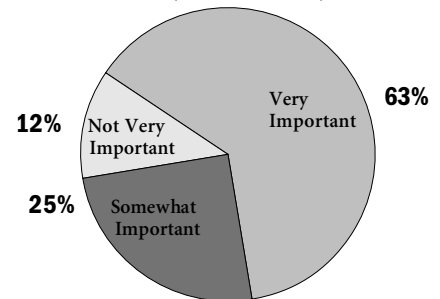


And The Survey Says . . .

Downtown Revitalization Survey Provides Useful Information

Healthy downtowns are very important to the overall vitality of a community. Many cities and villages in Wisconsin are actively implementing Downtown Revitalization Programs. To learn from these experiences, Vierbicher Associates conducted a survey of 416 Wisconsin communities to obtain information regarding current issues and effective strategies being used. Following are the results from the 106 survey responses we received.

How important of an issue is Downtown Revitalization in your community?



“Survey Results Show Keys To Success”

An analysis of the survey responses showed the following are keys to a vital downtown:

- Proactive Approach
- Business Cooperation & Investment
- Local Government Leadership & Investment

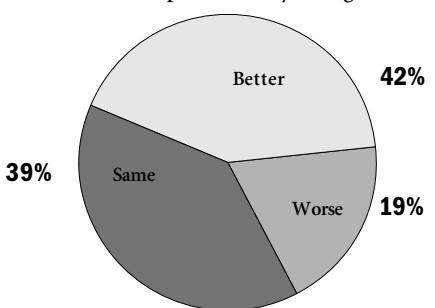
Communities who reported the vitality of their downtown as better, showed a significantly higher level of activity versus communities who reported the vitality of their downtown as worse. (Average of 4.6 activities per community vs. only 2.5.)

The survey results showed a significant relationship between business cooperation and investment, and the vitality of downtowns.

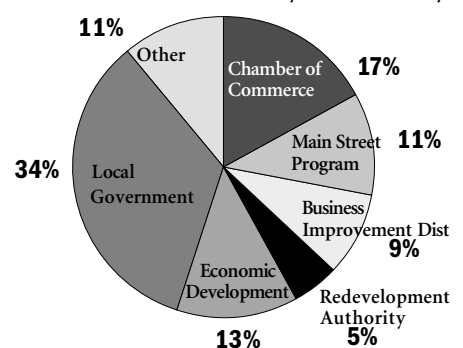
Communities who reported the vitality of their downtown as better, showed a significantly higher level of business cooperation and business investment of dollars in their buildings versus communities who reported the vitality of their downtown as worse.

The survey results also showed a significant relationship between local government leadership and investment, and the vitality of downtowns. Communities who reported the vitality of their downtown as better, showed a significantly higher level of local government leadership and investment versus communities who reported the vitality of their downtowns as worse.

How does the current “vitality” of your Downtown compare to five years ago?



What organization takes the lead for Downtown Revitalization in your community?



