



First Impressions Revisited*

A Program for Community Assessment & Improvement

The Center For Community Economic Development

Community Visited: **Wittenberg, Wisconsin**

Date of Visit: **March 12, 2005**

Visit Completed by (community): **Coleman & Pound, Wisconsin**



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

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

Community You Visited (City and State): Wittenberg, Wisconsin

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Date of visit and time spent: Saturday, March 12, 2005. 10 am to 4 pm.

Weather on date of visit: Sunny. Around fifteen degrees. 3-4" of snow the night before.

INTRODUCTION

The Villages of Coleman and Pound were first introduced to “First Impressions” by a former University of Wisconsin Extension Educator for Marinette County through the newly-formed Cougar Country Business Association. They became interested in possibly using it as a tool to help aid in community directions for project planning and development surrounding the eminent State Highway 141 Bypass scheduled for construction in 2007. The community of Wittenberg underwent a similar bypass in recent years and is near in total population to the combined villages, so the Association felt that the communities were similar enough that they might be a good match for this program and could learn from one another.

The team consisted of seven individuals who are all active in the local Business Association, an organization which has recently become rejuvenated after a fresh interest in the importance of economic development primarily centered around bypass issues. Technically speaking, the team was not quite as diverse demographically as they would have preferred, but they’re all business people within a fifteen-year age range. Nevertheless, the team approached the project with a good deal of enthusiasm, and the report clearly represents seven individual points-of-view.

The entire team visited Wittenberg together on the same day. They arrived about 10:00 am Saturday morning, March 12, 2005. They explored the community in two groups of three and four, both in a vehicle and on foot. Team members did some light shopping, and asked a lot of questions. During the visit, one member created a ‘cover’ for himself by saying that he was in town to start a specialty shop. Halfway through the tour, they all met at the Harvest Restaurant and Bakery, where some of them ate lunch. The visit was finished before 2:30 in the afternoon.

What follows are the unvarnished insights of seven secret shoppers. All the individual reports were completed within one week of the visit, although combining the data into this final report took considerably longer to track down some picture comments at the end of the report. Within each category, the remarks are in no specific order and appear exactly as each team member recorded them. Occasionally, team members left items blank and, in those instances, you’ll see less than seven responses for a particular item. There was no attempt made to summarize, synopsisize, analyze, or in anyway sanitize anyone’s comments - they appear verbatim.

I. PRIOR TO VISIT

A. *How easy was it to get information on the community that you visited?*

- I searched for information on the Internet. When I did a search for Wittenberg, it was hard to find the actual web page. They did have a web page, which is a plus, but maybe they could make it a little easier to navigate around the page.
- Located Chamber of Commerce on Internet. Had links to Chamber members and some businesses. (*Made reference to 'events in area.'*)
- I found Wittenberg easily, but calendar of events was from 2004. Only 4 Chamber members had web links. The web page came up quickly and the Chamber members all had their phone #s. The lack of links caused me to search other areas vs. staying on that site. (*This 'visitor' noted the 2004 events when making 'sure material placed in print and on the web is reviewed and modified on a regular basis.'*)
- Fairly - went to NWTC website and went from there.
- I was asked to do this a day before, so I didn't have time to go on the Internet to get any info.
- Knew the area.

B. *Did the information you receive accurately reflect the community?*

- Yes. (2)
- The 4 links had good info. and did reflect accurately those businesses.

C. *Did the information arrive in a timely fashion?*

- Yes.
- N/A.

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

- No, but could offer more. Somewhat limited.
- Not too much.
- No.

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

- No comment.

II. PAST PERCEPTIONS

A. *What was your perception of the community before this visit? What did you expect to see? Please comment on your knowledge of this community:*

- I have passed through Wittenberg many times, and stopped to eat at times. I always thought of it as a small town. Quaint. I had never been to the downtown area, just the outside of town.
- Had stopped at community many years prior to this visit while on trip to Wausau-Clintonville — had lunch. Clean/neat community.

- I had only passed through the area a few times on the way to Wausau. I recall some football or wrestling events that our community had in the past.
- Town about our size so I figured some business, housing, good in high school sporting events.
- The only thing I thought was wrestling - because our son had wrestled.
- Had never been there. Heard about it with regard to wrestling and basketball when my children were in high school.
- Have stopped - business purpose.

III. THE “FIVE MINUTE” IMPRESSION

- The community is a lot larger than I thought it was. Certain parts of the community that could use improvement. The housing was average and there were not a lot of new establishments. The downtown had a variety of different shops but could use a little maintenance.
- Quiet, neat community. Have even balance of amenities (hardware, clinic, education, etc.) Rustic Road markers and 14 mile route impressed me.
- Neat, clean town. Very nice older homes and churches. The park area was nice with open bandstand stage. Rustic Road interesting. Liked the wide Main Street.
- I see a lot of older businesses. Street well marked. A few cars downtown shopping. Homes in good order.
- The first thing I saw was an antique shop with the yard pretty messy. A lot of old but interesting buildings and was surprised on how many people were out on streets.
- Seemed quiet and neat town. Streets well marked. Businesses easy to locate.
- Important - rural small community - not big industrial area - bedroom - Shawano or Wausau/Clintonville. Residential development outside of Wittenberg city limits.

