



**LAKE HAVASU CITY BRAND DEVELOPMENT SURVEY II
MARCH 6, 2013**

LHC LOGO BRANDING SURVEY – FEBRUARY 2013

VERBATIM REMARKS

RESIDENTS: DESIRED IMPROVEMENTS

- Driving into LHC is unattractive and uninviting. More effort and money needs to go into beautifying the city to make it a place people will stop. Plants some trees and/or shrubs! Clean up boulevards and bare land alongside main roads! It's embarrassing to have our family and friends drive through this boring mess to get to our home.
- some kinda of year round amusement park.
- More things for the teenagers to do, besides the skate park. Bumper boats, miniature golf, arcades etc.
- Would like to see more colorful/artsy shops, maybe a Barnes and Noble, fill the Shops at Lake Havasu with more shops, more parks,
- concerts/theater

classical music

- A genuine arts - restaurants section of town
- More art and music venues.
- Need a nice dance club.
- Art district
- More concerts in the park
- A better music scene.
- Better fine arts
- Art
- Dedicated music/events venue (amphitheatre-type). Convention-type facility would be greatly beneficial (Nautical doesn't cut it).
- I would like to see more music events and possibly an indoor venue built that would have quality sound.
- Quality entertainment such as visiting symphony orch. concerts, theater performances. more improved Main Street experience (tea gardens, colored decorations
- Concerts in the parks, hula dance shows/luau's!
- Fix the "under bridge" situation PLEASE. That used to be a hub of fun. Have entertainment and food and dancing. I think people would still go for that. I know I would.
- More live music and a jazz club. Sidewalks on streets for residents. Don't build the skatepark and instead use that money to assist residents with the sewer debt. Then lower sewer bills and set one standard sewer fee like everyelse in the world. MAke the city more friendly for Democrats and quit fighting over everything the federal government wants to do for us.
- Commercial Air Service

Art Museum

- better beaches
- continue to improve beaches
- It is great already. More beach access
- Beach improvements. I've noticed they no longer seed with rye grass in the winter at Rotary Park. Dead grass is unattractive.
- Free beach access for residents.
- Improve Body Beach for boating.
- more free beaches
- Improvements of the beaches.
- continue beach improvements
- More bicycle paths
- Completing and expanding the pedestrian/bike trail system proposed in 2006.
- Improve the London Bridge Area.
- Update and continuous growth of the area around the London Bridge.
- Would love see more improvement around the London Bridge
- It would be nice to have more business/entertainment at the English village

- Improve and invest the London Bridge Road area which is a tourist place . Looks outdated. Main street who visits that.
- move forward with the English Village, it is the crown jewel of Lake Havasu
- Redevelopment under the bridge; e.g. art galleries, boutiques, live performances etc. Not much to do or see except for the bridge.
- develop the downtown area to go with the English village theme.
- Bring the Bridge back to life.
- Work on north side bridge
- Bring the Village (all the shops in a row by the bridge) back it brought a lot of people here, from all over the World.
- I would like to see the old out of business English village developed.
- Update the English Village. Make it more English.
- I would like to see the English Village be what it once was again.
- I would very much like the English Village revived somehow...it would be great to see the carousel brought back there too!
- improve the waterfront along the old London area
- Develop the area of the English Village
- When I first purchased a home in Lake Havasu over 20 years ago (I purchased a lot in 1971) the one thing that was unique about LHC was the London Bridge and the English Village theme. London Bridge has been the one factor that has put LHC on the map...around the world. When people ask me about LHC and want to look it up they always askhow do you spell it....I always respond....just google the London Bridge,...they almost always respond....oh yeh I heard about them moving the bridge to Arizona, The most wonderful views in LHC are standing on the London bridge (either side) and viewing the Channel....whether or not LHC stays with the English village theme.....I think it is imperative that the city does everything it can to rejuvenate the area under the bridge and make a long term commitment to develop and maintain the London Bridge area and continue to upgrade it for all time.

The London Bridge is the "only thing that is really unique to LHC so it is the one thing that we must concentrate on.....everything else will follow.....

- The bridge is the main attraction, therefore should look more attractive and appealing by doing something with the English village and the closed shop under the bridge (Kelly's sandwiches?).
- clean up area around London bridge with closed buildings. Maybe suggest city buy land and build city park to change area from a dump into somewhere nice to visit.
- Improvements at the English Village for one. That is the place to be and the main attraction of our town, people come from all over to see this place only to find empty buildings/office spaces. We, or whoever is in control must make it attractive to residents and visitors in order to increase revenue for the town, by filling those empty spaces.
- Do something with the London Bridge area, it looks awful. Don't even want to take visitors down there. Too many closed up stores. It used to be a fun area for family, not any more. Very dirty and smells some of the time.
- Enhance and encourage businesses to English Village
- Bring the little shops/pubs at London Bridge back to life!
- I really miss what it was like when I first moved here. Under the bridge was a movie theater, shooting gallery , an arcade, candy store, sports bar, and a place where they had a photo booth. My friends and I made a point to go get are photos taken every chance we could. Now to maybe think about going back to some of that might be nice.
- London bridge area needs to come alive again
- Our London Bridge was a major attraction for our city/state. I'd like to see how we could join together and once again make it the attraction it could and should be!
- Develop the London bridge area
- Area around the London Bridge, in low season could use some cleaning up of trash, along walk ways

- Restore the family fun activities to the London Bridge area. Support Havasu For Youth in building a place for our kids to hang out together.
- a casino
- build a huge casino on the island.
- Indian casino
- love living here - like the small town atmosphere- don't want to see big names come into town like Olive Garden, etc. We have enough already. Like to do business with locals
- Sams Club or Costco, Olive Garden
- Less chain restaurants more "mom and pop" restaurants. A central visitor center with BLM, AGFD, USFWS, AZ STL information on recreation. Maps on where to ride. Improved trailheads/staging areas.
- More national chain restaurants like Cracker Barrel and Olive Garden
- Would love to see a Cracker Barrel Restaurant on the outskirts of town.
- more chain restaurants
- Bring more selection of restaurants such as Olive Garden, Applebee's etc. add more to the London Bridge area.
- RED LOBSTER
- More large brand name restaurants like Outback and BJ's.
- trying to bring in a chain seafood restaurant
- I love this city. The only change I would do is to add some national brand food chains like hooters or buffalo wild wings.
- Red Lobster or Olive Garden
- More chain restaurants
- More chain restaurants like Red Lobster, Olive Garden, etc. Large box stores like Costco or Sam's Club.
- Better bank access to the lake for fishing and other activities. Not more fishing piers, just better bank access. More top name restaurants (Olive Garden, Red Lobster, etc). A Costco would be amazing and would draw from other cities. More activity centers in the English Village. That beautiful restaurant property is going to waste! A state of the art arcade might be very profitable.
- A few more semi-upscale restaurants -- Olive Garden, Good steakhouse, also, theatre that shows plays, not just musicals
- Would love to see more near the Wal-Mart area such as a Red Lobster, Panera, or other restaurants. Also a coffee shop such as Starbucks at that end of town.
- Costco-Red Lobster
- More beach parking for boats. A couple more larger restaurants like Olive Garden, Red Lobster. A Costco. Complete the new off-road race park by airport.
- tween/teen center for small fee. costco. victorias secret. red lobster
- It would be nice to have a Costco in our area. We need more affordable boat docks and some bigger restaurants.
- Olive Garden Restaurant, Paint Ball Area and perhaps Laser Tag Facility - Kids need a fun place inside from the heat that keeps them active and something to do.
- Need better restaurant selections. An Outback Steakhouse or Olive Garden. Better wait service at local eateries.
- I would like an Olive Garden and other restaurants by the mall
- Better choice of restaurants... Red Lobster, Ruby's, Marie Calendars, Sizzlers, etc
- activities for younger people, a chuckie cheese would be a great place for all us young moms to take our children when we want an indoor activity, or for birthdays, dave and busters would be great for the young adults, or an amusement park. all we have are gross bars and a dirty lake to entertain us. the balloon fest is nice but only 1 time a year. we need something year round for the younger community, and our children. more restaurants would be great too, olive garden, red lobster. this community is mostly geared for the elderly and spring break californians, honestly i would not have ever lived here had i not been brought by my grandmother in 1999.
- More chain restaurants, more stores at the mall.
- Better shopping. More name brand restaurants.

- Name brand shop and restaurants
- More chain restaurants and more common stores.
- Name brand restaurants, like the Hat (Ca), more variety of shopping. Miniature golf, arcade, etc.
- more chain retail and food places. need more shopping options, more indoor activities such as mini golf or video games
- Updated theater productions, restaurants (chain) that you find in the metro areas shopping, arts and Main Street (McCulloch) filled with speciality shops bring this area alive? Love to see shops, eateries and arcade open under the bridge to make this more vibrant and fun for our visitors who travel from afar to be able to enjoy the London bridge and bring in additional revenue to the city. Such a beautiful area go to waste.
- Please bring more food venues to town.. Olive Garden, Out Back Streakhouse, TGI Fridays, Panera bread, MORE shopping at the Mall - Bath body works, Victoria's Secret.. Marshalls, TJ Maxx
- more shopping available, fun things for the kids to do indoors, big name restaurants.
- Landscape both entrances to city to make it more inviting. Bring in popular chain restaurants and upper scale retails stores, rather than more 99 cent stores.
- Larger brand name store/restaurants
- More jobs that aren't retail and pay at least \$10-12 an hour. More shops added at the mall along with better places to eat like Apple Bees or Olive Garden
- Add More Shopping ~ TARGET, Macy's(in place of Dillard's)!! Maybe an Outback, El Pollo Loco, TGIFridays!! Just for starters...
- larger stores and restaurants for shopping and eating (i.e. Target, Marshalls, TJ Macs, Olive Garden, etc.)
- COSTCO 2.) Target 3.) Office Max 4.) Red Lobster 5.) Olive Garden
- Transportation such as bus service or air service going to California. A casino. More big name restaurants and shopping.
- Attract more touristy-type stores for Main Street. Stop allowing [REDACTED] to dictate to the city fathers that national restaurants such as Red Lobster and Olive Garden aren't allowed to come to Lake Havasu. Repair the city streets. Stop allowing homeless to use the Public Library as their bathing, living room, and hang around outside facility. Attract stores to the mall. Stop pushing for the drag strip to be on the North side - put it in Sara Park where it belongs.
- Revitalize the village near London Bridge with shops, restaurants, entertainment ...not condos. Perhaps add a Sam's Club, Target and Olive Garden.
- would love to have an Olive Garden, Kohls, Target for better shopping and eating opportunities
- would like to have a Applebee's, trader Joes "
- Changes:None...perfect place to live

Additions:Red Lobster/Olive Garden restaurant

Improvements:more traffic lights @ busy intersections

- An Olive Garden restruant and a Airport that connects with Vegas and Pheonix
- better surface streets to rough & bumpy

some popular resturants Olive Garden, Outback

etc.

- A small walkway across the channel to do a continual walk.
- Fix up the channel stores
- Restaurants along the channel, or near the water.
- Clean up the channel, raise the standards...draw a higher class of people...i.e. Indian Wells, Palm Desert, etc...
- MAKE THE CHANNEL MORE LIKE SAN ANTONIO'S RIVER WALK.
- improve the channel shops
- Rest room with flush toilets and sinks on city side of the channel.
- may the bridge and the channel a real destination, not a cheesy mess.

- The city needs to own the property under the bridge or along the channel so we can bring it back to being a tourist attraction and stop wasting time trying to force us to believe McCulloch Blvd is main street....what a waste of money.
- Fix London bridge area, clean up Graffiti and put the beach back in the channel instead of boat ties
- bring more business to the channel walkway and keep the walkway open. also, we need to clean up the trash better.
- Cleaner channel and more businesses with boat access around the lake
- keep streets clean
- none, well maybe more plastic bags available for folks to put trash in along the shores
- Lake Havasu very overcrowded and dirty. Water quality has been getting worse for years. Do NOT increase boats!
- the sludge in the swimming area of Rotary Park is really gross.
- Cleaner entry into the City on US 95, to much trash on the highway, it does not make the City look very well?
- I wish people would leave less litter, this is a beautiful area and I'd like to see it preserved.
- clean up the trash on 95 and reduce the speed limit closer to town on 95
- code enforcement
- Make everyone clean their weeds included business all vacant lots wish everyone had more pride in where they live
- Enforcement of codes in city building noise junk cars etc
- Clean up the abandoned cars, boats,rv's in front yards. Unlss they have current registration they must GO! Places in town look like Hillbilly Hills and that's sad...
- Make sure the funding for code enforcement stays. They keep our town from being trashy.
- The empty lots that litter this city are an eyesore as you drive through downtown and the surrounding residential areas. These need to be maintained in some capacity.
- Stricter ordinances regarding personal property upkeep. Too many homes have junk cars, trash, etc. sitting in yards. Unfortunately, it reduces property values in the neighborhood. Lake Havasu is a beautiful city but a few create a blight on all.
- not so many cars parked in yards
- More code endorsement needed..keep our city looking respectable
- Updating the looks of buildings, having some sort of city ordinance regarding the appearance of homes, continuing to clean up how trashy Havasu tends to look.
- Code enforcement
- Code enforcement. To many properties look like junk yards.
- more regulation on the size of boats allowed in the lake, not just the ones that can access the ramp at the marina, but a limit on the size allowed in the entire lake.
- Better control (noise restrictions - music decibel) of the party people in the Channel on the weekends
- Enforce city ordinances on RV parking in front of the residences, replace (or update) the London Bridge Sign.
- Vastly improve the LB Village area. Enforce boating engine noise restrictions.
- Pick up trash along Rt. 95, and limit number of vehicles that can be stored in front yards.
- Clean up the city, Get rid of the junk cars, boats ,motor homes in front yards.
- Sidewalks throughout residential neighborhoods. No boats, RV, broken down vehicles etc parked in front yards.
- Northside of town is almost forgotten - we need curbs - the rocks/sand/dirt after rain is deplorable. Certainly make for a cleaner city - too bad Code Enforcement isn't enforce - we have a horrible neighbor with '████' all over the place -looks like a slum - what should we do. I've called Code Enforcement - and they simply said, (after viewing the complaint in person)...I'll contact the Fire Department - you are right this is a mess, but nothing happened. I am so sick and tired of lip service in this county.....and believe me, I am not alone.
- ASU campus
- Looking forward to more educational events through ASU

- Don't build condos in the English Village!

The English Village was the dream of our founder, don't sell it to out of state residents.

- Redevelopment of the English Village-NO CONDOS !!!
- quit trying to make us like Palm Springs and the like. we don't need humongous condos and hotels. we want to SEE the water
- Develop the city's biggest asset, a vibrant river walk district, supported by resorts on the island not private housing, think Marriott not cramped California style houses.
- A sports complex with soccer fields
- Convention Center to attract more people; which would encourage more commercial flights.
- Costco
- Costco.
- Costco, economics, have to wait for businesses to come back to empty buildings.
- We would like to see a Costco or Sam's Club here. How did Bullhead get one?
- I would like go see a Costco or a SAMs Club come to Havasu.
- jobs

costco

- Costco, Fred Myers, heated water in the lake for year round swimming (like a public pool in the lake with a slide and beach entry?).
- ADD THE DRAG STRIP.
- addition of a drag strip
- It's a great place to live and to play!

BUT ---- NO LOUD AND DUSTY OBNOXIOUS DRAG STRIP ON THE NORTH END.

- Drag Racing.....
- DRAG STRIP WOULD WORK FOR ME
- Complete the drag strip plans and get building
- Motor Sports Center

DRAG STRIP

- Re-open Aquatic Center for more use

Continue development of drag strip near airport

- Able to drink on the streets
- A more Las Vegas, New Orleans or Key West atmosphere - during street events allow people to take their drink on the streets.
- St Patricks parade and party

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- more cooperation between City and groups planning events
- More organized activities
- Additional entertainment venues and/or events.
- More events
- More activities in the summer
- outdoor concerts, sporting events to watch (inside or outside), events at an indoor venue like comedians or dance troupes.
- Hiking Club, Open Art Club, Bike cycling Club, Lazy man's Triathlon- one month to complete event.
- expand events beyond the downtown area, it would be nice to see some move out toward the mall.
- Rummikub & other board game gatherings for the public.
- Salsa festival other concerts

- More activities during holiday and New Years Eve open to all until midnight. Had family in Christmas disappointed activities weren't like during rest of year especially for teenagers.
- continue to offer special events and as many recreational activities as possible
- More affordable activities.
- more music shows
- street fairs, more
- More free events
- More things to do
- GET CITY MORE INVOLVED IN LAKE ACTIVITIES
- First and foremost, it's time for all to realize that Lake Havasu is a resort destination. Cater to our guests and increase outdoor events.
- Summertime activities from June to August at indoor venues would help those of us who are year round residents enjoy the city even more.
- More community events
- More culture and events
- Love It Here...As a City...Stay involved in Promoting Events that make Lake Havasu a Destination I.E. Winterfest, Rockabilly, Dragstrip, Boat Races etc. That's what brought us here...We are Motor Sports People that love the Lake and the Outdoors.
- lighten up on the events stipulations to the person trying to put them on .
- More special events along Main Street and the English Village.
- More destination activities.. More money to the community.
- more high end cultural events
- More Arts and Entertainment on a professional scale.
- Museums - Jet Ski, Lighthouse, Military

Revival of the English Village and regular performances under London Bridge

- More year round activities/festivals. I realize day time in summer is too hot....but when the sun goes down it's nice outside. Events at night on "main" street or Windsor, rotary, and London Bridge parks would be great
- Completion of the new sports park, more events geared to the kids, improvements at the English village
- A large grocery/supermarket like Costco or Sam's Club. More events for college aged adults to meet other college aged adults.
- Free events, more teenager things, free family events, cheaper prices on everything.
- More events during the summer such as indoor farmers' market, indoor swap meet.
- Expanded development of vibrant public space under bridge for cultural events such as concerts, dances, art shows, live theater, educational events, etc. Create a Farmers' Market (Yuma and Mohave Valley both grow ample produce which could be brought to Havasu). Partner with ASU Lake Havasu, NAU and MCC to provide stimulating educational opportunities for the public, such as lecture series, field trips, etc. Partner with ASU Lake Havasu to offer majors that promote existing local resources such as hotel/restaurant management, geology, Physical Education focusing on water sports, etc. Create internship opportunities between ASU and city businesses to develop thriving relationships between city and university. Promote recycling at all city events and open spaces. Promote biological resources of our area such as bighorn sheep, birds, bats, etc. to tap into additional visitor groups who might not be aware of LHC's wildlife resources.
- More attractions for the lake, Air shows, marina's or more access to the lake.
- 1-year round events

2-more shoreline access

3-movement to the North side

- Keep the green grass all year at all the parks like we used to do. Have more open free invites for locals to happenings.
- Culture events ,more motor sports,casinos

- MORE U.S. BASED VENDOR PARTICIPATION AT WINTERFEST, SWAP MEET, ETC. "SHARE THE TRAIL" RULES. REMEMBER THE SHARE THE ROAD PUSH BY BIKERS. CAREFUL CONSIDERATION BY OUR LEADERS AS TO HOW WE WANT TO GROW. WE CAN HAVE MODERATE REASONABLE GROWTH HERE AND NOT SPOIL THE REASON MOST OF US CAME HERE FOR. WE DON'T WANT TO MAKE THE SAME MISTAKES LEADERS MADE THAT ULTIMATELY FORCED US TO LEAVE OUR ROOTS.
- I would change a handful of things, starting with everyone on the council that is "going whats right for Havasu". Nobody is doing that and in order to make Havasu a great tourist spot that it once was in the 90s we need to change alot of things. Activities involving the lake and allowing other companies to operate the way they used to
- I would like to see a first class outdoor amphitheate for concerts and perhaps drive-in movies and other events.
- Fewer retirees, more diverse cultural offerings.
- More Hiking and Biking Trails. Bring some more bike races, marathons, tris etc to the city.
- Trails for biking, hiking, running and/or better maintenance of the ones we have and publicizing where they are. A trails plan should include and welcome horseback riding companies. A legitimate farmers market like the one we had briefly at the corner of Lake Havasu Blvd and Swanson. A Trader Joe's. A wine bar. A legitimate water park, laser tag, etc. for teens and families to enjoy. We could host some AZ music talent, e.g., A Nowhere Man and a Whiskey Girl from Tuscon/Bisbee. Dramatic theater instead of musicals all the time. Singles events for various age groups not revolving around the bar scene, e.g., publicize active events, running clubs, etc. Add drivers education back in at the high school. Offer hunting safety classes for hunting licenses. Get a dinner cruise out on the lake. Also public landscaping so there are not so many weeds, include more shaded areas in public spaces and misters, get merchants excited about setting up shop in the mall, and more mid to upscale dining options.
- Trader Joes, keep improving the parks and 'Main Street', have more shopping, restaurants and entertainment.
- continue improving parks,events, skate park for young adults, respect our winter visitors! I have been for 40yrs. I will die here!!!
- More and better marked trails (hiking, off-roading), affordable air service to Vegas, more indoor events during the summer
- Expand the island 200ft into lake on west and develop rec hall, board walk, casinio/bingo, resturant, etc. Add parking & watertaxi port from south of mulberry to new island dev stop & goes also to new north town shopping center and back. Island is grossly under developed. Add open top tolleys buses. At north east end/side of town up in foothills Add community park with zip-lines, horsebacking, hiking etc. Sponsor a annual 10 mi triathalon for varing age groups. Sponsor A yearly Mardi Gras type boat parade around island In Feb. Most people greatly enjoy two activities; riding on water and glitzy lighted locations/areas.
- Clean up the village, get merchants back and live musicians under the bridge, make it a pleasant place to spend time regardless of the weather. Hold more public activities in the venue.
- Better transportation for visitors to get here ~ either airline service or a bus line to Vegas or Phoenix. Maybe a "Fall Frenzy" of activities? Most of all: WE NEED A LONDON VILLAGE WE CAN BE PROUD OF INSTEAD OF AN EMBARRASSMENT WHEN VISITORS COME ALL THE WAY HERE TO DISCOVER THERE IS VERY LITTLE AT THE BRIDGE! Channel restaurants, shops, bring back dinner theater, strolling characters in costume for photo ops, double-decker bus, etc.
- Improve shopping/entertainment under the bridge!!!!
- More stores & restaurants at the mall...more festivals ..things to do year round
- Extensive renovation of main street from Acoma to Smoketree to include more restaurants, entertainment, and visitor-friendly shopping. Contemporary façades.
- Been perm resident last 40 yrs. Miss the character and beauty that was once LB area 40 yrs ago. Bring back that atmosphere and character LB had 40 yrs ago. Beauty, shops, concerts/shows under the LB, activities, events and such. Bringing LIFE back to that area would also bring back those bus touring groups that used to come there. Beautify LB area. Smiling!

