



## First Impressions Revisited\*

A Program for Community Assessment & Improvement

The Center For Community Economic Development

Community Visited:

Date of Visit:

Visit Completed by (community):



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### Introduction

The City of Brillion thanks the Village of Campbellsport for sharing the First Impressions Process. We hope that you have enjoyed the visitations and experience as much as we have. Good luck in all your future endeavors!

\*A revised and updated version of the *First Impressions* program developed by Andrew Lewis and James Schneider, 1991

# First Impressions Revisited: A Program for Community Assessment & Improvement Final Report

**Community You Visited (City and State):** Campbellsport, Wisconsin 53010

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**Date of visit and time spent:** ..... Thursday, May 20, 2004 10:00 am to 2:00 pm

**Weather on date of visit:** ..... Overcast, with a threat of rain. Later, it cleared up nicely.  
Warm and humid. Temperatures in the 70s.

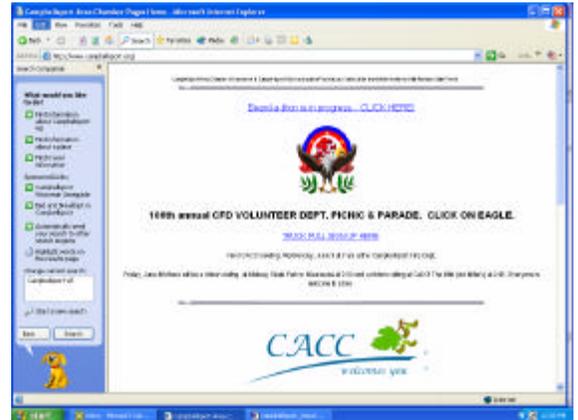
## 1. Prior to Your Visit

*How easy was it to get information on the community that you are visiting?*

Obtaining information on the Village of Campbellsport was initially very easy. The Chamber website provided a lot of useful information and a nice introduction to the community. This site particularly gave a lot of good information about the schools, restaurants, bed and breakfast, etc.

One team member wrote, "After reading the community information and looking at the pictures, I wanted to visit the community. The area was beautiful ..."

It is important to note, however, that website links were not featured on some state websites. Also, it wasn't until after the visitation that we discovered that the municipality, too, had a website. In light of this, it may be worthwhile to do some simple website marketing. Subscribe to search engines, or perhaps the least costly would be to request links from other sites and offer website link reciprocity. Important websites would be [www.wisconsin.gov](http://www.wisconsin.gov) (state portal), the League of Wisconsin Municipalities website, [Travelwisconsin.com](http://Travelwisconsin.com) website, and perhaps a link from Campbellsport Chamber site to the Village site and vice versa.



*Campbellsport Area Chamber of Commerce Website*

*Did it accurately reflect what you saw?*

Team members agreed that the information received was misleading. The majority of listed attractions and events were not located within the village limits of Campbellsport. Many area attractions that were listed on the website were not even mentioned or advertised within Campbellsport community buildings. Regardless, the marketing efforts did achieve the goal of piquing the interest of potential visitors.

*Did the information arrive in a timely fashion?*

The overwhelming response was "yes."

*Did you have difficulties obtaining information on the community through a web search?*

There were no problems mentioned. The Chamber website was very comprehensive.

*What was the quality of information obtained from regional/state agencies and organizations?*

What is probably a sign of the times technologically, team members first conducted a web search to find information about Campbellsport. As mentioned above, there was no useful information about the village provided by the Wisconsin Department of Commerce, or the Wisconsin Department of Tourism. One team member simply responded, "I received the information from the internet and did not use the Department of Commerce."

## **2. Past Perceptions**

*What was your perception of the community before this visit? What did you expect to see?*

After viewing the material, most expected to visit a small, quaint country community – perhaps a smaller version of our own community. Team members possessed limited knowledge of the community before the inception of this project.

*Please comment on your knowledge of this community:*

A few members had recollections of hearing about Campbellsport. One team member is knowledgeable of high school sporting events, and had remembered that Campbellsport had good high school sports teams. In fact, it was recalled that earlier this year, the High School Cheer Team competed and placed first in competition.

Another team member revealed that he knew that Jim Ganter from the Brewers came from the area.

Other than these small facts, there were no other preconceived impressions.