IV. COMMUNITY ENTRANCES

A. *Approach #1*

- Business 29 from east: Welcome sign, (Lions’) signage included, Home of 1997 football team. (No lighted stops.) Lots of 4 way stops. No hazardous intersection. Good visibility. Wittenberg billboard and Nueske Meat advertising plus casino.
- Business 29 south: Gas station with food chain. Small shops and stores.
- Business 29: Well marked. Street signs at all stops. Well-maintained buildings. Some nice signs.
- Business 29: Welcome sign. Street signs.
- Business 29: Run down. Automotive dealerships in rough shape. Gas station closed.

B. *Approach #2*

- 29 West: Comfort Inn; food; gas; left side, large sign visible - Comfort Inn, Nueske’s, (food) A & W and Diane’s. 25 miles before, ‘gas - lodging - meat store’ and gave exit. Water tower visible, casino, easy off.
- 29 West: 25 miles out sign for meat store - nice. Easy access to town. Signs very good.

- Business 29 north: Some new construction. Older homes in good standing. A lot of small business

C. Approach #3

- 45 North: Welcome sign. Lions signage included. 4-H signage included.
- 45 north: Welcome sign. Street signs.
- (I may not have all the roads right.)
- Exit 195 N Hwy 45: Excellent signage - lodging, food, fuel-clearly marked. New gas station. Housing in fair condition.

D. Approach #4

- Ellms - from south Saw deer crossing at dead end. Homes stately - made you take notice.
- and north to deadend: Church up on hill - impressive.
- North Ellms Older part of town. Farming. Buildings for at the edge of town were in neat order. Older trailer courts. A few churches. School signs. Streets well marked.
- South Ellms Historical building. A few businesses. Homes in neat order. Streets well marked.

D. Approach #5

- County Q Very little signage.
- South Q Welcome sign - Lions included. No street banners. Regular street signs.

E. Approach #6

- Reed Street: Small road - no signs, only street sign.

F. Approach #7

- Webb South We came in cars and started on Webb St. We then drove randomly in all directions. Antique store looked deserted, not sure if open in summer or not.

V. DOWNTOWN AREA

A. General Comments:

- The downtown area had a variety of small shops. Ben Franklin, hardware store, drug store, coffee shop, consignment shop, Associated Bank, and others. The main street had a good parking idea with one side parked at an angle and the other side parallel parked. It was a space conserving idea. The buildings on the street were older buildings and they were not in bad shape. Some of them could use a little work. Associated Bank was a newly-remodeled building. The sidewalks were relatively clean and the snow was removed.

We did walk the main street. We found that Ben Franklin was closed at 10:30 for a local bowling tournament?!! Seems a bit funny. Then, we visited a small consignment store. The lady who worked there was very friendly and helpful. The store was in good shape and had much variety. It was organized and clean. We also visited the drug store on the corner. The lady working in there was also very friendly. The store had everything from medical items to home decorating ideas. Our last stop was a small coffee shop on the main street. It was a small shop with about 7 tables, but the one waitress that was working was having a hard time keeping up. She was very nice but looked like she could use a little help. The service was slow.

The Nueske's Store on the edge of town is a great draw for tourists. It had a lot of variety and novelty items, specific to the area. There was also a great little antique shop next door. It was poorly advertised and did not have any recognizable signage from the road. A person driving by would not even know what it is.

I thought the mix was good for the size of the town. A person would not really have to leave town to get anything. There was a grocery store, and auto parts store, and another hardware store in another part of town.

The merchandise seemed to be fine and the service was good.

B. *General appearance of buildings, displays, signage:*

- Consignment - people friendly, helpful. Told us Ben Franklin closed at 10:30 - bowling tournament. Bowling lanes, True Value and Ace, SuperValue grocery, Ben Franklin, consignment, flower shop, Rexal drug store - friendly, informed.
- Downtown had everything from the Marshfield Clinic to banks and hardware, hair salons to resale shop. Only 1 very small restaurant. Didn't see any clothing store, but could find most things for day-to-day needs.
- I thought the old buildings were really neat. Could use some work but unique parking was easy. Signs goods.
- Neat. Nice signs. One antique shop was a little junky around the building. Car dealership had a few junked cars parked around building. Could be neater. First stop at a gas station - clerk friendly but couldn't give any info on craft or antique places, not too helpful. Paint/art owner friendly and very helpful. Telephone company had very unique sign.
- Well kept. Even mix businesses to retailers.

C. *Do you see a good mix of commercial/retail services that match what you expect for a community that size...were there any surprises?*

- 1 motel. 1 lawyer. 1 CPA. 1 newspaper. 2 banks (Associated Bank & Banner Bank). Marshfield Clinic. 1 grocery store. 2 restaurant and coffee shop.
- The well-known Marshfield Clinic. Very large elderly care center.
- More than what I thought for the size of the population.
- Saw good mix. 2 - vet offices. Very impressed with aquatic center. Surprised with orthodontist office.
- One car dealer, saw a couple of banks, veterinary clinics, one medical clinic, hardware store, couple of grocery stores, library, funeral home, couple of consignment stores. Stopped in at a paint/art place - owner very friendly and helpful - great!
- Ben Franklin, Hank Hardware, Ace Hardware, grocery, consignment store, Marshfield Clinic, Cup Café, Julie's Café, newspaper publisher, R drug.

