



WILMINGTON ECONOMIC DEVELOPMENT COMMITTEE

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www.wilmingtonma.gov/economic-development-committee

October 2020

Economic Development Survey Results Summary

In January 2020, the WEDC conducted an online survey directed to residents, business owners and business professionals who work in Wilmington. The purpose of the survey was to gather important feedback and observations of people who live and work in the town of Wilmington about the town's economy. Using this survey data and data from other sources, the WEDC intends to develop strategies toward reinforcing our local economy and promoting an atmosphere conducive to smart economic growth. This survey data will help the committee understand residents' ideas about key business sectors that complement the fabric our community, are beneficial to the residents, and create jobs.

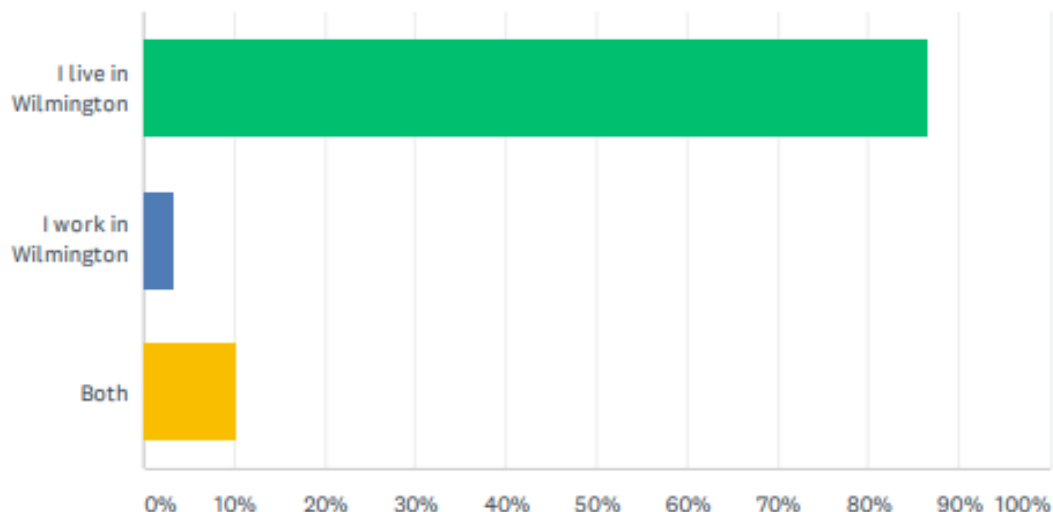
Through the month of January and into February 2020, over 1000 survey responses were gathered. At the conclusion of the survey, the intent was to gather the data, analyze it and begin the process of taking some strategic actions. Then the COVID-19 pandemic hit. The pandemic stalled this aspect of the WEDC's efforts. While the pandemic is still having an impact on the national, state and local economy, the WEDC believes it is appropriate to reengage in this project to prepare for a Wilmington business community post-pandemic.

Below are the WEDC's major takeaways from the survey and summary of the survey data that the committee will be using to help guide its efforts going forward. For the areas of the survey that allowed for open text entry, the use of the word clouds has been applied as a means of summarizing the response data into a visual, useful form.

