

**The Princeton Community Development Authority began meeting in Spring 2014.**

**The goal is to focus on enhancing the quality of life through economic and community growth.**



The CDA members, with the assistance of Jay Dampier, Green Lake County UW-Extension Educator, developed a business survey which will be used in determining the needs of our businesses, assist in the marketing of Princeton, and used as a development tool for the community. The CDA is now developing action plans to address the shortfalls and to expand on the positive actions as provided in the survey.

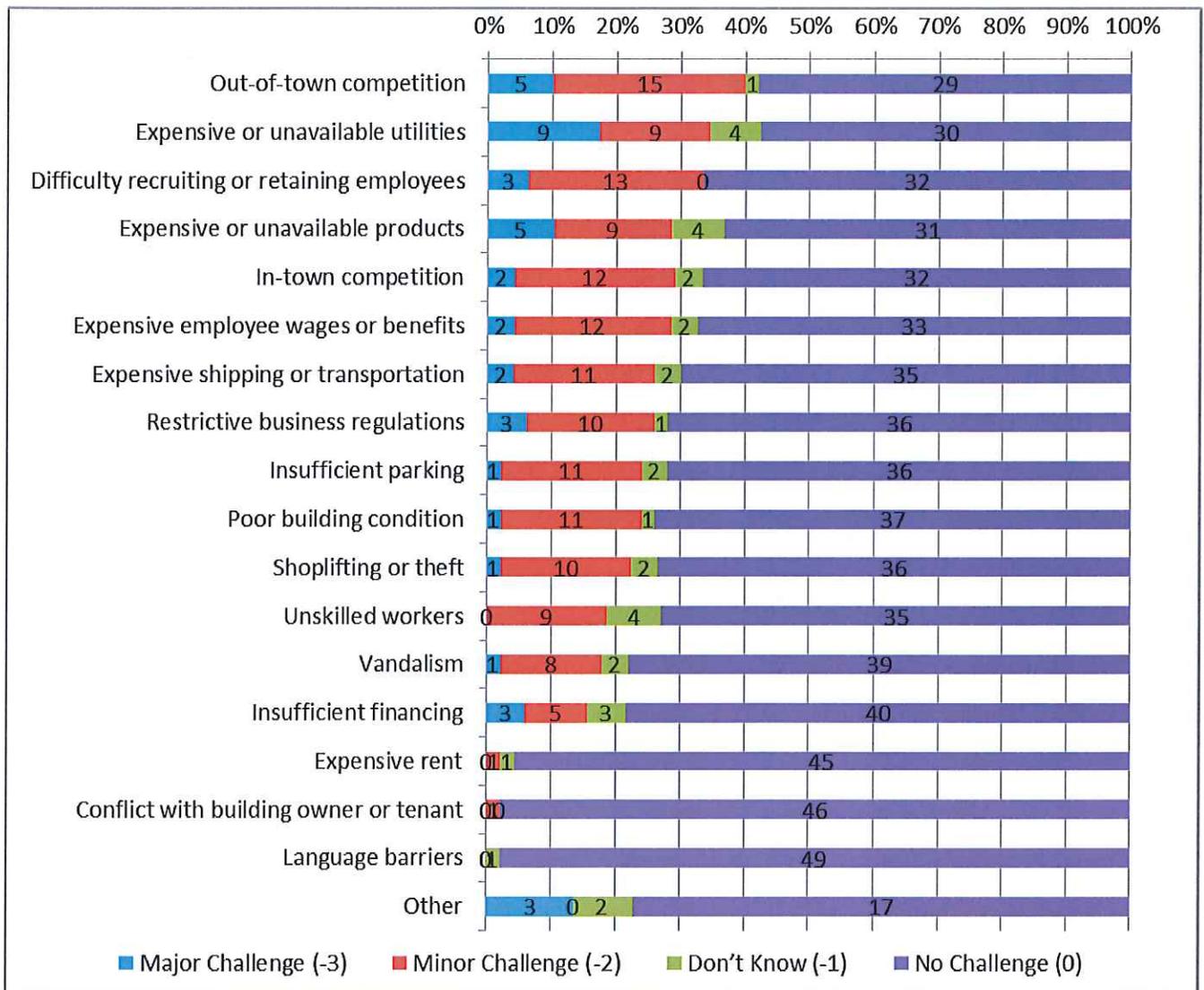


**Princeton CDA Committee:** Chair Vickie Wielgosh, Matt Greget, Jasper Kallenbach, Eric Koehn, Matt Schneider, Clairellyn Sommersmith, Betty Wegner, Maureen Ellison, Mary Lou Neubauer & Jay Dampier

January 15, 2016

# 1. Please rate the degree to which you are experiencing the following business challenges? (Mark ONE answer for each item)

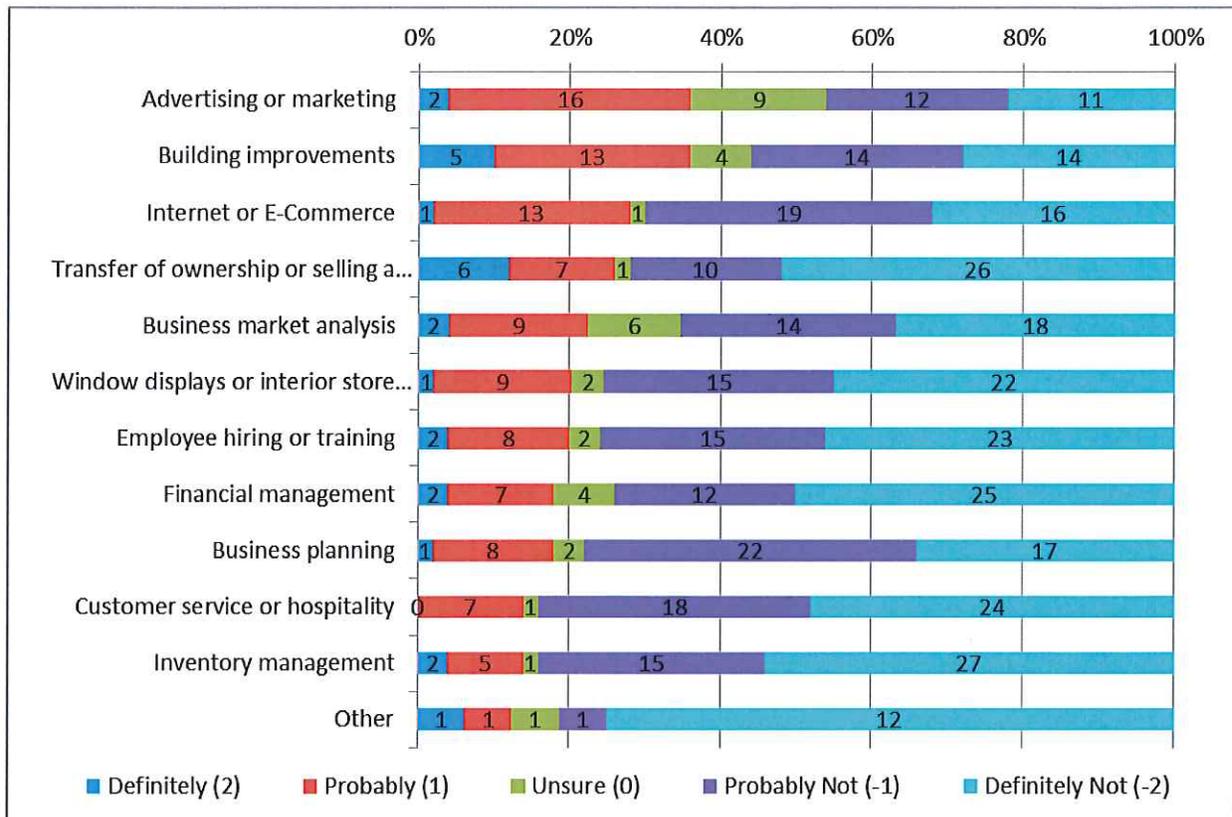
Respondents indicate that the top 5 challenges faced by businesses in Princeton are 1. Out of town competition, 2. Expensive or unavailable utilities, 3. Difficultly recruiting or retaining employees, 4. Expensive or unavailable products, and 5. In-town competition.