The Top Ten Downtown Tools

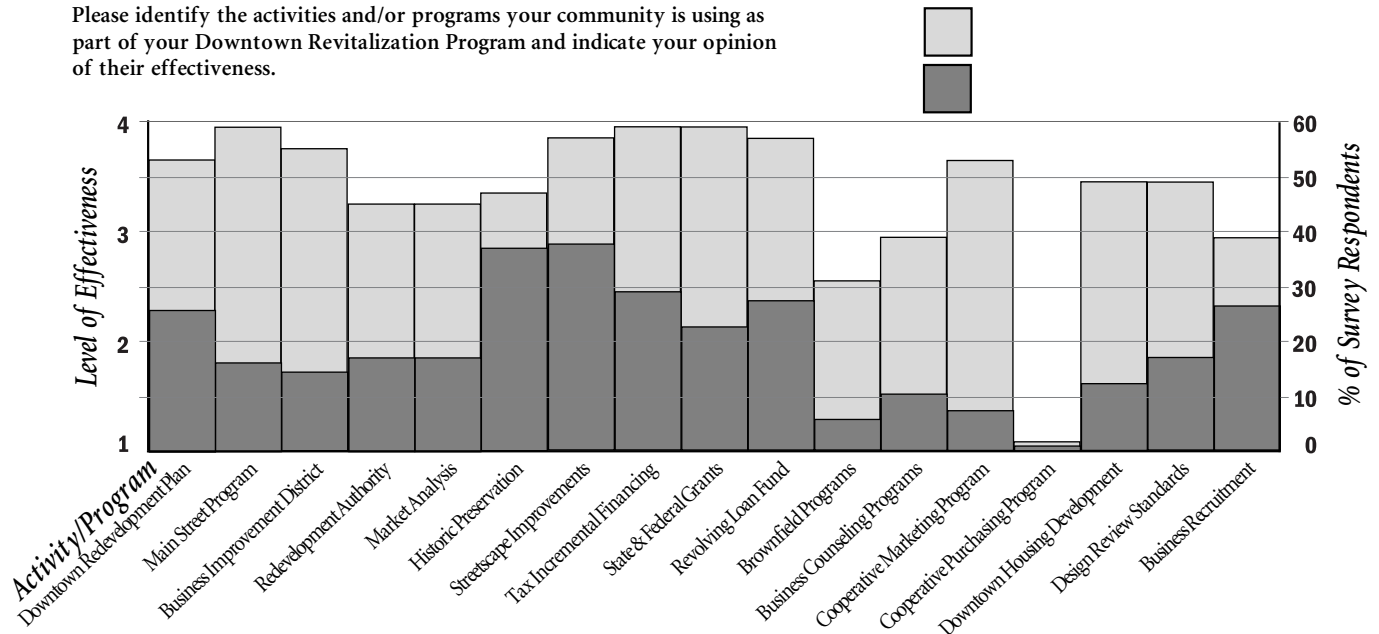
The following Top Ten Downtown Tools were determined by factoring both the rank by use and the rank by perceived effectiveness.

1. Streetscape Improvements
2. Tax Incremental Financing
3. Historic Preservation
4. State & Federal Grants
5. Downtown Redevelopment Plan
6. Main Street Program
7. Revolving Loan Fund
8. Business Improvement District
9. Redevelopment Authority
10. Market Analysis

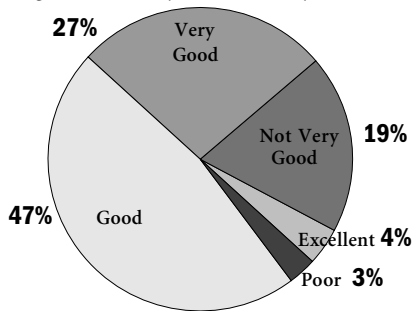


“Use Vs. Perceived Effectiveness Of Downtown Revitalization Activities And/Or Programs”

Please identify the activities and/or programs your community is using as part of your Downtown Revitalization Program and indicate your opinion of their effectiveness.



How would you describe the level of cooperation and coordination between economic development organizations, business groups and local government in your community?

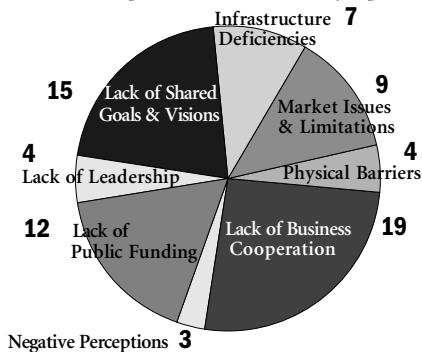


“Survey Results Identify Activities That Work”

Communities who reported the vitality of their downtown as better compared to five years ago showed a much higher use (*on a percentage basis*) of the following activities and/or programs:

- Downtown Redevelopment Plan
- Main Street Program
- Redevelopment Authority
- Market Analysis
- Historic Preservation
- Streetscape Improvements
- Tax Incremental Financing
- State & Federal Grants
- Business Counseling Programs
- Design Review Standards

What, if any, barriers exist which deter Downtown Revitalization in your community? (Numbers represent actual number of responses)



Vierbicher Can Help!

Vierbicher Associates, Inc., offers significant Downtown Revitalization experience. Our in-house capability includes planners, community development specialists, landscape architects, architects, engineers and environmental specialists. This wide range of expertise allows us to develop creative solutions to complex issues.

For more information on Downtown Revitalization, return the enclosed reply card or contact:
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Click on www.vierbicher.com to learn more about our firm!

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