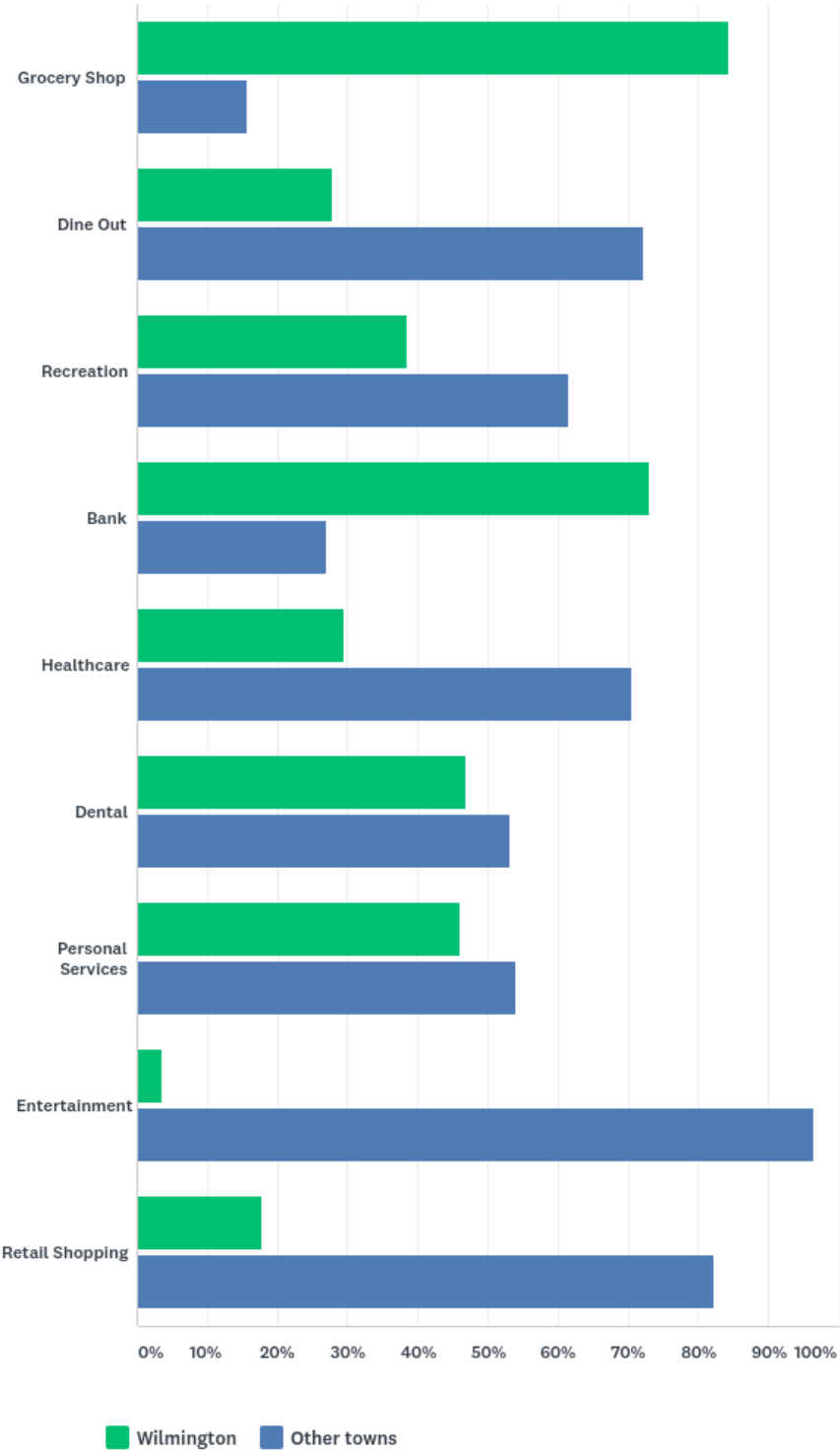
SURVEY RESULT DATA:

Q1 What is your connection to Wilmington?

Answered: 1,001 Skipped: 5

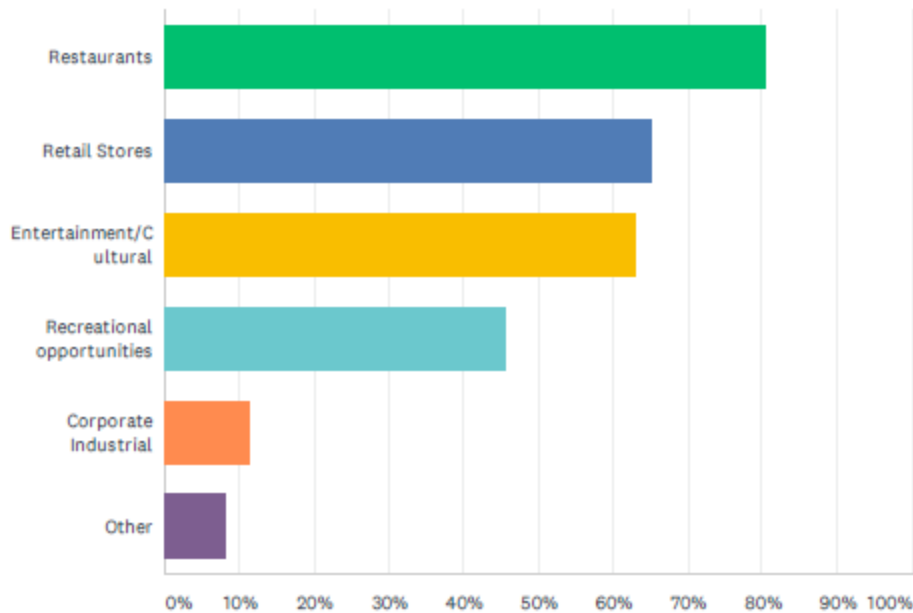


Q2 Please tell us where you most often do the following:



Q3 What type of economic development would you like to see? Choose as many as apply.

