



HEUVELTON 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 Heuvelton. This information will help inform the overall vision and goals for the downtown.

Project team members visited available businesses in the project area on July 29th, 2026, gathering informal feedback. The project team engaged with a total of five (5) businesses located within downtown Heuvelton. 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 summer is the busiest;
- Several businesses noted that the late morning early afternoon are the times of highest foot traffic;
- Various owners indicated that their business is strictly open by appointment only.

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

- Increase curb appeal of downtown by additional signage, lighting, and pedestrian infrastructure;
- Property owners must maintain a cohesive and unique identity that is well maintained through façade improvements and general upkeep;
- Additional stores along State Street to attract more people, specifically coffee shops and bookstores; and
- A more robust catalog of community events.



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Question 3 (Q3) What factors in the Village of Heuvelton complement your business and add to its success?

- A wealth of businesses in a walkable vicinity, cultivating the opportunity for revitalization and shared success;
- Charming community that has safe and family friendly perception; and
- Spaces such as Pickens Hall, attracting visitors from the region.

Question 4 (Q4) What is the most important improvement you would like to see downtown?

- Improvements to pedestrian infrastructure to serve those of all ages and abilities walking between businesses;
- Expand housing options, specifically for young adults and families who desire to stay in the area; and
- Public art that displays the unique historical characteristics of downtown Heuvelton.