

**City of Oconomowoc
Bureau of Economic Development &
Tourism Commission**

**Monday, August 31, 2020 - 3:00 PM
City Hall - Conference Room 3**



Notice: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in accessible format, call the City Clerk at least 48 hours prior to the meeting to request adequate accommodations. Tel: 569-2186.

1. Call meeting to order
2. Old/Unfinished Business
 - a. Presentation/Discussion/Direction: 'Nalytix Oconomowoc Dine Portal
3. New Business
 - a. Discussion/Direction: Visit Oconomowoc Destination Marketing Plan 2020 -2021
4. Ideas/Comments from Tourism Members
5. Other Business
 - a. Discussion/Direction: Banner Concept to Promote Local
6. Adjourn

Diane Coenen, City Clerk
City of Oconomowoc

Notice is hereby given that a majority of the Common Council and Plan Commission may be present at the above-noticed meeting to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Common Council pursuant to State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the Common Council will not take any formal action at this meeting.

COMMUNITY

DIGITALLY CONNECTED

An average US adult spend 11 hours a day on their smartphone.

OMNI-CHANNEL

Local experiences come in many forms but they must all start at the fingertips.

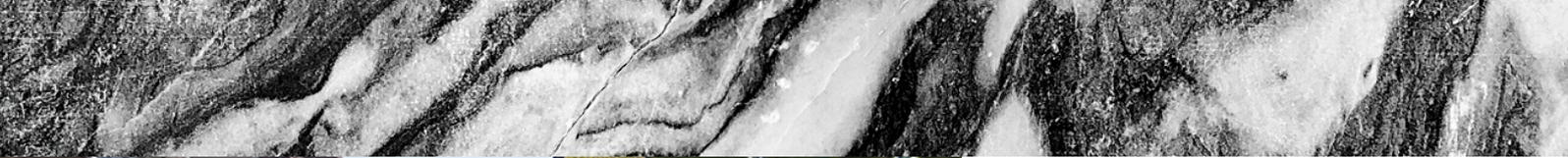
DATA-DRIVEN

Making local experiences personal is an expectation.

SPOTLIGHT!

*IS YOUR
COMMUNITY
READY FOR
THE
CONNECTED
GENERATION?*

?



CEO's note

This e-mag series is meant to assimilate information from retail, restaurant and other industries that study consumer and people behavior and to create awareness of the results that will impact our local communities. And if needed, a how-to-morph.

Our **mission** is to empower our local communities with data, technology and tools needed to enable growth and engagement. Our ultimate **vision** is to give each community its own unique persona that people can connect with and experience. A persona that is defined by its leaders, businesses and residents.

regi george
CHIEF EXECUTIVE OFFICER

p.3

Who is the Connected Generation?

p.4

What is a Digitally Connected Community?

p.5

What is a Data-Driven Community?
What is an Omni-Channel Community?

p.6

IMAGINING YOUR COMMUNITY AS DIGITALLY CONNECTED, DATA-DRIVEN AND OMNI-CHANNEL



Who is the Connected Generation?

The children of Baby Boomers, the Gen-X, drove economic and population growth in the late 20th century, mostly anchored by technological advancements. Their children, made up of Millennials and Gen-Z that were born into the information age have morphed into Gen-C or the "Connected Generation".

More than being defined by age, the Gen-C is a mindset of the cohort that is digital-first. Gen-C is not only the most connected generation, but they are also the most influential generation. Gen-C drives more than \$500 billion in spending each year.

Their loyalties are not bound by geographic boundaries but are rather influenced by social media and their online network. The connected generation connects and shares their experiences publicly.

"Gen-C drives more than \$500 billion in spending each year"



WHAT IS A DIGITALLY CONNECTED COMMUNITY?

According to Pew Research Center, By 2011, 81% of the US population owned a smartphone.

Is your community enabled to connect with the connected generation? Are the businesses in your community empowered to reach this audience? Are the experiences in your community accessible to this cohort?

