

## Rice Lake Survey

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### Organization Committee

1. Which of the following Organization roles is the most important for the 2011-2016 Rice Lake Main Street Organization?\*
  1. The following are Organization Committee results, which one do you think the Board of Directors should target in the next five years?\*
- Please select one
- Fundraising for specific downtown projects
  - Fundraising for operations
  - Volunteer recruitment
  - Volunteer training
  - Volunteer recognition
  - Promoting the Main Street Program
- Growing the number of volunteers working to make the downtown better
  - Strong Main Street committees
  - Strong partnerships between organizations
  - Increased number of financial contributors
  - A healthy Main Street budget
  - Successful grant applications
  - Funding special projects
  - Excellent public awareness of the program
  - Excellent public awareness of the downtown
  - Quality newsletter, websites, brochures, excellent social media participation, etc.

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### Design Committee

3. Which of the following Design Committee roles is the most important for the 2011-2016 Rice Lake Main Street program?\*
- Provide design education and technical assistance
  - Promote historic preservation
  - Work with building owners on building projects
  - Plan public improvements

- Conduct design review
4. The following are Design Committee results, which one do you think the Board of Directors should tackle in the next five years?\*
- A historically restored downtown
  - Great public and private signage
  - Excellent public spaces and structures
  - Knowledge and awareness of preservation
  - Increase in property values
  - A clean downtown

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### Promotions Committee

5. Which of the following Promotion Committee roles is the most important for the 2011-2016 Rice Lake Main Street Organization?\*
- Development of image promotions
  - Development of retail promotions
  - Development of special events
  - Bringing tourist to the downtown
  - Creation of a strategic promotions calendar
  - Development of a marketing strategy
  - Creation of quality graphics and branding campaigns
6. The following are Promotions Committee results, which one do you think the Board of Directors should target in the next five years?\*
- Establishment of downtown as the center of activity
  - Well-attended special events
  - Sales increase in downtown businesses
  - Downtown business cohesion and participation
  - Excellent media coverage in downtown
  - Downtown maintains or develops an enticing image
  - Downtown traffic
  - Popular holiday events

**Economic Restructuring Committee**

7. Which of the following Economic Restructuring roles is the most important for the 2011-2016 Rice Lake Main Street Organization?\*
- Collect downtown market information
  - Develop projects to retain businesses
  - Develop business recruitment strategies
  - Property development
  - Create incentives for business/property development
  - Report economic performance
8. The following are Economic Restructuring Committee results, which one do you think the Board of Directors should target in the next five years?\*
- Excellent downtown business mix
  - Vital, creative businesses and low vacancy rate
  - Significant number of jobs created
  - Downtown housing
  - Retail sales increases
  - Successful development of larger problem properties