

Places / Activities / Events / Etc.**Number**

Trails	32
Businesses	30
Norwich (includes sports games, activities, sullivan museum)	22
Labor Day	18
Covered Bridges	11
Farmers Market	12
Parks (water street, memorial)	10
Town Pool	7
Falls Playground	6
Darn Tough (sock sale, tours)	7
Swimming Holes, Tubing	3
Youth Sports (Dynamos, NAHA, new little league)	3
Seasonal Events and Views	3
Farms (including maple producers, affordable land)	2
Faith Community / Places of Worship	2
Fishing	2
The Common	2
Library	2
Senior Center	1
Local Products	1
History	1
School Events	1
Opportunities for volunteering	1
Gravel bike riding	1
Medical Care Facility	1
Foliage Season	1
Local Daycares	1
Art offerings	1
Cultural Attractions (historical society	1
Trijang Buddhist Institute	1
Northfield Country Club	2

outdoor activities / Recreation

mountain biking
xc skiing
backcountry skiing
fishing
gravel bike riding
hiking
running
golf

What would you say to someone moving here?

Tight knit community, engaged citizens	18
Quality of Schools	16
Parks & Recreation (access to nature)	19
Library; Activities provided by library	8
Housing affordability	5
Proximity to Norwich / Town Gown Relationship	9
Walkability	4
Activities for children	5
Healthcare (green mountain family practice)	3
Safe	3
Small town atmosphere, friendly people	7
History of town	2
High speed internet	2
proximity to Darmouth, two airports, montpelier, burlington)	2
Lifestyle	1
Good job market	1
Family friendly	1
Nonprofits and volunteers	1
Close to Montpelier without paying their prices	2
Annual Events	1
Open mindedness	1
Businesses to be proud of	1
Resources available to young families	1
Approachable Government	1
Proximity to interstate	2
Local pharmacy	1
Convenient to work elsewhere, many amenities	2
Friendly businesses	1
Churches	1
Downtown	1
adequate city resources (stocked grocery, two hardware stores, two full service banks, restraunts, etc.	1
Public services under public control (library, sewer, water, electricity)	2
Employment opportunities (DT, NU)	1
Childcare	2
Rental Properties	1

Ideas

VT winter survival guide

Northfield Manual

Assets for Community Members?

Searchable Event Schedule / Calendar

Breaking News

Community Updates

Businesses and times of operations

All the places to go for recreation and dining

Lots of photos

Info about nonprofits and businesses

Info about Norwich offerings

Town pool

History of Northfield

Current opportunities

Stories about citizens

3

Resource Directory

Vital town information

Notices and announcements

Store promotions

Links to real estate offerings, FPF, town website,
updated wikipedia page

ADA compliant

Ease of navigation, good search button

Detailed map of rec, things to do

How to get to hiking spots

Restraunt menus

Album of community photos

Directory of services

Directory of organizations

Menus

Positive community news and events

Northfield vetted Airbnbs

Ideas for road / bike trips (cue sheets)

Ideas

Storymaps

How can this site serve existing businesses?

Coordinate events and promotions

Links!

Advertising

Websites for individual businesses

Features on individual businesses and owner profiles

Feature new startups

Something like Barre Bucks

Providing info on growth potential and incentives

Highlight places to buy gifts

Highlight options for breakfast, lunch, and dinner

Professional photos of each business

Business of the month page, randomly selected and business provides content

Creating a buzz around existing businesses will generate more interest

Reviews

Easy access to customer information

Domain Names

adventureawaitsinnorthfield

allpoints.northfield

athomeinnorthfield

beautifulnorthfield

discovernorthfield

experiencenorthfield taken

explorenorthfield taken

explorenorthfieldvt

gettoknownorthfield

gonorthfield gostowe

heartofnorthfield

inspirednorthfield

journeytonorthfield

knownorthfield

lovenorthfield

naturallynorthfield

norfieldforgood

norfieldnaturally

northfieldheartofvermont

northfieldinfo

northfieldishome

northfieldnow

northfieldontherise

notablenorthfield

raiseyourselfinnorthfield

realizeyourdreaminnorthfield

rediscovernorthfield

revealingnorthfield

simply.vermont.northfield

togethernorthfield

ournorthfield

truenorthfield

vibrantnorthfield

visitnorthfield

welcometonorthfield

welovenorthfield

yknorthfield

trynorthfield Norwich motto is "I will try"

playinnorthfield

thetruenorthfieldexperience

henceforthnorthfield

gotonorthfield

revealnorthfield

Northfield - the Right Place to Start a New Life

Northfield - the town of 5 covered bridges

Northfield, the heart of vermont

Covered bridges and colleges
Discover Paine
PainefieldVT

Questions, comments, concerns about site?

Will need to be maintained and updated

Needed

Promote Northfield as a small caring community with a home town feel. Everybody welcome.

Why be separate from the municipal site? Shouldn't they be connected?

Hope it looks better than current municipal site

Work with NCDN to incorporate branding that Jason has done

Provide a stipend to those contributing artwork

Make sure it doesn't look completely terrible, meaning less information than more

It needs to be good enough to justify hiring an economic development director

Just make it easy to use, clean, and accessible

Would love to see a spot to buy merchandise, links to artisans websites

Leave an input box where residents can leave suggestions on how to enhance marketing of Northfield

Make it attractive, colorful, easy to navigate

Please don't try to change Northfield into something that it is not

Audience: is it internal or external? Community-building or publicity/promotional?