A community is an ecosystem influenced by 4 distinct groups, who, if empowered appropriately can create a real sense of belonging, loyalty and pride.

The **CONSUMERS**, which is made up of residents and visitors. They play the most important role in the success of the community. They are the ones that spend in the community and truly give life to the community. Everything that happens is meant to satisfy their needs. This population is increasingly morphing into the connected generation.

The **BUSINESSES** play the vital role of servicing the consumers. The better they know and understand their audience, the better the experiences they can create.

The **INFLUENCERS** are like local celebrities that can drive consumers to engage locally. Local influencers can come in all shapes and sizes ranging from musicians, foodies or athletes to woodworkers, plumbers and mechanics. These influencers can connect with, entertain and educate the local population. Empowering them with the tools to connect with their audience can truly shape and define the community.

Digitally connected communities can give each consumer a personal experience.

The **LEADERS** need to understand the needs of the community, direct and coordinate efforts and activities to build a successful and engaging community.

A **DIGITALLY CONNECTED COMMUNITY** connects all of these groups through a single digital platform such that everyone is accessible in real-time and all interactions can be aggregated and measured.

When a community is digitally connected, the businesses, the influencers and the leaders will have the ability to reach their audience in real-time, clearly understand the needs of the community and fine-tune their services for each consumer giving each a personalized, five-star experience.

What is a Data-Driven Community?

Data-driven indicates fact-based rather than intuition-based decisions and processes. A digitally connected community creates the opportunity for the platform to collect detailed data points that can provide insights into the demographic make-up and behaviors of the community.

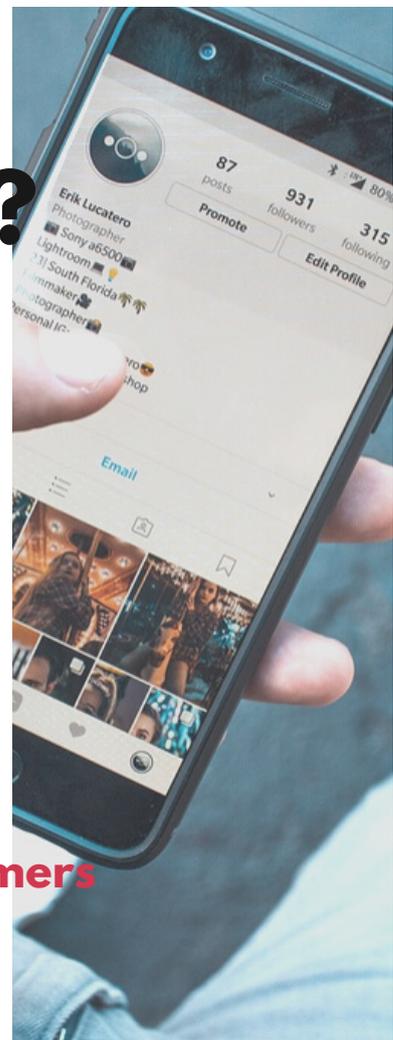
What percentage of the community are beer drinkers? What percentage of the community are coffee drinkers? What percentage of the community are athletes? How far do residents of the community travel to work and where do the majority of them travel to? What do people enjoy in the community and what do they travel out of the community for? All questions that can be answered by the data. It is important for leaders, businesses and influencers of the community to base their decisions on facts. The connected generation rarely interact directly in the community, but their digital breadcrumbs when extrapolated from the data provides a means to create truly personalized services for them.

What is an Omni-Channel Community?

With the transition of consumerism from brick-and-mortar to online retail, brick-and-mortar retailers struggled to keep their audience engaged. In order to keep up with the times, they implemented digital strategies to supplement their brick-and-mortar revenue. The term omni-channel was coined when retailers like Walmart and Target began to realize successes when providing consumers with digital experiences that transitioned into brick-and-mortar experiences.

