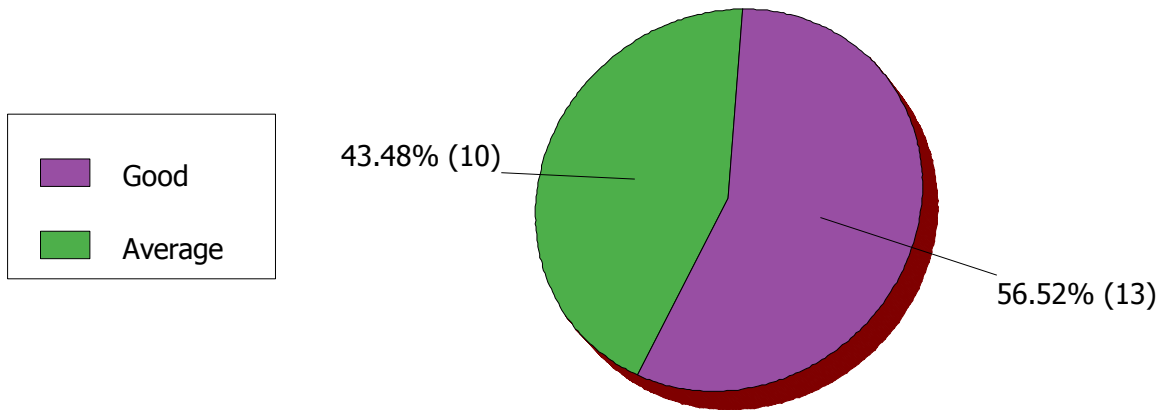
## 21. Print media

Min: 2.00 Max: 5.00 Mean: 3.06 Mode: 3.00 Median: 3.00 Std Dev: 0.80



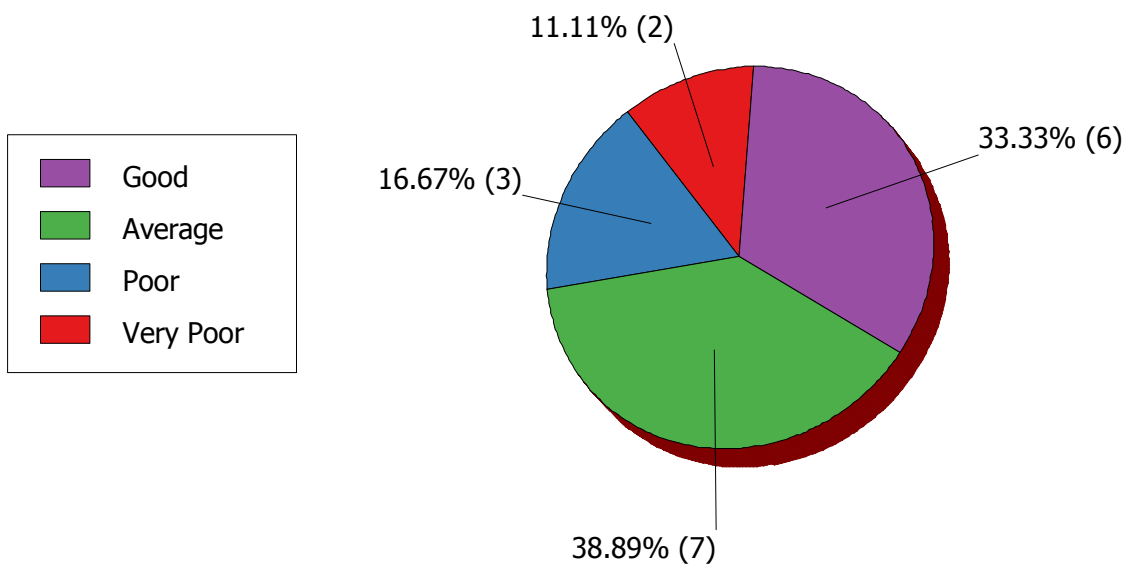
## 22. Electric utilities

Min: 2.00 Max: 3.00 Mean: 2.43 Mode: 2.00 Median: 2.00 Std Dev: 0.50



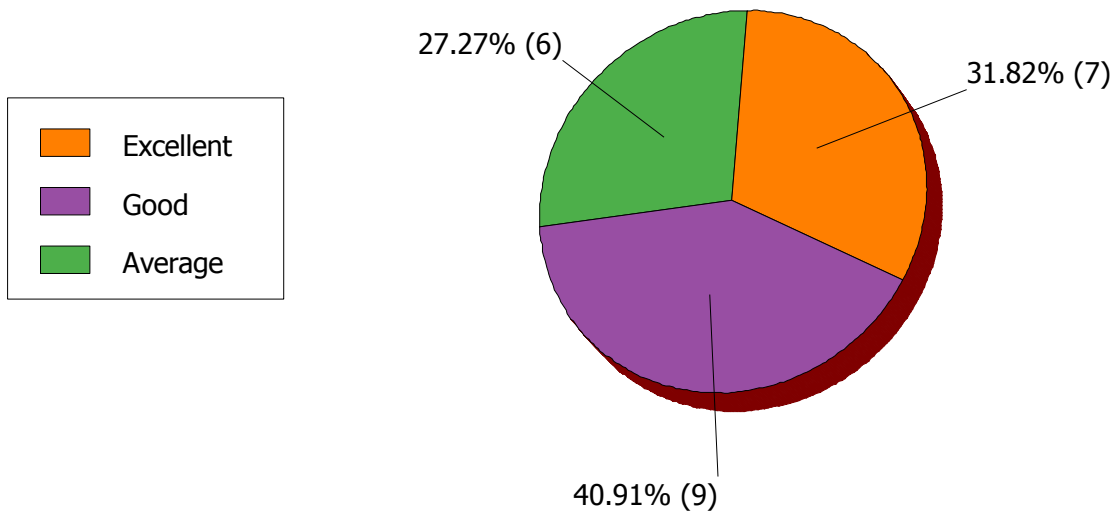
## 23. Health care services (Hospitals, clinics)

