

# Town of Minturn Business Survey

June 2019



Prepared for:  
*Town of Minturn*

Prepared by:  
*Intercept Insight, LLC*

PO Box 2078  
Avon, CO 81620  
970.331.1086  
[www.interceptinsight.com](http://www.interceptinsight.com)

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# Objectives

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The Town of Minturn invested in a third party research company, Intercept Insight, LLC, to conduct a Minturn business community survey. This study was designed to help understand and evaluate why businesses operate in Minturn, what are the challenges of operating a business in Minturn, how the Town can be a benefit, and what types of businesses/Town assets should be further pursued and developed. Several objectives were developed for this study, and a questionnaire was designed and formatted to meet these objectives.

## Objectives:

- ❖ Understand why businesses operate in Minturn
- ❖ Understand what challenges businesses incur operating in Minturn
- ❖ Evaluate what value/services the Town can offer to local businesses
- ❖ Determine advertising preferences, and current channels of communication
- ❖ Understand what types of businesses current business owners would like to see come to town
- ❖ Evaluate what current Town assets should be further developed
- ❖ Determine which events help increase foot traffic and sales volume

# Methodology

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The Town of Minturn and Intercept Insight designed a core set of questions intended to meet the objectives of the study. Once the survey was approved, the questions were programmed into an online survey design tool. Email addresses collected through various outlets were provided to Intercept Insight to be used as the sample set for this study.

The sample set was uploaded into the online survey tool and prepared for distribution. The survey invitation was distributed to the sample set on April 26<sup>th</sup>, 2019, which included the survey link, an incentive, and an “opt-out” opportunity in respect of privacy. Reminder notifications were launched periodically to those who had not yet responded to the original invitation.

The survey was closed and the data was downloaded and prepared for analysis/reporting on June 10<sup>th</sup>, 2019.

# Summary/Highlights

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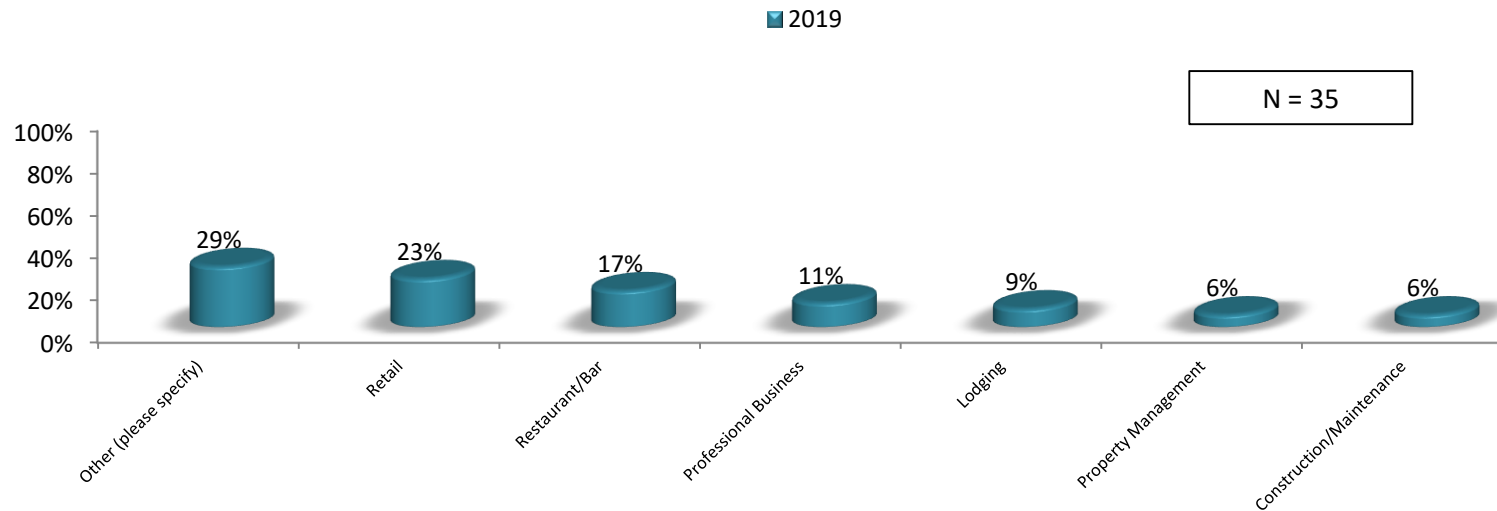
- ❖ Sample size – 122 valid email addresses
- ❖ Response rate – 35 responses (26%)
- ❖ Statistical validity – 35 completions offers a 14% margin of error at 95% confidence interval
- ❖ Reason for operating in Minturn – Quality of Life | Close to Home
- ❖ Business types – Retail (29%) | Restaurant/Bar (23%)
- ❖ 20% are “Home-based” businesses
- ❖ 52% are aware of the energy programs available
- ❖ Most challenging items for businesses – Health insurance | Recruiting and retaining employees
- ❖ Least challenging items for businesses – Vandalism | Shoplifting/theft | Tenant/Landlord relationship
- ❖ Most useful business service – Marketing Main Street as a Destination
- ❖ Least useful business service – Networking events
- ❖ 69% currently advertise
- ❖ Most utilized advertising channels – Website and Social Media
- ❖ 64% of those who do not advertise, prefer not to advertise
- ❖ 27% can’t afford advertising and 18% don’t believe advertising is effective
- ❖ Most supported by the business community – Improve pedestrian access to commercial areas.
- ❖ Least supported by the business community – The Town should stay out of the business market.
- ❖ Top three community assets which should be further developed – Recreation (trails, paths, etc.) | Expanded public parking | Main Street commercial uses
- ❖ Events which increase foot traffic/sales volume the most – Minturn Market | Summer Concert Series
- ❖ Customer breakout – Local 46% | Destination (54%)

