

Downtown Fond du Lac Partnership (DFP) Market Analysis Discussion

Downtown Exploratory Committee, 9.15.16

Amy Hansen, Executive Director of the Downtown Fond du Lac Partnership, presented to the committee about the recently completed and adopted Market Analysis. DFP used the report to generate 11 priority ideas, and four specific budget priorities funded for 2017.

Downtown Exploratory Committee members received the report a few days ahead of the meeting and discussed it together at the meeting. Many members expressed excitement at seeing similar ideas to theirs included in the DFP report with more detail, example photos, and/or more data justifying the need. While some committee members had been wondering about the purpose or role of DEC with this DFP market analysis underway, the committee determined that the unity visible in the work of both groups was good affirmation that stakeholders in the downtown are heading in the right direction.

The group decided to incorporate recommendations from the DFP market analysis into their work as a way to reinforce to City Council the importance of what DFP is doing. They decided a good role for them is to develop some of the recommendations further by adding detail and doing some root cause analysis of the issues.

The committee asked Hansen whether she or her board felt DEC's work was intruding on theirs. Hansen did not think so and added that the extra ideas and support would be helpful since some of the recommendations included in the market analysis are not efforts the DFP can accomplish with its current resources and some need to be initiated by other stakeholders.

At this point, the committee reviewed its own work from the May and July meetings. A subcommittee had summarized the strategic issue questions into two Powerful Questions:

- How do we make Downtown a welcoming destination for diverse users 24/7/365?*
- How do we define our identity using the assets we already have?*

The full committee adjusted the second question to read:

- How do we define our identity using the assets we already have and develop ones we don't?*

They divided into two groups to think about which of the 11 priority market analysis recommendations best answered these two questions.

How do we make Downtown a welcoming destination for diverse users 24/7/365?

Primary:

- **Recommendation 2.12:** Improved Landscaping and Streetscape Amenities
- **Recommendation 3.5:** Photo Opportunities
- **Recommendation 2.2:** Building Improvement Incentive Programs

Secondary and Related

- **Recommendation 3.3:** Temporary Interactive Amenities
- **Recommendation 1.10:** Further Investment in the Arts & Entertainment District
- **Recommendation 1.8:** Implement a Business Expansion Incentive Program
- **Recommendation 1.4:** Targeted Redevelopment of Priority/Opportunity Properties

How do we define our identity using the assets we already have and develop ones we don't?

The sub-group discussed what it meant to have a Fond du Lac identity, a downtown identity, and symbols that might represent that. They recommended changing this question to include "How can we (Fon)do it downtown?"

Primary:

- **Recommendation 1.4:** Targeted Redevelopment of Priority/Opportunity Properties
 - Positive Examples of redeveloped properties to learn from and encourage more of include Garten Factory, Backyard Bar & Grill, Lillian's.
 - There is also the current possibility of a new microbrewery that wants to brand itself based on a Fond du Lac identity.
- **Recommendation 2.13:** Public Art
- **Additional idea:** Remove barriers to negative perceptions of the downtown

Secondary and Related

- **Recommendation 3.3:** Temporary Interactive Amenities
- **Additional Idea:** *Adjust regulations and codes to support "doing it downtown"*
- **Recommendation 1.5:** Support New Residential Development