

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE (BEDC)

Woodbury Business Enhancement Survey

Dear Business Owner,

We appreciate your time in completing this survey aimed at gathering insights to enhance existing businesses and attract new businesses to Woodbury, CT. Your feedback is vital for fostering a thriving local economy.

Survey Questions:

1. Business Name/Type:

- What type of business do you own? (e.g., retail, service, restaurant, etc.)
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2. Current Challenges:

- What are the top three challenges your business currently faces in Woodbury?
(e.g., competition, foot traffic, marketing, etc.)
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3. Marketing and Promotion:

- How effectively do you feel your business is currently marketed?
- Very Effective
- Somewhat Effective
- Not Effective
- Not Sure

4. Community Support:

- What types of support or resources would help enhance your business? (Select all that apply)
- Networking events
- Business workshops or training
- Marketing assistance
- Other (please specify): _____

5. Attracting New Businesses:

- In your opinion, what types of businesses would complement the existing offerings in Woodbury?
(e.g., restaurants, boutiques, entertainment, etc.)

6. Community Events:

- Would you support more community events (e.g., festivals, markets, fairs) to attract visitors to Woodbury?
- Yes
- No
- Maybe

7. Collaboration Opportunities:

- Are you open to collaborating with other local businesses for joint promotions or events?
- Yes
- No
- Maybe

8. Online Presence:

- How important is having a strong online presence (website, social media) for your business?
- Very Important
- Somewhat Important
- Not Important
- Not Sure

9. Feedback on Local Government Support:

- How can your local government support you best?

10. Additional Comments:

- Please share any additional thoughts or suggestions on how to enhance the business environment in Woodbury:

Thank you for sharing your insights. Your feedback is invaluable in helping to improve the business landscape in Woodbury, Ct.