



In an effort to recruit and retain businesses in our downtown the Ashland Area Chamber is looking for input from our residents, customers, potential customers, visitors, and businesses regarding the present and future activity of Ashland’s Historic Downtown.

“Find it in Ashland” is a retail slogan derived from a diverse group of residents and stakeholder’s who truly believe you can find what you are looking for in Ashland.

One of the first steps in our retention and recruitment process is to survey our customers and potential customers to find out if, when, and where you shop and if not Ashland... why not..

Please take a few moments and fill out this survey. You can simply access the survey online at www.visitashland.com or fill it out and return it via mail or the drop box locations listed at the end of the survey.

Let’s work together to make Ashland the place you want to visit, and thank you for taking the time to help us serve you better.

1. Age (please check) under 18__ 19-25__ 26-45__ 46-62__ 62 and Older__
2. Gender (please check) Male__ Female__
3. Do you live within the city limits of Ashland?
Yes__ No__
4. Zip-code (if outside of Ashland 54806) _____
5. What brings you to Ashland’s downtown? (Check all that apply)
Medical _____
Shopping, specialty stores, book store, jewelry _____
Grocery Store or Drug Store _____
Restaurants & Coffee Shops _____
Professional Services (accountant, lawyer) _____
Banking & ATM _____
Post Office _____
Movies _____
Bars _____
Work _____
Farmer’s Market _____
Special Events _____
Walking/ Exercise _____
Arts/Cultural _____
6. How often do you frequent Ashland’s downtown?
daily__ 3X per week__ Monthly__ Less than 1 time per month__ Never__
7. I prefer to shop- mornings__ afternoons__ evenings__
8. What days of the week do you shop?
Sunday__ Monday__ Tuesday__ Wednesday__ Thursday__ Friday__ Saturday__

9. Why do you prefer to shop on those days?
 Convenience____ Store hours____ Work Schedule____
10. When shopping downtown, name one thing you would like to find in Ashland that is not available?

11. Name the top three items you purchased recently online?

12. What favorite two stores do you shop in downtown Ashland and Why?

13. When shopping outside of the area – what products/brands do you purchase?

14. What types of businesses outside of Ashland do you frequent?

15. What do you think is missing downtown? What types of uses (i.e. stores, restaurants, arts, etc.) would you like to see added to the downtown? _____

16. Name something you previously purchased downtown that you believe is no longer available.

17. “Design your Downtown” If you could customize your downtown.. name one thing you would **Absolutely** have to have _____

Did you Know? Here are just a few tidbits of great information.... You can find over 30 flavors of Brats at 6th Street Market ~ River Rock Inn & Bait Shop sells FRESH FISH everyday ~ Ashland’s Downtown has an authentic GERMAN CHOCOLATE Shop ~ Ashland has 5 FABULOUS Pizza Parlors ~ Ashland is the Historic Mural Capital of Wisconsin~..... All in Ashland... Lake Superior’s Hometown

Thank you for filling out the Ashland Downtown Survey.
 You can snail mail survey, email survey, or place in a drop box.
 Mailing Address: 1716 W. Lakeshore Drive – Ashland, WI 54806
 email: ashchamb@centurytel.net
 Drop Box Locations: Ashland Area Chamber of Commerce, Associated Bank,
 M&I Bank, Northern State Bank – Ashland, Northwoods Community Credit Union,
 Superior Choice Community Credit Union