

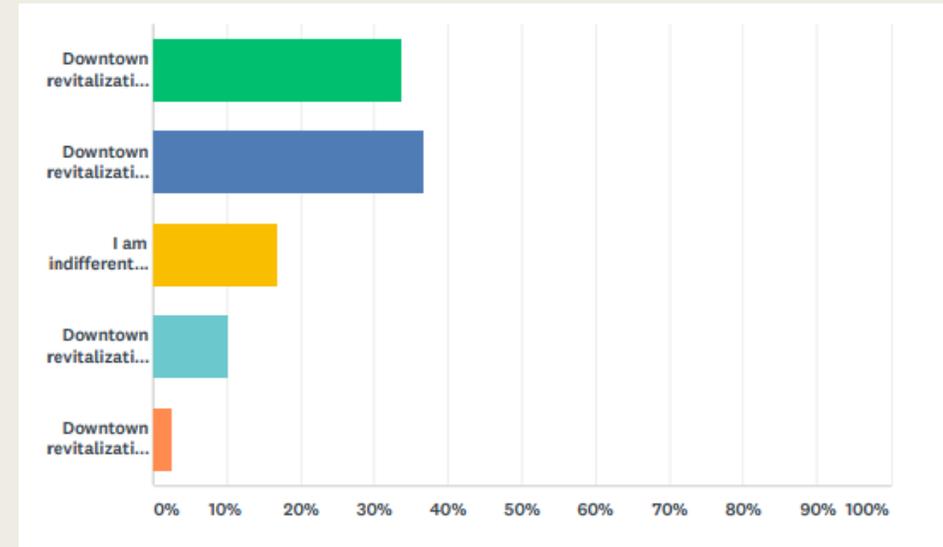
A large, thick black L-shaped graphic is positioned on the left side of the page, extending from the top-left corner towards the center. A second, similar L-shaped graphic is positioned on the right side, extending from the bottom-right corner towards the center. These two shapes together frame the central text.

DOWNTOWN REVITALIZATION SURVEY RESULTS

Q1: How Important are the Efforts to Revitalize Downtown Mukwonago?

Key Take-Aways:

- 70% of respondents indicated that downtown revitalization is at least somewhat important or very important.
- Less than 13% of respondents said downtown is unimportant.



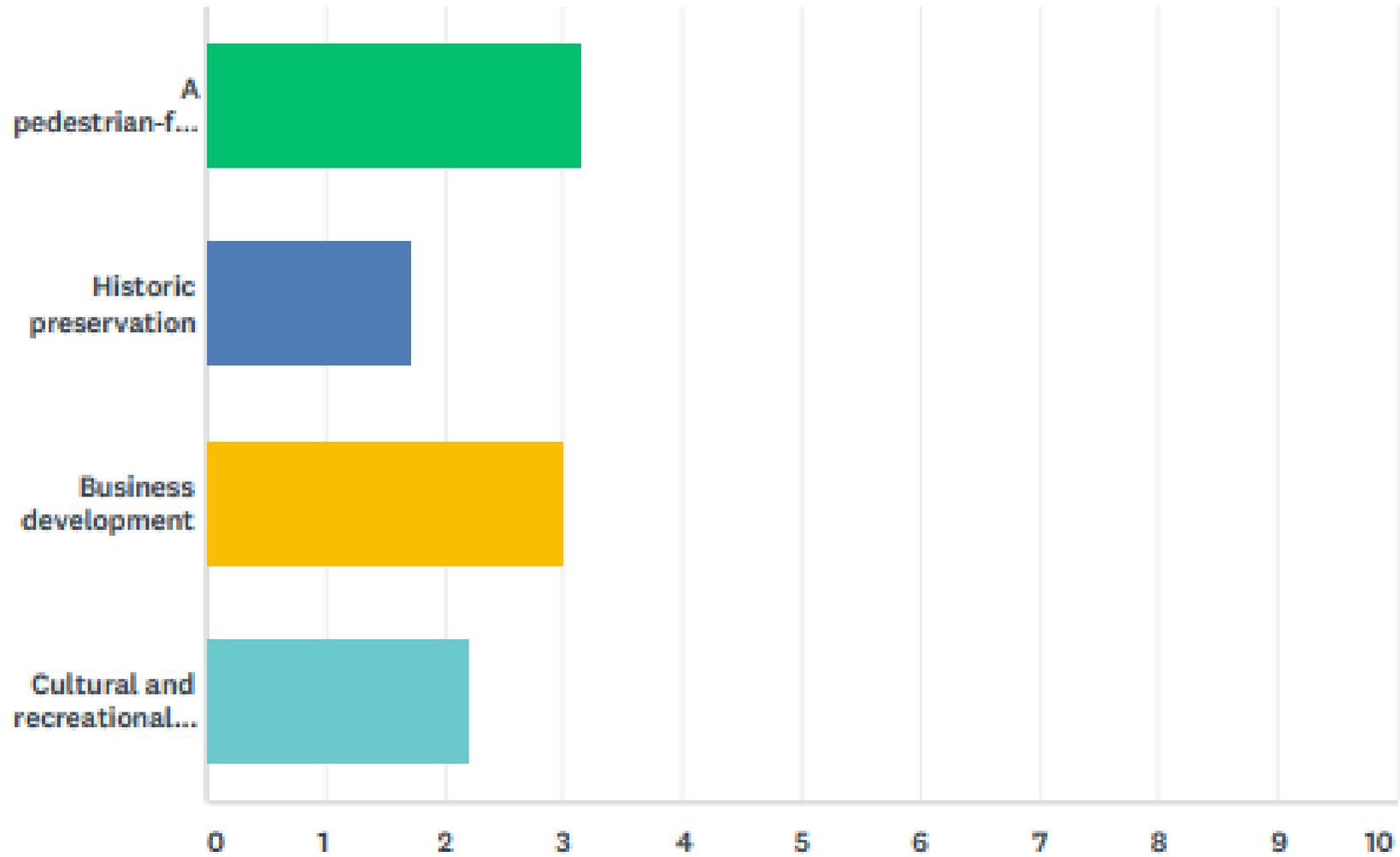
ANSWER CHOICES	RESPONSES	
Downtown revitalization is very important	33.61%	239
Downtown revitalization is somewhat important	36.71%	261
I am indifferent about downtown revitalization	16.88%	120
Downtown revitalization is somewhat unimportant	10.27%	73
Downtown revitalization is very unimportant	2.53%	18
TOTAL		711

