Village of Hampshire
Business Development Commission Meeting
Wednesday, August 12, 2026 - 6:30 PM
Hampshire Village Hall
234 South State Street, Hampshire, IL 60140

1. Call to Order
2. Roll Call
3. Public Comments
4. Review of Meeting Minutes from June 10, 2026
5. Beautification Committee Report
6. Comprehensive Plan – Status Update
7. Resident & Business Survey Discussion – Results & Communication
8. Update On New Businesses and Existing Businesses in the Village
9. New Business & Area Updates
10. Adjournment

Attendance: By Public Act 101-0640, all public meetings and public hearings for essential governmental services may be held by video or tele-conference during a public health disaster, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend this meeting by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than noon (12 PM) the day of the meeting. A link to participate will be sent to your e-mail address, including all exhibits and other documents (the packet) to be considered at the meeting.

Recording: Please note that all meetings held by videoconference will be recorded, and the recordings will be made public. While State Law does not require consent, by requesting an invitation, joining the meeting by link or streaming, all participants acknowledge and consent to their image and voice being recorded and made available for public viewing.

Accommodations: The Village of Hampshire, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the Village at 847-683-2181 to allow the Village to make reasonable accommodations for these persons.

Village of Hampshire
Business Development Commission Meeting
Wednesday, June 10, 2026 – 6:30 P.M.
Hampshire Village Hall
234 South State Street, Hampshire, IL 60140

MEETING MINUTES

1. **Call to Order**
   The Village of Hampshire Business Development Commission was called to order by Chairman Pizzolato at 6:38 P.M.

2. **Roll Call**
   Present: Commissioners Bill Swalwell, Jennifer Abbatacola, Trustee Aaron Kelly, and Chairman David Pizzolato

   Absent: Commissioners Christopher Garcia and Karen Trzaska

   Others Present: Mo Khan, Assistant Village Manager for Development

3. **Public Comments**
   None.

4. **Review of Meeting Minutes from May 13, 2026**
   Motion: Trustee Kelly
   Second: Commissioner Abbatacola
   Ayes: Commissioners Swalwell, Abbatacola, Trustee Kelly, and Chairman Pizzolato
   Nayes: None
   Abstain: None

   Motion Approved

5. **Beautification Committee Report**
   A. **Status Update on 199 S. State St. Façade**
      Mr. Swalwell provided an update on the façade issue for 199 S. State St. He stated he spoke to the property owner and repairs were made to the façade in a timely manner.

6. **Comprehensive Plan Discussion**
   Mr. Khan provided an update on the status of the Comprehensive Plan stating that Village staff have received a few questions and comments from firms regarding the Request for Proposal (RFP).

7. **Resident & Business Survey Discussion – Status Update**
   Chairman Pizzolato provided a summary of the results so far from the survey.

8. **Update on New Businesses and Existing Businesses in the Village**
   Mr. Khan stated there is a new business potentially moving to Hampshire and is going through the zoning process.

9. **New Business & Area Updates**
   Chairman Pizzolato provided the BDC members with an area update for surrounding communities.

10. **Adjournment**
    Motion: Commissioner Swalwell
    Second: Commissioner Abbatacola
    Ayes: Commissioners Swalwell, Abbatacola, Trustee Kelly, and Chairman Pizzolato
    Nayes: None

    Motion Approved

    Adjourned at 7:20 P.M.

    Submitted: August 12, 2026
    Approved:

RESIDENT BUSINESS DEVELOPMENT FEEDBACK SURVEY

FINAL KEY TAKEAWAYS AND SEGMENT ANALYSIS
Date range: Final 2026 survey results with 2018 comparison
Prepared for: Village Board and Business Development Commission
Prepared by: Business Development Commission
Final survey responses analyzed: 336
Prepared: July 02, 2026

PUBLIC INFORMATION DISCLAIMER: This report is prepared for public discussion and transparency. It summarizes voluntary resident and visitor feedback provided through the Village's business development survey. It is not a statistically weighted market study, not a final policy decision, and not a commitment to recruit, approve, endorse, incentivize, or oppose any specific business.

HOW TO READ THIS REPORT: Percentages reflect the share of respondents in each group who selected an item. Small groups, including renters, business owners, non-residents, and age 18-20, should be treated as directional only.

EXECUTIVE SUMMARY

- The final survey includes 336 valid responses. The overall signal is consistent: respondents want more practical, repeat-use businesses that help keep daily spending in Hampshire.
- The highest-demand categories are bakery (206, 61.3%), hardware store (183, 54.5%), full-service grocery (138, 41.1%), sit-down restaurant (128, 38.1%), and ethnic/specialty restaurant (112, 33.3%).
- Current local capture is limited. Respondents report spending an average of only 14.3% of monthly goods/services purchases in Hampshire; 36.9% is spent within 5-10 miles, 25.1% within 10-20 miles, and 23.3% online.
- The conversion signal is strong: 68.2% say they would shop significantly more or almost all in Hampshire if the businesses they selected were available; 90.8% say at least moderately more.
- The largest strategic difference is not whether people want growth. Most groups do. The difference is what kind of growth they emphasize: new residents and younger adults lean toward grocery, restaurants, and activity uses; long-time residents lean more heavily toward hardware, bakery, local businesses, and preserving community identity.
- Comparison with the 2018 downtown survey shows the core requests have been durable over time: bakery, hardware, grocery, and restaurants were leading needs in 2018 and remain leading needs in the final survey. What has changed is the interpretation: the current data frames those needs more clearly as local spending leakage, daytime demand, and segment-specific business-support opportunities.
- The public-facing interpretation should be cautious: these results show directional community preferences and business-support opportunities. Any business recruitment or planning action still requires site feasibility, operator interest, traffic data, parcel readiness, zoning review, cost/rent reality, and market validation.

WHAT HAS CHANGED SINCE THE 2018 DOWNTOWN SURVEY

COMPARISON NOTE

The 2018 survey and the final Resident Business Development Feedback Survey are not identical instruments. The 2018 survey focused specifically on downtown, while the final survey focuses on business development for Hampshire more broadly and includes more demographic breakouts. The comparison below should therefore be interpreted as directional, not as a precise apples-to-apples trend analysis.

MOST IMPORTANT CHANGE STORY

- The biggest finding is continuity. The same practical, repeat-use categories that residents wanted in 2018 - bakery, hardware, grocery, and restaurants - remain at the top of the final survey. This suggests the demand is not a short-term reaction; it is a persistent community preference.
- The second finding is that the current survey explains the demand better. In 2018, the results read mainly as a downtown wish list. In the final survey, the results show a broader economic development pattern: residents are spending outside Hampshire or online, but many say they would shift more purchases locally if the right businesses and services existed.
- The third finding is that residents are still asking for a careful balance. In both surveys, respondents want more useful businesses, but they also want Hampshire to preserve its small-town character, walkability, historic feel, and local-business identity.

TOP DEMAND CATEGORIES: 2018 VS. FINAL SURVEY

CATEGORY / THEME	2018 DOWNTOWN SURVEY	FINAL SURVEY	HOW TO INTERPRET THE CHANGE
Bakery	343 responses; 72.2%	206 responses; 61.3%	Still the broadest consensus category. Lower percentage should not be read as weakening demand; the final survey had a broader Village-wide frame and more refined options.
Hardware store	341 responses; 71.8%	183 responses; 54.5%	Still one of the strongest durable-goods signals, especially for homeowners, long-time residents, older groups, and business owners.
Coffee shop / third place	294 responses; 61.9%	Not in final top 12; demand appears distributed across bakery, restaurants, specialty food/deli, and downtown activation.	The desire for a place to gather did not disappear. It appears to have shifted from one standalone category to a broader daytime/downtown-use pattern.
Full-service grocery	254 responses; 53.5%	138 responses; 41.1%	Grocery remains a high-confidence need, but the final survey points to a spectrum: full-service grocery, specialty food, deli, staple grocery, or hybrid food market.
Restaurants	224 responses; 47.2% as a general restaurant category	Sit-down restaurant: 128; 38.1%. Ethnic/specialty restaurant: 112; 33.3%. Fast food: 80; 23.8%. Brewery/taproom: 81; 24.1%.	The final survey makes restaurant demand more specific. Residents are not only asking for “more restaurants”; they are asking for variety, family-friendly options, specialty cuisine, and places that support local activity.
Bowling / activity use	140 responses; 29.5%	103 responses; 30.7%	Remarkably stable as an activity/family destination signal. This supports the idea that families want places to spend time locally, not only errands.

