

Middlebury

Business Survey

1. How strongly do you agree or disagree with the following statements? **Mark (●) ONE for each**

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Local police protection is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe downtown, even at night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local fire protection is outstanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to buy products and services locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to direct customers to other local businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek ways to cooperate with local businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The existing local business mix helps my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look and feel of downtown helps my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My building facade draws customers into <i>my</i> business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing for employees is readily available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare for employees and customers is readily available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlebury College's presence is generally good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlebury has a positive image that attracts customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlebury is an excellent place to have a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. To what degree do you experience the following business challenges? **Mark (●) ONE for each**

	Major Challenge	Minor Challenge	No Challenge	Don't Know
Conflict with building owner or tenant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty recruiting or retaining employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive or unavailable products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive employee wages or benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensive rent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product deliver/loading challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-town competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlebury College competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor building condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrictive business regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoplifting or theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unskilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vandalism/Graffiti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loitering near business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perceived Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Could you use information on or assistance with the following topics? **Mark (●) ONE for each**

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inventory Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/Branding/Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee Hiring/Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service/Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window displays/Interior Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Commerce/Web Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying/Selling a Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If your business is NOT downtown, go to question 6.

4. What are the two biggest reasons people stop downtown? (i.e., **specific establishment, attraction or activity**)

a. _____ b. _____

5. How useful to your downtown business are (could be) the following services?

	Very Useful	Useful	Useless	Don't Know
Group business training (i.e. workshops, speakers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperative advertising coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing of Main Street as shopping destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facade grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown public improvement projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown business directories, brochures, maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web site or Internet resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail event coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special event coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Which technical or financial assistance programs' have you used for your business?

	Used in Past Year	Will Use Next Year	Don't Know About	Won't Use
Service Corps of Retired Executives (SCORE) Tech Assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Development Center (SBDC) Tech Assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vermont Center for Emerging Technologies (VCET)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vermont Economic Development Authority (VEDA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Administration (SBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rehabilitation Investment Tax Credit Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vermont Community Development Program (VCDP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional/Local Revolving Loan Funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USDA Rural Development Loans and Guarantees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____				

7. Who do you see as your biggest competition (local or out of town)? _____

8. What three businesses complement your business the most?
- a. _____
 b. _____
 c. _____

9. How satisfied are you with the present location of your business? **Mark all that apply.**
- Very Satisfied
 - Satisfied
 - Neutral
 - Unsatisfied
 - Very Unsatisfied
 - Plan to Move, because _____

10. Do you have plans to expand or reduce service operations **OR** square footage of your business in the next year? **Mark all that apply.**
- I plan to expand services.
 - I plan to expand square footage.
 - I plan to reduce services.
 - I plan to reduce square footage.
 - I don't have any plans for changes.

11. If financial assistance were available, would you consider building improvements such as facade work or new signage?
- Yes
 - No
 - Don't Know

12. How many years has your business: **Mark (●) ONE for each**

	Been Operating	In Current Location	Under Current Ownership
Under 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6-10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11-20	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 20	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Does your business own or lease the space in which it is located? **Mark (●) ONE**
- Own
 - Lease
 - Lease, but wish to purchase

14. How many total square feet are devoted to your business?
 _____ sq. ft.

15. a. Where do your CUSTOMERS typically park? **Mark (●) ONE**
- On the street
 - In a public parking lot
 - In a private parking lot
- b. How far do CUSTOMERS typically have to park from your business? **Mark (●) ONE**
- Near entry
 - 1/2 block away
 - 1 block away
 - 2 blocks away
 - 3 blocks away

16. a. Where do you and your EMPLOYEES typically park? **Mark (●) ONE**
- On the street
 - In a public parking lot
 - In a private parking lot
- b. How far do you and your EMPLOYEES typically have to park from your business? **Mark (●) ONE**
- Near entry
 - 1/2 block away
 - 1 block away
 - 2 blocks away
 - 3 blocks away

17. What % of your EMPLOYEES live in Middlebury?
 _____ %
- How many people including owners are—**
- full-time year-round (32 or more Hrs/Wk) _____
 - part-time year-round (less than 32 Hrs/Wk) _____
 - seasonal employees _____

18. What are the three busiest and slowest months of the year for this business?

Busiest Months	Slowest Months
_____	_____
_____	_____
_____	_____

22. Which local events (past or present) increase sales volume for your business, either during the event or in the days that follow?

a. _____

b. _____

c. _____

d. _____

19. What are your hours of operation of your business? **Mark (●) ONE for each**

	Busiest Months		Slowest Months	
	Open	Close	Open	Close
Monday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. If additional chain stores were to open in the area, how would you adapt?

21. How many customer transactions do you do per week during . . . **(Mark (●) ONE in each column)**

	Busiest Months	Slowest Months
none, all business via phone or Web	<input type="radio"/>	<input type="radio"/>
less than 50	<input type="radio"/>	<input type="radio"/>
50-250	<input type="radio"/>	<input type="radio"/>
250-500	<input type="radio"/>	<input type="radio"/>
Over 500	<input type="radio"/>	<input type="radio"/>

23. How important are the following consumer segments to your business? **Mark (●) ONE for each**

	Very Important	Important	Not Important	Not Sure
<u>Gender:</u>				
Males	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Females	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Age:</u>				
under 18	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18-24	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25-44	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45-54	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55-64	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 64	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Income:</u>				
Low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Segment</u>				
Residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 nd Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlebury College Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Are there any businesses near yours that have opened or closed this year?