D. How would you rate the variety and quality of the merchandise?

- Coffee Cup Café, minimal staff, cappuccino - not hot. Friendly people. Had their regulars it appeared.
- Had lunch at the Harvest Restaurant and Bakery. Food was very good and the hostess was friendly and helpful. Good variety in the service station. Nueske's display very impressive. Like design of building, both exterior and interior. Purchased fuel and was pleased with layout and products available. Ben Franklin closed for bowling that day. Hardware and auto stores able to meet all needs.
- Very good and everything a larger size town has.
- Good. Like antiques - like resale shops - prices reasonable.
- Fairly good variety. Didn't find any place to buy clothing or recreational items such as snowmobiles or ATVs.
- Ben Franklin closed. Consignment neat, friendly.

E. What kind of customer service did you receive when you entered the retail businesses? Were you greeted/acknowledged? Did anyone ask you how he or she could help you? Were they cordial, knowledgeable and helpful? Were they knowledgeable about their products as well as the community? Were they open during the hours in which you would typically be shopping?

- 10:45 a.m. Ben Franklin closed - bowling tournament.
- The shops that I stopped at were very friendly. Helped me to find the next shop I asked for.
- We stopped at a paint shop just by chance, and he was so friendly and shared a lot about what he does. We stopped at a resale shop and the woman was very nice and talkative. Our lunch waitress was helpful and courteous. Overall, I would say people were very helpful and nice.
- One lady we talked to couldn't tell me much to find in community. Another clerk was from another community so she wasn't too familiar with the area. A gentleman I talked to was very helpful and sent us to several other interesting businesses.
- Friendly. Offered information. Restaurant. Coffee café - friendly, short staff.

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

- Community Center, fire/rescue, unable to locate police or municipality bldg. Found out later in Community Center Bldg.
- The clinic and elderly care is a good draw, but on Sat., there wasn't much activity. Would like to return during the business week to see if different.
- Pass it on consignment from elderly homes.
- Aquatic center at school
- Post office, library, historical society, aquatic center, municipal bldg.
- Aquatic center. Great for children all ages and families.

G. Were there public amenities?

- Pay Phones - We found 2 that worked.
Drinking Fountains - Did not find or really look for any.
Benches - There were benches in the parks.
Public Restrooms - Did not see any but did not look.

Appealing Landscape - The ground was snow covered.
It was hard to see any landscape.

- Pay Phones - none. Information stand lacking resources next to A & W.
Benches - 2 baseball, 1 football, aquatic center.
Public Restrooms - At city park with pavilion and clam-shaped band stand.
Appealing Landscaping - winter, difficult to evaluate.
- Pay Phones - 1 phone, no book, street location. 1 phone, no book, aquatic center.
Drinking Fountains - Yes.
Benches - In park area.
Public Restrooms - At ball field. Not sure at park (snow prevented walking there).
Appealing Landscaping - Hard to tell in winter - should be summer or fall for best viewing.
Could see good opportunities for Christmas scenes and lighting.
Parking was no problem.
- Benches - In park and at baseball field with restroom.
Parking - No problem at all. Could park by any business or shop within two to three car lengths.
- Pay Phones - 1 pay phone, no phone book.
Drinking Fountains - In gas station.
Public Restrooms - Baseball field.
Parking (*describing how far you had to walk*) - Just feet. Yes, we could get to many places from where we parked.
- Pay Phones - No phonebook in booth in downtown by the grocery store.
Benches - Picnic tables to sit at in the park.
Public Restrooms - Restrooms available at baseball park, not at the downtown park.
Appealing Landscaping - Snow covered.
Parking - No problem with parking along streets or in parking lots near businesses.
- Pay Phones - No phones hooked up.
Drinking Fountains - Hard to say, snow on ground.
Public Restrooms - Park with pavilion.
Appealing Landscaping - Snow covered.
Parking - Angle parking and regular street (parallel parking).

VI. OTHER RETAIL SHOPPING AREAS

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

- Did not see any Big Box Retailers.
- Possibly could get a General Dollar or dollar store.
- I didn't see anything in the Big Box category and that was good as far as I'm concerned.
- None.
- I didn't see any.
- Rexall drug store and True Value Hardware Store. CarQuest. No strip or shopping mall.

B. *General appearance of buildings, displays, signage:*

- Most appropriate. Some needed paint. Average signage on all businesses.
- Older stores but were with new fronts or painted to look newer.
- Municipal building not marked real well. Sign for aquatic center somewhat confusing as to where to go. Phone company had a unique sign.
- Low housing, regular rentals, some for rent.

C. *The variety of shopping:*

- Consignment store nice.
- More than I figured on.
- Saw grocery, hardware, professional services, specialty stores and restaurant. Thought maybe apparel shop would be here.
- Large meat store, grocery, hardware, second-hand clothing store, several accounting offices, one medical clinic, a dental/orthodontic clinic, veterinary clinic in town, one outside of town, two banks.

