

Issues and Opportunities

Community History

The village's early roots were established in 1845 along the main branch of the Milwaukee River in the Town of Auburn. One year later, the village officially proclaimed itself Crouchville after a local millpond proprietor named Ludlin Crouch. The village was re-named New Cassel a decade later when a mass influx of settlers from Cassel, Germany inhabited the area.

However, by 1872 the Chicago & Northwestern Railroad Company (formerly Air Line railway) was in the process of expanding its transportation line and altering the local landscape. In fact, local farmer Stuart Campbell owned the land where construction activities were taking place in the Town of Ashford. In 1873, the strategically placed new village was given its current title of Campbellsport. Chicago & Northwestern Railroad has now been changed to Eisenbahn State Trail which is used by bicyclists, walkers, joggers, ATV's and snowmobiles.

Some of the more notable community establishments, events, and their dates follow:

- ❖ Campbellsport Volunteer Fire Department established (1904)
- ❖ Village's first water tower constructed (1935), water and sewer development occurred
- ❖ Municipal building constructed (1953)(New Municipal Building purchased and moved into in 2017)
- ❖ Campbellsport Area Industrial Park Corporation established (1955)
- ❖ Fireman's Park established (1904)
- ❖ Campbellsport Medical Center and new post office constructed (1982)
- ❖ Campbellsport 300,000 gallon water tower installed (1989)
- ❖ Columbus Parc developed (1991)
- ❖ Columbus Parc concession stand constructed (1992-1993)
- ❖ New Firehouse constructed (1993)
- ❖ Water tower updated (1996)
- ❖ New Public Library constructed (1997)
- ❖ Well #4 installed (2004)
- ❖ New Public Works facility constructed (2004)
- ❖ New Industrial Park developed (2011)
- ❖ Lift station update (2012)
- ❖ New Junior High and High School (2018)

Community Survey

The Village of Campbellsport had posted on their web-site a SurveyMonkey questionnaire and sent out paper copies as requested to gain public input and comments for the update of the Comprehensive Plan.

❖ Issues and Opportunities

Over 85% of the residents who responded to the survey rate the quality of life in the Village of Campbellsport as excellent too good. 56% of the respondents expect the quality of life to stay the same in the next five years, while 33% feel it will improve. 11% of the respondents feel the quality of life will worsen.

Additionally, the respondents were asked what they like most about living in the village and to select as many variables that applied. Just over 54% noted the small town, over 53% noted the low crime and their second reason and the third most popular reason was a good place to raise a family with over 52% responding. The two variables selected least by participants were retirement area (2%) and the level of good health care (0%).

Finally, participants were asked what aspects of life in the village need a lot of improvement, a little improvement, or no improvement. Public utilities (water and sewer) and retail shopping were identified by almost 86% of the respondents as the aspect most in need of improvement. Aspects ranked second and third were public roads (82%) and having job opportunities (81%) respectively. Fire protection service / EMS (76.0%), electric utilities (68%), day care facilities tied with municipal facilities at (61%) - were the top three aspects that the respondents indicated did not need any improvement.

❖ Planning for Growth

In planning for growth, it is helpful for the residents to develop a vision of what they want their community to look like. Similarly, an understanding of what specific types of growth the residents would like to see occur is needed as well. Respondents see Campbellsport as a community that should add a few quality-of-life services and add some growth.

The specific types of growth receiving the strongest support include new business development (96.5% strongly and somewhat support), more housing options for seniors (93.9%) and downtown renovation (93.9%). No specific type of growth was opposed somewhat or strongly by a majority of the respondents.

The residents were also asked which of three statements best described their point of view. A majority of the respondents (82.7%) felt that, *"growth is necessary for the economy and should be encouraged."* The statement, *"we must preserve the qualities that make our community special by severely limiting growth"* best described the point of view for 17.3% of the respondents.

❖ Housing

Respondents appear to be generally satisfied with the existing housing stock in Campbellsport. The residents were asked to rate the supply of housing and almost 67.5% felt that Tiny Homes were not needed, 65.3% felt that housing for seasonal workers was not needed and 63% felt that low income housing and higher priced houses were not needed. However, over 89% of participants feel that a moderately priced – single family home for first time buyers is needed.

Assisted living for seniors was rated at over 82% of participants. Rental housing for families as a need in the village was rated at almost 73%.