Other: Overzealous Police Force (3)

## 2. Could you use information on or assistance with the following topics? (Mark ONE answer for each item)

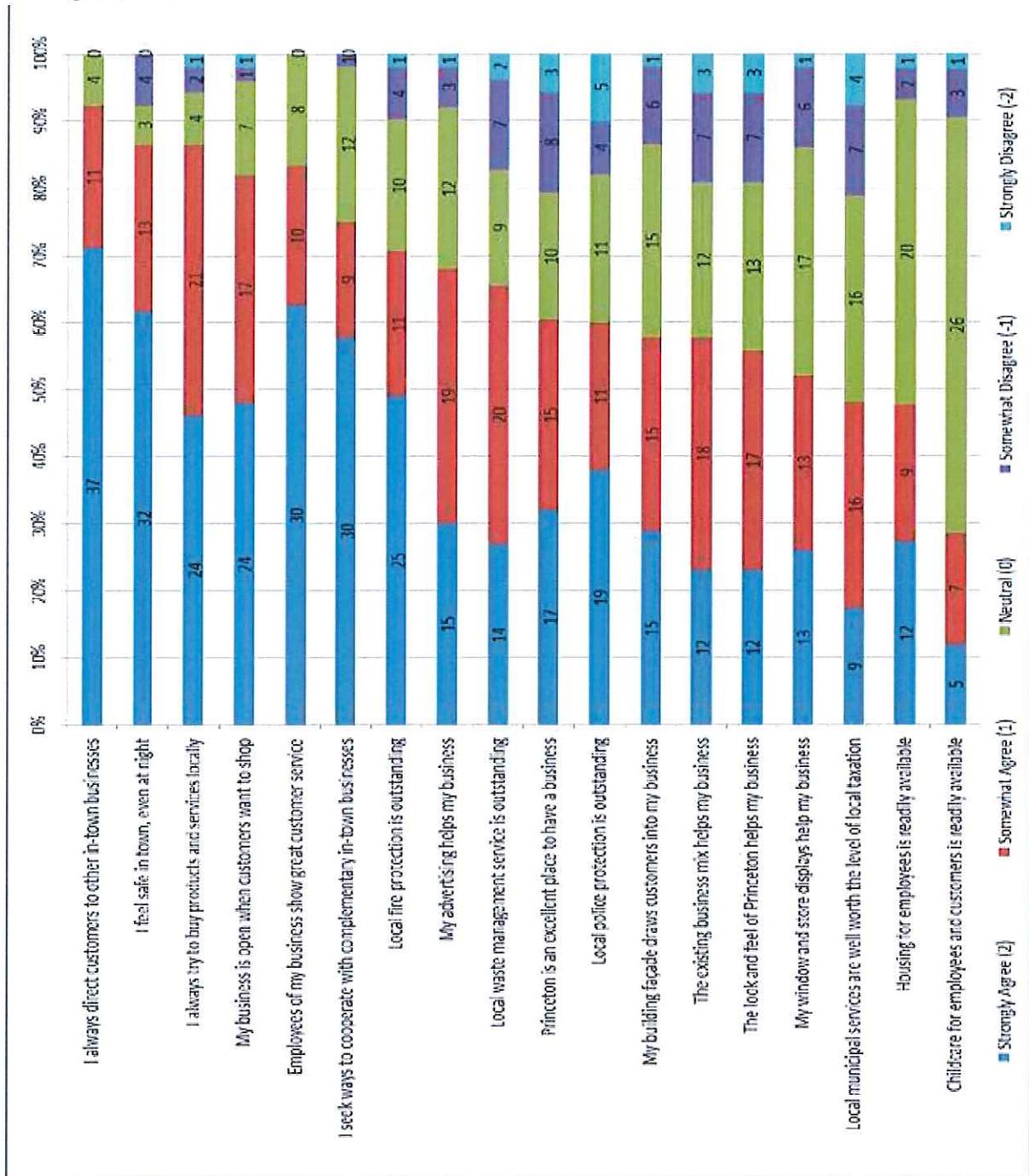
Respondents indicate that the top 5 topics requiring assistance are: 1. Advertising or marketing, 2. Building improvements, 3. Internet or e-commerce, 4. Transfer of ownership or selling a business, and 5. Business market analysis.



Other: How to have a check/balance with the Police Department; Can always do more

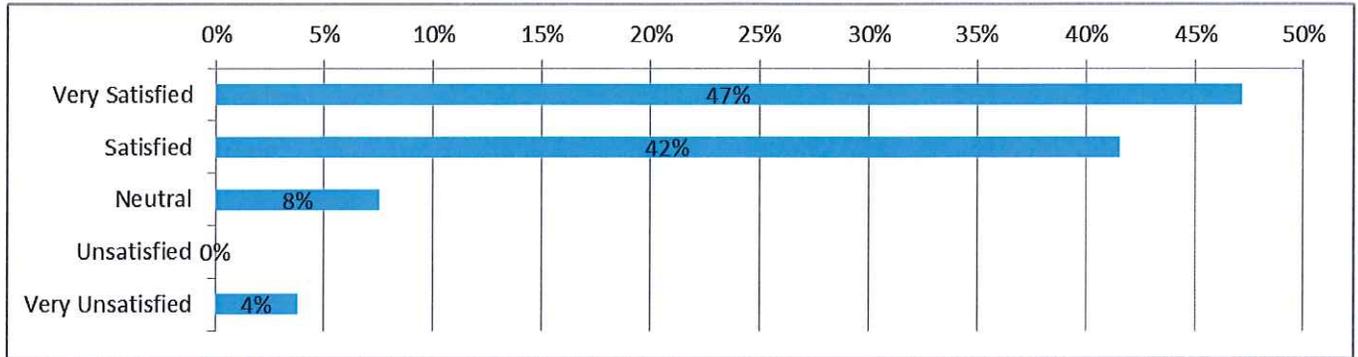
### 3. How strongly do you agree or disagree with the following statements? (Mark ONE answer for each statement)

Respondents agree to the greatest degree with these top 5 statement: 1. I always direct customers to other in-town businesses, 2. I feel safe in town, even at night, 3. I always try to buy products and services locally, 4. My business is open when customers want to shop, 5. Employees of my business show great customer service.



#### 4. How satisfied are you with the present location of your business? (Mark ONE)

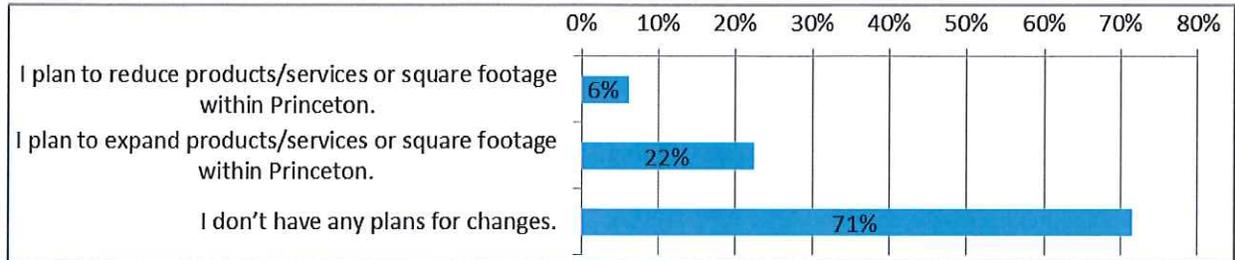
Most respondents are satisfied with the location of their business.





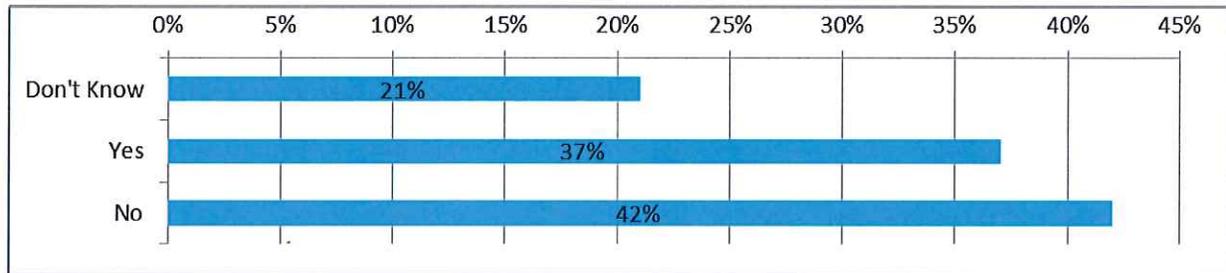
## 6. Do you have plans to expand or reduce operations for your business in the foreseeable future? (Mark ONE)

Most respondents have no plans to expand or reduce operations.



## 7. Are you, or the building owner, considering any building improvement projects?

Thirty-seven percent of respondents are planning building projects.