## **3. The "Five Minute" Impression**

*After taking a five-minute drive through the community, without stopping, the following reactions were noted:*

The impressions of the group were somewhat mixed. Perhaps the most prevailing impression was the vacant storefronts on the main street, which all members noted. Some noted that there was a lack of activity in the community. The downtown area seemed typical of smaller, older communities with very old, poorly maintained buildings, small storefronts and even seemingly "abandoned" ones. This may be the reason one member stated that there "didn't appear to be places to stop, eat, and linger."

It was also mentioned, however, that the topography and geographical features of the area were most beautiful. Generally, the older homes were well-maintained, and a few of the village entrance points were very inviting.

## 4. Community Entrances

*The following observations were noted when entering the community from major entrances:*

### Approached from Route 67 W:

Very nice entrance. Saw a magnificent structure, but there was no indication of what it was (later we found it was the St. Joseph Convent.) Nice waterfall and park area. No sign, no name, no picnic tables, but it did have a grill.

No signage from this entrance for community service organizations.

### Approached from 67 E:

Passed beautiful Auburn Bluffs Golf Course and beautiful residences on large lots. Immediately on entering the central village, we passed older homes on small lots, mostly well-maintained.

Quaint, small town. Some homes for sale (one was obviously unoccupied – the lawn was over grown). Good signage. Nice park at the end.

Beautiful winding and peaceful setting. Very nice neighborhood, waterfront area, natural situation with birds and wildlife, while coming into town.

Saw a nice park on the western edge. Saw a newer subdivision to the west. I thought the turn to downtown would look better.

This was definitely a nice entrance – new homes, impressive fire department. Pretty view of the river and one impressive building (later found out it was a convent.)

### Approached from County Road V from the North

Went past a church – nice entrance overall, but the school looks like it needs a facelift. Besides the school and golf course, this area is mainly residential.

Major sign of service clubs which was old and faded – it needed some work. Came to the high school right away. 50/50 entrance...

Signage for community services. Nice high school. Liked the moving marquee.



*There are actually many entrances to the community. The visiting team from Brillion concentrated on what they perceived to be the five main entrances.*



*St. Joseph's Convent in Campbellsport, WI*



*Approaching Campbellsport on County Road V from the north.*

Went immediately from rural farms into school-residential area. Moderate older homes on medium sized lots.

Very nice country road, well-kept. Farm land area with pretty homes and golf course with nice walkway areas. Lead to high school area.

**Approached from Route 67 and County W from the South:**  
We passed an industrial park with gravel roads. The park had about eight (8) businesses. It was not attractive, and had weedy fields.

Industrial area, not well kept. If there was signage, I hadn't noticed.

The industrial park was junky-looking. Near the buildings there was stuff everywhere – this was not inviting.

A poor way to enter town – all the industrial buildings have junk piled in the front.

We entered “behind” Campbellsport in an older section of the business area. This area is run-down and has a lot of debris, equipment and general junk lying around. The industrial park area needs cleaning and brightening.

**Approached from County V from the South**  
This was mainly residential. Overall it was nice, but nothing particularly eye-catching.



*Approaching from Route 67 from the east. A very beautiful area.*

## 5. Downtown Business Area

*Observations about the general appearance of the downtown area:*

The response to the general appearance of downtown Campbellsport was lukewarm. Team members suggested that the community think of ways to liven up the district. And although there were certain exceptions, overall the downtown seemed tired and in need of revitalization efforts.

*General Appearance of buildings, displays, signage:*

**Buildings:** It was noted that there were few newer-looking buildings, and in general, buildings in the area looked poorly maintained, especially the empty store fronts and those buildings that were run down and boarded up. The apartments on Main Street seemed unattractive as well.

It is important to note, however, that the efforts of property owners



*Although the majority of the buildings needed some attention there were also a number of bright spots, including this business, the King Pin bowling alley.*

working to improve the district did not go unnoticed. Some were painted, fresh and well-cared for. Some of those businesses highlighted were the combined stores of the Ben Franklin and True Value, and the bowling alley. The hotel was also in good shape and noted as one of the better looking spots.



*The Ben Franklin-True Value partnership made a good impression on the visiting team.*

**Displays and Signs:** Although not especially unique, street signage was clear and helpful. Generally, signage for downtown buildings was in pretty good shape. Perhaps the one concern was the sign by the Lizard Shop with the words, “keep out.” Although probably necessary, it didn’t send a positive message to passers-by.

### *The variety of shopping:*

Overall, the variety of shopping within the downtown was adequate. These included hardware stores, funeral home, hotel-restaurant, a video store, apothecary shop and even a very surprising t-shirt and odds-ends shop. It was noted that professional services in the downtown were lacking, and that placement of banks, grocers, and medical services are located more toward the edge of town. Otherwise, there were a few other little specialty shops which didn’t necessarily pique the interest of the team.

