



Town of Wolfeboro Business Retention and Expansion Program Key Findings

Campus Review Team
Leadership and Taskforce Retreat
Board of Selectmen Meeting
Wolfeboro Chamber of Commerce

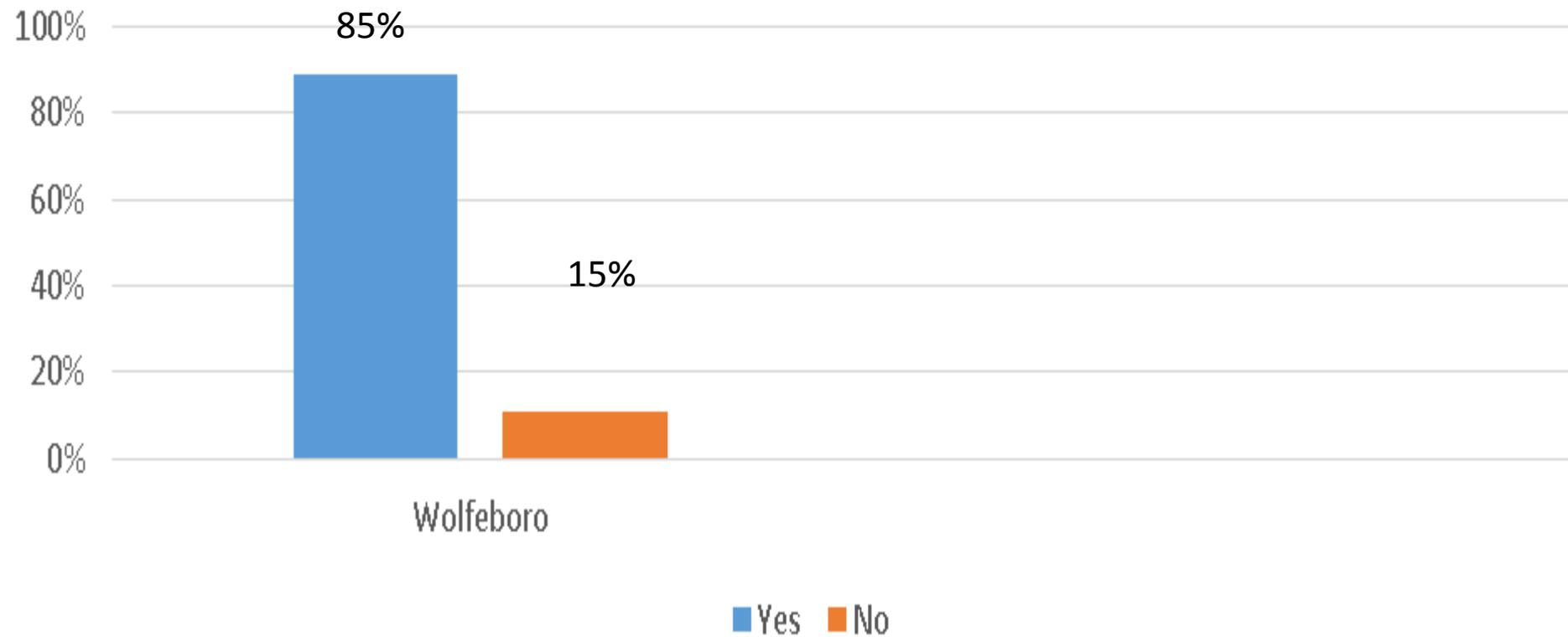
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UNH COOPERATIVE EXTENSION
COMMUNITY AND ECONOMIC DEVELOPMENT PROGRAM

