

Town of Wilton, Connecticut  
Wilton Economic Development Commission  
2024 Business Satisfaction Study  
Survey Letter  
March 26, 2024  
Draft 3.0

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.

As an update, we have completed our Wilton sign survey analysis and presented our recommendations to Wilton's Planning and Zoning Commission.

**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. We welcome responses from businesses of all sizes and sectors.

**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. Please complete this survey by x/y/2024.

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](http://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  
2024 Business Satisfaction Survey  
Questionnaire

Thank you for your time. Your valuable feedback is vital to our united mission to bolster local businesses, 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 doing business in the town of Wilton? (Drop down menu)

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

Please briefly explain any specific reasons for your rating:

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2. Does your business face any significant 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 suitable commercial real estate
- Ability to draw customers from other towns
- Lack of foot or car traffic
- Poor signage options
- Infrastructure (e.g., utilities, roads, etc.)
- Infrastructure services (internet connectivity, cell service, etc.)
- High Taxes
- Other (Please specify) \_\_\_\_\_
- None

Please provide any additional details or comments on all that apply:

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3. Below is a list of some of the Wilton Business or Community Events that go on throughout the year. (drop down menu/ viewing optional)

- **1. Wilton Chamber of Commerce Events:** These events, organized 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.
  - ⊖ **Wilton Library Association Events:** The Wilton Library Association hosts various events and programs throughout the year, including author talks, book signings, art exhibits, etc.
  - **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.
4. Do you have any recommendations for additional initiatives, events, or suggestions 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

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5. 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
- Social media (Facebook, Instagram, TikTok, etc.)
- Artificial Intelligence (AI) opportunities
- Employment and career planning
- Employee development
- Entrepreneurship and startup strategies
- Crisis management and risk mitigation
- Industry-specific workshops and seminars
- Other: please specify \_\_\_\_\_

Please provide any additional thoughts or comments:

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6. On a scale of 1-10, how likely are you to recommend the town of Wilton for establishing a 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?

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7. Please add any additional comments on ways that the town of Wilton can further support your business.

Additional Comments:

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

8. Where is your business located?

- Route 7 North of Route 33
- Route 7 South of Route 33
- Town Center
- Home-Based Business
- Other \_\_\_\_\_

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

- Restaurant/Cafe
- Retail Store (e.g., clothing, electronics, home goods, cleaners)
- Grocery or Deli
- Ecommerce/Online retail
- Service-Based Business (e.g., hair salon, spa, cleaning services)
- Professional Services (e.g., legal, accounting, marketing, 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)
- Gas station/convenience store
- 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)
- Other (please specify) \_\_\_\_\_

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

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

11. 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

12. 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] \_\_\_\_\_

Title (optional) \_\_\_\_\_

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!