



SAMPLE: FOCUS GROUP AGENDA

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Please note: The documents in our online resource library are samples for reference only and do not constitute legal advice. Your organization should consult an attorney or seek necessary counsel before adopting legal documents.

Introduction:

Appleton Main Street (AMS) is developing a strategic plan to focus and strengthen its efforts in downtown Appleton for the next 3-5 years. As part of this planning effort, AMS would like to hear from community members and stakeholders about their priorities for downtown Appleton and their experiences with AMS.

This focus group will provide essential input into AMS's process to develop a strategic plan. It will take no more than 60 minutes. All focus group participants are eligible for \$10 in AMS Bucks, which you can pick up by visiting AMS's office at 123 Main Street in Appleton. Thank you for taking time to speak with us!

About AMS:

AMS is a 501(c)3 non-profit organization affiliated with Washington Main Street. [Include your organization's mission here.]

Questions for all groups:

- ◇ What are your hopes for downtown Appleton?
- ◇ What are the most pressing threats to downtown Appleton?

Questions for demographic groups only:

- ◇ What do you like best about downtown Appleton?
- ◇ What would make you more excited to spend time in downtown Appleton?
- ◇ What aspects of Appleton present challenges to you as you go about your daily life?
- ◇ What could downtown Appleton provide you with that would help you thrive in Appleton?

Questions for interest groups only:

- ◇ What are the top challenges you face?
- ◇ How can Appleton Main Street better support you?