

Local Market Questionnaire

1) What can you tell us about the good areas to sell to in your local market?

- a. **Specific neighborhood/suburbs?** Green Bay, De Pere, Howard, Suamico
- b. **Zip codes?** 54313, 54115, 54304, 54311, 54303, 54302, 54301, 54143, 54166, 54220

2) What can you tell us about the areas we should AVOID in your local market?

- a. **Specific neighborhood/suburbs?** Upper Peninsula of Michigan, northern Wisconsin (anything north of the Suamico area is a no-go)
- b. **Zip codes?** 49858, 49896, 49821, 49886, 49893

3) What types of deals do you think would perform the best based on your local demographics?

Anything food. Lots of bar & grill type establishments in the area. Business concentrated around Lambeau field will do well. Golf courses will also do extremely well. Stay away from split certificates that cannot be combined. Our market has not been very responsive to them.

4) Specific Deal categories that you need more of in your market

More entertainment/activity based deals. We run a lot of restaurants. Mixing in a movie theater or different type of activity would be great.

5) What categories definitely don't work in your market "redlit"

High-end medspa services aren't a big hit (botox and similar services).

6) What's the best thing about living there?

Very friendly people with a diverse selection of activities. We get all of the seasons, and they're somewhat extreme. Warm summers and very cold winters. This leads to a bunch of different activities: skiing, golfing, boating, ice skating

7) Is it a college town?

Not really. Green Bay has UWGB and De Pere has St. Norbert, but I would classify either city as a college town.

8) What are some big anchor businesses/manufacturers?

Schneider National (trucking), Humana (insurance), United Healthcare (Insurance), Shopko Corporate, Schreiber Foods (food manufacturing), Associated Bank

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

Shopko is anchored here (big retailer)

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

There's plenty of great local spots to checkout. The downtown area of Green Bay has some excellent restaurants (St. Brendan's Inn, Republic Chophouse). There's different areas with loads of bar restaurants to check out. There's the Broadway District which is near downtown Green Bay that has a number of local restaurants to checkout. De Pere is also a good place if you're looking for things to do. They have a nice downtown area.

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

a. What time of weather patterns do you experience and when?

Summers get very hot and humid, winters get extremely cold. There's a windchill of below 0 degrees as I'm typing this on January 23rd. We also tend to get large amounts of snow from Dec-Feb.

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. Hot Spot #1: Foxy Lady Cruises – awesome cruise that goes on the Fox River and the Bay of Green Bay. Leaves right from downtown. Usually serve a meal/drinks on the cruise, and sometimes there is entertainment onboard. Cool experience!
- b. Hot Spot #2: Thornberry Creek Golf Course – Nice golf course in the area, also have a full bar and restaurant. A pretty nice package that includes golf and lunch/dinner could be a big time seller
- c. Hot Spot #3: Lambeau Field Tours – It's something that some locals haven't done, and people that have done it would definitely go again. They ran on a deal site last year, and haven't done anything since.

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

Daily 2x3 newspaper ad (Mon-Friday). Full color, includes a picture of the deal. Social media posts. On the main page of the greenbaypressgazette.com website all day every day

14) Current Email Subscriber list

About 20,000

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

