



## TOMAHAWK SHOP LOCAL SURVEY RESULTS

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In January 2006, the Tomahawk Regional Chamber of Commerce and University of Wisconsin – Extension, Lincoln County developed a questionnaire to provide valuable information about the Tomahawk shopping experience to retailers and Chamber members working to strengthen the city’s “Shop Local” initiative. Questionnaires were published in the Tomahawk Leader newspaper and were distributed through the Chamber. One hundred and six (106) questionnaires were completed. Results are detailed below.

### 1. Approximately how many times a month do you shop in Tomahawk? (Please circle your best estimate)

None            1 to 5 times            6 to 10 times            11 to 15 times            Greater than 15 times

**Frequency (None) = 5 (4.7%<sup>1</sup>)**  
**Frequency (1 to 5) = 50 (47.2%)**  
**Frequency (6 to 10) = 22 (21%)**  
**Frequency (11 to 15) = 15 (14.2%)**  
**Frequency (Greater than 15) = 14 (14%)**

Nearly 52% of the Tomahawk area residents that responded to the question shop 5 or less times in local stores.

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<sup>1</sup> Due to rounding, percentages may not equal 100%.

**2. Approximately how many times a month do you shop outside of Tomahawk?**

None            1 to 5 times            6 to 10 times            11 to 15 times            Greater than 15 times

- Frequency (None) = 1 (.9%)**
- Frequency (1 to 5) = 50 (47.2%)**
- Frequency (6 to 10) = 29 (27.4%)**
- Frequency (11 to 15) = 16 (15.1%)**
- Frequency (Greater than 15) = 10 (9.4%)**

Nearly 52% of respondents report shopping six or more times a month outside of Tomahawk, with half of those people stating they shop 11 or more times outside of town.

**3. Approximately how many times a month do you shop on the internet?**

None            1 to 5 times            6 to 10 times            11 to 15 times            Greater than 15 times

- Frequency (None) = 56 (52.8%)**
- Frequency (1 to 5) = 36 (34%)**
- Frequency (6 to 10) = 9 (8.5%)**
- Frequency (11 to 15) = 4 (3.8%)**
- Frequency (Greater than 15) = 1 (.9%)**

Nearly 87% of respondents report that they shop five or less times per month on the Internet.

**4. Please estimate the amount of dollars you spend in percentage terms in Tomahawk retail stores (Please circle your most accurate estimate)**

None      1%- 10%      11%-25%      26%-40%      41%-55%      56%-70%      More than 70%

- Frequency (None) = 8 (7.5%)**
- Frequency (1% to 10%) = 48 (45.3%)**
- Frequency (11%to 25%) = 12 (11.3%)**
- Frequency (26% to 40%) = 9 (8.5%)**
- Frequency (41% to 55%) = 6 (5.7%)**
- Frequency (56% to 70%) = 18 (17%)**
- Frequency (More than 70%) = 3 (2.8%)**
- No Responses = 2 (1.9%)**

Over half of the respondents (52.8%) report spending 10% or less of their shopping dollars in Tomahawk stores. About 20% of respondents report spending 56% or more of their shopping dollars in Tomahawk stores.

**5. What do you like most about shopping in Tomahawk? (Please rank your answers in order; 1 = the item you like the most while 9 = the item you like the least; You should rank 10 items if including an “other”)**

- |                                    |   |
|------------------------------------|---|
| _____ Prices                       | _____ Convenience (close to home)         |
| _____ Variety of products/services | _____ Support local establishments        |
| _____ Customer service             | _____ Parking                             |
| _____ Small town atmosphere        | _____ Store ambiance (inside and outside) |
| _____ Flexible store hours         | _____ Other; Please identify _____        |

(See the results in table format on the next page; some responses were eliminated as invalid due to inaccurate due to not following directions properly)