One Campbellsport resident, in a chance conversation with one of the team members stated, “We need a grocery store downtown. Piggly-Wiggly is too far out.”

The store that provided the best impression was the Ben Franklin-True Value. It seemed to be the bright spot of the district, and a main stop for residents.



*The Village Apothecary, another highlight of the downtown business district*

### *How would you rate the variety and quality of the merchandise?*

This question raised mixed reviews. Some responded that the selection was surprisingly nice for the size of the community, citing Ben Franklin’s wide variety of merchandise. However, in one conversation, a villager had stated that residents usually go to other towns for “serious shopping.”

The Liquid Lizard got mixed reviews, but was probably best summed up by one of the team members who stated that it probably catered to a specific segment of the Campbellsport Area market.

Overall, the shopping wasn’t the worst, which was best articulated by another team member who wrote, “There was nothing spectacular, but you could probably buy something for every age group somewhere in the village.”

*What kind of customer service did you receive when you entered the retail businesses?*

If one of the greatest assets a community could possess is its people, Campbellsport is a very wealthy community! The common adjectives repeated throughout the team member's reports were "friendly," "very pleasant," and "helpful."

The majority of stores and businesses went out of their ways to greet customers. And in one store where customers were not greeted, the proprietor was very helpful and friendly when approached.

It should also be noted that customer service is not only evident in the personnel of a business, but in the hours that a business keeps. It greatly impressed the team that Campbellsport has an optometrist office open from 8:30 am to 6:00 pm, providing convenience and service to those who may not get off work until 5:00 pm!

*Were there any governmental or nonprofit organizational activities that might serve as a magnet for the shopping district?*

There were three things that were pointed out. 1.) The most publicized of those was the Fireman's Celebration during July 4<sup>th</sup>. (The placemats at one of the local restaurants featured this event – good idea!) An employee at the video store also told the team about the Fireworks and Picnic for July 4 and extended an invitation to join in. 2.) A senior citizen luncheon was being served in the hotel-restaurant the team visited and people were having fun – it was a "packed house" - this was a very good sight. 3.) Village hall, although a draw to the downtown, does not visually add to the overall appeal.

Concerns that were expressed included the number of "public services" that were located on the periphery of the downtown district. The Post Office and the Library were located at the edge of town and back in a residential neighborhood. These are two high-traffic community assets that, from where they are located, may actually take away from the traffic of the downtown commercial district.

*Were there the following public amenities?*

There were no pay phones, drinking fountains, public restrooms, or special landscaping to speak of. There was a couple of benches, but in need of repair or simple painting. Some sidewalks are cracked, and in disrepair.

*Did you have any difficulty finding parking? Could you access multiple services from where you parked?*

Parking was abundant and accessible. The angle parking was very nice. City Hall was relatively busy, but still accessible.



*The Post Office is seen as a traffic generating business, which would be a great asset for a downtown business district.*



*This picture illustrates the angle parking which was highly regarded throughout this report.*

## 6. Other Retail Shopping Areas (Big Box Retailers/Shopping Malls)

*What types of businesses did you notice that would fit the general category of “Big Box Retailer”?:*

The closest thing to a Big Box Retailer would have been the Piggly Wiggly.

*General Appearance of buildings, displays signage:*

Team members tended to focus on attractive assets of this area. Comments included the attractiveness of the bank, medical arts and professional services area, and the Piggly Wiggly as a community assets. One concern was the lack of vehicles in the parking lots.

*The variety of shopping:*

In this area, there was very little commercial-retail, and the businesses seemed scattered, whereas it is more common to see related businesses located very close to one another. Service businesses such as clinics, realty services and medical offices were prevalent. The clinic was located in a separate area, but looked “bright and modern.”

*How would you rate the variety and quality of the merchandise?*

Because this area was more service-oriented, variety and quality of “merchandise” was lacking. The furniture store seemed to have a somewhat limited selection.

*What kind of customer service did you receive when you entered the retail businesses?*

As was the case with the downtown district, most of the staff were friendly and helpful. There was, however, one exception. The local convenience store personnel showed very little interest in customers and were preoccupied.

*Did you have any difficulty finding parking? Could you access multiple services from where you parked?*

Parking was always easy and abundant.



