

Dear Business Owner:

We hope you were one of those business-owner attendees or exhibitors at the recent Kennebunk Business Expo/Seminar that was held on January 30th. We had an impressive turnout of about 175 business attendees, exhibitors and town staff.

At the close of the program—"Simple Internet Sales Tools for Small Business"—we were able to collect 90 completed questionnaires, which have just been tabulated.

As you review the results there are several issues worth highlighting:

- Among attendees there is a far higher use of websites in their business than similar research shows for all businesses in Maine. While only 40% of Maine businesses have a website—among our attendees 83% have websites. Their use of social media—like Facebook—as a business tool is equally impressive.
- 53% of the attendees worked alone without any other employees while another 19% have 2 to 5 employees. 89% were either in retailing or in the service sector.
- 61% of respondents described their business conditions as either "excellent" or "good", while 32% describe it as "average". Only 5% said their business condition was "poor". This reflects a far better business climate than similar research, conducted among attendees at an earlier 2009 EDC event. At that time, only 38% of owners described their business as "excellent" or "good", while 21% reported their business as "poor" or "very poor."

We believe you will find some interesting data in this report. We also hope going forward that the Kennebunk Economic Development Committee can build more programs and services to help you grow your business as well as the economy in our community.

Cordially,

Blake Baldwin
Chairman
Kennebunk Economic Development Committee