	Price	Variety of Products/ Services	Customer Service	Small Town Atmosphere	Flexible Store Hours	Convenience	Support Local Establishment	Parking	Store Ambiance	Other
<b>Rank</b> ↓	# of Responses									
<b>1</b>	1	0	20	13	3	50	12	11	4	5
<b>2</b>	0	0	16	8	7	24	18	3	3	0
<b>3</b>	3	5	11	16	13	3	11	11	5	0
<b>4</b>	4	0	9	11	5	3	13	23	6	0
<b>5</b>	7	7	21	12	11	3	10	10	23	0
<b>6</b>	0	9	4	12	9	0	10	11	13	0
<b>7</b>	13	17	3	7	11	3	5	6	10	2
<b>8</b>	16	20	8	4	16	0	4	6	8	1
<b>9</b>	36	25	0	1	8	2	2	5	11	0
<b>10</b>	4	1	0	0	0	0	0	0	0	0
<b>MEAN RANK</b>	<b>7.67</b>	<b>7.37</b>	<b>3.64</b>	<b>4.08</b>	<b>5.56</b>	<b>1.97</b>	<b>3.86</b>	<b>4.57</b>	<b>5.72</b>	<b>3.38</b>

According to the table above, in general respondents ranked “convenience” the highest (80 people ranked it 1 to 4). Overall, respondents also liked to choose the “customer service” (56 ranked this 1 to 4) provided by Tomahawk retailers. They also seemed to feel good about “supporting local establishments” (54 ranked this 1 to 4). “Parking” was also rated fairly high (48 ranked it 1 to 4), but several comments made in response to questions #7 and #8 (see pgs. 7-24) often indicated negative feelings about retail store parking arrangements. Several negative comments were also made in response to questions #7 and #8 relating to “customer service.”

Results documented in the table show that by wide margins “price” (69 ranked this 7 to 10) and “variety of products/services” (63 ranked this 7 to 10) were ranked the lowest. Respondents’ comments listed under both questions

#7 and #8 strongly reinforce the notion that local shoppers believe that these two items are the least desirable reasons to patronize Tomahawk retail stores.

Based on mean rank, the items are listed below from the one like the most to the one liked the least<sup>2</sup>.

- Convenience
- Customer Service
- Support Local Establishments
- Small Town Atmosphere
- Parking
- Flexible Hours
- Variety of Products/Services
- Price

Three respondents did not rank their “other” answers. The “others” were:

Dealers are not friendly, they just count your money
Mailing package at Ace Hardware.
Nelson's Grocery
Tourist dollar
Nothing
Don't shop in Tomahawk
Need something right away

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<sup>2</sup> Different things are listed in the “other” category, making the mean score moot.



**7. Why do you enjoy or not enjoy shopping in Tomahawk?**

I do not shop in Tomahawk because prices are way too high. Also, there are no clothes stores here that I shop at. They do not offer anything that I would wear. I only buy gasoline, some food and postage stamps. And once in a while if I find something I like.

The stores are not open when needed, the products are limited and prices high.

Prices too high.

Close to home - friendly service.

Lack of choices and prices.

Like grocery shopping because it is close to home.

I enjoy shopping in Tomahawk because it's good for the community. Some of the stores need people with different attitudes.

Enjoy because of friendly people, convenience. Not enjoy for small/no selection on some products - clothes, shoes, appliances, toiletries.

Good stores, good people

Inside and outside are not clean - cigarette butts by doors

What is there to buy other than small basic items - prices to high.

Need clothes?? Can't afford prices.

I do not enjoy shopping here because there is no selection and prices are too high.
Small town, friendly people.
Availability of choice items.
I enjoy the friendliness of most store keepers and their employees.
Not enough variety, small stores.
Same as question #5. Prices are usually much higher than big box stores. 1 - Customer service is extraordinary.
Slower pace. Nothing like the big city. Very friendly.
No variety in anything.
Too expensive.
Many things not available if you want 3 or something, some stores only order one at a time (drug stores). Stores not open regular hours 9 to 5, closed sign on doors when merchants say they will be open. Clerks are not well trained in customer assistance and knowledge of products and services.
The prices are way too high compared to Walmart products and groceries.
Specialty shops are enjoyable & company loves to go. For money spending usually go to Wausau or Rhinelander.
High prices and limited selections.
Too many craft shops and not enough essential shops.

Close to home, personal service, truthful personal bookstore, will order for me - sales clerks.

