



FIRST IMPRESSIONS

A Program for Community
Assessment and Improvement

City of Chilton, WI
&
City of Kewaunee, WI

Coordinated by:

***Jerry Braatz, University of Wisconsin-Extension, Calumet County and
Nadine Boltz, University of Wisconsin-Extension, Kewaunee County***

Kewaunee Participants

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First Impressions: A Program For Community Assessment and Improvement

A View of Your Community Through the Eyes of a Visitor

Sometimes it is difficult to see ourselves (communities) as others (customers/visitors, potential residents, potential businesses) see us. Our views are skewed by over familiarization, lack of differing perspectives and expectations, and a reluctance to be completely honest with our neighbors.

In 1991, the First Impressions Program was created by the University of Wisconsin-Extension as a community assessment tool. This program allows volunteers from two somewhat similar communities to do unannounced exchange visits and to report their findings. Over 150 communities from states throughout the Midwest have participated in this program, which has been helpful in evaluating how outsiders view their communities. The University of Wisconsin-Extension coordinates the First Impressions Program in Wisconsin and provides guidelines and reporting manuals to volunteers. The guidelines insure that evaluations are thorough and uniform.

In July 1997, the Chilton Chamber of Commerce Visual Improvements Committee, received information about the First Impressions Program from Jerry Braatz, Calumet County University of Wisconsin Community Development Educator. The Visual improvements Committee decided to participate in this program. Jerry Braatz sent electronic mail messages that provided information about Chilton and mentioned that the city was seeking a First Impressions partner. The City of Kewaunee expressed interest in participating in a First Impressions Program with Chilton. Further discussion with Nadine Boltz, Kewaunee County UW-Extension Community Development Educator, revealed that Kewaunee was somewhat similar to Chilton. At this point, the First Impressions Program was planned and dates were scheduled. Volunteers from Chilton made an unannounced visit to Kewaunee, Wisconsin, on Tuesday, October 28, 1997. A group from Kewaunee made their visit to Chilton on Monday November 24, 1997. Each group completed an assessment and recorded their comments, thoughts, and recommendations.

Enclosed you will find the First Impressions reports for Chilton and Kewaunee. I trust that this information will be useful to you. Should you have any questions, feel free to contact me at (920) 849-1450 or jerold.braatz@ces.uwex.edu.

Sincerely,



Jerry Braatz
Community Resource Development Educator
UW-Extension, Calumet County

SUMMARY

POSITIVE IMPRESSIONS

City of Chilton

- Impressive industrial park
- A great amount of retail activity for a small city.
 - Older homes are well maintained.
- New subdivisions have quality homes.
- Attractive schools.
- Excellent community brochure.
 - New city hall with extremely helpful staff.
- Very helpful and friendly staff at the Calumet County Courthouse and Chilton Chamber of Commerce.
- Friendly and helpful citizens.
- Kaytee Aviation Center - attractive and inviting.

City of Kewaunee

- Kewaunee is the County Seat.
- Community hospital is a plus.
- Three nice hotel/motel establishments in the community and a Bed and Breakfast.
- Major new high school development.
- Karsten Motel was entirely renovated; delightful facility.
- Historic district was attractive.
- Tourism theme was evident throughout the city.
- Topography and Lake Michigan.

First Impressions of Kewaunee, Wisconsin

October 28, 1997

A Program for Community
Improvement

Coordinated by:

Jerry Braatz

Community Resource Development Educator
Calumet County *UW-Extension*



Team Members:

Greg Garton

Derek McDermott

Diane Thorson

Roy VanGheem

Time of Visit

Tuesday, October 28, 1997, arrived in Kewaunee at 10:00 a.m., departed at 2:30 p.m.
Weather, partly cloudy, temperature in the low 40's

downtown is located next to the harbor and has old buildings. Going north on **42** past the harbor is an industrial park, and beyond that is farmland to the north. Going west from downtown on Highway **29** you go up a steep hill and go west through an older residential area of older homes that are not attractive. On the far west side is a new retail business area and farmland.

As we entered town, the well-kept older homes made a good impression. It appears Hwy **42** has been recently reconstructed. We drove through an older business area in the center of town. There are older, less well-kept homes along Hwy **29**. City appears to be fairly clean in most areas. It appears to be your average, older, small city. The topography adds to the city.