Min: 2.00 Max: 5.00 Mean: 3.06 Mode: 3.00 Median: 3.00 Std Dev: 0.97



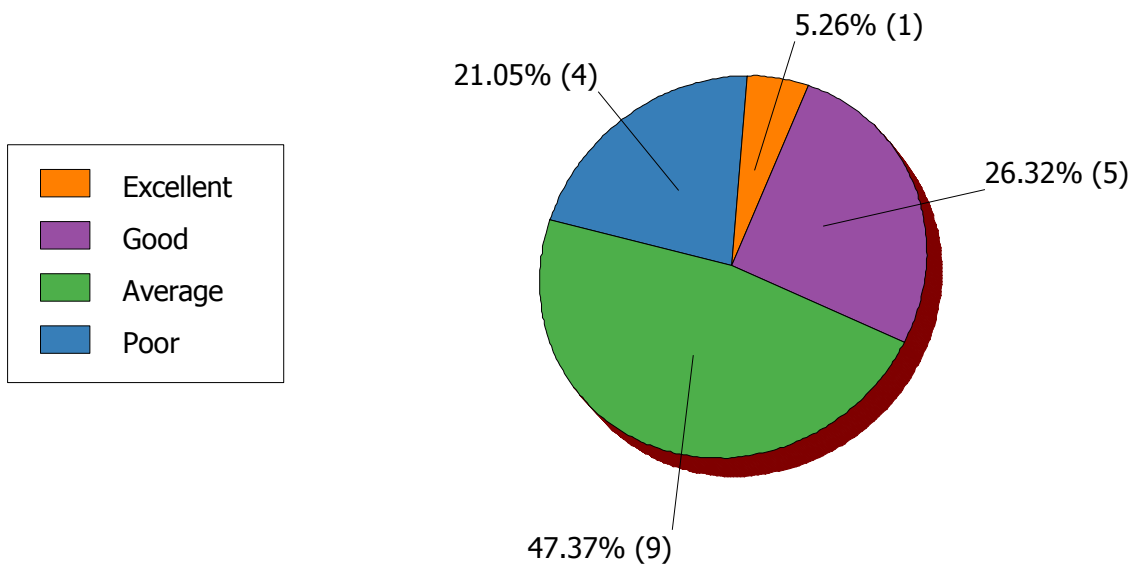
#### 24. School system

Min: 1.00 Max: 3.00 Mean: 1.95 Mode: 2.00 Median: 2.00 Std Dev: 0.77



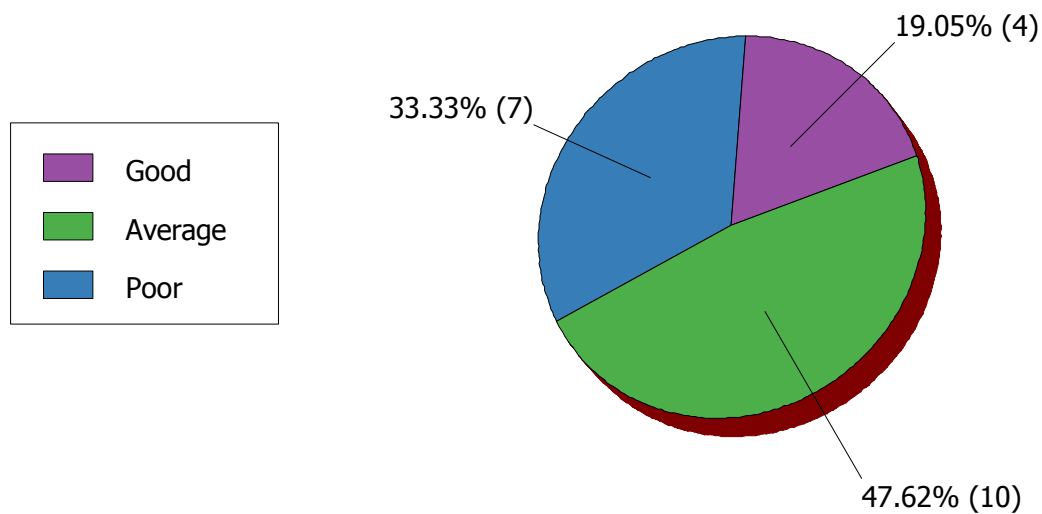
#### 25. Recreation/cultural

Min: 1.00 Max: 4.00 Mean: 2.84 Mode: 3.00 Median: 3.00 Std Dev: 0.81



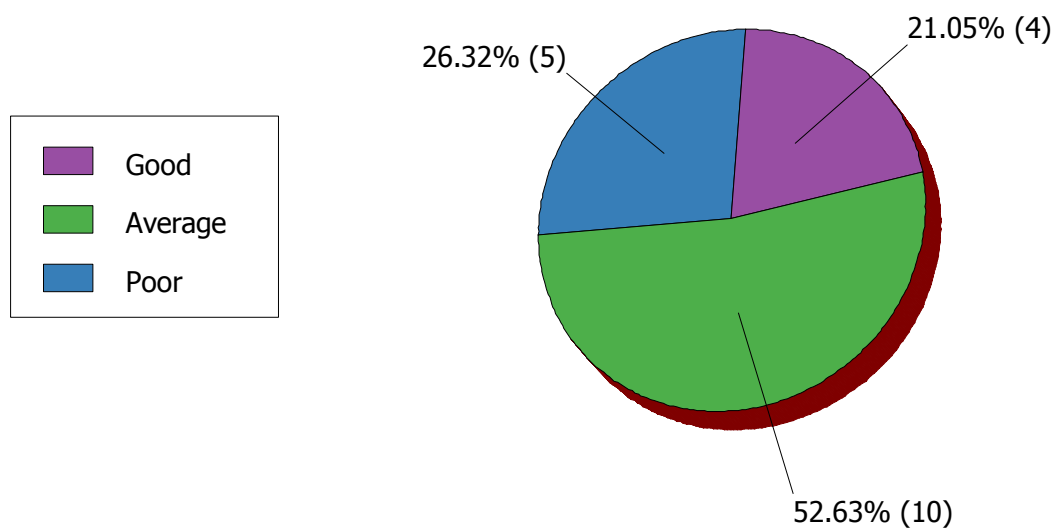
## 26. Activities/entertainments

Min: 2.00 Max: 4.00 Mean: 3.14 Mode: 3.00 Median: 3.00 Std Dev: 0.71



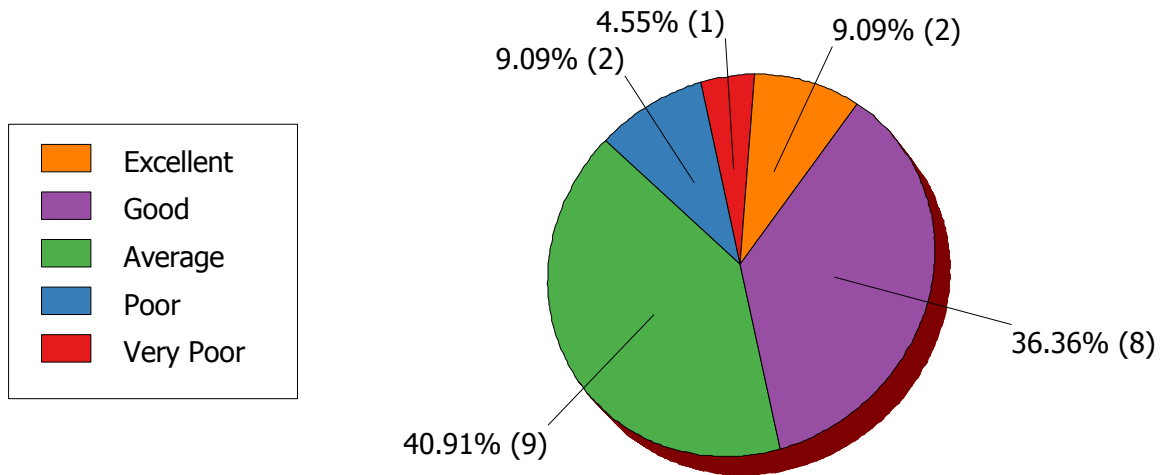
## 27. Senior services

Min: 2.00 Max: 4.00 Mean: 3.05 Mode: 3.00 Median: 3.00 Std Dev: 0.69



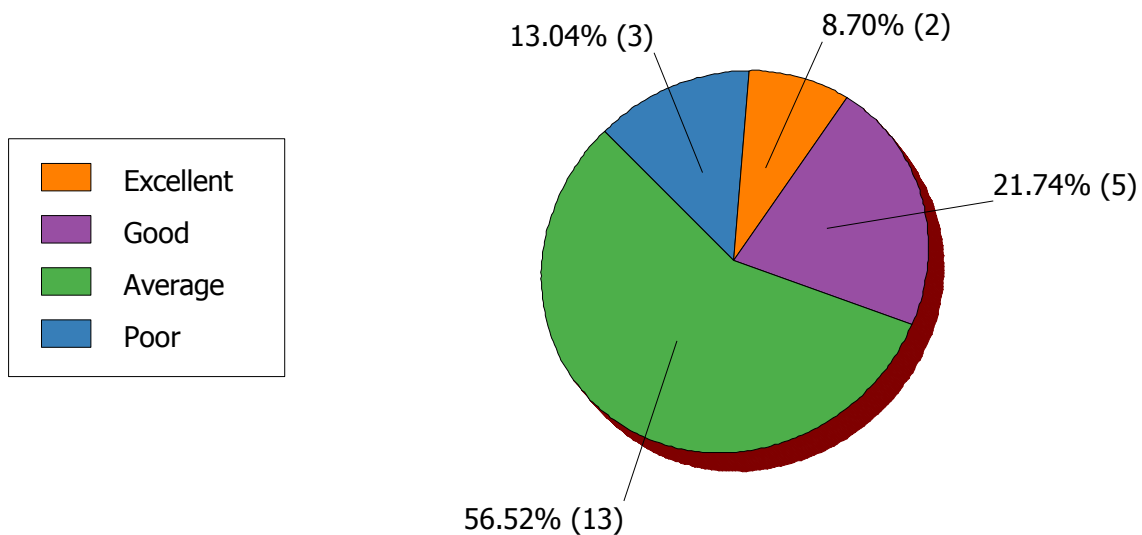