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

- Nice blend of business retailers.
- Hardware stores, two hair salons, antique stores.
- Stopped at pass-it-on consignment. Everything very neat and organized. Good variety.
- Alpha house and consignment shop - clean, well displayed, awesome meat store, convenience store, many gift and food items.
- Good.

E. *[1] What kind of customer service did you receive when you entered the retail businesses? [2] Were they open during the hours in which you would typically be shopping?*

- [1] Friendly, welcoming. [2] Yes - consignment store and pharmacy.
- The Nueske's store and schoolhouse antiques was very nice. Very, very neat, good parking, great view in county setting.
- Salons, good. Bar, good. Hardware store, good. Drug store, good. Antique shop, very good. Restaurant, good.
- Stopped at paint place outside town. Very friendly and explained a lot about himself and what he does. Stopped at Alpha House - not very neat - lots of items not put out. Lady was very friendly, not from town, she was from Tigerton. Stopped at Pass-it-on consignment - very neat, very organized. No one talked to us or even attempted to. They were all open - hours I would shop.
- Grocery store and True Value normally open during week and Saturday hours typically available in most small communities. True Value was closed this Saturday - for bowling tournament.

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

- No - parallel or 45E angle parking. Very nice.
- Very good. No problem with parking.
- Parked right in front of places. No trouble - could walk town from where we parked at Pass-It-On.
- Good parking available. In some areas you could walk a block or two to access several businesses.
- Yes. Walked to bank, Ben Franklin, consignment, coffee shop.

VII. INDUSTRIAL PARKS/COMMERCIAL AREAS

A. *General comments:*

- There was area for commercial or industry to expand on the edges of town.

There were only a few manufacturing businesses that I could pick out while on the tour. The Nuskee headquarters were in excellent condition. The building was in good shape. We also saw a shop where maple syrup was made. It was an intriguing place.

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

- Algin Mfg., Feedmill.
- To me, 45 North and 29 would be best.
- No.
- Didn't see a lot for expansion, outside town by new constructed cleaning supply building (may be). Went online and nothing on the site I went to for sale.
- A lot of area to expand all around town.

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

- Did not see a designated industrial park area.
- Downtown area.
- I liked that you could easily get around town and it really was nice seeing so many older buildings. I hope they restore them. Makes you feel like you're in a "Mayberry."
- Looks like limited space.

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

- 1. Marshfield Clinic. 2. Optometrist. 3. Low housing or nursing homes.
- Couldn't tell. Top Brass & Nueske's looked healthy.
- Small businesses with two employees.
- ? Have new business out of town called Top Brass Cleaning Supply; meat processing (Nueske's).
- The manufacturing businesses I saw seemed well maintained and prosperous. Top Brass, Inc.

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

- No. [3]
- No, not on weekend.
- Got the Northerner Shopping News which had a little info. on real estate. Real estate office was closed.
- Chamber/trying to encourage businesses.

VIII. HEALTH CARE SERVICES

A. *General comments:*

- For a town this size, there was ample health care facilities. A person would not have to leave town to do regular check ups. We found the following clinics - Branch of Marshfield

Clinic, Orthodontist, Optometrist, Nursing/Elderly Care Home, and two Veterinary Clinics. All the clinics seemed to be in good shape from the outside.

There were no hospitals.

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

- Marshfield, 2 vet., 2 opt. (eye doctors).
- The Marshfield Clinic was located in central downtown next to a large elderly care center. Was very nice. NWTC located next to center.
- One clinic that I found. Dentist. Optometrist. Foot Care.
- Marshfield Clinic - nice building - newer.
- Only saw one medical “Marshfield Clinic.”
- Marshfield Clinic, nursing home, drug store, no hospital.

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

- Good. [2]
- All were in good eyesight from the road I traveled on in the town. More than what thought a town this size would offer.
- Was surprised to find optometrist, dental office, nice building - newer.
- Medical clinic, dental clinic, chiropractic office, pharmacy.

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

- Several low housing and other apts. 1 nursing home.
- Two that I found. But when I was talking to local people in town, I had the impression it was a big factor.
- They have elderly apt. building for assisted living. Women at Alpha House stated they have a lot of elderly and cater to them.
- Elderly housing and nursing home.
- Good.

IX. HOUSING

A. General comments:

- The housing seemed to be average. There were not a lot of really run down homes. It seemed that if a home was in bad shape it was in the process of getting worked on. There were not many new houses most of them seem older but kept up. I did not see a lot for sale signs.

B. How would you evaluate the existing mix of housing stock? Did it provide an adequate mix of existing older homes, new construction, available vacant lots for new development, assisted living, and rental units?

- 2 apt. bldgs. 1 trailer park. Rental bldgs. (retailers).
- The area around the churches had excellent old homes that were well kept. Some were extraordinary I’d say. I didn’t see a lot of new homes unless I missed a new development area.

- Older home in new repair. Did not see any new construction.
- Yes. They had older trailer park well kept, new construction, old stately homes, assisted living. Don't really remember any apt. complexes.
- Beautifully restored historic homes - several! Didn't find any new subdivision. Small trailer park older but fairly well kept. Apartment building. Most homes kept up. No junk in yards.
- Limited listings (only saw 2). Older well kept properties.