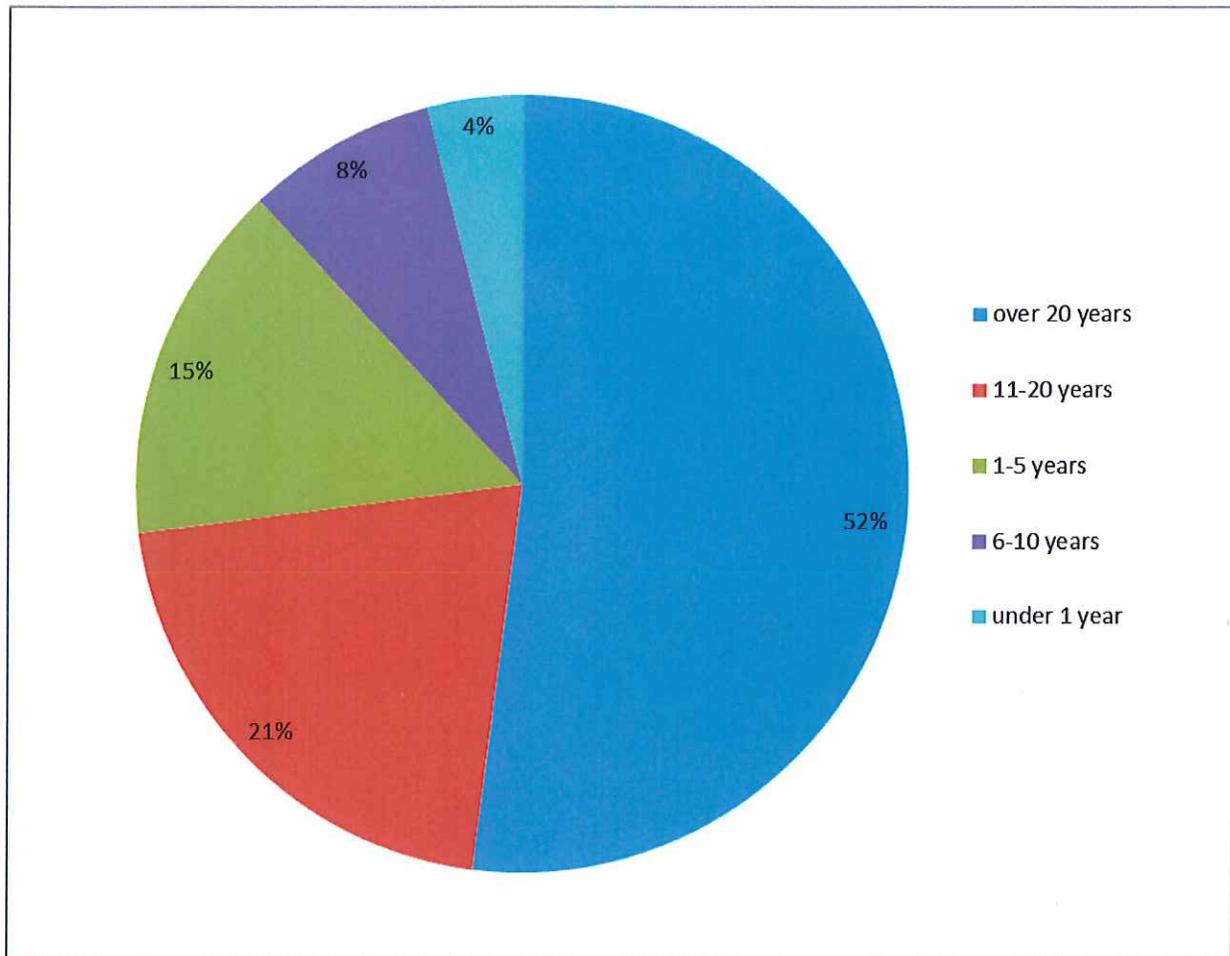
## 8. What is your business or professional activity? (For example; Retail-gifts, Tavern, Medical services, etc.)

**Respondents included the following businesses and professional activities:**

service, insurance, restaurants, financial services, trades and manufacturing, taverns, beauty salons, retail grocery, specialized grocery, fuel, retail gifts, community and civic groups, end-of-life (funerals / memorials), laundromat, health care, publishing, government services (including library), antiques retail, automotive, legal services, day care

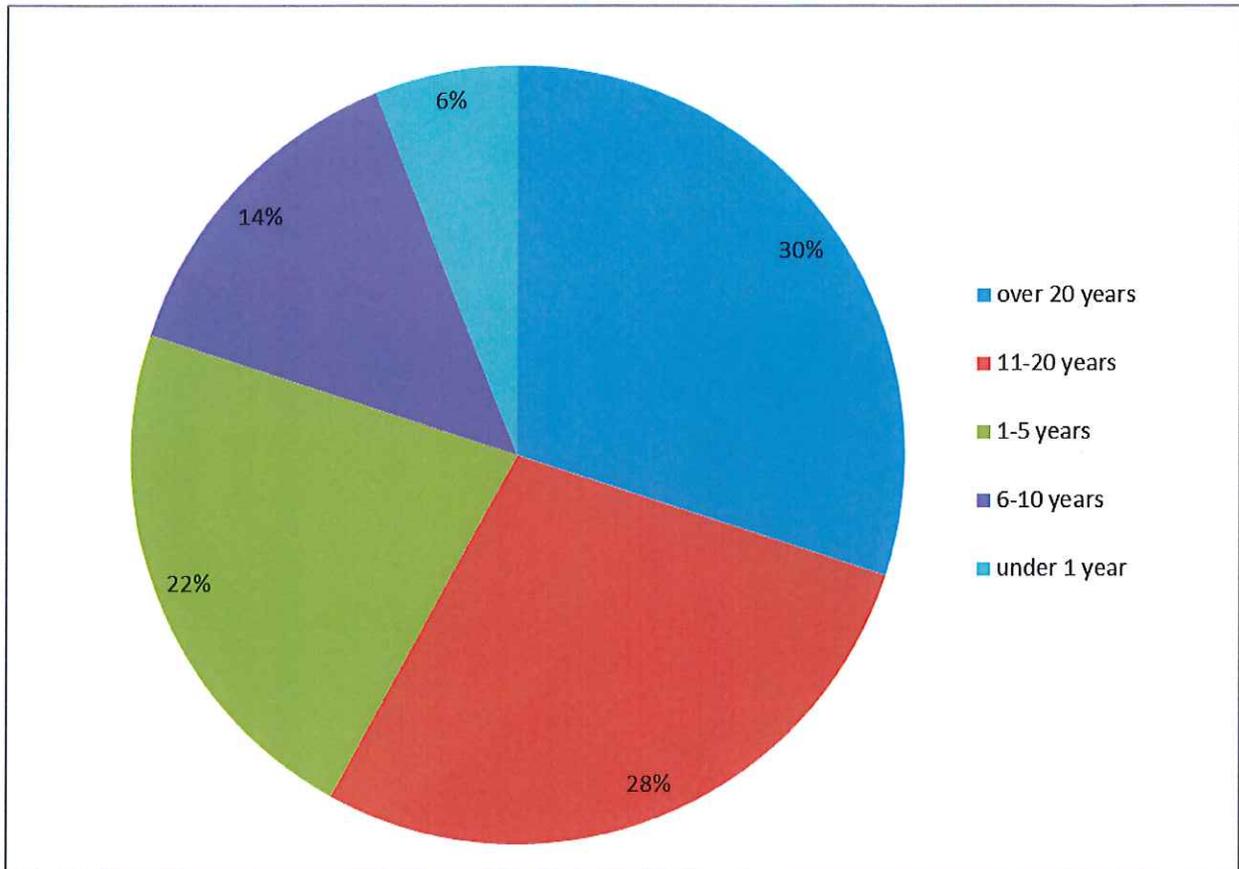
**9. How long has your business been in operation? (Mark ONE, include time at this & any previous locations)**

The majority of respondents (73%) have been operating in Princeton for 11 or more years.



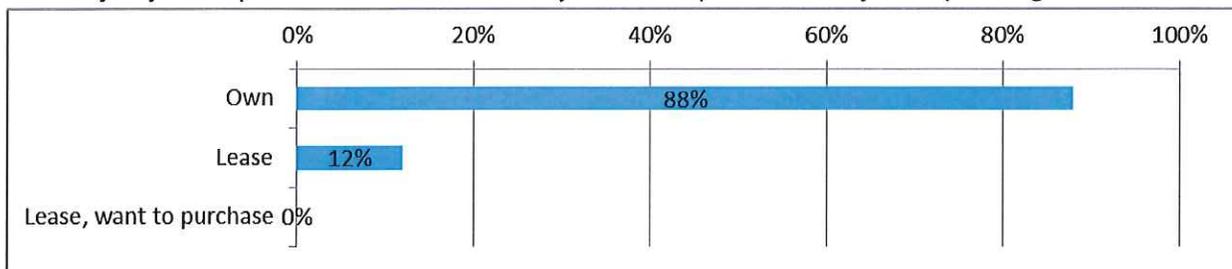
## 10. How long have you been the owner of your business? (Mark ONE)

The majority of respondents (80%) have been a business owner in Princeton for over 5 years.



