



# Business Walk

A fun & effective business retention & expansion program for your community.

## What is a Business Walk?

A "Business Walk" is a day dedicated to learning more about your local businesses through face-to-face interviews on their turf. Local leaders visit each business with the hopes of gathering the knowledge they need to help their community and strengthen relationships. The "walk" can also be a celebration of local businesses - corresponding to an existing celebration or as a new event. UW-Extension uses the responses to those interviews to generate a simple, easy-to-read report that decision makers can use to help strengthen their local businesses.

## Why Walk?

- To understand the issues facing your business community.
- To build working relationships between decision makers and local businesses.
- To celebrate and promote your local businesses.
- To provide local businesses with educational resources.

## The Walking Guide

The following text will outline the 8 steps needed to conduct your own "walk". Because every community is different, the "Walking Guide" is meant as a road map, not a formula. The "Steps" of the guide are as follows:

- Step 1: Who's In Charge?
- Step 2: Who's With Me!
- Step 3: Save the Date
- Step 4: Plan the Walk
- Step 5: Talk the Walk
- Step 6: Walk the Walk
- Step 7: Find Your Story
- Step 8: Tell Your Story



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# Business Walk: walking guide

## Step 1: Who's in Charge?

Who from your community will serve as the "point person" for the "walk"? Is it a chamber director, mayor, village president, council member, board member, or business leader? It doesn't make much difference, but it should be someone that represents the community at-large and has the means to rally troops and deploy resources.

## Step 2: Who's With Me!

The "Business Walk" is a simple program, but it does require some planning. It's important that the person in charge of orchestrating the program have support. This is largely a communications and event planning exercise, so choose your team accordingly. Some folks are "thinkers", and some folks are "doers". You'll need both.

## Step 3: Save the Date

Community calendars are already full of activities throughout the year. It is important to choose a date that can either stand alone or "piggy-back" onto an existing celebration. Once you arrive on a date, get the word out to the community, especially to the businesses you hope to meet with.

## Step 4: Plan the Walk

Sit down with your team and determine what resources you'll need to make your "walk" a success. Here are some things to consider:

- **Walkers:** How many people will you need to effectively meet and speak with each of your businesses in a day? Typically, teams of (2) people are given a certain number of businesses to meet with, within a designated timeframe. One person is identified as the "primary walker" the other as the secondary walker. The "primary walker" is responsible for initiating conversation, shaking hands and asking the first (3) questions. The "secondary walker" is responsible for filling out the provided survey form and asking the (7) follow-up questions.
- **Schedule:** There are several things to consider for the day. *What works well for your business owners? What works well for the media? And, what works well for your team?* Make sure that the emphasis remains on the business owners. The "walk" is meaningless without their participation. Ask each business owner what works best for them. If needed, divide up the area into morning and afternoon walks and use the lunch hour to meet and compare notes.



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- **Press:** Make sure the local newspaper and radio are aware of your event. If possible, have someone follow a team to take pictures and document the day.
- **Gifts:** Show your appreciation to your local businesses. If you have the resources, leave them a gift, a card, or at least some literature on how you plan to use the information that they have provided. Some communities bring gift bags that include gift cards and educational materials for local businesses.

## Step 5: Talk the Walk

For your “walk” to be a success, you’ll need to spend time marketing it. The purpose of your marketing efforts is three-fold:

1. To generate positive “buzz” to encourage participation.
2. To promote local businesses’ role in defining the community.
3. To promote local leadership’s role in strengthening local businesses.

Some methods you may want to consider:

- **Traditional Media:** Newspaper, radio, postcards, utility bills, and newsletters.
- **Electronic Media:** Facebook, websites, Twitter, and electronic newsletters.
- **Guerilla Marketing:** Non-conventional approaches to “getting the word out”. (One example might be to host a student coloring or photo contest to generate materials for posters, stickers, flyers, playing cards, etc.)

**Note:** It’s best to let your local business owners know what to expect ahead of time. Please feel free to share with them the purpose of the “walk”, how you intend to use the results of the “walk”, and the list of (10) questions.

## Step 6: Walk the Walk

Spend the day meeting with your local business owners in their stores, shops, and restaurants. The “walk” works best if you travel in twos. The “primary walker” shakes hands and initiates discussion, while the “secondary walker” takes notes using the provided survey form.

Once the team walks into a business, the “primary walker” shakes hands, maybe gets a photo taken, and asks (3) quick questions:


1. “How’s business?”
2. “What do you like about doing business here?”
3. “What can we do to help you succeed?”

Next, the “secondary walker” asks (7) follow-up questions:

4. “How long have you been in business here?”
5. “What type of business is this?”



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- 
6. *"Where is most of your competition?"*
  7. *"Where do you purchase most of your supplies & support services?"*
  8. *"How much does your business rely on the internet?"*
  9. *"How many full-time and part-time employees to you have and how will that change over the course of the year?"*
  10. *"How do you recruit new workers?"*

### Step 7: Find Your Story

Once you have finished your 'walk', submit the provided survey forms to your local Extension Educator. Extension will work with the UW-Extension Center for Community & Economic Development to generate a brief report that you can bring back to your community. The report will contain the following items:

- Purpose of the "Business Walk"
- Description of the Methodology
- Summary of the (3) Primary Questions
- Summary of the (7) Secondary Questions
- Summary of Common Themes
- Acknowledgements and list of resources for "Next Steps"

### Step 8: Share Your Story

It is important to share your report with your stakeholders. This may include local business owners, elected officials, chambers of commerce, and the Public. This is only the report. The next step is to act based on the outcomes of your "walk".

### Acknowledgments

This program is based off other successful Business Walks from communities in other parts of the United States and Canada. The (3) primary questions are based on other Business Walks programs while the (7) secondary questions are based on the University of Minnesota's Business Retention & Expansion survey instrument. Both programs were recommended to this agent at the 2012 IEDC Business Retention & Expansion Training Event in Vancouver, B.C. In addition, local business leaders and Chambers of Commerce participated in developing the final version of the survey instrument found in this document.

For more information regarding "Business Walk", please contact:

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## Business Walk: survey form

Community Name:							Walk Date:				
Business Name:					Business Contact Person:						
1	How's business? (select one)	Very Bad	Bad	Okay	Good	Very Good	No Answer				
2	What do you like about doing business here?										
3	What can we do to help you succeed?										
4	How long have you been doing business here? (fill in #'s for all)				(years)		(months)				
5	What type of business is this? (select one)	Retail	Service	Office	Industrial	Other (describe)					
6	Where is most of your competition? (select one)			Local: Within 25 mi		Regional: 26-100 mi		Outside the Region, but in U.S.		Outside U.S.	
7	Where do you purchase most of your supplies & support services? (select one for each)	supplies				support services					
		Local 0-25 mi	Region 26-100 mi	U.S. +100 mi	Outside U.S.	Local 0-25 mi	Region 26-100 mi	U.S. +100 mi	Outside U.S.		
8	How much does your business rely on the internet? (select one)		None	Little	Some	Quite a Bit		It is Essential		No Answer	
9	How many full-time and part-time employees to you have, how will that change over the course of the year? (fill in #'s for all)				Full-time today		Part-time today		Full-time in 1 year		Part-time in 1 year
10	How do you recruit new workers? (select all that pertain)	News paper	Radio	Internet	Pro Assoc.	Temp Service	Word of Mouth	Other (describe)			

**Notes:**

**Send completed forms to:**



# 2013 Fennimore Business Walk Report

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## A Collaboration of

Fennimore Area Chamber of Commerce  
Fennimore Industrial & Economic Development Corp.  
City of Fennimore  
University of Wisconsin Extension-Grant County

## Compiled by



Todd W. Johnson, CRD Agent/Assistant Professor  
University of Wisconsin Extension-Grant County

September 13, 2013





# 2013 Fennimore Business Walk

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A “Business Walk” is a day dedicated to learning more about your local businesses through face-to-face interviews on their turf. Local leaders and volunteers visit each business with the hopes of gathering the knowledge they need to help their community and to strengthen relationships. The primary goals of the walk are:

- To understand the issues facing your business community.
- To build working relationships between decision makers and local businesses.
- To celebrate and promote your local businesses.
- To provide local businesses with educational resources.

On Tuesday, August 6<sup>th</sup>, over a dozen volunteers led by the Fennimore Area Chamber of Commerce conducted their first Business Walk. They met with over 50 businesses face-to-face and collected over 20 businesses retention surveys online. This following text summarizes what was learned from their efforts.

## The Questions

Volunteers were paired into groups of two and provided with a survey form. The questions on the survey were used to generate and to document discussion. The (3) primary questions were:

1. How's business?
2. What do you like about doing business here?
3. What can we do to help you succeed?

The volunteers followed up with a series of technical questions used to help sort the data from the initial (3) questions.

