

# First Impressions

of

*Chetek, WI  
by Whitehall, WI  
Visit Conducted April 13, 1995*

\*\*\*\*\*

*A program for community improvement*

\*\*\*\*\*

*Developed by:*  
***Andy Lewis***  
*Grant County UW-Extension Resource Agent*  
***James L. Schneider***  
*Exec. Dir., Grant County Economic Development Corp.*



**Trempealeau County Extension Office**

Courthouse, P.O. Box 67  
Whitehall, Wisconsin 54773-9449  
715/538-2311 ext. 206  
FAX 715/538-4210 • TTY 715/538-2418

DATE: May 9, 1995

TO: The City of Chetek and Jack Sroka, UWEX-Barron County

FROM: The Village of Trempealeau and Pat Malone, UWEX-Trempealeau County

Thank you for sharing your 1<sup>st</sup> Impressions with us. Tourism is a vital component of both our communities and we always look forward to learning how to improve our visitors' experiences in Trempealeau.

Our team of ten (we had active volunteer recruitment) visited Chetek on April 13<sup>th</sup>, 1995. The team included a restaurant owner, village board representatives, a former banker, senior citizens, a couple of educators and a young blue collar worker. It was a gorgeous, sunny day with a mild breeze blowing.

For the most part, the group was very impressed. What really stood out was the variety of retail opportunities available to residents and visitors. There were a lot of directional signs, but care should be taken that they don't get lost among all the other signs.

The people were friendly and answered questions. Some, not all, employees in stores didn't do a good job of letting visitors know what kinds of activities are available in Chetek ("I don't know, I just work here.") The "Beach Park" has great views, but the buildings are looking shabby. A few of the downtown buildings could use a paint job.

The community really struck us a "Northwoods tourism destination". You do a great job of meeting a variety of needs of both the locals and visitors with churches, shops, clinics, industry and so on.

Again - thanks for sharing your input with us. You certainly make a positive first impression.

Good luck in your community revitalization efforts.

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

- a. No real idea - I imagined a Northwoods community - lakes and trees
- b. I expected a community that serviced the surrounding farm country - just like Trempealeau does - gas station, municipal building, bars, restaurant/Quik Trip
- c. I visualized Chetek as a typical "northern" city attracting tourists from the larger urban areas during the warmer summer months.
- d. Didn't even know where it was.
- e. I expected to see a smaller town than what it turned out to be. A small town with a small river and perhaps a lake.
- f. Where is Chetek? Lots of things to do. Place to go for vacation. Do a little fishing. Tourist town.
- g. Expected a much smaller town.
- h. Small - back woodsy
- i. Had not heard of Chetek before!
- j. Beautiful town, lots to do, lots of good places to eat. I expected a small scale "Eagle River".

II. The "five minute" impression:

- a. Lots of churches and pines - views of the lakes are wonderful. Downtown is very compact - not many historic buildings - they look like they were re-done in the fifties and 60's. Nice bank. Like the fish/lots of lodges. Nice homes on the lakes, seems clean/well kept. Not fancy. Some of the ditches need spring cleaning. Roads need repair in some areas.
- b. Permanent community utilizes natural assets - lakes, pine trees, fishing, boating to generate livelihoods for many services - pleasant, clean, busy traffic
- c. I was impressed with the number of businesses in this community. The streets seemed to be in fair repair. The homes seemed to be well maintained. Noticed "Information" centers on entering from the south and near center of city. Very Good! There also were no junk yards or abandoned cars noticeable.
- d. Info Center at entrance nice idea - not open yet. Few places needed paint. Resort sign on the right hard to distinguish - new paint job. Quiet small town.
- e. The houses all looked well kept. The lakes, river and trees were all beautiful. The school, industry section and businesses for the most part were attractive on the inside and outside. Once again, the lake shore areas were beautiful.
- f. Beautiful, I want to move to Chetek. Lots of stores. Lots of things to offer tourist. Would not have to leave town to do your every day shopping. Offers a little of everything. Clean town. Beautiful lakes. Clean.
- g. Mixed type house - small as well as large
- h. Progressive, clean, some restoration going on. Variety of stores and services. No junk cars in yards, even "old" part of town seemed well cared for.
- i. Impressed with restoration and upkeep of older homes

- j. Well maintained homes along the main road. Saw craft shops, cafes - many service stations. Looks like a busy, active little town - homeowners show pride of ownership. Lots of trees. Scenic bridge and lake.

