

Market Square

Open House

June 2, 2016

EVENT SUMMARY

1. PURPOSE OF THE EVENT

The Market Square Public Engagement and Communication Plan identified the following event objectives:

- To review the timeline & next steps
- To review the information gathered at Kick-Off Event and present decisions made to date
- To gather feedback on the conceptual design for the site
- To identify a group(s) or individuals as potential future partners / park stewards

2. EVENT PROMOTION

The target audience for the event was identified as the community at large. The following methods were used to promote the event:

2.1. Email Invitation

An email invitation was sent to the Town of Fort Frances and the Steering Committee and they were encouraged to forward it to their network.

2.2. Newspaper AD:

PUBLIC OPEN HOUSE


FORTFRANCES
BOUNDLESS
SCATLIFF + MILLER + MURRAY

MARKET SQUARE

235 Scott Street (the former site of the Rainy Lake Hotel)

**Join us on 'Market Thursday' to preview the
concept design of the Market Square.**

 Picture the design on site &
envision the features

 Imagine an exciting new
public event space

 Visit with the Project Team
& Share your feedback

COME SEE US ON 'MARKET THURSDAY'!

June 2nd, 2016
Market Square*
235 Scott Street
12:00 - 4:00pm - Come & Go

*Rain Out Location is the Town of Fort Frances Civic Centre Council Chamber - 320 Portage Avenue

Questions? Contact Travis Rob at trob@fort-frances.com

2.3. Media Release

2.4. Poster Campaign:



PUBLIC OPEN HOUSE

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- Picture the design on site
- Imagine an exciting new public space
- Envision site features and future events
- Visit with the Project Team
- Share your feedback



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2.5.Town Website, Facebook, Twitter



3. EVENT OVERVIEW:

3.1.SMM Project Team: David Bodnarchuk, Bob Somers, Cheryl Dixon
Town of Fort Frances: Travis Rob

3.2. Event Details:

Thursday, June 2, 2016
Market Square Site
235 Scott Street
12:00 p.m. to 4:00 p.m.

3.3. Event Format:

Come & Go format included:

- Welcome Table
- Presentation Banners
- Exit Survey

3.4. Attendance:

160+ people were counted at the Welcome Table.

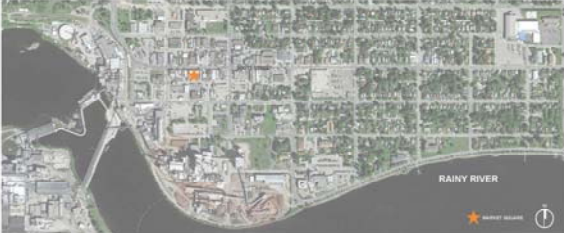
3.5. Event Materials:

Presentation Banners:

1 WELCOME

MARKET SQUARE

Welcome to the OPEN HOUSE EVENT for the site development of MARKET SQUARE at 235 Scott Street (the former site of the Rainy Lake Hotel).



Vision Statement

The Rainy Lake Market Square will be a **vibrant** and **inclusive** event space that transforms the downtown core into a destination for locals and visitors alike. It will be a **dynamic** space with a **festive** atmosphere that celebrates the region's **diversity** and its authentic and unique **culture**, now and for future generations.

Please participate today by:

1. Viewing the banners to update yourself on this project to date
2. Reviewing the vision and objectives for the site
3. Viewing concept design and images
4. Providing feedback on a survey about this event and directing questions to the Landscape Architects & Town of Fort Frances staff

FORTFRANCES
BOUNDLESS

SCATLIFF + MILLER + MURRAY
visionary urban design + landscapes

2 PROJECT BACKGROUND

MARKET SQUARE

The Town of Fort Frances is Canada's oldest community west of the Great Lakes that is rich in history, settlement, natural resources and tourism. Fort Frances is embracing change. The demolition of the Rainy Lake Hotel has created an opportunity to transform this key downtown location into a destination. The new Market Square will be the centrepiece of that revitalization and a keystone in the community network of parks, trails and public spaces.


The primary objectives of this project are to provide:

- A vibrant civic space that is inclusive for all residents of Fort Frances
- A supportive and functional space for the businesses of Scott Street
- An attractive space that is easy to maintain
- A space that is safe
- A destination that attracts visitors and encourages them to stay

The Town of Fort Frances recognized the need for an outdoor space that:

- Brings people together
- Provides an amenity for the community
- Is a multi-functional and festive event space
- Fosters active living
- Celebrates the local history and culture
- Reflects the natural setting of the region
- Promotes four-season use

