

City of Black River Falls
BRANDING COMMITTEE – AGENDA

Monday – March 17, 2025 – 2:00 PM
City Hall – 101 S. Second Street, Black River Falls, WI

1. Call to Order
2. Roll Call
3. Review & approve survey – Action
4. Discuss next steps
5. Set next meeting date and time – Action
6. Adjourn

Posted: March 7, 2025

Black River Falls Community Perspectives Survey

DRAFT

cityofbrf@gmail.com [Switch account](#)



* Indicates required question

Email *

Your email

What do you love most about Black River Falls? (Choose up to three) *

- ☐ Community spirit
- ☐ Small-town atmosphere
- ☐ Local businesses
- ☐ Nature & outdoor activities
- ☐ The River
- ☐ Events & traditions
- ☐ Affordability
- ☐ Family-friendly
- ☐ Historical character
- ☐ Location
- ☐ Other:



How would you describe the people here? (Choose up to ?) *

- ☐ Friendly
- ☐ Supportive
- ☐ Hardworking
- ☐ Independent
- ☐ Reserved
- ☐ Authentic
- ☐ Active
- ☐ Generous
- ☐ Other:



Which local events and traditions do you enjoy most?
(Choose up to ?)

*

- ☐ Festival in the Park
- ☐ County Fair
- ☐ Christkindl Festival
- ☐ Trail of Terror
- ☐ Downtown Trick or Treat
- ☐ Concerts in the Park
- ☐ Small Business Saturday Drive Thru Giveaway
- ☐ Jackson In Action events (Pace & Pedal, All-Abilities Walk)
- ☐ Walk to End Alzheimer's
- ☐ Gobbler Giveback
- ☐ Other sporting events
- ☐ Other:



How does living here benefit you most? (Choose one) *

- ☐ Peaceful lifestyle
- ☐ Close to family
- ☐ Strong community connections
- ☐ Convenience & accessibility
- ☐ Lower cost of living
- ☐ Access to outdoor recreation
- ☐ Access to high-quality health care
- ☐ Public amenities (Lunda Community Center, Milt Lunda Memorial Arena, Hoffman Aquatic Center)
- ☐ Access to good paying jobs
- ☐ Other:



What's one thing you would **never** change about Black River Falls? (Choose one) *

- ☐ The scenery
- ☐ The events & traditions
- ☐ The local businesses
- ☐ The people
- ☐ The pace of life
- ☐ The affordability
- ☐ The small-town character
- ☐ The historical preservation
- ☐ Other:

Would you recommend living here to others? *

- ☐ Yes
- ☐ No

If you said no to the question above, why would you not recommend living here to others?

Your answer



What's one thing you wished more people knew about Black River Falls? *

Your answer

What do you consider as Black River Falls' most valuable community assets? *

Your answer

Submit

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