

2011

Gardiner Main Street Business  
Survey



Gardiner Main Street

PO Box 194

Gardiner, Maine 04345

## Summary

This survey was conducted by Gardiner Main Street's Economic Restructuring Committee between August and December of 2010. During this time 174 businesses received hand delivered and mailed surveys to help us better understand the wants and needs of area businesses. 57 of the surveys were returned and evaluated. The national average for return on this type of survey is around 25%; with this being said we had a return rate of 33% showing that businesses in Gardiner are engaged in the community above the national average. Most surveys did not have all questions answered, so at points it is obvious the numbers do not add up to the amount of surveys received.

## Businesses to Respond

Art and Culture- 1	Grocery- 4
Non-Profit- 1	Restaurant/Bar- 4
Retail- 15	Service- 12
Bank- 2	Salon/Spa- 3
Other- 7	

- On average the business community is satisfied with services such as fire protection, waste management services, municipal services and internet and phone service.
- The overwhelming majority of businesses in Gardiner are open 9am to 5pm, Monday-Friday.
- Overall the business community is very satisfied with their present location.
- Comparing 2009 to 2010 the majority of businesses were about the same or more profitable.
- On average businesses felt that the look of downtown's building façades and window displays helped to draw in customers. They also indicated that they felt safe in Downtown Gardiner, the business mix helps their business and that having a Main Street program helps downtown.
- Comparing 2009 to 2010 the majority of businesses had about the same number of employees.
- Out of the 46 businesses that responded the average number of employees per business was 6.7 people.
- The majority of business and building owners do not have any building improvements planned for the near future.
- The majority of Gardiner businesses felt there was no difference in gender or age when looking at their target market.
- The three busiest months of the year for businesses in Gardiner are June, July and August, while the three slowest are January, February, and March.

-The two Gardiner Main Street events that increased traffic the most were Hawgs, Pies and Fireworks and the Holiday events.

-The average amount of businesses' budgets spent on marketing is 9.5%.

- Of the businesses surveyed, the average square footage of their buildings was 3,606 square feet.

- Of the business surveyed, the average number of years in operation is 27.7 years.

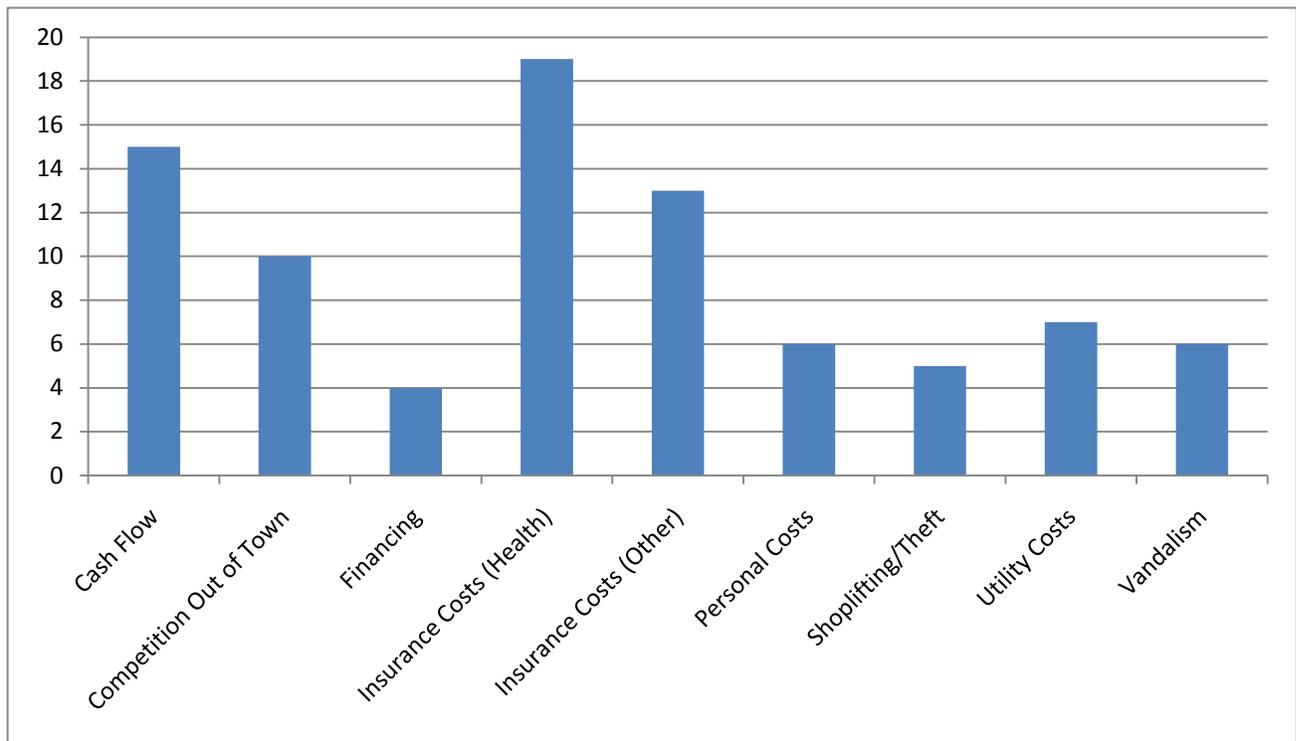
- 81% of the responders would be in favor of a community market/co-op downtown.