WHAT CHANGED IN THE INTERPRETATION

INTERPRETIVE THEME	2018 SIGNAL	FINAL SURVEY SIGNAL	BDC TAKEAWAY
From "downtown wish list" to "local capture strategy"	The 2018 survey asked what businesses people wanted downtown and showed strong desire for bakery, hardware, coffee, grocery, and restaurants.	The final survey adds spending leakage data: respondents report only 14.3% of monthly purchases in Hampshire, with most spending going nearby or online.	The BDC can now talk about recapturing existing spending, not just adding amenities.
Business barriers are more measurable now	2018 open comments repeatedly identified building condition, parking, traffic/visibility, business support, costs, and market size as obstacles.	Current barriers are quantified: lack of awareness, lack of available commercial space, parking, not enough customers, and high rents are the top concerns.	Next steps should be practical: site inventory, awareness strategy, parking/access review, and operator feedback.
Preservation remains a core condition	In 2018, 68% said there was something to preserve downtown, with many open comments naming small-town feel, history, walkability, and building appearance.	In the final survey, walkable downtown, small-town character, local businesses, historic buildings, and community events are among the highest preservation priorities.	Growth should be communicated as strengthening Hampshire's identity, not replacing it.
Awareness matters more than before	In 2018, 78.5% said they were familiar with current downtown businesses, but many of those who were not asked for social media, website, and email updates.	In the final survey, lack of awareness is the top perceived barrier, and social media, driving through town, and word of mouth are key discovery channels.	Existing business support should include visibility, signage/wayfinding, cross-promotion, and digital communication.
Respondent profile is still family- and homeowner-heavy	2018 was heavily owner-occupied (92.4%), with 74.5% of respondents reporting kids.	The final survey is also heavily owner-occupied (323 of 336) and family-oriented (75.0% with kids), but it adds work-from-home and stronger segmentation.	The findings are useful, but renter and business-owner findings should remain directional due to small sample sizes.

BOTTOM-LINE INTERPRETATION FOR THE BDC

- The most important conclusion is that Hampshire residents have been asking for the same core business categories for years. Bakery, hardware, grocery, restaurants, and family/activity uses are not new asks; they are durable needs.
- The current survey does not replace the 2018 survey; it sharpens it. The earlier survey showed what people wanted downtown. The final survey shows which groups want what, how much spending is leaving Hampshire, and where business-support work may be needed.
- Because the strongest themes have persisted since 2018, the BDC can treat these categories as higher-confidence discussion priorities. However, the survey should still be paired with site feasibility, trade-area data, traffic counts, operator requirements, parking review, and broker/business-owner feedback before any recruitment or policy decisions are made.
- The public message should be balanced: respondents want more useful businesses, but they want growth that honors Hampshire's small-town character, walkability, local businesses, and historic identity.

SOURCE NOTES: 2018 SURVEY COMPARISON

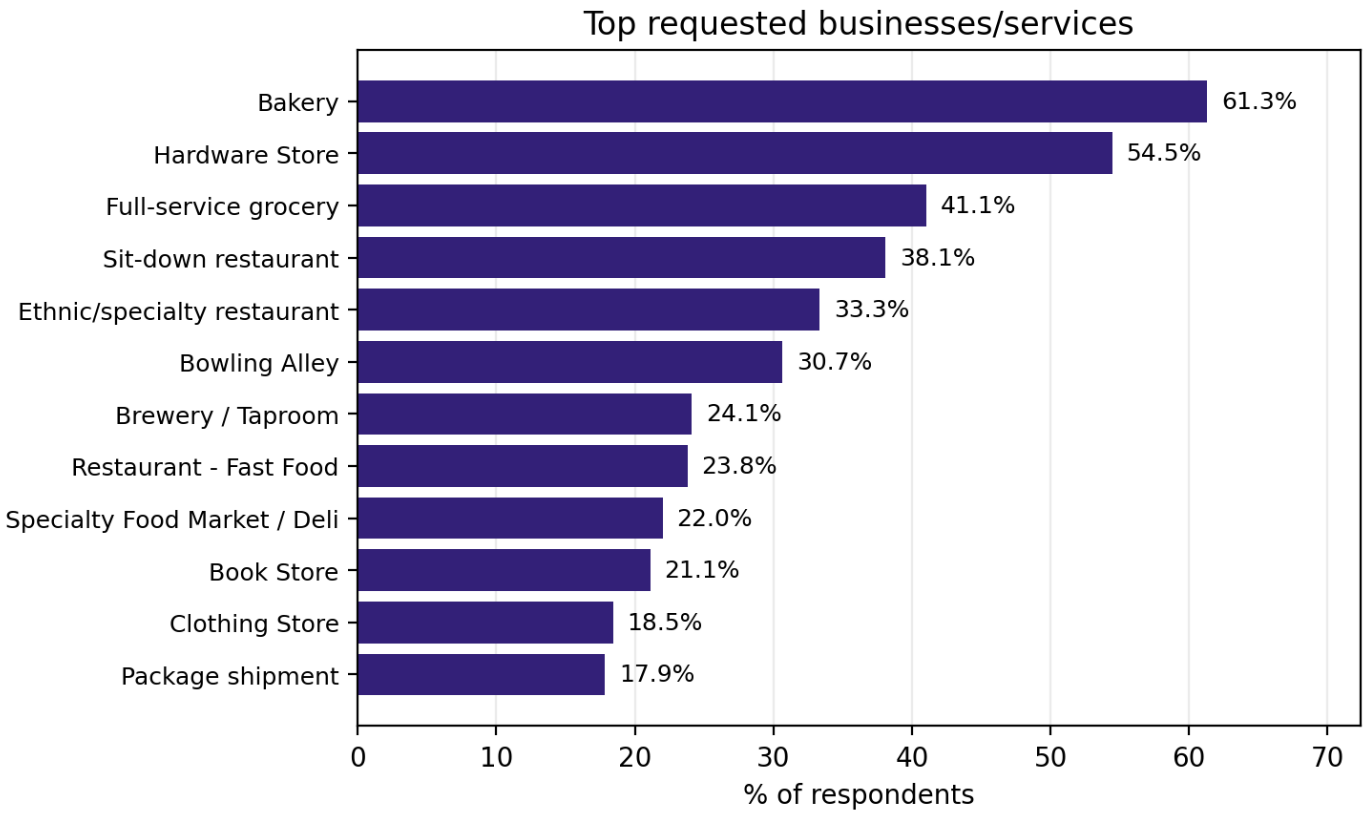
- The 2018 reference source was the file titled "2018 Hampshire Survey Results - April All." It reported 475 responses to the downtown business-preference question.
- Key 2018 top-line results used for comparison: bakery 72.21%; hardware store 71.79%; coffee shop 61.89%; full-service grocery 53.47%; restaurants 47.16%; bowling alley 29.47%.
- The 2018 survey also reported only 11% of monthly goods/services spending within Hampshire on average, 40% within 5-10 miles, 36% within 10-20 miles, and 18% online. The final survey indicates modestly higher local capture, but leakage remains the core economic development issue.
- The comparison is directional because survey wording, scope, categories, and respondent composition differ between the two surveys.

AT-A-GLANCE RESPONDENT PROFILE

MEASURE	FINAL RESULT	HOW TO INTERPRET
Total valid responses	336	Large enough to show consistent directional themes, but still voluntary/self-selected.
Own / Rent	323 own / 13 rent	Owner preferences dominate the overall result; renter findings are directional due to small sample.
Households with kids	252 (75.0%)	Family-oriented errands, dining, and activities are a major lens for interpretation.
Work-from-home households	142 (42.3%)	Important daytime demand segment.
Business owners	13 (3.9%)	Small but important operator-perspective group.
Largest age group	35-44	106 respondents; interpret as strongly family/household-oriented.
Largest tenure group	0-5 years	132 respondents; strongest growth/conversion signal.