4. How long have you been doing business here?
5. What type of business is this?
6. Where is most of your competition?
7. Where do you purchase most of your supplies & support services?
8. How much does your business rely on the internet?
9. How many full-time & part-time employees do you have? How will that change over the course of the year?
10. How do you recruit new workers?

In addition to the standard Business Walk questions, the Fennimore Area Chamber of Commerce developed a second set of questions as follows:

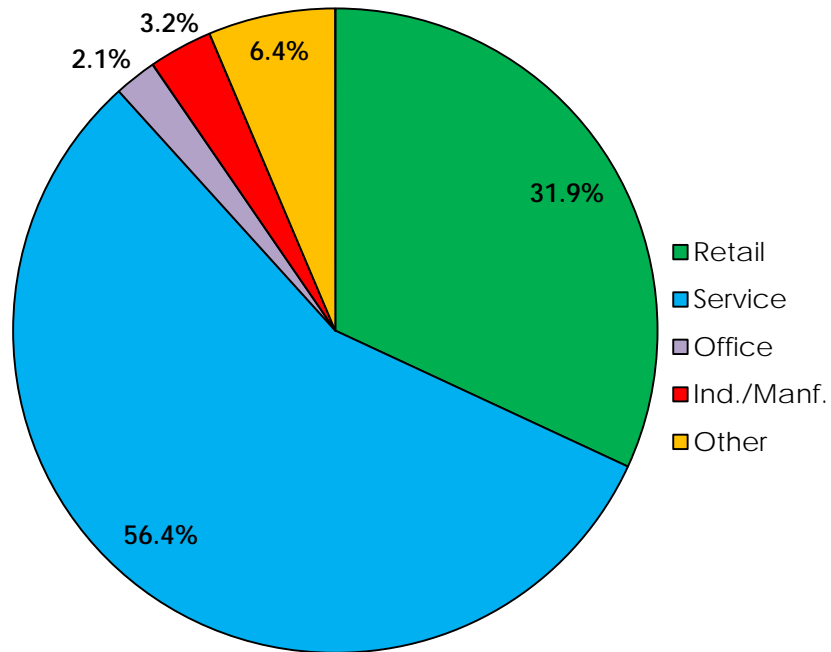
1. In your opinion, what is or could be the brand for business in Fennimore?
2. Would you be interested in participating in a cooperative marketing promotion that would give you discount advertising and brand Fennimore as a whole to recruit more customers/business?
3. Are you interested in a mentorship program that would allow you to mentor a new business?
4. Are there any specific areas in which training or assistance might be helpful to you?



## Who Responded?

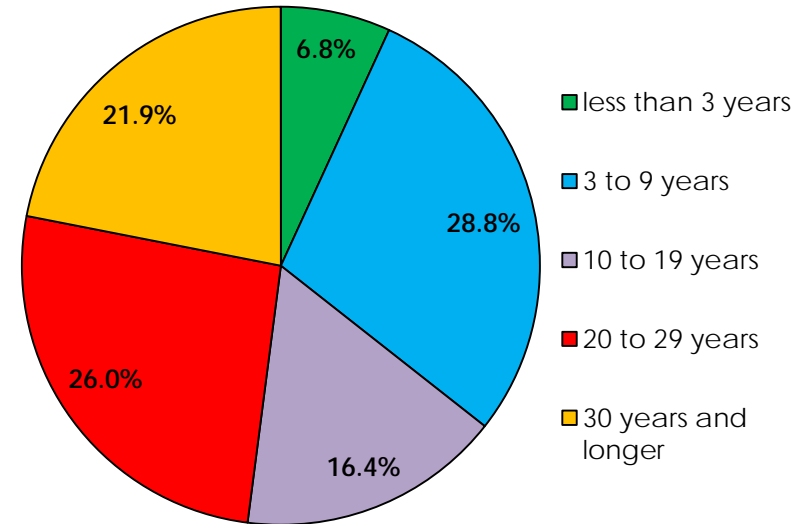
76 businesses participated in the Business Walk survey either face-to-face or online. Volunteers asked business owners and managers to define the type of business they operated (retail, service, office, industrial/manufacturing, or other). Roughly half of the businesses noted "service" and almost a third used "retail" as part of their definition. Very few identified themselves as being "industrial/manufacturing" and "office".

Figure 1: Who Responded?



In addition, volunteers were able to find out how long those businesses have been doing business in Fennimore.

Figure 2: How Long Have You Been Doing Business Here?



## 1. How's Business?

Businesspeople were asked, "How's business?" and were given the choices of: "very good", "good", "okay", "bad", and "very bad". Of the 76 responses, nearly 70% reported "very good" and "good" with only 4% reporting "bad" and "very bad".

Figure 3: How's Business? (All Types)

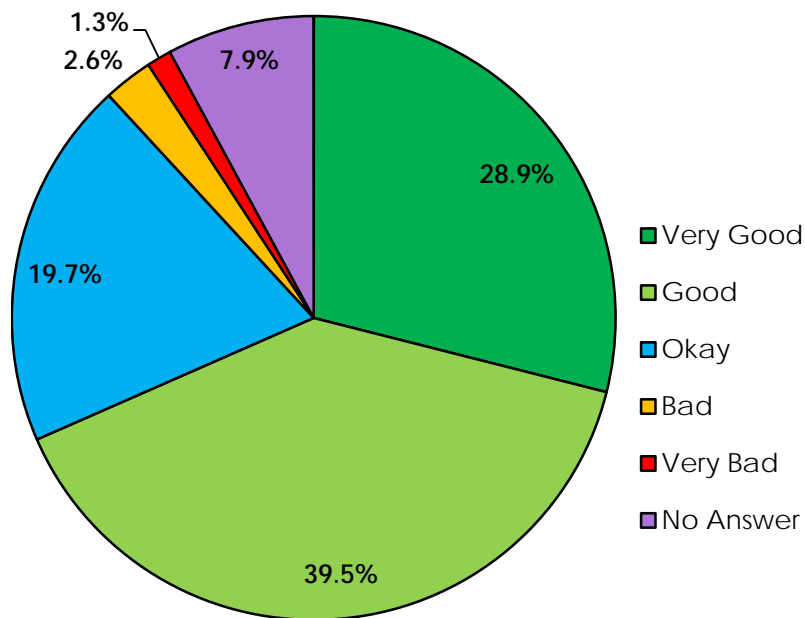


Figure 4: How's Business? (By Type)

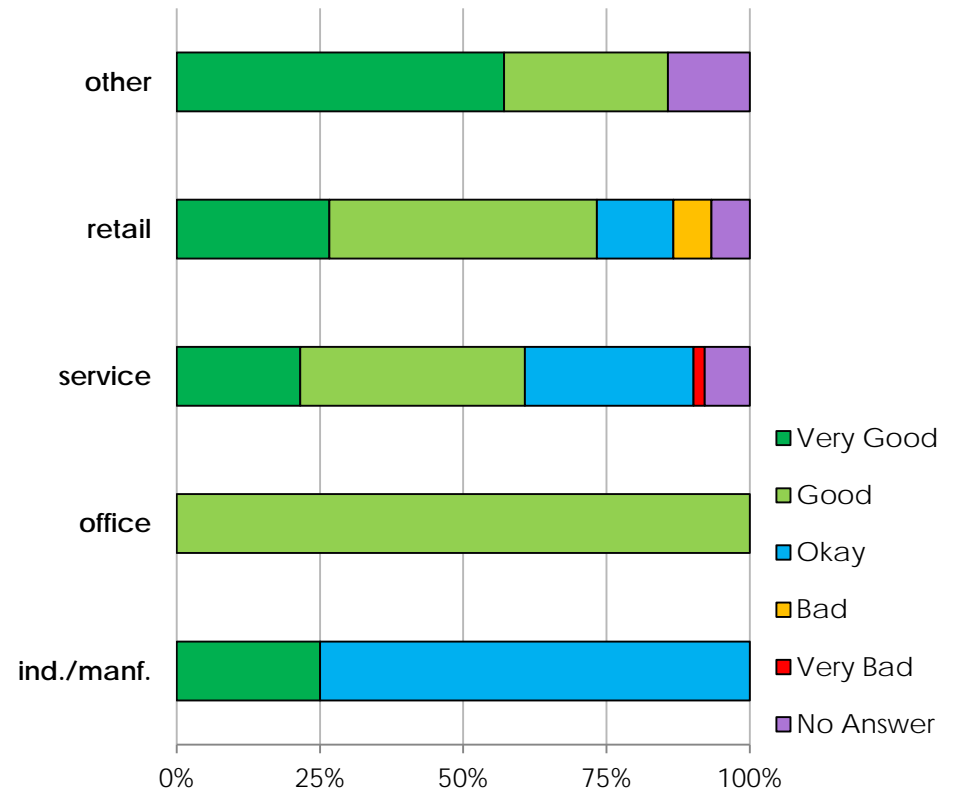
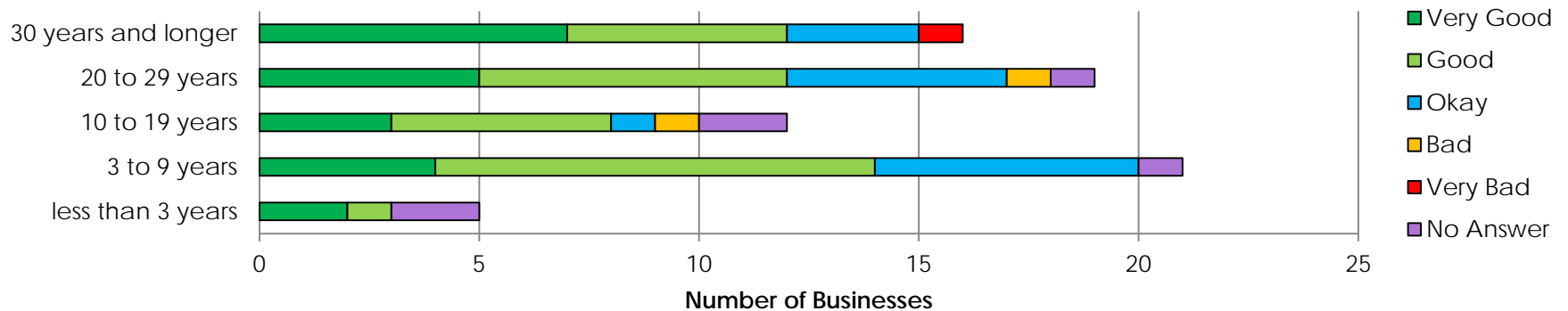