111. Driving....evaluate EACH entrance.

- a. Highway N-railroad, welcome sign - Highway I-clean, welcome sign, information booth, beautiful stream - Highway D-clean residential, sign for industrial park-no welcome sign. The welcome signs could be updated-made more striking.

- b. Highway D - Welcome to Chetek American Legion, Lions, Masons, K of C, JC's (Arild took a picture)

Not as picturesque as entrance off of 128  
128 - Information booth, Welcome to Chetek, lake on right, pleasant countryside view

- c. From the south: Information center and organizations listed

From the north: "Welcome", I think  
\* west: Didn't notice anything, but may not be high traffic road way  
east: Primarily residential roads into the city, didn't notice anything  
\* west: Appreciated seeing the industrial area well in use and room for continued expansion

- d. Welcome signs at 2 entrances
- f. County D - no motels listed, bright signs, clean, no used cars sitting around. County M - very inviting, beautiful homes, lots of signs telling of things in town, gas station
- g. Well marked entrance
- h. M - lakes and resorts made for scenic entrance. Few if any signs advertising business. D - went from agriculture to city.
- i. Many ood information check points. Information (literature) at local business
- j. Highway D - scenic bridge and lake - very little signing except private business. Welcome sign but no directory. Intersection of D & M didn't tell us which way to business district (left or right?). Highway M entrance - scenic - yards clean. Highway SS - commercial flavor. After exiting 53 no sign telling us left or right to go towards Chetek.

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

- a. Good signage for hospitals, senior center, school, etc. but they get lost among all the business signs. There are a lot of shopping opportunities for a relatively small town.
- b. BIG
- c. The "No Left Turn" not prominent enough. Would be easy for a stranger to miss that one! Chetek appears to be a typical "small" city with many assets. I like its size.

- d. Some buildings could use paint - Chetek Cafe. Beautiful Catholic Church.
- e. It seemed like all the signs were well presented and accurate in representing the products inside the stores.
- f. Lots of business, well maintained
- g. Some businesses could use paint - though this is "off-season"
- h. Well lighted. Business signs were prominent. Store windows displayed goods.
- i. "Chetek Cafe" needs painting! (outside). Most buildings in good repair
- j. Verylarge downtown area for 2,000 population. Some buildings (Chetek Cafe) need outside work. Saw one craft shop occupying an abandoned old concrete building.

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

- a. More commercial than retail. Retail area concentrated downtown.
- b. Recreation Association, VFW, BIG
- c. I liked the business area. Everything was very accessible.
- d. Pete's Landing - easy access to lake. Thank You sign on front of lawyer's office - nice idea.
- j. Side street business - automotive shops - two beauty parlors across from each other. Old in appearance - but appears to be thriving.

V. Driving...comments on residential:

- a. Lots in mobile home park are large-that's nice-but could use some trees to shield/separate lots and park from industrial area.
- b. Pleasant, modest homes, one senior center, one mobile home park
- c. Seemed to have pride in homes and well maintained.
- d. Some could use cleaning - but bad time of year
- e. Some areas appeared picturesque while there were some that looked in need of some attention.
- f. Clean. Lots of nice homes. The older homes well maintained. Nice clean yards.
- g. Interesting mix
- i. Varied type of housing
- j. Homes well maintained. Saw no boats - or junk cars.