- We shop and would love to see a TRADER JOES market. A COUNTRY WESTERN VENUE FOR entertainment, a place where or bi monthly activity where out of towners could gather specifically.
- Better way to communicate events. The paper usually has information wrong.

Would like a Target or Trader Joe's store.

- We need to put some more life back into the shops at the bridge, everything is always so dead unless its spring break or so other event. More events for residents, more lights an fun things to do thur the year.
- Street improvements, more activities for all ages
- Longer bus schedules, (hours & days) more kinds of activities, i.e. Roller Rink and oval track Motorcycle Races. Not so much just built around the lake and the desert. Local entertainment for the rest of us without boats or atvs.
- Better signage from the channel to Main Street.

Trolley that is NOT part of the bus system but goes to tourist places only, hop on hop off.

Professional stage that will accomodate A-List outdoor concerts.

- A Target, Bed Bath and Beyond, Kohls, Sams Club shopping, interesting shops at the Visitor's Center area,concerts and cultural events,
- More lake events such as boat races, jet ski races, etc. As a frequent boater I would like to see a more relaxed presence by LHPD in the channel. It has improved over the last year or so from the previous years.
- Children orientated facilities for play.
- Teen Center open,
- More family entertainment
- A place for kids to hang out would be great...not just teens.
- I think we need somewhere for our children to have a place to play like a chucke cheese or dave and busters all they have is the bowling alley... There are alot of kids here now in Havasu we need to make a place for them.....
- more fun family friendly things to do!
- trampoline park for the kids, indoors
- More recreational things to do with families in the city, to build up relationships between Adults and children.
- more family activities
- More community activities that target families with younger children
- More family things to do with small children in the summer when too hot to be outside.
- Less party crowd, more 'family friendly'.
- More family oriented activities.
- Skate park, drag strip...yes! More indoor summer activities...add to aquatic center? Or maybe an indoor roller rink?
- More employment options and more activities for school age children
 - Create a space for our young people. A community center like a YMCA where they can go to after school and on weekends.

2. Stop catering all the activities towards the senior community. There are lots of 30s & 40s in our community.

3. Create jobs in our community for those in their 20s and not drive them away after high school graduation.

4. We need an indoor activity area where the kids can go to during the hot summer months. Not everyone can pay for the Aquatic center every week or Parks and Rec summer programs.

- Adding more opportunity for youth and young family to work and play. Businesses and facility

- More activities/programs for my children , especially in the summer when it is too hot to be outside much.
- More places for kids to hang out at. Need a skate rink or YMCA type place here.
- Farmers Market!
- I would love to have a farmer's market, somewhere to buy really good fresh fruits and veggies. I would also love somewhere to take my children when it is too hot to play outside. I personally do not like McDonald's for my children to play. I loved Bubba Jump, but they closed.
- Farmers market and an indoor activity center for kids and teens
- More Shore fishing available. Not everyone has a boat.
- golf course
- A city owned golf course. Like Boulder City has.
- We spend alot of money on skate Parks and other sport facilities but what about a public golf course. We pay alot of money for services even though alot of us are part time residents but don't see much for adults.
- Municipal golf course
- A municipal golf course
- county golf course ! 18 holes for 25.
- Improve London bridge golf course
- More Golf Courses
- A Municipal Golf Course
- More golf courses (affordable)
- Cheaper Golfing
- Another 18 hole golf course.
- Improve london bridge golf course, add a second marina,
- More indoor businesses to take kids to in the summer months. For example Chuck E Cheese or John's Incredible Pizza. May be an indoor miniature golf course.
- Need to better and improve your hospital (too unorganized and nurses and interns are often uninformed and don't know what to do), lake havasu needs good doctors especially in sports medicine, pain management and rehabilitation field so residents don't have to drive far to see one. Need better quality customer service especially for nonresidents (experienced rude staffs from DMV, hospital, and most hotels).
- Another hospital
- Commuter Air Service for Travel (to Vegas/Phoenix/or?). Communicated Quality Medical - for retirees (+Trauma center), Upgrade Channel area and downtown
- I would reserve funds and create incentive programs for businesses to attract more businesses or other types of businesses such as manufacturing or Technology so that residents of Lake Havasu City could find good jobs. This would allow for more money to be spent in the city, more tax being collected and a higher standard of living for all.
- Bring in more businesses- we need more jobs
- More Jobs
- More employment!!!!!!
- I would like to see a business come to town that would neccessitate and pay salaries for a more educated work force. This would attract more families, business, and support the newly opened Arizona State University.
- MORE JOBS!!! I have been out of work for 4 years
- Better paying jobs
- To bring in more businesses and jobs,
- Anything that can be done to attract business and create employment would make Lake Havasu City a more attractive place for families.
- better wages
- A thriving business park would be good to get more Jobs and revenue into our city.
- More large business' would produce more opportunities for employment and a more stable vibrant local economy.
- Jobs

- A MORE STABLE ECONOMIC BASE. ASU IS A GOOD START BUT WE NEED MORE FOR BETTER JOBS.
- Jobs
- More big business /employment opportunities
- Attract light manufacturing to provide jobs for younger families.
- We need industry a place where people can work and make a decent living.
- Industry, To allow full time residents the opportunity to feel like vested members of the town, good paying jobs to enable home ownership etc....
- Hmm. More real jobs, instead of an endless number of part time and/or minimum wage ones. Oh, and something other than sports bars, and bloody "festivals" that take up the whole main street, which are all just the same thing, over and over again. The race track thing was a decent idea, more or less, but the mall.. you can't get to without a car, or, if you do use the bus, not on Sunday, and not at all hours when using public transportation, which makes the bus a useless option for people that work there too, especially if they don't have cars. The city can't decide what it is, at all, and because of this, the only thing it *is* is a mess of old people in the winter, and a lot of drunk people in the summer, with almost nothing to do for either group, unless it involves the lake somehow. And, as I said.. forget finding a bloody decent job here.
- Need more businesses that create jobs. Also need more things for the teenagers to do that will keep them out of trouble.
- We need to make it more inviting to larger corporations to get better and more good paying jobs here. We also need to make our school district better and less crowded.
- More activities for youth
- More children's stuff
- i would love to see more activities for the pre-teens and teens. sports that don't cost so much money for the parents.
- more youth oriented activities
- Need more child oriented activities for locals as well as residents.
- Something more for children (especially in the summer - besides the Aquatic Center)
- More places and activities for the Young adult ages 18 - 21 so that they are trying to figure everything out
- Places where teenagers can gather to keep them away from trouble. Activities for adults ages 35-50 to help be able to meet people other than in a bar/club setting.
- Things for young people to do
- More opportunities for our youth to do things.
- None, keep up the good work with kid friendly, family activities
- More kid friendly
- More events and attractions for youth and non alcohol related
- More activities for the young people
- Recreation for youth residents
- More things for kid to do
- more activities for teens
- MORE ACTIVITIES DIRECTED TOWARD THE YOUNG PEOPLE THAT LIVE HERE FULLTIME
- More places for young people to go.
- More activities for kids.
- more things for kids to do indoors in the summer
- safe place for teens to gather
- more activities for teenagers and young couples
- More activities for the young adult age, especially on the weekend nights.
- activities for Children
- We need to run more efficiently as a city. But as for tourist events and "fun" things to do. Things are going in the right direction. We are lucky enough to have such great weather, and with all the events that are held here....you really can't complain there isn't anything to do for adults. :) (ie: winterfest, mud runs, jet ski races, rockabilly the main street events, rods and relics ect).

However I do see a need (but don't have a solution or answer) for improvements or activities for our teens.

- I would like to see more things for the youth that live here. This is not just snowbird city anymore.
- More activities for teenagers and young adults
- More programs for teens
- More activities for the kids
- More teenage activities.
- More for local teens to do
- More docks
- More affordable boat slips
- More boat slips,
- New boat ramp (South)
- another launch ramp
- Add a boat launch toward the south end of town
- more boat moorage
- More boat launch ramps
- free launch ramp for locals.
- Additional boat ramp
- A few more non-motorized (canoe/kayak) launch sites. Maybe one by the boater safety/law enforcement operation center. Having the new one at Mesquite Bay is wonderful.
- more public launches and overnight moorings at a cost
- South side launch ramp and marina.
- More convenient water access.
- Remove the seawall from the channel so that boat parking and access to the water from the riverwalk is more accommodating.
- Better access to Lake Havasu with additional launch facilities, parking, and beach improvement
- Better access to beaches for watercraft. Dedicated jet ski race course to attract racers
- more landscaping along highway through town
- AZ 95 landscaping
- AS 95 landscaping
- Invest in tourism (our main industry), landscaping and embracing and enhancing the natural beauty that is here.
- More palms and plants lining the roadways
- More trees and landscaping....trees at benches.....trees on island shading benches
- Cleanliness along roadways and more landscaping in prominent places
- Since visitors enter LHC from Highway 95, maybe a little less trash on the road and some landscaping would be great also.
- Need to clean up along the highway that enters the town...take down the weeds and put some rock down. It's the first thing you see as you enter the town.
- Keep businesses, landscapes and homes clean and attractive.
- Finish landscaping along highway 95....it's a first impression!

Have a real bike lane from London Bridge, on London Bridge Road, all the way to the mall!

Pass a law that states NO Parking of vehicles, boats etc., on front lawn areas...it looks so bad.

Improve access to lake on the island for swimmers and sea doos, by developing parking area where large fields exist (paid parking meters?) This would bring a lot of revenue to the city!!

Increase non-resident boat launch fee.

- Costco-City Landscaping-Lower Sewer Bills
- golf course, city owned marina, better landscaping entire length of AZ 95 thru Havasu
- Spruce up Main Street with landscaping and proper lighting at the least. It's a diamond in the rough.

- One thought is of property improvements. Residential areas should not be large storage units. Hwy 95 needs to be landscaped like other cities (i.e.Scottsdale area). Main street would be more appealing to visit if its appearance had some continuity. A lot of cosmetic suggestions, but looks good, feels good comes to mind. "FIRST IMPRESSIONS"! Also branding for LHC should be what is unique to our city. It's a no brainer - The London Bridge. Nowhere else in the world could you visit and enjoy this historical icon. Add a sunset, palm tree, lake, a boat, all or some to deliver the message we have a variety of fun and interests for our guests/visitors. The London Bridge for sure. Look in the phone book, how many use London Bridge in their business names? Many other cities in the world use those sun setting type of logos. We are unique, we have the London Bridge. P.S. Indoor miniature golf, (FYI) Vegas has two, King Putt, always busy.
- Needs more trees...

Amusement park...

Hotels.

- More beautification on the length of 95 that runs thru the city.

Traders Joe's, and Costco would be a big upgrade.

- Overall look needs landscaping/cleanup to make more attractive; revitalize area along the channel where vacant buildings are; Sam's Club/Costco/Sprouts/Trader Joe's/World Market
- Street\landscape appeal
- Streets and appearance need to be addressed! Weeds and trash proliferate the downtown and surrounding areas.
- change laws
- Revise the criminal justice system.
- law enforcement to be more lenient
- Better enforcement of laws on the lake/ zero tolerance/ reduce channel congestion.
- Crosswalk laws obeyed by motorists. Citations given for people who do not stop for pedestrians.
- Laws and police department procedures
- Lower highway speeds at night to lessen accidents.
- City police having a friendlier attitude toward our visitors.
- Less sirens they never stop, day, night when I follow them it is usually a small fender bender, no need for the excess speed and careless driving by the police. Fire fighters i understand, but cops very seldom save lives let them slow down let the real professional do their job.
- better enforce the laws in the channel - there's too many IDIOTS out there during Spring break and summer boaters who trash our lake...
- enforce dog by-laws on the beaches...the rules are posted--but there's no enforcement;don't want my grandkids playing in sand dogs have soiled!
- A complete audit and investigation of our criminal justice system (courts/police), and more emphasis on rehabilitation instead of constantly fining people.
- Welcoming guests instead of punishing them for wanting to have fun
- Curtail residential burglaries, aggressive drug enforcement, enforce speed laws, and more happy hours.
- less police hasel on the lake in in the town over minor every day having fun
- Less Police Involvement on Lake and in channel
- better speed limit enforcement
- Allow the weekends guest mor leeway to have fuan, as it was 20 years ago. Too much Police power and abuse now
- make Mainstreet a night out stroll
- Update downtown
- Revitalize the 'old' downtown area
- Min street upgrade
- Remove everything down the center of McCulloch Blvd and put it back to what it was "small town mainstreet "!
- main-street development

- Beautification of the main tourist areas, bridge, channel, main street, Hwy 95
- Signage designating beaches, main street, parks, etc.. Update and upgrade main street.
- Inside mall
- Enclosed mall with upscale stores and restaurants
- Improve the mall! :)
- I would love to see the mall shops fill up. It is a beautiful mall and I am so sad to see it empty.
- Need an indoor mall
- It would be nice to see more available along the channel and the mall. The economy is starting to grow once again so maybe this will spark growth in the areas. There have been rumors about a race track being built, unsure if it's a road track or a drag strip. Both would be beneficial to the economy and provide a hobby for those young and old. Not much street racing happens in town but I believe it would reduce what does happen
- We need an indoor mall and more activities for families to do together.
- Need more child friendly things. Indoor playground!! Indoor mall!!!
- More indoor activities for the summer months, like a roller skating rink, Indoor mall, Drive in theater!
- A few more things for kids. Indoor roller rink..chucky cheese..should of been a indoor mall by Walmart(would of went further) road improvement would b nice. Lower water bills. Nonprofit hospital or a hospital with more help to care for people. McCulloch never to be closed off.
- Fairgrounds, convention center, more stores and restaurants at the mall
- Keep moving in the direction we've been going, (continue to grow the Mall area, the opportunity with the business park and new racing facility).

Schools and hospitals are the foundation that most residents rely on.

- a REAL mall, more daily activities for children/teens to do rather than "hang out" at in n out, or a skatepark and cause trouble
- More than one public marina! We live in California and own a home in Havasu. We have a year round slip in LHM. We feel handcuffed.
- Another Marina and more free accessible beaches
- Launch ramp & Marina at the end of Mulberry or near Aquatic Center.
- A public marina, a convention center, and commercial flights into our airport.
- It would be fun to have a place for "Family Fun" for non-boaters and visitors - a miniature golf course perhaps
- Miniature golf course would be fun for those who do not play regular golf. Maybe a roller rink or some recreation for indoors for when it is too hot to be out.
- More family friendly activities.....roller rink, mini golf, etc. Improvement to the channel are more tourist attractions. Maybe rebuild the restaurant/theatre down there.
- More Kid-Friendly places such as Miniature Golf, splash pads etc..
- Motorsports park
- Motorsports park
- open up better access to the off roading where the new developments are blocking the access
- Put in The Motorsports Park out by the Airport, clean up the streets and empty lots and the washes.
- Keep off roading in the desert available and don't over do the policing in the channel. Bring more businesses to the area to improve tourism and economy.
- I like everything about Lake Havasu City.
- Love it just the way it is
- only there for 2 months of the year, think it has a lot going for it, certainly enough for winter visitors
- Love all the activities and cherish the time we spend there
- Nothing. I love it here!
- none
- Anything
- N/A

- I would be hard pressed to think of any improvements to our community. our population has increased throughout the years and we ve experienced some growing pains but we r doing well. I love this community especially our mayor because all of. our citizens have value including our children
- leave main street as is . it does not need to change
- Thanks for allowing ROSS Dress for Less to locate here. Mall is too far away for south-siders
- We are on the right track now - keep it up. We need to think big! They will come.
- Am pleased with the way things are. Am very pleased with our Mayor Nexsen and the City Council Members.
- Love it just like it is!
- We are very pleased with Havasu & all the things it offers !!!
- its wonderful place..why I bought a home..excited to live full time
- It is pretty great already
- Life is good!
- It is impressive now! Vibrant leisure learning for your seniors in addition to the many events.
- Pretty good with what we have now
- Love it just the way it is
- I love it like it is.
- none !
- We love Havasu and can't think of anything to make it a better place.
- do not have a clue
- All is very good
- None
- I think of Lake Havasu City as Paradise!
- Perhaps try to keep the original town center as it is. Try to keep it like a small town.
- I am happy with the current state of developement in the city.
- I Love it just the way it is
- I found your city very nice as it is,friendly,good foods and hotels and a great place to Vacation
- None
- ok as is.
- M
- None that I can think of at the moment.
- I can't think of anything I would change and I have no wish to live any other place.
- None love it as is.
- not much love this city
- keep up with what is being done!
- It's perfect!
- I love it as it is
- There aren't that many activites to do besides going to the lake...
- Stop the wind - but seriously can think of nothing to add or change
- At this point it's the best.
- I like it the way it is.
- I'm pretty content with things the way they are.
- We're enjoying it now.
- We love Lake Havasu City the way it is.
- nothing I can think of at this time
- none
- locals don't seem to like snowbirds, especially while driving on city streets.
- I think it is almost perfect as is.
- I really can't see any need for improvement!
- we love not having to leave town to shop anymore, and access to public park and outdoor areas are better than before
- love the way it is.

- I like it now
- We love it.
- Nothing, it is awesome now....
- Think Lake Havasu is the best place on earth. Perfect for boating, hiking, waterskiing, bird watching, camping, fishing, rock hounding or nothing at all, You name it.
- i love havasu the way it is
- none
- I think our city is the greatest and most fun in the USofA
- It's a great place!
- I feel Havasu does a pretty good job of keeping different events going throughout the year. There seems to be something for everyone at any given time.
- Everythings good!
- LHC has something to do all the time. I can't think of changes
- No changes necessary for me, I love this city !
- We are happy the way it is now..
- I don't feel qualified to answer. We have been pleased with the city and what it has to offer
- Love it just the way it is!
- Not many improvements needed in winter/spring.
- It is great as it is.....
- can't really think of any right now.
- Lake havasu city, the least friendly city for winter visitors in the country
- None
- Keep up the good work with all the events.
- Can't think of anything, we love our winter stay here
- We love the summer here. Moved here for the lake and we use it all summer long.
- like it as it is!
- more night life
- A night entertainment venue geared for retirees... Country dance etc...
- restaurants to be open a just a little later at night
- Having a neighborhood of full-time residents instead of so many vacation and weekend homes.
- more group hiking,
- Radio station with events schedule similar too whats listed in Havasu news herald.
- stop growing, I moved here because it was a small community. Since the construction of the sea wall we have lost more then half the spaces to tie up. Who didn't plan or Engineer it correctly.

Is that suppose to be an improvement?

- Tear down old worthless vacant buildings, & put vacant lots to good use.
- We would like bouchée ball courts in the London Bridge park down by the water on the west side of the channel. We love the Winterfest and the hot air balloon festival and feel there is always something you can do here. We love it.
- Giant AC unit over the city...:-)
- We have noticed that the US mailboxes in front of homes take away from the "Keep Havasu Beautiful" flower pots / 5 gallon paint can anything junky goes??
- An opportunity for more businesses to openin the city
- Free air conditioning
- Allow more businesses to come without making them pay for offsite improvements or hassle them with too many restrictions on sign advertising. We need new industry
- Activities other than drinking, boating and sunburing.
- Less old people on the city council that keep killing the town at every chance they get.
- quit inviting dogs
- Stop letting all the boats just sit in the channel all day. It's not enjoyable to walk down on the path with all the fumes from the boats and the drunks hanging around the sidewalks.
- Continue to develop and protect it's most beautiful natural resource....the lake

- Our current cellar services give Lake Havasu visitors a bad experience of our communities technology.
- Bring charges for Sodas, Milk and Coffee to reasonable costs in our Restaurants again. Say even \$1! this \$2 or \$2.50 extra each time eliminates any discount they may offer to eat there.

