



Appendix

Demographic Profile

Downtown and Center City Map

Retail Supply & Demand Breakdown

Comparable Community Data Spreadsheets

Survey Questionnaires





Market Profile

Equal Competition Trade Area, Fond du Lac, WI
Area: 541.57 square miles

For Educational Purposes Only.

Population Summary	
2000 Total Population	77,448
2010 Total Population	81,207
2015 Total Population	82,093
2015 Group Quarters	2,479
2020 Total Population	82,738
2015-2020 Annual Rate	0.16%
Household Summary	
2000 Households	29,409
2000 Average Household Size	2.52
2010 Households	32,717
2010 Average Household Size	2.41
2015 Households	33,606
2015 Average Household Size	2.37
2020 Households	34,065
2020 Average Household Size	2.36
2015-2020 Annual Rate	0.27%
2010 Families	21,520
2010 Average Family Size	2.94
2015 Families	21,958
2015 Average Family Size	2.90
2020 Families	22,175
2020 Average Family Size	2.88
2015-2020 Annual Rate	0.20%
Housing Unit Summary	
2000 Housing Units	31,125
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	5.5%
2010 Housing Units	35,037
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	6.6%
2015 Housing Units	35,964
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	6.6%
2020 Housing Units	36,604
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	6.9%
Median Household Income	
2015	\$53,503
2020	\$59,757
Median Home Value	
2015	\$137,610
2020	\$182,224
Per Capita Income	
2015	\$26,511
2020	\$30,498
Median Age	
2010	39.8
2015	40.6
2020	41.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
Area: 541.57 square miles

For Educational Purposes Only.

2015 Households by Income

Household Income Base	33,606
<\$15,000	11.5%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	2.9%
\$200,000+	1.8%

Average Household Income \$64,107

2020 Households by Income

Household Income Base	34,065
<\$15,000	10.8%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	17.7%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.3%
\$200,000+	2.2%

Average Household Income \$73,423

2015 Owner Occupied Housing Units by Value

Total	23,225
<\$50,000	2.6%
\$50,000 - \$99,999	23.9%
\$100,000 - \$149,999	31.2%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.4%

Average Home Value \$164,047

2020 Owner Occupied Housing Units by Value

Total	23,492
<\$50,000	1.9%
\$50,000 - \$99,999	16.9%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	16.9%
\$250,000 - \$299,999	9.2%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.4%

Average Home Value \$213,195

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
Area: 541.57 square miles

For Educational Purposes Only.

2010 Population by Age	
Total	81,209
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.4%
15 - 24	12.8%
25 - 34	12.7%
35 - 44	12.7%
45 - 54	15.5%
55 - 64	13.0%
65 - 74	7.2%
75 - 84	4.9%
85 +	2.4%
18 +	77.1%
2015 Population by Age	
Total	82,093
0 - 4	5.7%
5 - 9	6.1%
10 - 14	6.2%
15 - 24	12.4%
25 - 34	13.0%
35 - 44	12.0%
45 - 54	14.2%
55 - 64	14.2%
65 - 74	9.2%
75 - 84	4.6%
85 +	2.5%
18 +	78.3%
2020 Population by Age	
Total	82,739
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.3%
15 - 24	12.0%
25 - 34	12.4%
35 - 44	12.7%
45 - 54	12.5%
55 - 64	14.2%
65 - 74	11.0%
75 - 84	5.2%
85 +	2.5%
18 +	78.6%
2010 Population by Sex	
Males	39,869
Females	41,338
2015 Population by Sex	
Males	40,435
Females	41,658
2020 Population by Sex	
Males	40,876
Females	41,862

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 31, 2016



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
Area: 541.57 square miles

For Educational Purposes Only.

2010 Population by Race/Ethnicity

Total	81,207
White Alone	93.5%
Black Alone	1.5%
American Indian Alone	0.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	1.4%
Hispanic Origin	4.6%
Diversity Index	20.3

2015 Population by Race/Ethnicity

Total	82,092
White Alone	92.3%
Black Alone	1.8%
American Indian Alone	0.6%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	1.7%
Hispanic Origin	5.6%
Diversity Index	23.8

2020 Population by Race/Ethnicity

Total	82,739
White Alone	90.9%
Black Alone	2.2%
American Indian Alone	0.7%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	2.0%
Hispanic Origin	6.8%
Diversity Index	27.8

2010 Population by Relationship and Household Type

Total	81,207
In Households	97.0%
In Family Households	79.9%
Householder	26.5%
Spouse	21.1%
Child	28.4%
Other relative	1.7%
Nonrelative	2.1%
In Nonfamily Households	17.1%
In Group Quarters	3.0%
Institutionalized Population	1.9%
Noninstitutionalized Population	1.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
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For Educational Purposes Only.

2015 Population 25+ by Educational Attainment

Total	57,156
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	32.1%
GED/Alternative Credential	4.6%
Some College, No Degree	21.5%
Associate Degree	11.0%
Bachelor's Degree	14.9%
Graduate/Professional Degree	6.9%

2015 Population 15+ by Marital Status

Total	67,359
Never Married	28.6%
Married	53.3%
Widowed	6.3%
Divorced	11.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.1%
Civilian Unemployed	4.9%

2015 Employed Population 16+ by Industry

Total	44,611
Agriculture/Mining	3.1%
Construction	6.3%
Manufacturing	23.6%
Wholesale Trade	2.0%
Retail Trade	11.4%
Transportation/Utilities	4.8%
Information	1.9%
Finance/Insurance/Real Estate	4.4%
Services	38.6%
Public Administration	3.8%

2015 Employed Population 16+ by Occupation

Total	44,611
White Collar	48.3%
Management/Business/Financial	11.4%
Professional	15.7%
Sales	9.4%
Administrative Support	11.9%
Services	18.1%
Blue Collar	33.6%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	3.9%
Production	13.2%
Transportation/Material Moving	9.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
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For Educational Purposes Only.

2010 Households by Type

Total	32,717
Households with 1 Person	27.8%
Households with 2+ People	72.2%
Family Households	65.8%
Husband-wife Families	52.5%
With Related Children	20.7%
Other Family (No Spouse Present)	13.3%
Other Family with Male Householder	4.4%
With Related Children	2.7%
Other Family with Female Householder	8.9%
With Related Children	6.0%
Nonfamily Households	6.4%

All Households with Children 29.9%

Multigenerational Households	1.7%
Unmarried Partner Households	6.9%
Male-female	6.6%
Same-sex	0.4%

2010 Households by Size

Total	32,717
1 Person Household	27.8%
2 Person Household	36.8%
3 Person Household	14.7%
4 Person Household	12.4%
5 Person Household	5.4%
6 Person Household	1.8%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	32,717
Owner Occupied	70.8%
Owned with a Mortgage/Loan	48.7%
Owned Free and Clear	22.1%
Renter Occupied	29.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Equal Competition Trade Area, Fond du Lac, WI
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For Educational Purposes Only.

Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Traditional Living (12B)
3. Green Acres (6A)

2015 Consumer Spending

Apparel & Services: Total \$	\$65,326,458
Average Spent	\$1,943.89
Spending Potential Index	84
Computers & Accessories: Total \$	\$7,367,767
Average Spent	\$219.24
Spending Potential Index	84
Education: Total \$	\$42,373,061
Average Spent	\$1,260.88
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$96,383,779
Average Spent	\$2,868.05
Spending Potential Index	87
Food at Home: Total \$	\$152,891,213
Average Spent	\$4,549.52
Spending Potential Index	87
Food Away from Home: Total \$	\$93,860,044
Average Spent	\$2,792.95
Spending Potential Index	85
Health Care: Total \$	\$144,366,148
Average Spent	\$4,295.84
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$53,509,943
Average Spent	\$1,592.27
Spending Potential Index	86
Investments: Total \$	\$60,555,048
Average Spent	\$1,801.91
Spending Potential Index	65
Retail Goods: Total \$	\$750,500,157
Average Spent	\$22,332.33
Spending Potential Index	88
Shelter: Total \$	\$458,975,237
Average Spent	\$13,657.54
Spending Potential Index	83
TV/Video/Audio: Total \$	\$38,600,632
Average Spent	\$1,148.62
Spending Potential Index	88
Travel: Total \$	\$55,010,417
Average Spent	\$1,636.92
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$32,486,084
Average Spent	\$966.68
Spending Potential Index	87

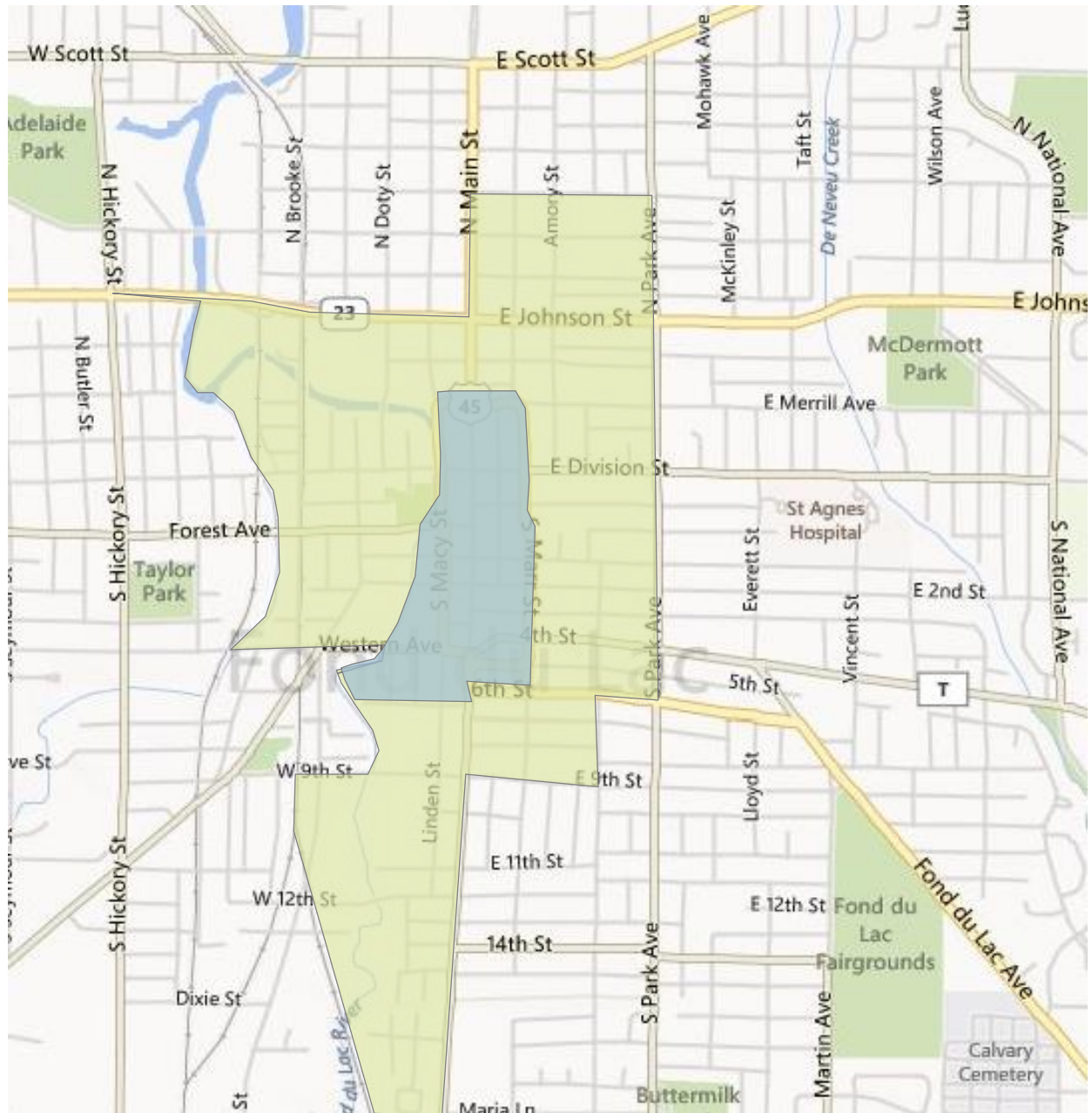
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 31, 2016

