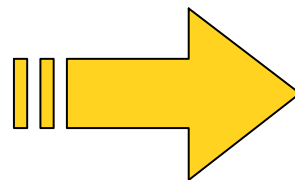


Moving Hampton Forward



Business Retention and Expansion Project

Appendices

Prepared by: *Resilient Solutions*

July 31, 2010

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Appendix A: Data Analysis of Business Intelligence Survey

Q. 1 Positive Aspects

Theme	Responses	No.
1. People	<p>Friendly, small town atmosphere friendly relaxed atmosphere friendly business environment small town atmosphere small town way of doing things small town small town, word travels fast people are friendly people are friendly small supportive town people are nice People nice and friendly Great and friendly people</p> <p>Customer Loyalty greater customer loyalty high sense of loyalty people are loyal established client base</p> <p>Strong sense of community core community in Hampton active community i have a community established here community oriented great community small community, family oriented connected to Hampton as a resident of Hampton, able to give back to community pride in owning a business in Hampton</p> <p>Personal connections with people i know most people you know everybody personal connection with customers i know everybody knows most of my clients personally personal connection with clients like people i work with know most people in Hampton friendships with the customers easier to know needs of clients due to personal relationships easier to cater to their needs friendly people small community, you know everybody familiar with customers and store owners comfort of being familiar with bankers, etc. presence of families make it easy to network</p>	38

	<p>personal contact with customers. allows for more personalized service personal connections with customers know people networking is a huge thing here</p> <p><i>Socio-Economic level of population</i> people in Hampton have disposable incomes young families</p>	
2. Town and Council	<p><i>Attention to healthcare</i> town council has taken steps to address healthcare needs in community</p> <p><i>Zoning cooperation</i> council has been cooperative in terms of zoning</p> <p><i>Helpful and supportive</i> town helps out however they can. they try to work with you councillors are open and easy to talk to town is good to deal with good relationship with the town</p>	6
3. Hampton	<p><i>Market potential</i> Hampton is growth community there's a market here concentrated customers reasonable population concentration high traffic flow of people serving wide range of people large population in a small town niche market potential</p> <p><i>Tourist attraction potential</i> on scenic drive and able to attract tourists Hampton is a destination</p> <p><i>Geographical location</i> central location to the market for this type of work central to markets close to urban centre travel time is reduced central location between Sussex and Hampton great location convenient location location next to highway country setting appropriate for business</p> <p><i>Ability to work near one's residence</i> able to work where i live able to work where i live able to operate close to home able to work where we live close to home</p> <p><i>Cost advantage of doing business in Hampton</i> cost advantage of buying accommodation in Hampton low overhead lower cost of living</p>	53

	<p><i>Lack of competition</i> little competition lack of competition little competition</p> <p><i>Infrastructure availability</i> access to high speed good infrastructure in town good recreation facilities</p> <p><i>Access to amenities</i> easier to find things you need in small town everything we need is in Hampton businesses in town (gas, store) close to amenities/children events</p> <p><i>Ability to operate business in line with values</i> likes to be able to operate a business where i can promote what i believe in (ie. Eco-tourism, etc.)</p>	
4. Business Support	<p><i>Public institution support</i> tourist bureau sends business our way</p> <p><i>Business to business support</i> other business owners extremely generous other businesses support you reasonable support for businesses local construction firms are supportive working with local business people Other business go out of their way to help</p> <p><i>Community support</i> people in Hampton hire us all the time community support local support is great good reputation, established business getting business from Hampton and local surrounding area positive community response most business comes from word of mouth great community support more one on one support supportive community most of clients are local</p>	17
5. Employees	great quality employees	1

Q. 2 Challenges

Theme	Responses	No.
1. Small local market	<p><i>Small population in Hampton and surrounding areas</i> small population base in Hampton limited population small population base size of community small market size small market size small population</p>	15

	<p>small population population isn't growing as fast as i thought small population small market low population base not enough market share to have a similar business small population base</p> <p>Ageing population losing customers (due to ageing population)</p>	
2. Lack of local buying	<p>Creating behaviour change of residents convincing people to buy locally need more local buying convincing people to shop locally residents will travel to SJ for cheaper products</p> <p>Creating behaviour change of businesses would like to see other businesses consider doing more local business support businesses that are here</p> <p>Bedroom community consequences people work in SJ and will purchase their goods there</p>	7
3. Gaps in business environment	<p>Lack of retail no retail businesses clothing retail strip mall need clothing store retail is lacking here</p> <p>Lack of grocery store would like a sobeys grocery store attract another grocery store grocery store would like to see full sized supermarket</p> <p>Lack of information technology infrastructure no access to higher speed internet access to higher speed internet</p> <p>Lack of business supplies can't get all business supplies in Hampton</p> <p>Lack of restaurants chain drive thru would like to see more restaurants</p> <p>Lack of motel need motel lack of accommodation facility</p> <p>Lack of auto parts lack of availability of parts (operation and trucks)</p>	20

	<p><i>Lack of lending institutions for larger loans</i> had to travel outside of Hampton to get loan lack of financing</p>	
<p>4. Lack of space for businesses to start or expand</p>	<p><i>Lack of commercial space for rent or sale</i> not a lot of retail space in Hampton (2) lack of adequate and appropriate space lack of rental space for businesses no commercial space there are no locations for businesses to move or start lack of space for businesses to rent or it's too expensive lack of commercial rental space finding location to operate (expensive and there aren't many options) no rental space not enough development to lease strip mall for retail people no commercial rental areas no retail space increased commercial space more commercial space need rental space</p> <p><i>Lack of land for development</i> no land available for building need more land for business lack of availability of land for new businesses</p>	20
<p>5. High Property Taxes</p>	<p><i>High property taxes</i> property tax is high high property taxes higher taxes with fewer services (no garbage pick up) property tax is high property taxes are too high taxes are too high taxes are high</p> <p><i>Lack visible uses of high taxes</i> wants to see justification for taxes</p>	8
<p>6. Difficulty in finding quality employees</p>	<p><i>Lack of skilled labour pool</i> youth not equipped with skills to be effective employees finding knowledgeable employees</p> <p><i>Difficulty finding people to work</i> difficult to find employees difficult to find employees hard to find good staff staffing is an issue</p>	6
<p>7. Insufficient focus on tourism potential in Hampton</p>	<p><i>Need for local tourism organization</i> no local tourism association (like Albert County)</p> <p><i>Stronger visitor information centre</i> VIC needs to promote local businesses more weak VIC (as far as getting visitors to stay in area)</p> <p><i>Lack of tourist attractions</i></p>	7

	<p>lack of facilities for tourists in Hampton</p> <p><i>Need for a tourism focus</i> local recognition of tourism potential in Hampton not strong in enticing visitors difficult to promote business here</p>	
8. Town needs to support local businesses by using their products and services	<p><i>Town needs to provide opportunities to businesses to bid on projects</i> Town needs to ensure that hired firms give local businesses the chance to bid on projects, even as subcontractors wondering how the Town made the decision to use a company outside of Hampton when the same business exists here Town says they're interested in supporting small business, but their actions don't reflect this</p> <p><i>Town needs to purchase products and services from local businesses</i> wants to see Town truly supporting local businesses town needs to buy local</p>	5
9. Improved communication between town, business community, and other stakeholders	<p><i>Increase communication between Town and Business Community</i> would like to see improved communication between businesses and Town improve communication between Town and businesses</p> <p><i>Increase communication by Town to general public</i> improved communication by Town need more communication Town needs to be more open and vocal holding focus wide community groups to find other needs that are not met</p>	6
10. Perception that Town is not working to retain /attract business or people	<p><i>Perception that Town has anti-business attitude</i> Town council is not pro business Town's attitude towards business is a challenge lack of encouragement for new businesses to come feels that Town doesn't make it easy to start business in Hampton feels Town isn't pro-business Town discourages business development</p> <p><i>Lack of consideration for how decisions affect business community</i> Town needs to consider that choices they make will have a direct impact on businesses Council needs to get faster in making decisions</p> <p><i>Inconsistent regulatory environment</i> guidelines/bylaws are restrictive lack of consistent bylaws (ie. underground power lines, etc.)</p> <p><i>Lack of clear town branding</i> Hampton's image does not seem to be attracting new young families lack of consistent vision (Sobeys was not going to be on Will.Bell drive - this is where it should be)</p> <p><i>Lack of proactive attraction efforts</i> no draw to bring people to town to open business and live there aren't businesses coming to Hampton Town lets too many people leave the area</p> <p><i>Difficult to promote business here</i> difficult getting Hampton's name out there</p>	16

11. Infrastructure needs	<p>Water issues lacking town water no access to municipal water increased water flow in brook behind vet office due to industrial park run off</p> <p>Pedestrian and parking needs no pedestrian access to business parking is a problem improved pedestrian access to stores</p> <p>Recreation needs not enough bike trails or lanes</p> <p>Business signage and store frontage lack of signage signage for businesses required</p> <p>Road condition needs pickwauket road condition</p> <p>Public transit needs no bus services no public transit Comex is one way system, made for people to leave. it should facilitate people coming to Hampton as well</p> <p>Traffic flow traffic congestion traffic light configuration is a huge problem for the clinic. poses a danger to clients in terms of accessibility to vet office lack of roads</p> <p>Accommodation needs Lack of apartments</p>	17
12. Culture of Town	<p>Small town mentality small town mentality can have negative impact old school ideas 'not in my backyard' mentality need to get over small town mentality</p> <p>Small town politics small town politics politics small town politics is not so good</p> <p>Protectionist mentality people don't want other locals to know their business in past, people in Hampton would rather do the work themselves initially difficult to gain trust if you are not from Hampton it takes time for local people to accept you</p>	11
13. Location of Hampton	<p>Ruralness being rural can inhibit goods transport location location is difficult. Most construction is happening in Quispamsis/Rothesay not all services within short travelling distance some people want to stay closer to city</p>	10

	<p>farther from hospital (lack of service) no FedEx drop spot in Hampton (lack of service)</p> <p>Proximity to city and other towns more travel to Saint John proximity to Quispamsis may hinder the expansion</p> <p>Design of Hampton community is spread out</p>	
14. Miscellaneous	<p>people always ask for donations</p> <p>small events like community suppers can take away business</p> <p>no social worker in Hampton</p>	3

Q 3a. Initiatives to be administered by the Chamber of Commerce

Initiatives	Responses	No.
Improved communication with local businesses	<p>Share information with business community improved communication about their activities improve communication with business community need to communicate with businesses chamber member to visit businesses to talk about what they do make their vision more clear to business owners articulate strategy visit businesses to share info about programs, events, etc.</p> <p>Gain information from the business community better understand what business owners are looking for give more attention to local businesses increased connection with business owners sit with different businesses to see how they can support them</p> <p>Chamber to be strategic institution in Hampton chamber should be strategically located in town; more visible office space chamber should market themselves and be seen at events chamber needs student to work for them (co-op high school program) chamber should connect to other chambers in the area to form larger association</p>	15
Promotion of Hampton and Local Businesses	<p>Promote Hampton and local businesses promotion of businesses in Hampton more advertising about attractions/businesses to Hampton need to promote entrepreneurs promote Hampton market tourism potential have the Chamber operate the VIC to highlight businesses in Hampton</p> <p>Act as advocate for businesses act as strong voice on behalf of businesses encourage people to market resources advocate on behalf of the business community promote establishment of rental space assist with beautifying space on main street</p>	11
Activities and	Professional development events	11

