



Downtown Economic Development Planning Citizens Survey Summer 2008

Results Summary

Quick Facts:

- Survey developed at the request of the Village Plan Commission by Village of Oakfield President Terry Dietzel in conjunction with the Bank of Oakfield, Fond du Lac County Economic Development Corporation and Fond du Lac County UW-Extension.
- Surveys distributed in 390 July water bills and returned at drop boxes in the Bank of Oakfield & Village Office/Library.
- 103 (26%) surveys returned. Incentive offered by Bank of Oakfield.
- Results tabulated and analyzed by UW-Extension.

Question 1: What area do you think of as downtown?

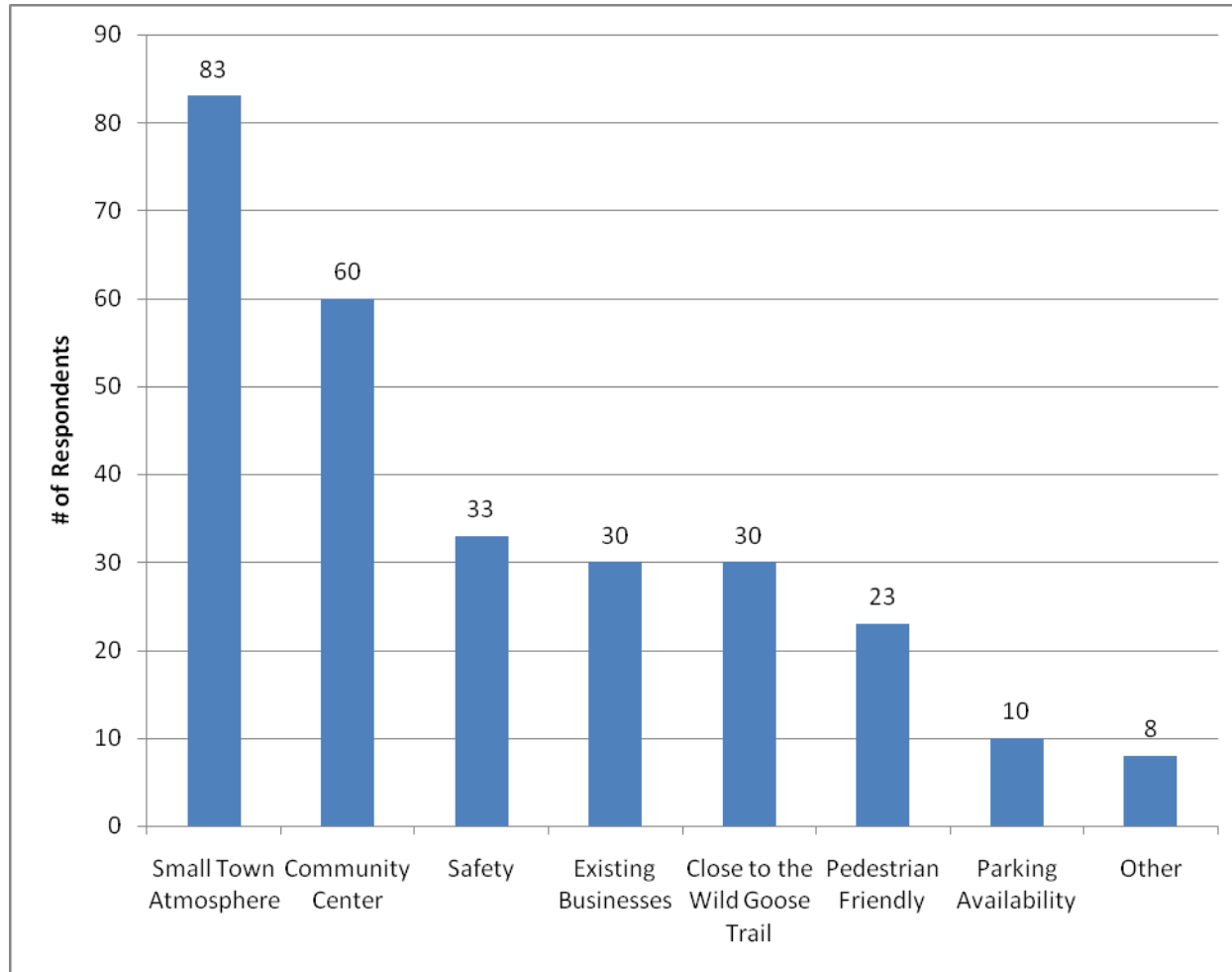
(Choose 1 response)