MAIN FINDINGS

1. WHAT OVERALL RESPONDENTS ARE SAYING



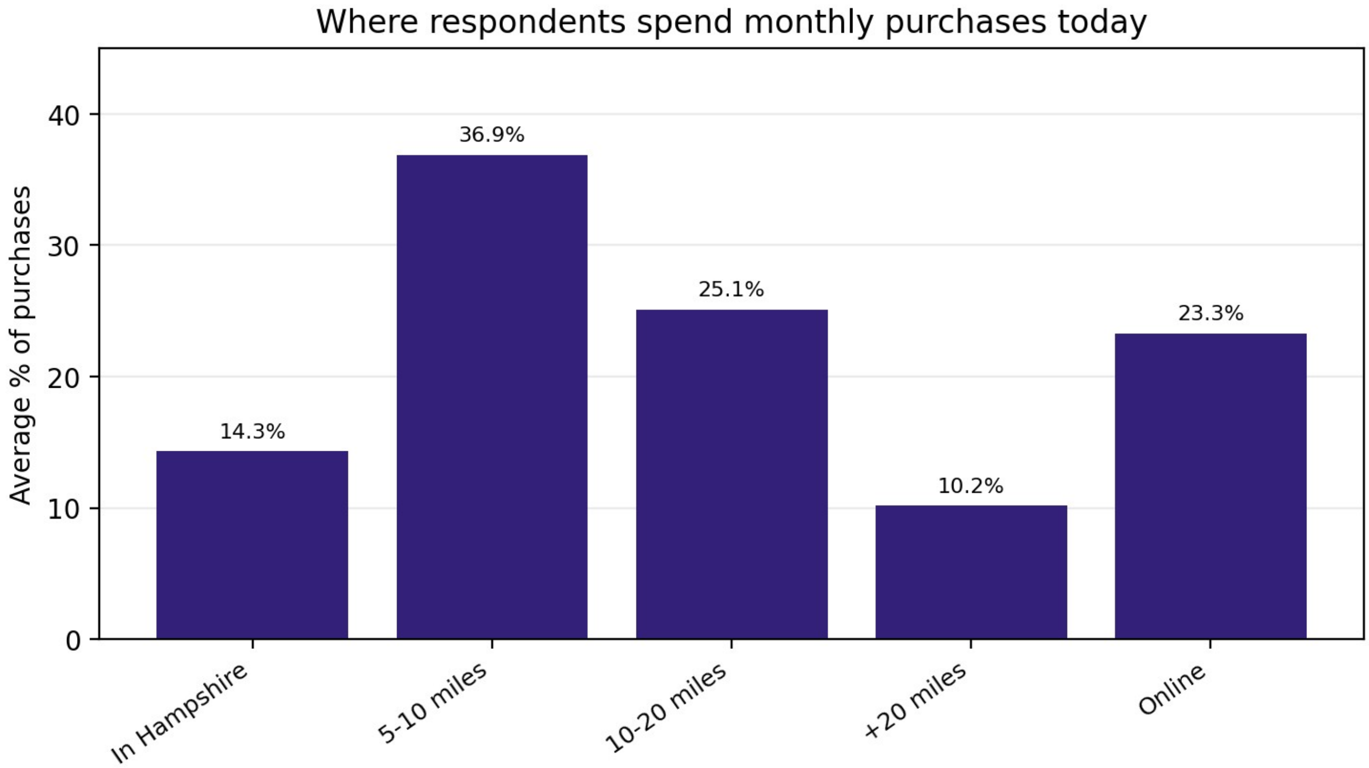
INTERPRETATION

- The top categories are not niche requests. They are repeat-use, practical businesses: bakery, hardware, grocery, restaurants, and food-related uses.
- This pattern suggests a local-capture strategy more than a destination-tourism strategy. Respondents are asking for reasons to run errands, buy food, eat out, and gather locally.
- Full-service grocery demand is real, but should be treated as a spectrum. A smaller staple grocery, specialty food market, deli, bakery, butcher-style concept, or hybrid food market could capture some of the same demand even if a full-size grocery operator is not immediately feasible.
- Bakery is the broadest consensus category. It ranks first overall and stays near the top across almost every segment, which makes it a strong downtown/near-downtown activation candidate.
- Hardware is the strongest durable-goods signal, especially among homeowners, long-time residents, older age groups, and business owners.

RANK	BUSINESS / SERVICE CATEGORY	RESPONDENTS SELECTING
1	Bakery	206 (61.3%)
2	Hardware Store	183 (54.5%)
3	Full-service grocery	138 (41.1%)
4	Sit-down restaurant	128 (38.1%)
5	Ethnic/specialty restaurant	112 (33.3%)
6	Bowling Alley	103 (30.7%)
7	Brewery / Taproom	81 (24.1%)
8	Restaurant - Fast Food	80 (23.8%)
9	Specialty Food Market / Deli	74 (22.0%)
10	Book Store	71 (21.1%)
11	Clothing Store	62 (18.5%)

RANK	BUSINESS / SERVICE CATEGORY	RESPONDENTS SELECTING
12	Package shipment	60 (17.9%)

