Addendum

Exhibit C:
Focus Group Transcripts

Focus groups were arranged through the auspices of the Portage County Business Council, Stevens Point, Wisconsin. One-hour sessions were conducted on May 9 & 10, 2001 with eight groups who represented various components of the local market. The groups were broad-based in terms of age, gender, and occupation. The discussions were structured in a consensus-building format with a facilitator, scribe, group dialogue and priority voting. Participants were encouraged to be candid and creative, drawing on their own knowledge, opinions and experiences to respond to a series of questions.

Focus Group Transcripts

Stevens Point, Wisconsin • Focus Groups Transcripts
9 -10 May, 2001

1. What are Centerpoint's greatest current assets?

Group One Responses

Priority Rating:	Comments:
8	Library/Lincoln Center
7	Proximity to River/Park/Art center
4	Institutional/Centerpoint businesses
3	Trees
2	Unique Eating Spots (i.e. Wooden Chair, Water Street Grill))
2	Government Center
1	Farmers Market
1	Theater/Architecture/Maintain Old Store Fronts
	Central Location/Bus Exchange
	Children's Stores/Specialty Stores (i.e. Play 'n Learn, Gepetto's)
	Whiting Place/Residential

Group Two Responses

Priority Rating:	Comments:
4	Unique Businesses (i.e. Play 'n Learn, Gepetto's)
4	Restored Buildings/Architecture "Sense of Charm"
2	Nice location to River
1	Variety of Services Available (i.e. Court House, Library, Post Office)
	Diversity of Businesses (i.e. financial institutions, restaurants)

Group Three Responses

Priority Rating:	Comments:
2	Small Independent Stores
2	Streetscape (i.e. flowers/plants)
	Shopko
	Library
	Bills Pizza

Group Four Responses

Priority Rating:	Comments:
6	Compact-walkable to live/work/play
4	Old Beautiful Buildings
3	The River
3	Trees/Brick
2	Number of restaurants
1	The Square (100 year old Farmers Market)
1	Safe (okay to go out at night)
	Christmas Time is beautiful/parade

Group Five Responses

Priority Rating:	Comments:
3	Friendly/Locally owned businesses
1	Architecture
1	Diverse Taverns (walking distance for night life)
1	Proximity to River adds beauty to Centerpoint
	Farmers Market
	City Government
	Library

1. What are Centerpoint's greatest current assets? – *(Continued)*

Group Six Responses

Priority Rating:	Comments:
6	Unique combination of businesses/everybody has their specialty
4	Proximity to River/Park
2	Locally owned - commitment
2	Institutional/Government
	Proximity to Senior Center
	Architecture/Historic
	Center Point Market Place as a draw

Group Seven Responses

Priority Rating:	Comments:
7	Uses (i.e. Banks, Services, Government, Library, Insurance)
7	Core employee consumers
	Center Point Market Place
	Construction and disruption complete
	Highway 10 going through Centerpoint
	Proximity to River/Park/Activities

Group Eight Responses

Priority Rating:	Comments:
7	Riverfront
5	Historic buildings
4	Nucleus of boutique type stores/restaurants
3	Library
2	Farmers Market
2	Financial Institutions/Government
2	Expansion Potential – all directions
1	Senior Center expanding
1	Nice mall facility
1	Employees
	Reasonable parking
	Streetscape
	Good road with good access
	Winter view of Centerpoint from the East
	Centerpoint residents

2. What are Centerpoint's greatest current liabilities?

Group One Responses

Priority Rating:	Comments:
7	Vacancies in Center Point Market Place and Main Street
4	No food in Center Point Market Place
4	Lack of parking in correct places
2	Seedy-Taverns/Tattooing
3	Need more destination types businesses
3	Center Point Market Place doesn't enhance Centerpoint
2	Loss of convenience stores (i.e. Bakery)
1	Disruptive traffic patterns (delivery trucks)
	Stores don't complement each other

2. What are Centerpoint's greatest current liabilities? – *(Continued)*

Group Two Responses

Priority Rating:	Comments:
5	Empty Store Fronts/Good Businesses moving out
3	Less Desirable businesses coming in
1	Evening hours/everything closes early
1	Not enough people patronizing Centerpoint
1	Parking is needed during certain times of the day
	Traffic patterns are confusing