### 28. Snow and ice removal

Min: 1.00 Max: 5.00 Mean: 2.64 Mode: 3.00 Median: 3.00 Std Dev: 0.93



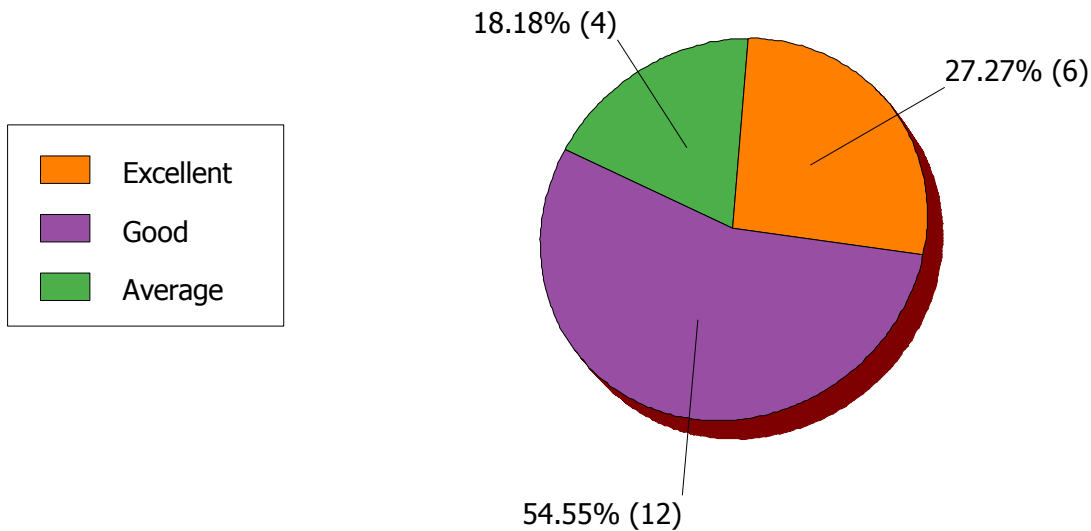
### 29. Street repairs

Min: 1.00 Max: 4.00 Mean: 2.74 Mode: 3.00 Median: 3.00 Std Dev: 0.79



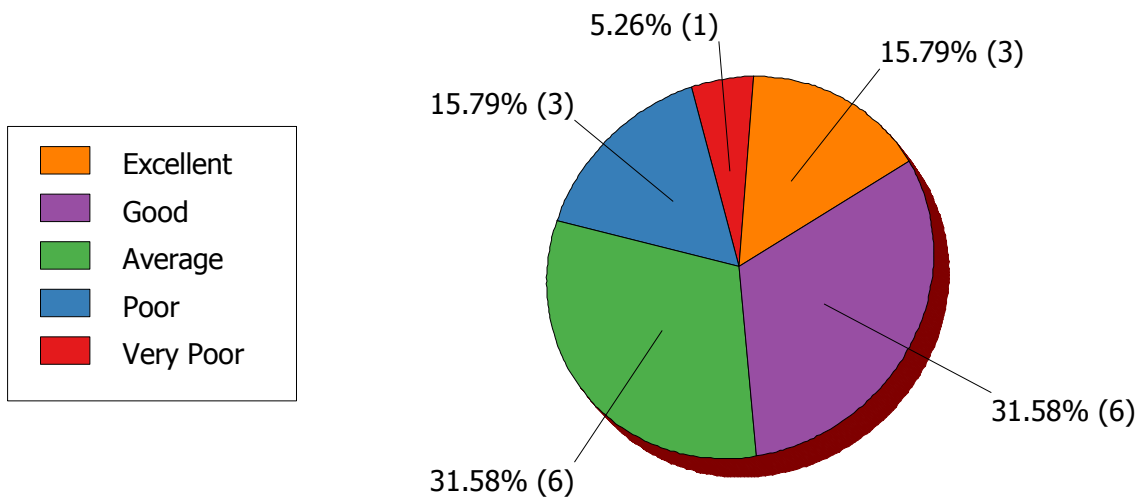
### 30. Fire/paramedic services

Min: 1.00 Max: 3.00 Mean: 1.91 Mode: 2.00 Median: 2.00 Std Dev: 0.67



### 31. Police safety services

Min: 1.00 Max: 5.00 Mean: 2.63 Mode: 2.00 Median: 3.00 Std Dev: 1.09



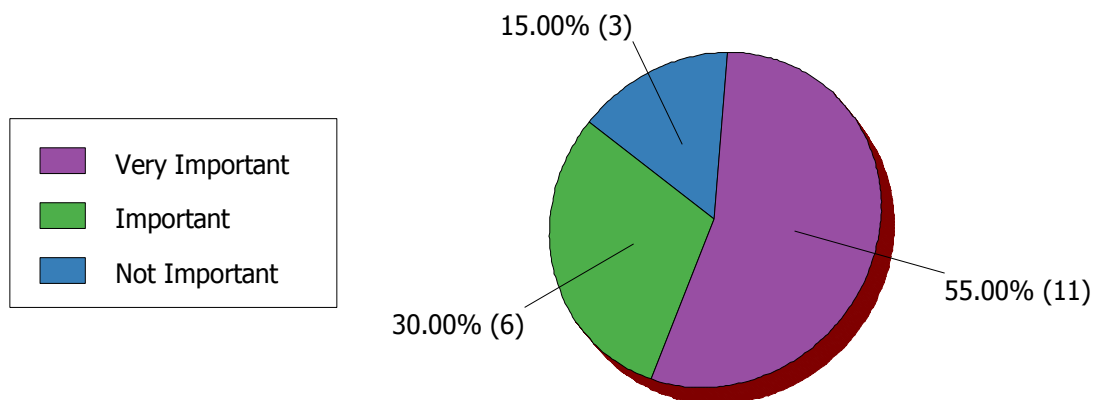
## Section - Importance of Services/Amenities

### Instructions Provided To Respondents

Please rate the importance of the following amenities and services in Mt. Victory:

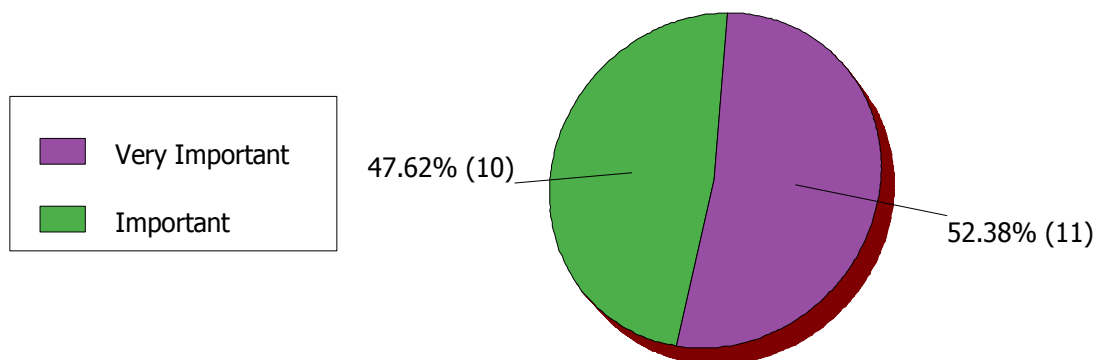
#### 32. Transportation thoroughfares

Min: 1.00 Max: 3.00 Mean: 1.60 Mode: 1.00 Median: 1.00 Std Dev: 0.73



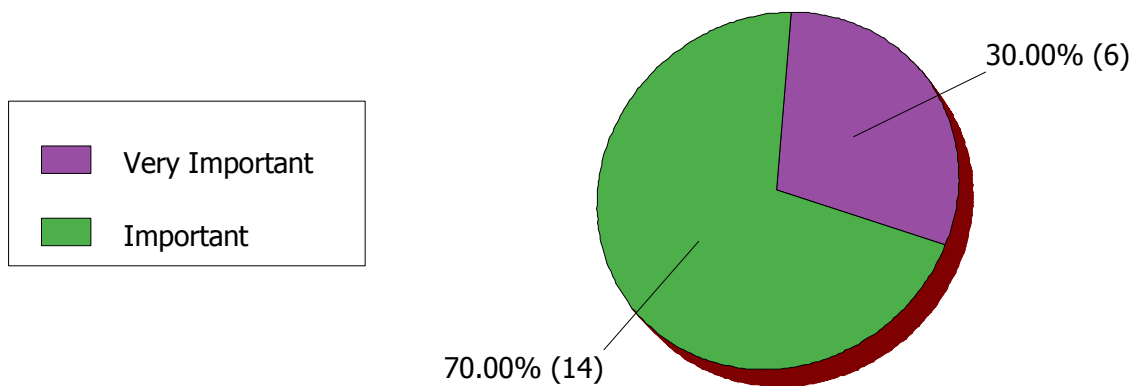
#### 33. Water and sewers

Min: 1.00 Max: 2.00 Mean: 1.48 Mode: 1.00 Median: 1.00 Std Dev: 0.50



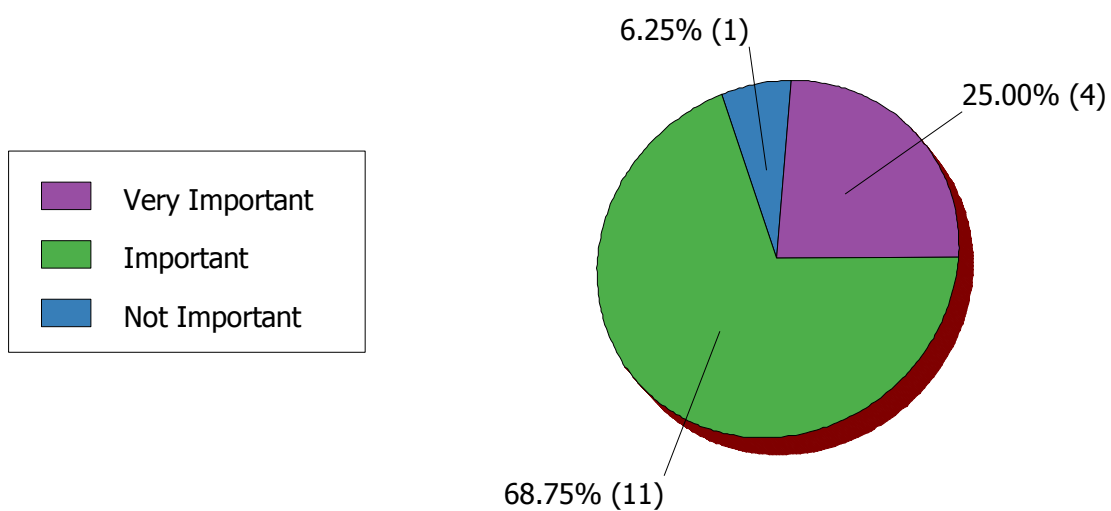
#### 34. Communication services

Min: 1.00 Max: 2.00 Mean: 1.70 Mode: 2.00 Median: 2.00 Std Dev: 0.46



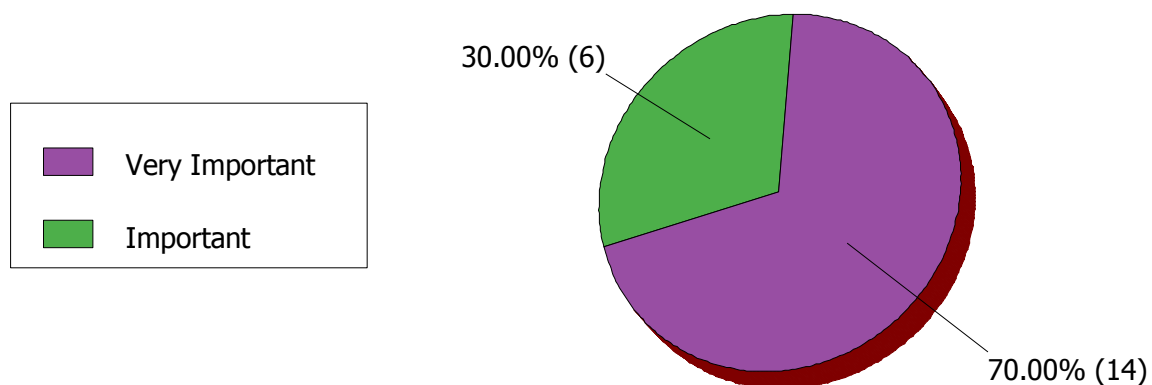
#### 35. Print media

Min: 1.00 Max: 3.00 Mean: 1.81 Mode: 2.00 Median: 2.00 Std Dev: 0.53



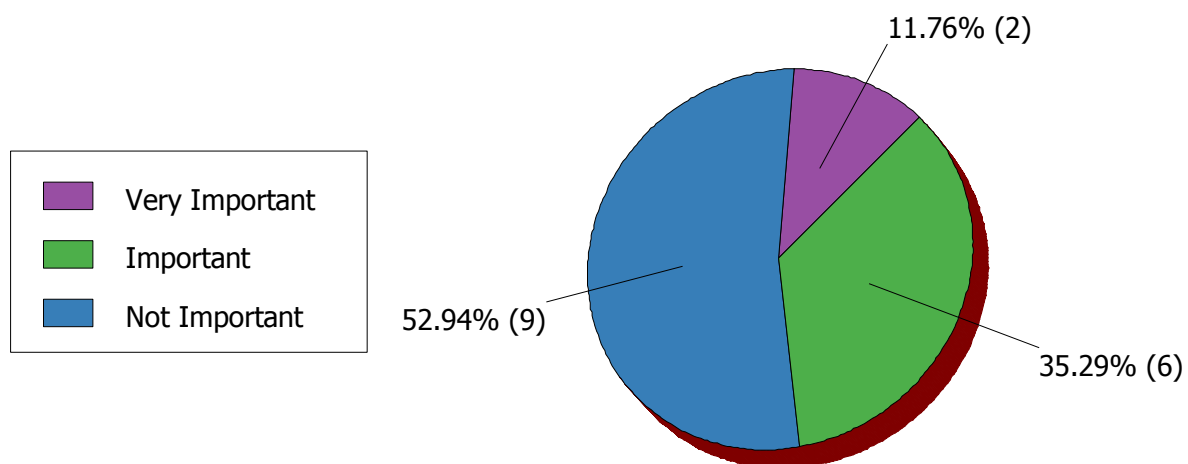
### 36. Electric utilities

Min: 1.00 Max: 2.00 Mean: 1.30 Mode: 1.00 Median: 1.00 Std Dev: 0.46



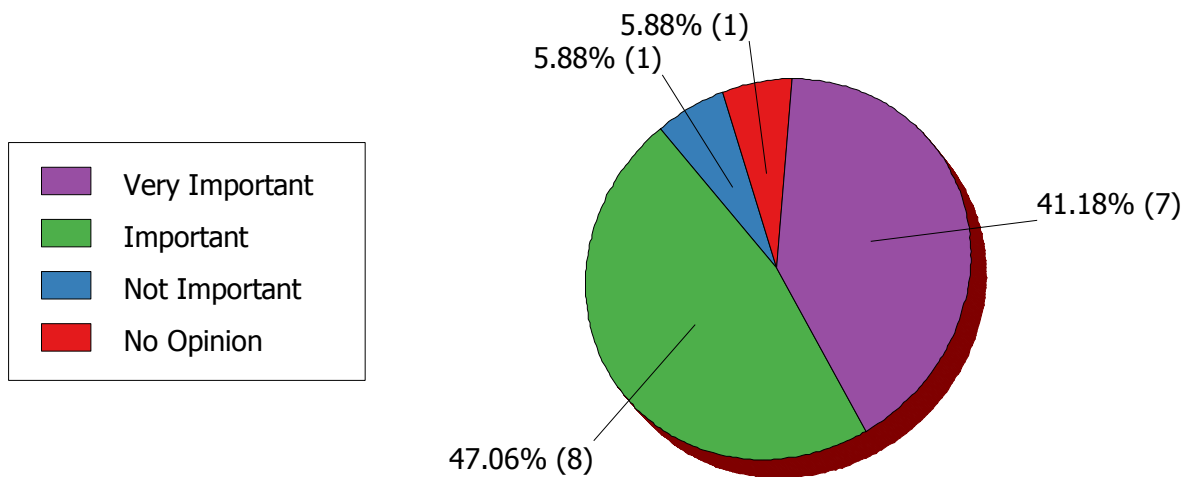
### 37. Public transportation

Min: 1.00 Max: 3.00 Mean: 2.41 Mode: 3.00 Median: 3.00 Std Dev: 0.69



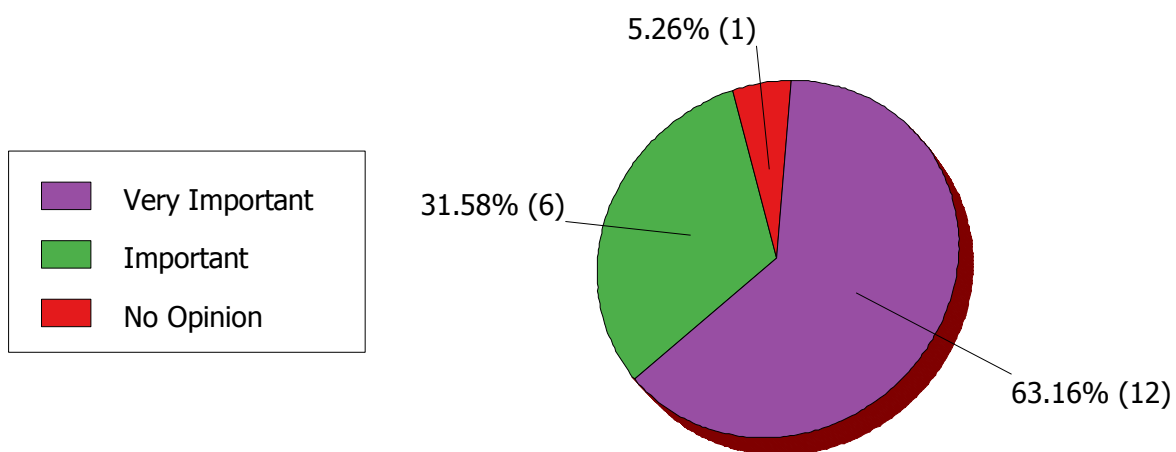
### 38. Health care services (hospitals, clinics)

