

CITY PLANNING
ECONOMIC DEVELOPMENT
COMMUNITY BRANDING
HISTORIC PRESERVATION

October 14, 2014

RE: Retail Market Study Zip Code Survey for Montpelier, Vermont

Dear Business Owner,

Thank you for participating in the business zip code survey for Montpelier. The survey was part of a retail market study of the community commissioned by the Montpelier Alive to better understand the local market. The overall information is very helpful in understanding retail trade patterns for Montpelier as a whole and has been used to develop strategic recommendations to improve the shopping patterns for Montpelier's downtown.

We keep your individual business information confidential but have provided you a brief synopsis for your business that compares your results with the data as a whole. The information is fairly straightforward. You can see the number of zip codes recorded by your business, the percentage from each area and how it compares with all participants as a whole

How might this data be used? You may find that your store closely follows the patterns of the collected data from all 10 participating Montpelier stores very closely. In this case, your market is very similar to that of the community as a whole and any collective strategies employed by the merchants will likely be greatly beneficial to you. You may find that your business is performing stronger or weaker in certain geographic areas. In this case, you may want to explore marketing to other areas to garner additional customers where the community is performing strongly. You may find that you have particular market strengths where continued concentration on this market could yield ongoing success.

If you have any particular questions, feel free to contact me at the number below or email address below. Thanks again for participating in this effort.

Sincerely,
Arnett Muldrow & Associates



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