

On Monday, October 25, 2004 a group of residents from the Village of Campbellsport participated in a Visioning Workshop at the Village Library to work on developing a Vision Statement for the Village of Campbellsport. Here are the notes from the workshop.

Describe the Village of Campbellsport in five words or less.

The participants were asked to introduce themselves and to describe the village.

- ❖ Quiet bedroom community
- ❖ Safe family oriented
- ❖ Diamond in an oasis
- ❖ Friendly & relaxing
- ❖ Helpful, quaint, little community
- ❖ Small isolated town
- ❖ Not attraction for new people
- ❖ Not a working town
- ❖ Need jobs
- ❖ Lot of potential
- ❖ Neat little community
- ❖ Friendly
- ❖ Cozy
- ❖ Comfortable
- ❖ Unique little town
- ❖ Home
- ❖ Modestly priced, rural village
- ❖ Has character

What do people want to preserve in Campbellsport?

The participants were asked a series of questions to help determined what should be preserved in the village.

Why was the Village formed?

- ❖ Originally two communities - New Castle and Campbell
- ❖ Mill on the river
- ❖ Railroad was located in the upper town

How has it changed? What are significant events and trends?

- ❖ No longer a major retail center
- ❖ Kids moved out
- ❖ Malls and transportation made it easy to shop elsewhere
- ❖ It was community in which you lived and worked through the 1970's
- ❖ It began to be a commuting community in the 1970's
- ❖ Transportation improvements made going elsewhere easier
- ❖ School consolidation in 60's
- ❖ Opening of sewage treatment plant
- ❖ Big industry was discouraged
- ❖ Expansions prohibited
- ❖ Offers lower cost of living

What do you want the village to look like in the future?

- ❖ Daily shopping needs
- ❖ Main street-theme
- ❖ Keep it rural
- ❖ Large lot size-homes
- ❖ maintain/increase setbacks
- ❖ Develop/improve shopping
- ❖ Bike trail along railroad track

What should be developed?

- ❖ Expand Columbus Parc to other side of the river
- ❖ Redevelop vacant buildings
- ❖ Capitalize on the Mill Pond Riverwalk on west side
- ❖ Redevelop former dump on Elm St.
- ❖ Expand industrial park
- ❖ Parks and trails

What should be protected?

- ❖ Preserve older buildings, commercial and residential
- ❖ Amber Hotel
- ❖ Nature Trail
- ❖ Churches
- ❖ The Diner

Where do you take visitors?

- ❖ Plymouth
- ❖ Kettle Moraine
- ❖ Many attractions are area wide
- ❖ Take advantage of recreation and trail resources

Where do you avoid taking visitors?

- ❖ Trailer Park

Where are the “public places” where people meet to discuss community issues?

- ❖ Library
- ❖ Community Center
- ❖ Village Hall
- ❖ Parks
- ❖ Culley's
- ❖ Grocery Stores
- ❖ Churches
- ❖ School Events

What/where are the unique places in the community, natural or man-made?

- ❖ People are friendly; they wave to strangers
- ❖ The Dam
- ❖ The Convent
- ❖ Churches
- ❖ Nature Trail
- ❖ Reasonable land/property prices
- ❖ Public Works Department
- ❖ Business Civic Pride
- ❖ Fiber optic lines
- ❖ Schools - student performance and programs
- ❖ See the skies
- ❖ White snow
- ❖ Safe to walk

What do you want to preserve?

- ❖ Rural Character
- ❖ Downtown Business
- ❖ Keep the lifestyle
- ❖ The Convent
- ❖ The Dam/River

What are the basic values of the community?

- ❖ Keep it safe
- ❖ Friendly police force
- ❖ Pride in ownership of homes
- ❖ Green Bay Packers

What would be worth committing to in the next ten to twenty years?

- ❖ Expanding Huspen Property
- ❖ Water Supply
- ❖ The River/Dam
- ❖ Swimming Pool
- ❖ Skate Park
- ❖ Ice Skating
- ❖ High Tech Business Development
- ❖ Bike Trail (RR Tracks)
- ❖ Use of TIF

What words will your grandchildren use in twenty years to describe the village?

- ❖ Friendly
- ❖ Tranquility
- ❖ Farming community rural
- ❖ Peaceful
- ❖ People Cooperating
- ❖ Prospering
- ❖ Growing
- ❖ Fun
- ❖ Beautiful

What do people want to change or create in Campbellsport?