Will need to make sure that all businesses, clubs, groups, and organizations are included

Comments for the ED?

Reach out to Northfield VT Facebook page

Would love to see empty storefronts filled.

Has anyone asked Darn Tough about an outlet store in Northfield?

I think we need to let people know what is available for cell service and internet coverage. Working remotely is here to stay so we need to make sure we can accommodate that. It is also unfortunate we do not have a hotel or an indoor health facility for swimming, tennis and workout room like the YMCA.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Hiking trails

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Quality of schools, healthcare and lifestyle

Q3

As a community member, what features would you like to see on this website?

The common, local shops, playgrounds, library, pool

Q4

How could a promotional site serve existing and prospective businesses?

Diversity of shops, farmers market

Q5

Do you have a recommendation for a catchy domain name? (e.g. [experiencemiddlebury.com](#), [discovernewportvt.com](#), [gostowe.com](#), [discoverwaterbury.com](#))

No

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Will need to be maintained and updated

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Norwich, Town Forest trails, Schools, businesses, Covered Bridges, Labor Day, Farmers Market

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Housing affordability, good schools, recreation opportunities, good job market, affordable and reliable utilities .

Q3

As a community member, what features would you like to see on this website?

Event schedule, breaking news, community updates,

Q4

How could a promotional site serve existing and prospective businesses?

Coordinate events and promotions with businesses

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Explore Northfield Vt.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Needed

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Norwich University, Falls General Store and the adjacent three covered bridges, Art Etc, Depot Square Pizzeria, Cornerstone, O'Maddis, new playground in the Falls

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Family friendly! Great schools, many outdoor activities, safe

Q3

As a community member, what features would you like to see on this website?

Our strong schools and lovely community

Q4

How could a promotional site serve existing and prospective businesses?

Links!

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Northfieldheartofvermont.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

parks / playgrounds

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Central local, parks and recreation areas

Q3

As a community member, what features would you like to see on this website?

Businesses locals, time of operations

Q4

How could a promotional site serve existing and prospective businesses?

Show the small town way of doing business

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Would like to see it promote Northfield as a small caring community with a home town feel. Evreybody welcome

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Are you aware of the FB group Northfield, Vermont? Have you reached out to the Admin. for that page. We're 1,400 members strong.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Hiking, coffee shop, Norwich, Labor Day,

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Schools, recreation for kids and families, hiking, common, community

Q3

As a community member, what features would you like to see on this website?

All of the above

Q4

How could a promotional site serve existing and prospective businesses?

Respondent skipped this question

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Gettoknownorthfield or just Knownorthfield

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Carrier roasting coffee, Good Measure Brewing, Farmers markets in the square, Paine Mountain hiking/biking trails.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Small town Vermont with close knit community

Q3

As a community member, what features would you like to see on this website?

A map of all the places to go with a legend for recreation vs. Dining, etc.

Q4

How could a promotional site serve existing and prospective businesses?

A place to explore all the possibilities for activity in the town, all in one place.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Explorenorthfield.com
Tournorthfieldvt.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

No

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Covered bridges, Norwich University, Labor Day, farmers market, senior center. Along with several newer businesses, we are fortunate to have a unique hometown pharmacy which has been family owned and operated for generations, Trombly's Greenhouse, Ellie's Market, Trans-Video, the Rustic, the Common Cafe.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Include the many non-profits and volunteers to reflect Northfield's sense of community and support of everyone in it

Q3

As a community member, what features would you like to see on this website?

Lots of Photos. A bit of info about each non profit and businesses. Info about what Norwich Univ offers the community, including volunteers, sports, events, anything at NU available to community. Info about our schools, including sports and events. Lots of pictures.

Q4

How could a promotional site serve existing and prospective businesses?

Just including them and a bit of info will help.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Welovenorthfield
Northfieldishome
WelcometoNorthfield

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Why be seperate from municipal website? Shouldnt they be connected?

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Would love to see empty storefronts filled--the old Red Kettle restaurant, the old Pioneer Restaurant, the two stores by Tops. Has anyone ever asked Darn Tough about having an outlet store in town? Outlet Stores are a great draw for towns, if we could convince a few.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

NU sports games, hiking Paine trail system, our town pool

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Tight knit community. Easy walking town—for young families it's easy to stroll around town with your kids. Great places to hike close by. You're close to Montpelier without having to pay Montpelier prices.

Q3

As a community member, what features would you like to see on this website?

Highlight our town pool! It's such a fun great space to bring your kids in the summer, but due to its location I think people don't even know it exists (unless you grew up here). Its a great deal if you get a family season pass (like \$120 maybe?). We love the pool and would love to see it supported more.

Q4

How could a promotional site serve existing and prospective businesses?

So people know what's here. Not all the business are active on FB or have a website, so even as a towns person it's hard to know when things open/close.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

explorenorthfield.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

No. I just hope it looks more up to date than the terrible 1990s looking site the town currently has. That site is truly embarrassing and makes it seem like our town is stuck in the past.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No. Thrilled somebody was found for the position. As a person who grew up here and is raising her kids here, I want people to know how great Northfield is. The community connectivity and spirit here is amazing. We've struggled with town leaders stuck in the past and what Northfield used to be. Hoping somebody with a fresh perspective can take us into the future.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Don't know, moved her during pandemic

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Things to do, history of town

Q3

As a community member, what features would you like to see on this website?