Following the retail success, an Omni-Channel Community is one that keeps the consumers engaged in the community through multiple channels. It uses several digital and physical channels to seamlessly transition consumers between each, still maintaining the continuity and creating great local experiences.

"Retailers saw success in engaging consumers by creating omni-channel experiences"



IMAGINING YOUR COMMUNITY AS DIGITALLY CONNECTED, DATA-DRIVEN AND OMNI-CHANNEL

A Salesforce survey of 7000 suggested that over 57% of consumers are willing to share personal data for personalized offers.

IMAGINE a digital community that mimics your local community. Where everything that is available in your local community is accessible digitally.

IMAGINE turning your community into a digital marketplace of businesses, events and activities.

IMAGINE a community where every consumer in the community has their own personal digital concierge, giving them recommendations, reminders and making them aware of happenings.

IMAGINE a community where anyone in the community can publish their own free or ticketed public events to showcase a local talent, product or service and make it easily accessible to the rest of the community.

IMAGINE a community where businesses can attract customers by providing them personalized offers like a local restaurant having the ability to offer a beer lover a free beer and a coffee lover a free coffee at the exact same moment or 5% off to someone 5 miles away and 20% off to someone 15 miles

away at the exact same moment or even a combination.

IMAGINE a community that rewards local loyalty and local charity.

IMAGINE a community where experiences start digitally, transitions to physical and turn back to digital to create a continuous loop of experiences and feedback, of providing and learning.

IMAGINE a community where every interaction is measurable and actionable.

WE ARE ON A MISSION TO MAKE THIS A REALITY.

Learn how 'nalytix turns any local community into a digitally connected, data-driven, omni-channel community, into a Groupon style marketplace, a Netflix-style recommendation engine and a Uber-style gig platform, all in one.



IN THE NEWS



BIZJOURNALS.COM

Startup 'nalytix partners with Hartland chamber on connected commerce app - Milwaukee Business Journal

TESTIMONIALS

"Chambers are evolving, and small chambers especially, need to evolve in order to remain relevant. This is one of those tools that allows us to do that." - Lynn Minturn, President, Hartland Chamber of Commerce

"It's a great idea and will be super helpful to all the small business in our area." - Bob, Hartland Business Owner

"amazing product + much needed community concept." - Tiffany, A Hartland Resident

connect with us ✨
WE ARE COMING YOUR WAY

EMAIL
INFO@NALYTIX.COM

PHONE
(262) 312-2180

WEB
WWW.NALYTIX.COM

FOLLOW US ON
FACEBOOK | LINKEDIN | TWITTER

Destination Marketing Plan

Oconomowoc, WI

The Heart of Lake Country



Visit Oconomowoc is the City of Oconomowoc's all-volunteer designated Tourism Commission that meets to implement tourism promotion and development initiatives for our Wisconsin Lake Country area. The organization works with City staff to serve the interests of Oconomowoc's tourism economy by marketing the City of Oconomowoc as an all-season visitor destination.

With this mission at the forefront of our planning process, this 2021 Destination Marketing Plan identifies strategies to attract new visitors while building high levels of loyalty and advocacy and increasing the number of returning visitors. It aims to encourage visitors and residents alike to shop and dine local.

.....

As the lead marketing and promotional commission to attract visitors to Oconomowoc, Visit Oconomowoc is funded by a portion of the 6% Accommodations Tax on short-term stays, commonly known as the "room tax."

Visit Oconomowoc is one of many functions of the Economic Development Department. City Staff working on tourism initiatives consist of the Economic Development Director, and available assistance from the Community Outreach Services Coordinator, Planner/Community Development Specialist, as well as a Marketing Intern. In conformance with Wisconsin State Statutes for tourism promotion and development, Staff manages the marketing for Oconomowoc under the Tourism Commission's oversight. Visit Oconomowoc manages market research, planning, advertising and public relations efforts.