C. *Were there any indications that the housing market was depressed? Were there any signs that it would be difficult to find acceptable housing?*

- Only a couple homes listed. 1 realtor. I understand they sell quite quickly.
- Not many for sale. Some could use painting and a little care. Most yards clean and free of clutter.
- Didn't see any For Sale signs only on the downtown business.
- We didn't see 'For Sale' signs. There were lots and spaces uptown for businesses to come in. Outside of town by water treatment plant - was land and also new business out there.
- Not many homes for sale. Only saw a couple. Didn't see any for rent signs either. No new subdivision (unless we missed it).

D. *If you can get easy access to some housing information from a local realtor or from publications in the community, or from listings in the paper, please comment on the range of housing costs ... housing that would appeal to all income ranges ... sufficient rental properties for persons interested in building or simply living in the community prior to buying housing?*

- House listings were moderately priced in realtor booklets. More residential. Building activity outside of city limits.
- I did not see a realtor office in my drive thru. The Northerner Shopping News didn't have many homes listed for sale. The paper is published in downtown so its easy for residents to use if they choose. Found one rental for 435/mo in Birnamwood.
- Didn't find any.
- Went online - and was around 60-65,000 for used 10 miles away.
- Didn't get much info. on real estate, just from the ads in Northerner paper. Real estate office closed.

X. SCHOOLS

A. *Pre-School/Kindergarten/Head Start/Day Care facilities:*

- Newer elementary/middle high school. Wonderful Aquatic Center. Community very proud of center. Baseball fields. Football field.
- All looked in good shape. Clear around the area outsides from the schools.
- Day care next to grade school fenced in. Well-maintained.
- Elementary school. High school. An Academy - private, under construction. Technical school.
- Brick - I assume in elementary structure.

B. *Elementary School:*

- The elementary school was in good condition. It was not a new building but it was well maintained. There is a great little park across from the elementary school with a Clam

Shell Bandstand in the center. It could be utilized by the school for school funded events and fundraisers.

- Nice brick bldg. right off entrance on Webb. Day care very close which would make taking kids to school and day care easy.
- Fenced in area along the road a plus. Signs around the school.
- Fenced in.
- Nice elementary school downtown - well maintained. Must include kindergarten, pre-school, etc.
- Brick - well kept.

C. Middle School/Junior School:

- Outside the city but well marked.
- ?
- Didn't find a middle school. Must be all in one.
- Together with elementary.

D. High School:

- The high school was a new building and was in good condition. We saw a sign by the school that said Aquatic Center and pointed down the road next to the school. It did not give a location of the Center. We finally did locate the Center in the High School. It is an unbelievable facility. It has 4 pools with slides and diving boards. A hot tub and an area for small children. This center is an awesome asset to the community. A town this size needs a place for the kids to spend their time. There is not much else in the town to keep the youth occupied. A person could pay per day to use the facility or pay annually. It is open 6 days a week until (I think) 8 p.m. The kids who were running the center the day we were there were very friendly and helpful. They were enthusiastic and made us feel welcome.
- Very nice school. Aqua Center impressive. Signage to center could be improved. Drove to dead end road then back to find it.
- Very nice shape.
- Attached to Aquatic Center. Nice football field - large school. Well kept.
- Very nice high school — shared with Birnamwood — an aquatic center attached for use by school and the community. Awesome!
- Nice/football and baseball fields.

E. Higher Education (Community College, Technical College, University)

- There was a branch of North Central Tech. College near the Assisted Living home. It is a valuable asset to have a branch in the community. There are a lot of working adults who are going to school now, and not having to leave the community to take classes is very important. It is also a draw to the people from the surrounding area.
- Technical college (NWTC).
- NWTC located on lower level of Elder Care Center in downtown. Great location.
- Well marked from highway and in town.
- NWTC - Looked very nice from outside. Easy to get to.
- North Central Tech College. Nice.
- NWTC.

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

- No. Information stand outside - not stocked.
- No. [4]

XI. FAITH/RELIGION

A. *Please comment on the number of denomination represented in the community:*

- There were many different denominations of faith in the community. Community Bible, Catholic, Lutheran, Jehovah Witness, Baptist.
- 1 - Catholic. 1 - Baptist. 2 - Lutheran.
- Thought we saw 4 churches. Think Lutheran was dominant. All very nice with one on the top of the hill very picturesque. Nice setting with cemetery next to Church.
- Found at least five churches.
- All I saw was Lutheran and Jehovah Witness.
- 4 churches, Church of Christ, St. Paul's Lutheran.
- 1 - Catholic. 1- Lutheran. 1 - Baptist.

B. *Please provide some commentary on the physical appearance of the churches in the community:*

- The building was in great condition. The cemeteries next to the churches seem to be well kept although it was hard to tell with the snow. Many of the churches advertise on the outskirts of the town, but they did not have much information other than the fact that there was a church of that denomination in the town. Maybe they could list the address and times of service also?
- Good. Neat.
- Older but in good condition. New blacktopping. Easy parking around the areas.
- Really nice older churches. Stained glass windows, very appealing.
- All of the churches were well maintained beautiful old buildings.
- Neat/kept. Cemetery.

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

- Community Center - neat and size looks adequate for activities.
- Don't know.
- Not that I found.
- Day care. Aquatic center.
- An academy was under construction. Near the Lutheran Church.

