

**Five Flags Civic Center Study and Assessment Input Received  
After the Five Flags Commission public input meeting and the City Council Work  
Session Presentation**

Howard Wickler – Through Web QA on 5-3-18

I am the person who sent the e-mail that you should sell the 5 flags to the county For a dollar to make a city county building out off it like t should have been in the first place! I am sure that you all laughed at me!

Well after reading all the options in the paper if you just take a minute to think about it the idea gets better the more you think about it! Oh yea it saves 850,000 dollars! Just thought I'd give it one more shot!

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Don M., Sunnyslope Estates -- Through Next Door 5-11-18

I believe we should demolish it as we lose money on it every year. The city paid a consultant to make a decision they should have made. Losing propositions should be curtailed!!Keep the theatre and let a private enterprise build an entertainment venue. Probably the city will give them enticements like they do expanding businesses. Everyone gets TiF grants it seems! As a taxpayer I am sick of having the Five Flags as monkey on our backs.

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Paul U., -- Through Next Door 5-11-18

I've talked to a number of people, most all of whom think the whole project is a waste of money. They think what we have is adequate.

I disagree with them. NOT ONLY does N. 5th get closed for any event (which would happen with most of the upgraded plans), but parking becomes difficult at best. In addition, there are many cultural (and not so 'cultural' performances which we MISS a chance at because of our 'small size venue'. I THINK Dubuque could compete favorably even with Des Moines and certainly Cedar Rapids and the Quah Cities if we had a large enough venue. We MIGHT have to find more hotel and hospitality (and there is room for building such downtown, particularly east of the Washington Park Neighborhood.) But I would think the largest of the options would be the best investment. IF you're going to invest, look for a GOOD return. (And, BTW, I would be for the People to have AT LEAST a 50% controlling interest. Facilities like this are MORE than just a profitmaking venture, to be abandoned as soon as the profit grows thin. With a public investment, we will be encouraged to CONTINUE thinking in terms of growth, not just profit!

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Philip R., -- Through Next Door 5-12-18

What we have is adequate for what we get. I'm in favor or tearing it down and making a bigger venue to bring in bigger things that will attract more people to come to this city. We need more than the river museum and the 4th street elevator in this town to draw

people in. Dubuque has a long history but that doesn't bring in tourist like we think it does. The city relies on that and that alone and that's why this city has pretty much been stagnant for 50+ years. We haven't seen the growth that other cities have because they offer more to do.

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#### Wesley Struebing 5-12-18 Form

I would love to have Five Flags expanded, for one reason, I believe that with an expanded facility we would be able to compete favorably with the larger cities around the area (Davenport, Cedar Rapids, etc.) for name groups and larger events. Space around 5th, where it is located now is far too congested, and parking is problematic. (I would sorely miss the current theater). I definitely would suggest another location. There is a premium on parking right now, and expanding the current venue would only make it worse, imho. Of course, we could also opt for a special "Five Flags Run" of the Jule on days of events (including DSO and DSO-affiliated concerts). I, too would like to see it remain \*somewhere\* downtown, but once the Southwest Arterial is complete, out near the Fairgrounds (with the Jule "event service"), might be more practical and cost-effective. I just hate to think of it leaving Downtown...

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#### Wesley S., -Next Door 5-12-18

I would love to have Five Flags expanded, for all the reasons listed above, here, though I would sorely miss the current theater. However, I would also suggest another location. There is a premium on parking right now, and expanding the current venue would only make it worse, imho. Of course, we could also opt for a special "Five Flags Run" of the Jule on days of events (including DSO and DSO-affiliated concerts). I, too would like to see it remain \*somewhere\* downtown, but once the Southwest Arterial is complete, out near the Fairgrounds (with the Jule "event service"), probably would be more practical. Posting this on the link, too. Thanks!