As You "Drive Around Town

You now divide into your teams: one team will drive the town for about an hour while the other members will hoof it and start visiting businesses, city hall, etc. After lunch the teams will switch roles so everyone has a chance to drive the community and to personally walk into stores and visit with people.

3. Driving...evaluate **EACH** entrance. **Go** about $\frac{1}{2}$ - 1 mile out each road and return. List each road (**61 North**, etc.) and list positive and negatives for each.
 - **29 West** — some new development (Piggy Wiggly, pharmacy, Jorns Chevrolet-Pontiac)
 - Highway **29** — narrow street, good surface, no pot holes
 - Highway **42 South** — billboard advertisements, not overwhelming, nice city welcome sign, new street, bed & breakfast, nice historic homes, lake views
 - **42 North** — Top of The Hill shop, Coho Motel, new home development along lake, marina, Pots-R-Us
 - Entrance on **42** heading north was nice and neat appearing. Entrance on **42** heading south was not as attractive. Some businesses need sprucing up, more industrial area, Entrance on **29** heading east looked nice with newer retail businesses, however, then entered into area of residential that could have more outside appeal.
 - **All** entrances were pleasant, including well-kept buildings and adequate welcome sign, but not a lot of directional signs as you come into town. The view of the marina and the lake is most striking coming from the north. Coming from the west is much plainer except for some new commercial business on the edge of town which is appealing, and the newer residential subdivisions are at that end to town which have a pleasant view, and the school is certainly pleasant especially with the substantial expansion going on with it.
 - The drive on **42** south of downtown is on a hill following the lakeshore with well maintained homes. The downtown area has old gaslight posts that are not noticeable. The harbor is an attractive area with lots of docks and a lighthouse at the end of the harbor. Kewaunee was build on a cliff overlooking Lake Michigan with a scenic view from the courthouse on top of the cliff. The newer residential subdivisions are to the south and west.
 - From the south on Hwy **42**: The street is newly constructed. The houses are well kept. You can view the lake in some areas, these are all positive.
 - From the north on Hwy **42**: A newly constructed street. The marina and small park at the bridge is a nice view. There appeared to be quite-a-bit of vacant land.
 - From the west on Hwy **29**: The commercial areas on the west side appears to be newer and well kept. The street is older and has a rougher ride. The homes along **29** are not as well kept as along Hwy **42**.

4. (a) Driving...evaluate other downtown business area: signs, appearance, size, etc.
 - Street signs were adequate, size of downtown business district was small, more holiday banners are needed, expected more retail and commercial shops for the size of the community. No signs directing people to the Chamber of Commerce Information Center.
 - Downtown area appeared to be typical small town. Some businesses need a face lift and others are well maintained.
 - Driving through downtown confirmed that in that area both the industry and commercial establishments do not look real vibrant with a few exceptions such as the newly renovated hotel. There were a few banners around but no pattern of banners which really did not help the situation at all. **A** number of the stores were closed leading to the conclusion that much of the business downtown **is** seasonal based upon the use of the marina. The commercial buildings are obviously

PROFILE OF CHILTON PARTICIPANTS

Greg **Garton** - Manager, Great Midwest Bank, Chilton Chamber of Commerce Member, Visual Improvements Committee Member

Diane Thorson - Manager, M & I Bank, Chilton Chamber of Commerce Member, Visual Improvements Committee Member

Roy Van Gheem - City of Chilton Public Works Director, Visual Improvements Committee Member

Derek McDermott - Attorney, Lutz, Burnett, McDermott, Jahn and King Law Firm, Visual Improvements Committee Member

Jerry Braatz - University of Wisconsin-Extension, Community Development Educator for Calumet County

FIRST IMPRESSIONS VISIT SURVEY RESPONSES

As You Approach The Community

1. What **was** my perception before visiting? What did I expect?
 - Small city on Lake Michigan. Located near nuclear power plants.
 - I had little knowledge of Kewaunee. I expected a small town with minimal retail and industrial. Many Mom and Pop type shops. Residential area would be improved with neat outside appearances. Mostly older homes with little new construction.
 - I expected a small community not unlike Chilton with mostly modest, middle-class homes, small commercial base, a number of churches, typical school buildings, and some industry for an employment base.
 - I expected to see a small town on the shore of Lake Michigan with a nuclear power plant.
 - I expect to see a typical small Wisconsin city. Mom and pop shops, one or two grocery stores, one or **two** industries, middle class residential areas. An area with waterfront shops.

