

<i>I wish there was a place to:</i>	<i>How will we know when the district is a success?</i>	<i>What do you hope is not forgotten or left out?</i>	<i>What has happened already that gives you hope?</i>
Higher end shopping options	more people with disposal income on the streets	Historic assets	Silverbrick Lofts
baseball stadium	rising property values	Existing businesses	TDI
contemporary lofts	lower vacancy rates	Public spaces	current economic development projects >\$2.5B
entertainment for myself and kids to have fun together	when people think of Springfield as a place to go for fun	safety	more collaboration
live jazz venue	more people living downtown	jobs for young people	union station
for students	when there are no parking spaces available	grocery	people in this room
shop	condo market	historical values	range of partners and companies choosing Springfield
juice bar	you will see more people downtown at night	Springfield cultural czar	this meeting gives me hope (attendance)
yoga	when Northampton wants to be more like Springfield	the history and culture	MassDevelopment (Laura) has come to town
marketplace for Springfield area businesses/producers	when people from surrounding communities come to the district	mom and pop shops	Private sector and public sector are coming together
craft beer	return to 1910 street-level activity	housing	today
wine/tapas	a success where the art programs and retailers are there for 5+ years	historic buildings	community conversation
park for free or really cheap	streets are busy and vibrant	youth	intentional outreach and follow-up
see a movie	when it is packed with people day and night	transportation infrastructure, including east-west commuter rail and access to colleges	a project that is funded and led by local individuals
buy a book	private market rate housing is built and occupied	family attractions	Springfield Cultural District
get good coffee	people are in the street at night and on weekends	grocery shopping	VVM
go for dinner at a French restaurant	young people and families live downtown	enhancing the walking area	innovation district
go to brunch	young people move to the area	public safety	listening to the stakeholders like this
get a good cup of coffee and hang out	college students stay in the area	local "flair"	the problems of Springfield - particularly the need to transform the city - are real and acknowledged
movie theater	people walking places	the residents	downtown Springfield holiday market
yoga	active downtown at night	the historic character of Springfield	both public and private entities working together to build a better city
entertainment	business longevity - not tied to lease	visual arts on streets	Laura
have an amazing brunch	private-market rate housing occupied	rich culture	entrepreneurship ecosystem is growing - VVM, etc.
buy groceries	people are comfortable coming downtown	historic facades	critical mass of people care
outdoor recreation area for youth	full during day and night with people that represent all communities	young professionals	good old boy's network is getting out of the way
maker space	when greater amount and variety of people are coming downtown other than to work	the next generation	establishment of TDI and Laura!
outdoor basketball	no empty store fronts	interests of young people	improved community policing and strategies
outdoor ice skating	when individuals from Northampton, Amherst, etc. say "let's go to Springfield for dinner and entertainment"	cycling	the BID said yes to the vision
window-shop	when I see more people	homeless/ vagrants	Innovation Center underway
shop	when rents go up	grocery store / access to fruits and vegetables	Fellow is here
go to a soccer game	property values rise	residents who are here now	Union Station is on track
rest in a park area	mixed use	streetscape	this plan
shop for gifts	no pawnshops	embrace diversity	nice lighting on the buildings downtown

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yoga	busy after dark	careful not to gentrify people of color and low-income stats out of vibrant areas	summer activities
juice bar	when there is more than 80% employment		different organizations being at the table for the conversation
eclectic shops	equal opportunity for minorities - training, support, and guidance	cross-cultural differences / inclusion	TDI initiative
art galleries	when the streets are busy and vibrant day and night	streetscape	Union Station
see local contemporary art from local professional artists	if development is not just near casino	integrating economic success with residents of Springfield	Union Station
bike share	traffic	opportunities for families and children	Innovation Center in being built
real retail shopping	people walking, staying, building communities	children and family-friendly spaces	the attention and investment already being given to this area of downtown
a place to sit outside to people watch and drink coffee	more local developers invest in Springfield	creating new spaces to shop and dine	innovation center and union station underway
large variety of shops	people in region to come to downtown	market street	this meeting / initiative
get good bagels and deli	businesses are thriving, staying in business	affordable housing	Silverbrick Lofts
variety of restaurants	when all sectors of the community are engaged in decisions that impact them	the rich history of this community	museum expansion
work café	people staying in Springfield outside of business hours	reframing image of city as safe space	MGM
coffeehouse	lots of pedestrians all of the time	vibrant neighborhoods	up lighting on main street
entertainment options	when more people come into town to enjoy what we offer	existing downtown residents	synergy of community partners
sit and have coffee and internet until midnight	more foot traffic	historic value of buildings and housing	I see more people of color in these meetings
shop	more people in downtown	small business	pop up markets
bakery	when the region's perception of Springfield has changed	existing residents and businesses	Dennis Group building
park for free	increased commercial activity	the residents who live here now	NEPR
free concerts outside	positive perception	cultural diversity	UMASS
place for city-wide interactive focus groups to discuss solutions to everyday problems	when downtown is busy	keeping the district well-lit and clean	Other colleges moving downtown
spend time with friends after work - relaxed ambiance	when people aren't afraid to go downtown	museums	VVM
have family events - multi-generational	more foot traffic	more people on river walk	Silverbrick
bring my family	busier establishments	the diverse history and culture	1550
see art/independent movies	when people are staying downtown not just to-from work	Springfield's richly diverse residents	Seeks local input - hope it is used
robust retail options	when we aim to bring our families downtown for fun, entertainment, activities	city of first's moniker	Mass Dev purchase of skyplex
promote pedestrian activity and periodic closings of streets	when people feel good about coming to Springfield any time day or night	movie, live music, jazz, country music, opera, hippodrome	Lara
park my car	perception is transformed	existing anchor businesses	Size of people/ group
showcase the history and culture of immigrant groups and focus on Latino, African American, and afro Caribbean	large numbers of people are walking around	families, children	current construction
More destination ethnic restaurants	consistent entertainment	existing businesses and residents	Suit up

