

Waterville Business Input Survey

Thank you for taking a few minutes to share your input!

Waterville was selected to participate in Community Economic Development Associates' (CEDA) **Rural Capacity Program**, which will focus on strengthening local businesses, supporting learning opportunities, and helping the community plan for future economic and business development needs.

This survey should take about 10 minutes to complete.

Please complete & return this survey to the Waterville Chamber by 5/4/2026 to Brady Gifts & Promotionals, 107 S. 3rd St, Waterville

1. What is your connection to Waterville? (Select all that apply)

- Business Owner or Manager
- Employee
- Resident
- EDA/City Official
- Other: _____

2. What is your business' industry type?

3. How long has your business operated in this community?

- Less than 1 year
- 1–5 years
- 6–10 years
- More than 10 years

4. How many employees does your business currently have?

- Just me
- 2–5
- 6–20
- 21–50
- 51+

5. What are the biggest challenges your business faces? (Select all that apply)

- Staffing/workforce
- Access to financing or capital
- Facility space or infrastructure
- Marketing or visibility
- Customer traffic
- Seasonality
- Other: _____

6. How important is tourism for your business?

- 1 *Not Important*
- 2
- 3
- 4
- 5 *Very Important*

7. How much does your business fluctuate seasonally?

- 1 *Minimal*
- 2
- 3
- 4
- 5 *Significant*

8. Which times of year are slowest for your business? (Select all that apply)

- Winter
- Spring
- Summer
- Fall

9. Have you thought about the long-term future or transition of your business?

- Yes, I have a formal plan
- Yes, but not a formal plan yet
- Not yet
- Other: _____

10. How supported do you feel by local organizations (City, EDA, Chamber, etc.)?

- 1 *Not Supported*
- 2
- 3
- 4
- 5 *Very Supported*

11. What type of support would be most helpful? (Select all that apply)

- Business training/workshops
- Networking or roundtable discussions
- Access to funding (grants, loans, incentives)
- Increased community/tourism promotion
- Other: _____

12. What types of workshop or roundtable topics would be most helpful? (Select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Marketing & social media | <input type="checkbox"/> E-commerce/online presence |
| <input type="checkbox"/> Attracting and retaining customers | <input type="checkbox"/> Tourism and attracting visitors |
| <input type="checkbox"/> Financial management/budgeting | <input type="checkbox"/> Business continuity & succession |
| <input type="checkbox"/> Access to funding | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Hiring/workforce challenges | |
| <input type="checkbox"/> Business planning/growth strategies | |

13. How would you prefer to participate?

- Online webinars
- In-person workshops/discussions
- Other: _____

14. Preferred time of day for workshops/trainings:

15. Are you satisfied with your current location/building?

- Yes
- No
- Other: _____

16. Are you interested in making improvements to your space?

- Yes
- No
- Other: _____

17. What is preventing improvements? (Select all that apply)

- Cost
- Financing access
- Building condition
- Regulations/approvals
- Other: _____

18. Would you be open to periodic check-ins to share updates, challenges, and opportunities for your business? (For example: quarterly, annually, etc.)

- Yes
- No
- Other: _____

19. What could the City, EDA, Chamber, or community do differently to better support your business?

20. What is one thing that would make the biggest difference for your business right now?

OPTIONAL

Name:

Business:

Email/Phone:
