If we can excite this community, that’s 70 percent of the job.

Bob Duffy
City of Oconomowoc Bureau of Economic Development Director
## Oconomowoc Downtown Revitalization Plan and Market Analysis
### Public Vision Forum No. 1

**Exercise 1:** Individuals write on a 4 x 6 notecard:

- Three things that they like about downtown Oconomowoc—things they feel make downtown Oconomowoc a special place that should be preserved and enhanced.
- Three things they dislike about downtown Oconomowoc—three concerns or issues they have about the downtown (physical concerns, social issues, etc.)

<table>
<thead>
<tr>
<th>Likes</th>
<th>Dislikes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incredible potential</td>
<td>General decline of buildings</td>
</tr>
<tr>
<td>unique geography</td>
<td>land use</td>
</tr>
<tr>
<td>ability to attract people</td>
<td>transportation (within town) circulation</td>
</tr>
<tr>
<td>Oconomowoc's downtown history</td>
<td>use of real estate</td>
</tr>
<tr>
<td>diversified store selections</td>
<td>road traffic</td>
</tr>
<tr>
<td>trees lining the sidewalks</td>
<td>garbage dumpsters not enclosed</td>
</tr>
<tr>
<td>lakes access</td>
<td>road conditions</td>
</tr>
<tr>
<td>feeling of small community</td>
<td>empty stores</td>
</tr>
<tr>
<td>able to walk to everything</td>
<td>buildings in need of work/bad condition</td>
</tr>
<tr>
<td>Lakes</td>
<td>signage for parking</td>
</tr>
<tr>
<td>togetherness of businesses</td>
<td>the buildings many in poor condition</td>
</tr>
<tr>
<td>friendly employees</td>
<td>traffic - not pedestrian or bike friendly</td>
</tr>
<tr>
<td>Lakes</td>
<td>unattractive access/walkway - view from parking areas not attractive</td>
</tr>
<tr>
<td>&quot;Natural green areas&quot; city beach, village green</td>
<td>back of stores on lakeside</td>
</tr>
<tr>
<td>person-friendly business</td>
<td>poor access for bicycles - not user friendly</td>
</tr>
<tr>
<td>lake</td>
<td>lakefront used for parking</td>
</tr>
<tr>
<td>stores</td>
<td>empty stores</td>
</tr>
<tr>
<td>historic architecture</td>
<td>beauty shops and law firms too many</td>
</tr>
<tr>
<td>historic buildings</td>
<td>not enough choices (stores)</td>
</tr>
<tr>
<td>lakes</td>
<td>entrances to city from east to west Hwy 16</td>
</tr>
<tr>
<td>existing stores</td>
<td>traffic</td>
</tr>
</tbody>
</table>

There is nothing that I dislike. I have lived in Oconomowoc for 79 years and 2 mos. and I like everything.
Establish A Plan......
Downtown Oconomowoc is the historic center and heart of the community where all facets of community life come together: retail, services, government, neighborhoods, employment, transportation, and recreation.

More than any other part of the city, downtown defines Oconomowoc as a community.
Downtown in Progress

Map & Ordinance

LEGEND
- Focus Area Boundary
- East Concord Road
  25’-40’ Building Height
- West Wellington Street
  30’-60’ Building Height
- West Wisconsin Avenue
  40’-70’ Building Height
- East Wisconsin Avenue
  30’-60’ Building Height
- 40’-70’ Building Height

- Vision Corner
- Significant Architectural Feature To Be Located Here
- Important View Points
- City Hall
- 50’ Buffer
- Circle Plaza
- 50’ Buffer

Life comes NATURALLY here
The Finished Product
A Roundabout in Downtown

Seriously?