❖ **Transportation**

After reviewing the surveys collected, a majority of the participants appear to have some concern with the road network in Campbellsport. 18% of the community survey members feel neighborhood streets need no improvement and almost 54% of the community survey results feel that there is some need for improvement and 28% feel that there is a need for substantial improvement of the public roads.

The community members seem to have a more positive opinion with the community multi-purpose recreational trails. Ninety-one percent feel little or no improvement (46% and 45% respectively) is needed to the recreational trails.

❖ **Natural Resources**

Community members were asked what their level of satisfaction is with six different aspects related to environmental quality. Maintenance of the existing parks and open space area was listed by 82% as very important and 17% somewhat important. With the respondents about 29% felt it is very important to invest more in new parks and open space and about 43% felt it was somewhat important. Water quality appears to be very important to the residents of the Village of Campbellsport because 41% felt that it is very important to have stricter water-quality regulations and just over 50% felt it is somewhat important. The preservation of existing woodlands was identified as very important by 55% of the respondents and somewhat important by almost 42%. The preservation of the river corridors was ranked as very important by almost 55% of the respondents and somewhat important by 41%. Better enforcement of the existing laws and regulations was ranked as very important by more than 26% of the respondents and somewhat important by 41%. Environmental areas and their maintenance ranked very high and needs to be a priority for the Village moving forward to preserve what currently exists and look for more options to add environmental areas for public use in the future.

❖ **Economic Development**

Participants were asked to describe the importance of attracting new businesses and new jobs. Questions about workforce related to general skills, technical skills and professional skills in Campbellsport were also utilized to identify the potential job market. Over 57% of the respondents strongly agree that Campbellsport needs to attract new businesses and new jobs to the area with an additional 37% somewhat agreeing to the need for more jobs. Approximately 22% of the participants had no opinion on the job situation. When asked to describe the job opportunities available in other communities around Campbellsport, nearly 23.0% feel there is currently a serious job shortage. Approximately 37% feel there is a minor job shortage, 22.3% feel there is a good supply of job opportunities, and 18.0% had no opinion on the subject.

The residents were then asked how they think Campbellsport ranks in services or qualities that businesses consider in deciding where to locate a facility. Safe neighborhoods (47.62%) and a good public school system (31%) have both gone down compared to the last survey. Providing tax incentives to businesses to locate and grow was identified as a major concern with 84.49% of those surveyed that felt the Village need some or substantial improvement for businesses to locate here. In fact, it should be noted that the Village needs no improvement was identified by 15.5% of the people surveyed.

Participants were additionally asked their opinion about the downtown area in Campbellsport. Approximately 81.45% feel the village and the building and business owners should work together to improve the downtown. However, almost 94% feel the downtown needs renovation which will provide more opportunities for new business promotions and growth of the existing businesses. Only 6 % believe the downtown area is okay just as it is and they oppose renovation for the downtown.

❖ **Utilities and Community Facilities**

Residents were asked to grade the quality of education in the Campbellsport public school system. 46 percent of the respondents said the schools need no improvement, while 39.38% feel that some improvement is needed and 14.51% feel that substantial improvement is needed.

The residents were then given a list of utilities and community facilities and were asked what their level of satisfaction or dissatisfaction was for each. All service categories scored 71% or higher except for the Public Utilities (water and sewer) because of the current rate for fees, but not for the service or quality of the resources provided. A closer examination of the results shows that approximately 81% of participants are either very satisfied or satisfied with garbage pickup and another roughly 98% are either very satisfied or satisfied with fire protection services. About 86% and 98% of participants are very satisfied or satisfied with police services and emergency medical services respectively.

The following list of different utilities and community facilities received 80% or higher when adding the very satisfied and satisfied answers: parks (84.78%) library (87.81%) and multi-recreational trails had 90.77% needs no improvement or only needs some improvement. The top utilities and community facilities that scored the largest amount of concern related to needing some improvement or substantial improvement are: Internet/cable needs (64.1% felt that substantial or some improvement is needed), street maintenance (75.38% felt improved street and highways are needed); public utilities (water and sewer 86.67% felt that some improvement or substantial improvement is needed). The dissatisfaction with sewer and water service was consistent with the previous portions of the survey.

Survey results indicate that respondents appear to be pleased with the current park facilities with almost 85% of respondents feeling that no improvement or only some improved is needed with the current parks and green space. For future planning related to protecting and improving the quality of the natural environment within the Village, 28.93% felt that new parks and open space are very important for the Village to invest in and 42.64% felt that the investment is somewhat important.