Opened Businesses	Closed Businesses
_____	_____
_____	_____
_____	_____

25. Do the following traits help make your business more competitive? **Mark (●) up to FOUR per column**

	A Lot	A Little	Not at All
Your Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Brand Names	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. What additional businesses would you most like to see downtown? **Mark (●) FIVE for each**

- | | |
|--------------------------------------------|---------------------------------------------|
| <input type="radio"/> Appliance, TV, Elec | <input type="radio"/> Accounting/T ax |
| <input type="radio"/> Art Dealers | <input type="radio"/> Bank |
| <input type="radio"/> Bakery | <input type="radio"/> Bar/Grill |
| <input type="radio"/> Beer/Wine/Liquor | <input type="radio"/> Barber/Beauty Salons |
| <input type="radio"/> Book and News | <input type="radio"/> Child Day Care |
| <input type="radio"/> Building Materials | <input type="radio"/> Chiropractor |
| <input type="radio"/> Butcher/Meat Shop | <input type="radio"/> Coffee Shop |
| <input type="radio"/> Children's Clothing | <input type="radio"/> Coin-op Laundry |
| <input type="radio"/> Computer/Software | <input type="radio"/> Dentist |
| <input type="radio"/> Convenience Store | <input type="radio"/> Dry Cleaners |
| <input type="radio"/> Cosmetics, Beauty | <input type="radio"/> Fast Food Restaurant |
| <input type="radio"/> Family Clothing | <input type="radio"/> Fitness Center |
| <input type="radio"/> Florists | <input type="radio"/> Formal Wear/Costume |
| <input type="radio"/> Furniture | <input type="radio"/> Full Serv Restaurant |
| <input type="radio"/> Department Store | <input type="radio"/> General Rental Center |
| <input type="radio"/> Gift and Souvenir | <input type="radio"/> Insurance |
| <input type="radio"/> Grocery | <input type="radio"/> Investments |
| <input type="radio"/> Health/Personal Care | <input type="radio"/> Lawyer |
| <input type="radio"/> Hobby/Toy/Game | <input type="radio"/> Mail/Copy Services |
| <input type="radio"/> Home Furnishings | <input type="radio"/> Movie Rental |
| <input type="radio"/> Jewelry | <input type="radio"/> Movie Theaters |
| <input type="radio"/> Men's Clothing | <input type="radio"/> Nail Salons |
| <input type="radio"/> Musical Instruments | <input type="radio"/> Night Club |
| <input type="radio"/> Office Supplies | <input type="radio"/> Optometrist |
| <input type="radio"/> Pet and Supplies | <input type="radio"/> Personal Care (Diet) |
| <input type="radio"/> Pharmacies and Drug | <input type="radio"/> Pet Care/Grooming |
| <input type="radio"/> Sewing, Needlework | <input type="radio"/> Photographic Services |
| <input type="radio"/> Shoe Store | <input type="radio"/> Physician |
| <input type="radio"/> Sporting Goods | <input type="radio"/> Tailor |
| <input type="radio"/> Tape, CD, & Record | <input type="radio"/> Veterinary Services |
| <input type="radio"/> Women's Clothing | <input type="radio"/> Other _____ |
| <input type="radio"/> Other _____ | |

27. Name up to three businesses you would like to see come to downtown, if any (**Specific name/chain**)

- a. _____
 b. _____
 c. _____

28. Which downtown buildings could be more productively used to create more economic activity for the district?

- a. location _____
 b. the space could be better used for _____

29. What types of housing would you like to see added downtown? **Mark (●) ALL that apply**

- Senior units
 Condo units
 Loft/Studio units
 Rental apartments
 Single family homes
 Other _____

30. What community recreational assets could support your business if further developed? **Mark (●) ALL that apply**

- Lake/Waterfront
 Boating
 Bike Trail Expansion
 Hiking/Mountains
 Skiing
 Snowmobiling
 Parks
 Other _____

31. What additional types of lodging accommodations are needed in Middlebury? **Mark (●) ALL that apply**

- Bed and breakfast or small inn
 Commercial chain hotel
 Other _____

32. What additional consumer information should we collect in this study to help your business?

*Thank you for participating in this survey. Please return completed questionnaire to:
 Donna Donahue, Better Middlebury Partnership, PO Box 853, Middlebury VT 05753
 Or drop it off at National Bank of Middlebury, Main Street, Middlebury, VT 05753.*

This personal information area is completely optional and will be recorded by the Better Middlebury Partnership strictly for record-keeping purposes. It will not be shared with any parties outside the BMP. Additionally, it will not be connected to nor analyzed with any responses for the survey itself.

Business Name _____

Business Owner(s) _____

Business Address _____

Business Phone#1 _____ **FAX:** _____

Email _____ **Website:** _____