VI. Driving....comments on:

- a. street signs
  - (a) Adequate
  - (b) Museum, Chetek High School, City Beach, Public Library, Elementary School, Conundrum-Chetek High School and No Left Turn on same post
  - (c) See # IV. (a)
  - (d) Too many directional signs - hard to distinguish street signs.
  - (e) More than adequate for a town of its size

- (f) Clean and bright
  - (g) Well marked
  - (h) Well marked
  - (i) Good
  - (j) Easy to read - clean
- b. traffic patterns/street conditions
- (a) Lots of traffic through downtown. Didn't expect so much. Main Street (I) in good shape - side streets need work.
  - (b) Two lane traffic in town - no one-way streets, main street very busy
  - (c) Very easy to drive in Chetek
  - (d) Some streets need some work, cross walks need painting
  - (e) Both of these seemed to be just fine
  - (f) Clean and well maintained
  - (g) Polite - stopped for pedestrians each time we crossed
  - (h) All two way traffic, streets were wide enough to accommodate traffic and parking
  - (i) Good
  - (j) Streets clean - no potholes - curb and gutter good condition. Curbing marked "yellow" for no parking.
- c. welcome signs (at entrances)
- (a) Nice - but could be flashier - use your motto
  - (b) Two welcome signs
  - (c) Adequate perhaps?
  - (d) Two entrance signs
  - (e) For the most part signs and entrances were easily seen and well made.
  - (f) Big, bright, inviting
  - (g) Fine
  - (h) A sign board with emblems of various organization, Lions. etc.
  - (i) Bright and informative
  - (j) Only saw the one major sign coming in from 53 and a billboard welcome sign coming in from Highway D
- d. direction signs to parks, schools, hospitals/clinics, attractions, services (i.e. police), etc.
- (a) There are directional signs - but they got lost among all the downtown signs.
  - (b) Chetek High School - track and baseball field, Gotham Pioneer Park - for beach/with playground, maintenance building, covered beach house - Pete's Landing, boat slips - Senior Community Center
  - (c) Seemed to be quite adequate. But, should review to be sure. Didn't see direction to Industrial Park as example. Chetek should have very prominent signs designating all of above from its heavily traveled MAIN STREET.

- (d) Plenty of signs, but get lost in the view of Main Street
- (e) All of the above seemed to be easily read and followed.
- (f) Good signs telling where to go
- (g) Well marked
- (h) Blinking yellow lights, police station, town hall well marked, Funeral Home
- (i) Clean and in plain view
- (j) Great sign on Main Street (Second Street) for United Methodist Church. Didn't see a sign at the same intersection (Stout and Second) telling us that the Police Department and City Hall were down the same street as the church. Saw sign for Post Office, Library and Museum.

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

- a. Signed - appears to be a lot of room - very close to residential (mobile home park)
- b. Beaver Creek Wood Products-HUGE, opposite large mobile home park
- c. Didn't notice any signs directing to or welcoming new industries on our drive through. Believe there is room for improvement there. Oops! I learned you have a fine one, but I just didn't see it on our drive through!
- d. Did not know where industrial ended, nice size lots in trailer park
- e. If I were looking for one particular place I felt I could find it with reasonable ease.
- f. Looks like it is growing, lots to offer for the size of town
- g. Sign well defined
- h. Didn't see a problem
- j. Didn't see any one specific area such as industrial park.

VIII. Driving...comments on schools:

- a. Signs directing us to it. Very nice facilities.
- c. I liked the Bull Dog Mascot perched on the roof of the school! The (no entrance? exit only?) could be placed closer to the street so that strangers would observe it before making entrance. Just a suggestion from one who wasn't observant enough!
- d. School very neat and clean area - nice athletic fields
- f. Nice schools
- g. Average
- h. See previous page
- i. Average
- j. Drove past Roselawn Memorial School - not in session - nothing real positive or negative to comment on.