Related to spending Tax dollars for financial support within the Village, the highest five rated areas identified in the survey were: (1) promotion and development of the downtown business area with 83.67% strongly agreeing or somewhat agreeing, (2) the village should allow more opportunity for tourism/entertainment businesses in the village with 76% strongly agreeing or somewhat agreeing, (3) improvement of the streets/roads/sidewalks was rated at 75.51% strongly agreeing or somewhat agreeing, (4) promotion and development of retail business/shopping centers was rated at 75.39% strongly agreeing or somewhat agreeing, and (5) was the development of industrial parks to attract new manufacturing and industry at 71.8% strongly agreeing or somewhat agreeing.

❖ **Growth Types in the Village of Campbellsport**

The survey asked the question if the person would strongly support, support somewhat, oppose somewhat or strongly oppose of the following eight types of growth with in the Village of Campbellsport:

<i>Types of Growth</i>	<i>Strongly Support</i>	<i>Support Somewhat</i>	<i>Oppose Somewhat</i>	<i>Strongly Oppose</i>
<i>Residential Development w/apartments</i>	36.04%	45.18	11.68	7.11
<i>Housing options for seniors</i>	50.76	43.15	3.05	3.05
<i>Affordable housing for young families</i>	40.10	47.72	7.11	5.08
<i>Housing options for people with disabilities</i>	40.21	52.06	5.67	2.06
<i>New business development</i>	74.11	22.34	2.54	1.02
<i>Industrial development</i>	50.00	37.76	7.65	4.59
<i>Retail shopping development</i>	59.90	33.50	4.57	2.03
<i>Downtown Renovation</i>	50.00	43.88	3.57	2.55

Almost 55.33% of the respondents feel that it is very important to preserve existing woodlands as part of the natural environment and 41.62% feel it is somewhat important. Just over 80% strongly or somewhat agreed with the statement, *"It is very important to attract new businesses and new jobs to this area to make our economy stronger."* *"The Village should encourage retail and service oriented development"*, while 75.39% strongly or somewhat agreed *"The development of single-family housing should be encouraged by the Village."* with 89.28% surveyed feel that there is at least some need or more need for this type of housing. Moreover, the majority of participants strongly or somewhat agreed with the following four statements: *"The Village should encourage industrial development"* 87.76%; *"The development of elderly housing should be encouraged by the Village"* 93.91%; *"The Village is working with the surrounding towns on providing government services more efficiently"* and *"New home construction and business development should be limited in order to preserve farmland surrounding Campbellsport"*

❖ **Tell Us About Yourself**

Demographics from the survey were compared with 2020 U.S. Census Data. According to the U.S. Census Bureau, over 26% of the village’s population is under 25 years old. However, only six respondents to the survey were under 25.

Around 32 percent of the surveyed respondents are 26 to 40 years old and are underrepresented when compared to the census data that showed 26.9%. Thirty-three percent of the participants are 41 to 55 years old and are over-represented in the survey when compared to the Census data for the age group of 45-54 year olds they represent 14.1%. Likewise, the survey over represents the 56 to 64 year old category 13.71% when compared to the census data 9.1%. Finally, over 17.77% of the surveyed respondents are 65 or older and are underrepresented when compared to the census data 25.9%.

Almost 83% of the respondents live in single-family homes and are over represented in this analysis as Census data indicates 66.6% of Campbellsport residents live in single-family homes. Meanwhile, persons living in duplexes or apartments appear to be under-represented in the survey. Just over 21% of residents in Campbellsport live in duplexes or apartments according to the 2020 Census Data. However, only 15.23% of the survey takers live in duplexes or apartments.

Almost 62 percent of the respondents have lived in the Village of Campbellsport for more than twenty years, while nearly 24% have lived in the village for less than five years.

Population Characteristics

The village's population in 2000 was 1,913, which is an increase of 13.8% since 1970 (see Table 1), current population for 2021 census data show the village's population at 1,841 which is 72 people less than the previous population number (-4 % decrease in population). Fond du Lac County as a whole increased by 7,648 people which is an increase of 7.29% during the same time period. In the last thirty years, the greatest period of village growth occurred between 2000 and 2010, when Campbellsport increased by 103 residents. In the previous decade, the village actually decreased in population from 1,740 in 1980 to 1,732 in 1990 and has again decreased in population from 2016 people in 2010 to 1841 in 2021.