# Town of Minturn Business Owner Details



# Business Owner Details

What type of business do you own/operate within the Town of Minturn?



## Business Type - "Other" Comments

Yoga and wellness

Service Business: Fitness

Restoration and Cleaning

MFC

Massage therapy

Marketing Entertainment

Manufacturing

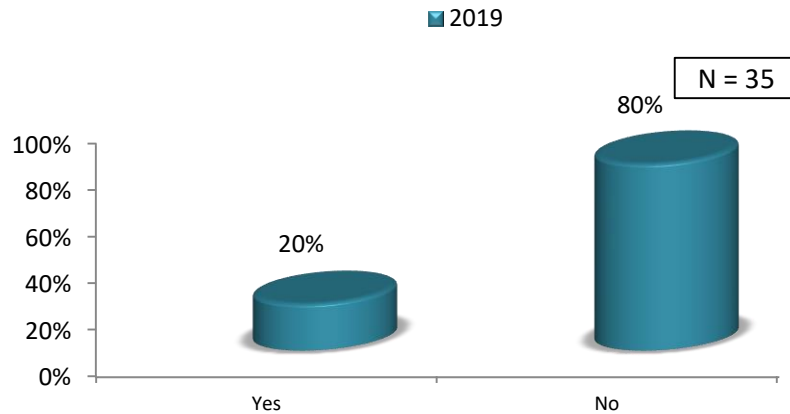
Home based service

Glass Art Studio

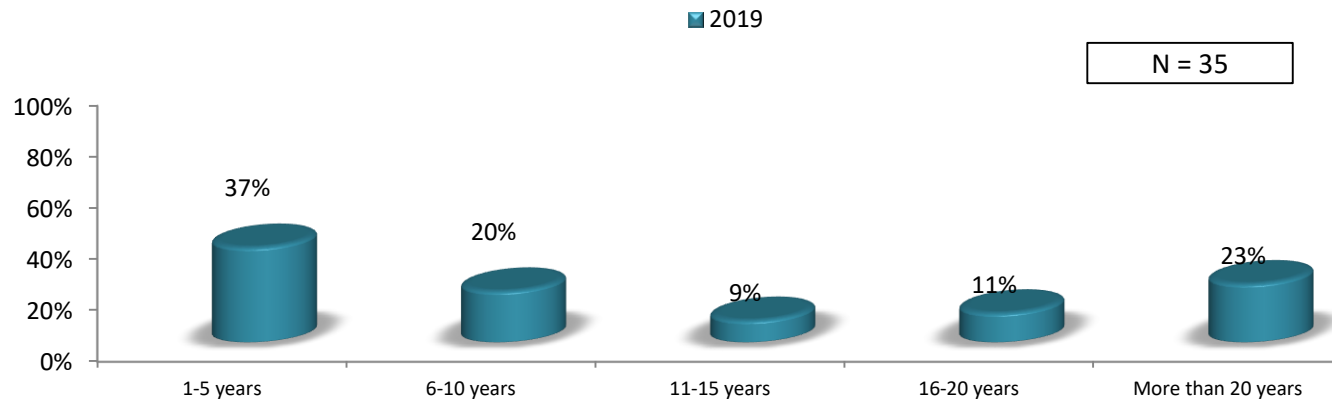
Art goods

# Business Owner Details

## Is your business home-based?



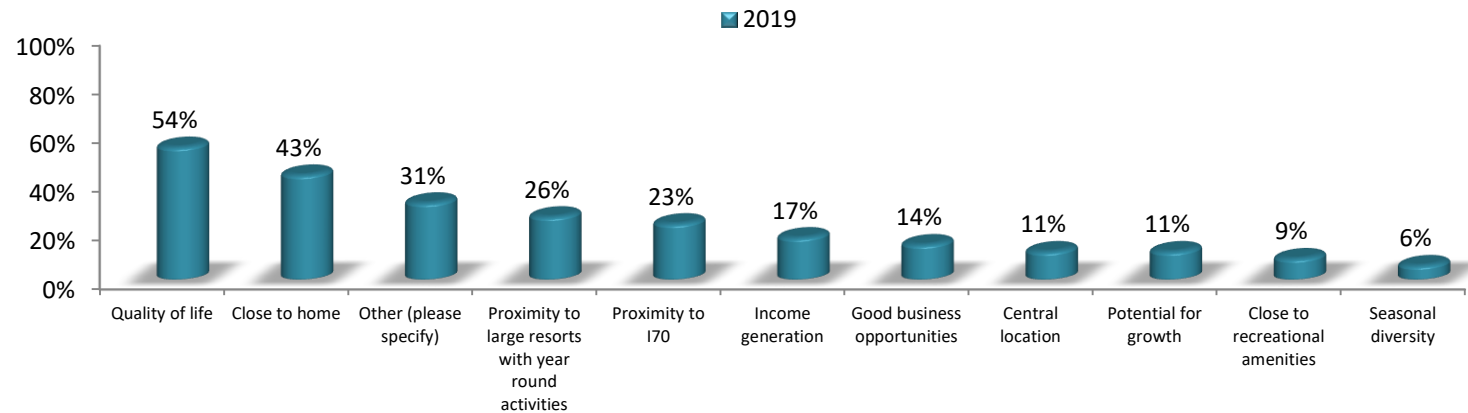
## How long have you operated your business in Minturn?