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

- a. Gotham Beach Park - shelter has potential needs to be fixed up. Nice new jungle gym, other equipment looks worn - but at least you still have some. Not sure if the side away from the beach is part of the park.
- b. See # 4.
- c. The "Beach" park was a bit in disrepair we noticed. The Shelter House could use some paint and board replacement. Maybe you have a better and larger park but we didn't see it.
- d. Beach not well defined - shelter needs work.
- j. Walked to Senior Community Center. Welcomed me, introduced me to officers - showed me around, invited me back for lunch and willing to give more information on how to start a Senior Center. I told them I was from Trempealeau and on the Planning Committee and interested in establishing a Senior Center.

X. Driving....comments on other:

- a. hospitals/clinics
  - (a) Several clinics - 2. Wonderful for you!
  - (b) Midelfort Clinic, Dental Clinic, Lake Country clinic
  - (c) Very commendable! I envy Chetek with 2 clinics and only 14 to 16 miles distant to 2 larger cities with hospitals!
  - (d) Neat looking
  - (g) Well marked
  - (j) Saw a sign for a clinic between 53 and city limits
- b. billboards/advertising
  - (a) Downtown signage seems cluttered. Hard to see the forest for the trees.
  - (c) Didn't notice much and maybe that's a plus!
  - (d) Snug Harbor Resort sign Highway Blv. N. easy to read - eye catching. Resort sign on main street where road divides needs painting - spaced too close together, hard to read unless you stop.
  - (e) Advertisements looked attractive and informative
  - (f) Beautiful signs
  - (g) Average
  - (i) Not too many billboards - (aood). Adequate signs for resorts, etc.
  - (j) Lots of commercial signs for resorts, etc. Advertising signs and billboards could be a problem if there are too many. Apparently there is a signage ordinance to control number and placement of signs.

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

- a. Most of the buildings are middle-aged - no fancy old ones to fix up. Lots of siding. Generally well kept, freshly painted. The big plastic fish, sure is an eye-catcher and somehow suitable for a fishing resort town. A few empty storefronts and lots leave empty spots in the downtown retail area. Lots of signs crying out for our attention. There are directional signs, but they are difficult to pick out in the crown of signs.
- b. I.C.E.-Ice Cream Emporium, FISH-Rod & Gun Shop, Head Linesmen/women hairdressers, each shop is individual-no attempt at unifying look
- c. I was satisfied with what I saw. Especially impressed in that I noted only one business building (for sale), the Antique Shop. Most small cities and villages have a multitude of vacated businesses and in poor repair. (There may have been more, but I just didn't see them).
- d. Two empty buildings (gas stations?) on main. Ben Franklin building needs something eye catching on its outside wall. Clean smelling bait shop.
- e. A O.K.
- f. Turtle Lake took away from business
- g. Average
- h. Daler place has good prices and large servings
- i. Average
- j. Visited two cafes both located in old buildings, waitress staff friendly. Inside clean - furnishings old, basic "eatery" furniture.

XII. Walking around....comments on people:

- a. Lots of kids - must have been spring break. Most employees didn't know the answers to questions - responded with "I just work here". One person told us what to do in Rice Lake.
- b. Open, friendly-answered questions, gave directions, busy people on street going some place-no dawdling on corners-even children-10-12-14 years answered "Hi".
- c. We had a nice visit with a lady in the I.C.E. store, a Mrs. Joyce Williams, every community should have the likes of her. She was a gem in describing your city with a great deal of pride. The other people we spoke to were helpful. The lady in the antique shop was very interesting to visit with.
- d. People (employees) at Kwik Trip and Coast to Coast did not know about chamber or info - were friendly. Woman at Ice Cream Shop could tell us anything about Rice Lake, but not Chetek.
- e. The people were friendly and helpful (Home town atmosphere)
- f. Very friendly and answered all questions
- g. Very friendly
- i. Very friendly - very informative
- j. Sorry, I'm shy about approaching people. Store clerks were friendly and answered questions about age of building (75 years old)