2. The "five minute" impression: Take one drive through the community without stopping? **As** you exit the community, pull over to the side of the road and write down how you felt about the town **with** only this quick look. **Do** this in silence, don't talk with the others in your group for this part.
 - Approaching the city, I saw several antique shops and advertisement billboards.
 - **As** we approached the city from the south, I noticed a new street, several historic homes, a small commercial and retail downtown district, a few holiday banners, Lake Michigan, bluffs, marina, new development on the north side (Piggy Wiggly and the car dealership). Highway **29** was narrow, not much industry.
 - After the **5** minute impression I felt that the City of Kewaunee was predominately a community that targets tourism. The lighthouse theme seemed to keep coming to mind. The views of the lake were beautiful. I was surprised by the small commercial and retail districts. I had the impression that residents must shop in a nearby community (Algoma?).
 - My "five minute" impression was of newer streets, small downtown area, newer area on Highway **42** at outer edge of city. Neat looking city. Very nice older homes on Highway 29. "Welcome" signs to **city** are not very visible, they blend into the background. Stopped at Pioneer Park, beach appears to be nice but park is too small.
 - I **was** impressed with the cleanliness and the topography of the community. The hilly nature of the city definitely adds character. While I noticed a few older, well-kept homes, most of the homes were as I expected--typical middle-class ranch homes and older two-story bungalows. The downtown did not look very vibrant and the industry looked "old." With winter approaching, the marina looked empty but relatively new and efficient. Decent streets and bridges. Nice collection of trees that appeared well maintained.
 - The homes on Highway **42** coming from the south have a good, clean appearance about them. The

- Street signs were easy to follow.
 - Street signs are typical.
 - Street signs were adequate.
- b. traffic patterns/street conditions
- Traffic was light, streets were in good shape, Highway 29 was narrow but no potholes or bumps were evident.
 - Traffic was easy to maneuver.
 - Traffic patterns and street conditions are average. More than normal dead-end streets due to topography. Not particularly easy to get around the community as a stranger, but again the lack of routine systematic north-south, east-west streets adds to the character of the community even if it makes it more difficult to get around.
 - At the time we were in town, there were no traffic problems. Most streets were in fairly good shape.
- c. welcome signs (at entrances)
- Welcome signs were attractive.
 - Welcome" signs were not particularly visible.
 - The welcome signs are adequate, although it did not appear to be lit for nighttime viewing, and perhaps they need to be moved out further to the edge of town as development is expanding. The greatest asset Kewaunee has for visitors, of course, is the marina and it should be better advertised at the edge of town as part of the welcome sign.
 - As far as signage, Kewaunee has a nice welcoming sign showing the service clubs, but it was hard to notice signs for the middle school, high school, courthouse, and hospital.
 - Adequate.
- d. direction signs to parks, schools, hospitals/clinics, attractions, services (i.e. police, etc.)
- Direction signs need improvement. Only noticed signs directing people to the hospital, nursing home and fishing hatchery. No directional signs to parks, schools, or police were evident.
 - Only saw the one park and that was by accident (didn't notice any other signs for parks). School and hospital were found while in the residential area, they were not easily found from the retail section of town.
 - Directional signs are minimally adequate as far as the school and courthouse. The standard state signs are used, but not extensively throughout the town.
 - Except for the hospital and the small beach park, I do not remember seeing signs for the school, parks, attractions and other services.
7. Driving...comments on industrial park/area: Sign well defined, busy, growing, new, etc.
- Expected more industry. Identified Vollrath Plants Number 1 and 2 and Kewaunee Engineering. The Kewaunee plant looked relatively new and attractive. Saw one industrial park sign on Highway 42 north.
 - Industrial area was not growing or expanding. Looked like it was limited by the lake.
 - Industrial park areas are not signed very well. The buildings look older. Some look busy and others do not. Obviously Vollrath looks busy but there are some other buildings that look almost abandoned. Landscaping is virtually nonexistent in the industrial areas because again they appear to be older and developed at a time when landscaping really was not a key concern in an industrial development.
 - The Industrial Park next to the harbor detracts from the harbor. It should be located on the edge of town out of view similar to the Kewaunee Nuclear Plant.
 - There seems to be three small industrial areas. None of these appear to be an industrial park. There were signs identifying individual industries, but not an industrial area. Some of the industrial buildings on the east end of Ellis Street appeared empty while others could use a face lift. The facility on west Miller Street appeared clean and well kept. The facility on Milwaukee Street appeared adequate.
8. Driving...comments on schools
- Major new high school addition, Recreation facilities and school grounds were impressive. Saw one older school building on south Milwaukee Street.
 - School was constructing a large addition. Looked nice and well kept. Appeared to have sufficient space for current population. Future expansion appeared possible based on the amount of land

old. Some are well maintained and others show the wear of age, especially on the sides and backs of buildings.