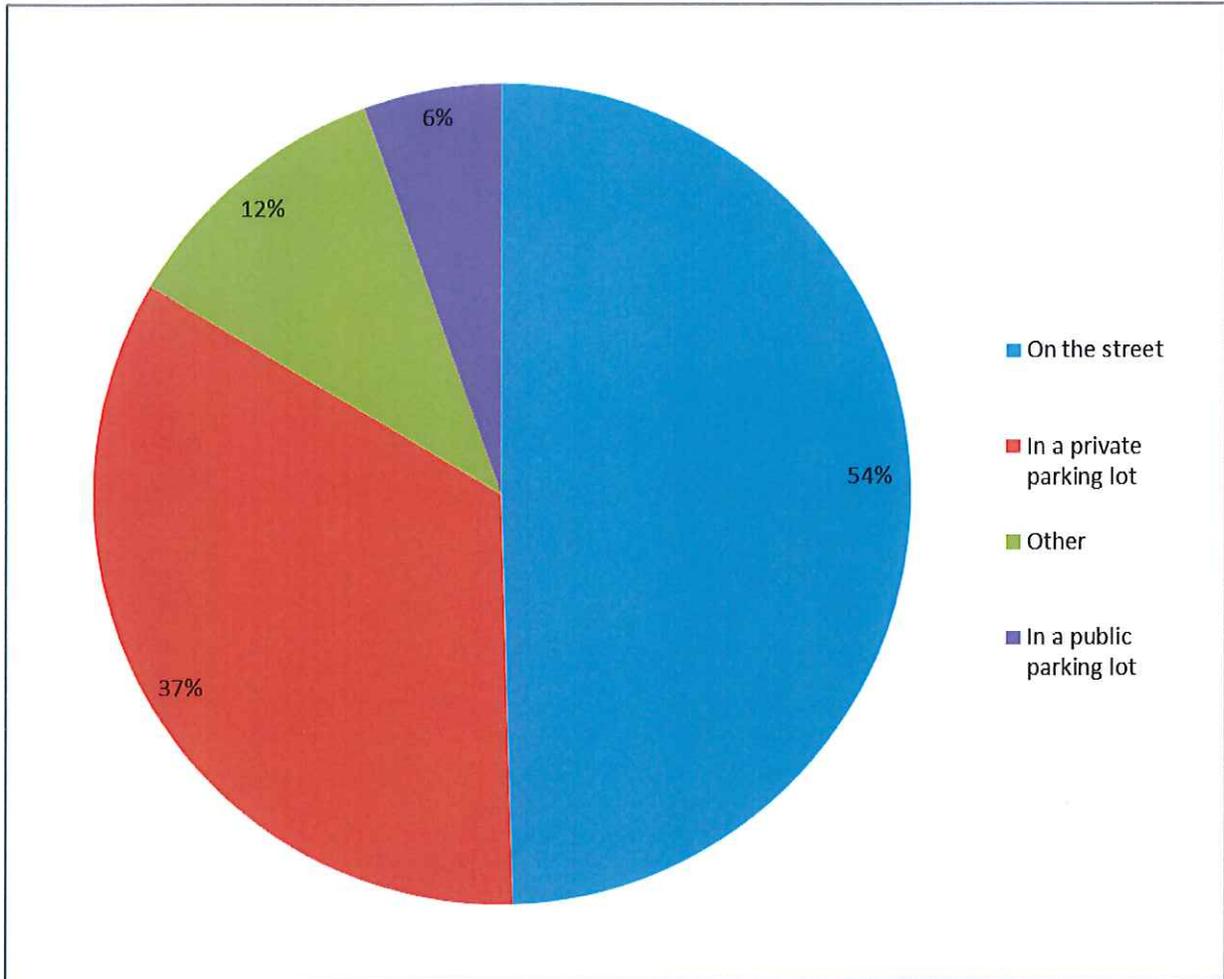
## 11. Does your business own or lease the space in which it is located?

The majority of respondents indicate that they own the space that they are operating from.



## 12. Where do your customers typically park? (Mark ONE)

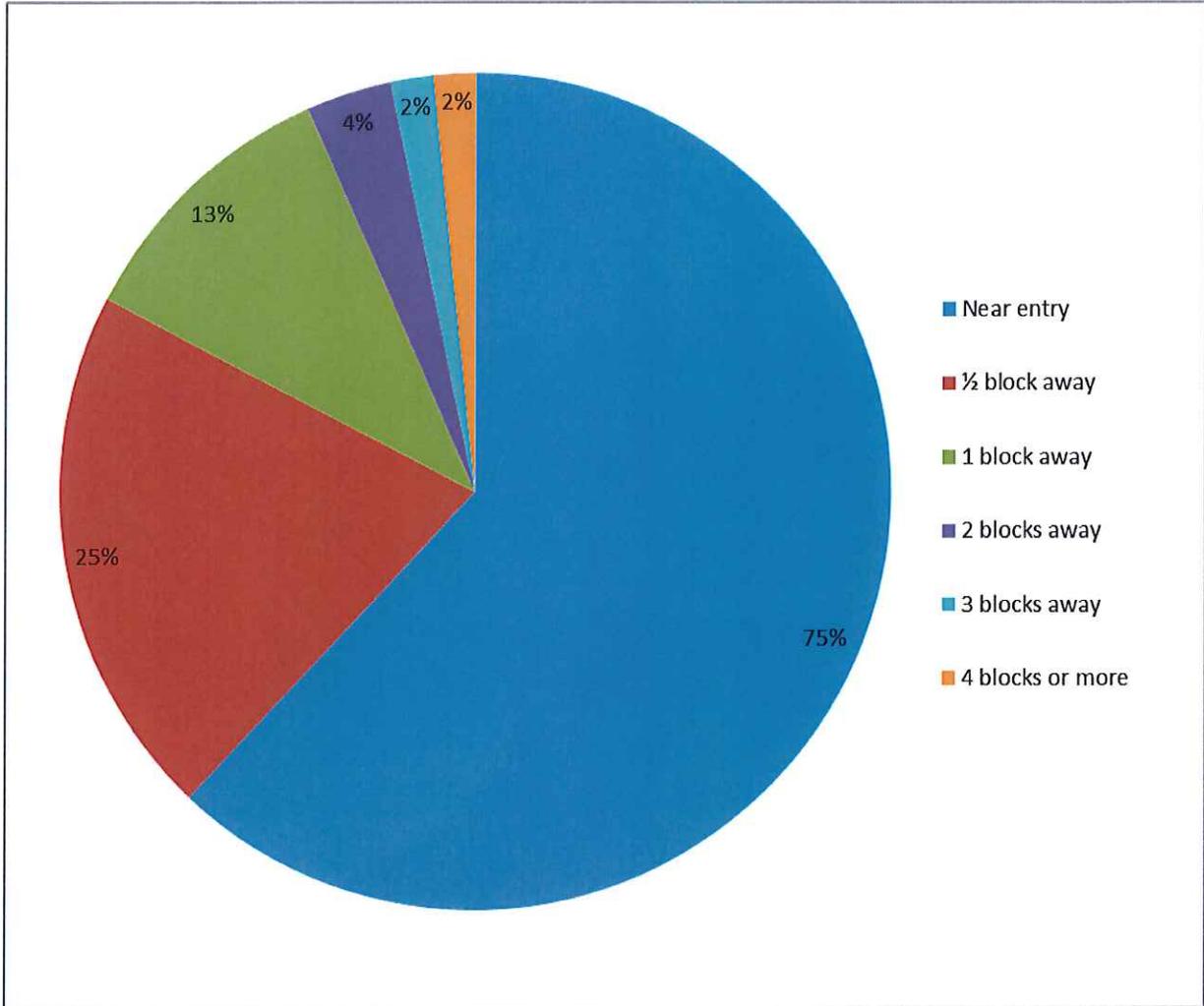
Respondents indicate that most customers either park on the street (54%) or in a private parking lot (37%).



Other: Parking in front of the building, driveway (2), at our site, on my property waiting to remodel and open

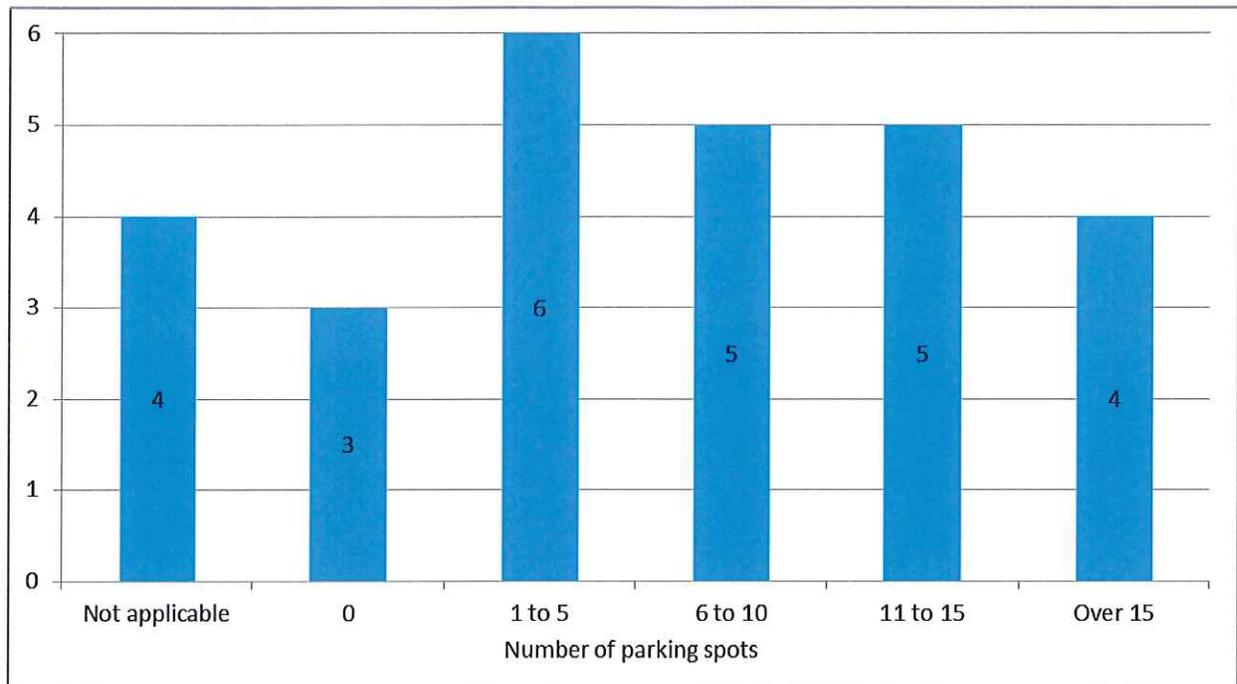
**13. How far do customers typically have to park from your business? (Mark ONE)**

Respondents indicate that customer parking does not appear to be a major issue in Princeton.