Wolfeboro BR&E Program

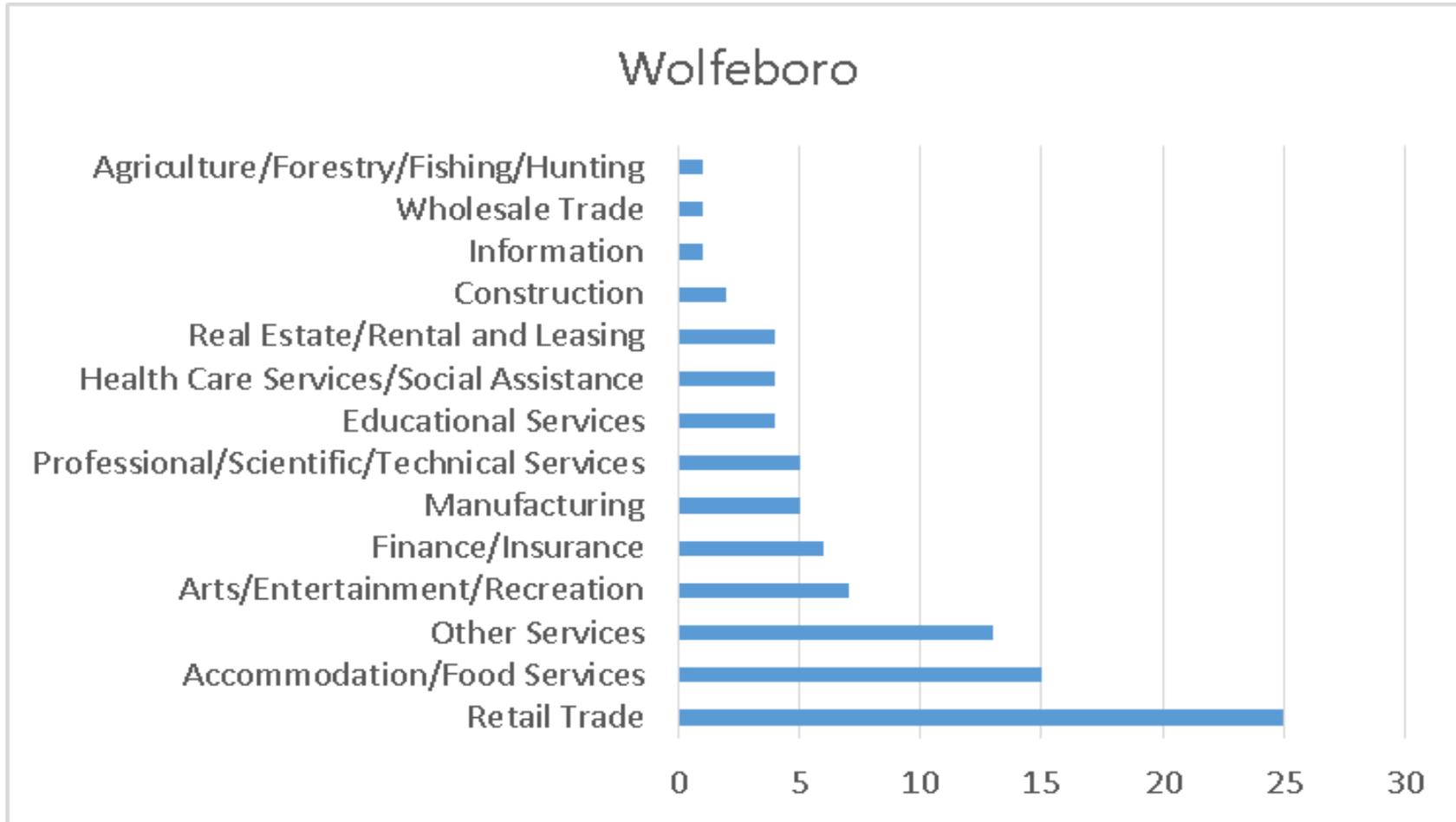


- Wolfeboro started its BR&E program-October 16, 2014
- Phase I completed – June 2015
 - ✓ 100 Businesses selected to sample survey out of 600+ in town
 - ✓ 93 Surveys returned
 - ✓ 52 volunteers recruited to participate in the program
- Red Flag Meeting on August 3, 2015
- Campus Review Meeting on October 14, 2015
- Wolfeboro Retreat Meeting October 29, 2015

Is your business locally owned?



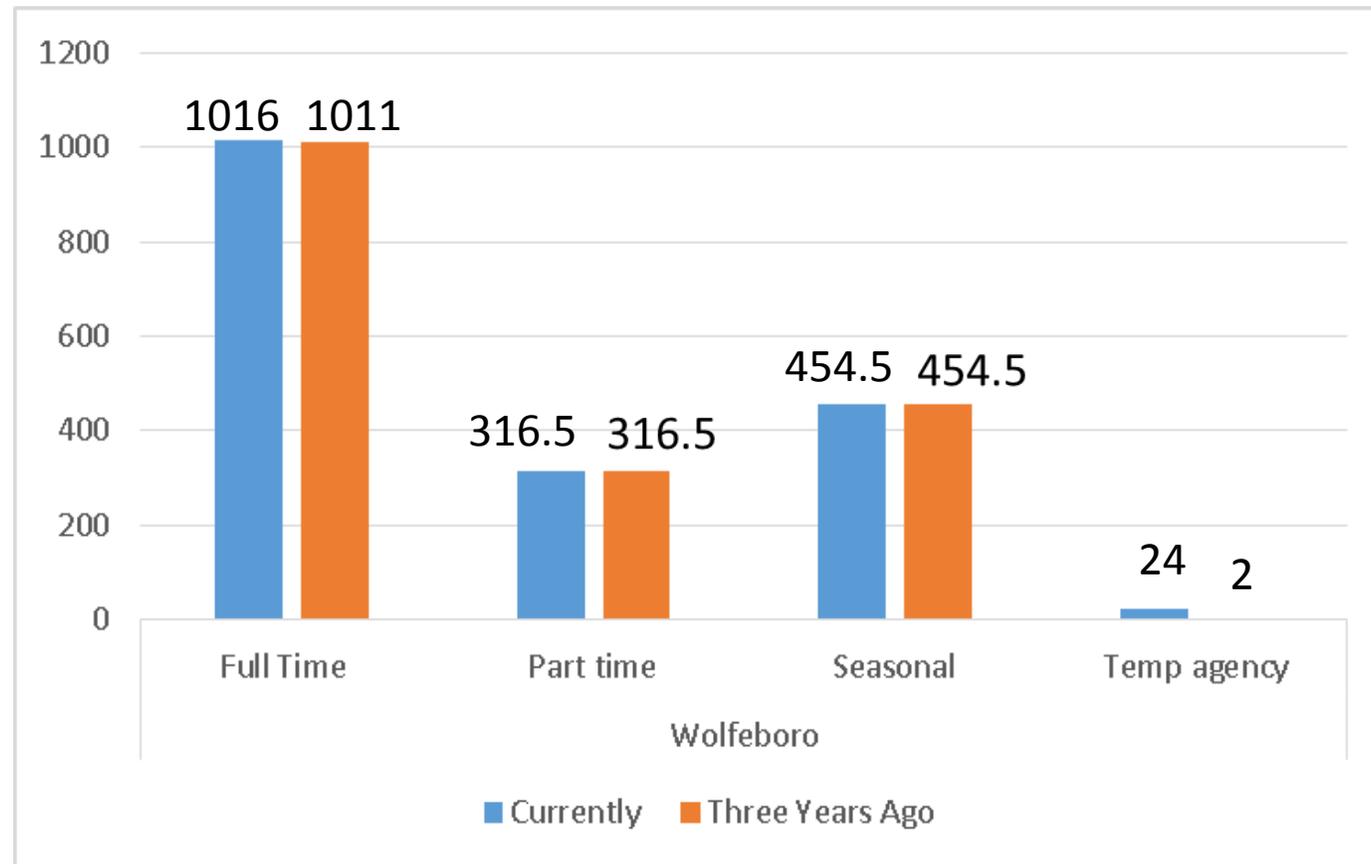
What Industry Classification Best Describes your Business?



