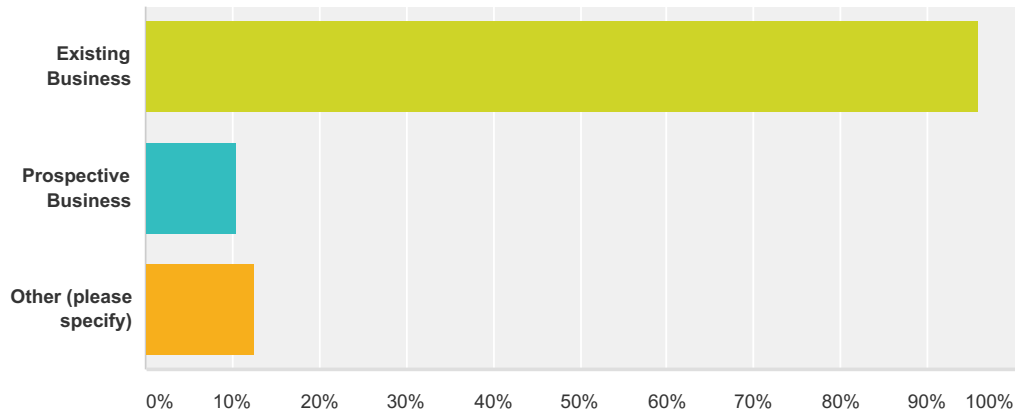


**Q1 First, please confirm your business status. Check all that apply:**

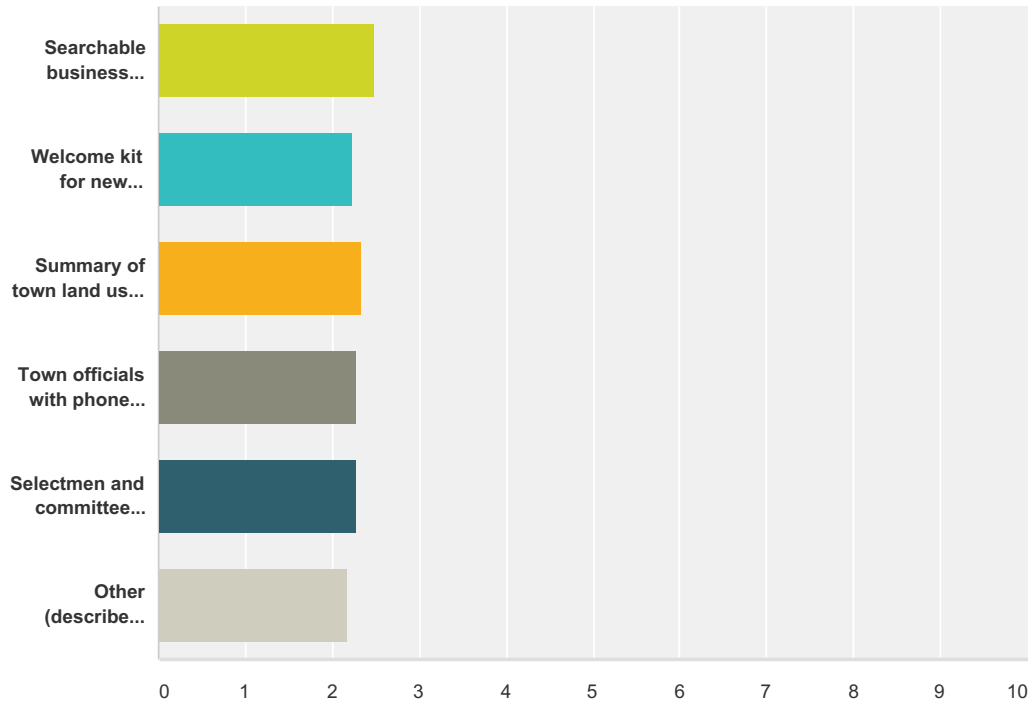
Answered: 48 Skipped: 0



Answer Choices	Responses	
Existing Business	95.83%	46
Prospective Business	10.42%	5
Other (please specify)	12.50%	6
<b>Total Respondents: 48</b>		

**Q2 The Town will be launching a new web site soon. Please rank the relative value of each of these possible on-line information services to your business.**