-25% of responders would be willing to share a space a complimentary space with another business.

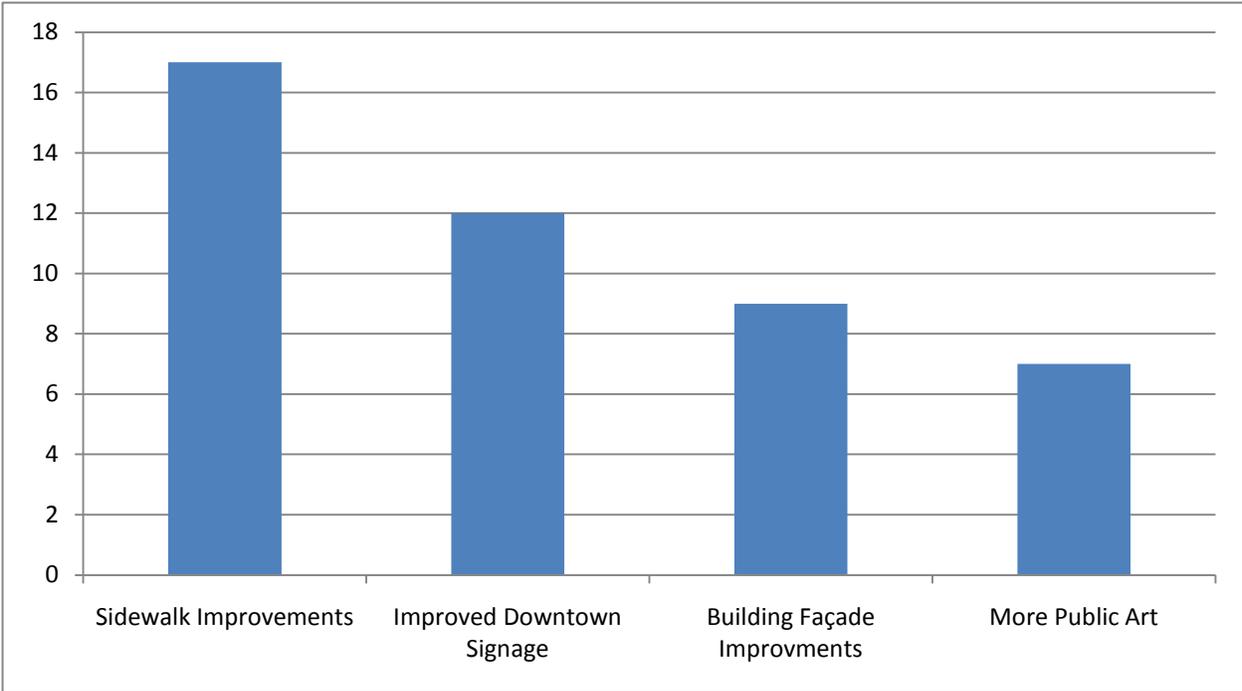
- 24% of responders would be interested in façade improvement programs.