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

- a. community brochure (tourist type)
- (a) Lots of information! But too big to mail out in standard envelope or to carry with you. I like the map and numbering system.
  - (c) You have a dandy! I liked it very much-colorful-well laid out!
  - (d) Nice brochure
  - (g) Very nice
  - (h) Available from Town Hall. Staff was helpful.
  - (i) Very good brochure
  - (j) Ice Cream Emporium had Chetek brochure, local map, Wisconsin map and Indianhead Country magazine at entrance. Well stocked.
- b. businesses/attractions brochures or directory
- (a) On community map. Nice feature. Could tie in city map and businesses with a numbering system.
  - (c) Yes
  - (g) Very nice
  - (i) Directory very good
  - (j) Chetek Visitors Guide lists all chamber members as well as permanent association members. Excellent maps. Tons of advertising for local businesses.
- c. community profile (demographic, industrial type information for prospective business people, etc.)
- (a) NA
  - (c) ?
  - (j) Man at Keg N Kork told us population of 2,000.
- d. map
- (a) Nice map - with the lake and city map but it's too big to mail out easily or to carry
  - (c) Yes, and it's a dandy!
  - (g) Good map
  - (i) Very good
  - (j) Chetek Lakes Fishing Map (probably put out by Chetek Resort Association) is excellent. Lists chamber officers, directors and where individuals can be found. (i.e., President Rich Jacob - First National Bank)
- e. Other (i.e. bulletin/notice boards, kiosks, etc.)
- (a) Didn't notice any on the streets
  - (c) Would be helpful if every business place would have literature available. Some had none available.
  - (g) Info center in "Ice Cream Parlor" very nice
  - (j) Bulletin board, local information noticed in Ice Cream Emporium

XIV. City Hall...describe your visit:

- a. appearance of facility, including signing
  - (a) No directional signage. Facility new - nice exterior
  - (c) I was impressed. Both, with the signage on the outside of the building and the interior was neat and orderly.
  - (g) Clean, etc.
  - (h) Good
  - (i) Very clean - nice personnel
  - (j) City Hall - Police - Fire - Rescue  
Loved the huge emblems on the garage doors. City Hall - newer building - glass doors.
  
- b. helpfulness of staff
  - (c) Two ladies were very helpful in answering my questions and supplying me with information.
  - (g) Very helpful
  - (h) Good
  - (i) Very helpful
  - (j) Very helpful. Told story I was researching a bed and breakfast. Referred me to two realty companies. City Hall person suggested I talk to "Butch" at realty company. Active chamber member. Gave me directions to realty company.

XV. Chamber of Commerce....describe Your visit

- a. did people know where it was
  - (a) Employees didn't. Owner directed us to Chetek Alert. Mel wasn't in, but the employee gave us Diane McFarlane's number and told us to call her
  - (b) Don't have office-were directed to an officer's place of business
  - (c) I wasn't there
  - (d) No - don't have one - office. Two employees of stores did not - not from town.
  
- b. comment of information available
  - (a) Did have Barron County and Chetek brochures. Indianhead Information Center was very useful. Lots of information
  - (d) Indianhead Info Center - nice way of arranging info
  
- c. comment on staff
  - (a) NA - Indianhead staff welcomed us - showed us brochures.
  
- d. other (hours, appearance, locations, etc.)
  - (a) NA
  - (j) City Hall comments - hours appropriate - appearance modern - location off of Main Street but saw no

signage from Stout Street. Library, Museum, etc. was signed.