Group Three Responses

Priority Rating:	Comments:
2	No youth hangouts/with no alcohol
2	Main Street entrance to Center Point Market Place is very dangerous, especially for younger children and walkers
2	Too many empty buildings
1	Streets are confusing
1	Roads and sidewalks are unsafe
	Stores are expense
	Buildings look rundown
	Eating choices in Center Point Market Place are poor

Group Four Responses

Priority Rating:	Comments:
4	Empty Store fronts/Center Point Market Place is failing
3	Lack of parking
2	Illegal crossing to north side from 2nd Street to Smith Street
1	Centerpoint is 4 miles away from Express Way
1	Lack of community meeting space
1	Dirty (i.e. beer bottles, gum, etc)

Group Five Responses

Priority Rating:	Comments:
2	Center Point Market Place vacancies and design
2	Business retention/less desirable businesses
1	Current and Ongoing Street construction
1	Sidewalks need to accommodate pedestrians/bike racks needed
	Under-utilized lots

Group Six Responses

Priority Rating:	Comments:
6	Lack of convenient parking (especially for delivery trucks
4	Shabby amenities
3	Lack of retail
3	Shabby Infrastructure
3	Vandalism
2	Vacancies
2	Direction to Centerpoint/Need more signage
2	Snow removal and recycling
2	Structural damage due to skateboards (lack of enforcement)
2	Roof runners (lack of enforcement)

2. What are Centerpoint's greatest current liabilities? – *(Continued)*

Group Seven Responses

Priority Rating:	Comments:
6	Traffic patterns are confusing
3	Center Point Market Place and Centerpoint vacancies
3	Lack of convenient parking
3	No police presence/too much graffiti

Group Eight Responses

Priority Rating:	Comments:
5	Lack of ownership pride
4	Perception of Centerpoint failing
4	Lack of basic necessities (i.e. groceries)
4	Lack of cooperation between Center Point Market Place and Main Street (i.e. promotions)
3	Lack of green space and maintenance
3	No "gathering place"
2	Fox Theater
2	"No Man's Land"
2	Employee verses customer parking
2	Limited use of Riverfront
1	Centerpoint cutoff from surrounding neighborhood
1	Traffic flow
1	Square seems to be failing
1	Lack of trash receptacles
	Parking convenient to stores
	Lack of directional signage
	Fire hazard
	2nd Floor Maintenance/Windows

3. What are Centerpoint's greatest opportunities in the future?

Group One Responses

Priority Rating:	Comments:
7	Conversion of Center Point Market Place to youth center or offices
5	Adjacent areas to Centerpoint "upper-end" residential
5	Pedestrian mall on Main Street
4	Potential for Theater to become more useful
3	Opportunity to maintain historical image
1	River to attract boat people
	New Ownership of Center Point Market Place

Group Two Responses

Priority Rating:	Comments:
5	Utilize Riverfront, Green Circle, Recreational, Pleasant Area
4	Infusion of capital to renovate buildings (i.e. Castle & Theater)
3	Finding the mix of Retail and Service Businesses
2	Center Point Market Place and Specialty Stores
1	Venture Capital Group
	More promotional activities (i.e. Crazy Days)
	New Ownership of Center Point Market Place
	Maybe aging population

3. What are Centerpoint's greatest opportunities in the future? – *(Continued)*

Group Three Responses

Priority Rating:	Comments:
2	Increase nighttime activity for teens (i.e. dance club)
1	More advanced technology stores
	Business Retention
	Better swimming area and park on River

Group Four Responses

Priority Rating:	Comments:
4	Development of River/Marina (i.e. Waterfront restaurants)
3	Parking Structure needed
3	Expand Centerpoint to West (other side of river)
2	Second Floor Residential/More Residential
2	Lullaby Site Development (not industrial)
2	Small specialty shops – Business Recruitment
2	Clark Street has so much potential – but is so ugly

Group Five Responses

Priority Rating:	Comments:
3	Citizens Mall – Outdoor Market on Square
1	Clear and visual understanding of busing to and from Centerpoint and Campus (UWSP). Pedestrian and bike link between Campus and Centerpoint
1	Fix the Fox Theater
1	Car free Centerpoint (only have shoppers/walkers)
	Safe "hang-out" Place – year round/indoor outdoor
	Vegetarian Restaurant

Group Six Responses

Priority Rating:	Comments:
5	Parking Ramp
3	More trees/plantings/maintenance
2	Full Center Point Market Place
2	Fox Theater – something done
2	More locally owned specialty shops
	Positive attitude about Centerpoint from the general public