Top three Industries:

1. Retail
2. Accommodation/Food Service
3. Art/Entertainment/Recreation

Employment Levels of Businesses Surveyed



Labor: Top Reasons for Change in Employment over Past Three Years

Wolfeboro

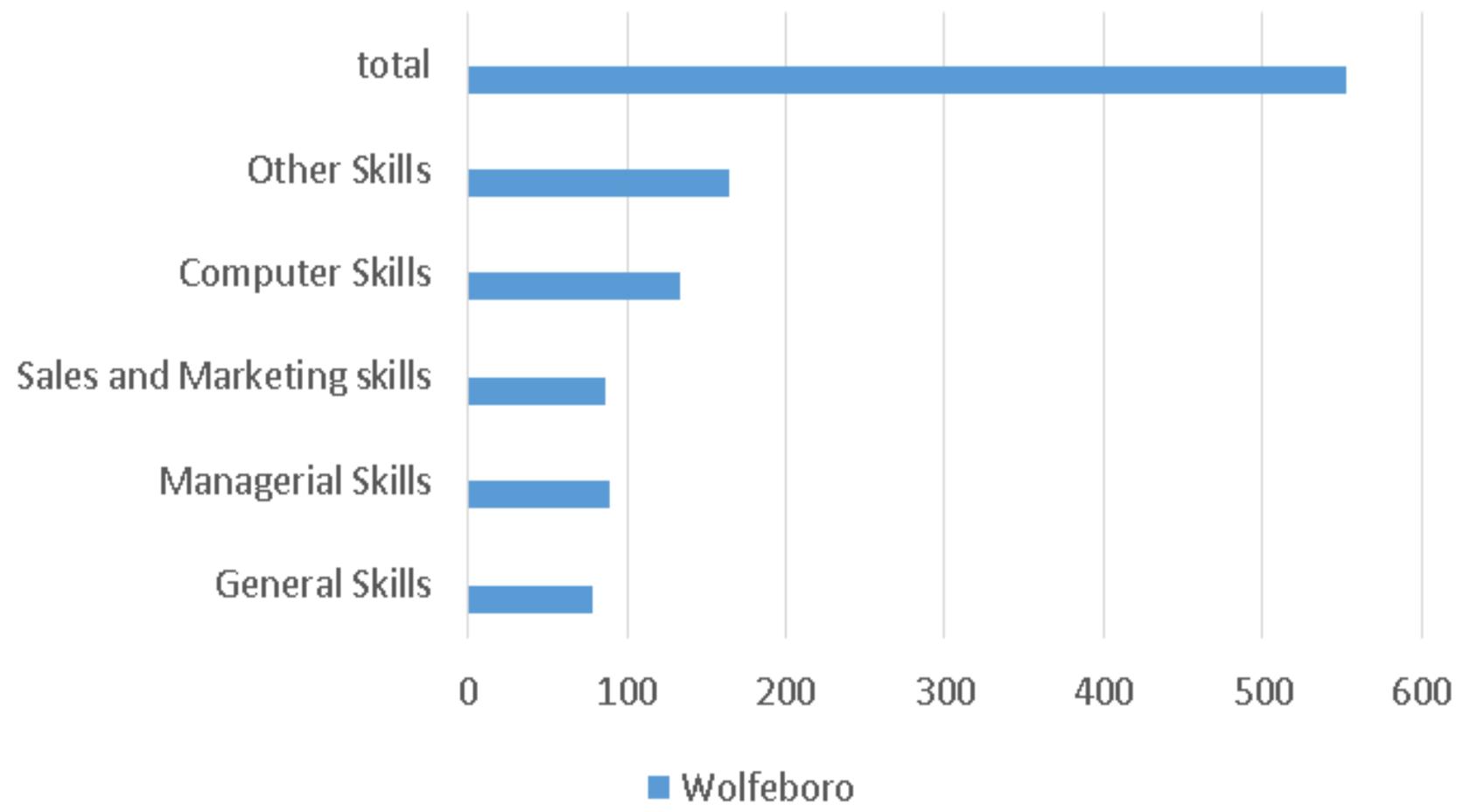
Other	32%
Growth in demand	30%
Change in Profits	23%

Top Reasons for job recruiting problem

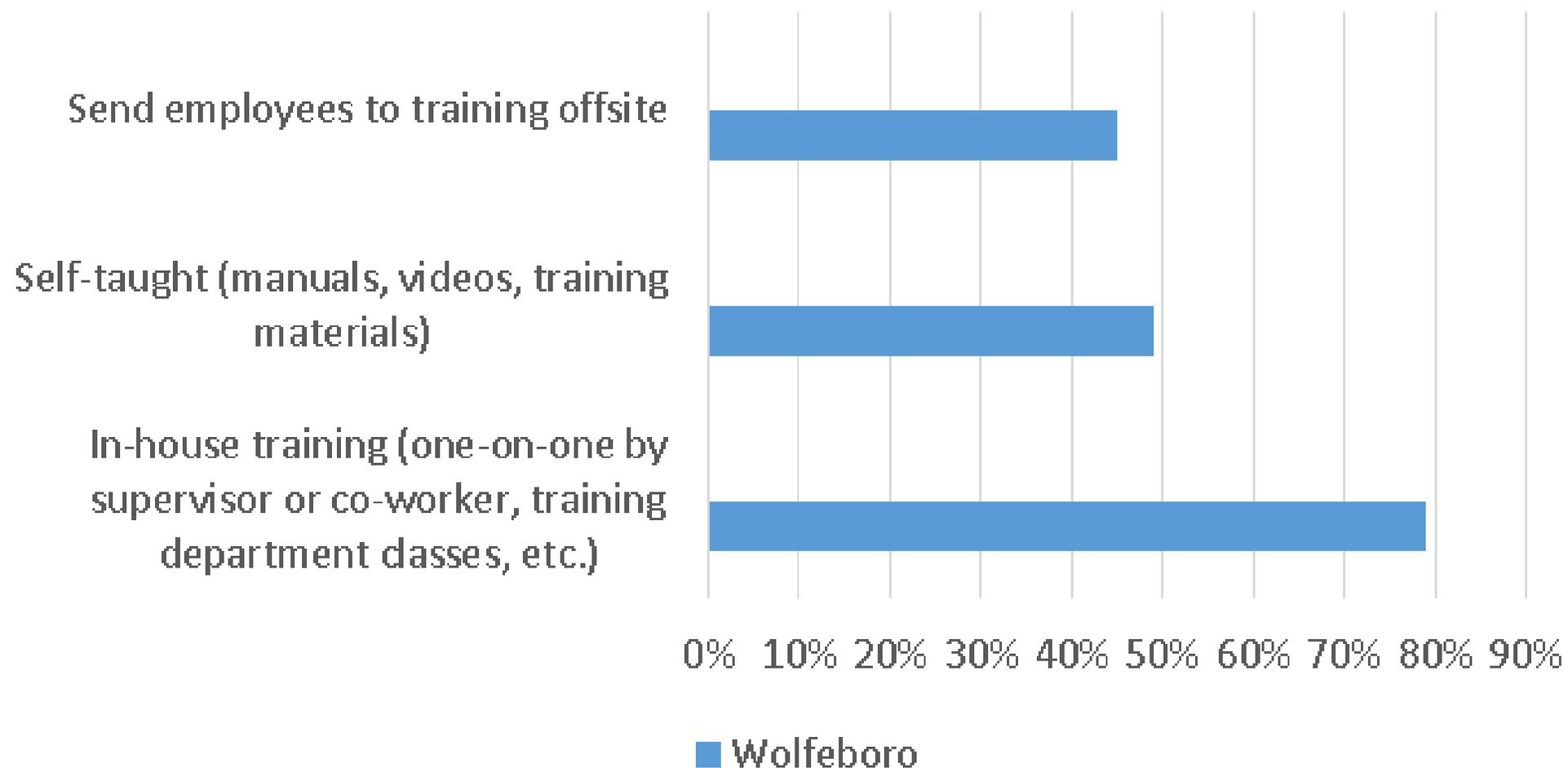
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1. Competition for employees 42%
2. Inadequate labor skills 42%
3. Other 33%