We are not stupid and want to eat out locally from smart Business that aren't ripping off locals while ripping off tourists! (just one of many changes I would like to see like Lake Havasu City being the First naturally Solar Powered Community in AZ!

- Let us turn left on turn signal areas when the way is clear. Very important to many.
- Continued improvement in the diversity and quality of recreational opportunities
- more options /perks for full time residents
- Dont try and make it a big city. Havasu has small town appeal.
- Less empty buildings. More business's in those empty buildings. Not new buildings.
- City MUST work to bridge the divisive divide between full time Havasu residents and so-called 'snow birds'..

2. The merchants downtown need to understand that their squabbles over petty matters between themselves MUST end. NOW. They are NOT the heart and soul of Lake Havasu City. WE, the people ARE! Until the downtown Merchants get that point straight, there's nothing in the world they or anyone else can do to make Lake Havasu City '...more fun and vibrant.'

- Additional population so stores would start coming into the shopping center in north Havasu
- A lease renewal at Crazyhorse Campgrounds.
- Less people
- City take over Lake Havasu State Park.
- Encourage more businesses to open at the "Shops at Lake Havasu."
- warmer in winter
- Removing the "wild factor" associated with the city. How about promoting the beauty, serenity and vibrancy of the city as the kind of place to bring families for enjoyment of our beautiful natural resources.
- honest people and city gov.
- more shade trees. Very little if any outside of Rotary or State Beach
- Some industry besides tourism. Letting more chain businesses into town instead of cowering to the "good ole boys"
- Less storage companies blocking the beautiful lake view.
- Lower water bills to water vegetation, enjoy water activities from home
- keep it small...
- homes on lake shore with docks.
- At 85+ years of age, let well enough alone. I didn't retire in Lake Havasu City to make it a year long Spring-Breakers destination to bring along their bad habits; especially drugs.
- Start a community based organic food co-op
- Stop the rumors that the local young people are passing around, about the lake being toxic, this city being "the meth capital of the US". and that the lake is dirty.
- Incentives to grow business
- much less snowbirds
- just continue to enhance our appearance and visibility to the outside
- less reliance on high hydrocarbon emissions. less beer, less classic cars.
- Not so many things on any weekend
- Better use of the Island as a tourist attraction.
- As a new resident to LHC AND AZ, a mailed bundle of practical info would be really nice. Things like how to vote, how to access buses, handicapped/senior services here in town, etc.
- A nicer looking string of buildings across from the new ASU campus.
- Bring back The Refuge and quite trying to be hoity toity!
- Better grocery store(s).

- A better commitment by the mayor and all city council members towards embracing this town as a tourism town and not a town of industry or any other crazy idea that they may have that will put this town a few more years behind reality than we already are. Also I believe that we need to have a new approach by our high school administration in the growth of our students. I believe that we need to push our kids towards doing extra curricular activities. The easiest way to do that is by having the administration support those activities weather it be football to our choir group. If we support these kids then we will be very successful. Kids from other places will want to come to this school, and the parents will want their children to come here. When that happens growth in our town will raise and the economy will also jump up. Just a thought from a person that has seen how the high school activities can help a town grow.
- Scenery and lake
- better customer service at hotels and restaurants.
- I wish the 'mall' was closer to the middle of town -with the price of gas on a retired budget, we don't go as often as we would like.
- Update or revitalize community / public areas.
- Would like to see amusement parks and other attractions.
- dont have events fall on the same day. you seem to do that alot
- Other than lock the entry gates to anyone who is not a full time resident, there is nothing fix.
- Not everyone can afford or have time to play on the lake while trying to make a living. We need other fun activities.
- More detailed hiking maps.
- Keeping commercial vehicles off of certain streets. When I hear tons of contractors up and down my street on Saturday mornings.... it makes me want to sell this second home and NOT retire here. We purposely did NOT build on Kiowa (we are on Opossum) and gets TONS of speeeeeeeding contractors on Saturdays.
- fewer people...less boats on the lake
- like at the Christmas boat light show. Have a raffle where the winner get's a free hot air balloon ride. but announce it there. Have some raffle items and have organizations donate items, sell the raffle tickets say you have to be there to collect. Make the funds pay for something the city needs. picka new project ever year.
- Add more family-friendly/couples activities to do in the evenings rather than the bar-scene
- More professionalism in business
- opening up new and vibrant recreations such as the horse back tours, auto racing, etc.
- No shirts, no skirts, no shorts, no shoes

No Service. Channel businesses exempt

- I would add more business's.
- Have enjoyed my visits. A longer Spring frenzy would be good as we arrive later than the sign up
- Keep increasing recreational facilities for both young and old.
- Stop trying to make Havasu into some fancy uptown destination for the Californians who only come here to play on the water, get drunk, and make a mess that the taxpayers have to pay for to be cleaned up.
- horse back riding in SARA park
- More emphasis on nature in all forms

Trying to conserve the wonderful diversity of species that are here

- Warmer weather in Jan. and Feb!
- A more focused tourist friendly downtown area
- We are here in the winter, I would like to see fitness things
- CHANGE THE STREET NAMES THAT ARE A "PLACE", OR A "CIRCLE", OR WHATEVER. IT GETS CONFUSING TO ME ANYWAY.
- Something more fun to do besides bars and bowling .
- Fill some of our empty retail spaces.
- wish there was a newcomers club for couples

- Industrial development
- Things to do
- More culture, more community, less corporation
- More light industry!
- We need more local businesses
- Do what ever it takes to get businesses at the Shops
- Enter your city here
- Keeping the bars inline, currently there are some that give that dive bar image and bring down the community.
- Residents and snowbirds stop bashing each other
- better control at Windsor boat dock
- More action sports
- Make the city government for small business friendly.
- More businesses related to children
- privacy
- Warmer weather during the winter.
- Do not advertise spring break as a party spot but more as a family vacation spot. Get rid of the "party on the lake" atmosphere
- Embrace summer visitors and discourage snow birds.
- More tourism and industry to fuel our economic engine.
- Seriously control the criminal "theft" issue within LHC.

Bigger Casino

A Blues/Jazz Bar with live players (piano and sax)

- spring training, less trash
- The drag strip, an amusement park.
- More Hotel Rooms, construction of the Race/ Drag Strip, more activities for the 18 - 21 age residents.
- Negotiate modestly extended borders North & South and relaxed zoning to introduce more industry to increase employment opportunity.
- More stores open past 8 or 9, more kid friendly atmospheres
- kid friendly activities: skating rink, jump house
- Revitalize the bridgewater walkway. It is a beautiful place. It is one of the things that attracted me to this place to move out of all others
- More hiking/biking paths
- better markings on hiking trails, e.g. Sara's Crack.
- I am happy at this time with services and the community. I like the idea of extending the trails especially the ones near the water s to body beach and n to Windsor .
- Open the trail currently gated in front of private condominiums in Bridgewater Channel and expand the trail on the easterly side of Bridgewater Channel into Windsor Park.
- more nature activities
- More lakeside trails
- Trails and outdoor activities to enjoy the great sunshine and weather!
- Extending the walking path by the channel to Windsor Beach, make it walkers only with no dogs. I walk there every morning and I'm tired of dodging dog poop and bicycles. There is a nice bicycle path out on the island for bikes and a nice dog park for dogs. Please post signs along the walking path keeping dogs and bicycles out.
- More parks. The south side neighborhoods are sadly lacking a neighborhood park. (SARA and the Dog Park do not qualify).
- Extension of the Bridgewater Channel trail out into Windsor Beach Area.
- hiking/biking trails along the lake
- It would be nice to has more walking paths around the city.
- More bike/walking paths in town towards Main Street would be nice.

- Love the multi use paths we have so even more of them would be better
- Pet parks We need more places to take our dogs!!
- Art galleries on Main Street. More restaurants like Red Onion or Wired there also. Continue walking path along the lake shore, North and South.
- A riverwalk along the channel with shops and outdoor dining, improve north of the bridge.
- More designated/signed hiking trails. Improvements at the English village
- We need an indoor Roller Rink, an Applebee's, and a TGI Friday's. more walking paths would be nice too.
- To have a River Walk , shops and eatery's at the English channel. We want to encourage people to visit, enjoy and come back.
- More greens scape including a large sports field complex. An indoor sports complex to include tennis, basketball, and a large indoor field for indoor soccer or roller hockey. An expanded walking trail system with access to SARA park.
- Airline service, ice skating rink, channel riverwalk, costco wholesale and bestbuy stores.
- More walking trails. Continue with the new race complex.
- More areas to take dogs to the lake instead of so many restrictions for dogs. Add more places to launch boats into the lake - especially on the south end of the lake. Make a park by the lake at the south end.
- Additional 'drive to beach' access - additional shoreline access. More complete 'riverwalk' type paths - multi use paths near the lake.
- Improve beach areas, better primary streets, landscape high coming in from both direction in the city expand Rotary park
- More off road trails. Have police calm down a little on the chanel
- Keep up the good jobs on the parks. Re-vitalize Main Street McCulloch Blvd and the London Bridge, Chanel areas.
- Put Solar Lights along the running path along the island.

Put a dress code night club in town rather than just the standard pub style bars that are in town.

- free dumping at land fill to stop littering in the desert. Trails,
- More attractions and places to visit and ways to get there like Main Street and the innercity travel paths from Main Street out. Keep it young and outdoor oriented.
- more diverse car manufacturers, more parks w/in neighborhoods
- Opening more desert trails to sightseeing...no quads and racing to destroy the desert !
- I think better advertising upcoming events. I get the paper but I just don't see emphasis on upcoming happenings. Also making sure locals have ability to use our parks at no cost, including Windsor areas. We pay the taxes, let us have free use.
- more resturaunts, activities for younger age groups 15-25, cleaner lake, honestly its trashy and disgusting. better parks and playgrounds for our children, aquatic center needs ALOT of updating! maybe expand and make it into more of an indoor outdoor water park!
- More beaches, improve existing beaches. More public parks. More shopping.
- Indoor skating rink, more stores in the mall, a large convention center for major events, a veterans park and memorial
- Better street signs (lower, larger letters). Better maps for visitors (city layout is unusual, confusing). More signage for parks. Repair/upgrade entry area for Rotary Park.
- More parks - more walking trails - more bike trails - MORE SIDEWALKS
- Better trail system for biking and walking throughout the city.

2. Commuter airline at airport.

- There is a need for an additional boat launch. If development of the island continues, an additional bridge will need to be added at some point. An indoor roller rink for the kids would be a great addition. More curbs installed to prevent erosion. Continue the expansion of the walking paths.
- pickle ball courts
- Pickleball Courts PLEASE!!!

- you do a good job and maybe more pickleball courts
- pickleball courts/indoors...or existing tennis courts at high school. Many communities share their facilities and bring a lot of revenue to town...tournaments, etc. snowbirds...world championships, etc.
- more public pickleball courts
- More sports facilities for Pickleball, etc
- outdoor pickleball courts
- more pickleball courts
- Rec. facilities, more pickleball courts.
- Recreation facilities. Mainly pickle ball courts
- Pickleball courts for the new and popular activity
- Last year I wrote a letter to the editor asking the city to get some outdoor pickleball courts here in Havasu, suggesting striping some lines on the existing courts at the high school. I was met with opposition from tennis players here. I also appealed to [REDACTED] at the Aquatic Center where we were allowed to play last year on their schedule indoors. This year the players have tripled and there are always people waiting to take their turns on the four courts available at the Aquatic Center. They have given us an extra day and an extra hour, but we are unable to play on such occasions as Spring Frenzy, blood drives, kids times etc. I believe your city would find us avid pickleball players trying out your town if they knew you offered a place to play pickleball here. Tim and Carol Weaver are doing a wonderful job of promoting this "tennis for old people" sport here in Havasu and I would hope that the city realizes the potential for it bringing people to your city. I know that I am looking into wintering in Surprise, AZ if your city is only going to have the existing courts available to your winter visitors.
- 8 outdoor pickleball courts.
- Would be interested in pickleball courts.
- Pickleball courts would be nice
- I would love to have some public pickleball courts. It is an up and coming activity here and many more people are learning the sport. I also believe that dogs should not be allowed on the beaches. At one time they were only allowed to go to the dog park from the vehicle. Now they are all over the place on both sides of the channel and many people do not clean up. It is disgusting to see all the dog poop, even right on the sidewalks. While on our boat in the channel I have even seen people beach their boat, let their dogs off free to run and poop, and then call them back and take off again. People have no regard for other people who have children who would like to play in the grass. We have dog parks in town. Lets keep the dogs out of Rotary Park and the beach areas please. Thank you.
- More indoor & outdoor Pickleball Courts using existing parks & vacant buildings.
- WE LOVE PICKLEBALL, THE AQUA CTR. COURTS ARE OVER-CROWDED AND MORE COURTS ARE NEEDED, BOTH INDOORS AND OUTDOORS.
- PICKLEBALL COURTS NEEDED. ROTARY PARK IS GOOD LOCATION
- Pickleball courts. More outdoor free concerts. Better advertising on great places to eat.
- More pickle ball courts, bocce ball courts, maybe a shuffleboard court.
- Better advertising/promotion of special events. We often read about activities after the fact.
- Havasu Branding;

BRIDGE TO THE SUN.....FOR FUN

- that our newspaper would let us know about activities before they happen instead of after its over with.
- More publicity stories/pictures about upcoming events

in the local newspaper - too many events are given publicity as an afterword event.

- The city should promote tourism more here - we have beautiful weather, a beautiful lake, and awesome people living here.
- Appeal to the 40- something's with young families more by promoting the outdoor activities - Canadians LOVE the outdoors, boating, fishing, atving, hiking. As a lifelong resident of Alberta, I had no idea that Arizona even had a lake!

- Better announcement of events
- Announcements of events
- Good restaurants.
- more waterfront cafes/restaurants; outside dining with misters in the summer
- Better restaurants
- We love LHC and would be hard pressed to suggest improvements - perhaps finer dining restaurants.
- get rid of founding fathers so they can get good restaurants in town
- More places to eat in to sit down
- A bigger variety of restaurants.
- More restaurants. Not Mexican and not Chinese. Seafood would be nice. Good bagel place or Jewish deli.
- Restaurants with good Mexican food, what you have here isn't good
- More restaurants
- Better restaurants
- More 24 hour restaurants. Easier and more access to London Bridge Shops.
- Restaurants, AquaPolluza, Main

Street activities.

- fill the empty shops in mall. higher end restaurants in town
- Better restaurants

better and more restrooms around lake and easier to get too from water craft..

more gas stations on lake.

- More good restaurants, more for 55 and older to do.
- I am pretty happy with the opportunities here @ LHC. It would be amazing if there was a board walk of sorts around the island with some fun businesses and places to eat.
- Reduce sewer rates for those who had to hook-up OR require everyone to pay their fair share, as everyone benefits.

Repair the streets

Attract decent restaurants

- More events for the retired community and not so focused on the spring breakers and summer boaters who only cost the city money to clean up. Also, charge the boaters who are visiting to pay to put their boat in at site 6.
- roller skating rink
- remove all the noisy, large water, air polluting boats from channel, ruins the rotary park quiet atmosphere for everyone, channel should only allow small quiet boats, kayaks, sail boats, canoes. small car race track in P.park is o.k. but the walls are very tack and are a disgrace to rotary park. dog law not enforced, spring breakers trash the channel leaving a bad image for the beautiful channel, more coffee shops with out door seating. More sail boat events that add beauty to the area. Our city needs a noise by law and one that is enforced. The city is rapidly becoming known as THE GEAR HEAD CITY mainly because there is continuous noise pollution. you cannot go to enjoy rotary with out hearing those ridiculous large boats in a very small body of water.
- non motorized water and land activities
- More programs at ASU open for community participation - guest lectures, etc.
- better shops in a convenient location
- I would like more small stores added to the mall. I am not sure why this mall is not filled up with stores and I would shop a lot there if it had the typical outdoor mall stores.
- more shopping, as clothing stores example bealls
- a full, vibrant and successful mall (the shops at lake havasu)
- More stores like tjmaxx

- More stores at the mall

Street lights

- More clothing stores are needed so we don't have to shop in Bullhead.
- more shopping choices
- I'd like to see a more attractive downtown, with cute, specialized, locally owned shops; it lacks any charm.
- more shopping choices
- Successful mall that doesn't look like a ghost town.
- More choices for shopping (clothing).
- attract bigger name brand stores, keep businesses from folding
- I've been coming since 1989 my children were raised enjoying the lake I wish the village would not change it's look but attract other quaint merchants and period English pubs and such. Like the villages in Epcot
- more stores that sell women's apparel
- More shopping.
- More stores on the north end, better development of "the shops", city council to stop fighting every new retailer that tries to come to town
- More shopping,
- more big name shopping stores
- More variety in shopping - especially clothes. Baby Boomers seem to be left out these days.
- shopping closer in than the mall
- More shopping.
- More chain retail stores. My family and friends have commented on the lack of shopping options for electronics and clothing
- More national brand stores for shopping

More live music

- Developement under the London Bridge with more shopping, restaurants, live theatre etc. A reason to go there in addition to seeing the Bridge.
- More shops under the London Bridge
- A planned community feel to the retailer selection at London Bridge that fits the Colonial Britian theme.
- Improve the Quality and quantity of shops under the bridge. As a town centerpiece it is lacking.
- Clean up the London Bridge area and make it easily accessible... cute shops, cafes and such... don't allow the condos to be built (they will destroy the atmosphere)... Subsidize rent for both the London Bridge area and Main Street to get shops in and make them great destinations for all ages -- bring the boaters to the shores! Prevent BLM from closing land to off-roaders.
- Skate park, big box store, English Village renovation, channel walk improvements, including elimination of gate on island side walkway, 2nd bridge to island.
- The English Channel should be just that. A British pub and souvenirs, more shopping. It is an embarrassment when talking to visitors from Britian, as they have all expected more
- We need to draw in more stores for shopping and a Costco or Sam's Club
- Entice a few more big-box stores like Costco, Sam's Club, Best Buy etc. There are just not enough shopping options available unless you're willing to take a long drive to Bullhead City, Kingman, Laughlin etc.
- A race track and possible a Casino in town. Some more upscale shopping, like a Macy's or on the other side, a Costco
- Municipal golf course. Sail boat rental. Make main street a promanade and encourage tourist type shops.
- More shopping better paying jobs
- More variety in shopping, more kid friendly activities.
- More stores for shopping...Kohl's, TJ Max, etc. WOUld love to see the Shops at Lake Havasu full

- School buses for all the schools need a best buy and kohls store badly. More variety of shopping stores. Keep shuttle info more available and posted at bars for those who should not be driving and reasonable pricing. Havasu is a great town.
- I am pretty happy with how it is now. I would like to see the regional mall with more businesses and more of a place to hang out and shop. But that is probably an economy issue.
- More launch ramps. More shopping such as Trader Joes. Some decent transportation options.
- more shopping. places for women to enjoy
- Better shopping opportunities and local event advertisement
- More shopping options in the city and a restaurant at the mall.
- more restaurant choices and shopping choices
- more stores, eateries, etc. at the mall where walmart pennys and dillards is located. fill it up!
- Having more shops and/or cafes in downtown main street area.
- More shopping & dining
- Make Downtown more modern with more good dining and great shopping, jazz bars etc.
- Better choice of shopping and restaurants. Try to get more shops at our Mall.
- department stores and nice restaurants
- More restaurants and shopping
- More Shopping, Restaurants and Culture
- More restaurants and shopping
- I truly enjoy LHC and this is why I live here. I would like to see us acquire an improved shopping and dining experience.
- I would like to see better stores and more resturants under the London Bridge.
- Re-open the english village with current up to date restaurants, affordable shops and activities that could be beneficial year round and not just during the summer months.
- Reopen the English Village as an attraction with fun shops and restaurants.
- Improvements to the London Bridge Channel area. Bring tourism back with shops and restaurants.
- revitalizing the English village with new shops, restaurants, public access to the shoreline
- More/better shopping and dining along the channel and/or lakeside. More restaurants with a lake view would be good.
- More retail shops and restaurants down at the Channel.
- -increase in quality shops with fewer dollar stores which do nothing to promote a viable place to live or visit

-continuation of improving the downtown projects with attractive places to visit, eat, and shop

-instill regulations which mandate yards and empty lots be kept up better with at least most of the weeds taken care of

-enforce regulations that people can not keep things for sale in their yards (such as the granite that's been for sale on Smoketree and Acoma for several months

-enforce that people can not keep piles of sightly junk (or what appears to be junk to passing motorists or neighbors) in their visible yards

- A variety of more restaurants, shops, & indoor activities.
- More stores in mall. New restaurants. More craft fairs
- More diverse restaurants, more large scale retail and a 24 Hour Fitness.
- Our empty mall needs a food court and more stores. There is not enough to do for children. A Chuck e Cheese would be perfect in this town. Bring back a roller rink.
- More variety stores, like Target, etc.
- More variety of restaurants and shopping. Costco and Target would be great. Also better accommodations for visitors.
- Target, Kohls, casino's, more stores.
- More shopping variety and a Trader Joe's. Love things like the existing Concerts in the Park!

