

characteristics

use existing relationship

▼ Audience Attribute Wishlist

- ▼ 15-20 business leaders at 1st meeting
2 hour focus group type meeting
 - 3-5 stay engaged
attend multi-sector meeting in Fox Wolf conference
- Geography
Lower Fox-Wolf Basin
- High community influence
- Represent various business sectors
- Gender representation

▼ Business leaders who already have relationship with project

- Troy S
- John K
- Bob A
- Bruce A
- Paul L
- Bay Area Community Council

▼ Identifying potential audience

- ▼ Use existing relationships
 - ▼ business leaders with water quality passion
 - each make invite to 4 other business leaders
- ▼ Representation from sub-sectors
 - ▼ Businesses prioritizing sense of place
 - quality of life in GB area
 - attracting and retaining young professionals
 - 50+ employees

▼ New Relationships to Build

- ▼ Downtown/Waterfront businesses
 - Breakthrough
 - S Foods
 - Nicolet Bank
- ▼ "Wet" industries
businesses that depend on water quality or quantity
 - Breweries
 - Car Washes
- ▼ Healthcare
 - Hospitals
 - Insurance
- ▼ Economic Development
 - Municipal
 - ▼ Organizations
 - Chamber
 - Downtown Association
 - New North
 - Agriculture and Food Processing
 - Manufacturing
 - Technology
 - Tourism
 - Transportation
 - Energy
 - Paper