2. SPENDING LEAKAGE AND LOCAL CAPTURE OPPORTUNITY

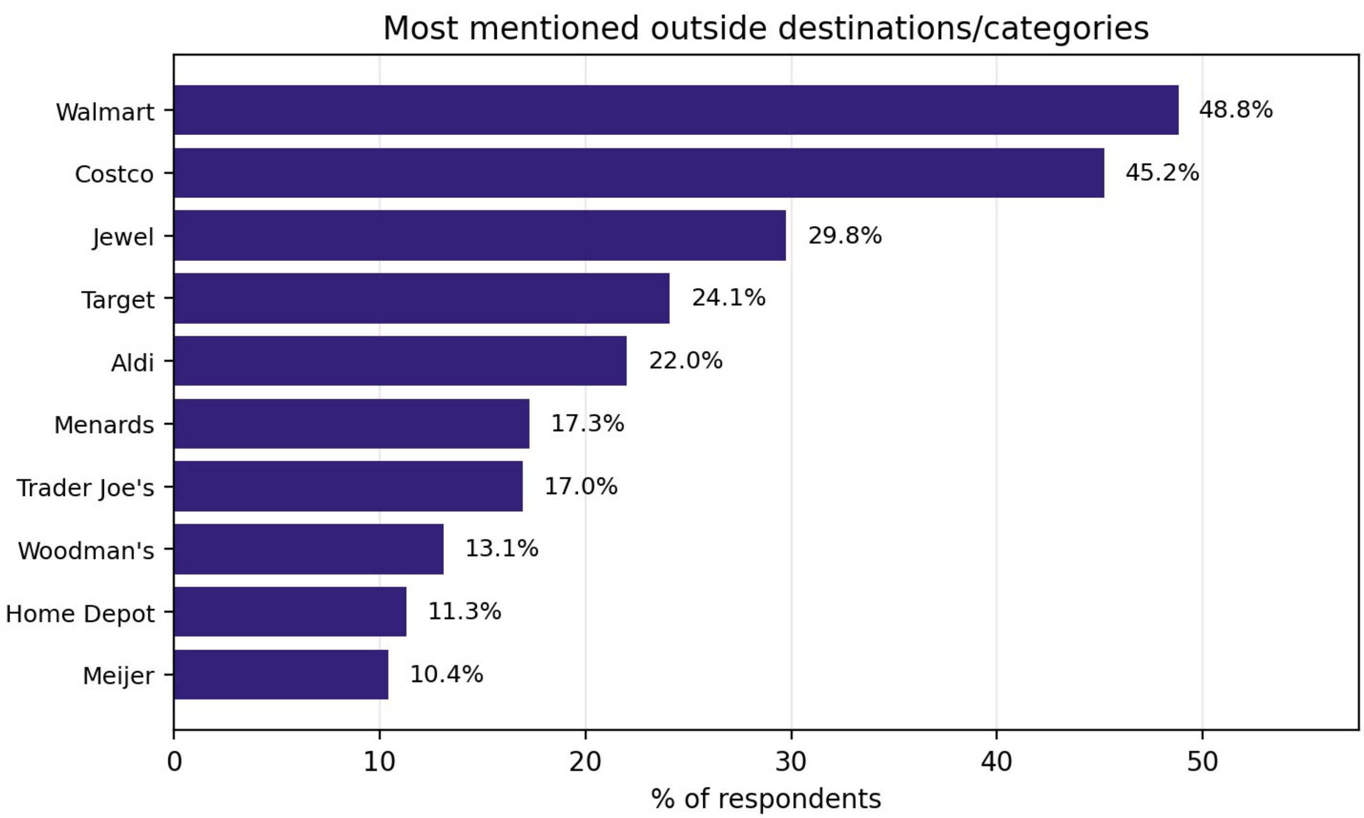


INTERPRETATION

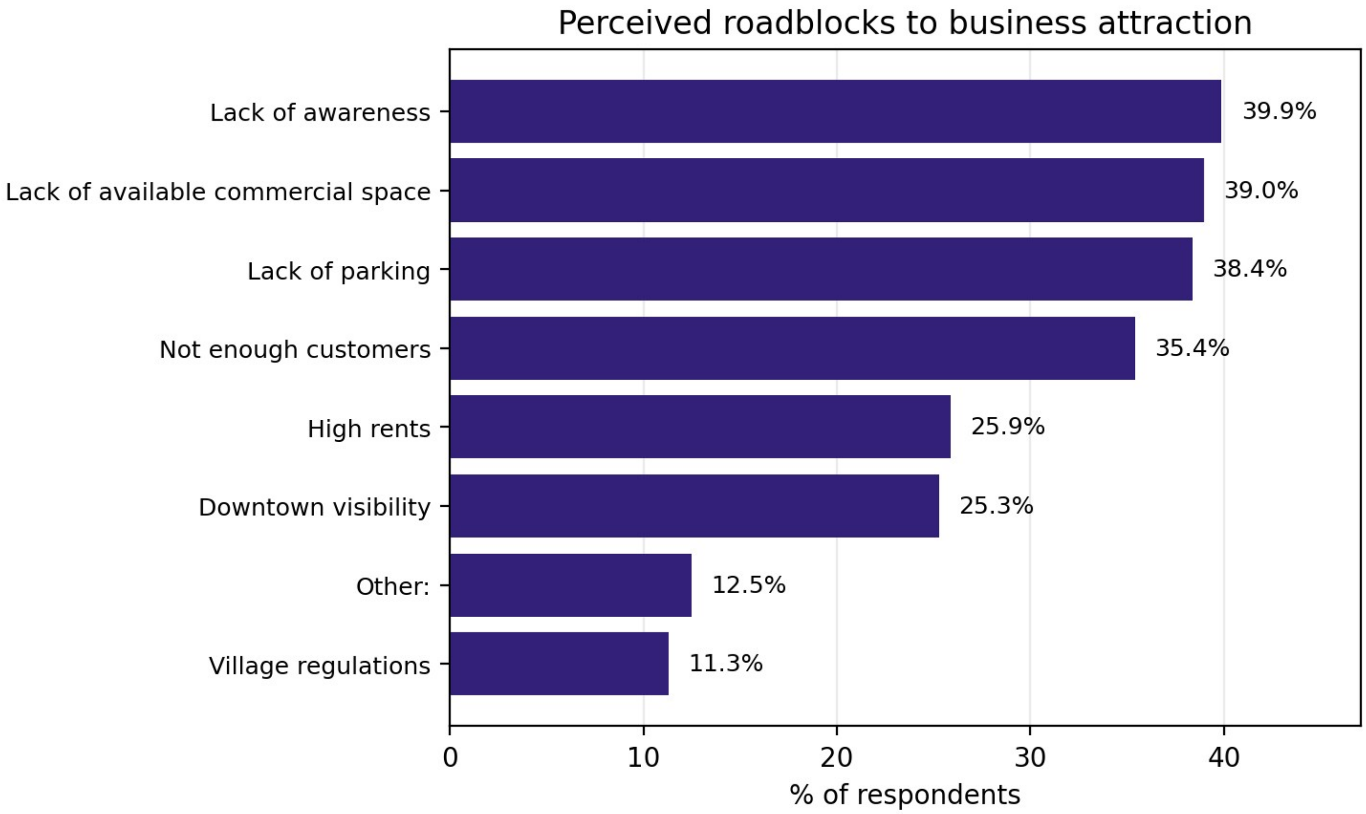
- The survey shows a major local-capture opportunity. Only 14.3% of purchases are reported as being made in Hampshire, while the majority is going to nearby communities or online.
- The largest leakage bucket is within 5-10 miles of downtown Hampshire. This suggests residents are not necessarily making long destination trips for everything; many are traveling to nearby communities for routine options Hampshire does not currently provide.
- Because the most-requested categories match the outside spending categories, the survey provides a useful demand narrative for business recruitment: residents are already spending money elsewhere on categories they say they want locally.
- This should not be read as automatic feasibility. It is a demand signal, not a market study. Operators will still need to see the right site, traffic, rent, labor, parking, and sales potential.

MENTIONED OUTSIDE DESTINATION/CATEGORY	RESPONSES MENTIONING	INTERPRETATION
Walmart	164 (48.8%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Costco	152 (45.2%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Jewel	100 (29.8%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Target	81 (24.1%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Aldi	74 (22.0%)	Indicates leakage tied to groceries,

MENTIONED OUTSIDE DESTINATION/CATEGORY	RESPONSES MENTIONING	INTERPRETATION
		household basics, big-box convenience, or routine shopping.
Menards	58 (17.3%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Trader Joe's	57 (17.0%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Woodman's	44 (13.1%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Home Depot	38 (11.3%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.
Meijer	35 (10.4%)	Indicates leakage tied to groceries, household basics, big-box convenience, or routine shopping.



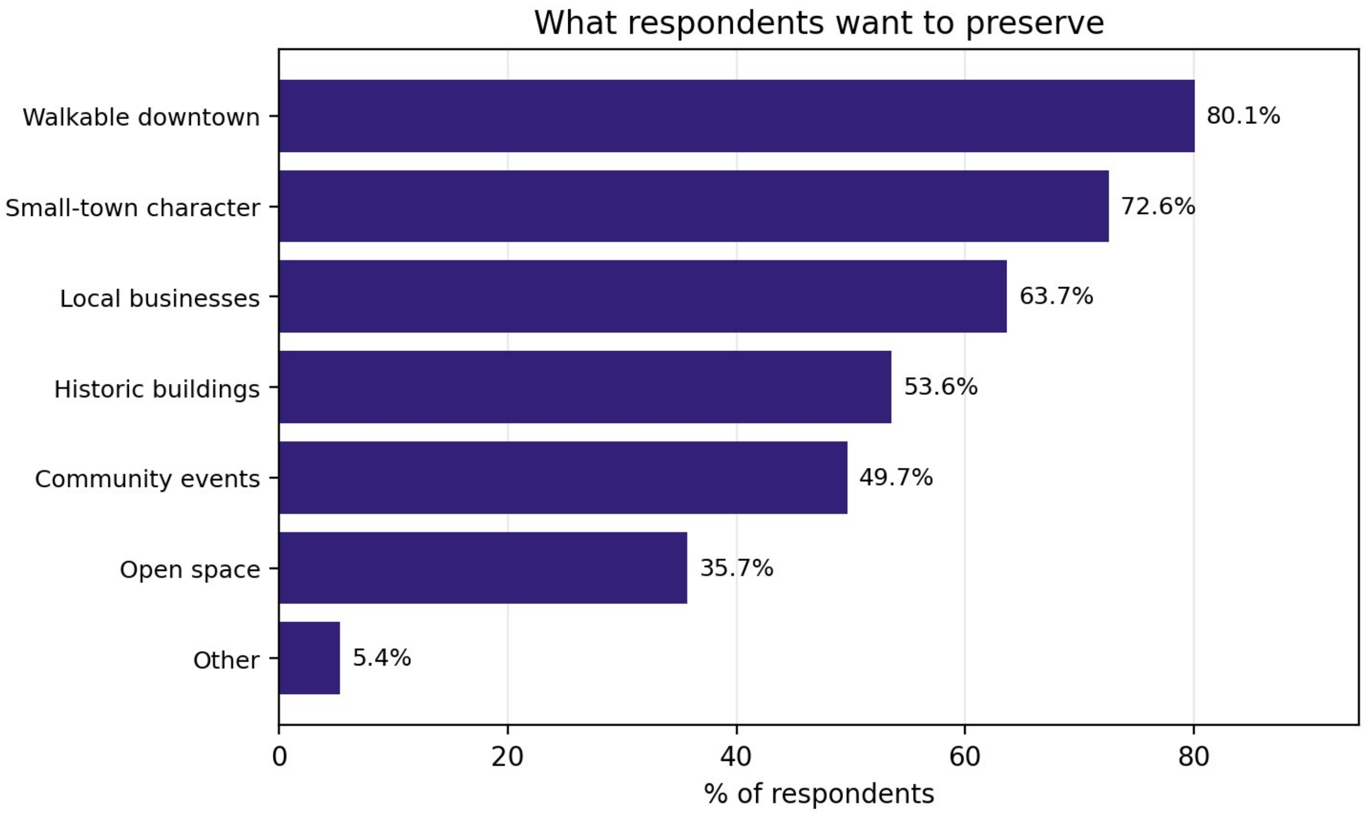
3. BARRIERS AND BUSINESS SUPPORT IMPLICATIONS



