Farmingville, NY - Supervisor Mark Lesko has announced the results of the Brookhaven Business Advisory Council's (BBAC) Second Annual Survey of Brookhaven Businesses. The survey gauges the economic status of 153 businesses that responded to the survey. Although confidence is down and the majority of businesses do not project any full-time new hires, 89% of the businesses that responded do not project layoffs. The overwhelming majority of businesses plan to stay in Brookhaven.

"I thank the Brookhaven Business Advisory Council for conducting their second annual survey, which gives us insight into how Brookhaven businesses are faring through the lingering effects of the economic recession. We are not out of the woods yet and confidence is down. However, there are some positive aspects of this survey, including over 80% of respondents see Brookhaven as a good place to operate and over 90% plan to keep their businesses here," said Supervisor Mark Lesko.

Councilman Tim Mazzei, Town Board liaison to the Division of Economic Development said, "Brookhaven businesses have been struggling just like most across the country, but this survey seems to show that there are some bright spots that project better days ahead. I thank the BBAC and all those who participated in the survey, which is a valuable tool to help understand the overall economy of the Town."

"This year's Annual Survey of Brookhaven Businesses includes many interesting findings," commented Bruce Newman, President of the Brookhaven Business Advisory Council, "Taxes and government regulation, for example, are often cited as the main impediment to local business growth, however this year's survey points to an even greater concern over the weak economy (43%) and healthcare costs (24%). Understanding how our business community thinks, is vital in the Town's continuing drive to make Brookhaven a superior location to run a business."

Dolores Stafford, President of Setauket-based Stafford Associates, a company that participated in the survey said, "Although we recognize that the economy is not at its best, it is comforting to know that most businesses are planning on staying in Brookhaven and that they are confident enough to remain here and wait out these difficult times."

The survey, which covers three categories, including Demographics, Operations, and Strategic Planning, was sent to small businesses owners throughout Brookhaven Town in October 2011. 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 153 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.

Click here to read the Annual Survey of Brookhaven Businesses 2012

Highlights of the survey include:

**Strategic Planning**

- 81% of the respondents believe Brookhaven Town is a positive location for business.
- In spite of a tough economy, 94% of the businesses surveyed plan to keep their businesses in Brookhaven Town, a 13% increase over last year's survey.
- The majority of respondents felt neutral to negative in their confidence rating of the local and national economy. All ratings are down from last year.

**Operations**
64% of respondents plan to increase their staff by up to 5% in 2012, a significant improvement over 48% in 2010.

79% of businesses projected no full-timehirings for 2011 and 78% projected no part-timehirings. This is fairly consistent with results over the previous two years.

An overwhelming majority (89%) of businesses do not anticipate layoffs over the next 6 to 12 months. Of those businesses that plan on downsizing, 54% anticipate layoffs of up to 5% and 31% expect reductions of over 25%. This is an overall improvement over last year.

83% of respondents are using social media to communicate with their market. Most businesses are using Facebook (25%) and LinkedIn (20%) which is consistent with preferences reported in last year's survey.

**Demographics**

- 40% of respondents saw a 1% to 10% decrease in customer base, which is an improvement over the previous year.
- An overwhelming majority (82%) of the business owners surveyed live in Brookhaven Town, an increase of 8% over last year.
- The number of businesses that anticipated a 16% to 25% increase in revenue for 2011 nearly doubled to 17% over the previous year.

The BBAC serves as the business liaison to the Supervisor and Town Board. The Council is comprised of 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 business communities. They also help to compile information on business in Brookhaven Town, and develop and implement public information programs to educate the business community regarding outreach programs. For more information about the BBAC, visit www.brookhavenbac.com or call 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
- A bella Home Staging
- A cquired Vision Inc
- ACTPMA, LLC Construction Management Consultants
- Advanced Technical Materials
- AIRPORTSONLY.NET
- All Island Signs
- AM Architectural Designs
- Amboy Bus Co./Atlantic Express Trans. Corp.
- Anonymous
- Anonymous
- Anonymous
- Anschel Tech
- Anthony Attina CPA PC
- Applied Business Strategies Corporation
- Applied Computer Technologies
- ATM
· Boncor Group Corp
· BPK Wholesale Ltd.
· Brennan & Priest Inc.
· Brent Wholesale Meat
· Brian Davis Consultant, LLC
· Brookhaven Arts and Humanity Council
· Brookhaven National Laboratory
· Budget Blinds of Port Jefferson
· Chamber of Commerce of the Greater Ronkonkomas
· Childhood Anxiety Solutions, LCSW, PLLC
· Chuck Ragusa Motor Sports
· Church on the Sound
· Citi Bank N.A.
· City Energy Services LLC
· Claude Labbe Construction
· Clearwater International INC
· Clearway Plumbing
· Coaching Insight LLC
· Coastal Computer
· CoDanceCo, Inc.
· cwa lifcu
· D James Marketing Corp
· Davies At Law
· DCS Infrastructure, LLC
· Donoghue Printing
· Evolution
· Family Residences and Essential Enterprises, Inc.
· Family Time Events Rentals, Inc.
first Suffolk Financial
Floors Will Shine
Frank Lowe Runbber
Good to Go Maintenance Inc
Greater Patchogue Chamber of Commerce
Greiner-Maltz Company of LI
Greystone Business Solutions Inc.
Habitat for Humanity of Suffolk
Herstory Writers Workshop
Hesselburg’s Taekwondo and Karate
Hilton garden Inn
HyTech Consulting
Irish Crossroads Gift Shop
iSine, Inc.
Isla Engineering Service Co.
Island Designers Associates INC
James Young (Author)
John Rose
Josephine's Shopping Service Inc.
Judith S Savino DMD William A Savino Jr DDS PC
Just Kids an Early Childhood Learning Center
Karen E. Giles, Licensed Acupuncturist
Karras Agency
KDJ Advertising LLC
LaVelle
Long Island Cares, Inc.
Luitpold Pharmaceuticals
Maritime Explorium at Port Jeff Harbor