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expanded social opportunities for sports, recreation, entertainment	perception that downtown is SAFE	surrounding towns and cities	when the jazz and soul festival was a success
run long distances safely	when people in this community are talking more about the good things than the bad	local suppliers	Mass Growth Special loan financing
craft or boutique shops	seeing people walking the district	the riverfront	Train station
hang out	storefronts that are active	job development	TDI Focus
live in a contemporary loft	commuters staying in town after work	rail/transit hub	obtaining a MassDevelopment fellow
a book store	when people feel good about coming downtown and do it often without regards for safety	people	development of cultural district
draw food businesses in	when meetings represent the community	existing responsible businesses	holiday pop-up market
shop	when there are more youth working and off the streets	help to small businesses	TDI
dine	if it is available and accessible to all	the people from the neighborhoods	jazz
live	when people are not afraid to walk from place to place	coffee shops with Wi-Fi and excellent coffee	outdoor lunch spaces
arts	when people actually want to come here	the participation and contribution of people of color	Blue Man Group
training for minority entrepreneurs	reduced fear	real accommodations for individuals with disabilities and cross-cultural differences	SBA loan activity in Western MASS has increased
yoga	foot traffic	people who are present now	funding is available
high end bars and restaurants	more activity	concern: lead partners are all men and all white	entrepreneurship is alive and well
coffee roaster / café	people living downtown	preserving what makes the downtown architecturally and historically significant	MGM
watch a minor league baseball game	people staying for events	connecting to art / food in the Berkshires	the state has finally remembered Western Mass
bring people from out of town	more people are choosing to live in Springfield		The innovation center
sample several food trucks for lunch	bike share program		this discussion
bookstore	more people walking		having this meeting and initiative
boutique	more people coming to downtown at night		MGM
grocery store	when people make it a destination		Choose Springfield
inexpensive worry-free parking	when visitors say "Oh, I love downtown Springfield"		Mass Dev received fellow
arts/culture	when the downtown is busy on weekday nights		this meeting, attendance
baseball	more foot traffic		downtown holiday market
walk, relax, shop	busier businesses		Union station
higher end housing	when more people walk the district again		MGM
more quality outdoor space	when people from Northampton talk about being more like Springfield		restaurant week
supermarket	full occupancy in all commercial buildings		Tech Foundry
maker space	when people are outside at night		YPS
access to specialty food shops	when the media has positive news to share		Suit-Up
buy groceries	people talk about Springfield as a destination		VVM
buy produce	positive buzz		SPARK
grocery shop	when I can bring my wife and family to dinner in a downtown that is safe and have a good quality Latino/African/Spanish food		This plan
theater for independent movies	it is a recreational destination		TDI district
smaller café	people stay after work and call it a destination		to see so many people at this meeting

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equity voice	people don't have perception that it is unsafe downtown		complete streets plan for the city
grocery store	no empty store fronts		mobile farmer's market
retail-clothing	busy sidewalks		UMASS downtown
farm to table restaurant	sold out shows		monorail
Springfield market	city welcomes diversity		
buy men's clothing / ties	city has programs for less fortunate people		
buy groceries	walkable in no fear		
safely park	vacant storefronts are filled with retail and restaurants		
exercise	when people of all ages say they want to go to the district to have a good time		
park/play area for children	feet on the street		
places to shop/ market	strong business success		
higher end, quality entertainment	known as a destination		
great signage	cool urban design		
lighting	walkable and safe		
parking	8 to 80		
lighting	energy after 5 and on weekends		
live/residential			
attend more area-wide events like the jazz festival			
unique dining and retail			
places to shop for groceries			
variety of restaurants			
exercise/ health club			
fantastic arts and culture options			
places to showcase Arts and artists			
higher-end retail			
book store			
more kids activities			
take children for activities outside			
activities for the whole family - skating, trampoline, movies, etc.			
bring my family and stay all day walking around			
shopping and dining			
bring my children (besides the quadrangle)			
concert series			
park			
work café			
mid-scale lunches and dinners			
nice bar / restaurant			
outdoor dining			
enjoy the outdoors			
exercise			
see local outside theater			
get really good coffee			

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see indie films			
buy some clothing			
foodie/farm to table			
a place to go shopping - local, unique shops + chain stores)			
living/mixed use buildings			
have lunch outside			
walk, stroll where there are lots of people			