- Marketing, finance and business planning were the top choices for seminars to be held in Gardiner.

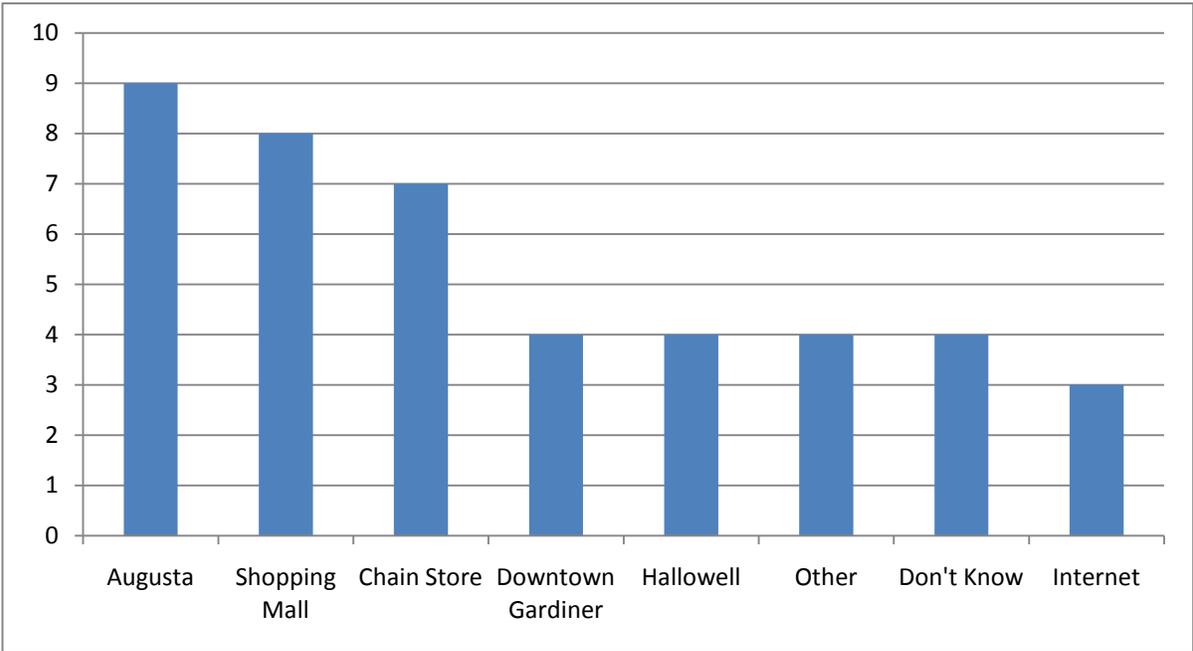
### Business Challenges



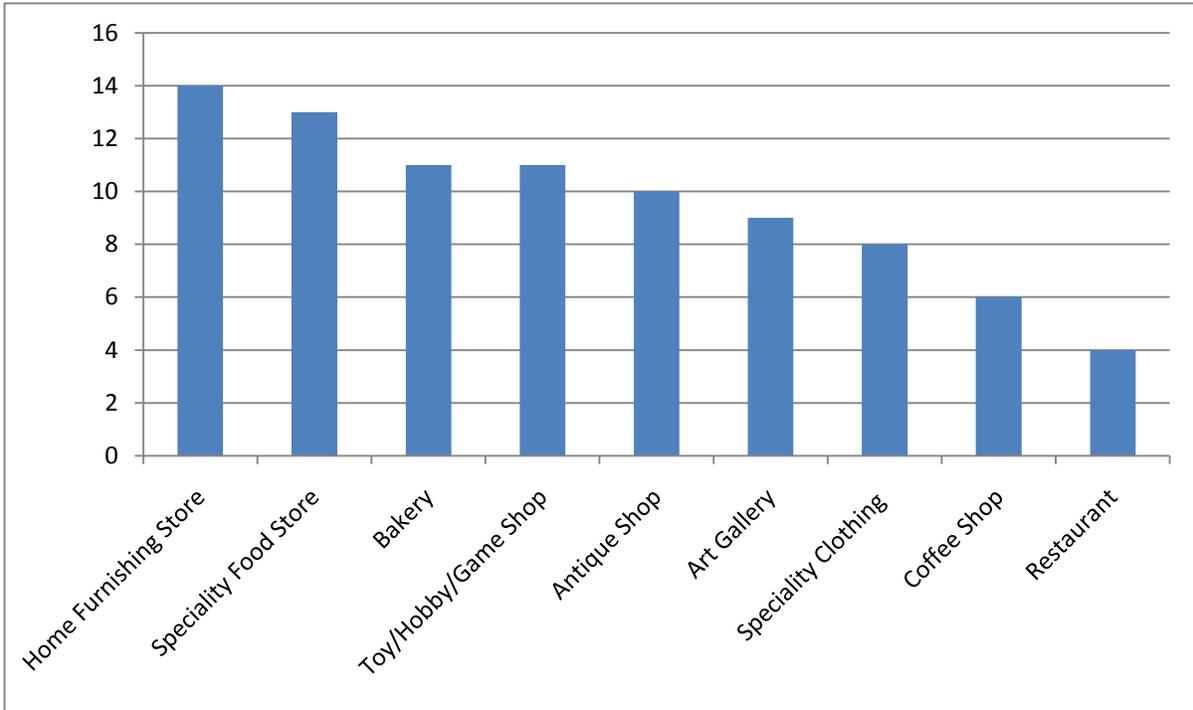