INTERPRETATION

- The top barriers are close together: lack of awareness (39.9%), lack of available commercial space (39.0%), lack of parking (38.4%), and not enough customers (35.4%).
- This means there is no single barrier to solve. The BDC should interpret the data as a four-part challenge: improve awareness, understand available sites, address parking/access perceptions, and help create consistent foot traffic.
- Lack of awareness ranking first is actionable. It suggests a near-term business-support strategy may help existing businesses even before new recruitment occurs.
- Available commercial space is a recruitment issue. Resident demand cannot translate into new businesses if there are not spaces that meet operator needs.

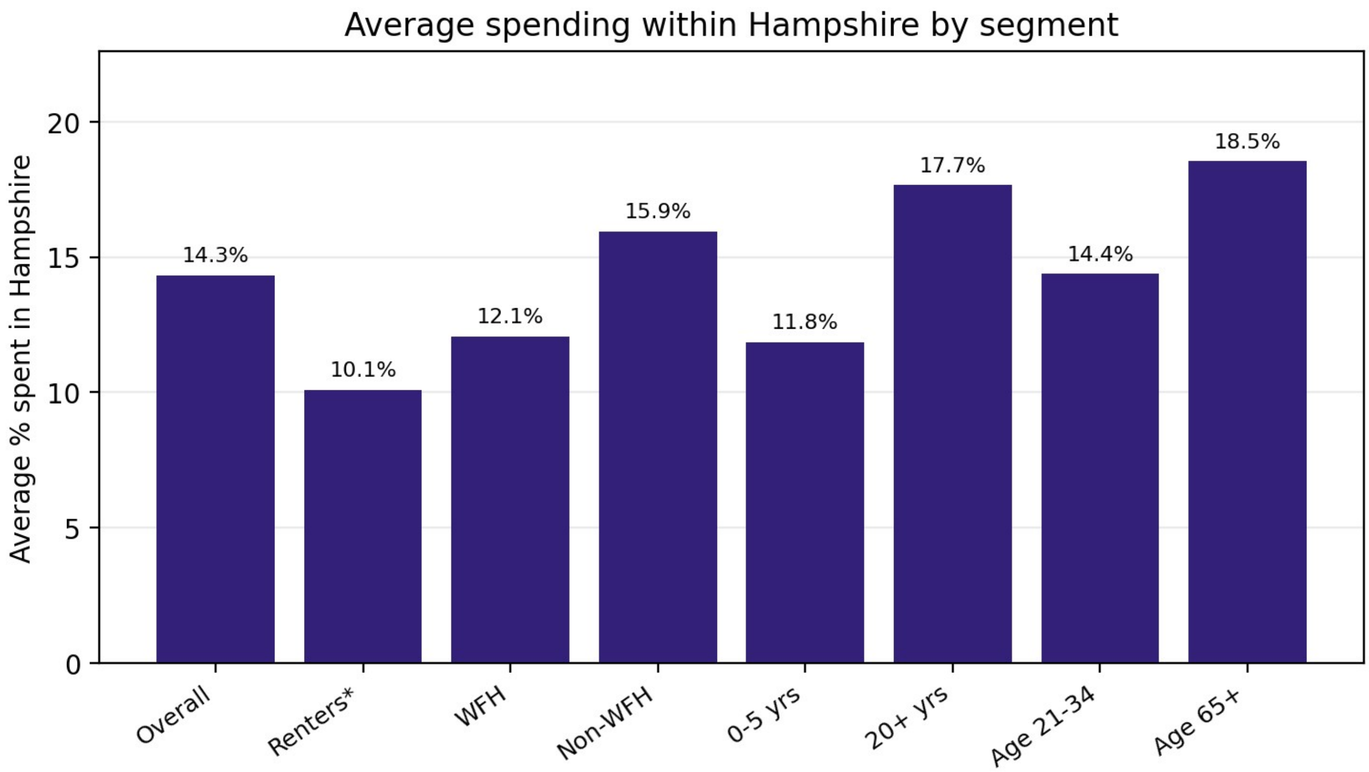
4. GROWTH DIRECTION: USEFUL GROWTH WITHOUT LOSING IDENTITY

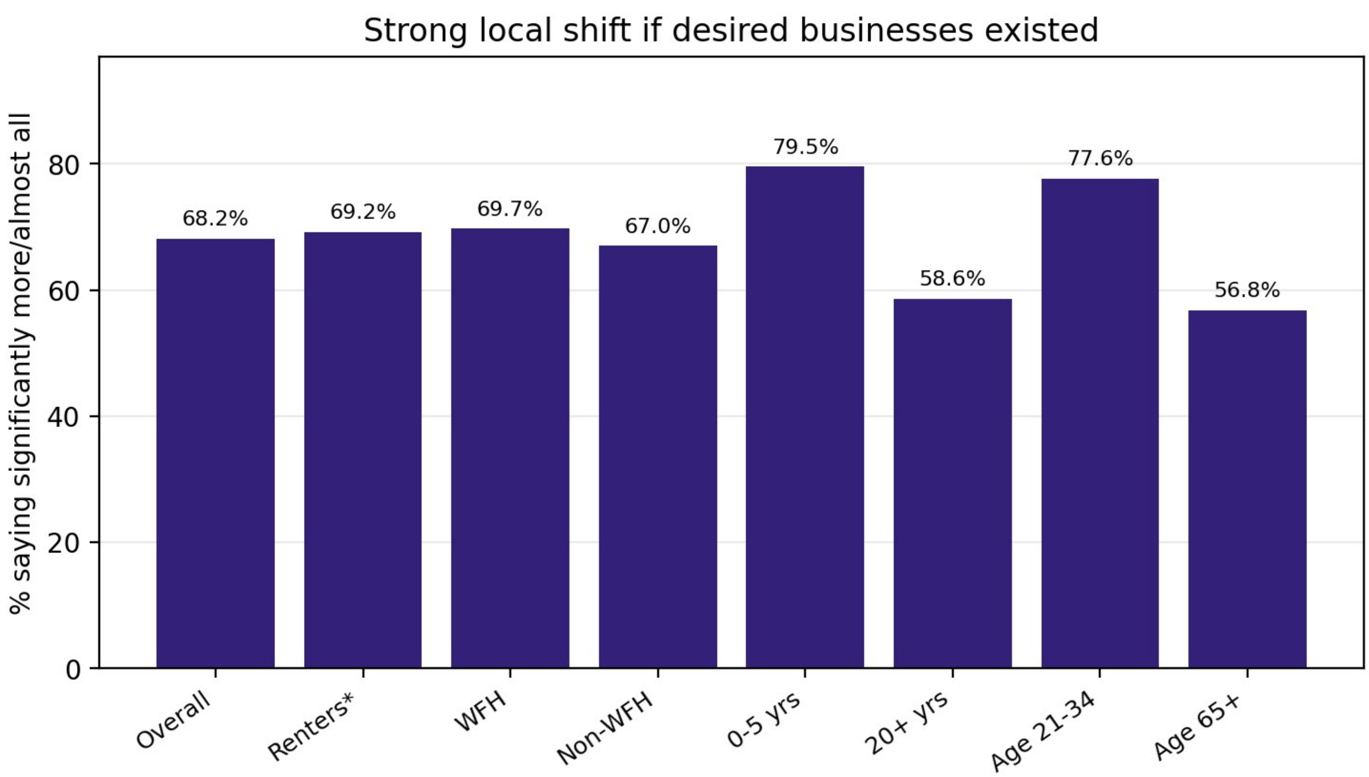


- The strongest preservation priority is walkable downtown (80.1%), followed by small-town character (72.6%), local businesses (63.7%), historic buildings (53.6%), and community events (49.7%).
- Respondents are not rejecting growth. They are asking for growth that feels like Hampshire: walkable, local-serving, character-sensitive, and tied to community life.
- This suggests a public message for the BDC: business development should be framed as strengthening local identity, not replacing it.