Group Seven Responses

Priority Rating:	Comments:
6	Market vacant property (i.e. lullaby site)
3	Extend Riverfront by purchasing private property
3	Marina Complex
3	Reroute Hwy 10 to the North one or two blocks
2	10 Bypass could make it easier to get to Centerpoint
1	Fox Theater
1	Convention Center

Group Eight Responses

Priority Rating:	Comments:
7	Nucleus for a really good-looking Centerpoint
4	Growing "anti-box"
4	Riverfront development
3	New Center Point Market Place Ownership
3	No mans land development (but not industrial)
2	Well setup for pedestrian mall
1	To better maintain
1	That people take ownership and pride of Centerpoint
	Fill vacant buildings
	Traffic flow – safety improvement for bikers and pedestrians

4. What are Centerpoint's greatest threats in the future?

Group One Responses

Priority Rating:	Comments:
7	More store closings (drop property value)
4	Expansion of more commercial properties outside of City
3	Absence of creative/civic/business leaders
1	Loss of large offices/businesses

Group Two Responses

Priority Rating:	Comments:
5	Expansion to Highway 10 E (developer and business owner perceptions that South and East are better
2	Outside companies taking over (commitment to Centerpoint changing)
1	Retirement age of storeowners
1	Continued deterioration of buildings due to neglect
1	Current National Economic downturn

Group Three Responses

Priority Rating:	Comments:
1	If Shopko would leave
1	Continued physical deterioration
	Rent too high for businesses

Group Four Responses

Priority Rating:	Comments:
4	Uncontrolled sprawl to East/Hwy 10 Corridor
1	Continued business failure
1	Hwy 10 Bypass of the community
	Loss of employment base through mergers

Group Five Responses

Priority Rating:	Comments:
2	Continued sprawl
1	Potential Hwy 10 Bypass
	Uncooperative businesses
	Not enough money to fix buildings

Group Six Responses

Priority Rating:	Comments:
6	Sprawl – Hwy 10 and Plover
4	High rents, "slum landlords", poorly maintained buildings
1	Continued vacancies – reduced tax base
1	Image as a "party town"

Group Seven Responses

Priority Rating:	Comments:
6	If Center Point Market Place Closes
4	Further development of Hwy 10E - Sprawl
4	Major employer leaves (i.e. Consolidated Papers)
	Further development of competing communities
	Hwy 10 Bypass
	Major fire

4. What are Centerpoint's greatest threats in the future? – *(Continued)*

Group Eight Responses

Priority Rating:	Comments:
6	Hwy 10 E Sprawl Development
3	Traffic Engineers as designers
3	Unplanned development
3	Lack of cooperation among business owners
3	Economic feasibility of rehabilitation of historic buildings
2	Recession – local economy
1	Nontenant landlords
1	Increasing land use for parking
1	Continued vandalism
1	Government buildings leaving or expanding
1	Bars – density

5. What would you like Centerpoint to be known for in the future?

Group One Responses

Priority Rating:	Comments:
8	Variety (mix of day/night time activities/art/education)
	Pride
	Specialty Shops
	"Centerpoint on the River"

Group Two Responses

Priority Rating:	Comments:
5	Continued quality and unique stores not found elsewhere
3	Exceptional customer service
2	Day and Night time activities

Group Three Responses

Priority Rating:	Comments:
1	Affordable activities (i.e. Theater, dance clubs, art)
1	Affordable/Good Shopping
	Safe activities for all people to do

Group Four Responses

Priority Rating:	Comments:
4	Businesses representing cultural diversity (i.e. arts, restaurants)
3	Unique specialty shops
3	Friendly/Familiarity
2	"Place on the River"
	"White-collar" employment opportunities/educated workforce

Group Five Responses

Priority Rating:	Comments:
3	Environmental consciousness/historic preservation
2	Cultural activities – strong sense of local culture/farmers market venue for local produce
1	Partying
	Great sense of community/friendly

Group Six Responses

Priority Rating:	Comments:
3	Accessibility/friendly
2	Prosperous
1	Well maintained infrastructure
1	Stores other than chains
	Comfortable/clean/quaint

5. What would you like Centerpoint to be known for in the future? – *(Continued)*

Group Seven Responses

Priority Rating:	Comments:
5	One stop shopping (get grocery store)
2	Safe Family Environment (something to bring families down)