- Better shopping, ie. Trader Joes, Cost Plus,
- or help the local business be more prominent
- We need more shopping choices...Costco, Trader Joe's, etc..... We should work hard to woo more stores at the mall (which has so much empty space and so much potential), restaurants..we need more. We need a commercial airline to fly in and out of here. Better signage to help people around city. Make owners take down all the signage on the vacant stores... Pour House and Mary Calaberas MD come to mind. We should fine homeowners who do not take care of their properties...weeds, junk cars, trash etc. Not only is it unsightly but takes homes values around them down. More code enforcement officers.
- A Target and Trader Joes stores.
- Target, Kohls and Trader Joes. Fill up shops at Mall~
- Better shopping , target, whole foods , trader joes
- I would like to see more shops come to the mall and more road improvements regarding water run off during storms and faster clean up time afterwards.
- Lower serer rates and more variety of stores.
- Better signage to all the main attractions.
- Better signage for events happening around the city.
- More activities for our young children and teens, there's just really nothing here for them to do, we need things like a skating rink even a dance hall for our kids under 21
- More affordable housing for students.
- Target
- Target shopping center
- Need a Target store and a Costco
- Improvements to the English Village. Does not even need to stay English themed but it needs to be developed and used as an attraction as opposed to the eyesore it has become. The channel needs to be developed into the Riverwalk type proposal that was done by the college students. A Costco and a Target.
- Add more tennis courts. Encourage a Costco and Target to build, hopefully on the south side of town. Build a boat ramp on the south side of town. I have heard there might be a drag race track built on the north side of town and I think that would be fun.
- Fewer coyotes and rabbits. (Population explosion) No large dogs allowed running around the city unleashed (I can't walk my small dog in my own neighborhood because of this problem, too many large dogs running loose). A Target store.
- lower taxes
- A trader joes
- cosco trader joes etc
- COSTCO warehouse and gas bar

Trader Joe's

- A COSTCO or Trader Joes
- Trader Joe's, Costco.
- A Costco & a Trader Joe's
- Shopping options: Trader Joe's and Costco
- Add a few things like a Costco, Trader Joes, or Bed, Bath, & Beyond so residents stop going to Las Vegas(or perimeter cities) to shop at these stores. Find ways to keep the money here in our city.
- sans telephone poles, add trauma unit, trader joes, costco, mimi's,no smoking elks
- Costco, trader joes, kohls
- More popular stores: Costco, Trader Joes, Kohls, and make the channel a walkable boutique and restaurant experience
- Indoor mall.

Trader Joe's

Cosco or Sam's club

- Costco , Trader Joe, Harbor Freight
- Restaurants at the Shops at Lake Havasu. Costco and Trader Joes. Coffee Shop to replace Kelly's.
- bring in some kind of Industry so people can find work and keep other business going.

bring in Trader-Joe

- an INDOOR mall, big water park, Trader Joes
- Allow Trader Joes and Target to open up here!
- I think Lake Havasu is in DESPERATE NEED of a COSTCO and a TARGET and a TRADER JOES type store - Maybe even a Farmers Market (I am not aware of any at this time) We need more healthy food shopping options
- Would love to see a Target or Trader Joes in town. More promotion of main street on line
- Street lights.
 - Curbs on all the street.
- Better traffic flow & signs
- More options for travel to and from Las Vegas airport.
- add airlines to airport
- put sidewalks in neighborhoods that don't have them-it makes the streets look so much cleaner
- More street lights
- More sidewalks and a WORKING airport would be nice. Other than that, I think we have a very active community.
- Installation of curbing and sidewalks, beginning with school routes. Better planning on street maintenance.
- Have scheduled local airline service. LOWER SEWER RATES!!! Curbs and gutters on all streets within city limits.
- Get the costs down for residents, quit doing expensive things like white sand-do more for residents-like deal with our high sewer bills
- cross walk by the youth and dog park on Avalon Avenue. It is dangerous for children to cross.
- I would like to see improved street repairs.
- need traffic lights on cross streets where school are
- Having sidewalks and gutters.
- Less bumpy roads, Better road improvements.
- Better traffic control, beautifying Hwy 95 more like Scottsdale area. No more power lines.
- The Bridge needs to be improved.
- fewer stop lights on lake havasue blvd!!! or at least have them in sync
- better roads
- Commercial transportation in and out! Either commuter air service, or at least a greyhound bus going to Vegas and Phoenix. Van service at 6am to the airport just is not enough
- sidewalks
- CLEAN UP THE DRINKING WATER, WE DIDN'T NEED SEWERS
- Power lines are a blight on the beauty of Lake Havasu's landscape. New developments should require underground utilities.
- More traffic lights in congested areas of town
- have more side walks
- Sidewalk on at least one side of Highway from Chenoweth to town
- The highway traffic on 95 seems to be getting increasingly busy and dangerous for people as well as the burros. There doesn't seem to be room for expansion. Is there room for an overpass?
- Another entrance /exit to the city
- REDUCED WATER & SEWER RATES
- road improvement
- Make airport available for commercial carriers. Flights to and from Vegas would be convenient.

- CURBS IN RESIDENTIAL AREAS WHERE FRONT YARDS ARE WASHED OUT WHEN IT RAINS.
- Street lights so its not so dark
- More street lights to show the city at night.
- curbs and sidewalks to prevent landscape damage every time it rains, or vee streets to the middle . Lower water and sewer costs.
- curbs on every developed lot
- crubs and sidewalks so if and when it rains the streets wont wash everyones land landscaping away. More work for the city to clean the streets
- first get the 2nd bridge before we get more traffic. As for vibrant, can't help. We do lots during the winter, maybe something more for those warm summer nights
- Air transportation
- good expanded city transportation
- Do away with the million electric poles. One can not view the beauty or take a photo without having a pole in the picture. I actually know of a doctor who chose to give up buying in havasu because of this and I have gone thru four properties tryin to evade the poles.
- Love LHC but don't like 4 way stops that involve so many lanes
- active airport
- the roads in the city need a big overhaul and the speed limit on the 95 through the city should be more than 45mph
- improve cities main traffic streets
- better trash system, uniform bins so trash does not fly every where on pick up day
- Airlines to and from Lake Havasu
- A by pass highway around town.
- I love this city and think the council and all are doing a great job! I would like to see a signal for the trucks coming out of Love's to decrease accidents.
- street lights on major roads/streets
- Better conections to larger airports.
- I would like to see the city start a project to move as many power lines as possible under ground. There way to many in the area is they destroy the beautiful lake views.
- Sidewalks and street lamps.
- Tax monies should be spent on infrastructure to benefit all and not on projects for the businesses of our city.
- Bigger airport with commercial service.
- smoother streets to drive locally
- AIRPORT! Commercial flights.
- better roads
- Four overpasses over 95 with a constant speed limit on 95 of 45mph. Overpasses located at North Palo Verde, Industrial, Mesquite, Swanson and Acoma with simple exits and entrances at each, not cloverleafs.
- Bury the power lines!! Town is too beautiful to be marred by those ugly wires and poles.
- Street lights.
- More traffic signals and less 4 way stops.
- Would like to have sidewalks. My father is in a wheel chair and would like to go out but its not safe without sidewalks. Not all streets have breakdown lanes.
- a way and out of the city other than personal car
- Better (more) cell phone service.
- Put curb throughout the city
- Better cellphone service.
- Second bridge onto the island & oneway traffic around the island to help traffic flow
- internet access for the community!
- Street lights, sidewalks and better traffic control.

Fix the Merry-go-round at the Aquatic Center.

- a better area surrounding the Bridge. a foot bridge across the channel at the Rotary/island beach end.
- Control traffic on HWY 95 through the city.

Provide more public bathrooms at Winterfest.

Get public transportation in and out of the city.

Fill up the empty retail spaces.

Make the English Village a fun shopping

destination once again.

- A better Casino nearby ,once or twice a week Airline service,
- Better streets, faster clean up after storms.
- Streetlights and/or sidewalks to make the streets more pedestrian friendly. I feel like a moving target for cars when out walking in the evening.

Recycling depots for newspaper, aluminum cans and glass and trash cans in public places.....maybe that would cut down on the excessive litter I see at the roadside and on the roads.

- A large exposition center where more shows and events could be held. More reasonable water and electric fees.
- An improved job market for everyone.

Lower residential speed enforcement

putting in a hwy bypass east of the city

- More things for teenagers and kids to do so that families have more reasons to be here. Better signage. Love it here!
- Curbs, street lights, more activities for children
- we need more marinas and launch ramps; better signage for landmarks
- easier access to go up river, street lighting!!!
- Better traffic control on the highway during summer and major events. Better boat launch and/or procedures during summer and major events.
- Get rid of overhead electrical wires. More visible presence of police vehicles.
- Curbs in neighborhoods to avoid rocks and sand going into street and pulling up mcdonald tar roads. Another newspaper - which when I moved here in 1987 we had Today's News and the Herald. We have a wonderful safe community especially for widows and we are kind to those in need. We are a great community. S. Waldron
- Number one would be extended days and (later) hours for the transit system here along with senior fares. If a town as small as Glenwood Springs, CO can have free transit for all and running 7 days a week with much later hours available to the riding public, what are they doing right that Havasu isn't? Putting friendlier people in positions that deal with the public such as at the Chamber of Commerce, etc.
- Shopping centre quite a ways out of the city. Power lines not attractive. Other than that, it is a fun place to be.
- Would like to see true value from our tax dollar's Would like to see city dept, actually managed rather than auto pilot as it is now,,,Would like to see the sewer debt paid down rather than new projects started with money we don't have
- Regional Recreation Park.

Curbs for residential streets.

- Use trolley cars at all events including a hotel route so visitors and citizens can use cars less as well as allow more business for main street business. Advertisement and consistency is important.

2. We are too policed on the lake

3. Dogs should not be allowed in the stores, at all the events and on the beaches. They ruin the experience for many of us.

4. I'd like to see golf carts used a lot more on the city streets.

- There are no SSECURITY offices here and many other areas the government needs to work with a person on SSECURITY. There should be a bus to take someone to the location free of charge.
- Better informational signing, removing truck traffic and slowing all traffic on upper McCulloch Blvd. to improve pedestrian traffic in that shopping area. More night life of various types.
- Vendor Carts on the channel walkways
- Improve the London Bridge Village area. Expand the Visitors Center art gallery.
- Visitor Centers at both ends of the City with large parking lots, letting those new travelers to our city what is available....great way to promote visitors, offer low cost parking spaces for those with travel trailers/5th wheels, etc....shuttle to those places they would like to visit, thus again promoting business in Havasu. Snowbirds really do offer a lot to our community...look at other States to see what they offer to entice that type of clientele such as Florida....
- Waterpark
- Build a waterpark on the Island
- i heard we had the opportunity to build a water park on the island and built condos instead. that was the wrong choice.....
- To have a big water park for summer..... Additional things to the aquatic center..... Roller rink and or other activities for summer.[]
- Waterpark, laser tag, some kind of amusement park for families
- A water park. More thing to do with young kids and teens.
- A waterpark with more slides and some lights along the walking path parallel to the highway. It feels safe walking down a well lit path. Maybe a couple horseshoe pits at some of the local parks would be nice too.
- wakeboard competition
- Water activities for all ages.
- Need to open area where young people can play on river.
- a YMCA would be great, a WHOLE FOODS store, a really nice indoor water park (kids think the one we have is boring).

VISITORS' DESIRED IMPROVEMENTS TO LHC:

- Water park year round.
- 2. Amusement park year round
- 3. National attractions come to LHC.
- 4. Redevelop the canal and beaches.
- 5. Develop new areas of Sarah Park.
- Clubs for under 21. & more events for kids 13 to 18 also an amusement park type place where games & rides can be enjoyed by all
- Things to do with kids/teenagers outside when it's become dark & can't be at beach, like go karts, bumper cars & especially mini golf would be excellent!! Or an outdoor arcade, amusement park, hay ride/horse & wagon rides, Ferris wheel, quaint little shops decorated old fashioned. Stuff like that! :)
- Better spa's. More shows under the bridge like it was when I was growing up (I miss that stage) and the movie theater that was in the shopping area under the bridge was unforgettable!
- Open more shops and theater by London Bridge
- The channel needs more commercial stores and small eateries, music, bars.
- Special events....art fairs, boat shows etc
- More music festivals, exhibits of vintage cars, wine tastings, more happy hour events, art and history exhibits.
- more restaurants and activities like movies, theater, shopping
- possible tiki bar on the beach
- Beach area for lake Havasu
- a few more beaches
- More boat launch ramps & beach access.
- better beaches and more safety on the water
- more water tours and group boating activities
- Everything needs to be open around the bridge
- Make more use of the buildings at the Bridge entrance
- Putting in the 'Fun Center' next to the London Bridge Resort. I was told a few years ago that development was definitely going to be built.
- Businesses locating in the unique storefronts near London Bridge.
- London Bridge building need to have business's brought in. Need more there to enjoy. Use to be so much more fun.
- Develop the British theme. Parts of centre looking run down
- Add a few more things to do and/or sights to see in addition to the London Bridge.
- We like that it is small and does not have a lot of hussle and bussle. I would update Lake Havasu Villiage by the London Bridge resort so that the buildings are occupied. The last time we were there they were shooting a movie but a lot of the stores were closed.
- Places by the London Bridge were shut down and the area appeared to be somewhat vacant. Would like to see it vibrant.
- Less expensive watercraft/boat rental. More activities around the bridge.
- Trench out safe passage to go up river and mark it. We have been coming to Lake Havasu for 40 years and are sad to see how bridge area has declined. We remember all the shops and tour groups that kept it lively. Maybe contact tour companies to put back on stops. Have police patrol

increased on weekend and holidays around island to prevent lude behavior and nudeness. We can no longer take our guest and grandkids through channel unless we blindfold them.

- CLEANING UP THE LAKE AND BRINGING BACK THE LONDON BRIDGE ATMOSPHERE
- Make trips on the river to see the lighthouse replicas more available, you could combine it with lunch or dinner, or just a tour alone. Have a visitor center by the bridge that is easy to see and easy to get to from the road. Have museums on Arizona and Havasu lake and city convenient for visitors to the bridge area. Ensure the businesses under and near the bridge have brochures and/or books about how the bridge was bought and built with lighthouse information and nearby siteseeing info. I found it difficult to find any of this information when I was there last. Have more cafe's and eating places close to the bridge so people could walk. Have some entertainment places there too.
- More cultural events, non water related.

Bring back the "English" village by the bridge. Tea room/pub.

- More activities. More vendors and shopping by the bridge. More events such as concerts etc by the water
- More family activities, more shops open at the bridge area
- I will be moving back to Havasu this summer and I would love to see more for the kids that live there and bring back the tourism - fix the English village!
- I think there needs to be less police presents on holiday weekends just like Presidents Weekend. And revitalize the English Village it has so much potential
- Cheaper hotel rates, ease up on tourist having fun, more of a night life, refurbish the village
- A common goal of the community leaders in beautifying and promoting the natural assets of the area for all income levels. There seems to be pockets of despair (English Village) surrounded by areas of success. Allowing this is disappointing to visitors. You're holding a diamond waiting to be cut.
- More unique shops and additional micro-breweries along waterfront near Lond Bridge and maybe an outdoor park with tables/seating for enjoying waterfront.
- More shops and restaurants near the bridge
- More attractions at London Bridge (shopping, restaurants)
- Up grade English village. Restrants stores shops etc.
- Making the English Village a river walk type setting with lots of resturants, bars, shopping.
- More unique/quaint shops around the bridge area
- Opening up more shops at the London Bridge so it doesn't look like a ghost town.
- Update London Bridge area. Renew retail.
- More shops by London Bridge.
- Like to see the London bridge have more stores
- More shops open near the London Bridge
- More theme guest shops, especially English/United Kingdom (Irish, Scottish, etc) around London Bridge.
- Encourage merchants to be more RV friendly
- More free BLM land to camp on please!
- easier access for rv users....length of trailers is sometimes a hindrance in parking...dedicated spots near attractions would help everyone
- More waterfront RV Parks
- Inexpensive campgrounds for a small RV. Not a fancy full service RV park.
- a shorter wait to go to the casino
- A Casino
- a casino
- Casino, better resaurants, better shopping
- More commercial restaurants
- Have more things for kids to do, get a Target, more popular chain restaurants (not fast food).

- y'all need some new restaurants - like Olive Garden, Marie Callendars, I lived there for over 29 years and loved it. But the medical care is not the best considering the number of elderly people living there.
- More chain restaurants, Buffalo Wild Wings, Olive Garden, Trader Joe's
- A little more shopping (nicer stores) along the waterfront.
- cheaper things to do
- Activities for families at more reasonable rates.
- do you have any coupon magazines especially for senior discounts, activities?
- The town is a dump. Clean up the open spaces around the lake and desert.
- Clean up the desert and areas around the lake.
- I would ensure that music emanating from boats in the channel be kept at a tolerable level.
- Better restaurants, a Sam's Club or Costco, more private school options
- Build the drag strip project
- More special events
- Winter events at the Bridge. Your weather was cold but still better than ours, we would have enjoyed outdoor time
- We are active Corvette club members with Corvette Limited from Arcadia CA. We also have a home in Earp CA. We spend a majority of the summer and winter holidays at the river and Havasu area. I would like to see like a "Corvette Mania" type of weekend. Then we could have a caravan for all of us and other clubs from southern CA and AZ. With a weekend of events in your great city. Then others could see what they missing by not visiting more often. Thx
- more concerts and special events
- More events
- Outdoor concerts
- NEED To go back to TWO NIGHTS OF XMAS BOAT PARADE! Free access to see hot air balloons
- You need more attractions and coffee shops located on the main streets.
- more camping, boat launches, shows of some kind
- More free events, like car shows in the park, etc.
- more events like your ballon festival, hot rod show etc
- More outdoor festivals taking advantage of the great climate and scenery. Organized hikes to show visitors the best places to hike. Inexpensive kayak/canoe rentals.
- Higher end restaraunts and entertainment. Maybe even a river walk similar to that in Palm Desert in California.
- more pet friendly and more hiking trails, farmer's market and other such community events
- Need more shops and events.
- Better signage for rv resources and events.
- Better hotel rates. Street events on Friday and Saturday that give visitors something to do after spending day on the lake.
- More family friendly activities
- family friendly improvements for all ages
- If it was more family friendly.
- Anything more that provides activities or creates entertainment for a family outing.
- More family oriented
- More family friendly, less alcohol and disruptive behavior
- I would like to see more activities for kids and families to do.
- more fun and activities for kids/ families. Looks like it's more for young people/retirees.
- Farmer's Market
- Open the golf course to visitors. It was closed when I came.
- Additional golf courses...
- More golfing choices. Facility to wash boat due to new mussel regulations
- Hdcped available (more please)
- Would move back if hospital would improve
- We would come more if there were hotel vacancies during certain planned or spontaneous trips :)

- Nicer hotels
- More three and four star accommodations, or open the market to Bed & Breakfast type lodging.
- more quality hotels in bar areas of the city
- Better Motels (cleaner, smell better and everything works in room)
- A few more "boater friendly" motels with parking lots sized to accommodate boat trailers.
- More hotel choices.
- Current hotels/motels should offer more incentives to the baby boomer generation rather than the young spring breakers. The nicest hotel is The Heat Hotel and they don't have a pool (or at least a hot tub) for guests staying there.
- Have better offers on the nicer hotels
- Additional access to the Island.
- Perhaps more things to do on the island. Make it a place people want to explore.
- Smoke Free Activities, especially when kids are participating.
- More for kids..I love your city though
- More friendly for younger children (4 - 12 year old)
- More kid friendly (safe)
- More children friendly things to do
- More affordable hotels and more stuff for kids..
- Children's activities, nicer shops/restaurants on Main Street
- More retail business/restaurants ex: Target. More activity/places geared towards children
- More things for kids to do; better shopping
- kid friendly parks with skateboard and scooter areas
- more activities- there does not seem to be a lot to do not involving the lake
- You can never have too many water themed events that we can come and watch. Poker runs are done to death and only of interest to a few. I have a vision of a large floating double-decker barge you could anchor in the middle of Thompson Bay and use to have concerts, live radio broadcasts, wet tee-shirt contests, and who knows what else. Hundreds of boats floating around, patronizing the shoreline businesses and ending up in the restaurants for dinner. Ya! I think that would be a great idea!
- More boat launching facilities
- More boat launch facilities
- Larger and/or more no fee boat launch ramps
- Improved facilities for boat launching at Site 6
- Build the sand up in front of the seawalls - boats get damaged and it's difficult for children and older folks to get up and down them in many places.
- More public boat docks. More RV parks
- More campgrounds, more public boat docks.
- If there was a way to add more hotels on the water with beach parking for your boat. We stay at the nautical inn but its getting more and more expensive to stay there. So We are looking to buy a vacation home in lake Havasu in the next couple years.
- Better on the water facilities for boat moorage or docking. Ones you can reserve in advance and access shore facilities and restaurants. The city should own the Lake Havasu Marina and include visitors in the use plan.
- Better and/or more choices for boat launching, night clubs, boat rentals & restaurants.
- Nicer landscaping -- maybe an English garden near the bridge.
- less aggressive law enforcement towards people on the lake
- Have the police lighten up on the smaller things
- It's pretty good the way it is...law enforcement seems to be a bit over-zealous, but aside from that, great
- I've been to Lake Havasu several times and i've noticed a decrease in tourists every time I go. Obviously, the city depends on this sort of revenue to operate. However, I must say that your Police Department runs contrary to this belief. I know so many people that no longer go to LHC because they feel that the Police Dept unfairly targets and cites tourists for often very small infractions. Now, I am all for law and order and I am 100% pro police. i think they have one of the

hardest and most important jobs in the world. But, minor infractions are just that...minor. If a tourist who has been visiting LHC for years and years, recommends it to his friends and family, and pours thousands of dollars into the local economy, but has an open container on the beach or whatever, is it worth it to the city to arrest or cite this person and issue them a fine of several hundred dollars if you risk that person never coming back and now telling his friends and family not to go to LHC because the police are just too much? I don't think so. And everyone that I know that no longer visits your city is because of that reason and that reason alone. The police are just too over-bearing. And with Vegas and California so close, they spend their money in those places. I would imagine that there are thousands of people that now do the same or that same reason. Your Police Dept is operating completely contrary to the needs of your residents and your economy. I would implore you to look into this and make corrections where they are needed.