5. SEGMENT ANALYSIS: WHERE RESPONDENT GROUPS DIFFER

Small-sample segments are marked with an asterisk. These should be interpreted as directional signals only.





SEGMENT DASHBOARD

SEGMENT	N	AVG. LOCAL SPEND	STRONG SHIFT	TOP REQUESTED CATEGORIES	TOP BARRIERS
Owners	323	14.5%	68.1%	Bakery (197, 61%); Hardware Store (179, 55%); Full-service grocery (129, 40%)	Lack of awareness (129, 40%); Lack of available commercial space (126, 39%)
Renters*	13	10.1%	69.2%	Bakery (9, 69%); Full-service grocery (9, 69%); Restaurant - Fast Food (9, 69%)	High rents (10, 77%); Lack of available commercial space (5, 38%)
WFH households	142	12.1%	69.7%	Bakery (82, 58%); Hardware Store (71, 50%); Full-service grocery (69, 49%)	Lack of awareness (57, 40%); Lack of available commercial space (55, 39%)
Non-WFH households	194	15.9%	67.0%	Bakery (124, 64%); Hardware Store (112, 58%); Full-service grocery (69, 36%)	Lack of awareness (77, 40%); Lack of parking (77, 40%)
With kids	252	14.1%	67.9%	Bakery (153, 61%); Hardware Store (141, 56%); Full-service grocery (100, 40%)	Lack of available commercial space (102, 40%); Lack of awareness (100, 40%)
Without kids	84	15.1%	69.0%	Bakery (53, 63%); Hardware Store (42, 50%); Full-service grocery (38, 45%)	Lack of awareness (34, 40%); Not enough customers (32, 38%)
Business owners*	13	18.5%	61.5%	Hardware Store (9, 69%); Clothing Store (6, 46%); Bakery (5, 38%)	Lack of parking (9, 69%); High rents (7, 54%)
0-5 years	132	11.8%	79.5%	Full-service grocery (73, 55%); Bakery (71, 54%); Sit-down restaurant (63, 48%)	Lack of awareness (57, 43%); Lack of available commercial space (54, 41%)
5-10 years	67	14.1%	59.7%	Bakery (40, 60%); Hardware Store (32, 48%); Full-service grocery (25, 37%)	Lack of parking (33, 49%); Lack of awareness (28, 42%)
10-20 years	53	15.5%	66.0%	Bakery (38, 72%); Hardware Store (35, 66%); Sit-down restaurant (23, 43%)	Lack of awareness (23, 43%); Lack of available commercial space (20, 38%)
20+ years	70	17.7%	58.6%	Hardware Store (57, 81%); Bakery (50, 71%); Bowling Alley (21, 30%)	Lack of parking (38, 54%); Not enough customers (26, 37%)
Non-residents/ nearby*	14	17.1%	57.1%	Bakery (7, 50%); Sit-down restaurant (6, 43%); Bowling Alley (5, 36%)	Not enough customers (7, 50%); Lack of available commercial space (5, 36%)
Age 21-34	67	14.4%	77.6%	Bakery (41, 61%); Full-service grocery (38, 57%); Sit-down restaurant (34, 51%)	Lack of awareness (29, 43%); Lack of available commercial space (27, 40%)

VILLAGE OF HAMPSHIRE			BUSINESS DEVELOPMENT COMMISSION		
SEGMENT	N	AVG. LOCAL SPEND	STRONG SHIFT	TOP REQUESTED CATEGORIES	TOP BARRIERS
Age 35-44	106	13.3%	69.8%	Bakery (58, 55%); Hardware Store (57, 54%); Full-service grocery (41, 39%)	Lack of parking (46, 43%); Lack of available commercial space (40, 38%)
Age 45-54	58	12.2%	70.7%	Bakery (36, 62%); Hardware Store (34, 59%); Sit-down restaurant (23, 40%)	Lack of awareness (28, 48%); Lack of available commercial space (25, 43%)
Age 55-64	59	15.1%	61.0%	Hardware Store (41, 69%); Bakery (37, 63%); Full-service grocery (24, 41%)	Lack of awareness (27, 46%); Lack of parking (26, 44%)
Age 65+	44	18.5%	56.8%	Bakery (33, 75%); Hardware Store (26, 59%); Full-service grocery (18, 41%)	Lack of parking (23, 52%); Not enough customers (22, 50%)

6. OWNERS VS. RENTERS

- Owners are the dominant response base (323 of 336), so the overall results closely mirror owner preferences.
- Owners prioritize bakery, hardware, full-service grocery, sit-down restaurants, and ethnic/specialty restaurants. Their priorities combine homeowner needs, everyday errands, and dining.
- Renters are a very small sample (13), but their responses are distinct: bakery, full-service grocery, and fast food each reached 69.2%, with bowling at 61.5%. This points more toward convenience, affordable food, and social/activity uses than property-service categories.
- Renters report the lowest average local spending at 10.1%, suggesting a potential capture opportunity, but the sample is too small for firm conclusions.
- Interpretation: owner-driven demand supports hardware and household errands; renter responses suggest convenience food, grocery access, and activity/third-place uses may matter more to younger or less-rooted households.

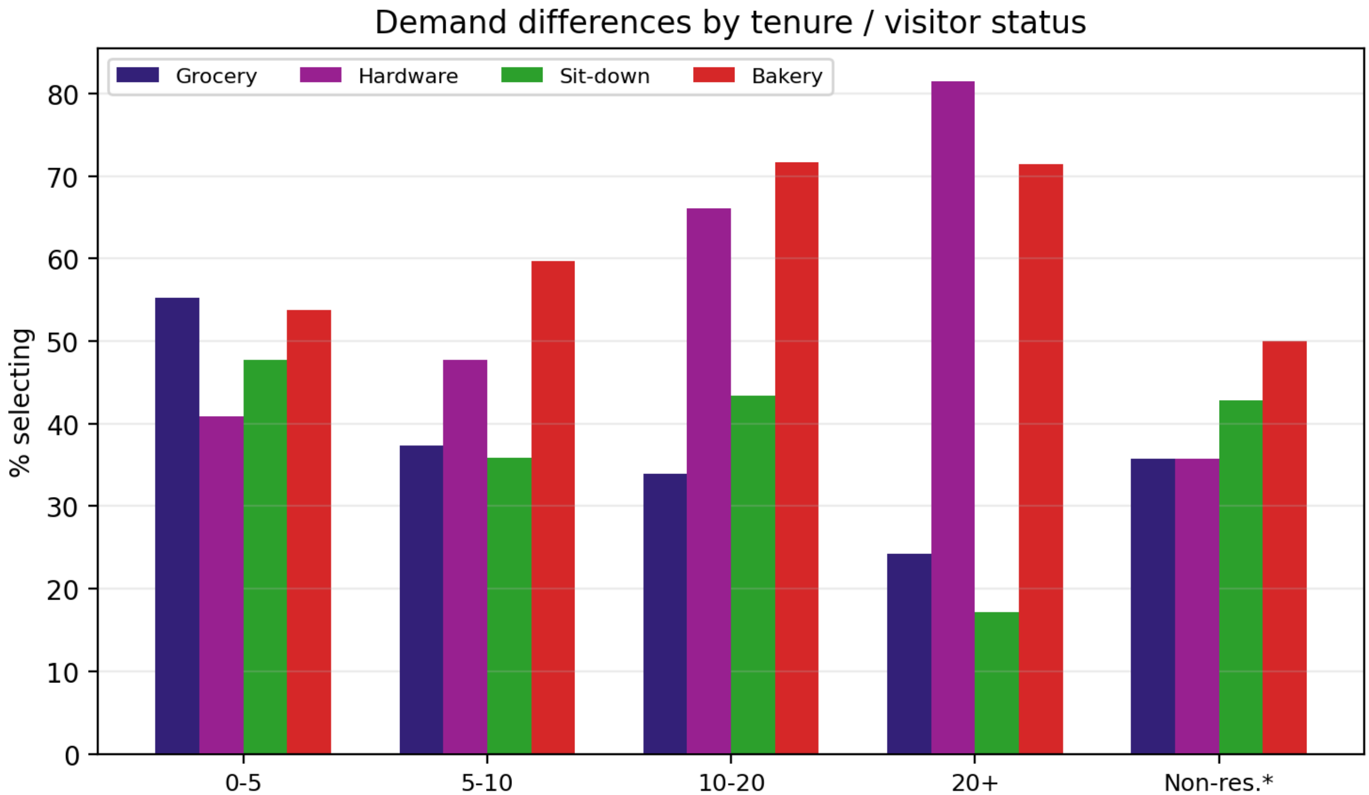
7. WORK-FROM-HOME HOUSEHOLDS

- Work-from-home households represent 142 respondents, or 42.3% of the survey base.
- They report lower local spending today (12.1%) than non-WFH households (15.9%), but have stronger moderate-or-better shift potential (95.8% vs. 87.1%).
- WFH households over-index on full-service grocery and sit-down restaurant demand. This points to a weekday/daytime opportunity: lunch, coffee, bakery, quick errands, grocery staples, package shipment, pharmacy, and service businesses.
- Interpretation: WFH residents are a strategic local-capture group because they are physically present during the day. Their needs are not just evening/weekend entertainment; they can support weekday foot traffic if the right businesses and hours exist.