History of northfield, what to do here, list of groups, where to get info on groups organizations

Q4

How could a promotional site serve existing and prospective businesses?

Advertising

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

RevealingNorthfield.com
HeartofNorthfield.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

No

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Town Forest, Shaw Ctr, Dog River Park, Northfield Falls Playground, our restaurants and coffee shop, the covered bridges and swim holes

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

It's a friendly walkable community with great recreation. If you have children, there are many wonderful activities provided by the library and other groups in town.

Q3

As a community member, what features would you like to see on this website?

It'd be nice to see an honest but optimistic view of our community. We have personality and a lot of great things going for us, but I can't stand overly glossy advertising of a place.

Q4

How could a promotional site serve existing and prospective businesses?

Links to their websites and online ordering. Features on individual businesses and owner profiles.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

nope

Q6

Do you have any questions, comments, or concerns about the new promotional website?

no

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

no

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Parks, businesses, local products, farmers market, trails, farms, school events, history, walking loops, Northfield Falls Community Playground

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Connected community, annual events showing community spirit, walkability, open mindedness, proximity to NU, businesses to be proud of

Q3

As a community member, what features would you like to see on this website?

Events, contact info for community groups (not only official town groups), a way for community groups to share events/info on the page.

Q4

How could a promotional site serve existing and prospective businesses?

Emphasize character of downtown, highlight other successful businesses, master plans that we have completed , etc

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

LoveNorthfield
VisitNorthfield
VibrantNorthfield

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Perhaps try to purchase a website template to make the design cleaner, easier to navigate, attractive and modern.

work with NCDN to incorporate the great Northfield branding that Jason Andres (NCDN) has done. Perhaps get a grant or stipend to have Jason design or assist with the design of the website.

Incorporate images, art, showing vibrancy - people at events, people walking, people using spaces, colorful moments that show people enjoying Northfield (vs standard photos of an empty park or static sign). Ask for help from local photographers, or community members who take photos - provide a small stipend for the photos of hiring a local professional , etc.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

This would be a great opportunity to get community members to help do some of the work for you to make this really attractive and thorough. Please contact NCDN about the amazing branding we already have -> base the website design around this!

Thanks!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

All of the local businesses, with special shout-out to the ones unique to Northfield such as Carrier Coffee, Good Measure Brewing and Art, etc., the new recreational activities available to mountain bikers and hikers, Norwich University and the variety of resources in our faith community.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

The resources and opportunities available to young families. Examples of our community spirit. Show that while not perfect, we can come together to resolve differences such as the recent dialogue concerning Black Lives Matter.

Q3

As a community member, what features would you like to see on this website?

A calendar, current opportunities, stories of our citizens, a resource directory. High quality photographs.

Q4

How could a promotional site serve existing and prospective businesses?

Advertise promotions, stories of owners, feature new start ups.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

inspirednorthfield.com; beautifulnorthfield.com; realizeyourdreaminnorthfield.com; raiseyourselftonorthfield.com; northfieldontherise.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Long overdue! This is a great initiative. Thank you.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Look forward to meeting you. I'm hearing many good things. Welcome to Northfield!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Everything.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

The atmosphere, the sense of community (at times), history. It could rotate similar to the way some realtors market properties (pictures get rotated frequently. Houses and realtors highlighted.). Interview a resident on the site for example.

Q3

As a community member, what features would you like to see on this website?

See answer to 2.

Q4

How could a promotional site serve existing and prospective businesses?

It would allow people to see what services we provide, in a more convenient, organized way.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Explorenorthfield.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

No

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Restaurants/covered bridges/ socks/NU and all their activities/ town forest and trails

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Affordable housing compared to other areas in VT, university town, mid point in I89 corridor

Q3

As a community member, what features would you like to see on this website?

Ease of use, updated info, working links, maps, trail information vital town information and notices/announcements with outcomes!

Q4

How could a promotional site serve existing and prospective businesses?

Give forum to advertise special deals for our businesses. Learn about Barre Bucks!

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Naturally Northfield or naturally, it's Northfield or YknotNorthfield.com (socks connection) or journeytonorthfield.com, adventureawaitsinnorthfield, experience Northfield

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Current and updated information

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Not at this time

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Labor Day Weekend, Community Pool and playground. 2 Village Parks, Shaw Recreation Center

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

In today's world, high speed Internet is a necessity and Northfield is very fortunate to have it's own locally owned and operated telecommunications company who provides truly high speed Internet, via their hybrid fiber optic system.

Q3

As a community member, what features would you like to see on this website?

A easy to navigate to page that highlights local businesses for both new residents and those possibly looking to be new residents.

Q4

How could a promotional site serve existing and prospective businesses?

By highlighting the advantages what each business can provide one another as one example.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Hum.....how about, northfieldnow.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

I think highlighting all the great benefits of living in a small tight knit community, would be a nice welcome mat.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Glad he's on board!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Hiking, biking, fishing, Labor Day, Norwich University, sock sale from Cabot Socks, covered bridges

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Welcoming neighbors willing to help you with whatever you need, great teachers in both schools, pools and rivers for swimming, hiking, biking, state champions in many sports in a small friendly school.