That said, I'll still come to LHC because I love it and it always feels like home to me.

P.S. You should really get rid of [REDACTED] from the [REDACTED]. He's rude, he mistreats his employees, and no one likes him.

- more vibrant city center
- main street- all store fronts a cohesive face-lift. as is now they are un-inviting. 2. Centralize all retail shopping to create a convenient one-stop mega shopping experience. 3. Allow food cart vendors on waterfront during weekends.
- Wider variety of activities.
- activities and places to go for both turist and resident the full year round
- More land-based tourist attraction for those who don't want to spend time on the lake.
- more activities other than golf or boating
- Very enjoyable community. Nothing to change from my perspective.
- We were pleased with all that we say/did/eat/stayed ... Lake Havasu City is already the PERFECT place to visit!
- liked the area very much did not lack anything
- None
- we love everything just like it is and have been trying to relocate there since husband retired 2 yrs. ago. hope to get there soon to look for a house!!!! LOVE LAKE HAVASU CITY CITY, ARIZONA!!! SICK OF KANSAS!!
- can't think of anything
- No changes are necessary.
- It was great as it was.
- nothing really!
- Lake Havasu City has It ALL!!
- Move it to California. Lol!!

Nothing that I can think of to be honest. Its small and quaint but has A LOT more going on than my city which is much larger!

- It was our first trip there, so there is really nothing I would change. Are planning another trip there this spring.
- Nothing you can change...I just wish I lived closer!
- We love it, not sure I'd change much.
- Nothing,,,,,,,,,,,,,I love the place just the way it is !!!!
- We loved your town and it's facilities especially the brewery
- It seemed very beautiful as is.
- None, we really enjoyed our stay.
- We enjoy it they way it is.
- for me nothing. just a great place.
- We were there just as things were closing down a bit. However, we had a blast. Spent the evening casually and took the Ferry. That was so relaxing and it was a beautiful evening.
- overall I feel ti is a great place the way it is. I used to want another dog park on the south side, but that opened and it is great!

- Can't think of any
- We enjoyed every minute we were there - can't think of anything we would want to change
- Great as it is.
- Nothing
- Nothen enjoyed it very much and will be coming back
- Nothing!
- We are staying for a week in March this year. So I'll be better able to answer the question after that.
- more time
- None
- None beautiful as always
- can't comment at this time and maybe will have a better idea when visiting there again.
- Not Sure...
- I've always had great experiences. Always fun and meet nice people. I wouldn't change a thing.
- Lake havasu has a lot to offer this is a very nice yet small city, but so much things to do.
- I think there needs to be more advertisement. I learned of LHC when planning my vacation to Phoenix...I made it a must do!
- Like it as is.
- Nothing
- I only attend the one event and so far I haven't been disappointed with the event and amenities.
- nothing that I can think of the top of my head
- Nothing. We enjoyed our visit very much, and living in Colorado we would be come back again, hopefully soon. We have friends who live in Bouse so it was convenient to visit them, as well.
- NONE
- Nothing I can think of. The city was enough to make us plan to come back and stay for a few nights.
- not a thing had a great time
- Havasu is great the way it is!!.
- I need to move to AZ .. live in texas hate it here... :(
- my visits to LHC are too limited to suggest changes. I just know that I enjoyed my visits
- Keep it the same!! We love it the way it is. Just keep growing.
- It was beautiful,lots of things to do. We are already planning our stay for next year.
- Love Lake Havasu...hoping to move there within 5 years!
- Nothing.. we are hoping to retire there in 3 years
- No changes...we love it the way it is!
- Nothing
- Enjoyed it the way it is
- i will be returning to golf next winter
- Keep the wind from blowing...? ;)
- none
- We thought it was pretty fun as it is! Loved the weekend activities
- noting comes to mind as we like to visit Lake Havasu City
- I have a logo!
- i don't know of anything that would need improvements..
- none
- i always liked it there-moved back to cali for more work opportunities
- I like the city fine. It's new, it's clean. It's close to a lot of neat things and they do a TON of promotion and events. I just have to find the time to go. Would like to go once a year for a few days. Have done so in the past.
- everything is great
- None
- not sure...
- none

- none
- Nothing it has been our "fun" destination for more than 10 years
- We are happy with Lake Havasu. That is why we keep coming back.
- none
- couldn't be more fun
- We enjoyed, thats why we came back, nice, enjoyable
- I found it a very nice place to visit but wasn't there long enough to suggest any changes
- no comment
- Actually we really enjoyed our trip to Lake Havasu and plan to vacation there in the future.
- Already a great place to walk, golf and just chill!
- We are coming back this fall. We loved it!
- None loved the city
- None-leave it as it is
- I love it just as is! I hope to move there eventually!
- none that I can think of
- I love it just the way it is!!!!
- None planning on moving there in next 4 years
- We are not that familiar with LHC to make a comment on this
- Can't think of any.
- Haven't been there recently enough to say
- What I saw was wonderful
- Nothing. I like the way how the city is managed.
- I love it just the way it is!
- None, we loved the proactive city events.
- Don't know of any
- loved it all!
- I think you are doing a awesome job with the additional balloon festival and the changes you have and are making. Keep up the awesome work.
- I enjoy it the way it is.
- NONE
- Nothing...would never go back!
- I honestly would not change anything, the past trips were absolutley PERFECT!
- I don't know
- Looking forward to coming and staying a month either this spring or next fall so you are doing fine with your city. We're retired, fixed income seniors so \$\$'s are our biggest concern!
- It was great just the way it is!
- We stopped by on a "down" time between Post Summer and Pre Winter. It was really quite. But I want to experience more as this may be a potential "snow bird" residence in the near future.
- Nothing
- Nothing that I can think of now. We thoroughly enjoyed our two full days there, seeing the bridge, taking a short boat ride to the casino, the parks were fantastic.
- we loved the place comming back again this year for car show we didnt need anything else we ate well and loved the location and people
- We love everything about Lake Havasu! I can't think of a thing to change!
- nothing. we had a wonderful time. we took some out of town company there
- I think it was awesome, don't have any complaints.
- It is the perfect place... I just loved going there
- We love lake havasu
- We love LHC the way it is.
- Haven't spent enough time to critique - but we plan on becoming snow birds in Lake Havasu starting winter of 2013/14
- We love it just as it is.

- I LIKED IT THE WAY IT IS. i WOULD LIKE TO LOOK INTO WINTER VACATION RENTALS FOR 2014
- We loved it and will be returning for March and April this year.
- Nothing, it was pretty cool.
- Only spent 3 days. Enjoyed everything.
- Time...I just don't have the time to travel
- None
- Nothing
- Places to go dancing. We did go to the Legion and did some dancing. Overall loved the city
- More nightlife
- Havasu is a wonderful place to visit, some things closed very early in the evenings in March when we stayed there. Reasonable hotel suites with good accommodations, pools, complimentary breakfasts. The breakfasts get the day of leisure started without having to seek a place to eat.
- Shops and restaurants being open in the evenings. More of a community center with continuous activity along McCulloch
- More main dept. type stores, larger selection of restaurants and maybe a jazz/oldies type bar/lounge where babyboomers could go to dance and have a nice nite out with appetizes and drinks
- Memories are made there, we spent all day every minute of the day and night there but I would like to see more benches to sit and be able to take in the atmosphere. Otherwise I love everything about the lake.
- Put businesses in the vacant shops.
- Bigger Lake
- We loved our stay in LH! Next time it will be our only destination as we needed more time to enjoy all the wonderful features. We tried to get a bridge tour, but it was cancelled, so perhaps more access to guides or such like when you only have so much time to fit in previously scheduled activities.
- Better Real Estate Agent
- Clearer indication that "You Are Now On The Bridge."
- More cabins
- More of our friends staying there.
- More showers
- go back to the way it was in 1963 to 1968 those were good times
- eliminate the city fee's on temporary vendors
- More user-friendly in the Summer months.
- When we first came down to Arizone - we spent the whole time driving all around to see where we would like to stay when we come. Needless to say - we love Lake Havasu - this will be our 6th., year - we usually stay 5-6 weeks. Great food, people and surroundings - I alway feel like I've had a vacation when I come back. My only downside is the March break - we are on the channel on the other side of the London Bridge - and I really don't know how people stand all the noise - sound does carry over water - it's quieter where we are but still noisy till KoKoMo closes. It seemed like last year they moved all the events to the other end of the channel - down past Queens Quay - sort of out to the Nautical and it did seem quieter - not so bad noise wise. In saying all that we have come back for 5 years - and will continue to do so - I guess you learn to live with it. I just hope you realize that regular vacationers - families and senior visitors spend I'm sure more than an equal amount of \$'s while visiting and should be taken into consideration. We are from Canada and only come once a year (for 5-6 weeks) - and love the weather - at least it's not snowing. Thanks again.
- It's great as it is, but if bars would carry our local Spirits (Gold Miner Spirits) that would be a plus.
- Most of the shops were closed when we visited. I guess it was a sign of the economy.
- Friendlier people would be nice
- It was Labor Day weekend 2012 and the shops at the base of the bridge were closed or empty.
- being more aware of what's going on in the future so I can take time off [I work weekends }
- Very clean and beautiful place. Very safe and busy city. Traffic is a little daunting to new comers.

- Some citizens need to be more kid friendly realizing that their consumers dollars can't support local businesses and services themselves.
- More options for visitors
- Stop letting the students take over every year!!! They make a mess and are disrespectful! It ruins the experience of your wonderful city. We visit every year because we love it so much but rearranging our schedules to come when the students aren't there is a pain!
- Less bigggg boats, smaller ski boats get tossed around by the large wake
- Lake Havasu City is changing every year for the better. There are more things to do for the younger crowd now than ever before. Keep adding new things to attract different types of people and you will be good to go.
- Not looking like a ghost town. The shoppes were all closed at the lake. The city it's self was wonderful in that the people were very friendly and helpful
- MORE LADIES ^ _ ^
- List of places that are free to do in the summer time. More idea of keep cool ideas for everyone.
- Easy, low cost water excursions.

Picnic Spots w/ ready made lunches you could buy.

In warm weather affordable rickshaws for back and forth across the bridge.

An accessible and easy to find swimming area and/or directions.

- Make off road trails more identifiable. Maps, signs etc
- No fees for hiking trails
- pet friendly restaurants and motels
- Good general overview of annual events, however, could use more pics and specific details of each event along with age range, kids/no kids, alcohol, etc.
- More advertising. I was unaware of some of the fun things to do until we were actually there.
- If I lived here I would like to help with a guide book that show placed your city better. Advertisements, coupons, guides and calendar of events age appropriate. It seems there aren't as many events actually by the bridge as their used to be. We really love your city and spend a month every year because of both the relaxation and fun we have here.
- Add a few more international restaurants
- Nicer restaurants
- more restaurants
- More restaurant development near the water front.
- more reasonable lodging facilities; more reasonable restaurants
- More hotels/ restaurants
- more pubs and restaurants along the waterfront
- More shopping, 4 star or better hotel and restaurants.
- Better shopping; more little boutiques; more restaurants; more activities; tours of famous people's houses that have purchased/live there; more interaction or information for & with visitors. Better things to do, more to do (shop, dine, etc) along the lake by the London bridge.
- more fast food on main road

more signage for people unfamiliar

- We love Lake Havasu! We wouldn't change a thing. We are going to move there in 3.5 years. It would be nice to have a roller rink.
- we like lake havasue as it is. however, it would be nice if there are more shopping retail stores
- shopping
- That more shops were open in the winter months down by London Bridge
- more shopping
- More available short term rental places for a month

- Better marked areas when driving! Transit is really nice.
- Better signs to find hotels etc
- We visit Havasu often from Tucson. We LOVE the town. The one problem I see in Havasu is so many (Older) visitors come to visit the Bridge. However signage to the bridge from the highway is not very clear. I think there needs to be larger clearer signage.
- A very nice modern spa.
- Target!
- Not sure if you have this, but is there a boat trip to see lighthouses if you don't own a boat?
- Perhaps more parking. However, I think it's wonderful as is. I thoroughly enjoyed and plan to return for an overnight stay!
- Lake Havasu get super Crowded...mainly in the Summer...too many people crumped up. One of the bad experiences was to find parking!
- A closer airport
- Walking only in town around bridge, parking way from area & maybe trolley car type shuttle to the bridge area.
- having a major airport closer
- Have a closer airport so you don't have to drive over 2 hours to get there
- Have more street lights
- Better air rates to fly into Lake Havasu. Currently have to fly into Las Vegas and either rent a car or take shuttle bus.
- Had a little trouble with Handicapped Parking.
- I know this could be impossible, but opening the airport back up would be great. A person could take a computer plane from Las Vegas or Phoenix.
- Commercial flights into Havasu would definately allow for more frequent trips or house purchase.
- Cheaper airfare to get there from Cleveland OH
- major airline thats flys into Lake Havasu Airport
- airline service
- Return of the flights into LHC from Phoenix
- Ease of access could be improved from Bullhead City
- to have a amtrak train able to drop off and pick up there i would probably come every year. its kind of far for me to drive i live in chicago also to have car rental place near train station. only other two train stations are needles ca. and kingman times are not good cant get car rental and to inconvenient when going back home if train dropped off in havasu it would be great and like i said i would probably come every year
- mass transit from airport to bridge, malls, etc.
- transportation
- Better parking and traffic flow
- Bigger airport - it takes forever to get there if you fly to Las Vegas or Phoenix
- I love it. My partner complains that it is to far from other cities and about the airport.
- Direct Air
- Being able to fly directly into the city
- shuttles
- Commercial flights in LHC
- So hard! We LOVE Havasu!! Only issue we face is roads being pretty bumpy for RVs!!
- Traffic control continue to improve
- Larger airport...
- Better flight service
- We have come to many festivals, as a senior parking is the most crucial. We would spend more time, but get tired. Even places to rest. We quit early because we know the long walk back to our car.
- change the light patterns on highway 95
- Reasonably priced airline service to/from Socal/Phoenix.

ASU or UofA affiliation and degree opportunities.

- better access to lake with launch ramps and docks. Shuttle bus from island to town and hotels
- Nicer roads/landscaping.
- Newspaper to tell us what is going on in the city. Street lights
- Upscale restaurants trolley
- More shopping for clothing & home. Newer restaurants. Road lights on highway were in sink!! Seems we hit every red light!
- More restaurant and hotel promotions and discounts
- Economical deals on accommodations and watercrafts.
- Discounts/Promotions for reduced cost lodging, meals, activities.
- lower travel cost, if there was a cheap way to get there, I would come once a month!
- Too far from home for frequent visits. The offer of discounted lodging and meals would make it a regular stop on our travels though.
- We just thoroughly enjoyed relaxing and seeing the sites on our vacation. Maybe coupons for dining and excursions....
- more rentals with better rates and more discounts if staying multiple days.
- Just a little updating. It's kind of run down
- Make sure the visitor's center can help out-of-towners with the events that are being held. The trolley was running for the balloon festival, but the visitor's center staff didn't know where we could catch the trolley to get to the balloon festival.
- Better maps and descriptions of attractions
- A good and enticing city map available at the Visitors Center and around town.
- A readily available map with the local names for various areas, local landmarks, geographic features, etc. Like where the heck are Body Beach, Copper Canyon, & Chemehuevi Wash ?
- more maps at local stores of what is around the areas to enjoy
- More pet friendly information
- Have a visitor information kiosk in the visitor's center. KioKom Information Kiosks are located all around Arizona driving tourism around the state and directing visitors to local businesses. For more information on this - visit: www.kiokom.com
- The layout of the streets can be a little confusing to visitors. I know my way around to place I often frequent, but when I go somewhere new I usually get lost. Having a downloadable map (PDF) of the city would be helpful. It could be sponsored by some of the places I want to go (restaurants, stores, etc.)
- Water park, racing track, amusement park
- Lake Havasu needs a serious water park. It needs a Raging Waters type place that is family friendly, but still accommodates the the adventurous spirit of young adults. It should be an oasis in the desert that is the talk of the entire southwest.
- Waterslide park
- Lake Havasu is lovely, but it would be nice for more attractions to be open earlier in the spring for those of us who visit in March on our way to and from spring training.
- We stayed in December and not very many places were open at that time, if more places stayed open year round visitors would come in the off season.
- Most of the shops were closed around Mid December. Should stay open all year long
- More activities in winter months for those coming down from the north.

LOGO / TAGLINE COMMENTS, ALL RESPONDENTS:

- There is a MUCH BETTER logo on signs along the channel - palm tree and boat alongside a lake!
- The logo is nice but I can't help but envision an icon that includes the infamous bridge. After all, that's what brings many tourists to the area. Don't forget the patches in the memorabilia! :-)
- We attended the 2013 balloon festival and pyrotech display this year. It would be helpful to out-of-towners if the visitor's center and the local hotels knew something about these events. We ask questions about times, transportation, or whatever, and the staff at these locations don't know much about the events. It seems like LHC is trying to generate business for local merchants, but the local merchants don't know much about what is going on.
- Where is our bridge theme?
- More colors such as all the colors in our sun sets or sun rises all designs were boring
- Why are we ignoring our London bridge in our branding?
- LOOKS GOOD TO ME, MAYBE ADD A CAR LOGO
- I'm curious as to why you wouldn't want to use the bridge in your logo. The designs don't really SAY anything to suggest the unique appeal to your area. You've got something really unique, quaint and charming, yet the designs appear to be just swirls or random marks?!
- How about this slogan:

Choose your level of Fun in the Sun

- None of the logos do a very good job of what Havasu is !
- Not a fan of the colors. Turquoise is good but these are pretty feminine colors. It'll be a hard sell to men- RVer's anyway - who are your free salespeople. We go everywhere touting our favorite places. Should consider the RVer.
- The problem with these logos is they require an explanation; not a single one of them stands out.
- I PICKED THE DESIGNS ACCORDING HOW I FELT AND WHAT EACH LOGO REPRESENTED TO ME. I REALLY LIKE THEM ALL BUT WENT WITH MY HEART. GREAT JOB!!!!!!!!!!
- Maybe add to it. Put a little more in the design.
- I have never been to Lake Havasu yet but for some reason I would move there tomorrow! I like the logo that seems to represent water and the sun and it's rays.
- no
- I feel that logo Q looks like a very bad I and h scribbled across the page. It took me a few minutes looking at it to realize it was an I and an h! Logo X looks like a person's head or the sun over water, which tells a lot about visitors and the lake.
- As a Canadian Snowbird, this town has made me feel very welcome. The Canadian Club is struggling to find places to meet that can accommodate our growing membership. Not a complaint... just a positive commentary on the fact that there are a lot more Canadians contributing to this city and economy every year.
- tell me what reflects havasu in any of these designs?
- remind me of Obama's campaign
- I like the colors chosen & the modern look of the logo I chose as #1. Look is very appealing.
- I think Logo should be image of the bridge with LHC on side or top in the same colors you have for sample logos. The LHC crossing London Bridge, with maybe a British phone booth at one end
- think you might be able to do better
- The reason for my first choice is that it represents sunshine, happiness, outdoors and is friendly. It is generic to fun, sunshine and outdoors depicting a beautiful place to be.
- I did not see any of them as a real knock out.
- I love the one because it symbolizes the water which really sets Lake Havasu apart from other areas in AZ.
- multiple colors look better
- x

- my first choice of logo really seemed to reflect what i experienced as a first time visitor ...sunshine, action/interest and water. A great logo representation of what we fell in love with at LH!
- Maybe more vibrant colors in the logo, to better reflect the younger personality and the fast water sports.
- They're not very exciting. All I see is a golf course.
- The logo should include some symbolism of London Bridge.
- The design with the full H represents LHC the best
- No hint of anything to do with historic London bridge.
- Include a likeness of the London bridge.
- Logo X is by far the most sunny in my mind, Lake Havasu is a fun, friendly and inviting city, and I think this logo supports that feeling
- I like the bright colors. Some of the more simple designs looks like a comfort inn sign or something
- Combine the type from X with logo M. I assume the refernces are to sun - tan - water? Or is it sun - sand - water? If sand, make the color more sand-like. If tan, make the bar have a stylized look of a womans profile if laying in the sun and the water a little wavey.
- no they look very good to me..
- I don't like the text all in Orange, maybe do more with Blue &/or with an Orange drop-shadow or something? Play with it a bit more. To be honest I don't think any of the logos or, the text are really all that strong. Why wouldn't you use your strengths? I.e.: water, blue, boats, it's somewhat hilly, desert, think about Arizona also in general, as a whole not just specifically as to what Lake Havasu City is. The London Bridge, golfing, etc. I think these are plain, boring & miss the mark of what you could really do. BE MORE CREATIVE!
- We were there during the week and it was fine. I am sure it is totally different on the weekend or holidays.
- I like the three.
- They all appealing...have not checked others....
- None of these make me want to visit LHC
- My boyfriend and I are looking forward to one day visiting Lake Havasu -- thanks for letting me participate in this survey.
- I understand the color references on all but I don't know the significance of the backwards g or squiggle in logo X.
- colors are perfect.
- All of them would do you proud!
- no
- get to your potnetial with some work
- All of the designs are bad
- I think the logo should have more sun, lake, cactus or something with the London Bridge on it after all that is why most of your visitors visit
- Maybe combine a Capital "H" with the flowing lines below it: H

~ ~

- WAY TOO MUCH ORANGE. MAKE THE TAGLINE EFFERVESCENT GREEN IN COLOR. THE LONDON BRIDGE IS THE 2ND LARGEST ATTRACTION IN AZ. WHERE IS IT IN THE LOGO?
- they are all a bit generic and look like they were pulled off microsoft word, colors are nice, looks like a child drew then, not a bad thing. we should focus more on the activities and fixing the lake and aquatic center, adding more activities for younger crowds. honestly i could care less about a logo, i care more about spending money on things we can fix up or add to our town verses a logo.
- Keep it simple and use it often They are all great efforts.
- S does not indicate the water that is the primary attraction of LHC. Q looks like a downturned mouth. M is not at all memorable nor creative.
- Think they could of created better designs with more personality. Combined some of the ones they have a little differently.

