

Local Market Questionnaire

Fox Cities – Appleton, WI

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? (higher sales)
Appleton (Grand Chute), Neenah, Menasha, Oshkosh, Kimberly, Kaukauna
 - b. Zip codes?
54915, 54914, 54913, 54912, 54911, 54956, 54952, 54136, 54130
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? (lower sales)
Greenville, Freedom, Sherwood
 - b. Zip codes?
54942, 54131, 54169
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurant – Higher End, Bar & Grill – Sports Oriented, Food – Friday Fish Fry & Sunday Brunch, Pizza, CHEESE, Butcher Meats, Coffee Shop, Salon & Spa, Mani/Pedi, Massage, Golf, Jewelry, Oil Change, Local Travel Deals (small airport)
- 4) Specific Deal categories that you need more of in your market
Chiropractor, Music Concert Tickets,
- 5) What categories definitely don't work in your market "redlit" House Cleaning, Museums, Clothing (Retail), Swimming Lessons
- 6) What's the best thing about living there? Family oriented activities and events from concerts to marathons to farm markets
- 7) Is it a college town? Yes, Appleton – Lawrence University, Fox Valley Technical Institute, Marian, Concordia, Globe, Rasmussen, Phoenix & Oshkosh – University of Oshkosh, Fox Valley Technical Institute

8) What are some big anchor businesses/manufacturers?

- a. Bergstrom Automotive - <http://www.bergstromauto.com/index.htm>
- b. Kimberly Clark - <http://www.kimberly-clark.com>
- c. Plexus - <http://www.plexus.com>
- d. Oshkosh Corp - <http://www.oshkoshcorporation.com>
- e. Miller Brewing - <http://www.millercoors.com/Home.aspx>
- f. American Family - <http://www.amfam.com/default.asp>

9) Are any well known companies Headquartered in your city?

- a. Bergstrom Automotive - <http://www.bergstromauto.com/index.htm>
- b. Kimberly Clark - <http://www.kimberly-clark.com>
- c. Plexus - <http://www.plexus.com>
- d. Oshkosh Corp - <http://www.oshkoshcorporation.com>

10) A new seller moves in from a market 1500 miles away. What do they need to know?

- a. Fox Cities - <http://www.foxcitieschamber.com>
- b. Kimberly/Kaukauna - <http://www.heartofthevalleychamber.com>
- c. Oshkosh - <http://www.oshkoshchamber.com>
- d. Appleton - <http://www.appleton.org>
- e. Neenah - <http://www.neenah.org/futureneenah>
- f. Menasha - <http://www.cityofmenasha-wi.gov/content/community/index.php>
- g. Kimberly - <http://www.vokimberly.org>
- h. Kaukauna - <http://www.cityofkaukauna.com>

11) Tell us about your market's seasons please.

- a. What time of weather patterns do you experience and when?
 - i. Snow & Cold – Jan – March
 - ii. Thaw & Warm – April – June
 - iii. Summer Overcast – July – Sept
 - iv. Windy & Cool – Oct - Dec

12) Please give us a wish list of a few local spots that you feel would be BIG deal performers if we were able to nail down. These should be well-known hot spots that you would love to see run on Deal Chicken. We'd love to hear why they are so popular in town too!

- a. Performing Art Center

- b. Mary's Place Restaurant
- c. Melting Pot Restaurant
- d. Fratellos Restaurant
- e. Lombardi's Steakhouse
- f. George's Steakhouse
- g. Mark's East Side
- h. Osario's Latin Fusion
- i. Bucca de Beppo

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)

- a. Appleton Post-Crescent newspaper circulation – DC ECards
- b. Oshkosh Northwestern newspaper circulation – DC ECards

14)Current Email Subscriber list 21,500 emails

15)Please email all info to April Steffen at april.steffen@gannett.com .