

# THE CONFLUENCE INITIATIVE

## GROWING THE LOCAL ECONOMY REVITALIZING DOWNTOWN EAU CLAIRE

AN INVESTMENT IN THE CONFLUENCE IS AN INVESTMENT IN YOUR FUTURE

An innovative public-private partnership that involves the City of Eau Claire, the University of Wisconsin-Eau Claire, the community's arts and business sectors is making downtown a

Just as important, what's happening downtown addresses the question: "How does business attract and retain 'the best and the brightest,' the next generation of managers,



destination place again. Results so far: \$100 million in increased property values; 300 new jobs (including well-paid knowledge-based jobs); more than 500 construction jobs; hundreds of new, upscale apartments downtown; Phoenix Park; JAMF Software; RCU Headquarters; new restaurants and commercial space.

entrepreneurs, and knowledge-based employees, for which quality-of-life amenities are as important as their 401k's?"

The increasingly repeated answer: "The Confluence Initiative."

If people love where they live, the more economically vital the place will be.

## THE CONFLUENCE PROJECT

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### Haymarket Landing

A privately developed, owned and operated building that includes 119 apartment units, commercial space for retail, restaurants, and offices, and underground parking.

### Community Arts Center

Two performing arts theatres, work space, university classrooms for its fine arts program, an arts gallery, office space for Visit Eau Claire and arts groups.

### Public Plaza

The old Haymarket parking lot is being redeveloped into a Public Plaza, tying the Haymarket Landing and Arts Center sites together, including a river walk and a bridge connection across the Eau Claire River, to Phoenix Park



THE CONFLUENCE PROJECT - SITE CONCEPT

EAU CLAIRE, WISCONSIN

## The Confluence Arts Center



The Confluence Initiative uses the arts to help shape the social, physical, and economic future of Eau Claire. It aims to make historic downtown Eau Claire – the confluence of the Eau Claire and Chippewa rivers – a place where people want to go. A very important piece of this arrangement is Eau Claire’s new Arts Center.

Why should a business owner or a business operator invest in the Confluence Arts Center?

1. A Return on Investment: while it’s difficult to measure the impact of quality-of-life amenities on employee recruitment and retention, there is considerable evidence that successful cities with a strong employment basis have experienced sustained growth after investing in amenities such as an arts center.
2. A Pride of Place: we all want to live in and around a great city that we talk to people about with pride.
3. A Place on the Map: Eau Claire is fast gaining a reputation as a city where “Things happen.” This image resonates with businesses that are considering relocating here, and young people who go to school and grow up here staying here.

To find out more about the Arts Center and the Confluence Project, visit [www.communityfortheconfluence.org](http://www.communityfortheconfluence.org). To make a donation or find out how to make a donation contact the Eau Claire Community Foundation at (715)552-3801, or visit the Foundation’s website: [www.eccommunityfoundation.org](http://www.eccommunityfoundation.org)

**The Confluence Initiative makes Eau Claire an exciting community... and a great place to grow a business.**