

Town of Fairhaven Business Study



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Fall 2010

Executive Summary

- Twenty-six percent of businesses surveyed are restaurants, 15% are service jobs, 29% are retail, 1% is in the marine industry, 5% are medical/pharmaceuticals, 4% are animal services and 19% are classified as something other than those mentioned.
- Three percent of the businesses in Fairhaven have been operating for less than one year, 17% between 1-5 years, 18% between 6-10 years, 15% between 11-15 years, 12% between 16-20 years, 11% between 21-25 years and 24% have been operating for more than 25 years.
- Fifty-five percent of businesses came to Fairhaven because they opened as a new location, 16% came because of change of ownership, 12% came because they needed a larger facility, 1% came because of financial leverage, 1% came because they needed a larger workforce, no businesses came because they needed a smaller facility and 26% had another reason than those mentioned.
- Fifty-six percent of businesses are experiencing decreased profits, 32% are experiencing decrease in customer traffic, 24% are experiencing increased building costs, 19% are not experiencing any challenges, 17% are experiencing problems finding qualified employees, 3% are experiencing accessibility of location not being ideal, 2% are experiencing diminished physical appearances of their business and 14% are experiencing other problems not mentioned.
- Forty-one percent of businesses own their business space, 54% rent or lease, 3% said they have some other arrangement and 2% did not respond.
- Sixty-six percent of businesses said Summer is the busiest time of the year, 46% said Spring, 40% said Winter and 34% said Fall is the busiest time of the year.
- Fifty-nine percent of businesses think that less than 10% of their sales come from tourism, 15% think between 10-20%, 14% think between 21-30%, 3% think between 31-40%, 1% think between 41-50%, 2% think between 51-60%, 3% think 61% or more and 2% did not respond.
- Thirty-four percent of businesses would like to see Fairhaven assist them with local advertising, 12% with obtaining certain permits, 10% with parking, 4% with zoning and 3% of businesses would like to see Fairhaven assist them with licensing.

- Seventy-one percent of businesses said Fairhaven made a good location for their business, 68% said highway access, 26% said the size of the town, 22% said tourism, 18% said ease with local officials, 15% said the workforce, 13% said costs of renting/leasing and 3% said tax structure made Fairhaven a good location for their business.
- Thirty percent of businesses plan on expanding their business in the next 2 years, 68% do not plan to and 2% did not respond.
- Fifty-three percent plan on opening another location, 23% plan on renovating and 7% plan on expanding to a larger facility.
- Eighteen percent of businesses said the Homecoming Fair increases foot traffic or sales volume, 13% said the Road Race, 11% said the Memorial Day Parade, 7% said the Manjaro Festival, 4% said the Historical Tours, 3% said the Lady of Angels Feast and 4% said other events that were not mentioned.
- Ninety-three percent of businesses feel the accessibility to their location is very important, 5% feel it is somewhat important, 1% feel it is somewhat unimportant and 1% feel it is very unimportant.
- Seventy-five percent of businesses feel the appearance/maintenance to their building is very important, 20% feel it is somewhat important, 3% feel it is somewhat unimportant and 1% feel it is very unimportant.
- Sixty-one percent of businesses feel that appearance/maintenance of sidewalks and streets around their business is very important, 32% feel it is somewhat important, 2% feel it is somewhat unimportant, 2% feel it is very unimportant and 2% did not respond.
- Seventy-five percent of businesses feel the availability of parking for their business is very important, 20% feel it is somewhat important, 3% feel it is somewhat unimportant and 1% feel it is very unimportant.
- Sixty percent of businesses feel the financial climate in the state is very important to their business, 33% feel it is somewhat important, 4% feel it is somewhat unimportant, 1% feel it is very unimportant and 1% did not respond.
- Seventy-six percent of businesses feel support of area residents for local businesses is very important, 20% feel it is somewhat important, 2% feel it is somewhat unimportant and 1% feel it is very unimportant.

- Fifty-seven percent of businesses feel support of town officials for local businesses is very important, 29% feel it is somewhat important, 11% feel it is somewhat unimportant, 2% feel it is very unimportant and 1% did not respond.
- Seventeen percent feel the availability of town funding is very important, 27% feel it is somewhat important, 32% feel it is somewhat unimportant, 16% feel it is very unimportant and 8% did not respond.
- Twenty-three percent feel the availability of state funding is very important, 25% feel it is somewhat important, 28% feel it is somewhat unimportant, 16% feel it is very unimportant and 9% did not respond.
- Twenty-three percent of businesses feel the availability of federal funding is very important to their business, 24% feel it is somewhat important, 25% feel it is somewhat unimportant, 19% feel it is very unimportant and 10% did not respond.
- Seventy-one percent of businesses are very satisfied with the accessibility to their location, 25% are somewhat satisfied, 3% are somewhat unsatisfied, 0% are very unsatisfied and 1% did not respond.
- Fifty-five percent of businesses are very satisfied with the appearance/maintenance of the building their businesses are located in, 37% are somewhat satisfied, 4% are somewhat unsatisfied, 1% are very unsatisfied and 3% did not respond.
- Forty-two percent of businesses are very satisfied with the appearance and maintenance of the streets and sidewalks around their business, 48% are somewhat satisfied, 5% are somewhat unsatisfied, 1% are very unsatisfied and 3% did not respond.
- Fifty-two percent of businesses are very satisfied with the availability of parking for their business, 37% are somewhat satisfied, 10% are somewhat unsatisfied and 2% are very unsatisfied.
- Nine percent of businesses are very satisfied with the financial climate in the state, 42% are somewhat satisfied, 34% are somewhat unsatisfied, 14% are very unsatisfied and 1% did not respond.
- Forty percent of businesses are very satisfied with the support of area residents, 45% are somewhat satisfied, 11% are somewhat unsatisfied, 3% are very unsatisfied and 1% did not respond.
- Twenty percent of businesses are very satisfied with the support of local officials, 51% are somewhat satisfied, 15% are somewhat unsatisfied, 9% are very unsatisfied and 5% did not respond.

- Five percent of businesses are very satisfied with the availability of town funding, 34% are somewhat satisfied, 23% are somewhat unsatisfied, 8% are very unsatisfied and 30% did not respond.
- Five percent of businesses are very satisfied with the availability of state funding, 34% are somewhat satisfied, 26% are somewhat unsatisfied, 8% are very unsatisfied and 27% did not respond.
- Five percent of businesses are very satisfied with the availability of federal funding, 33% are somewhat satisfied, 26% are somewhat unsatisfied, 8% are very unsatisfied and 28% did not respond.
- Seventeen percent of businesses have tried to contact the Fairhaven Office of Tourism and 83% have not.
- Forty-seven percent of businesses operate their business at more than one location and 53% do not.
- Twenty-five percent of businesses have heard of the South Eastern Economic Development Corporation, 74% have not and 1% did not respond.
- Eleven percent of businesses 2009 annual sales were under \$500,000, 4% were between \$500,000 and \$999,999, 10% were between \$1M and \$2M, 4% were over \$2M and 71% did not respond.
- Sixty-eight percent of businesses employ less than 10 full-time employees, 16% between 10-19, 10% between 20-29, 1% between 30-39, 0% between 40-49, 4% employ more than 50 full-time employees and 1% did not respond.

History and Background

Fairhaven was founded in 1652 when it was purchased from Wampanoag Chief Massasoit by the pilgrims who began to settle around 1659. The main focus of the first settlers was agriculture and trade. In 1812 Fairhaven separated from New Bedford thus becoming its own town. Fairhaven began to grow in the 1800s with the whaling industry and “global” sea trade. In 1885, Henry H. Rogers donated a grammar school, library, town hall, high school, Unitarian Church, and the public water system. With all these new public facilities, Fairhaven emerged as a vibrant town.

Today the town of Fairhaven has approximately 300 different companies in the area. The current population is about 16,000 people and is about 12.4 square miles. Though the town is small, they do have tourist attractions. When tourists come to visit Fairhaven, they can visit many activities unique to the area; because it is a fishing town tourists have the opportunity to go fishing, sailing, and/or whale watching. There are eight marinas on Buzzards Bay. Most of the shops on the marina consist of machine shops and other boating shops.

The town of Fairhaven is a historical town in which people come to visit. One historical place is Fort Phoenix a State Reservation. On May 13, 1775 the first naval battle of the American Revolution took place and two British men were captured in Buzzard's Bay. The fort was then destroyed in a British raid on September 5, 1778. It was then rebuilt and in 1973 it was classified as a State Reservation.

The local businesses in Fairhaven consist of about 65 restaurants, 235 shopping and stores, construction, insurance, and other small businesses. Fairhaven does not only have local businesses, but there are a few manufactures in the area. Brahmin Leather Works is a private company that manufactures leather handbags and purses. Reidar’s Manufacture Inc. designs and builds new fishing gear used by trawlers and scallopers on the east coast of the USA and Canada. Expedition

Fishing Co. Inc. is a private company established in 1997 that provides charters and sport fishing lessons.

The town of Fairhaven is interested in how businesses are doing and whether or not they have been affected by the recession. Town hall administrators want to know what they can do to help local businesses. The goal is to determine why businesses operate in Fairhaven and what their plans are in terms of expansion, development and plans for the future. Another important question town hall wants answered is what brought these businesses to Fairhaven.

References:

Town of Fairhaven, MA - About Fairhaven. (n.d.). *The Official Site of Town of Fairhaven, MA*. Retrieved September 13, 2010, from http://fairhaven-ma.gov/pages/fairhavenma_webdocs/about

Fairhaven, Massachusetts (MA 02719) profile: population, maps, real estate, averages, homes, statistics, relocation, travel, jobs, hospitals, schools, crime, moving, houses, sex offenders, news, sex offenders. (n.d.). *Stats about all US cities - real estate, relocation info, house prices, home value estimator, recent sales, cost of living, crime, race, income, photos, education, maps, weather, houses, schools, neighborhoods, and more*. Retrieved September 13, 2010, from <http://www.city-data.com/city/Fairhaven-Massachusetts.html>

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Research Objective

RESEARCH OBJECTIVE:

To investigate how the Town of Fairhaven can contribute to the satisfaction and sales of the businesses in Fairhaven

The research goals aim to provide the following critical insights necessary so the Town of Fairhaven can help local businesses:

- ❖ Satisfaction with town services
- ❖ Satisfaction with having the location of their business in Fairhaven
- ❖ Contribution of tourism to business revenue
- ❖ Satisfaction with the contributions of town, state, and federal funding
- ❖ Willingness to work with the Town of Fairhaven to fix problems
- ❖ Process of building regulations

Methodology

RESEARCH DESIGN	Survey
RESEARCH METHOD	Telephone
SAMPLING DESIGN	Probability
SAMPLING METHOD	Systematic random sample through list provided by client
SAMPLE POPULATION	Businesses in Town of Fairhaven (N=279*)
DATA COLLECTION PERIOD	October 2010
SAMPLE SIZE (ERROR AT THE 90% CONFIDENCE LEVEL)	93 (\pm 7%)

*Derived from list provided by client subtracted non-working numbers and closed businesses.

Town of Fairhaven Business Survey

Conducted by:

The Center for Marketing Research at the University of Massachusetts Dartmouth

1. What type of business do you operate?

Restaurant__

Marine Industry __

Manufacturer__

Medical/Pharmaceuticals__

Service Jobs__

Animal Services__

Retail__

Other (please specify) _____

2. How many years has your business been operating in Fairhaven?

Less than 1 __

16-20 __

1-5 __

21-25__

6-10__

More than 25__

11-15__

3. What originally brought your business to Fairhaven? (Check all that apply)

Needed a Larger Facility __

Larger Workforce__

Needed a Smaller Facility__

Opened as a New Location __

Financial Leverage__

Change of Ownership__

Other (please specify) __

4. What types of business challenges are you experiencing now? (Check all that apply)

Decreased Profits Due to Recession __

Decrease in Customer Traffic__

Diminished Physical Appearance/Structure__

Accessibility of Business Location within Town is not Ideal__

Finding Qualified Employees__

Increased Building Costs Associated with Rent, Utility, and Regular Maintenance__

Other (please specify) _____

Business is Not Facing Any Challenges__

5. Do you own or rent your business space?

Own__

Rent/Lease__

Other__

6. What are the busiest times of the year for your business? (Check all that apply)
 Fall ___ Winter ___ Spring ___ Summer___
7. What percent of your sales do you think comes from tourism?
 Less than 10%___ 10 – 20%___ 21 – 30%___ 31 – 40%___ 41 – 50%___
 51 – 60%___ 61% or Above___
8. What type of assistance can the town of Fairhaven provide your business?
 Assistance with Obtaining Certain Permits___ (please specify)_____
 Assistance with Zoning___ (please specify)_____
 Assistance with Parking___ (please specify)_____
 Assistance with Licensing___ (please specify)_____
 Assistance with Local Advertising___ (please specify)_____
 Other (please specify)_____
9. What makes Fairhaven a good location for your business? (check all that apply)
 Highway Access___ Cost of Renting/Leasing___
 Tax Structure___ Ease of Dealing with Local Officials___
 Tourism___ Availability of Workforce___
 Convenience of Location___ Other (please specify)_____
 Size of the Town___
10. Do you plan to expand your business in the next 2 years?
 Yes ___ No___
 If yes, how do you plan to expand?
 Opening another Location___
 Larger Facility___
 Renovating Current Location___
 Other (please specify)_____
11. Are there any community events that increase the foot traffic or sales volume of your business? (check all that apply)
 Homecoming Fair___
 Manjaro Festival___
 Feast of our Lady of Angels___
 Fairhaven Historical Tours___
 Memorial Day Parade___
 Fairhaven Road Race___
 Other (please specify)_____

12. How important are the following to your business?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Accessibility to Your Location				
Appearance/Maintenance of Building That Business is Located in (e.g. Peeling Paint, Water Leaks, Broken Lights)				
Appearance/Maintenance of Sidewalks and Streets Surrounding Your Business (e.g. Potholes, Garbage)				
Available Parking for Your Business				
Financial Climate in the State				
Support of Area Residents for Local Business				
Support of Town Officials for Local Businesses				
Availability of Town Funding				
Availability of State Funding				
Availability of Federal Funding				

13. How satisfied are you with the following?

	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied	Very Unsatisfied
Accessibility to Your Location				
Appearance/Maintenance of Building That Business is Located in (e.g. Peeling Paint, Water Leaks, Broken Lights)				
Appearance/Maintenance of Sidewalks and Streets Surrounding Your Business (e.g. Potholes, Garbage)				
Available Parking for Your Business				
Financial Climate in the State				
Support of Area Residents for Local Business				
Support of Town Officials for Local Businesses				
Availability of Town Funding				
Availability of State Funding				
Availability of Federal Funding				

14. Have you ever tried to contact the Fairhaven Office of Tourism?

Yes__

No__

If yes, how do you view the Fairhaven Office of Tourism?

15. What would you like to see the town of Fairhaven do to help local businesses?

16. Do you own/operate your business at more than one location?

Yes__

No__

If yes, where are your other locations?_____

17. Have you heard of South Eastern Economic Development Corporation (S.E.E.D.)?

Yes__

No__

If yes, have you ever received assistance from them? (please specify)___

18. What were your annual sales last year (2009)?_____

19. How many full-time people do you employ?

Less than 10__

30 – 39__

10 – 19__

40 – 49__

20 – 29__

50 or More__

Significance Test

Test Statistics

	Do you own or rent your business space?	How important are the following to your business? (Financial Climate in the State)	How satisfied are you with the following? (Financial Climate in the State)	Do you plan to expand your business in the next 2 years? (Opening Another Location)	How many full time people do you employ?
Chi-Square	74.273 ^a	120.409 ^b	52.682 ^b	55.659 ^c	183.636 ^d
df	3	4	4	2	5
Asymp. Sig.	.000	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.6.

c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 29.3.

d. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.7.

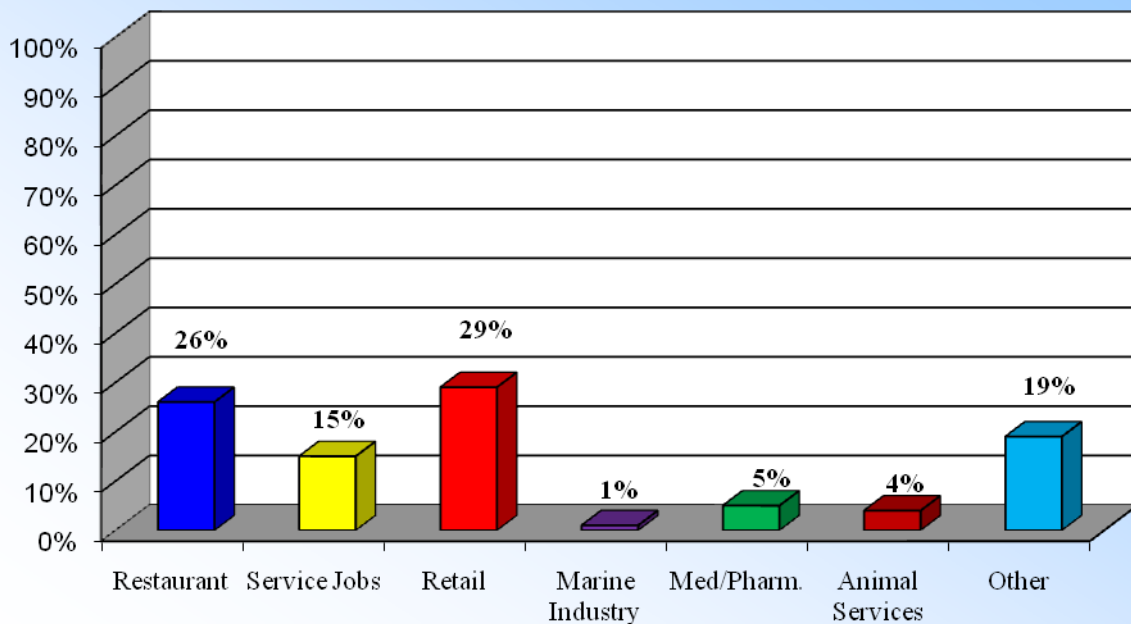
A Chi-Square test was performed on this data. The data in this study test significant at .000, which indicates the findings are statistically valid.

Question 1a: What type of business do you operate?

What type of business do you operate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Restaurant	24	25.8	25.8	25.8
	Service Jobs	14	15.1	15.1	40.9
	Retail	27	29.0	29.0	69.9
	Marine Industry	1	1.1	1.1	71.0
	Medical/Pharmaceuticals	5	5.4	5.4	76.3
	Animal Services	4	4.3	4.3	80.6
	Other	18	19.4	19.4	100.0
	Total	93	100.0	100.0	

What type of business do you operate?



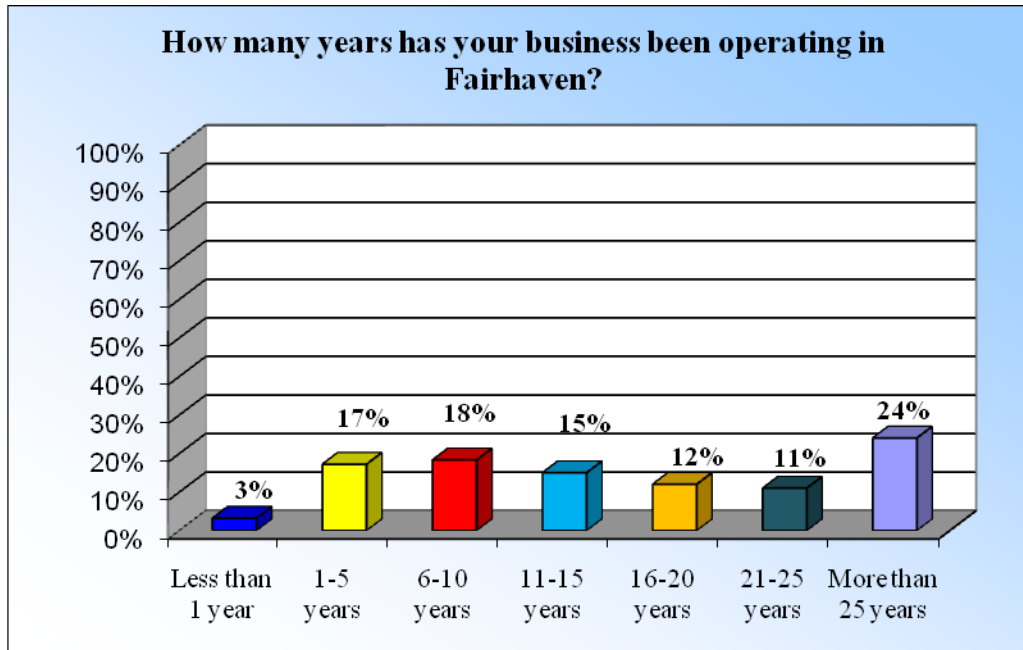
Twenty-six percent of businesses surveyed are restaurants, 15% are service jobs, 29% are retail, 1% is in the marine industry, 5% are medical/pharmaceuticals, 4% are animal services and 19% are classified as something other than those mentioned.

Question 1b: What type of business do you operate? (Other)
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<u>Response</u>	<u>Frequency</u>
Bed and Breakfast	(2)
Art Gallery	(1)
Auto Dealership	(1)
Bank	(1)
Consignment	(1)
Construction	(1)
Dance Studio	(1)
Financial Institution	(1)
Home Improvement	(1)
Hotel	(1)
Lumberyard	(1)
Manufacturer and Retail Candy	(1)
Manufacturer, Retail, and Wholesale	(1)
Private School	(1)
Real Estate	(1)
Service Cars and Retail Tires	(1)
Women's Gym	(1)
Total Responses	18

Question 2: How many years has your business been operating in Fairhaven?

How many years has your business been operating in Fairhaven?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1	3	3.2	3.2	3.2
	1-5	16	17.2	17.2	20.4
	6-10	17	18.3	18.3	38.7
	11-15	14	15.1	15.1	53.8
	16-20	11	11.8	11.8	65.6
	21-25	10	10.8	10.8	76.3
	More than 25	22	23.7	23.7	100.0
	Total	93	100.0	100.0	

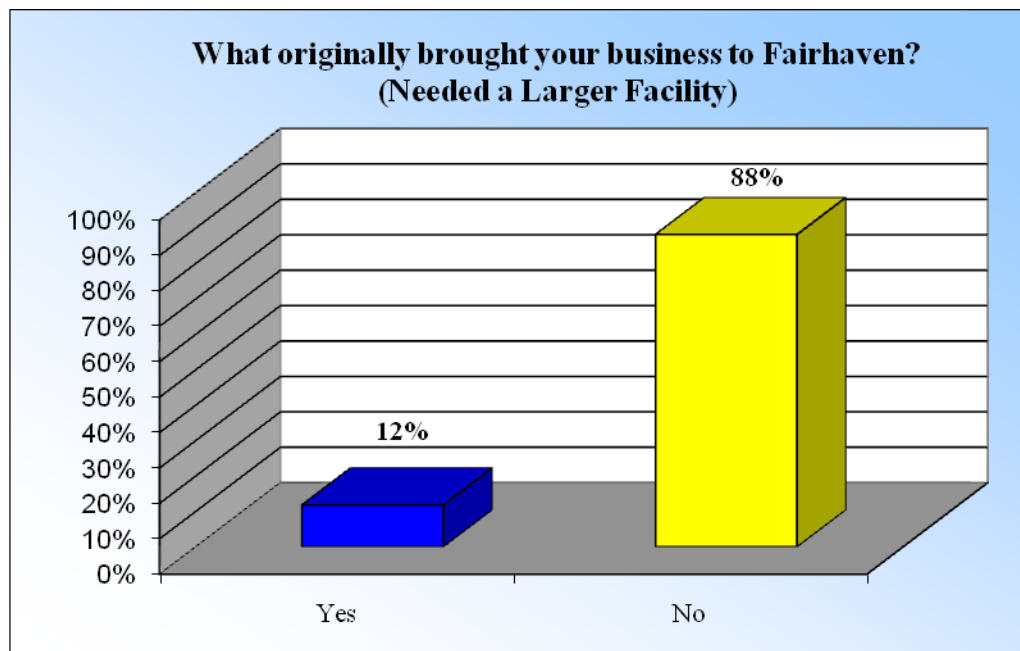


Three percent of the businesses in Fairhaven have been operating for less than one year, 17% between 1-5 years, 18% between 6-10 years, 15% between 11-15 years, 12% between 16-20 years, 11% between 21-25 years and 24% have been operating for more than 25 years.

**Question 3a: What originally brought your business to Fairhaven?
(Needed a Larger Facility)**

What originally brought your business to Fairhaven? (Needed a Larger Facility)

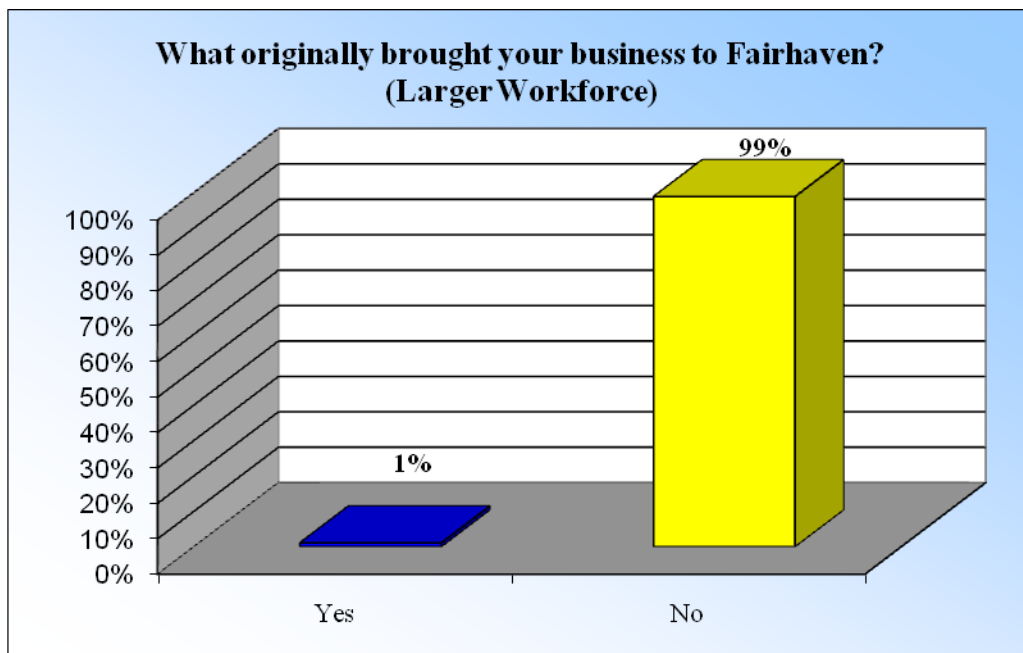
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	11.8	11.8	11.8
	No	82	88.2	88.2	100.0
	Total	93	100.0	100.0	



Twelve percent of businesses that came to Fairhaven needed a larger facility and 88% did not.

Question 3b: What originally brought your business to Fairhaven? (Larger Workforce)

What originally brought your business to Fairhaven? (Larger Workforce)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	1.1	1.1	1.1
	No	92	98.9	98.9	100.0
	Total	93	100.0	100.0	

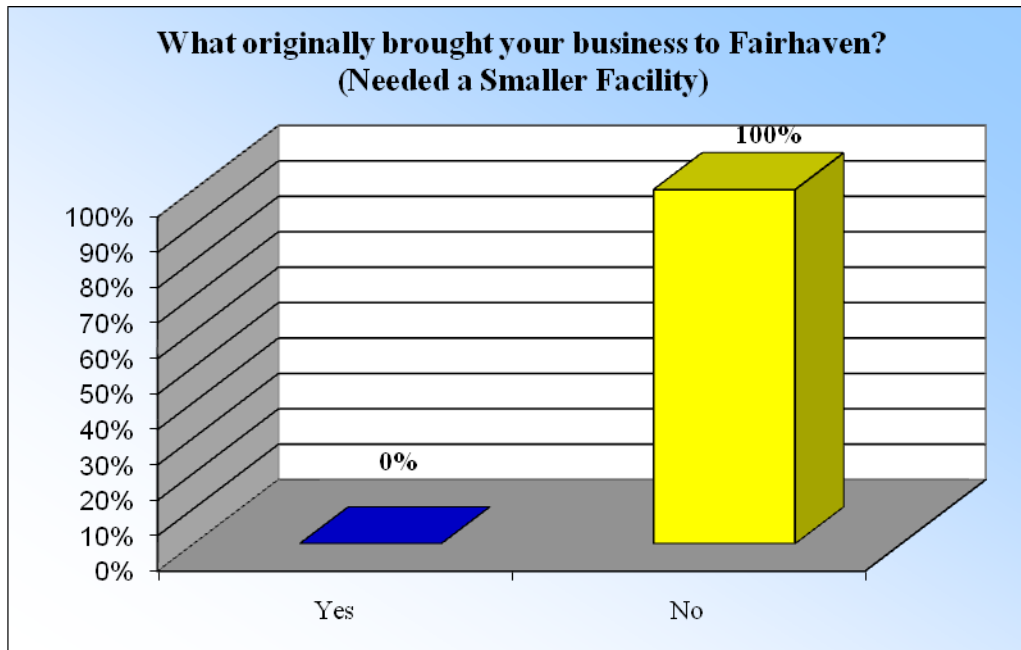


One percent of businesses came to Fairhaven because they needed a larger workforce and 99% did not.