Q3

As a community member, what features would you like to see on this website?

local tag sales, art shows, fundraisers, events to go to.

Q4

How could a promotional site serve existing and prospective businesses?

entice other Vermonters to come to Northfield to check out what we have.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Notable Northfield, Discover Northfield, Experience Northfield,

Q6

Do you have any questions, comments, or concerns about the new promotional website?

No

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Jon, we met at the farmers market. I helped get the new welcome signs in town. I also do a welcome folder for those who move to town. I will send the contents over to you digitally so you can see them or you can just pick up a green folder from the Electric Company desk at the Town Hall. (Leslie Striebe, Lstriebe@cvsu.org)

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

All restaurants, the pool , all youth sports

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Schools, safety, tight community

Q3

As a community member, what features would you like to see on this website?

Any events happening in town. Links to all youth sport leagues, local contractors, plumbers et

Q4

How could a promotional site serve existing and prospective businesses?

A place to advertise.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Bridges, Labor Day, hiking and biking trails, Good Measure and Carrier Roasting, the Common

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Schools, walkability, friendliness, approachable government, parks, Norwich U.

Q3

As a community member, what features would you like to see on this website?

Calendar of events, store promotions, reminders of how beautiful the town can be

Q4

How could a promotional site serve existing and prospective businesses?

Showcasing various businesses, providing info on growth potential and incentives

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Love "TrueNorthfield!"

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Eager to see responses

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

To come - happy with your work and approach!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Sullivan Museum, Municipal Pool, Covered Bridges, Hiking Trails, Sock Sale,

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Small community, pool, library programs, ease of travel (proximity to interstate), local pharmacy

Q3

As a community member, what features would you like to see on this website?

Highlights of places and events, a section on town history; links to municipal site, Norwich, local businesses

Q4

How could a promotional site serve existing and prospective businesses?

Links to their sites, special features (maybe rotating features on local businesses and business owners)

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

The Town forest and trails at Paine Mtn and Shaw Center, restaurants including Good Measure and Carrier Roasting, annual events such as the labor day festivities, plus pop-up events at the brewery, at the common, including the farmers market, opportunities for volunteering, events at the shaw center to help introduce people to the trails

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

highlight the convenient location for those who may work elsewhere, but also promote all of the amenities available right in town - places for food, the hardware store, garden supplies, local farms, places for recreation

Q3

As a community member, what features would you like to see on this website?

community organizations and ways to get involved

Q4

How could a promotional site serve existing and prospective businesses?

highlight places to buy gifts and local goods, highlight the options for breakfast, lunch, and dinner (and identify where there are gaps to fill), attract people to town that may not normally drive through. highlight the locations available for food trucks to come to town. highlight businesses that are off the beaten path or don't have an updated website of their own

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

explorenorthfieldvt.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

hiking, covered bridges, college, brewery/roaster, farmers, maple syrup producers, darn tough sock factory tours, Paine Mountain, Dog River swimming holes, gravel bike riding, Falls General Store

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Relatively cheap for the area compared to Montpelier, East Mont, Barre Town, etc.

And "organic" community in that it seems fairly diverse and robust and doesn't rely too heavily on one thing in town.

Q3

As a community member, what features would you like to see on this website?

I would probably never visit this website

Q4

How could a promotional site serve existing and prospective businesses?

I don't think something new would do a better job of existing stuff (facebook, yelp, tripadvisor, etc)

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Given that URLs aren't something folks pay much attention to I would consider something more clever with a new top level domain like Northfield.travel or something absurd like Northfield.pizza because those will probably be cheaper to register but I wouldn't worry TOO much about the domain name

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Just make sure it doesn't look completely terrible, which might mean less information rather than more

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

I'm sure you'll accomplish great things!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

The mix of small town/pristine nature-fishing, hiking, Nordic skiing, biking/college town with some associated cultural activities-concerts, lectures, intercollegiate sports/proximity to state capital, city of Montpelier, UVM Health Center affiliate hospital/proximity to downhill skiing.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

High speed Internet, real estate value, high speed internet, excellent small town educational system, high speed internet, historic Brown Public Library, high speed internet

Q3

As a community member, what features would you like to see on this website?

Links to: real estate offerings, calendar of cultural activities, Front Porch Forum, town website, and an UPDATED WIKIPEDIA ENTRY for the town of Northfield

Q4

How could a promotional site serve existing and prospective businesses?

on-line links

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

I tried updating the Northfield Wikipedia page several years ago with an entry about Northfield's locally owned and once cutting-edge cable system, but my entry was deemed "promotional" and not accepted. I believe the Wikipedia entry for Northfield deserves some attention with addition of more famous Northfielders (who each need a Wikipedia entry of their own), photos, artwork (such as the historic Paine oil painting of Northfield from the early 19th century currently in the Brown Public Library). I often check new destinations on Wikipedia and doubt I'm alone in that--part of due diligence.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Schools, recreation opportunities, library, friendly businesses, events at Norwich open to the community, lovely downtown, medical care facility, places of worship.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Schools, activities for children, library, businesses that meet the citizens' needs, recreation available, Green Mountain Family Practice, covered bridges, Falls Store, Carrier Coffee

Q3

As a community member, what features would you like to see on this website?