The Tourism Commission is comprised of an all-volunteer committee of members consisting of six (6) members: the Mayor or an Alderman, the Executive Director or a member of the Chamber of Commerce Board of Directors, a representative from the City's hotel and motel industry pursuant to the provisions of Wis Stats §66.0615(1m)(c)1., a representative from the City's retail industry, and a representative from the City's food and beverage industry and a citizen representative.

Project	Description / Action	Working Ideas / Success Gage	Cost
Marketing / Communications Position	Request Marketing Position on the City's Payroll. Currently the position is paid through by donations.	Work with HR Department to get onto the Personal Committee Agenda.	\$30,000 plus Technology and Benefits
Digital Ads / Video Streaming	Visit Oconomowoc will place online digital ads targeting diverse geographic and demographic markets showing what is unique about the Oconomowoc area with an emphasis on off-peak and shoulder seasons.	Success for online digital ads will be measured through click through rates and impressions. Video streaming by Discover Wisconsin. Budgeted and purchased in the 2020 budget.	Range based on if you did FB/ Instagram up to Google Ads ~\$800 per ad.
Video Deployment	Visit Oconomowoc will leverage recent video content targeting identified geographic and demographic markets showing what is unique about the area with an emphasis on off-peak and shoulder seasons.	Existing B Roll	Included in the 2018 Video Contract Budget.
What's Happening Wednesdays	VisitOconomowoc.com will be provided with immediate updates to events, attractions, and all other trip planning resources as needed by Visit Oconomowoc, as well as any social media sites we are using for promotion. Currently doing and placing on all social media platforms.	Create a spotlight on VisitOcon website that is updated weekly.	By Staff.
Photo / Video Library	Visit Oconomowoc will utilize and maintain the photo and video library established and updated to be used for all media to promote what is unique about Oconomowoc and the surrounding area.	Create the ability to incorporate drone footage. Success will be measured by the increase number of images and videos in our library.	By Staff.
Social Media	Visit Oconomowoc will continue to create a social media marketing strategy with a unified voice and message for Facebook, YouTube, and Instagram.	Explore options for Tik Tok, SnapChat, Pinterest. Success will be measured by social media engagement, including followers, likes, shares and web visitation from social media. Data check every 3 months.	By Staff.
Search Engine Optimization	Aggressively optimize and modify website source code meta tags to ensure best possible placement on major search engines.	Success will be measured for the websites by visitor and page views; SEM – key word directed visitors to the website; SEO – visitors, search visitors, non-traditional web visitors, organic placement on Google and other search engines. We expect to set a website visitation benchmark for 2021.	Under Contract with Legit Click Media for 2020.

Project	Description / Action	Working Ideas / Success Gage	Cost
Search Engine Marketing	Keywords will be purchased in Google to promote VisitOcon as an online tourism resource for Oconomowoc.	Success will be measured for the websites by visitor and page views; SEM – key word directed visitors to the website; SEO – visitors, search visitors, non-traditional web visitors, organic placement on Google and other search engines. We expect to set a website visitation benchmark for 2021.	Under Contract with LegitClick Media for 2020.
Short Term Rental Handout	Create a handout to have appropriate process and links to get the property in compliance with renting within the City.	Include - - Ordinance - Where to register - Where to pay %	By Staff.
Virtual Publications / Brochures	Locate web services that provide publications online. More than just a PDF version. Such as one is able to flip pages.	one option used in the past: http://en.calameo.com	By Staff.
Winter Tourism	Create a list of activities / events that would fill the gap of within the winter 'slow time'. Connect with outside lake communities to bring something new / different, that can be modified to an Oconomowoc Style. Also connect with local businesses to offer activities.	Ideas: - Family Friendly New Years Eve Drop - Hamster Balls on Fowler Lake - Football Game (Moonlit Movies Style) - Bike Racers / Moto racers - Dog Sled Rides - Ice Fishing Master Calendar of Tournaments - Hot Chocolate Fest - Community Snowman contest / tour - Bonfire on the Lake - Sledding - Cross Country Ski - Snow Shoeing	By Staff.