In answering this question, the participants "brainstormed" to come up with ideas on what to change or create in the village. The rules of "brainstorming" they followed are:

- ❖ All evaluation and criticism of ideas is forbidden.
- ❖ Wild and crazy ideas are encouraged.
- ❖ Quantity, not quality of ideas is the goal.
- ❖ New combinations of ideas are sought.

Here are the results of the brainstorming.

- ❖ Family park w/amphitheater
- ❖ Beautifying Main Street
- ❖ Wind Power building/own electrical
- ❖ Movie theater (classic)
- ❖ Recreation Center (pool, skating)
- ❖ Small business
- ❖ Expanding home businesses
- ❖ Updates telephone system
- ❖ Shopping District, near grocery store
- ❖ Upgrade infrastructure
- ❖ Promote tourism
- ❖ Fast food restaurant
- ❖ Hotel/Motel
- ❖ "Cedarburg" type shops
- ❖ Famous person to live here
- ❖ Consolidate businesses into one area
- ❖ Elderly living
- ❖ Medical Facilities
- ❖ More World Records (Brat)
- ❖ Renovate the Convent
- ❖ Industrial Park
- ❖ More cooperation between school and village
- ❖ Promote community involvement
- ❖ Construct a University
- ❖ Big Flea Market
- ❖ Expand library services
- ❖ Dome over Little League Park
- ❖ Horse & Carriage Rides
- ❖ Picnic/Community involvement
- ❖ Expand community theater
- ❖ Connect bike trails/river walk
- ❖ Cleaning up dam/river area
- ❖ West side River Walk w/shops

Draft Vision Statement

The participants were asked to review the work they had completed, and to come up with sentences and paragraphs that could be used in creating a draft vision statement.

- ❖ Safe, friendly, welcoming village offering recreation, housing, and shopping for all ages.
- ❖ Friendly, rural town where there is plenty to do for everyone and every age, where everyone works together to keep each other safe
- ❖ Safe place to live, by using our resources that we have, with beautification of town with nature theme with parks enjoyed by families young and old.
- ❖ A place that treasures our history and has pride in our community
- ❖ Business - develop high tech, non-polluting business ventures that access worldwide communications through fiber optics.
- ❖ A town with recreation like swimming, skateboarding and dancing.
- ❖ The cleanup of our dam area to make the town an attractive area to drive to.
- ❖ Cooperation between the community and local businesses to promote the interest of retail dollar through even use such as unique stores and theme areas, so as not to disturb local and agricultural setting.
- ❖ A community working together to provide diverse business opportunities while taking steps to protect the resources we have.
- ❖ A well planned and thought out community with integrated pathways, high tech industry and consolidated business areas which are planned strategically to maintain a very visible rural character within the residential community.
- ❖ A self-governed, independent community with a rural flavor which also maintains high standards in the education and religious upbringing of the children along with family values and respect for others.
- ❖ Shopping center that revolves around the grocery store with medical offices in the same area; with senior housing in walking distance to shops and RiverWalk. Beyond that, have single family homes.
- ❖ Promote small business, and home educational opportunities, and community involvement.
- ❖ A growing community with large lots and a renovated downtown shopping area.
- ❖ Keep it a friendly, hometown atmosphere making it into a thriving community that people can shop, work and raise a family and consider retiring in.
- ❖ Quaint community, small businesses with something for every one; plenty of open, natural outlying areas, preserving own quality of life, remembering our farmland heritage that links us to the future.
- ❖ Will continue to present its image of a safe, rural, quiet village while providing business, cultural, educational, and recreational opportunities for its citizens and where our people have a voice in leadership and are ready to meet the challenge of the future.
- ❖ Campbellsport, nestled in Wisconsin's Northern Kettle Moraine, offers a safe, friendly and rural environment. It is a community with opportunities for business, recreation,

educational, and culture. The citizens are involved in their community's environment organizations, and clubs. A community that meets the challenge of the future.

From these sentences and paragraphs came the draft Vision Statement for the Village of Campbellsport.

VILLAGE OF CAMPBELLSPORT Vision Statement

The Village of Campbellsport, nestled in Wisconsin's Northern Kettle Moraine, offers a safe, friendly, rural environment that creates a sense of home.

The setting of the Milwaukee River, combined with the village's parks, trails, and attractive, well-kept homes, makes this a desirable community in which to live.

Campbellsport is a community with opportunities for business, recreation, education, and culture. Its citizens are involved in their community's government and organizations.

Campbellsport is a community that cherishes its history, yet strives to meet the challenges of the future.