

Local Market Questionnaire

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

- a. We have several areas of focus where pockets of businesses are:
Portland, Camden, Boothbay Harbor
- b. We do overlap some with Bangor for overnight stays with dinner along the coast as well as adventure type deals like boat trips.

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

- a. Focus along the coast unless it's a well known place like Sugarloaf Mountain.

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

- a. \$40 for \$20 restaurants and seasonal activities/luxuries.

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

- a. Fine dining, sports, excursions, gambling (2 casino's)

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

- a. Hair Salons
- b. Oil Changes
- c. Fitness with the exception of hot yoga

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

- a. Most restaurants per capita
- b. Small businesses
- c. Coastal communities
- d. Outdoor enthusiasts

7) Is it a college town?

- a. Yes, (UMaine, Andover, Bates, Bowdoin, Colby, Husson, Maine College of Art, Maine Maritime Academy, Saint Joseph's, SMCC)

8) What are some big anchor businesses/manufacturers?

Maine has very few large companies that maintain headquarters in the state, and fewer than before due to consolidations and mergers, particularly in the [pulp and paper industry](#). Some of the larger companies that do maintain headquarters in Maine include [Fairchild Semiconductor](#) in South Portland; [IDEXX Laboratories](#), in Westbrook; [Hannaford Bros. Co.](#) in

Scarborough, [Unum](#) in Portland; [TD Bank](#), in Portland; [L.L. Bean](#) in Freeport; [Cole Haan](#) and [DeLorme](#), both located in Yarmouth. Maine is also the home of [The Jackson Laboratory](#), the world's largest non-profit mammalian genetic research facility and the world's largest supplier of genetically purebred mice.

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

a. Just L.L. Bean and Hannaford

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

TRAVELING GREATER PORTLAND: CASCO BAY & THE COASTAL MAINE REGION

In the City of Portland, Maine's best features combine in one geographical region. Portland features spectacular dining and cultural opportunities as well as diverse recreational attractions and stunning natural beauty. Don't give up a thing on your Maine vacation - come to a seaside city in Casco Bay where arts meets adventure on the classic Maine coast.

PORTLAND'S RICH HISTORY & HISTORICAL SITES

History is kept alive in the Greater Portland Region, where historical homes and maritime museums chronicle the emergence of the area from a trading and fishing settlement into one of the nation's most active seaports. A constant attention to landmark preservation and appreciation of our heritage and historical sites has made the greater coastal region a historical sightseeing destination.

FAMILY RESTAURANTS, FINE DINING & GOURMET FOODS

Portland's contemporary cuisine has created a buzz. Its award-winning chefs, burgeoning farm-to-table movement and staggering number of innovative restaurants have caught the attention of epicureans around the nation. Long known for its lobster and local seafood, the region has gained a new reputation for quality restaurants, talented chefs and array of tantalizing dining options.

COASTAL MAINE ACTIVITIES & EVENTS

City worldliness in a small town community is part of the authentic Portland character. In the city's downtown, a live music scene thrives, where the Old Port provides the nightlife with music, dancing and waterfront pubs, as well as a chance to visit the state's famed microbreweries and sample fine ales brewed on site. Uptown, the arts district imparts an urban feel where galleries and acoustic blues and jazz venues in casual settings are open to visitors and passersby.

FAMILY VACATION DESTINATION

Portland is known as a family-friendly city. The Children's Museum serves as a city highlight, and fairs, festivals and activities to keep active kids of all ages busy surround visitors. Sports

events, amusement parks, wildlife parks, and unique, kid-friendly museums add fun and adventure to every family trip.

COASTAL MAINE - THE BEST PLACE TO EXPLORE

Enjoy an outdoor hike among the foliage in fall, relax by the ocean in the summer, and cross-country ski through snowy trails in the winter: coastal Maine's mild winters and cool summers provide unique outdoor adventure opportunities every season of the year. With Portland as your center, you can easily enjoy day trips to area towns, explore surrounding parks, hike, swim, bike or golf, or canoe and kayak just 10 minutes from downtown.

SCENIC BEAUTY

Experience the stunning natural beauty of the classic Maine coast. Surrounded by water and jutting out into island-studded Casco Bay, Portland offers some of the best water access to islands, historic forts and lighthouses in Maine. Plan a day trip that includes water views, the rugged coast, and picturesque mountain regions - it's all in proximity to Portland.

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

Weather and seasons are everything up here. Think about those lovely pictures in the LL Bean catalogues – those are shot in our area. Four distinct seasons that do match up almost exactly with the calendar Spring starts on the equinox Summer starts on the solstice etc. Winter is real – snow, cold and Mainers love it – ice fishing, snowmobiling, snowshoeing, skiing

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!

All the major franchise restaurants: Fore Street, Portland Harbor Hotel, Vignola, David's, Hannaford, Grill Room, Front Room, Corner Room, Local 188, Sonny's, RiRa, Flatbread, Dimillos, Grace, Bresca, Duck Fat, Hugo's, Petite Jacqueline, Five Fifty-Five, Steet & Co, Ciaola's, Sugarloaf and Sunday River Ski Resorts

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

TV, Radio, Events, Social Media and Website of affiliate

14) Current Email Subscriber list – to the best of my knowledge: Approx 50,000

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

