

First
Impressions

COMPOSITE FROM
CAMBRIDGE VISITORS
TO
NEW GLARUS

*A program for
community improvement*

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As you approach the community.....

I. What was my perception before visiting? What did I expect?

Village with lots of gift shops and having a truly Swiss motif.
Great tourist center.
Neat and clean as is true of Swiss descendants.

II. 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 what 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.

Many unauthentic looking buildings.
Surrounding hills make it appealing.
Some businesses need to be refurbished.

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.

III. Driving...evaluate EACH entrance.

Go about 1/2 - 1 mile out each road and return. List each road (61 North, etc.) and list positive and negatives for each.

- N-69 Welcome to New Glarus is very well done.
Motels and fabric, lace factory build a great image as well as Candhaus.
- 39 Felt like a back entrance.
- S-69 Bakery sign gets one into moo3 for visit.

IV. (a) Driving...evaluate the downtown business area:

(Signs, appearance, size, etc.)

Some need a bit of refurbishing.
Appreciate consistent use of architecture.

IV. (b) Driving...evaluate other business area.

1. Some Great and some need to be improved.
2. Attractive and caring (M&I Bank).

V. Driving...comments on residential:

Most areas very nice.
Tidy and inviting.
School area with building in front of older structure
seems to detract.

VI. Driving...comments on:

a. street signs

Clear.
Easy to follow.

b. traffic patterns street conditions

Short streets could be a problem on busy days.
Stop signs and corners a bit confusing.

c. welcome signs (at entrances)

Distinctive.
Easy to read.

d. direction signs to parks, schools, hospitals, clinics, attractions, services (i.e. police),
etc.

On the whole good but sign to downtown needs to be
replaced.

VII. Driving... comments on industrial park area :

Sign well defined...busy...growing...new...etc.

Great.

Attractive and seems to be in a progressive mode.

Located close to major highway.

VIII. Driving... comments on schools:

Note one previous comment.

School near condo area - very well done.

Good playground area.

Reflected small town life.

IX. Driving... comments on parks, play grounds, athletic facilities, etc.:

Yuseum area well placed, getting tourists into a section away from businesses.

Biketrail adds to facilities.

State park close by.

X. Driving... comments on other:

a. hospitals/clinics

Very nice.

Nursing home and retirement apartments (very nice).

b. billboards/advertising

Not consistent.

Some need to be more professional.

Fluorescent paint doesn't add to swiss theme.

XI. Walking around...comments on businesses (physical part):

Appearance, displays, signs. etc.

1. A bit inconsistent.
2. Bank with bells is unique.
3. Feeling of being in a real Swiss style village.

XII. Walking around...comments on people:

Were they friendly, did they know answers to questions, did they try to help. appearance, etc.

1. Very friendly.
2. There on a Sunday so there were some shops we didn't get into.
3. Impressed with individuals in Landhaus Hotel.

XIII. Community information: comments on.....

a. community brochure (tourist type)

1. Available at numerous locations.
2. **Color** very good.
3. Like idea of lone yearly.

5. businesses, attractions brochures or directories

1. Some businesses had their own flyers.
2. Same as above.
3. Well done.

c. community profile (demographic, industrial type information for prospective business people, etc.)

Same as above.

d. map

This was well done.
Great.

e. other (ie. bulletin notice tourism, kiosks, etc.)

Map on side if information center GREAT.
Great for tourists.

XIV. City Hull...describe your visit:

a. appearance of facility, including signage
Wonderful use of architecture.
Compliments theme.

b. helpfulness of staff
Very helpful.
Very friendly.

c.

XV. Chamber of Commerce...describe your visit

a. did people know where it was (or who to refer you to?)
1. Close as of 10/31/94.
2. Clear.

b. comment on information available
Excellent.
Very helpful.

c. comment on staff
Warm and friendly.
Helpful.

d. other (hours, appearance, locations, etc.)
Information center cute.
Works well for tourists.

XVI. Other stuff....

- a. public restrooms (available, condition, etc.)

Adequate.

Seemed as though community has addressed this issue through business operators.

Told there were none available.

- b. payphones (working, phonebook intact, etc.)

Noticed these in hotel and restaurants.

- c. Parking

Could be a problem at a busy time.

Limited in downtown area.

Not over abundant.

Need to address issue.

- d. water fountains, benches, etc.

Need for more benches in downtown area.

Hills make rest stops necessary and pleasant.

2.

WRAP UP

A. Using your "senses"...

1. What does the community TASTE like? (Specialty bakery/restaurant, etc.)

Would have to make more visits.

Theme enhanced by several excellent restaurants.

2. What does the community SMELL like:

Slight bakery aroma.

Good.

Leaves, bakery, invoked thoughts of old world community.

3. What SOUNDS did you hear?

Wonderful bells of the bank.

Music from Swiss Importers might get tiresome. Needs to be limited.

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.)

Warm and cosy.

Think an earlier visit in the year would have been better.

A rainy day didn't help us but we liked it.

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

1. Swiss theme.
2. Interesting turn of the century homes.
3. Friendly. Referrals to other shops.
4. People eager to please, shops, eaterys, general public.
5. Community pride.

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:

Industrial park area.

Brochure - Color.

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

Consistent Swiss Theme as carried out in a variety of ways.

People very friendly.

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

1. Surprised about number of closed signs or going out of business signs.
2. Expected more tourists to be shopping on a Sunday and also on a Friday.
3. We all enjoyed our visit and will want to return to some of your shops when there **is** the brightness of flowers or the flicker of snow flurries.
4. Thank you for the opportunity to share.