Events	<p>more interesting events and speakers credible speakers events need to be productive organize workshop with RCMP re: counterfeit money events held that help you build your business more networking, new types of networking</p> <p>Educational campaigns educating public about buying locally conduct a 'best practices' tour for businesses</p> <p>Special events for new businesses ensure that new businesses are welcomed welcome new business owners improve draw for new families</p>	
Improved connection with the Town and other stakeholders	<p>Work with Town on strategy development greater connection to the Town work with Town to form common message town wide marketing strategy to attract people to shop. Should be joint effort with Town align themselves more with Town work with Town to form common message</p>	5
Bridging local businesses to improve effectiveness	<p>Connect complimentary businesses in Hampton connecting businesses in Hampton with synergistic potential bring businesses together to approach cruise ships</p>	3
Develop working committees	<p>Tourism committee create tourism committee</p> <p>BRE committee have committee connected to the BRE project</p>	2

Q 3b. Initiatives to be administered by the Town of Hampton

Initiatives	Responses	No.
Vision for Hampton developed and shared	<p>Create vision and share it develop a vision and enforce it develop a vision for Hampton brand itself develop strategic plan</p> <p>Create plan create segmented plan (ie. public works, business development, etc.)</p> <p>Form working committees create committee that oversees arts and craft/cultural promotion create working committees comprised of experts to develop and implement plan business development committee formed</p>	8
Local business support	<p>Promote and support local businesses promote and support businesses focus on local businesses needs to be increased recognize transitions and needs of business community</p>	19

	<p>there should be zero tolerance for vandalism to businesses provide incentives to businesses and residents on main street to upgrade their buildings create stronger connection with businesses be more supportive of local businesses be supportive of existing businesses Town should support regulations on speedboat and sea-doo use on river committee to fundraise for 'Hampton way'. people would request donations from this fund and not directly from businesses encourage people to market Hampton create business list</p> <p>Encourage local buying educate public about buying locally promote more local purchasing behaviour</p> <p>Support new businesses welcome new business owners make it easier to open new business</p> <p>Changes in infrastructure work to improve traffic flow by changing light or road lineage support businesses with brook flooding</p>	
Connect local businesses to Town projects	<p>Town to provide opportunities to bid on projects ensure that local companies have the opportunity to bid on projects in the area (even as subcontractors) Town gives opportunity to bid on projects wants opportunity to consult on projects open tendering process</p>	5
Activities to attract people to Hampton	<p>Events to be held in Hampton organize events to bring more people to Hampton be more involved in events hold events that draw people to the area</p> <p>Marketing of Hampton town wide marketing strategy to attract people to shop. Should be joint effort with Chamber more advertising about attractions/businesses in Hampton promote town, make Hampton more well known increased marketing of Town to young families provide support to prepare a manual that outlines the artists in town need to take a careful look at what businesses offer</p> <p>Activities to attract residents improve draw for new families attract and encourage people to relocate here</p>	12
More commercial space	<p>Support development of commercial rental space promote establishment of rental space look to provide rental space for businesses</p> <p>Support development of new commercial space provide incentives for business owners to build their own buildings</p>	3
Improve Communication	<p>Communication with business community better lines of communication between town and businesses</p>	9

between Town and Business Community	<p>improve communication with business community improve line of communication with businesses need to communicate better with businesses wants to know about the projects/programs offered by town employing someone to act as liaison between Town and business community, who also promotes buying locally. should have business mind improved communication between Town and business community</p> <p>Public consultations held more consultation with public about decisions, ie. park provide more clarity about Town projects to public</p>	
Encourage Business Development	<p>Development on William Bell Drive push development on William Bell Drive</p> <p>Attraction activities attract different types of stores/industries attract accommodation facility more proactive energy projects would like to see a more diverse focus on business development</p> <p>Review and improve business approval process town needs to be faster at approving business review zoning regulations</p>	7
Stakeholder cooperation	<p>Meeting with all stakeholders to develop and share vision meet with stakeholders to create common vision and plan (Chamber, Enterprise Fundy, etc.) stakeholders need to know about this study and where to find it</p> <p>Meeting with Chamber increased cooperation with Chamber needs to happen work with chamber on projects town wide marketing strategy to attract people to shop. Should be joint effort with Chamber</p>	5

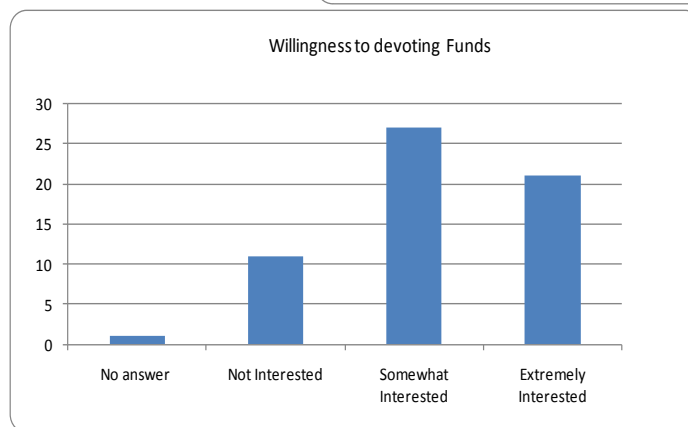
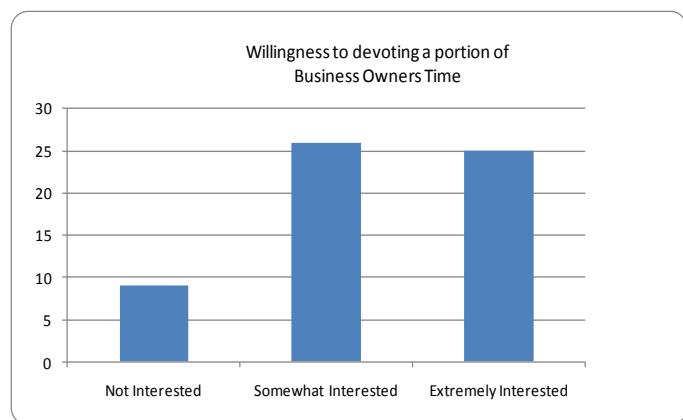
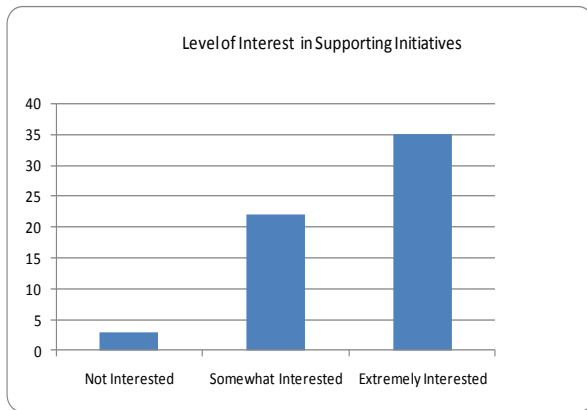
Q 3c. Initiatives to be administered by Enterprise Fundy/CBDC

Initiatives	Sub-themes
1. Advertise programs	<p>advertise their activities and roles in the Hampton Harold increase promotion of funding programs</p>
2. Increased business visits	<p>Enterprise Fundy staff should visit once a year need visits from CBDC and EF staff annually get out and do business visits improved connection with businesses more connection to businesses</p>
3. Hold Seminars	<p>seminars</p>
4. Market Hampton	<p>more marketing of the area more advertising about attractions/businesses in hampton find businesses that are looking for what hampton is offering</p>
5. Coordinate businesses and stakeholders	<p>facilitate/coordinate a brainstorming to look at assets that are underutilized. try to figure out how businesses can coordinate a more</p>

focused tourism approach
collaboration with the other stakeholders (chamber, town,
etc.

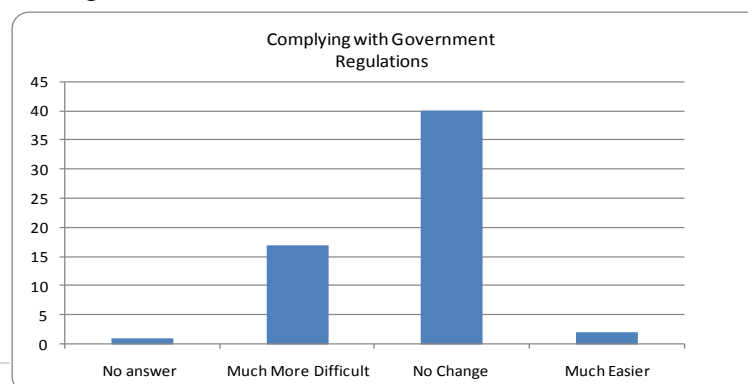
Q. 4 Business Commitment

Business owners in Hampton are generally willing to support business initiatives in the town. All the three categories (their level of interest, devoting time and funds) scored fairly high compared to people not interested. The charts below depict the results from the survey.



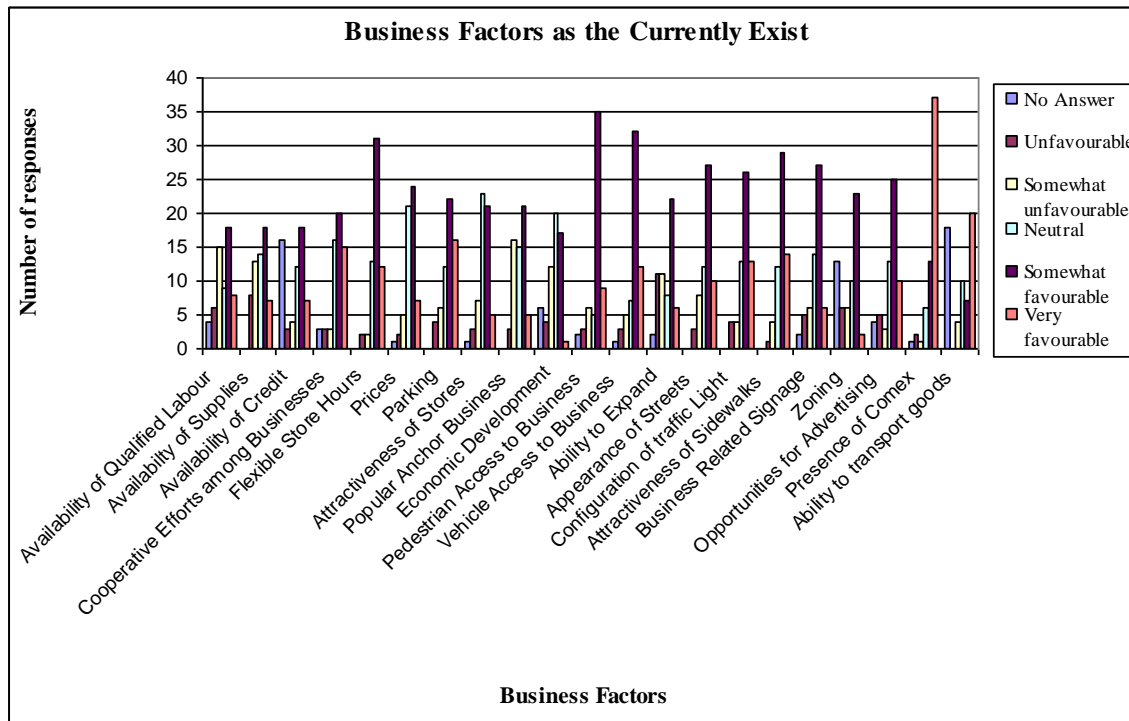
Q. 5 Has complying with government regulations over the past few years been:

The majority of businesses feel that there has been no change in the level of difficulty complying with government regulations. Those who responded that it was much more difficult were usually referring to financial and environmental regulations.