6 months

[complete by the end of February 2021]

Project	Description / Action	Working Ideas / Success Gage	Cost
Hotel Room Triangle / Table Tent	Create a partnership with the marketing teams at the individual hotels to design a triangle advertisement for placement in the rooms.	Getting the triangle in the rooms, setting up a redirect to get analytics One fold would be unique to the hotel. Two folds would be advertisement for seasonal Tourism	Print Cost TBD.
Itineraries	Pre-packaged trip ideas are a great way to inspire people to travel to your area. We brainstormed just the surface of what could attract folks to Oconomowoc where many from Minnesota to Chicago would be inclined to roam near home. . . People looking for great getaways that won't break the bank and are in a low key, beautiful setting need to look no more, we have trip ideas for everyone. Here is a list of trip ideas we plan to utilize our in-house talent (ie marketing intern which is a strong position we rely heavily on) to populate on our website, VisitOconomowoc.com As we continue to embrace and enhance this marketing strategy we have discussed more partnerships with local businesses and lodging accommodations to create incentives for people to use these packages to create their trip itinerary.	List of Trip Ideas: <ul style="list-style-type: none"> - Family Getaway – Kids under 5 - Family Getaway – Kids 5 and up - Bachelorette Weekend - Bachelor Weekend - Romantic Getaway - Girls / Guys Weekend - Healthy Weekend for Couples - Going Solo - Bike and Hike - History Buffs - On the Water - Down on the Farm - Go Dog Go - Seniors on the Move - Bicycle Must - Motorcycle - Let's Ride - Kayak / Canoe - Fishing - Paddle board 	By Staff.
Accessory Dwelling Units (ADUs)	In order to expand potential income increases, offer an affordable way for residents to make addition income.	Work with the City Planning Department for: ADU designs, regulations, logistics for rentals	By Staff.
Photo Shoots	Identify what is needed / updates and create a list per season. Create an execution time frame, identify the key 'who, what, where, when' and recruit.	Outdoor Dining Kids/Family Friendly Drone	By Staff.
Mural Program	Expand murals in the Downtown. Oconomowoc's murals are intended to create a public art component and a welcoming visual tapestry, to our Heart of Lake Country destination.	Continue nearly 3-year program. The murals create a public art component and a visual welcome tapestry as the first outdoor mural collection in Lake Country.	By Staff.
Budget 2022	Status Check for 2021 plan	Where we are going and what we need to be.	By Staff.
Marketing / Communications Position	Start recruitment / post job description.	Work with HR Department for job description posted, and people apply.	By Staff.

examples

ITINERARY EXAMPLE:

Family Getaway (ages 5 and up)— Who says you have to take an all expenses trip to a fancy resort to have fun. It's about making memories isn't it? **Oconomowoc** is the perfect destination for the family because it offers a balance of events, shopping, dining and free family fun. Check into two of our top accommodations – yes of course they have a pool – the **Staybridge Suites and Hilton Garden Inn**. The Staybridge offers a free happy hour with snacks and drinks not to be missed and the youngsters can pick breakfast at the Hilton as the chef cooks up their made to order breakfast fresh!

Energized and ready to explore the area, you can start the day with a walk around **Fowler Lake**. This community walking path is a well-loved and worn route where you have a view of two lakes nearly the entire two-mile trip. The route runs past beautiful **Fowler Park** which has a playground, lakeside seating, tennis and basketball courts. Then wind your way back to **downtown Oconomowoc** where the entire family will enjoy exploring the boutiques and diverse lineup of stores including candy, toy, art, outdoor and more!

Lunchtime calls for a tough choice between several **authentic restaurants** featuring Mexican, Indian, Irish or very creatively played American cuisine. Don't forget dessert! Downtown is home to shops featuring **hand scooped ice cream** and delicious, **authentic Italian gelato**. Or we have our very own **French pastry shop** in Downtown Oconomowoc. Folks line up each morning for the heavenly pastries and croissant that come out of **Fresh Baked's** ovens. Parents can fuel up on a sweet treat too or grab a handmade **coffee, espresso or cappuccino**.