# Business Owner Details

## Why do you own/operate a business in Minturn? (Multiple Response)



### Why Business in Minturn - "Other" Comments

- That is where the business was located when we bought it in 1986.
- Store is in an old house and boutique style fits in a small town
- Space became avail at the right time
- Reasonable lease rates
- Proximity to VSSA
- Only location I could find
- I live here
- Building in Minturn
- Best space available for industrial operation up valley
- Because a quirky authentic town in a great match for our type of business
- Affordable rent

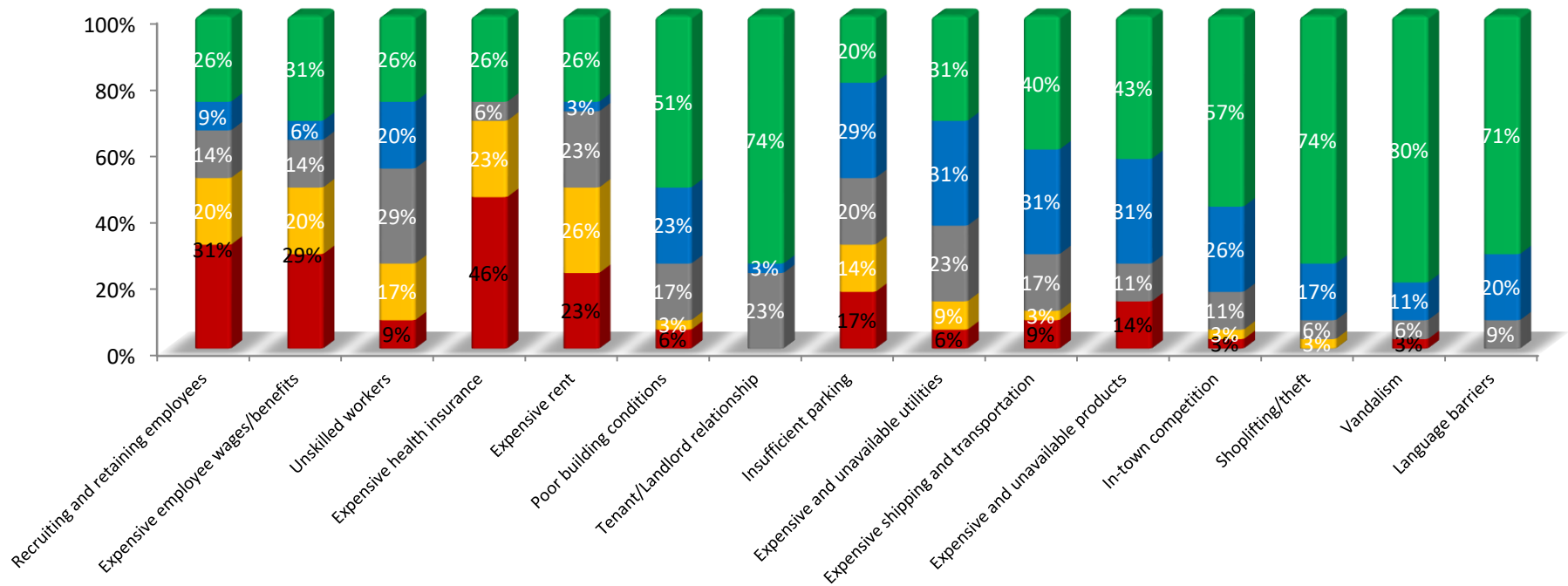
# Business Operation Challenges/Services



# Business Operation Challenges

Please indicate to which degree your business experiences the following challenges:

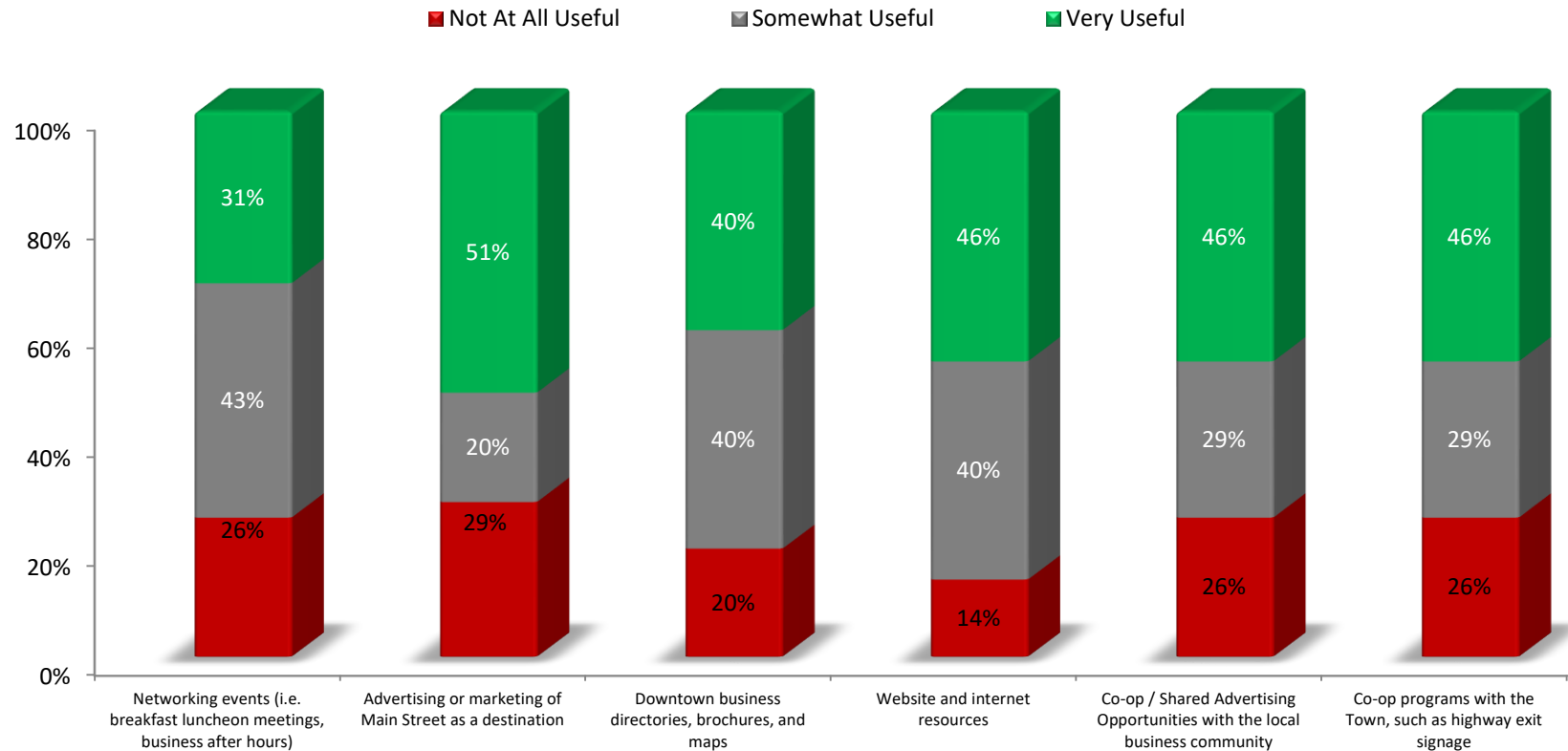
■ All The Time
 ■ Very Much
 ■ Somewhat
 ■ Not Very Much
 ■ Not at All



Business Challenges
USPS Post Master/Services
The design of the road and lack of parking and lack of events is simply unfriendly
SAFE SIDEWALKS
Road conditions
Projects that don't materialize
Poor postal service
Cost of living

# Business Services

Please indicate the extent to which the following business services would be useful:



Advertising

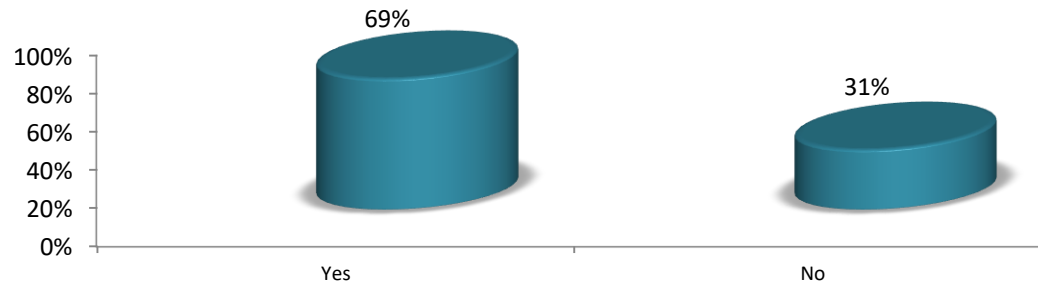


# Advertising

## Do you currently advertise?

■ 2019

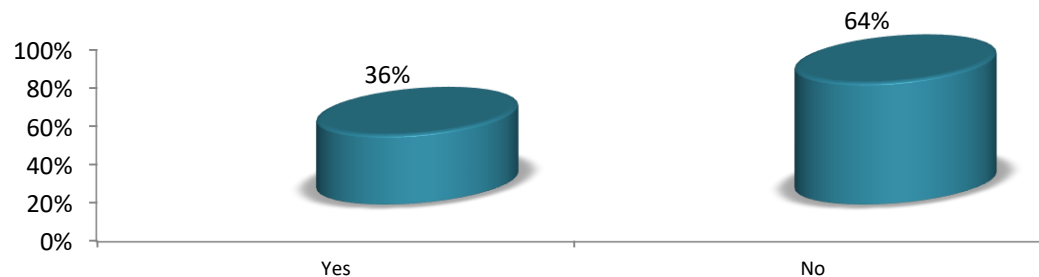
N = 35



## Would you like to advertise? (Asked only of those who do not advertise)

■ 2019

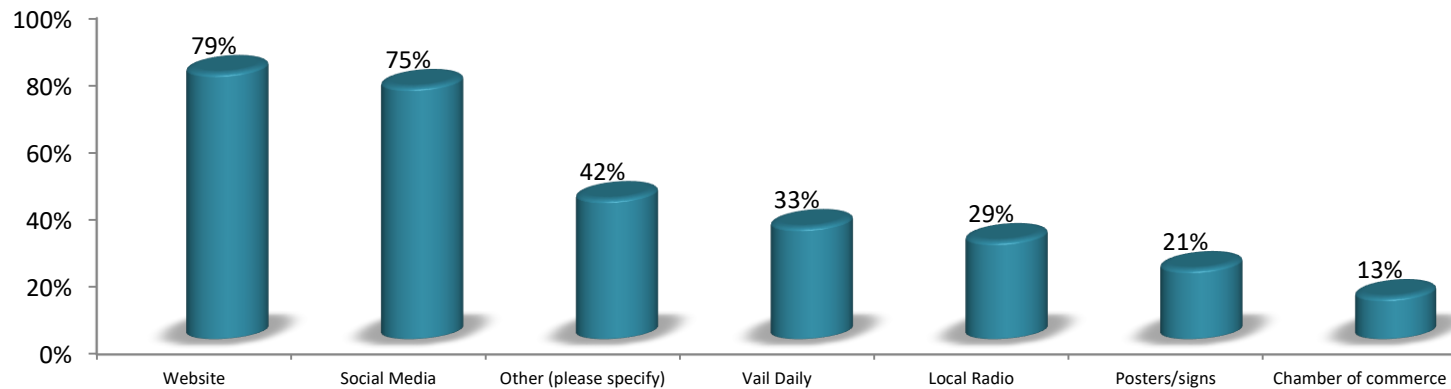
N = 11



# Advertising Comments

## Where do you currently advertise? (Multiple Response)

■ 2019



### Advertising - "Other" Comments

Various booking channels

Vail Valley Magazine

Social Media

Singletree Magazine

Personal marketing

Mailers

Mail and email newsletters

Magazines

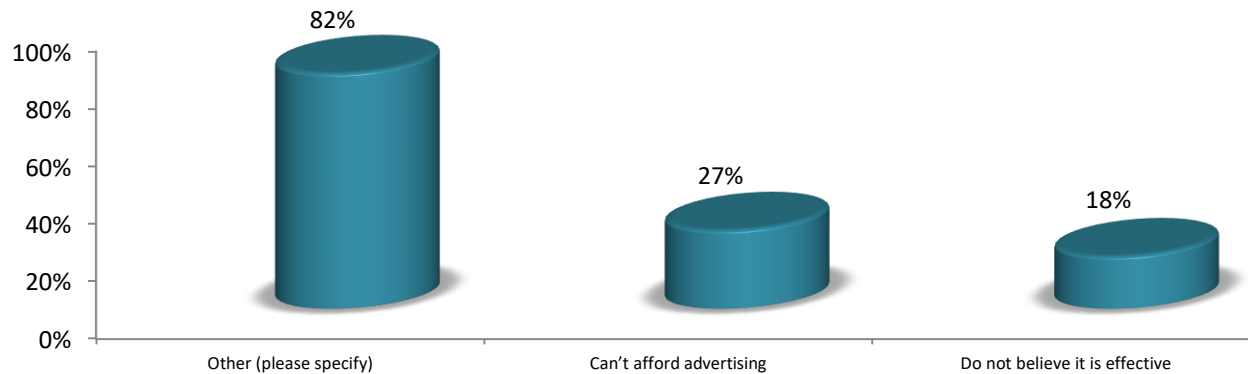
Magazine

Google

# Advertising Comments

## Why do you currently NOT advertise? (Multiple Response)

■ 2019



### Why Not Advertise - "Other" Comments

Word of mouth business
Not useful to property mgmt
Not useful
Not applicable at this time
Have been focusing on other business realms
Extremely good service. Word of mouth is best for me.