Life comes naturally here
Gateways – The Heart of Lake County

A Welcoming Entrance
City’s Home on the Lake

Community Center
Village Green

Aerial: Before Status
Village Green

People want to be there
Waterfront Concept

2016 - Fowler Lake

Village Green
Section One

Boardwalk & Dock
Section Two

Boat Launch & Park
Section Three

Life comes naturally here
Partnership leads to reimagined gathering space in Oconomowoc
Fowler Lake Waterfront
Partnerships in Progress

Veteran’s Memorial Park

Life comes here
Remove Barriers

invest

ECONOMOWOC
Life comes naturally here
Building a Destination

Keep your image Exciting

DINE
CREATE
ENJOY
LIVE

Lakes
Heritage
People
Vibrant
Creative

invest
promote
attract
+

the heart of lake country

Life comes NATURALLY here
Promoting the Destination

Wayfinding

invest

promote

DOWNTOWN OCONOMOWOC
the heart of lake country

2 MILES

PARKING

WISCONSIN AVE

Community Center
Museum
Memorial Park
Lac La Belle
Fowler Lake

Life comes naturally here
• Leveraging partners to collectively promote the area
Tell YOUR Story

Our own Photo Shoots

promote

CONNECTING COMES NATURALLY HERE

Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethnic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.

DOWNTOWN OCONOMOWOC

Life comes NATURALLY here
Now what?

What do you do?

Public Investment but No Businesses
Business Loan Pool

Public/Private Partnership

- Capitalized by a local community bank to meet CRA requirements
- Resulted in 56 new businesses downtown since 2010
Provided $455,000 of incentives, which has resulted in $2.8 million worth of investment.
Proof of Business Investment

Façade Program

Sherpers

Life comes naturally here
Borrow Ideas – Seriously!

Original Idea seen in Beaufort, South Carolina

installed on Lac La Belle
In Oconomowoc, Wisconsin

Just Do It
Alley Enhancement

Unexpected Experiences
Education to Break a Perception

1,040 spaces +

DOWNTOWN OCONOMOWOC
the heart of lake country

DOWNTOWN PARKING MAP

LEGEND

- Downtown
- Pedestrian Walkways
- Public Parking Lots
  - P1: City Beach Lot - 49 spaces
  - P2: Campus Lot - 55 spaces
  - P3: Campus Lot - 114 spaces
  - P4: Campus Lot - 45 spaces
  - P5: Campus Lot - 122 spaces
  - P6: South Street Lot - 16 spaces
  - P7: Legion Lot - 19 spaces
  - P8: Veterans Memorial Lot - 20 spaces
  - P9: Village Green Lot - 13 spaces
  - P10: Fowler Lake Lot - 154 spaces
  - P11: S. Main Street Lot - 19 spaces
  - P12: Collins Street Lot - 187 spaces
  - P13: St. Paul Lot - 17 spaces
  - P14: Third Street Lot - 30 spaces

*Downtown Oconomowoc has 1,040 public parking spaces, with an additional 180,000 on-street spaces, and 960 public parking lots.

Life comes naturally here.
The Result

Today
We didn’t do this alone
- Lots of in-kind donations and time

Who gets involved in the Downtown Oconomowoc the “heart of our community”? 
- Partnerships
- Sponsorships

Partnerships
Historic Walking Tour

Around Beautiful Fowler Lake
Oconomowoc, Wisconsin
Partnerships / Donations

- Downtown sparkles thanks to donations
Chili-Fest

Last Saturday in January
Music at City Beach

Summer: Twice a Week

invest

promote

attract

+
**Festival Week**

**Tuesday, August 16th**

**Kid’s Fest**
Roosevelt Park ~ 9 a.m. - 1 p.m.
Free Family Entertainment, Refreshments, Inflatables and Games.
www.facebook.com/Oconomowoc-Kids-Fest

**Kid’s Day**
City Beach ~ 1:30 p.m. - 3 p.m.
Free Fun Beach Activities
Sandcastle Contest at 3 p.m.
www.oconomowoc-wi.gov/parks

