

Downtown Brookings Secret Shopper Application

Application Date:

Applicant's First and Last Name:	
Applicant's Business:	
Applicant's Business Address:	
Applicant's Email Address:	
Applicant's Phone Number:	

Describe your target market, if any. We will ensure at least two secret shoppers fit your ideal customer profile.:

Describe any specific/special requests. (ex: Seasonal menu feedback please! Please only visit on the weekends. Provide thorough information on staff attentiveness.):

List any dates/times over the next month that shoppers should avoid due to special events or closures.:

Budget for secret shoppers:

\$ _____ budget per shopper X 3 shoppers = \$ _____ total budget

Review and initial the following:

- I am aware that the feedback collection and compiling has no cost but my business is responsible for reimbursing Downtown Brookings for the secret shoppers' purchases, up to the budgeted dollar amount, within 30 days of the final report being sent.
- I am aware that the shopper's feedback is provided anonymously and any identifying information will be removed prior to the final report. Any knowledge of the shoppers' identities should be kept confidential.
- I am aware that the specific feedback about my business will remain confidential but high-level data from all participating businesses will be compiled and utilized to guide Downtown Brookings programs.
- I agree to indemnify and hold harmless Downtown Brookings for any losses, claims, or liabilities that may arise as a result of this program.

Completed applications can be emailed to director@downtownbrookings.com or mailed to the Downtown Brookings office at 414 Main Ave, Ste 1, Brookings, SD 57006. Downtown Brookings reserves the right to update the application, surveys, and final report as needed.