*The Piggly Wiggly was the closest thing to a “Big Box Retailer.” Although a very attractive structure, locals tend to view its location as inconvenient.*



*A medical arts and professional services area separated from the central village. Nice layout and clean attractive accommodations.*

## 7. Industrial Parks/Commercial Areas

*Is there a defined area where manufacturing industries could easily locate/expand?*

On the outskirts (Barton) of the village there is a designated industrial park.

*What did you find attractive about the potential locations for manufacturing/commercial businesses?*

Unfortunately, this aspect of the Campbellsport did not receive favorable reviews. It was unattractive due to the lack of order around the buildings, gravel roads, and the overgrown weeds present in vacant lots. Some properties looked like “junk yards,” and team members suggested that large items should be stored inside buildings or behind them, and that entrances should be cleaned and orderly to attract more industrial park tenants.

*How would you evaluate the general health of manufacturing businesses that are currently located in the community?*

Some businesses seemed to be prospering in their selected enterprises, but it was noted that there were very few cars around most of the eight businesses. Other businesses looked closed, or were going to be. There didn't seem to be much activity. One resident commented that there weren't a lot of jobs in the area and that many people drove to Milwaukee everyday.

*Could you find print information and information and informed persons that could provide you with data that would help you make an informed business location decision?*

There was no print information that we could find, however, people at the newspaper, bank, and village hall were quite knowledgeable and helpful.

## 8. Health Care Services

*Comment on the availability and apparent quality of hospitals and emergency medical services:*

Although there are no resident doctors in the Campbellsport Clinic, it is staffed on selected days by doctors from the Fond du Lac parent hospital. The Clinic is smaller and situated away from the other medical professions located within the community. It would be very helpful to post more directional signage within the Village indicating the location of the clinic, which would prove helpful to outsiders as



*Although it looks well maintained, this garage seems to be out of place with the rest of its surroundings, and may be a better addition to the Industrial Park. There may be a more suitable structure for this showroom.*



*Campbellsport Clinic sign. As is evident by the corn field in the background, the Clinic was disconnected with the rest of the community.*



*Agnesian Health Care:Campbellsport Clinic. Staffed by doctors from Fond du Lac on designated days. Structure built in 1982. Note dumpster in plain view...*

well. Local residents did not indicate sub-standard quality, or dissatisfaction of these services.

*Comment on the availability and condition of facilities for physician, dental, optometrist, and other medical care:*

The offices of the optometrist and chiropractors were attractive, and easily accessible. There was no problem locating them. Some members noted only one dentist (located in a residential area), and one team member noted two. Despite the lack of a “resident” doctor in the community, the fact that Fond du Lac sends a doctor to the area a few times per week shows there is a commitment to servicing the area. Add into the mix one optometrist, two dentists and a chiropractor, medical services seem more than adequate for a community of Campbellsport’s size.

*What long-term care, assisted living, or nursing home facilities exist in the community?*

There was one complex within the community which team members suspected was some sort of senior care facility. There were no signs, however so it was difficult to be sure. Upon talking with a resident senior, it was finally determined that the facility was low income senior housing. Despite the initial confusion, team members reported the facility to be clean, neat, and in a convenient location. One team member wrote, “It seems to keep residents as part of the community.”

## 9. Housing

*How would you evaluate the existing mix of housing stock?*

There seemed to be a nice blend of housing stock within Campbellsport. Most of the older homes were well kept, and the condominium area looked neat and appealing. Housing types that seemed to be lacking included apartments and duplexes (although one small apartment building was noted.)

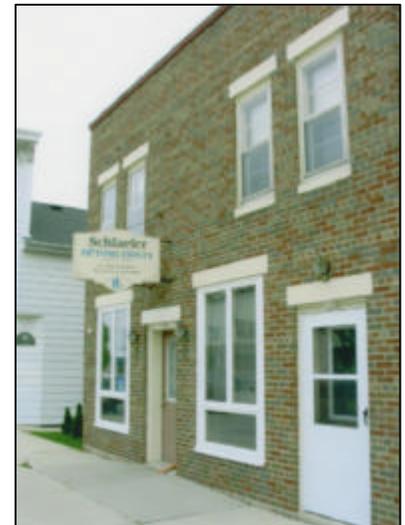
The new housing developments were also very attractive, although they seem rather distanced from the community center. One development that stood out as being very appealing was the new subdivision overlooking the river.