The parks, the schools, churches, Norwich, covered bridges, Labor Day activities

Q4

How could a promotional site serve existing and prospective businesses?

We need to compete with Montpelier, so we have to look attractive enough for someone to make the trip. Once they do, perhaps they will want to support the businesses or even move here. (It is hard for you to get the feel of Northfield this year with COVID and not having the full effect of Norwich on the community.)

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Northfieldforgood.com
ExploreNorthfield.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

It needs to be good enough to justify hiring a Development Director, and it needs to stay current so it does not get stale.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Recreational, farms, events for mayo, any down town music markets, the restaurants -bar and cafes , make it northfield unique.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

I feel this town is full of hard workers do it yourself and the support of community, a helping hand

Q3

As a community member, what features would you like to see on this website?

Something to communicate the kind of community here, the relationship of people to one another and the land

Q4

How could a promotional site serve existing and prospective businesses?

Perhaps let people know of special northfield events of the past, traditions, and future gatherings and events that aim to support each of the business's success in Northfield

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Tricky to create one! It would be nice to have the name be focused around the character of the community and be a name that is true to both the older residents and those new residents here.

Q6

Do you have any questions, comments, or concerns about the new promotional website?

I think its a good idea to have this to help businesses and events be better attended, supported, and known about.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No, maybe it would be good to have an ongoing open communication to better this projects intentions

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Nothing, there's nothing to do here. If you are young and not I'm into the outdoors it sucks. Not really that inviting as someone not from Vermont who's been here a year and still hasn't found anything great. I'd say you were joking about a university being nearby if you didn't have to drive past it to get here. Feels kinda run down and boring

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

I think it would be good to list real estate and apartment buildings in town cause Craigslist is sketchy to non Vermont people. Probably highlight the outdoors.

Q3

As a community member, what features would you like to see on this website?

Ada compliant, ease of navigation, good search button, aspirations for more in the future

Q4

How could a promotional site serve existing and prospective businesses?

It'd be good knowledge but I also feel like it would negatively highlight the lack of stuff here. I don't think anyone would want to set up shop unless a mom and pop

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Nope

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Just make it easy to use, clean, and accessible

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Not really

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Norwich, Labor Day, pool, sports,

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Friendly, helpful, schools, churches, downtown, library, town/gown relationship

Q3

As a community member, what features would you like to see on this website?

Helpful phone numbers, detailed map, regularly updated

Q4

How could a promotional site serve existing and prospective businesses?

Services offered, phone numbers, hours of operation, person in charge

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Naturally Northfield! Use of illation helps.

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Please keep information up to date!

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Welcome and good luck.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Water Street Park, Paine Mountain, NES & NMHS, Labor Day Parade and festivities, foliage season, the restaurants, especially Falls General Store, O'Maddis, Depot Square, and Cornerstone, the brewery and coffee shop, the bridges... Also the local youth sports (Dynamos, NAHA, the relatively new Little League, etc.).

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

How it is/could be family friendly. Kids play here, learn here, and are safe and healthy here.

Q3

As a community member, what features would you like to see on this website?

A list and how-to-get-to for local hiking spots, restaurant menus, an album of community photos.

Q4

How could a promotional site serve existing and prospective businesses?

Professional photos to make them look like they have personality!

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

I like discover, experience... Also something like northfield today, together northfield, or we are/ this is northfield.

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Would love to see a spot for us to buy merchandise and maybe even some get links to local artisans' websites.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Excited to have you on board!

What places / activities / events / etc. in Northfield should be marketed to visitors?

Brown Public Library
Paine Mountain trails
Local businesses such as Carrier, Good measure, Cornerstone o'Maddis and the Northfield Pharmacy
Norwich University and our partnership with them
Schools including Star
Local daycares
Memorial Park and town pool
All playgrounds
All events in an easy to use searchable calendar

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

All of the above.

Q3

As a community member, what features would you like to see on this website?

A searchable event calendar

Q4

How could a promotional site serve existing and prospective businesses?

A place to highlight their events and specials. They all contribute so much to our town and local organizations. It would be nice to highlight that.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

So excited about the prospect of something other than the municipal website. Good luck!

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

We need more overnight accommodations in town. So embarrassing to have guests stay in Montpelier or barre.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Local food and drink, hiking, farmer's market, seasonal events and views, Norwich events, art offerings, local businesses

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Community, Norwich, local businesses and farms, location (central so close to Dartmouth, two different airports, Montpelier, Burlington), access to nature, views, beauty. What are the zoning rules (explained in a way that is easy to understand)?

Q3

As a community member, what features would you like to see on this website?

More about local businesses and services. Does the pharmacy offer flu shots? Is there a local person who can paint a house or build something? What services exist in Northfield? People ask on Front Porch Forum, but the answer isn't always posted. Many home services do not have a website and it is a constant challenge to find a local painter, carpenter, etc.

Q4

How could a promotional site serve existing and prospective businesses?

One could easily see a list of businesses with links to their websites or contact details. Finding this information via Google is not as easy as one would think. The phone book doesn't help if you don't know the name of the business or what they provide. Plus, so many service people do not answer their phones.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

ExploreNorthfield is already taken. GoNorthfield and DiscoverNorthfield are available but you better reserve them before someone else scoops them up. Make it as simple as possible because a lot of people are typing on phones when traveling. "Go" is probably the easiest to remember.