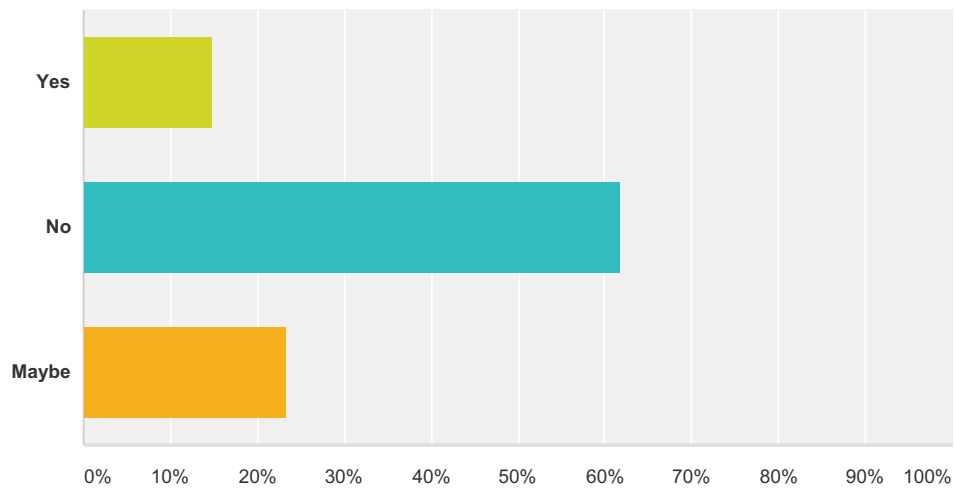
Answered: 47 Skipped: 1



	Highly Valuable	Valuable	Not Valuable	Total	Weighted Average
Searchable business directory	55.32% 26	38.30% 18	6.38% 3	47	2.49
Welcome kit for new businesses including business resource links	45.45% 20	31.82% 14	22.73% 10	44	2.23
Summary of town land use regulations	48.89% 22	35.56% 16	15.56% 7	45	2.33
Town officials with phone numbers	41.30% 19	45.65% 21	13.04% 6	46	2.28
Selectmen and committee schedules, agendas & minutes	37.78% 17	51.11% 23	11.11% 5	45	2.27
Other (describe below)	33.33% 2	50.00% 3	16.67% 1	6	2.17

**Q3 Unity could establish a Revolving Loan Fund that would target emerging businesses with low-interest loans of \$10,000 or less. Funds repaid would be available to loan to others. Such capital might be especially helpful to start-ups or businesses where the debt-to-loan ratio is too high a risk for commercial lenders. (We do not wish to compete with our bank or credit union.) Would you be likely to utilize this service if established within the next 2 years?**

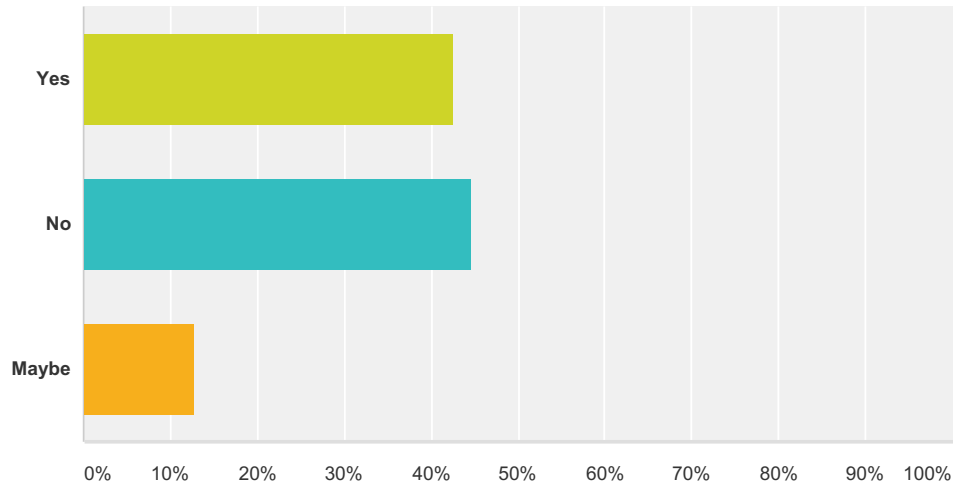
Answered: 47 Skipped: 1



Answer Choices	Responses
Yes	14.89% 7
No	61.70% 29
Maybe	23.40% 11
<b>Total</b>	<b>47</b>

### Q4 Would a matching grant help you to grow your business? (The town commits half of the funds and you provide the other half.)