Q2: Please Indicate Which Aspect of the Proposed Steering Committee Mission is Most Important to You. (1=Most, 4= Least)

Key Take-Aways:

- The vast majority of respondents (76%) think that the top priorities for the committee should be making downtown “pedestrian-friendly” and enhancing “business development”.
- This percentage is split equally among the two for the number one spot, each taking 38% of the vote.
- The first was ranked either the top or second priority by 76% of respondents, the second by 70%.
- The least popular aspect of the mission was “historical preservation” which was only listed as the first or second priority 20% of the time but was ranked least important by 60% of respondents.

	1	2	3	4	TOTAL	SCORE
A pedestrian-friendly destination	41.24% 273	40.48% 268	11.18% 74	7.10% 47	662	3.16
Historic preservation	12.54% 84	9.10% 61	14.78% 99	63.58% 426	670	1.71
Business development	40.27% 271	34.47% 232	12.48% 84	12.78% 86	673	3.02
Cultural and recreational opportunities	9.49% 60	17.41% 110	56.49% 357	16.61% 105	632	2.20



Q3: Please Describe Why You Ranked the Aspects in this Order.

- If it's not pedestrian friendly then it doesn't matter what is done, no one will come. I would like to see some recreation opportunities other than a baseball field. Think outside the box..... whitewater kayak park, splash pad, pool, etc. I think that the historical buildings aren't that pretty and quaint like other people see them. I grew up in Cedarburg.... that is historical and quaint. Mukwonago's buildings aren't that pretty. I think that business having the opportunity to develop is good, but do think that they should be held to a certain standard or look.
- When I moved to Mukwonago several years ago, it looked like a village in decline, with many empty, dilapidated buildings. While historical preservation is important for buildings that are genuinely of historical significance, without business development, the cost of historical preservation will be prohibitive. Communities do not thrive without a viable, robust local economy, and that doesn't happen without business development and improving the tax base.
- There's been many business improvements to the downtown over the last several years. Badger Burger, the law office, the dental office, rebuilding fork in the road. We should continue to look for opportunities to continue this trend. The gas station, bus barn and other properties either do not fit our [area are] in sore need of a rebuild.
- Historical preservation is the most important thing because it brings people into the community to see the historical things that we have it brings them and keeps our small town charm educating people on the importance of historical buildings and culture on which the community was founded.
- I don't want to see any business development in downtown Mukwonago. I want to see it left the way it is with all the current buildings remaining where they are.
- Downtown is our core and having thriving businesses that people can easily walk to is my primary interest. I like the events that are held in downtown and it's nice to preserve old buildings, but I'd rather have a thriving business climate in downtown versus keeping non-functioning buildings just b/c they are old/historic.
- Amenities such as parks, recreational activities, and businesses will all attract people with young families to the area. If we want to continue to grow and thrive as a community it is essential that we attract this population.
- I would like to have more area restaurants, stores, etc. in the area instead of driving 20-30 minutes to eat and shop.

