

# DOWNTOWN PLAZA OPEN HOUSE

October 3, 2017

Staff and Elected Officials in attendance: Jeanne Cronce, Brian Knapp, Eddie Sheppard, Matt Hendricks, Karla Duchac, Brian Bunke, Dan Mauel, Lesley Nemetz, Dennis Heling, Sandy Steinke, John Hoeffs, Rhonda Strebel, Seth Mailahn, Bob Kurkiewicz and Lisa Hoffman.

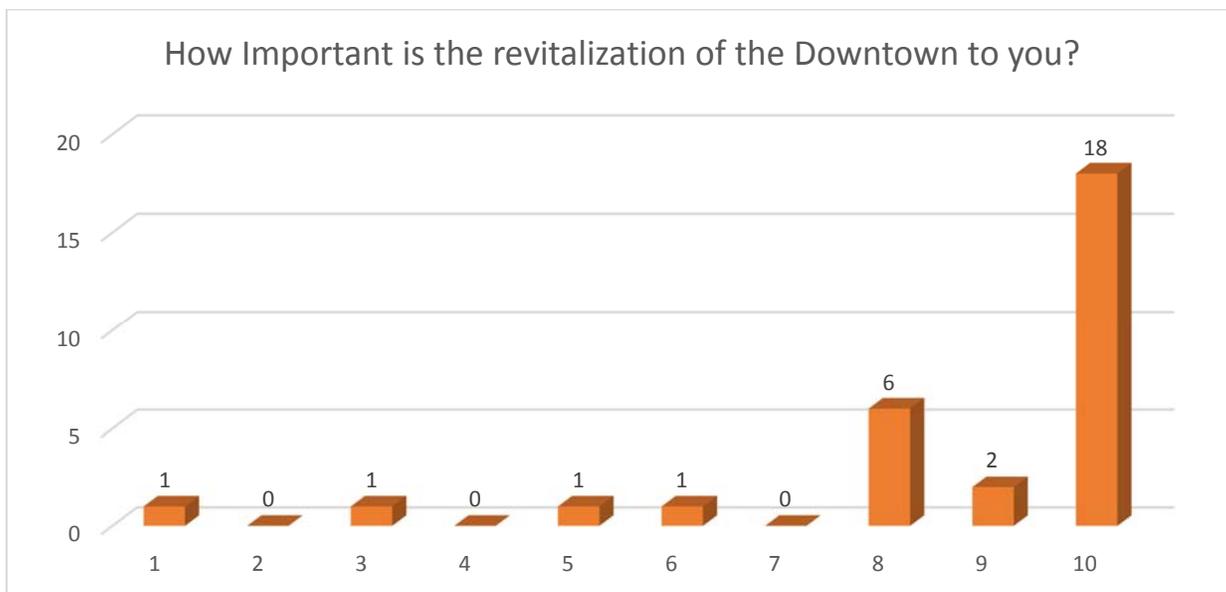
Number of individuals that signed in: 55

Number of questionnaires returned: 31

## QUESTIONNAIRE RESPONSES:

Question 1: On a scale of 1 to 10, how important is the revitalization of the Shawano Downtown to you?