Figure 4 illustrates that while a majority of the businesses are doing well, different types are doing better than others. It should be noted that the small number of office and industrial/manufacturing firms who responded the survey paints a "distorted" image of how all other businesses of those industries are doing in Fennimore.

### How's Business, By Tenure?

Business owners and operators have been in business for a variety of duration. Of those businesses who responded, the “youngest” business was (1) month old and the “oldest” business had been operating for (55) years.

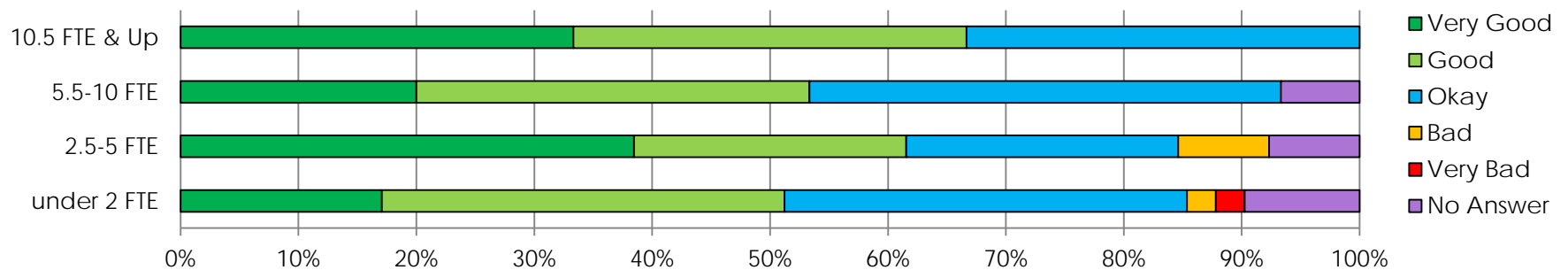
**Figure 5: How's Business? (By Tenure)**



### How's Business, By Size?

Businesses reported the current number of full-time and part-time positions along with any projections they might have for the near future. Although part-time varies from business to business, in order to compare the size of businesses, part-time positions were assigned a value of ½ of full-time positions (FTE). Figure 6 shows how larger firms slightly better than those under 2 FTEs.

**Figure 6: How's Business? (By Size)**

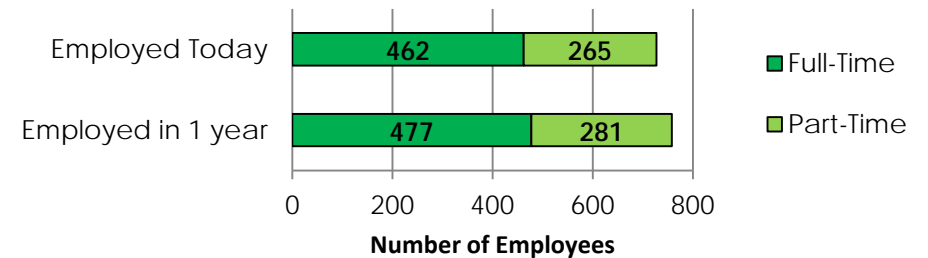




### Workforce

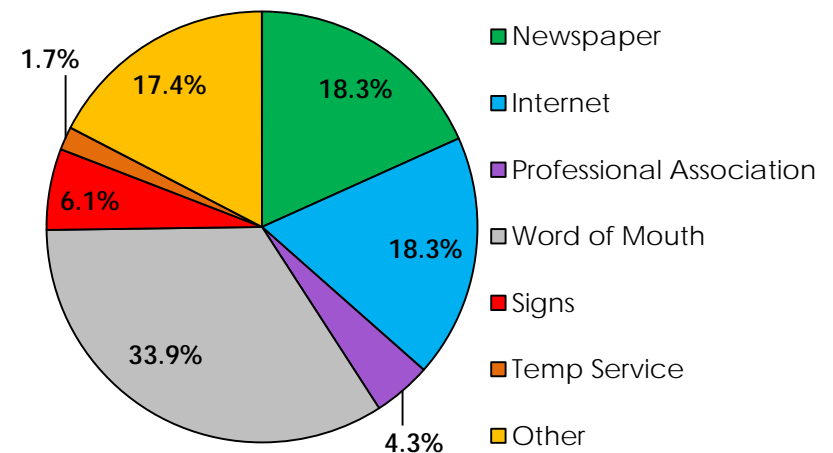
Volunteers were also able to collect information as to the future growth of these businesses. For the most part, many of the businesses are planning for limited growth over the next year. That said it is estimated that businesses in Fennimore will be adding an additional 15 full-time jobs and 16 part-time jobs within the year.

Figure 7: Current & Projected Employment (in 1 year)



A "Strong Workforce" was noted as one of the primary reasons why businesses like doing business in Fennimore. References were made to Southwest Technical College as a resource for finding new employees. When asked how businesses recruit new employees, most relied on "word of mouth". Figure 8 illustrates how businesses find new talent.

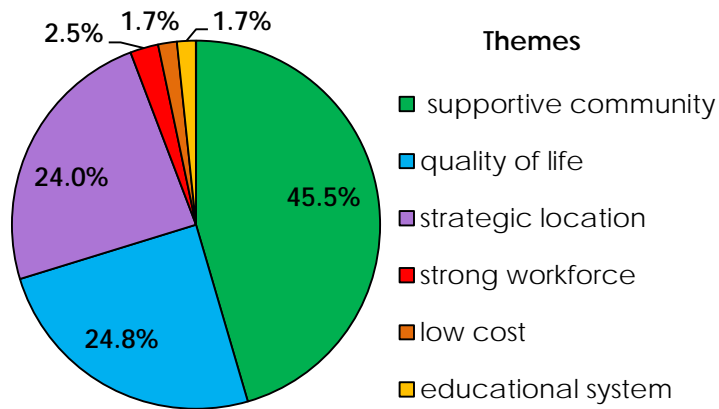
Figure 8: How Do You Recruit New Employees?



## 2. Why Fennimore?

Business owners and operators spent time with volunteers talking about why they like having their business in Fennimore. Responses varied greatly and were categorized into the themes shown in Figure 10.

Figure 9: Why Do You Like Doing Business Here?



Some specific examples included:

*"It's good to be in a small town-a supportive community. I like to do business locally and businesses support each other."*

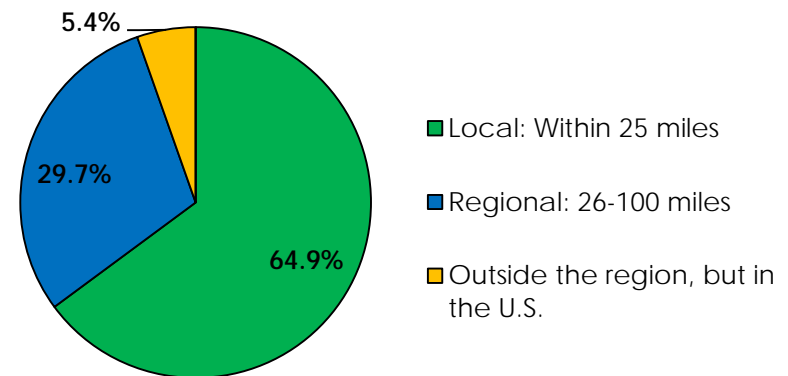
*"The people, families, and community are close knit. People try to help each other when they can."*

*"...very supportive school board. Good partnerships with SWTC and CESA...Great community support."*

## Where's the Competition?

Volunteers were able to gather information about where businesses feel their competition comes from. Owners and operators were asked to choose between the following categories: "Local: 0-25 miles", "Regional: 26-100 miles", "Outside the Region, but in the U.S.", or "Outside the U.S.".