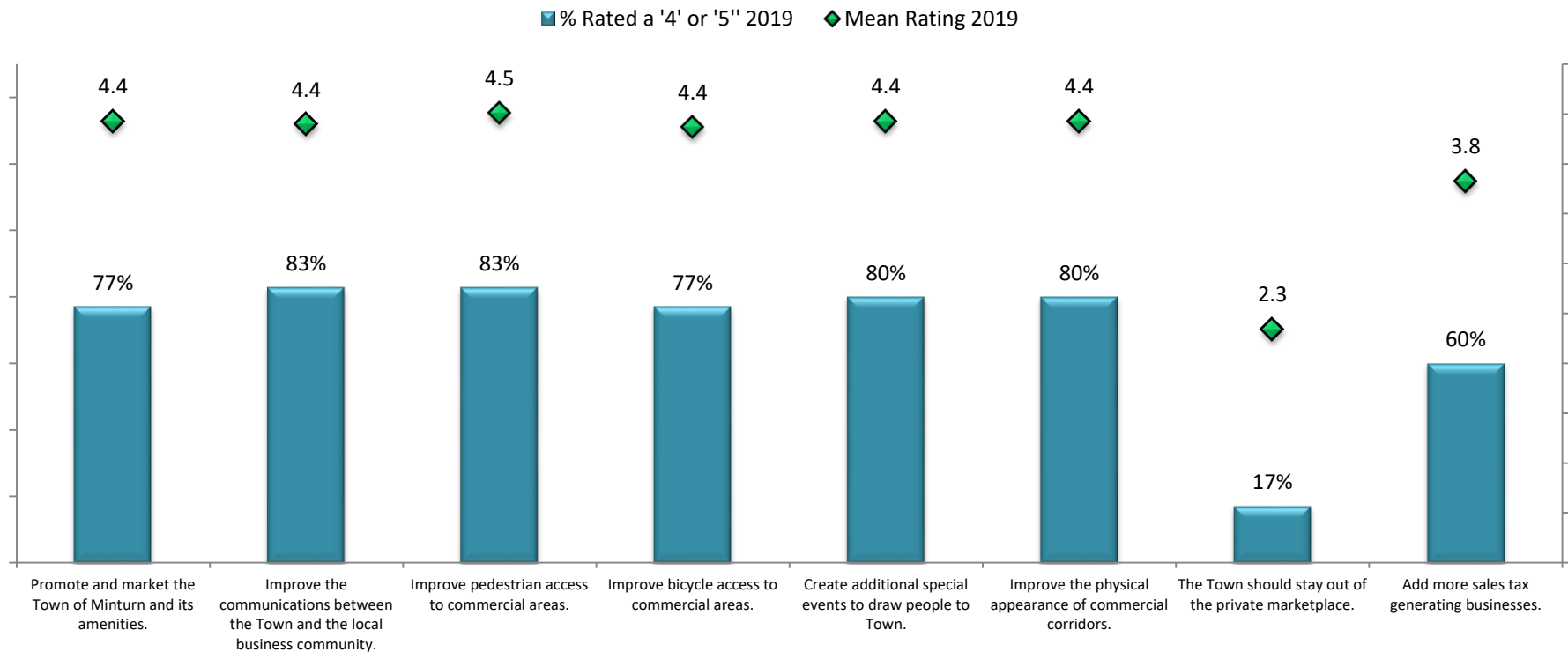


# Town Support for Local Businesses



# Town Support

Please rate how well you oppose or support the following items on a scale of 1 to 5, where 1=Strongly Oppose and 5=Strongly Support.