Responses: 30



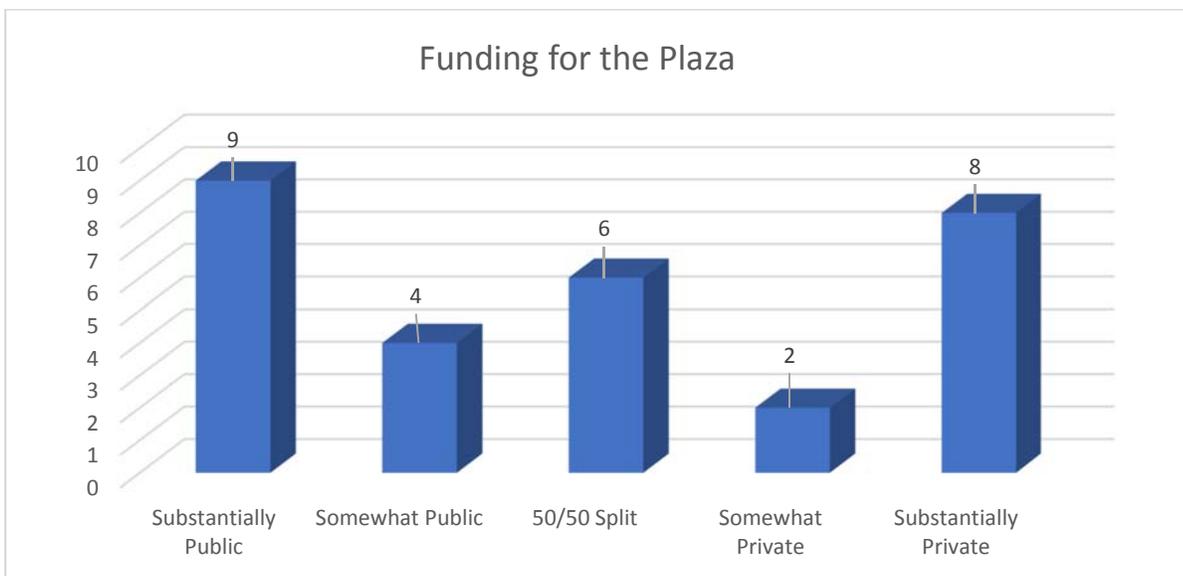
## Comments:

- Long Overdue (10)
- It's a good idea providing you hire and maintain enough help to keep it up (8)
- We need something to draw people downtown and get them to stay. Also, as a community, a vibrant downtown could draw new families. (10)
- Very Important to the growth of the city. (10)
- Creating this would show an investment in our downtown. Once buildings are occupied with new businesses, people will come. The Plaza will host the BID events, plus attract events such as a Christmas Market, etc. It would be wonderful to attract a few more restaurants to make downtown an evening destination, to be able to shop before or after dining. Our downtown has so much potential with its vintage store fronts. It could use sidewalk dining and creative outdoor décor. A theme can connect the plaza with signage and banners. (no response selected)

- We need to get something going downtown to bring people back and we need to get rid of the junk buildings. (8)
- The downtown (all downtowns) are the heart of the City. Throughout history, town squares have been a wonderful gathering place for the community. Marrying a gathering place with the downtown would be a true asset for the entire community. (10)
- Need to revitalize and energize our city. (10)
- Too much for the City of our size. (3)
- Providing a “Norman Rockwell” experience in our downtown is important to the quality of life to all residents. By that I mean that the community is yearning for a space for families and the arts in small towns. We can fill this need with revitalizing our downtown. (10)
- We need an active, attractive downtown to attract good people/activities to Shawano. (9)
- I would like to see more businesses opening to keep people shopping locally. How will having more green space help Shawano Financially? (8)
- The focus should be on filling up empty buildings, increasing the tax base (not increasing taxes). Let’s focus on new businesses to downtown to increase revenue so we can support the “frills”. (10)

Question 2: How would you like to see the downtown plaza funded?