Q. 6 How would you rate the following business factors as they currently exist?

Most businesses seem to be somewhat satisfied with most of the business factors as they **exist** at the present time in Hampton. The Comex Bus service was seen as the most favourable factor rated by 34 of the 60 business owners interviewed. While the availability to transport goods was rated as the least favourable by 18 of the 60 business owners interviewed. See chart below for all of the responses.



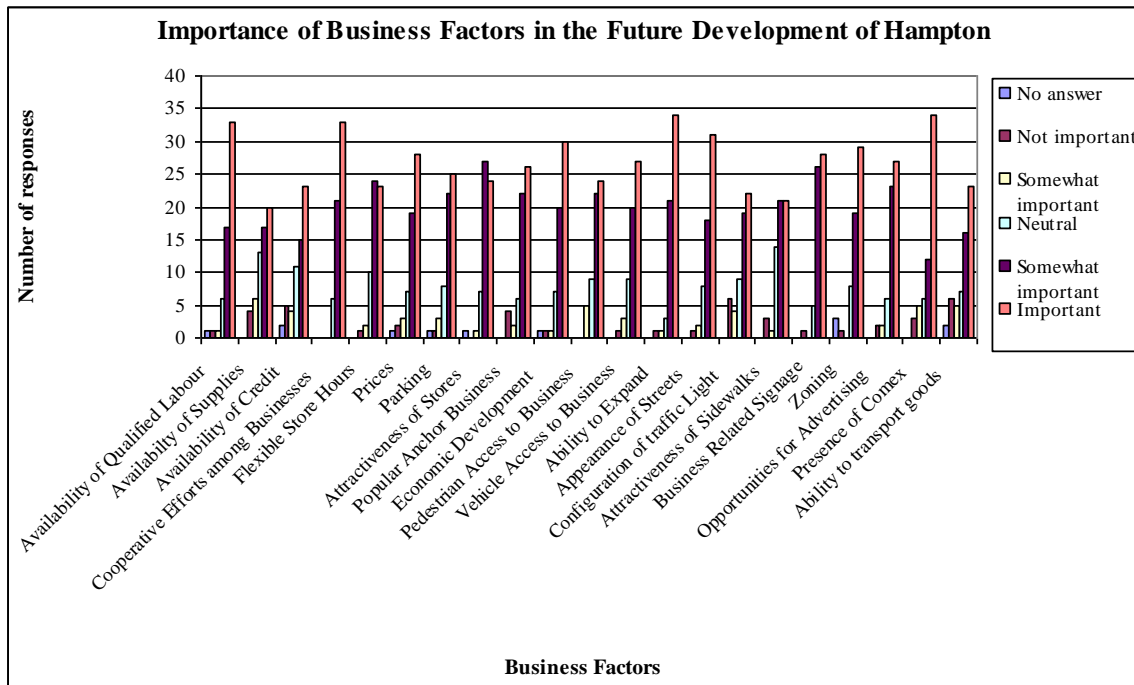
Below are the cumulative average rankings of business factors as they exist in the town of Hampton. The average cumulative rank of all existing business factors was 3.52 out of a possible 5. (5 indicates the most favourable while 1 the least favourable business factors as they exist).

Rank	Business Factors As they Currently Exist	Cumulative Average
1	Presence of Comex	4.39
2	Ability to transport goods	4.05
3	Attractiveness of Sidewalks	3.85
4	Flexible Store Hours	3.82
5	Vehicle Access to Business	3.76
6	Cooperative Efforts among Businesses	3.72
7	Pedestrian Access to Business	3.71
8	Parking	3.67
9	Configuration of traffic Light	3.67
10	Opportunities for Advertising	3.57
11	Appearance of Streets	3.55

12	Availability of Credit	3.50
13	Prices	3.49
14	Business Related Signage	3.40
15	Attractiveness of Stores	3.31
16	Zoning	3.19
17	Popular Anchor Business	3.15
18	Availability of Qualified Labour	3.13
19	Availability of Supplies	3.05
20	Ability to Expand	3.02
21	Economic Development	2.98

Q. 7 How important are each of the following factors in the future development of a vibrant and successful business community in Hampton?

Most of the businesses feel that business factors on the business questionnaire were very important to the future development of Hampton. Availability of Qualified Labour, Cooperative Efforts among Businesses, Economic Development, Ability to Expand, Appearance of Streets and Presence of Comex were rated by over 30 business owners or 50% of all interviewed as very important to the future development of Hampton.

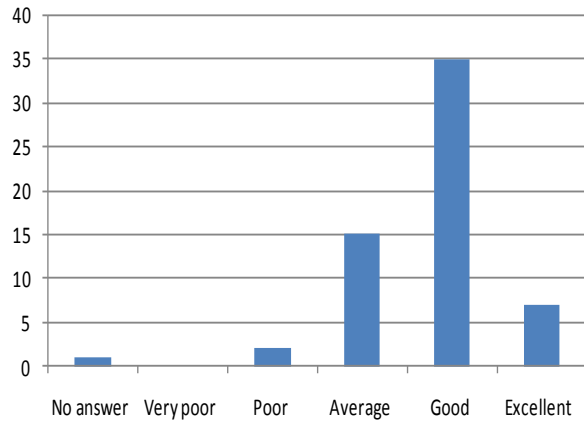


Rank	Business Factors - Important for Future	Cumulative Average
1	Cooperative Efforts among Businesses	4.45
2	Ability to Expand	4.43
3	Availability of Qualified Labour	4.38
4	Business Related Signage	4.33
5	Zoning	4.32
6	Economic Development	4.31
7	Appearance of Streets	4.27
8	Attractiveness of Stores	4.25
9	Opportunities for Advertising	4.18
10	Prices	4.15
11	Vehicle Access to Business	4.15
12	Presence of Comex	4.15
13	Parking	4.14
14	Flexible Store Hours	4.10
15	Pedestrian Access to Business	4.08
16	Popular Anchor Business	4.07
17	Attractiveness of Sidewalks	3.93
18	Availability of Credit	3.81
19	Ability to transport goods	3.79
20	Configuration of traffic Light	3.78
21	Availabilty of Supplies	3.72

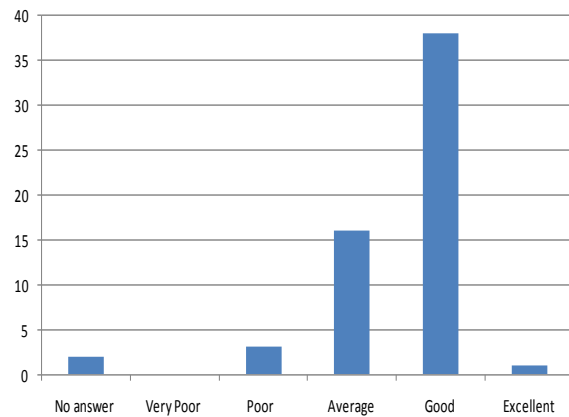
The cumulative average rankings above are perceived by businesses in importance for the future development of businesses in the town of Hampton. The average cumulative rank of all existing business factors was 4.13 out of a possible 5. (5 indicates the most important while 1 would be the least important business factors for the future development of business in the town of Hampton.)

Q. 8 & 9 Business Climate and Community Support

Community Attitude Towards Business



Business Climate in Hampton



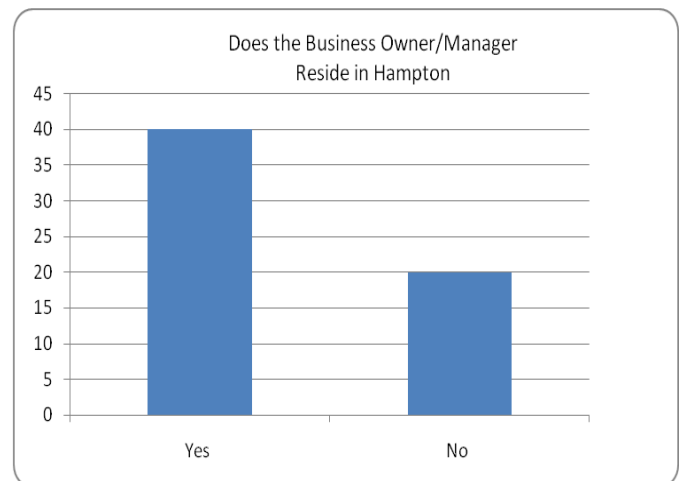
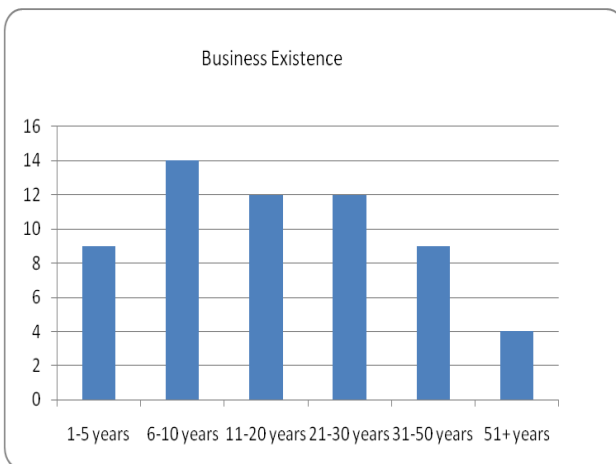
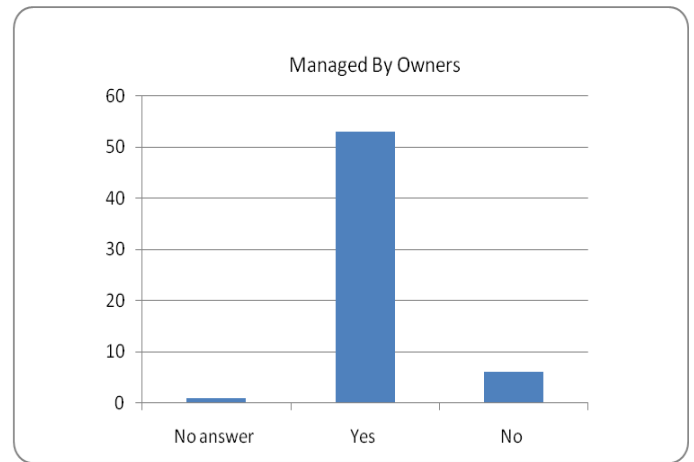
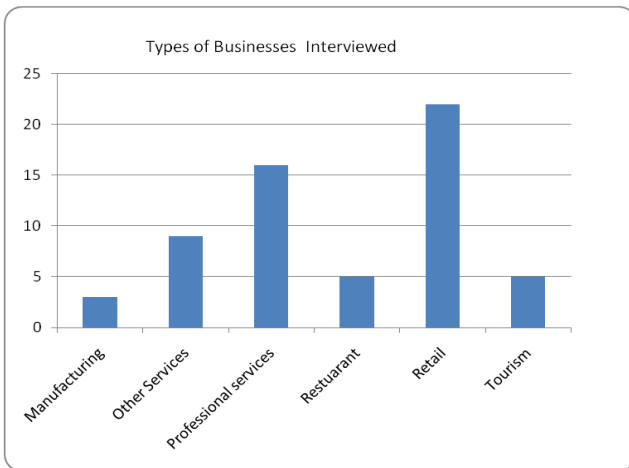
Q. 10 – 16 Business Demographics