**Question 3c: What originally brought your business to Fairhaven?
(Needed a Smaller facility)**

What originally brought your business to Fairhaven? (Needed a Smaller Facility)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	93	100.0	100.0	100.0

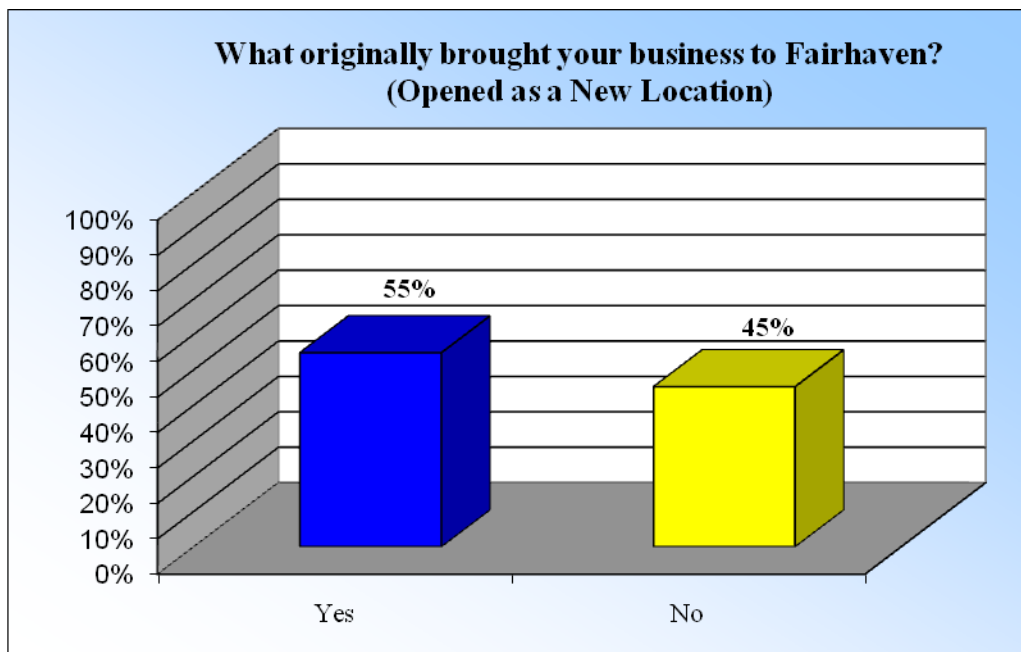


All businesses that came to Fairhaven did not need a smaller facility.

**Question 3d: What originally brought your business to Fairhaven?
(Opened as a New Location)**

What originally brought your business to Fairhaven? (Opened as a New Location)

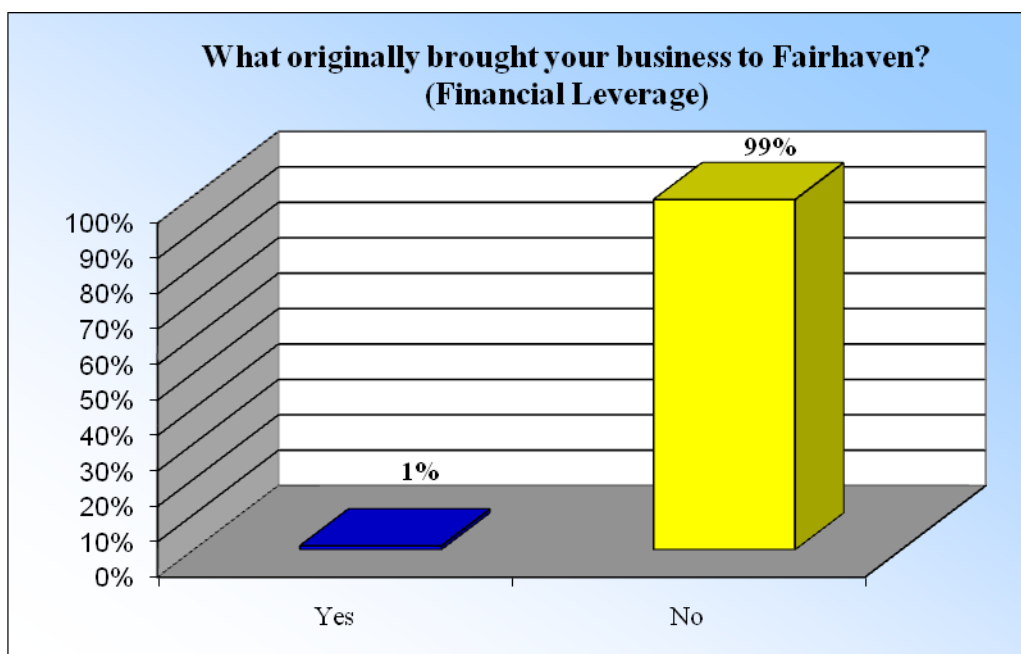
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	54.8	54.8	54.8
	No	42	45.2	45.2	100.0
	Total	93	100.0	100.0	



Fifty-five percent of businesses came to Fairhaven as a new location and 45% did not.

Question 3e: What originally brought your business to Fairhaven? (Financial Leverage)

What originally brought your business to Fairhaven? (Financial Leverage)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	1.1	1.1	1.1
	No	92	98.9	98.9	100.0
	Total	93	100.0	100.0	

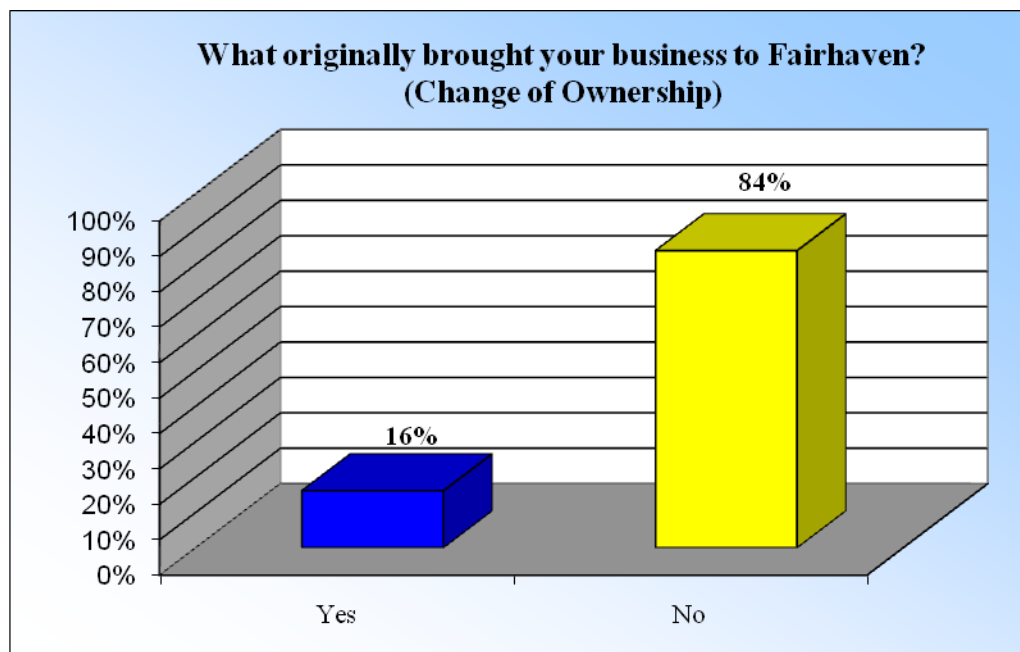


One percent of businesses came to Fairhaven because of financial leverage and 99% did not.

Question 3f: What originally brought your business to Fairhaven? (Change of Ownership)

What originally brought your business to Fairhaven? (Change of Ownership)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	16.1	16.1	16.1
	No	78	83.9	83.9	100.0
	Total	93	100.0	100.0	

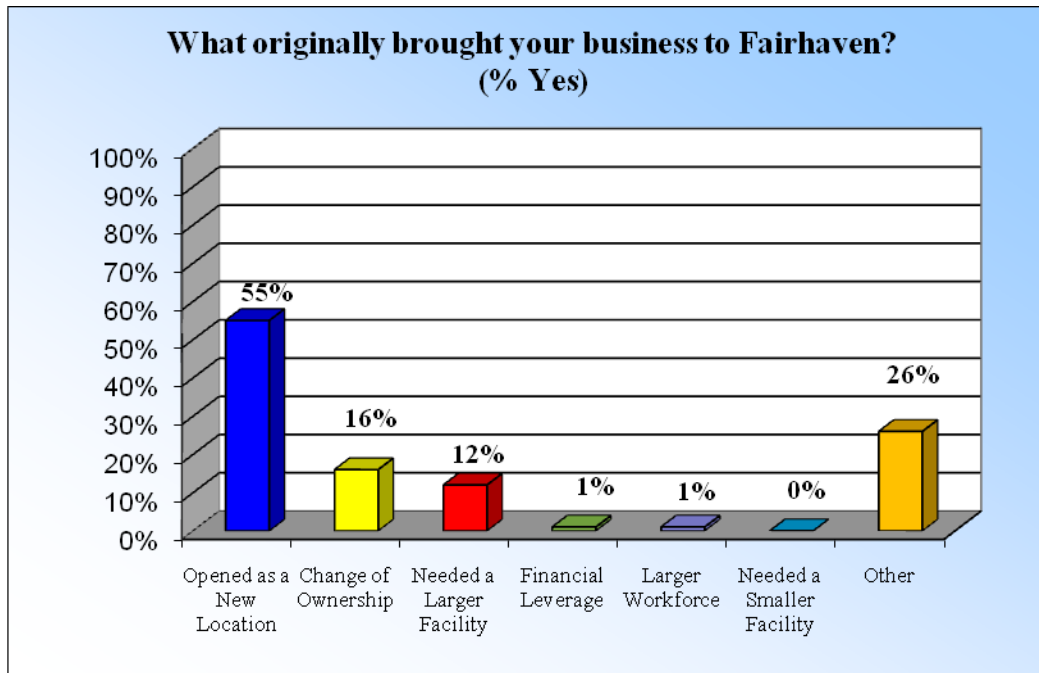


Sixteen percent of businesses came to Fairhaven because of change of ownership and 84% did not.

Question 3g: What originally brought your business to Fairhaven? (Other)

<u>Response</u>	<u>Frequency</u>
Lives in Fairhaven	(9)
Consumer Demand	(4)
Always operated in Fairhaven	(1)
Business takes place in Fairhaven	(1)
Convenience of Location	(1)
Family owned	(1)
Family Owned for 60 years	(1)
Founded in Fairhaven in 1962	(1)
Good location and reasonable renting costs	(1)
Needed a better location and wanted to remodel	(1)
Previous bank went out of business	(1)
Worked in another flower shop	(1)
Total Responses	23

Question 3h: What originally brought your business to Fairhaven? (Check all that apply)

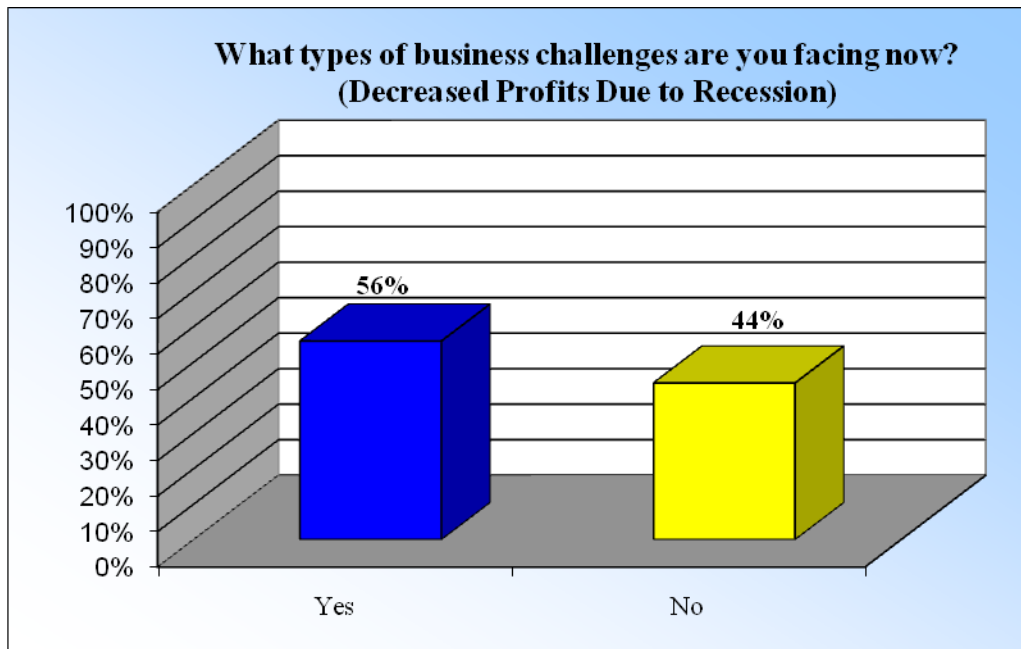


Fifty-five percent of businesses came to Fairhaven because they opened as a new location, 16% came because of change of ownership, 12% came because they needed a larger facility, 1% came because of financial leverage, 1% came because they needed a larger workforce, no businesses came because they needed a smaller facility and 26% had another reason than those mentioned.

**Question 4a: What types of business challenges are you facing now?
(Decreased Profits Due to Recession)**

**What types of business challenges are you experiencing now?
(Decreased Profits Due to Recession)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	55.9	55.9	55.9
	No	41	44.1	44.1	100.0
	Total	93	100.0	100.0	

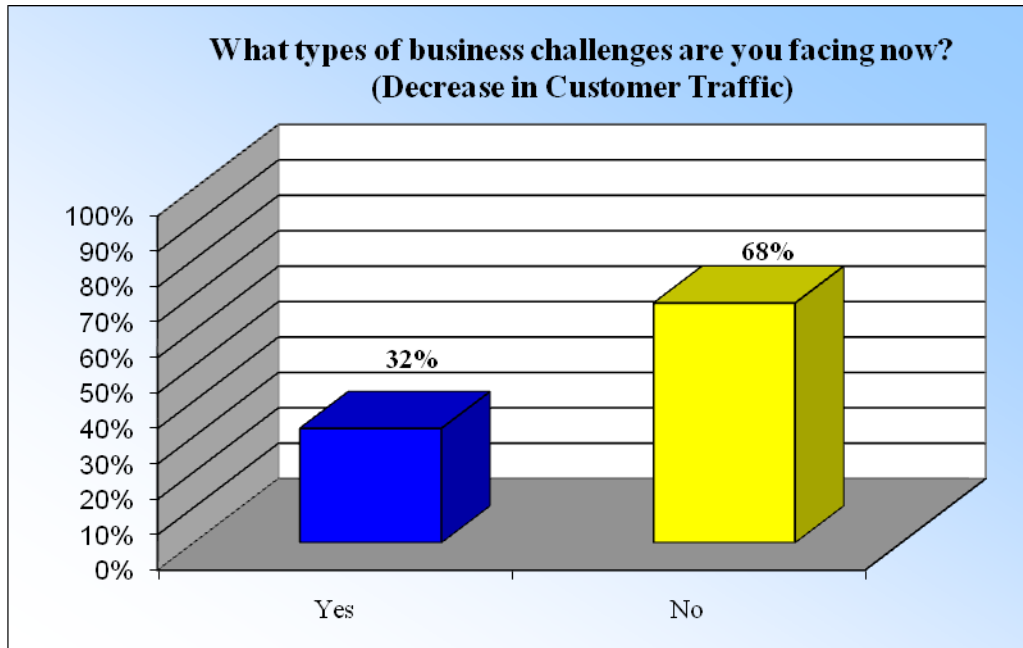


Fifty-six percent of businesses are facing decreased profits due to the recession and 44% are not.

**Question 4b: What types of business challenges are you facing now?
(Decrease in Customer Traffic)**

**What types of business challenges are you experiencing now?
(Decrease in Customer Traffic)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	32.3	32.3	32.3
	No	63	67.7	67.7	100.0
	Total	93	100.0	100.0	

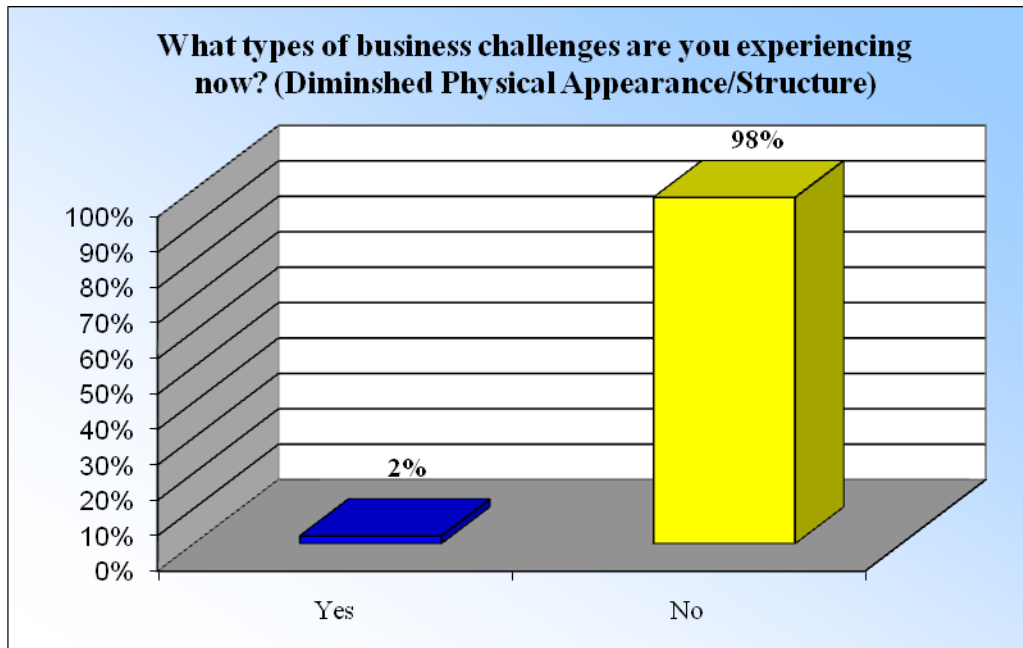


Thirty-two percent of businesses are facing decrease in customer traffic and 68% are not.

**Question 4c: What types of business challenges are you facing now?
(Diminished Physical Appearance/Structure)**

**What types of business challenges are you experiencing now?
(Diminished Physical Appearance/Structure)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	2.2	2.2	2.2
	No	91	97.8	97.8	100.0
	Total	93	100.0	100.0	

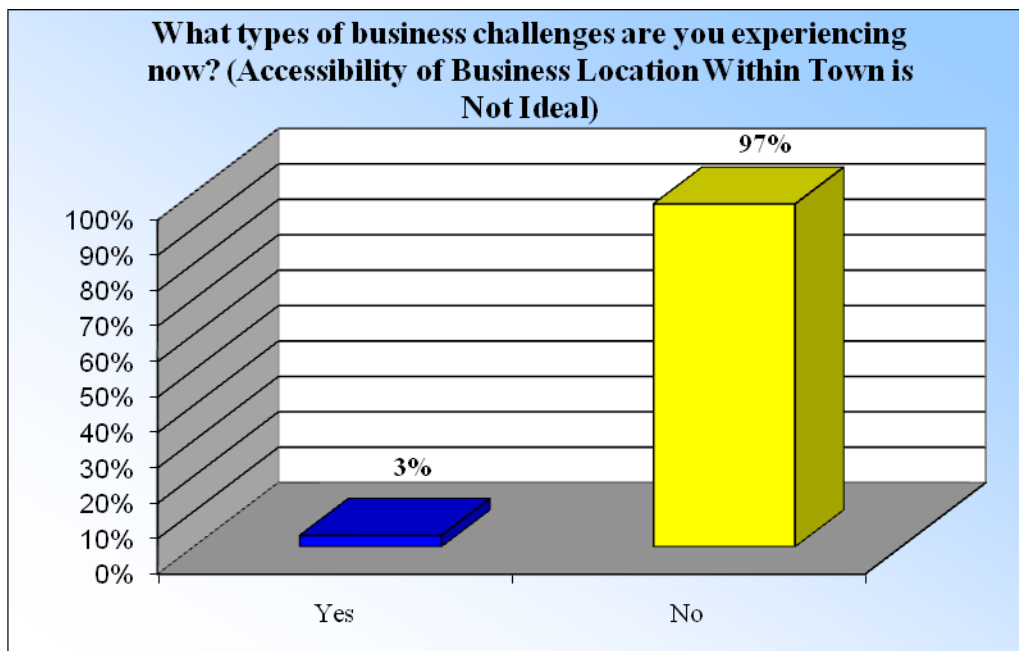


Two percent of businesses are experiencing diminished physical appearance/structure and 98% are not.

**Question 4d: What types of business challenges are you facing now?
(Accessibility of Business Location Within Town is Not Ideal)**

**What types of business challenges are you experiencing now?
(Accessibility of Business Location Within Town is Not Ideal)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.2	3.2	3.2
	No	90	96.8	96.8	100.0
	Total	93	100.0	100.0	

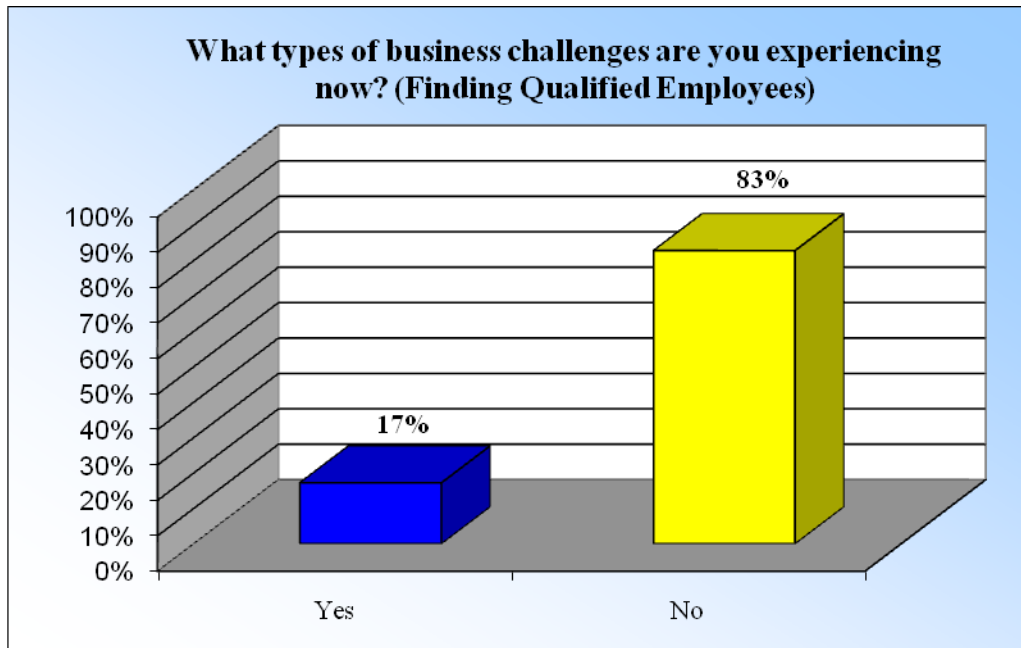


Three percent of businesses said that the accessibility of their business location within town is not ideal and 97% did not.

**Question 4e: What types of business challenges are you facing now?
(Finding Qualified Employees)**

**What types of business challenges are you experiencing now?
(Finding Qualified Employees)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	17.2	17.2	17.2
	No	77	82.8	82.8	100.0
	Total	93	100.0	100.0	

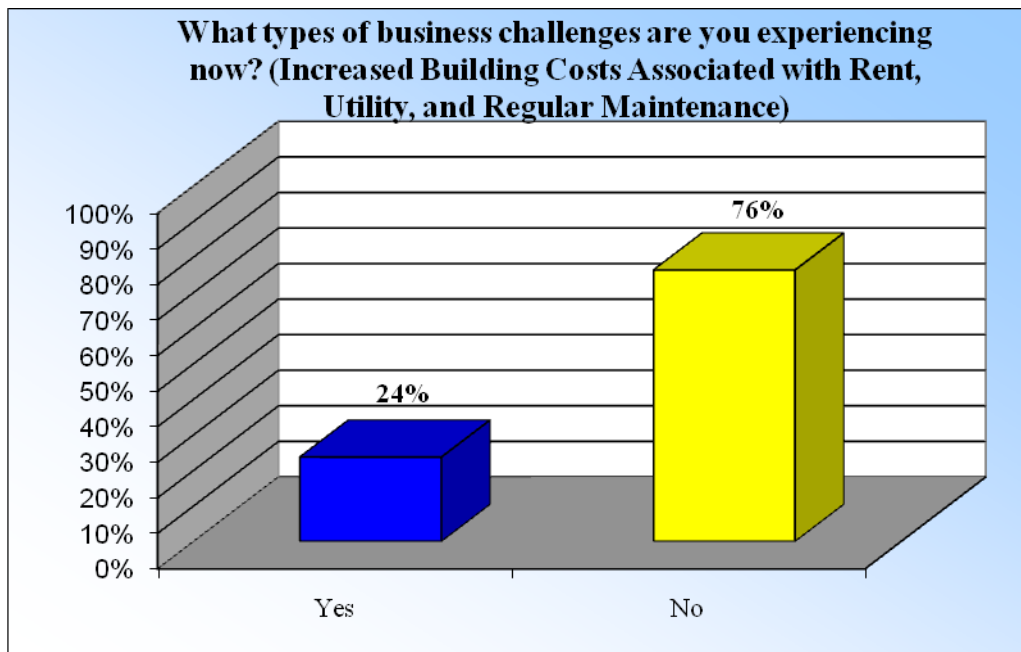


Seventeen percent of businesses are facing a challenge of finding qualified employees and 83% are not.

**Question 4f: What types of business challenges are you facing now?
(Increased Building Costs Associated with Rent, Utility, and Regular Maintenance)**

**What types of business challenges are you experiencing now?
(Increased Building Costs Associated with Rent, Utility, and Regular Maintenance)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	23.7	23.7	23.7
	No	71	76.3	76.3	100.0
	Total	93	100.0	100.0	



Twenty-four percent of businesses are facing a challenge of increased building costs and 76% are not.

