

July 26, 2011

Steve Strobel
Town Planner
402 Walmar Drive
Sun Prairie, WI 53590

Steve –

I wanted to give you some feedback on the Town Planner. First off, it is a great way for the Library to give back to the community. The Calendar is well done; it is something every resident can use.

Our coupon supports our goal of increasing walk-in traffic. Often times a late fee can act as a barrier to residents returning, and our \$2 off coupon helps to alleviate that barrier. Last year we received 136 coupons, and YTD we are trending higher than that at 73.

On a personal note, we use the calendar at our house and it is a great tool. I like the integration of community events, necessary tools, and service reminders from other Town Planner sponsors.

In summary, I am happy to renew my Town Planner advertising for the 3rd year knowing it will continue to bring results because of the local distribution and usefulness.

Sincerely,

Tracy Herold
Library Director