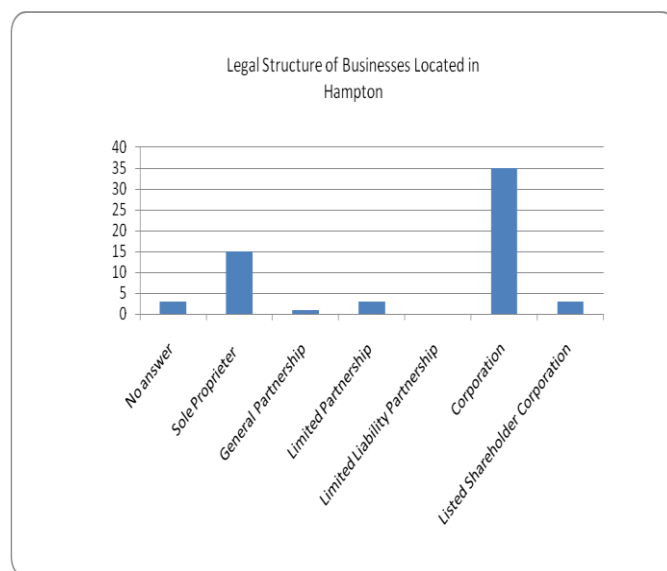
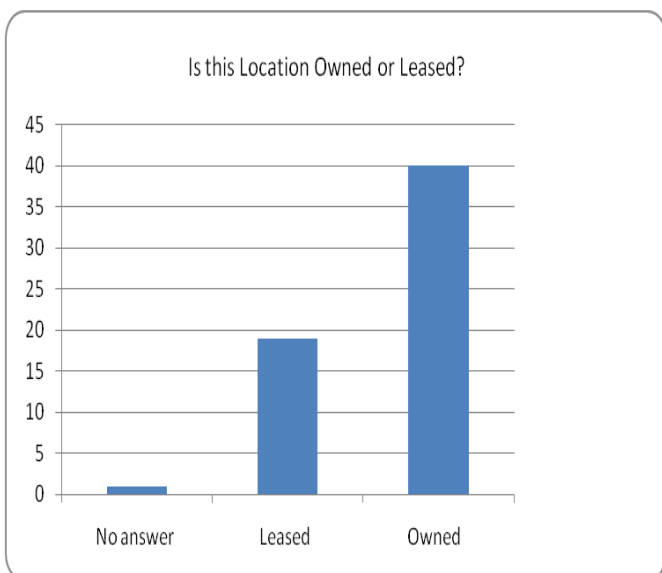
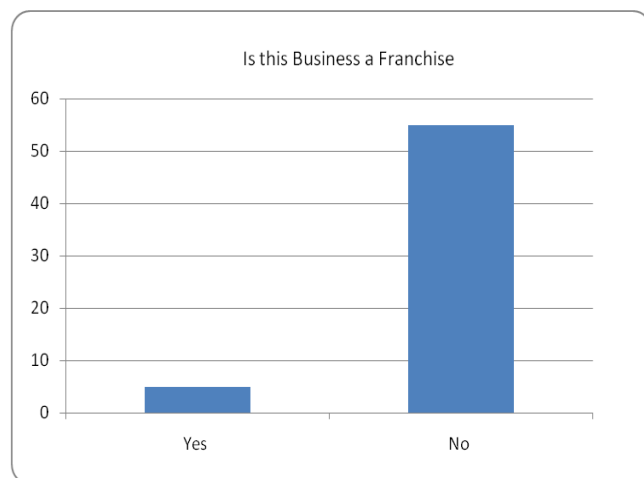
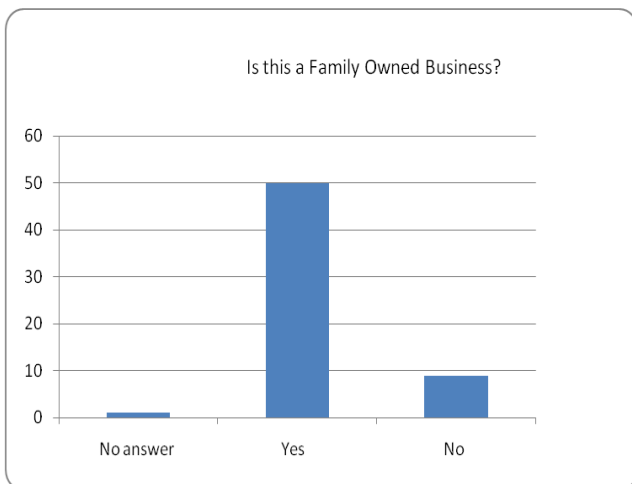
This section provides the basic demographic information of businesses interviewed.

Breakdown of Businesses Interviewed for the BRE Project:

Type of Business Interviewed	Number of Business
Restaurants	5
Financial Services	4
Recreation	4
Automotive Services	3
Doctor/Dental	3
Food Services	3
Hardware	3
Automotive Services	2
Advertising	2
Art	2
Clothing	2
Convenience Retail	2
Retail	2
Landscaping	2
Legal Services	2
Manufacturing	2
Senior Care	2
Accountant	1
Bakery	1

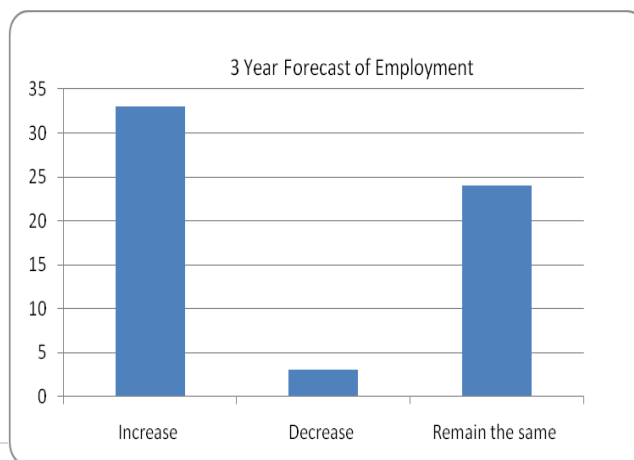
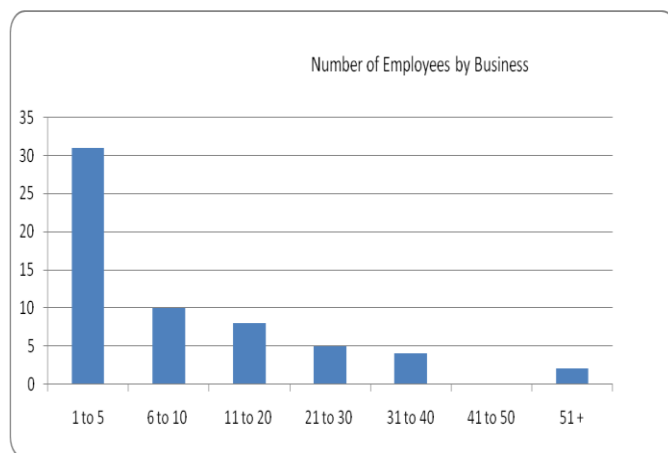
Boutique Retail	1
Computer Services	1
Distribution	1
Floral Services	1
Funeral Services	1
Furniture	1
Gym	1
Hair Dresser	1
Insurance	1
Pharmacy	1
Print Shop	1
Rental Services	1
Tanning	1
Vet Office	1





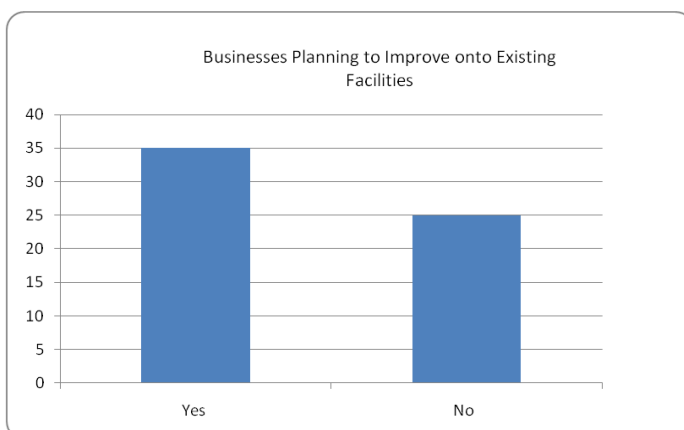
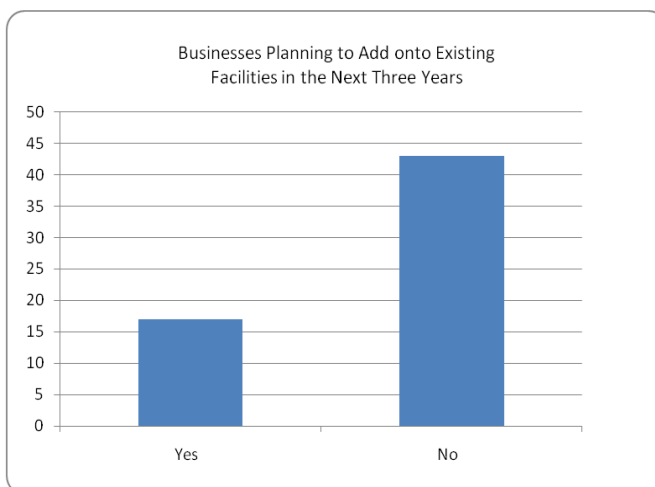
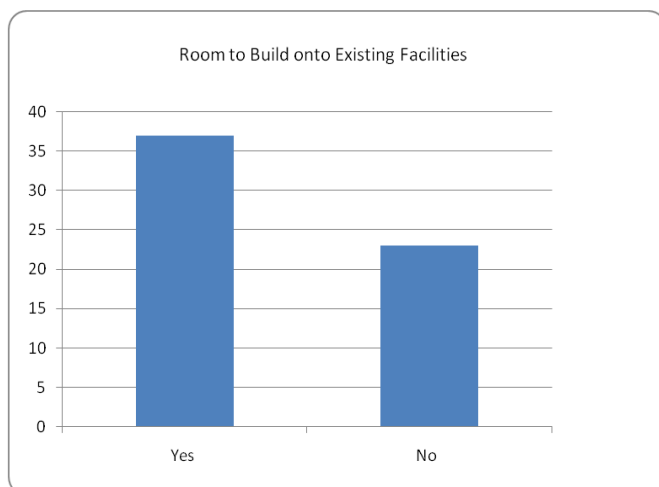
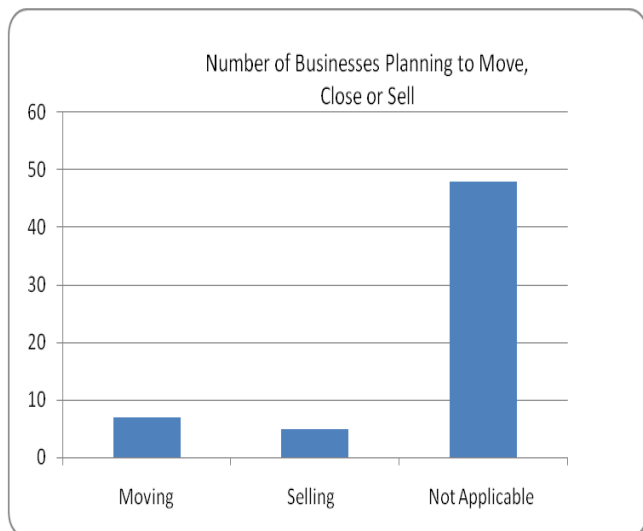
Q. 17-18 Human Resources

Over 30 business owners interviewed hire between 1-5 employees while 2 employers hire over 51 employees. 34 business owners identified that they plan to increase their workforce within the next three years while 3 businesses identified downsizing their workforce.