More comments...

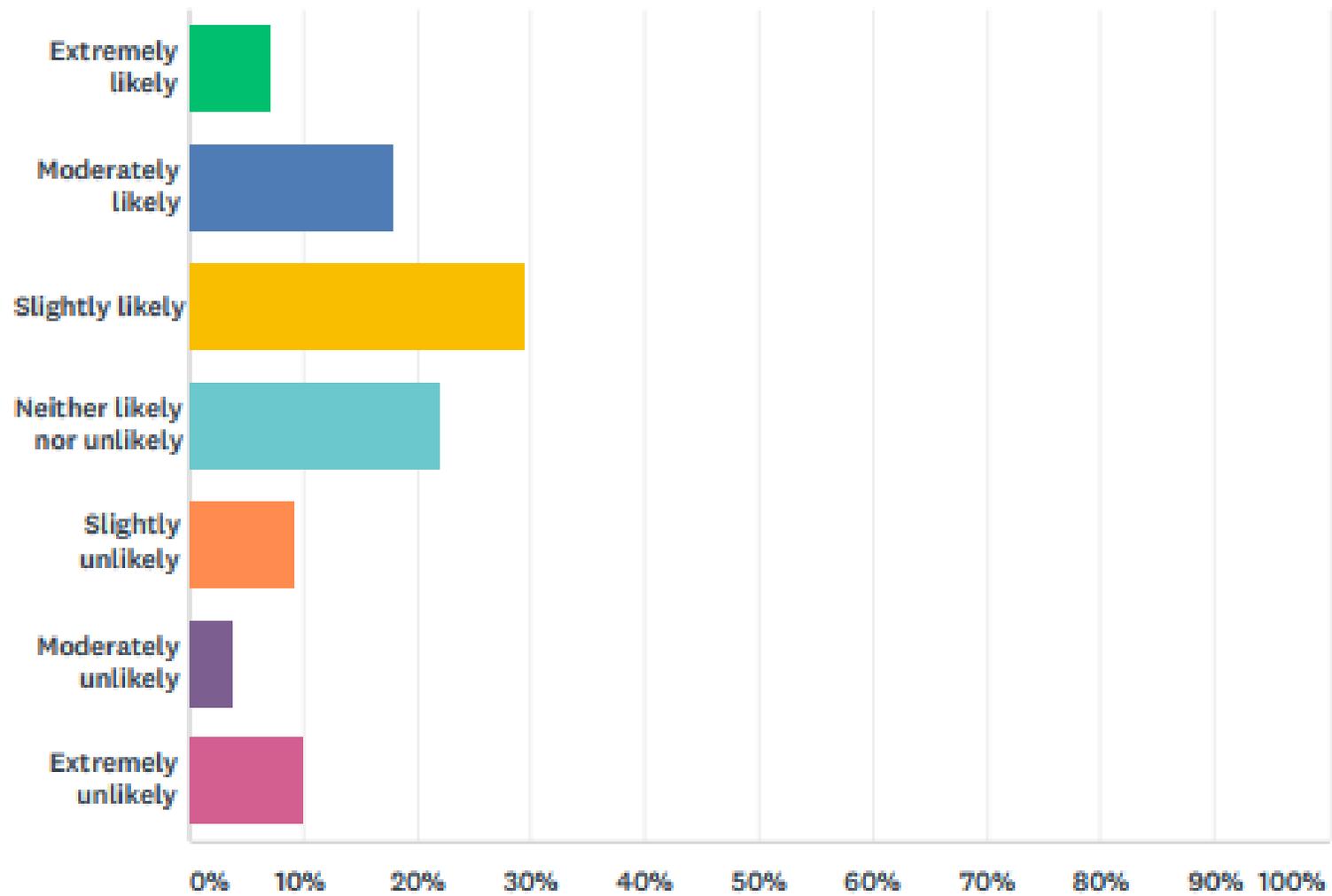
- Attraction of business should be key so people (from Mukwonago and elsewhere) will want to utilize the downtown area. However, this doesn't mean that businesses should just be thrown up. There needs to be thought given to branding and imaging. Making the downtown attractive is part of this.
- Mukwonago's small town feel is what drew my parents here 24 years ago. That is what my husband and I are looking for as well to raise our family. The drive through town is getting so congested and I fear it will only get worse. Attracting business is the one area the Village can really influence. As long as the State and County have major roads going through the downtown, pedestrian improvements will be difficult. We have a good amount of downtown events. Historic preservation is last because that is up to the individual property owners. The government should not make people do things with their property! Then build something to look old.
- Well, if it's not pedestrian friendly, then the new businesses/recreational activities etc. will not have the maximum business traffic they could have. Mukwonago needs more things for people to go do in town aside from Jay's lanes or eating. Just because a building is old, does not automatically make it worthy of being historically preserved. Development is crucial.
- I feel that if there are opportunities for the community to get engaged in and easy, safe access to them, the downtown area will thrive. I feel that with it, new and existing businesses will thrive. Also, maintaining the historic aspects is important in honoring where Mukwonago has grown from as a community.
- Cultural and recreational opportunities are important because they provide extra opportunities for residents and visitors alike to come together. They bring people out and attract people to the area, which also helps our economy and builds a strong, positive reputation. Being pedestrian friendly is important because accessibility to many things in one area is convenient and it also adds to the charm. Both of those two things help the businesses in the area. Having a variety of businesses is nice so people don't have to leave Mukwonago to have options. Also having those options and unique businesses will attract tourists to enjoy our lovely village.
- I live in walking distance and I like older buildings being kept to add character to downtown. Bringing in new business is an added bonus. Variety is key.
- I think business development is the most important for growth of our community. This can be done in a way that still honors the history of Mukwonago and allows people to enjoy the downtown area.