Hate it - only shop when necessary.

Prices are way too high. Grocery stores are outrageously over priced. It's worth my time and gas \$ to shop at Walmart or go to Wausau.

Only buy cigs and coffee on the way to work. Holiday is open at 5:30 and I start work at 6:50 it works great.

Storefronts aren't very inviting.

[I] only shop in Tomahawk when I need something spur of the moment, like cards or flowers.

I ONLY SHOP IN Tomahawk if I absolutely have to.

Not enough variety, Prices too high at grocery stores, so we go to Walmart/Shopko for everything.

Only shop at Nelson's when stuff is on sale. Otherwise too expensive. Downtown stores have nothing.

I enjoy going to the retail shops in Tomahawk but rarely buy anything because I usually have to go to Walmart for groceries.

Tomahawk's prices are very high.

I like to shop in Tomahawk because it's close to home and I don't always have time to go to Rhinelander or Wausau.

Internet has better prices - even with shipping. More options of products to buy also. I only buy in Tomahawk at a convenience store and that's only because I know the employees.

Can't afford to. Items are the same or better quality in Wausau for much cheaper.
Too pricey even for OTC meds, shampoo, etc.
I only buy cigs and gum when I fill up with gas.
Sometimes products are unique - but expensive.
I pick things up at the gas stations a lot because it's on the way to work. Sometimes it's nice to avoid the crowds at Walmart but I never buy groceries here.
Very rarely do I shop in Tomahawk. Example: Outmeal on sale at Nelson's \$2.70, regular price at Walmart is \$1.99. I rest my case.
Only buy what I absolutely have to buy and it's usually only when it's on sale. Love the coffee shop.
Hate the parking - very dangerous. Need more of everything. Radio shack was a good start.
Prices too high, crappy stores need more variety and better quality.
It's boring. Not enough products.
Feed store is ridiculous in prices - nice products, however, but way too overpriced. Walmart and Menards are much more reasonably priced and worth the drive.
Only go to "What's Brewin" on occasion. It needs to be bigger though.
It seems as though the retailers cater to the tourist population. Us locals should not have to pay because of it.

I hate the Hallmark store. I get rewards for shopping at a Gold Crown Hallmark and have to go out of town to do so.
If you call going to McDonalds and DQ local shopping, that's the only shopping I do in Tomahawk. I've actually taken my family to Rhinelander to eat at Taco Bell and didn't even shop anywhere else in Rhinelander.
The only "shopping" we do is eating at the Pine Tree.
We usually don't shop in Tomahawk because we like to go to Wausau to eat before we shop. Plus prices and products are better in Wausau.
There is really nothing in Tomahawk that is useful to me. We go to Mendards for household needs, groceries are definitely bought outside of Tomahawk and anything else we usually buy at Walmart. A nice furniture/TV/appliance store in Tomahawk would be good.
Friendly attitude from all, I work over here so it is convenient.
I enjoy shopping in Tomahawk because the stores are not too big to handle and I don't spend to much in gas.
Convenient, friendly, support local establishments.
I enjoy shopping in Tomahawk because everyone is so friendly.
I enjoy that every store is close together.
Not always things I need/want.
Friendly people.
[Don't] enjoy: prices, more employment, day cares.

I truly enjoy the people in Tomahawk stores.
Like the people.
Convenience - enjoy prices in product not competitive
Close to home. Grocery stores are to high priced.
Knowing people in the stores, convenience.
Too general question - I don't like empty stores - ugly old structures. Tomahawk has everything we need - maybe larger selctions would be nice.
Close to home, helps the community. There could be more items. A couple times I wanted to get something locally and I went all over town looking and ended up having to go out of town and it wasted a lot of time looking in town.
We need another fast food restaurant - suggest Taco Bell and KFC combo store like in Merrill.
Friendly and helpful.
Need flex hours.
I like the service that you receive for the most part because they know you and want to please you.
Limited variety. If they don't have something I want, it is hard to walk out without buying. I find it hard to browse.
Availability of products useful in everyday life. Very few are available but cost exceeds need to go elsewhere.
Close to home.