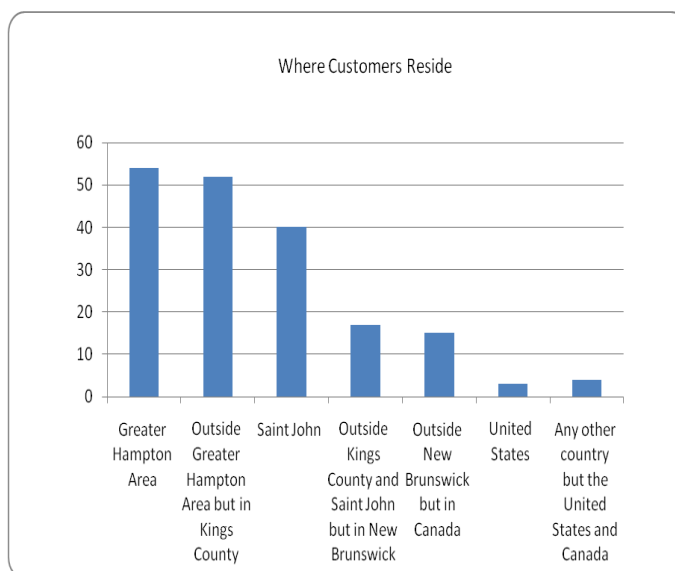
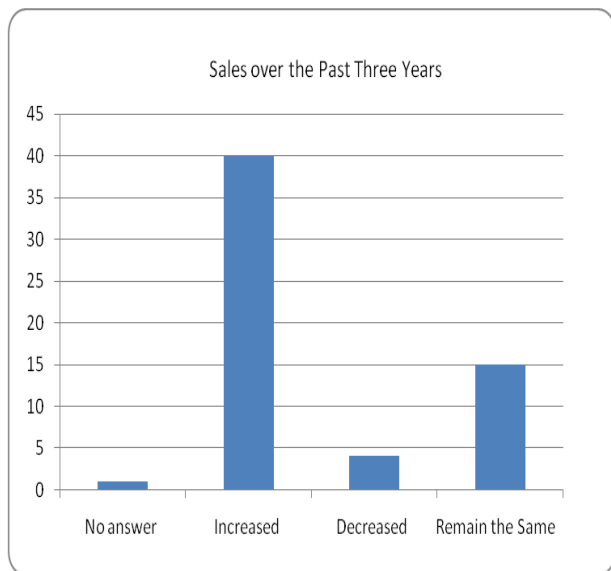
Q. 19-23 Future Plans

All businesses interviewed identified that they will not shut operations. 7 businesses plan to move while 5 businesses plan to sell. 35 businesses plan to remodel and 17 businesses plan to add space to existing operations. The future plans are depicted in the charts below:



Q. 24-26 Sales

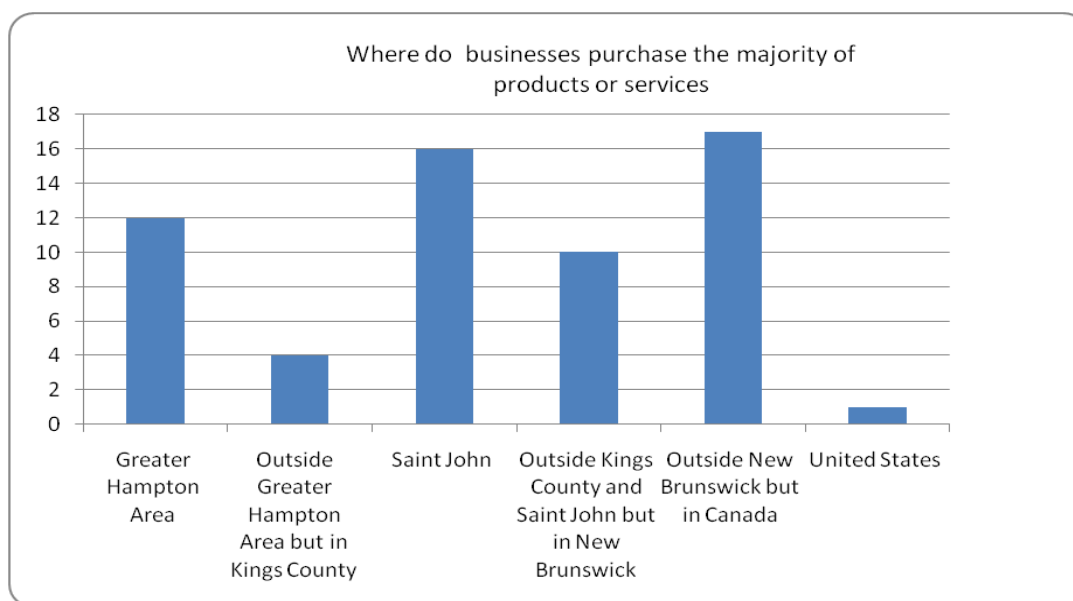
40 businesses interviewed identified that their business sales had increased over the past 3 years. Most of the businesses identified that their customers reside in Hampton and in Kings County. This can be seen in the charts below.



Q. 27-29 Purchases

Most businesses interviewed identified that they are forced to purchase specialized goods and services outside of Hampton. 17 businesses purchase the majority of products from outside New Brunswick while 16 purchase their products from Saint John. Almost all the businesses identified said that they would like to purchase their office supplies in Hampton, however, the current situation does not allow for this.

Most businesses responded that they would like to purchase business supplies in Hampton if possible.



Q. 30 Final thoughts and comments

<i>Opinions</i>	<i>Ideas</i>
Keep Hampton the Way it Is <ul style="list-style-type: none"> • I am less concerned with attracting people here • would like to see Hampton retain its small town charm • I don't want to see town grow too fast • I don't want Hampton to become another Quispamsis • doesn't want Hampton to turn into a KV • would like to see town stay honest and open • Doesn't want to see too fast of growth • Hampton is growing and if it grows too fast it will bring in competition 	Committee development <ul style="list-style-type: none"> • completely willing to sit on committee that works to change the town • Town needs working committees that work on strategic activities • long term plan needed and enforced for town • Town should have a committee that promotes artistic/cultural events
Turn this project into action <ul style="list-style-type: none"> • I am curious to see if this project will turn into action • BRE project is great first step for Town • don't let this study end up on a shelf 	Promotion and Attraction to Hampton <ul style="list-style-type: none"> • promote Hampton • wants Town to promote Hampton businesses • create a 'weekend for Hampton businesses' to promote town and businesses • more events to attract people to Hampton • we need to look at the number of visitors who are encouraged by the VIC to stay and play in Hampton • we need to move toward activities and events to entertain people who visit • capitalize on large artist community
Positive feedback for the Town <ul style="list-style-type: none"> • great support from Town to businesses • Survey is an excellent idea for the growth and prosperity of Hampton • happy with the Town and how it is operating • believe Town is moving forward • bedroom community helped by COMEX • Hampton is nice place to live and do business • it's a positive environment here • Thinks the Town is doing a good job • Great job on town square • Quite professional for a small town • Close to amenities • Opportunities for children to get a job • Good mayors and good council for the past 40 years 	Support Coordination of local businesses <ul style="list-style-type: none"> • Strategic connections between businesses need to be initiated (i.e. cruise ships, etc.) • would like to be made aware of land and other space • would like to see Town connect businesses with interested people • one list of local businesses
Things they would change <p>Unhappy about the park. It won't earn the town money. Would rather have seen business there Doesn't know why there's a housing developer on William Bell Drive</p> <ul style="list-style-type: none"> • Hampton Herald could be better, very expensive • Feels as though some councillors have a predetermined vision for the town and don't solicit input from the public • Traffic light poses a serious problem for access to 	Youth in Hampton <ul style="list-style-type: none"> • Hampton needs to focus on youth • more recreation for youth

<ul style="list-style-type: none"> vet office • Unsure of the benefits of the river center • No consequences for vandalism • Completion is not here for food establishments 	
Miscellaneous <ul style="list-style-type: none"> • Zoning is very important • Big box stores are different from locally owned businesses. There serve different customers 	Supporting local initiatives <ul style="list-style-type: none"> • Create committee of business owners to develop fund for young entrepreneurs and act as investors • Fund created to support local initiatives
	William Bell Drive development <ul style="list-style-type: none"> • Tim Horton's and gas station should be on William Bell drive, along with grocery store • Would like to see Town make increased commitment to populating William Bell drive
	Valuable existing infrastructure <ul style="list-style-type: none"> • Need plan for courthouse • Train station has an important place in Hampton, need to capitalize on this
	Website as a business development tool <ul style="list-style-type: none"> • announcements for businesses on website • more interactive website
	Business Development <ul style="list-style-type: none"> • Hampton is central area for distribution company • Focus on development at a higher level; small industry will come with larger development • town could offer incentives to businesses to improve their store frontage • Potential to attract new businesses who could use 'broken' fibre optics in Hampton • Provide incentives for developers

Appendix B: Forum Response Analysis

Forum Details:

Youth: 8 high school students (5 women, 3 men) participated in a youth discussion forum held at Hampton High School on June 9th. This particular group was comprised of relatively high achievers and had suggested that subsequent focus group discussions be held in the fall to gain a more representative perception of Hampton

Seniors: 18 senior citizens (55 years and older) from Hampton participated in the seniors' forum on July 5th at the River Center

Public: 3 Hampton residents participated in the Public Forum on July 7th at the River Center

	Positive aspects of Hampton	What they would change about Hampton	Vision/Ideas for the future of Hampton
Youth	<ul style="list-style-type: none"> a. Small community; feel as though they are part of something) b. Nature c. Lack of fast food restaurants (although they like Subway) d. No chain stores e. Employment is easy to find because we know many people f. Cultural richness g. Able to walk most places h. Hampton market and community garden i. Good place to raise kids 	<ul style="list-style-type: none"> • Create a direct bus route to Quispamsis • Some new housing developments are ugly • More entertainment needed (i.e. movie theatre) • More bike trails • More activities and spaces for teenagers (i.e. Cafe) • Increase number of events held in Hampton (i.e. Hampton Idol) 	<ul style="list-style-type: none"> • Outdoor concert/Hampton Idol event that attracts more people to the Town and highlights local talent • Sporting equipment store • Drive-in/movie theatre • More attractive store frontage • More flowers along the street • New rink (indoor or outdoor) to house all of the hockey events • Respect and maintain small town atmosphere • Youth Council that acts as a bridge between youth and the Town
Seniors	<ul style="list-style-type: none"> • Ambulance service • Seniors' resource centre • Type of senior housing 	<ul style="list-style-type: none"> • Not enough senior housing • No space for live music • Improved communication between Town and Seniors • Attraction of a taxi service • Another grocery store • More recreation facilities for seniors 	<ul style="list-style-type: none"> • Developers to be regulated to put telephone/electricity wires underground • Municipal water access in all new developments • Sidewalks in new developments • Improved traffic flow • More accommodation • Retain small town atmosphere • More businesses (gift shop, department store, etc.) • More affordable senior housing • Town to be more proactive at business attraction