*Were there any indications that the housing market was depressed?*

There was nothing real apparent to suggest a depressed housing market. There were some newer developments, not many homes advertised for sale, and few properties had “for rent” signs on them. Some team members observed that the new developments were



*Former bank building and present location of Krebb's Chiropractic Office. Nice use of an old building! Located at the intersection of Main Street (RT 67) and CTH V in the downtown business district.*



*Schlaefer Optometrist office. Attractive building and great office hours!*



*Condominium Development*

probably aimed at the commuters who work in Milwaukee, West Bend, or Fond du Lac, but who wish to reside in a rural atmosphere.

*Were there any signs that it would be difficult to find acceptable housing?*

If one was looking for an older starter home, they may be in luck. Finding an apartment would be more of a challenge. If a modern home with minimal required maintenance was being sought, this would be a bigger challenge. One would almost need to build new instead.

*Does the local housing market have housing that would appeal to all income ranges? Are there sufficient rental properties for persons interested in building or simply living in the community prior to buying housing?*

According to Coldwell Banker advertisements, there are 9 houses listed, 2 as sold, 1 new construction. Other listings for condominiums, houses, property, and many rentals are advertised in the paper. Sale prices for homes ranged from \$104,000 to \$135,000, which indicates that there may not be a lot of options.

Rentals are a bit scarce. In reading the May 20<sup>th</sup> *Campbellsport News*, there were 42 listings under “Real Estate for Rent.” Only 5 of those were within the Campbellsport area. Rents were either around \$400 or \$805 (including s/w). There was nothing listed that was considered a “happy medium.” Most of the rentals advertised were located in the Mayville area.



*The Campbellsport News was a great source for housing availability information.*

## 10. Schools

*Do the schools appear to be adequate in size or do you see the use of “temporary class rooms”? Are they well maintained? Please comment on the following:*

### Pre-School/Kindergarten/Head Start/Day Care facilities:

There was one Day Care facility noted, which was housed in an older home. The concern with this facility was that it was located near a busy intersection. The team suggested that there could be a larger area for the children to play.

### Elementary School:

The elementary school was a beautiful new building – the only draw back was that it was located on a highway, going out of town. It was the best educational facility within Campbellsport, and the team was duly impressed.



*Elementary School*

Middle School/Junior High and High School:

The team members had differing opinions regarding the Middle School-High School facility. It could be that the Elementary School was visited first, rendering all other schools mediocre in comparison.

One resident of Campbellsport indicated to a couple team members that although there were renovations made to the facility, the other areas of the building were “still really bad.” This could be another reason for the lack-luster reaction of some team members. One question did come up in discussions, intimating that if the school is one of the main attractions of the community, why was a new elementary school built instead?

The members who toured the facility were privy to additional information regarding that decision. They were told that the decision was driven by economic feasibility. By creating a new elementary school, more room was opened up for Middle and High School students. In fact, there are currently empty rooms in the Middle/High school to accommodate future expansion needs.

Regardless, those who toured the building were pleased to see the remodeling taking place. They were also impressed with the behavior of the students – another feather in the Campbellsport cap! Most everyone commented on the paw prints – a great touch!

Higher Education (Community College, Technical College, University):

This does not apply.

*Were you able to find print information in the community that helped assess the quality of the educational system?*

Print material wasn't exactly handed out as you entered Campbellsport, but when the schools were visited, team members received what they needed. One team member wrote, “Yes. I went in and spoke with the office staff – very friendly. After a warm up period, we were offered a tour.”



*Campbellsport Middle and High School. Marquee was a nice touch!*



*Go Cougars!*

**11. Faith/Religion**

*Comment on the number of denominations represented in the community:*

Campbellsport is rich in faith and Christian heritage, possessing almost every “flavor” in the denomination palette. This is definitely a community asset.

*Comment on the physical appearance of the churches in the community:*

All churches were well maintained and neat. The older churches retained their charm and character. It is obvious people take great pride in their places of worship. The Catholic Church received rave reviews. The Baptist Church was not as obvious as the others because it was nestled in with surrounding homes, but still very attractive.



*St. Matthews Catholic Church  
A high point of the visit!*

*Are there any signs of church-sponsored community services?*

On the surface, no one noticed any church-sponsored services. It was noted that St. Matthews Church offered parochial education, and perhaps a daycare.

It wasn't easily apparent what types of church-sponsored activities were offered. Team members visited churches to obtain copies of their bulletin. Upon review, it was determined that the faith community was quite active, indeed.

*Are there any facilities or statements that some would view as intrusive or that would make someone feel uncomfortable if they were not of a particular faith?*

There were no intrusive facilities or statements of any kind to make the team feel uncomfortable. The presence of the facilities was well-received.

