

Dear downtown Oshkosh business owner,

We have some interesting news we want to share!

Over the last six months, the BID has worked collaboratively with Oshkosh-based marketing and research firm Blue Door Consulting to uncover additional insight into the community's perception of the downtown. Together, we developed an online survey designed to gauge perception of the downtown, identify areas for improvement and collect consumer feedback. The survey was met with great success; more than 1,200 surveys were submitted!

Now, we want to share some of its results with you. Our hope is that this information will continue to spur progressive changes in the downtown, as well as help you in making key marketing and business decisions.

### **Survey Findings**

1. The most popular reasons people come downtown is to dine, shop and attend events.
2. The majority of respondents indicated that they would like more variety in the downtown.
3. The majority of respondents, however, also indicated that they were unaware of what the downtown truly offers.
4. The general geographic definition of "downtown" is larger than the BID and Main Street.
5. The downtown is highly valued by the Oshkosh community, but frequency of visit is low for many individuals.

*(You can download the full report prepared by Blue Door Consulting at [www.downtownoshkosh.com](http://www.downtownoshkosh.com)).*

Now that we've uncovered these valuable insights, it's time to act. We have several ideas for action and have outlined a few initial goals and plans that may spur more downtown visitor traffic:

### **Our Goals**

1. We believe the downtown needs to be "rebranded." Currently, visitors think of the downtown as "historic," and while we have historical attributes, that perception likely does not inspire people to visit and become customers of our downtown businesses.
2. What our community wants to see is variety, and while we have that, we need to better promote what people can do downtown as well as continue to recruit new businesses that offer even more variety to our community.
3. We need to further define downtown's geographic location and continue beautifying areas leading to and within the downtown.
4. We would like everyone to work together toward these goals, making the most of our time, money and other resources for everyone's greater good.

### **Next Steps**

A number of recommendations have been outlined within the report. Initial steps include developing a new logo for "Downtown Oshkosh" and working together to shift our downtown's brand perception.

Following that, there are a number of other initiatives that encourage us all to work together and build a consistent positive experience for our customers. We believe this plan has a great deal of merit and are hoping you will join us in these efforts.

Here's how you can help right away:

**1. Read the research and then let's talk about it!**

What do these findings mean for your business?

What elements of a "downtown brand" are most important for your business?

How can we begin to shape customer perception of the downtown from "historic" to energetic and full of variety?

To keep the process moving, please share your thoughts by Friday, September 9 by emailing the branding committee at with your thoughts and questions at [branding@downtownoshkosh.com](mailto:branding@downtownoshkosh.com).

**2. Tell us what you think about a new downtown logo.**

Toward the end of September, you will receive an email with two ideas for a new "Downtown Oshkosh" logo. Tell us what option you prefer. We'll make revisions based on the feedback from you and other downtown business owners.

(P.S. If you did not receive this letter via email, please email [branding@downtownoshkosh.com](mailto:branding@downtownoshkosh.com) to be included in communications going forward.)

**3. Let the community decide.**

Based on your ideas, two final logos will be created. In mid-October the logos will be posted for public vote. You, your employees, customers, neighbors and friends will choose the favorite of two logos. The logo with the most votes wins!

**4. Come back together.**

Once we have a logo in place, our work isn't finished. We would like to work in partnership with you to move forward on Blue Door Consulting's recommendations.

We are excited to see how the downtown rebranding effort unfolds, and we hope to hear from you soon!

Sincerely,  
The Downtown Oshkosh Branding Committee

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