Q6

Do you have any questions, comments, or concerns about the new promotional website?

What is the timing?

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

We have recently made an offer on a commercial building in Northfield and are happy to see these steps to promote local businesses. Looking forward to working with you!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

The existence of unique, culturally significant businesses offering quality products, clustered on the Common, such as Art. Etc., O'Maddi's Delaurant, and Fernandez Hardware.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

A small town atmosphere created by friendly people, which never the less offers adequate city resources i.e. a well stocked grocery, two hardware/farm stores, two full service banks, restaurants, etc.

Q3

As a community member, what features would you like to see on this website?

A continuously updated roster of town activities. This would be helpful to current residents, and illustrate that Northfield is a small but active community.

Q4

How could a promotional site serve existing and prospective businesses?

Include a "business of the month" page, available at no charge to the businesses. The featured business would be required to supply content in electronic form, thus simplifying inclusion on a web site. The choice of the business would be done by a monthly drawing. If a business had already been featured within the last (6? 12?) months, another name would be drawn out of the hat.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

I'm an engineer. I'll leave this one to the liberal arts majors.
Neighborly Northfield (??? pretty weak)

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Include an input comment box where residents could leave suggestions on how to enhance the marketing of Northfield/suggested town events and the like. 'n' heads are better than one.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

I'm REALLY glad your job exists, and that you have it. Best of luck!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

1. Local businesses, especially restaurants/bars that out-of-towners would not be aware of but would look for. 2. Seasonal events (sock sale, etc.). 3. A link to Norwich U events but not a duplication of them; 4. Cultural or scenic attractions in the town (Historical Society) Anything that brings in people or gets people to spend money.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

List of types of businesses (even without names), like "several convenience stores, grocery stores" etc. Property values (average, median costs). List of public services (library, sewer, water, electricity all under local control). Employment opportunities (biggest employers only). We should have overhead photography (several needed) with labels showing "downtown" and "West Hill area" and "Turkey Hill area" etc.

Q3

As a community member, what features would you like to see on this website?

Frankly, the official Town website needs to be informational. Dates of when the leaf-sucker will start and end each season, for example. As a community member, every time someone mentions a service on Front Porch Forum, it should be added to a master list (by category, like the Yellow Pages of old)...so if I only need a gutter cleaner once every 5 years, I know what companies/people I could contact...similar for deck repair/replacement, etc.

Q4

How could a promotional site serve existing and prospective businesses?

We should LINK to their sites and not duplicate info at all. A master map of locations might be nice.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

NorthfieldInfo.com
Northfieldinfo.gov
Northfieldinfo.org

Q6

Do you have any questions, comments, or concerns about the new promotional website?

It has to be maintained...any out-of-date info must be deleted, any events data should be seasonally updated until it occurs on the same date annually.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

We need to know what the current economic activity is (data) so we can figure out what changes have resulted in specific improvements. Any data should be pre-COVID19 so as to not skew results.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

<https://www.tbiosa.org/>
<https://carrierroasting.com/>
<https://www.goodmeasurebrewing.com/>
<https://www.norwich.edu/>
<https://darnrough.com/pages/darn-tough-vermont-community>
<https://fallsgeneralstore.com/>
<http://thewoodsvt.com/index.html>
<https://www.northfieldfarmersmarketvt.org/>
<http://www.rustic-inn.com/>
<https://www.nsbvt.com/>
http://www.northfield-vt.gov/text/Conservation/Northfield_Town_Forest_Stewardship_Plan.pdf

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Diverse cultural amenities and institutions, proximity to Montpelier, enrichment opportunities for kids, overall access to nature, and community engagement.

Q3

As a community member, what features would you like to see on this website?

A spotlight on different contributing members of the community - like the children's librarian rebecca wolf, or the woman who organizes the farmers market, or the owners of the woods lodge or Falls General Store.

Q4

How could a promotional site serve existing and prospective businesses?

Highlight opportunities for prospective businesses to pitch ideas to the community (with an incentive for winning pitches to have grant-based/ or in-kind support from the town or community). Or a needs/want-assessment from the community about what northfielders would like to see from existing or prospective businesses and then a program to recruit and encourage development aligned with the greatest needs/wants.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

SimplyVermont.Northfield.com
Allpoints.Northfield.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

What personas will you use to develop the website? Who are the target viewers?

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Let me know if there's any help we can offer along the way to develop the website, or for other programing. My wife and I moved from Cambridge, MA to Northfield last summer with our toddler. You can email me at Bobkeeley@gmail.com.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Labor day parade, farmers market, local restaurants,

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Outdoor trails, schools, library, restaurants

Q3

As a community member, what features would you like to see on this website?

Things to do, businesses, norwich

Q4

How could a promotional site serve existing and prospective businesses?

Highlight existing and describe types of new businesses we want to attract

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Discovernorthfieldvt

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Ensure it is easy to navigate, regularly updated, especially to reflect the seasons.

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Thank you for asking for community input

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Mountain biking & hiking trails, local restaurants/cafes/coffeeshop/ brewery, art gallery, municipal pool, Norwich sports games, Norwich cultural events, affordable farming land.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Close-knit community with engaged citizens, great elementary school (hopefully the middle & highschool will grow and improve too but no need to mention that lol), active library with events for families, teens and adults, photos of community events such as the "Common Spirit" celebration coming up in December, photos of families and more serious hikers/mtn bikers.