I enjoy the convenience and special time certain business owners and employees take to go out of their way to help you, as well as; I don't enjoy the way others ignore you for non residents.
The type of things I need to shop for is not available in Tomahawk.
You are still catering to the tourist trade rather than locals.
I enjoy the convenience of shopping local, but I don't enjoy being penalized with high prices.
Don't like big stores; don't want to use gas going elsewhere.
Being personally known wherever I shop. Not all prices fit our budget.
Need more stores, expensive
Close to home - keep town alive.
I live here and it's close to home.
I mostly shop in Tomahawk for small convenience items and food (restaurants) for convenience and support friends and family. I shop for "big and expensive" stuff out of town, for much better prices and selection.
Nothing much down town but gift shops.
Can't compete with prices and variety of box store even Nelsons doesn't have variety especially in foreign food.
Enjoy: Convenient to pickup an item needed right away. Not enjoy: Prices - pour hours, especially on weekends.
I know many of the business proprietors or the personnel. I also often meet people I would not meet otherwise.

I do not enjoy that the stores downtown all close at 5 pm. Perhaps one night a week they could all stay open late. They would get much more business.
They know my name!
Poor selection or alternatives of products.
Everybody knows you which makes it personal and I have bartered.
We are new to the area and choose a smaller town area. Tomahawk impressed us. We are very sorry about the loss of businesses on the main. We want it to fill up again.

**8. Please write below what kind of products you would buy if they were available in Tomahawk retail stores.**

A good department store is what is needed in this town. You made a big mistake turning Walmart away from building here. That is the store I shop at for everything except food; that is only meat and fresh vegetables and milk and bread. I get canned goods, pizza, etc at the Rhinelander Walmart. I also buy gasoline here and postage stamps. You asked what items I would buy in Tomahawk if they were available. If these were available at low prices I would buy them here instead out of town - paper products (toilet paper/paper towels, kleenex, etc., canned goods, clothes/shoes, makeup, toiletries - actually everything.
Clothing - other than \$40 sweatshirts.
I can go to Rhinelander or Wausau and even to Merrill and it saves me money even considering the price of gas.
Furniture - serving machines and supplies and cosmetics
Sporting goods, clothing, office supplies.

I would like to see a Target/Walgreen's or either store close to town. Most of the stores are set up for tourists and prices above my means. I would rather shop Tomahawk, but there are things not sold here and price also is a factor. In order for a town to grow, it has to open its hours to progress.

Larger selection of toiletries/cosmetics, household products/linens/ party supplies, shoes (Payless) basic clothing - jeans, underwear (mens and womens) etc. dry cleaners - alterations. A family restaurant would be great. One that is affordable and nice selection like a Applebees, Perkins, TGIF, etc. - would also bring people families here.

Wish we had a Kohl's or? Use 3-4 of empty stores, but downtown and not the outskirts of town.

Inattentive clerks in some stores - too many tourist knickknacks, kids hanging out on Main Street, most older people will not go downtown alone - sidewalks dirty - windows not clean.

Everything you could buy at a Walmart, Fleet Farm, Menards, Younkers, Pennys, Kohls on and on and furniture and groceries and gas should have been in survey.

The only thing we need just like Rhinelander is a Wal-mart or Shopko. Then we would stay in our own town and leave the money here. Most people will agree.

All clothing and most household products. Specialty clothing store prices are too high and poor selection. Dollar store clothes are cheap and ugly.

Sportswear, some pieces of furniture.

Clothing, furniture, music, DVD's electronics, computer items, restaurants, Taco Bell.

I would like a Sam's Club store and Fleet Farm.

Shoes, socks, bedding, pillows, underwear, yarns.

Even if such things as shoes and men's dress clothes were available I probably wouldn't buy these in Tomahawk because there would be a limited selection. Would buy "Made in Wisconsin" items and other tourist oriented products.

I love Tomahawk just the way it is now. Please don't commercialize it. Keep it simple. That is what makes the city of Tomahawk so beautiful and unique!

Shoe store, clothing stores. Drug store that stays open till at least 9 pm variety stores not junk. Shopko or something on that order.