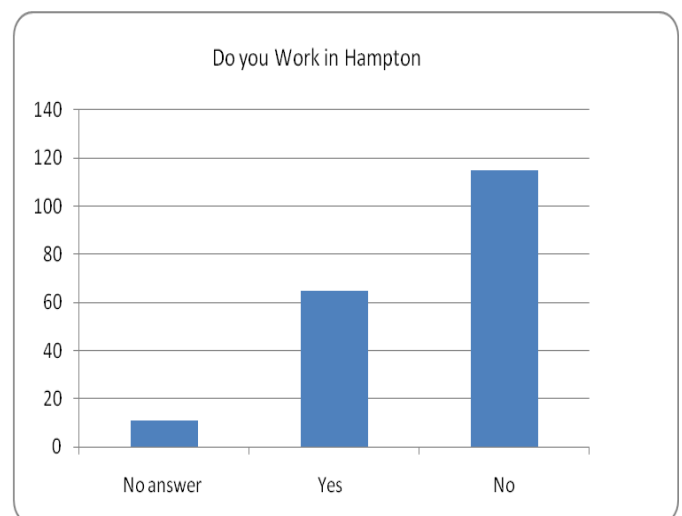
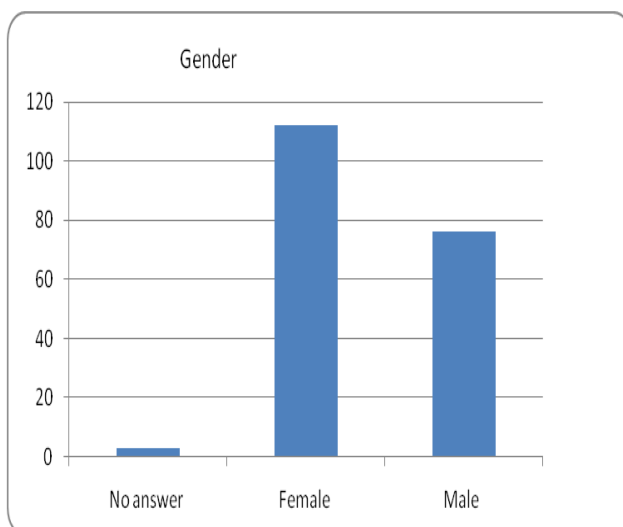
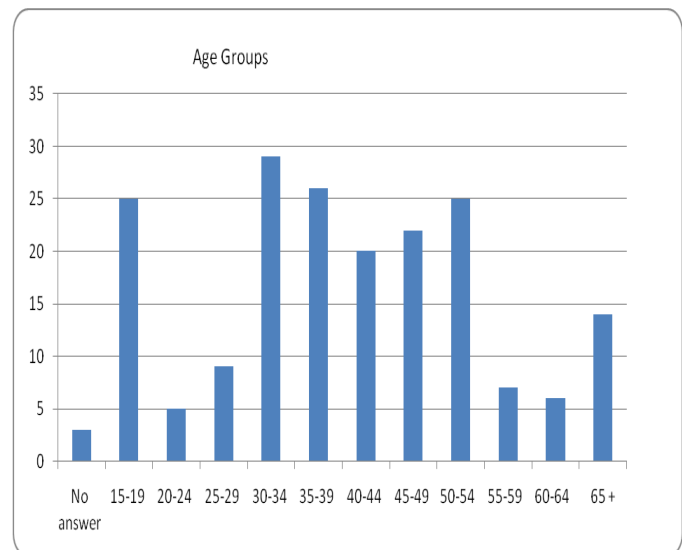
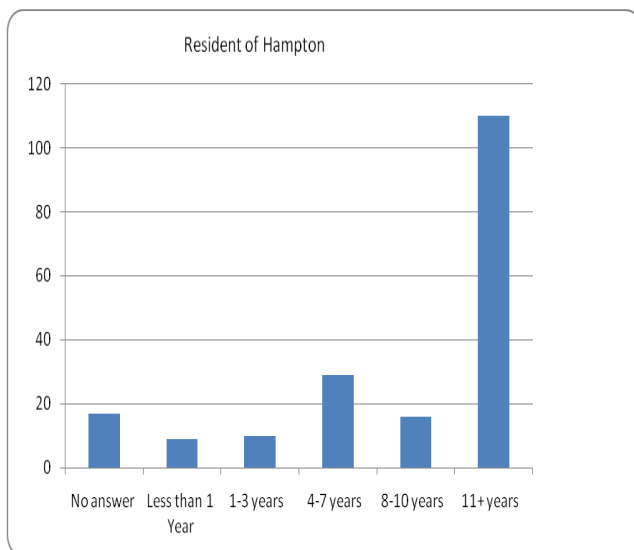
		in the winter	
Public	<ul style="list-style-type: none"> • Simplicity • Beauty • Relationship to land • High per capita ratio of artists • Holly's and Bistro • New park • Small town atmosphere 	<ul style="list-style-type: none"> • Increase efforts to attract visitors • Better signage that encourages people to travel to Hampton 	<ul style="list-style-type: none"> • Employ a public/business relations officer at the Town to promote Hampton businesses and act as liaison between town and business community • List all businesses and what they offer at the Visitor Information Centre (VIC) • Capitalize on cruise ship visitors • Do not want to become extension of Quispamsis • Restrict building in Hampton • Support development of enterprises that are indigenous to Hampton • Attract more artists/craftspeople to Hampton • Attract speciality and niche shops to Hampton • Better connection between Town and artist community • Courthouse to act as an artists' studio where artists pay to rent space. Geared toward new artists • Good hotel established • Guidelines and bylaws for new developers to follow

Appendix C: Data Analysis of Web Survey

A total of 174 people responded to the consumer survey which was available online and another 17 students responded at the local High School. A total of 191 responses were recorded for the consumer survey. The following section presents the results from the consumer surveys.

Q. 1-4 Demographics of Respondents

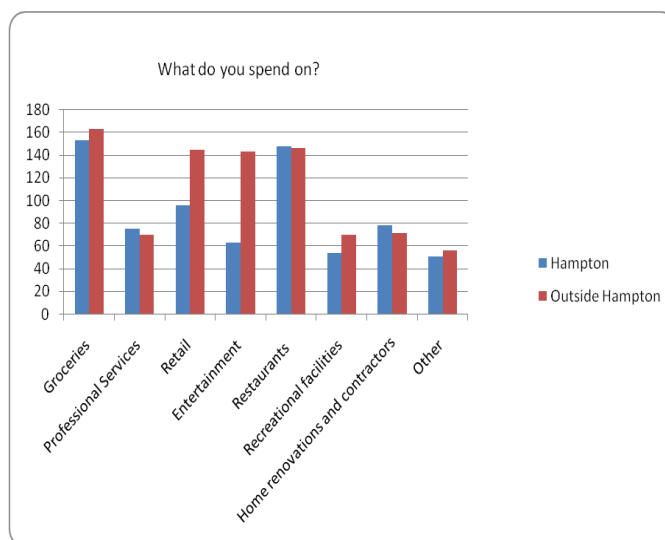
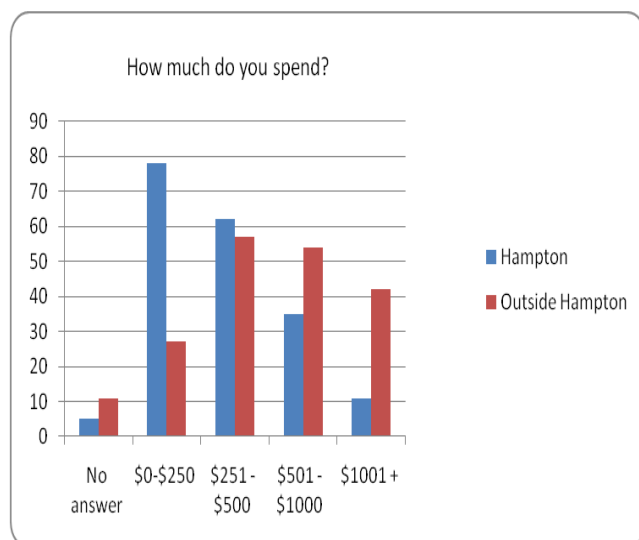
The demographics represent a high number of respondents in the following categories; 110 respondents have resided in Hampton for over 11 years, 122 respondents represent an age group between 30-50 years, 112 female respondents and 115 respondents do not work in Hampton. The charts below depict all the data collected and analyzed on demographics from the consumer survey



Q. 5-10 Current Situation

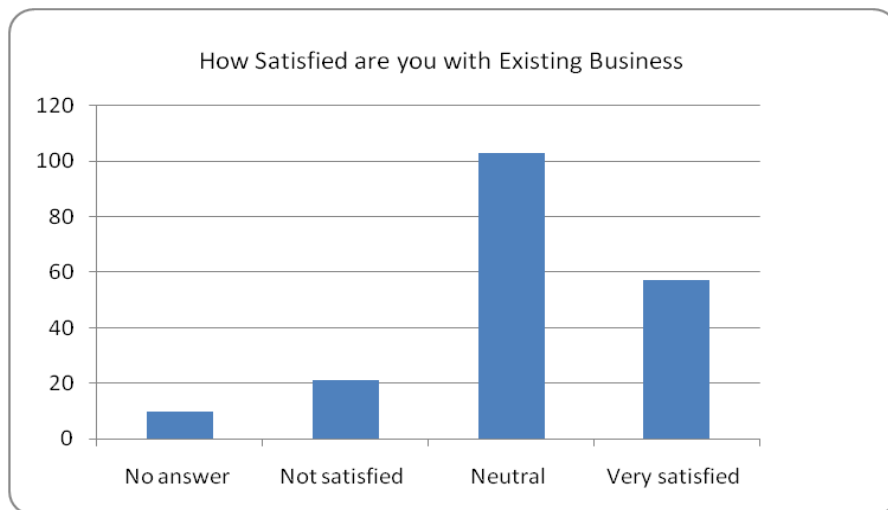
The current situation identified by survey respondents is depicted in the charts below.

Consumers tend to spend \$501.00 or more outside Hampton than in Hampton. Most of the money they spend outside Hampton includes groceries, retail, entertainment and restaurants. They spend significantly more outside Hampton on retail and restaurants.