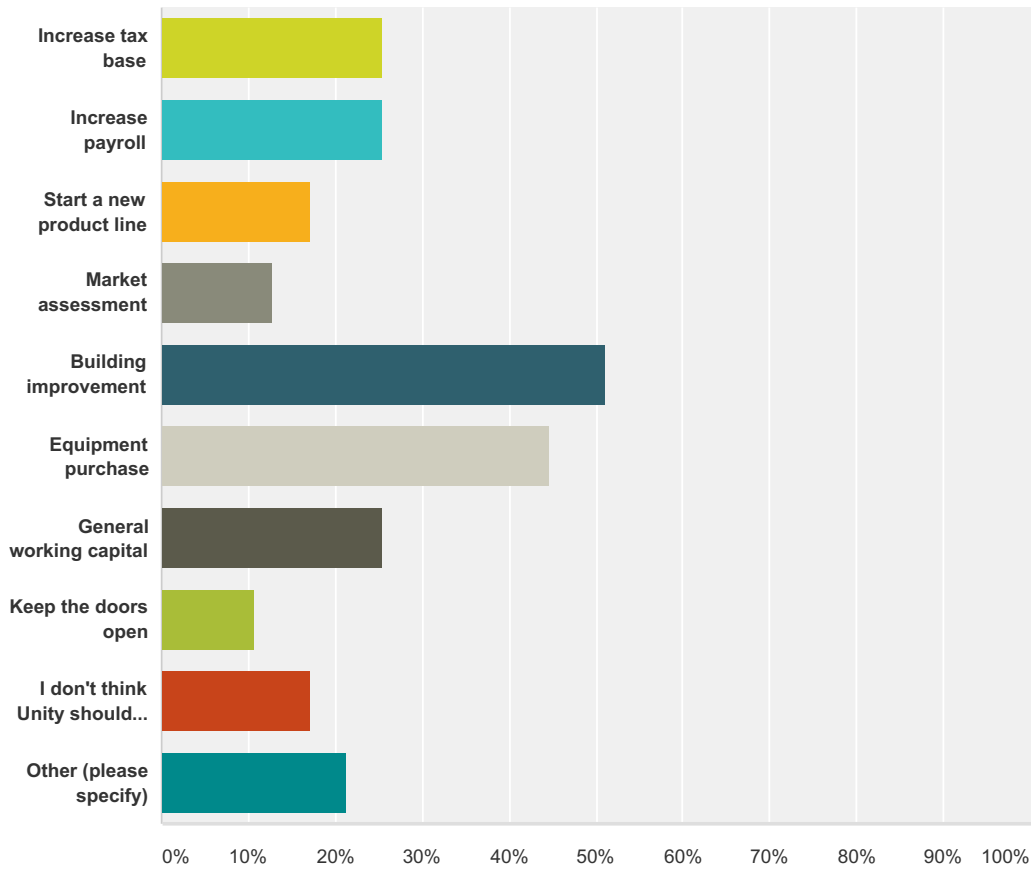
Answered: 47 Skipped: 1



Answer Choices	Responses
Yes	42.55% 20
No	44.68% 21
Maybe	12.77% 6
<b>Total</b>	<b>47</b>

### Q5 Please share the conditions under which you think the Town should offer business matching grants. Check all that apply.