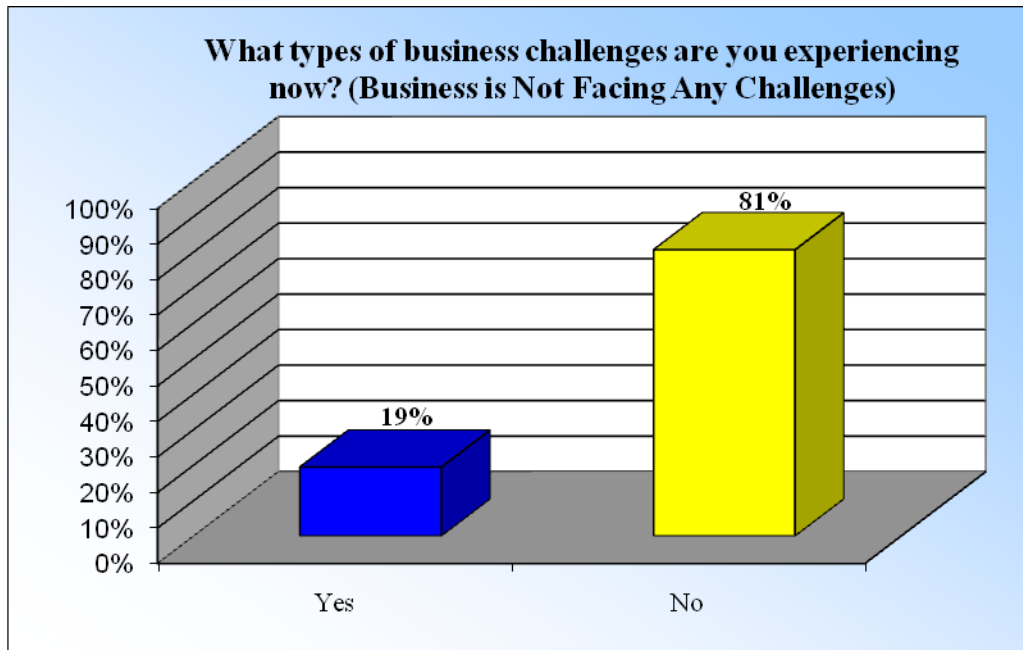
Question 4g: What types of business challenges are you facing now? (Other)

<u>Response</u>	<u>Frequency</u>
Taxes	(2)
Finding Adopters	(1)
Fishing Regulations	(1)
Heating Costs	(1)
Higher Insurance Costs	(1)
Housing Market	(1)
Increase in Insurance Volume	(1)
Industry Contraction	(1)
Reimbursement from Government and Insurance Companies	(1)
Sales (have dropped 20% since Labor Day)	(1)
Sustainability	(1)
Taxes on Food, Insurance, Increased Utilities and Workers' Comp.	(1)
Total Responses	13

**Question 4h: What types of business challenges are you facing now?
(Business is Not Facing Any Challenges)**

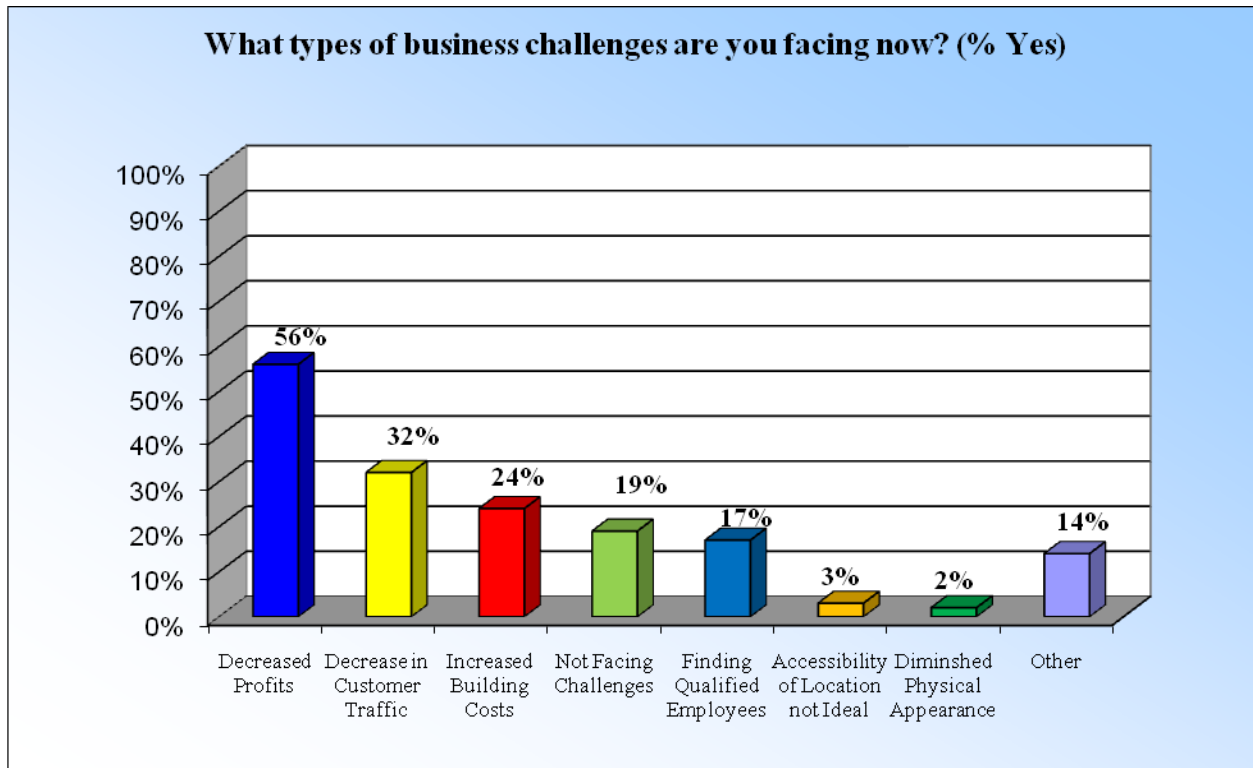
**What types of business challenges are you experiencing now?
(Business is Not Facing Any Challenges)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	19.4	19.4	19.4
	No	75	80.6	80.6	100.0
	Total	93	100.0	100.0	



Nineteen percent of businesses are not facing any business challenges and 81% are.

Question 4i: What types of business challenges are you facing now? (Check all that apply)



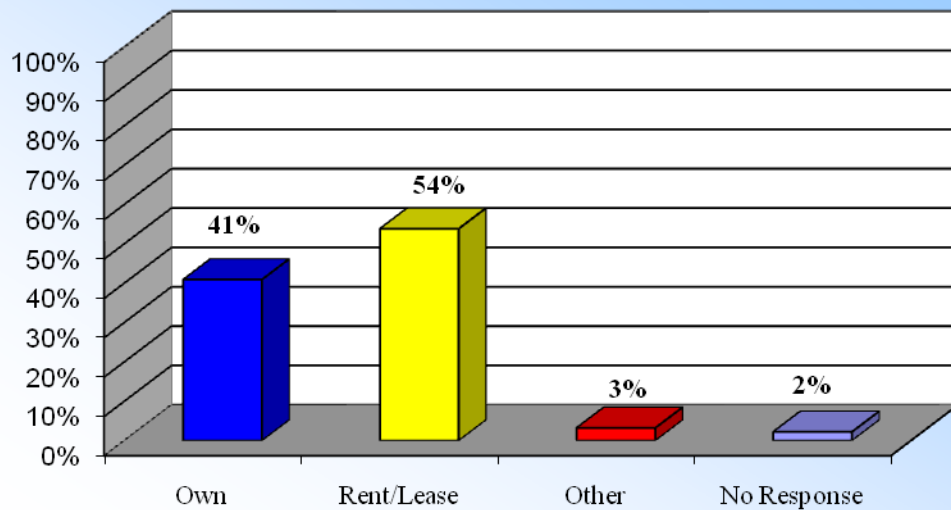
Fifty-six percent of businesses are experiencing decreased profits, 32% are experiencing decrease in customer traffic, 24% are experiencing increased building costs, 19% are not experiencing any challenges, 17% are experiencing problems finding qualified employees, 3% are experiencing accessibility of location not being ideal, 2% are experiencing diminished physical appearances of their business and 14% are experiencing other problems not mentioned.

Question 5: Do you own or rent your business space?

Do you own or rent your business space?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	38	40.9	40.9	40.9
	Rent/Lease	50	53.8	53.8	94.6
	Other	3	3.2	3.2	97.8
	No Response	2	2.2	2.2	100.0
	Total	93	100.0	100.0	

Do you own or rent your business space?

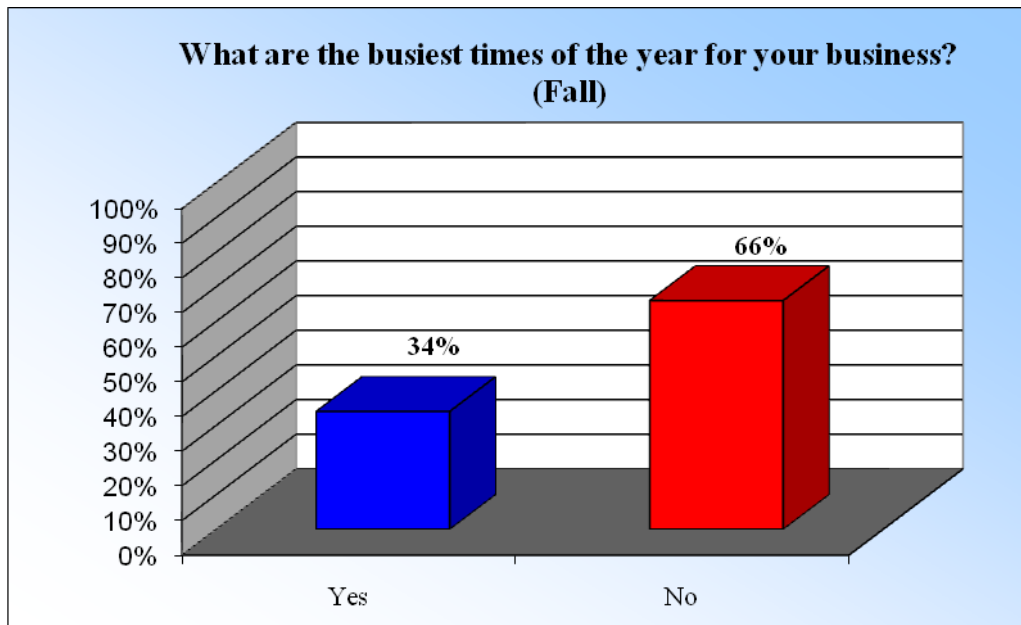


Forty-one percent of businesses own their business space, 54% rent or lease, 3% said they have some other arrangement and 2% did not respond.

Question 6a: What are the busiest times of the year for your business? (Fall)

What are the busiest times of the year for your business? (Fall)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	34.4	34.4	34.4
	No	61	65.6	65.6	100.0
	Total	93	100.0	100.0	

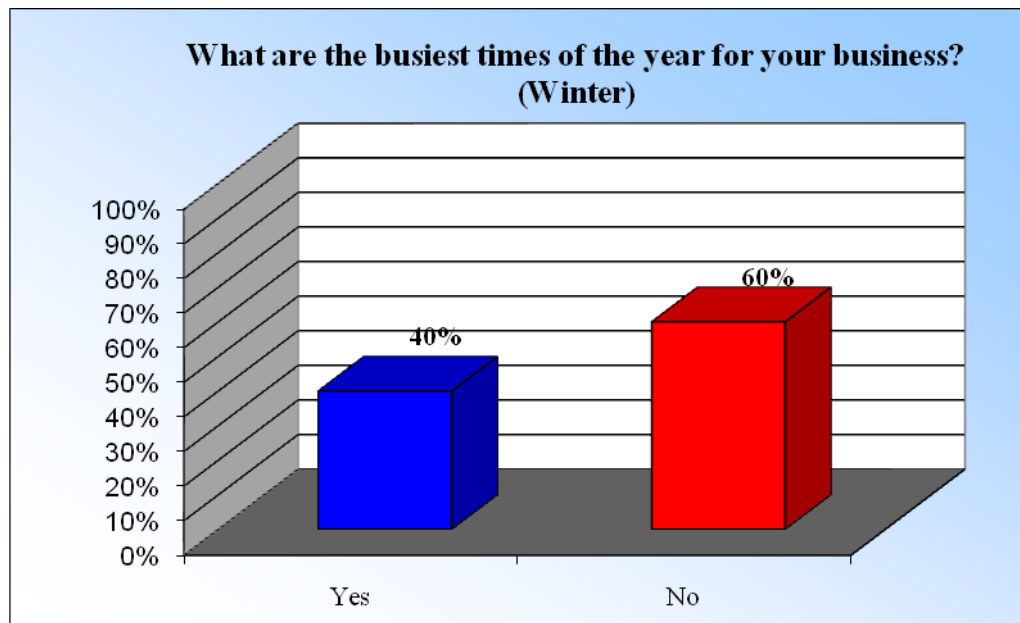


Thirty-four percent of businesses said that Fall is one of the busiest times of the year for their business and 66% said it is not.

Question 6b: What are the busiest times of the year for your business? (Winter)

What are the busiest times of the year for your business? (Winter)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	39.8	39.8	39.8
	No	56	60.2	60.2	100.0
	Total	93	100.0	100.0	

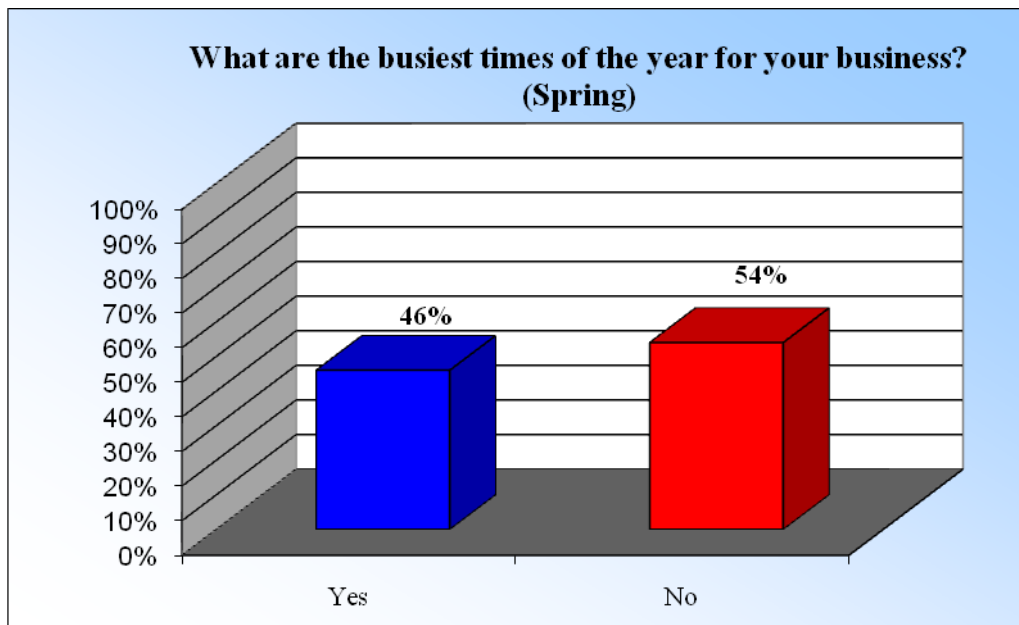


Forty percent of businesses said that Winter is one of the busiest times of the year for their business and 60% said it is not.

Question 6c: What are the busiest times of the year for your business? (Spring)

What are the busiest times of the year for your business? (Spring)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	46.2	46.2	46.2
	No	50	53.8	53.8	100.0
	Total	93	100.0	100.0	

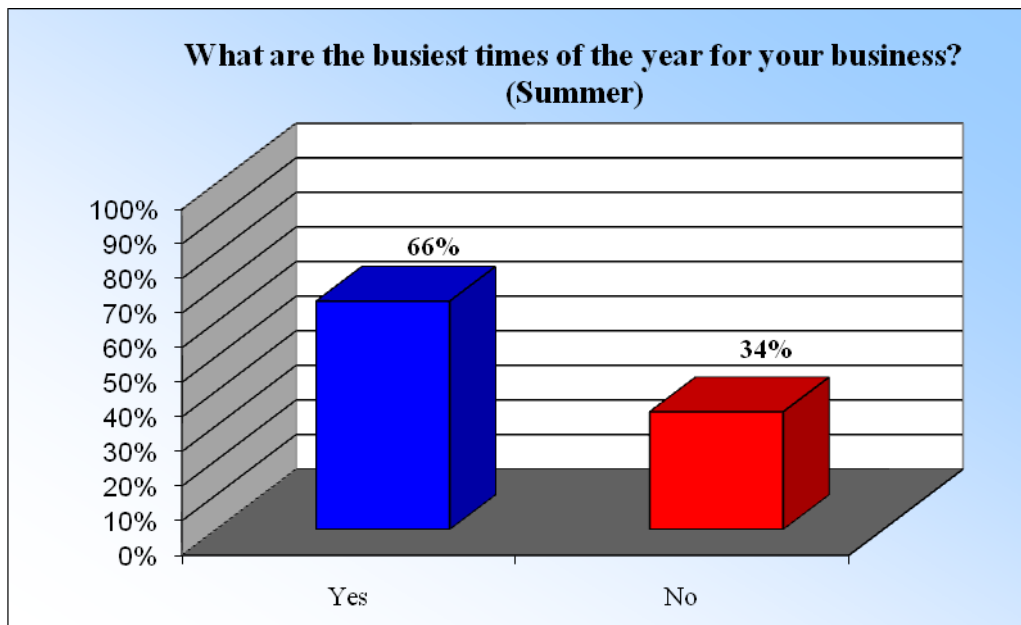


Forty-six percent of businesses said that Spring is one of the busiest times of the year for their business and 54% said it is not.

Question 6d: What are the busiest times of the year for your business? (Summer)

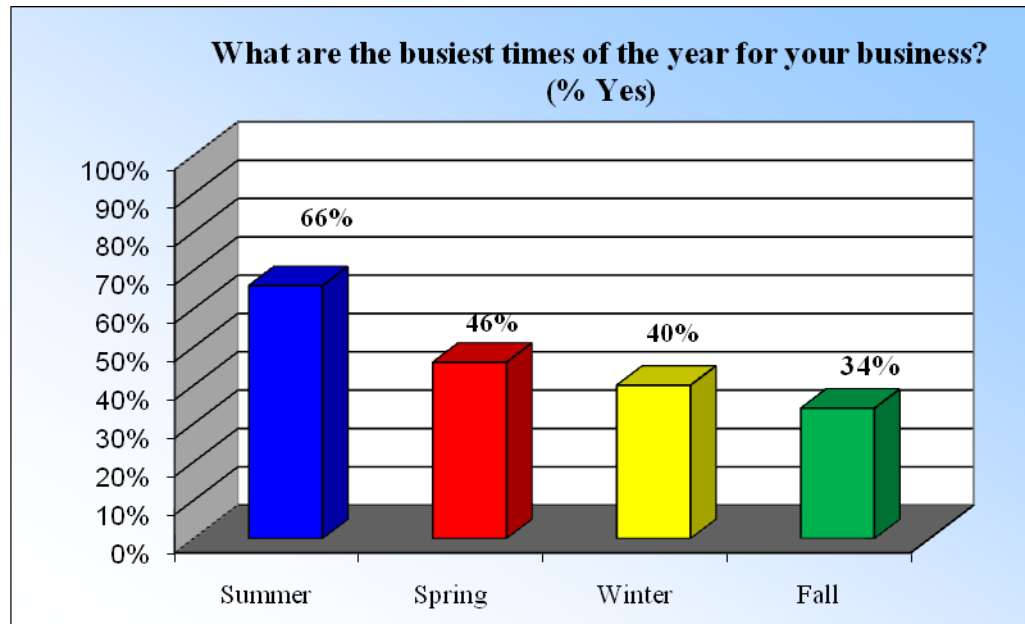
What are the busiest times of the year for your business? (Summer)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	65.6	65.6	65.6
	No	32	34.4	34.4	100.0
	Total	93	100.0	100.0	



Sixty-six percent of businesses say that Summer is one of the busiest times of the year for their business and 34% said it is not.

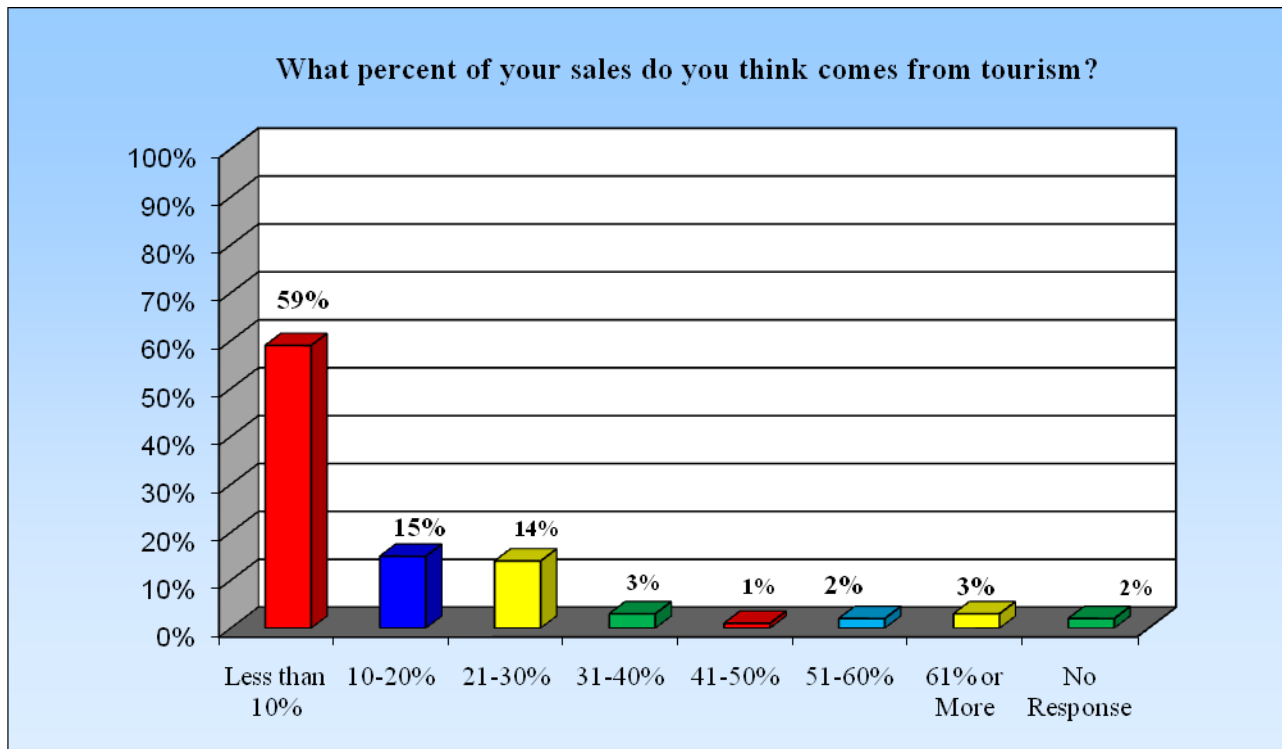
Question 6e: What are the busiest times of the year for your business?
(Check all that Apply)



Sixty-six percent of businesses said Summer is the busiest time of the year, 46% said Spring, 40% said Winter and 34% said Fall is the busiest time of the year.

Question 7: What percent of your sales do you think comes from tourism?

What percent of your sales do you think comes from tourism?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10%	55	59.1	59.1	59.1
	10 - 20%	14	15.1	15.1	74.2
	21 - 30%	13	14.0	14.0	88.2
	31 - 40%	3	3.2	3.2	91.4
	41 - 50%	1	1.1	1.1	92.5
	51 - 60%	2	2.2	2.2	94.6
	61% or More	3	3.2	3.2	97.8
	No Response	2	2.2	2.2	100.0
Total		93	100.0	100.0	



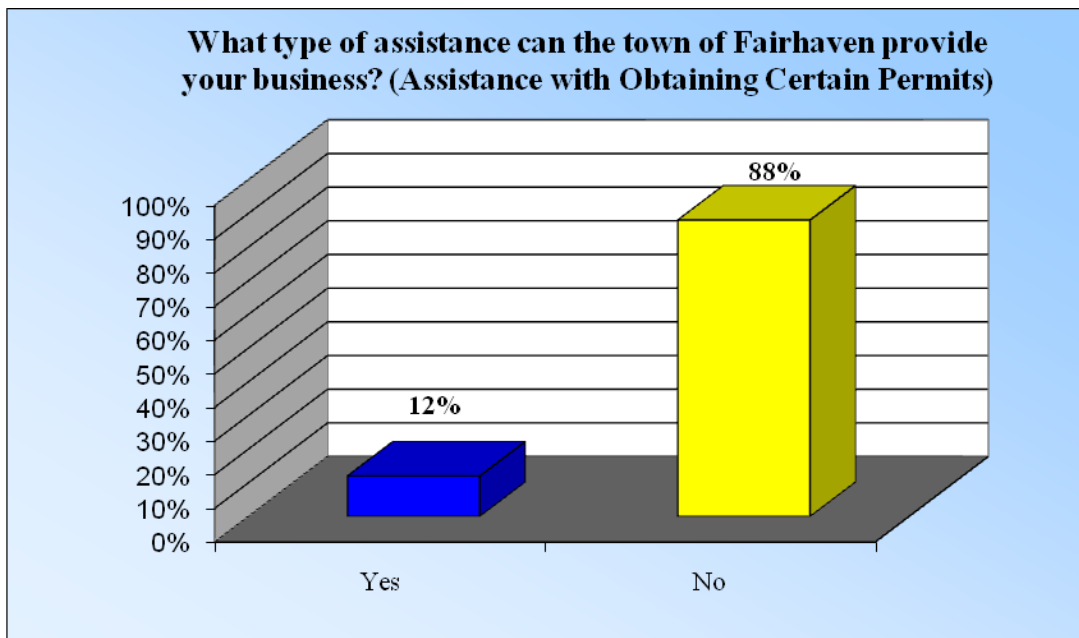
Fifty-nine percent of businesses think that less than 10% of their sales come from tourism, 15% think between 10-20%, 14% think between 21-30%, 3% think between 31-40%, 1% think between 41-50%, 2% think between 51-60%, 3% think 61% or more and 2% did not respond.

**Question 8a: What type of assistance can the town of Fairhaven provide your business?
(Assistance with Obtaining Certain Permits, Please Specify)**

What type of assistance can the town of Fairhaven provide your business?

(Assistance with Obtaining Certain Permits)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	11.8	11.8	11.8
	No	82	88.2	88.2	100.0
	Total	93	100.0	100.0	



Twelve percent of businesses would like to see Fairhaven assist them with obtaining certain permits and 88% would not.

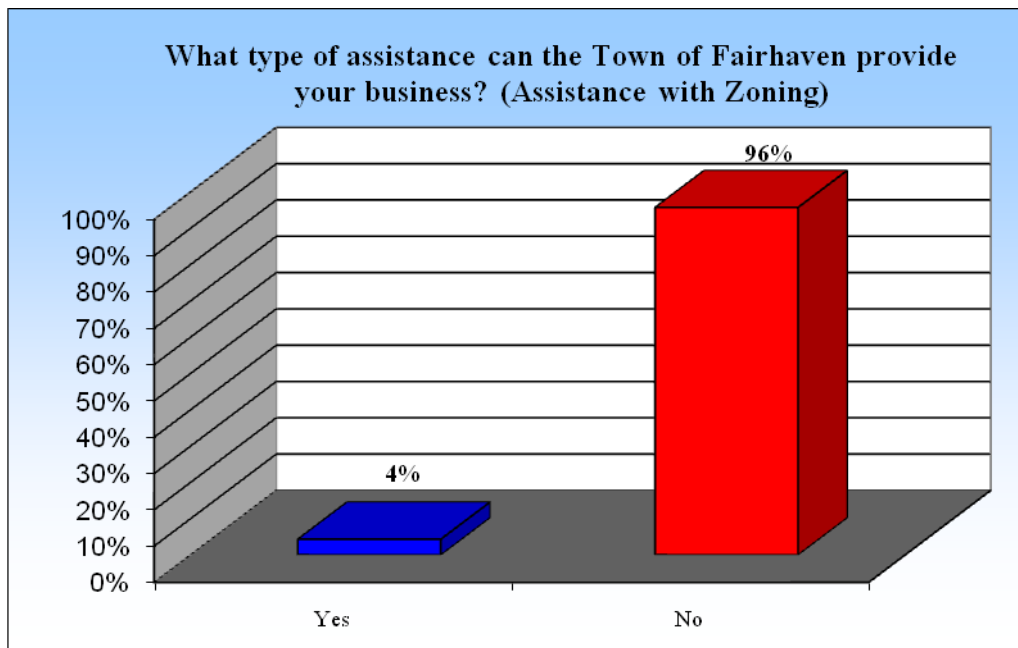
<p>Question 8a: What type of assistance can the town of Fairhaven provide your business? (Assistance with Obtaining Certain Permits, Please Specify)</p>
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<u>Response</u>	<u>Frequency</u>
Online forms would be helpful	(1)
Board needs to follow planning and building additions rules	(1)
No Response	(9)
<hr/>	
Total	(11)

**Question 8b: What type of assistance can the town of Fairhaven provide to your business?
(Assistance with Zoning)**

What type of assistance can the town of Fairhaven provide your business?
(Assistance with Zoning)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	4.3	4.3	4.3
	No	89	95.7	95.7	100.0
	Total	93	100.0	100.0	



Four percent of businesses would like to see Fairhaven assist them with zoning and 96% would not.