Downtown and Center City District Map – Census Equivalents



 Center City

 Downtown Core



Retail MarketPlace Profile

Equal Competition Trade Area, Fond du Lac, WI
Area: 541.57 square miles

For Educational Purposes Only.

Summary Demographics

2015 Population	82,093
2015 Households	33,606
2015 Median Disposable Income	\$41,631
2015 Per Capita Income	\$26,511

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,182,781,578	\$1,200,548,783	-\$17,767,205	-0.7	628
Total Retail Trade	44-45	\$1,075,160,286	\$1,107,986,819	-\$32,826,533	-1.5	437
Total Food & Drink	722	\$107,621,292	\$92,561,964	\$15,059,328	7.5	191

Industry Group

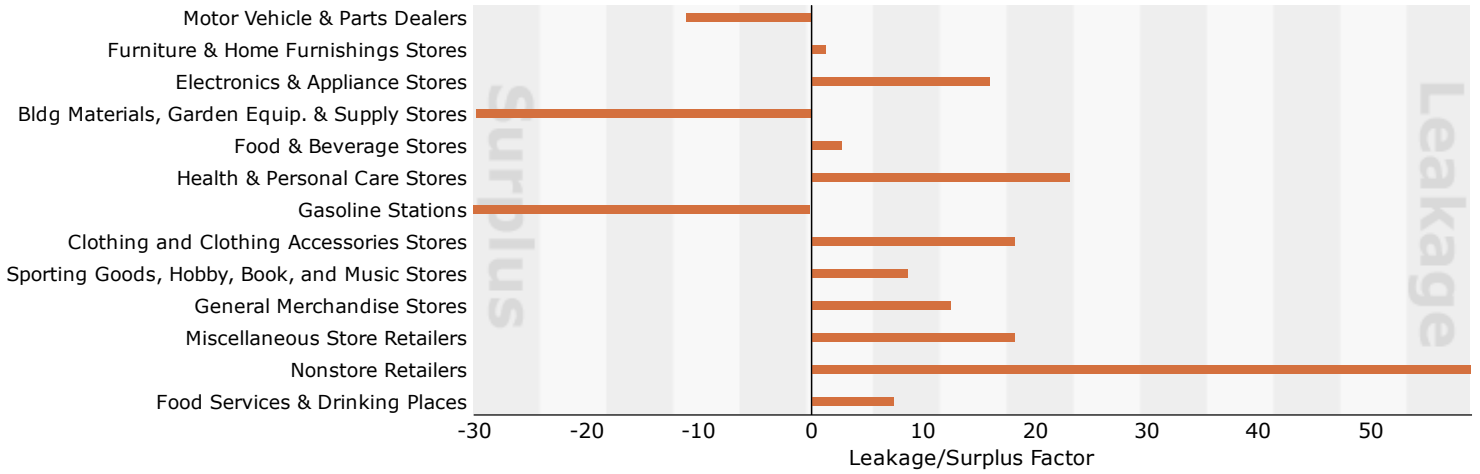
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$253,706,237	\$317,726,003	-\$64,019,766	-11.2	61
Automobile Dealers	4411	\$205,112,670	\$207,467,077	-\$2,354,407	-0.6	25
Other Motor Vehicle Dealers	4412	\$33,881,576	\$93,305,471	-\$59,423,895	-46.7	17
Auto Parts, Accessories & Tire Stores	4413	\$14,711,991	\$16,953,455	-\$2,241,464	-7.1	19
Furniture & Home Furnishings Stores	442	\$30,098,884	\$29,290,824	\$808,060	1.4	33
Furniture Stores	4421	\$19,315,400	\$12,733,313	\$6,582,087	20.5	16
Home Furnishings Stores	4422	\$10,783,484	\$16,557,511	-\$5,774,027	-21.1	17
Electronics & Appliance Stores	443	\$60,827,405	\$43,990,827	\$16,836,578	16.1	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,890,863	\$98,012,450	-\$45,121,587	-29.9	41
Bldg Material & Supplies Dealers	4441	\$41,894,060	\$69,598,568	-\$27,704,508	-24.8	33
Lawn & Garden Equip & Supply Stores	4442	\$10,996,803	\$28,413,881	-\$17,417,078	-44.2	7
Food & Beverage Stores	445	\$179,514,752	\$169,494,174	\$10,020,578	2.9	46
Grocery Stores	4451	\$160,043,948	\$138,442,396	\$21,601,552	7.2	22
Specialty Food Stores	4452	\$12,407,426	\$26,863,772	-\$14,456,346	-36.8	19
Beer, Wine & Liquor Stores	4453	\$7,063,378	\$4,188,007	\$2,875,371	25.6	5
Health & Personal Care Stores	446,4461	\$79,061,751	\$49,277,092	\$29,784,659	23.2	32
Gasoline Stations	447,4471	\$85,584,934	\$159,501,166	-\$73,916,232	-30.2	40
Clothing & Clothing Accessories Stores	448	\$44,611,828	\$30,756,729	\$13,855,099	18.4	39
Clothing Stores	4481	\$26,950,624	\$21,108,210	\$5,842,414	12.2	27
Shoe Stores	4482	\$7,722,208	\$4,588,512	\$3,133,696	25.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$9,938,996	\$5,060,007	\$4,878,989	32.5	5
Sporting Goods, Hobby, Book & Music Stores	451	\$27,378,536	\$22,961,776	\$4,416,760	8.8	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,308,658	\$18,036,784	\$3,271,874	8.3	27
Book, Periodical & Music Stores	4512	\$6,069,878	\$4,924,992	\$1,144,886	10.4	8
General Merchandise Stores	452	\$197,406,495	\$153,290,790	\$44,115,705	12.6	14
Department Stores Excluding Leased Depts.	4521	\$165,541,896	\$147,304,239	\$18,237,657	5.8	7
Other General Merchandise Stores	4529	\$31,864,599	\$5,986,551	\$25,878,048	68.4	7
Miscellaneous Store Retailers	453	\$39,745,582	\$27,422,126	\$12,323,456	18.3	63
Florists	4531	\$1,727,467	\$3,251,823	-\$1,524,356	-30.6	7
Office Supplies, Stationery & Gift Stores	4532	\$10,654,955	\$6,294,539	\$4,360,416	25.7	20
Used Merchandise Stores	4533	\$6,115,599	\$3,020,094	\$3,095,505	33.9	10
Other Miscellaneous Store Retailers	4539	\$21,247,562	\$14,855,670	\$6,391,892	17.7	26
Nonstore Retailers	454	\$24,333,019	\$6,262,862	\$18,070,157	59.1	5
Electronic Shopping & Mail-Order Houses	4541	\$17,004,454	\$2,649,772	\$14,354,682	73.0	2
Vending Machine Operators	4542	\$2,668,176	\$3,125,437	-\$457,261	-7.9	2
Direct Selling Establishments	4543	\$4,660,389	\$487,653	\$4,172,736	81.1	1
Food Services & Drinking Places	722	\$107,621,292	\$92,561,964	\$15,059,328	7.5	191
Full-Service Restaurants	7221	\$57,323,732	\$44,684,850	\$12,638,882	12.4	89
Limited-Service Eating Places	7222	\$42,150,220	\$40,643,719	\$1,506,501	1.8	51
Special Food Services	7223	\$2,422,144	\$1,661,573	\$760,571	18.6	8
Drinking Places - Alcoholic Beverages	7224	\$5,725,196	\$5,571,822	\$153,374	1.4	43