- I think some type of picture of the lake would be a great addition because that's why most of us live here.
- If your here it's because this is where you want to be
- FUN IN THE SUN. STAY AND PLAY
- I sense a need to tie our city brand in with our new university and I don't feel any of that with this effort.
- the last logo was too bland!
- logo M:I would like some rays added to the sun. Logo X:It's happy, I like it, I don't know what the swirl is supposed to be.
- Nothing is striking
- None of them work for me really all look about the same and rather uninteresting.
- I'm sorry, really. But those logos are horrible. They rank up there with the rock walls in the wire cages.
- Logo M makes me think of competitive swimming.
- The designs are so generic. Logo Q is to close to the one used be HRMC.
- I LIKED the logo with the sun image. Thats Havasu personality!
- I don't feel any of the logos represent Lake Havasu City. There's not a sun or the bridge or anything that represents us.
- no
- Logo X - the "Lake Havasu City" font should be blue
- The reason I rated the one second instead of first was that with the downward stroke it looked like an The reason I picked the first choice over the second was that the blue line in the second choice made an unhappy face. Turn the blue line upward so that it is smiling. I think this would be more appealing and memorable.
- Not sure a single Logo Design can show all we have to offer. I know branding requires one
- Was this idea oened to the public? We have many artists
- Love the City - plan to Retire there!
- Lake havasu city is based on the Lake Duh! Put a pic of the lake & maybe the glitter & lights of a city
- I think they are all Pretty Weak, sorry....more choices were needed. The one I voted 4th looks like a Handicap symbol...very Bad.
- there good
- the design needs to have blue for the water - didn't like the one that looked like a sickle !
- didn't really care for any - to old looking
- I don't understand where those pictures are coming from or what they are trying to say. I appreciate the difficulty of the task, but they don't do much for me.
- NO
- Although simple, which I like, the surrounding moutains I don't feel are represented at all and I feel do add to the character....I feel as if only the lake is represented in these symbols....
- ~ put a line like this under the H looking logo just to add more to it.
- no
- To be honest I like the flavor and feel of the colours and overall looks - very good job to the creater of the logo choices - very contemporary
- commpliments to Bart Wagner and staff for a GREAT JOB WELL DONE keeping Parks alive and Looking Great! Kudo's to our LHC council and mayor for supporting and doing BEST for LHC benefit! Beautify the LB area.
- We would like Logo X even better if the color of "Lake Havasu City" was blue. We would like Logo M better if the font on "Lake Havasu City" was changed to match that of Logo X.
- Don't like the colors AT ALL. Need to be more vibrant. One year in the sun and they will be faded and unreadable. Don't think any of them are memorable or worth pursuing. Go back to the drawing board for a logo. The tag line is okay.
- nothing at this time
- The logo should be more descriptive.

- Just orange and yellow is very unappealing. It plays to a desert theme, but completely disregards the water oasis aspect. It, frankly, makes my throat feel a little dry.
- I like the improvements to the downtown area, and I LOVE the balloon festival. Keep heading in that direction
- I own my own marketing company. Very nice to see you are working hard on branding the city!
- Not sure what the different designs depict.
- No
- NO
- Slogan is unoriginal and not memorable. I like this better: "Help yourself to some Havasu _____" Fill in the blank with a mix of words like "fun" or "happy" or "hiking" or "happenings" or "fireworks" or "delicious" or "ballooning" depending on what you want to promote. You're welcome.
- not at this time
- do not like the colors on the logos

drab

- I liked the one with the swirly sun in the middle but it looked like a D so I don't think it fit well.
- LOVE the design with the sun!! VERY appealing & 'sings' FUN!!! It's exciting & makes me think of things my family & I have done & makes me wanna come running back!!
- they are to generic
- add a deep pink circle to the orange.
- They are all ugly and passive. Get another artist.
- None of the designs or logos are well done, as if done by amateurs! Also, the city looks trashy with all the vehicles that are allowed to be parked long-term on residential properties! Roadway landscaping is very poor...the rocks enclosed in rusty wire is really "Mickey Mouse", projecting a low class, poor taste image. Drugs are a major issue, that needs to be given more attention! If we want more people to come to the lake for fun, improve and increase the number of boat ramps/marinas! Reduce launch fees and gas prices! Have musical concerts near or on the water.
- Really not impressed with any of the logos. I understand the blue color (water) and yellow (sun), but whats up with orange? Maybe a different color would make the logo more memorable.
- logo x best captures the spirit and active fun of lake havasu with the sun and water represented in a positive and memorable way
- I do like the selection of colors choosen. Thank you for the survey on your logo change update:) Have a wonderful day!
- None
- need better colors
- Tag lines option: Power Play the Havasu Way

Logos are forgetable.

- Logo M looks familiar to me as if a similar design is a known design.
- There should be more activities all year round that will attract more vacationers-
- on logo M have the blue lake havasu city script like the other three logos script (no so straight up as shown) but do keep it blue!
- The community of this beautiful city consists of some very bright and talented people. I think it would be great to get citizens involved in designing a logo.
- Why change the designs?
- All of the designs are very amateur at best. This city and community deserve better.
- The flowing slogan sounds like a personal hygiene slogan sorry but its the first thing I thought of.
- good to have public involvement
- Good idea to get public involved
- They all should have the blue element for the lake and a brown/tan color for the desert. Would be nice for an the brown/tlines to more represent the mountains that surround us rather than just a soft wave...

- Actually like "Play it Like you Mean it" better but could not go back and change in the survey.
- nope
- Sorry, I thought all four designs were disappointing, and will quickly look dated.
- nothing
- Logo M is the only choice depicting an actual recreational activity.
- I think lake havasu revolves around the sun and the lake why not have a v hull boat roughly sketched using the same type logo structure broad brush strokes with waves and sun????
- They all look like something from the 1980's or like an old Howard Johnson's sign. Why do all the design's have to be on a white background? That one design looks similar to a logo I've seen for a chicken restaurant. Sorry to be so harsh, but I think you could do way better.
- Did not like slogans.
- They are all pretty abstract. Would like to see something more visually memorable than just lines and squiggles
- None are a design I would wear on a t shirt or hat. Not much style or punch
- amazing , these bad logo, we have logo already. Why not a London dridge in it. Everybody knows....put the sun over it... done!!

shese logo's can be used, in new Mexico, Florida, Egypt, you name it!!

- Don't believe so.
- Logo X: no blue in the logo misses the mark for Lake Havasu
- Get the horse trails back
- Logo x seems to represent the sun that is usually shining, and attracts visitors such as our family. Thank You.
- Nothing more !!!
- I will be so sad if you use Logo S or X
- I think the colors are not bold enough. Brighter and more vibrant would make it more attractive. Green, Purple Red....
- I just don't think any of the designs show up Lake Havasu City.
- i like x the best but the river line should be a smile not a frown....turn the frown upside down!
- these designs seem more artistic than representative of our city. they feel cool and aloof, not warm and inviting. definitely include blue for the river/lake, and sun for our warm temps and warm and friendly people. after the lake, our biggest attraction is the bridge and there is no bridge reference in any of these designs. we are an outdoor community - golfing, boating, fishing, running, walking, biking - none of these designs send that message. these designs do not say "havasu", they say "any warm city with water and sun". and neither of the slogans really fit us either - "play like you mean it" sends a message that you have to work hard at playing - how about just relaxing. "where fun flows naturally" is kind of a tongue twister - it's too easy to trip over all those words. how about short and sweet - "sun and fun" , "come enjoy our _____" , "it's all about you" - something that tells people they can come and relax and recharge and have family/friends time and make memories and take time for themselves and love every minute.
- Add red somewhere
- No they look great. All the designs
- nice job
- all pretty nice but really like the 2 I picked
- I'd rather see some thing else in the logo, like maybe.... America's Desert Playland
- Need a four Lane highway,in the foothills, as bypass for

trucks.

- Personally think that representation of water is the important aspect to the character of city and the surrounding area. It is a must for the selected logo. The one logo that "Loudly" spoke to me, as I interrupted had the "Sun, Desert, and Water".
- Maybe Change the colors reds would be good.
- I don't actually LOVE 'play like you mean it' but I realize this has already been voted on.....
- I like the Logo S...

- Not sure why it needed to be a simple, abstract. My favorite representation of Parker is the wake boarder jumping a wake. I am sure there may be economic considerations there though. M is good though
- On logo S (burnt orange and yellow h) a big improvement would be a wavy blue line under the h. this would be colorful and represent waves on the lake.

Thank you for listening

- No
- None of them are very exciting, some are better than others
- Make it genuine, not a Resort property.
- I shared most of my opinion in the first text area. However, I feel very strongly about the icon for Lake Havasu City as being The London Bridge. We came California to the lake for the water and the bragging rights of visiting and playing at The London Bridge. We could have boated elsewhere (and did), but The London Bridge drew us back. In 1988 we built a home, and many of our boating friends bought homes. We bought our neighbors home and moved here in 2006. What a privilege to enjoy this historical icon, and the bragging rights of living a lake with The London Bridge. Seems some can't see how unique this icon is, to tell others that you live in the city where The London Bridge is... Come see the London Bridge. What other city can say that? Have you seen the manhole covers, they are sculpted with The London Bridge on them.
- they all suck...start over!
- none jump out to me as being great
- my chosen logo represents happiness, sun, lake and fun activities. That is LHC!!
- thanx for the chance to help choose
- The designs need to be a little more impressive.
- The phrase is fine, but the graphics really unexciting and not appealing at all
- Flows Naturally slogan sounds like a prostate-doctor ad. (Sorry but it really does!) C of C/ CVB should have called for suggestions from Havasuvians and sorted through them, maybe with help of a consultant, rather than have out-of-towners try to get a feel for our city and come up with something in a conference room. My husband and I feel strongly about this. We are in Havasu for the rest of our lives, and want to be proud of the city. No more "Hook it up in Havasu" type marketing! Thanks.
- I do not think any of those logos represent lake havasu city. Couldnt u have done the London bridge on at least ONE?????????
- It would seem like something better could have been designed, and slogans written that better exemplified the truly wonderful place we live! Really, Play like you MEAN IT? What does that mean? Need more a POSITIVE aspect! It's beautiful here, people love it, and the weather and community don't disappoint!
- How about: Come for the sun....Stay for the fun

There have been better ideas in the newspaper.

Play like you mean it doesn't work with the word "mean" - that's not an image we want for a friendly town.

The logos are very flat and not eye-catching or something you would remember

The slogans do not capture the spirit of all the fun things to do here or why I would invite my friends to visit and maybe buy a house here

- we need to do something about high way 95 into city. It is very trashy looking north end is always full of trash. no great logo will that look appealing when you are greeted that way. more palm trees along the city's 95 and beautification will make people want to stay here and not just drive through. remember we are fast becoming to be know as the gear head and mainly because of the continuous noise pollution. we need a logo and it is great that you are doing this, but many other things need to be addressed.
- Very good job on your survey.

- Include some turquoise color in logo "S" to make it more appealing. Logo "X" just speaks LHC - sun, water and play.
- Not impressed with either choice of Brand. The city is here and most residents and visitors are here because the weather is always sunny and the lake is always full. Two of the logos seem to indicate sunshine and water and look good.
- It is unclear or at least difficult for me to understand what the graphic is trying to represent. As an out of stater it doesn't mean anything. Perhaps it is too abstract. Looks like somebody graffitied on the wall with left over outdated ugly paint colors. IMHO.
- lake havasu is about aquatic fun under the sun. the logo should include the image of a boat
- i hope you paid a gradeschool to create these designs?
- A design that depicts the MOUNTAINS and LAKE, the natural beauty we have here would better represent Lake Havasu City. Please don't promote a party atmosphere. Let's focus on clean, family, and respectable entertainment.
- I think the logos should have LHC on them.
- check your wording...If there IS...is missing above.
- Very disappointing choices for tag line and logo... Havasu is more than partying, contrary to what the "branding" implies. And don't we have any graphic artists in town with an understanding of Havasu that can create more than a couple of squiggly lines???
- How about "Powerful Fun for Everyone"... which would bring in the all-season appeal (for everyone) and appeal to the boaters, hot rodders, dragsters or just fun lovin' folks. Logo should have graphic of the mountains and the lake together. Just my thoughts on other options.
- "Q" looks too much like a German swastika
- Our logo should reflect Blue and Free flowing Colorado River, Red and Coco colored mountains with green velvet grass cover after the rains, and abundant sunshine.
- I would like S more if it had a third color and you could make out all 3 letters of Lake Havasu City. As it is I can see the L and H, but no C. If we are communicating water the color blue or blue-green should be in the logo.

I liked M the best because of overall design and use of color. However, I'd like to see a different font for the words "Lake Havasu City" as is used in the other designs (Comic Sans or something playful like it). That would help convey the 'flow' of water and fun better.

- None
- Colorfast paint so fading isn't an issue as so many things around town are faded and make them very outdated and old
- None of these designs are special to LHC. It may seem out of date to show the bridge all the time but use some basic design of something that tourism/locals recognize as special to LHC
- If logo "x" wins, I would like to order a t-shirt or two. :)
- Don't like the colors
- adequate
- Q and S show no relevancy to the fun of Havasu. The fun is "sun, sand and water". The other two represent those components very well.
- All's well in L.H.C.!
- Colors need to be more vibrant. Too much orange. Fonts used should show more modern and need more impact it looks ok for souvenirs and directional signs. it mostly appeals to families.
- Nope
- I think the logo should better depict Havasu - like the one on t-shirt at Visitor Center
- None are very exciting. Of course LHC is basically for old people is it not?
- Logo M is awesome. My first reaction to the tag line "Play like you mean it" worried me that Spring Break participants may interpret it as "party like you mean it", e.g. drink heavily.
- When we come to Havasu it's to relax, enjoy the water sunset and family and friends and I don't see it in any of the logos. Sorry
- The blue to me represents the water which is a drawing point here.
- I like M because to me it represents the sun and the lake which I personally find very appealing.

- Just the letter H does not reflect any fun or excitement.
- i think maybe combining m & x, it would look like the sun and the water, which is havasu.
- no
- I did not chose EITHER slogan, yet the survey defaulted to "play like you mean it" and I never even saw logos for "flows"...no fair! Why choose so much orange in the logos? The placement of the sun at topcenter over the 2

Waves makes it look HOT-move it slight ly to the left. The bottom blue arch on another logo looks like London Bridge & or river, but the spiral oval looks silly & the yellow spikes So: goofy blonde Mohawk dudelooking over his shoulder wearing a blue shirt. Try using the shape of that blue arch at the bottom of the sun one, keeping the uplifted upper orange rance the same, looking like a swim board coming energetically over a blue wave

like a mohawk

waves makes waves

- Thanks for the good work and effort.
- I chose the play like you mean it slogan because after 22yrs in Havasu we've gone from that lazy river town that parties to an extreme sports City.
- I like the print font on logo S and the logo itself on logo M. I believe that the island should become more of an attraction to visitors with complementary attractions to the London bridge retailers and restaurants. It should not just become a hodge podge of various home builders building for personal profit.
- If you could incorporate the Sun from x and the river from s that would be a great design.
- You need to go back to work on the slogans.They sound too much like a beer and douche commercial. Work on bringing in the family's too.
- My husband and I feel all these logo designs look very amateurish and lack any professional appeal.
- I think logo M best reflects the fun in the sun and where the desert meets the water with flowing lines
- Great effort on all. Thank you and Thank you for letting us vote
- The Aquarius in Laughlin has a slogan much like the fun flows naturally... really dislike that one
- To be honest not terribly impressed by any of them.
- The sun and the river should be part of the logo
- Don't like any of them. They remind me to much of a modified OBAMA emblem
- All the designs are equally unappealing and meaningless. Lose the abstract and incorporate lake and mountains. Slogans were designed to encourage a party atmosphere and attract out of control weekend warriors.
- none
- I do like the more carefree font of my 2-3-4 choices, but like the logo on my 1st choice. I see sun, sand and surf when I look at that one, which is what Havasu offers - play in the sun, play in the sand, play in the water "HAVA BLAST!"
- None
- These types of designs are not everlasting. they would have to change often because they "fad-ish" in style. Looks like something Walmart do.
- I really liked all the designs
- Nice job and we appreciate all your hard work..
- no
- WORK UP MORE DESIGNS AS NOT TO GREAT
- Please keep with the flowing mode. That is horizontally not vertically. Or stylized h.
- Keep the colors bright
- Its the bridge that is the attraction and should be our only logo. None of the logos shown makes me think of Lake Havasu City.
- none of these look very appealing. they should try again.

- If the slogan is either "play like you mean it" or "where fun flows naturally" the city has to be able to allow that to happen. you cannot say play like you mean it and then shut down anything fun and positive in the town that allows visitors to "Play like they mean it"
- none
- Logo X appears positive and energetic.
- The designs were not impressive. They would not leave an imprint on me. I would think that Lake Havasu could do better than that.
- Palm Trees would reflect better for Lake Havasu City
- My first two have sun, warmth and water. That is why I come to Havasu.
- like blue in the logo as it represents the water
- They all seem somewhat generic. I should think something that plays up the bridge would be better
- logo x shows Sun & Fun & water M is a close second, but X is more vibrant & exciting!
- How will the logos show up on other colors or is it designed specifically for a white background application?
- the logo choices are unremarkable. your minimalist brush stroke options have no brand recognition what-so-ever.
- I like the blue and gold on the white. Represents the water and sunshine.....so I take it when I see the logo.
- Logo M gets my vote.
- I think they are a little too generic, something more bold or just in your face would be cool.
- When can I buy one :)
- No, great job.
- looks like a brand for sports or sports events, not a city logo. the bridge is still an icon, an old one but makes the difference, our land marks, lake, bridge, hills that make possible for a big % of homes to have a view. the one logo does portraits water and sun, but not what make Havasu different.
- maybe a small boat added
- Tribal sun and water logo would be a hit
- the logo I like has a bit of "life" to it visually. To be memorable, even that logo needs more visual life. A photo, for example, of a rippling river strategically placed -- or other visuals of "life" -- could make the logo more appealing and memorable
- I chose the one design with the letter H.

I would have preferred if the logo included both the L&H for Lake Havasu

- I would have liked the "h" better if the straight part was orange and the curved blue
- Design needs to display more attraction or meaning.
- love the sun in the first logo

a palm tree may be a nice touch

- My suggestion for branding our city is; BRIDGE TO THE SUN FOR FUN. Logo should include the London bridge, sun and water.
- It's vary nice banners.
- The logo would be more impressionable if they used common shapes and colors more geometrical in design, perhaps alchemical in nature symbolizing fire ,water, air and spirit.
- needs a combo of blue (cool) and hot (yellow orange) to represent water and desert. Where's the London Bridge?
- I think the logo colors are good but ignore the history and heritage of the reason why many come to see HAVASU.
- Nice job on the logos
- I believe that you should market the uniqueness of the fact that London Bridge is part of the Lake Havasu experience.
- Nothing special about any of them.
- Need to play up the water theme more. I think that's why most people come to Havasu.