Figure 10: Where Is Most of Your Competition?



Because most of the businesses who responded were either service or retail, one can assume that this would contribute to the strong local and regional focus.

## Where Do Businesses Purchase Supplies & Support Services?

Business owners and operators were asked where they purchased their supplies and support services. Most were able to find what they needed within 100 miles of their place of business. Only a small fraction (1.4%) needed to purchase something outside of the country.

Figure 11: Where Do You Purchase Most of Your Supplies?

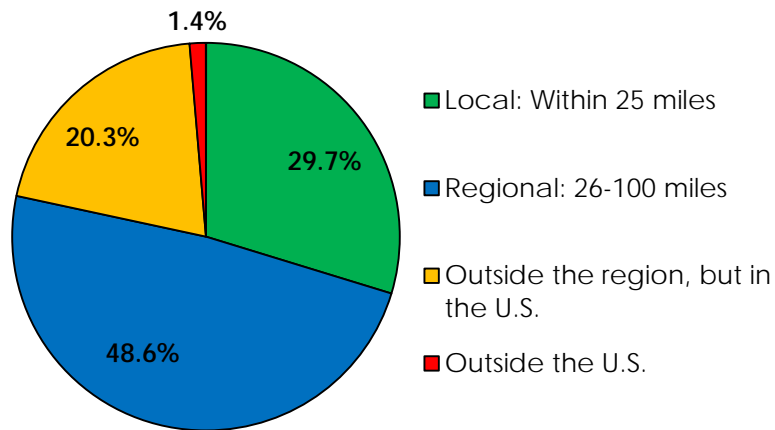
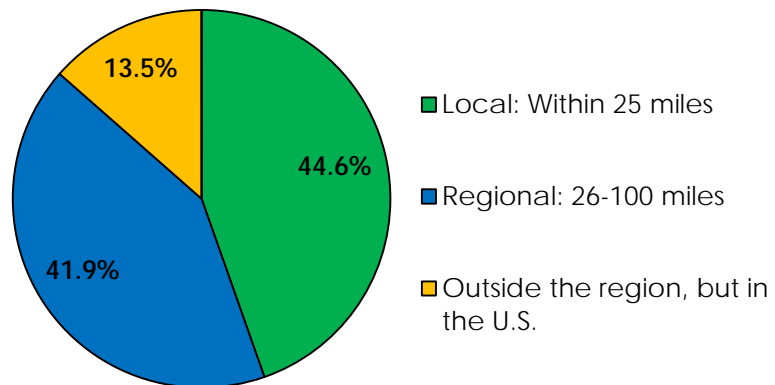


Figure 12: Where Do You Purchase Most of Your Support Services?





### 3. What Can We Do to Help You Succeed?

One of the most exciting aspects of the Business Walk is finding out from local businesses what they need to succeed. Open-ended responses varied, but were synthesized into the “themes” found in Figure 13.

Figure 13: What Can We Do to Help You Succeed?

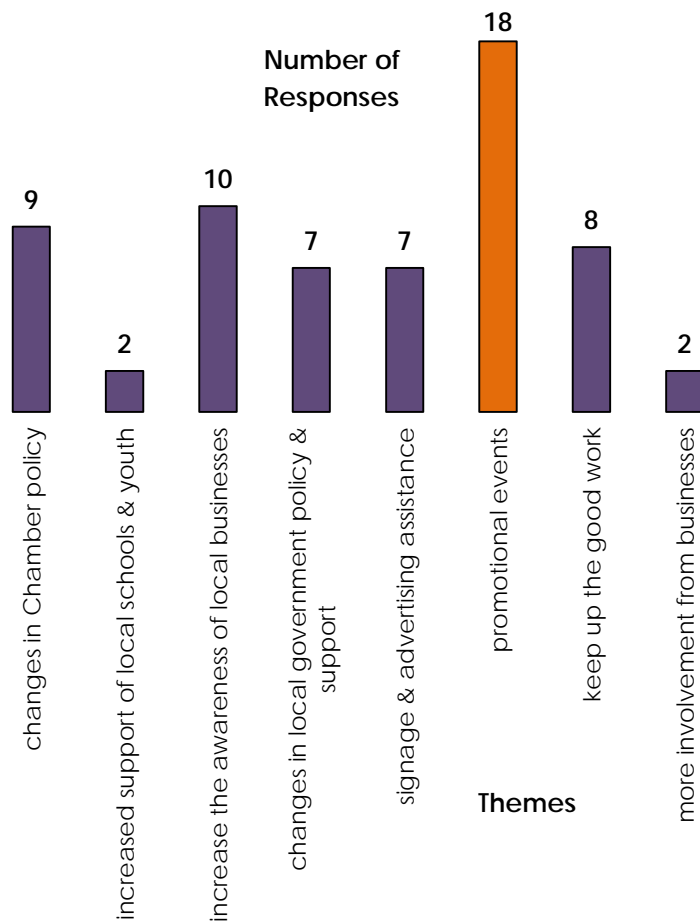


Figure 13 clearly illustrates that the most common theme among respondents was “promotional events”.

Some other comments from the survey included:

*“Help me attract quality staff by making this a great place to live.”*

*“Chamber is doing good things. Keep doing what we are doing. Cohesive – build on strengths.”*

*“Billboard at the city entrances with featured rotating businesses.”*

*“Provide some type of medical insurance to lower costs.”*

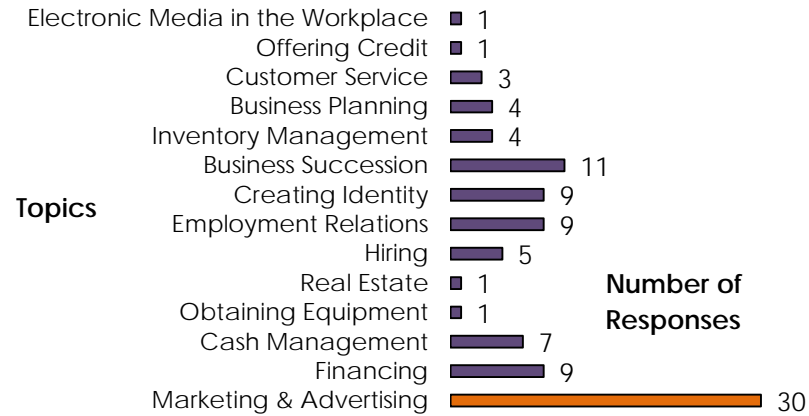
#### Training & Resources

Business owners and operators were given a list of topics from which training and resources could be made available (See Figure 14).





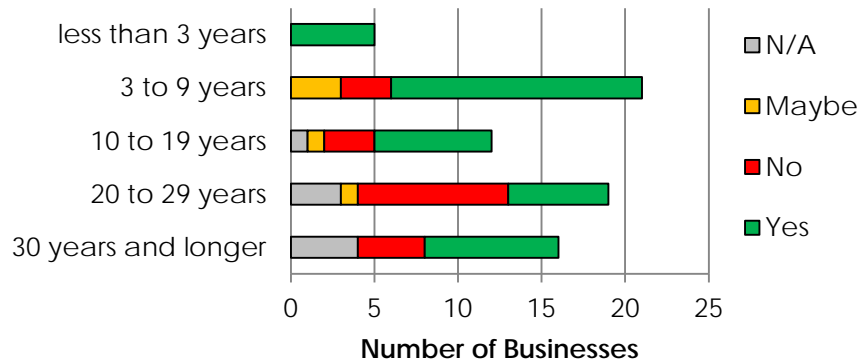
**Figure 14: What Training or Assistance Might Be Helpful To You?**



### Cooperative Marketing

When asked about whether or not the business owner or operator would be interested in cooperative marketing, responses were somewhat favorable.