Min: 1.00 Max: 4.00 Mean: 1.76 Mode: 2.00 Median: 2.00 Std Dev: 0.81



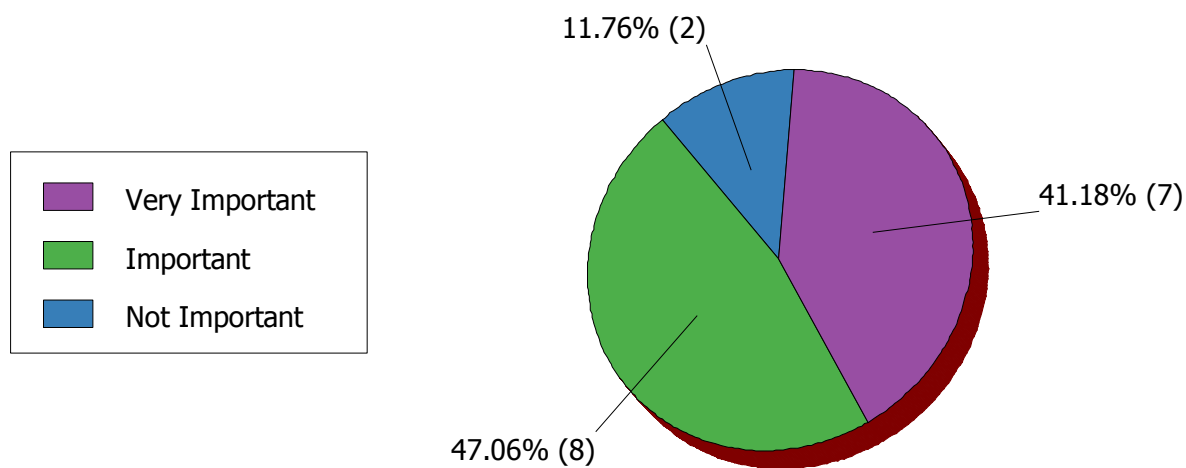
### 39. School system

Min: 1.00 Max: 4.00 Mean: 1.47 Mode: 1.00 Median: 1.00 Std Dev: 0.75



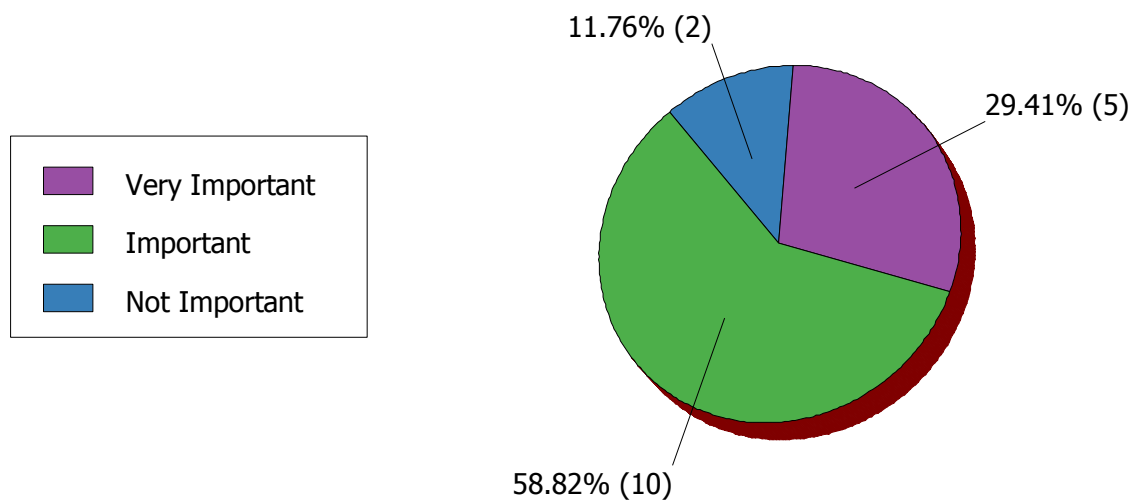
#### 40. Recreation/cultural

Min: 1.00 Max: 3.00 Mean: 1.71 Mode: 2.00 Median: 2.00 Std Dev: 0.67



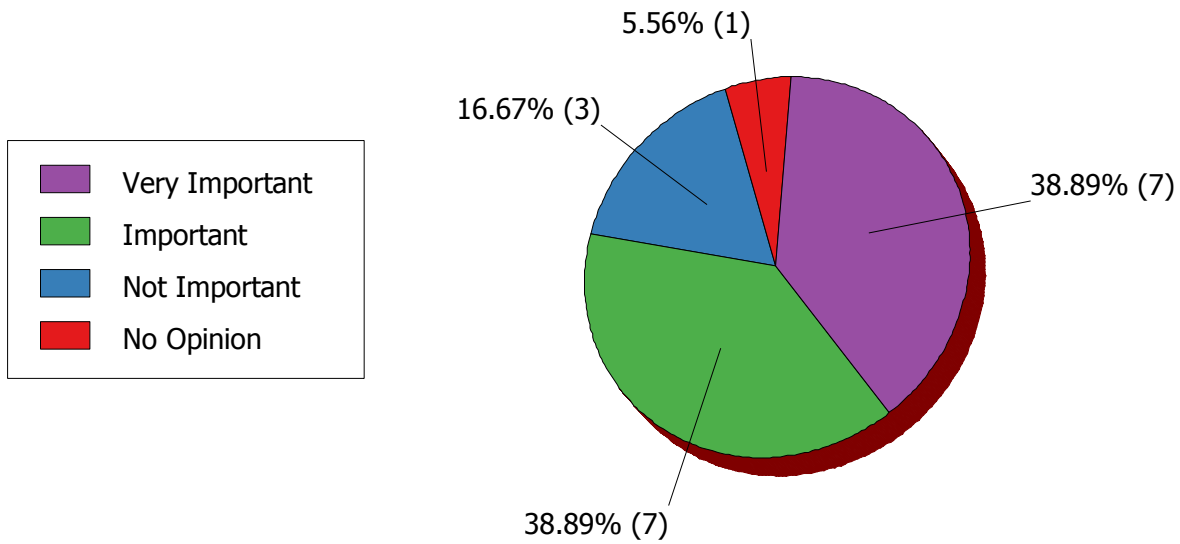
#### 41. Activities/entertainment

Min: 1.00 Max: 3.00 Mean: 1.82 Mode: 2.00 Median: 2.00 Std Dev: 0.62



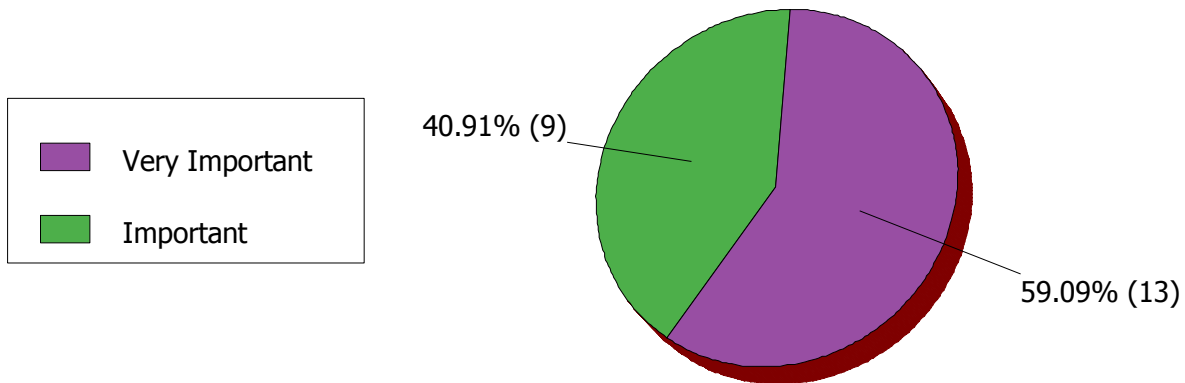
#### 42. Senior services

Min: 1.00 Max: 4.00 Mean: 1.89 Mode: 1.00 Median: 2.00 Std Dev: 0.87



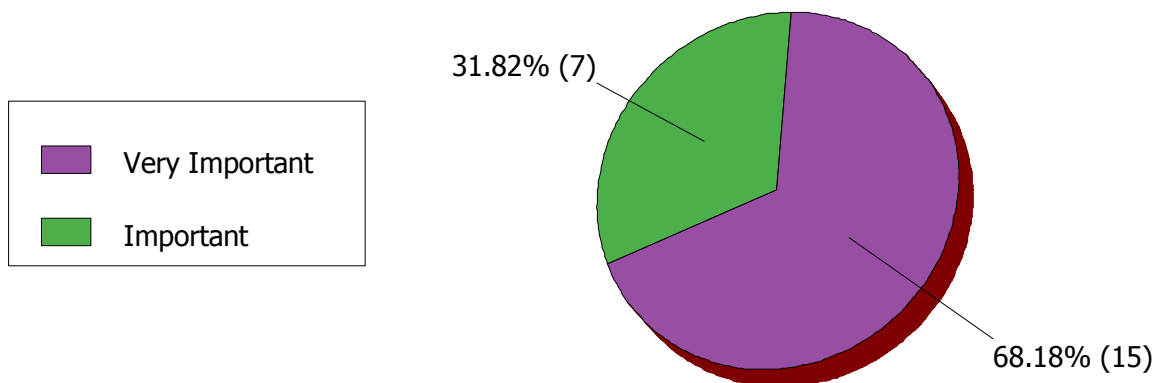
#### 43. Snow and ice removal

Min: 1.00 Max: 2.00 Mean: 1.41 Mode: 1.00 Median: 1.00 Std Dev: 0.49



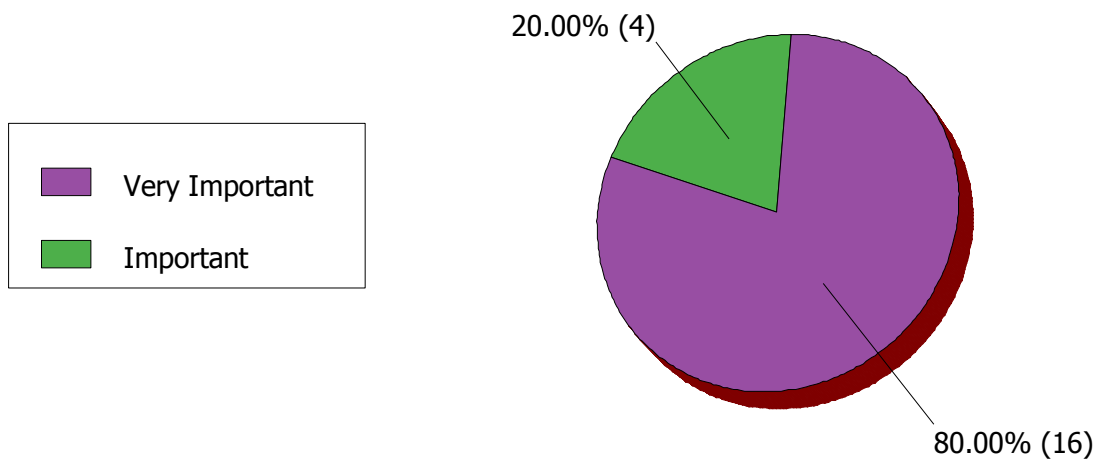
#### 44. Street repairs

Min: 1.00 Max: 2.00 Mean: 1.32 Mode: 1.00 Median: 1.00 Std Dev: 0.47



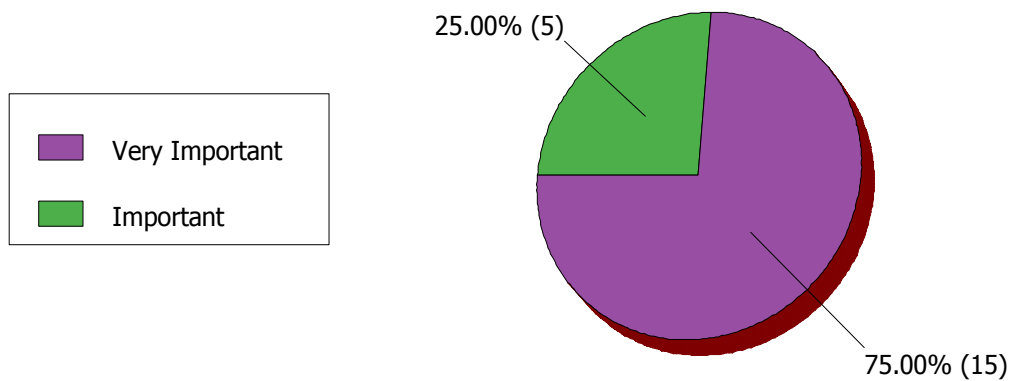
#### 45. Fire/paramedic services

Min: 1.00 Max: 2.00 Mean: 1.20 Mode: 1.00 Median: 1.00 Std Dev: 0.40



#### 46. Police safety services

Min: 1.00 Max: 2.00 Mean: 1.25 Mode: 1.00 Median: 1.00 Std Dev: 0.43



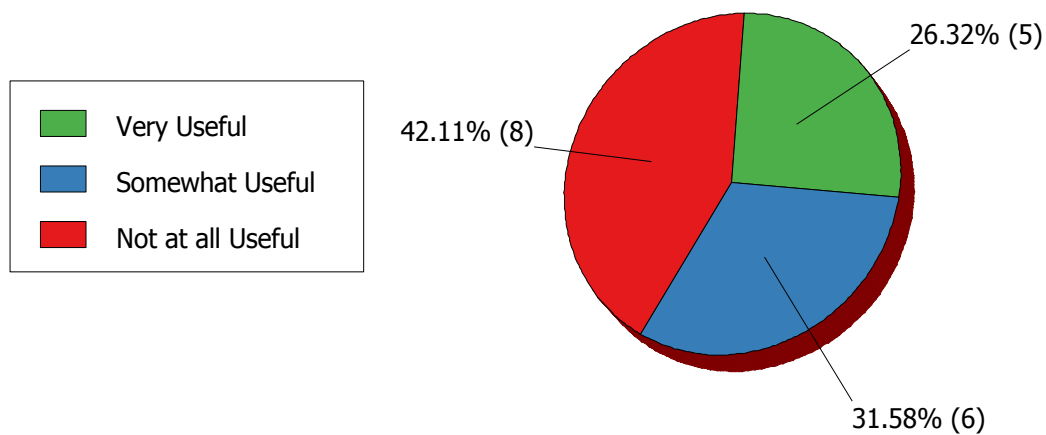
### Section - Useful Business Services

#### Instructions Provided To Respondents

Please indicate the extent to which the following business services or programs would be useful to you:

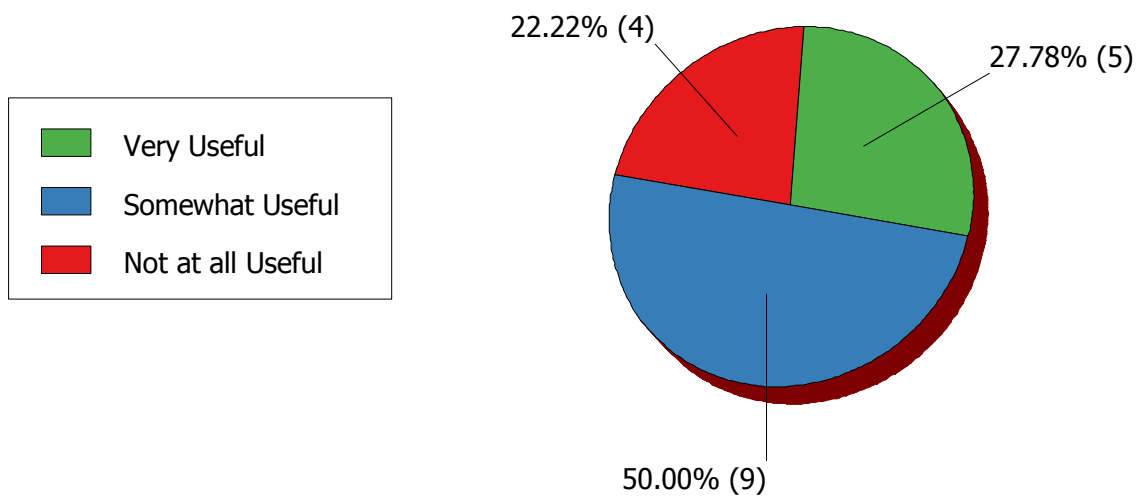
#### 47. Free business assistance

Min: 1.00 Max: 3.00 Mean: 2.16 Mode: 3.00 Median: 2.00 Std Dev: 0.81



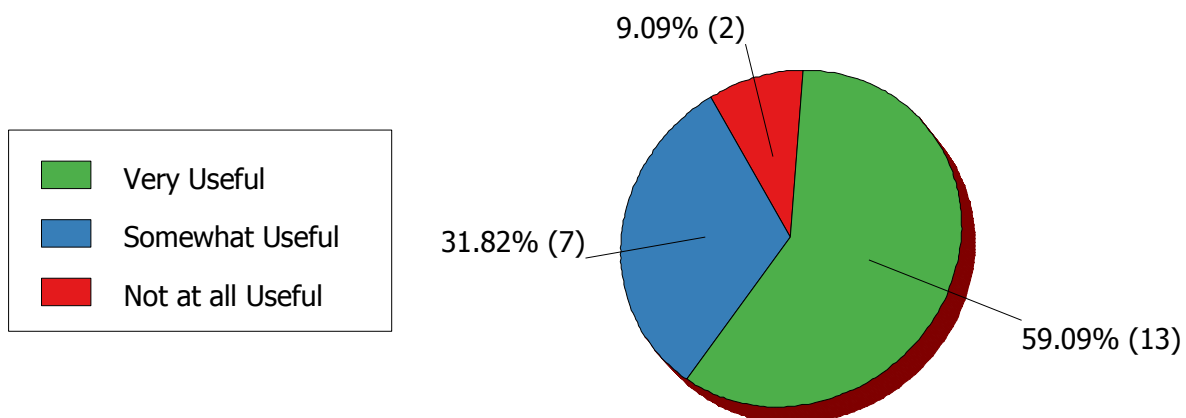
**48. Networking Events (i.e. breakfast/luncheon mtgs., business after hours, etc.)**

Min: 1.00 Max: 3.00 Mean: 1.94 Mode: 2.00 Median: 2.00 Std Dev: 0.70



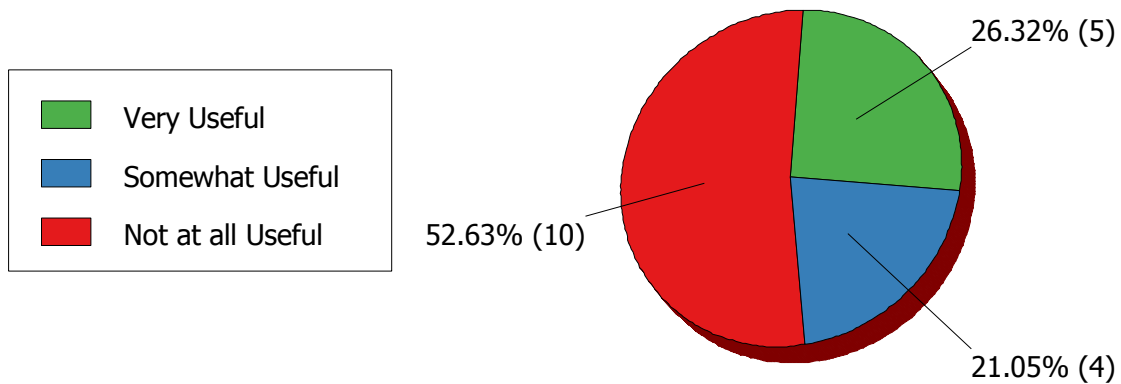
**49. Advertising or marketing of Main Street district as a shopping destination**

Min: 1.00 Max: 3.00 Mean: 1.50 Mode: 1.00 Median: 1.00 Std Dev: 0.66



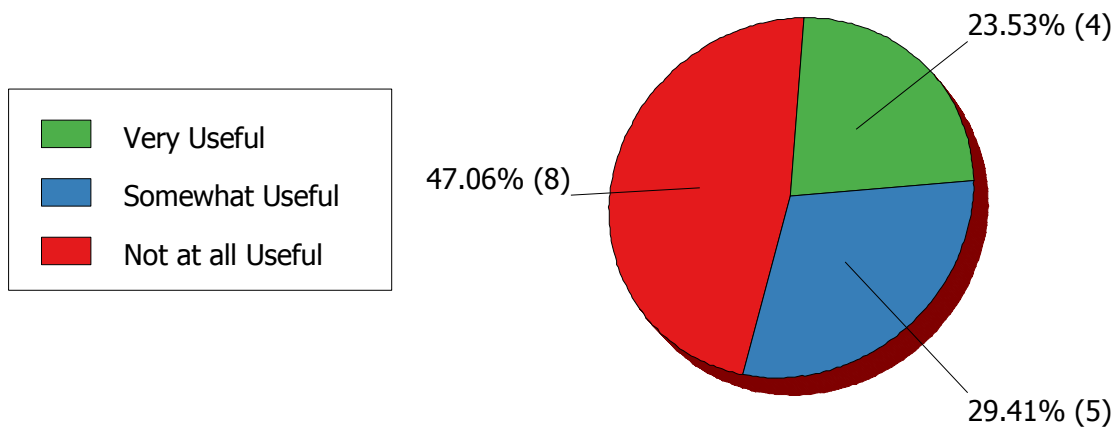
**50. Low interest business loan program (X% if guidelines met)**

Min: 1.00 Max: 3.00 Mean: 2.26 Mode: 3.00 Median: 3.00 Std Dev: 0.85



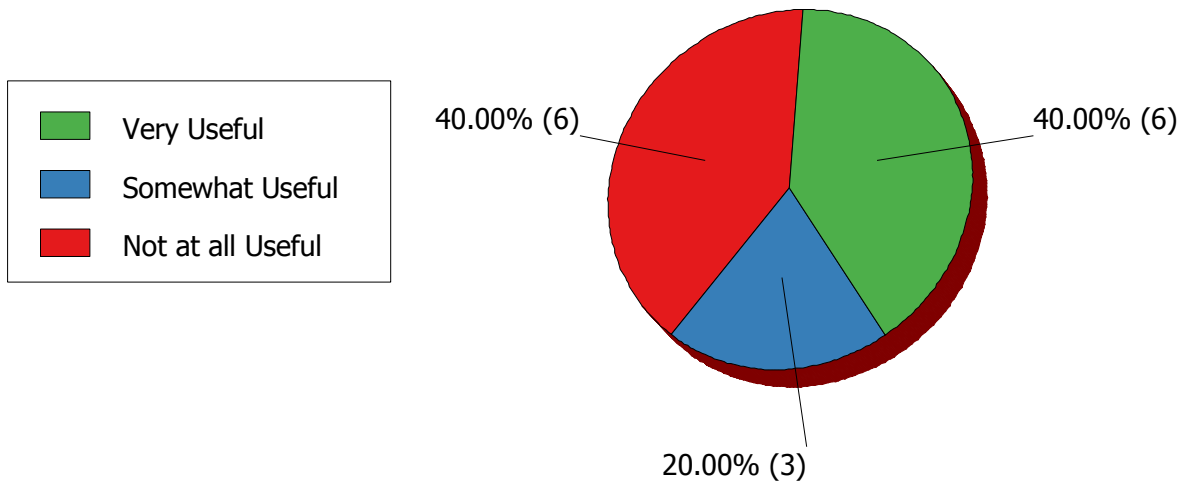
**51. Low interest building improvement loan program**