<p>Question 8b: What type of assistance can the town of Fairhaven provide to your business? (Assistance with Zoning, Please Specify)</p>

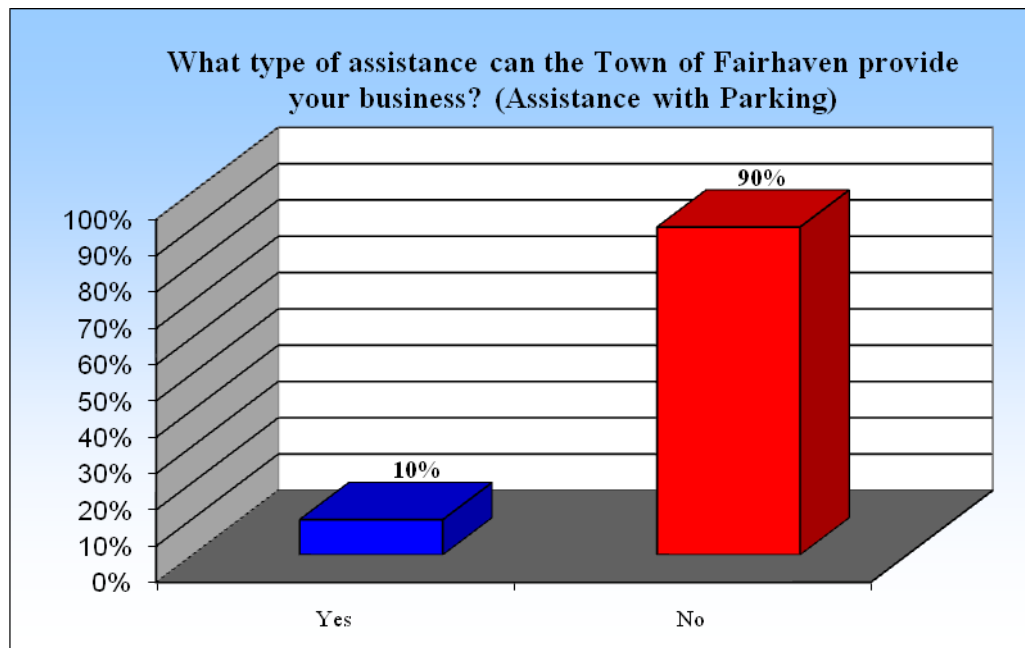
<u>Response</u>	<u>Frequency</u>
Allow advertising with signs	(1)
Parking residential and commercial	(1)
Variances having to do with customers	(1)
No Response	(1)
<hr/>	
Total	(4)

**Question 8c: What type of assistance can the town of Fairhaven provide to your business?
(Assistance with Parking)**

What type of assistance can the town of Fairhaven provide your business?

(Assistance with Parking)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	9.7	9.7	9.7
	No	84	90.3	90.3	100.0
	Total	93	100.0	100.0	



Ten percent of businesses would like to see Fairhaven assist them with parking and 90% would not.

<p>Question 8c: What type of assistance can the town of Fairhaven provide to your business? (Assistance with Parking, Please Specify)</p>
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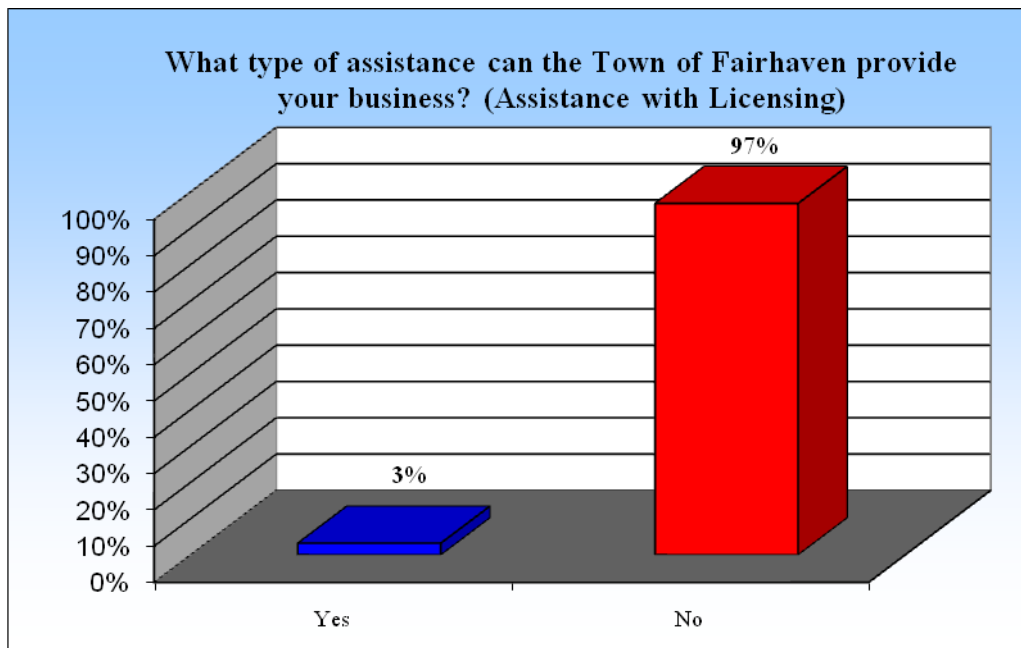
<u>Response</u>	<u>Frequency</u>
More parking for customers	(3)
Street light needed near store	(1)
No Response	(5)
<hr/>	
Total	(9)

**Question 8d: What type of assistance can the town of Fairhaven provide to your business?
(Assistance with Licensing)**

What type of assistance can the town of Fairhaven provide your business?

(Assistance with Licensing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.2	3.2	3.2
	No	90	96.8	96.8	100.0
	Total	93	100.0	100.0	



Three percent of businesses would like to see Fairhaven assist them with licensing and 97% would not.

<p>Question 8d: What type of assistance can the town of Fairhaven provide to your business? (Assistance with Licensing, Please Specify)</p>
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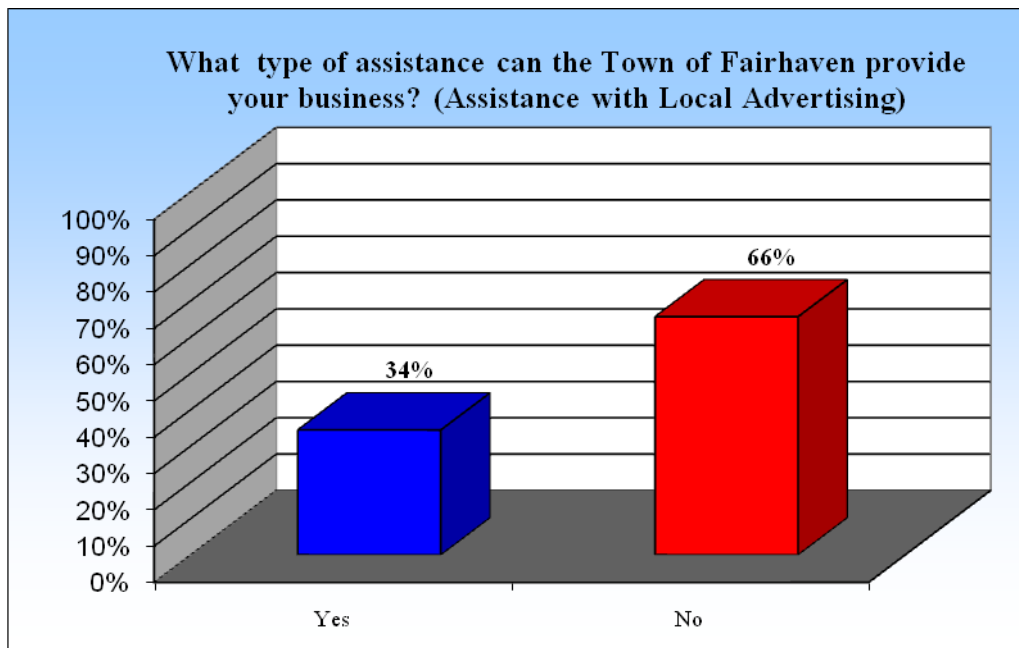
<u>Response</u>	<u>Frequency</u>
Liquor license	(1)
No Response	(2)
<hr/>	
Total	(3)

**Question 8e: What type of assistance can the town of Fairhaven provide to your business?
(Assistance with Local Advertising)**

What type of assistance can the town of Fairhaven provide your business?

(Assistance with Local Advertising)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	34.4	34.4	34.4
	No	61	65.6	65.6	100.0
	Total	93	100.0	100.0	



Thirty-four percent of businesses would like to see Fairhaven assist them with local advertising and 66% would not.

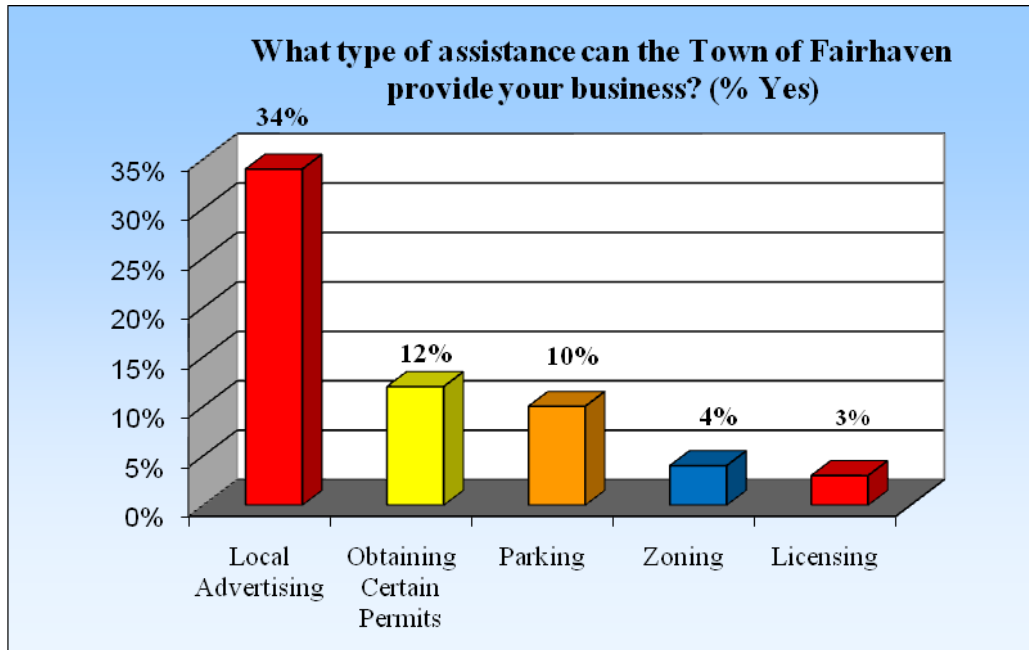
Question 8e: What type of assistance can the town of Fairhaven provide to your business?
(Assistance with Local Advertising, Please Specify)

<u>Response</u>	<u>Frequency</u>
Strict signage regulations	(7)
Advertising cost is too high	(2)
Advertise beaches and fishing	(1)
Any help with advertising	(1)
Banner problem	(1)
Bringing people to Fairhaven	(1)
Helping with web-based ads	(1)
Less regulations on advertising	(1)
Local paper advertisements and road signs	(1)
More advertising space on building	(1)
Need to market the town in general	(1)
Promote CVS in Senior Centers	(1)
Town wastes money on ineffective advertising	(1)
No Response	(12)
<hr/>	
Total	(32)

**Question 8f: What type of assistance can the town of Fairhaven provide to your business?
(Other)**

<u>Response</u>	<u>Frequency</u>
Lower tax rates	(2)
Allow signs up front	(1)
Better budget	(1)
Didn't know there were sign regulations	(1)
Grants	(1)
More efficient inspections	(1)
The town is not concerned with helping	(1)
Tourism office could advertise more	(1)
Traffic	(1)
Want to be able to hang signs and flags	(1)
<hr/>	
Total	(11)

**Question 8g: What type of assistance can the town of Fairhaven provide your business?
(Check all that Apply)**

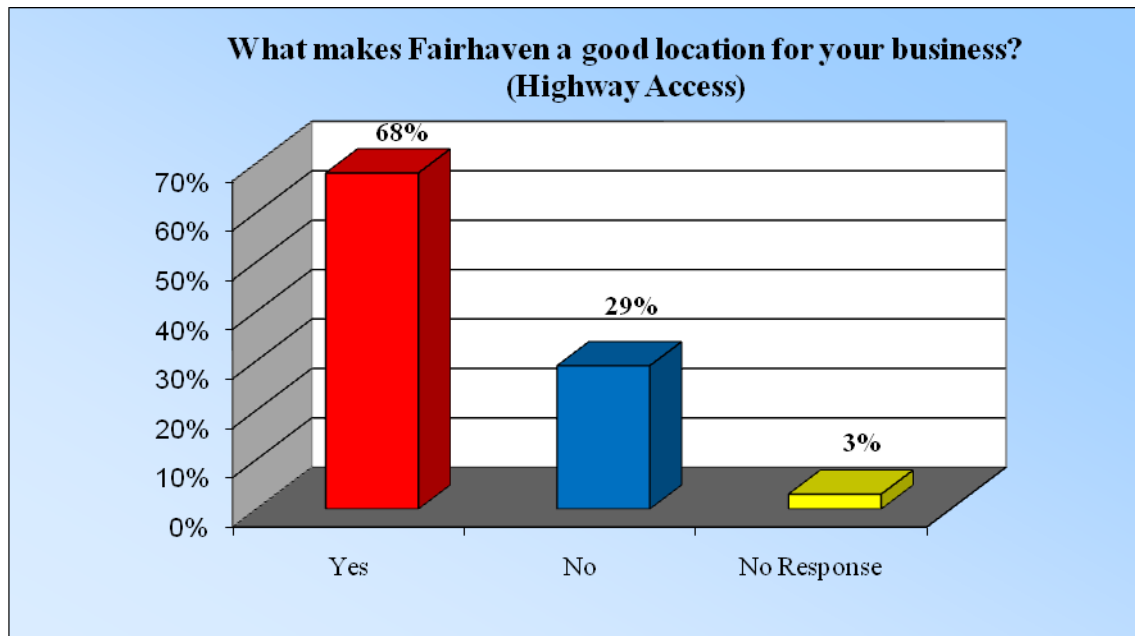


Thirty-four percent of businesses would like to see Fairhaven assist them with local advertising, 12% with obtaining certain permits, 10% with parking, 4% with zoning and 3% of businesses would like to see Fairhaven assist them with licensing.

Question 9a: What makes Fairhaven a good location for your business? (Highway Access)

What makes Fairhaven a good location for your business? (Highway Access)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	67.7	67.7	67.7
	No	27	29.0	29.0	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

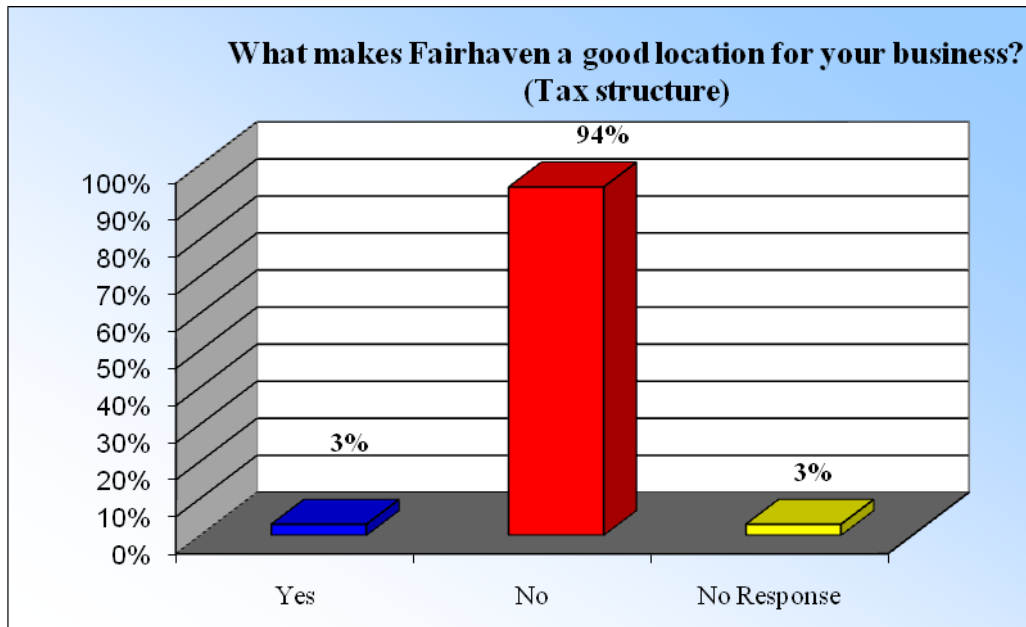


Sixty-eight percent of businesses said highway access makes Fairhaven a good location, 29% said it does not and 3% did not respond.

Question 9b: What makes Fairhaven a good location for your business? (Tax Structure)

What makes Fairhaven a good location for your business? (Tax Structure)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.2	3.2	3.2
	No	87	93.5	93.5	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

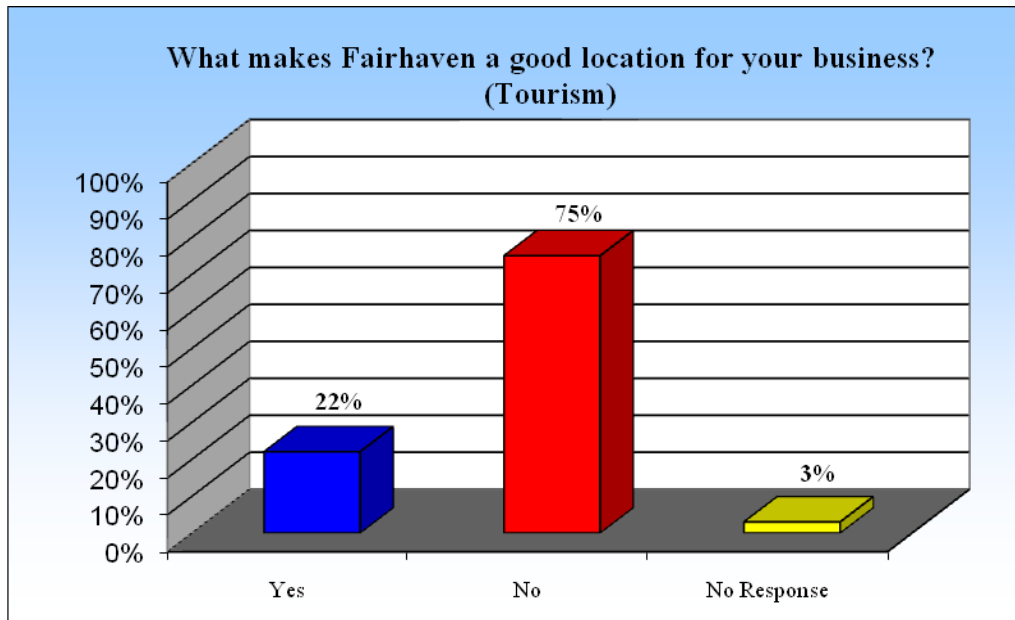


Three percent of businesses said tax structure makes Fairhaven a good location, 94% said it does not and 3% did not respond.

Question 9c: What makes Fairhaven a good location for your business? (Tourism)

What makes Fairhaven a good location for your business? (Tourism)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	21.5	21.5	21.5
	No	70	75.3	75.3	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

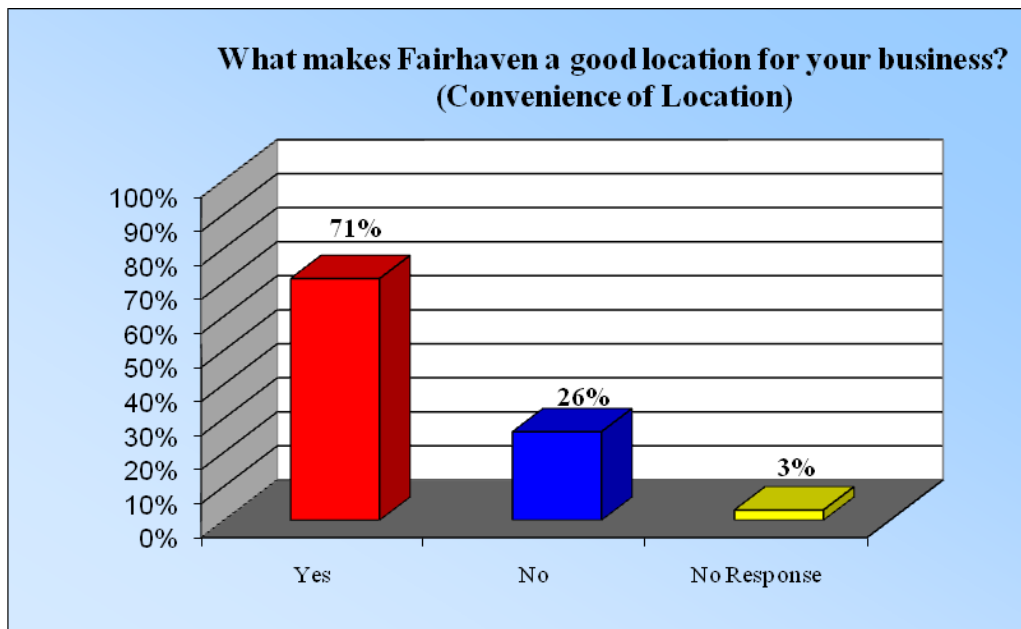


Twenty-two percent of businesses said tourism makes Fairhaven a good location, 75% said it does not and 3% did not respond.

**Question 9d: What makes Fairhaven a good location for your business?
(Convenience of Location)**

**What makes Fairhaven a good location for your business?
(Convenience of Location)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	71.0	71.0	71.0
	No	24	25.8	25.8	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

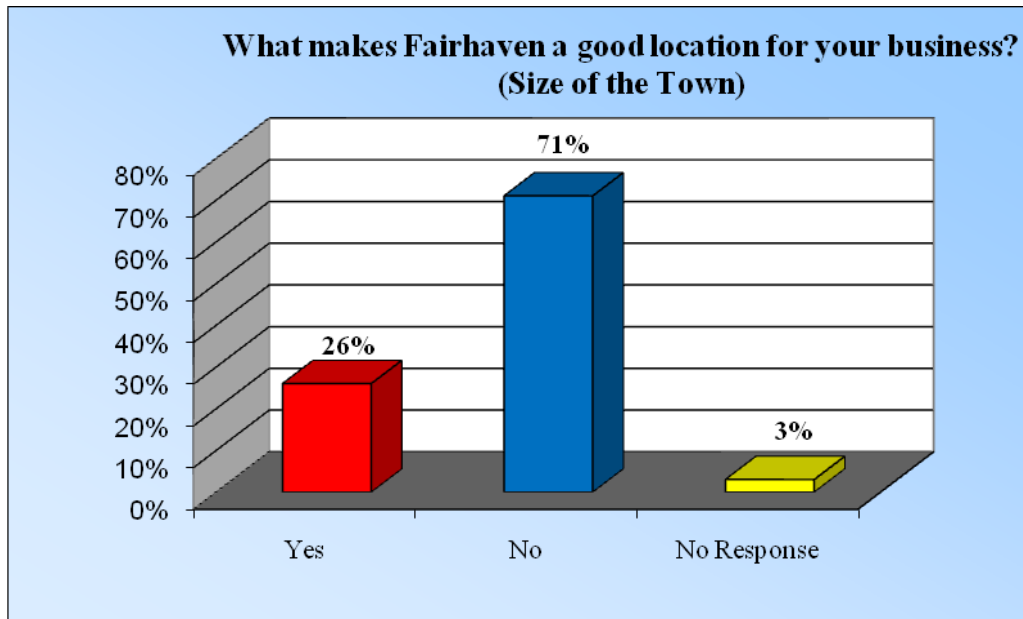


Seventy-one percent of businesses said convenience of location makes Fairhaven a good location, 26% said it does not and 3% did not respond.

Question 9e: What makes Fairhaven a good location for your business? (Size of the Town)

What makes Fairhaven a good location for your business? (Size of the Town)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	25.8	25.8	25.8
	No	66	71.0	71.0	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

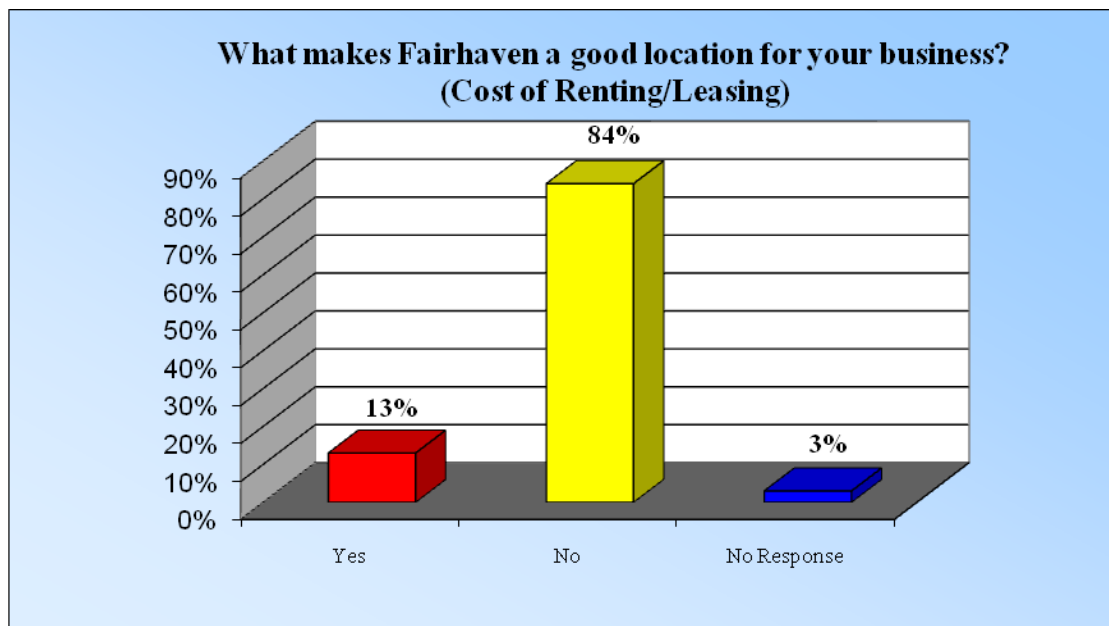


Twenty-six percent of businesses said size of the town makes Fairhaven a good location, 71% said it does not and 3% did not respond.

**Question 9f: What makes Fairhaven a good location for your business?
(Cost of Renting/Leasing)**

**What makes Fairhaven a good location for your business?
(Cost of Renting/Leasing)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	12.9	12.9	12.9
	No	78	83.9	83.9	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

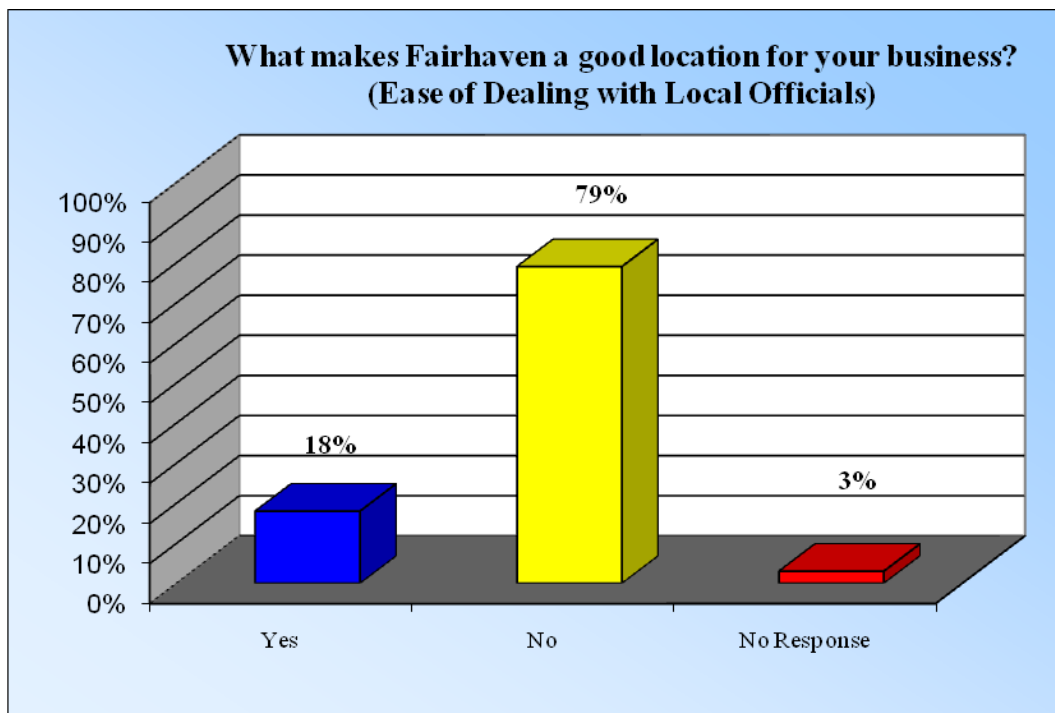


Thirteen percent of businesses said cost of renting/leasing makes Fairhaven a good location, 84% said it does not and 3% did not respond.