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#### Lynn Mueller – 5-14-18 Form

I'd like to see improvements and renovations made to Five Flags. We need to invest in our own city and Five Flags is doing a great job of bringing people to the city and is an important part of downtown Dubuque. I've attended several shows over the last few years at Five Flags - each time, going to dinner beforehand or grabbing a drink afterwards. So not only is Five Flags benefiting, but nearby venues as well.

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#### Nathaniel Kapraun – 5-15-18 Form

Parking is not the problem at Five Flags. The venue is too small to bring in larger events year-round and with hopes of staying in business, they need to expand. With the advancement of Uber and Lyft, plenty of millennials, like myself, are fine using these ride services or walking a few blocks from the current parking structures. Dubuque does not have a parking problem, it has a walking problem. Without knowing any exact figures of revenue or expenses, I cannot point to where exactly the city could reduce it's

subsidy to Five Flags, but I do think it is too much money for one organization in a town this size when there are so many other projects that could benefit more citizens. I'm sure an audit would find room to reduce the spending somewhere in this budget.

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matt fiegen – 5-15-18 Form  
Option 4 all the way. Bring in more concerts, events.

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Brian Regan – 5-15-18  
I am in support of scenario 3. As a young professional relocating back to Dubuque, I believe that the 5 Flags Center is under utilized in its current state. My wife and I just moved from Davenport, IA, where we were fortunate to experience regular events at both the Tax Slayer Center in Moline and Adler Theatre in Davenport. The 5 flags Center in Dubuque has a unique opportunity to be both of those facilities. A larger facility would allow larger acts and bigger performances, drawing more tourism to our city. As a frequenter of broadway musicals, I dream of the day Dubuque becomes a stop on a traveling cast's schedule. Combined with the renovation of the millwork district, this could make Dubuque's downtown business's thrive for decades to come.

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John Wells – 5-15-18 Form  
I have had the pleasure of working with the staff of Five Flags Event Center for the past 5 years. I feel that expanding the event center into the parking lot and gas station would benefit the city.

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Laura Trentz – 5-15-18 Form  
If a 70 million dollar investment can't bring in top touring acts, then I say we save the money and sell it. What's the use in investing money to get mid tier acts? We could also tear it down and replace it with multi use offerings and perhaps a family friendly venue like a discovery center or children's museum. Or turn it into a true community center like they have in Peosta. It's time to say goodbye to Five Flags and use this land for something new. If we find a civic center is needed then let's move it to the Port. Thank you for the input opportunity.

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Jesse Gavin – 5-15-18 Form  
Five Flags Arena should be expanded. The facility simply cannot attract the kind of shows and artists that will generate large ticket sales in the shape it is currently in. While acts like Willie Nelson, Kenny Rogers, and REO Speedwagon are all well and good, they're also well past their primes. Frankly, I'm tired of having to travel to Cedar Rapids, Moline, Madison, or beyond to see more current performers that could very easily be coming to Dubuque if we had an adequate arena. I know there will be a significant cost involved in building a new facility. But to me, this seems like a similar

situation the city found itself in with the WRRC a few years ago. We can suck it up and pay a big cost now, or be bled dry by continuing and growing costs in the long term.

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#### Dan – 5-15-18 Form

As an event coordinator we need an event center that is like the us cellular center or tax slayer center in moline. Also something we can pack every night. Semi pro basketball, concerts, shows, comic con, and conventions of all kinds. If there was an event center like this I would apply for an event coordinator job.

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#### Scott Cornwell 5-15-18 Form

Demolish five flags, save the classic theater, build new and larger arena, with underground parking lot.

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#### Ralph Kluseman – 5-16-18 Form

Version 4

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#### Neil Stockel – 5-16-18 Form

Prefer to tear down old Five Flags and build new.

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#### Kevin Anderson – 5-16-18 Form

I am against the larger plans that would involve the closure of 5th. The ability to connect up to Main Street, Locus, and Bluff from the streets further east (Iowa, Central, or from down at the river) would be a major disruption. Especially when coming south on Iowa and needing to get up to Locust or Bluff. Past the turn at 5th, one quickly gets trapped in the "triangle" of streets south of 5th, which is much harder to navigate in. That block on 5th next to FFCC is a very critical road link in my mind. I also just see us having enough "arena" events that would require such a huge new place. Your study doesn't provide the market analysis that would support that need.