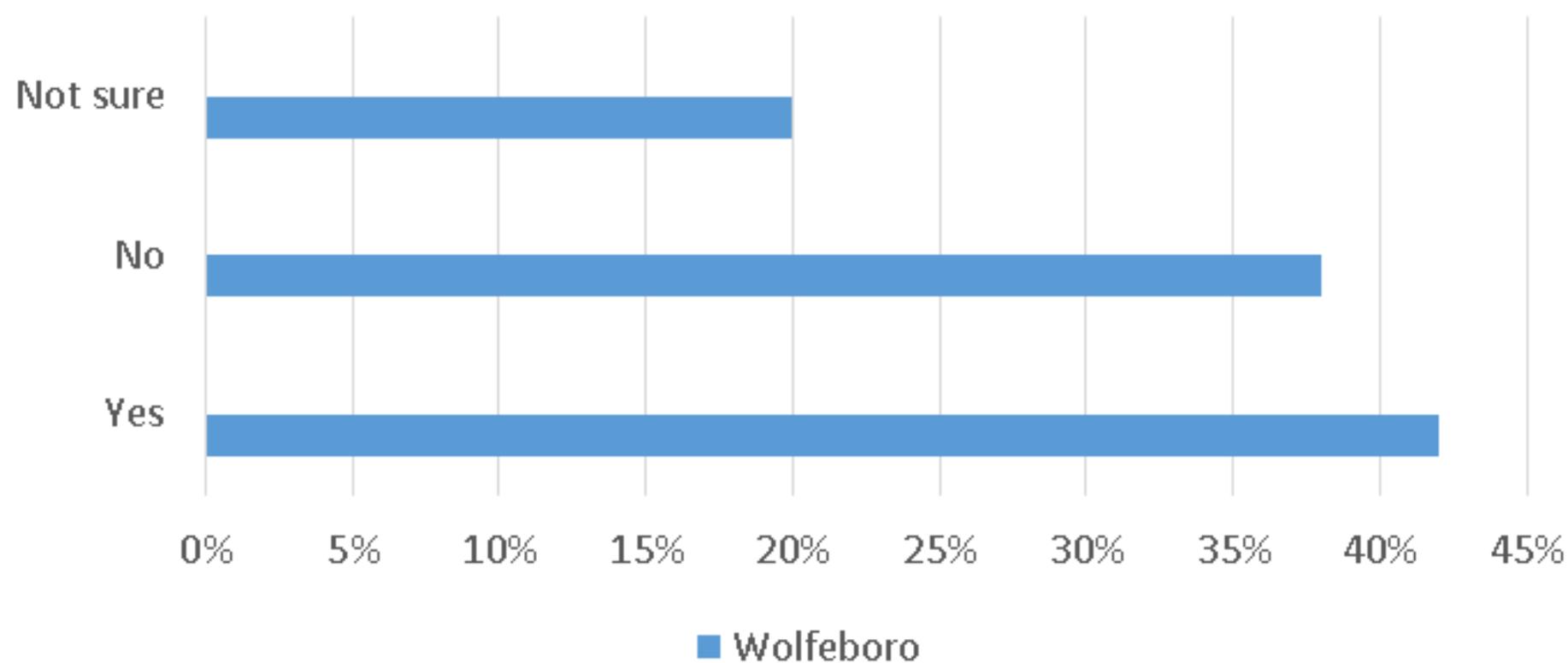
Please estimate the number of employees needing training for each category