Table 1 also shows population changes in surrounding communities. Each community has its own unique growth pattern, with one community showing a similar one decade decline in their population (Auburn, from 1980 to 1990), and others having very small increases (Ashford, 1980-1990). The Town of Ashford did have a small decline in 2000 to 2010. There was a substantial decline from 2010 to 2021 in the Village of Campbellsport due to the closure of the St. Joseph Convent in December of 2014 (approximately 90 sisters were living in the convent). The Town of Auburn had the largest one-decade percentage increase from 1970 to 1980 (44.6%). However, during the last thirty years the Village of Kewauskum grew the most of any surrounding community with increases of 30.4% from 1990 to 2000 and 22.2% from 2000 to 2010.

The Village of Campbellsport has experienced a decrease in diversity of race and ethnicity between 2010 and 2020 in the categories of African American, American Indian-Alaskan Native, but increased in Asian or Pacific Islander, other Races and two or more Races. Fond du Lac County and the State of Wisconsin has experienced an increase in diversity in all categories listed.

The first step in analyzing the age distribution of a community (see Table 3) is to look at the similarities and differences in the same age group in 2010 and 2020. Campbellsport, Fond du Lac County, and Wisconsin all experienced decreases in the following age groups: <5 years old, 10-14 years old, 35-44 years old, and 45-54 years old. Conversely, increases occurred at all four age categories for 20-24 years old, 55-59 years old, 60-64 years old and 65-74 years old. The village had an increase in 15-19 year olds, whereas the County and State each decreased in the same category. On the other hand, the Village and State had a decrease in the number of 5-9 years old and the County had an increase. The Village and County had a decrease in 25-34 years old while the State had an increase. The Village had a decrease in the number of people in the 75-84 years old and >85 years old age grouping while the County and State had an increase.

The second step in analyzing the age distribution of a community is to follow an age group from 2010 to 2020. Typically, there is a decrease in the 10 to 19 age group as it becomes the 20 to 29 age group. The reasons for this include moving away to college or to larger communities in Wisconsin or to other states for career opportunities. This decrease was true for Fond du Lac County and Wisconsin but not for the Village of Campbellsport. A possible explanation for this can be seen in Table 7 – Educational Attainment. Fewer residents of the village pursue educational opportunities beyond high school, compared to the county and the state. As noted earlier, the pursuit of higher education typically results in people moving away temporarily or permanently.

Also of note, within Campbellsport the 45-54 years old represent the largest percentage of any of the age categories. Meanwhile, the <10 year old age group represented the largest percentage in 1990, but are the fifth largest representation in 2000 and now in 2020 they represent the 4th largest age group. The >85 year old and the 80 – 84 year old categories represent the smallest

percentage of any age groups in both 1990 and 2000 and in 2020 the >85 is still the smallest group with < 5 years old being the second smallest group.

The median age of Campbellsport residents is the same as the State and almost 2 years younger than the County. Meanwhile, the representative percentages for each age group 60 or older are very close to the County and State percentages. As these groups continue to age, there will be a growing need for housing, services, and facilities to meet their needs.

Income Characteristics

Table 4 shows the percent increase in median household income from 2010 to 2020 in the Village of Campbellsport was higher than in Fond du Lac County and the State of Wisconsin. While the County has the highest median household income, the village is significantly behind, \$2,277 in actual dollars below the state income. Meanwhile, the village is ahead of the county by 7.8 % with regards to percent change in median family income and 8.6% ahead of the state the average income the village still lags significantly behind the county and state in actual dollar value.

The \$50,000 to \$74,999 household income category was the largest representative percentage for the village, county, and state in 2020 (see Table 5). This income category also experienced the largest percent decrease from 2010 to 2020 in Campbellsport. Percentage-wise, Campbellsport had fewer household incomes of <\$10,000 than both the county and state. However, they trailed the county and state with regards to household incomes of \$200,000 or more on a percentage basis. Moreover, the village exceeds both the county and state representative percentages in the \$25,000 to \$34,999, \$35,000 to \$49,000, \$50,000 to \$74,000 and \$150,000 to \$199,999 categories; but trail in the <\$10,000, \$10,000 to \$14,999, and \$75,000 to \$99,999 categories.

In 2020, the percentage of *persons* and *families* below the poverty level was lower in Campbellsport than in the county and the state (see Table 6). Moreover, the percentage of families below the poverty level decreased in Campbellsport, Fond du Lac County, and the State of Wisconsin from 2010 to 2020.