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

- I did not see any intrusive or uncomfortable signage or facilities.
- No. [3]

XII. CIVIC

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

- On the welcome signs, there were logos of different civic organizations. The Lions Club seemed to be included on every sign, therefore making me believe that they are very involved in the community.
- Library - historical looking.
- Could have been. I did not see. Don't know about above clubs, etc. (*Note: writer was making reference to civic clubs and groups noted in the user guide.*)
- Yes.
- Saw poster for pancake breakfast for Lions Club at restaurant.
- Only n/p organization I saw was the Historical Society.
- Community center with municipal building.

XIII. RESIDENTS

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

- People seemed to be friendly. The only people who I really interacted with were the ones providing service and local businesses.
- 1 - Café. 1 - Restaurant. 1 - Convenience store with MacDonald's.
- Person at the resale shop gave good directions and support to the Harvest Rest. We found her information right on. At gas station, person tried to answer all my questions about where to look for some things.
- Very friendly at the shop I stopped at. Good direction to the next place I asked about.
- We asked on dining and were told of a few places.
- One gentleman I talked to was very helpful with directions and points of interest.
- Few to none walking around. Some at café (visited with waitress).

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

- Students at Aquatic Center - proud. Wanted to talk about center and wide range of activities.
- Didn't ask about this.
- Very friendly and upbeat. Smiled.
- Talked to lifeguards at Aquatic Center. Told us about how guys donated money to build.
- n/a.

C. *Were they knowledgeable about their community or able to refer you to people who were?*

- Yes. Center especially.
- Again, didn't ask this.
- Yes. [2]
- Talked about Aquatic Center.

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

- No.
- I didn't get the feeling that anyone would be uncomfortable. I felt comfortable.

XIV. PUBLIC INFRASTRUCTURE

A. *Streets, street signing and lighting:*

- The streets were in good condition. The parking on Main Street was unique and space conserving.
- Unable to view, day time tour.
- Snowed 3" night before. All streets plowed and sanded at intersections. All street signs in good condition and well placed and marked. Didn't notice anything special about lighting.
- Newer lighting in downtown area.
- Well-plowed (had just snowed). Signs at every intersection. Businesses signed, had street lights.
- Very good street signs. Intersections were sanded after the storm the night before.
- Average.

B. *Land use planning:*

- ATV/moto cross area. [2]
- Trying to keep the small town feeling with area businesses, which I like to see.

C. *Sidewalks:*

- The sidewalks appeared to be pedestrian friendly. They were well shoveled and seemed to be in good shape on the main street.
- Limited. Snow covered.
- Couldn't tell with the time we went. Cold. 15 degrees.
- Good use, some newer repairs on streets on angles and heaving. Had outside stand for planting trees or shrubs.
- Yes.
- No sidewalks in most of the residential areas. Sidewalks ok in downtown area.
- Few/snow covered this time of year.

D. *Public Restrooms:*

- I did not notice any public restrooms.
- Park - pavilion.
- Did have them at the ballfield, not sure of park area.
- Only in park and at the baseball fields.
- In gas stations.
- At baseball field.

E. *City/Village/Town Hall:*

- We could not find any building clearly marked as the town hall. We did find a building marked Community Center.
- In Community Center Bldg.
- Did not find. Looked.
- Not well marked to find or in front of the building.
- Not marked - that I saw.
- Village Hall was not very well marked.

- With Community Center.

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

- There was a structure clearly marked fire department. I did not see anything marked as a police department. The building for the fire department was in great condition and was good sized.
- Nice facility. Shared - Fire Dept./Rescue Squad.
- Needs to be marked more in town to where it is at.
- Not marked that I saw.
- Didn't see any Police Dept. or Fire Dept. Saw a police car at one point. Didn't find any Rescue Squad facility.
- Fire Dept. & Rescue Squad. Facility fairly new.

G. *Public Parking:*

- Street and parks.
- On all streets.
- One side of street, angle parking. Other side, regular parking.
- Mainly street parking.

H. *Library:*

- The library is an awesome old building with a tremendous amount of character. The signage was good and it was easy to locate.
- Nice historical bldg. Was not open.
- Very nice building for the area.
- Building marked. But didn't look like was open. Not plowed.
- Very unique library.

I. *Landscaping/street trees:*

- Snow covered.
- Many large trees.
- Needs more brighter colors at this time of the year. Trees were all in planters that were not painted or stained.
- Had trees in gray boxes. Needs to be more noticeable (but it is winter).
- Snow covered - couldn't see landscaping.

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

- Most people, cellular.
- One pay phone, no drinking fountains, benches in park, but was not open at this time of the year.
- Saw one pay phone. Drinking fountains in gas station/restaurant. Didn't see benches, only at park.
- Pay phone - downtown seating - picnic tables at the park with band shell.

XV. RECREATION/TOURISM

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

- The community seems to be well known for the Nuskee Plant and retail store. I did not notice any kind of community slogan. It did have a great tourist attraction that was not publicized at all. There was a great motor cross track off the highway. There was a small unprofessional sign that one could barely see from the highway. This is something that this community can capitalize on. I do not know if it is privately owned but the community should find a way to utilize this.
- Rustic 45 Road, 14 miles. Snowmobile trail. Parks - baseball, football, pond. City park with clam shaped bandstand.
- Sporting event. I liked all the snowmobile trails that came into the town. Big plus for me.
- No.
- Aquatic Center. Rustic Road, 14 miles.