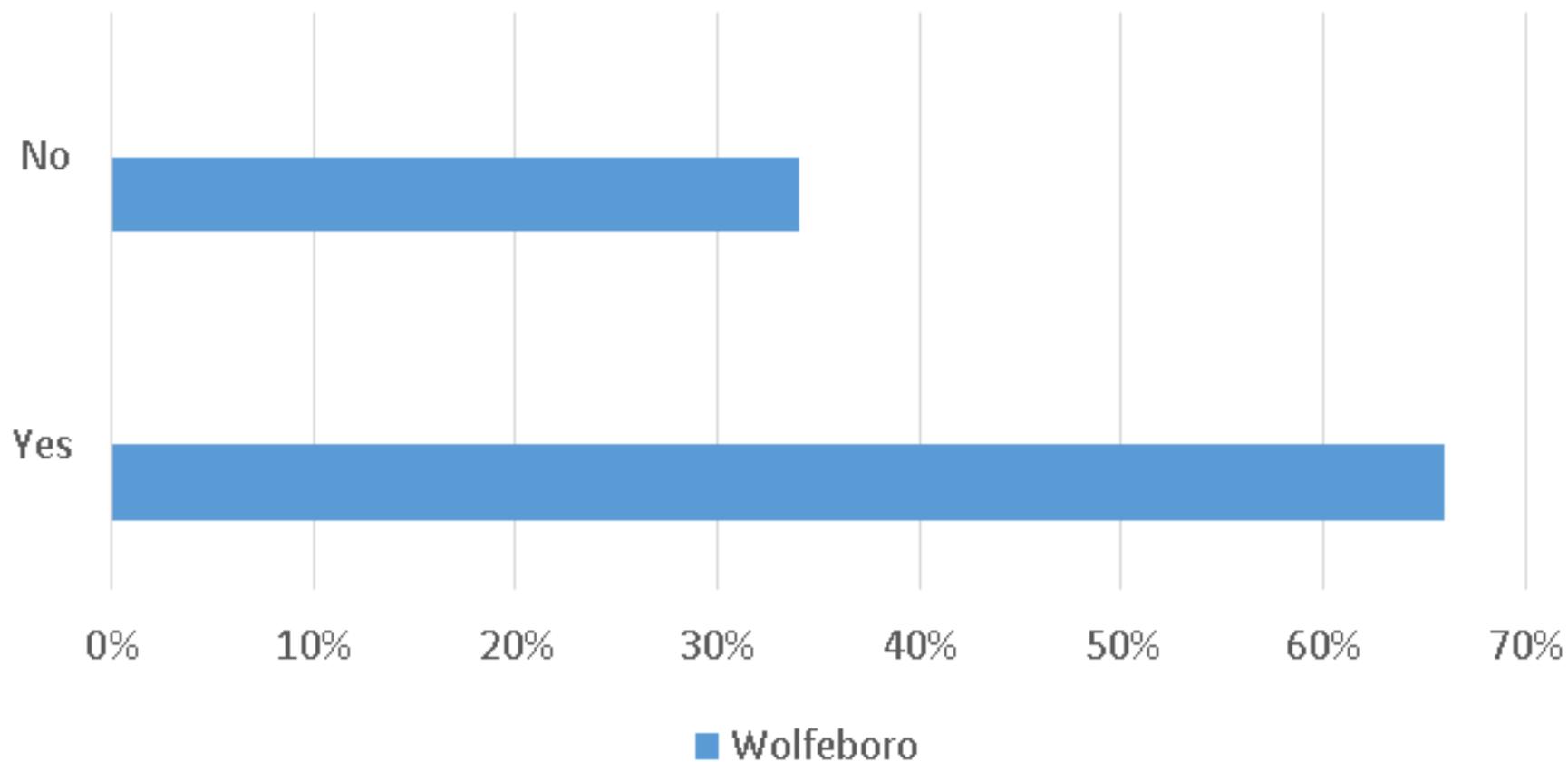
How do you currently train your employees?



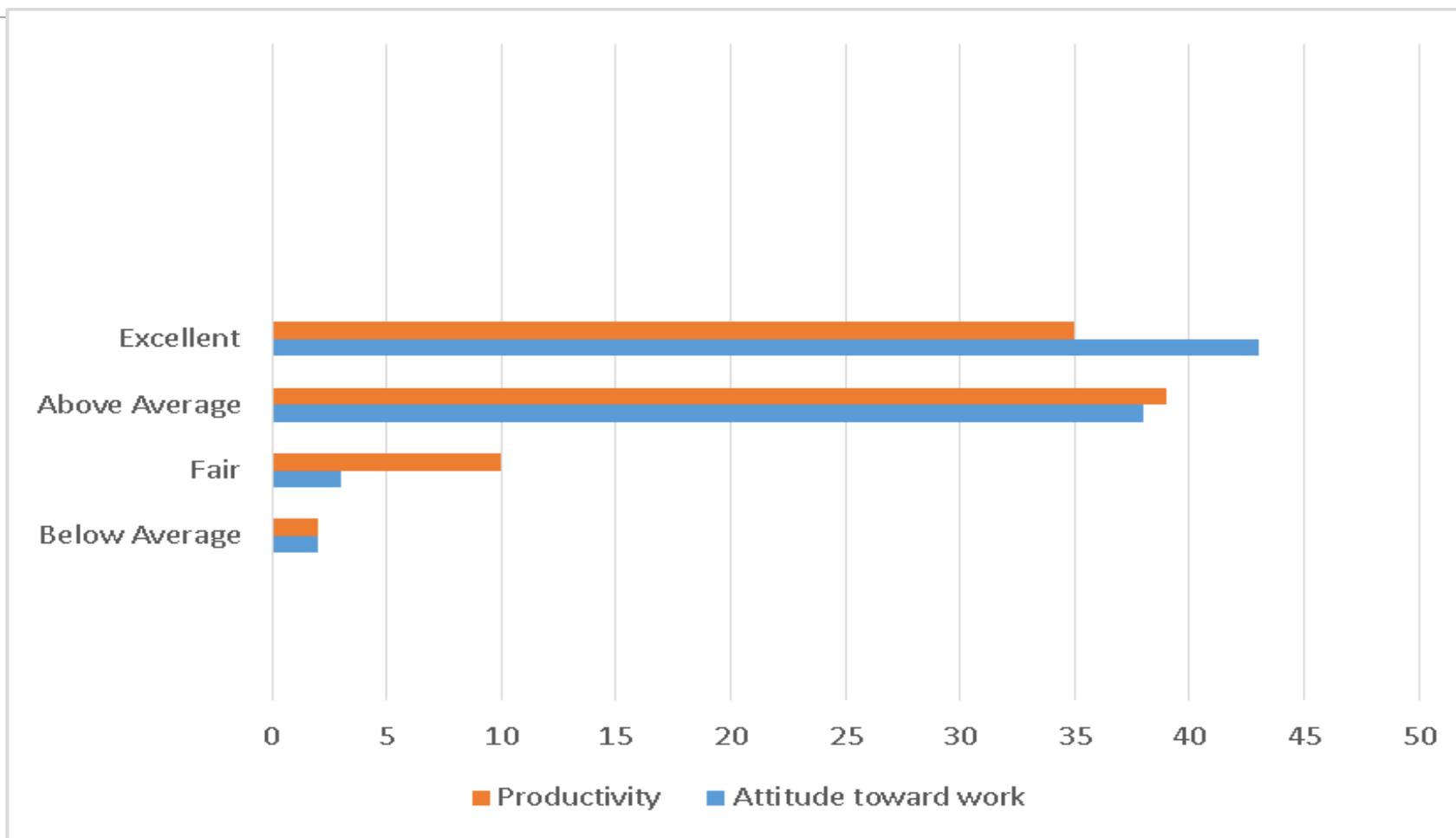
Are there any major technological innovations on the horizon in your industry that might affect your company?



