

Town of Wilton, Connecticut
Wilton Economic Development Committee
2024 Business Satisfaction Study
Survey Letter
March 15, 2024
Draft 2.0

Dear Business Owner,

The Town of Wilton Economic Development Commission welcomes your participation in this survey. As an integral part of our community, your insights and feedback are invaluable as we strive to enhance Wilton's business environment and support local enterprises.

Your Input Matters:

Your perspective as a business owner or stakeholder is crucial in shaping the future direction of economic development initiatives in Wilton. By sharing your experiences, challenges, and suggestions, you contribute to the ongoing efforts to foster a thriving business community.

Confidentiality:

Please rest assured that all responses provided in this survey will be kept strictly confidential. Your anonymity is respected, and individual responses will be aggregated for analysis purposes only. You also have the option to identify yourself to enable future contact and dialogue on your ideas, concerns, or recommendations.

Completion Time:

The survey should take approximately 10 minutes to complete. We appreciate your time and thoughtful responses.

Thank you for your participation and dedication to the growth and prosperity of businesses in the Wilton community.

To access the survey please click on the following link to the WiltonCT.org website. You may also paste the link directly into your web browser:

www.wiltoct/edc/survey (tbd)

Sincerely, [Name and Title]

Town of Wilton

On Behalf of the Wilton CT Economic Development Commission

Town of Wilton, Connecticut
Wilton Economic Development Committee [JF1]
2024 Business Satisfaction Survey
Questionnaire

Thank you for your time. Your valuable feedback is vital to our united mission to bolster local businesses [JF2], and support your ongoing prosperity. By completing this brief survey, you will contribute directly to the enhancement of our community's economic landscape.

1. Overall, how satisfied are you with conducting business in the town of Wilton? (Drop down [JF3] menu)

Very Dissatisfied [] - Dissatisfied [] - Satisfied [] - Very Satisfied []

Please briefly explain any specific reasons for your rating:

2. Does your business face any unique challenges being located in Wilton? If so, what are the main challenges or disadvantages you encounter while conducting business in Wilton? (Select all that apply)

- High lease operating costs
- Difficulty locating or hiring talent
- Limited access to transportation networks
- Regulation hurdles/burdens
- Lack of available commercial real estate
- Competition from other businesses
- Lack of foot or cart traffic [JF4]
- Poor signage options
- Insufficient infrastructure (e.g., utilities, internet connectivity)
- High Taxes
- Other (Please specify) _____
- None

Please provide any additional details or comments:

3. "On a scale of 1 to 5, how would you rate the adequacy of the town's infrastructure (e.g., transportation networks, utilities, communication systems) in supporting your business operations?"

Very Inadequate (1) - Very Adequate (5)

Please specify any areas of infrastructure where improvements are needed and how they impact your business."

4. How satisfied are you with the effectiveness of town incentives and regulations (e.g., tax policies, financial assistance, regulatory assistance, infrastructure support) in fostering business growth and development?

Very Dissatisfied [] - Dissatisfied [] – Neutral [] - Satisfied [] - Very Satisfied []

Please provide examples of specific incentives or regulations that have positively or negatively impacted your business, and any recommendations for improvement?

(Note: Draft 1.0 question 3 has been eliminated with new questions 3 and 4 added based on commission discussions of March 12, 2024)

5. Below is a list of Wilton Business or Community Events. Please select those that you are aware of, and those that you feel have been effective in supporting your business: (Choose all that apply from the drop-down list)

Aware of this Event? Effective for your Business?

- **1. Wilton Chamber of Commerce Events:** These events, organizes throughout the year may include networking mixers, business expos, workshops, and seminars aimed at providing resources and opportunities for local businesses to thrive.
- **2. Wilton Farmers Market:** The Wilton Farmers Market is held seasonally. The market provides a platform for Wilton farmers and small businesses to sell their products directly to the community.
- **3. Wilton Sidewalk Sale:** Periodic sidewalk sales organized in downtown Wilton, during which local retailers offer special discounts and promotions to attract shoppers.
- **4. Wilton Holiday Stroll:** The Wilton Holiday Stroll is an annual event held during the holiday season attracting residents and visitors to downtown Wilton, and encourages shopping and dining at local establishments.
- **5. Wilton Library Association Events:** The Wilton Library Association hosts various events and programs throughout the year, including author talks, book signings, art exhibits, and

Small Business Association sponsored SCORE workshops and seminars.