8. HOUSEHOLDS WITH KIDS VS. WITHOUT KIDS

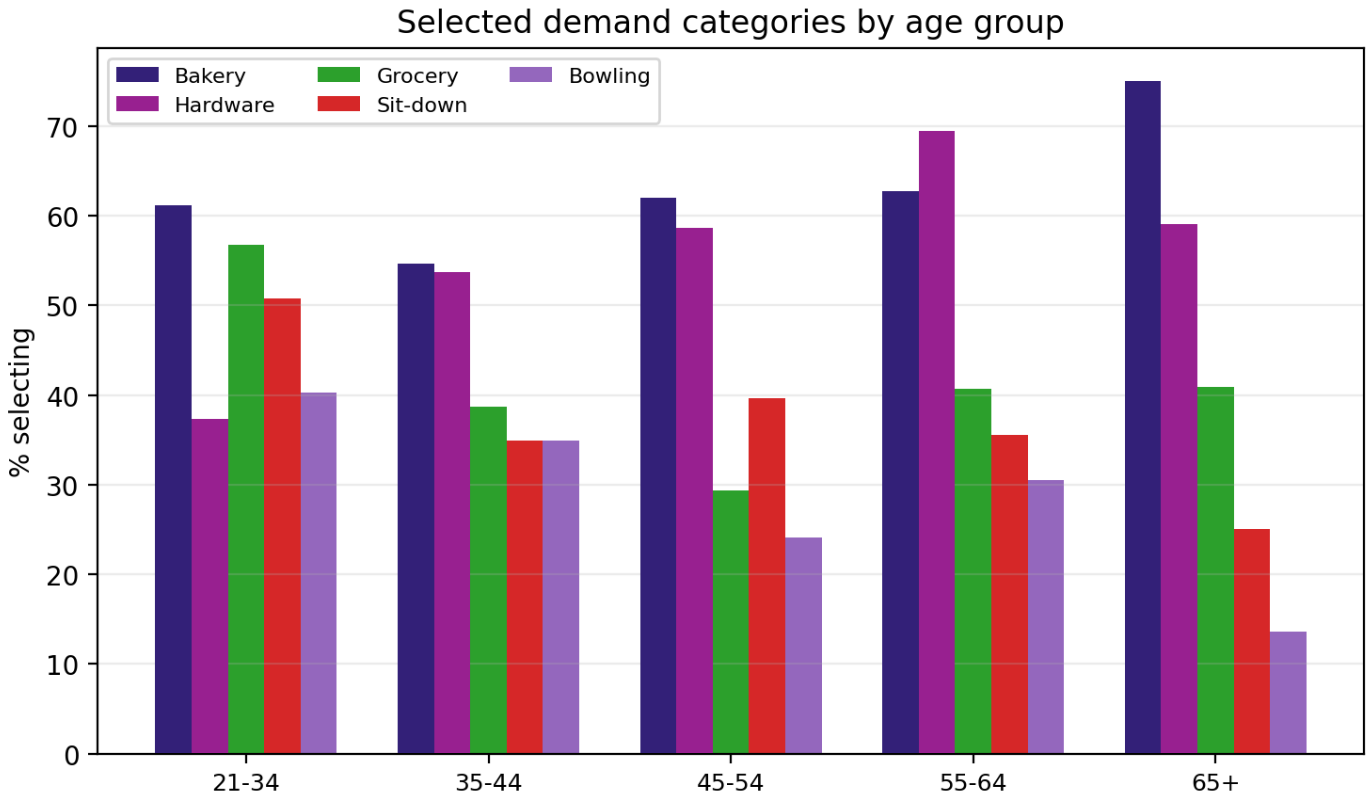
- Households with kids are 252 respondents (75.0%), so family needs heavily influence the survey.
- Families with kids prioritize bakery, hardware, full-service grocery, sit-down restaurants, and bowling. The key insight is that families are not only asking for kid-specific services. They want routine errands, places to eat, and activities that keep family trips local.
- Households without kids still prioritize bakery, grocery, and hardware, but show slightly stronger relative interest in grocery and ethnic/specialty restaurants compared with families.
- Interpretation: for families, the strongest business development story is convenience plus family time. A good local business mix would let a household run errands, grab food, and do an activity without leaving Hampshire.

9. NEWER RESIDENTS, LONG-TIME RESIDENTS, AND NON-RESIDENTS



- Newer residents (0-5 years) are the strongest conversion segment. They report only 11.8% current local spending but 79.5% say they would shop significantly more or almost all in Hampshire if desired businesses existed.
- Newer residents place the strongest relative emphasis on full-service grocery, sit-down restaurants, ethnic/specialty restaurants, and practical services. This is the clearest growth-oriented demand signal.
- Long-time residents (20+ years) spend more locally today (17.7%) but show lower strong-shift potential (58.6%). They strongly prioritize hardware (81.4%), bakery (71.4%), local businesses, and small-town character.
- Residents in the 5-10 year and 10-20 year groups sit between those poles. They still want bakery and hardware, but parking and awareness become more prominent concerns.
- Non-residents/nearby respondents are a small sample (14), but they still show interest in bakery, sit-down restaurants, bowling, grocery, and hardware. This suggests that nearby visitors may help support local-serving businesses, but the Village should not rely on the visitor signal alone.
- Interpretation: the central tension is not pro-growth versus anti-growth. Newer residents are asking for more practical options; long-time residents are asking that those options preserve the town's feel. A successful strategy can do both.

10. AGE GROUP DIFFERENCES



- Age 21-34 is the strongest younger-adult growth signal: grocery, bakery, sit-down restaurants, and bowling all rank highly, and 77.6% report strong shift potential.
- Age 35-44 is the largest age group and looks like a family/household segment: bakery, hardware, grocery, bowling, and restaurants all matter.
- Age 45-54 has a strong preservation and awareness signal: bakery and hardware lead, with sit-down restaurants also important; lack of awareness is their top barrier.
- Age 55-64 and 65+ lean more strongly toward hardware, bakery, parking, local businesses, and small-town character. These groups are not opposed to services, but they are more sensitive to accessibility and preservation.
- The 18-20 segment is too small to analyze independently. It should not be used for board-level conclusions.

Age interpretation should be directional because survey participation is voluntary and the age groups differ in size.

11. BUSINESS OWNER PERSPECTIVE

- Business owners are a small sample (13), but their responses are valuable because they reflect operator-side issues rather than only consumer preferences.
- Their top requested categories differ from the overall sample: hardware, clothing, bakery, bookstore, and ethnic/specialty restaurant. This may reflect what owners believe would complement the commercial mix.
- Their top barriers are sharply different: lack of parking (69.2%), high rents (53.8%), and downtown visibility (46.2%). These are practical operating constraints.
- Interpretation: the consumer side says what residents want; the business-owner side says what may prevent businesses from succeeding. Both should be considered before recruitment or site-readiness work.