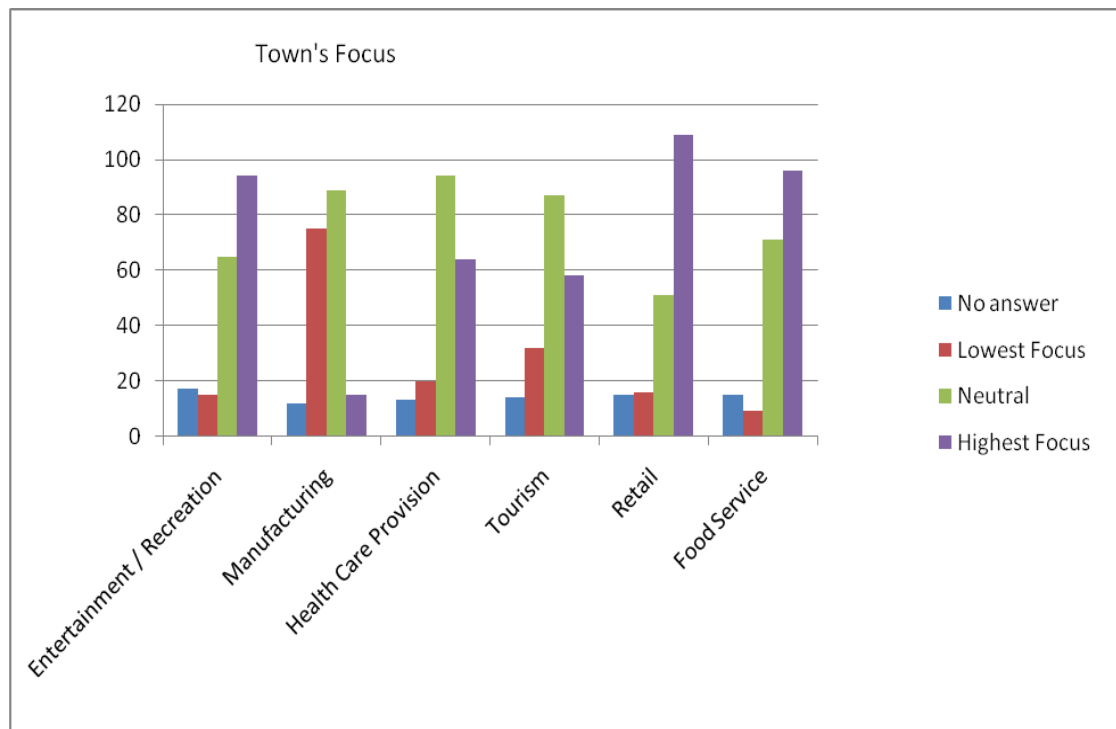
173 and 127 respondents to the consumer survey identified that they travel outside Hampton to purchase because of more varieties of goods and services and lower prices respectively. Furthermore 57 respondents were very satisfied with existing business while 21 were not satisfied. The charts below show all the data collected in this section.



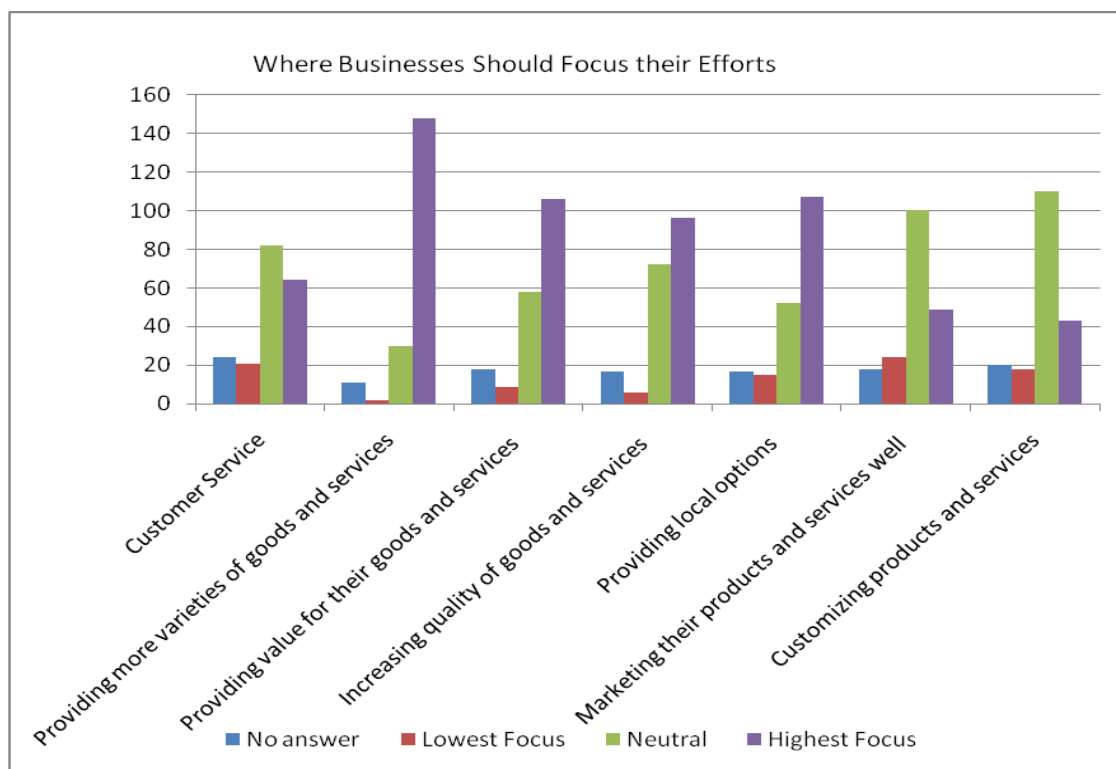


Q. 11-13 Vision

The majority of survey respondents when asked about 3 businesses they would like to see in Hampton, there was consensus among results of attracting a new grocery store and more retail outlets. These results are confirmed in the results of where the town should focus its efforts.



Over 100 survey respondents felt that businesses should highly focus on providing more varieties of goods and services, providing value for their goods and services and provide more local options. The chart below identifies the aggregate results identified by survey respondents:



Appendix D: Community Profiles Complete Tables

1. General Characteristics

	Hampton - Town	Quispamsis - Town	Rothsay - Town	Sussex - Town	Kings County	New Brunswick
Population in 2006	4004	15239	11637	4241	65824	729997
Population in 2001	3997	13757	11505	4182	64208	729498
2001 to 2006 population change (%)	0.2	10.8	1.1	1.4	2.5	0.1
Total private dwellings	1440	5324	4536	1954	26740	331619
Private dwellings occupied by usual residents	1405	5197	4317	1851	24366	295871
Population density per square kilometre	190.6	267.1	335	469.5	18.9	10.2

2. Age of Population

	Hampton - Town	Quispamsis - Town	Rothsay - Town	Sussex - Town	Kings County	New Brunswick
Total population	4005	15240	11635	4240	65825	729995
0 to 4 years	220	960	715	225	3660	34435
5 to 9 years	255	1125	755	220	4235	38875
10 to 14 years	315	1180	955	275	4985	44940
15 to 19 years	305	1210	885	305	5015	47700
20 to 24 years	235	775	615	265	3360	44625
25 to 29 years	245	735	510	205	3085	41805
30 to 34 years	200	1045	670	215	3875	45695
35 to 39 years	230	1190	875	240	4595	49415
40 to 44 years	330	1370	1005	285	5665	60035
45 to 49 years	305	1325	940	325	5530	61435
50 to 54 years	295	1250	925	300	5370	58640
55 to 59 years	290	1165	790	285	4890	54435
60 to 64 years	250	710	600	190	3515	40330
65 to 69 years	180	490	450	205	2630	31285
70 to 74 years	115	300	365	170	1940	25565
75 to 79 years	85	200	280	185	1490	20485
80 to 84 years	80	115	180	155	1085	16200
85 years and over	70	100	135	180	905	14105
Median age of the population	40	37.5	39.1	42.8	40.1	41.5
% of the population aged 15 and over	80.4	78.6	79.2	82.9	80.4	83.8

3. Information on Dwellings

	Hampton - Town	Quispamsis - Town	Rothsay - Town	Sussex - Town	Kings County	New Brunswick
Total private dwellings occupied by usual residents	1405	5200	4315	1850	24380	295960
Single-detached houses - as a % of total occupied private dwellings	82.6	88.1	78.1	58.6	84.1	71.1
Semi-detached houses - as a % of total occupied private dwellings	1.8	0.8	1.4	6.8	1.3	3.1
Row houses - as a % of total occupied private dwellings	2.1	1	3.9	6.2	1.5	2.4
Apartments; duplex - as a % of total occupied private dwellings	3.6	3.5	3	4.6	2.4	4.4
Apartments in buildings with fewer than five storeys - as a % of total occupied private dwellings	4.6	1.3	12.7	20.3	5.5	12.9
Apartments in buildings with five or more storeys - as a % of total occupied private dwellings	0	0	0	0	0	1.3
Other dwellings - as a % of total occupied private dwellings	5.3	5.5	0.7	3.2	5.3	4.8
Number of owned dwellings	1210	4985	3640	1115	21395	223375
Number of rented dwellings	195	215	675	740	2985	71235
Number of dwellings constructed before 1986	975	3060	2945	1530	16465	211225
Number of dwellings constructed between 1986 and 2006	425	2140	1370	320	7915	84730
Dwellings requiring major repair - as a % of total occupied private dwellings	9.3	6.1	5.3	7.8	8.2	9.7
Average number of rooms per dwelling	7.8	8.2	8	6.6	7.5	6.7
Dwellings with more than one person per room - as a % of total occupied private dwellings	0	0	0.3	0	0.2	0.4
Average value of owned dwelling (\$)	153760	167725	202744	118193	147857	119549
Median monthly payments for rented dwellings (\$)	509	530	565	501	535	558
Median monthly payments for owner-occupied dwellings (\$)	820	900	811	521	652	551

4. Income and Earnings

	Hampton - Town	Quispamsis - Town	Rothsay - Town	Sussex - Town	Kings County	New Brunswick
Median income in 2005 - All census families (\$)	69222	79649	80820	43992	64706	52878
Median income in 2005 - Married-couple families (\$)	77344	84440	92480	55202	71574	60726
Median income in 2005 - Common-law-couple families (\$)	71964	66011	65781	35213	54157	49137
Median income in 2005 - Lone-parent families (\$)	31181	43278	39135	24692	32975	28416
Median income in 2005 - Female lone-parent families (\$)	29500	36936	37331	23872	30788	26810
Median income in 2005 - Male lone-parent families (\$)	59067	53460	45399	29044	45401	35859
Persons 15 years and over with earnings (counts)	2305	9325	6880	2145	37490	409085
Median earnings - Persons 15 years and over (\$)	24690	30741	30640	17483	25797	21534
Persons 15 years and over with earnings who worked full year; full time (counts)	1190	5350	3605	1020	19955	198770
Median earnings - Persons 15 years and over who worked full year; full time (\$)	44709	48174	51413	34068	41511	35288
Persons 15 years and over with income (counts)	2990	11285	8835	3305	49875	573785
Median income - Persons 15 years and over (\$)	27163	30565	32186	18094	25384	22000
Median income after tax - Persons 15 years and over (\$)	24083	26753	28063	17714	22787	20063
Composition of total income (100%)	100	100	100	100	100	100
Earnings - As a % of total income	75.4	83.6	78.1	62.3	76.6	71.1
Government transfers - As a % of total income	10.7	7.3	7.1	19.9	11	16.5
Other money - As a % of total income	13.9	9.1	14.8	17.8	12.4	12.4
Income status of all persons in private households (counts)	3915	15230	11620	4155	65365	709060
% in low income before tax - All persons	6.9	4.6	7.6	23.1	9.3	13.5
% in low income after tax - All persons	3.8	2.6	5.8	16.7	6.3	9.3
% in low income before tax - Persons less than 18 years of age	9.3	3.8	10	26.4	10.5	16.2
% in low income after tax - Persons less than 18 years of age	3.4	2.3	6.9	22	7.6	11.6

