

Memo

Date: April 26, 2016
To: Village Board
From: Brad Lange
Re: Stadium Tax Refund – Public Survey

The Board has offered Allouez residents several opportunities to offer their input on what to do with the Stadium Tax Refund of \$719,000; however, I would like to offer the opportunity to seek additional input through an online survey. Survey questions can be very difficult and misleading depending on how the question is asked; therefore, I am asking the board for any suggested language.

The Village of Bellevue offered their residents an opportunity to respond to a question posted on the official website. The question read: **How should Bellevue spend its Stadium District Sales Tax Funding?** Bellevue did receive a total of 60 individual/household comments.

The City of DePere also reached out to their residents using Survey Monkey. The questions asked were simple. DePere had a total of approximately 300 responses and will be discussing with the Council on May 3. Here are the questions asked by DePere:

1. How would you like the City of DePere to use the excess Stadium Tax Funds?

Debt Payments
Economic Development
Property Tax Relief
Combination of Debt Payments, Economic Development and Property Tax Relief
Other

2. Are you a City of DePere resident?

3. If you are a City resident, please list your street address.

It would be my suggestion to keep the survey very simple, like DePere and offer an online survey for 1 month. The results of the survey can be added to what has already been received through public meetings. Once the survey is complete and we have a list of all suggestions, the Board then can go over the results to narrow down the ideas to be discussed at a future meeting.