12. HOW THE BDC SHOULD INTERPRET THE DATA

PRIORITY LENS	BUSINESS TYPES / ACTIONS	WHY THIS MATTERS	CAUTION
Highest-confidence demand	Bakery, hardware, full-service grocery, sit-down restaurants, ethnic/specialty restaurants	These categories show broad demand across many segments and align with spending leakage.	Demand does not equal operator feasibility.
Downtown activation	Bakery, coffee, specialty food/deli, restaurants, book/hobby retail, events connected to businesses	These support the walkable, small-town, local-business identity respondents want preserved.	Needs suitable buildings, hours, parking, and visibility.
Family local-capture	Sit-down dining, bowling/activity uses, grocery, hardware, quick errands	Families want to reduce family trips out of town, not just add child-specific services.	Entertainment uses often require larger spaces and strong operator economics.
Daytime economy	Lunch, coffee, bakery, package shipping, pharmacy, staple grocery, coworking/service uses	WFH households are in town during the day but spend less locally today.	Businesses need awareness and weekday hours to capture this demand.
Business support	Awareness campaign, coordinated business directory, signage/wayfinding, cross-promotion, storefront visibility	Lack of awareness is the highest barrier and can be addressed before new development occurs.	Should complement, not replace, recruitment/site-readiness work.
Site readiness	Commercial space inventory, parking review, broker feedback, parcel readiness, zoning checks	Residents want businesses, but operators need viable spaces and economics.	Must be factual and avoid implying commitments to specific businesses.

SUGGESTED BOARD/BDC TALKING POINTS

1. The final survey received 336 valid responses and provides a strong directional snapshot of what respondents want to see in Hampshire.
2. The most consistent request is for practical, repeat-use businesses: bakery, hardware, grocery, restaurants, and family-oriented destinations.
3. Respondents report spending only 14.3% of monthly purchases in Hampshire today, so the opportunity is less about creating new demand and more about recapturing spending that already leaves town.
4. Different groups emphasize different needs: newer residents and younger adults want grocery/restaurants/activity uses; long-time residents emphasize hardware, bakery, local businesses, and character; WFH households represent a daytime demand opportunity; business owners highlight parking, rents, visibility, and space constraints.
5. The survey should guide discussion and prioritization, but it should not be treated as a market feasibility study or a commitment to any particular business.

POTENTIAL NEXT STEPS FOR DISCUSSION

- Use the top categories to inform a targeted business recruitment wish list.
- Create or update a public commercial site/space inventory for recruitment conversations.
- Develop a business awareness and visibility plan for existing businesses, since lack of awareness ranked as a top barrier.
- Evaluate downtown parking/access perception with facts: public spaces, walk distances, signage, and business-owner input.
- Pair survey results with trade-area demographics, traffic counts, available parcel/building data, broker feedback, and operator requirements.

APPENDIX A: METHODOLOGY AND LIMITATIONS

- The analysis used the final raw response export plus segment-specific files provided by the Village. The file names were used to confirm the intended respondent groupings.
- Checkbox questions were analyzed by counting each selected item as one selection. Percentages show the share of respondents in that segment selecting the item.
- Segment analysis was based on the demographic fields in the response export: age, place of residence ownership/rental, business ownership, children in household, length of residence, work-from-home status, and in/near Hampshire location.
- Average spending shares were calculated from respondent-provided percentage allocations. Because respondents self-reported spending patterns, these should be treated as approximate directional indicators.
- The survey was anonymous, voluntary, and self-selected. It is not statistically weighted and should not be treated as a random sample of all residents, property owners, visitors, or businesses.
- Small-sample segments, including renters, business owners, non-residents, and age 18-20, are especially directional. They are useful for qualitative insight but not definitive population estimates.
- The 2018-to-final-survey comparison is directional only. Differences may reflect changes in survey wording, business categories, geography, public awareness, and who chose to respond, not only true changes in community preference.
- Recommendations and suggested next steps are suggestions only. They do not represent final Village policy, a commitment to recruit or incentivize specific businesses, or an endorsement or opposition to any business category.

SOURCE FILES REVIEWED

- Resident Feedback Survey - All Answers no filter.xlsx
- Resident Feedback Survey - Answers by age demo.xlsx
- Resident Feedback Survey - Answers by how long they have lived here.xlsx
- Resident Feedback Survey - Answers for current business owners in town.xlsx
- Resident Feedback Survey - Answers for renters compared to owners.xlsx
- Resident Feedback Survey - Answers for those who have kids.xlsx
- Resident Feedback Survey - Answers for those who work from home.xlsx
- 2018 Hampshire Survey Results - April All(2).pdf
- Prior board report and deep-analysis report style used for formatting inspiration.

APPENDIX B: FULL SEGMENT SNAPSHOT

SEGMENT	N	AVG. LOCAL SPEND	STRONG SHIFT	MODERATE+ SHIFT	TOP 3 CATEGORIES
Owners	323	14.5%	68.1%	90.7%	Bakery (197, 61%); Hardware Store (179, 55%); Full-service grocery (129, 40%)
Renters*	13	10.1%	69.2%	92.3%	Bakery (9, 69%); Full-service grocery (9, 69%); Restaurant - Fast Food (9, 69%)
WFH households	142	12.1%	69.7%	95.8%	Bakery (82, 58%); Hardware Store (71, 50%); Full-service grocery (69, 49%)
Non-WFH households	194	15.9%	67.0%	87.1%	Bakery (124, 64%); Hardware Store (112, 58%); Full-service grocery (69, 36%)
With kids	252	14.1%	67.9%	90.1%	Bakery (153, 61%); Hardware Store

VILLAGE OF HAMPSHIRE			BUSINESS DEVELOPMENT COMMISSION		
SEGMENT	N	AVG. LOCAL SPEND	STRONG SHIFT	MODERATE+ SHIFT	TOP 3 CATEGORIES
					(141, 56%); Full-service grocery (100, 40%)
Without kids	84	15.1%	69.0%	92.9%	Bakery (53, 63%); Hardware Store (42, 50%); Full-service grocery (38, 45%)
Business owners*	13	18.5%	61.5%	84.6%	Hardware Store (9, 69%); Clothing Store (6, 46%); Bakery (5, 38%)
0-5 years	132	11.8%	79.5%	95.5%	Full-service grocery (73, 55%); Bakery (71, 54%); Sit-down restaurant (63, 48%)
5-10 years	67	14.1%	59.7%	89.6%	Bakery (40, 60%); Hardware Store (32, 48%); Full-service grocery (25, 37%)
10-20 years	53	15.5%	66.0%	88.7%	Bakery (38, 72%); Hardware Store (35, 66%); Sit-down restaurant (23, 43%)
20+ years	70	17.7%	58.6%	85.7%	Hardware Store (57, 81%); Bakery (50, 71%); Bowling Alley (21, 30%)
Non-residents/ nearby*	14	17.1%	57.1%	85.7%	Bakery (7, 50%); Sit-down restaurant (6, 43%); Bowling Alley (5, 36%)
Age 21-34	67	14.4%	77.6%	95.5%	Bakery (41, 61%); Full-service grocery (38, 57%); Sit-down restaurant (34, 51%)
Age 35-44	106	13.3%	69.8%	90.6%	Bakery (58, 55%); Hardware Store (57, 54%); Full-service grocery (41, 39%)
Age 45-54	58	12.2%	70.7%	93.1%	Bakery (36, 62%); Hardware Store (34, 59%); Sit-down restaurant (23, 40%)
Age 55-64	59	15.1%	61.0%	84.7%	Hardware Store (41, 69%); Bakery (37, 63%); Full-service grocery (24, 41%)
Age 65+	44	18.5%	56.8%	90.9%	Bakery (33, 75%); Hardware Store (26, 59%); Full-service grocery (18, 41%)

Hampshire Business Development Commission

Current logo and three municipal-style refresh concepts using the Village of Hampshire visual pale

CURRENT LOGO

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

Reference mark

REFRESH OPTIONS

OPTION 1

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE
BDC
BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

OPTION 2

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE
BDC
BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

OPTION 3

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

BDC

HAMPSHIRE
BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

COLOR PALETTE

ONE-COLOR (DEEP PURPLE)

HAMPSHIRE BDC BUSINESS DEVELOPMENT COMMISSION

HAMPSHIRE
BDC
BUSINESS DEVELOPMENT COMMISSION

CLEAR SPACE

H H H H

HAMPSHIRE
BDC
BUSINESS DEVELOPMENT COMMISSION

Draft concept sheet for discussion; final logo artwork should be recreated as editable vector art before official use.