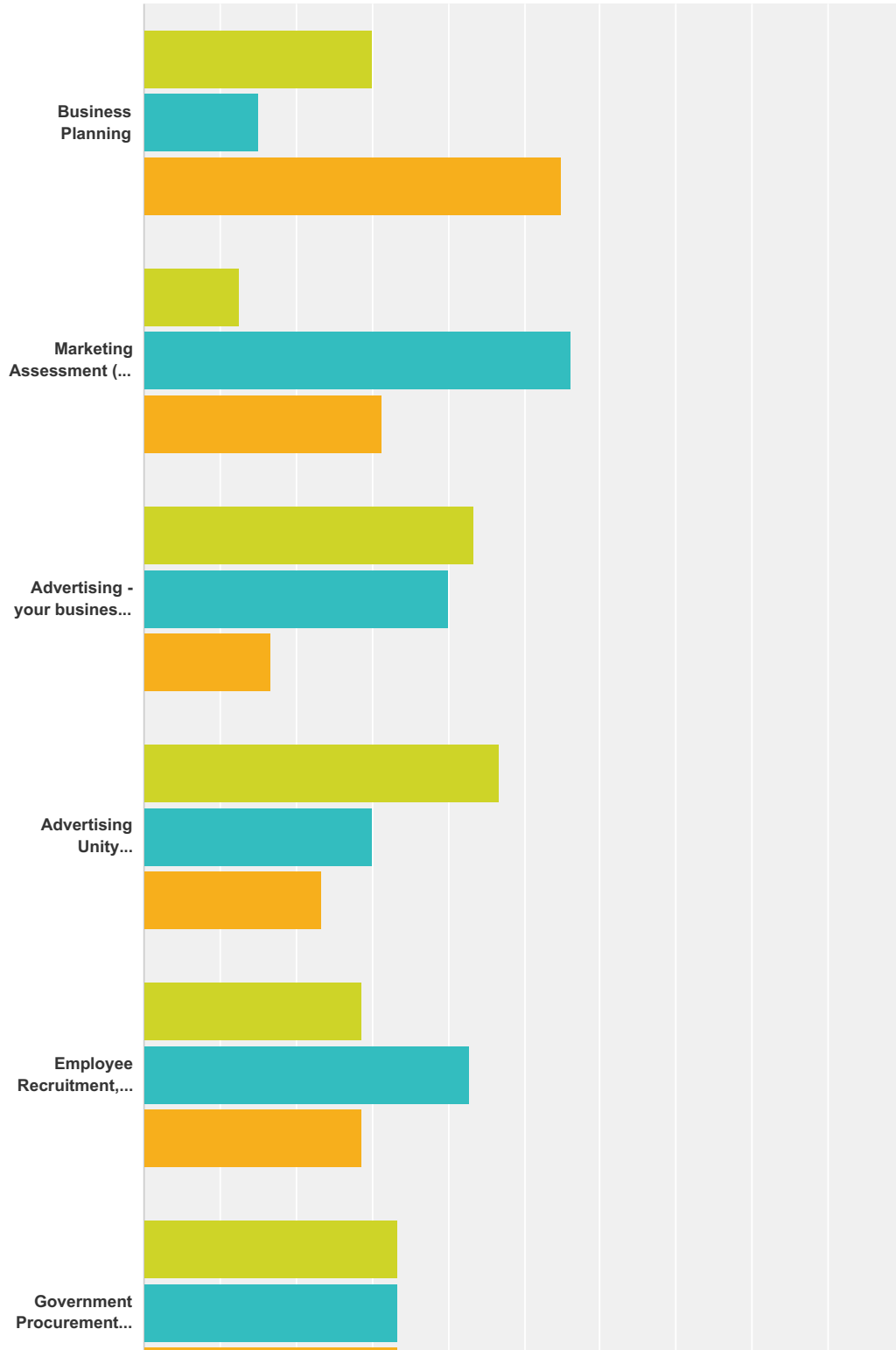
Answered: 47 Skipped: 1

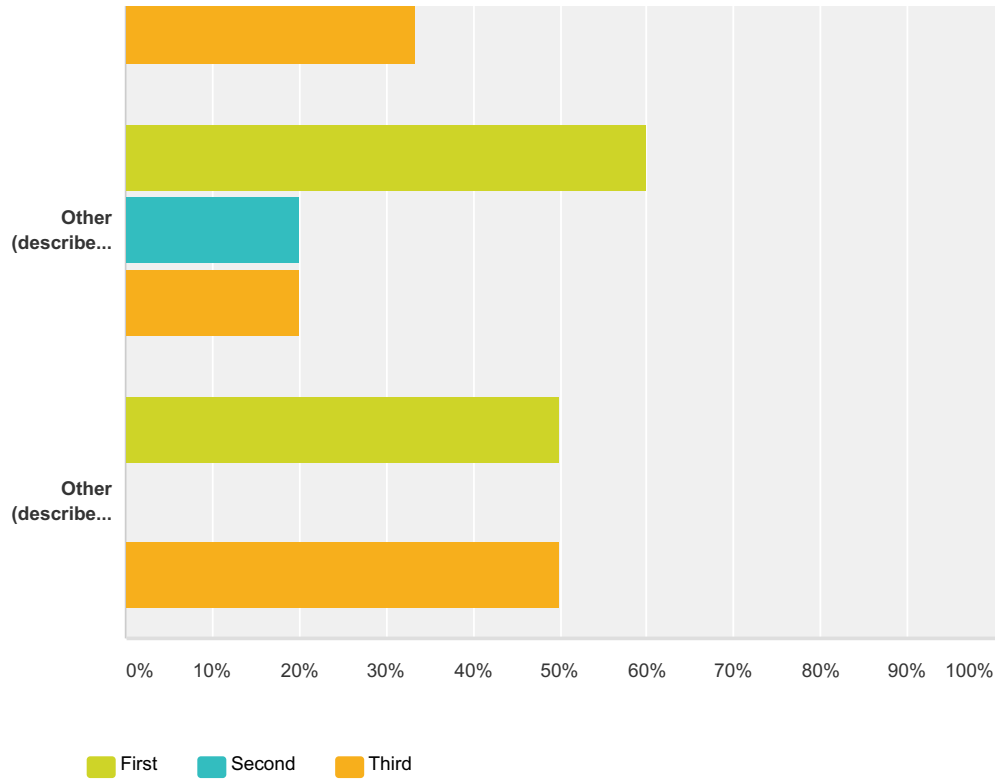


Answer Choices	Responses
Increase tax base	25.53% 12
Increase payroll	25.53% 12
Start a new product line	17.02% 8
Market assessment	12.77% 6
Building improvement	51.06% 24
Equipment purchase	44.68% 21
General working capital	25.53% 12
Keep the doors open	10.64% 5
I don't think Unity should offer business matching grants under any circumstances	17.02% 8
Other (please specify)	21.28% 10
<b>Total Respondents: 47</b>	

**Q6 Please pick the top three areas of technical assistance your business might utilize if offered by the Town. (Please select one service each for first, second and third.)**

Answered: 44 Skipped: 4