**Wednesday, August 17th**

**Mid-Week Farmer’s Market**
Village Green ~ 4 p.m. - 7 p.m.
Fresh * Local * Fun
www.oconomowoc.org

**Yoga on the Green**
Village Green ~ 6 p.m.
Free, Donations Welcomed

**Legion Band Concert**
City Beach

**Thursday, August 18th**

**Badgerland Water Ski Show**
Fowler Park ~ 6 p.m.
Enjoy the Free Show
www.badgerland.org

**Moonlit Movies**
Downtown ~ Dusk
Free Family Movie on a Giant Screen in the Street
www.moonlitmovie.org

**Friday, August 19th**

**Free Fridays**
City Beach ~ 1:30 p.m. - 3:30 p.m.
Free Stand-Up Paddle Boarding

**Bands at the Beach**
City Beach ~ 7 p.m.
Featuring Highfield Drive
www.oconomowoc-wi.gov/parks

**Saturday, August 20th**

**Farmer’s Market**
Downtown, South Parking Lot ~ 7:30 a.m. - 12 p.m.
www.oconomowoc.org

**Festival of the Arts**
Fowler Park ~ 10 a.m. - 5 p.m.
www.oconomowocarts.org

**Fowler Lake Pontoon Boat Shuttle**
Downtown, North Parking Lot ~ 10 a.m. - 5 p.m.
www.downtownoconomowoc.org

**Sunday, August 21st**

**Legion Band Concert**
City Beach ~ 7:30 p.m.

**Light Up the Lake**
Boat Parade & Fireworks
City Beach ~ 9:30 p.m.

**Festival of the Arts**
Fowler Park ~ 10 a.m. - 5 p.m.
www.oconomowocarts.org

**Fowler Lake Pontoon Boat Shuttle**
Downtown, North Parking Lot ~ 10 a.m. - 5 p.m.
www.downtownoconomowoc.org
Wizard of Oz
Premiered in Oconomowoc
Day in Photos

Aug. 13: Over 2,000 viewers watch "The Wizard of Oz" in Oconomowoc, Wisconsin, shown in celebration of the film's 70th anniversary. Oconomowoc was the site of the films world premiere in 1939.

John Hach/AP

Related Content:
- More Day in Photos Galleries
- Washington Post Photo Store
- Camera Works Front
Oz Plaza & Emerald City Mural

Mural Completed Aug. ‘21
Showcasing our history

Eye-Catching & Inviting: Visitors desire to stay longer and then have a story to tell.

2014

75th Anniversary Downtown Movie Celebration by Moonlit Movies

2019

80th Anniversary Oz Characters

Emerald City Mural Setting the Backdrop

The Entire Design Proposal is on City Property

#VisitOcon Non-Stop - Year-Round

E. Wisconsin Ave.

2021

Fowler Lake Parking Lot

North Gateway

City Hall Garage

Dumpster Relocated

Screened Utilities

Curbed Pathway

Living Wall

Grill 164

Emerald City Mural

Oz Characters Enhancements

Oznoo Mural

Life comes naturally here

Creating an inviting alleyway for the community

Hanging Lights

Yellow Brick Path

Poppy Screen

Oconomowoc

All - Open Community Seating

Historic City Hall
Sister City Relationship

German Christmas Market

invest

promote

attract

Kreisstadt Dietzenbach
Delafield Citizens for Responsible Growth and downtown business owners. They argue the development would provide an economic boost for the city, which they said is lagging behind other Lake Country communities in economic development. "We are losing our businesses and we are losing our customers to Oconomowoc," said Paula Hornbeck, owner of Eye Candy, an eyeglass frame retail store. "I hate to admit that Oconomowoc has become cooler than Delafield." added Brian Kennedy, the manager of B Fitness center.
New Impressions

What makes us Special

- People
- Activities
- City
- Shopping
- Lake
- Town
- Parking
- Downtown
- Restaurants
- Music
- Community
- Lake Nagawicka
- Development
- Beer-garden
- Nature
- Communities
- Life comes naturally here
Come Experience Ocon!

www.visitoconomonowoc.com
Bob Duffy
Economic Development & Tourism Director

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rduffy@Oconomowoc-wi.gov