XVI. Other stuff....

- a. public restrooms (available, condition, etc.)
  - (a) Didn't see any
  - (b) Quik-Trip, gas stations
  - (c) Didn't see any! May I suggest trash containers somewhere on Main Street?
  - (h) Clean
- b. payphones (working, phonebook intact, etc.)
  - (a) Didn't see any
  - (c) I appreciated seeing them in a high visibility area on Main Street.
- c. parking
  - (a) Seems to be plenty of on-street parking (at least for this time of the year. Some parking lots available - are they public or private?
  - (c) Ample room
  - (d) Parallel
  - (e) Plenty of easily accessible parking
  - (f) Lots of parking in winter but very busy in the summer
  - (i) Free parking - no meters
  - (j) No problem today. Might be really crazy in tourist season.
- d. water fountains, benches, etc.
  - (a) Benches are real nice.
  - (c) I did see one bench along Main Street. Maybe in the high tourist season you do have many more for the pedestrians that need and would appreciate them.
  - (d) Few benches - no fountains
  - (e) The benches I did see looked brand new
  - (i) Off season
  - (j) Benches, didn't notice water fountains

Wrap UD

A. Using your "senses"

- 1. What does the community TASTE like?
  - (a) Like a kolache
  - (b) Bakery was delicious!
  - (c) Speaking of Bakeries! You seem to be blessed with a very good one. We sampled their goodies and we were very satisfied. We enjoyed our soup and sandwich lunches at Bob's Grill. Good waitress, good service, good price and good food!
  - (e) What I tasted of the community was excellent.
  - (f) Great food, good ice cream, good bakery

- (g) Excellent
  - (i) Very good
  - (j) No comment. I did see a "Fresh Lefse" sign. Plain American cooking. Didn't see anything ethnic (except lefse)
2. What does the community SMELL like?
- (a) Good steak on grill
  - (b) Clean
  - (c) Good, fresh northern non-polluted air!
  - (d) Fresh air - meat frying
  - (e) Very clean and fresh feeling and scent.
  - (g) Average
  - (i) Very good
  - (j) Smells like spring (early spring) smells like it's ready to bud in term of tourist season.
3. What SOUNDS did you hear?
- (a) Traffic - water - kids
  - (b) Traffic, birds, wind
  - (c) It was a quite day on our visit and only the sounds of light traffic were evident.
  - (d) Wind, traffic
  - (e) I heard people walking and talking, cars passing by and children playing.
  - (f) Quiet in winter and spring
  - (g) Average
  - (i) Quiet!
  - (j) Lots of traffic sounds.
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.)
- (a) Very busy - lots of traffic. Side streets were rough. People answered questions but weren't real friendly.
  - (b) Clerks were helpful, easy going, people on the street responded to "Hi"
  - (c) I liked Chetek! The streets and sidewalks could use some repair. But what community doesn't have that problem? The residents and business people seemed to be happy. The business community seems to serve nearly all of needs of its residents. The city is alive!
  - (d) Friendly - small town - kids riding bikes
  - (f) Warm and friendly
  - (g) Some (not many) rough sidewalks
  - (i) Warm
  - (j) While crossing at a pedestrian crossing westbound cars stopped for me, but eastbound didn't. Wonder what it's like crossing streets during the peak of the season.