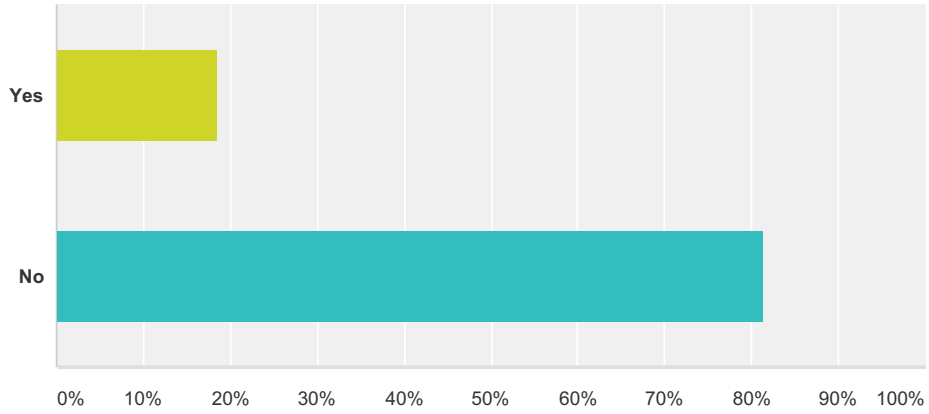




	First	Second	Third	Total
Business Planning	30.00% 6	15.00% 3	55.00% 11	20
Marketing Assessment (how many customers will buy what product at what price)	12.50% 2	56.25% 9	31.25% 5	16
Advertising - your business alone	43.33% 13	40.00% 12	16.67% 5	30
Advertising Unity businesses collectively (e.g. UBX Brochure, community events)	46.67% 14	30.00% 9	23.33% 7	30
Employee Recruitment, Training or Management	28.57% 2	42.86% 3	28.57% 2	7
Government Procurement Training	33.33% 1	33.33% 1	33.33% 1	3
Other (describe below)	60.00% 3	20.00% 1	20.00% 1	5
Other (describe below)	50.00% 1	0.00% 0	50.00% 1	2

