

Watertown Downtown River Corridor: Open House #1- Eblast Draft
May 22, 2024

Subject Line: Watertown Downtown River Corridor Open House

Hello _____,

I'm reaching out on behalf of the Redevelopment Authority of Watertown to invite you to participate in an upcoming open house event to inform the master planning and future development of the Downtown River Corridor in Watertown, Wisconsin. Please join us **at the appointed date and time** to learn more and share your thoughts for the Downtown River Corridor masterplan. The open house event will be hosted at **Location TBD**.

Please pass this invitation on to others in your community. Thank you and please see the invitation for more information.



Example to be embedded in email invite.

About the project:

This project aims to revitalize Watertown's Downtown River Corridor area along the Rock River, by conducting a comprehensive analysis and creating a strategic development plan that will enhance the river corridor's aesthetic, economic, and recreational potential. This work should build upon other recently completed downtown projects, such as the Bentzin Family Town Square, the renovated and

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expanded Watertown Public Library, and the upcoming WisDOT reconstruction of the Main Street (Cole) Bridge, anticipated for 2024.

The final deliverable will be a report encompassing an Opportunity Analysis, a riverwalk layout design, recommendations for enhancing amenities and waterfront facilities, environmental opportunities and issues, and suggested uses for redevelopment sites.

Bring your fresh ideas and perspectives and be prepared to engage with our group of placemaking experts as we collectively imagine a new future for downtown Watertown!

Regards,

Watertown RDA- <Role>

Rinka – <Role>

Kapur – <Role>