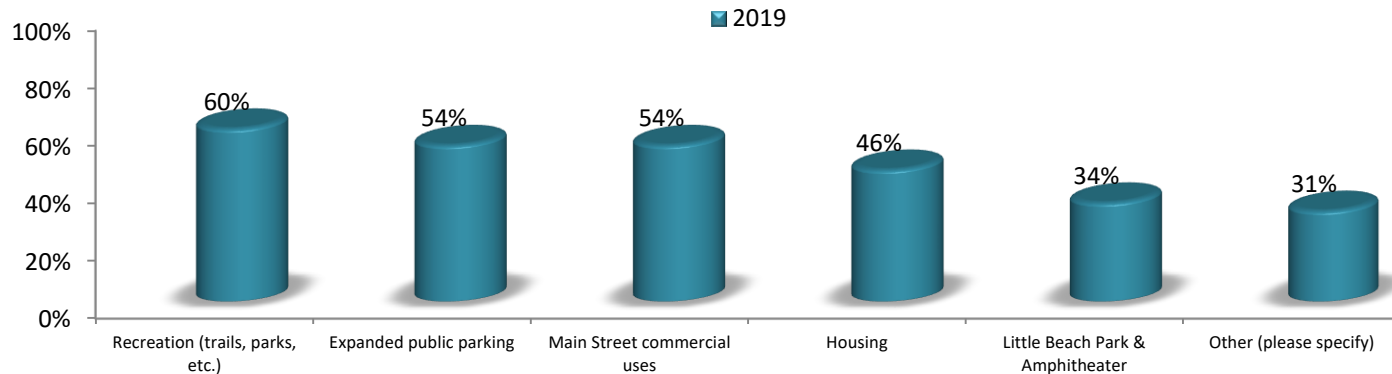


# Desired Business Types

Please name up to THREE types of businesses you would like to see come to town:		
Business #1	Business #2	Business #3
Sidewalk construction company	Pooper scoopers	Junkyard pickers
Shops	Professional offices	Niche shops
Non-chain Pharmacy; although a Walgreens is a solid place	We miss having a BANK	Specialty shops: Like an Aveda Salon, Card/book store, Wine bar, micro-brewery
Mountain Bike Instruction	Grocery/Market options	
More inexpensive ethnic food	High end natural or organic grocer	
Kids store/Kids consignment	Old fashion candy/ice cream parlor	Old fashion bakery or Tea & Spice
Ice cream shop	More retail	
Hotels	Hotels	Hotels
Hotel	More Bed and Breakfasts	VRBO and apartments, Tiny house village
	A really nice all day restaurant where the employees are enthused and show up and do a good job	
Hooters	Grocery store	Hooters
Hardware store	Weed shops	Work space
Grocery store	More dining options	More hotels
Grocery store	Year around entertainment venue	
Grocery	Sports equipment rentals	Laundry
Groceries	Swim/rec center	A real bakery
Good grocery store	Grocery store	Community room: events & classes
Fast Food	Brewery	General store
Dispensary	Bike Shop (Bummer Minturn Peddler Decided Avon was better)	
Dinner Restaurants	Clothing	Any business to encourage nightlife activity
Camping/Hiking	Deserts/Chocolates/ Candies	Brewery
Brewery/Distillery	Casual dining but quality restaurant	Marijuana shop
Brewery	Brewery	Maybe another retail that isn't an antique shop
Bike shop	Brewery/distillery	Specialty - cheese, yarn, etc.
Bakery	Brewery	Outdoor gear
Art studio	School	Grocery store
Art gallery	Market (grocery)	Music venue
Art		Tools (ace hardware)

# Community Assets

**With your business in mind, which THREE community assets would you like to see further developed?  
(Multiple Response)**

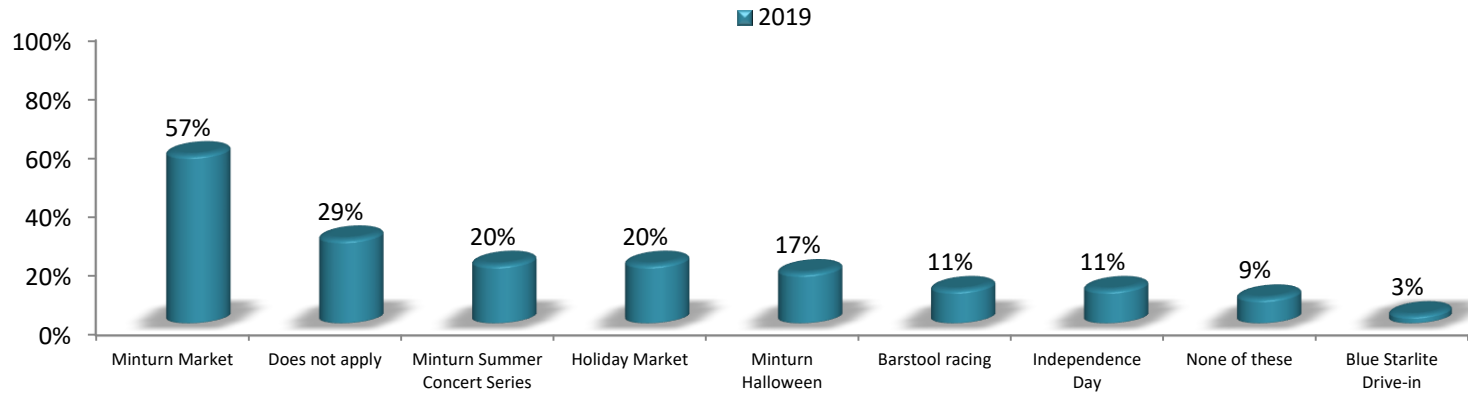


## Further Development - "Other" Comments

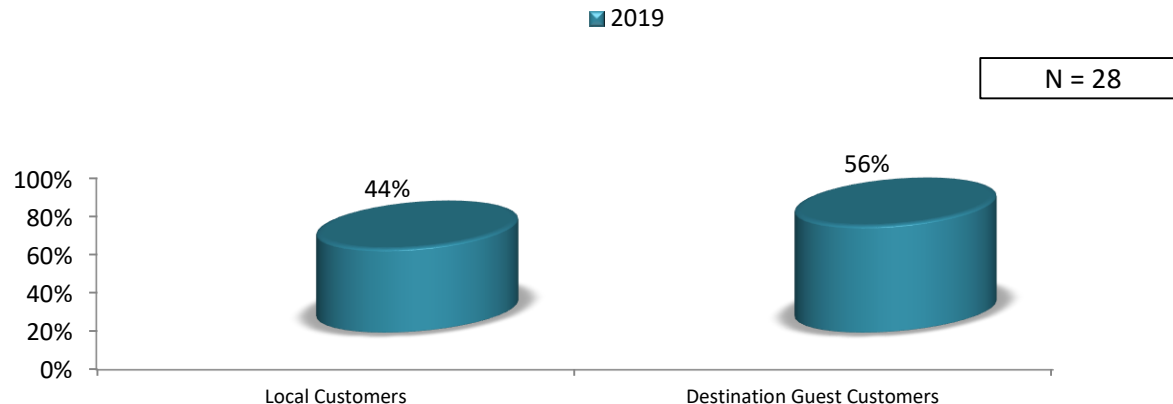
- Off main street retail
- Make positive development less expensive and more possible by lowering regulation, fees, and get government out
- Increased quantity and variety of retail - draws more people | More public restrooms
- Ice skating
- Events year round
- Create an arts district please
- Bike path to Maloit Park
- Bike path
- AFFORDABLE housing- not townhomes.
- AFFORDABLE Housing
- Add transportation