Afternoons can be spent on the **lakes**. **City Beach** has all the **watercraft** for you to explore the lake. Don't want to paddle? Then just sun in the sand at the beach. Want to move faster? Try renting an **electric bike** from Downtown business **Moboervo**.

If you're looking for dinner ideas you can always try that Downtown eatery that you missed for lunch, or you can venture out to other fun places like **Maxim's Depot** a former train station; **SteelTank Brewing Co.** or **Lucky Chucky's** overlooking neighboring Silver Lake.

Whatever your agenda, fast, slow, indoors or out, your family can find the perfect combination in Oconomowoc. Don't forget to check the **calendar** before you go! Oconomowoc is home to many great events all year round!



12 months

[complete by the end of August 2021]

Project	Description / Action	Working Ideas / Success Gauge	Cost
Photography Contest	Engage amateur photographers to capture images that can be used for further promotion. Builds awareness of Oconomowoc as well.	Needs to have a large incentive to attract participation and worthy submissions.	TBD
Influencers / Bloggers	<p>These influencers have attained notoriety or respect by being a voice in their community – they could be local artists, campaigners, volunteers, sports coaches, etc. Follower counts can vary, but in rough numbers, you’ll usually find them sitting between 800 and 5,000. These people are not professional influencers, nor are they trying to be. They are defined by their position or profession in the community first.</p> <p>Hyperlocal influencers are a growing subset of micro-influencers, who have been giving A-list celebrity influencers a run for their marketing money in recent years. In fact, micro-influencers, with their smaller sets of followers, can generate engagement rates up to 60 percent higher compared to higher-profile influencers with much bigger follower lists.</p>	<p>Morgan Baker (findingherwayblog), born and raised here 4,582 followers Mainly focuses on shopping/ fashion, shop local?</p> <p>Khillfit, Illinois Fit/family focus 150,000 followers</p> <p>Lake Country Mom, already does local stuff All things local 3,736 followers</p> <p>Lee Pamittal, Local Already tags us in a ton, maybe could collaborate in an itinerary 18.7 k followers</p> <p>Dana Ivy ,Chicago Fashion and family (mom life) 10.5k followers</p> <p>A Phemomenal life, Chicago 2,540 followers Family/ lifestyle blogger</p>	TBD
Healthcare Partnership	Meeting with Rogers/ProHealth/Aurora marketing teams to educate where contracted employees stay. Do they have specific needs/desires while they are in Oconomowoc on a limited bases? Get in the forefront of their information dispersement to their employees and patient families.	What marketing materials/handouts do we need to create for them to disperse? Create a Welcome Bag / Folder	By Staff.
Industrial / Corporate Partnership	What established businesses have employees / contractors on long stays? Where do they stay? Be on the forefront of their information dispersement.	What marketing materials/handouts do we need to create for them to disperse? Create a Welcome Bag / Folder	By Staff.

Project	Description / Action	Working Ideas / Success Gage	Cost
Tourism Website	Update each page to have fresh content and match the recommended word count and increase use of keywords on each page for SEO. This will help our website on google and other search engines.	Already posted new content on dog friendly places and developing list for more content ideas for each page. Success will be measured by analytics and SEO feedback.	By Staff.
Drone Footage	Will work with 3Barn to develop library of video footage which will include events, landscape, downtown, shop local, new developments, etc. This library of footage will then be usable for future video marketing and b-roll for future projects for Visit Oconomowoc website and social media.	Marketing Intern is working on getting a drones license to help complete this project. Success based on creating updated footage available for any topic/video.	By Staff.
Mural / Art Brochure	Create a walking tour to showcase the Murals and Art installations in the Downtown.	Ideally it would be tri-fold brochure, but could be expanded to a mini-booklet. Size will be based on information available.	By Staff.
Fowler Lake Banner Program	Create a banner program for the newly installed light poles in the Fowler Lake Parking Lot. Highlighting VisitOcon and our special events.	Measure each banner location in the designated banner area. Design template. Solicit Event Directors. Prep for 2022 Event Season	By Staff.