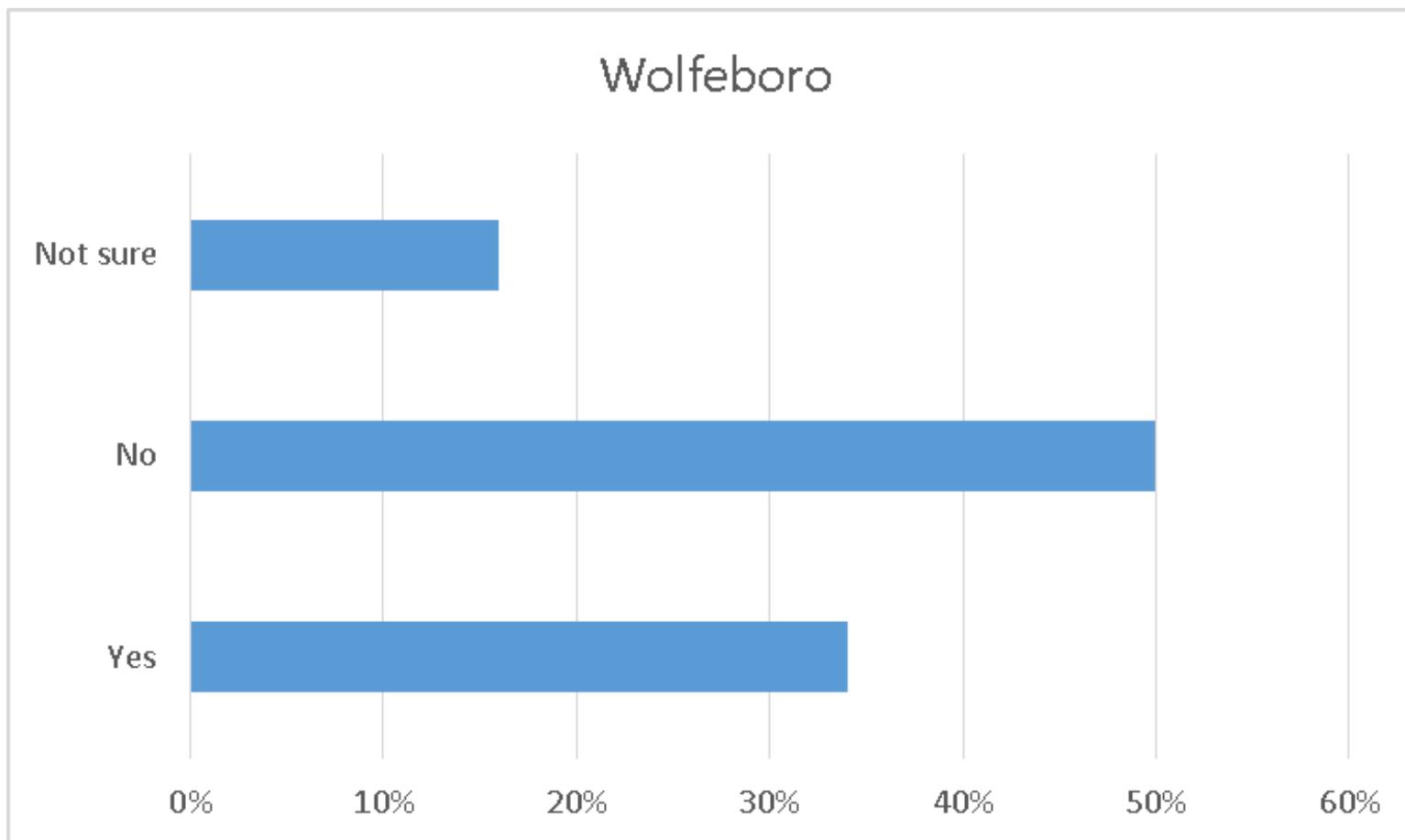
Will these new technologies require retraining of your labor force?



Overall, how do you rate your employees with respect to their attitude toward work and their productivity?



Does this company have a succession plan (ownership/management)?