Group Eight Responses

Priority Rating:	Comments:
5	Not a typical mall or downtown
4	Known for waterfront
3	"A place to visit"
3	Outdoor eating place
3	Historic
3	Evening Destination
3	A community center
2	Residential shopping place
1	Entertainment place
1	Known for being clean and well maintained
1	Vital
	Family friendly
	Recreation for all ages
	Welcoming to youth
	More beautiful/attractive
	Easy to navigate

6. As you visualize Centerpoint in the future, how will it look, feel and function?

Group One Responses

Priority Rating:	Comments:
5	Green (trees/space)
4	Diverse Age Group
3	Friendly/Safe/Clean
3	People/Money
1	Accessible (pedestrian & vehicle)

Group Two Responses

Priority Rating:	Comments:
3	Like Redwing Minnesota
1	Inviting to all ages – something for everyone
1	Bringing together aspects of Centerpoint and the river

Group Three Responses

Priority Rating:	Comments:
2	Centerpoint goods and services are comparable to local wages
1	Cleaner/more colorful – lighter colors
1	More street lighting
	Smiling people having fun (shoppers)

Group Four Responses

Priority Rating:	Comments:
6	Humane Scale/Main Street is not to wide/Pedestrian Main Street with brick streets and parking on perimeter
4	More Activity – something going on
1	Outdoors Greener Environment – flowers and things
1	Smell Food

6. As you visualize Centerpoint in the future, how will it look, feel and function? – *(Continued)*

Group Five Responses

Priority Rating:	Comments:
2	Good public art
2	Cross section of entire community
2	Greenery
1	Peaceful
1	People/Place/Sounds (kids and adults)
1	No sound or smell of cars
	Smelling good

Group Six Responses

Priority Rating:	Comments:
6	Variety of people and events
4	Trees/Flowers/Plants
3	Clean storefronts and sidewalks
	"In The Movies"
	Outdoor Eatery – Bistro
	Bagels/Coffee/Popcorn

Group Seven Responses

Priority Rating:	Comments:
7	Variety of shops and services
4	Preserve historic architecture
3	Fresh (aesthetically pleasing)
3	Secure
3	Parking is easily available and convenient
1	Adequate snow removal
	Interesting

Group Eight Responses

Priority Rating:	Comments:
6	Green Space
5	Community gathering place
5	Easy link between Riverfront and Centerpoint
3	Pleasant smell of food and coffee
3	Clean and well maintained
3	Mixed use in buildings
2	Street entertainment (i.e. promotional events)
2	Brick and flowers
1	Hear music and see kids ice-skating
1	Sidewalk full of people of all ages
1	Second Floor Utilization and Access
1	Ability to get to Centerpoint without a car
	Wide pedestrian paths between buildings
	Public Art Galleries
	Summer Shade

7. What would you like the younger generations to remember about the Centerpoint?

Group One Responses

Priority Rating:	Comments:
4	Positive experiences – arts and education
3	"Neat" place to go and see
1	That it exists

Group Two Responses

Priority Rating:	Comments:
3	Fun destination to go to
2	Friendly place to shop and participate in activities
	Treated with respect

Group Three Responses

Priority Rating:	Comments:
	Remember having safe/affordable fun with friends

Group Four Responses

Priority Rating:	Comments:
4	Always something going on
1	Saturday morning errands Centerpoint
1	Picturesque

Group Five Responses

Priority Rating:	Comments:
2	Going to fun events/activities that build tradition
2	Hangout time by the River
1	Safe kid destinations
1	Wasn't boring
	Family time

Group Six Responses

Priority Rating:	Comments:
3	Friendly, caring people with good values
3	Feel safe (no gangs hanging out)
1	Alive and thriving
	Riverfront

Group Seven Responses

Priority Rating:	Comments:
7	Variety of shops and services
4	Preserve historic architecture
3	Fresh (aesthetically pleasing)
3	Secure
3	Parking is easily available and convenient
1	Adequate snow removal
	Interesting

7. What would you like the younger generations to remember about the Centerpoint? – *(Continued)*

Group Eight Responses

Priority Rating:	Comments:
5	Lots to see and do
4	Good shopping
3	Safe
3	Buildings
3	Quality Environment (i.e. air and water
2	Easy to get to on bike or foot
2	Places to learn
2	Place to gather with friends
1	Library
	Playground equipment in parks of Centerpoint
	Busy place
	Fun place