24 months

[complete by the end of August 2022]

Project	Description / Action	Working Ideas / Success Gage	Cost
Welcome Center	<p>Have a tourism hub location that is located with easy accessibility to the public /street access. Our visitors / community members need access to information and this Welcome Center would fill that gap in the community.</p> <p>This could offer greater assistance for events, and event organizers that happen within the City that add value to our residents quality of life.</p>	<p>Utilize the old Police Department for offices for DOBA, Chamber and Tourism/Community Development. Would host also as a Downtown event space collaboration / co-op. Utilize the east garage stall for event prep/execution. Incorporate public restrooms in the remaining two stalls. - Event shared space, conference room</p> <ul style="list-style-type: none"> - Staffed by City, Organizations, Seniors, and Volunteers (rotate coverage) - Sell Oconomowoc themed merchandise - Consolidated dumpster (potential location) - Rental/Item check out (ie garbage cart) - Utilize the grass/short approach to the garage area to offer additional seating/picnic tables, bike rack and bike service center. - Funding potential: AARP Quick Challenge Community Grant, OAF 	TBD
Pre-packaged Deals	Create and off pre-packaged deals that would include assigned times and reservations. (Mini-Ocon Travel Agent)	<p>Weekenders: Friday - Sunday or Saturday - Monday</p> <p>Weekies: Tuesday - Thursday</p>	By Staff.
Tour Guides	Train Staff and advertise different City Tours Create our own tours, including transportation and/or join an outside group's tour that showcases Oconomowoc.	Historical, Boat, Walking, Haunted, Cemetery	By Staff.
Tour Bounce Backs	Offer a bounce back to outside tour groups. Create a voucher that can be exchanged/ redeemed for their next visit.	Could be in a form of a numbered voucher that would be redeemed for a gift card.	By Staff.
Gift Card	Offer gift cards for purchase that would be valid for most businesses throughout the City of Oconomowoc.	City-wide friendly, not just based on specific organizations membership.	TBD.
Shop Local Coupon Book / City Tins	Create a Oconomowoc specific shop local coupon book, similar to the City Tins currently available.	Can be designed and utilized as a community fundraiser and awareness program.	By Staff.
Marketing / Communications Position	Full Time	Person working full time on marketing and communications initiatives.	By Staff.

long term

[timeframe unknown]

Project	Description / Action	Working Ideas / Success Gage	Cost
City Shuttle / Trolley	Design a City Shuttle / Trolley loop that would incorporate the City's major commerce centers. This shuttle would also allow for visitors an alternative way to explore the City.	Maximize the locations along the WIS 67 route from I-94 to Downtown. This could also be used during MAJOR events (ie. Festival of the Arts, Fall Fest, German Christmas Market) to shuttle patrons to and fro large parking lots to the event location.	TBD
Geocaching	Outdoor recreational activity in which participants use a Global Positioning System receiver or mobile device and other navigational techniques to hide and seek containers, called 'geocaches' at specific locations marked by coordinates.	Create a specialized Oconomowoc themed 'geocaches' and hide throughout the City. Rotate seasonally. Work with local enthusiasts to develop program.	By Staff.
Scavenger Hunt(s)	Create games in which we would prepare a list of specific items, which participants seek to gather or complete all items on the list, usually without purchasing them.	Design for Adults, Seniors, and Kids Rotate seasonally.	By Staff.