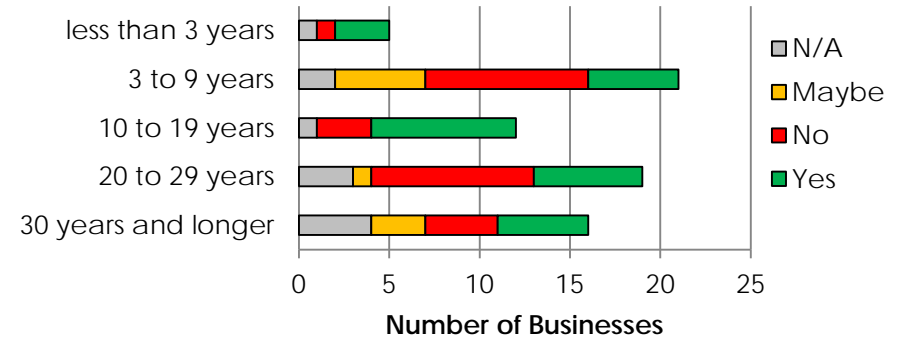
**Figure 15: Would You Be Interested In Cooperative Marketing?**



### Business Mentoring

Volunteers asked businesses if they would be willing to serve as a mentor to a new business.

**Figure 16: Would You Mentor A New Business?**



The strongest support for mentoring a new business came from those businesses that have operated between 10 to 19 years.



## Internet

Volunteers spent time with business owners and operators to find out how much businesses rely on the internet.

Figure 17: How Much Does Your Business Rely On the Internet? (All Responses)

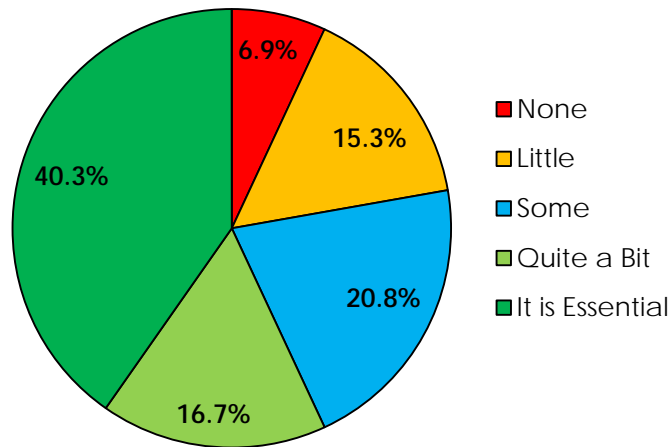
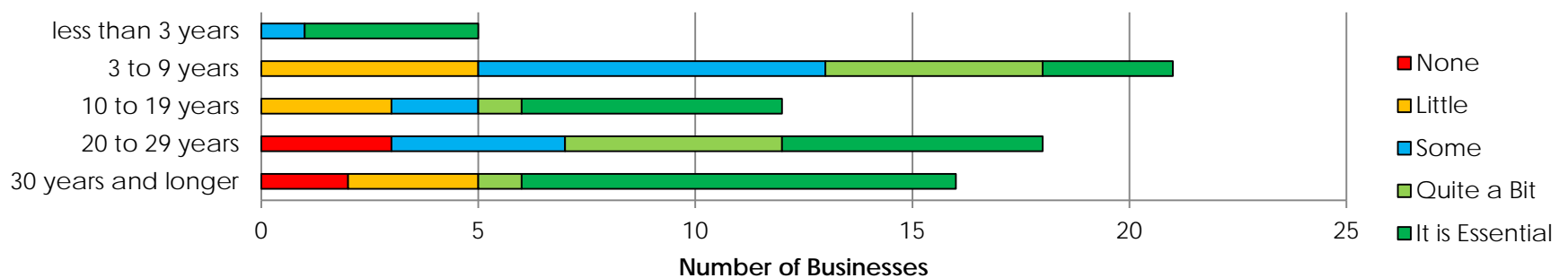


Figure 18: How Much Does Your Business Rely On the Internet? (By Tenure)



For the most part, the internet appears to be important to businesses in Fennimore regardless of tenure. "Older" businesses (20 years and longer) were the only ones reporting "None". For the "younger" businesses, internet service is a high priority

## Branding

Businesses were asked, "In your opinion, what is or could be the brand for business (as a whole) in Fennimore." The following responses were recorded:

- *SWTC/Tourism/Fishing and Hunting*
- *SWTC*
- *Hometown service*
- *Friendly and good people*
- *Lifestyle: School system, family connectedness. Good place to raise kids.*
- *Focus brand on progress. Limited use of brand/jingle because he works many communities.*
- *I like "City on the Move"*
- *Unique Shops/Hidden Treasures*
- *Slogan a joke for some*
- *Not much to work with as far as tourism and combine efforts in tourism with other regional events.*
- *Our customers enjoy the local sites and artisan type of businesses. We see lots of Carr Valley Cheese shopping bags and local wines & beers. Fennimore could use more small specialty shops. Having a local bakery, cheese shop and other shops would also keep the business in Fennimore rather than people shopping elsewhere.*
- *Never really thought about it before*
- *We have a lot to offer in rural setting-Education-Our kids can compete with top kids everywhere*
- *Igor - Agriculture Center*
- *Foster the potential of our location in the region. The heart of the region. Fennimore as a lifestyle choice.*
- *Railroad Theme*
- *We have a fishing destination here in the Driftless Region.*
- *I don't have a slogan, but Fennimore has a very capable and willing work force within a 25 mile*

*radius. Our town is attractive, friendly, and forward thinking.*

- *Hometown, small town shopping.*
- *Bring in more business - more fair-wages work options.*
- *Does like connection with railroad-good for business*
- *Small town*
- *Friendly*
- *Shop Local*
- *Fennimore Community "small and strong"*
- *Provide fewer reasons for people to take commerce elsewhere/make sure commerce remains that is essential (ex. Pharmacy, Dr, Grocery)*
- *Small town feel with small town prices.*
- *Not sure what you are asking.*
- *No brand awareness, used to have Fennimore cheese, no longer.*
- *City on the move for the last 13 years*
- *Neighbors helping Neighbors*
- *City on the move-needs to be changed*
- *What are we known for-wine country, cheese factory, agricultural*
- *Crossroads/SWTC(very important)*
- *Small town service.*
- *Local and honest*
- *"There's more in Fennimore"*
- *Crossroads. Work with the "More" in Fennimore. Emphasize: Recreation - Business - Education.*

The most common themes that derive from the list focus on:

- Education
- Small town quality of life
- Outdoor recreation
- Strategic location
- Community.

## Conclusions

The 2013 Fennimore Business Walk was a success. It achieved the (4) primary goals:

- To understand the issues facing your business community.
- To build working relationships between decision makers and local businesses.
- To celebrate and promote your local businesses.
- To provide local businesses with educational resources.

The volunteers and businesspeople all found the Walk positive and enlightening. Several commented about when to conduct the next Business Walk. Hopefully, the information in this report can serve as a baseline from which future "Walks" will build from.

## Acknowledgements

Special thanks to all the hard work done by the Fennimore Area Chamber of Commerce, the Fennimore Industrial & Economic Development Corporation, the City of Fennimore, and especially to our dedicated "walkers".

## Questions

For questions regarding this report and "Business Walks", please contact:

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How's Business?	What do you like about doing business in Fennimore?	What can the City of Fennimore, Fennimore Chamber, and Fennimore Industrial Economic Development do to help you succeed?	Tenure		Business Type				Where is your most competition?	Where do you purchase most of your supplies?	Where do you purchase most of your support services?	How much does your business rely on the Internet?	Employment				How do you recruit new workers?						In your opinion, what is or could be the brand for business (as a whole) in Fennimore?	interested in participating in a cooperative marketing promotion?	interested in mentoring a new business?	Training or assistance that might be helpful to you?														Notes:	
			(years)	(months)	Service	Office	Industrial	Other					# Full-time Emp today	# Part-time Emp today	# Full-time Emp in 1 Year	# Part-time Emp in 1 Year	Newspaper	Internet	Professional Association	Temp Service	Word of Mouth	Other				Marketing & Advertising	Financing	Cash Management	Offering Credit	Obtaining Equipment	Real Estate	Hiring	Employment Relations	Creating Identity	Business Succession	Inventory Management	Other				
Good	Small area, but still reach out to larger area (Dubuque & Galena). friendly, great place.	Dues structure for chamber	6	0	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	Some	1	0	1	0					●			Yes	Other - Maybe in future	●									●						
No Answer	Fun-more networking		10	0	●				Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	It is Essential	0	1	0	1								Other - N/A	Other - N/A													N/A			
Good	Size of town-support stable business/Cost of businesses & stress is bad. Increased cost.	Let people know what they have, before you lose it. Support local schools.	9	0					Local: Within 25 miles	U.S. 100+ miles	Local: 0-25 miles	Some	10	12	12	13					●	Sign on door	SWTC/Tourism/Fishin g and Hunting	Other - Maybe	Other - Enjoyed SWTC event.													N/A	Shop local - Good things happening. As for joint marketing: Small budget, not \$ for this, part of dues.		
Good	Wide variety of customers-statewide International - towing service requests.	No suggestions. Be more inclusive, follow through on activities with business (members & non-members)	36	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Little	1	0	1	0							SWTC	Yes	Yes	●									●						
Very Good	Good to be in small town, supportive community, like to do business locally and businesses support each other.	The chamber is good marketing. They have a lot of events. Good collective marketing. Ideas- property development. Not a lot to pick from.	18	0	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Quite a Bit	1	0	1	0							Hometown service	Yes	Yes	●															
Good	Community & people	Doesn't hear that much about chamber activities and what does chamber need. Willing to volunteer.	7	0	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	Some	6	2	9	3						Job center and billboard	Friendly and good people	Yes	Yes	●	●	●											Would be willing to help with Chamber events (even though the shop is not a Chamber member). Dennis Friedericks used to ask him to help w/the chicken barbecue -- really liked helping set up/clean up, etc.		
No Answer	People are friendly	Open to suggestions-just starting out	0	1					Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	1	0	1	0	●							Yes	Yes	●	●	●										Business planning management	Hopefully by October will be hiring. Interested in maybe hiring a SWTC student or more.		
Good	Location on highway		8	0					Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	Quite a Bit	1	9	1	9		●						Yes	No																
Very Good	Community - you know the people, seeing the travelers.	Help with advertising/Fundraising opportunities	20	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Quite a Bit	5	8	5	8					●	Notice on the door at store	Lifestyle: School system, family connectedness. Good place to raise kids.	Yes	Yes														Most training done by corporate. Tourism business very important: business increases with other area events (ie. Country on the River, Pdc, Civil War, Bosc, Hunters)		
Good	Know everybody-can be negative or positive	Provide some type of medical insurance to lower costs	18	0	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	It is Essential	20	2	22	2					●	SWTC Instructors		Yes	Yes	●													John Wells company has done a great job for his business - Website gets more hits than phones/tires. For joint marketing: Probably would if price is right		
Good	Community needs to support local businesses & each other. Small community. Simplifies promotions / don't have to sell yourself as much.	Regionally continue support/promotional opportunities coop advertising	14	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	It is Essential	1										Focus brand on progress. Limited use of brand/jingle because he works many communities.	Yes	Yes		●										Business planning.	Feels there are certain parts of Fennimore that need tlc. Feels park boards aren't doing their jobs - city needs to step in & take over & move toward progress, doesn't feel city is moving in a progressive manner which then reflects badly to bringing in new business/families to Fennimore. How community is perceived is part of Chamber responsibility.			
Good	Fennimore is fairly central to the districts we serve.	Help me attract quality staff by making this a great place to live.	50	0	●			●	Regional: 26-100 miles	U.S. 100+ miles	Local: 0-25 miles	It is Essential	28	6	30	5		●	●		●			No	No																
Good	Small community: easy to build relationships with customers.	Keep having promotional events.	45	0					Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Quite a Bit	1	0	1	0						na	I like "City on the Move"	Yes	Other - Maybe	●									●	●					
Very Good	Small town friendliness: we have the best customers!	Just keep doing what you're doing.	23	0	●	●			Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	2	1	2	1	●	●	●		●			Yes	No																
Bad	We are pretty much left to operate on our own without a lot of requests from the city. We are kept informed of changes and programs going on in the city. If I have a question, I can usually get everything answered in a timely manner.	Keep doing what they are doing. They offer a wide variety of programs to better most businesses.	15	6					Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Some	4	0	4	0						●		Yes	Yes	●						●									

How's Business?	What do you like about doing business in Fennimore?	What can the City of Fennimore, Fennimore Chamber, and Fennimore Industrial Economic Development do to help you succeed?	(years)	(months)	Service	Office	Industrial	Other	Where is your most competition?	Where do you purchase most of your supplies?	Where do you purchase most of your support services?	How much does your business rely on the Internet?	# Full-time Emp Today	# Part-time Emp Today	# Full-time Emp in 1 Year	# Part-time Emp in 1 Year	Newspaper	Internet	Professional Association	Temp Service	Word of Mouth	Other	In your opinion, what is or could be the brand for business (as a whole) in Fennimore?	interested in participating in a cooperative marketing promotion?	interested in mentoring a new business?	Marketing & Advertising	Financing	Cash Management	Offering Credit	Obtaining Equipment	Real Estate	Hiring	Employment Relations	Creating Identity	Business Succession	Inventory Management	Other	Notes:		
Okay	Personal contact-meet new people-promote all Fennimore has to offer	Chamber is doing good things. Keep doing what we are doing. Cohesive - build on strengths.	5	2	●				Local: Within 25 miles	Local: 0-25 miles	Region: 26-100 miles	Little	1	2	0	3					●		Unique Shops/Hidden Treasures	Yes	No										●			For joint marketing: Like Fennimore Maps/Maybe travel planner/Like groups with less expensive ads		
Okay	Convenient	More events in Fennimore Area/More support from Chamber members/community	7	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Some	0	3	0	3						●		Slogan a joke for some	Yes	No	●								●				Need to get more people to walk in the door! Willing to hold benefits and chamber events. As for joint marketing: Insurance and Advertising discounts for Boscobel chamber members, Radio Ads w/Chamber would be great	
Okay	Small town, friendly people.		20	7	●				Outside the region, but in the U.S.	U.S. 100+ miles	Local: 0-25 miles	It is Essential	13	1	13	1	●					●			No	No														
Very Good	I like how Fennimore is always trying new things and how it involves my business in local events! Thank You:)	I am very happy with my status is Fennimore	11	2				●	Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	0	1	0	1	●	●				●			No	No												no		
Very Good	Everything about it. Location on Main street huge! Big presence and windows. Customer base is very broad. People like thrift store shopping.	Have better knowledge of other businesses to provide info to customers.	9	0					Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Quite a Bit	4	1	4	1	●					●	Directly in store; church bulletins and store purchases	Yes	Other - Possibly													Customer Service/Relations	Store is just one more draw to come to Fennimore. Town-to-town marketing: Lanc, Fenn, Bosc. [other comments on hard copy]	
Okay	Good and loyal people	It is tough	27	8	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	None	3	0	don't know	don't know							Upper management takes care of		No	No												None		
Very Good	Nice Community-People are nice and practicing in a small community has advantages	Keeping up with technology and Easier access to service industries in area	29	0	●				Regional: 26-100 miles	Region: 26-100 miles	Local: 0-25 miles	It is Essential	1	2	1	2								Not much to work with as far as tourism and combine efforts in tourism with other regional events.	No	No												N/A		
Very Good	Good & Loyal workforce The Tech and WWTC in LaCrosse Logistics with UPS in Dodgeville and Fed Ex in Dubuque. Location between Minneapolis, Des Moines, Chicago.		33	0	●				Outside the region, but in the U.S.	U.S. 100+ miles	Local: 0-25 miles	It is Essential	45	2	45	0						●		Other - N/A	Other - N/A													N/A		
Very Good	Our business in a beautiful part of the country which attracts city people for the major cities in the midwest to come and get away from it all. Our customers come to fish and hunt, we also get a lot of people who enjoy the peace and beauty of the area.		1	9	●				Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	It is Essential	2	0	2	0						We don't hire, we don't have employees- basically my husband and myself do the work and run the business. I don't foresee the need to have employees.	Our customers enjoy the local sites and artisan type of businesses. We see lots of Carr Valley Cheese shopping bags and local wines & beers. Fennimore could use more small specialty shops. Having a local bakery, cheese shop and other shops would also keep the business in Fennimore rather than people shopping elsewhere.	Yes	No															Advertising is very expensive and I've cut a lot out and only going with local forms of advertising. My website is what attracts customers. I haven't heard people say - "I saw your ad (fill in the blank)". People tell me they found us on the web. We have set up a Facebook page because our website is seen by many but I'm limited with how much info I can put on it. Facebook allows me more room.
Okay	The people,families,and community close knit, people try to help each other when they can.	Help set things up around agricultural community	43	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	Little	1	0	1	0	●					●	Family Business	Never really thought about it before	Yes	Other - N/A												Nothing in particular, don't change too many things	Tries to work with local businesses as much as possible. Partners with SWTC, this is growing in popularity. For joint marketing: Depends on time of year - probably would	
Good	Very supportive school board-Good partnerships with SWTC, CESA, Great community support (ie. Friends of Fennimore Elementary)	As expand "Dream Bigger" program help promote this to get students out into places of employment. Be mentors - form partnerships - work experience opportunities very important for students.	since beginning	0				●	Regional: 26-100 miles	Local: 0-25 miles	Local: 0-25 miles	It is Essential	72	35	72	35	●	●	●	●	●		We have a lot to offer in rural setting- Education-Our kids can compete with top kids everywhere	Yes	Yes	●														