**Q7 Have any town regulations negatively impacted your business? If yes, please describe and offer any ideas for improvement.**

Answered: 43 Skipped: 5

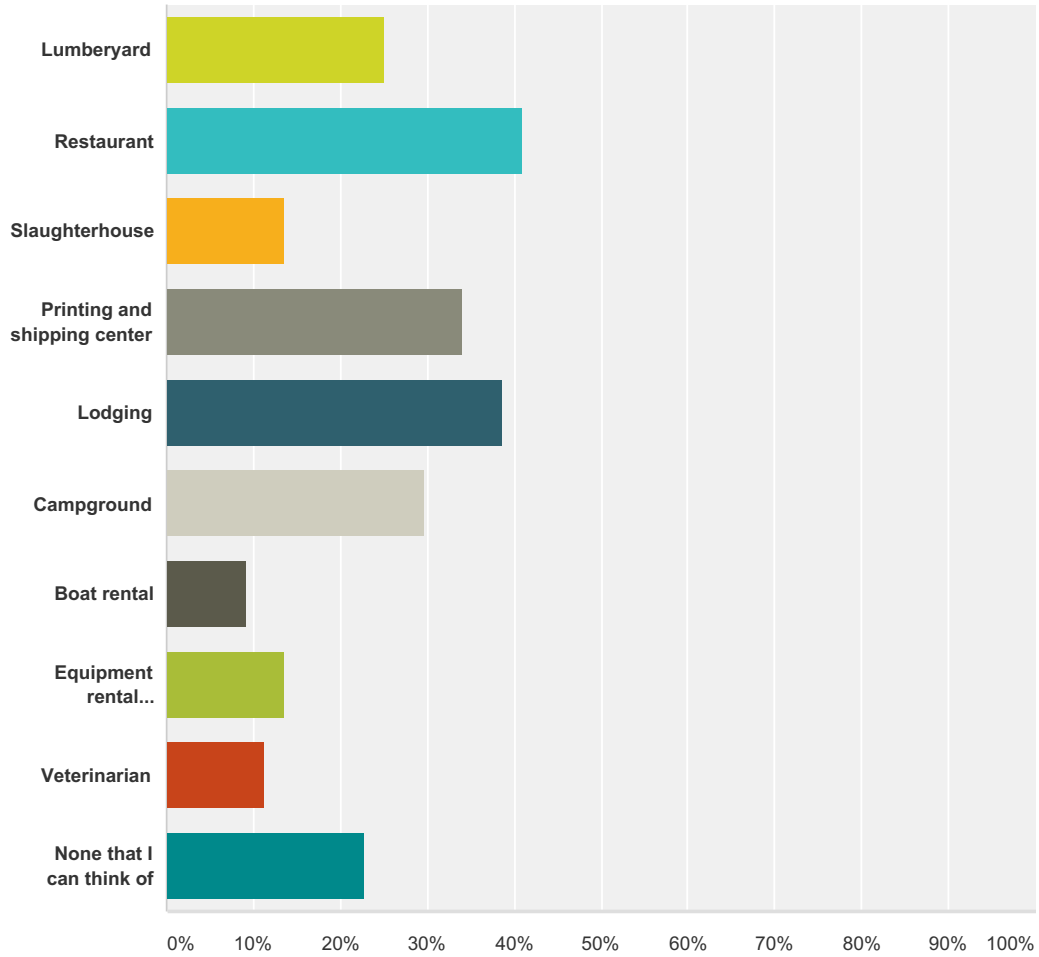


Answer Choices	Responses
Yes	18.60% 8
No	81.40% 35
<b>Total</b>	<b>43</b>



**Q8 What complementary businesses would boost yours? Check all that apply. Write in others or add clarification.**

Answered: 44 Skipped: 4

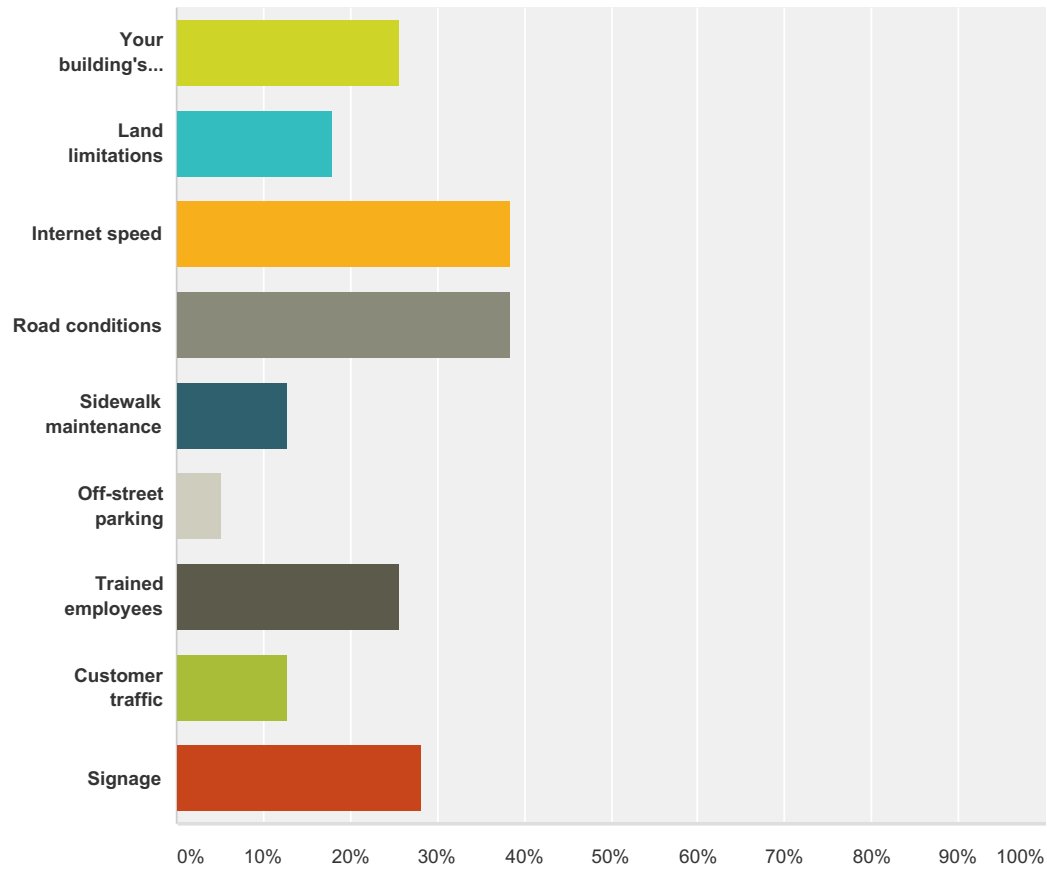


Answer Choices	Responses
Lumberyard	25.00% 11
Restaurant	40.91% 18
Slaughterhouse	13.64% 6
Printing and shipping center	34.09% 15
Lodging	38.64% 17
Campground	29.55% 13
Boat rental	9.09% 4
Equipment rental (describe below)	13.64% 6
Veterinarian	11.36% 5
None that I can think of	22.73% 10

Total Respondents: 44

**Q9 Please check any other factors that limit your business growth or profitability. The more you can explain below the better.**

Answered: 39 Skipped: 9



Answer Choices	Responses
Your building's limitations	25.64% 10
Land limitations	17.95% 7
Internet speed	38.46% 15
Road conditions	38.46% 15
Sidewalk maintenance	12.82% 5
Off-street parking	5.13% 2
Trained employees	25.64% 10
Customer traffic	12.82% 5
Signage	28.21% 11
<b>Total Respondents: 39</b>	

**Q10 How else could the Town of Unity assist your business in being successful? Add any other input you have for us. Also feel free to request a private confidential interview by leaving your name and contact info here or by calling the Town Office or any committee member.**

Answered: 13 Skipped: 35