### Items for Downtown Gardiner Improvements



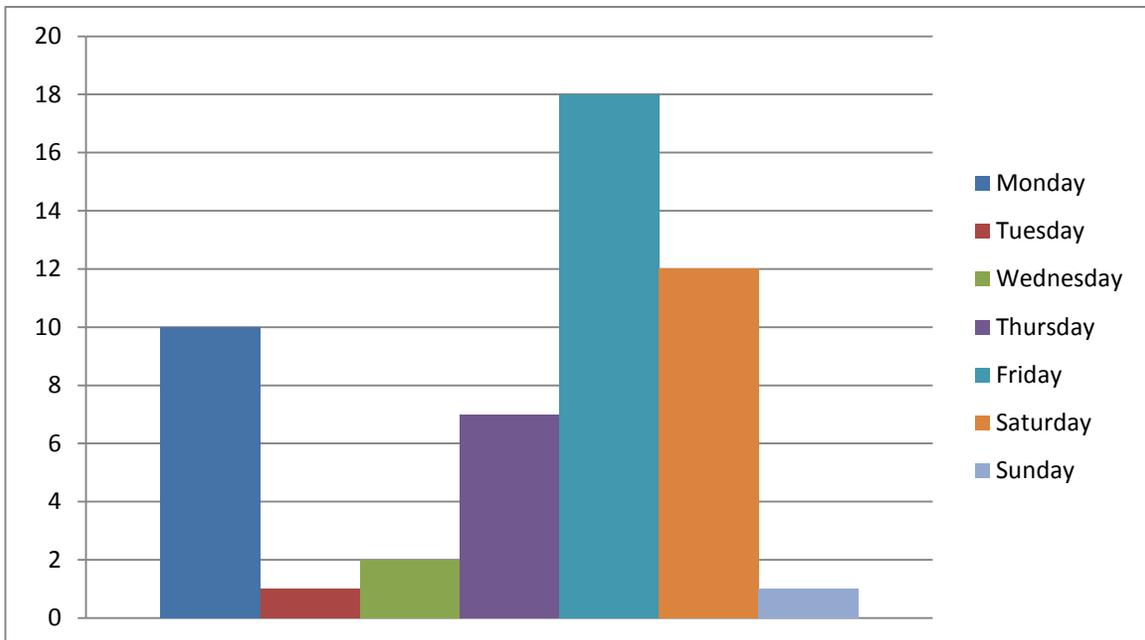
### Major Competition to Gardiner Businesses



### Businesses Sought in Gardiner



### Busiest Days for Gardiner Businesses



## Media Used By Businesses for Marketing/Advertising