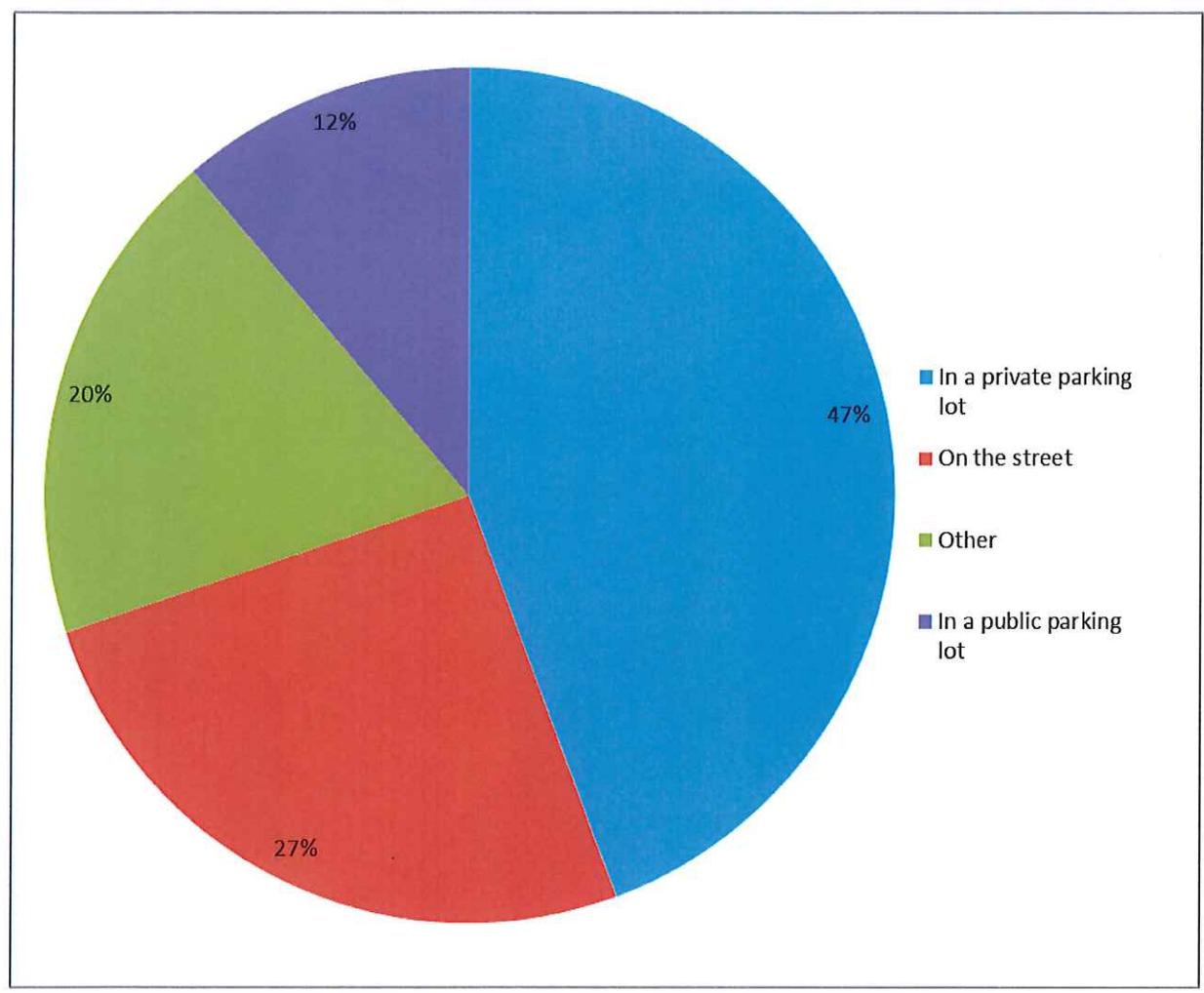
**14. If you own a parking lot, how many parking spaces are available for customers (not employees)?**

Most respondents indicated that they do provide parking spots for customers.



### 15. Where do you and your employees typically park? (Mark ONE)

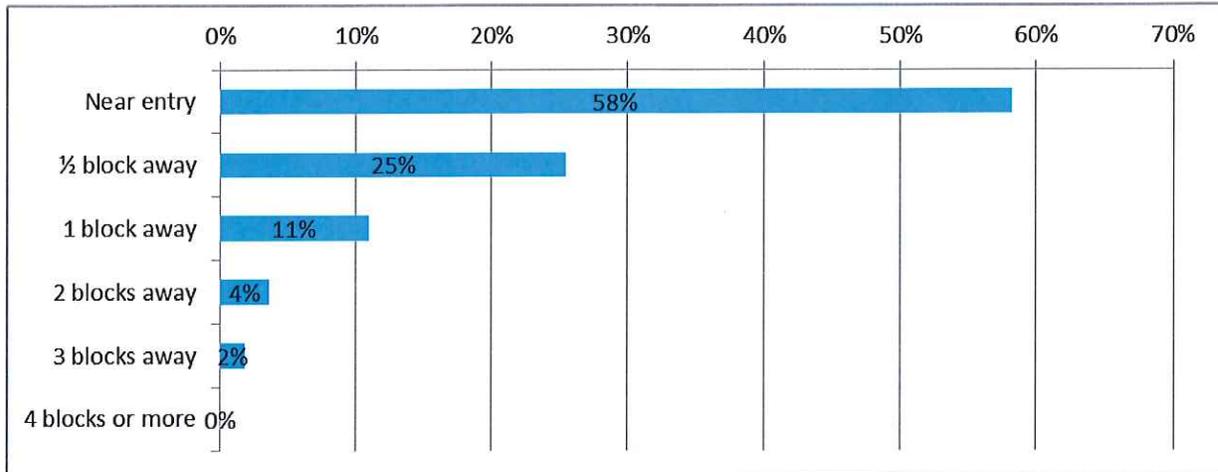
Respondents indicate that most of their employees either park on the street (47%) or on the street (27%).



Other: In front of building, Driveway (2), around corner off Water Street, Behind Building (private)  
On-site, side street or back of facility, on property

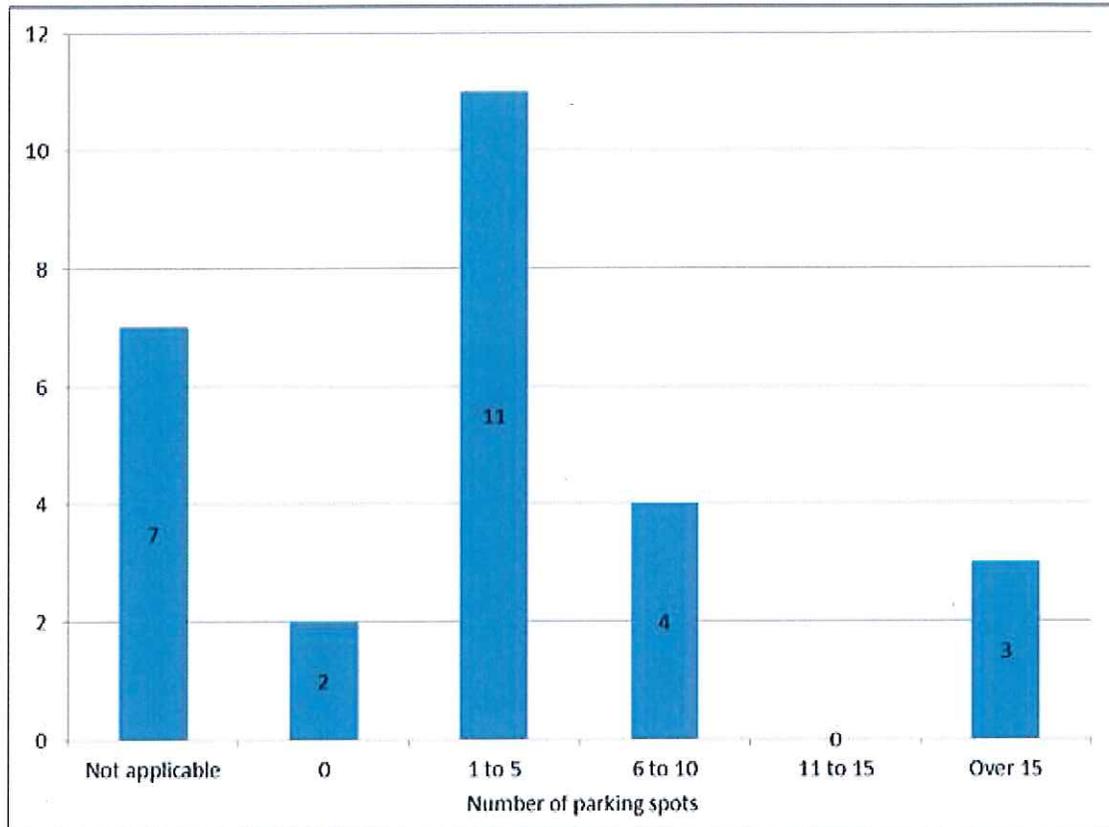
## 16. How far do you and your employees typically have to park from your business? (Mark ONE)

Respondents indicate that most employees park half a block (25%) or closer (58%) to the business.



