

Village of Mukwonago
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING
Notice of Meeting and Agenda
Thursday, February 8, 2018

Time: **6:00 p.m.**

Place: Mukwonago Municipal Building/Board Room, 440 River Crest Court

1. Call to Order
2. Roll Call
3. Approval of Minutes of the January 25, 2018 meeting
4. Comments from the Public (*Up to 15 min*)

The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.

5. Unfinished Business (*Appr 120 min*)

Discussion and Possible Action on the Following Items

- A. Business Dev. Goal Item Final Draft – Comprehensive
Feedback from Community & Outreach Efforts and Final Review
- B. Final Plan Narrative Format
Review Outline/Share and Develop Content/ Follow Up Items
- C. Public Information Session. Activity and Outreach Outline and Follow Up Items
- D. Business Improvement District Discussion- Review Resources and Follow Up Items

6. New Business - None

7. Comments from the Public (*Up to 15 min*)

The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.

8. Adjournment

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Clerk's Office, 440 River Crest Court, (262) 363-6420, Option 4.

~Business Development Strategic Goals~	
Goals	Objectives
Enhance and Support the Downtown Business District	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
Support Business Attraction, Growth and Expansion Activities	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location. Maintain and grow existing businesses.
Creation of an organizational structure to facilitate business development in downtown	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation and redevelopment of product to address demand challenges.

Business Development Goals		
Goals	Action/Event	Stakeholders
Enhance and Support the Downtown Business District	Identify an immediate central point of contact and develop an organization to lead downtown business development activities (ex. Connect Communities group, Main Street organization, downtown business owners' association).	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -Economic Development Committee (EDC) -Chamber of Commerce -Downtown Business and Property Owners
	Identify and implement appropriate funding mechanisms to support business development and building improvements (ex. Façade and Signage Grant, White Box Grant, Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -Future Historic Preservation Commission (To Be Determined) -Future Community Development Authority (To Be Determined) -Future organization to become the central point of contact for downtown business development -Chamber of Commerce
	Create marketing materials to summarize local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) and share with property and business owners.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -HPC (TBD) -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
Support Business Attraction, Growth and Expansion Activities	Engage UW-Extension to conduct a market analysis or update the existing market/gap analysis to identify target businesses and industry cluster targets for a business attraction program.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
	Conduct a downtown business and building inventory.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC -CDA (TBD)

		<p>Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.</p>	<ul style="list-style-type: none"> -Future downtown organization (TBD) -Chamber of Commerce -Planning/Zoning Administrator reporting to: <ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
		<p>Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2nd location.</p>	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		<p>Conduct a business outreach program to communicate the results of the market analysis. Survey and/or discuss growth opportunities and challenges with existing business and building owners.</p>	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		<p>Suggested discussion item: -Is the business experiencing space constraints for future growth?</p>	
		<p>Implement the creation of a Community Development Authority or other organization to support redevelopment. Review the option to convert the EDC into a CDA, RDA, BID, etc.</p>	<ul style="list-style-type: none"> -Village Board -Village Administrator/Economic Development Director -EDC -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Police/Fire Depts.
		<p>Work with property owners, developers and realtors to determine which properties are suited or marketable for commercial use and identify areas that would lend themselves to possible redevelopment.</p>	
		<p>Action Ideas: -Host a roundtable discussion with stakeholders -Develop a list of properties to be addressed</p>	
Creation of an organizational structure to facilitate business development in downtown			

		Engage a planning firm to develop a Downtown Redevelopment Plan. The focus area(s) to be determined by the key sites ID'd in the previous goal. The plan should include: action items, funding sources and a consideration of multi-use housing opportunities.	<ul style="list-style-type: none"> -Downtown Property Owners & Businesses -Developers/realtors -Chamber of Commerce
		Highlight downtown economic development efforts during the annual Economic Development Breakfast.	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce
		Engage in discussion that promotes increased population within the Village in addition to promoting increased daytime population in downtown.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director
		<p>Discussion topics:</p> <ul style="list-style-type: none"> -Multi-use development within downtown -Increasing residential units throughout the Village -Increasing office units in downtown 	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce
		Pursue grants which aid in the revitalization of specific properties within downtown districts.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -HPC (TBD) -EDC -Future downtown organization (TBD)

Proposed Outline for Downtown Strategic Plan

To be presented to the DSPSC on 2/8/18

Executive Summary

- Briefly summarize the reason why we created the DT plan, the goals, recommendations and a call to action for the community businesses, citizens and newly defined groups, along with the Village staff and Board, to support the recommendations

Adopted Mission Statement:

Make the downtown a pedestrian-friendly destination centered on historic preservation, business development and cultural and recreational opportunities while noting the importance of Goal #1 of the Comprehensive Plan; to preserve and enhance the Village's quality of life including its historical identity, its small-town atmosphere, the community events, and its traditional downtown.

