

Business Survey Scripts & Letter (Non-respondents)

Dear Business Owner,

RTI International, an independent, nonprofit research consulting firm located in Raleigh, North Carolina, has been hired by the National Park Service to conduct an economic analysis of the proposed alternatives for managing beach driving or ORV's in the Cape Hatteras National Seashore. We will be calling a random sample of businesses on the Outer Banks to gather information for the economic analysis. Your business was selected for survey.

Someone from RTI will be calling your business in the next few days to ask some questions about your business. We need information on the size and activities of your business, including revenue and number of employees in 2007 and 2008, to understand the number and type of businesses currently on Cape Hatteras. It may be helpful to consult your records before we call. We will also ask some questions about your business forecast under different ORV management proposals.

Our questions about revenue only ask which category your business fell into in 2007 and 2008 from the following categories:

- Less than \$500,000 a year
- \$500,000 to \$1 million a year
- \$1 million to \$3 million a year
- \$3 million to \$5 million a year
- \$5 million - \$10 million a year
- \$10 million - \$25 million a year
- Over \$25 million a year

Your responses to these questions are voluntary, but we hope you will participate in the survey because this is the best way to get accurate information about the possible impacts of ORV management on businesses. All of your answers will be kept on a secure computer at RTI. We will not report any information about individual businesses to any other businesses or to the National Park Service unless compelled by law. Even then, if you request it, we are not required to report information that could be used to link your answers to your business. We will explain the procedure for confidentiality again when we call.

If you would like to schedule a time for your interview please contact Ross Loomis from RTI at 919-541-6930 or rloomis@rti.org. Otherwise, we will be calling you in the next few days.

If you have any questions about the survey please contact Carol Mansfield at RTI (carolm@rti.org or 919-541-8053) or Cyndy Holda at Cape Hatteras National Seashore (cyndy_holda@nps.gov or 252-473-2111, ext. 148).

Thank you very much for your cooperation.

Carol Mansfield
Senior Economist, RTI International

F1. Business survey for recreation supplies, piers, and marinas

Fishing Supplies; Recreation Rentals and Lessons/Piers/Marinas/Fishing Charters

Hi, my name is [name]. I work for RTI International, a nonprofit research consulting firm located in Raleigh, North Carolina. We have been hired by the National Park Service to conduct an economic analysis of the proposed alternatives for managing beach driving or ORV's in the Cape Hatteras National Seashore.

A. We are calling a random sample of businesses on the Outer Banks to gather information for the economic analysis. Your business was selected for survey. Can I please speak to (insert contact name)? *(if no contact name)* We need to speak with the owner of the business or someone who is very familiar with the financial side of the business.

B. *(if no one available)* Do you know if there is a good time to call them? Can I have their name and telephone number or an email address? My name is (insert name) and my number is (insert phone number). Can you please tell them I called?

F2. Real estate and rental homes

Hi, my name is [name]. I work for RTI International, a nonprofit research consulting firm located in Raleigh, North Carolina. We have been hired by the National Park Service to conduct an economic analysis of the proposed alternatives for managing beach driving or ORV's in the Cape Hatteras National Seashore.

A. We are calling a random sample of businesses on the Outer Banks to gather information for the economic analysis. Your business was selected for survey. Can I please speak to (insert contact name). *(if no contact name)* We need to speak with the owner of the business or someone who is very familiar with the financial side of the business.

B. *(if no one available)* Do you know if there is a good time to call them? Can you give me their name and telephone number? My name is (insert name) and my number is (insert phone number). Can you please tell them I called?

F3. Lodging except rental homes

Business survey: Lodging except rental homes

Hi, my name is [name]. I work for RTI International, a nonprofit research consulting firm located in Raleigh, North Carolina. We have been hired by the National Park Service to conduct an economic analysis of the proposed alternatives for managing beach driving or ORV's in the Cape Hatteras National Seashore.

A. We are calling a random sample of businesses on the Outer Banks to gather information for the economic analysis. Your business was selected for survey. Can I please speak to (insert contact name). *(if no contact name)* We need to speak with the owner of the business or someone who is very familiar with the financial side of the business.

B. *(if no one available)* Do you know if there is a good time to call them? Can you give me their name and telephone number? My name is (insert name) and my number is (insert phone number). Can you please tell them I called?

F4. Commercial fishermen

Business survey: Commercial fishermen

Hi, my name is [name]. I work for RTI International, a nonprofit research consulting firm located in Raleigh, North Carolina. We have been hired by the National Park Service to conduct an economic analysis of the proposed alternatives for managing beach driving or ORV's in the Cape Hatteras National Seashore.

We are calling a random sample of businesses on the Outer Banks to gather information for the economic analysis. Commercial fishermen are included in the sample. [Insert name of fisherman] has been selected for survey. Can I please speak to (insert contact name).

(if not available) Can we set up a time when I can call back? My name is (insert name) and my number is (insert phone number). Can you please tell them I called?