- The downtown business district is in a good location at the bottom of the hill next to the harbor on the shore of Lake Michigan. It consists of about 4 restaurants, 3 banks, a bowling alley, furniture store, variety store, bakery, meat market, Maritime Museum, and professional offices. However, the store fronts do not look attractive and need to be renovated. The park is located downtown next to the Vollrath Company which is small and not noticeable. The harbor view is attractive, but the Industrial Park to the north which is called Kewaunee Engineering detracts from it.
- The downtown business area appears to have a mixture of retail and service establishments. The store fronts are older in appearance and are not consistent. The decorative lighting is somewhat hidden by the larger trees. The street banners seem to be spaced too far apart.

(b) Driving...evaluate other business area

- Only observed one grocery store (Piggy Wiggly) located on 42 north. Not centrally located. Forces everyone including elderly to drive to the store for groceries.
- Three motels/hotels and a bed and breakfast. The number was surprising. Hint that the community promotes tourism. Harbor Lights Lodge brochure was impressive. However, the lodge does not have weekly rates.
- The west end has some new businesses which are certainly pleasant but nondescript in terms of character which is understandable when you are talking about a car dealership and grocery store. There appeared a large building that was closed that must have been a grocery store at some time. Perhaps this is the store that moved out to the west end of town where there is more residential development. Other than downtown and the west end, there is not a lot of other business area except near the manna with the clock business building which sits by itself on the north end of town and a couple of businesses on the other side of the road all of which are pleasant, well kept and modern.
- The small commercial area on the west side of town appears to be fairly standard.

5. Driving...comments on residential

- Residential neighborhoods were attractive. The historic district added some class. A few homes were in need of repair, A community block grant development program may help some folks make home improvements.
- Residential areas look well kept. More new construction than expected. New areas of town are nice looking and appealing. Historic area has some very nice looking homes, with the majority well kept.
- For the most part, all of the residential areas are well maintained. In some of the older parts of town the residences are small and showing their age in such that the windows and roofs need repair, stuff sitting outside although not very much, and landscaping overgrown. However, this is more than balanced out by some of the older homes that are in the historic district that are very well maintained by the courthouse and on Hwy 42 going south which definitely add character to the community. The newer part of town going out to the west is very typical of post World War II development in that the older homes in these areas are your typical modest ranch homes that are well maintained, somewhat uniform in size and style, Then as we get further out the developments take on a modern character with somewhat larger homes and meandering streets. This is fairly flat land so somewhat easy to develop. Again, very well kept and neat appearances. Tree plantings are extensive in the community, including the terrace areas which after several years certainly takes away the building in a field concept for the subdivisions.
- In driving around the residential area, a lot of the homes built before 1960 need to be renovated. A program like the City Block program would work well here.
- The residential areas seem to be what is expected in a small city. A mix of newer and older residential areas, As a rule, the multi-family housing seems to be grouped in areas separate from single family housing.

6. Driving...comments on:

- a. street signs
 - are adequate, easy to read

the chamber office by foot was impossible. It also would not have been very easy had it been good weather. This office was very nice, however, not located well for foot traffic. Most businesses had the water from their roofs or awnings falling on my head, not an appealing feature. Backs of buildings need a major facelift. Some businesses had nice looking facilities.

