

City of Black River Falls
BRANDING COMMITTEE – AGENDA

Monday – March 31, 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 19, 2025

Black River Falls Community Perspectives Survey

**Hey, Black
River Falls — We Need Your Input!**

We know our city is amazing, but we want to hear what YOU love most about it! Help us shape the future of Black River Falls' marketing by taking this quick survey. Your thoughts will help us show off our area's best features and make sure everyone knows why Black River Falls is the place to be!

It only takes a few minutes, and you get bragging rights for helping put our community in the spotlight.
Let's do this!

cityofbrf@gmail.com Switch account



Not shared

* Indicates required question



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 3) *

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



Which local events and traditions do you enjoy most?
(Choose up to 3)

*

- ☐ Festival in the Park
- ☐ Jackson 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:



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

When you think of Black River Falls, what comes to mind as its most recognizable or iconic feature? *

Your answer

If you have any other feedback you would like to share, please do so below.

Your answer

Submit

Clear form

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