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Good	Better location than prior location; close to RR museum; parking a plus; crossroads of 18 & 61 a plus.	Awareness and referral from other chamber members - should do a season opener letter or poster.	22 (4 at new locati on)	0				●	Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	volunt eers	volunt eers	volunt eers	volunt eers						●	Igor - Agriculture Center	Yes	Yes	●												Type or organization - volunteers to help has been fantastic; approximately 50 to work with. Grant Co. Tourism, Tri-State Tourism - very helpful! Partnerships w/SWTC for services - brochure, ramp, bldg maint. Trying to work with Casey's & Kwik Trip to get referrals. For joint marketing: Day destination trip, promote in Madison & surrounding area.	
Okay	Community Pride - potential for grown, but doing all we can to maintain. Location in Fennimore & in county.	Vision. Business Incentives.	23	0	●		●		Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	6	0	6	0						●	Foster the potential of our location in the region. The heart of the region. Fennimore as a lifestyle choice.	Yes	Yes												Customer Service	Cabin - vacation land owners: they like having a local business they can rely on and trust. Recommends more education from supply side for Building Trades students at SWTC - more sales side.	
Very Good	People willing to volunteer/Friendly, upbeat city.		20	0				●	Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Some	All volunt eers	0	0	0						●	Railroad Theme	No	No												N/A		
Okay	I enjoy our location on Lincon Avenue. It is great to see many people walking by, visiting our neighboring businesses. Everyone in the Fennimore business community that I have met has been polite and welcoming.		124	0	●				Regional: 26-100 miles	Local: 0-25 miles	Local: 0-25 miles	It is Essential	3	0	3	0	●		●					Other - Contact John Ingebritson	Other - Contact John Ingebritson													I am encouraged by the several new businesses that have joined the Fennimore business community in 2013. I am hopeful good things are ahead in the "City on the Move."	
No Answer	Convenience of fishing and choice of motels in the area	Keep highlighting the fishing in the area	20	0	●				Regional: 26-100 miles	Region: 26-100 miles	Local: 0-25 miles	Some	1	1	1	1							We have a fishing destination here in the Driftless Region.	Other - Has done some advertising in the past locally. More out of area advertising - Chicago, Milwaukee, Dells, Madison. Clubs in Madison, one in Platteville.	Yes													Important of businesses counting on businesses. Fishing brings people to the area - stay in hotels, eat in restaurants, etc. [more comments on hard copy]	
Good	Rental space cost. Centrally located in county.	comment removed	16	0	●				Regional: 26-100 miles	Local: 0-25 miles	Region: 26-100 miles	It is Essential	4	4	4	4	●					●		No	No													Have presented at UWP, would present at SWTC if asked.	
Okay	Everything is convenient. The people are friendly and helpful.	Billboard at the city entrances with featured rotating businesses. A weekly newspaper promotion featuring businesses by group type, I.E. agriculture.	3	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	It is Essential	0	0	0	0							Do not have employees.	I don't have a slogan, but Fennimore has a very capable and willing work force within a 25 mile radius. Our town is attractive, friendly, and forward thinking.	Yes	No	●												
Okay	It's close to home, less travel and time to travel.	Keep promoting the city and working with us in providing services for the elderly.	45	7	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	39	64	39	66	●	●				●	Hometown, small town shopping.	Yes	Yes								●						
Very Good	Regional Location-Central/Good education system/Trust factor involved rural setting/lower crime/more personal service from law enforcement/ the loyal customer base keeps us here.	Chamber emphasize tourism more, which could lead to more business & more permanent residence, etc. Community support for current population - housing & business. More housing.	55	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	17	1	17	1						●	apprentice board	Bring in more business - more fair-wages work options.	Yes	Yes	●				●								Need a more purposeful Main Street Development plan. Business Infrastructure plan - dentist, dr ofc & other businesses. How do we keep customers in Fennimore?
Good	Favorite part-repeat customers.	Help businesses to be more involved	23	0	●				Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	Quite a Bit	10	10	10	10						●	In-store advertising	Does like connection with railroad-good for business	No	Yes									●	●	●		Would like to see more chamber involvement from more chamber members. Can't get away at noon for meetings. For joint marketing: Would have to talk to marketing at corporation
Okay	Small town/Everybody cares	They do a good job promoting 'stay local'. Keep doing what you are doing.	9	0	●				Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	It is Essential	2	3	2	3	●	●					Job center	Small town	No	Other - Maybe												n/a	Marketing is done by Dubuque
Good	Small community and people are friendly/Great support from communities in area	Keep doing what you have been doing	6	0	●				Local: Within 25 miles	U.S. 100+ miles	Local: 0-25 miles	Quite a Bit	4	6	4	6							●	Friendly	Yes	Other - Possibly	●	●	●										



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Bad	Meeting people from all over for local as well distance customers.	Wish I knew, change the economy?	23	0					Regional: 26-100 miles	Local: 0-25 miles	Local: 0-25 miles	No Answer	1	0	1	0								No	No													The economy has changed for those in our industry. Very few still in business. The closest one in Monroe, WI.	
Okay	Local customers and hometown	change to city ordinances	27	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	None	1	0	1	0								Other - N/A	Other - N/A											N/A			
Good	There is strong community networks, good people, and rural area.		6	0	●		●	●	Outside the region, but in the U.S.	U.S. 100+ miles	Region: 26-100 miles	Quite a Bit	4	0	5	0		●						Yes	No														
Good	Plenty of farmers: large clientle		25	0					Regional: 26-100 miles	Local: 0-25 miles	Local: 0-25 miles	Quite a Bit	1	0	1	0								Other - N/A	Other - N/A													We have our own training. Advertises through internet & Shopping News.	
Very Good	Location is ideal.	Seminars are good, but i know you have tried that and attendance is bad. Legal resources.	32	0			●		Regional: 26-100 miles	U.S. 100+ miles	U.S. 100+	It is Essential	17	0	17	0					●			Yes	Yes									●			Look at zoning for industrial park. Not fair. Internet is essential: if internet is down, we are down. Invoicing, everything.		
Good	Like location/People finding us		3	0					Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	Little	2	2	2	2					●		Shop Local	Other - Possibly	No	●								●		●		Keep doing what you're doing.	
Okay	Business Location - foot traffic, easily seen/found, sense of community, new people are welcome compared to other area towns.	More advertising - not Chamber specific - more information shared with general public regarding Fennimore Businesses (Bus Promo).	10	0	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	Some	1	0	1	0							Fennimore Community "small and strong"	Yes	Yes	●												Open to job shadows - high school or college level. Business of the month - spotlight as more informational: who, what, where, when.	
Good	Have ideal job-basically work mid Dec-mid April.	Would like to see website done differently	22	0	●				Local: Within 25 miles	Local: 0-25 miles	U.S. 100+	None	0	2	0	2						●		Yes	Other - Have thought about it		●	●							●			Tries to buy as much as can locally, if price is in the ballpark. WOV great place to buy. For joint marketing: Would look at it-he has found that word of mouth works best for him	
Good	Similarities of Fennimore to where we are from. Familiar with people of town/Fulfillment in career & community	Selective with advertising- mostly word-of-mouth	31	0	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Little	2	0	2	0							Provide fewer reasons for people to take commerce elsewhere/make sure commerce remains that is essential (ex. Pharmacy, Dr, Grocery)	No	No												Keep on top of the little things - ex: shabby flag by Dinky. Consider overall asthetic of community. Sees a need for organized social support in community & region. Need to fulfill basic community needs.		
Very Good	The people/Family Type Community	More events in Fennimore	40	0					Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	None	7	15	varies	varies	●						Walk-ins	No	No												winter = 1,100 customers daily summer = 1,400 customers daily Morning is the busiest time, Sundays are the slowest day. As for joint marketing: Cooperate does all advertising		
Good	Small town community: it's where I grew up and have family and friends.	Help the community realize all the small business community.	5	9	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Some	0	1	0	0		●					I provide workspace for independent contractors	Small town feel with small town prices.	Yes	Yes	●								●	●			
Very Good	Like the small town atmosphere for location. We work within 100 mile radius of Fennimore and is a good hub.	We are fairly self-sufficient. Have been blessed with good customers who provide a good foundation and we work hard to keep a good business reputation. As a commerical builder, most of our customers are out of town. Something the community could do is learn about what we do, so that if there was someone who needed assistance, we might be able to connect with them.	21	8	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	Quite a Bit	7	2	8	2		●		●	●			Not sure what you are asking.	No	No								●		●			
Good	Rural area - lot of family farms - honest, trusting people.		14	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Little	2	0	2	0							hire from within	Other - not if it involves meetings	Yes		●												
Good	The people. Hard market due to competition. Union company, competition is non-union. Large company.	Doesn't really see benefit as his business is different, has no storefront.	15	0	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Little	10 in area/250 resources	0	10	0	●	●					No brand awareness, used to have Fennimore cheese, no longer.	Yes	Yes	●													
Very Good	Small town-we know all the other businesses. Being in a tight community can play well - encourage patrons to utilize the other businesses.	Continue to add to indoor and outdoor recreation options	0	4 months as owner	●				Regional: 26-100 miles	Region: 26-100 miles	Local: 0-25 miles	It is Essential	2	0	2	0							Family Business	City on the move for the last 13 years	Yes	Yes	●	●											Whole idea is to help each other be successfull [many comments on hard copy]