# of Respondents	Where is Downtown?	Map Color
35	Main from Waupun to Church	Yellow
34	Main from Gilson to Church	Green
21	Parts of Main & Church	Yellow & Blue
7	Main from Gilson to Hubbard	Orange

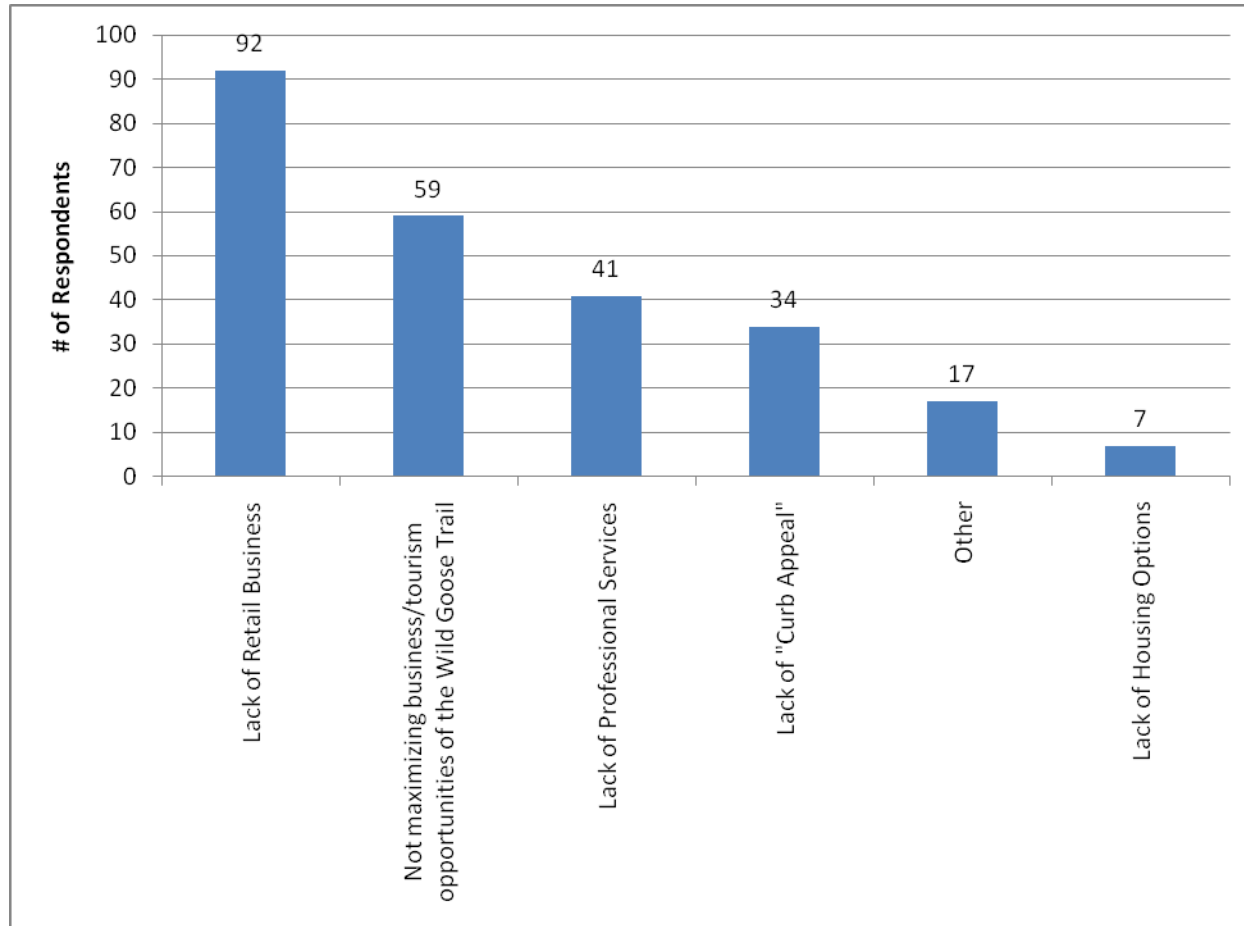
Question 2: Thinking about the downtown as you defined it above, what is downtown Oakfield's greatest strength?