Q4: How Likely are You to Support a Tax Increase to Fund Downtown Revitalization Efforts?

Key Take-Aways:

- More than half of the respondent (53%) indicated that they are slightly, moderately, or extremely likely to support a tax increase.
- Only about 22% of respondents indicated that they would be opposed to a tax increase.

ANSWER CHOICES	RESPONSES	
Extremely likely	7.25%	50
Moderately likely	17.97%	124
Slightly likely	29.57%	204
Neither likely nor unlikely	22.03%	152
Slightly unlikely	9.13%	63
Moderately unlikely	3.91%	27
Extremely unlikely	10.14%	70
TOTAL		690

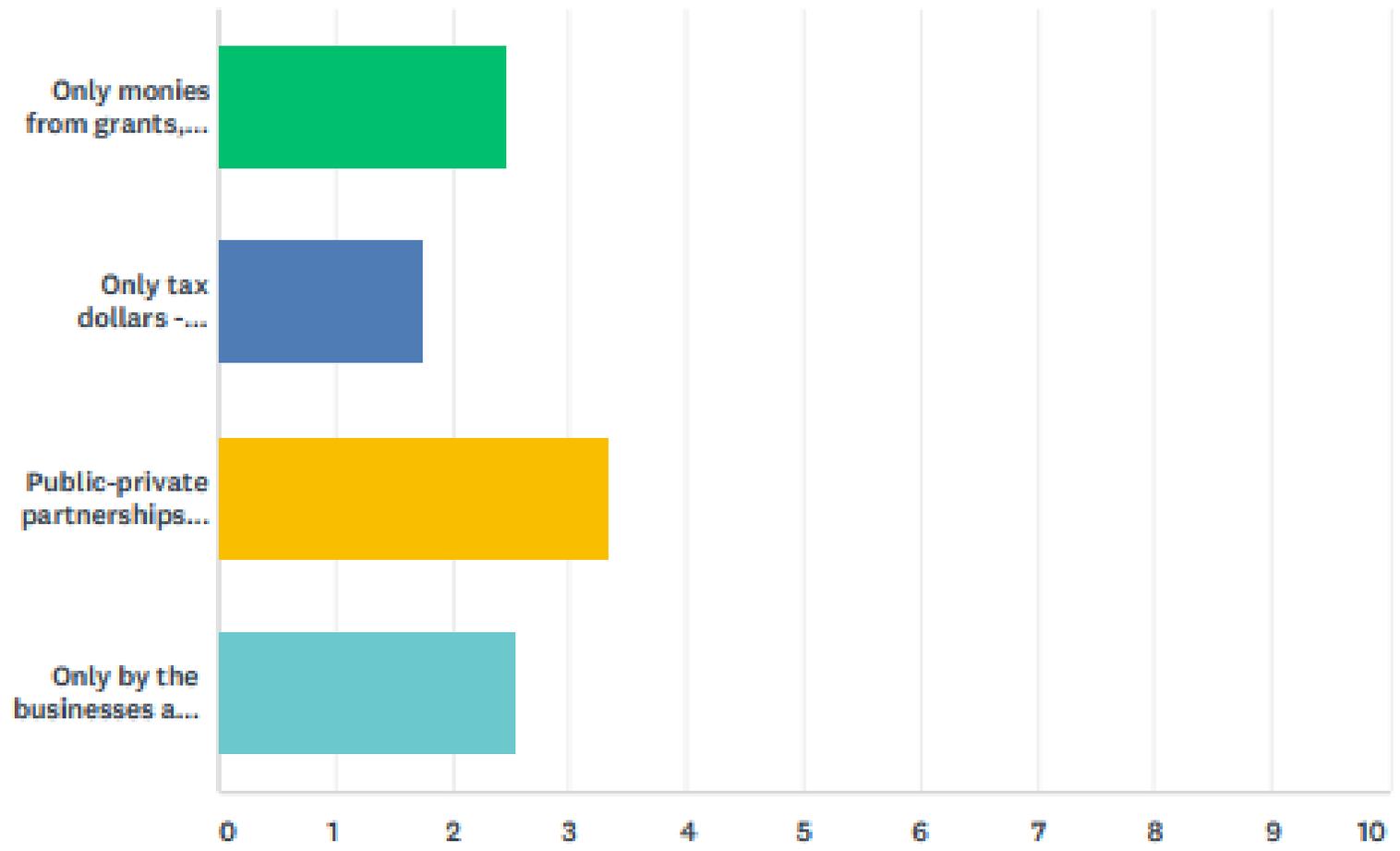


Q5: Please Rank Your Preferred Method of Financing Revitalization. (1=Most Preferred, 4=Least Preferred)

Key Take-Aways:

- The clearly preferred method of financing is through public-private partnerships (P3). Divided by the total of people who answered the survey, 49% indicated this was the #1 option.
- The second most preferred option was “only through funding of the businesses and residents in the downtown area”.
- “P3” was either first or second 80% of the time. “Only those downtown” was 54% of the time.
- The least important was “only tax dollars”. It was ranked last 41% of the time.

	1	2	3	4	TOTAL	SCORE
Only monies from grants, donations and fundraising- no tax dollars	28.33% 166	15.70% 92	29.18% 171	26.79% 157	586	2.46
Only tax dollars - everyone in the Village shares in the cost equally	3.83% 22	16.00% 92	32.17% 185	48.00% 276	575	1.76
Public-private partnerships - tax dollars and funding by community businesses and residents	52.11% 334	31.83% 204	13.88% 89	2.18% 14	641	3.34
Only by the businesses and residents in the downtown area	21.20% 134	36.39% 230	19.62% 124	22.78% 144	632	2.56



Q6: If You'd Like, Please Explain Your Opinions on Financing Further.