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

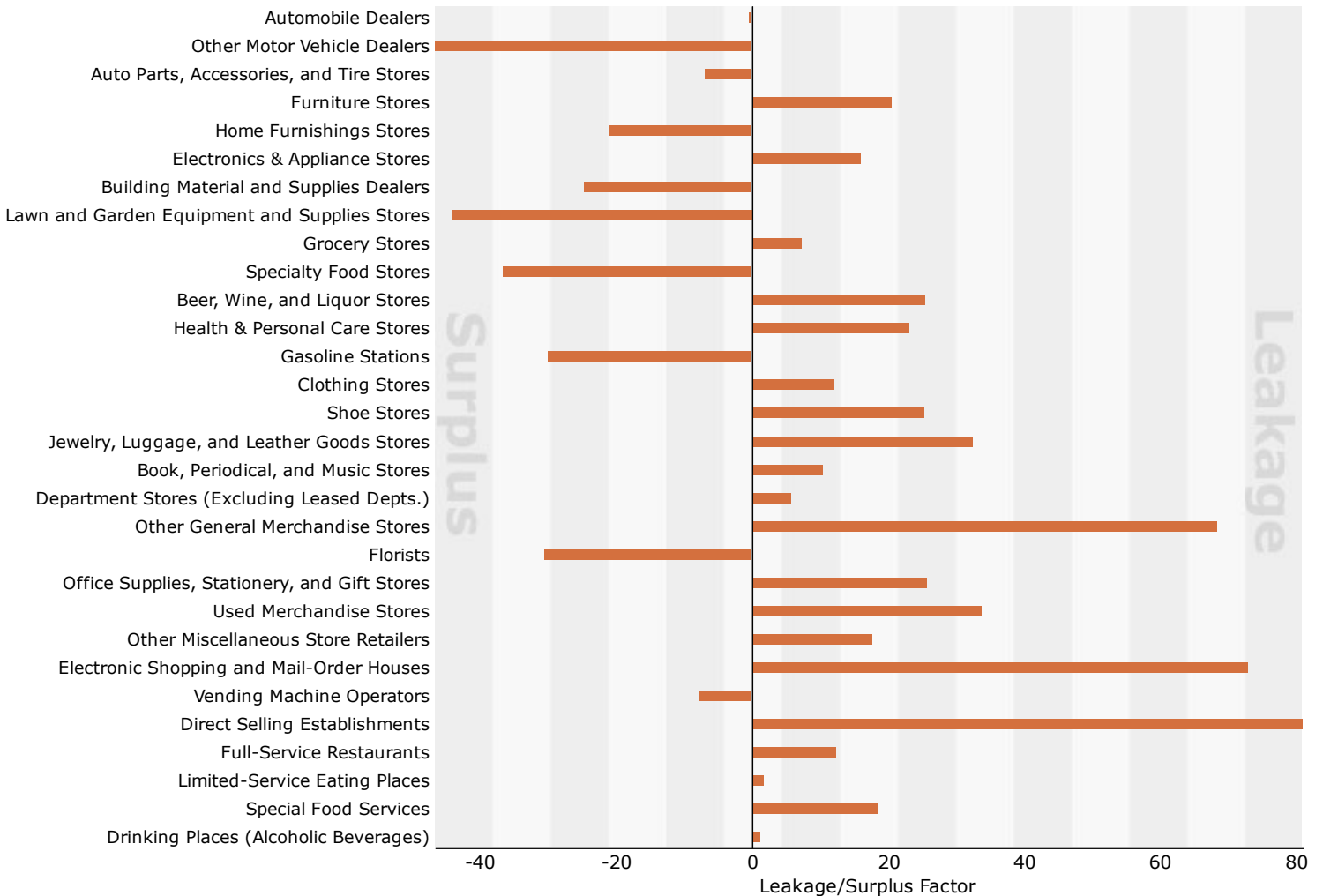
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector

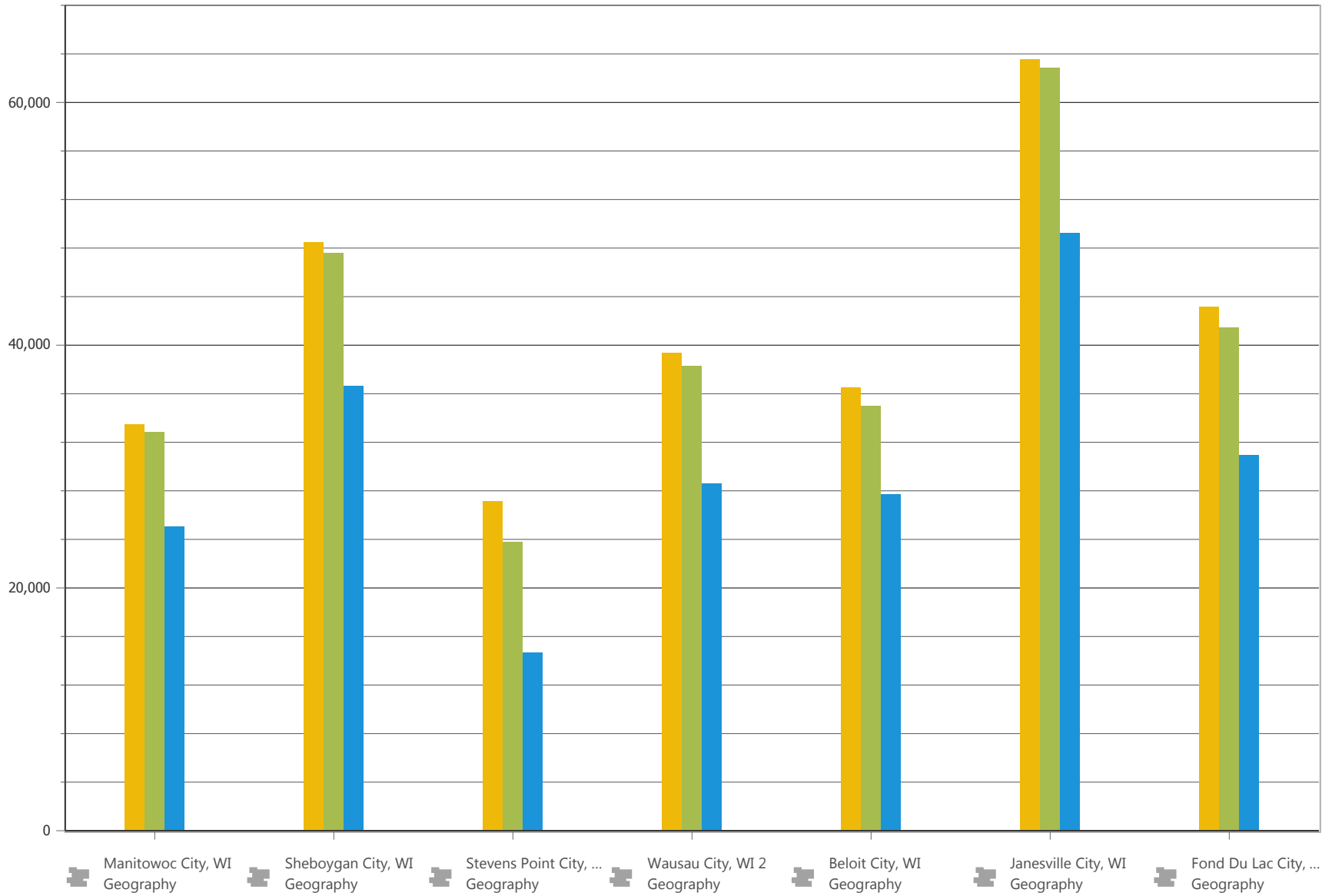


Leakage/Surplus Factor by Industry Group



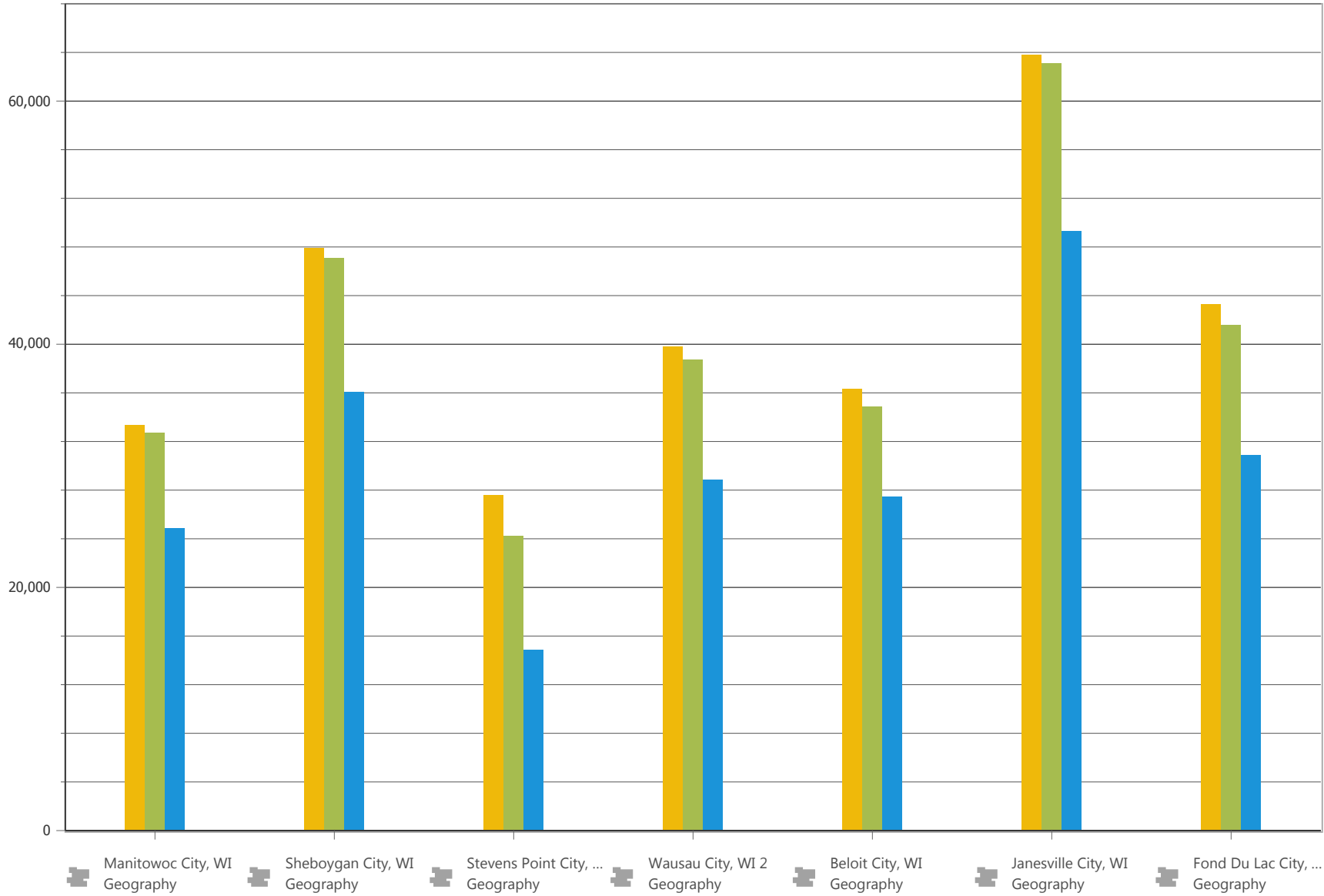
2015 Total Population (Esri) 2015 Household Population (Esri) 2015 Family Population (Esri)