- Frankly, the downtown business area looked stressed. While clean, the buildings and store fronts show age. Very few were ADA compliant which surprised me. Again, other than the recently renovated hotel, none of the other buildings look like they have undergone any kind of facelift or remodeling for years. Nice selection of shops in terms of available projects, especially furniture and dime store items. I do not recall seeing a lot of clothing stores, although I may have missed it, especially kid stuff. Again, better use of banners and signs could definitely add character to the downtown. The topography is excellent but the aging store fronts could use a facelift, not structurally, just a little paint, upgrading of awnings, and again, perhaps an improvement in signs and use of banners. Basically the same problem as Chilton has on Main Street.
- The signage in the downtown business area had no central theme or design.
- Some of the store fronts were freshly painted and well kept, while others could use a face lift. A common theme to tie the areas together would be interesting. Many of the buildings were not ADA accessible. Some of the awnings and roof lines dripped water on the sidewalk and your head. It had been two days since snow fell, but some sidewalks still had snow on them, The sidewalk on the bridge had not been shoveled. There is a lack of sidewalks on the bridge approach. It appears that some of the shops are seasonal and closed during the off-season. I think the Harbor Lights Lodge, the Karsten Hotel, along with the bed & breakfast establishments gives a visitor a surprising choice of lodging options.

12. Walking around...comments on people: were they friendly, did they know answers to questions, did they try to help, appearance, etc.

- Staff at the Union Bank were very friendly, Directed us to their bathroom facilities. Explained the different savings accounts at their bank. Had a conversation with an older gentleman on the street. The manager at the Karsten Hotel was very cordial. He let us look at some of the elegant rooms in the hotel. Asked a person if there was an elevator at the senior citizen center. Received a warm response.
- Did not have many people say hello. What businesses I went in I initiated conversations with employees. Received little information about the city from local businesses.
- All of the people we encouraged were friendly and informative. We stopped in a couple of shops to ask questions and the people were very friendly.
- Walking around the downtown business area, I found the people to be very friendly and helpful. Many had smiles on their faces. The signage in the downtown business area had no central theme or design.
- People on the street would answer your questions when asked. Most of the business people greeted you when you entered their establishment and were happy to answer any questions.

13. Community information: comments on:

a. community brochure (tourist type)

- Did not find a brochure that specifically focused on the City of Kewaunee.
- Had extreme difficulty finding information about city. Purchased a map of the community in order to get around. No one had one available even after saying we were interested in the possibility of locating there. The chamber office had a tourist type brochure, however, most establishments were advertising for non-local businesses and attractions.
- Many of the businesses, restaurant, clock shop, and municipal buildings had brochures focusing in on the lake front. However, what was lacking was a good informational map which I am sure most communities this size lack.
- I found one brochure for the City of Kewaunee (there were many more for the county). It listed general information about the city but no specifics. The Harbor Highlights had some good information of specific attractions and events. I also found the Kewaunee Star an interesting source of information.

- around the schools.
 - Schools look clean and are expanding. Traditional looking buildings centered in the middle of the residential area where they should be and yet apparently the city and school were smart enough to apparently own enough land for expansion as it is now taking place.
 - The high school is large with room for expansion and extra land for sports events.
 - The elementary school is located near the high school and appears to be very adequate.
 - The Marquette Middle School looks to be functional as a middle school. (There was not time to tour the schools), The high school appeared to be expanding. There is a large amount of land available for the school's buildings, playground and athletic facilities.
9. Driving...comments **on** parks, playgrounds, athletic facilities, etc.
- Parks were difficult to find. Better directional signs are needed. Wooden walk by the bridge was well done. Pioneer Park was scenic.
 - **As** previously noted only found one park and it was minimal.
 - The map showed more park land than we could discover. It looked like some undeveloped lands in the marsh areas and along the train are designated as parks but there really is no park development as such. The downtown park by the lake near the industrial area is very meager, the only assets really being the beach and a couple pieces of playground equipment. The best playground equipment in the area is at the schools and those athletic facilities and playground equipment look more than adequate.
 - The small boardwalk by the marina is nice, but short. Are there plans to extend it? I think the marshlands walk is a good use of the natural resources in that area. The beach park was small, but a good place in the summer, We did not locate any other parks or athletic facilities while we were in town.
10. Driving...comments on other:
- a. **hospitals/clinics**
 - Nice to see that the community has a hospital.
 - Hospital was a plus for the community, as is the fact it's a county seat.
 - The hospital and clinic look old but functional, and considering the size of the community, it is a blessing to have it.
 - The hospital is attractive and appears to be adequate for the area.
 - I believe the hospital and clinic are a great benefit for the community.
 - b. **billboards/advertising**
 - Billboards on **42** entering the city from the south provided a wealth of information.
 - Billboards on outside of town were tourist types. However, community probably swells in summer and this is a source of revenue for local businesses.
 - The lack of large billboards from my perspective is certainly desirable. Again, advertising focusing in on the marina could be more extensive in the community.
 - The billboards were not overly intrusive.
 - c. other
 - The courthouse is very old and needs to be remodeled.
 - The public facilities, such as the wastewater plant and city wells did not have signs identifying them.
11. Walking around...comments on businesses (physical part: appearance, displays, signs, etc.)
- The appearance of the downtown business district was fair. The sidewalks were full of snow and ice. One building on Ellis Street did not have a roof. House of Ryan automobile dealership in the downtown area, good mix of retail restaurants, taverns and services (post office, banks, city hall, law offices), also had a bowling alley. Larry and Mona's and the Karsten Hotel had excellent food and service. The Svobola Interior's building storefront was very well maintained and attractive, Goosenest storefront design was also attractive. Trees in front of some storefronts were too big. They blocked the business from view. Baked goods at Tom's Pastry were excellent. A few tables for having a cup of coffee and baked goods might enhance their business. Garbage receptacles and benches in the downtown area were attractive.
 - Most businesses had not shoveled sidewalks making it difficult to get around. Attempting to go to