Answered: 1,003 Skipped: 3



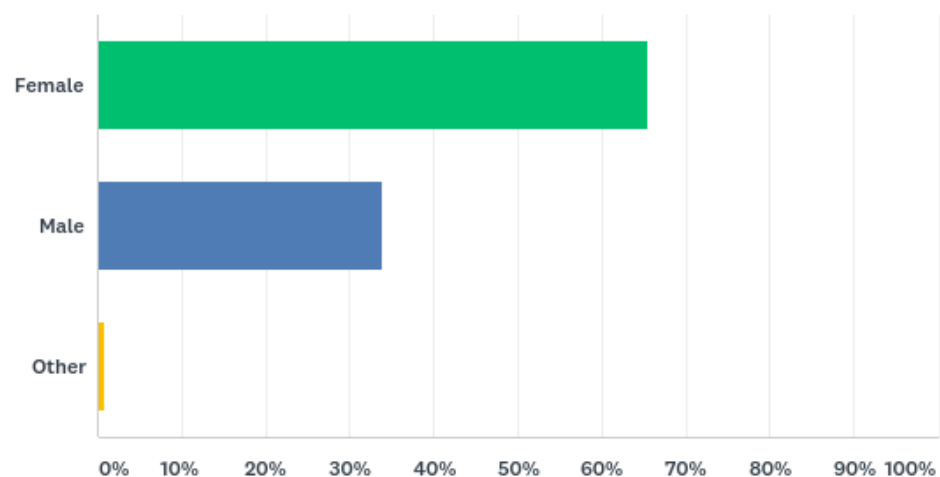
Q4 When you think about economic development, what are Wilmington's strengths?



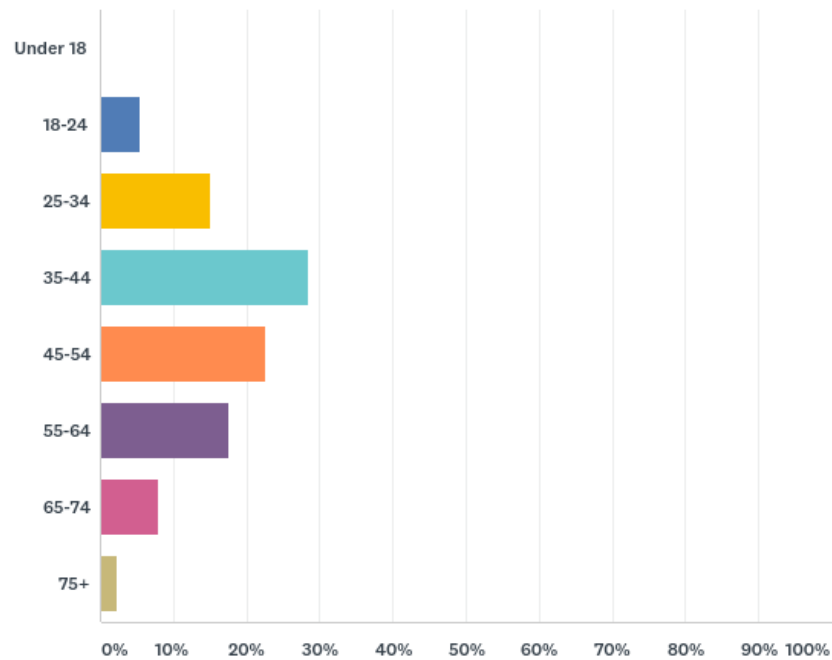
Q5 When you think about economic development, what are Wilmington's weaknesses?