Introduction and Overview – Why look at the downtown?

- DT is the heart of the community. A strong DT speaks to those considering investments in industrial, housing, commercial endeavors throughout the Village and the greater Muk. area.
- The Econ. Dev. Cmte. was expanded to include representatives from the greater Muk. community including residents from both inside and outside of downtown, downtown building owners and business owners.
- Village intern provided research and writing support to the committee; created surveys and marketing materials to encourage public participation.
- Brief history of Mukwonago and key demographics / data.
-

Committee Members:

Eric Brill, Doug Bruins, Tina Chitwood, Diana Doherty-Village Finance Director, Ray Gooden, Eliza Pautz, Mark Penzkover-Village Trustee, Sue Perkins, April Reszka, Jason Wamser-Committee Chairman, Roger Walsh, John Weidl, Village Administrator, Fred Winchowky-Village President

Downtown Development Goals & Objectives

- Develop a comprehensive strategic plan with recommendations for groups to lead and accomplish specific goals. Timing recommendations

Foundational Principles

- Attract people to downtown - to visit; to invest
-
- Repurpose land use - expansion of downtown core to incorporate waterfront
- Highest and best use of property - promote a vision for specific areas
-
- Public infrastructure both above-ground and below-ground (e.g. sidewalks, lighting, sewer and water upgrades, and re-routing heavy truck traffic to bypass downtown)
- Architectural Enhancements and Design Guidelines
- Historic Preservation, including a group to promote such as a Historic Preservation Commission
- Zoning Recommendations
- Wayfinding Signage
- Retain/Support/Recruit fresh retail, business mix, and community service
- Programming for events, festivals, promotion
- Parking and traffic
- Group to spearhead downtown revitalization (e.g. Business Improvement District or Community Development Authority)

The Importance of Downtown

- Strong economy
- Investment in arts, culture, entertainment, history and events
- Reflection of the way the community views itself. Community pride.

Summary of Existing Conditions and Market Analysis

- Economic conditions (existing business mix by the #'s ID'in retail, commercial, housing)
- Building conditions (# of vacant buildings)
- Parking assessment (# of parking spots)
- Known development activities

Opportunity Assessment

- Land Use and Urban Design
 - Downtown Boundaries (Downtown Overlay District with arterial spokes north on 83 to Field Park, South on 83 to the railroad overpass and Southwest on ES to Indian Head Park) - inset with map of designated downtown area
 - Pedestrian Amenities (missing sections of sidewalk to access downtown, need for pedestrian crossings) with safety features added- concrete medians/bump outs, etc.
 - Transportation (Hwy. 83 traverses through downtown including heavy truck traffic, backups at prime commuting hours and throughout the day depending on events)
 - Land Use (missing a focus on historic preservation) and the economic impact of preservation on property values

Commented [1]: - concrete medians, etc.

- Streetscape (limited to no public spaces, pocket parks, benches, bike racks, etc.) (landmarks to denote you are entering/within a historical pedestrian friendly downtown area)
- Parking (no signage directing visitors to existing public parking)
- Redevelopment and Historic Preservation/Restoration
 - Façade renovations (no plan for cohesive image/design guidelines of downtown)
 - Removal of blight
 - Utilization of 2nd stories
 - No group to review plans and to promote historic preservation such as a Historic Preservation Commission (following Federal guidelines for evaluating the historical importance of a property)
 - Market
 - No group to support the downtown cause politically, technically & financially such as a BID or CDA
- Organizational Structures
 - Supported by a comprehensive model involving private groups, non-profit organizations, consultants and municipal staff and elected leaders. A mixture of funding from each of these stakeholders.

Strategies used in creating the Downtown Master Plan

- Vision Session held on DATE
- DSPSC goals defined on DATE
- Invited industry experts to present on the topics of Historic Preservation, Strategic Planning and current zoning in Downtown Mukwonago
- Independent research conducted by committee members on the topics of: CDA's, BID's, Connect Communities, etc.
- Review of peer community plans
- Logo and tag-line "Make Downtown Yours" created for the planning committee
- Social media campaign including a Facebook page and meeting information housed on the Village's website
- online community survey
- Hard copy media via banners, newspaper articles and brochures handed out during the Midnight Magic event, information flyer sent out with the utility bill
- Community Workshop held to seek input regarding the levels of impact of each activity defined by the committee

Plan Recommendations

Levels of Impact Trying to think of different words to describe the three "scale" headings - any ideas?? I like how it is described in the Watertown plan but I feel like we're plagiarizing it since it seems unique compared to the other plans we've reviewed. Thoughts??