Min: 1.00 Max: 3.00 Mean: 2.24 Mode: 3.00 Median: 2.00 Std Dev: 0.81



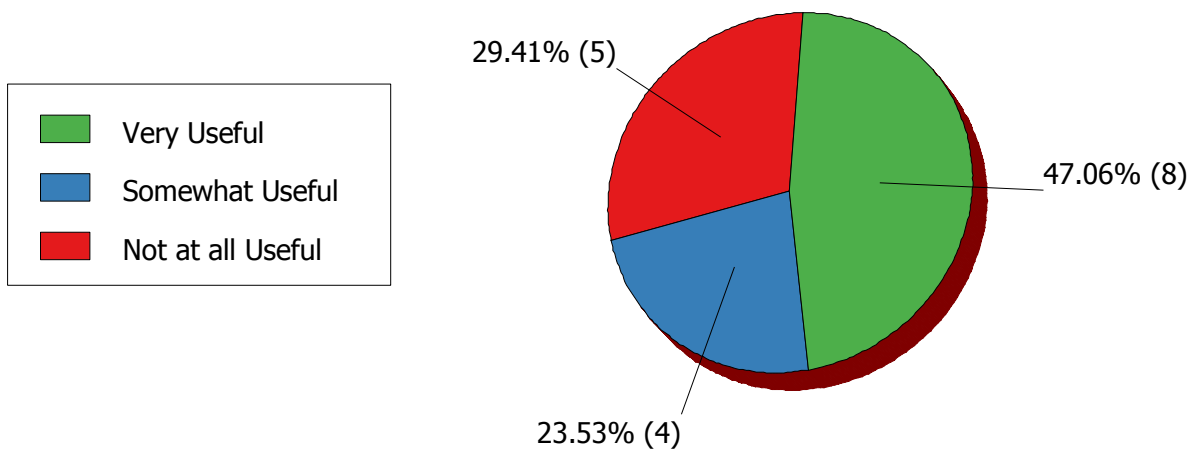
**52. Facade grants (up to \$X)**

Min: 1.00 Max: 3.00 Mean: 2.00 Mode: 1.00 Median: 2.00 Std Dev: 0.89



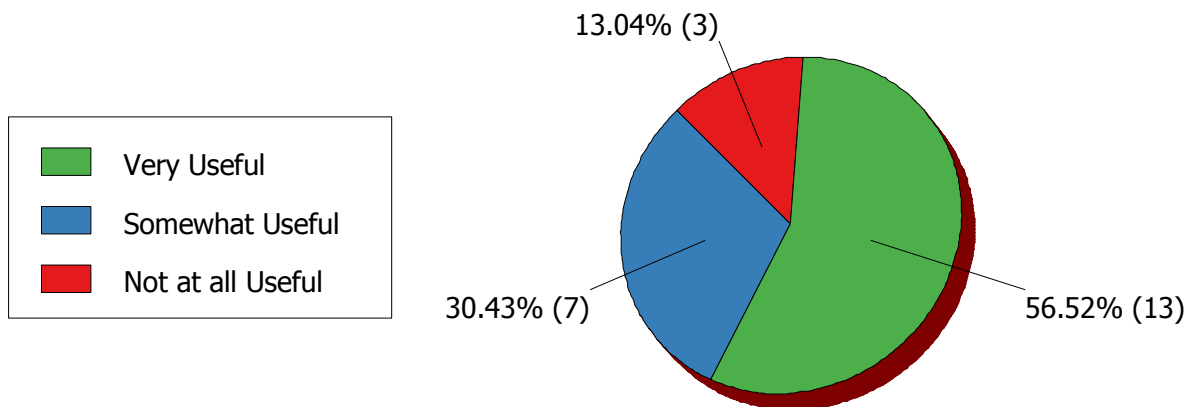
**53. Sign grant (up to \$X)**

Min: 1.00 Max: 3.00 Mean: 1.82 Mode: 1.00 Median: 2.00 Std Dev: 0.86



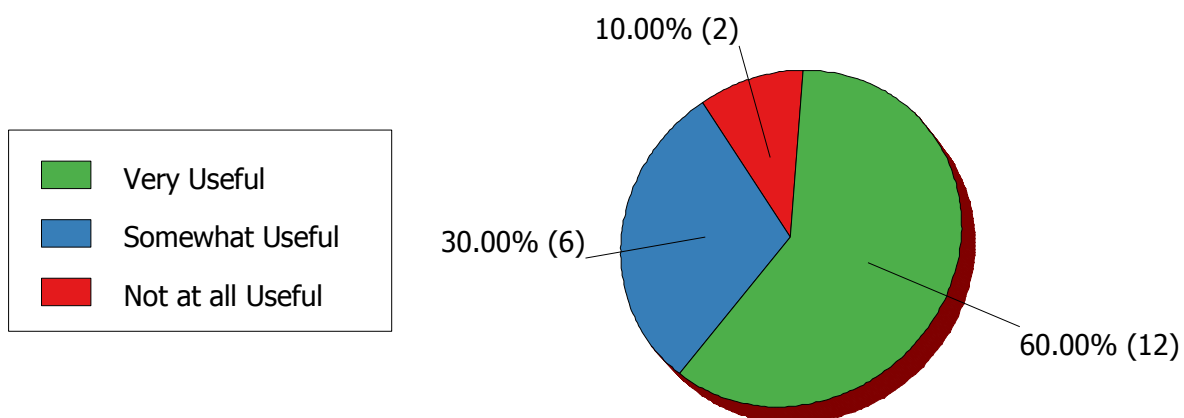
#### 54. Downtown business directories, brochures, maps

Min: 1.00 Max: 3.00 Mean: 1.57 Mode: 1.00 Median: 1.00 Std Dev: 0.71



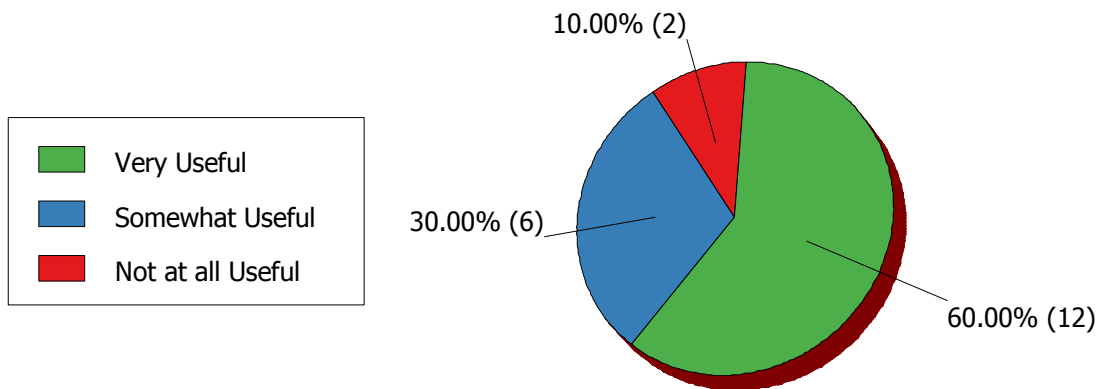
#### 55. Web site or internet resources

Min: 1.00 Max: 3.00 Mean: 1.50 Mode: 1.00 Median: 1.00 Std Dev: 0.67



**56. Special event coordination (to increase foot traffic)**

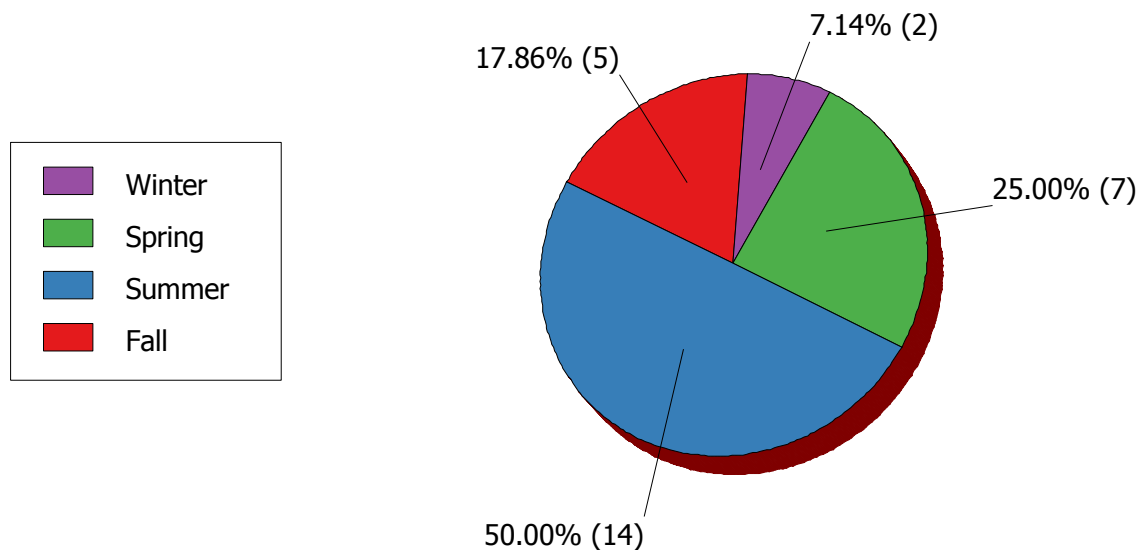
Min: 1.00 Max: 3.00 Mean: 1.50 Mode: 1.00 Median: 1.00 Std Dev: 0.67



**Section - Business Operations**

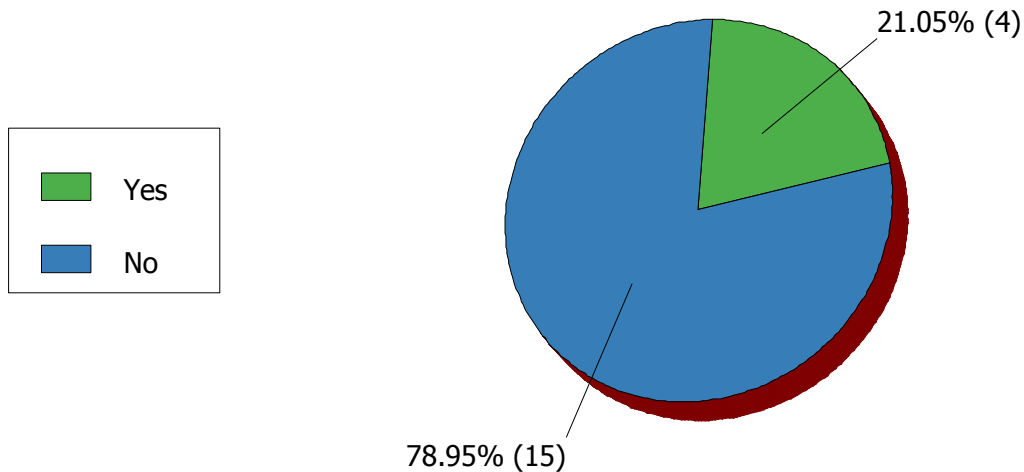
**57. Do you typically have a significant increase in sales during any particular season of the year?**