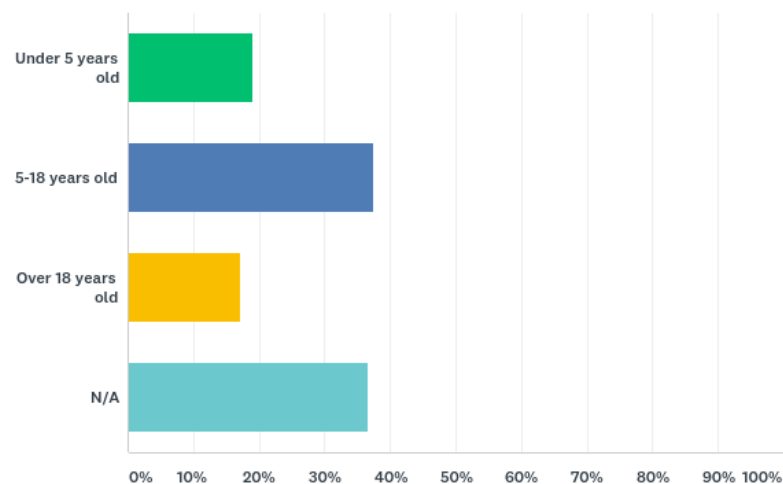
Q6 What is your gender?



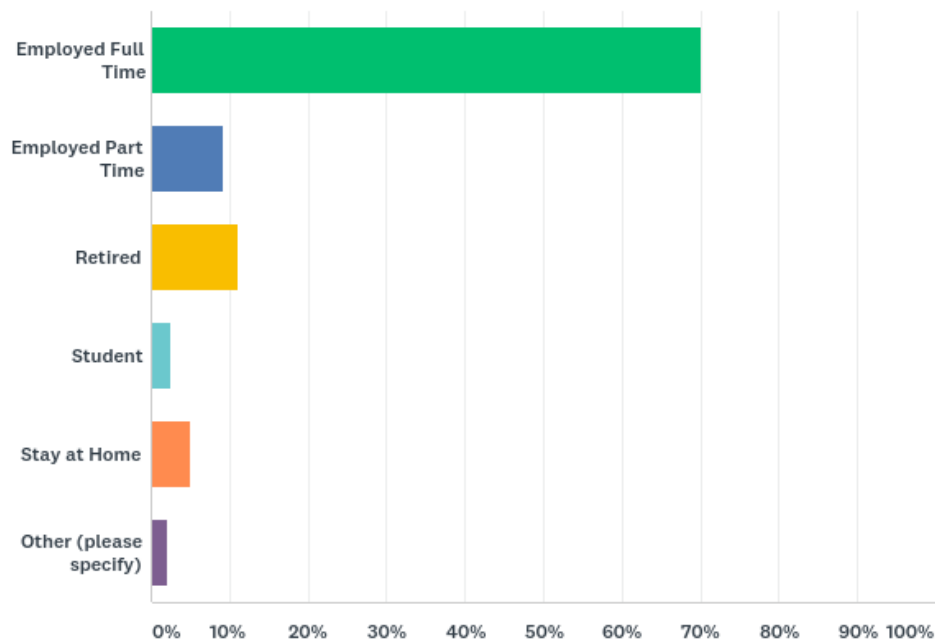
Q7 What is your age?



Q8 If you have children living in your home, please select each age group where you have at least one child living in your home:



Q9 Which of the following best describes you?



Q10 Do you have any additional economic development feedback?

changes come Wilmington think empty store fronts many Rt way need something Burlington
 rent don t eating Main Street help improve live nice schools great family stop close
 time centers new space look create bring economic development will residents
 stores already see food keep property retail Put shopping lot
 building really restaurants even Wilmington
 used need things town entertainment businesses
 car washes better add go development area downtown S real estate
 people surrounding towns traffic enough make housing community
 developed want parking Please leave Trader Joe s focus places start
 something textron N well attract recreation work much one small drive less open
 Rite Aid options North Wilmington plan clean Thank great town local love see

Major Takeaways:

- Residents see the idea of “Community” as an asset of Wilmington. Business growth and economic development must reinforce and be consistent with this idea.
- The Survey confirms residents generally agree with the findings of the [UMass Donahue Institute Main Street Study](#).
 - “Experiential” Businesses are most likely to be well-received by residents and achieve success. These include restaurants, craft-brewery/winery/taprooms.
 - Encourage local-owned dining options over national/regional chains.
 - Entertainment venues like bowling, laser tag, and other services that draw people out to shared experience with food and drink available.
- Work towards creating a “Main Street” shopping & dining district conducive to foot traffic and social gathering and interactions.
- Town would benefit from an organized, cohesive Marketing message promoting Wilmington assets for existing and prospective businesses.
- Explore streamlining of zoning where appropriate to simplify siting of certain businesses and the process for them securing appropriate operating permits.