

Dover, Vermont

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1. If you had unlimited time and money and zero chance of failure, what type of business would you open?
 - Car Wash
 - Health Club
 - Clothing Store
 - Campground
 - Golf Simulator Lounge
 - Bakery
 - Maker Space
 - Distillery
 - Motorcycle Shop
 - Specialty Food Store
 - Italian Restaurant with Live Music
2. What types of businesses do we feel already have a solid presence in Dover?
 - Ski Shops
 - New American Cuisine
 - Lodging
 - Seasonal Businesses
 - Property Management
 - Service Businesses (Excavating, Landscaping, etc.)
 - Short Term Rentals
3. What are types of businesses we are lacking? Where is there a need?

Top 5 Chosen by the Group

Off Hours/Weather Recreation Opportunities and Kids Activities
Childcare
Makers Space/Co-Working Space
Information Center
Specialty Food or Restaurant

Other Responses:

- Dry Cleaners
- Health Care
- Vet Services
- Pet Supplies
- Pet Grooming
- Doggie Daycare
- Child Care
- Reliable Internet Service Provider
- Long Term Rentals
- Off Hours/Weather Recreation Opportunities

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- Childcare
 - Kids Activities
 - Car Wash
 - Tourist Information Center
 - Shared Artist Space
 - Makers Space
 - Co-Working Space
 - Artist Collective
 - Bank
 - Live Entertainment Venue
 - Ride Sharing
 - Public Pool
 - Ice Rink
 - Food Delivery
4. Are there any types of business we don't want to see in Dover?
- Walmart (or chain type box stores)
 - "The Same Restaurant"
 - Chain Fast Food Restaurants
 - Strip Clubs
 - Casino
 - Additional Lodging
5. In your opinion, what is the most innovative business to open in Dover or the surrounding area in the past 5-10 years?
- Deerfield Bar and Bottle
 - Custom Catch
 - Mindlock
 - Ratu's
 - CB Creates
 - Snow Republic
 - Moto Vermont
 - Sticky Fingers
 - Peak Properties
 - Tito's Tacos
 - Advisors Mortgage Group
 - First Choice Mortgage Services
 - Creamie Stand
 - Twice Blessed
 - Green Mountain Adventure Challenge

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6. What types of business are best suited to our seasonal economy? Are there any businesses that are more immune to slower times or situations like COVID-19?
 - Liquor Store
 - Marijuana Dispensary
 - Businesses with a Firm Online Presence
 - Small Manufacturing
 - Recreational
 - Entertainment
 - Retail Clothing
 - Child Care
 - Groceries
 - Essential Services
 - Professional Services
 - Property Services
 - Multi-function Business (i.e. Vermont Country Deli)

7. What type of businesses would help to attract a broader workforce in Dover?
 - Tech Based Businesses
 - Recreational Activities
 - Culinary School
 - Financial Services
 - Small Manufacturing
 - Technical School
 - Affordable housing
 - Professional Services
 - Aviation School

8. What are the most effective ways for businesses to market themselves in Dover?
 - Search Engine Optimization (Search Engine Optimization)
 - Deerfield Valley News
 - Instagram
 - Facebook
 - Social Media
 - Economic Development Website
 - Direct Mailing
 - Tourism Websites
 - Sandwich Board Signs
 - Visibility
 - Consistent Presence
 - Front Porch Forum
 - Word of Mouth
 - Google Ads

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9. What advice would you give to a new business owner opening in Dover?
 - Focus on Marketing
 - Keep Consistent and Reliable Hours
 - Be Involved with Community
 - Host/Participate in Events
 - Make Sure You Know “The Rules” (taxes, codes, zoning regs, etc.)
 - Work with Mount Snow
 - Collecting/Understanding the 1% Option Tax
 - Always Return Calls and Emails
 - Be Professional, No Matter What Type of Business
 - Create a Solid Web Presence
 - Utilize Continuing Education for Your Business
 - Provide/Offer Employee Training
 - Keep Yourself Resilient, Evolve When Needed
 - Provide the Highest Level of Hospitality
 - Maintain a Realistic Budget
 - Present Your Passion.