Min: 1.00 Max: 4.00 Mean: 2.79 Mode: 3.00 Median: 3.00 Std Dev: 0.82



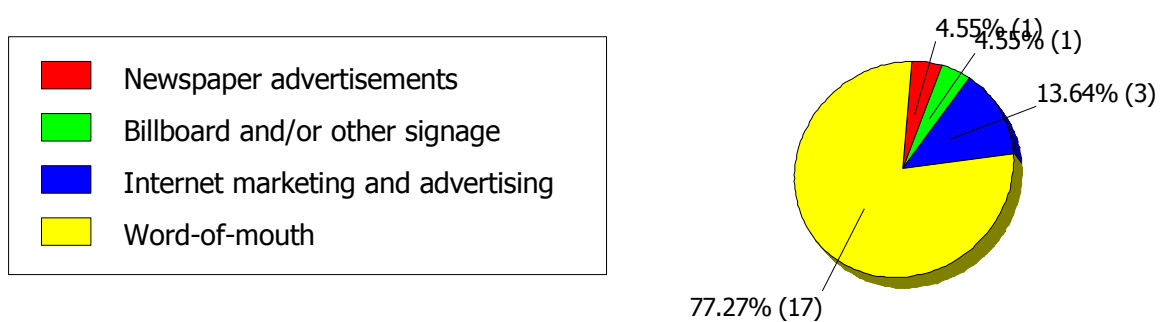
**58. If yes, do you hire more employees during this busy season?**

Min: 1.00 Max: 2.00 Mean: 1.79 Mode: 2.00 Median: 2.00 Std Dev: 0.41



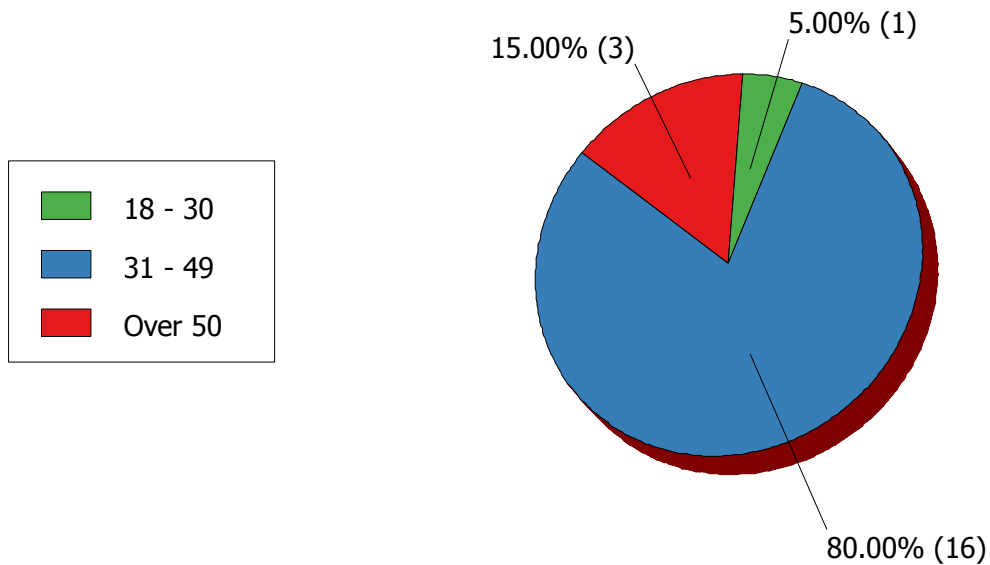
**59. What is your most successful form of marketing?**

Min: 3.00 Max: 10.00 Mean: 9.09 Mode: 10.00 Median: 10.00 Std Dev: 1.83



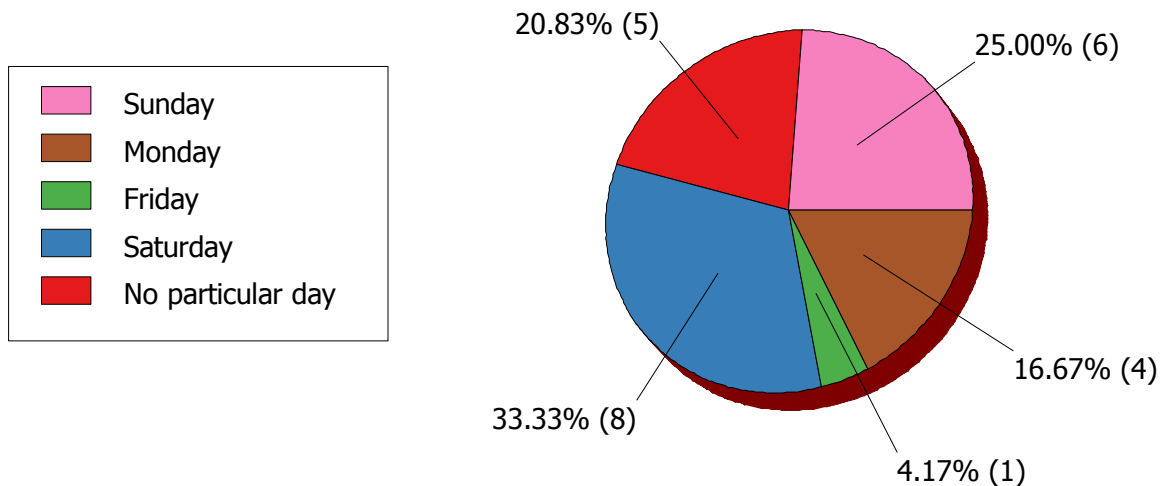
**60. More of my customers are of this age group than any other:**

Min: 2.00 Max: 4.00 Mean: 3.10 Mode: 3.00 Median: 3.00 Std Dev: 0.44



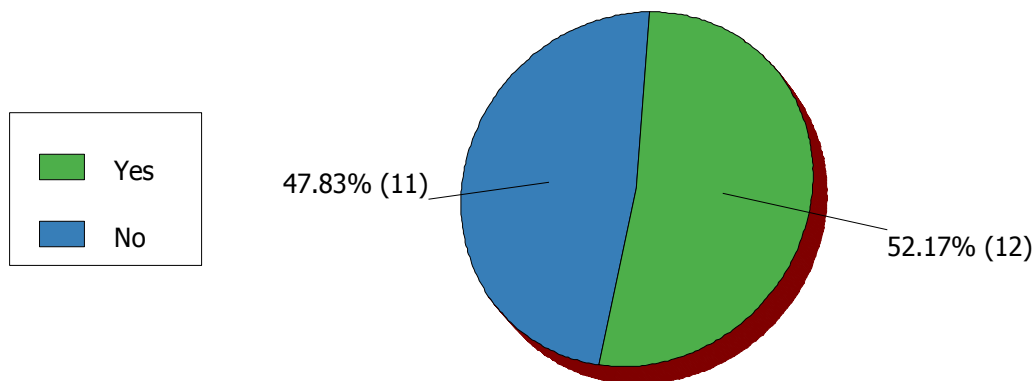
**61. What is the busiest day of the week for this business?**

Min: 1.00 Max: 8.00 Mean: 4.83 Mode: 7.00 Median: 7.00 Std Dev: 2.95



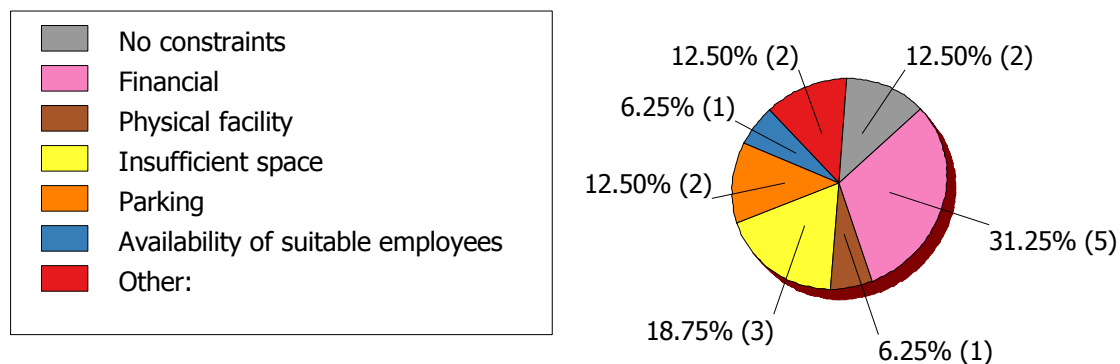
**62. Do you have any plans to modernize or expand your business?**

Min: 1.00 Max: 2.00 Mean: 1.48 Mode: 1.00 Median: 1.00 Std Dev: 0.50



**63. If yes, do you face any constraints?**

Min: 1.00 Max: 9.00 Mean: 3.94 Mode: 2.00 Median: 3.50 Std Dev: 2.59



**Comments/Notes:**

- Building Limitations
- insurance

**Section - Thank you!**

*64. Please share any additional information in the space below as to your business or future vision for the Village of Mount Victory:*

- I hope in the future Mt Victory will grow more and bring in more business for the community.
- I really don't feel most of these questions have anything to do with my business. Entertainment of visitors does nothing for business. And we can't do the work of entertainment because we are open and have to mind the store.
- Most questions are not applicable since I'm not a business owner.



# Village of Mount Victory, OH Community Business Plan & Report – May 2014



## THE OHIO STATE UNIVERSITY

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COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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