- Received directions to the Chamber of Commerce from several people.
 - Was directed to the chamber office.
 - The woman at the Chamber of Commerce was somewhat knowledgeable, but being younger lacked depth in her knowledge of city history which is understandable.
 - **As** you drive around the city, the chamber building is not in a location where we drove to first. I was told at City Hall where it was located.
- b. comment **on** information available
- The chamber had a wealth of information.
 - Again, information at office was for attractions not in the city. Had one small flier type document for the city.
 - She was helpful in the information they had available.
 - The chamber office had many good brochures about Kewaunee and the surrounding area with factual data pertaining to the city, to the Door County area, and to the recreation in the area. Kewaunee has a brochure on itself which is very attractive.
 - There was a variety of information available, from city and county attractions to information on new subdivisions.
- c. comment **on** staff
- Office had one staff person that was knowledgeable.
 - Staff was minimally friendly, offered some information.
 - The woman was very courteous.
 - The staff at the Chamber of Commerce quickly answered all of our questions.
- d. other (hours, appearance, locations, etc.)
- The building was recently built. Tried to walk to the chamber office, but the sidewalk on the bridge was full of snow and ice. The office is located on **42** north. Office is not centrally located.
 - Has a nice facility.
 - The facility is very nice. Lot of room to look around. Well located near the marina and had quite a few brochures and other information and community history, especially one room with their former congressman's history which is very unique and interesting to look at.
 - The Chamber of Commerce and Visitor's Office is in a good location next to the harbor with an excellent view.
 - It appeared the Visitor Center was only open in the morning. If you arrived in the city in the afternoon, you would not have access to this information.

16. Other stuff

- a. public restrooms (available, condition, etc.)
- Staff at Union Bank directed us to their restrooms. Also used restrooms at Larry and Mona's.
 - Did not see any public restrooms.
 - The only public restrooms we noticed were in the park.
 - The only restroom I used was at the restaurant which was in good condition.
- b. pay phones (working, phone book intact, etc.)
- Did not notice any pay phones, but I did not have the need for one either.
 - Did not see any public pay phones.
 - I did not take notice of pay phones or available phone books.
 - I did not notice any public restrooms or pay phones.
 - I did not take note of the condition of any pay phones.
- c. parking
- Parking along streets in the central business district was adequate.
 - Parking was adequate.
 - **In** the downtown area parking mostly on the street either parallel or diagonal. It was definitely adequate the day we visited, but I suspect during the peak summer season with the tourist the boat owners, parking gets a bit tight downtown. The nature of the topography makes some of the older residential areas difficult for parking because of the steepness and narrowness of the streets. The outlying areas being new have wider streets and more available parking.
 - I also did not notice a parking lot for the downtown business area.
 - **At** the time of our visit, parking seemed to be adequate in all areas.

- d. water fountains, benches, etc.
 - Several benches in the downtown area
 - Saw no attraction publicly owned such as fountains or benches.
 - I did not notice any water fountains or benches other than at the park.
 - The only benches in the downtown area are at the newspaper office.
 - The benches in the downtown and marina areas appeared *to* be in good condition.
- e. other
 - The hotel was very nice looking on the inside.
 - We noticed and checked into the development of the Hathaway Landing which should prove very interesting. Obviously, a lot of funds were invested in new docks in the marina. Not knowing how many boats rent slips, I would think more commercial development would locate near the marina for summer business.
 - I did not notice any banners or flags.