# Beneficial Events to Business

**Events Which Increase Foot Traffic/Sales Volume the Most  
(Multiple Response)**



**Average Customer Type by Market Segment**



# Benefits to Business in Minturn

## Benefits to Business

- We really don't have much business here in town. Our clients mostly consist of Vail/Beaver Creek/down valley 2nd home owners
- To clarify, local means property owner when I answered the last question about market share. Mainly second homeowners throughout the State of Colorado and mainly in the resort communities. Much of our business is also out of state. Community first Marketing & Transportation are how we promote our community. The community has made strides towards improving the quality of life for those living in Minturn and those who visit. Thank you! Keeping the police as a quality characteristic and valued component to our community is important. I've been hearing rumbling complaints about enforcement losing the community sense of their jobs and I hope the guidance of our town leaders includes the spirit of the law ( the intent as opposed to the letter of the law and directs our contracted deputies to consider their choices ). Our citizens are people first and our children have names. Building relationships are the most important part of maintaining the community. Especially as the folks who live in town are the true characters who make the character of our town so awesome. Because "we folks who know and love Minturn" are centric in our views, we may assume guests to Eagle County's resorts are all well aware of Minturn. I'm not so sure they do. I sincerely believe that a full-service transportation system will help build our community with the least impact. Couple transportation with an outstanding marketing campaign and in my opinion, we have a winning combination. I would suggest that we negotiate transportation in lieu of the parking requirements we currently have in our code. We are sandwiched between resorts who aim to keep their guests within their community. Unless we provide a good reason and a way, those guests may be less likely to travel for a visit here. It is surprising how many guests come to Vail/Beaver Creek and are completely unaware of Minturn. Many have never visited Minturn at all. Just recently, as an example, we had a guest come to our store via Taxi. She
- Roads and sidewalks
- Parking in the core, NOT the municipal lot. Customer will not park there and walk to Main St. They never have and never will. Signage at entrance of Williams Street directing customers to parking. Promised by Janet and Willy that turned out to be not truthful. Over 2 years ago☹️💔
- Not to exclusively focus on retail businesses, as I am a service provider.
- Not much. You're doing a good job!
- Not having competition in the farmers market that compete with your year round tax generators...
- My business doesn't have any sales occurring in the Town of Minturn. The Town of Minturn should work first on completing and mastering the art of sidewalks (government function) and prove itself there before working in the free market area. If that means increasing the property taxes to get the sidewalks/streets done, then so be it.
- More parking and events
- More marketing to bring in more people....and convince CDOT to fix the road quickly!
- More housing opportunities
- Marketing of Minturn to drive traffic to town
- Marketing
- Main Street needs to be revitalized to draw more consistent traffic day and night. Buildings are in a dilapidated state, torn up cars without registration are parked around unmoved for weeks and often times months, and there are no business that attract any sort of healthy nightlife other than The Country Club and Saloon. Minturn needs to join the rest of the towns in the valley as a desirable destination for people who live up and down the valley. It is a shame the new owners of Minturn Realty have continued the neglect of buildings on and around Main Street. Minturn could be so cool-not unlike Salida, Buena Vista, Leadville, Ridgway. We enjoy being in Minturn but at a certain point the price of leasing our space will not be supported by the consumer traffic both locally and non-locally.
- Lower regulations and ridiculous enforcement of some policies inconsistently. back off and get out of the way. Why would an economic development director need to hire outside help to poll etc? not qualified if they need help in small town like ours.
- Lodging
- Letting people know how different we are from the rest of the valley. Small, old owner owned store, quiet, beautiful setting, less expensive, and friendly.
- I'd like to see the town really push for more galleries and artist studios...then create an art walk/open studio in concert with the markets. the foot traffic in and around town would help my business and would also activate the side streets further.
- Highlight local businesses in a write-up for newsletters and other means
- Give people more things to come to Minturn for - events, trails, more eclectic businesses, places to stay and eat.
- Fixing the road (I know it is a CDOT issue but) - bike paths - slower speed thru town, 15mph (may be a CDOT issue too), ability to maybe have retail outside of main st (as long as it is a specialty shop that doesn't have a ton of customers), the town is doing a great job here just asking - thanks
- Employee or local housing
- Ease of parking, and plowing schedules
- Development of housing including affordable housing and rentals such that we continue to grow as a vibrant primary home community.
- Clean up the junkyards leading into town and run a bike path to Maloit Park and beyond.
- Build affordable housing
- Bike path an music events
- Better sidewalks & crossroads; pedestrian area; trail by the Eagle river; co-Minturnites picking up trash in their town and own yard, have a little more pride where they live to make it beautiful for themselves, their neighbors and visitors alike. SLOWING DOWN the speeding cars!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Especially on Main Street but also in the alleys.
- Better internet on the mid to south end of town.
- Arts District
- Advertising or maybe a Minturn historical museum

End of Report