Q3

As a community member, what features would you like to see on this website?

Lots of photos (people enjoying our businesses, trails, pool, library, etc), some diverse quotes & photos from local people about why they love living here.

Q4

How could a promotional site serve existing and prospective businesses?

It could easily attract mtn bikers & back-country skiers as a reason to visit, and local shops/eateries would benefit. The more 'buzz' there is around new businesses like the Falls General Store, Carrier Roasting and Good Measure Brewery, the more likely it is that others will see starting a business here as viable.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

discovernorthfield sounds good... or explorenorthfield

Q6

Do you have any questions, comments, or concerns about the new promotional website?

please please please make it user-friendly! Attractive, colorful, and easy to navigate

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

thanks for joining our town and bringing energy and ideas!

What places / activities / events / etc. in Northfield should be marketed to visitors?

Sock sale, restaurants, bars, shopping, hiking trails, covered bridges, Norwich sports events, labor day, dog River Park, areas where you can tube and swim on the dog River

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Utilities including firewood and driveway clearing services, these things are specific to cold weather areas but when you move in from the south you're not used to having to find someone to plow your driveway. It might also be an explanation of road conditions and which roads are dirt versus paved. Places to take your kids to play and children's activities such as the library and play groups. Definitely include a section about childcare options with links to kids resources in and outside of Northfield. maybe consider a special section about how to stay warm in the area and you can feature information about the sock mill but also explain to people that you need better boots...

Q3

As a community member, what features would you like to see on this website?

Online bill pay for community-based resources so taxes and other things. An explanation about the structure of our town including biographies of all local leaders with photos. Moving from outside of this area a lot of people are not familiar with the New England system of democracy so this would be a great way to introduce people to their local leaders and also encourage people to participate

Q4

How could a promotional site serve existing and prospective businesses?

Ad space, reviews

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

No but I'm in the screen now so I'm also going to suggest that you feature a section on local folklore and really capitalize on the pigman.

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Don't make it cheesy. Sometimes the imagery used in these areas is kind of cheap looking. Like I don't like the stove logo and I'm not a huge fan of the signs. Try to use local artist s and capitalize on the existing beauty of this area. Please don't try to change Northfield into something that it's not. Northfield is awesome so let's just promote it the way it is

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

No

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Sullivan Museum; Dog River Park; Paine Mountain; Falls playground; Labor Day weekend and parade (if it continues...); Farmer's Market; Coffee Roasters; covered bridges; Norwich

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

schools; community access to Norwich events; parks; Paine Mountain

Q3

As a community member, what features would you like to see on this website?

business directory; town directory; Norwich "coming events"; calendar of coming events

Q4

How could a promotional site serve existing and prospective businesses?

easy access to customer information (hours, types of services, phone numbers, etc)

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

rediscovernorthfield; athomeinnorthfield;

Q6

Do you have any questions, comments, or concerns about the new promotional website?

not that I can think of right now

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

no

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Norwich University, Sullivan Museum and History Center, Labor Day Parade

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

The proximity to Norwich University

Q3

As a community member, what features would you like to see on this website?

Respondent skipped this question

Q4

How could a promotional site serve existing and prospective businesses?

I would love to see the website promote the Sullivan Museum and History Center to a wider audience.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Recreational areas, Norwich University, maybe get some more businesses in Depot Square.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

The beautiful Green Mountains and quaint village

Q3

As a community member, what features would you like to see on this website?

I'd be interested in seeing marketing that draws more businesses to the area.

Q4

How could a promotional site serve existing and prospective businesses?

Indicate what can be beneficial to prospective businesses for moving to the area.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Labor Day weekend, Norwich University sporting events (football, hockey, basketball, lacrosse etc.), Darn Tough Sock Sale, Cornerstone Burger, Northfield Country Club, Paine Mountain trails

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Small town feel with everything you need. Mountains, hiking, skiing, biking recreation.

Q3

As a community member, what features would you like to see on this website?

community calendar, weekly/monthly business spotlights, restaurant menus and hours, press releases about positive community news and events.

Q4

How could a promotional site serve existing and prospective businesses?

Respondent skipped this question

Q5

Do you have a recommendation for a catchy domain name? (e.g. [experiencemiddlebury.com](#), [discovernewportvt.com](#), [gostowe.com](#), [discoverwaterbury.com](#))

[visitnorthfieldvt.com](#), [explorethenorthfieldvt.com](#),

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

What places / activities / events / etc. in Northfield should be marketed to visitors?

The trails and ski terrain on Paine Mt.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

Easy access to great outdoor recreation: hiking, mountain biking, gravel road biking, skiing, snowshoeing. Also watching Norwich Football, Hockey, and other sports. Great Farmer's Market and other locally produced food & beverage. Peaceful town, with easy access to I89.

Q3

As a community member, what features would you like to see on this website?

Map(s) of the recreational facilities and trails.

I know the timing for this idea needs to wait (Covid), but I would like to see a Northfield promoted Air B&B page. The lodging options would be vetted by a Town entity, then all would be promoted on the website. Create an easy way for potential visitors to find local accommodations that meet their needs, and it will help keep the visitors in Northfield to spend their money in Northfield restaurants. We could even brand it for Northfield.