- I feel that the community as a whole should care and participate in this revitalization. If a community comes together to support this, then they are more likely to utilize the space.
- I absolutely will not support raising taxes for a downtown project. Mukwonago is not a tourist destination and improving the downtown won't change that.
- He downtown benefits everyone. The downtown businesses are what makes the downtown interesting. We should do what we can to help them. Any grant money we can get would be wonderful. Tax dollars should definitely be a part of supporting the downtown and its businesses.
- Grants are not guarantees. Many programs fail because of the promise of grant funding that never materializes. Property owners in the downtown who benefit should contribute in addition to tax dollars. Using a combination of Business Improvement Districts and Tax Increment Financing may be a good place to start. It needs to be a joint effort between public funding and private funding.
- Use a group of businesses and residents to raise money. Village will match to a certain amount. Use on facade programs and education. Village can work with developers to revitalize underutilized areas.
- Tourism is important. Drawing shoppers from outside the area gives those individuals a glimpse of our town, which may result in a move to our town in the future. It's to our best interest to make our town desirable to existing residents and prospective future residents. Having the monies for improvement come from many sources would lighten the burden of any one group.
- Prioritize time and money toward what most in the community would like to see.
- Making wise Investments with taxpayer money should be the objective. There are many things that can be done with education and outreach the cost very little. Save tax dollars for infrastructure and redevelopment.