- Small Scale: amenity-based investment; beautifying and improving design and aesthetics
- Impact Scale: making noticeable and remarkable changes

- Transformative Scale: transforming old into new; substantial changes

Timelines

- Short term
- Near term
- Future term

Recommendations – the entire section from Watertown’s plan should be considered for format & presentation

- Implementation Strategies
- Implementation / Recommendation Table
- Hiring of architectural firm to create the downtown design guide (ex. Wisconsin Rapids Downtown Waterfront Plan) so new and renovated construction are compatible with the existing environment

Appendices (links to the following or reference specific pages from these resources)

- Comprehensive Plan
- Specific Ordinances
- Market Study
- Parking study
- Downtown Overlay Map and description
-

Focus: Cultural and Recreation- Events

APPROVED Date: 1/25/18

~Cultural and Recreation – Events Strategic Goals~	
Goals	Objectives
A connected parks and trails system that promotes a connection to nature, recreation and downtown.	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
Events programming that promotes community engagement and cultural offerings.	Capitalize on the Village’s cultural assets (Red Brick Museum, library) and events (arts, culture and heritage) to build economic prosperity, quality of life and community identity.
A strong and engaged network of neighbors, community groups and volunteers.	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.

Cultural and Recreation - Events Goals

Goals	Focus Year(s)	Action/Event	Stakeholders
A connected parks and trail system that promotes a connection to nature, recreation and downtown.		Encourage opportunities for community spaces (ex. pocket parks) within downtown to allow for additional programming and community meeting and relaxation spaces in downtown.	
		The Village has many trails that serve a range of uses (walking, biking, East Troy Rail Road Trolley, boating, canoeing and kayaking on the rivers and lakes). Signage should be installed to direct trail users to downtown. To encourage residents to travel to downtown, install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district.	
		Continue to provide (and upgrade where necessary) public restrooms, water fountains and bike racks at heavily utilized parks and along key trails through a combination of permanent and portable facilities.	
Events programming that promotes community engagement and cultural offerings.		Define support for existing and new events and culture offerings (ex. fiscal, policy and staffing).	-BID (TBD) -Chamber -Red Brick Museum -Library
		Actively promote the Red Brick Museum and Library as these places provide historic and cultural development and the creative culture for residents and visitors.	-BID (TBD) -Chamber -Red Brick Museum -Library
A strong and engaged network of neighbors, community groups and volunteers.		Build capacity and strengthen relationships with individuals and organizations to address key issues together by building a common vision whereby everyone plays their part in maximizing resources to support culture, events and recreation.	-Friends of the Mukwonago River
		Articulate the unique character of downtown culture, heritage and recreational activities and allocate additional human (and fiscal) resources to marketing and promotion.	-Friends of the Mukwonago River

Focus: Historic Preservation

Date Approved: 12/14/17

~Historic Preservation Strategic Goals~	
Goals	Objectives
Develop a group to guide and support historic preservation	Create and support a community group with a focus on historic preservation.
Develop downtown design guidelines	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
Increase Community Engagement and Awareness	Educate the public, create transparency about the historic preservation program, engagement the public to become ambassadors of the program.

Historic Preservation Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
Develop a group to guide and support historic preservation and compatible redevelopment		Develop a group Action Ideas: -Historic Preservation Commission or Landmarks Commission	-Village Planning/Zoning Admin. -Historic Preservation Commission Members -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owner -Chamber of Commerce Rep.
		Assess the benefits of becoming, and submit applications to become, a BID, Connect Communities, Main Street Community, Certified Local Government	Historic Preservation Group
		Conduct architectural review based on newly created design guidelines	Historic Preservation Group
		Conduct walking tours to promote the historic features and cultural assets of downtown	-Red Brick Museum -Chamber of Commerce
		Coordinate cultural activities/events and work with the Chamber on events and work with property owners to educate about historic preservation	-Red Brick Museum -Chamber of Commerce
		Develop and facilitate financial support tools to support historic preservation and compatible redevelopment	-Village Board -Village Administrator -Local Banks
		Action Ideas: -Low-interest loan pool -Facade and signage grant	
		Educate commercial and residential property owners about the benefits of conducting historic preservation activities	-Historic Preservation Group -Chamber of Commerce
		Guidelines will focus on building exteriors and they will promote longevity for new construction that is compatible with the existing environment	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Develop design Guidelines	Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass

		Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	<ul style="list-style-type: none"> -Downtown Business Owners -Chamber of Commerce Rep. -Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Guidelines will be shared in multiple methods including: user-friendly website and hard-copy paper resources. Both to be designed to educate downtown property owners, business owners and tenants regarding the contents of the guidelines	<ul style="list-style-type: none"> -Village Administrator -Chamber of Commerce -Historic Preservation Commission
		Public information sessions to seek feedback about the guidelines and to educate property owners	<ul style="list-style-type: none"> -Historic Preservation Commission