Project Timeline

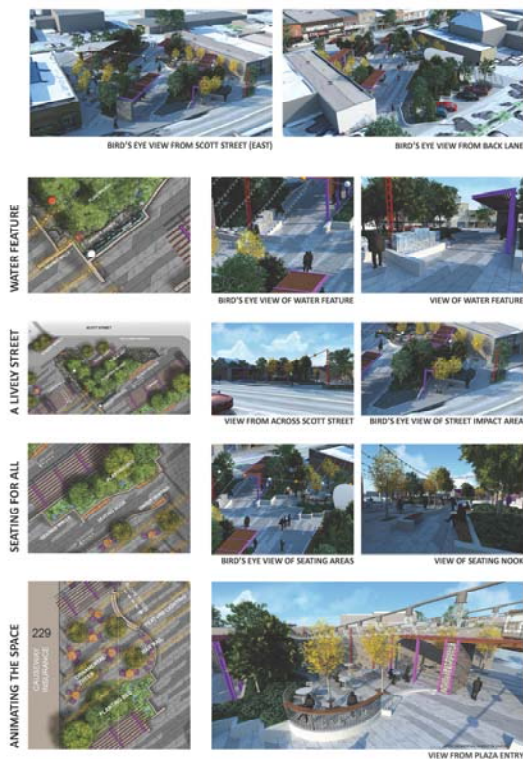


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graph LR
    1[1. PROJECT AWARD RESEARCH & STEERING COMMITTEE MEETINGS  
JAN. / FEB. 2016] --> 2[2. PUBLIC KICK OFF EVENT  
FEBRUARY 16, 2016  
(60 PEOPLE ATTENDED)]
    2 --> 3[3. PUBLIC OPEN HOUSE EVENT  
TODAY'S EVENT  
WE ARE HERE  
(60 PEOPLE ATTENDED)]
    3 --> 4[4. DETAILED DESIGN & TENDER  
SUMMER 2016]
    4 --> 5[5. CONSTRUCTION  
FALL 2016]
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SQUARE

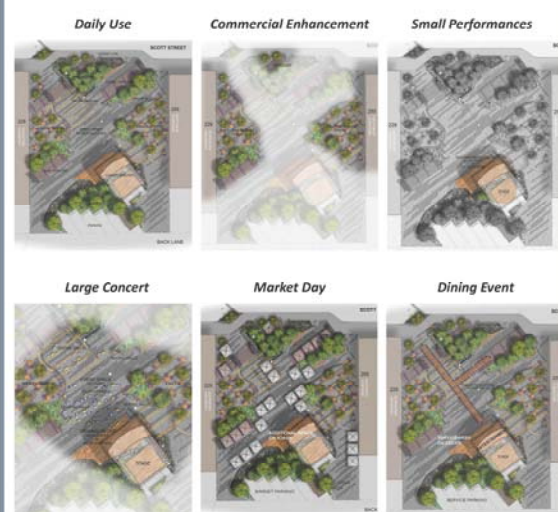
7 | A CLOSER LOOK

MARKET
SQUARE



8 | TRANSFORMING THE SPACE

MARKET
SQUARE



Thank you for coming today!

Next Steps:

*Please fill out an exit survey before you leave
and stay tuned for construction.*

FORTFRANCES
BUILDERS

SCATLUFF • MILLER • MURRAY

4. OPEN HOUSE EVENT RESULTS:

4.1. General Feedback:

While hosting an event outdoors may have its challenges, the morning rain clouds cleared, allowing for a well-attended event with over 160 people visiting the tents and viewing the presentation banners. Coordinating the event with Market Thursdays also helped with the attendance. Holding the event at the Market Square site allowed for participants to have the opportunity to envision the design in the context of Scott Street. Participants asked many questions and there was plenty of dialogue with the SMM staff explaining the process and design in detail. Overall, many participants seemed pleased with the concept design and the work done to date. A list was collected of people (2) to be involved with future site programming.

4.2. Intent of the Exit Survey

The purpose of the Exit Survey was to gain feedback on the proposed design and the public engagement event. It was also an opportunity to gather any future programming ideas that may not have been collected at the Kick-Off event. 40 Exit Survey Forms were completed representing the 25% of participants.

4.3. Exit Survey Responses

Question #1: I had an opportunity to talk and/or ask questions of Scatliff+Miller+Murray Landscape Architects:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19	13	4	1	1

Question #2: How did you hear about this events? (Check all that apply)

Newspaper Ad	News Release	Facebook	Town of Fort Frances website	Email invitation	Poster	Twitter	Word of Mouth	Other
21	5	4	2	2	4	0	12	9

‘Other’ responses included: committee member, visitor a few weeks back, board member, museum, people, committee, town council

4.4. Overview of Exit Survey Comments

Question #3: What do you like best about the proposed design of Market Square?

- 84% of comments were entirely positive about the design with almost 2/3 of the remarks indicating that that design was inviting, beautiful, good, or a visual improvement.
- The majority of other positive comments focused on liking the trees / natural elements and were pleased that the space was well utilized.
- Others liked openness, the seating and dining areas and the stage.
- 16% of comments were negative with most including some positive feedback. The most common concern related to the proposed design or a park in general not attracting tourist / visitors.

Note: Some participants made more than one comment.

- **Question #4: What kind of events would you like to see at Market Square?**

100 ideas were collected via the 40 completed surveys

- 32% of ideas revolved around performances, concerts, music and entertainment
- 21% of ideas were focused on markets, vendors and selling booths
- 15% of ideas were a combination of dining events, beer gardens, eating festivals, outdoor movies, children’s events and winter activities.

- Other unique events suggested were craft events, community and first nations art projects, little library, pow wows, tai chi, exercise groups, dances, native trading farmers, large town map to help tourists and staging area for parades
- **Question #5: Please provide any other comments you may have regarding this Open House Event.**
 - Just under half of the comments related to the Open House Event and the presentation of materials. All comments were positive with the exception of two which indicated that the presentation images were too small and that the decision making process was flawed.
 - Just over half of the comments were design based and were almost equally represented under three themes:
 - Positive comments about the design
 - Design suggestions (larger water feature, universal accessibility, parking, BBQ)
 - Negative comments (not a draw for tourists, fort, no washrooms on site, not for four season use, not a covered space).

4.4.1. Event Photos