PUBLIC WORKS

Date: September 1, 2020
To: Committee of the Whole
From: Robert Magnus, Mayor
Re: Banner for Special Event Notification

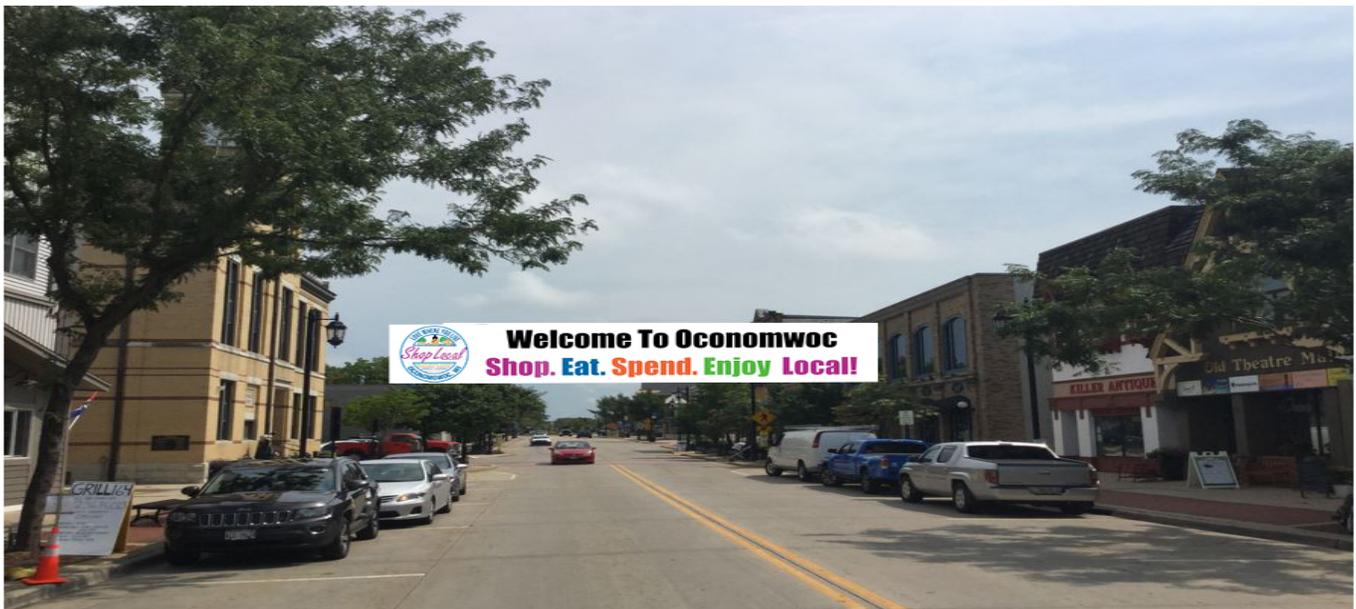
RELATES TO THE STRATEGIC PLAN

Although not specifically listed, this would fall under:
IV Improve Our Quality of Life Assets
C. Support Community Events and Opportunities for Residents

BACKGROUND

Based on Wisconsin Department of Transportation information, an average of 15,000 vehicles per day travel through the City on Wisconsin Avenue. Many of these vehicles are operated by those that live outside of our community and therefore not aware of all of the great events held here throughout the year.

To take advantage of the highly traveled Wisconsin Avenue corridor, we did some initial investigation of what it would take to have a banner placed above the street between City Hall and the Avenue Square Mall, 175 E. Wisconsin Avenue. This location was selected as it allows for the use of a City building. Shown below are very preliminary ideas for the banner.





ADDITIONAL ANALYSIS

There are several tasks that need to be completed to develop this concept from a preliminary idea to having a banner in our downtown viewed by 15,000 cars per day:

- Council Support
- Identified Funding Source
- Agreement with Property Owner at 175 E. Wisconsin Avenue
- City Policy for Use of the Banner Area
- Engineering for the Connections to the Building
- Certified Contractor for the Installation
- Banner and Materials Purchase

FINANCIAL IMPACT

We will have some rough cost estimates for our discussion on Tuesday, September 1, 2020.

RECOMMENDATION

Discussion to determine support for the concept.

SUGGESTED MOTION

Provide City Staff with direction to move, or not move, forward to develop the concept for Common Council action.