~Pedestrian Friendly Environment Strategic Goals~	
Goals	Objectives
<p>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</p>	<p>Reduce heavy truck traffic downtown for the long-term to promote a pedestrian friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.</p>
<p>Adopt a Truck Route that Bypasses Downtown</p>	<p>Reduce heavy truck traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.</p>
<p>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</p>	<p>Downtown’s environment should be a key reason why people want to visit, work, shop, and live in the center of the Village. Downtown’s environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.</p>
<p>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</p>	<p>Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.</p>

Pedestrian Friendly Environment Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway		Negotiate jurisdictional transfer agreements with Waukesha County and WisDOT to relocate Hwy. 83 from downtown to E. Veterans Way and Holz Parkway	Village Board Village Staff WisDOT Waukesha County
		Develop a plan to update the above ground and underground infrastructure in this area	Village Board Administrator Public Works Director
Adopt a Truck Route that Bypasses Downtown		Adopt an ordinance to change the truck route from Hwy. 83 through downtown to E. Veterans Way and Holz Parkway. Install temporary signage to redirect traffic and to promote the new route and inform that downtown businesses are open for business. Install signs to identify the new truck route	Village Board Village Attorney WisDOT Public Works Director WisDOT
		Install signs that educate residents and visitors about the location of the downtown business district	Public Works Director WisDOT
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment		Undertake a study and devise a plan to inventory and assess existing <u>sidewalks, crosswalks</u> and to identify new amenities to be installed. Include a focus on connections between downtown and Plank Road, key points of recreation and residential hubs throughout the Village. Day and night walk-arounds to assess conditions.	Plan Commission Village Board Public Works Director
		Engage a firm to create a roadway design plan with a focus on beautification, safety and interconnectivity. The plan should address the maintenance and capital replacement of <u>sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains and gathering spaces</u> and the plan should identify new amenities to be installed. The plan should also include a list of potential funding sources.	Plan Commission Village Board Village Administrator Village Finance Director Public Works Director Chamber of Commerce
		The downtown community and the Police Department should work together to help plan and schedule visible coverage that helps meet public expectations.	Village Board Police Department Chamber of Commerce
		Develop a plan and install pedestrian wayfinding signage throughout the Village including Downtown as a destination	Plan Commission Village Board Public Works Director

		Develop an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time	Chamber of Commerce Plan Commission Village Board Public Works Director
		Enhance the entrances to downtown to serve as gateways into the district with prominent visual upgrading	Plan Commission Village Board Public Works Director
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image		Develop a map to share with business owners identifying the location of all parking spaces in Downtown	Village Administrator Chamber of Commerce Public Works Director
		Install wayfinding/directional signage to identify the location of parking lots in downtown	Plan Commission Village Board Public Works Director
		Perform necessary maintenance (i.e. painting, directional signage) for all the parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director
		Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director

COMMUNITY FEEDBACK WORKSHOP

Invitation to Determine the Priorities of
the Downtown Strategic Plan

TIME TO ACT

The Village Board, in response to requests from the public, agreed to create a Downtown Strategic Plan. The goal was to create a document, setting out a vision for the future of our Downtown, including goals and activities that are important to us all.



FORMATION OF THE DSPSC

To develop the Downtown Plan, in late Summer 2017 a group of 13 diverse members was assembled as the Downtown Strategic Plan Steering Committee (DSPSC). The members represent the community's interests and needs, and their goal was to develop a Downtown Plan by Spring 2018.



COMMUNITY FEEDBACK WORKSHOP

On Thursday, April 12th, you're invited to attend an open-house style gathering anytime between 4-7 pm at the Library. Come for as long or as short of a visit as you'd like. We'll have treats and beverages and a Door Prize Give Away! You'll be able to meet the DSPSC members and engage in dialogue and activities that will help prioritize activities to be included in the Downtown Plan.



IMPORTANT TO THE COMMUNITY

Our Downtown has less vacant storefronts than ever before and the Village Board has been presented with redevelopment plans impacting some buildings in downtown. Now is the time to develop a plan to ensure downtown grows with the community's support.



THE DSPSC GETS TO WORK

The group meet every other week to create a Plan to bring to the community to ask for their opinion. Throughout the process public feedback and input was taken into consideration via a Facebook page, website and community survey that provided all people to live, work and visit Downtown Mukwonago a chance to provide feedback and review priorities.

WHAT HAPPENS NEXT?

Great question! After the Downtown Plan is finalized in April 2018, our community will need volunteers to help put the Plan recommendations into ACTION. During the Workshop you'll have the opportunity to sign up for mailing lists and to volunteer to put specific recommendations into action. If you've ever thought about the changes and support you've wanted to see in Downtown Mukwonago now is your time to ACT!

We hope to see you there!

BID Resource:

Local Government Center

Business Improvement Districts – BIDs

<https://lgc.uwex.edu/business-improvement-districts-bids/>