- B. List the 5 most positive things you observed about the community:
- (a)
    - 1. LAKE VIEWS WERE WONDERFUL!!!
    - 2. Rod-n-Gun Bait Shop - clean - no smell - nicest bait shop I've ever been in
    - 3.. Variety of retail shops
    - 4. Two - count 'em two clinics
    - 5. Scenic pines - combined with lakes really accent the views
  - (b)
    - 1. Thriving town/businesses
    - 2. Busy people
    - 3. Clean streets and businesses
  - (c)
    - 1. Business needs are being met
    - 2. Physical well being of residents being met
    - 3. Spiritual needs taken care
    - 4. Recreational facilities are available
    - 5. There seems to be a good sense of pride by its residents
  - (d)
    - 1. Number of businesses
    - 2. The way they have utilized their natural resources like lakes
    - 3. Nice school and athletic fields
    - 4. Relaxed atmosphere
  - (f)
    - 1. Clean
    - 2. Lot of things to do
    - 3. Stores to shop at
  - (g)
    - 1. People!
    - 2. Good food!
  - (i)
    - 1. Traffic not bad
  - (j)
    - 1. Well-maintained homes and yards.
    - 2. Variety of small businesses and industry
    - 3. Number of businesses considering the small population.
    - 4. The Senior Community Center is outstanding; yet serves only 30-40 meals a day and Meals-on-Wheels.
    - 5. Cleanliness of yards, no burn barrels or junk cars
- 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:
- (a) Brochure stand in information center. We'll use the idea for our new visitor center.
  - (c) 72 hours is not very realistic for us!
  - (d) The arrangement of statewide brochures and pamphlets in Indianhead Tourist Center. Discuss with committee on village info center
  - (f) Clean up the yards!!!
  - (g) Information (free literature) in local business
  - (i) Information Centers very helpful in Local Business i.e. - brochures, maps, etc.

(j) Next 12 hours - Tourist Information Center: talk to Arild about Lion's Club donation to Village House. Talk up volunteers to staff, talk to Chamber of Commerce about brochure and/or placemats at Eatery, Hotel and Kounty Korner. Next 72 months - Senior Community Center - site to call their own - other than Kounty Korner and community room of Village Hall.

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

- (a) The wonderful lake views and that bait shop.
- (c) How well Chetek is being taken care per Item 4. B. above!
- (e) I will most remember the big, beautiful trees all through the town.
- (f) All the shops, a place to go to for a week end
- (g) People, good food
- (i) Variety of business - small gift shops, craft stores, price very reasonable.
- (j) Miniature "Eagle River" sleepy October-May, bustling May-October

E. Other comments

- (a) You have several dead end streets abutting the lakes. Is there a way to unclutter them and make "pocket parks" to enhance public lake views?
- (c) I am envious of Chetek despite some minor improvements that could be made. You have a large land area in which to continually grow. You have a cool climate during the summer months and an ever increasing number of tourists (with money to spend) from the urban areas of Milwaukee, St. Paul/Minneapolis and Chicago areas. Two Medical Clinics, two large banks, industrial area. churches, recreation, recreation, resorts, etc., etc. Wow! You are to be congratulated!!
- (d) People stopped for pedestrians in crosswalk
- (e) Looks very convenient as far as gas stations/convenience stores, groceries, hardware and also for buying a car, boat or even a house.
- (j) It would be interesting to visit this town at the height of the tourist season.



**Q:** How does this image add to or detract from Chetek?

**A** Empty, undeveloped lot detracts from overall appearance as a thriving retail district.



**Q:** How does this image add to or detract from Chetek?

**A** One of the few empty buildings. Could it be spiffed up for retail or are there environmental concerns (i.e. underground storage tanks)?