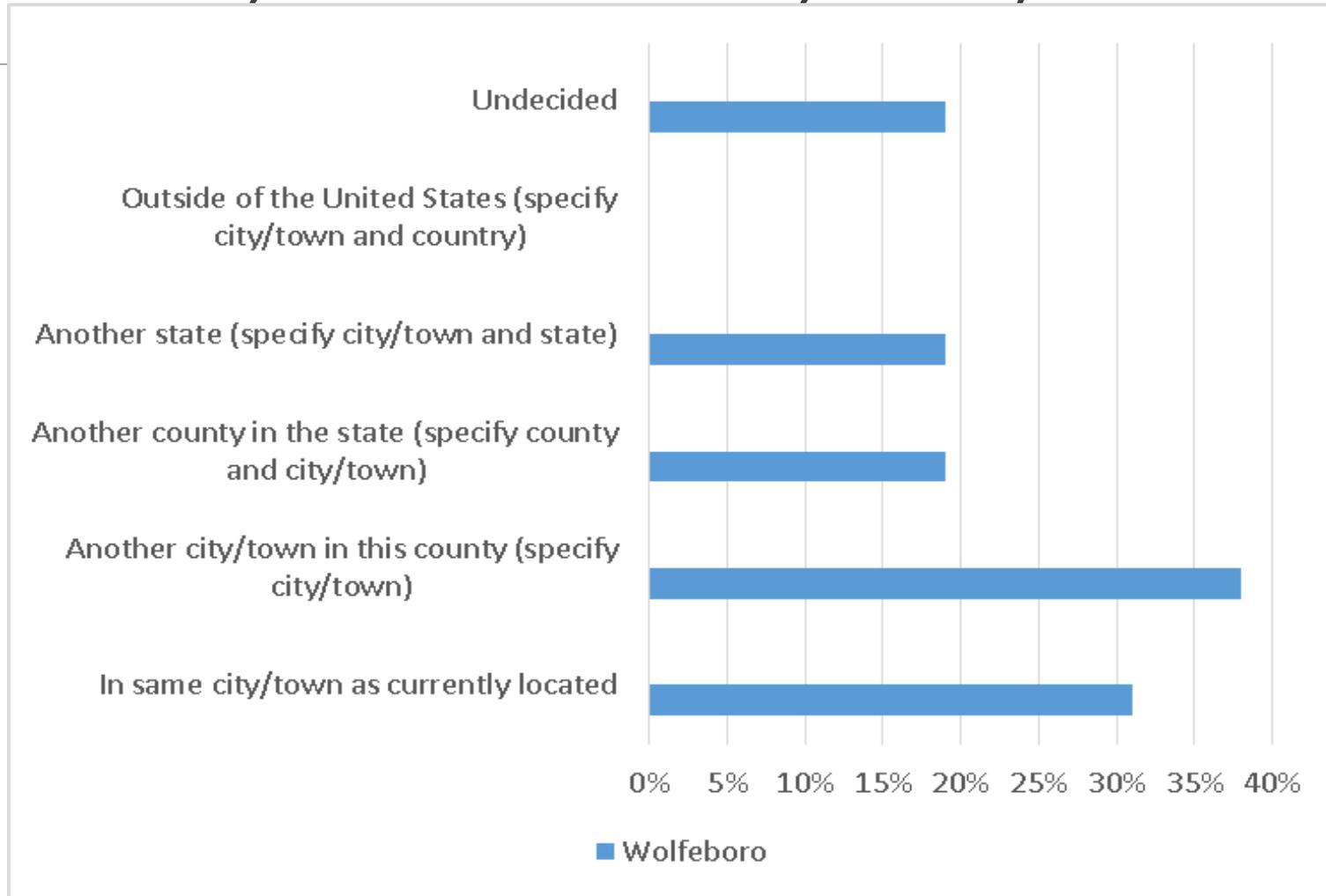


Future Location Decisions

If you are considering downsizing, selling, moving or closing, what are the reasons:

- ▶ Wolfeboro top responses
 1. Changing market conditions
 2. Overcrowded building
 3. No Land for Expansion

Where Investment Will Occur (expansion, renovation, new facilities, etc..) ?



Community Factors considered important and not important?

▶ Wolfeboro

◦ Important

1. Cost of Buildings
2. Community attitude toward business
3. Community promotion of itself and business

◦ Not Important

1. Railroad Service
2. Air Service
3. Proximity to raw materials

Community factor businesses are Satisfied and dissatisfied with?

▶ Wolfeboro

◦ Satisfied

1. Recreational opportunities
2. K-12
3. Availability of Childcare

◦ Dissatisfied

1. Energy costs
2. Broadband Speed
3. Telecommunications & broadband reliability

Focus of a marketing image?

Wolfeboro

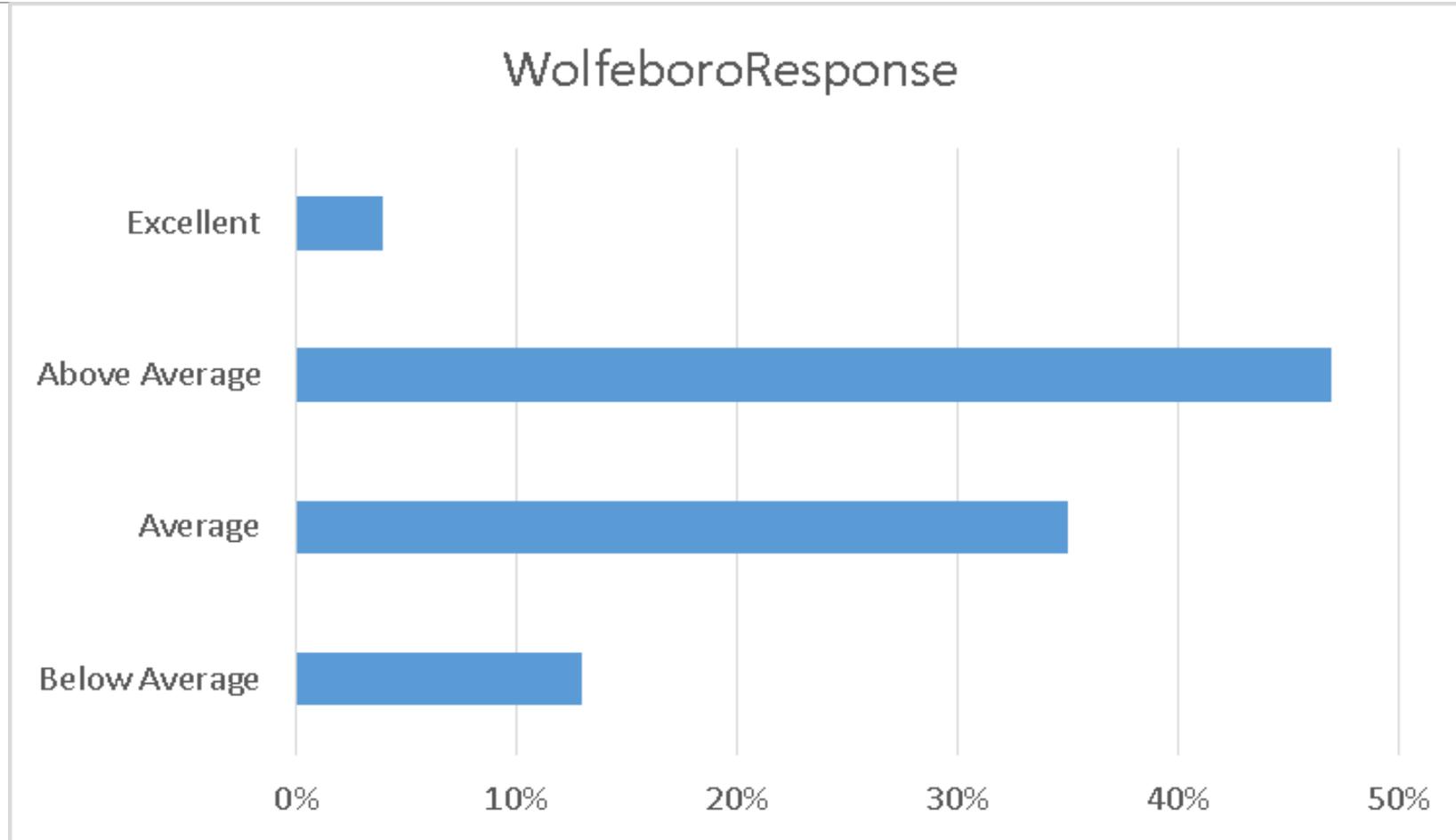
- ❑ First Choice– **Outdoor Recreation**
- ❑ Second Choice– **Natural Environment**
- ❑ Third Choice– **Community Atmosphere**