(Choose 3 responses)



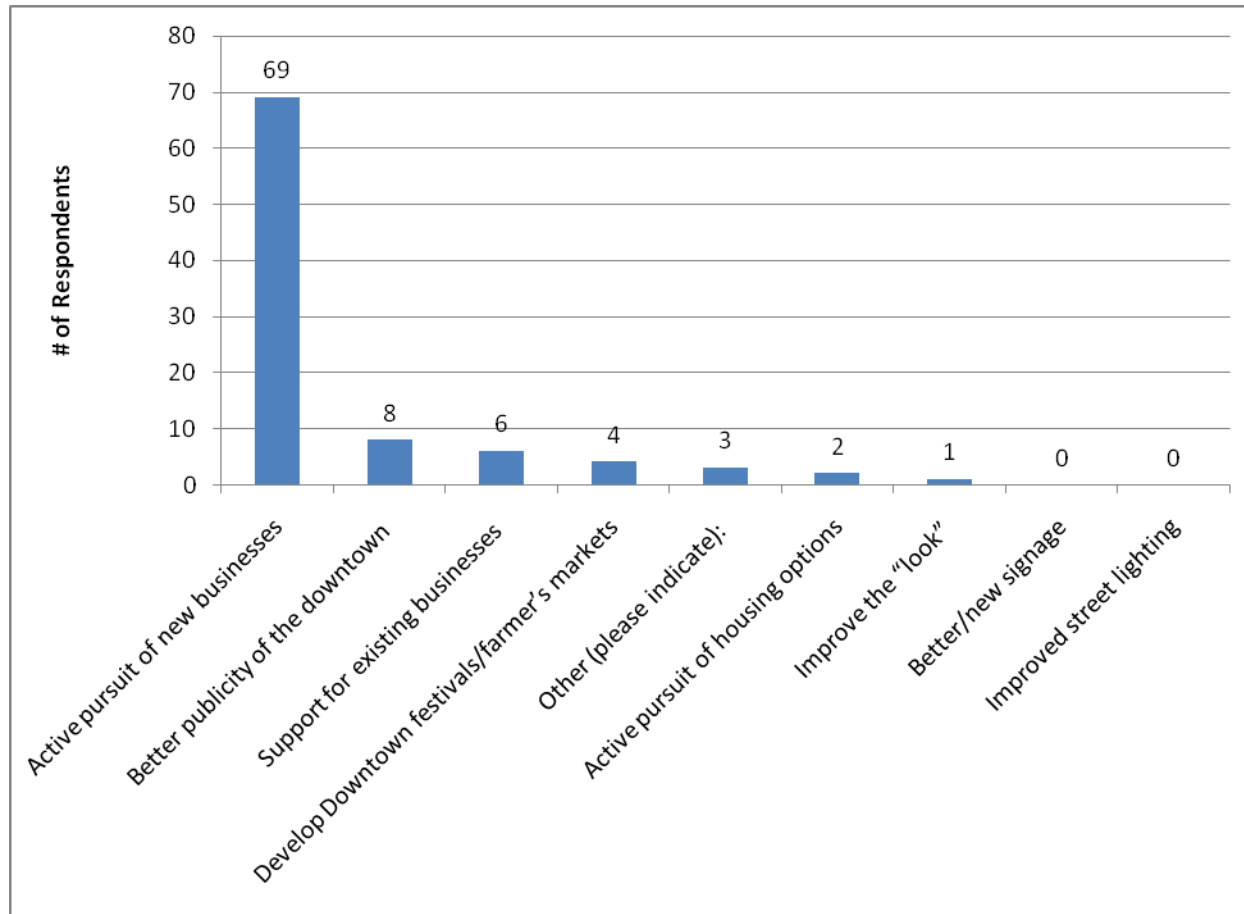
Question 3: Thinking about the downtown as you defined it above, what is your biggest concern about Oakfield's downtown?