8. What are your perceptions or experiences concerning parking in Centerpoint?

Group One Responses

Priority Rating:	Comments:
6	Lot between Third Street and Strongs Avenue not large enough
5	Lack of adequate parking for employees
3	Delivery trucks blocking pedestrian and other vehicle traffic
1	Always find a place
	Always park in Center Point Market Place

Group Two Responses

Priority Rating:	Comments:
3	Lack of adequate parking for employees
3	Relocated businesses feel customers are happier with parking
2	Always find a place
2	Parking is situational (i.e. times and seasons)

Group Three Responses

Priority Rating:	Comments:
	Crowded
	Hard for big pickup trucks to park (parking spots are too small/sometimes two spaces are needed to park)
	Handicap spots need to better painted/Some ADA signs get moved easily

Group Four Responses

Priority Rating:	Comments:
6	Difficult to find spots (i.e. Main Street)
	Traffic patterns related to one-way streets
	Get rid of metered parking and 2-hour parking restrictions

Group Five Responses

Priority Rating:	Comments:
2	Parking is okay
1	Center Point Market Place parking is not accessible to Main Street parking
	Parallel parking

Group Six Responses

Priority Rating:	Comments:
6	Not close enough to destination
5	Not enough
2	Inconsistent (seasons and times)
1	Plenty of parking

8. What are your perceptions or experiences concerning parking in Centerpoint? – *(Continued)*

Group Seven Responses

Priority Rating:	Comments:
	Lack of convenient parking
	Employee parking is difficult

Group Eight Responses

Priority Rating:	Comments:
6	Library lot is good
3	Long term parking on edge making it easy to use (i.e. Riverfront lot)
3	Provide better/closer parking for Centerpoint residents
3	Not a problem generally speaking
2	Get rid of Main Street parking
1	Hide the parking (i.e. underground)
1	Directional signage for parking – lots and streets
1	Parallel parking on move streets in Centerpoint
1	Parking Enforcement
	Parking issues related to Castle
	All parking on edge

9. How does Centerpoint work now - access, egress, vehicular, pedestrian, signage, aesthetics?

Group One Responses

Priority Rating:	Comments:
5	Cleaner streets are needed
5	Disjointed traffic patterns
2	HPC needs strength to enforce
	Some buildings look rundown
2	Unoccupied Theater – eye sore
1	More visible directional sign age needed

Group Two Responses

Priority Rating:	Comments:
5	Need more "green living things"
3	Delivery vehicle by Coffee House at entrance to Center Point Market Place
2	Impression of down slide
	Parking lot behind Jim Laabs Music is dangerous

Group Three Responses

Priority Rating:	Comments:
2	More appealing – less concrete
1	Decorate more for different seasons
1	More plants
	Pedestrian focal point
	Older buildings on Clark Street need more landscaping (i.e. vines)

Group Four Responses

Priority Rating:	Comments:
3	Directional signs to Centerpoint – travelers need to know what's Centerpoint
3	Centerpoint is hard to find – no direct path
	Utilize Castle and Fox Theater

9. How does Centerpoint work now - access, egress, vehicular, pedestrian, signage, aesthetics? – *(Continued)*

Group Five Responses

Priority Rating:	Comments:
2	The Square has design flaws as a Farmers Market
1	Bland
1	Difficult to find for people unfamiliar to community
1	Cohesive advertising plan needed
1	Different modes of transportation – conflict at times

Group Six Responses

Priority Rating:	Comments:
5	Traffic Flow – one-way streets
4	Enforce sign ordinance – visual pollution/maintain kiosks
2	Confining delivery trucks to specific times
2	Once you are parked Centerpoint is great

Group Seven Responses

Priority Rating:	Comments:
7	Traffic pattern is general (can't get off Main Street/West end can't go South)
7	Not attractive/not maintained
	Remove Main Street parking
	Congested and inconvenient

Group Eight Responses

Priority Rating:	Comments:
6	Improve/Expand entrance and egress
6	Comprehensive landscape plan for entire Centerpoint
4	Create links to river to Centerpoint
3	Controlled development of Riverfront
2	Upgrade/rethink street furniture
1	Redesign of both Highway 10's
1	Difficult to "loop"
1	One-way streets make it hard to get where you want to go
1	In-fill on Clark Street and streetscape
1	Look at opening up Main Street by Castle
1	Unified design for Center Point Market Place and Centerpoint
1	Redesign of Shopko parking lot and transit center plaza
	Crosswalks on Center Point Drive
	Readable banners
	Parking lot screening

10. What types of businesses would you patronize if they were located Centerpoint - on the average, how often and how much?