Computer supplies, more choices of the item you want to buy.

Clothes, shoes, groceries at reasonable prices - prices at Tomahawk Foods, Nelson and Ben Franklin overpriced - Walmart and Aldi's is much cheaper.

We only shop for gas, groceries, medical services, pharmacy, cars, furnaces, etc - Do all our shopping on the internet or catalogs for clothes and other products such as make up, shoes, etc.

A department store where you could get a little bit of anything. Clothing a big one. Furniture and home décor. A one stop shop would really be the thing.

Not sure, as have gotten used to going out of town for better selections and prices. Years ago there were more stores and local friendly, not so today, many have left area and new have been discouraged. I only support a few retail stores, small time and local friendly.

Clothing, shoes, bedding, appliances.

I purchase what I need when I need it. I go to Ace - The Feed Store - Hallmark as I like the punch card system. I have done other stores also, True value Ben Franklin (crafts) etc. The flower shops. If I need or want what they have. Punch cards are great for local residents.

Clothing, shoes, lower prices. I bought a tea kettle at Fleet Farm for \$9.49. The same, identical items was \$25.49 locally. I won't shop in Tomahawk and pay more for everything.

How about a Walmart??!! Right on the corner of 8 and bus. 51. That should never have been tabled when it was offered years ago. Or how about a Kohl's Tomahawk stores offer a lot of nothing.

Nothing unless prices come down.

Sporting goods store downtown (Army surplus) is great but way to expensive. You just need to lower prices more I do shop when there is a sale at the surplus store. Viegut's is robbery!

Starbucks coffee, a good Hallmark store.

Fix up the theatre! Modernizing all of downtown might make people shop there more. You can still have old fashioned charm but with modern updates.

Need lower prices for me to shop. Love the scarlet garden, however.

Instead of 1 coffee shop here, 2. Also parking isn't very good.

A nice office supply store but with reasonable pricing. An updated clothing store for children.

The whole problem is the grocery prices. If groceries in Tomahawk weren't so expensive, I wouldn't have to shop at Walmart. And as long as I'm at Walmart, I might as well get everything else I need while I'm there. That's the reason I shop elsewhere.

Downtown area looks dirty.

Just need more of everything. And a facelift of the buildings (inside and out) might help.

How about a Gold Crown Hallmark store? The one downtown is awful.
More restaurants like BK, Corner Mountain Mud Coffee Shops, a Taco Bell maybe. There's just not enough variety.
Probably nothing unless the prices were competitive/comparable to other places I shop outside of Tomahawk.
Not sure but the kids hanging out on the corners in the summer keeps me away.
Lower prices on everything, not just groceries - toys at Ben Franklin are ridiculous prices. Would like to see an ice cream/candy store, would also be nice if things stayed open all year!! I.E. D.Q. Drive in restaurant.
How about a larger coffee shop with internet access, Minoqua has one and one that's open on Sundays.
More fast food type places. Need more shops like the Scarlet Garden. Boulder Junction is a great example of a good downtown as is Phillips - where we shop often.
Better quality stores. The stores downtown look very unkept and dirty. And thank God the Hmong nail place is gone!!!
CDs, clothes stores (Old Navy), nicer novelty stores. Don't think this will ever be a reality for Tomahawk.
I usually only shop for outdoor/garden items, which Tomahawk has but it's way too overpriced.
Need a better theater. I was there once and will never go back. Film didn't work, chairs are nasty, employees children were running up and down aisles. I have also heard this from others. A nice updated movie theatre would be a great improvement - maybe 2 screens. I wouldn't mind paying more for a movie then. Now, we drive to Rhinelander where we can enjoy ourselves while watching a movie. Parking at the theatre in Tomahawk is also unfavorable.
Simply lower prices. I would love to support local businesses but can't with 3 children.

My grandfather use to own/operate a store in Tomahawk. The stores that were there when he was are still there! Tomahawk needs a huge makeover. Use Minoqua as an example. Also could use a couple more fast food drive thrus.

Tomahawk needs an update, modern stores, inviting stores, etc. It's still the same as it was 30 years ago when I was little. Stores are charging too much for outdated items and just don't have a variety of products.