**Question 9g: What makes Fairhaven a good location for your business?
(Ease of Dealing with Local Officials)**

**What makes Fairhaven a good location for your business?
(Ease of Dealing with Local Officials)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	18.3	18.3	18.3
	No	73	78.5	78.5	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	

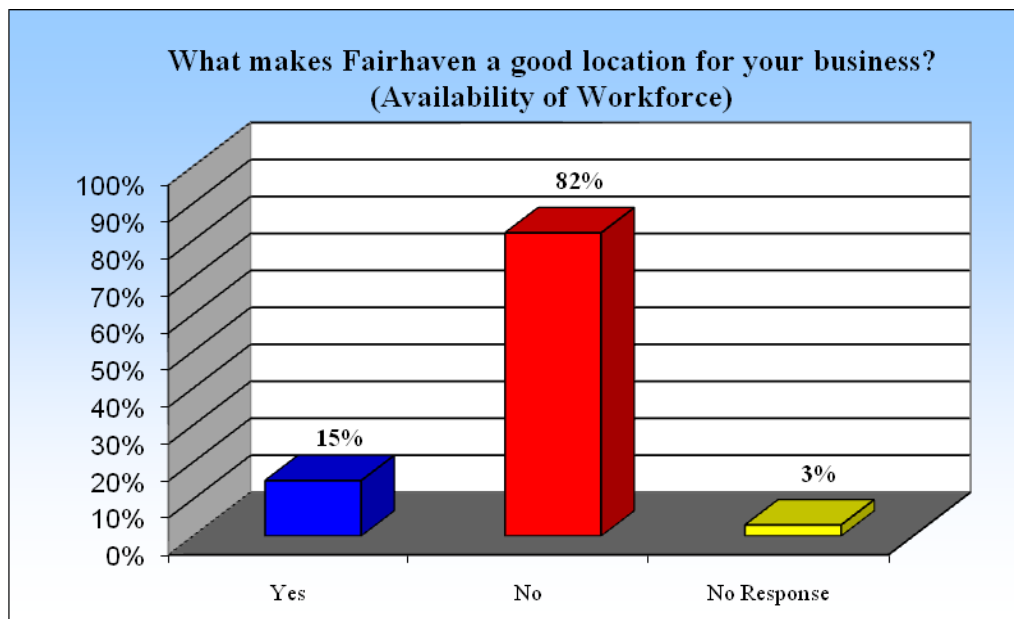


Eighteen percent of businesses said ease of dealing with local officials makes Fairhaven a good location, 79% said it does not and 3% did not respond.

**Question 9h: What makes Fairhaven a good location for your business?
(Availability of Workforce)**

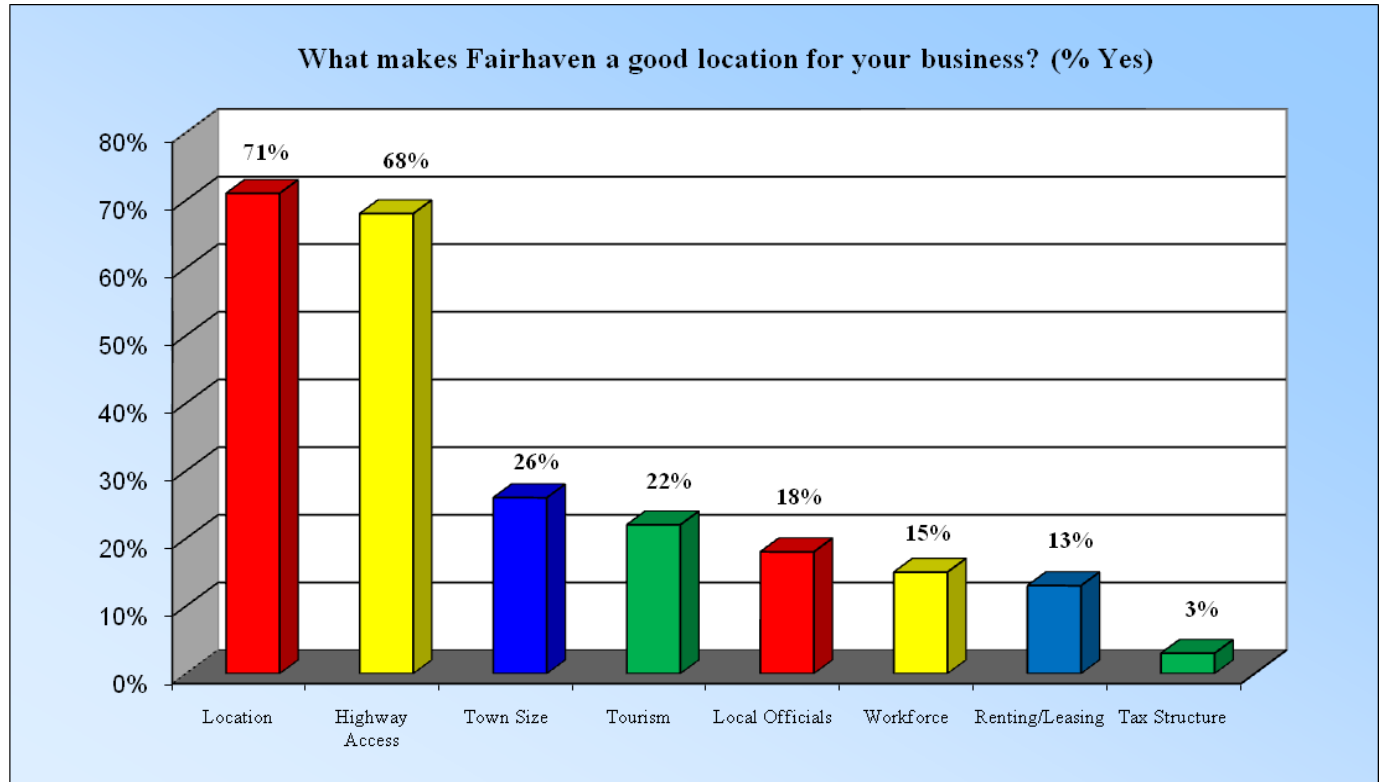
**What makes Fairhaven a good location for your business?
(Availability of Workforce)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	15.1	15.1	15.1
	No	76	81.7	81.7	96.8
	No Response	3	3.2	3.2	100.0
	Total	93	100.0	100.0	



Fifteen percent of businesses said availability of workforce makes Fairhaven a good location, 82% said it does not and 3% did not respond.

Question 9i: What makes Fairhaven a good location for your business?
(Check all that Apply)

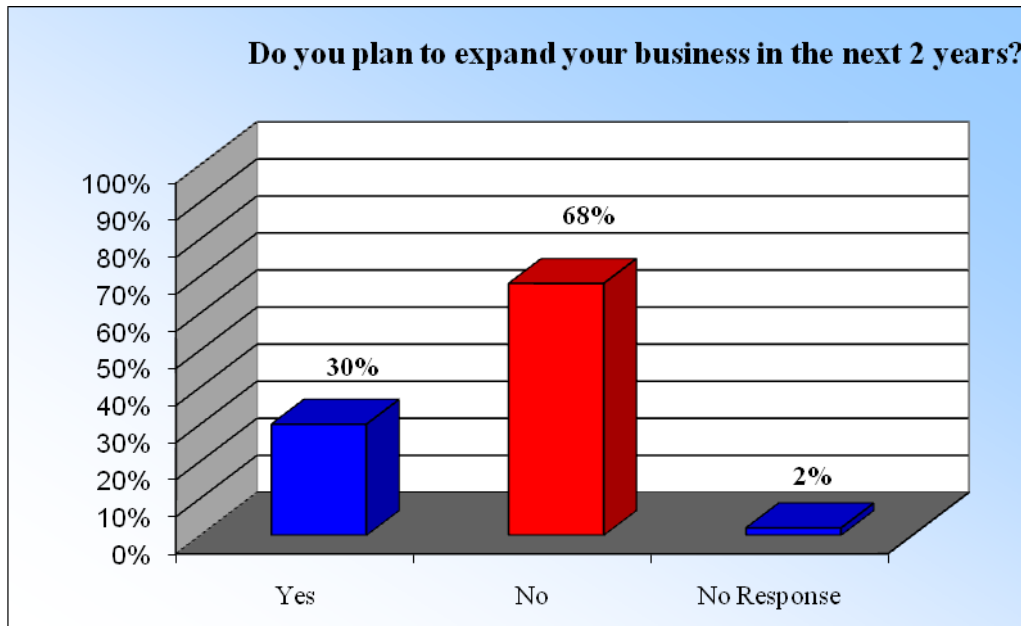


Seventy-one percent of businesses said Fairhaven made a good location for their business, 68% said highway access, 26% said the size of the town, 22% said tourism, 18% said ease with local officials, 15% said the workforce, 13% said costs of renting/leasing and 3% said tax structure made Fairhaven a good location for their business.

Question 10a: Do you plan to expand your business in the next 2 years?

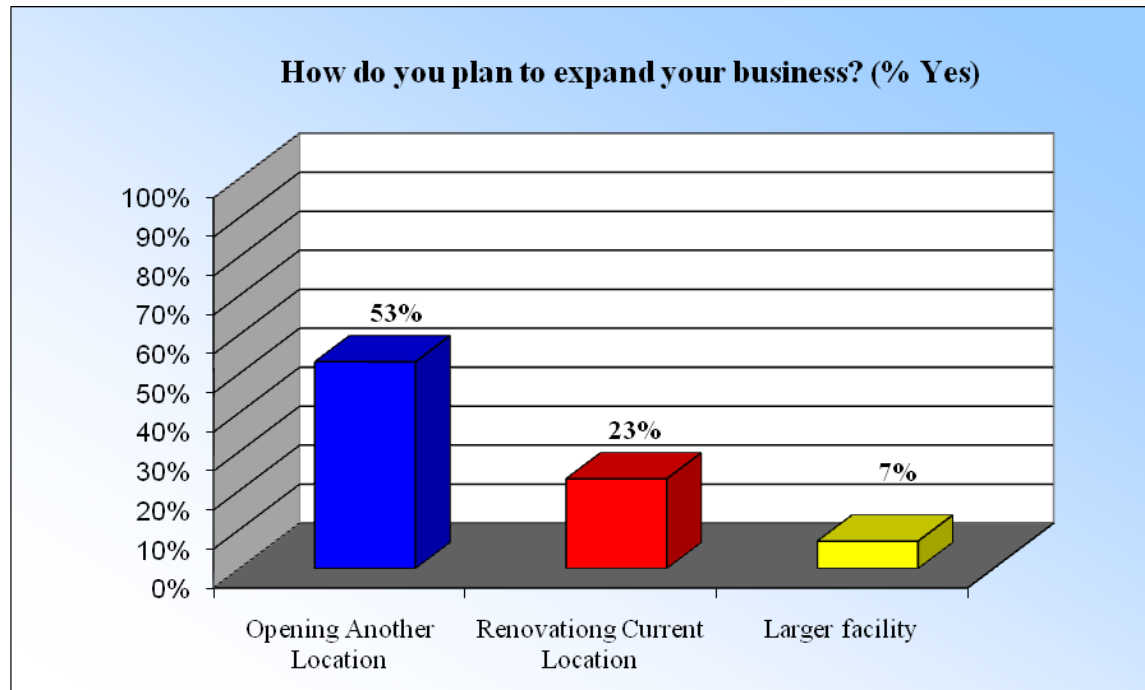
Do you plan to expand your business in the next 2 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	30.1	30.1	30.1
	No	63	67.7	67.7	97.8
	No Response	2	2.2	2.2	100.0
	Total	93	100.0	100.0	



Thirty percent of businesses plan on expanding their business in the next 2 years, 68% do not plan to and 2% did not respond.

Question 10b: If you plan to expand your business in the next 2 years, how do you plan to expand?

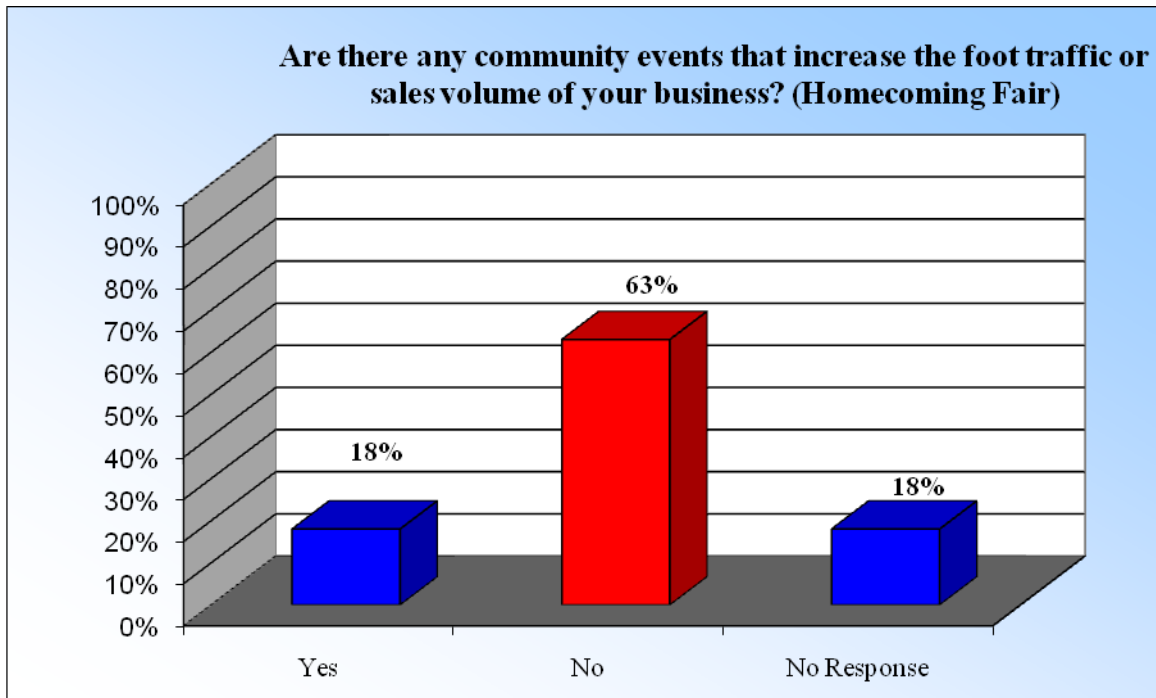


Fifty-three percent plan on opening another location, 23% plan on renovating and 7% plan on expanding to a larger facility.

Question 11a: Are there any community events that increase the foot traffic or sales volume of your business? (Homecoming Fair)

Are there any community events that increase the foot traffic or sales volume of your business? (Homecoming Fair)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	18.3	18.3	18.3
	No	59	63.4	63.4	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

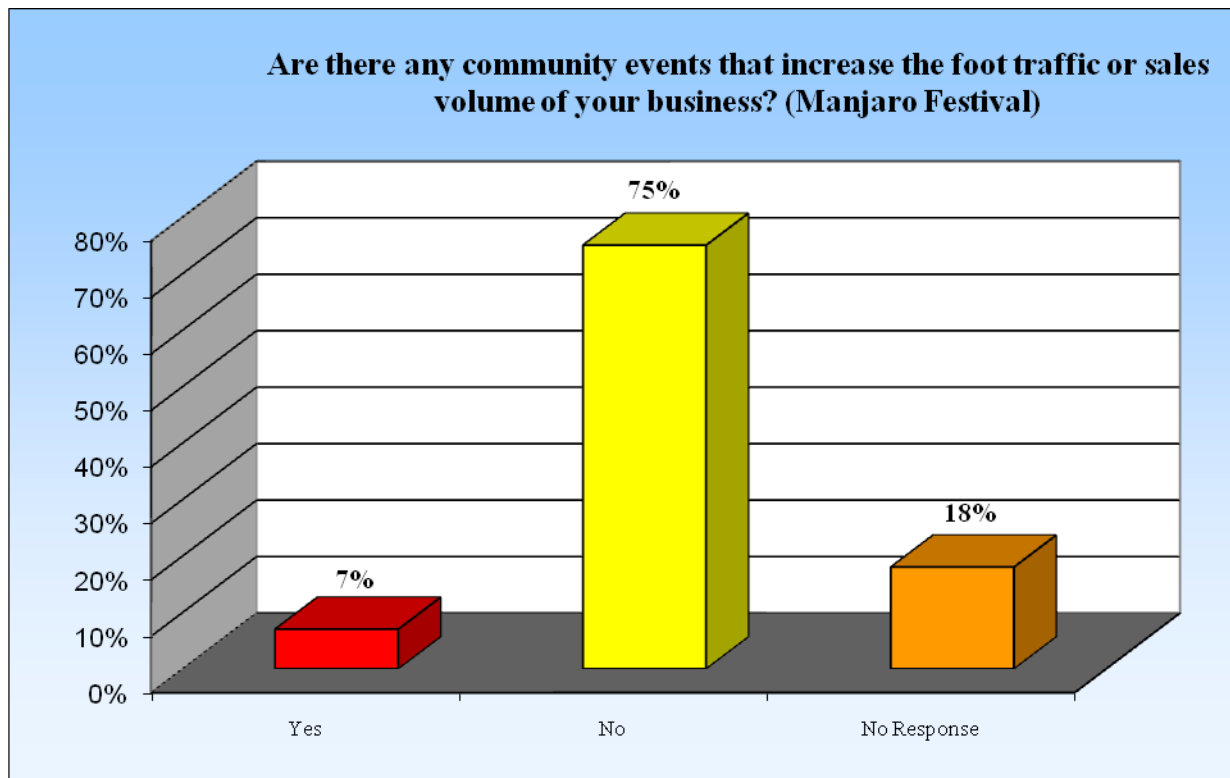


Eighteen percent of businesses said the Homecoming Fair increases foot traffic or sales volume, 63% said it does not and 18% did not respond.

Question 11b: Are there any community events that increase the foot traffic or sales volume of your business? (Manjaro Festival)

Are there any community events that increase the foot traffic or sales volume of your business? (Manjaro Festival)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	6.5	6.5	6.5
	No	70	75.3	75.3	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

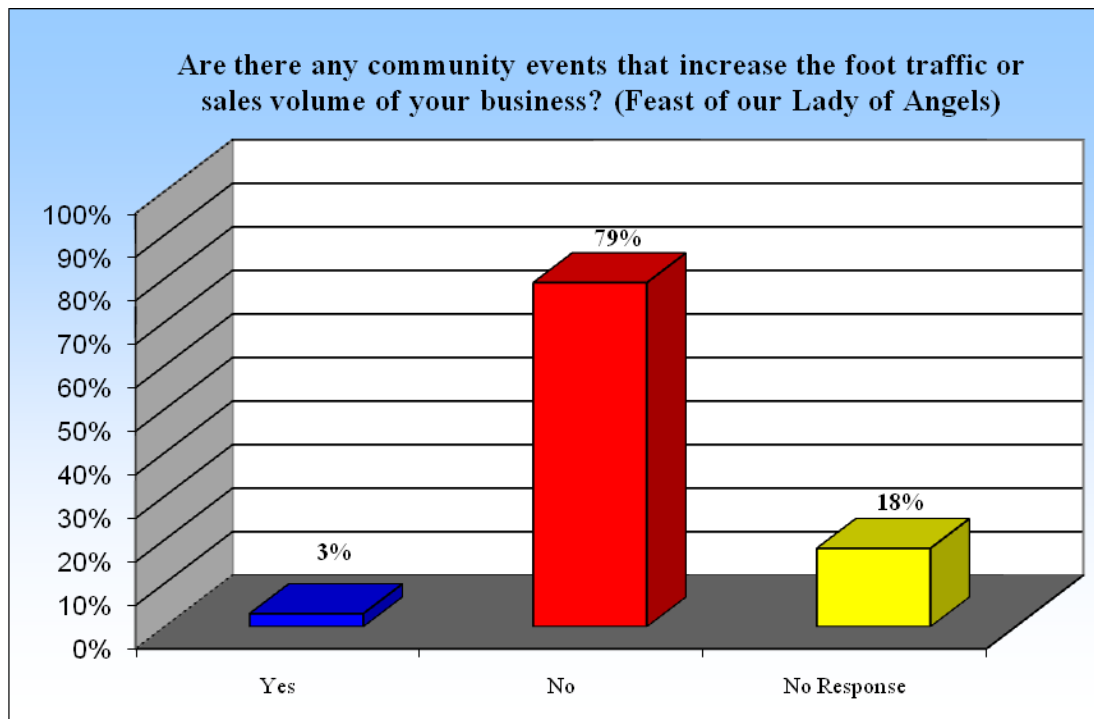


Seven percent of businesses said the Manjaro Festival increases foot traffic or sales volume, 75% said it does not and 18% did not respond.

Question 11c: Are there any community events that increase the foot traffic or sales volume of your business? (Feast of our Lady of Angels)

Are there any community events that increase the foot traffic or sales volume of your business? (Feast of our Lady of Angels)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	3.2	3.2	3.2
	No	73	78.5	78.5	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

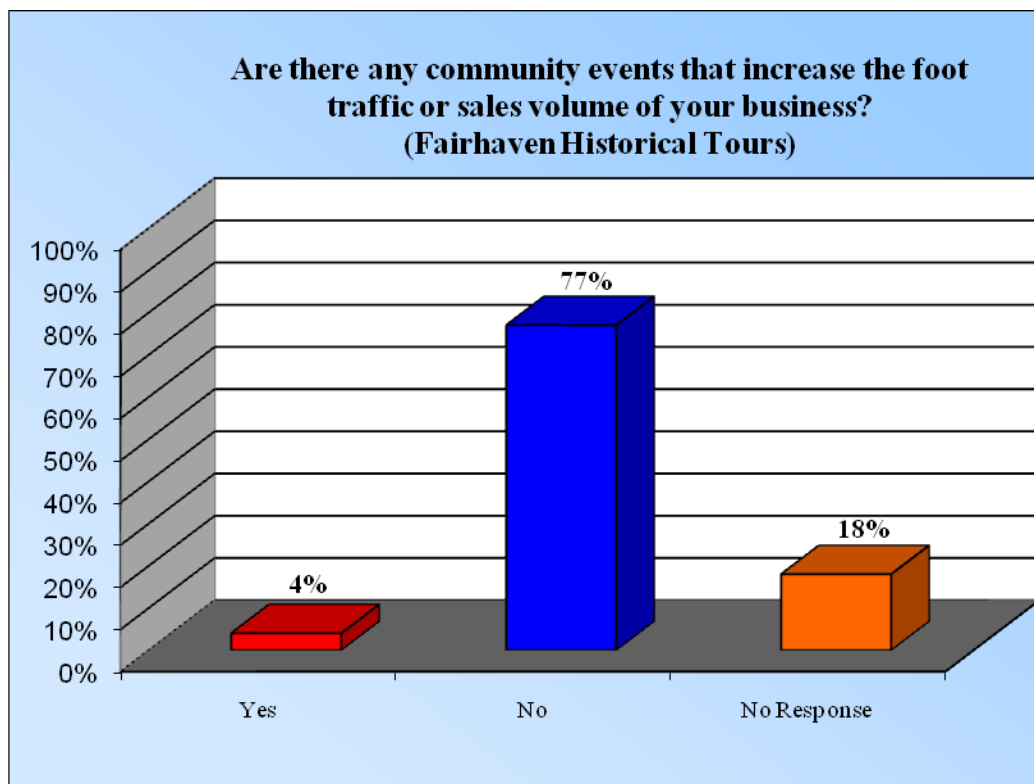


Three percent of businesses said the Feast of our Lady of Angels increases foot traffic or sales volume, 79% said it does not and 18% did not respond.

Question 11d: Are there any community events that increase the foot traffic or sales volume of your business? (Fairhaven Historical Tours)

Are there any community events that increase the foot traffic or sales volume of your business? (Fairhaven Historical Tours)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	4.3	4.3	4.3
	No	72	77.4	77.4	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

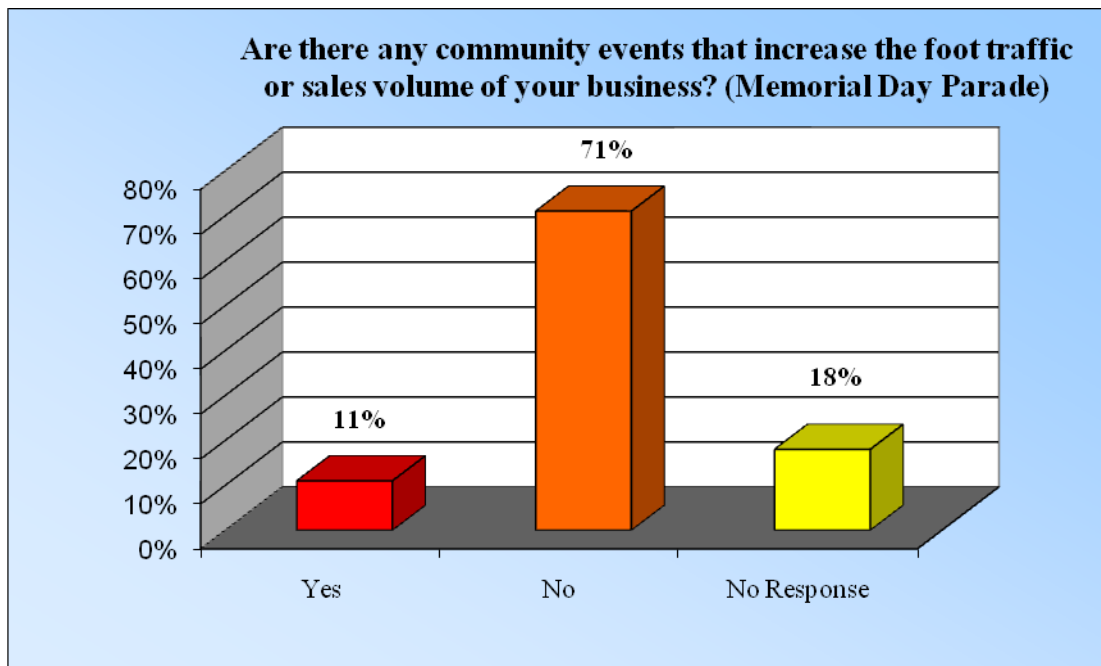


Four percent of businesses said Fairhaven Historical Tours increases foot traffic or sales volume, 77% said it does not and 18% did not respond.

Question 11e: Are there any community events that increase the foot traffic or sales volume of your business? (Memorial Day Parade)

Are there any community events that increase the foot traffic or sales volume of your business? (Memorial Day Parade)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	10.8	10.8	10.8
	No	66	71.0	71.0	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

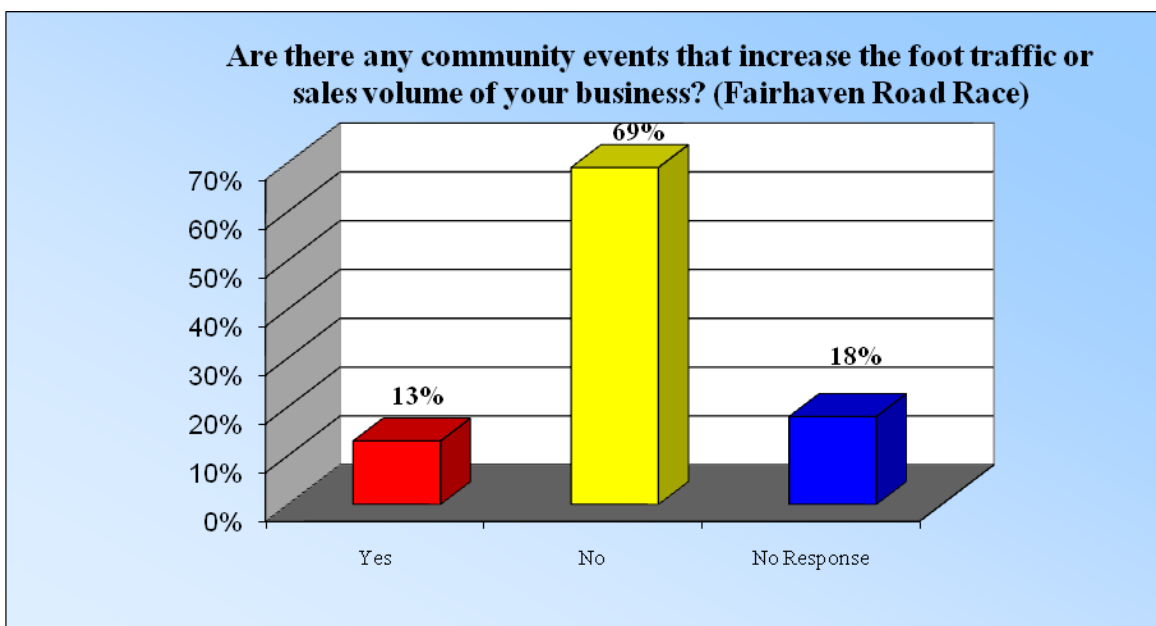


Eleven percent of businesses said the Memorial Day Parade increases foot traffic or sales volume, 71% said it does not and 18% did not respond.

