



## Introduction

**Greetings, Unity Entrepreneurs (current and prospective business owners)!**

**The Town of Unity has established a new Economic Development Committee to help grow the local economy. We are a group of 17 appointed volunteers (see list at end of survey). Our priority is to support our existing local businesses and assist complementary ones to get going and prosper. We have some financial resources available through the Tax Increment Financing (TIF) District that we can invest in economic development. *This survey should take less than 10 minutes to fill out and will help us decide how to direct resources most effectively. Please submit your responses by May 10, 2016.***

**The survey is anonymous but if you would like to be contacted to have a confidential discussion about the unique needs of YOUR business, either let Sam know at the Town Office, inform a committee member or leave your name and contact info at the end of the survey. We will be in touch to arrange a private interview.**

***Thank you for helping with this business needs assessment!***

**Note: If you have a hard or pdf copy of the survey and would prefer to fill it out on line (saves Sam typing your info in), click or enter the following link into your web browser:**

**<https://www.surveymonkey.com/r/HYT3D7Q>**

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

Existing Business

Prospective Business

Other (please specify)



Town Web Site

2. 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.

	Highly Valuable	Valuable	Not Valuable
Searchable business directory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome kit for new businesses including business resource links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summary of town land use regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town officials with phone numbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selectmen and committee schedules, agendas & minutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe Other and/or Comments



## Financing

~~HA~~

~~HA~~ 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?

Yes  No  Maybe

Explain Maybe or Other Comments:

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

Yes  No  Maybe

Comments:

5. Please share the conditions under which you think the Town should offer business matching grants.

Check all that apply.

- |   |  |
|---|--|
| <input type="checkbox"/> Increase tax base        | <input type="checkbox"/> Equipment purchase  |
| <input type="checkbox"/> Increase payroll         | <input type="checkbox"/> General working capital   |
| <input type="checkbox"/> Start a new product line | <input type="checkbox"/> Keep the doors open   |
| <input type="checkbox"/> Market assessment        | <input type="checkbox"/> I don't think Unity should offer business matching grants under any circumstances |
| <input type="checkbox"/> Building improvement     |  |
| <input type="checkbox"/> Other (please specify)   |  |



### Technical Assistance

6. 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.)

	First	Second	Third
Business Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing Assessment (how many customers will buy what product at what price)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising - your business alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising Unity businesses collectively (e.g. UBX Brochure, community events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee Recruitment, Training or Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government Procurement Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (describe below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other or Comments:



### Limiting Factors

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

Yes

No

If yes, description of problem and ideas for improvement:

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

Lumberyard

Campground

Restaurant

Boat rental

Slaughterhouse

Equipment rental (describe below)

Printing and shipping center

Veterinarian

Lodging

None that I can think of

Other and/or comments:

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

Your building's limitations

Road conditions

Trained employees

Land limitations

Sidewalk maintenance

Customer traffic

Internet speed

Off-street parking

Signage

Other and/or clarifying comments:



**Wrap-Up**

**Thank you for completing this survey! Feel free to contact any of us, leave a message with Sam in the Town Office (948-3763 or [unity@uninets.net](mailto:unity@uninets.net)), or enter your contact info below if you would like a confidential interview to share more about your business needs or opinions regarding Unity's economic development.**

- |                        |                          |                     |                     |                      |
|------------------------|--------------------------|---------------------|---------------------|----------------------|
| <b>Tony Avila</b>      | <b>Clem Blakney</b>      | <b>Jim Buckle</b>   | <b>Gail Chase</b>   | <b>Mike Gold</b>     |
| <b>Lori Grant</b>      | <b>Mary Ann Hayes</b>    | <b>Mary Leaming</b> | <b>Chris Loble</b>  | <b>Dan McCormick</b> |
| <b>Chia Murdock</b>    | <b>Don Newell</b>        | <b>Emily Newell</b> | <b>Lucia Picard</b> | <b>Jane Pinette</b>  |
| <b>Chris Rossignol</b> | <b>Joe Saltalamachia</b> |                     |                     |                      |

**Unity Economic Development Committee**

10. 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.