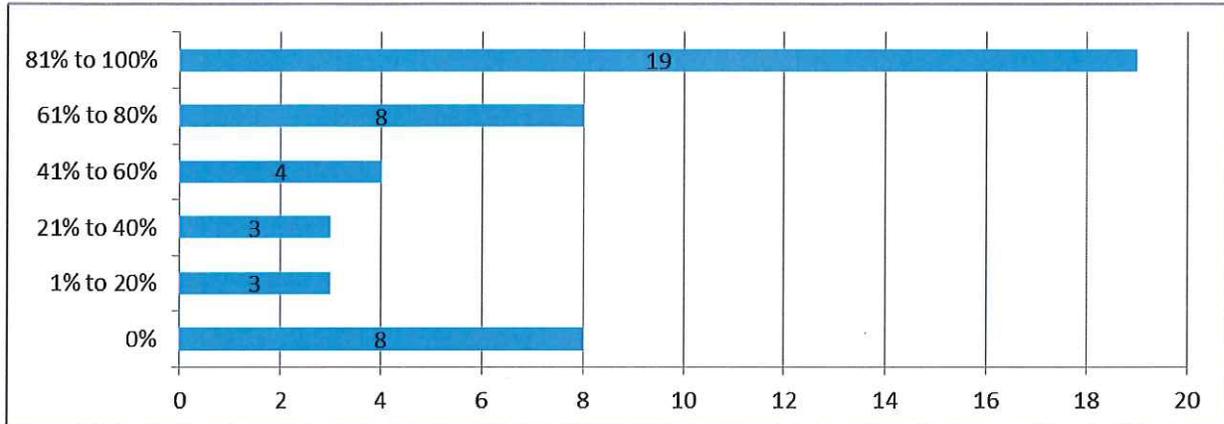
**17. If you own a parking lot, how many parking spaces are available for employees (not customers)?**

Most respondents indicate that they have at least some parking spots for employees.



## 18. What percentage of your employees live in Princeton (including yourself)? (Percentage)

Respondents indicate that much of their workforce comes from Princeton. Twenty-seven respondents indicate that over 60% of their workforce is local.



## 19. How many people, including owners, does your business employ in each of the following categories? (Full-time = 32 or more hours/week)

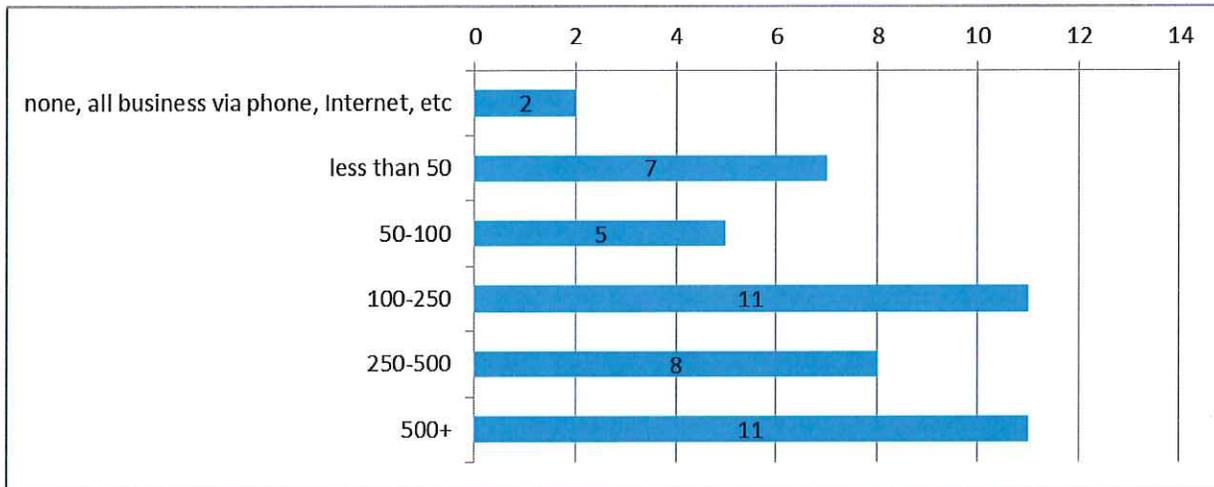
Full-time year-round (1 FTE)	167.5 people
Part-time year-round (0.4 FTE)	91 people
Seasonal (0.25 FTE)	15 people

Estimated total full-time equivalents 207.65 positions

n=47 business owners responding

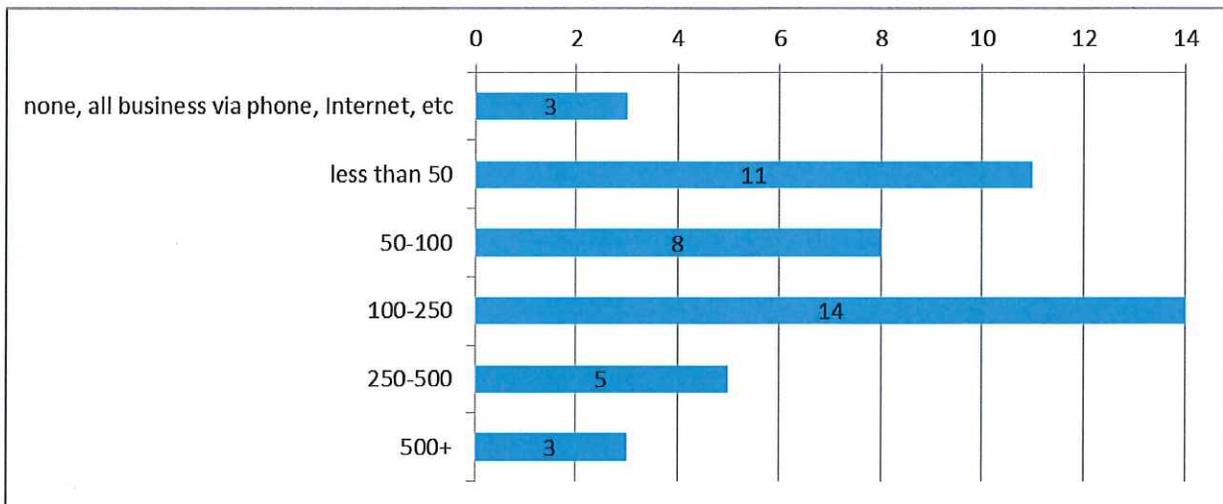
**20. How many customers/clients visit your business per week during the summer months of May to October? (Mark ONE)**

About 68% of respondents (30) indicate that they have over 100 customers per week during the summer months.

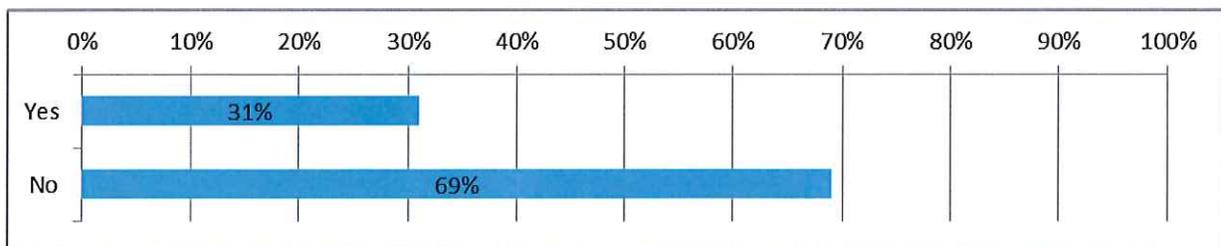


## 21. How many customers/clients visit your business per week during the winter months of November to April? (Mark ONE)

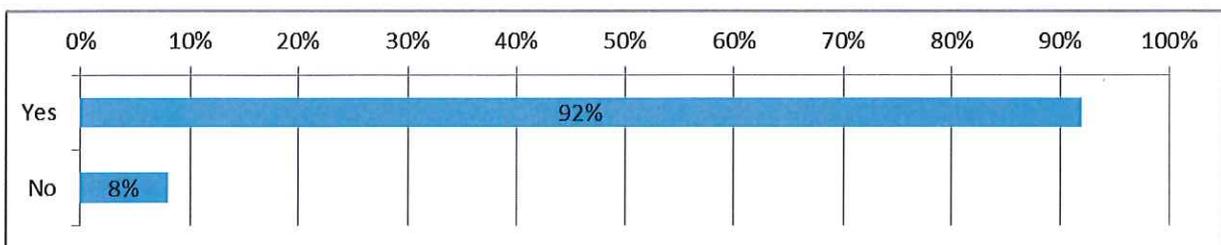
About 50% of respondents (22) indicate that they have over 100 customers per week during the winter months.