You just need better prices. I refuse to pay \$8 for a bottle of generic Ibuprofen when I know Walmart has the same thing for \$4. The same holds true for shampoos, deodorants, toothpaste, etc. It's worth my gas \$ and time to save money and to have enough left over to eat someplace else other than McDonalds or a Bar.

You could have more fast food restaurants - Taco Bell, Wendy's - even if they were closer to the freeway - like the new KFC/Taco Bell in Merrill.

Clothes, shoes, Taco Bell.

Clothing.

Clothes and other things that are hard to find in Tomahawk.

Clothing/shoes.

Clothes

Clothing

Clothes

Products with competitive prices and large quantities.

Most things are here, but priced too high!
Daily need items.
Fine art, shoe store.
Computer supplies, beading supplies, better pricing for school supplies.
Clothing for adult and children, shoes - adult and children, bulk items like at Sams Club, Fleet Farm type items, funky jewelry and accessories, winter coats etc (Columbia etc). Toy/gift items for birthday and Christmas so we don't have to go to Target/Walmart etc.
Clothing - stylish and current fashion health and beauty - to limited in Tomahawk.
Clothes, appliances, food
Business clothing - health food products, appliances (furniture - we bought all our furniture from Wittrock - now we go to Courtside) Teenagers clothing - stylish shoes, big and tall sizes.
Men's clothing, shoes etc. Building materials etc. It's just a fact of life that you can't compete with big chains, people have to go where they can get economics.
Women or men's clothing, electronics, detail car wash.
Clothes-shoes-Walgreens type stores! Definitely need some major re-facing and repairs to bowling and & movie.
Cloths - certain building materials - office supplies - appliances - tv and stereo stuff - automotive accessories, etc.
Mens slacks, tie and dress shirt, underwear, mens, good makeup, toiletries.

None at this time that I can think of. Go to Wausau or Rhinelander if something else required
Not a big shopper.
Clothing for 50 year olds and above, men's clothing.
Clothing - health and beauty.
Clothes, good prices.
I would purchase more of the products we already have if prices were more competitive or stores had more honest "sale prices".
TV shop, restaurant that allows smoking and is open at least until 7 pm., a kitchen gadget shop, bbq and burger restaurant priced reasonably.
Since we are retired grandparents, were looking for baby clothes and toys. We do a lot of shopping at Menards and Fleet Farm. Also Dave's County Market is much better on specials and meat sales and variety.
Quality and reasonable priced clothing and shoes for everyday dress. More variety on commonly used items around the house - bedding, curtains, small appliances etc. Hunting, fishing, camping items - more variety and prices reasonable.
One comment: I often feel that some store clerks need to be more cordial - customer relations training may be helpful - complain - I often hear business owners are too often neglectful of keeping scheduled appointments and don't bother to call customer. After all - service should be a priority maybe? That is one reason for lower patronage.
Sears, Sears, Sears.
Quality clothing, hunting apparel.

I go to Walmart for most of my purchases because I can get everything I need there. I don't have to go multiple places dragging my 4 year old son around.

Mostly woman's clothing store and home style bakers - Kings never should have closed.

Home improvement, variety.

I feel everything but ordinary - street cloths - are available. Bulk food and spices like Gleason [has] would be [good]; maybe it is too close.

### Additional Comments

Tomahawk is a tourist town, but you forget about the people that actually live here year around. We have to go out of town to shop to get a variety of products and decent prices. The people in all the stores in Tomahawk are very nice and friendly.

Cheaper groceries draws us to Rhinelander and then we go to Walmart and Rhinelander's specialty shops as they are also cheaper to have more to pick from.