## **12. Civic**

*Does it appear as though there are a variety of nonprofit organizations and clubs within the community?*

Although there was a sign posted at a community entrance advertising the presence of Campbellsport's civic organizations, there was nothing else indicating community involvement of those organizations (including brochures, upcoming events sponsored by the organizations, or community signage or beautification elements donated by the organization.) The exception to this was the posting near Phase IV of the Nature Track. Other than the efforts of various building and construction crews, the Boy Scouts and two private individuals were noted as contributing toward the project.



*Attractive sign near nature trail  
indicating an active Boy Scout  
Organization.*

The civic organizations sign itself needed some maintenance as well. Those clubs remembered included: Jaycees, Lions, Knights of Columbus, Scouts, Masons.

### 13. Residents

*In what ways did you find (or not find) people helpful?*

People seemed happy, and greeted the team with a simple wave or nod of the head. Anywhere that the team asked for information or struck up a conversation, the response was friendly and helpful. Although the streets were almost void of people, those that were present smiled and some verbally greeted the team. Those that made a lasting impression included the ladies at the furniture store who were very helpful, even suggesting a place to eat lunch, video store clerk who apprised the team of upcoming events and other community information, the Ben Franklin-True Value employees, students and staff at the schools, and the restaurant staff and customers. The only “gray cloud” was the staff at the convenience store/service station who were not friendly and too preoccupied to help a customer. Overall, good people. (for “ways people were helpful/unhelpful,” please read previous experiences under customer service questions.)



*Twohig Furniture Store, located on Main Street.  
Staff was friendly and courteous.  
Note on building – nice old structure. Top  
windows would look even nicer if open  
completely!*

*How did people talk about their community? What were their attitudes about their schools, public leaders, and community services?*

Most all were positive. There is an obvious rivalry with “scum-town!” ☺ Two older residents were pleasant, but concerned because the village was “not what it used to be,” and were displeased that grocery and clothing stores had vanished. These same two were knowledgeable about the history and current events in the village. It was evident through other conversations that other residents also shared these views. The younger people stated that there were not a lot of activities offered in Campbellsport that were geared toward their generation. Most activities are geared toward seniors. It is the team’s assessment that Campbellsport may wish to work on balancing the activities to keep young and old (and everyone in between) entertained.

*Were community members knowledgeable about their community or able to refer you to people who were?*

A resounding, yes! Schools, banks, paper, and city hall all provided good information. The folks in the restaurant were also very informed.

*Did residents reflect the diversity that is represented in the rest of the country? Are there some segments of the population that would not feel comfortable in this community?*

Ethnically speaking, there is virtually no diversity. It’s a small, traditional, rural, Mid-western community. This does not mean it’s a bad thing, and it’s anticipated that as more commuters take residence in the area, this may gradually change.

The community tends to cater to older residents, so younger people may feel alienated in that respect. At this point, it seems the least of the community's worries.

## 14. Public Infrastructure

### *Streets, street signing and lighting:*

Streets and street signs were good. Lighting seemed adequate. Additional directional signage directing visitors to parks, the library, clinic, etc., would be a nice improvement.

### *Land Use Planning:*

It's very difficult to tell with this community. To one end, the library is not convenient to the schools, the grocery store is on the outskirts of town, and the parks system seems not to be incorporated with the rest of the community. If these things were done to plan for future growth, then it would make sense. However, because this is a first impressions program, the team felt that there was a considerable lack of planning, simply because things were too spread out and didn't logically flow together.

### *Sidewalks:*

Many sidewalks were cracked and in need of repair and weed elimination, although the suggested immediacy varied from one team member to the other. Regardless, some areas in the downtown commercial district did not generate a good impression.

### *Public Restrooms:*

The only "public" restroom noted was the facility within the convenience store-gas station, which was described as being dark and dirty.

### *City/Village/Town Hall:*

Honestly, no one was impressed with the Village Hall. It was described as un-inviting and outdated, the comment directed mainly to the inside of the building where it felt very cramped for space. This was definitely detracts from the village's overall charm. One team member stated, "[The Village Hall] doesn't speak well for Campbellsport."



*More directional signage, like this attractive posting, would be a great service to the visitor.*

*Police/Fire Protection/Emergency Medical Services Facilities:*

Protective services were visible. Everyone commented on the impressive and prominent fire station. This is obviously a source of pride for the community. The police department received mixed reviews. Although patrol cars were seen, the station was hidden, and parking accommodations for the patrol cars seemed lacking (“...the police cars just parked outside on a side street.”)