(Choose 3 responses)



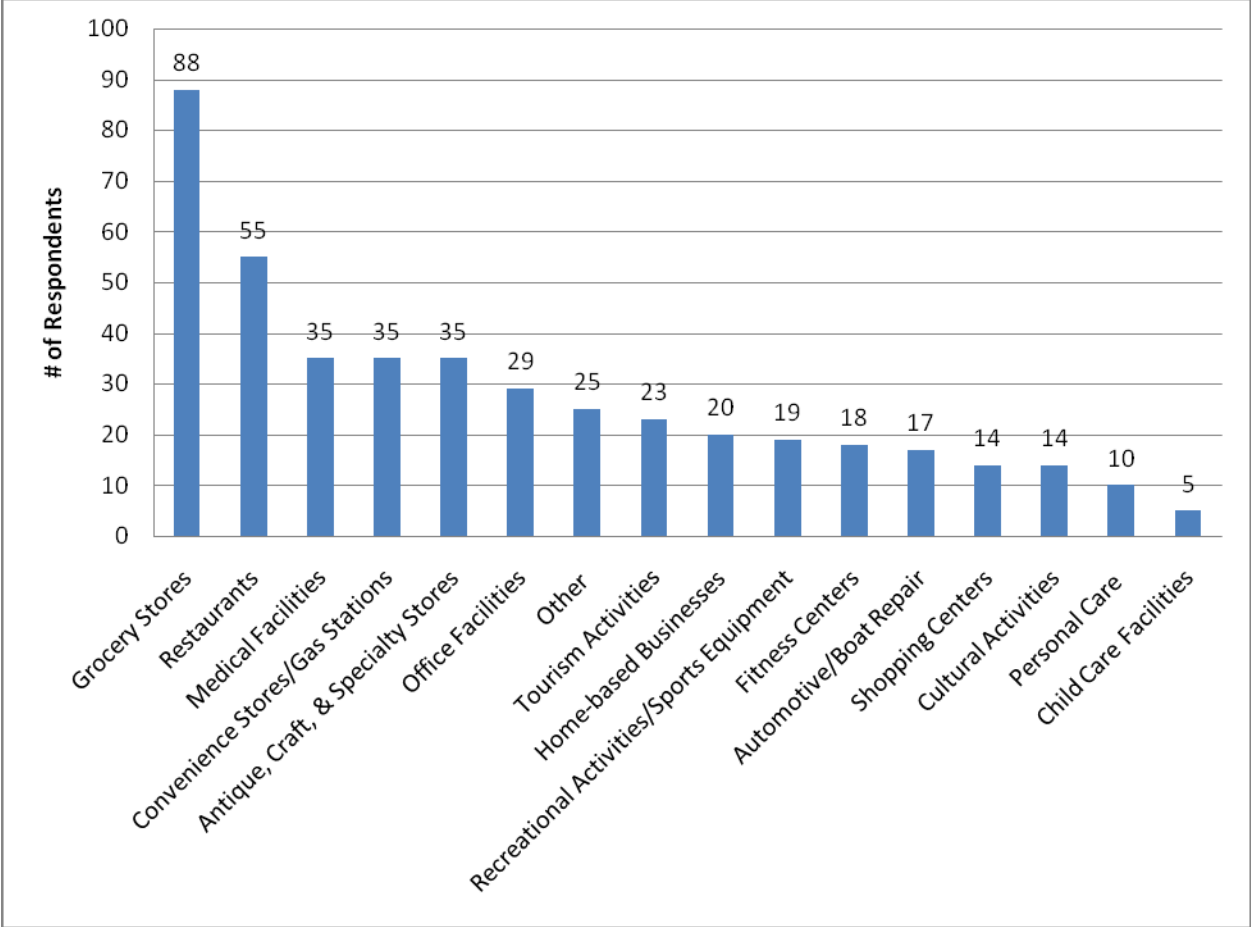
Question 4: If Oakfield only did one thing to improve our Downtown, which one would you suggest?

(Choose 1 response)