Education Characteristics

Table 7 shows the differences in educational attainment in both 2010 and 2020 for the Village of Campbellsport, Fond du Lac County, and the State of Wisconsin for persons age 25 or older. In 2010, the village possessed a higher percentage of persons with 4 years or more of college than both the county and state. However, Campbellsport trailed both the county and state by 2020 in the same category. Similar to 2010, Campbellsport continues to have a lesser percentage of persons with 1-3 years of college than the county and state, but in 2020 the percentage of persons with 1-3 years of college was higher than the county and state.

Population and Household Projections

The process to prepare population projections begins at the national level where the population of the entire United States is projected. That total is then used to determine what portion of the projected population should be allocated to each of the fifty states. The states, in turn, allocate the state's projected population among the counties in the state. In Wisconsin, the regional planning commissions prepare population projections for the cities, villages, and towns in each of the counties in their regions, based on the projected population for the county that has been

provided by the state. The process becomes more difficult and the accuracy becomes less reliable as it moves from the macro (the entire United States) to the micro (a city, village, or town).

From 2020 to 2040 the village is projected to grow at a smaller percentage than the county and state. The Village of Kewauskum is projected to have the largest population percent change by 2040 followed by the Town of Auburn. These projections are consistent with the recent historical trend Kewauskum and Auburn established with their unparalleled percent growth from 1980 to 2021 (see Table 8).

A key factor in planning for the future growth of a community is household projections. The projections are an important part of determining the amount of land that will be needed for future residential development. Table 9 shows while the number of households is projected to increase to accommodate the projected increase in population, the number of persons per household is expected to decrease. What this means is that more single, two-family, or multi-family housing units will be needed to accommodate the projected growth in the same period of time. The projections show a steady increase in the Village of Campbellsport ranging from 763 in 2010, to 881 households by 2040. Therefore, the village can anticipate an average of approximately 20 new households every five years by utilizing these projections.

Findings and Recommendations

- ❖ The major findings from the *Fall 2023 Community Survey* follow:
 - ❖ The respondents were clear in stating the Village of Campbellsport is a good place to raise a family and they expect it to continue to be in the future.
 - ❖ Challenges that need to be met are controlling property taxes, maintenance of water rates and increasing job opportunities.
 - ❖ Respondents placed a strong emphasis on developing new retail opportunities in the village, expanding business endeavors in the industrial park, and offering more housing options for seniors, those with disabilities as well as look at options for affordable housing.
 - ❖ The respondents felt it is possible to encourage growth and maintain the quality of life that is currently enjoyed in Campbellsport.
 - ❖ A majority of the respondents believe Campbellsport does need more multi-family apartments (3 or more units), rental housing and moderately priced homes.
 - ❖ Another area participants felt Campbellsport could improve on is the availability of senior and/or assisted living facilities.
 - ❖ There does not appear to be any major transportation issues.
 - ❖ The community has a favorable opinion of the natural resources in the community and wants to protect them.

- ❖ Over 82 % of the respondents would like to see improvements in the downtown.
- ❖ The price for water is an issue.
- ❖ The respondents would like to see more single family residential, senior housing, retail development, industrial development, the protection of woodlands and wetlands, the strategic development of farmland around the village, and cooperation with the surrounding towns in providing services.
- ❖ While most communities see a decrease in the number of people in the 10-24 age group from 2010 (as it becomes the 20-29 age group in 2020), Campbellsport did not. This may be one of the reasons why the village is showing continual growth.
- ❖ The combination of a higher median age and a higher percentage of residents in the 55 - 64 age groups support the need for senior housing.
- ❖ Campbellsport had a negative growth for the period from 2010 to 2021 which is the only negative growth compared to the surrounding area communities. This trend has changed significantly in the last two years.
- ❖ Campbellsport's median *household* income trails both Fond du Lac County and the State as well as the median *family* income trails both the county and state levels.
- ❖ The percent of persons below poverty decreased significantly in Campbellsport and decreased in Fond du Lac County and the State of Wisconsin.
- ❖ By 2020, the village is ahead of both the county and state in percentage of residents' age 25 and older that have 1-3 years of college, trails the percentage of residents' age 25 and older with 4 years or more of educational attainment.
- ❖ Campbellsport's population is projected to grow until the year 2035, but slower than the Village of Oakfield, the Village of Kewauskum, Town of Auburn, and Fond du Lac County by 2025. The Town of Ashford is projected to grow slower than the Village of Campbellsport.
- ❖ A projected decrease in household size means more housing units will be needed than if the household size had stayed the same.