There was a question regarding the accessibility of emergency medical services. Although it was eventually determined that the medical transport service was located downtown, there were initial questions as to where it was housed, exactly. Again, additional signage may help alleviate that concern.



*The Campbellsport Fire Department Facility was very attractive, and an obvious source of pride for the community.*

*Public Parking:*

The team liked the angle parking, giving it stellar reviews. Overall, parking was adequate and convenient.

*Library:*

The library was closed when team members tried to visit, and because of this, the team could not provide a detailed opinion. The Library did have good curb appeal. The only evident concerns from the team were its location to the schools and center of town. One team member joked, “The library looked nice from the outside, but you can’t always judge a book by its cover!”



*Campbellsport Public Library*

*Landscaping/street trees:*

The team was pleased to see trees in the central village, and that most property owners maintained them well. Some properties, however, allowed the trees to be overgrown, rendering a cluttered, unkempt illusion.

*Pay phones, drinking fountains, benches, other misc.:*

The team suggested that the village may wish to consider investing in some banners, simple flower boxes and a few more benches to give the illusion that the village center is a gathering spot for residents and passers-by alike.



*Trees aligning Main Street  
Weeds in sidewalk  
Buildings needing improvement*

**15. Recreation/Tourism**

*Is the community well known for any particular attraction or event? Do they have a community slogan that capitalizes on that asset?*

It's difficult to have a good impression when residents say, "there's nothing happening in this town!" But again, Campbellsport does seem busy. The calendar of events indicate activities such as blood drives, fishing, pancake breakfasts, Easter Egg Hunts, Santa's Visit and similar "non-events." The major attraction in 2004 is the 100 years parade and picnic and the "Beard-a-thon" contest. One team member noticed that although it's a substantial asset to the community, nothing is said or promoted about the Convent, which is a most spectacular sight.

One particularly interesting feature, which probably is an attraction in the area, is the Bas Relief of Jesus the Christ, which was constructed in 1998. This unique brick mural made a lasting impression on the team. In fact, one team member was so fascinated with this structure that further research was done even after the visitation!



*Very unique feature of Campbellsport. A highlight of the visit.*

*Comment on the availability and selection of overnight accommodations:*

There is one bed and breakfast, but no one noticed any motels or hotels. When dining at the restaurant, one local told the team there were rooms above the restaurant at which they dined. Her friend who accompanied her then replied, "I never knew that!" (She stated she lived there for 50+ years!)

Amused by this, the team pursued this a little further by engaging in conversation with the bartender, who revealed that rooms are not for rent, and are instead used as storage areas for parade sundries and other community celebration necessities. Even in 1998, the Bas Relief artist took temporary residence with one of the Campbellsport natives due to lack of accommodations!

*Did you see any indication of significant events taking place in the community that would be of interest to both visitors and residents?*

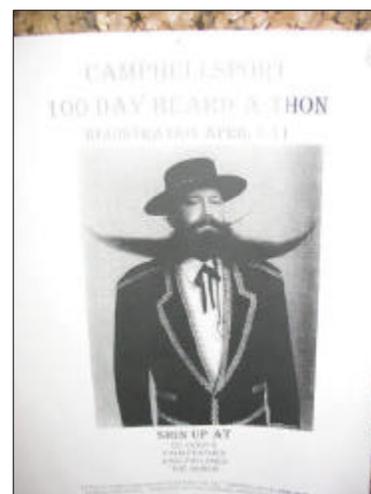
Without a doubt, the upcoming Fourth of July Celebration.

*Are there any significant natural features that have the potential of drawing people to the community?*

Everyone loved the river, the surrounding topography, and the park with the walking trails rolling along the Milwaukee River. One team member even suggested that there was a lot of potential for the waterfront area. The parks were also very nice.

*Are there any significant man-made attractions?*

The most noticeable was the Convent looking down from the top of a hill; however, the team wasn't sure that was considered an "attraction" for the Campbellsport community, although it does have potential for



*Beard-a-thon promotional poster- Very neat!*

being so. Other amenities included the bike path between Eden and Campbellsport, and the Golf Course. Perhaps the most interesting/educational was the Bas Relief at St. Matthews Catholic Church.