Fond du Lac compared to 6 other WI cities for Downtown Analysis



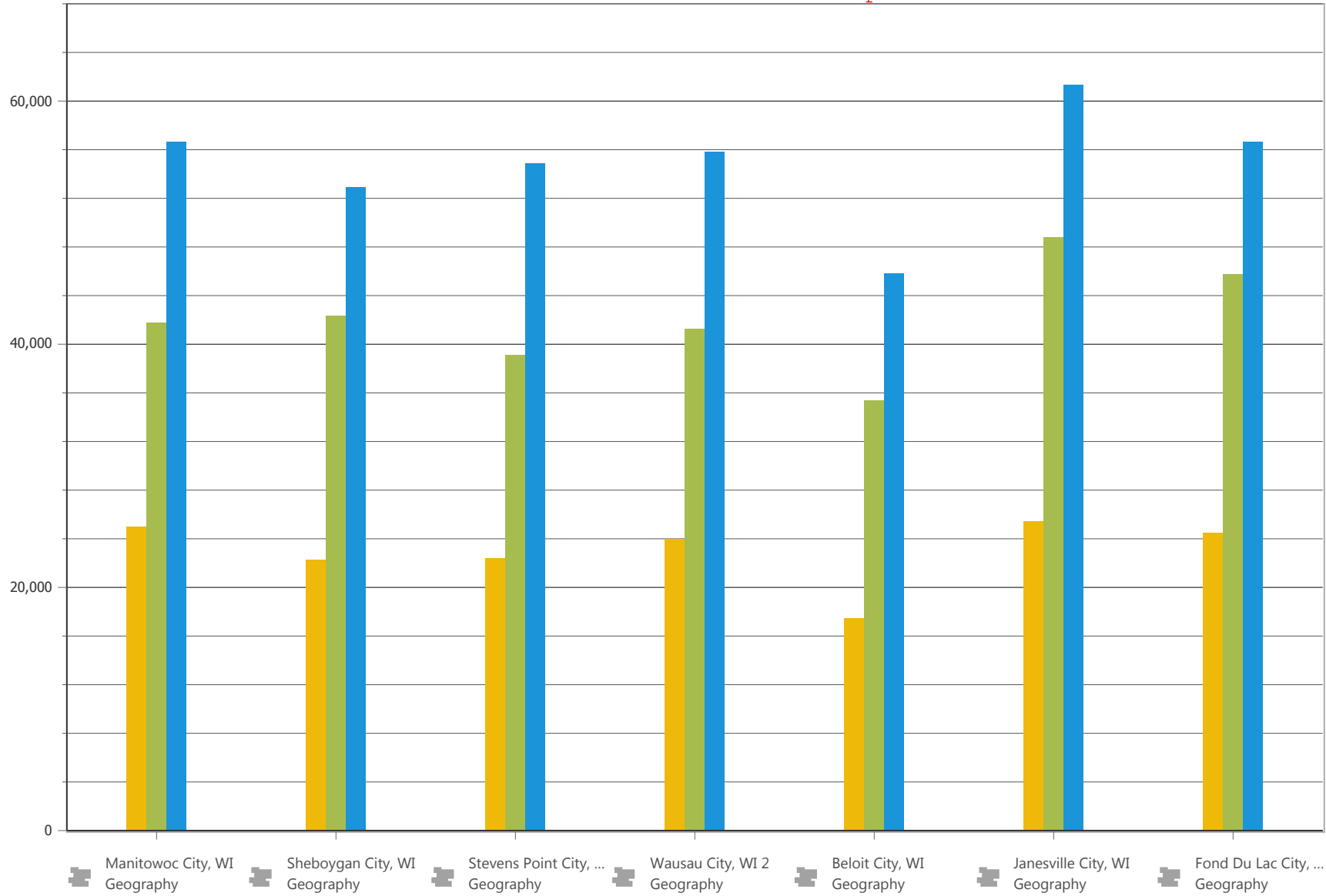
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2020 Total Population (Esri) 2020 Household Population (Esri) 2020 Family Population (Esri)



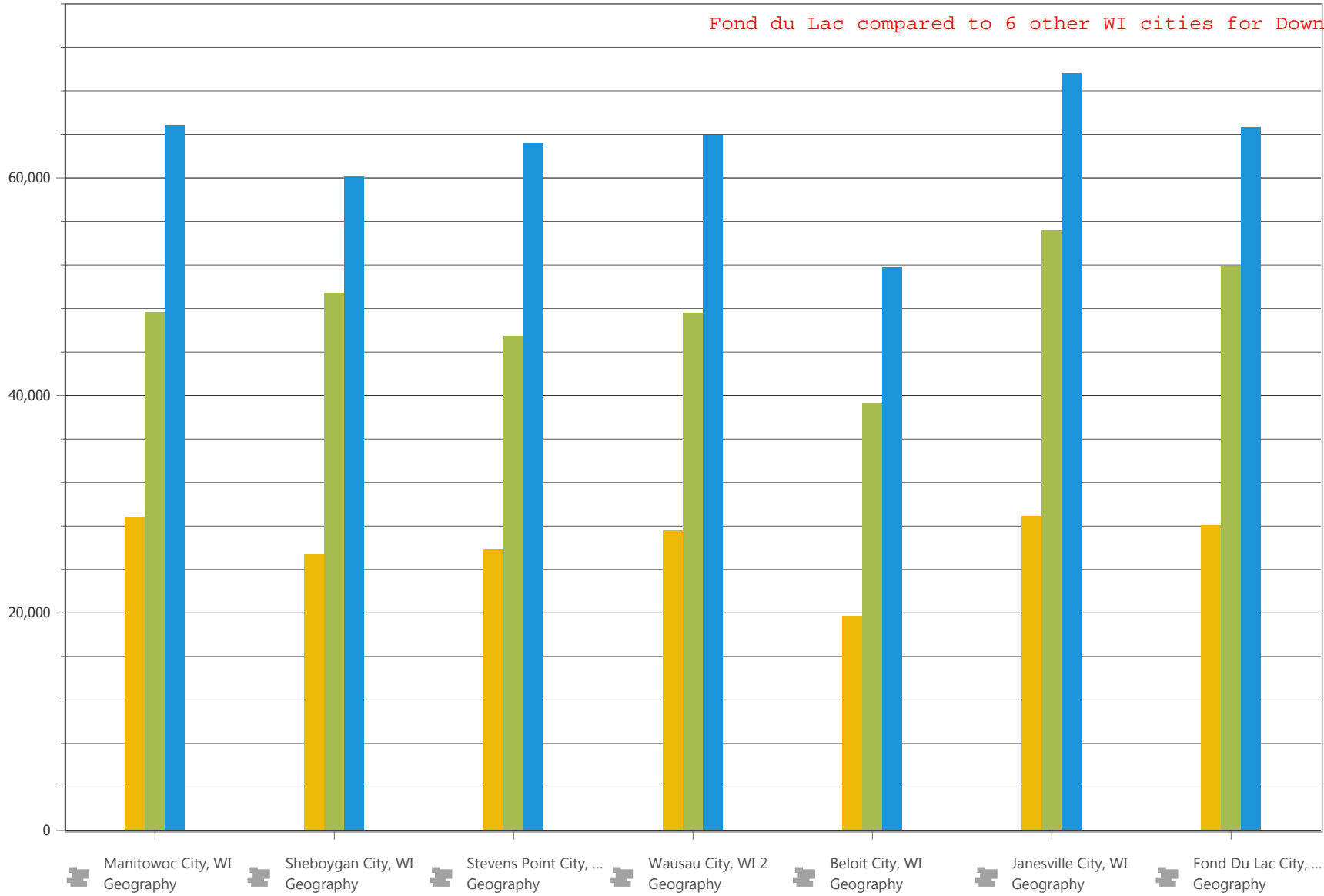
2015 Per Capita Income (Esri) 2015 Median Household Income (Esri) 2015 Average Household Income (Esri)

