



SAMPLE: INTERVIEW QUESTIONS

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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 external 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 30 minutes. All interviewees are eligible for \$25 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.]

Interview Questions:

- ◇ What do you like best about downtown Appleton?
- ◇ What are your top priorities for downtown Appleton in the next 3-5 years? What's happening in the community to which AMS should respond?
- ◇ How familiar are you with AMS? How would you describe its role in the community?
- ◇ What does AMS do well? How could it improve?
- ◇ How can AMS be a better partner to you? What could downtown Appleton provide you with that would help you thrive in Appleton?
- ◇ Is there anything else on your mind?