Question 11f: Are there any community events that increase the foot traffic or sales volume of your business? (Fairhaven Road Race)

Are there any community events that increase the foot traffic or sales volume of your business? (Fairhaven Road Race)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	12.9	12.9	12.9
	No	64	68.8	68.8	81.7
	No Response	17	18.3	18.3	100.0
	Total	93	100.0	100.0	

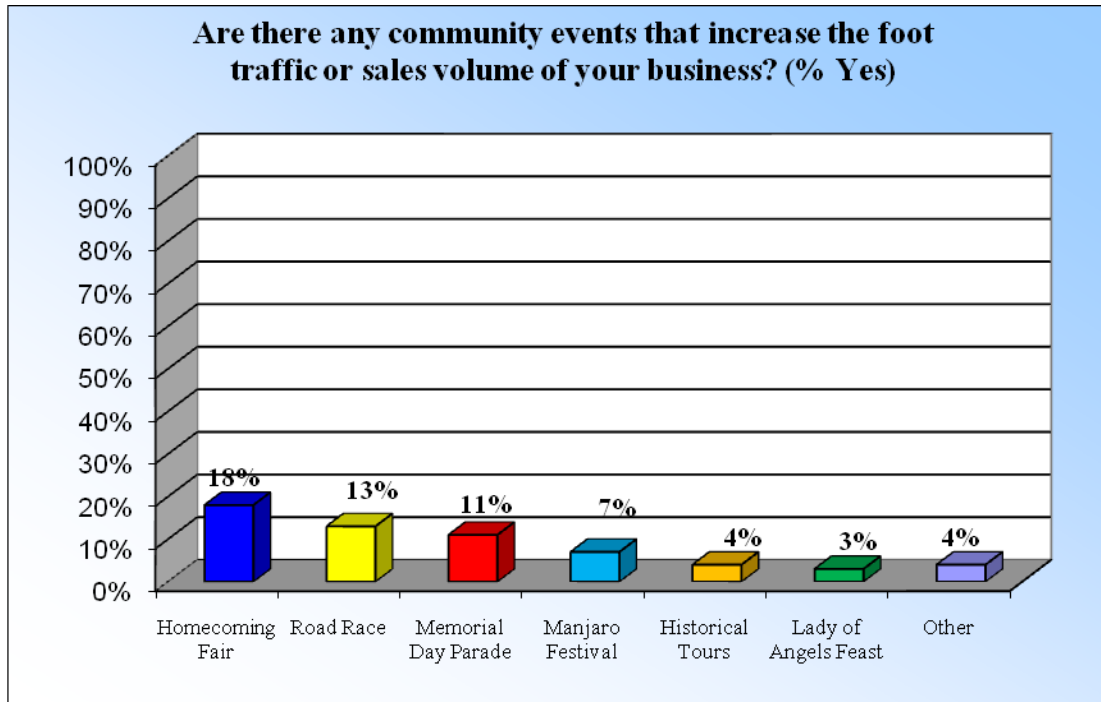


Thirteen percent of businesses said the Fairhaven Road Race increases foot traffic or sales volume, 69% said it does not and 18% did not respond.

<p>Question 11g: Are there any community events that increase the foot traffic or sales volume of your business? (Other)</p>

<u>Response</u>	<u>Frequency</u>
School Functions/Events	(3)
Events take away business	(2)
Car Show	(1)
Christmas	(1)
Cushman Park Events	(1)
Fort Phoenix	(1)
Fourth of July	(1)
New Bedford Events	(1)
Other businesses have events	(1)
Rabies clinic during the summer	(1)
West Island Improvement Association Functions	(1)
Winter Holidays	(1)
Total Responses	15

Question 11h: Are there any community events that increase the foot traffic or sales volume of your business? (Check all that Apply)

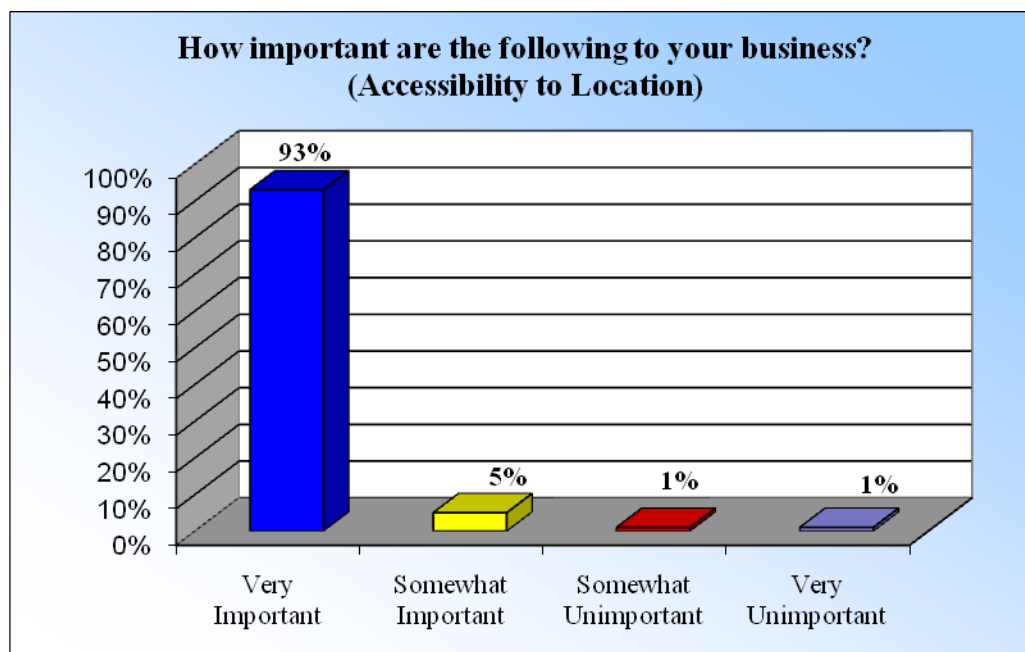


Eighteen percent of businesses said the Homecoming Fair increases foot traffic or sales volume, 13% said the Road Race, 11% said the Memorial Day Parade, 7% said the Manjaro Festival, 4% said the Historical Tours, 3% said the Lady of Angels Feast and 4% said other events that were not mentioned.

**Question 12a: How important are the following to your business?
(Accessibility to Your Location)**

How important are the following to your business? (Accessibly to Your Location)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	86	92.5	92.5	92.5
	Somewhat Important	5	5.4	5.4	97.8
	Somewhat Unimportant	1	1.1	1.1	98.9
	Very Unimportant	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

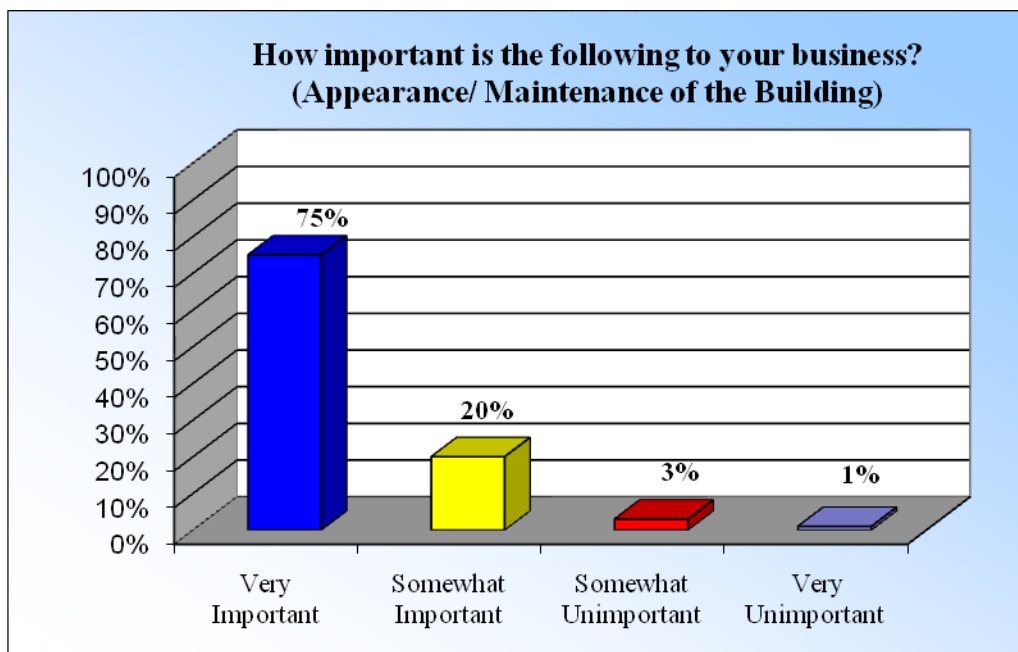


Ninety-three percent of businesses feel the accessibility to their location is very important, 5% feel it is somewhat important, 1% feel it is somewhat unimportant and 1% feel it is very unimportant.

**Question 12b: How important are the following to your business?
(Appearance/ Maintenance of the Building)**

**How important are the following to your business? (Appearance/Maintenance of Building That
Business is Located In)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	70	75.3	75.3	75.3
	Somewhat Important	19	20.4	20.4	95.7
	Somewhat Unimportant	3	3.2	3.2	98.9
	Very Unimportant	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

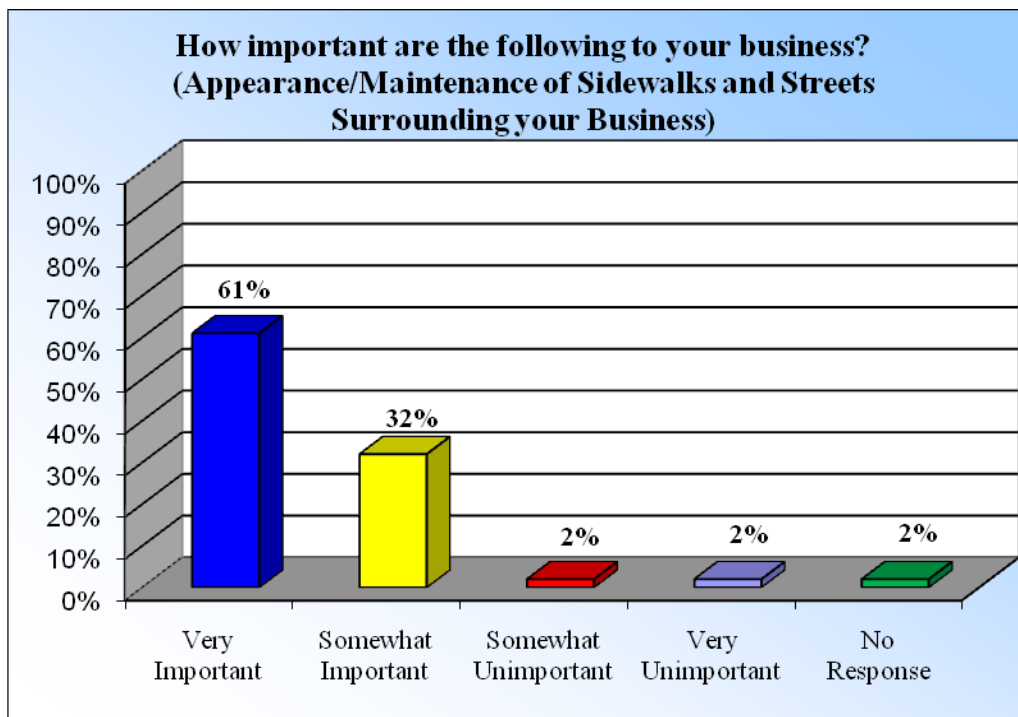


Seventy-five percent of businesses feel the appearance/maintenance to their building is very important, 20% feel it is somewhat important, 3% feel it is somewhat unimportant and 1% feel it is very unimportant.

**Question 12c: How important are the following to your business?
(Appearance/Maintenance of Sidewalks and Streets Around Your Business)**

How important are the following to your business? (Appearance/Maintenance of Sidewalks and Streets Surrounding Your Business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	57	61.3	61.3	61.3
	Somewhat Important	30	32.3	32.3	93.5
	Somewhat Unimportant	2	2.2	2.2	95.7
	Very Unimportant	2	2.2	2.2	97.8
	No Response	2	2.2	2.2	100.0
	Total	93	100.0	100.0	

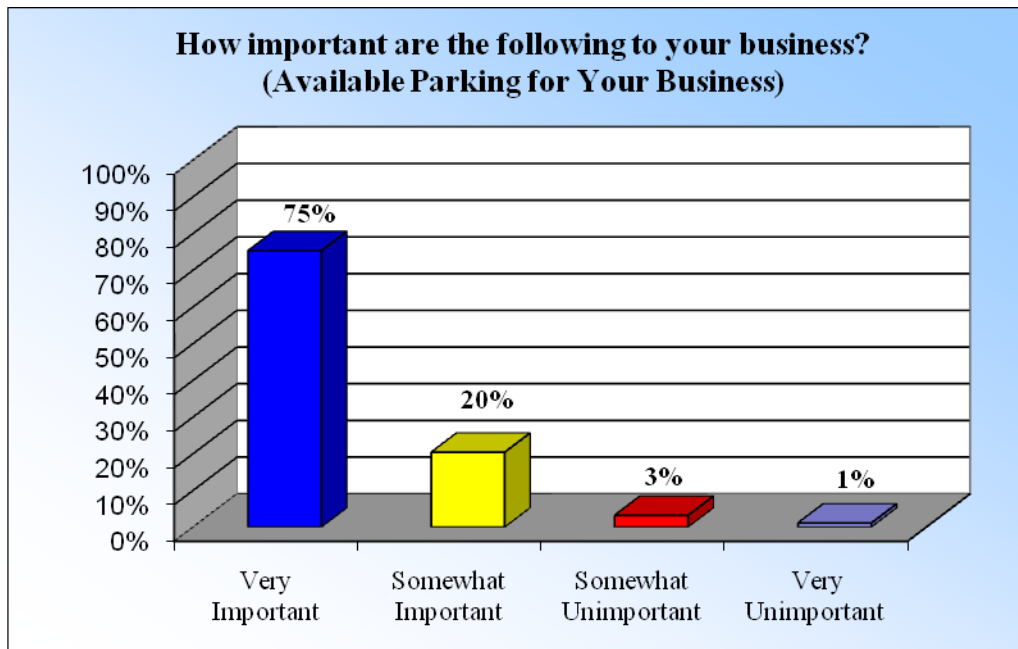


Sixty-one percent of businesses feel that appearance/maintenance of sidewalks and streets around their business is very important, 32% feel it is somewhat important, 2% feel it is somewhat unimportant, 2% feel it is very unimportant and 2% did not respond.

**Question 12d: How important are the following to your business?
(Available Parking for Your Business)**

How important are the following to your business? (Available Parking for Your Business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	70	75.3	75.3	75.3
	Somewhat Important	19	20.4	20.4	95.7
	Somewhat Unimportant	3	3.2	3.2	98.9
	Very Unimportant	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

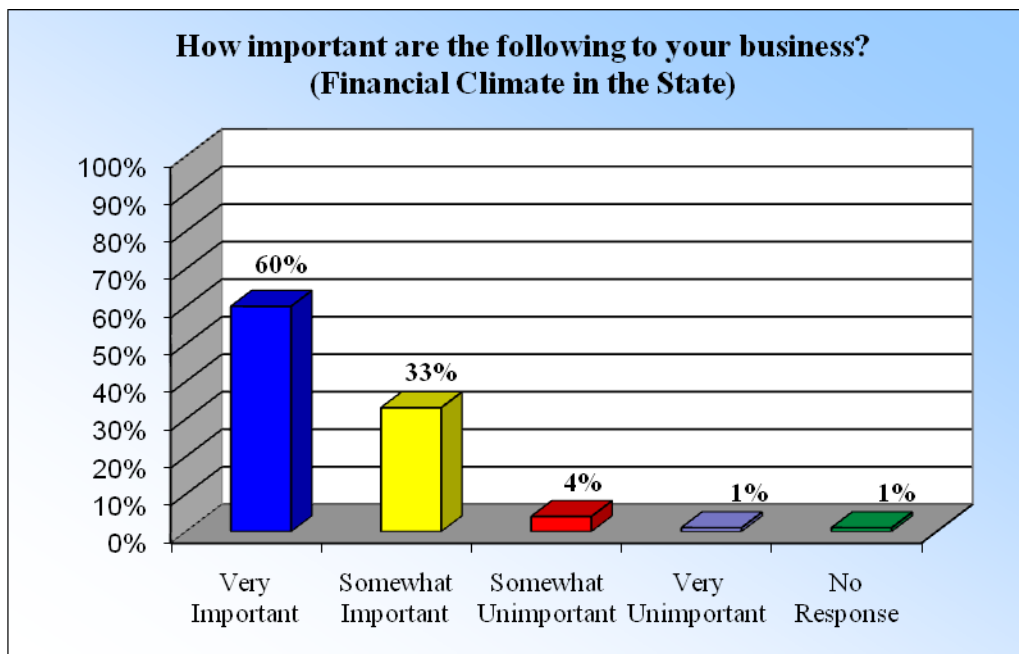


Seventy-five percent of businesses feel the availability of parking for their business is very important, 20% feel it is somewhat important, 3% feel it is somewhat unimportant and 1% feel it is very unimportant.

**Question 12e: How important are the following to your business?
(Financial Climate in the State)**

How important are the following to your business? (Financial Climate in the State)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	56	60.2	60.2	60.2
	Somewhat Important	31	33.3	33.3	93.5
	Somewhat Unimportant	4	4.3	4.3	97.8
	Very Unimportant	1	1.1	1.1	98.9
	No Response	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

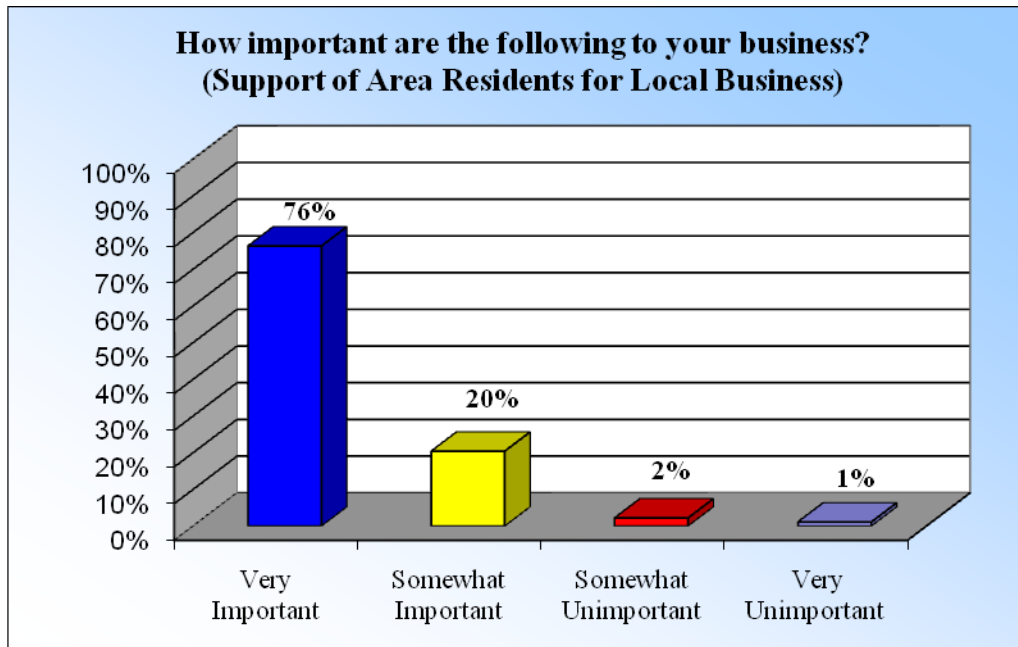


Sixty percent of businesses feel the financial climate in the state is very important to their business, 33% feel it is somewhat important, 4% feel it is somewhat unimportant, 1% feel it is very unimportant and 1% did not respond.

**Question 12f: How important are the following to your business?
(Support of Area Residents for Local Business)**

How important are the following to your business? (Support of Area Residents for Local Business)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Important	71	76.3	76.3	76.3
Somewhat Important	19	20.4	20.4	96.8
Somewhat Unimportant	2	2.2	2.2	98.9
Very Unimportant	1	1.1	1.1	100.0
Total	93	100.0	100.0	

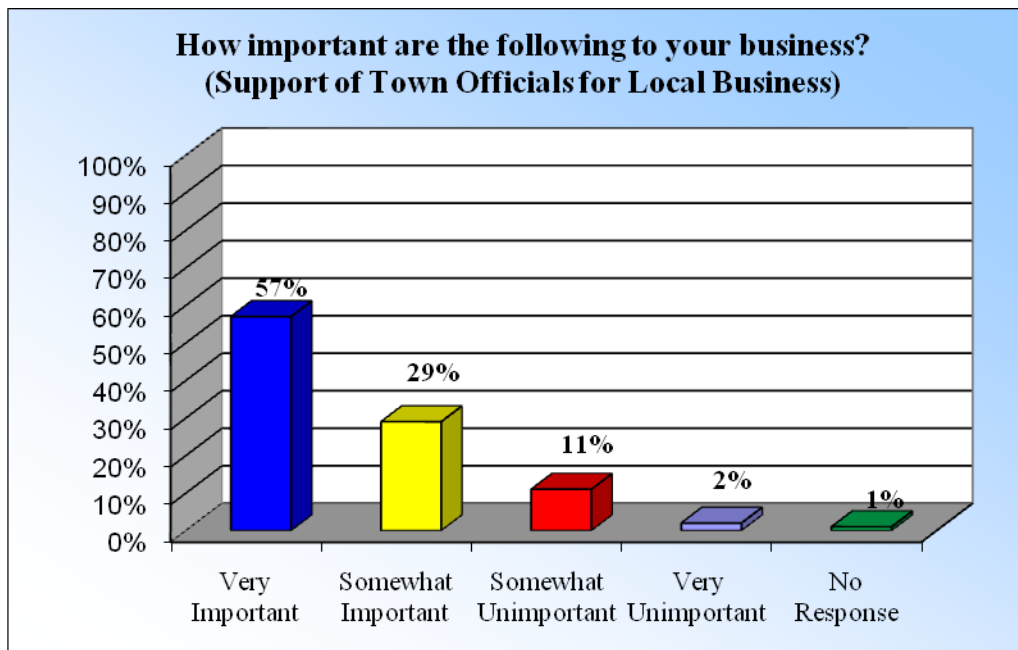


Seventy-six percent of businesses feel support of area residents for local businesses is very important, 20% feel it is somewhat important, 2% feel it is somewhat unimportant and 1% feel it is very unimportant.

**Question 12g: How important are the following to your business?
(Support of Town Officials for Local Business)**

How important are the following to your business? (Support of Town Officials for Local Businesses)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	53	57.0	57.0	57.0
	Somewhat Important	27	29.0	29.0	86.0
	Somewhat Unimportant	10	10.8	10.8	96.8
	Very Unimportant	2	2.2	2.2	98.9
	No Response	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

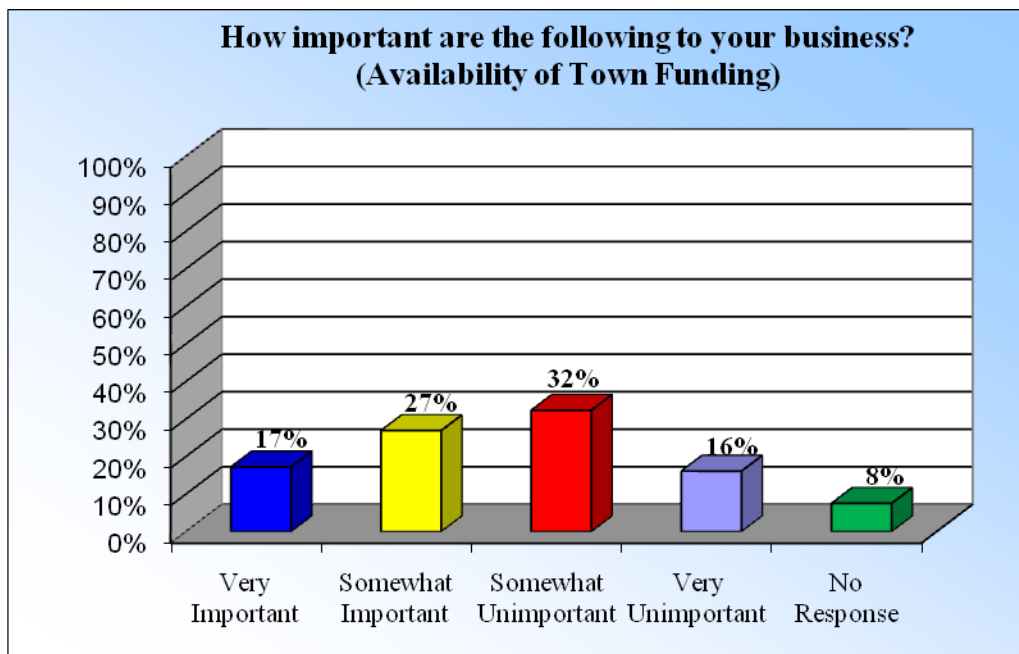


Fifty-seven percent of businesses feel support of town officials for local businesses is very important, 29% feel it is somewhat important, 11% feel it is somewhat unimportant, 2% feel it is very unimportant and 1% did not respond.

**Question 12h: How important are the following to your business?
(Availability of Town Funding)**

How important are the following to your business? (Availability of Town Funding)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	16	17.2	17.2	17.2
	Somewhat Important	25	26.9	26.9	44.1
	Somewhat Unimportant	30	32.3	32.3	76.3
	Very Unimportant	15	16.1	16.1	92.5
	No Response	7	7.5	7.5	100.0
Total		93	100.0	100.0	

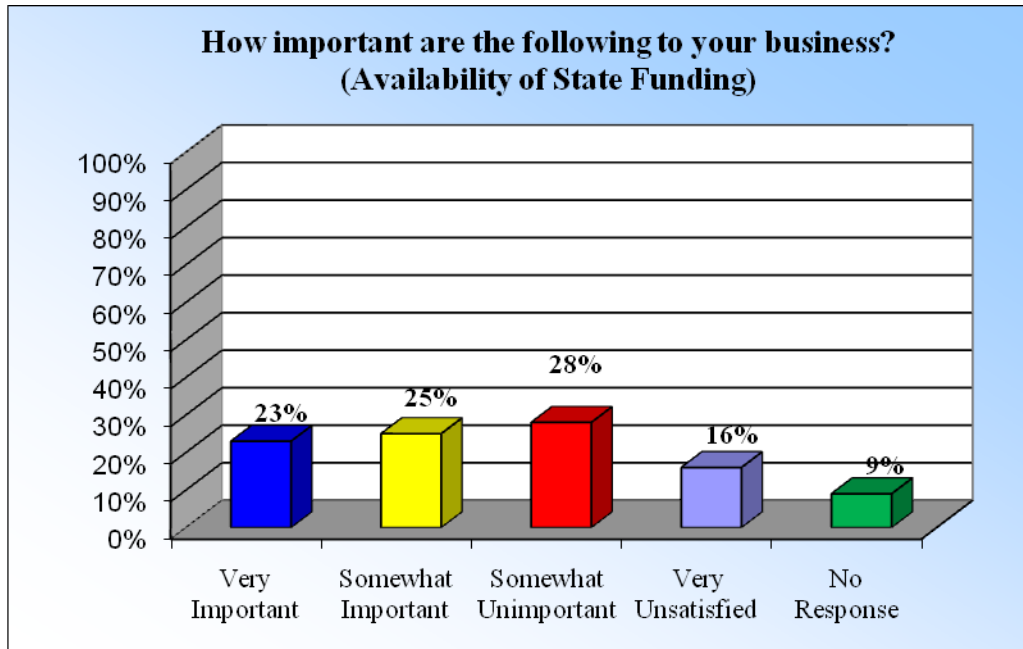


Seventeen percent feel the availability of town funding is very important, 27% feel it is somewhat important, 32% feel it is somewhat unimportant, 16% feel it is very unimportant and 8% did not respond.