*Is there an obvious visitor's center, chamber of commerce office, Main Street office, or other facility that serves the needs of visitors? Please comment on the staff, facilities, signage, visibility, etc.*

Chamber of Commerce affairs are handled at the Guaranty Bank, and that information was obtained by asking around. Since nothing else was available or noticed, the team chose to visit the local newspaper. This could be a function for the Village Hall or Library as well.

*Are there any restaurants, specialty shops or attractions that would bring you back to this community in the near future?*

Other than the Golf Course, or the "Hotel" restaurant, or the Fourth of July event, there wasn't anything else that stood out.



*Good promotional poster for the July Celebration!*

## 16. Using your Senses

*What did the community taste like? Was there any specialty food item, bakery, restaurant, or candy store that you will remember?*

Hotel Restaurant was the best representation for the "Taste" sensation. It was bright and welcoming, and had a very "hometown" atmosphere. The food was good, although no one at the restaurant indicated a specialty.

*What did the community smell like?*

Although no one had an answer to this, the good news is that the air was fresh and clean, and there were no offensive smells of any kind!

*What sounds did you hear?*

There was no hustle and bustle on the streets, and other than the heavy truck traffic at the major downtown intersection, everything was relatively quiet. The Church Bells, however, were a welcoming beacon to would-be visitors.

*Did you have any experiences that impacted the way the community feels?*

For as many who conveyed Campbellsport as being relatively "boring," there does seem to be a lot of community pride. The lack of human activity was a repeated concern.



*The "Hotel Restaurant" AKA Amber Hotel and Dining has a good reputation in the area. The number of cars parked near the restaurant is a good indication of this.*

## 16. Wrap-up

*What are the 5 most positive things that you observed about the community?*

1. Rolling topography that lends itself to interesting landscaping. This includes the Milwaukee River, that also promotes interesting park and residential landscaping
2. Churches and St. Joseph's Convent
3. Piggly Wiggly and Ben Franklin Stores
4. Friendly staff
5. Condominium and New Residential Development

Other notables include:

6. Elementary School
7. Golf Course
8. Nice neighborhoods
9. Library-very nice
10. Clinic and Dental facilities

*What are the five biggest obstacles/challenges facing this community?*

1. A major effort should be made to improve and expand the industrial park to provide an industrial tax base.
2. Village Hall renovation, in addition to initiating a comprehensive downtown revitalization effort.
3. The community does not seem progressive
4. Balancing the needs of the current residents with those of the new families moving in the area. i.e. housing, and activities.
5. Finding Campbellsport-specific attractions to attract visitors and building upon the current assets of the community.

Other notables include:

6. Continued efforts to update and modernize the High School
7. Creating good jobs for new residents
8. Creating "gathering places" for residents, visitors and shoppers



*A nice first impression of a very nice park!*



*Even on an overcast day, the river and topography is awe-inspiring. The convent in the background acts as a beacon to those traveling this winding road.*



*Campbellsport is very fortunate to have such beautiful land features, like this waterfall located in a park near the St. Joseph Convent.*

*What will you remember most about this community six months from now (positive or negative)?*

Positives:

- Golf Course,
- Bas Relief at St. Matthew's Catholic Church
- Waterfalls and beautiful topography
- Nice main intersection,
- Elementary school,
- Piggly-Wiggly and Ben Franklin,
- Condo unit and surrounding area.
- Wide streets in the downtown
- Quaint little town
- Friendly people

Negatives:

- Village Hall
- Downtown business district
- Industrial Park
- Lack of appeal in downtown – nothing to keep you from “passing through”

*Describe ONE idea that you will borrow for use in your own business/community and describe how you will start to implement it within the next 72 hours!*

The most common response was to expand Brillion's existing downtown hardware stores to provide services much the same as the Ben Franklin:

- “Work to recruit a downtown anchor like the Ben Franklin!”
- “Ben Franklin Store – our own hardware stores could expand their merchandise for a one-stop under one roof! Maybe put in a coffee shop/book shop too!”
- “Try to expand our [hardware stores] and add variety.”

One team member stated that Brillion could benefit from the development of an attractive industrial park.

***Please don't forget to send a copy of your final report to: [ablewis@facstaff.wisc.edu](mailto:ablewis@facstaff.wisc.edu) (an electronic version would be appreciated!)***

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## **17. In Conclusion**

This experience was most enjoyable. It was an education in and of itself to assess a community, while in the back of our minds, trying to predict what the other team would say about our own. This exercise proved most valuable on so many different levels.

One team member summarized this so eloquently by stating, “I now fully realize how important the outside appearances of businesses and home are. Remember, you don't get a second chance at making a first impression!”