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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Windsor, California – Town Seeks Business Feedback

Windsor, California (April 17, 2013) – Town Seeks Business Feedback

In support of local businesses, the Town of Windsor is launching several new efforts to solicit feedback from Windsor businesses. The Town wants to understand the needs of businesses and how the Town can best help support the success of Windsor businesses which ultimately drive the local economy.

First, the Town is seeking feedback from existing businesses through a brief 7-question survey. Businesses are asked to respond to the following survey link, which is available on the Town's home page at www.townofwindsor.com. Questions ask what the Town can do to support businesses and to determine any challenges currently faced. The survey takes approximately 5 minutes to complete. The deadline for response is May 31. The information will be used to plan future Town programs for business support.

Survey of Existing Businesses: http://www.surveymonkey.com/s/Feedback_WindsorBusiness

Second, the Town is gathering feedback from businesses that have recently gone through the Town's permitting processes. The goal is to use this information to help improve permitting processes. Any businesses that have experience with the Town's permitting process within the past few years are invited to take this 10-question survey which is estimated to take 10 minutes to complete. Commercial property owners and building industry professionals who work on commercial projects are also invited to participate.

Survey of Recent Permit Applicants: <http://www.surveymonkey.com/s/WindsorBusiness2013>

Third, the Town has recently formed an internal Permit Streamlining Committee to brainstorm potential solutions to easing the permitting process for customers. The Committee is reviewing a number of ideas designed to simplify the process of opening or expanding a business in-Windsor. Ideas so far have ranged from possible code amendments to techniques to improve communication between staff and applicants. The committee will meet monthly with the goal of implementing improvements to the customer experience for current and future Windsor businesses. Committee members represent the fire, engineering, planning and building permit staff. The public may submit ideas for the Committee's consideration to Committee Chair Kevin Thompson at kthompson@townofwindsor.com or 838-5339. "We believe Windsor has talented business owners, who with a little help from us, can thrive and help grow the local economy" states Kevin Thompson, Senior Planner.

Results from the survey of existing businesses and the survey of permit applicants will help inform the Permit Streamlining Committee regarding the needs of businesses and how the Town can improve its processes. “Gathering this information will help us support business retention and new business attraction. We want our local businesses to stay in Windsor, grow in Windsor, and we want to do our best to meet the needs of Windsor businesses,” states Linda Kelly, Town Manager.

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