

Appleton Timeline

December 24, 2013

Task	Responsible Party	Due Date
Identify focus group interview participants (20 per group)	Appleton	Mid-January
Appleton site visit to gather information, organize stakeholder, employers and retailer lists	Manheim, Hopkins	Mid-January
Schedule February focus group interviews (3)	Appleton, Walton, Vachon	Mid-January
Book travel to Appleton	Walton & Vachon	Mid-January
Demographic, socioeconomic, labor force data assembly and organization to assess key trends	French	Late January
Retail business data assembly and organization to assess key trends and market segmentation	Hopkins	Late January
Garner Report assessment for industry and office business sectors and clusters market segmentation	Manheim-Hopkins	Late January
Healthcare and biomedical sector and cluster market segmentation	Manheim-Vachon	Late January
Incentive and economic development programs review and assessment- local, county, regional, state & federal	Manheim-Hopkins	Late January
Conduct February Focus Group Interviews	Walton & Vachon	Mid-February
Conduct SWOT	Vachon-Manheim	Early March
Write and submit online survey questions to Appleton and Manheim team	Brand Acceleration	Late February
Approval of finalized online survey questions	Appleton & Manheim Team	Early March
Provide email addresses to Brand Acceleration (Up to 200 per group) (Three groups: Staff & Stakeholders, Major Employers, Retailers)	Appleton	Early March
Distribute online survey (To Staff & Stakeholders, Major Employers, Retailers, and Site Selectors)	Brand Acceleration	Mid-March
Close online survey and begin reviewing findings	Brand Acceleration	Late March
Publish SWOT and circulate to Team & Appleton	Appleton & Vachon	Late March
Deliver final research findings to Appleton and Manheim team	Brand Acceleration	Mid-April
Prepare and deliver Economic Development Strategic Action Plan to identify ways to grow economy	Hopkins-Manheim	Mid-April
Identify and assign roles & responsibilities with measurements, benchmarks milestones	Hopkins Manheim	Late-April
Deliver marketing communications recommendations to teams	Brand Acceleration	Late-April
Preview and refine Action Plan with Appleton	Manheim Hopkins	Late-April
Publish Final Report, brochure & present to Appleton	Manheim-Hopkins	Early May
Close of project	Manheim Team	Early May