Fond du Lac compared to 6 other WI cities for Downtown Analysis

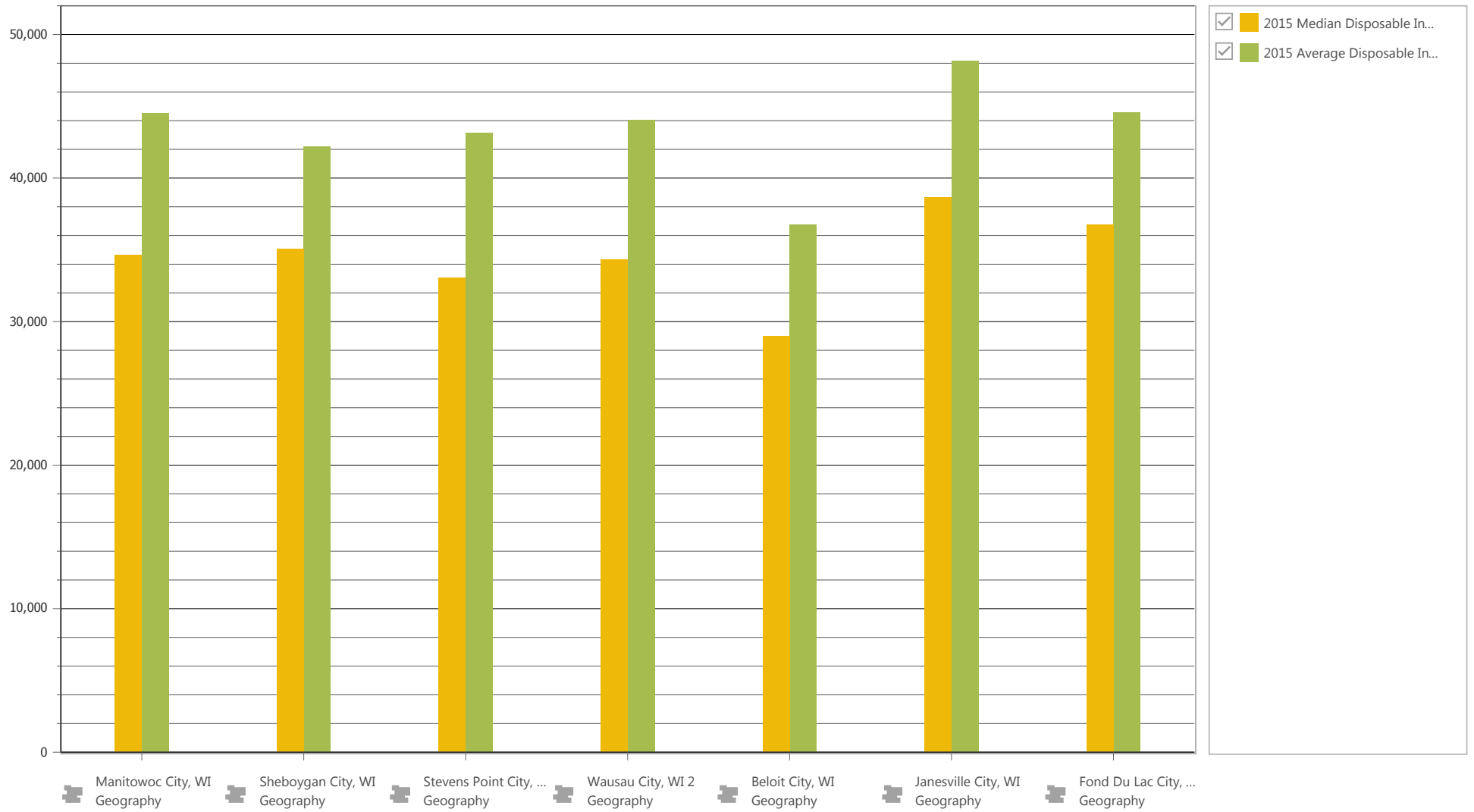


2020 Per Capita Income (Esri) 2020 Median Household Income (Esri) 2020 Average Household Income (Esri)

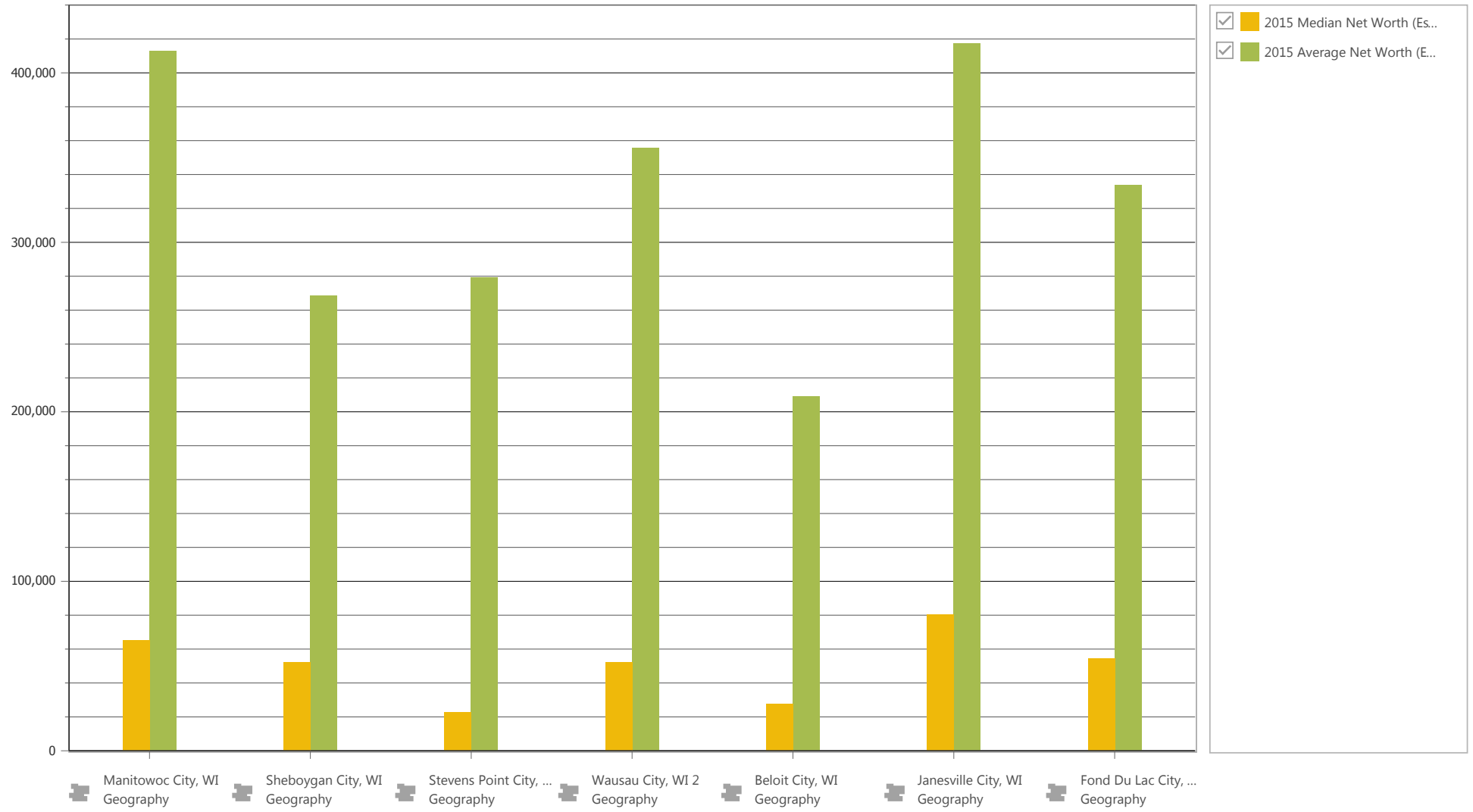
Fond du Lac compared to 6 other WI cities for Downtown Analysis



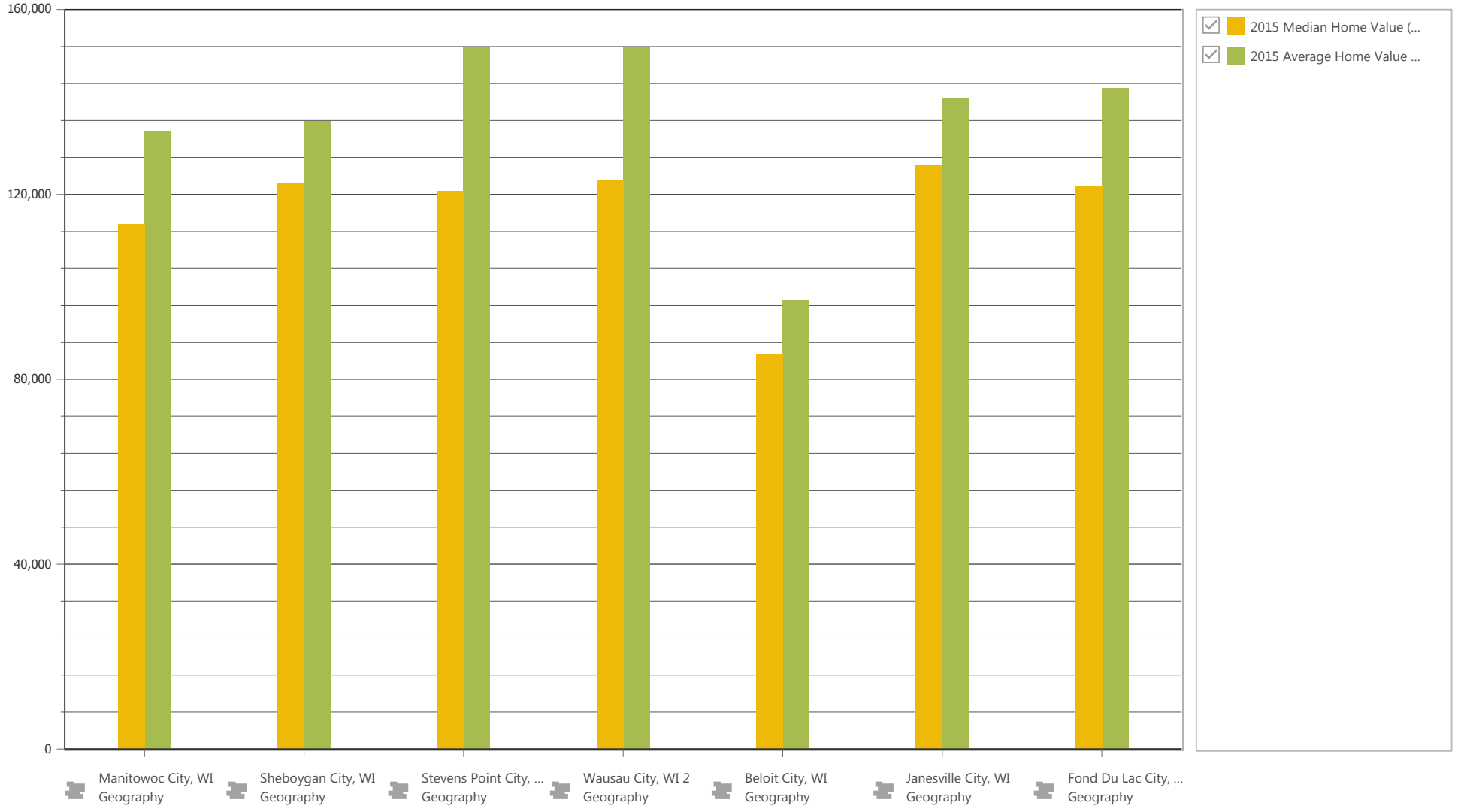
Fond du Lac compared to 6 other WI cities for Downtown Analysis