- Simple design better. All re nice, just think Q was better.
- Other colors & a little more excitement ... they're all kind of boring and look dated from the 80's. Younger people would like more to these.

more to these..fun town

- I think there is too much orange overall in the designs.
- I do have to say since I have been living here for the past few years, everyone is always in a Great mood and Always have a smile on their faces, I love that about our city
- The white background is very boring, the other colors used in the design were a better choice. Overall, they weren't exciting, fun, or showed anything of what someone could expect to find....other than the little waves that 'could' be water.
- i like logos representing sun, desert, and water
- would rather have LHS on the logo
- Actually, Lake Havasu City

No Bad Days

is the saying I have received the most positive comments about

- I have very found memories of Lake Havasu. Cant wait to share them with my son.
- play like you mean it BAD IDEAR
- Larger flag and sign
- Although Logo M is the best, it looks alot like the Olympic symbol for swimming. None of the logos are particular good.
- I am just not crazy about any of these, sorry!
- not very exciting, very generic looking logo
- I think it would flow better if the slogan said "Where THE fun flows naturally".
- When people come to visit and have fun they don't need cops sitting outside every bar in town, every beach on the lake spying on the visitors looking for any thing to arrest them for. Our police force make every attempt to get rid of the visitors so they have less work to do. If we monitored the police officers closely you would see excessive use of liquor and beer. If a cop drinks a beer with pizza then goes home he is having fun, but if a visitor has a beer and pizza and goes home he gets DUI and goes to jail. If a visitor blows a 0.01 he is arrested. Cops get out jail free cards and are never pulled over. Quit treating visitors as criminals. There is a fine line between a criminal and a cop and the cops don't go to jail
- I don't LOVE any of them. Plus - should the logo color reflect the name? "Havasu" translates as "blue-green" waters...
- Don't really like any of the designs
- none
- Other than "M", none of the other logos, to me, look anything like Havasu and having fun.
- I checked "where fun flows naturally", however, all the logos had the "play like you mean it" tag line. Is this right? I would think selecting one or the other would have the one selected on the logos.
- Since it's your home. - I've told you what we like and given my opinion on your designs - I believe the rest should be left up to you. Tks for asking.

Just a quick comment -#4 with the brush strokes downwards seemed negative to me and #3 was lacking in colour - it seemed like it was missing a colour. - That's it.

- No
- Truly, they both are awful. The logo's don't reflect anything and Really... you couldn't come up with anything better than those two sayings. Who exactly are you trying to get here. 18-21 yr olds? They really are silly and neither mean a thing. Please rethink this... I know it's not What

Happens in Vegas etc... but almost anything is better than these two choice and any of those logo's. We will be the laughing stock of AZ. I know you don't want to hear this but better to hear it before and be warned than to hate yourselves for spending all this money and have no body understand or like it.

- Fonts didn't seem very appealing.
- The CVB mission to promote LHC is commendable however, in my opinion, the mission to rebrand LHC, while questionable in itself, is off track. LHC has well established (paid for) world class international brand recognition with London Bridge. I concur that LHC now offers much more than London Bridge but don't throw out the baby with the bathwater. We should take advantage of a well established brand, update it, expand it and capitalize on it. To do otherwise is probably futile anyway unless we can budget tens of millions over the next few decades, Havasu will always be known as Home of the London Bridge.

Consider: the new logo could have had a 'hint' of London Bridge- mmm.

Tag lines: In my opinion the 'fun' taglines sell the City short. I think the CVB is taking a narrow view of LHC.

'Play Like You Mean It' is particularly poor. The word 'play' and word 'mean' conjure up two conflicting emotions. It's confusing. BTW- In my experience, most professional branding firms will be pleased to take your (our) money and keep telling you what you want to hear.

Consider 'quality of life' as the common denominator in LHC. Raise the bar. A 'quality' tag line would broaden the appeal of LHC to include those interested in educational institutions (ASU), religious institutions, art , music, cultural activities, raising a family etc.

(No- I don't have any 'quality' tag lines in mind)

My 2 cents too late I'm sure.

Good luck!

- Very nice effort on all designs... Simple is better...less is more!
- london bridge has to be in the logo....
- None of them represent Lake Havasu City. The London Bridge is what has made this city. Show it!!!!
- Different colors?

More "pizzazz"?

- London Bridge- something always going on-natural beauty everywhere-great people and freindly-love old people and nice dogs. Thanks for letting me take this survey!!
- The logo with what I think is a sun was appealing, but it would be more recognizable as a sun if there were a few more rays added to it.
- I feel that the slogans can be taken the wrong way and create a negative vibe about our community
- The designs are too simplified. I understand the coloring is to show the sun and the water, but we are not a cruise ship, we are a town that offers a lot including all of the events that are held here and I don't feel that really of the designs are encompassing that feel.
- Need BLUE in whatever logo decided upon (LAKE, people, LAKE). 2. the gold/blue logo looks unfinished even tho I think were going for an "h"? 3. The logo I chose looks VERY similar to the exam table paper roll at my local doctor's office. RU kidding me? These are the best?! I think a

NO VOTE on all of them would be best. Not against change, but lets make it worthwhile - these are niche-y type logos and not keen on the verbiage either. (was here in 60's as young child and now 58 so not an absolute curmudgeon - just logical and educated.)

- Don't like the graphics, just the lettering.
- I like the three colors in the logo: Yellow/sun; orange/land; blue/water... shows all of our resources.
- The sun symbol should not reflect close simile to an alphabet letter like "O" or "D". Maybe enclose it completely and add more sun rays on one side.
- I like the letters in Lake Havasu City better on X vs M
- I like my second choice but not in orange
- Much too childlike
- More pickleball courts!!!!
- How about something a little more colorful with both the mountains and the lake? Nothing in this logo indicates that we have fabulous hiking trails that lead to the lake. If you want to stick to the abstract design that's fine but make it more obvious that we have mountain ranges AND water. The logos shown here could be used anywhere and Lake Havasu City is far more than anywhere. Many vacation spots only have one or the other. We have both water and beautiful surrounding mountains.
- I don't like the logo options and picked best of the worst. Prefer something like Lake Havasu - Oasis found

Better reflecting that we are more than a party town

- logo x - love that sunshine part of the logo!! we just moved to phoenix and learning about all arizona has to offer - can not WAIT to visit lake havasu!! and TY for allowing me to be a part of the choosing of the logo!! cool!!
- Add some green color to the logo.
- None of the logos really reflected Havasu or AZ.
- I would like logo S better if it had blue also.....not enough color. Logo M is by far my favorite. I think the blue LHC should be the same font as the other logos though. Don't like "Where fun flows naturally" at all....it doesn't flow when you say it...more like flun flows
- Wish a cactus was depicted in the logo
- Could also use other tag line on #1 logo
- I want to design an amazing logo.... we do it all the time... rich@pacsport.com
- Can't even tell what Q and S represent -- just some squiggles.
- I think the Play Like You Mean It choice is just too much related to the spring break type of activity so that is why I do not like that one at all.
- Most of them look like a golf course logo. Fascinating: if you're an old guy in a Crown Victoria from Minnesota. Except for the first place example, you need to do better. Uninspiring.
- Start over with the logo. Have to try and figure out what the logo's are. None are catchy.
- try not to appeal to drinking and go more for the desert and what it has to offer to the nature lovers. We all don't like to go to the Elks and drink cheap boos and come home smelling like an ashtray...
- None of the designs are worthy of representing our town. I believe the sun, the bridge, and the lake should be prominent features.
- They are all a little bland, but the sun logo makes the most sense to me.
- Replace the fonts of Logo M with the others. We liked the logo itself but thought the fonts used on the other designs suited Havasu better.
- I see a lop-sided bridge, a "flow" where there's no river flow observable, winged whatever's, and a low pressure system. Were these designed by a lefty?
- I REALLY hope play like you mean it wins because fun flows naturally doesn't even flow easily off the tongue!
- Please rethink the idea that this town is solely a retirement community. Lots of our young people leave this town every year because there are no jobs to keep them here. We don't need any more retail but manufacturing, industry.
- leave it with bridge logo

- I think u need to make the lake more prominent in the logo
- The catchier the logo the more memorable it will be. Like "what happens in vegas stays in vegas" we need to make sure Havasu sticks in their minds too! We must bedazzle them!!!
- Designs do not appear to target a tourist group you are trying to get to come to Havasu.
- No
- A lot of British people visit Vegas and don't know about Lake Havasu. More promotion would bring more British visitors
- All four of the logos seemed a little bland. I would like to see palm trees along with some waves or water and a boat in the logo. I believe that would reflect what our town is about.
- What a waste of energy, time, and money! This effort could be spent of something much more productive.
- After months of meetings and thousands and thousands of dollars spent on branding this is the best you can come up with? What a total lack of understanding of the community. LHC is a vivid, alive environment. The 1980's color palette and truly uninspired "tag line" induce nothing more than a yawn. It's unfortunate that the mark, and opportunity to revitalize LHC, was missed to this disappointing degree. The look and feel of the options shown only cements LHC as a place where old snowbirds come to die. Congratulations.
- if thats the best your design company can come up with , i would send them packing and find another. the sun one is barely good, the others are lame, also, why an "h"? we are LHC. Not saying that I could do better, but someone that is getting paid to do this should be able to.
- I do not believe either slogan represents Lake Havasu City. The logos aren't logos they are paint lines. It should include something with an actual lake...
- not appealing.. at all.
- My choice of logo would be the graphic from M placed to the left of "Lake Havasu City" done in blue and in the font from X and with the "Play like you mean it." the way it is in X.
- like the rays of yellow on X would like that effect add to M
- The first two I chose ("M" and "X") are good. Might be done better. The last two are useless, unless there's some appeal to a younger demo than me (I'm 56).
- The design colors don't jump out at you
- Change the font on Logo M. The font for Lake Havasu is different then the other logo's. Too crisp for the logo that has smooth lines.
- The color is not appealing and I think we could do a lot better as far as design goes. Not very impressed with any of the options.
- I didn't know how much I liked Logo X until I saw the other choices. X is the best design, in my opinion.
- For first time visit, I like the Q logo, because of the lines representing the beautiful lake and the sun above it.
- Keep working on it. The saying is close but not quite there...Havasu is like an adult playground - water & dirt - it's an awesome place to live and play- we can't wait to leave the Cayman Islands and get back to Havasu!
- Thank you all for the work you are doing in the "branding" process and letting us be part of the selection process.
- It is my opinion, you missed the mark with both taglines and the logos. "Play Like You Mean It", Really? Why didn't you lay claim Nike's "Just Do It" instead? Lake Havasu is a "Lifestyle"; a casual environment about outdoor living and a sense of community.....we need to sell it as such! The tagline needs to be memorable and appropriate for the lifestyle we seek to portray; the logo needs to "pop" with colors and a design supporting the tagline. I am happy the Bridge and English theme were not your focus as it is time to depict the future and not the past. I feel you can come to the table with much better than what you have put in front of us today.
- None of the designs feature the lake or the London Bridge. Makes no sense.
- Logo M Makes the most sense. It incorporates the lake/river, the mountains and the sun. All are the reasons people come to Lake Havasu City for their vacations. Also it is easy to recognize these 3 items in this logo. The other logos are just forgettable doodles or poor attempts at merging an l and an h.
- What about a capital H for the H design one?

- perhaps other colour options
- None of the abstract designs develop a sense of excitement

that happens in LHC.

- Are you trying brand an actual City or pleasant place to live. A great many are in Lake Havasu City because it currently has the right mix of affordable: amenities, activities, housing, & schools. Future Growth planning must consider both Tourists & Tourist Trade and Residents Rights to not have their amenities and activities overrun by Tourists.
- No
- blue lettering on x
- Lake Havasu is fun, none of these show fun. It is for boating, skiing, fishing, golfing, atcing, and family..work on it more
- The cap is my first choice.
- Not sure I understand the little design bits as to what they are supposed to represent
- Logo M reminds us of sunset on the lake.
- None
- I believe that you guys used the wrong type of font to do these designs. I think that the committee who was chose to design this should have opened up the option to have a group of different people help with the design. Weather it be a kid from each of the schools or maybe opened up to the public. I know takes a bit but put a time restriction on it and make it so only one person can make one design (like the post office with the duck stamps for hunting every year).
- I like the ones with blue in them and also a mixing of font styles.
- I think that the blue line should look like "waves of water" Yellow should be sun burst.
- Logo Q is probably the best of the choices...not sure I'm a big fan of the font. Logo S looks like a flame so I would probably work the blue color into the logo. You still want to capitalize on the water. The logo also looks like it is very generic or ..havasu has a great reputation and attracts over well to do individuals and families. The logo should represent a more affluent upscale brand...
- I personnaly DO NOT LIKE ANY OF THE LOGOS.

What happened to the London Bridge and the Lake????? That is the reason people visit our city. We are a town of Snowbirds not PARTIERS and we should reflect this somehow.

- M in blue with X font
- n/a
- you left out the word is as the third word in statement 13.
- should be brighter, more vibrant - they are blah
- Maybe a design that was a little more beachy, perhaps with a palm tree would be more welcoming.
- On design M, I like the blue lettering for the city, the blue curvy line above the name which reminds me of the lake, and the orange above that looks somewhat like a swimmer. I like the way both colors are used.
- More colors on the logo.
- no
- Good Job!
- The blue of the river needs to be incorporated in the logo that is chosen.
- Does the river / lake have any natural features that may lend to a logo with the sun? We are a Spring Break town, kids remember a good time here and it brings them back. Maybe more beaches along the shore line to enjoy the lake.
- What is the meaning of these designs? I would think there is enough natural beauty around Havasu to use a real life scene that wont go out of style or seem dated for years to come.
- Consider a logo in the general shape of the London Bridge. It would have all the elements you desire.
- Something simulating a mountain and water. This represents the gold mine Havasu is
- So many positives about LHC--the lake & river, friendly people, lots of activities, Rotary Park, ASU, the weather (except extreme heat of summer)--a great place to live.

- Like to see other options for the tag line.
- logo needs a stick person figure slam dunking the sun. that would represent "play like you mean it"
- why not "Where fun flows" , the naturally makes it too long. Should AZ be included??? Lake Havasu City should be in blue & using the fancier font rather plain lines.
- I think of sunshine and it makes me feel warm and welcome when I see the logo I ranked as #1.
- These look like an amateur designed them. Lake havasu is a great community surrounded by a LAKE. These look like sports logos or something that goes on a low budget resort. I am actually pretty dissatisfied with the lack of creativity. Ad PEE just flows Naturally (very poor tagline) and the other tagline basically just says "Party Hard"
- After all this time, to only come up with two slogans that are not that great, is surprising. The drawings are great, but the two slogans are weak.
- I think the logo should say Lake Havasu City...The Desert Jewel....with a view of the Lake and Mountains.
- I think that LHC should stay with the Logo Lake Havasu City....Home of the London Bridge.....It is the one thing that has made us famous for the past forty years and it will probably be the one thing that will continue make us famous for the next forty. Logos and slogans will come and go. On a world stage the logo and slogans depicted in this survey don't really mean that much.....but our identity with the London Bridge is world wide...we should keep it that way and develop and promote the london bridge and area if we do...the world will come.....our job is to not disappoint when they get here. Unfortunately we have let this happen over the the past few decades. The futuristic logo and slogans will come and go but in the end the bridge will still be standing,
- I don't really like any of them. The symbols don't speak to me about what LHC represents
- None of it is original. The slogan is simple minded and the logo was pulled out of a canned program. You've been duped!! The ad company is the only winner. Where FunShine Abounds.
- The logo is the most important part of branding...so get it right
- should be : fun in sun, fun on the river,
- You don't need the word "naturally" in the slogan - "year-round" might work if you want to fill space. I'd like to see a rhyme - "Where the sun glows and fun flows!"

The logo without the blue misses the mark. The lower case "h" is dreadful and the circular one looks like a handprint without enough fingers.

I'm highly opinionated, because I do this for a living.

- Colors are too soft, lines are too flowy. Heavier, coarser lines with striking colors would be more noticeable and appealing. Art designs do not reflect the true nature of HAVASU. Branding FISH, FUN, PLAY & STAY! Encompasses the local activities.
- the sun is the one
- Overall, the designs are ordinary. Only one comes close to being worthwhile
- not very impressive
- thank you. fix the roads.
- We think "Play like you mean it" would encourage "bad" behavior to younger visitors.
- Would prefer a logo that includes London Bridge or the water. There modern type logos are very similar to other cities in the US.
- I think its a great idea. I would buy something with the new logo as long as it was appealing to me.
- needs more detail.
- I think the use of orange conflicts with the State colors. I would prefer to see some other color Green, Red etal.
- The lake havasu city font on M would look better If it were the same as the other fonts but the blue writing is best and looks good with the orange slogan.
- Should have picture of the bridge
- My first choice just really stands out, in my opinion
- how come bright orange for the desert. try another color for the sand not this highway construction zone color. does this logo reflect our city for the sun, water, and construction zones?

- There should be red, white and blue on the logo as the London Bridge is the primary attraction
- When I look at the logos, logo X just seems like a "happy" logo, a fun and "happy" Lake Havasu City!
- Logo M is more bold and represents the sun, water and beautiful sky, sunrise and sunsets.
- Colors could be a bit more brilliant to stand out when on a flag or cap or banner. Very good idea.
- I like X because of the blending of colors used and the positioning of the written slogan as the design feature of the entire sign.
- They all were terrible didn't like any of them but was forced to choose and rank. Survey needs another option reflecting the fact that none of them work
- I would like to see something more representative of Havasu. Don't care for the logo, too generic. Not catchy enough. Something that incorporates the beauty of water, mountains, and sun. Common to all no matter what your activity of choice.
- More color and fun lettering
- Redevelopment of BridgeWater Channel with new condos and restaurants is much needed.
- Neither logo captures the spirit of LHC.
- Design M reminds me of the sun and a king and a celebration. Yellow and orange are psychologically unsettling, orange is aggressive and yellow sunny, colors-in fashion that are the last to sell. May want to try other color combinations. Instead of Naturally which is a long word could you use the word natural instead?
- I preferred the wave pattern because it reflected flow
- Q=H for you City's Name and it represents the Horse Shoe for Good Luck.

X=Too Busy.

M=So So Bland.

S=Looks like a couple of birds.....that's my opinion.

- Could change the colors of the logo
- Colors are safe, not bold & new wave. What age range is this campaign aimed for?
- Logo m is more visually a body in motion.
- Do you have any other options for a slogan? Neither one really captured the essence of what we experienced. We have a very calm, peaceful, and relaxing time. I can appreciate it gets very busy there at times, but it certainly wasn't while we were there. It was absolutely the best place we have been to yet and everyone was so incredibly friendly!
- Logo X is much better than the others!! It is more dynamic and interesting, the others are rather boring. Happy Choosing!
- No
- Maybe a heart symbol, in half red, half yellow
- These designs are horrible! They don't personify Lake Havasu at all! If you want a logo that personifies Lake Havasu, then use something that is uniquely Lake Havasu, like a characterization of the bridge maybe with a boat nearby. use something that is only related to Lake Havasu. The same way New York uses and apple as its logo.
- maybe a LH instead of just an H
- havasu is a dynamic fun water sport place. those designs don't reflect any of that. more color.
- they represent a sunny and happy city
- There is nothing iconic about the logo design that says Lake Havasu City except the words, A bridge or watersports symbol or city by the lake would be more memorable.
- No
- Different color options, looks too much like florida or beach/ocean colors. different shades of blues
- Good colors
- Do not like any of the four designs.
- Like the sun logo, desert and lake should somehow be combined - cactus, sailboat, waves
- I would like to see the london bridge in a design as well in those logos, somewhere.

- The lake is your selling point, emphasize that
- The h letters don't seem as appealing as the sun logo.
- I am not crazy about the colors.

Fushia and blue wwith green.

- simple is good, but ALL are too abstract! none identify the beautiful LAKE well enough, let alone the desert, bridge, landscape (quail shapes are cute but they aren't enough)
- need colors to pop
- none
- I love the 3 colors of the blue, orange, and yellow! I would love to see a mascot though... We have gorgeous Quail, Dove, Roadrunners, and Ghecko. I think a cool animal mascot with those colors would make it more memorable.... especially with younger people or older people that love birds!
- they all are a ridiculus waste of taxpayer money
- nothing
- I'm not overly thrilled but i guess they could grow on people
- Personally I think the logo should say, "Clean up Havasu~Start with the police"!
- LAKE HAVASU CITY FUN IN THE SUN
- How come none of them include the bridge? Thats our thing isnt it? I like the old city logo better, cant we just add some more color to the boats and bridge design and call it good.
- No, most are fine.
- Design X - the lower figure looks like a frown or upside down smile - gives negative feeling
- They're a touch too abstract, for my taste. They leave a little too much to the imagination instead of making an immediate impact.
- None of the logos capture lake havasu. Why not just a strong LHC that is already know. Just like in cali has SF, SJ, Berk and LA, Mexcio has TJ. What was so wrong with going with LH and using fun color and font that was consistent on everything?
- It must have blue to represent water.
- dont like any of them
- In LOGO X it looks like the SUN, RACETRACK, & WATER is being represented
- I like the "M" design and colors....I think LAKE HAVASU CITY needs to be a more freer flowing font...
- Logo X, which I rated second, looks like eyebrows, with a nose, and a frown! Logo M, which I like the best of the four, looks like a side view of a person, where the middle orange line looks like arms, and the blue line below looks like legs (possibly rowing). Logo S, looks like a mother bird being followed by her baby bird. Logo Q dont like at all as it looks like you are promoting the game of Croquet!
- no
- n/a
- Please do NOT make a city sign out of wood as they soon fade and deteriate. I've seen too many of there. Love the logos. Thanks.
- Our logo should have mountains represented. M is the only one that comes close to being an attractive and meaningful logo. I also don't like either of the taglines. We need more logos and taglines to choose from. ALL choices should be given to survey takers, not just 2 that a committee chose from.
- Keep the designs simple and smooth.