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#### Paul Hemmer – 5-16-18 Form

As a regular attendee at DSO concerts at Five Flags Theater I believe the most important immediate work to be done is replacing the uncomfortable seats on the main floor and a major reconfiguration of the balcony. Seats are placed too close together with almost no knee room for the taller adults of today. And, I believe something should be done to capitalize on the historic significance of the "Majestic" as one of the finest early vaudeville houses in the country. Few realize that the architects, Rapp & Rapp, went on to design the famed Chicago theater and dozens of other significant theaters across the country. As for the arena - although the cost of maintaining is significant - I believe we should at least configure the interior to handle more seating. The city has

grappled with the "municipal auditorium" concept since at least the 1920's without every properly resolving the problems. If we can afford 1.5 million dollar roundabouts, \$250 million dollar storm sewer projects and 1/2 million dollar public toilets we should be able to do something significant for the long term cultural well-being of our city.

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Judy Perry – 5-17-18 Form

I would like scenario # 4 Our city has so much going for it and this would be a huge benefit to our downtown & local economy. With the Millwork district close by this increases the arts & culture corridor.

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Dean Millius – 5-17-18 Form

Saving the current Five Flags Center is putting good money after bad. The current civic center has shown it can't make money. Parking is horrible and the Grand River Center and other facilities have stolen its business. I would level the civic center, expand the theatre and use the rest for a parking lot. I would be willing to see the Five Flags center move to the S.W. Arterial where expansion and parking is addressed. The new center would have a ballpark, concert arena and convention facilities that are greater than the Grand River Center. It's time to give the Five Flags Center a new exciting life that can be a regional center. Enough with spending more money in the money pit.

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Jack Wertzberger – 5-17-18 Form

I would encourage the architects and designers to consider the traditional building styles that dominate downtown Dubuque. I agree that the current structure should be torn down, but the artist's rendition of the new building is awful. It is a blight on the downtown landscape. I have been in several urban settings where new construction was erected behind existing facades. My hope would be that one might recreate a traditional Dubuque main street facade, but the interiors would be state of the art facilities. I cannot state strongly enough that the proposed construction is awful and incongruent. I lived through urban renewal and it was, in my opinion, a disaster.

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Dustin baker – 5-17-18 Form

I think it would be great to update and expand the facilities at Five Flags to both be competitive with other venues and to be able to offer more exciting performances to drive tourism in Dubuque.

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Matthew Sanford – 5-17-18 Form

I'd really like to see the 5 flags center to be renovated! The old saying, go big or go home! plan 4 looks amazing and if it has good long-term projections I think it will add a lot to Dubuque. thanks!

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Antonino Taddeo Erba – 5-17-18 Form

This new plan for the Five Flags Center is an ill-advised attempt to try and revitalize a core venue for the arts and public life in Dubuque. Before taking on a spectacular reinvention like this, start by revamping it in smaller ways like retrofitting the building to make it more energy efficient. Ultimately, this plan doesn't serve the needs of the community and isn't a good investment of the City's time and money.

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Hillary Baker – 5-17-18 Form

We definitely need to expand Five Flags so we can get some larger acts here (assuming there is budget and staff negotiation abilities to bring them in.) Dubuque should be on par with the Quad Cities and Cedar Rapids as far as entertainment. Just need a bigger venue!

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Suzanne Wright – 5-17-18 Form

Renovate as much as you need but please keep your managing staff. H.R. and Ali have brought great things to this property and the city needs more of their kind of efforts.

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larry wolff – 5-17-18 Web QA

It is my impression that a very high percentage of Dubuque residents prefer that Five Flags be sold or even given away to eliminate the hundreds of thousands of support tax dollars and return the real estate to the tax rolls.

We don't need the City subsidizing our entertainment.