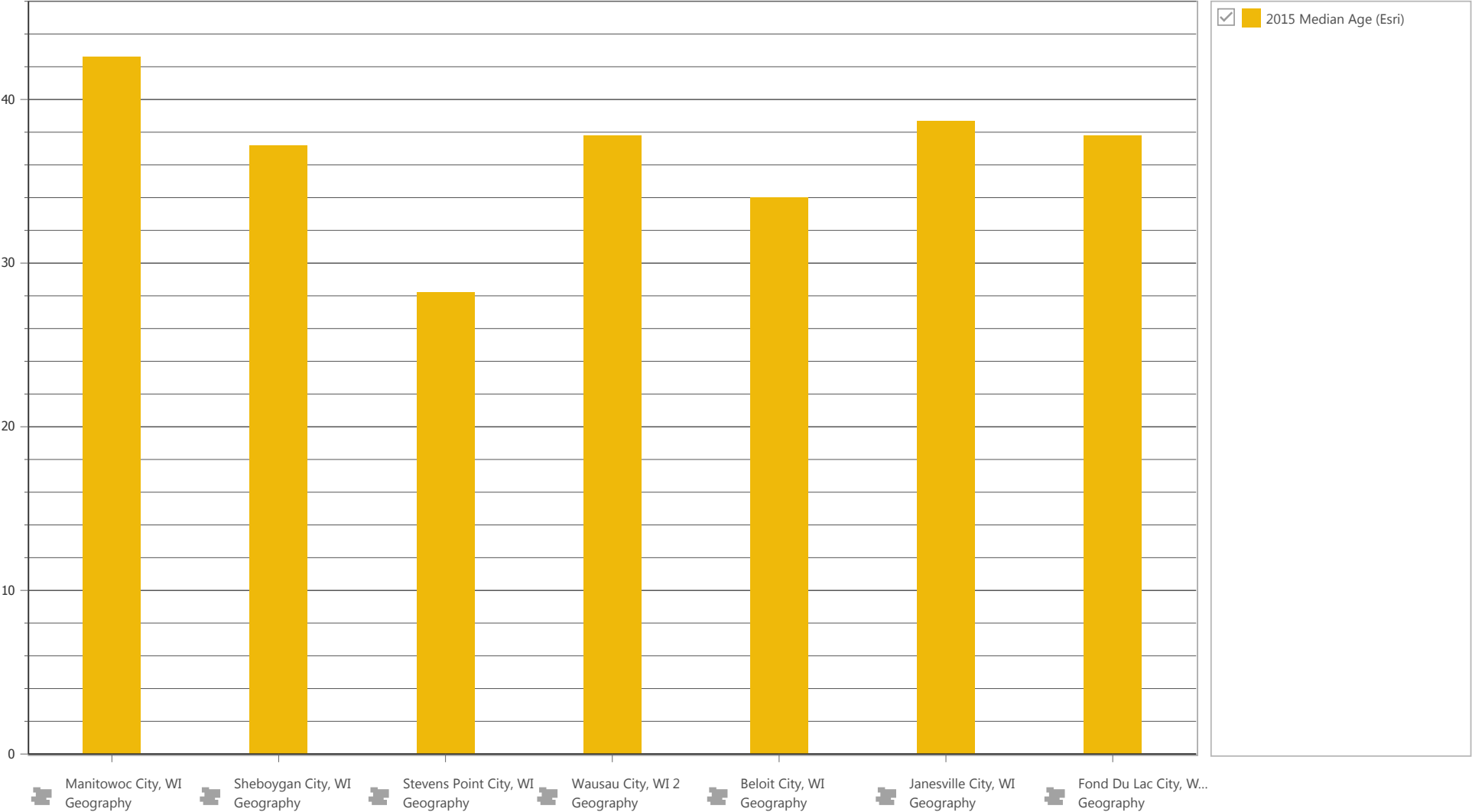
Fond du Lac compared to 6 other WI cities for Downtown Analysis



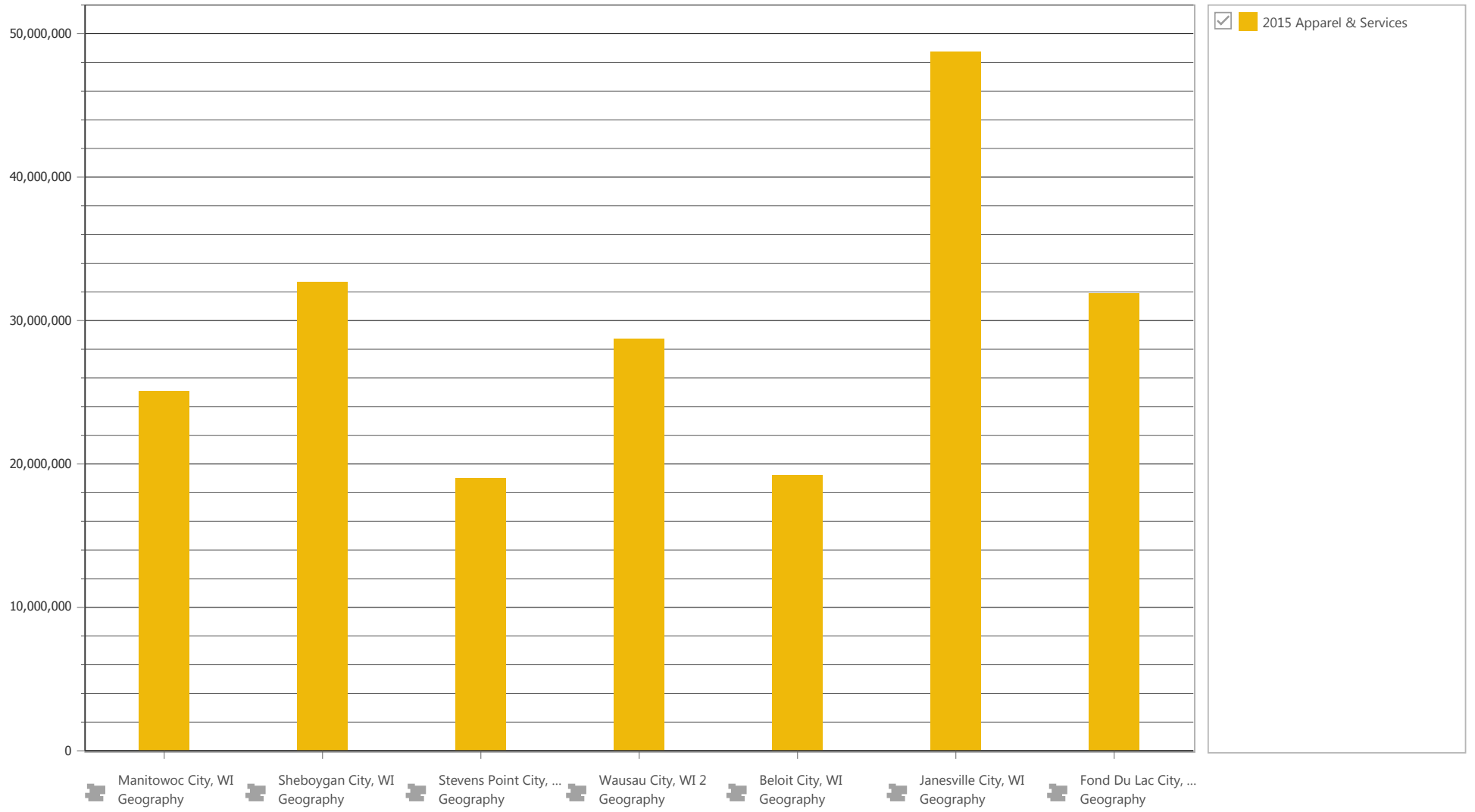
Fond du Lac compared to 6 other WI cities for Downtown Analysis



Fond du Lac compared to 6 other WI cities for Downtown Analysis



Fond du Lac compared to 6 other WI cities for Downtown Analysis



Workforce Survey

This survey is being conducted as a partnership between the Downtown Fond du Lac Partnership, City of Fond du Lac, Fond du Lac County Economic Development Corporation and the Fond du Lac County University of Wisconsin - Extension Office. The group is working to grow downtown as a desirable place to live and work, and is seeking input from current employees regarding attributes and amenities in downtown which could be enhanced to better serve local populations. Downtown includes the broad geographic area within the Loop as well as both sides of the River, extending north to Follett Street and south to 6th Street.

The following 10-minute survey will help understand current employee demands so that effective programs may be developed. Please note that this is an anonymous survey and your responses are not linked to your name, employer or email in any way. Thank you in advance for sharing your opinions.

1. Please indicate your current employment location:

- I work downtown
- I work within walking distance of downtown
- I work within a short drive of downtown
- I work elsewhere in the City of Fond du Lac
- I work outside of Fond du Lac/Primarily travel for Work

2. How far do you currently travel from home to work?

- 1 mile or less
- 2-5 miles
- 6-10 miles
- More than 10 miles

3. If you commute 6 or more miles, what is the zip code of your home residence?

4. Which three downtown destinations (businesses, amenities or locations) do you visit most frequently?

5. Approximately how many times per month do you conduct each of the following activities IN DOWNTOWN?

	1+ time per week	1+ time per month	3-4 times per year	1-2 times per year	Never
Purchase Groceries/Food to Go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat Breakfast in a Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat Lunch in a Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eat Dinner at a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Shop for Goods or Services	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Run Personal Errands (i.e. salon, fitness, medical)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend to Professional Business (i.e. accounting, legal)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Worship	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Educational Classes	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Parks or Recreation Areas (i.e. bike trails, Hamilton, Veterans)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Arts/Cultural Events/Venues (i.e. THELMA, Library)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Seek Entertainment (i.e. Bars, Movies, Bowling)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Participate in Children's Activities	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

6. Approximately how many times per month do you conduct each of the following activities OUTSIDE of downtown?

	1+ time per week	1+ time per month	3-4 times per year	1-2 times per year	Never
Purchase Groceries/Food to Go	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Breakfast in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

Eat Lunch in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Dinner at a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Shop for Goods or Services	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Run Personal Errands (i.e. salon, fitness, medical)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend to Professional Business (i.e. accounting, legal)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Worship	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Educational Classes	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Parks or Recreation Areas	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Arts/Cultural Events/Venues	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Seek Entertainment (i.e. Bars, Movies, Bowling)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Participate in Children's Activities	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

7. Please enter the top two shopping or dining destinations that you frequent outside of downtown Fond du Lac.

8. When you choose to dine or shop outside of downtown, locally or regionally, what is the geographic location of your most frequent destinations (shopping center or City?)

9. Please rate the QUALITY of the following types of businesses in downtown

	Quality is Poor	Quality is Adequate	Quality is Excellent	No Opinion
Grocery/Food to Go	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Restaurants	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Shopping	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Services	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>

10. Please rate the SELECTION of the following types of businesses in downtown

	Selection is Poor	Selection is Adequate	Selection is Excellent	No Opinion
Grocery/Food to Go	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Restaurants	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Shopping	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Services	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>

11. Which of the following would cause you to shop/dine downtown more frequently? (Select all that apply)

- Restaurants Open Earlier (Breakfast)
- Longer Lunch Break
- Restaurants Open for Lunch
- Shops Open After Work
- Other

12. When do you prefer to shop and conduct errands?

- Weekdays
- Weekday Evenings
- Saturday
- Sunday

13. The following are characteristics commonly associated with high-performing downtown districts. to what extent do you agree or disagree with the following descriptions of Downtown Fond du Lac?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
Businesses have appropriate & adequate hours	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Walking to, in and around downtown is easy	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Biking to, in and around downtown is easy	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Downtown Fond du Lac presents a positive image to visitors	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Businesses have attractive storefronts	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
I would encourage my friends and family to visit downtown	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Downtown Fond du Lac is clean and inviting	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
I feel safe downtown, day and night	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>

14. Please select the top three improvements which you feel are necessary and important for enhancing downtown Fond du Lac in the next five years.