**Question 12i: How important are the following to your business?
(Availability of State Funding)**

How important are the following to your business? (Availability of State Funding)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	21	22.6	22.6	22.6
	Somewhat Important	23	24.7	24.7	47.3
	Somewhat Unimportant	26	28.0	28.0	75.3
	Very Unimportant	15	16.1	16.1	91.4
	No Response	8	8.6	8.6	100.0
	Total	93	100.0	100.0	

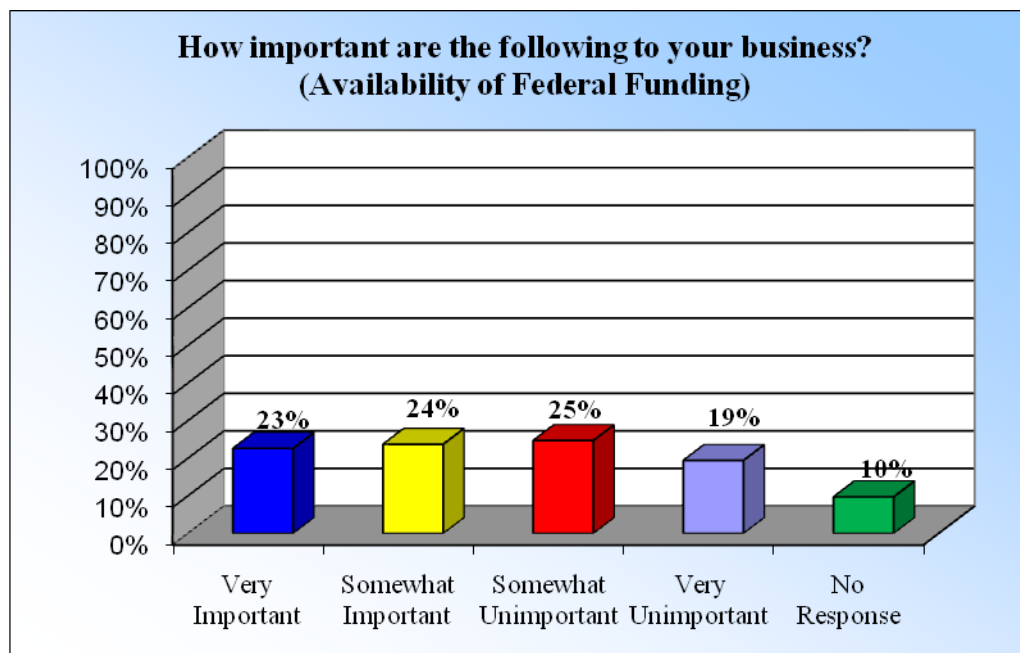


Twenty-three percent feel the availability of state funding is very important, 25% feel it is somewhat important, 28% feel it is somewhat unimportant, 16% feel it is very unimportant and 9% did not respond.

**Question 12j: How important are the following to your business?
(Availability of Federal Funding)**

How important are the following to your business? (Availability of Federal Funding)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	21	22.6	22.6	22.6
	Somewhat Important	22	23.7	23.7	46.2
	Somewhat Unimportant	23	24.7	24.7	71.0
	Very Unimportant	18	19.4	19.4	90.3
	No Response	9	9.7	9.7	100.0
	Total	93	100.0	100.0	

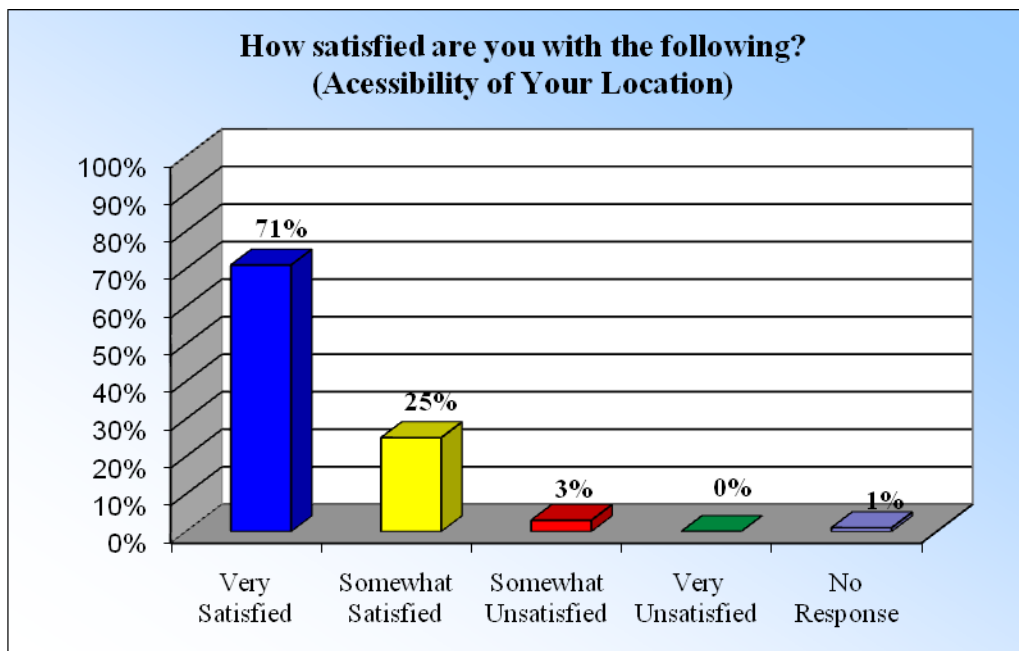


Twenty-three percent of businesses feel the availability of federal funding is very important to their business, 24% feel it is somewhat important, 25% feel it is somewhat unimportant, 19% feel it is very unimportant and 10% did not respond.

**Question 13a: How satisfied are you with the following?
(Accessibility to Your Location)**

How satisfied are you with the following? (Accessibility to Your Location)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	66	71.0	71.0	71.0
Somewhat Satisfied	23	24.7	24.7	95.7
Somewhat Unsatisfied	3	3.2	3.2	98.9
No Response	1	1.1	1.1	100.0
Total	93	100.0	100.0	

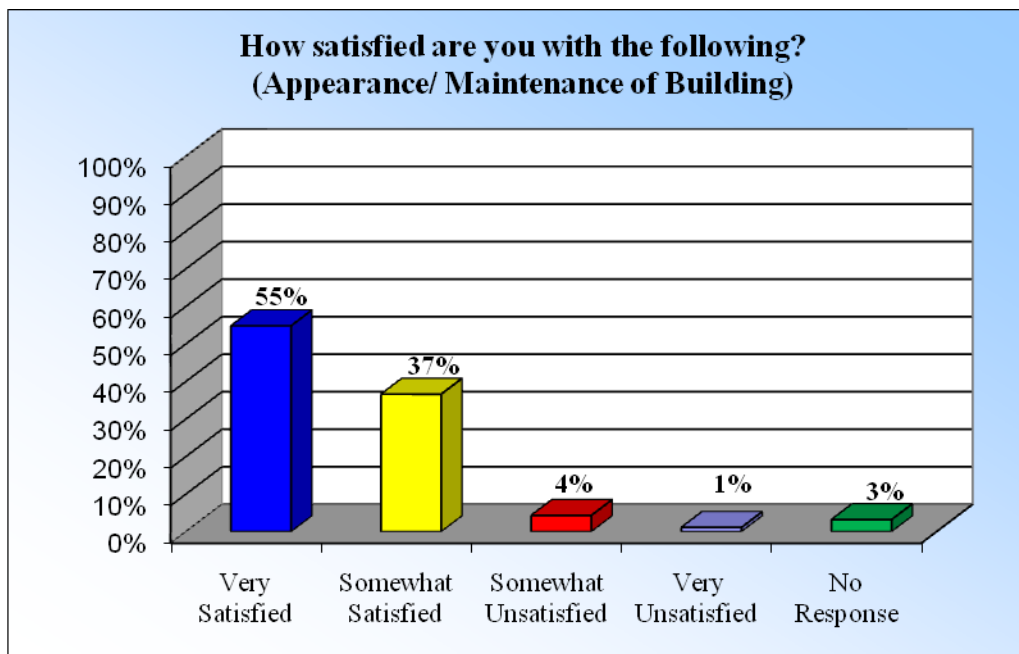


Seventy-one percent of businesses are very satisfied with the accessibility to their location, 25% are somewhat satisfied, 3% are somewhat unsatisfied, 0% are very unsatisfied and 1% did not respond.

**Question 13b: How satisfied are you with the following?
(Appearance/Maintenance of the Building)**

How satisfied are you with the following? (Appearance/Maintenance of Building)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	51	54.8	54.8	54.8
Somewhat Satisfied	34	36.6	36.6	91.4
Somewhat Unsatisfied	4	4.3	4.3	95.7
Very Unsatisfied	1	1.1	1.1	96.8
No Response	3	3.2	3.2	100.0
Total	93	100.0	100.0	

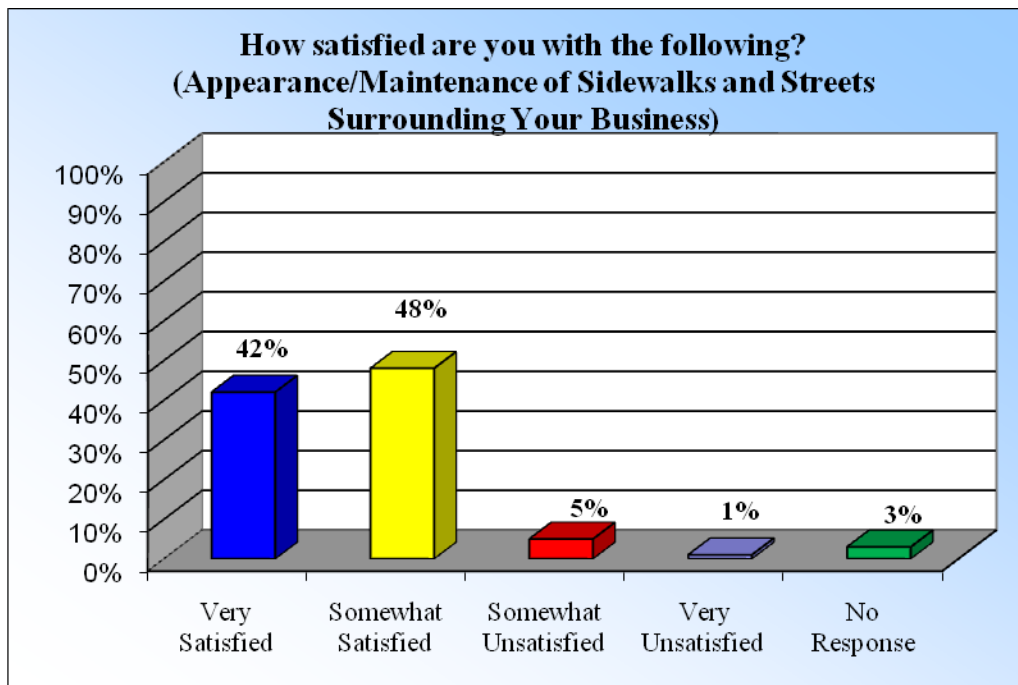


Fifty-five percent of businesses are very satisfied with the appearance/maintenance of the building their businesses are located in, 37% are somewhat satisfied, 4% are somewhat unsatisfied, 1% are very unsatisfied and 3% did not respond.

**Question 13c: How satisfied are you with the following?
(Appearance/Maintenance of the Sidewalks and Streets Surrounding Your Business)**

How satisfied are you with the following? (Appearance/Maintenance of Sidewalks and Streets Surrounding Your Business)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	39	41.9	41.9	41.9
Somewhat Satisfied	45	48.4	48.4	90.3
Somewhat Unsatisfied	5	5.4	5.4	95.7
Very Unsatisfied	1	1.1	1.1	96.8
No Response	3	3.2	3.2	100.0
Total	93	100.0	100.0	

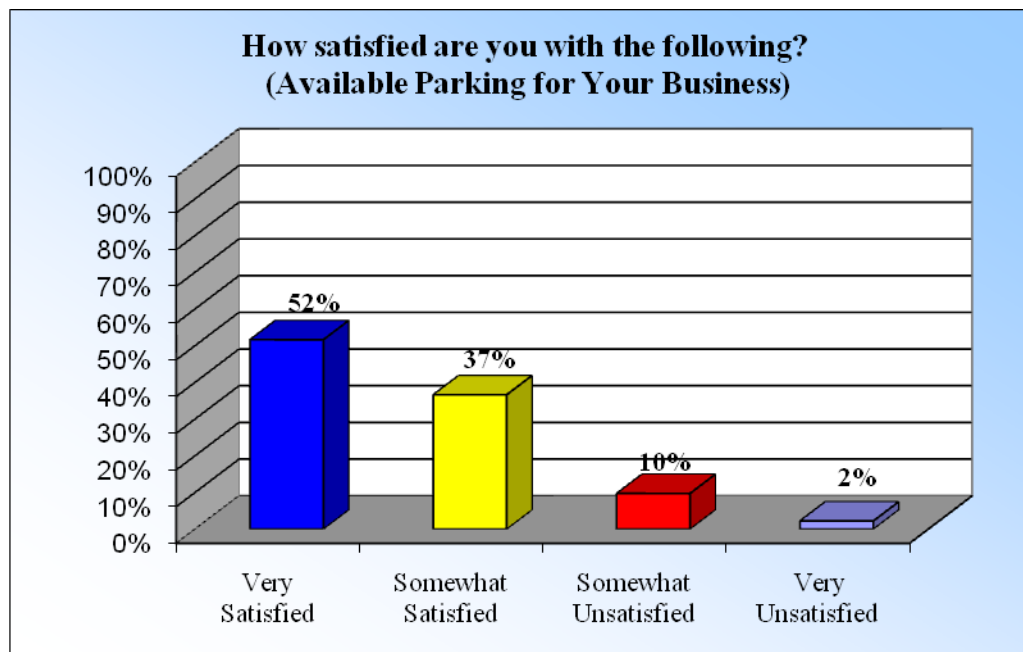


Forty-two percent of businesses are very satisfied with the appearance and maintenance of the streets and sidewalks around their business, 48% are somewhat satisfied, 5% are somewhat unsatisfied, 1% are very unsatisfied and 3% did not respond.

**Question 13d: How satisfied are you with the following?
(Availability of Parking for Your Business)**

How satisfied are you with the following? (Available Parking for Your Business)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	48	51.6	51.6	51.6
Somewhat Satisfied	34	36.6	36.6	88.2
Somewhat Unsatisfied	9	9.7	9.7	97.8
Very Unsatisfied	2	2.2	2.2	100.0
Total	93	100.0	100.0	

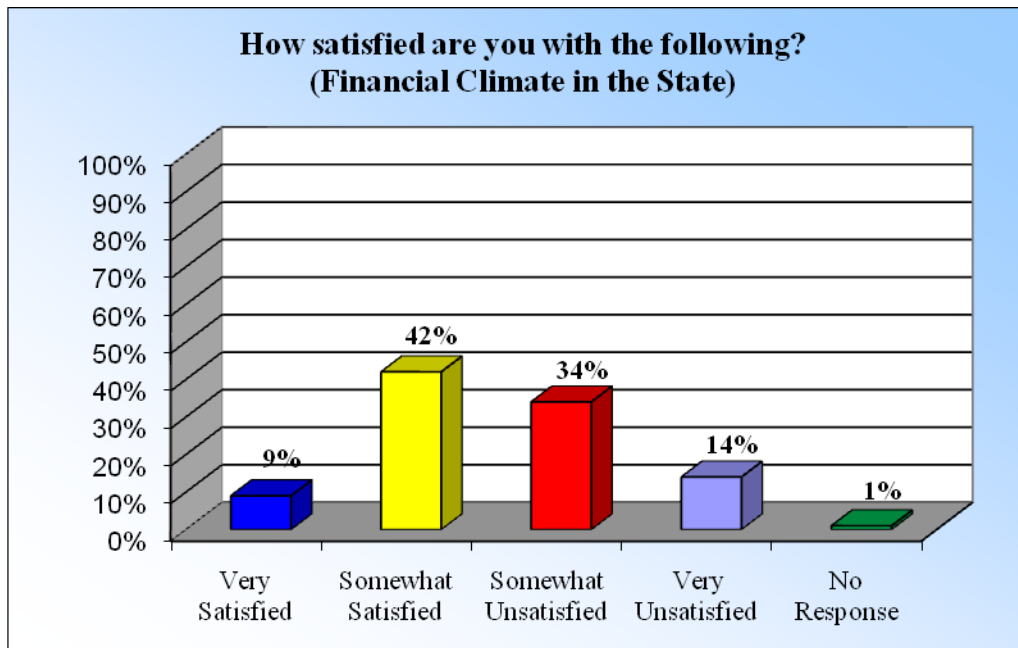


Fifty-two percent of businesses are very satisfied with the availability of parking for their business, 37% are somewhat satisfied, 10% are somewhat unsatisfied and 2% are very unsatisfied.

**Question 13e: How satisfied are you with the following?
(Financial Climate in the State)**

How satisfied are you with the following? (Financial Climate in the State)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	8	8.6	8.6	8.6
Somewhat Satisfied	39	41.9	41.9	50.5
Somewhat Unsatisfied	32	34.4	34.4	84.9
Very Unsatisfied	13	14.0	14.0	98.9
No Response	1	1.1	1.1	100.0
Total	93	100.0	100.0	

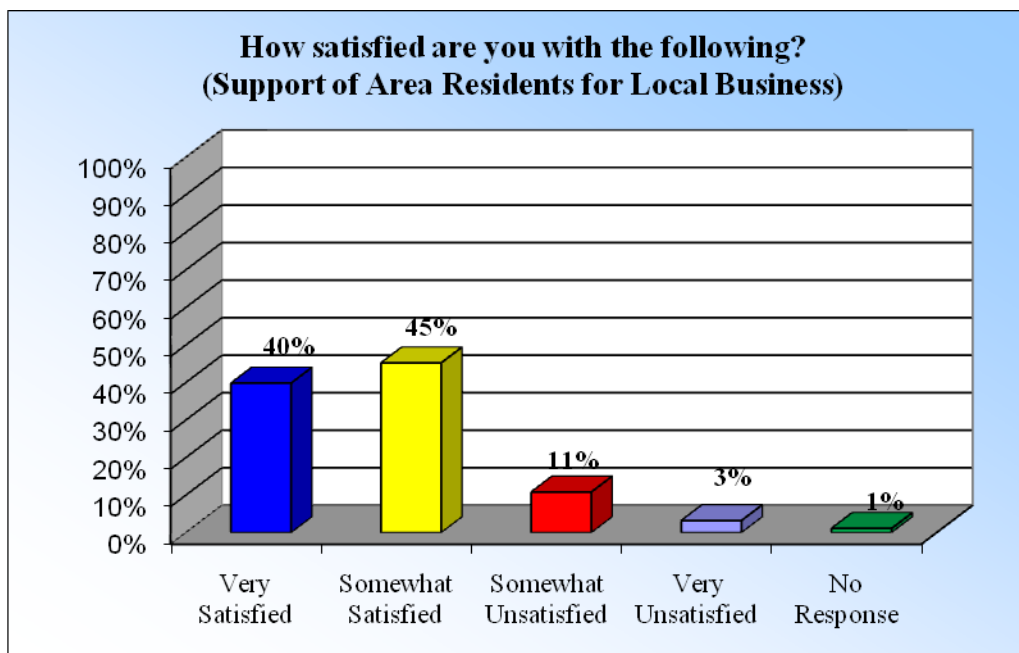


Nine percent of businesses are very satisfied with the financial climate in the state, 42% are somewhat satisfied, 34% are somewhat unsatisfied, 14% are very unsatisfied and 1% did not respond.

**Question 13f: How satisfied are you with the following?
(Support of Area Residents for Local Businesses)**

How satisfied are you with the following? (Support of Area Residents for Local Business)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	37	39.8	39.8	39.8
Somewhat Satisfied	42	45.2	45.2	84.9
Somewhat Unsatisfied	10	10.8	10.8	95.7
Very Unsatisfied	3	3.2	3.2	98.9
No Response	1	1.1	1.1	100.0
Total	93	100.0	100.0	

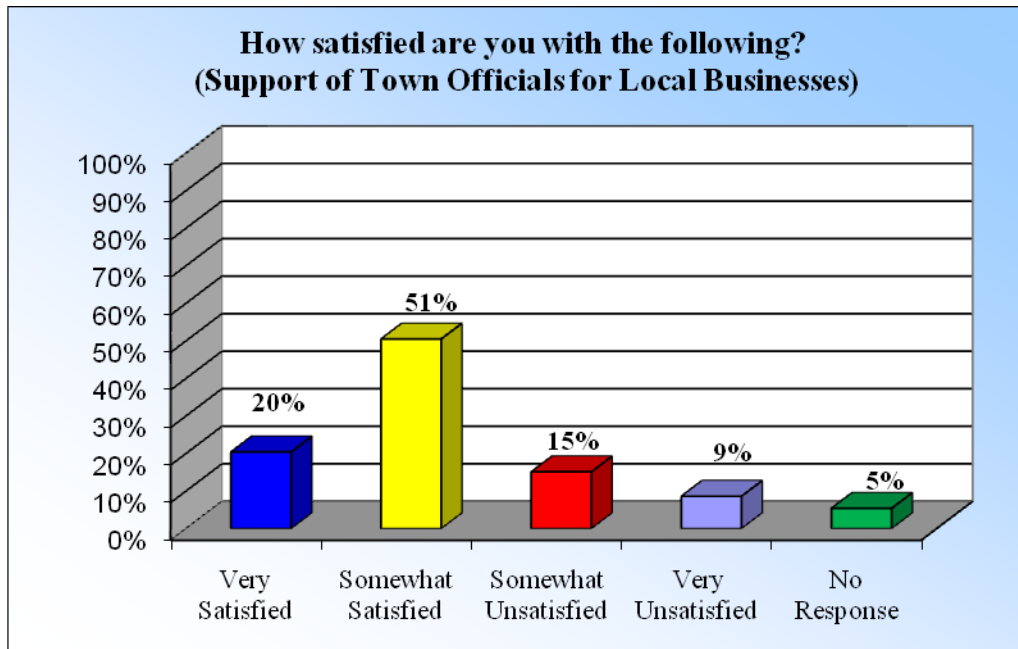


Forty percent of businesses are very satisfied with the support of area residents, 45% are somewhat satisfied, 11% are somewhat unsatisfied, 3% are very unsatisfied and 1% did not respond.

**Question 13g: How satisfied are you with the following?
(Support of Town Officials for Local Businesses)**

How satisfied are you with the following? (Support of Town Officials for Local Businesses)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	19	20.4	20.4	20.4
	Somewhat Satisfied	47	50.5	50.5	71.0
	Somewhat Unsatisfied	14	15.1	15.1	86.0
	Very Unsatisfied	8	8.6	8.6	94.6
	No Response	5	5.4	5.4	100.0
	Total	93	100.0	100.0	

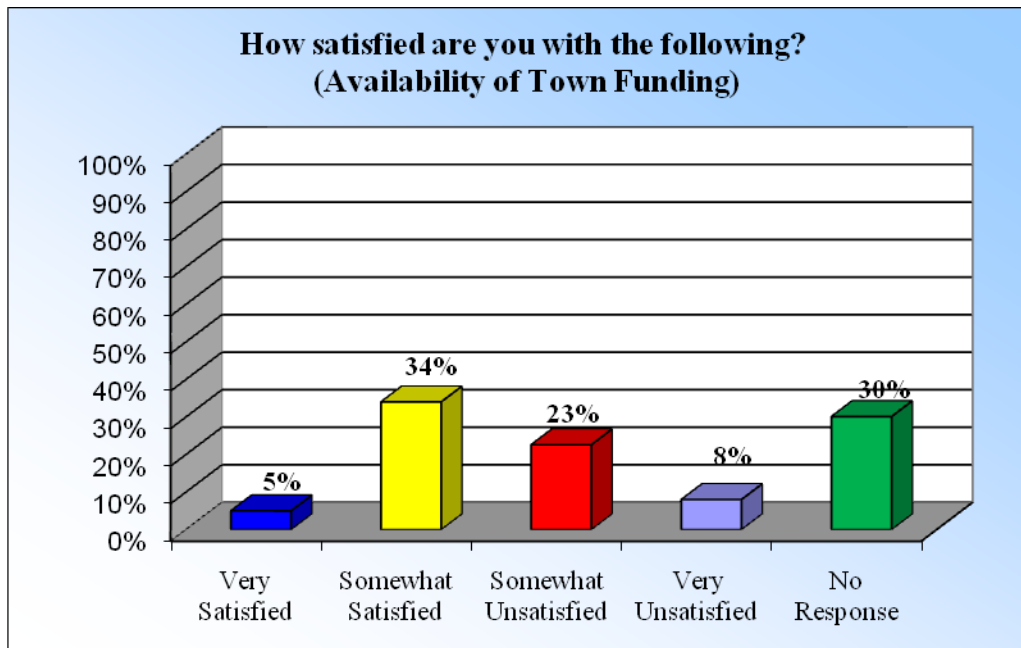


Twenty percent of businesses are very satisfied with the support of local officials, 51% are somewhat satisfied, 15% are somewhat unsatisfied, 9% are very unsatisfied and 5% did not respond.

**Question 13h: How satisfied are you with the following?
(Availability of Town Funding)**

How satisfied are you with the following? (Availability of Town Funding)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	5	5.4	5.4	5.4
Somewhat Satisfied	32	34.4	34.4	39.8
Somewhat Unsatisfied	21	22.6	22.6	62.4
Very Unsatisfied	7	7.5	7.5	69.9
No Response	28	30.1	30.1	100.0
Total	93	100.0	100.0	

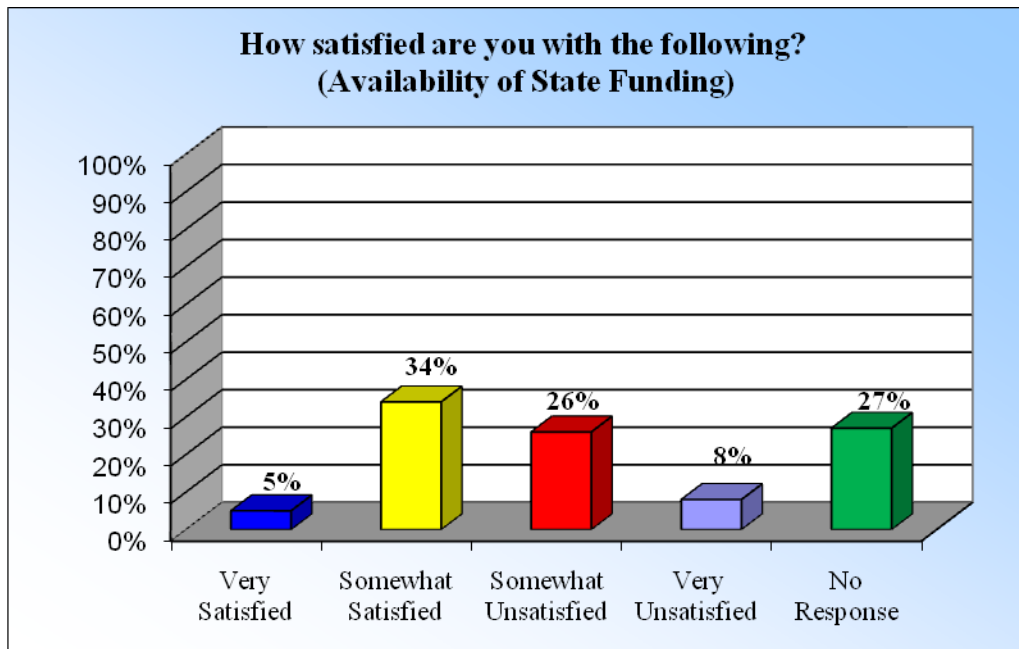


Five percent of businesses are very satisfied with the availability of town funding, 34% are somewhat satisfied, 23% are somewhat unsatisfied, 8% are very unsatisfied and 30% did not respond.

**Question 13i: How satisfied are you with the following?
(Availability of State Funding)**

How satisfied are you with the following? (Availability of State Funding)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	5	5.4	5.4	5.4
Somewhat Satisfied	32	34.4	34.4	39.8
Somewhat Unsatisfied	24	25.8	25.8	65.6
Very Unsatisfied	7	7.5	7.5	73.1
No Response	25	26.9	26.9	100.0
Total	93	100.0	100.0	

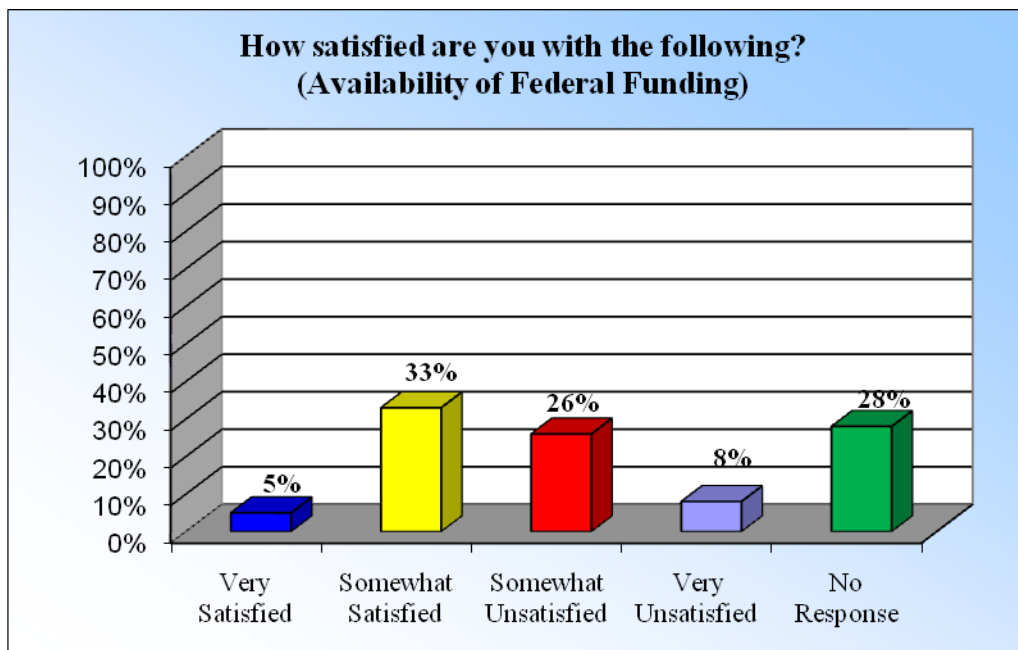


Five percent of businesses are very satisfied with the availability of state funding, 34% are somewhat satisfied, 26% are somewhat unsatisfied, 8% are very unsatisfied and 27% did not respond.

