

Brandon Market Survey

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The Economic Restructuring Committee of the Downtown Brandon Alliance (DBA) is conducting a Market Survey for the Brandon Region. The survey effort is comprised of two parts: first a Brandon Business Owners Survey and second, a Consumer Survey. Each survey utilizes a series of questions on a wide array of topics pertinent to business owners and consumers. The objective is to link the consumer with the businesses; what do consumers want and need and how can businesses supply those products and services. DBA's focus is Downtown Brandon, but businesses outside downtown, in Park Village, Forest Dale and south on Route 7 were contacted and participated in the Business Owners survey as well.

The DBA is partnering with a UVM Extension Community Resources Development Specialist who will score the anonymous surveys and provide in-depth analysis and data about the Brandon Market Area. The UVM Extension Agent has worked closely with communities in Vermont. Some of these communities, Newport and Hardwick, VT in particular, have shown great success with attracting new businesses to their towns so that consumers have more community-based local shopping options instead of having to travel elsewhere to meet their needs.

The Consumer Survey will start in mid-September and run through the Fall Foliage season, concluding by October 20, 2012. The surveys will be distributed at Brandon area lodging establishments, various stores and public sites around the community. The DBA also hopes to engage Otter Valley students to complete "on-the-street" consumer surveys interviews with shoppers in downtown Brandon. The surveys are anonymous and will help the community better understand the Brandon market, its strengths and areas that can be developed.

Business owners who were not contacted or were unable to complete a Business Owners Survey and would still like to do so should contact Steve Beck Economic Development Officer for the Town of Brandon at 247.5721 or brandondoesit.beck@gmail.

Downtown Brandon Alliance, Economic Restructuring Committee

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