- More/improved downtown residential options
- More/improved arts & culture
- More/improved restaurants
- More/improved shopping choices
- More/improved nightlife & entertainment
- More/improved activities/amenities for families & children
- More/improved jobs & businesses
- More/improved festivals & events
- More/improved convenient parking
- More/improved pedestrian & bicycle friendly
- More/improved parks & green spaces
- More/improved information/marketing of downtown shops and events

Cleaner & more beautiful downtown
Increased access to riverfront

15. Please indicate what options/choices you feel are lacking in the categories where you indicated improvement was needed.

16. How long have you lived in the Greater Fond du Lac Area?

0-2 years
3-5 years
6-10 years
More than 10 years
I live outside the area

The following questions are designed to determine what types of housing may be missing from downtown Fond du Lac which would be desirable to workers now or in the future.

17. Please indicate the location of your current residence relative to downtown:

I live downtown
I live within walking distance of downtown
I live within a short drive of downtown
I live elsewhere in the City of Fond du Lac
I live outside the City of Fond du Lac

18. Which housing style best describes your current residence?

Single Family Home
Condominium
Apartment Building
2-4 Unit Rental Property
Town Home
Mixed-Use, i.e. Upper floor or rear unit

19. Do you rent or own your current residence?

20. Please indicate your current living arrangement:

Live Alone
Married or living with Significant Other
Living with Friends/Family

21. Does your household include children?

Yes, live with respondent
Yes, live with different parent
Yes, have moved out
No, but plan on having children
No, no plans for children

22. What is the likelihood that you would rent or purchase in downtown Fond du Lac in the future if ideal residential opportunities were available?

	Definitely	Probably	Indifferent	Probably NOT	Definitely NOT	Not Sure
Would Consider Renting	Definitely <input type="radio"/>	Probably <input type="radio"/>	Indifferent <input type="radio"/>	Probably NOT <input type="radio"/>	Definitely NOT <input type="radio"/>	Not Sure <input type="radio"/>
Would Consider Purchasing	Definitely <input type="radio"/>	Probably <input type="radio"/>	Indifferent <input type="radio"/>	Probably NOT <input type="radio"/>	Definitely NOT <input type="radio"/>	Not Sure <input type="radio"/>

23. If you were to relocate/move to another residence near downtown in the future, which of the following represents your ideal style of residence (to own or rent)?

- Single Family Home
- Condominium with Amenities
- Apartment with Amenities
- Town Home or Row Home
- Renovated Loft in a Historic Building
- Basic, Moderately Priced Apartment
- Not Applicable, I would not be interested in living near downtown

24. What is your ideal number of bedrooms?

- One
- Two
- Three
- Four or More

25. What is your ideal number of bathrooms?

- One
- One and a half
- Two
- Two and a half
- Three or more

26. Which residential amenities do you consider essential? (Select Up to 3)

- Community Room
- Private Entry
- On-Site Parking
- Garage Parking
- Garden Area/Green Space
- Exercise Room
- River View
- Building Wide Wifi
- Home Office
- Pet Friendly
- Fireplace

Patio/Deck/Green Space
Storage Area
Walk In Closet

27. What amount would you be willing to spend on housing per month (rent/mortgage only) for your ideal residence?

Under \$400
\$400-\$599
\$600-\$799
\$800-\$999
\$1,000-\$1,199
\$1,200-\$1,399
\$1,400-\$1,599

28. If you were able to secure ideal housing, when in the future would you likely consider relocating?
In the next year/when product is available

1-5 years
5-10 years
More than 10 years
Not Sure
Would not Relocate

29. What are the biggest factors influencing your willingness to move downtown now or in the future?

30. Please indicate your age

24 and Under
25-34
35-44
45-54
55-64
65 and over

31. Household Income Range

\$15,000-\$24,999
\$25,000-\$34,999
\$35,000-\$49,999
\$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$149,999
\$150,000-\$199,999
\$200,000 and over

32. What is your gender?

Male
Female
Prefer not to Answer

33. Please indicate your race (select all that apply):

- American Indian or Alaskan Native
- Asian
- Black or African-American
- Native Hawaiian or Pacific Islander
- White
- Some Other Race
- Two or More Races
- Prefer Not to Answer

34. Please indicate your ethnicity.

- Hispanic
- Not Hispanic
- Prefer not to Answer

35. Is there anything else you would like us to know?

Thank you for participating in our survey. You will now be redirected to the Downtown Fond du Lac Partnership's website. Please enter your email in the space provided to be entered in the drawing for one of five \$50 Visa gift card, courtesy of National Exchange Bank and Trust. Your email will not be associated with your responses, nor will your email be used in the future unless you indicate that you would like to be contacted.

Resident Survey

This survey is being conducted as a partnership between the Downtown Fond du Lac Partnership, City of Fond du Lac, Fond du Lac County Economic Development Corporation and the Fond du Lac County University of Wisconsin - Extension Office. The group is working to grow downtown as a desirable place to live and work, and is seeking input from current downtown area residents regarding attributes and amenities in downtown which could be enhanced to better serve you. Downtown includes the broad geographic area within the Loop as well as both sides of the river, extending north to roughly Follett Street and south to 6th Street. The following 10-minute survey will help understand current resident demands so that effective programs may be developed. Please note that this is an anonymous survey and your responses are not linked to your name, personal information or email in any way. Thank you in advance for sharing your opinions.

1. Please indicate the location of your current residence relative to downtown:

- I live downtown
- I live within walking distance of downtown
- I live within a short drive of downtown
- I live elsewhere in the City of Fond du Lac

2. What landmark is closest to your residence?

- YMCA
- Walgreens (Main St)
- Hamilton Park
- Train Depot
- Taco Johns
- Fruth Field
- Lakeside Park

3. How long have you lived in the downtown area?

- 0-2 years
- 3-5 years
- 6-10 years
- More than 10 years
- I live outside the area

4. Please indicate your current living arrangement:

5. Please indicate which of the following reflects your current work arrangement:

- Work primarily from home
- Commute less than 1 mile
- Commute 1-5 miles
- Commute 6-10 miles
- Commute more than 10 miles
- I am not currently employed

6. If you commute 6 or more miles, what is the zip code of your place of employment?

7. Which three downtown destinations (businesses, amenities or locations) do you visit most often?

8. Approximately how many times per month do you conduct each of the following activities IN DOWNTOWN?

	1+ time per week	1+ time per month	3-4 times per year	1-2 times per year	Never
Purchase Groceries/Food to Go	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Breakfast in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Lunch in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Dinner at a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Shop for Goods or Services	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Run Personal Errands (i.e. salon, fitness, medical)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend to Professional Business (i.e. accounting, legal)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Worship	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Educational Classes	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Parks or Recreation Areas (i.e. Bike trails, Hamilton, Veterans)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Arts/Cultural Events/Venues (i.e. THELMA, Library)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

Seek Entertainment (i.e. Bars, Dancing)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Participate in Children's Activities	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

9. Approximately how many times per month do you conduct each of the following activities OUTSIDE of downtown?

	1+ time per week	1+ time per month	3-4 times per year	1-2 times per year	Never
Purchase Groceries/Food to Go	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Breakfast in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Lunch in a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Eat Dinner at a Restaurant	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Shop for Goods or Services	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Run Personal Errands (i.e. salon, fitness, medical)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend to Professional Business (i.e. accounting, legal)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Worship	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Attend Educational Classes	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Visit Parks or Recreation Areas	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

Visit Arts/Cultural Events/Venues	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Seek Entertainment (i.e. Bars, Movies, Bowling)	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>
Participate in Children's Activities	1+ time per week <input type="radio"/>	1+ time per month <input type="radio"/>	3-4 times per year <input type="radio"/>	1-2 times per year <input type="radio"/>	Never <input type="radio"/>

10. What are your two most frequent dining or shopping destinations outside of downtown Fond du Lac?

11. When you choose to dine or shop outside of downtown, locally or regionally, where are these destinations geographically located (shopping center or city)?

12. Please rate the QUALITY of the following types of businesses in downtown.

	Quality is Poor	Quality is Adequate	Quality is Excellent	No Opinion
Grocery/Food to Go	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Restaurants	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Shopping	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Services	Quality is Poor <input type="radio"/>	Quality is Adequate <input type="radio"/>	Quality is Excellent <input type="radio"/>	No Opinion <input type="radio"/>

13. Please rate the SELECTION of the following types of businesses in downtown.

	Selection is Poor	Selection is Adequate	Selection is Excellent	No Opinion
Grocery/Food to Go	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Restaurants	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>
Shopping	Selection is Poor <input type="radio"/>	Selection is Adequate <input type="radio"/>	Selection is Excellent <input type="radio"/>	No Opinion <input type="radio"/>

Services Selection is Selection is Selection is No Opinion
 Poor Adequate Excellent

14. Please list three businesses or amenities that you feel are missing from downtown Fond du Lac which you would visit if they were available.

15. When do you prefer to shop and conduct errands?

- Weekdays during the day
- Weekend evenings
- Saturday
- Sunday

16. The following are characteristics commonly associated with high-performing downtown districts. to what extent do you agree or disagree with the following descriptions of Downtown Fond du Lac?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
Businesses have appropriate & adequate hours	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Walking to, in and around downtown is easy	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Biking to, in and around downtown is easy	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Downtown Fond du Lac presents a positive image to visitors	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Businesses have attractive storefronts	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
I would encourage my friends and family to visit downtown	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
Downtown Fond du Lac is clean and inviting	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>
I feel safe downtown, day and night	Strongly Disagree <input type="radio"/>	Disagree <input type="radio"/>	Neutral <input type="radio"/>	Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	No Opinion <input type="radio"/>

17. Please select the top three improvements which you feel are necessary and important for enhancing downtown Fond du Lac in the next five years.

- More/Improved downtown residential options
- More/Improved arts & culture
- More/Improved restaurants
- More/Improved shopping choices
- More/Improved nightlife & entertainment
- More/Improved activities/amenities for families & children
- More/Improved jobs & businesses
- More/Improved festivals & events
- More/Improved convenient parking
- More/Improved pedestrian & bicycle friendly
- More/Improved parks & green spaces
- More/Improved information/marketing of downtown shops and events
- Cleaner & more beautiful downtown
- Increased access to riverfront

18. Please provide any additional information on the types of choices or options that you indicated were missing in the above categories.

