



KEESEVILLE NY FORWARD: DOOR-TO-DOOR BUSINESS QUESTIONNAIRE SUMMARY

A. QUESTIONNAIRE OVERVIEW

As part of the public engagement component of the NY Forward process, a short business questionnaire was developed. The purpose of this questionnaire was to gather input from businesses about downtown Keeseville. This information will help inform the overall vision and goals for the Downtown.

Project team members walked the downtown on May 30th, 2025, speaking with available businesses and gathering informal feedback. The project team engaged with a total of six (6) businesses located within downtown Keeseville. Project team members also provided community survey flyers and project cards to inform the community about the NY Forward program.

B. QUESTIONNAIRE SUMMARY

The following is a brief highlight of the responses received.

Question 1 (Q1) What is your busiest time of year?

- Businesses noted that the summer is the busiest
- The good weather for outdoor recreation is a catalyst for business
- Plein Air Festival and Public-School Alumni events draw people to Keeseville

Question 2 (Q2) What improvement could be made downtown to extend that or encourage more people to come downtown more often?

- A community event in the fall such as a vintage car show, hot air balloon festival, or local goods market downtown
- Additional stores along Front Street to attract more people
- A trash bin near the new bus stop

Question 3 (Q3) What are the most important improvements you would like to see downtown?

- More restaurants and community gathering spaces
- Revitalization of existing buildings
- Increased pedestrian activity
- Better wayfinding along the main intersection