Responses: 29

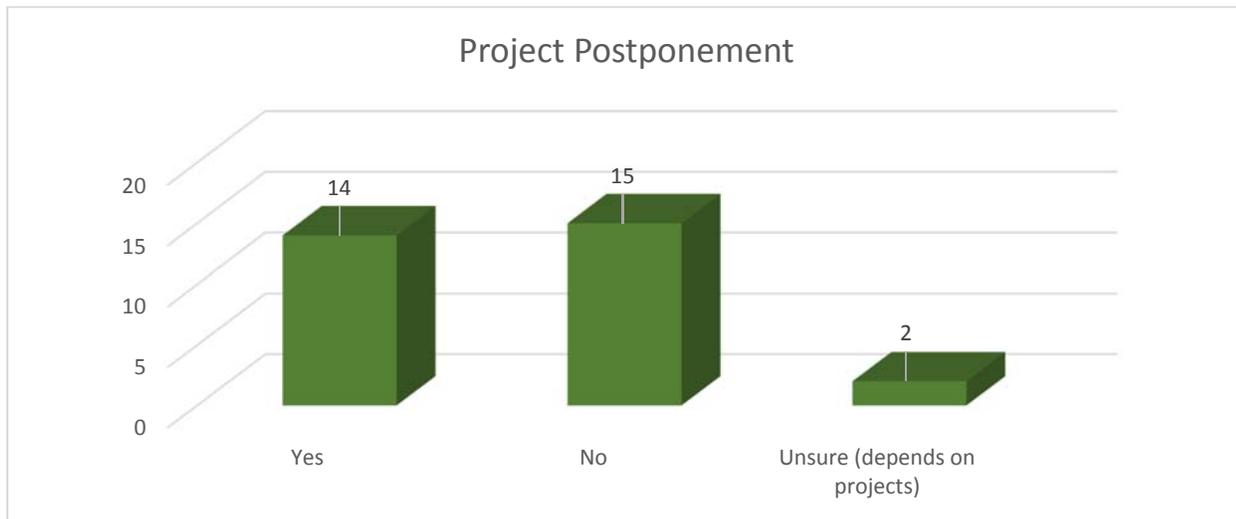


Comments:

- If private monies are available, great! (Sub. Pub.)
- Raising taxes with ½ or most of the school children eligible for free lunch is not a good investment for the City. (Sub. Private)
- It is always about the money, how creative can you be without raising taxes? (No choice made)
- Public funding, as well as, private funding would possibly be needed. There are benefits to the community which properly presented could bring support for public funding. (50/50)
- Get it started. (50/50)
- Not at all! (No choice selected)
- Beer garden should be part of the brewery business (50/50)
- No taxes for flowers, grass and water fountains. (Sub. Private)
- TIF (Some. Pub.)

Question 3: If Public funding is the only option, would you be in favor of building the plaza if it meant postponing all other projects for the year?

Responses: 31



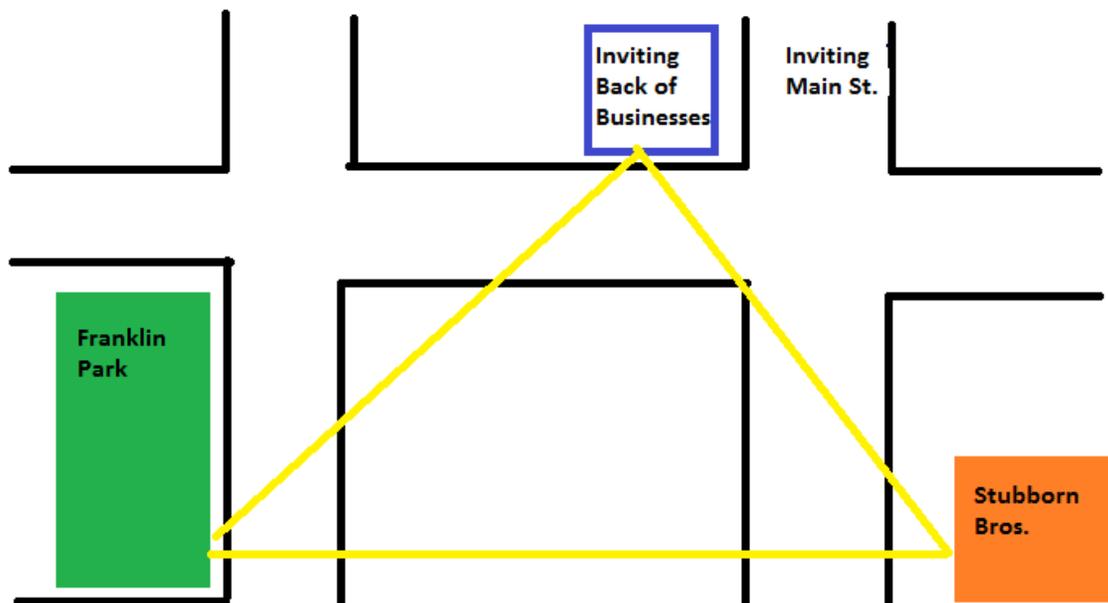
Comments:

- Priority #1 – Plaza (Yes)
- I feel Franklin Park needs to be finished to connect everything, however, I fully support our govt. employees and reps to make the ideas a reality. (Yes)
- But depends on the projects. (Yes)
- What other projects? Ambiguous. (No)
- Most important. (Yes)
- I don't understand how important the other projects are. I really love this concept, I totally support this and I appreciate the forward thinking on behalf of the City, keep dreaming! (No response)
- Fix the utilities, fix the roads, cutting back a little might not be too bad, postponing all projects puts the city in a bad way, playing catch up on the road repairs or maintenance doesn't work. (No)
- None of the above. (No response)
- Not sure without knowing what "all other projects are". (No response)
- Let's get our spending under control first. (No)
- Plaza with a splash pad will benefit everyone in the community directly and indirectly. This is the best way to revitalize downtown Shawano. Shawano is capable of being a destination location. There has to be an attraction to bring people. Once people come, businesses will come and revenue. Splash pad at Memorial Park only benefits families with small children and has no parking.
- Depends on what would be on hold and how important it is. (No)
- Provided Franklin Park is part of the Plaza and not postponed. (Yes)

Additional Comments:

- Will we have written commitment from the cult not to interfere with progress?
- I like all the different concepts shown. I am in full support of all the projects proposed. Where would we be in life if our only reason for not doing something was money!
- This is confusing to me, I don't know what the options are to funding; 50/50 etc. Postponing what other projects? This "Open Forum" is nice, but needs to be better organized.

- I would like to see a well-developed plan for the programming of the plaza as well as a firm commitment from the downtown businesses to make this work!
- Would prefer the main splash pad to be built in Franklin Park, more people drawn to the downtown equals positive economic impact for community.
- It is a good push for what you want a whatever the cost. It is called discrimination, but you know that.
- Concern for the responsibility BID would have to maintain this space. Do the business owners have the funding to do so?
- We need revenue producing for this City! Clean up mess we already have with Rama and Slum landlords!
- It's great to see development place in the works for parts of "South" Main.
- Plaza. Yes.
- Splash pad belongs at Memorial Park.
- This needs a lot more planning and discussion. Put the brakes on this project. The design and location are secondary items. Primary focus needs to be on programming: 1. Who is in charge of the programming? 2. How does Shawano Plaza compete against all of the other plazas popping up? It should be privately run and programmed. Programming drives traffic (People downtown)-That drives business to downtown-Business downtown drives tax base up-tax base up pays for the improvements. Scrap the plaza and focus all programming efforts at Franklin Park. That will drive business development along Division, Washington and Presbyterian Streets. Have business on the west side of the 100 block on Main Street spruce up the back entrances. Stubborn Brothers would be the 3<sup>rd</sup> point of the triangle.



Notes from Staff:

- Not for it – concentrate on RDA improving buildings
- TIF – slim to none that it could be effective; how to pay for it?
- Transportation challenges because of Highway
- Complete full RDA study first
- City Taxes – How much increased?
- 100% private funded and run – private group to run programming as well
- Yes, very supportive – great for County events
- Private business to run programming with financial gains?
- Cautiously optimistic – Do it right!
- Needed and wanted – spend money

- Misconception that it is another park project. Don't understand the business drive/communication
- Love it – splash pad is a must. Not worried about multiple splash pad sites
- Room for the water features, make them different. Not close to Main Street – move more inward
- 1 central entity must plan programming for plaza.
- People were happy to have the opportunity to see the concepts in person.
- Keep the fountain in Franklin Park
- Concerned with staffing of the Parks (employees) – are there enough employees to handle the parks and the plaza
- Possibly 2 water features (one in Park and one in Plaza)
- Concerned with maintenance – keeping the ground litter picked up, cleaning of bird poop, etc. and the additional costs
- Do not want taxes raised to fund the project
- No higher taxes
- Combine Franklin Park with the Plaza – expand the TIF boundaries to include the park; maximize scheduling of events by only having one entity in control instead of Park/ Rec for park and someone else for the plaza