19. Which housing style best describes your current residence?

- Single Family Home
- Condominium
- Apartment Building
- 2-4 Unit Rental
- Townhome
- Mixed-Use (i.e. upper floor or rear unit)

20. Do you rent or own your current residence?

21. Please estimate your current monthly housing cost information (leave blank any items which do not apply to you).

- Rental Rate
- Mortgage Cost
- Utility Costs (electricity/gas/water/sewer)

22. Does your household include children?

- Yes, live with respondent
- Yes, live with different parent
- Yes, have moved out
- No, but plan on having children
- No, no plans for children

24. What is your ideal number of bedrooms?

One

Two

Three

Four or More

25. What is your ideal number of bathrooms?

One

One and a half

Two

Two and a half

Three or More

26. Which residential amenities do you consider essential? (Select up to 3)

Community Room

Private Entry

On-Site Parking

Garage Parking

Garden Area/Green Space

Exercise Room

River View

Building Wide Wifi

Home Office

Pet Friendly

Fireplace

Patio/Deck/Green Space

Storage Area

Walk In Closet

27. What amount would you be willing to spend on housing per month (rent/mortgage only) for your ideal residence?

Under \$600

\$600-\$799

\$800-\$999

\$1,000-\$1,199

\$1,200-\$1,399

\$1,400-\$1,599

\$1,600-\$1,799

28. What are the biggest factors influencing your willingness to continue living downtown in the future?

29. Please indicate your age

24 and under

25-34

35-44

45-54

55-64

65 and over

30. Please indicate your household income range

\$15,000 - \$24,999

\$25,000- \$34,999

\$35,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$149,999

\$150,000 - \$199,999

31. What is your gender?

Male

Female

Prefer not to answer

32. Please indicate your race (select all that apply):

America Indian or Alaskan Native

Asian

Black or African American

Native Hawaiian or Pacific Islander

White

Some other race

Two or more races

Prefer not to answer

33. Please indicate your ethnicity:

Hispanic

Not Hispanic

Prefer not to answer

34. Is there anything else you would like us to know?

Thank you for participating in our survey. You will now be redirected to the Downtown Fond du Lac Partnership's website. Please enter your email in the space provided to be entered in the drawing for one of five \$50 Visa gift card, courtesy of National Exchange Bank and Trust. This email will not be connected in any way to responses to the survey, and will not be used for future mailings unless you indicate that you would like to be contacted.

Business Retention Survey

The Downtown Fond du Lac Partnership (DFP) is working to update a business owner survey. The survey was last conducted in 2005. The purpose of this study is to identify ways that DFP and/or the City can improve the business climate downtown and more effectively provide services and marketing to benefit existing businesses.

The following questions provide an opportunity for you to tell us about your business and your business assistance needs. Whether you are a longstanding member of the business community, or a recent startup business, we want to continue to revitalize our downtown with your needs in mind. We will not share individual business information with anyone, so please feel free to be direct. We will compile survey results and use the information as the cornerstone of our business retention program.

We appreciate your time and look forward to your responses. Key findings will be reported to you as soon as they are available. If you have additional questions, feel free to call the DFP office at 322-2006

1. Business Name

2. Owner Name(s):

3. Business Address:

4. Business Phone:

5. What month and year did your business open?

6. What do you feel is the greatest advantage of a downtown Fond du Lac location?

7. What is the biggest challenge faced by businesses located downtown?

8. With respect to your business, what accomplishment are you most proud of?

9. Please indicate your level of satisfaction with the following services:

	Extremely Satisfied	Somewhat Satisfied	Neutral	Somewhat Unsatisfied	Extremely Unsatisfied
Local police protection	Extremely Satisfied <input type="radio"/>	Somewhat Satisfied <input type="radio"/>	Neutral <input type="radio"/>	Somewhat Unsatisfied <input type="radio"/>	Extremely Unsatisfied <input type="radio"/>
Local fire protection	Extremely Satisfied <input type="radio"/>	Somewhat Satisfied <input type="radio"/>	Neutral <input type="radio"/>	Somewhat Unsatisfied <input type="radio"/>	Extremely Unsatisfied <input type="radio"/>
Local waste management services	Extremely Satisfied <input type="radio"/>	Somewhat Satisfied <input type="radio"/>	Neutral <input type="radio"/>	Somewhat Unsatisfied <input type="radio"/>	Extremely Unsatisfied <input type="radio"/>
Other municipal services	Extremely Satisfied <input type="radio"/>	Somewhat Satisfied <input type="radio"/>	Neutral <input type="radio"/>	Somewhat Unsatisfied <input type="radio"/>	Extremely Unsatisfied <input type="radio"/>

10. Please rate the degree to which your business is currently experiencing any of the following business challenges:

	No Challenge	Not Applicable/Don't Know	Minor Challenge	Major Challenge
Difficulty Recruiting/Retaining Employees	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Expensive Wages/Benefits	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Expensive Rent	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Lack of Available Space/Facilities	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Conflict with Landlord or Other Businesses	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Insufficient Parking	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>

Insufficient Access to Financing/Capital	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
In-Town Competition	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Out of Town Competition	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Shoplifting/Theft/Vandalism	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Language Barriers	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Expensive or Unavailable Products	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Expensive or Unavailable Utilities	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Restrictive Business Regulations	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Expensive Shipping/Transportation	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>
Other	No Challenge <input type="radio"/>	Not Applicable/Don't Know <input type="radio"/>	Minor Challenge <input type="radio"/>	Major Challenge <input type="radio"/>

11. Please indicate which of the following types of information or assistance would be of value to your business:

	Not Valuable	Somewhat Valuable	Extremely Valuable
Business Planning	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Financial Management	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Inventory Management	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Advertising/Marketing	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Employee Hiring/Training	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Customer Service/Hospitality	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Building Improvements	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Window Displays/Merchandising	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Business Market Analysis	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
E-Commerce	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Business Transition/Expansion	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>
Other	Not Valuable <input type="radio"/>	Somewhat Valuable <input type="radio"/>	Extremely Valuable <input type="radio"/>

12. Do you plan to make any of the following changes in your business within the next five years? (Please select all that apply)

- Expand products/services/square footage in downtown.
- Expand products/services/square footage outside of downtown.
- Reduce products/services/square footage downtown.
- Add staff or expand operating hours.
- Reduce staff or decrease operating hours.

- Relocate within downtown.
- Move my business out of downtown.
- Close/sell business.
- No planned changes.

13. If you are a building owner, are you considering any building improvement projects in the next five years?

14. Does your business own or lease the space in which it is located?

Own

Lease

Lease, want to purchase

If Lease, when does your lease expire?

15. How many staff, including owners, are employed in each of the following categories?

Full-Time Year Round

Part-Time Year Round

Seasonal

16. What are the hours of operation for your business?

Monday from

Tuesday from

Wednesday from

Thursday from

Friday from

Saturday from

Sunday from

If you have extended seasonal hours, what season?

17. With regard to your business hours, please select all of the following that apply.

I am open all of the hours I need to be

I can't be open more hours for personal reasons

I would like to be open more hours, but can't afford the cost

I would like to be open more hours, but can't find staff

I would be open more hours if adjacent/complementary businesses offered similar hours

18. During a typical week, which are the three busiest and three slowest days for your business? (of those days that you are open)

	Busiest Days	Slowest Days
Monday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Tuesday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Wednesday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Thursday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Friday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Saturday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>
Sunday	Busiest Days <input type="text"/>	Slowest Days <input type="text"/>

19. What are the three busiest and three slowest months for your business?

	Busiest Months	Slowest Months
January	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
February	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
March	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
April	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
May	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
June	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
July	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
August	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
September	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
October	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
November	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>
December	Busiest Months <input type="text"/>	Slowest Months <input type="text"/>

20. Please rank the below time periods according to the level of business traffic from most to least busy. (include only those when you are typically open)

	Slowest Period	Slow Period	Active Period	Busiest Period
Morning (before 11 am)	Slowest Period <input type="radio"/>	Slow Period <input type="radio"/>	Active Period <input type="radio"/>	Busiest Period <input type="radio"/>
Mid-Day (11 am - 2 pm)	Slowest Period <input type="radio"/>	Slow Period <input type="radio"/>	Active Period <input type="radio"/>	Busiest Period <input type="radio"/>
Afternoon (2-5 pm)	Slowest Period <input type="radio"/>	Slow Period <input type="radio"/>	Active Period <input type="radio"/>	Busiest Period <input type="radio"/>
Evening (after 5 pm)	Slowest Period <input type="radio"/>	Slow Period <input type="radio"/>	Active Period <input type="radio"/>	Busiest Period <input type="radio"/>

21. Which of the following events results in increased foot traffic or sales volume for your business, either during the event or in the following days/weeks? (Check all that apply)

- Wednesday Farmers Market
- Saturday Farmers Market
- Fondue Fest
- Shop Small Saturday
- Christmas Parade

22. Which of the following destinations attract customers to downtown which patronize your business? (select all that apply)

- THELMA
- Library
- Fruth Field
- YMCA
- City/County Building
- Retlaw Hotel (When open)

23. Please describe the target customer for your business (i.e. gender, income, household/business type, etc)

24. Approximately what percentage of your customers come from each of the following areas? (Total should = 100%)

- Fond du Lac Metro Area
- Ripon Area (West)
- Oshkosh Area (North)
- Waupun Area (Southeast)
- Holy Land Area (Northeast)
- Other Wisconsin
- Out of State

25. Does your business offer online sales/service?

26. What are 3 unique qualities, products or services that give your business a competitive advantage?

27. Please list three businesses/services that you would like to see located downtown and/or closer to your business that would positively impact your business.

28. Looking back on the past three years, please indicate how your business has performed in the following areas:

	Decreased	Stayed the Same	Increased
Number of Customers/Foot Traffic	Decreased <input type="radio"/>	Stayed the Same <input type="radio"/>	Increased <input type="radio"/>
Full Time Employees	Decreased <input type="radio"/>	Stayed the Same <input type="radio"/>	Increased <input type="radio"/>
Part Time Employees	Decreased <input type="radio"/>	Stayed the Same <input type="radio"/>	Increased <input type="radio"/>
Total Revenues	Decreased <input type="radio"/>	Stayed the Same <input type="radio"/>	Increased <input type="radio"/>

29. Would you be willing to share a list of zip codes (no names/addresses) of your customers so we can develop a more specific trade/marketing area for downtown?

30. Do you have any other business concerns or thoughts not addressed in the survey that you'd like to share?

Thank you for sharing your insights and experiences. A summary of results will be made available once the survey process is complete. If you have any other questions or concerns in the meantime, please email or call Amy Hansen at amy@downtownfdl.com or 322-2007.