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

- There is a quaint motel just off the highway called the Sleep Haven Motel. It is a very welcoming establishment and seemed to be clean and well kept up.
- 1 - hotel - minimal signage.
- 2 well placed motels. Comfort Inn very new.
- Outside of town very well marked. Did not see anything for inside the area.
- Comfort Inn. Campground not far out of town.
- Large Comfort Inn hotel at the edge of town. Campground about ten miles east of town.

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

- The Aquatic Center is a great draw for the community. There were two ballparks that we found while touring the community but neither of them was marked well. We did find a little information area on the edge of town that was not well kept. We did not find any other town information in the gas stations or retail stores.
- Unable to find listing of community events. Called later. Big event is FFA Corn Roast. Bands/music summer schedule at clam shaped bandstand.
- There was a bowling tournament somewhere, but we did not go. Not sure of anything else. Calendar of events on Chamber page from 2004. Also, there was a local ATV/Motor Cross type track but no sign of when racing was done.
- Let people know about all of the great shops you have to offer plus the snowmobile trails in the area - to get to town.
- Saw business WOJO Tours? Was open swimming at Aquatic Center. Nice day for that. Off road raceway (seasonal).
- Asked - FFA Corn Roast.

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

- I'm not sure. Picked up a Langlade County booklet but did not see one for the Wittenberg area. I think its Shawano County but not sure.
- Rivers with camping areas.

- Have park with amphitheater at beginning of town. Lots of benches and pavilion if were going to have event.
- Tiger Creek. Snowmobile trail crosses Walker Street.

E. *Are there any significant man-made attractions?*

- Aquatic Center. Motocross track.
- Aquatic Center at school. Tiger Creek.
- Historical building. Older churches with past history. Older three story homes with past history.
- Aquatic Center, baseball field - possibility tournaments, football field, library, snomo & ATV trail, off road raceway.
- Aquatic Center at the high school, open to public. ATV - moto cross raceway on southeast side of town.
- Baseball field. Snowmobile trail. Clam bandstand - music events.
- Antique shop. Neutske Meats - popular.

F. *Is there an obvious visitors center, chamber of commerce office, Main Street office, or other facility that serves the needs of visitors?*

- None we could see.
- I did not see one if there was.
- Not that I found.
- Didn't see one - or sign for one. Saw one building with sign only on door - didn't know what was from road - municipal building had memorial out front.
- Didn't find any visitor info facility anywhere other than brochures at the restaurant/gas station near the highway.
- Nice park with clam shape band stand.

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

- The Red School House "Antique Store."
- Yes, the Nueske Meats, 3 antique shops, the Paint & Art Shop.
- Yes.
- Yes - Neuske's Meats and antique shop next door. Aquatic center. Harvest View - gas/restaurant.
- Antique store - old school house - Neuske's Meats - Paint 'n Art.

XVI. WRAP UP

A. *General comments:*

- All in all, this community has a lot of potential. It is a friendly community that seems to be on the growth path. The newer business has much to offer to local people and to the tourist. There was nothing that stuck out in my mind as awful. The Nuskee shop had a great aroma. The Aquatic Center was phenomenal and is a fundamental asset to the community and to the youth. The Motor Cross track could be a huge draw for this community if it is worked on and advertised more.

The edge of town with the automotive dealers could use a clean up so the people entering from that side of town do not get the wrong first impression. And some of the downtown area could be maintained a little bit better.

B. What did the community TASTE like? Was there any specialty food item, baker, restaurant, or candy store that you will remember?

- Bakery - not open. Specialty - Nueske and antique.
- I would stop at the Harvest Rest. again. It was a full service gas, restaurant.
- None.
- Nueske's Meats. Harvest Restaurant (clean and very good).
- Nueske's Meat Store. [2]

C. What did the community SMELL like: was there any offensive industrial, agricultural, or sewage smells? What about pleasant odors?

- Winter - no flowers.
- Nothing offensive. Too cold for most anything else.
- None.
- Only the meat at Neuske's "yum". No flowers yet.
- No.

D. What SOUNDS did you hear? Traffic, industrial, natural (birds singing, water fountains, winds gusting), train or boat whistles ...

- Minimal, road noise.
- No special sounds that I noticed.
- Cars going by. Two people asking me for directions. Had to tell them I was from out of town.
- Cars only. Cold - 15 degrees out.
- Snowmobiles crossing on trails.

E. Did you have any experiences that impacted the way the community FEELS (hateful or angry responses, streets, weather, safety issues, etc.)?

- Quiet streets.
- I felt very safe in this community. I just would have liked to go at some other time of year. June thru Oct.
- Very upbeat. Will talk your ears off.
- No.
- Warm, friendly people.

F. There are likely a number of things you will forget about this community in a short amount of time ...what are the 5 most positive things that you observed about the community?

