

Tampa Bay - Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? South Tampa “SoHo” aka South Howard Ave., Downtown St. Pete, Pinellas, Palm Harbor, Dunedin, Safety Harbor and the beaches.
 - b. Zip codes? In order from above: 33701, 33606 33781, 34683, 34698, 34677, Beaches Multi from other neighborhoods. See Map via: [http://zipmaps.net/Florida/Pinellas_County/St. Petersburg.htm](http://zipmaps.net/Florida/Pinellas_County/St._Petersburg.htm)
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? South of downtown St. Pete, downtown Tampa, Suburbs like “Brandon” (but growing), Sarasota, Bradenton (too far), and North of downtown Tampa and USF area, North of Palm Harbor
 - b. Zip codes? In order from above: 33705, 33602, 33511, 34240, 34210, Many north of downtown Tampa (see previous map), 33613, 34689
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants, locally owned, central to downtown St. Pete or the beaches, we are a ‘reviewing’ community, so 10 reviews on a restaurant is mediocre, but 30+ reviews on a restaurant is what we see on most local favorites. Steak Houses! Chinese Food, Sushi, Italian, BBQ, Pizza. Water activity deals specifically close to St. Pete Beach, Clearwater Beach or the pier in downtown St. Pete (not so much on the water in Tampa unless the Yacht Starship!)
- 4) Specific Deal categories that you need more of in your market. Restaurants (high end) for the Monday morning show featuring the merchant live cooking, family activities closer to the above preferred zip codes: mini-put, bowling, etc.
- 5) What categories definitely don’t work in your market “redlit”: most mani/pedis. (If a spa deal, they want massage AND mani/pedi). Services, deliveries. Retail.

- 6) What's the best thing about living there? The beaches! Sunshine state. The weather. The palm trees. The amount of locally owned in this community. The charitable community.
- 7) Is it a college town? Depends. Tampa is (above downtown Tampa for USF – University of South Florida). Downtown Tampa is private university for UT – University of Tampa. USF is very popular for the football team USF Bulls which is played at the Tampa Bay Buccaneer's stadium known as "Raymond James Stadium." St. Pete is not so much a college town but does have a USF location, very separate from the Tampa USF locale.
- 8) What are some big anchor businesses/manufacturers? Internationally known "Bern's Steak House." ... The Yacht Starship for lunch/dinner/brunch/holiday cruises. The "Don Cesar" resort in St. Pete Beach aka the nationally known pink palace! (Note: Hotel deals are still travel until further notice and travel deals are not currently allowed in Florida).
- 9) Are any well known companies Headquartered in your city? The Yuengling brewery in Tampa, FL.
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? If they're smart, they'll open in St. Pete vs. Tampa. Cheaper in St. Pete and the community supports local merchants tenfold. Tampa is much more expensive for business owners with not as much support, although there is still support, it is just outstanding support in St. Pete.
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when? Fall: Warm Winter: Warm/Cool Spring: Warm/Hot Summer: Hot/Hot/Hot!!!

- 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! - Bern's Steakhouse – Bascom's Chophouse – Charley's Steakhouse. – Hula Bay with Duke's – CineBistro – Tradewinds Resort (when travel allowed) – Don Cesar (when travel allowed) – The Yacht Starship – Multiple AMC theatres in both St. Pete and Tampa to cover the 'legit' Tampa Bay.
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Free radio trade via PSA's. "Hey this is Sally from DealChicken.com wishing you a Happy Veteran's Day" et al. Promo cards. Bloggers/FB Communities promoting us (mostly st. pete). Monday morning segment for restaurant deal on Studio 10. Deal specific commercials. Branding commercials. Central web promos. Social Media.
- 14) Current Email Subscriber list: According to e-mail tracker (not sure if this is accurate yet) approx 45,500.
- 15) Please email all info to April Steffen at april.steffen@gannett.com .