Having lived there when the bridge was being constructed and only visited since, it's come a long way. Please don't chase after the dollar so much that you become a place only for the rich. Everyone needs to see how special LHC really is.

- Mostly bland stuff. Logo S is good, and some slight tweaking could improve it, maybe some color variation. "Play like you mean it" needs a better, looser font - not so formal.
- I really like the old logo
- Personally, I like simplicity - it will stay with people longer than strange designs.

- 2 of those logos look fantastic! I like the idea of the yellow, blue and brown in the logo. I'd be proud to wear my top two picks on a hat etc.
- Looks like your more water focused how about all the great desert we have to ride around in?
- very nice place
- ALL POWER LINES SHOULD BE BURIED. THIS IS THE ONE NEGATIVE COMMENT WE HEAR FROM OUR VISITORS.
- All the designs seem generic. I've worked in marketing for many years and have seen a lot of similar logos. These don't set Lake Havasu apart. The first logo has energy and the colors are excellent, but what is the loop all

about? The last two logos are totally meaningless.

The second logo, while it has the wave energy (water has appeal), is not as exciting as the first.

The tag line is excellent, suggesting the flow of the river. The first logo needs more of a tie in to the water. Perhaps just a suggestion of a wave and it could be a winner. Good luck in your search for the right brand; it's not easy to find the right one, but finding it can be rewarding.

- There's a typo in your question.
- I expected more put into something this important.
- NICE JOB, GOOD CHOICES
- Logo X is the most memorable.
- I already want to visit this wonderful place, even without the ads)
- I think Lake Havasu City has the potential to be the next Florida
- They look fine.
- What about listing AZ behind Lake Havasu City,.

NOT everyone knows where LHC is!!!!

- Someone did an excellent job, and performed a lot of work. Nice work!
- Choices aren't that great
- all are mostly to "artsy".
- The logo should say "Where the fun begins!"

Not really happy with any of the designs or colors used.

- no
- I think any design should include blue in it. I'm really happy that the designs don't include lighthouses.
- i dont like any of them or the colors
- why orange?
- Designs need to be more compelling.
- It seems like logos would have Boats , palm trees and Beaches
- Make sure you know about the age range of your audience. Make sure you know about the income and level of participation of the surveyed in fun activities and travel.
- great designs
- The M represents the lake at Lake Havasu. The Q above the logo would represent the initials of the city I and h, Lake Havasu.
- Why not embrace the come on vacation and leave on probation theme,,,Its already marketed
- They are pretty but I don't think they are very representative of the city
- designs must have to blue for water.

Havasu is a delight, so well kept, activities, improvements on the older buildings is a must, hoping to become a full time resident soon!

- It needs to be happy and show the sun, fun and water.
- Thank you CVB for your efforts!
- Logo X reminds me of the sun - a very important aspect of LHC.

- on the sun burst not in love with the backwards 6
- well i actually didnt like any of sayings or designs.I can come up with something much better im not even sure who thought of those be good of course thats my opion
- Colors are dated
- I prefer the design in logo M with the orange wording in the other designs.
- The designs do not reflect the two things that make LHC famous: bridge and river. Yes, the logos are simple and straight forward, but do not reflect what is special about the city. Hmmmm.
- As I understand from my resident sister, Lake Havasu has two distinct personalities...Snowbirds in winter and Genxers in summer.

You will have to market simultaneously to both groups. Go with "where the sun shines everyday"
 ., That is the draw.

- unfortunately, NONE of them were all that appealing, especially the colors :-(
- Adopt "play like you mean it" Than develop a plan of activities to support it!!
- I am just not sure I like the colors
- to me X & M seem to highlight SUN and WATER!
- Pleas keep the name McCulloch Blvd the same

do not change to Main street or any other name Mr. McCulloch founded this town the name should stay the same thank you

- Very nice designs. Good job.
- All logos were pretty bad. You could have saved a bunch of money asking LHHS art students to submit and had an open online vote - you'd have done a lot better than that. Make any HS or college student who has visited Havasu in the last year eligible and you'd get some really great submissions. Scrap it and start over.
- The city needs to market LHC more across the nation for all seasons. Revitalize downtown, main st. area. All the shops should be filled with local flair and unique goods.
- Once more, the CVB has wandered off the cliff. More money spent for naught. After a 30 year career in marketing, bot slogans are poor. Play like you mean it is just an invitation for more drinking in the channel. Another attempt to market a run down resort town.
- Don't really like either tagline but logos are nice.
- I don't feel as if any of them express the city, they all seem like something outside of a retirement community. There is a trend for a modern look among many logos, companies and cities alike. My wife and I agree it's as if each logo is trying to hard to be something it is not, a representation of our town. There is nothing wrong with going to the High School with a logo contest, sure something would come of it. Even ideas from outside sources are okay, the Mac image is clean and represents apple. A sun with a basic bridge silhouette cutting in from the mid/bottom left, it could run into a small set of plain mountains, and accenting water lines under. Four colors, clean, simple and representative
- I think I have indicated my feelings well in the previous portions of this survey. I do think my choices for third and fourth are really not memorable or inviting.
- Designs are pathetic. This idea of branding stupid and will be non effective. whoever convinced officials this idea would work must be a good b....ter. Hope we did not spend mjuch money on thid ridiculous program
- I don't think any of the designs reflect LHC or are particularly memorable.
- I really like best the one that I rated 1st of the four it is simple, like the water and sun, or like man and woman, or like rest and recreation. It definately is the best choice.
- I'd like to see the logo suggest the bridge plus the lake plus the desert to represent all the activities a little more... as if bridging the fun and showing all we have to offer. Congratulations, tho, I didn't think I'd like your suggestions! I do.
- There should be more blue. After all it is about the lake.
- Havasumfun
- N/A

- Logos look like an old mans golf hat. Weak.
- unfortunatley, i am not impressed with the logos at all...

(both design and color)

- Something with mountains, lake or cactus would be nice
- I think the colors should be stronger. The tag line "play like you mean it" speaks louder.
- What happened to the original: Lake Havasu City, Where there are no bad days? Why change? It seems to me that is a HUGE waste of taxpayer money!!!!
- I think the designs need the blue in them to reflect the River and Lake
- The English Village should be the cornerstone of the city. It has been an embarrassment for more than a decade. Get it together you guys.
- My wife and I consider Lake Havasu a "destination" to have "fun". We have been coming to LHC for years camping and now owning a house. It is a year round destination to have fun and meet great poeple, residents, snow birds, boaters, and event people.
- I like the logo in M, but the font in X & Q.
- I like the bright colors. I like the sun and water being reflected in the design.
- Need to accentuate the "lake" part. Blue color etc.
- I like the colors
- The tag line should be "Fun for all seasons" showing pix of different AGE GROUPS doing different activities here.
- Take the Logo M and add some rays coming out from the circular sun above and it would be great!
- Reference to water is good!
- not at this time
- Just to say thank you for all those who worked hard to prepare them, good luck
- They all look very generic
- Switch the font of Lake Havasu City to the font in M for Logo X. Then I would rate Logo X number 1. Really like the sun, sand and water person.
- Like the current logo and branding, looks like we are spending money to go backwards
- Q looks childish, X is too basic, S is nice but lacks the color blue to reflect the lake
- Logos are good, but.....not sure how many men would wear the hat. Women would definitely wear the logo on hats..tshirts etc.
- what happen to sun and palm trees sports and fun
- I would add a flag by the sign logo.
- The art work doesn't seem to be of anything recognisable. Maybe if it were it would be more memorable and meaningful.
- M is the best logo, by far, if the Lake Havasu City was in the typeface used in the other logos. The block letters are too rigid & conservative appearing.
- No
- I like the yellow vertical lines shooting out. They They say...!WOW!
- add depth! more gradients! Excitement, playfulness, theyre too boring!
- Yes, please incorporate the bridge in the image. It is the symbol of the city and means a lot to people like us that were born and raised in the town.
- Bland. Similarly bland.
- thak-you
- no
- Honestly none of them really "popped" or jumped out at me.
- get more logo choices have a contest for local people to come up with one this household really dont like any of them
- dont like the one without blue. logo gets lost and after all, water is blue.
- None of them is very appealing at all. Generic. Seems to pander to the locals, instead of engaging tourists / visitors.
- The COLORS are BAD!!! They need a bright color that JUMPS off the paper!!!
- Different coloring would be better, Havasu is colorful, not boring

- Logo M was very appealing and memorable because it will attract the attention of all ages. The logo to me present a place of where you can enjoy the scenery as well as the entertainment provided both during the day and at night. =]
- They're ok. They remind me of logos that were winning awards 10-20 years ago. There is no emotional connection. It seems like the "icon" of the area is the London Bridge, rather than generic sun and water images. Having said this, at least it looks professionally rendered. Which is more than many small cities can say.
- I really think that the logo needs to make use of the blue color. The logos are as appealing without the blue.
- Nothing else, thank you
- I think the bridge should be incorporated into the logo.
- Why are we focused on just 'fun?' Havasu is a thriving community of professional people. We are a tourist destination, but that is just a fraction of our beauty. We work and play to build Havasu.
- Water, sun and play need to be represented in the logo. In logo M the water reference but the font is boring. I don't see any reference to Lake Havasu City in the symbols used in logos Q and S. Colors overall are nice - bright and vibrant.
- pretty colours but none seem to reflect the passion and/or the multitude of activities available
- WHERE THE FUN FLOWS NATURALLY IS TOO LONG AND A TONGUE TWISTER. "WHERE THE FUN FLOWS" FLOWS OUT OF THE MOUTH BETTER. NOT REALLY KNOCKED OUT ABOUT EITHER ONE.
- I don't feel any really represent the city well.
- really already like the London bridge theme
- I wish the design has some aspect of the Arizona State flag incorporated into the design.
- We are proud of our sunshine and water which logo X represented perfectly.
- I feel like none of the logos truly capture Lake Havasu. There is no feeling of the lake or the bridge. Just the sun. I don't think we need to emphasize how hot we are.
- LHC where the fun COMES naturally
- Lake Havasu is a Boating destination. None of the logos pertain to the lake or boating.
- I was conflicted with the tag lines. One seems more extreme sport...fun but a bit aggressive (not laid back or relaxing so to speak) the other was too laid back. And "Free flowing naturally"...well the first thing that popped into my mind was a laxative commercial. :(I felt there was no middle ground...which I know is what we have issues with here in Havasu. The young party groups and our winter visitors. I am 46 and active but not an overly extreme sport type of person but a 3 hour nap in the middle of the day doesn't appeal to me either. My comment probably didn't help one bit. LOL It would be nice to have an option that was more middle of the road. Not college bound but not ready for the retirement home yet.
- The one I like reminds me of swimming in the lake.
- I think the design needs to be much more colorful.
- "Where fun flows freely"

there, i fixed it.

- I really didn't like any of them. Not enough POP!!!
- Not sure about the coloring of the logo - deeper, richer color variations may help. Logo should be legible from a distance of 15 feet. These colors will fade away at that distance. Especially on light colored boards, hats, flags, t-shirts, etc. might try to include graphic of 4wheelers, balloons as well.
- I am sure whatever is voted on, will be great.
- I am disappointed that there is nothing noting the bridge. Which is a cornerstone of what made the city grow.
- Perhaps adding more contrasting colors would improve the logos
- Definitely need to include blue in logo to represent water. Why isn't the London Bridge a more prominent feature? There is a typo in this question...tacky!
- Thank you were all pretty good

- Really like logo X
- Maybe the flag color could be brighter
- The logos with LH seem appropriate, not sure if the circle in one of the logos is the sun. One looks like a symbol for the local pool.
- Good job and good luck.
- brand x has no meaning to me
- The colors in the logo don't say "Havasü" to me. Havasu translates as "blue-green" waters. I think those colors should be included in the logo.
- The orange is a very bad color. Something with the bridge or water design would better represent Lake Havasu
- I like the sun rays on logo x, but the colors and font are better on logo m
- I would have liked to have seen something that honors the bridge
- The lines might look better as an outlined front part of a boat, with another color following as water, and the sun of course.
- None really
- When I see the logo with the swirl - the blue line needs something. My mind's eye sees a face with a blue frown.
- No, thank you.
- The reason I liked the one I chose is it reminded me of flowing water, flowing fun. Both things that I think represent Lake Havasu.
- should have something in it to represent the LONDON BRIDGE which is WHY this town is EVEN HERE?

don't you think that would be a smart thing since that is the main attraction?

- I like keeping it simple! Colors are appealing too
- They look good.
- Good luck !!
- The logo with the sunshine would have been #1 choice if sun (orange part) were a circle and yellow part had more rays so it did not look like hair and blue line was wavy to show water. After all the lake is sun and water and the logo should reflect that. I choose #2 because of the wavy lines. None really do a good job of getting Havasu across.
- All are pretty bad. I hope these weren't paid for. They look like a college drop out spent 15 minutes with Microsoft Paint. None reflect anything about Havasu unless you are trying to say that there is no reason to come here.
- The logos look dated and from the eighties.
- There seems to be no correlation between the logo, as opposed to the words, on all designs except for M. M looks like people the others look odd and out of place and in no way relate to Havasu.
- Use a Capital H instead of a small h in the logo!
- Not memorable enough
- The designs are pretty meaningless. Design M somewhat brings to mind water & sun but the others are just slashes of color.
- The sun and the water tells the story of Havasu. It would be nice to add some desert brown also.
- The phrase "play like you mean it" is pretty common. Folks change the first word to accommodate their situation or activity. The Havasu Hustlers have used a similar slogan (Run Like You Mean It) since the club was formed several years ago. I like the other one, it's original and represents the city.
- Like that the logos are simple and well-designed....
- Shouldn't the branding reflect something to do with the bridge?
- I like the slogan. Fun flows naturally but the logos are a little boring.
- N/A
- need to show the "sun" in logo, it's hot in the summer!!
- The one I picked when I first looked at it looks like two people swimming. Need I say more.

- Do not care for any of the logos or "tag lines"; do not care for the colors - People have been visiting Lake Havasu for years and will continue to do so. We should be concentrating on other things
- People come to enjoy themselves, and have heard negative things about how the city treats visitors.....need to ease up and let people enjoy the town, sights, lake and activities
- I think the tagline should say something about fun for everyone
- A better image would be the graphic from M, maybe roughened just a bit, with the font from X. The font in M ruins it, but that graphic is most appealing.
- Change slogan to naturally fun other slogan is to long
- There's no London Bridge? There's no Lake. I think you can do better.
- I don't like the Wording on any of he samples , that you have used , isn't there any better ?
- The name important.. The symbols not so much
- Designs are fine, city people and government treat part time time residents poorly.
- Not really liking the yellow/orange at all!. I think it should be a blue/green color scheme.
- I initially liked M the best, but after looking at it, it started to resemble a guy with a big nose, yellow Mohawk and a big frown. Had the blue lake been inverted horizontally, I would have gone with that one. I like the two with the letter h, but found the freeform, handdrawn look of the one with the turquoise more spontaneous and appealing. The colours sparkle more than the yellow and orange h. The swooshes with the circle are also spontaneous, but I have seen countless municipalities and companies use something similar. It gets the point across, but isn't very unique.
- It seems with all of our resources and research available, that we could come up with something a little more creative and attractive.
- Not very creative. Kind of disappointing and flat.
- Good easy to look at
- just keep up the good work and we'll see you soon!
- Add a splash of water to the logo, with more blue.

Make hiking trails more people friendly by adding a few benches for resting, and portable toilets & water fountains.

- Lake Havasu is all about the water. Would have been cool to see a design reflecting more of the lake aspect of the city.
- I think the logo needs to represent Havasu more. Why are we choosing that color scheme? Why not a logo that reflects the lake or a palm tree. My favorite is Logo X but even that is rather boring. The logo needs to grab people's attention and in my personal opinion none of them really do that.
- I think the london bridge should somehow be in the design
- To me it is truly a toss-up between M & X. I prefer the sun/water image of X, but feel the bold blue lettering on M makes the entire logo stand out more, and thus seems a little more memorable.
- A symbol of a bridge would be more appropriate than any of the choices
- I'm not truly "in love" with any of them
- I think the word HAPPENS is a much better word than FLOW. Let the fun happen naturally.
- When I think of LHC I see lake, London bridge and mountains in that order.
- The logos make it look like your advertising a retirement community.
- Nothing
- These are not designs that I would like to see around town, 3rd rate at the most, the color scheme is not appealing and I doubt that it will last in this extreme summer sun, so soon all of the signage will bbee faded out and look terrible. I would say you need to try again. This looks simple minded.
- Love the colors!!
- no
- They're all quite nice and reflective of the area's activities. Good job!
- Not all visitors come to LHC for FUN. It's a great place to live and enjoy excellent weather. Even though there is plenty of water, being on it isn't important to the other amenities of living in LHC.

For some reason I think we're missing the boat.

- you are asking the wrong person I am a senior and can care less about logos I look at the place and make the decision I found you on internet and liked what to do so we came for first time last year we enjoyed it very much and are coming back this year again to see the cars in going to sun most people we encountered where of our vintage and enjoying lovely climate and great air
- no, i think they look great
- Lake Havasu is about the sun & river. Just a sun, a flowing river, & a palm tree!
- I feel that the logo we have as the symbol of lake Havasu has merit
- no thanks
- I think the colors are great, they look fresh and inviting and I would remember them!!
- The sun in the first design is nice, but it kind of looks like an eye.
- There should be a boat on the design but not overpowering. Something small or possibly hidden in the design.
- I do not like the colors chosen for the logos. I do like the typeface for Logo X and think it would go well with Logo M.
- Play like you mean it' is a copy of Orlando's new tag line 'vacation like you mean it'
- I think the whole project is a little hokey.
- I though you made a nice selection
- Much of the ad you about Lake Havasu City seem to include the bridge. Are you planning a different direction?
- forget the logo..the phrase sounded like it was made up by an athletic coach and very lame!
- Wrong colors too much orange & Yellows
- no
- Like the sun and water look, a must have. Also the print style on X. Off-road activity just as important as water activity as a draw, both supported by climate.
- the designs do not reflect the excitement you want to bring - convey to visitors. Logos seem old and dated- not young and relevant for Lake Havasu city. You might also want to include the London bridge-- isn't that what Lake Havasu is known for?
- When I think of havasu I think of palm trees, the beach, the sunsets. Not sure if any of the logos really brought that out
- I like having the sun on there - that's why I love Havasu!!
- not crazy about the tag line but Love the logo
- N/A
- The concept that Havasu is a place to play encourages behavior not supported by the laws and the police enforcement structure creating situations that ruin kids lives....A more responsible image might not sell in the summer, but maybe it would.
- I think you should emphasize the Bridge, Water & Fun. I get the where land meets water logos but where is the Bridge?
- need more work on that logo.....
- Perhaps a boat?
- I really liked the first one - it somehow shows a simple yet fun place to visit
- LOTS OF WATER LOTS OF SUN!!
- We are planning to visit. We are primarily interested in the outdoors & natural beauty of the area. Will almost certainly be camping in a State Park or rustic camping facility.
- Q looks like it's trying to be a stylized "b". Is that for bridge?

Also, I don't like the fact that I am required to give you my household income....so, I didn't.

- I did like the choice of colors (color scheme used) on them
- I just think that with the caption "play like you mean it" that the logo should be a little more "edgier", maybe a little more water sports flare
- I love the saying: Play like you mean it!
- They all look good!
- For the most part they all have some appeal/ good for the effort

- They'd be great if they were designed in the early 90's. Very mediocre and uninspired.

Logo S was ok, but that's not saying a lot. The rest look like you hired someone's nephew "who does graphic design" to draw them up for ten bucks an hour.

Please try again.

Kind regards

Trevor

- Great work! Survey is a great idea - good luck!
- None of them really are attention grabbers!
- weak designs to choose from
- X looks like sunshine over water, perfect for Lake Havasu City !!!
- Maybe try a the same script for "Lake Havasu City" in logo M as on the others.
- Get new designs, Let the citizens of the town draw them, have a contest, Thats the trouble with this town, ALWAYS YOUR IDEA. Let the citizens have a crack at it.
- logos don't reflect the city at all !!!!! Looks and appears like 5 year old thinking.....
- The design with palm trees is better all the new ones.
- I don't feel that any of the designs really depicts an image of the city or what it's about.
- I like the current better than any of these. I think we're stretching a bit to make it "new and exciting".. I'm a resident and really think any of those would make our city look desperate. Something not so obvious for the tag lines would be better as well. Nerdy city council people shouldn't be "narrowing" these down..... I say let the city actually participate. Not representatives of us
- We need more flush toilets on city side of channel
- Nice job guys, good to see us modernizing out image
- These logos are all in color, but a consideration is how they will translate to greyscale, and how they will look in all different sizes.
- The only concern would be regarding cost. Having to use full-colour adds considerably. In the presentation, were any of the logos/taglines shown in B/W? Did they work?
- Hard to please everyone - good luck