

EVOLVE DOWNTOWN



WISCONSIN DOWNTOWN ACTION COUNCIL'S 2024 DOWNTOWN SUMMIT

MONDAY, MAY 20, 2024

River City Church, 613 N 5th Street, Wausau

10:30am

Registration

11:00am

Welcome by WDAC Board President, Jeff Sachse

11:15am

Community Placemaking:

Learn more about the power of community economic development to create vital places and prevent their decline; vital places that not only enhance our attachment to our community, but also contribute to its economic growth. Community placemaking is a dynamic process and a tangible way to engage our community in building our community with the potential to breathe greater meaning into our surroundings, making them more appealing and inviting.

Presented by: Todd Johnson, Land Use & Community Development Specialist, UW-River Falls (Extension) & Todd J Barman, Downtown Development Specialist, UW Madison Extension

12:00pm

Lunch and AARP Presentation

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. Hear what AARP has been doing and learn their plans for the future; from sharing practical resources, to holding fun activities and events, AARP provides opportunities for downtowns statewide.

1:30-4:30pm

Out & About Tours (*chosen at registration*)

A. Historic Restoration:

Visit four sites that have evolved to remain essential pieces of the downtown landscape including the Landmark (hotel to affordable housing conversion and restoration), Federal Lofts (federal courthouse and jail to affordable housing conversion), The Grand Theater (historic restoration and preservation) and the Wausau Chamber of Commerce (train depot conversion).

B. Riverfront Development:

This tour, led by City of Wausau City Planner Brad Lenz, focuses on the importance of the River across a variety of evolutionary fronts. Highlights will include: Riverlife apartments (first residential development on the riverfront), Native plantings, daylighting Stenchfield

Creek, and water management in development, Wausau on the Water (WOW) – first and only (so far) restaurant and bar on the riverfront and Briq’s ice cream kiosk (City built, leased space for riverfront amenity) and playground.

NOTE: Both tours will culminate at the Imaginarium – the newest addition to Wausau’s downtown fabric and a big economic driver that bridges the past and future of Wausau and Marathon County.

4:30-5:30pm Free time to check in to the hotel, network or explore the downtown.

5:30pm **Welcome Reception at the Leigh Yawkey Woodson Art Museum, 700 N. 12th Street**
a proud partner of the new state art collective, Wisconsin Art Destinations. Enjoy networking, dinner, and the exhibition, A Civic Wilderness which invites you to reflect on the intricate relationship between the urban and the natural.

TUESDAY, MAY 21, 2024

Today’s Summit sessions will be held at the Jefferson Street Inn, 201 Jefferson Street, Wausau

7:30am Registration (For those who were unable to attend Monday’s sessions)

8:00am Welcome by Mayor of Wausau, Doug Diny, and WDAC Board President, Jeff Sachse

8:30am Governor Invited

8:45-10:00am State of Downtowns Panel

Moderated by Jeff Sachse and including panelists from around the state: Liz Brodek-City of Wausau, Jennifer Stephany- Appleton Downtown Inc, Jordan Nordby-Main Street Monroe, Beth Wierik-Milwaukee Downtown Inc, and Mary McPhetridge-Ashland Chamber of Commerce.

WDAC Annual Report Presentation

10:00am Exhibitor Fair, Coffee and Networking Break

10:30-11:15am Choice of Breakout Sessions (learn more on Eventbrite):

Transforming Downtowns: Low-Investment, High-Impact Strategies for Sustainable Communities:

This session goes beyond theory, offering case studies, a mock community workshop, and tangible solutions to empower Wisconsin downtowns to evolve to meet new economic challenges and emerging community desires relevant to both major metropolitan areas and remote rural communities.

Presented by: Melissa Hunt, Economic Development & Planning Specialist, Ayres Keely Campbell, Geologist & Manager of Development Services Midwest, Ayres

Public Market Development:

Explore the challenges and triumphs of the \$12+ million redevelopment of the Old Fort Square facility into the Green Bay Public Market, which is expected to attract more than one million visitors to downtown Green Bay annually.

Presented by: Brooke Hafs, Director of Development, On Broadway, Inc.
Brian Johnson, Executive Director, On Broadway, Inc.
Kristan Sanchez, Market Area Leader – Planning, GRAEF

11:15-12:00pm Choice of Breakout Sessions (learn more on Eventbrite):

Brookfield Depot:

Hear about the “spark” for the Brookfield Depot project, the different roadblocks and paths to success, coordination challenges, planning/zoning requirements, layered financing, and the many “best practice” lessons learned over the 6 years it took to complete the project.

Presented by: Richard VanDerWal, Planning Administrator, City of Brookfield
Todd Willis, Village Administrator, Deerfield

Dodgeville Pop Up Town Square:

Hear how the Dodgeville Pop-up Town Square came to be and has grown into an event that lasts for 16 days during the month of July.

Presented by: Barry Hottmann, Community Development Educator, Iowa County,
University of Wisconsin-Madison, Division of Extension

12:00pm Lunch and Creative Placemaking Panel led by Anne Katz, Director of Create Wisconsin.

Hear stories and learn about models of creative vibrancy in communities large and small throughout the state.

1:30pm Mastering Event Evaluation:

Discover the art of transforming downtowns into vibrant destinations with the help of event evaluation. Learn how to measure event success, make informed decisions about their future, and strategically target demographics. We'll show you how to unlock the secrets to downtown success, free up time for more effective initiatives, and watch your downtown thrive.

Presented by: Adriana Humbert - Promotions Manager - WEDC/WI Main Street
Amy Krupp - Executive Director - Downtown Fond du Lac Partnership, Inc.
Kelly Kruse - Executive Director - Downtown Racine Corporation

2:15pm Exhibitor Fair and Networking Break

2:30pm Keynote Presentation by Jeff Siegler.

Jeff Siegler is the driving force behind Revitalize or Die, a platform dedicated to helping individuals and organizations thrive in the face of change and adversity. With a background in coaching, consulting, and entrepreneurship, Siegler brings a wealth of experience to his work. Siegler's approach today is rooted in practicality and optimism, empowering his audience to embrace challenges as opportunities for transformation and renewal of their downtowns.

4:00pm Summit Announcements, Drawings and Wrap Up

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REDEVELOPMENT
RESOURCES



NEW THIS YEAR:
FREE BONUS SESSION WEDNESDAY,
MAY 22, 8:30-10am
WDAC/WEDA ACADEMY

Jeff Seigler presents a follow up to his Tuesday presentation on The Power of Place in downtowns. Today's session will focus on economic development in the evolution of downtowns and how that translates to big picture success. By focusing on actionable strategies and insights while emphasizing the importance of resilience, adaptability, and innovation in today's rapidly evolving world, expect to come away with a better sense of where your downtown can go.



NOTE: This session is free for all those attending the WDAC Downtown Summit, but registration is required.