



# Town of Sturbridge

Sturbridge Business Breakfast

13 June 2017

Presented by: Kevin Filchak, Economic Development / Tourism Coordinator

# Agenda

- Breakfast
- Welcome & Introductions
- Update from the Town
- Discussion on the Business Climate / Business Surveys
- Question and Answer

# Update from the Town

- Town Website – Business Resources
- Business Classes – Sturbridge Ready, June 21<sup>st</sup> at 8:00
- TIF Policy
- Creation of a Special Events Committee
- Sturbridge Tourist Association
  - Sturbridge Minuteman Muster – June 24<sup>th</sup>
  - Pintastic – July 6<sup>th</sup> – July 8<sup>th</sup>
  - New England Shake Up! – September 21<sup>st</sup> – 24<sup>th</sup>
  - Visitor Guides
- Business Tours
- Route 15 – Market Study with CMRPC

# **DISCUSSION ON BUSINESS CLIMATE IN STURBRIDGE**

# About the Survey

- Survey consists of 11 questions aimed at providing a SWOT analysis of business in Sturbridge
- Survey's were submitted to businesses in one of two ways:
  - Via Email on May 31<sup>st</sup> and June 7<sup>th</sup>
  - Via Mail on June 6<sup>th</sup>

# Results

- Our sample size turned up 10 responses from a variety of businesses of all sizes and geographically dispersed throughout the Town
- The following are a summary of these responses. Some have been condensed for space while retaining their intended message.

Q1: Imagine you are asked by a client/customer to describe Sturbridge, specifically the business climate, in one word. What is that word?

- Challenging
- Progressing / Improving
- Good
- Stagnant
- Absent
- Tough
- Resilient
- Provincial

## Q2: What have you found to be Sturbridge's greatest strength?

- Location, location, location!!
- Name recognition
- Leadership, professional/appointed staff



# Q3: What have you found to be Sturbridge's greatest weakness?

- Parking / Traffic
- Town Committees / local politics
- Zoning
- Lack of activities

# Q4: What do you see as future opportunities for Sturbridge?

- Retail
  - Outlets
  - Stores open late
- More activities / arts, entertainment & nightlife
- Collaboration with Chamber of Commerce
- Route 15
- Promote business growth
- Tax Incentives

## Q5: What do you see as a challenge to Sturbridge's future?

- Reputation
- Traffic / Parking
- Housing (affordable and rental)
- Local politics / Committees & Commissions
- Visuals of Main Street / Property upkeep
- Lack of diversity / focus on OSV only

Q6: Complete this sentence. If there is one thing Sturbridge needs it is...?

- Parking / pedestrian walkways
- Housing (rental)
- Route 15 – Water and Sewer
- Revitalization of Route 20
- Retail matching historic nature
- Pro-Business mentality
- Commercial / Recreation industry

Q7: Complete this sentence. If there is one thing Sturbridge needs to fix it is...?

- Cross walks / Route 20
- Traffic
- Zoning
- Lack of teamwork
- Reputation / mentality towards businesses and growth

Q8: Complete this sentence. If there is one thing Sturbridge should keep doing it is...?

- Promotions
- Build awareness and discuss opportunities with businesses
- Outreach
- Harvest Festival
- Retain / Acknowledge Staff
- Bring business together to encourage / promote growth
- Continue communicating

Q9: How well do you feel businesses interact with other businesses in Town?

- Not well / Fair
- Well / Great
- Majority stick to themselves / insular
- Chamber provides good networking / brings businesses together

## Q10: Are there ways businesses in Town can support each other? How so?

- Cross promotion
- Partnership / packaging
- Chamber of Commerce involvement
- Networking
- Shopping local
- Communicating specials, events, etc.
- Showing pride
- Continued dialogue with the Town



Q11: As a **business community** what should our mutual goal for Sturbridge be?

- “Great visitor experience”
- “Economic Vitality”
- “To help businesses grown and attract employees to live in the community”
- “To grow and enhance the lives of the people in the region”
- “Success”
- “Growth”

## Q11: continued...

- “Attract more people to come [to] Sturbridge so they can utilize existing businesses and promote new business to open”
- “Healthy balance of businesses being regulated and supported to promote mutually beneficial growth”
- “Create profitable growth and meaningful, well-paying jobs in the Sturbridge community”

## Q11: continued...

- “Continue to [meet] building awareness, foster more importance on keeping tourists in the Town. Leveraging what area towns have to offer creating ‘Sturbridge’ into a hub and spoke for overnight guests.”



# **QUESTION AND ANSWER**

# Thank You

- *Next breakfast tentatively for early September*

**Kevin Filchak, M.P.A.**

Town of Sturbridge

Economic Development / Tourism Coordinator

508-347-2500 ext. 1411 or 774-318-8032

[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)