

HISTORIC VERMILION, INC. MARKETING RESEARCH QUESTIONNAIRE

CONTACT PERSON _____

BUSINESS NAME _____

BUSINESS ADDRESS _____

Phone _____ e-mail address _____

OUR GOAL IS TO DO A CITY SUPPORTED MARKETING EFFORT.

* HOW CAN WE BETTER SERVE YOU? _____

* HAVE YOU COMMITTED TO FUNDING PIECES THIS YEAR? Y/N HOW MUCH? _____

_____ WHERE? _____

* WHAT LOCAL PIECES DID YOU FUND LAST YEAR? _____

* ARE YOU SATISFIED THAT THEY ADDRESS YOUR TARGET MARKET? _____

* HAVE YOU TRACKED THE RETURN ON YOUR MONEY (OR DO YOU HAVE A FEEL FOR IT)? _____

* WERE ANY COUPONS INCLUDED? Y/N _____

* WHAT IS YOUR INVOLVEMENT IN THE MERCHANTS ASSOCIATION? _____

* DO YOU HAVE A WEB PAGE? Y/N ADDRESS: _____

* WOULD YOU BE INTERESTED IN SERVING ON THE INFORMATION COMMITTEE?

Y/N WHAT TIME/DAY COULD YOU ATTEND? _____

Phone: 440-967-1002

The Great Northern Geese travel thousands of miles in perfect formation and therein lies the secret. As each of the great birds moves its wings, it creates a steady uplift for the bird behind it. Formation flying is 70 percent more efficient than flying alone. Lesson: People who share a common direction and sense of community can get where they're going quicker and easier because they are traveling on the strength of one another." From Great Northern Geese, Volume 1