Question 13j: How satisfied are you with the following? (Availability of Federal Funding)

How satisfied are you with the following? (Availability of Federal Funding)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Satisfied	5	5.4	5.4	5.4
Somewhat Satisfied	31	33.3	33.3	38.7
Somewhat Unsatisfied	24	25.8	25.8	64.5
Very Unsatisfied	7	7.5	7.5	72.0
No Response	26	28.0	28.0	100.0
Total	93	100.0	100.0	

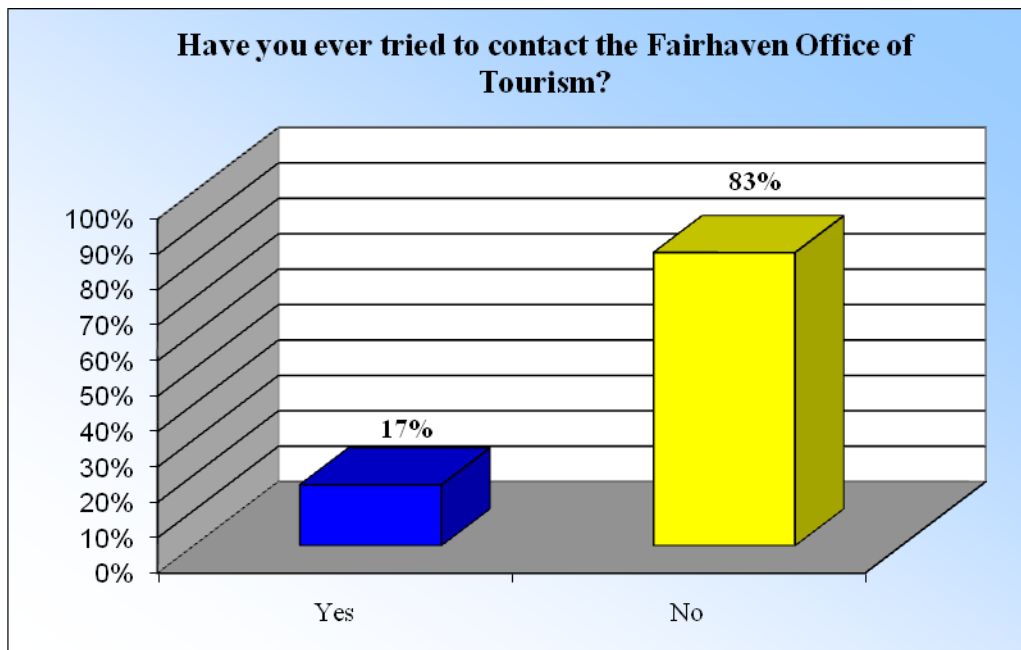


Five percent of businesses are very satisfied with the availability of federal funding, 33% are somewhat satisfied, 26% are somewhat unsatisfied, 8% are very unsatisfied and 28% did not respond.

Question 14a: Have you ever tried to contact the Fairhaven Office of Tourism?

Have you ever tried to contact the Fairhaven Office of Tourism?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	17.2	17.2	17.2
	No	77	82.8	82.8	100.0
	Total	93	100.0	100.0	



Seventeen percent of businesses have tried to contact the Fairhaven Office of Tourism and 83% have not.

<p>Question 14b: If you have contacted the Fairhaven Office of Tourism, how do you view it?</p>
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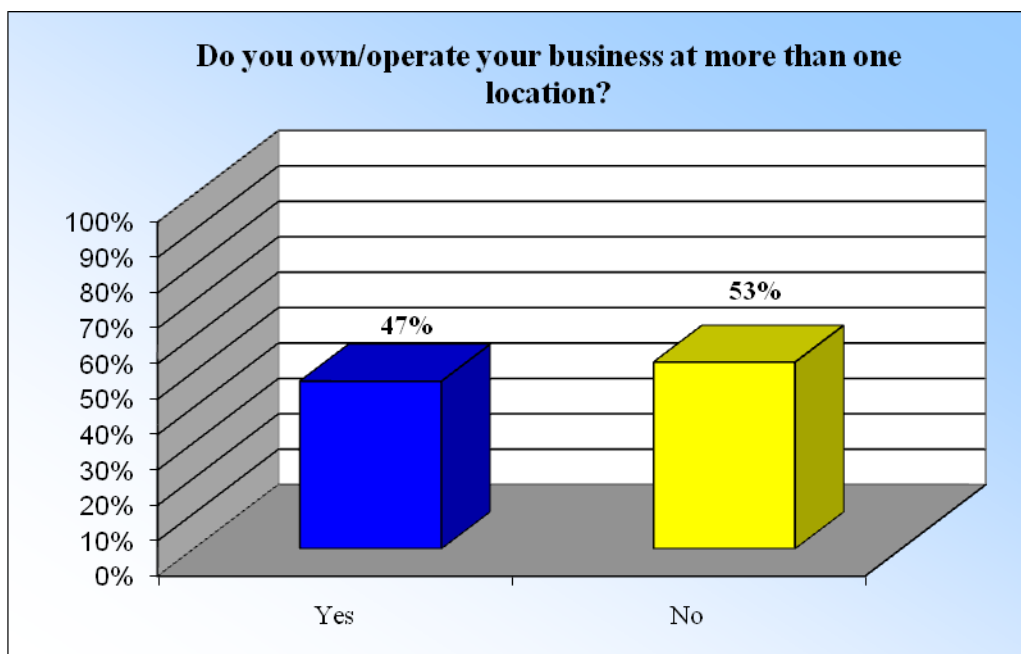
<u>Response</u>	<u>Frequency</u>
Not Helpful	(4)
Helpful	(2)
Good Experience	(2)
Satisfied with their help	(2)
Thought they were self-serving to a degree	(1)
Ineffective and lacking marketing skills necessary to fill the roll	(1)
Unsatisfactory, they are too concerned with the town's history not the local businesses	(1)
They are good at posting events	(1)
They are good for small scale ideas, but could do more to help bring in tourists	(1)
They should offer direction brochures to tourists	(1)
Total Responses	16

Question 15: What would you like to see the town of Fairhaven do to help local businesses?

<u>Response</u>	<u>Frequency</u>
1. Advertising	
-Local Advertising (free local ads and billing mailing and email list	(6)
-Advertising the town (events, beaches, trails, fishing, boating, and shopping etc.)	(5)
-More Advertising	(4)
-Less restriction on advertising (banners, signs, and flashing neon signs)	(3)
-Put up a high way shopping and beach sign	(3)
-Help bring local businesses together by using referrals	(2)
-Adding an online business directory to the Town of Fairhaven website	(1)
-Advertise outside the local region in magazines and on the radio	(1)
-Help recognize new businesses in the area	(1)
Total Advertising	26
2. Community and Events	
-More and better community Events	(3)
-Expo and job fair events	(3)
-help from residents and town officials	(2)
-Extend Homecoming Fair to Main Street	(1)
-More events on Sconticut Neck Road	(1)
Total Community and Events	10
3. Lower taxes/Tax breaks	(8)
4. Clean up streets and downtown, plow roads when it snows, and less road work	(4)
5. Increase foot traffic with tourism	(3)
6. More funding and grants for local businesses	(2)
7. Not sure what the town could do for them	(2)
8. Sell the Town of Fairhaven to companies/tourists trying to relocate	(1)
9. Any help to increase foot traffic	(1)
10. Assistance with schools in general area	(1)
11. Don't need any help	(1)
12. Business satisfaction	(1)
Total Responses	60

Question 16a: Do you own/operate your business at more than one location?

Do you own/operate your business at more than one location?				
		Frequency	Percent	Valid Percent
Valid	Yes	44	47.3	47.3
	No	49	52.7	52.7
	Total	93	100.0	100.0



Forty-seven percent of businesses operate their business at more than one location and 53% do not.

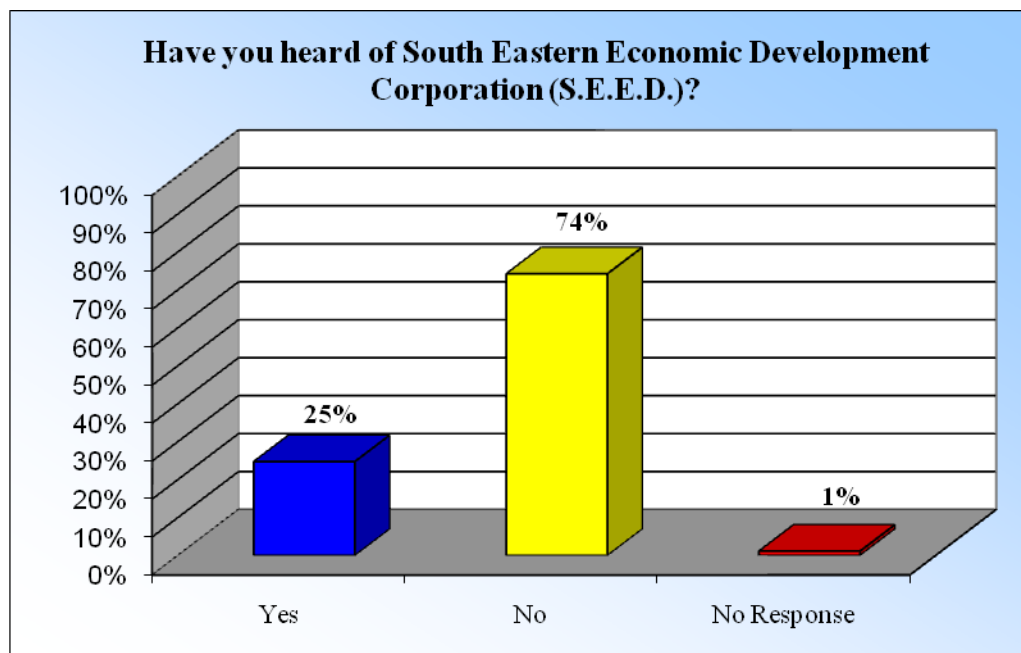
<p>Question 16b: If you own or operate your business at more than one location, where are the other locations?</p>

<u>Response</u>	<u>Frequency</u>
Chain	(24)
New Bedford	(6)
Dartmouth	(2)
Fairhaven	(1)
Taunton	(1)
Somerset	(1)
Swansea	(1)
New Bedford and North Dartmouth	(1)
Canton, Wareham, Somerville	(1)
New Bedford, North Dartmouth, Fairhaven, and Wareham	(1)
New Bedford, Taunton, Raynham, and Attleboro	(1)
Bridgewater, Plymouth, Quincy, and Dover	(1)
Rhode Island, Massachusetts, Vermont, and Florida	(1)
Separate Owners	(1)
No Response	(1)
Total Responses	44

Question 17a: Have you heard of South Eastern Economic Development Corporation (S.E.E.D.)?

Have you heard of South Eastern Economic Development Corporation (S.E.E.D.)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	24.7	24.7	24.7
	No	69	74.2	74.2	98.9
	No Response	1	1.1	1.1	100.0
	Total	93	100.0	100.0	



Twenty-five percent of businesses have heard of the South Eastern Economic Development Corporation, 74% have not and 1% did not respond.

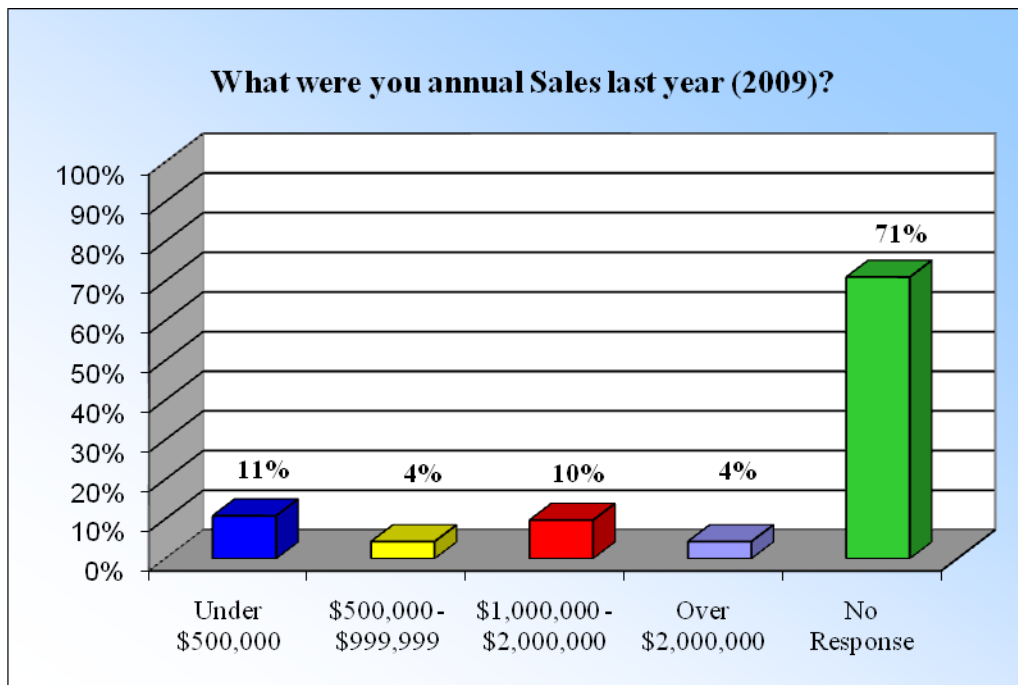
Question 17a: If you have heard of S.E.E.D., have you ever received assistance from them?
--

<u>Response</u>	<u>Frequency</u>
Not Received Assistance	(21)
Received Assistance	(1)
Would recommend S.E.E.D. to a start up a small business	(1)
Total Responses	23

Question 18: What were your annual sales last year (2009)?

What were your annual sales last year (2009)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$500,000	10	10.8	10.8	10.8
	\$500,000-\$999,999	4	4.3	4.3	15.1
	\$1,000,000-\$2,000,000	9	9.7	9.7	24.7
	Over \$2,000,000	4	4.3	4.3	29.0
	No Response	66	71.0	71.0	100.0
	Total	93	100.0	100.0	



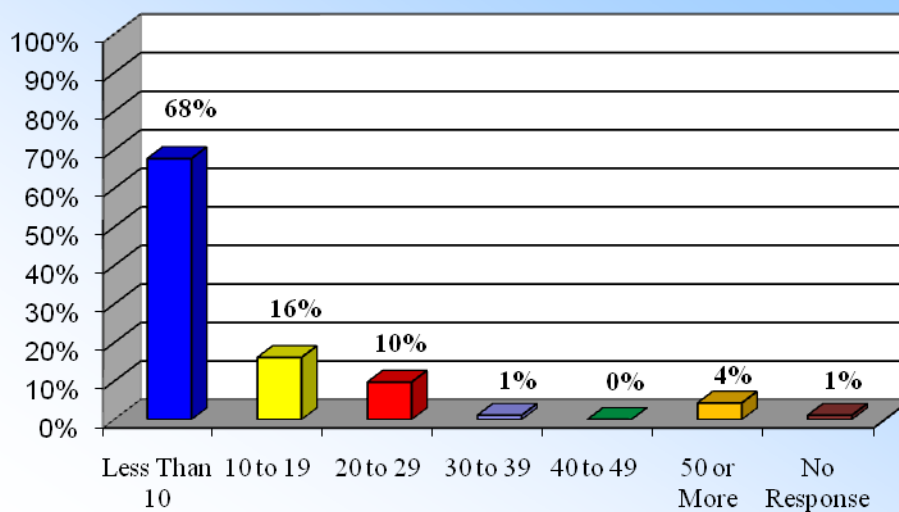
Eleven percent of businesses 2009 annual sales were under \$500,000, 4% were between \$500,000 and \$999,999, 10% were between \$1M and \$2M, 4% were over \$2M and 71% did not respond.

Question 19: How many full-time people do you employ?

How many full-time people do you employ?

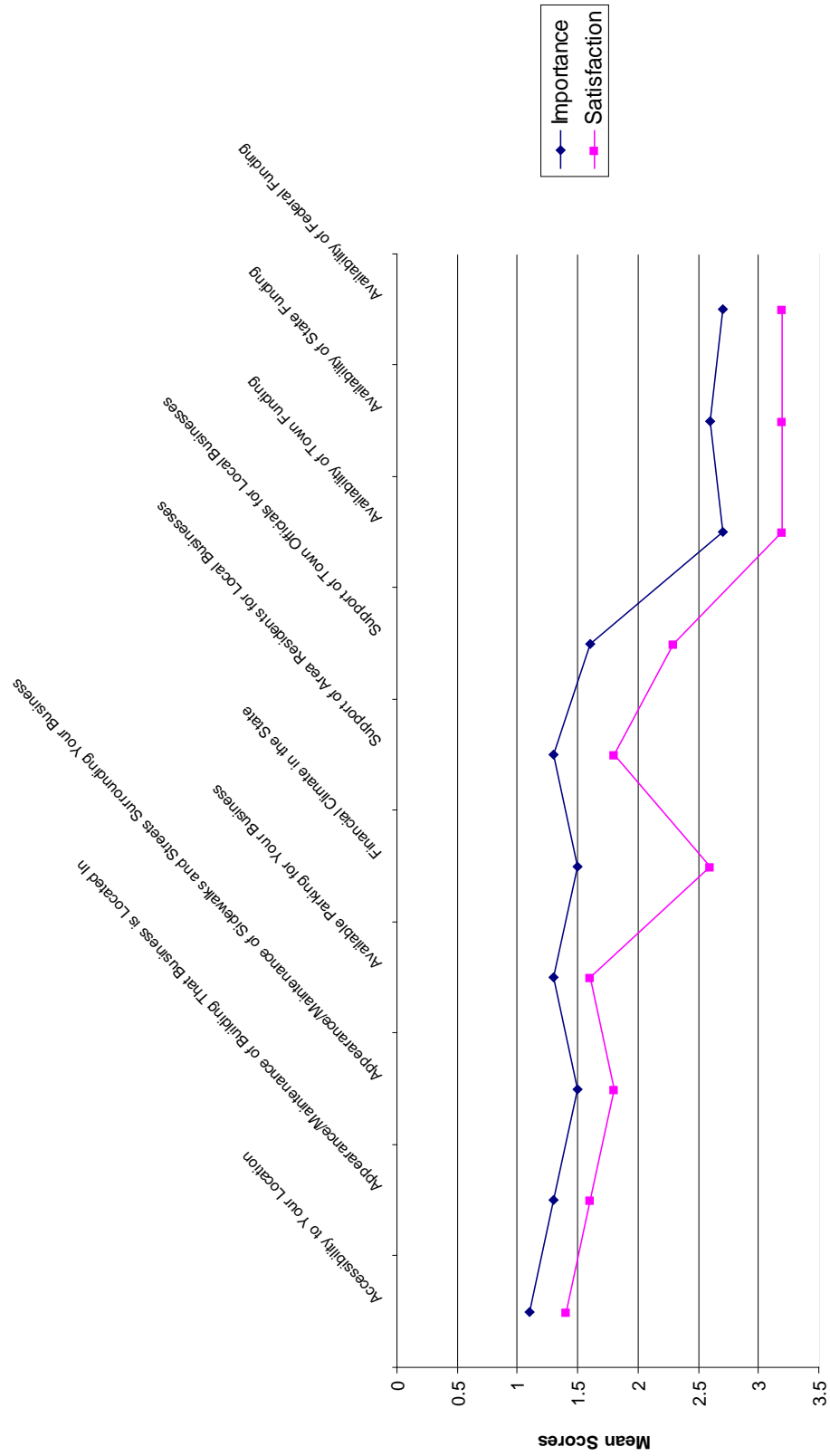
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 10	63	67.7	67.7	67.7
	10-19	15	16.1	16.1	83.9
	20-29	9	9.7	9.7	93.5
	30-39	1	1.1	1.1	94.6
	50 or More	4	4.3	4.3	98.9
	No Response	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

How many full-time people do you employ?



Sixty-eight percent of businesses employ less than 10 full-time employees, 16% between 10-19, 10% between 20-29, 1% between 30-39, 0% between 40-49, 4% employ more than 50 full-time employees and 1% did not respond.

Importance of Town Characteristics to Businesses and Their Satisfaction of These Characteristics in Fairhaven



Additional Analysis

Analysis of Responses Regarding the Serv-Qual Scale

A Serv-Qual scale method was used to determine current service gaps that need attention. One set of questions was used to determine the importance of certain characteristics of Fairhaven in general and the other set of questions was used to evaluate the satisfaction with these characteristics provided by the Town of Fairhaven.

Businesses in Fairhaven feel that expectations for the following criteria were not met:

- Accessibility to Your Location
- Appearance/Maintenance of Building That Business is Located In
- Appearance/Maintenance of Sidewalks and Streets Surrounding Your Business
- Available Parking for Your Business
- Financial Climate in the State
- Support of Area Residents for Local Business
- Support of Town Officials for Local Business
- Availability of Town Funding
- Availability of State Funding
- Availability of Federal Funding

The financial climate in the state has the largest gap between the importance of a certain characteristic and the overall satisfaction among respondents.

Recommendations and Conclusion

The purpose of this study is to investigate how the Town of Fairhaven can contribute to the satisfaction and sales of the businesses in Fairhaven. The following recommendations are based on the data collected from a survey with focus on specific variables.

1. Satisfaction with town services

Restrictions on advertising and signage were a common issue among most of the local businesses. Thirty-three percent of businesses suggested improvement in this area.

We recommend allowing businesses to have signs in front of their location. The number of signs per business should be limited. The town should also make it easier to get permits for advertising.

2. Satisfaction with having the location of their business in Fairhaven

Seventy-one percent of businesses are very satisfied with their current location in Fairhaven. Sixty-eight percent of businesses say it is convenient due to easy highway access. Only twenty-two percent said tourism makes Fairhaven a good location for their business.

We recommend that the Town of Fairhaven advertises local businesses through signs on the highway as well as on the internet. Having signs before Fairhaven, Exit 18, can draw tourists to businesses in town they might not have known about.

3. Satisfaction with the contributions of town, state, and federal funding.

Only 5% of businesses were very satisfied with town, state, and federal funding. Twenty-seven to 30% of all businesses didn't respond to these questions. During data collection many businesses stated that they didn't know funding was available for them at all.

We recommend that the town informs the local businesses on the availability of help from the town, state and the government. The town should also provide businesses with assistance in getting funding if needed. We also recommend that the town creates a website or pamphlet for new and upcoming businesses. This should explain the rules and regulations of the town, suggestions on improving their business and information on funding.

4. Community Events

Most of the community events that occur in town do not promote local businesses. At 18% the Homecoming Fair brought the most foot traffic and sales volume.

We recommend having events that bring businesses together and help them promote each other. The town should also allow businesses to sponsor community events in order to increase awareness.

Appendix

Businesses who refused to take the survey:

1. Screen Works: 508-993-1860
2. California Nails: 508-910-9977
3. Caribbean Sun Tanning: 508-992-7247
4. Cloud 9: 508-993-0699
5. Hair Design: 508-991-4320
6. Hairlines Design Team: 508-993-0942
7. Serenity Salon: 508-961-0018
8. Merolla Chiropractic: 508-990-2125
9. Susan M. Camacho DMD: 508-994-2255
10. Robert Harellick DMD: 508-993-0515
11. Charles Khoury DMD: 508-997-7776
12. "Fairhaven Community Nurse and Hospice Care": 508-992-6278
13. Cumberland Farms: 508-990-2355
14. General Nutrition Centers: 508-990-2355
15. Walgreens: 508-993-5326
16. Delken Cleaners: 508-996-9325
17. New Life Christian Fellowship: 508-999-1313
18. Eldens Casual Clothing: 508-992-4555
19. Fashion Bug: 508-997-7367
20. Euro Ship Store: 508-994-3020
21. 7-Eleven: 508-993-0426
22. Days Health and Sports: 508-997-9460
23. Stride Rite Shoes: 508-992-5551
24. Shaw's: 508-993-9996
25. Genes Famous Seafood: 508-996-5127
26. Great Wall Chinese Restaurant: 508-991-5340
27. Narragansett Star Café: 508-990-1900
28. Naughty Dawgs: 508-990-0022
29. Palace Pizza & More: 508-984-1500
30. Carousel Skating Center: 508-996-4828
31. Friendly's – Restaurant & Ice Cream Shop: 508-993-1600
32. Southcoast Home Care, Hospice, Infusion and Palliative Care: 508-984-0200
33. The Royal: 508-997-3193
34. Our Lady's Haven: 508-999-4561
35. Baggins End Guest House: 508-326-2567
36. Sears Appliance-Hardware: 508-984-1630
37. Dollar Tree: 508-993-7484
38. Ocean State Job Lot: 508-990-3286
39. CRS Boat & Yacht Cleaning: 508-993-1449
40. Scuttlebutts: 508-999-5253
41. Alden Buick Pontiac GMC: 774-929-8204

42. Alden Volkswagen: 508-817-5340
43. All Pro Quick Oil Change: 508-992-3033
44. Dussault Auto Sales: 508-993-1304
45. Fairhaven Gas & Coffee Shop: 508-992-0337
46. Guard Enterprises: 508-992-3033
47. Hanrahan's Auto repair: 508-994-2078
48. Howard's Auto Sales: 508-733-7128
49. Jiffy Lube: 508-997-6841
50. Midas Auto Services Experts: 508-992-4034
51. NAPA Auto Parts: 508-992-0037
52. AAA Travel: 508-997-7811
53. Fairhaven Community Concert Series: 508-993-3368
54. Bank of Fall River: 508-992-7251
55. Citizens Bank: 508-979-1300
56. Citizens Bank Stop & Shop Branch: 508-999-0201
57. Southern Mass Credit Union: 508-994-9971
58. St. Anne's Credit Union: 508-991-7828
59. Antil's Specialty Meats: 508-994-6441
60. Cardoza's Wine and Spirits: 508-992-4477
61. Little Bay Liquors: 508-997-2967
62. Premium Wine and Liquors: 508-990-8724
63. Pumpnickels: 508-990-2026
64. Rasputin's Tavern: 508-858-5490
65. Kmart: 508-997-1246
66. WalMart: 508993-8100

Bad Numbers:

1. Fairhaven Health Foods: 508-997-2647
2. Taylor Made Flowers: 508-996-8680
3. Card Smart: 508-990-1727
4. Classy Sassy Consignment: 508-996-1131
5. Stylin Cycles: 508-992-9738
6. The Car Buff: 508-990-2210
7. Fairhaven Bait & Tackle: 508-996-8682
8. Outdoor Connection: 508-997-4400
9. Photography By Holly: 508-984-7116
10. Southeastern Sportscards: 508-984-7090
11. Merolla Chiropractic: 508-990-2125
12. Dr. Scott W. Sylvia & Associates, P.C.: 508-990-2020
13. Bridge Street Station: 508-996-8749
14. Dog Palace (seasonal): 508-990-7242
15. Ferry Café: 508-997-1735
16. Morgan's Restaurant: 508-997-4443
17. Pampered Star Poochies: 508-997-7298
18. Anchor Appraisals: 508-995-3607
19. Bay View Real Estate: 508-994-1177

20. Charmed With Touch: 508-994-0098
21. Huttleston Realty: 508-997-0955
22. Fairhaven Recreation Center: 508-999-4222
23. Monster Mini Golf: 508-999-4222
24. Blimpie Subs & Salads: 508-997-0505
25. Burger King: 508-997-7272
26. D'Angelo Sandwich Shops: 508-991-3400
27. Subway Restaurant: 508-717-0408
28. Polish Manor Inn: 508-990-77690
29. Seaport Inn and Marina: 508-994-7673
30. Alex Furniture and Bedding: 508-774-6911
31. Modern Galleries: 508-996-6771
32. Uncle Bob's Self Storage: 508-997-8023
33. Nets Plus Inc.: 508-984-4409
34. Pet Haven: 508-992-7387
35. Car Parts of Fairhaven: 508-984-7600
36. Enterprise Rent-A-Car: 508-992-0337
37. Quality Wash and Vac: 508-992-4120
38. Justley's Auto Body: 508-993-7513
39. Main Line Tire Co.: 508-995-0690
40. Manny and Bob's Pre-Owned Cars: 508-994-2226 (retired)
41. Samantha's: 508-996-1443

These numbers were out-of-service, businesses that have gone out of business, and businesses that have changed locations.