5. Education

	Hampton - Town	Quispamsis - Town	Rothesay - Town	Sussex - Town	Kings County	New Brunswick
Total population aged 15 to 24	545	1990	1500	575	8395	91990
No certificate; diploma or degree	220	880	595	215	3885	38615
High school certificate or equivalent	185	790	720	265	3190	34770
Apprenticeship or trades certificate or diploma	20	60	20	20	235	3340
College; CEGEP or other non-university certificate or diploma	65	80	45	35	555	8315
University certificate or diploma below the bachelor level	0	10	10	0	60	1305
University certificate; diploma or degree	40	160	100	45	460	5650
Total population aged 25 to 34	465	1770	1185	425	6920	86860
No certificate; diploma or degree	20	55	55	60	510	9525
High school certificate or equivalent	95	380	180	125	1740	23760
Apprenticeship or trades certificate or diploma	70	120	45	20	645	7980
College; CEGEP or other non-university certificate or diploma	160	555	370	125	2055	24005
University certificate or diploma below the bachelor level	20	40	80	10	250	2775
University certificate; diploma or degree	100	610	445	80	1720	18825
Total population aged 35 to 64	1650	7010	5120	1615	29470	321350
No certificate; diploma or degree	190	595	415	295	4245	76130
High school certificate or equivalent	385	1580	1015	450	7665	81355
Apprenticeship or trades certificate or diploma	235	770	445	205	4055	42570
College; CEGEP or other non-university certificate or diploma	415	1985	1205	385	6725	62800
University certificate or diploma below the bachelor level	65	320	195	40	1125	11645
University certificate; diploma or degree	355	1755	1840	240	5640	46845
Total population 15 years and over	3110	11975	9220	3440	52595	601420
No postsecondary certificate; diploma or degree	1330	4930	3610	1965	25870	333020
Education	200	575	525	190	2325	23875
Visual and performing arts; and communications technologies	30	95	65	10	400	4750
Humanities	90	285	285	85	1155	11485
Social and behavioural sciences and law	125	370	490	80	1450	16905
Business; management and public administration	340	1900	1450	330	6290	63085
Physical and life sciences and technologies	35	255	115	45	670	5965
Mathematics; computer and information sciences	55	280	205	30	860	10695
Architecture; engineering; and related technologies	460	1815	1065	335	7225	63765
Agriculture; natural resources and conservation	40	50	55	35	610	6725
Health; parks; recreation and fitness	255	1015	1135	245	4080	38730
Personal; protective and transportation services	140	405	220	90	1650	22330
Other	0	0	0	0	0	85
Total population 15 years and over	3110	11975	9220	3440	52600	601420
No postsecondary certificate; diploma or degree	1330	4930	3610	1965	25870	333020
Postsecondary certificate; diploma or degree	1775	7045	5615	1475	26725	268400
Inside Canada	1735	6795	5210	1390	25425	256865
Outside Canada	45	250	395	85	1305	11540

6. Employment

	Hampton - Town	Quispamsis - Town	Rothsay - Town	Sussex - Town	Kings County	New Brunswick
Total population 15 years and over	3110	11975	9220	3440	52595	601420
In the labour force	2105	8835	6325	2020	35135	382970
Employed	1950	8370	5880	1830	32675	344770
Unemployed	155	465	445	190	2465	38195
Not in the labour force	1005	3140	2895	1420	17460	218455
Participation rate	67.7	73.8	68.6	58.7	66.8	63.7
Employment rate	62.7	69.9	63.8	53.2	62.1	57.3
Unemployment rate	7.4	5.3	7	9.4	7	10
Total experienced labour force 15 years and over	2095	8780	6270	1990	34720	376980
A Management occupations	190	1020	890	135	3430	29555
B Business; finance and administration occupations	410	1760	1300	345	6355	67695
C Natural and applied sciences and related occupations	180	720	410	90	2305	19705
D Health occupations	165	670	700	150	2565	24010
E Occupations in social science; education; government service and religion	200	820	610	200	2730	27690
F Occupations in art; culture; recreation and sport	75	165	165	30	610	7325
G Sales and service occupations	445	2145	1295	570	7930	98040
H Trades; transport and equipment operators and related occupations	305	1095	640	300	5955	62015
I Occupations unique to primary industry	80	115	125	110	1650	19020
J Occupations unique to processing; manufacturing and utilities	50	260	115	50	1185	21925
Total experienced labour force 15 years and over	2100	8780	6265	1990	34715	376985
Agriculture and other resource-based industries	125	275	195	175	2440	26150
Construction	120	570	320	155	2800	25415
Manufacturing	155	890	490	125	3270	40700
Wholesale trade	135	470	340	85	1685	13500
Retail trade	245	1160	620	315	4090	44290
Finance and real estate	80	490	370	75	1530	15870
Health care and social services	220	1040	1000	300	4105	43030
Educational services	200	635	540	165	2360	24615
Business services	425	1760	1305	275	6435	63835
Other services	395	1485	1080	325	6010	79580
Population 15 years and over reporting hours of unpaid work	2890	11095	8625	3095	48525	545390
Population 15 years and over reporting hours of unpaid housework	2830	10975	8530	3055	48060	539035
Population 15 years and over reporting hours looking after children without pay	1360	5290	3965	1260	21470	214970
Population 15 years and over reporting hours of unpaid care or assistance to seniors	720	2160	1770	615	9745	111030

Appendix E: Economic Development Committee Issue Prioritization Results

<p>1. Urgent and Important (13)</p> <p>traffic flow business signage and store frontage road conditions Town needs to purchase products from local businesses Town needs to provide opportunities for businesses to bid on projects water issues senior housing needs perception that Town has anti-business attitude public and private transportation (ie. taxi service, local bus) lack of commercial space for sale or rent lack of grocery stores lack of motel/sufficient accommodation creating behaviour change of residents to buy more locally</p>	<p>2. Not Urgent, Important (12)</p> <p>lack of dedicated Town employee as business development/liaison officer pedestrian and parking needs need for local tourism organization stronger visitor information centre lack of tourist attractions need for tourism focus ageing population/people are passing away lack of land for development lack of entertainment venues for youth lack of information technology infrastructure small population in Hampton and surrounding areas</p>
<p>Urgent, Not Important (7)</p> <p>recreation needs inconsistent regulatory environment difficult to promote business here lack of skilled labour pool difficulty finding people to work creating behaviour change of businesses to buy more locally bedroom community consequences (people buy products where they work)</p>	<p>Not Urgent, Not Important (13)</p> <p>design of Hampton ruralness proximity to cities protectionist mentality small town politics small town mentality public transit lack of proactive efforts to attract young families lack of Town branding lack of consideration for how decisions affect business community lack of lending institutions for larger loans lack of visible uses of high taxes lack of business supply stores lack of retail stores lack of restaurants high property taxes lack of vehicle parts store</p>

Appendix F: Promotional Material for the BRE Project

1.0 Web Page



Moving Hampton Forward Business Retention and Expansion (BRE) Project



Schedule of Events
May 13: BRE Public Launch
May 17-June 25: Business interviews
May 17: Web survey online
May 26 & June 2: Focus group with Youth
June 3: Focus group with Seniors
June 10: Public Forum
July 30: Final report provided
BRE Steering Committee Members
Gary Rent
Richard Malone
Ken Chorley
Clara Lights
Paul Beals
Trudy Kelly Forsythe
Consulting Firm:
Resilient Solutions
Co-Principals:
Jennifer Dysart
Mohamed Bagha

Fill out the online survey at www.townofhampton.ca and join the Hampton BRE Facebook group!

What is a BRE Project?

Business retention and expansion or BRE is an economic development model which is community driven and uses a standardized survey to identify immediate and long term opportunities and concerns local business face. It has proven successful in many North American societies that have retained and created jobs. At the same time it has involved the community in understanding the importance of economic development and inspired communities to think about long term strategy and direction, thus increasing competitiveness. Business retention and expansion is simple, action oriented and produces results. It involves everybody, including key government people, private sector and the general community making it a different and simple approach to solving the complex issues a community may be facing.

What is the BRE Approach?

Business retention and expansion is an action oriented and community- based approach to business and economic development. The most important components of the BRE are **business visitations, community consultations and the engagement of local stakeholders** with the aim of creating a more healthy and vibrant Hampton. This combination is the real secret to a successful BRE. This approach has been proven in many communities to provide potential outcomes such as:

- * Advocating for businesses on issues related to their expansion and growth
- * Connecting companies that could share resources and be profitable
- * Assisting companies in identifying and selling to new customers
- * Providing research, business planning and technical support
- * Working with program partners to formulate strategies on how to best address regional business challenges

Why should YOU get involved?

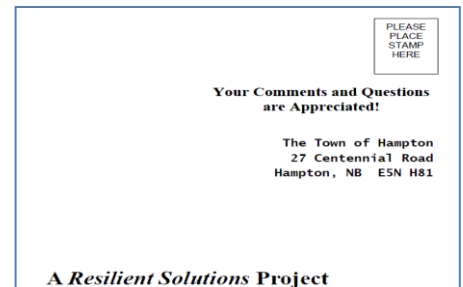
Participating in the BRE process gives you the opportunity to contribute toward the development of Hampton. Your opinions and ideas **MATTER**. The Town of Hampton wants to hear from you and will use your input to develop strategies that are aligned with the needs of residents and business community.



2.0 Post Card



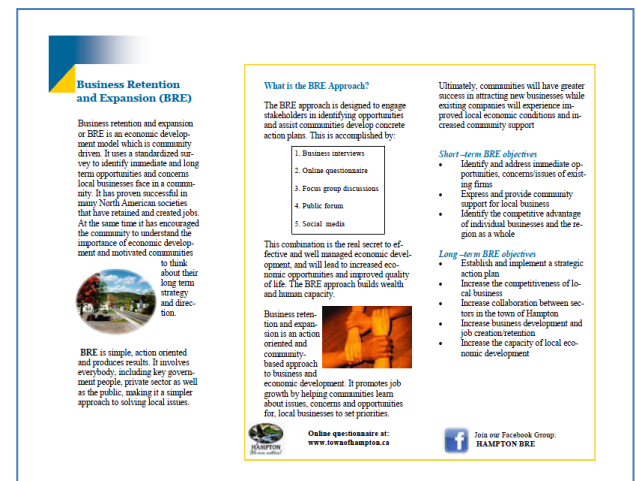
Back of the Post Card:



3.0 Brochure



Inside of the Brochure:



4.0 Business Visitation Letter Content

Over the next few weeks, the Town of Hampton will be conducting interviews with leading businesses servicing our town. The objective of these interviews is to gather input from the business community on potential opportunities and current issues. In addition, we would like to know about specific challenges and recommendations.

The information from these interviews will be tabulated and included in a final report on the status of the business community in Hampton. As well, the Town of Hampton will be using the findings from the survey to help develop a direction for future economic development projects and initiatives, derived through the opinions of existing businesses and the community at large. Please rest assured that all company-specific information will be kept private and only cumulative findings will be released in the final report (the cumulative findings will be reported in such a way so as to prevent any reader from gaining information about any specific company).

There will be a BRE launch on May 20 at the River Centre at 7 p.m. where you are invited to learn more about the BRE project and ask questions you may have. In the next few days, you will be contacted by **Resilient Solutions**, the consulting firm hired to conduct this project, to schedule an interview. I hope that you will take part in this important process as this will help us ensure that we are putting our time and resources to their best use in serving you and the rest of the business community. As the town looks toward its future, it is even more important than ever that we ensure our businesses are served well and the needs of the local business community are in line with the town's anticipated growth.

If you have any questions relating to this survey, don't hesitate to contact Richard Malone, Hampton Town Manager, at 832-6065 or by email at richard.malone@townofhampton.ca. Also, please feel free to contact **Resilient Solutions** at resilientsolutionsnb@gmail.com with questions about the BRE process.

You can join the **Hampton BRE** Facebook group to contribute toward discussions and receive updates on the process.

Thank you for your participation in this process, it is greatly appreciated.