What three items are the most important to be improved?

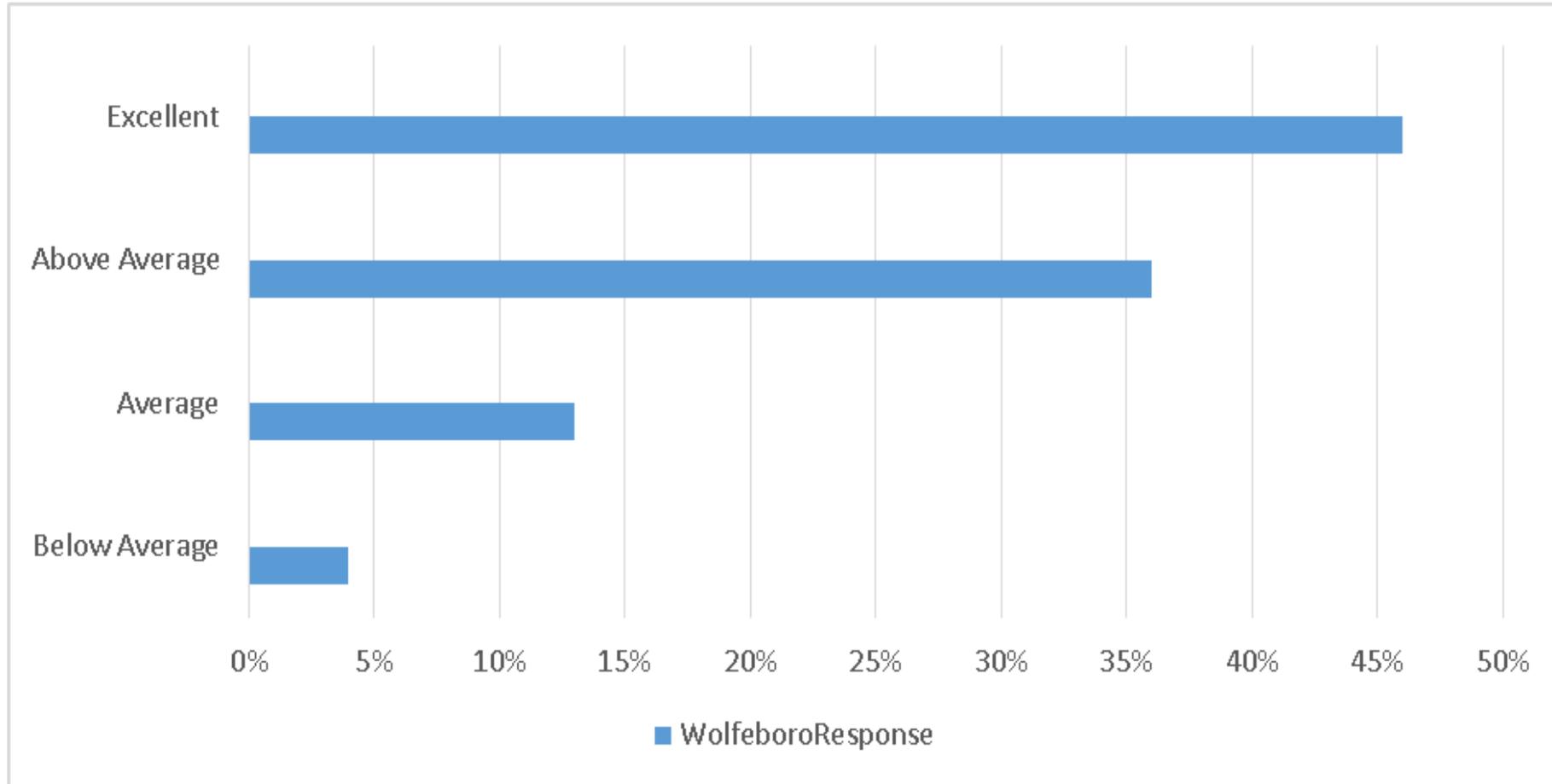
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- ▶ First Choice– **Parking Situation**
- ▶ Second Choice–**Traffic Flow & Signage**
- ▶ Third Choice– **Public Restrooms**

What is your overall opinion of your community (i.e. where your business is) as a place to conduct business? (Check one answer)



What is your overall opinion of your community (i.e. where your business is) as a place to live? (Check one answer)



Leadership Team and Taskforce Retreat

October 29, 2015- Wolfeboro

- Review of the Wolfeboro business survey key findings and campus review material
- The Leadership Team and Taskforce shared their input on the survey data, key findings and campus review material

Final Themes and Projects

Theme : Market and promote the Town and business community.

1. Coordinate a marketing plan

Theme : Improve communication on infrastructure, community assets and energy costs in Wolfeboro

2. Increase the digital footprint (online presence)of the local business community in Wolfeboro
3. Improve and coordinate two way business communication to keep the business community informed as to the events, new development and business oriented news from town government.

Theme: Promote and Increase year round Tourism

4. Expand and create more year round events

Questions



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University of New Hampshire, U.S. Department of Agriculture and N.H. counties cooperating.