Group One Responses

Priority Rating:	Comments:	
5	Deli Gourmet/Soup & Sandwich	(144/yr @ $20)
4	Women's Apparel	(10/yr @ $200)
3	Internet Café	(96 times/year)
3	Old Navy	(12/yr @ $75)
3	Evening Dining	(1 month @ $40)
2	Party Supply	(12/yr @ $15)
2	Cafeteria Buffet	(48/yr @ $10)
1	Children's Apparel	
	Kitchen Shop	(5/yr @ 30)

Group Two Responses

Priority Rating:	Comments:	
4	Another Department Store – Higher End	(36-60/yr @ $100+)
4	Specialty Sporting Goods	(24/yr @ $50-$75)
2	Old Navy-Youth Clothes	(84/yr @ $100)
2	Specialty Gift Shops	(12/yr @ $25-$50)
2	Bakery	(144/yr @ $5-$10)
1	Ice-cream/Candy Shop	(Summer 1/wk @ $10 – Winter 1/month @ $10)
	More major market stores in Center Point Market Place	(1/wk @ $50)

Group Three Responses

Priority Rating:	Comments:	
2	Hot Topic/Goth Items & Clothing	(24-48/yr @ 30)
2	Good clothing for working people	(12-20/yr @ $80)
	Low to moderate offerings (i.e. off-brand clothing)	
	More diversified clothing (teen & adult)	

Group Four Responses

Priority Rating:	Comments:	
6	Specialty Stores (i.e. hat shop)	(12-24/yr @ $30)
4	Ethnic Restaurant	(30/yr @ $5-$10)
4	Daytons/Younkers	(24/yr @ $100)
3	Book Store	(48/yr @ $20)
1	Businesses with longer hours	
1	Hairdresser	(12/yr @ $50)

Group Five Responses

Priority Rating:	Comments:	
2	Vegetarian Restaurant	(36/yr @ $8)
2	Health Food Grocery Store	(60/yr @ $15)
2	Locally owned Book Store	(25/yr @ $10-$15)
1	Second hand Store	(15/yr @ 8-$10)
1	Hardware Store	(52/yr @ $25)
1	Video Store	(52/yr @ $4)

Group Six Responses

Priority Rating:	Comments:	
6	Drug Store	(96/yr @ $10)
4	Office Supply Shop	(96/yr @ $20)
3	Women's Apparel	(36-40/yr @ $50)
3	Sport Shop	(36-40/yr @ $25)
3	Fast Food Restaurant in Center Point Market Place	(144/yr @ $5-$7)
2	Children's Clothing	(36-40/yr @ $25-$40)
	Flower Shop	($0)

10. What types of businesses would you patronize if they were located Centerpoint - on the average, how often and how much? – *(Continued)*

Group Seven Responses

Priority Rating:	Comments:	
5	Bakery Store	(144/yr @ $20)
4	Dinner Restaurant	(12/yr @ $30)
3	Specialty Stores (i.e. antiques)	(12/yr @ $50)
3	Professionals (dentist, doctors)	(2/yr @ $75)
2	Entertainment/Live Theater	(12/yr @ $15)
2	Pet Store Service & Retail	(12/yr @ $35)
1	Daycare	(1.2 child @ $500/month)
1	Abandon as Retail Center	
	Fast Food	(50/yr @ $10)
	Laundromat	(24/yr @ $15)

Group Eight Responses

Priority Rating:	Comments:	
3	Movies – Multiple Screens	(24/yr @ $10)
2	Outdoor Café	(16/yr @ $20)
2	Grocery Store	(50/yr @ $10)
1	Hardware Store	(25/yr @ $10)
	Good Italian Food	(24/yr @ $15)
	Expanded Children's Museum	(2/yr @ $0)
	Antique Cluster	(2/yr @ $200)
	Live Entertainment w/food venue	(12/yr @ $20)
	Classroom Training Center	
	Drug Store	(50/yr @ $5-$10)

11. What "burning issues" should be dealt with in Centerpoint?

Group One Response:

- Castle needs to be utilized

Group Two Responses:

- Lack of strong participation from business owners
- Second Floor window aesthetics are not great

Group Three Responses:

- More activities for teens
- Look into "Reflections" in Marshfield

Group Four Response:

- Lack of things going on – not a big draw