To the Chamber of Commerce - We have been looking for sometime to find a way to share a few local business stories with someone where it will be of value. We hope you will have the time to read what we have to say. Let me back up our statements by saying, my husband had been coming to the Tomahawk area for fishing and yearly vacations for over 55 years - for me it had only been about 45. We have seen mega changes in Tomahawk and surrounding areas as you can well imagine. Then a little over 2 years ago - we had a place built and moved here. Then our eyes were really opened. We wanted to share a few incidents with you. #1 - First holiday season, we called a Northwoods merchant up - I wanted to see if they carried a particular item - they did. I asked, it being Christmas week, would they have any evening hours since I couldn't make it down till after 6. The "very kind" person on the phone informed me that she came in at 9 and when 5 came - she had worked her 8 hours and was going home - not staying any longer for Christmas season or any other time. Now - she could have nicely said, sorry, we

don't have any evening hours. #2 - We needed various "jobs" finished on site. We wanted to get a couple of estimates from different people and chose accordingly. Most people set up appointments to come out - often times never showed and rarely called even a day or two later to apologize that they hadn't made it. But in the meantime, we had sat around all day waiting for that person to keep their appointment. Then a few times when they would show up, sometimes after 2 or 3 calls, it would be weeks before anyone got back to you with an estimate or whatever was appropriate. #3 - My husband went to a local dealer in Tomahawk to purchase an outdoor recreational vehicle. Gentleman came up to him to see what he needed. My husband simply said, I'm here to see what kind of deal I can get. The gentleman then proceeded to tell him that he didn't have to make any kind deal. He had so many units to sell each year and did so he didn't need to make deals to sell them. And then he further informed him that if he didn't buy a unit from his business, that if another unit needed servicing, it might sit for 2 weeks, waiting for service, since he would attend to those that were purchased there first. Is this arrogance or what? You tell us . . . So my husband went to Rhinelander and they couldn't have been nicer and were there to do whatever it took to repair the vehicle we did have. Oh yes, and we had originally purchased the vehicle here locally in the Tomahawk area. #4 - Regarding tourists up here - I know some of them can be pretty obnoxious and want to be catered to . . . But when we used to come up we knew that many businesses hated dealing with what they call, behind our backs, FIBS. We used to get the distinct feeling and again, we are not alone in this - we have talked to others up here - come to the Northwoods and spend your bucks, but we really don't want to be bothered with you. You can't have it both ways. We have heard that sentiment expressed by vacationers many times over the years. #5 - Another thing that was so confusing to us when we actually did move here were the store hours in Tomahawk. We would run all of the way in town for something - say on Sat. Oh well, some stores close at noon - some at 3 some at 4. You can never count that when you get there it will be open. So we just head to Rhinelander where we know the stores are open all day and into the evening. We never have to worry if it will be closed or not. Another example - our son needed a new subscription filled last weekend. He went to Tomahawk and the one pharmacy he went to was closed on Sundays - one is open for a few hours. [Why not have] a pharmacy not be open for a least a short time on Sunday? #6 - We can't find a lot of the items we use today in the 2000 era in a small town. We understand that a small town does not do the volume and therefore cannot offer the lower prices that larger stores do. But being 15 miles from all 3 of the nearest towns, we choose to shop where we can have the biggest selection and better prices so often times we will use Walmart or take a trip to Wausau. We do base our banking, grocery shopping and dining for the large part in Tomahawk. It's not to say that some of these same things don't occur in larger cities but we think it is much more noticeable in smaller communities. I think we feel that larger cities are less personable and friendly to their customers - you don't seem to think it should be that way in a small one. And constantly we hear about the friendly small town attitude that everyone wants to promote. And please understand, we have also experienced some wonderful businesses up here - to name a few - Amy from Tomahawk Flooring, Will from Northwoods landscaping - My Feed Store - several area restaurants. They couldn't do enough to be sure that what you wanted and ordered was completed or fulfilled. But then you have these others, who have the arrogant, I don't care attitude. And sorry, it does show to the public. We hate to see Tomahawk loose its small town qualities but we have seen so much change over the years and I am afraid that in general, it is very hard for a small community to keep up with the changes going on around it. It is no longer a matter of people having to buy locally when they can shop in their car and shop elsewhere with the bigger and better bargains.

And it is a pity that is happening because Tomahawk is a wonderful caring for others community - it does so many wonderful things to help people and share what it does have. It is to be commended on that. And I love volunteering in Tomahawk because of this. Thank you for listening. J & J Rau