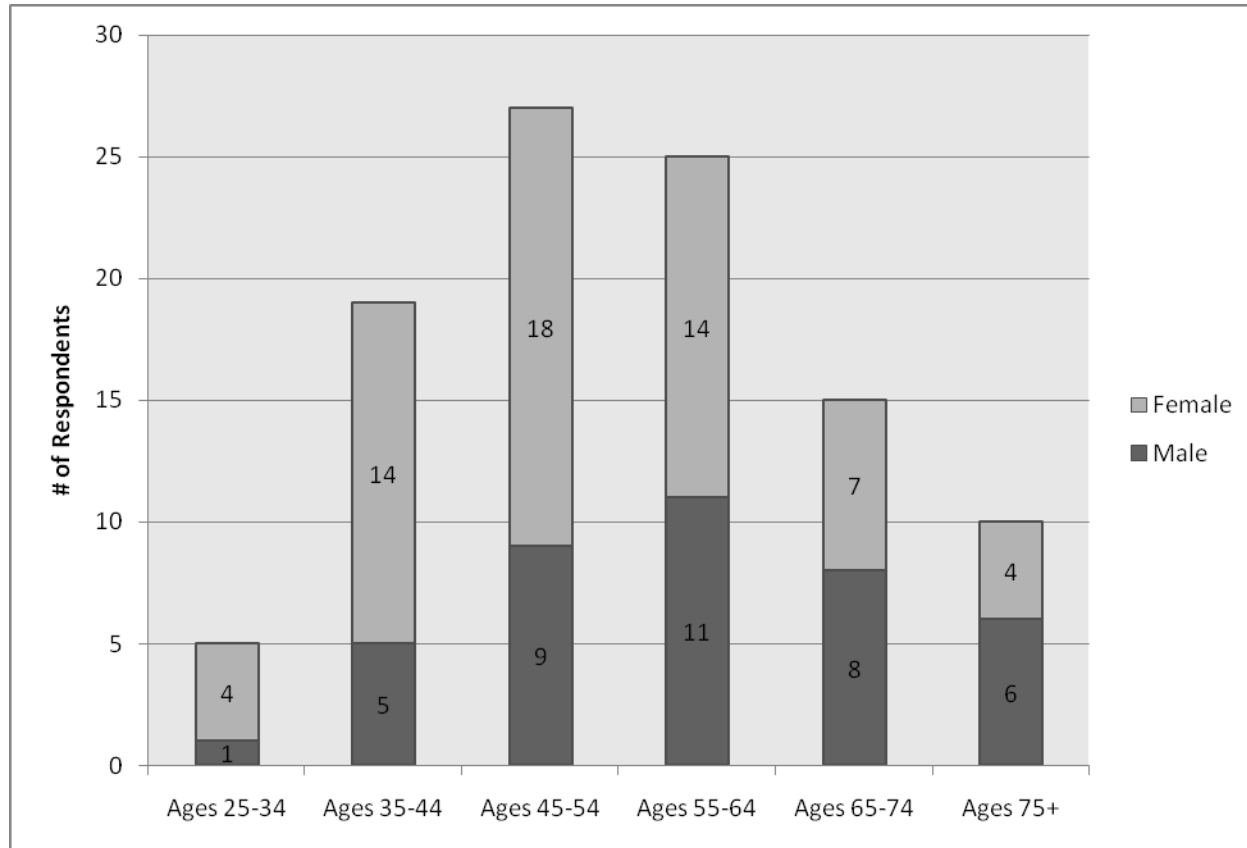


Question 5: Please indicate below what your preferences are for new businesses, services, retail facilities, and/or general experiences that you would like to have someday in Downtown Oakfield.

(Choose 5 responses)



Questions 6 & 7: Gender & Age of respondents.



Summary

- The top 2 concerns about downtown among survey respondents is the lack of retail business and the underutilization of the Wild Goose Trail for business or tourism opportunities.
- Residents who responded to the survey most enjoy the “small town atmosphere” of Oakfield.
- Most survey respondents believe “active pursuit of new businesses” is the #1 priority for improving downtown.
- Grocery stores & restaurants top the priority list for businesses residents would like to see in Oakfield someday.

Discussion

- What is the Plan Commission already doing or what can you do to promote and enhance the “small town atmosphere” that your residents enjoy?
- What are the thoughts of current business owners in Oakfield? Why are they here? Why do they stay? What else do they think would help with recruitment of new establishments?
- What role does the Plan Commission play in business recruitment? How can you best coordinate with existing businesses, FCEDC, & other community partners to make this a great environment for new businesses?

Food for Thought:

“3 out of 4 Americans under the age of 28 said a cool city is more important than a good job.”

As our society becomes more mobile and electronically connected, people are choosing where to live based on quality of life aspects of a community more than by where a job is. Creating a unique atmosphere in Oakfield’s downtown which is attractive to current & new residents will be increasingly important for fostering entrepreneurship & new business development in Oakfield.

Rebecca Ryan. 2006. “Live First, Work Second.” Next Generation Consulting.