Supervisor Lesko Announces Results of the Brookhaven Small Business Advisory Council's First Annual Survey of Brookhaven Businesses


Survey shows 84% of respondents believe Brookhaven is a "positive location for business"

Farmingville, NY - At a press conference on Monday, April 4, Supervisor Mark Lesko announced the results of the Brookhaven Small Business Advisory Council's (SBAC) First Annual Survey of Brookhaven Businesses. The survey, which is part of Supervisor Lesko's goal to improve the climate for businesses in Brookhaven, gauges the current status of 129 businesses who responded to the survey. The survey results evaluate the sentiment and measures the activity of businesses within the Town. The press conference was held at the offices of Baldassano Architecture in Patchogue, one of the survey respondents. Click here to view the survey.

"The results of this survey prove to be very encouraging for the future of small businesses in Brookhaven Town," said Supervisor Lesko, "The country's economic downturn has hit our region, but there are some bright spots - especially the fact that 84% of the respondents believe Brookhaven is a good place to do business. By all indications, these small businesses have a positive outlook about the future of business in Brookhaven."

"Small businesses are the backbone of our community and they drive the economy of our town," said Councilman Tim Mazzei, Town Board liaison to the Division of Economic Development. "This survey gives us a good sense of how business owners are getting through these tough economic times and I thank all those who participated in the survey."

"We're thrilled to be introducing the first Brookhaven Small Business Advisory Council Annual Survey of Brookhaven Businesses," said Bruce Newman, SBAC President. "We believe the survey provides an important barometer of business sentiment in support of Supervisor Lesko's broader initiative to improve the climate for businesses in Brookhaven."

"The hardships faced over the past two and a half years have been extremely difficult for architects," said Alex Badalamenti, Managing Partner of Baldassano Architecture. "Our firm has been doing business in Brookhaven Town..."
for 35 years and thanks to the patience and commitment of so many people including Supervisor Lesko and the SBAC, we have not only survived, but we have also regained our stability and confidence that business will continue to improve."

The survey, which covers three categories, including Demographics, Operations, and Strategic Planning, was sent to small businesses owners throughout Brookhaven Town in October 2010. The data was collected, aggregated and analyzed by the accounting firm of Cerini & Associates LLP in conjunction with Pandora Marketing Consultants. Both companies wrote, designed, and produced the final results booklet. The 129 businesses (see list below) who responded to the survey answered questions relating to their revenues, plans to expand or downsize, their confidence in the Long Island and National Economy, and how they feel about doing business in Brookhaven, among others.

Highlights of the survey include:

**Strategic Planning**

- 84% of the respondents believe Brookhaven Town is a positive location for business.
- 49% of respondents anticipated an increase in revenue for 2010 as compared to 2009 while 28% expected to remain the same.
- Even in the tough economy, 81% of the businesses surveyed plan to keep their businesses in Brookhaven Town.
- 46% of respondents indicated that they plan on expanding their businesses in 2011.
- Brookhaven businesses have branched out with 19% providing services nationally and another 16% having an international client base.
- Based on a scale of 1 to 10, business owners have a higher average confidence rating for the Long Island economy (5.17) than they do for the national economy (4.78).
- 51% of businesses surveyed anticipate the leading market indices will increase in 2011.

**Operations**

- 44% of the businesses surveyed saw an increase in their customer base in 2010 while 34% worked with the same number of customers as they did in 2009.
- 42% of businesses anticipated hiring new staff in 2011.
- Of those businesses who anticipate hiring, 48% plan to increase their staff by up to 5%, while 25% plan on a 10% increase. The remaining 27% plan on increasing their staff from 10% to 25%.
- Only 8% of the businesses anticipated layoffs over the next 6 to 12 months. Of those businesses that plan on downsizing, 37% anticipate layoffs of up to 5% and 37% expect reductions of over 25%.

**Demographics**

- The largest number of respondents came from service providers (63%), followed by retail (13%), while the remaining 24% came from manufacturing, wholesaler, non-profit and other.
- 49% of respondents anticipated an increase in revenue for 2010 while 28% expected no change in revenue from 2009.
- Brookhaven businesses have branched out with 19% providing services nationally and another 16% having an international client base.
- Respondents expected a mean average of 5% to 10% projected revenue increase for 2010 as compared to 2009.