- **6. Wilton Chamber of Commerce Networking Events:** The Wilton Chamber of Commerce regularly organizes networking events to provide a platform for business professionals in Wilton to exchange ideas, referrals, and support.
- **7. Artisan Fairs and Craft Shows:** Various artisan fairs and craft shows are organized in Wilton throughout the year, allowing local artisans and makers to showcase their handcrafted goods and connect with customers.
- **8. Wilton Carnival:** Annual carnival bringing local and neighboring communities to the town of Wilton.
- **9. Restaurant Weeks:** Periodic restaurant weeks are organized in Wilton, during which participating restaurants offer special menus, discounts, or promotions to attract diners.
- **10. Community Festivals and Parades:** These events feature live entertainment, food vendors, family-friendly activities, and opportunities for local businesses to participate and engage with the community.
- **11. Small Business Saturday:** To encourage residents to support local businesses by shopping and dining at small, independently owned establishments on the Saturday following Thanksgiving.

(NOTE: Question 5 finalization pending Commission input and further review. Due to length, the survey format for providing summaries on events is to be determined. Summary detail has been shortened from Draft 1.0 based on commission discussions of March 12, 2024)

6. Do you have any recommendations for additional initiatives, events, seminars, or other suggestions^[UF6] for changes to current events that you would like to see implemented to support local businesses?

Yes - [] No - []

If yes, please describe any recommendations or suggestions to support local businesses:

7. Please select the topics or themes that you would find most valuable at local future business forums, seminars, or training events (including virtual events). You can choose multiple options:

- Marketing strategies
- E-commerce and digital transformation strategies
- Access to funding and financing options
- Regulation, legal, compliance updates
- Business networking
- Employment and employee development
- Entrepreneurship and startup success stories
- Crisis management and risk mitigation strategies
- Industry-specific workshops and seminars
- Other: please specify _____

Please provide any additional thoughts or comments:

(NOTE: Question 7 added based on commission discussions of March 12, 2024)

8. On a scale of 1-10, how likely are you to recommend the town of Wilton for establishing a [JF7] business? (Where 10 = Extremely likely to recommend, and 1= Not at all likely)

1 [] 2 [] 3 [] 4 [] 5 [] 6 [] 7 [] 8 [] 9 [] 10 []

Not at all likely

Extremely likely

What is the primary reason for your rating?

9. Please add below any additional comments on ways for the town of Wilton can further support your business.

Additional Comments:

Please answer the following questions regarding your business. This will help to guide and focus our efforts in supporting you more effectively

10. Please select your primary business sector from the list below: (Drop down menu)

- Restaurant/Cafe
- Retail Store (e.g., clothing, electronics, home goods)

- Service-Based Business (e.g., hair salon, spa, cleaning services)
- Professional Services (e.g., legal, accounting, consulting)
- Healthcare/Medical Services (e.g., doctor's office, dentist, pharmacy)
- Construction/Contracting
- Hospitality/Hotel
- Manufacturing/Production
- Technology/IT Services
- Real Estate/Property Management
- Automotive (e.g., repair shop, dealership)
- Financial Services (e.g., banking, insurance, investment)
- Education/Training
- Entertainment/Recreation (e.g., theater, gym, sports facility)
- Transportation/Logistics (e.g., transportation company, logistics services)
- Agriculture/Farming
- Non-Profit Organization
- Creative Arts (e.g., photography studio, art gallery)
- Home-Based Business (e.g., freelancing, online retail)
- Other (please specify) _____

11. Please identify the number of employees in your organization:

- Sole Proprietor
- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 100+

(NOTE: Sole Proprietor added)

12. Please indicate your number of years in business in Wilton? (Drop down menu)

- Less than 1 year
- 1-2 years
- 3-5 years
- 6-10 years
- 11-20 years
- 21 years or more

13. Please indicate your role in the organization: (Drop down menu)

- President/CEO
- Owner/Proprietor
- Co-owner
- General Manager
- Financial Manager

- Manager
- Other (please specify) _____

14. Contact Information (Optional):

We would appreciate the opportunity to contact you to discuss suggestions or concerns that you have identified. In addition, we will also use your preferred contact method for future correspondence.

Name: [Your Name] _____

Name of Business: [Business Name] _____

Address: _____

Preferred Contact Method: [Dropdown Menu: Email / Phone / Mail]

Contact Information: _____

Thank you for your participation! Your feedback is greatly appreciated