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Very Good	The people	Keep doing what they are already doing.	7	0				●	Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Some	0	0	0	0								Yes	Yes															
Good	A lot of interesting people and a lot of repeat customers. We need people to notice us.	Better assistance with advertising. Travel past is so fast/busy that they are not looking at front window. Flag states open has been effective. Signage flags etc. are essential	1	6					Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	It is Essential	1	0	1	0							Neighbors helping Neighbors	Yes	Yes	●	●					●				●			Internet is Essential = almost 100% mwt.net, craigslist, facebook.	
Very Bad	Parts are expensive and shipped from overseas. Believes she may have to shut down.		33	0	●				Regional: 26-100 miles	Outside the U.S.	Local: 0-25 miles	None	1	0	1	0							City on the move- needs to be changed	No	Other - Possibly												Thinking about going out of business	Need clothing & shoe stores. Less of a demand for services. Pays excessively for hazard waste removal. Signage was prevented by the city making it difficult to find her business. Regulations interfere with profits. For joint marketing: Would recommend for others to do this		
Very Good	We have an agricultural based business. We need to serve rural clients. Fennimore serves rural clients.	Continue to serve rural clients. Focus on the values of life in a rural community while offering urban services: shopping, health care, social, and entertainment.	30	0					Local: Within 25 miles	Local: 0-25 miles	Region: 26-100 miles	It is Essential	26	2	28	20	●	●				●	State Job Net	Yes	No	●							●							
Good		Just support us by word of mouth advertising and sending referrals to us.	29	6	●				Local: Within 25 miles	U.S. 100+ miles	U.S. 100+	Some	3	4	3	4	●	●	●			●	Southwest Tech	Other - Maybe	No											●				
Good	Smaller community, Centrally located and close to Hwy 18, Good people/support locally, low crime, easy to work with the city.	Back-up electricity supply	30-40	0	●				Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	It is Essential	12	0	13	0	●	●				●		Other - N/A	Other - N/A												n/a			
Good	Been here forever, It's home	Local officials do not attend meetings. More events in town - need something every weekend. Fun Fest back on main street!!	26	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Quite a Bit	2	0	2	0						●		No	Other - Already do this (Tavern League)														City needs to be more willing to work with business' requests. As for joint marketing: Advertising "Alone" is best for him	
No Answer	Seasonal fluctuations: summer has been slow concern of stigma in Fennimore. 80% of business is out of town.	Impression is that prices are high, but the prices are not high. Needs help in changing that.	0	9 (Dec '12)	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	Some	5	10	na	na		●						Yes	Other - N/A	●								●				Use Craigslist & Facebook to recruit new workers.		
Good	Easy to start business in Fennimore vs. Chicago. Chamber gets/gives him lots of Fennimore.	Embrace what is here - do even more with Fennimore Bucks re: special promotions. Amish community needs to be embraced more.	3	0					Local: Within 25 miles	Local: 0-25 miles	Region: 26-100 miles	Little	1	0	1	0							What are we known for-wine country, cheese factory, agricultural	Yes	Yes	●								●					Feels strongly about others being able to advertise on digital signs of others. As far as cooperative marketing: anything that helps bring business to town - advertising is so experience and very hard to justify - big part of business is impulse buying.	
Very Good																																								
Very Good	Centrally located for 5 counties	Not real pertinent.	54	0	●				Outside the region, but in the U.S.	Region: 26-100 miles	Region: 26-100 miles	It is Essential	6	1	6	1							SWTC Job center	Other - Wishy washy maybe-service area is so large	Yes		●							●		●			Summers are very busy for us. Competition: Internet Supplies: Try to go as local as can - within 5 counties Employees: Possibly more part-time next year.	
Very Good	The people.	Need more events in town such as contests for kids, bake off, or cooking contest.	6	0					Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Little	0	6	0	6	●						Radio & Signs	No	No								●						Ref: cooperative marketing - Said no to this because they like to do own advertising. Radio favorite form of advertising.	
Good	Hometown-know people 80% customers/Feel important to community-provide jobs	Stay positive	23	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	Some	3	9	3	9		●				●	Crossroads/SWTC(very important)	Yes	Yes	●									●				Concerned over snow removal - City plowing them shut after they have spent time cleaning parking lots. Police excellent to work with us after hours.	
Very Good	Loves working here! Works for our family.	Advertising-Would like to have touring buses stop	14	0					Local: Within 25 miles	U.S. 100+ miles	Local: 0-25 miles	Little	2	1	hope to hire more	hope to hire more							●		Yes	No	●													
Okay	Nice Community/Easy to get employees	Probably not much	8	0	●				Regional: 26-100 miles	Local: 0-25 miles	Local: 0-25 miles	Quite a Bit	1	3	1	3							●		Yes	No	●		●								●			

How's Business?	What do you like about doing business in Fennimore?	What can the City of Fennimore, Fennimore Chamber, and Fennimore Industrial Economic Development do to help you succeed?	(years)	(months)	Service	Office	Industrial	Other	Where is your most competition?	Where do you purchase most of your supplies?	Where do you purchase most of your support services?	How much does your business rely on the Internet?	# Full-time Emp Today	# Part-time Emp Today	# Full-time Emp in 1 Year	# Part-time Emp in 1 Year	Newspaper	Internet	Professional Association	Temp Service	Word of Mouth	Other	In your opinion, what is or could be the brand for business (as a whole) in Fennimore?	interested in participating in a cooperative marketing promotion?	interested in mentoring a new business?	Marketing & Advertising	Financing	Cash Management	Offering Credit	Obtaining Equipment	Real Estate	Hiring	Employment Relations	Creating Identity	Business Succession	Inventory Management	Other	Notes:	
No Answer	Location/Traffic City traffic (Madison/Milwaukee) - locals are coming around.	More locals knowing where they are & supporting them.	5	0					Local: Within 25 miles	Local: 0-25 miles	Local: 0-25 miles	Some	na - family	0	0	0									Other - Possibly	Other - Talking to Jerry Wehrle/Grant programs	●	●	●								●		Adding more products. Would like to talk to someone from state government regarding assistance.
Good	Being close to home. Some of the networks of people and business owners.	Keep doing networking events. It would be nice to have a Chamber Facebook page. Continue to promote to keep doing business in Fennimore.	3	2	●				Regional: 26-100 miles	U.S. 100+ miles	U.S. 100+	It is Essential	0	1	0	1	●	●				●		Small town service.	Yes	Other - It would depend...									●				I do feel a lack of support some from Fennimore businesses. I am brainstorming ideas to help there be a better understanding of what I do, and to make it clear my business is based on confidentiality and honesty.
Okay	Local	Home purchase grants from city.	20	+	●	●			Local: Within 25 miles	Local: 0-25 miles	U.S. 100+	It is Essential	0	8	0	8	●	●				●		Local and honest	No	No													
Very Good	Regular Customers/Neighboring Business Owners/Traffic on Lincoln Ave	Winter plowing-slush & freeze 900/1000 blocks Better coordinating between City & County Concerned over speeding through Main street	3	0	●				Local: Within 25 miles	Region: 26-100 miles	Local: 0-25 miles	Some	2	6	3	8						●	Job center/Sign in window	Yes	No														Business loan to improve our business. Financing & reputable supplier.
Okay	Small town feel & Location of Fennimore	Need more community events. Fun Fest more in the city (Main Street). Need fresh ideas.	4	0	●				Local: Within 25 miles	Region: 26-100 miles	Region: 26-100 miles	Little	1	4	1	4	●	●				Facebook/Walk ins		No	Yes								●					Need a reason for young people to stay = jobs. Would be willing to mentor new business: has masters in business and willing to help others with questions. As for joint marketing: Advertising on own has been better	
No Answer	Likes living in Fennimore, so that's a huge part of it, can do what he does anywhere. Likes labor pool- hard working/bright people that chose to live here	Unique business from this standpoint. Educating students constantly - ever changing - educating clients.	18	0	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	4	1	5	1		●				●		"There's more in Fennimore"	No	Yes											Creating business plan/customer service training/email etiquette/Importance of social networking technology		
Very Good	Networking-brings in new businesses to advertise good outreach. Fennimore has a strong audience.	Continue to partner with and keep doing what we're doing. Would like to see the community brand/logo/jingle.	35	0	●				Regional: 26-100 miles	Region: 26-100 miles	Region: 26-100 miles	It is Essential	25	5	25	5	●	●				●	Job fairs/Radio	Crossroads. Work with the "More" in Fennimore. Emphasize: Recreation - Business - Education.	Yes	Other - Consulting maybe	●	●	●	●							●		Friendly community, good business climate, positive environment. Would like to see more of a bridge between SWTC & local businesses.
Good																																							