## 22. Do you collect customer zip codes?



## 23. Do you know where your customers are from?



**24. If so, please list regions, counties, towns and cities. (EG: Door County, Milwaukee, Fox Valley, Twin Cities, etc.)**

Counties

- Green Lake County (10)
- Marquette County (8)
- Waushara County (5)
- Fond Du Lac County (5)
- Columbus County (1)
- Adams County (1)
- Washington County (1)

Cities

- Madison (11)
- Milwaukee (10)
- Green Lake (8)
- Princeton (7)
- Ripon (4)
- Fox Valley (4)
- Montello (4)
- Neshkoro (4)
- Markesan (3)
- Fond Du Lac (3)
- Oshkosh (3)
- Berlin (3)
- Portage (3)
- Waupan (2)
- Wautoma (2)
- La Crosse (2)
- Mequon (1)
- Rosendale (1)
- Beaver Dam (1)
- Sheboygan (1)
- Stevens Point (1)
- Lake Puckaway (1)
- Green Bay (1)
- Baraboo (1)
- Dells (1)
- Plainfield (1)

Other States

- Chicago (9)
- Illinois (8)
- Minnesota (3)
- Iowa (2)
- Michigan (1)

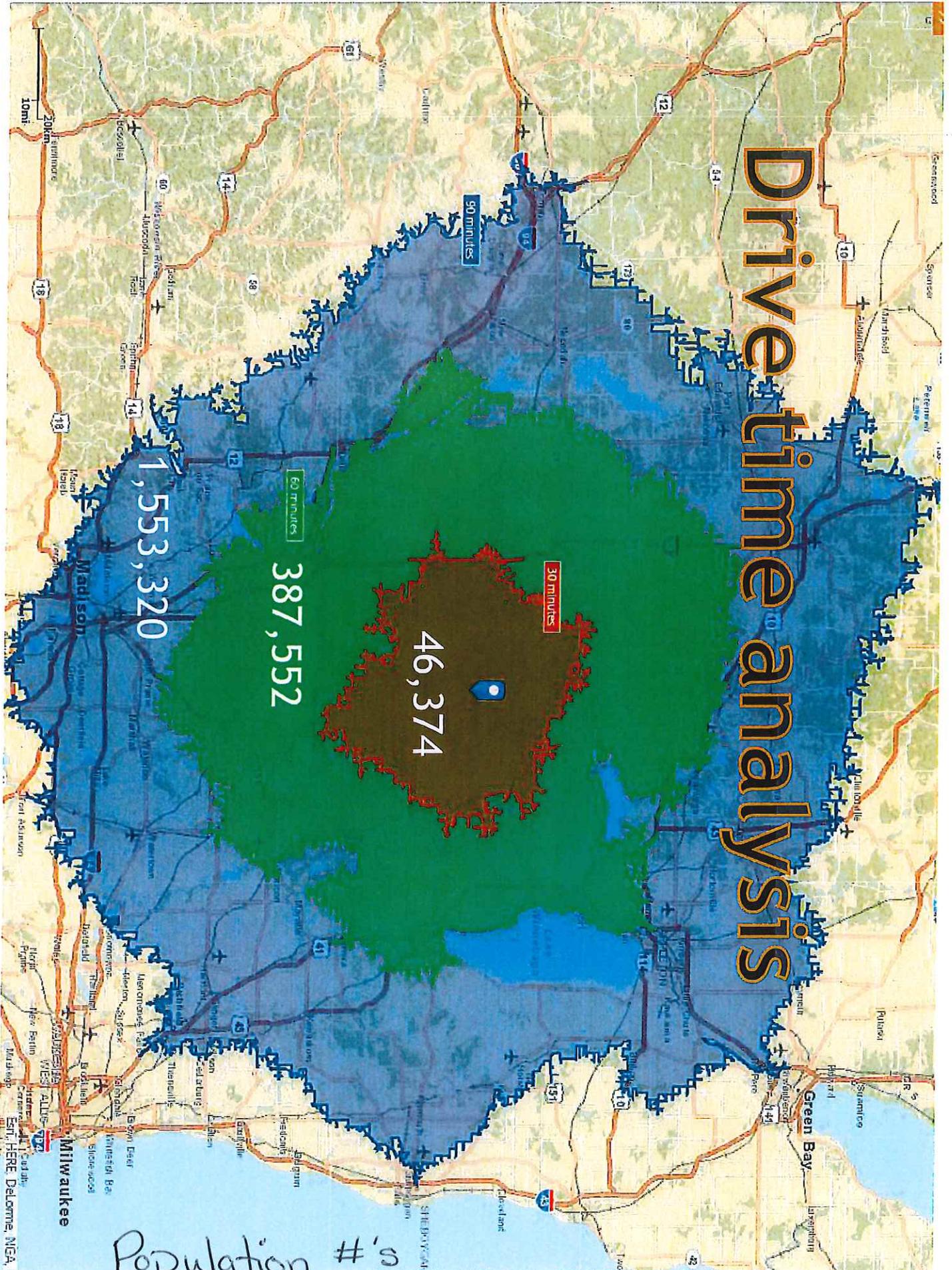
Regions

- Central Wisconsin (1)

Other

- Approx. 45-50 mile radius (3)
- Locals (3)
- Service Business, all local (1)
- Semi-locals (1)
- 80% local (1)
- Everywhere, no specific area (1)
- Wisconsin, tourists searching for information (1)
- Global (1)
- A few "out of towners" (1)
- The area (1)
- People with cottages all over Wisconsin (1)

# Drive time analysis



Population #'s

30-60-90 minutes from Princeton



**26. What percentage of the annual advertising budget for your business is spent with each of the following media?**

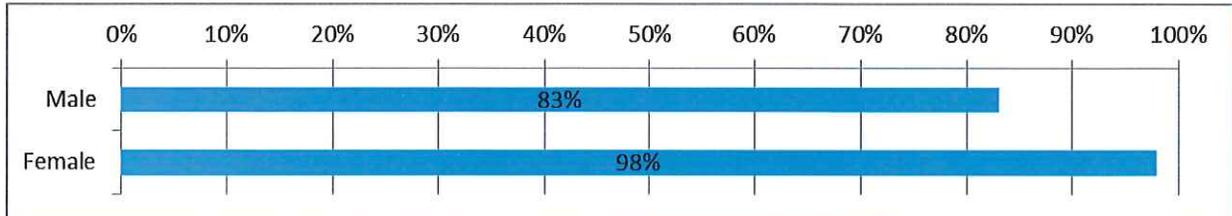
	Average Value	Standard Deviation
% Newspapers	26.4	31.25
% Other (specify)	14.66	33.18
% Magazines	11.52	24.7
% Local Service Organizations	10.44	26.34
% Internet	9.06	17.61
% Window Displays	3.57	7.68
% Radio	2.53	7.6
% Direct Mail/Catalogs	2.46	8.08
% Television	1.76	7.23
% Billboards	1.42	7.36

Due to the high standard deviations no clear annual advertising budget trends can be determined.

% Other (specify): word of mouth (2), phone book, handouts - pens, calendars, etc., word of mouth, visitor guides, Retail/Wholesale Shows, WBBA, social media, flyers distributed at Antique Malls Antique Shows & via customers, I don't really advertise. I sue the money to be open 7 days a week, year round. Best advertising on the planet. We use as much free advertising as we possibly can - press releases, giveaways, social media, giveaways

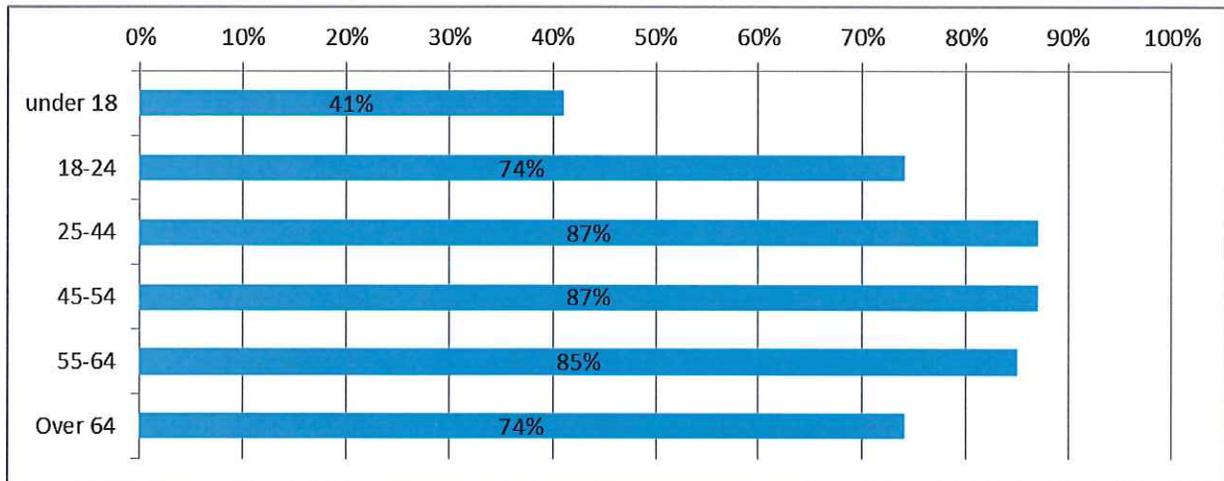
## 27. Please describe the TARGET MARKET of your business. (Mark ALL THAT APPLY for each category) Gender

Most respondents indicate that their target market is male (83%) and female (98%). However there are more businesses that market directly females only.



