



## Town of Wallingford

Economic Development Commission

# 2009-2010 Business Survey

The EDC of the Town of Wallingford asked 21 selected businesses to respond to a survey that was designed to help the EDC prepare a marketing fact sheet and identify marketing initiatives the Commission should consider for its business recruitment/retention programs. Personal interviews were conducted with the companies that participated. These businesses were either companies that relocated into or expanded within Town since 1990 or multi-national manufacturers who have been here for 30+ years with headquarters out-of-state.

Tabulations of highest ranked responses are:

### **“What do you like about Wallingford as a business location?”**

- Good access to major highways
- Favorable electric rates/reliable service
- Central location in the State of CT
- Helpful and accessible Town officials/Police/Fire
- Quality of life/Wholesome community
- Stable taxes

### **“Why did you choose Wallingford as a site for your business? Or “Why did you choose to remain and expand within Wallingford?”**

- Good commercial real estate availability
- Central location
- Low electric rates/reliable service
- Good highway access
- Helpful and accessible Town officials/Police/Fire

### **“What marketing venues do you currently use and would suggest the Town consider for its marketing initiatives?”**

- World wide web
- Trade journals, print media
- Business-to-business networking
- Trade shows

There were three additional questions on the survey. Two drew little or no response; these were: “What vendors or suppliers that you currently do business with would you want to see in Wallingford?” and “Are you aware of any company(s) currently considering a relocation that you would suggest we contact?” A third question did not relate to marketing initiatives but was included to identify ways the Town could assist its businesses.

### **“What improvements could the Town make to help you in your business?”**

- Allow food and fuel in the Rte. 68/I-91 Interchange
- Extend/expand/promote incentives
- Transportation issues
- Improve communications with businesses and encourage business-to-business initiatives
- Better informational signage

**Wallingford, Connecticut**