Closing Question: Please Offer Any Concluding Remarks.

- Need to draw in more restaurants and shops. Cedarburg has such a nice downtown because you can make a day trip there and have plenty to do within walking distance.
- I think that development is important however not at the cost of losing our history and historical buildings. I don't want Mukwonago to turn into a Waukesha or a congested Delafield. We could use more businesses like Feather and Fringe - unique businesses instead of the big box stores. I can drive 15 minutes to get to a Target, Kohls, etc. in either Waukesha or New Berlin. That is close enough.
- As a young couple with children, we want places to shop and eat in an area that we can walk around with our children and have things for them to do as well. How old the building is has nothing to do with that. Attracting new businesses and making sure people can park and walk around has everything to do with that.
- The latest addition of Starbucks and QDOBA has Mukwonago buzzing. I have people at my work in New Berlin now talking about how nice it is that they can stop in Mukwonago to eat. They have specifically called out David Alan Alan's steakhouse and now Starbucks and QDOBA. It's this type of chatter that is going to increase revenue and visitors to our wonderful town.
- I am very excited about this initiative. As a younger resident, starting a family, and recently purchasing a nice home in town, this is incredibly important to me. I want to raise my child in the Mukwonago my husband grew up in and lived his whole life. It is why we moved back to Wisconsin, specifically to Mukwonago, so our children could have the experience he had. It is good to hear that the town and the people feel the same.
- Mukwonago is already a great place with a lot of good things happening. The downtown has a lot of potential. With the correct action steps, it could easily rise to the level of other popular, cute tourist destinations like Cedarburg.
- Thank you for the survey. Please keep in mind that most of us have children and families that want more shopping and dining experiences nearby. We also want safe and easy access to the downtown.
- Decisions should be based on information and best practices. Not personal opinion. If everyone puts the downtown ahead of their own causes, the outcome should be great.

More Comments...

- I have been involved in a main street development before. It is beyond important to get people involved. It is equally important to make funding available to land owners when you talk about historic preservation of buildings.
- Please do not hinder development with archaic historical preservation rules. Let private developers do there things with in the zoning planning rules!
- Would love to see Mukwonago freshened up...up keep of the Mukwonago sign as you drive over the river--tree next to it looks like its falling over and would be nice to see some flowers/plants under it, hanging flower baskets on the lamp posts...fresh paint on the train overpass--paint is peeling, stricter rules/policies to business owners who do own property--the gas stations are an eye sore--particularly the one in town...just a little beautifying ??
- Great survey. Thanks for taking the time to solicit public input. We can do great things if we all work together.
- Mukwonago is a beautiful city, but with the population getting larger here and in surrounding areas there has to be some appeal. The pick and save is very run down and dirty, there are very few sit down places to eat. Places like a Sendiks, Red Robin, A two screen movie theater, quaint shopping centers like Oconomowoc or Cedarburg. Also, health services are important. We are returning residents to the area and are excited about the development opportunities. Hopefully.

Final slide...

- I hope that the DSPSC takes the results of the survey seriously and does not simply look for confirmation bias of their preexisting beliefs or disregard ideas that conflict with their opinions. Every participant in the survey has a right to have their thoughts listened to by the DSPSC.
- I hope this survey is used to inform decisions even if it's not the answers that some people would like to see
- Mukwonago is a wonderful village. Residents deserve more opportunities to shop local and have a downtown destination where people can socialize, recreate and connect with one another
- I am excited by the progress that I have seen in recent years, and would like to see that continue in a measured, sensible, intelligent manner.
- Thank you for asking us what we think. Great little survey to keep us informed. Running a business and having a family means I don't have time to go to many meetings.
- As a young couple with children, we want places to shop and eat in an area that we can walk around with our children and have things for them to do as well. How old the building is has nothing to do with that. Attracting new businesses and making sure people can park and walk around has everything to do with that
- I'm eager for the village board to weigh in. It's their leadership that has led to the development keeping our taxes low! Good leadership over the last several years! That has put us in a position to even consider spending money on the downtown.
- The survey was a great idea. So is the webpage and Facebook page. Love the red brick museum logo. It's perfect!