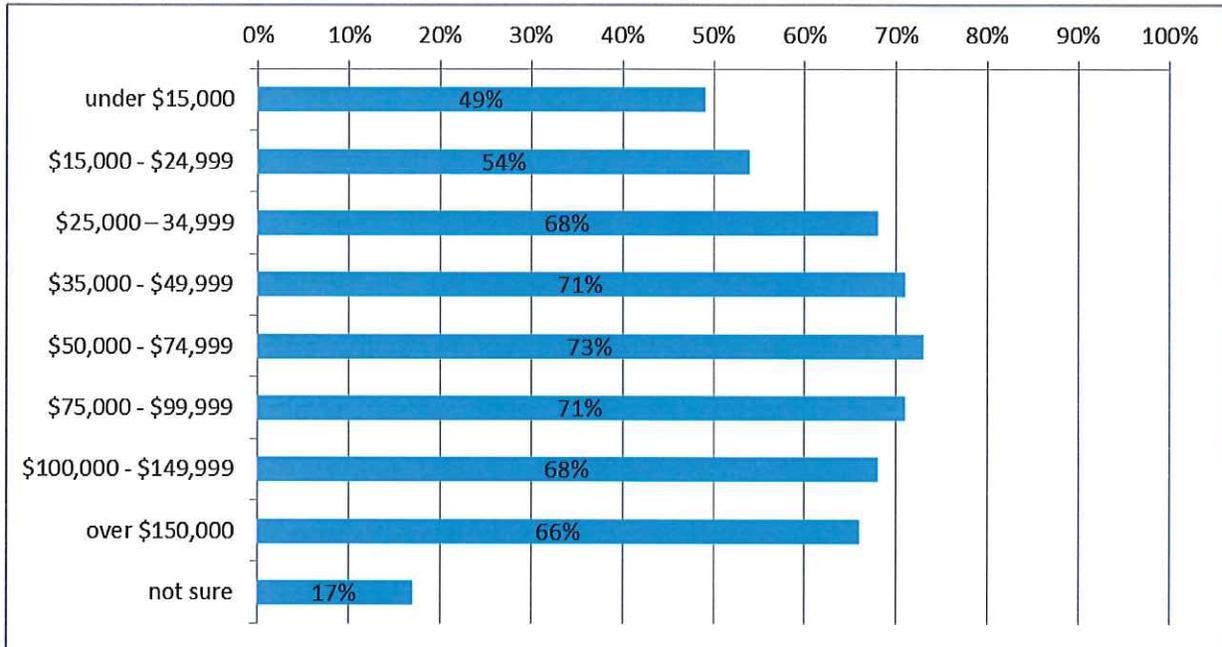
## 28. Age

Respondents indicate that they target customers between 25 and 64 to a greater extent.



## 29. TARGET MARKET Annual household income

Other than the lowest household income levels, businesses target a broad range of household incomes levels.



### 30. What are the biggest challenges for your business? (Name Up to 3) Responses are listed horizontal for each responding business

#### Money

- Taxes, fees, Insurance (4)
- Budgets and Funding (3)
- Utilities (3)
- Rising Prices and Wages (2)
- Food Prices (2)
- Profit (2)

#### Weather

- Cold Climate (6)

#### Other

- Police excessive patrolling (4)
- Construction (1)
- Old Attitude (1)

#### Population

- Low Population (5)
- More customers (5)
- Limited Residential Growth (4)

#### Business

- Local Cooperation (12)
- Hiring Good Employees (9)
- Space (6)
- Advertise (5)
- Local/Global Economy (4)
- Regulations (4)
- Competition (3)
- Empty Store Fronts (3)
- Traffic (3)
- Limited Business Growth (2)
- Remodeling (2)
- Poor Planning (1)
- Time (1)



## 32. What do you think draws visitors to Princeton?

The activities in the community are a huge draw for the community. The location being on a state highway is a plus. The numerous service organizations are hardworking and care about the community.

### Recreation

- Lakes/Rivers (6)
- Fishing (4)
- Golf (3)
- Hunting (2)
- Camping
- Hiking
- Biking
- Sports
- Campgrounds
- Snowmobiling
- Outdoor Activities

### Places to Eat

- Good Food at Restaurants / Bars (2)
- The Pizza Factory
- Jillian's Restaurant
- All in Good Taste

### Places to Shop

- Antique Stores (9)
- Retail Stores (8)
- Great Shops (6)
- Water Street (2)
- Dollar General
- Variety

### Location

- Close to Green Lake (6)
- On the Highway (2)
- Rural surroundings
- Vacation Destinations

### Community Feel

- Quiet/Small Community (12)
- Our People (4)
- Atmosphere (2)
- Friendly and Safe
- Relaxing
- Mid-Western Views
- Diversity

### Activities

- Flea Market (31)
- Special Events (4)
- Shopping (2)
- Crane Fest

### Other

- Good Feedback/Reputation (2)
- Visiting Family and Friends
- Nothing
- Churches
- Well Kept Buildings
- Tourism
- Beauty of the City
- Historical
- Clean

### 33. What three in-town businesses complement your business the most? (Specify up to THREE businesses by name)

Local shopping establishment can be organized into two major segments based on where the majority of its customers come from: convenience and destination trade areas. Princeton's economy is unique because it has strong and visible convenience and destination retailers.

- A convenience trade area is based on the purchase of products and services needed on a regular basis, such as gasoline, groceries, and hair care. Because these purchases are relatively frequent, people usually find it more convenient to buy these products and services from businesses located close to their home or workplace. A grocery store's trade area can often be used to represent a community's convenience trade area.
- A destination trade area is based on the purchase of "major" products and services, such as appliances or furniture, or of products and services that are distinctive in such a way, such as deeply discounted products and services. People are willing to travel longer distances to do comparison shopping and purchase these kinds of items. A large discount department store's trade area can often be used to represent a community's destination trade area (Source: UWEX Downtown Market Analysis).

1. Twister - 10 times (9.5%)
2. Piggly Wiggly - 7 times (6.7%)
3. Teak Soxy - 7 times (6.7%)
4. Johnny Crows Antiques - 5 times (4.8%)
5. Once In a Blue Moon - 5 times (4.8%)
6. Daiseye - 5 times (4.8%)
7. USBank - 4 times (3.8%)
8. All in Good Taste - 4 times (3.8%)
9. Bentleys Drug store - 4 times (3.8%)
10. River City Antiques - 4 times (3.8%)
11. Princeton School - 4 times (3.8%)
12. Buckhorn - 4 times (3.8%)
13. Gagne Ford - 3 times (2.9%)
14. American Bank - 3 times (2.9%)
15. Dentist - 3 times (2.9%)
16. Medical - 3 times (2.9%)
17. Twigs - 3 times (2.9%)
18. Princeton Public Library - 2 times (1.9%)
19. Huser Daddy - 2 times (1.9%)
20. Green3 - 2 times (1.9%)
21. Jillian's Corner Cottage - 1 time (1.0%)
22. Dollar General - 1 time (1.0%)
23. Darells Snow Plows - 1 time (1.0%)
24. Gagne Autobody - 1 time (1.0%)
25. Pulvermacher Enterprises-1 time (1.0%)
26. Pizza Factory - 1 time (1.0%)
27. Cracker Box - 1 time (1.0%)
28. Jillians Restaurant - 1 time (1.0%)
29. Wacholz Funeral Home - 1 time (1.0%)
30. Pasttimes - 1 time (1.0%)
31. Embellished - 1 time (1.0%)
32. Stars and Strikes - 1 time (1.0%)
33. Princeton Acupuncture - 1 time (1.0%)
34. Restaurants - 1 time (1.0%)
35. Dental - 1 time (1.0%)
36. Martha - 1 time (1.0%)
37. Princeton Washtub - 1 time (1.0%)
38. BeerBellies - 1 time (1.0%)
39. MnM - 1 time (1.0%)
40. Flea Market - 1 time (1.0%)
41. Kwik Trip - 1 time (1.0%)

### 34. What are the two biggest non-work reasons people stop in town? (i.e. specific establishment, attraction or activity)

By knowing the local draws to the community, joint marketing or promotional activities can be undertaken.

#### Events

- Flea Market (30)

#### Food/Drink

- Food (5)
- Once in a Blue Moon (3)
- Pizza Factory (2)
- Hungry or Thirsty (2)
- Bars
- Taverns
- Jillian's Restaurant

#### Location

- Major Cross on State Highway

#### Intrigued

#### Shopping

- Unique shops (11)
- Antiques (5)
- Grocery Shopping (4)
- Piggly Wiggly
- Pharmacy

- Kwik Trip

#### Relaxation/Recreation

- Sports/School Sports (3)
- Rivers and Parks (2)
- Relax
- Vacationing
- Fairs
- Hunting and Fishing
- Great Recreation
- Special Events

#### Feel

- Lake-Side Community
- Attraction
- Old Town Look

#### Traveling

- Fuel
- Traveling Through Town
- Hair cut

#### Winter

