

Merchandising Plan

July 12, 2004 – Terwilliger Lodge, Dulle Park

- What about Silverglade's?
- When you plan retail, you want to affect all the senses to make it a special experience for people. Especially at Christmas to make it more experiential and more fun. The laser show, etc. was great. For example, what about music? And olfactory—what about planting seasonal plants that attract people and make them come down? And allow for taking photos on the Square.
- Doesn't flower stall on the Square need to stay somewhere on the Square by law?
- What about the cinema idea? One of my favorite places in Cincinnati is the Clifton gaslight district, and there are always people walking around and it's very busy and active.
- Look at Newport on the Levee. There's just the right mixture of people and venues. They are making money all over the place.
- Make storefronts architecturally interesting. It's too cold.

July 13, 2004 – Aronoff Center for the Arts

- I moved to Cincinnati when there was a big construction project going on, which is Fountain Square where we have it today. In another 20 years will we be looking at turning it back to a Plaza? I am tired of seeing taxpayer money being invested in trying to get Downtown Cincinnati to become a retail center when it hasn't worked, won't work, and we can't make it work.

July 14, 2004 – Cintas Center, Xavier University

- I am worried about where we are going to have an entertainment center. I don't think we're the showcase of the Midwest. Let's not turn it into an entertainment center. Don't over-commercialize.
- Also, you have to develop some critical mass and some "killer app" to bring downtown. Maybe "real people" theaters, such as the Shakespeare Theater up on Race Street.
- Having adult activities, restaurants—is important. Having a small theater is also vital for pumping new blood into the city center. Also, I think that having something of interest to families with an emphasis on kids would be important, especially during daylight hours. Having street performers, such as mimes, clowns, jugglers, and people on stilts would be helpful. But don't have too much of a carnival atmosphere. At Don Pablo's they have a balloon maker. It is nice to have something like that around. I have a friend who has a daycare center, and every day they go somewhere different-- museums, zoos. They could go down to Fountain Square if there was something attractive to do there.
- In order for project to be viable, it must be commercially viable. Must be able to bring people down to the Square for commercial reasons. I don't think there have been any studies done on how much the Square is used for public reasons. I think that the bottom line is that the commercial reasons—restaurants, entertainment—will make it work. It might work to bring Maisonette over there to attract people.

- Are there any cinemas down here? Maybe one doing artsy movies-- something like that.
- I walk downtown and I would like to see a cinema down there.
- Also, I fear changing the Square into a dining and entertainment area. I cringe. There already are 45 restaurants within a few blocks. I think they are scraping by. I think that safety is a more basic problem. I think we are mistaken if we think we are going to draw suburban people downtown the Square, I think safety and parking is the biggest concern and we are mistaken if we don't recognize that.

July 19, 2004 – Hyatt Regency Cincinnati

- Born and raised here. Live and work downtown. There are young people who live downtown and we are here to stay. We live here, we spend money here. But downtown there's no Blockbuster, no Target, no place to shop and to gather, so we spend all of our dollars outside of the city, which is too bad. The biggest reasons we lose young people from Cincinnati is the city of Cincinnati. It is hard for me to watch that happen. It is a shameful place. It is a really dead place after 6 pm in the evening. This is not NY, LA, or Chicago and never will be. Let's at least be Pittsburgh or St. Louis.
- We think current design should be more open in the middle and we should have more vendors.
- I have lived downtown for 36 years. All businesses on Fountain Square have failed.
- I am glad that young people spend money here too and we want to see it happen.

August 11, 2004 – St. Williams Church, Cincinnati

- In the discussion about re-retail, you focused on the spaces right on the Square. How do you think about spaces like Kinko's, California Orange Bar, and the Westin space when you talk about changing something like this? One of the concerns is how do we avoid ending up the same thing that we did across from Sak's, which is moving a lot of small businesses out and then ending up with a parking lot?
- The lobby of the Westin was designed to be a living room for downtown and was supposed to be part of the public space. It doesn't look like much has ever been done with it.

August 12, 2004 – Southbank Partners Office, Newport, KY

- It seems to me that the whole question comes down to retailing. It seems logical to me is that you need to support the retail. And to support the retail you have to attract people.