- 1. Aquatic Center & clam shaped band stand. Moto cross track.
 2. Rustic Road trail & snowmobile trail.
 3. Security of fire dept. & rescue squad.
 4. Antique school house shop.
 5. Neutske Meats.
- 1. Beautiful large old homes.

- 2. Nueske Meats.
- 3. Paint 'n Art Shop.
- 4. Aquatic Center.
- 5. 45/29 Rest./Fuel/& motel area.
- 1. All the stores and businesses, they have to offer.
- 2. Small shops that are in business.
- 3. Very nice library.
- 4. Clean town.
- 5. Friendly people.
- 1. Easy access.
- 2. Good road signs.
- 3. Unique older buildings.
- 4. Good looking new buildings.
- 5. Could live there and be able to serve my needs (ex. - store, pharmacy, bank, doc, eye doc., dentist, post office, church).
- 1. Clean and neat.
- 2. Friendly.
- 3. Room for growth.
- 4. Attractive Aquatic Center.
- 5. Beautiful old homes.
- 1. Quiet.
- 2. Nice variety of services.
- 3. Outside facilities for sporting events.
- 4. Awesome Aquatic Center.
- 5. Mile from County Park.

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

- 1. Minimal industrial businesses.
- 2. Most new residential buildings outside city limits.
- 1. Improve area entrance on Webb Street.
- 2. Clear visible sign for municipal bldg.
- 3. Downtown restaurant.
- 1. Downtown sidewalks.
- 2. Some downtown businesses need to fix up their buildings.
- 3. An area to find out about the town.
- 1. Room - to grow.
- 2. Some buildings need of work downtown.
- 3. Could have Info. Center at beginning of town (well signed). (If did, didn't get to check it out.) Had surrounding areas, but not town, at gas station.
- 1. Real estate availability.
- 2. Retail - clothing store.
- 3. Medical clinic - small.
- 1. Residential building/subdivision lacking.
- 2. No large employer.
- 3. Hospital.

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

- Neuske Meats, library bldg., Marshfield Clinic, red school house - antiques.
- Old homes & Aquatic Center.

- All the small shops they have to offer.
- Positive - nice place to stop & visit - specialty stores - like school house antiques, aquatic center (very reasonable). Would like to visit again. Couldn't come up with negative.
- The beautiful old homes. Aquatic Center.
- (Circled 'positive.') Friendly people, Aquatic Center, Rustic Road trail.

I. Describe ONE idea that you will borrow from use in your own business/community and describe how you will start to implement it within the next 72 hours:

- Clam shape bandstand for summer music, calendar, Rustic Road trail. Higher focus on our ATV trail.
- The impact of a full service convenience store, restaurant — motel in one area. Both interior and exterior value that makes a good 1st impression. We need this in our area.
- Keep the small town look and area businesses.
- Appearance - paint my building and sign more artistically. Make it look like “I want to stop and check it out.” Use the old building to my advantage. “Jim K. says NO TIN.” Ha. Ha. I really enjoyed doing this. Thanks for the opportunity. Gave me hope for our community.
- Seeing how their community has changed with the new highway. Hopefully, our community will follow that trend.

PICTURES TAKEN BY THE VISITATION TEAM FOLLOW
ON THE ATTACHED PAGES.

FIRST IMPRESSIONS TOUR
WITTENBERG WISCONSIN
March, 2005

AQUATIC CENTER



Very impressive, attractive, awesome



Great draw for the community



Wonderful Aquatic Center



A source of community pride

SIGNAGE



Picture of the Wittenberg sign with all the local clubs & organizations on it.



Rustic road marking.



Poor information booth. Should be replaced with a more welcoming establishment.



Top Brass Inc. Company edge of town by race track. Unique use of natural objects for signage.

PUBLIC BUILDINGS



MUNICIPAL COMMUNITY CENTER

*Also sign for the Village Hall?? Trouble finding it. Poor signage.
I don't even remember seeing this sign!?! How odd.*



LIBRARY

Unique & awesome old building with tremendous character. Good signage, easy to locate...but not plowed or open.

BUSINESS



Nice sign...obvious.



Not very neat, but good customer service.



Adequate parking...angle.



BUSINESS: *Barber Shop is the building with the awning not pulled out.*



ANTIQUÉ STORE
Very nice, good customer service.



MEAT STORE



DRUG STORE
Good customer service.

HOMES



Some were stately.



Many older homes in good repair.

RENTAL



Not too many rental signs, trouble finding realtor contact info for general residential.



Limited rental listings.

VET/ANIMAL CLINIC



Was the old train depot that was converted into a Vet's office.

NEWSPAPER



Easy to find for advertising purposes.

CATHOLIC CHURCH



Really nice older churches and cemeteries.

OLD LIBRARY



Historical Society Bldg. Adds to the historical feel to the community.

WITTENBERG WATER TOWER



Good landmark from _____ entrance?

UW
Extension

BUSINESS PARK SIGNAGE



Didn't see much manufacturing?

CITY PARK ■ CLAM-SHAPED BANDSTAND



*Good parking; restroom; 2 covered pavilions with grill area.
Lots of picnic tables.*

ATV - OFF ROAD TRACK



Maybe post the racing schedule?

ANTIQUE RETAILER



Depressed — Not Operating.

BUILDING



Viewed as entering in town on Hwy Q - not appealing.