Q4

How could a promotional site serve existing and prospective businesses?

Draw more visitors to town, and show them the great businesses they can visit while here. Encourage people to choose to move to Northfield because it has the businesses they need near where they live.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

TryNorthfield.com (Norwich's motto is "I will try")
PlayinNorthfield.com
TheNorthfieldexperience.com

Q6

Do you have any questions, comments, or concerns about the new promotional website?

no

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

no

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Farmer's Market, Labor Day Festival/Parade, restaurants in town

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

utility providers, realtors/rental properties, K-12 school information, local parks, daycare providers

Q3

As a community member, what features would you like to see on this website?

community events

Q4

How could a promotional site serve existing and prospective businesses?

Respondent skipped this question

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Norwich events/sports, stores and restaurants on the common, Town Forest hiking/biking, church services, farmer's markets,

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

A great small town with an excellent sense of community, University presence provides sports/activities, close to the interstate and state capitol.

Q3

As a community member, what features would you like to see on this website?

Good communication about town meetings, events. I would like to participate more in these kinds of things but I usually don't seem to even know things are happening.

Q4

How could a promotional site serve existing and prospective businesses?

Contact information, hours of operation, menus, names of owners, etc

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Respondent skipped this question

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Respondent skipped this question

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Respondent skipped this question

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Recreational facilities, Labor Day, Farmers' Market, small businesses

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

High-quality schools, community connections, Norwich University, outdoor facilities

Q3

As a community member, what features would you like to see on this website?

Community calendar of events, links to key resources (town website, non-profits, small businesses)

Q4

How could a promotional site serve existing and prospective businesses?

Weblinks to businesses that are listed by category

Q5

Do you have a recommendation for a catchy domain name? (e.g. [experiencemiddlebury.com](#), [discovernewportvt.com](#), [gostowe.com](#), [discoverwaterbury.com](#))

[henceforthnorthfield](#); [goforthnorthfield](#), [Northfieldrevealed](#) ([revealnorthfield](#))

Q6

Do you have any questions, comments, or concerns about the new promotional website?

Audience: Is it internal or external? Community-building or publicity/promotional?

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

Welcome aboard!

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Labor Day event
Memorial Park
Northfield Country Club
Paine Mountain hiking trails
Farmer's market
Good Measure, Carrier Coffee, Depot Pizza, Cornerstone, Rustic, china Star, Subway, O'Maddies, Two wooden spoons, Common Cafe
Falls General Store
Tromblay's Greenhouse

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

all of the above and include CERV services, hair salons, grocery stores and the Brown Public Library, American Legion, Masonic Temple, .Meals on Wheels, Sr Center, hardware stores, auto part store, locations for auto repairs, small engine repairs, local contractors or handymen, bus schedule, historical society, what the high school has for activities open to the public and what Norwich has open to the public
This is a small community and volunteerism is encouraged and desperately needed (CERV, Labor Day, School activities & Clubs, other various boards in town)
Little league, hockey, scouting clubs, Rotary Club

Q3

As a community member, what features would you like to see on this website?

Show what there is to do recreationally in Northfield
Show a directory of local services and stores including hours of operation and maybe menus from the restaurants, when church services are
List of organizations, clubs and boards looking for volunteers
maybe some ideas of different road trips around the area to check out scenery
Calendar of events

Q4

How could a promotional site serve existing and prospective businesses?

If you can go online to see store hours, menus and what types of things a business is selling that might bring people in. It would also high-light what is missing in the community and may promote new business ideas

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Northfield - the Right Place to Start a New Life
Northfield - the town of 5 covered bridges

Q6

Do you have any questions, comments, or concerns about the new promotional website?

We need to make sure all business, clubs, groups and organizations are included

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

I think we need to let people know what is available for cell coverage and internet coverage. Working remotely is here to stay so we need to make sure we can accommodate that. It is also unfortunate we do not have a Hotel or an indoor health facility for swimming, tennis and workout room - Maybe like a YMCA.

Q1

What places / activities / events / etc. in Northfield should be marketed to visitors?

Outdoors, e.g., hunting, the Shaw Center/Northfield town forests, craft beer, the arts, local businesses that struggle for getting their name out.

Q2

From the perspective of someone interested in moving to Northfield, what should the website highlight?

The community bonds, ways to get involved, the connection to Norwich

Q3

As a community member, what features would you like to see on this website?

I would like to show people our eclectic rural community towards Norwich and as a town itself. Promote the downtown.

Q4

How could a promotional site serve existing and prospective businesses?

It would serve as a landing page for more information. It would help using SEO to have that landing page deliver immediate content, e.g., an ebook on how to open a business, the taxes, rules, and how to contact.

Q5

Do you have a recommendation for a catchy domain name? (e.g. experiencemiddlebury.com, discovernewportvt.com, gostowe.com, discoverwaterbury.com)

Northfield, the Heart of Vermont

Covered Bridges and Colleges

Discover Paine

PainefieldVT

Q6

Do you have any questions, comments, or concerns about the new promotional website?

None presently

Q7

Do you have any questions, comments, or concerns for Jon Ignatowski, Northfield's Economic Development Director?

None, thank you for extending this opportunity.