The Town of Brookhaven SBAC serves as the small business liaison to the Supervisor and Town Board. The council is comprised of small business owners and professionals who serve on a volunteer basis. The Council’s key function is to assist Town government by disseminating information to and from the small business communities. They also help to compile information on small business in Brookhaven Town, and develop and implement public information programs to educate the small business community regarding outreach programs and assistance available to them. For more information about the SBAC, please contact Lisa Mulligan, Director of the Town of Brookhaven's Division of Economic Development at (631) 451-6563.

The businesses that responded to the survey include:

- 3 Gals Industrial
- Ad Ventures
· AdVentures
· AFLAC
· All Island Media
· All Island Signs
· American Eagle Systems
· Atlantic Fluid Power Inc
· Baldassano Architecture LLP
· Bass Electric
· BCCC
· Be Healthy Now!
· Bloom Resource Group, Inc.
· Brian Davis Consultant, LLC
· Brookhaven Arts Council
· Brookhaven Chambers of Commerce Coalition
· Budget Blinds of Smithtown/Port Jefferson
· C. Tech collections
· Caithness Long Island, LLC
· Centennial Insurance Agency, Inc.
· Citizens Bank
· Corporate Realty Services, LLC
· Costco Wholesale
· Costco-Holbrook
· CP Green Landscaping
· D James Marketing Corp
· David Sangesland, CPA, CVA
· Edward Jones
· Emporium Partners
· Energenics Systems LLC
- Enviroscapes Holtsville Garden Center
- Firematic Supply Co., Inc.
- Fish Window Cleaning
- FRAMERICA
- Generations Publishing
- Get Moving USA
- Gordon L. Seaman, Inc.
- GR Flooring
- Greystone Bus Solutions
- Habanero, Inc.
- Holiday Inn Express Stony Brook
- Ideal Bottle Gas, Inc.
- Ideas Title MDRBR
- IndiMusic TV
- Intercounty Appliance Corp
- Isla Engineering Service Co.
- JAM Specialties
- James R. Baker DBA
- Judith S Savino DM William A Savino DDS PC
- Jupiter Moon Productions
- Karen Giles, Licensed
- Keen Insurance
- Kids Quest
- KMS Temperature Services, Inc.
- Ladies Workout Express
- Lighthouse Insurance
- Long Island Ophthalmic
· Long Island Precast
· Long Island, Inc.
· Make MY Technology Simple
· Middle Country Family Medicine
· Miller Business Resource Center
· Miller Place Civic Association
· Mind Plus Muscle Institute for Applied Sport Psychology
· Minuteman Press Selden
· Moriches Boat
· MTK ELECTRONICS, INC.
· NAASCO Northeast Corp
· Nesconset Center for Nursing
· Next Generation Wireless
· North American Security Resources
· North American Security Resources Group, Inc.
· Northeast Airpark
· Passport Publications of LI
· Patchogue Electric Motors Inc.
· Perfect Pool
· Photos of the Heart
· Physical Solutions, Inc.
· Pixel Print
· Port Jefferson Ferry
· Prestige Personal Chef Service
· Prime Time Travel
· PRL Investigations
· Quality Pharmacy, Inc.
· Quantronix Corporation
Recycling Services, Inc.
Rodan Enterprise, Inc.
Sabastien's Nook LLC
Schecher Management Consulting
Schmidt Painting, Inc.
Score Suffolk
SEBSI
Software Solutions Consulting
Soleil Total Fitness
Sound Beach Music
Sound Energy Alternatives Coalition
Suffolk Federal Credit Union
Suffolk Linen Services
Summit Business Solutions
Sunation Solar Systems
Sweet Melody Music Studio
Technology Service of Long Island, LLC
Teresa's Family Cleaning
Terra Editing, Inc.
Thaker Consulting
The Burmax Co, Inc.
The Colony Shop
The Orelube Corporation
The UPS store Selden
Uncle Wally’s Muffin Company
VTEQE, Ltd.
WebandSEO.com
Weiss Instruments