Wrap Up

A. Using your "senses"

1. What does the community **TASTE** like? (Specialty bakers/restaurant, etc.)
 - I recommend Larry and Mona's, Karsten Hotel and Tom's Pastry.
 - Both the hotel and bakery had good food.
 - The food at the Karsten Hotel was very good.
 - We had lunch at Kewaunee which was very enjoyable with good aromas from the kitchen.
 - The restaurant had good food at a reasonable price. I am told the baked goods from the bakery were excellent.
2. What does the community **SMELL** like?
 - **A** refreshing community on the Lake Michigan shoreline. **No** unpleasant odors from industry.
 - The smell and sounds were not visible other than the lake.
 - I did not notice any smells at Kewaunee other than normal smells.
 - You could smell the lake and river. I do not recall any foul odors from any of the industries.
3. What **SOUNDS** did you hear?
 - wave ripples, cars passing by, children on the playground
 - Kewaunee was very quiet the day we visited.
 - The community actually sounded pretty quiet to me.
4. What did the community feel like (emotional response, i.e. cold/warm, crowded/deserted, inviting, etc., **or** physical response, i.e. rough streets, etc.)
 - The community felt like a tourist town. Advertising emphasized tourist activities.
 - The bakery would have been more appealing had the interior of the building made you more comfortable, i.e., coat of paint, somewhere to sit, floor cleaner. The hotel was very nice and appealing.
 - I did not feel very welcomed. The atmosphere and people did not make me want to come back again.
 - The business district, while friendly, seemed a bit deserted in that some of the businesses were closed. Again, one senses that in the summer things are much more lively in Kewaunee because of the marina.
 - There **is** not much traffic on Highway **42** or 29, therefore the town appeared to be quiet and peaceful. Kewaunee is a warm friendly town with old buildings and a great location.
 - I got a feeling of an unhurried pace. Things were moving at a nice slow pace. It seemed like some things were shutting down (i.e. the marina, some shops).

B. List the **5** most positive things you observed about the community:

1.
 - natural views **of** the lake
 - nice schools and well kept streets

- topography
 - location on Lake Michigan with a beautiful harbor
 - The city seems to be progressive by planning for the future, through comprehensive plans and other planning. They also appear to listen to the community through surveys and other mechanisms.
2.
 - schools
 - a variety of retail, not all appealing to tourism
 - marina
 - the education facilities (high school, elementary school) courthouse and a hospital
 - They have a lot of natural resources, their river, the lake, and topography.
 3.
 - tourism theme
 - hotel and some entertainment
 - historic homes
 - good farmland around the surrounding area
 - They seem to be growing with new subdivisions: Hathaway Landing, Buffalo Heights, etc.
 4.
 - historic district
 - county seat
 - expanding school
 - an industrial base which would be the Nuclear Power Plant, Kewaunee Engineering, the Vollrath Company
 - It appears they have something to offer to tourists.
 5.
 - nice hotels/motels
 - some industrial base
 - Lake Michigan view
 - The residents of Kewaunee seem friendly and helpful.
 - They are the county seat.

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

- Develop a brochure that list all restaurants in the community. Enhance tourism promotion.
- The only idea I would like to steal is the development of a marina, but all we have is Lake Chilton, not Lake Michigan so it won't go very far.

D. What will you remember most about the community **six** months from now?

- tourism theme, retail craft and antique shops, views
- What I will remember most about the community will probably be the clock shop and hotel.
- The topography and the beautiful view of Lake Michigan.
- The chamber office which has a good location on the harbor, an attractive appearance, is filled with valuable information, and helpful service.
- Kewaunee is a nice friendly, small town with a near harbor overlooking Lake Michigan.
- I believe I will remember the setting. A city on the lake with great topography and nice views.

E. Other comments (that just didn't seem to fit anywhere else!)

- Karsten Hotel renovation was definitely positive and looks like it would be a nice place to stay for a couple of nights or even one night.
- I expected more waterfront shops and restaurants, The courthouse building is a great looking, older building. It does not appear to have enough room and facilities to function as the county seat in the 1990's and beyond.



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