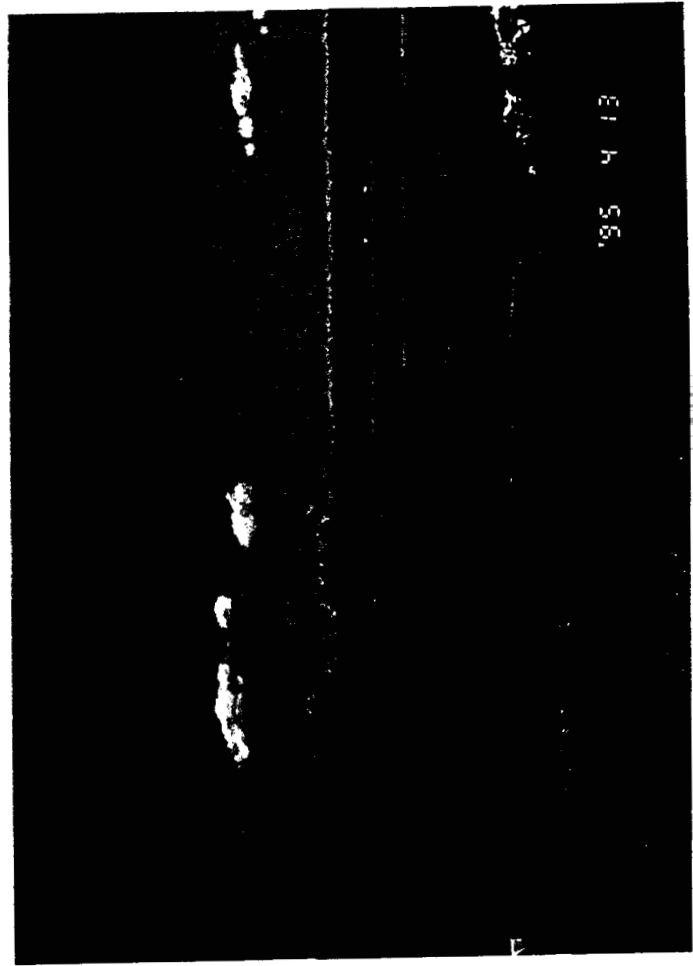
Q: How does this image add to or detract from Chetek?

A: Visible sign - that's great! Neat old house - it makes a good tourist center. Think about wheelchair accessibility



Q: How does this image add to or detract from Chetek?

A: Great views! These dead end roads would make wonderful "pocket parks".



**Q:** How does this image add to or detract from Chetek?

**A** This Catholic Church is just beautiful.



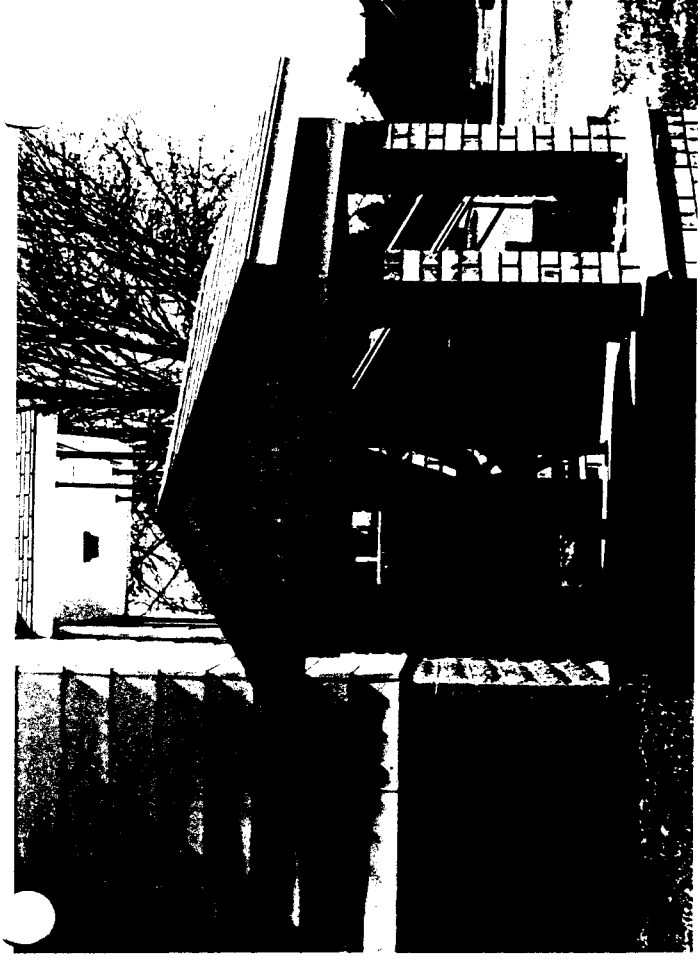
**Q:** How does this image add to or detract from Chetek?

**A:** Home of the cleanest bait shop the entire group has ever seen. I love the big plastic bass. It really fits my vision of a northern tourist center.



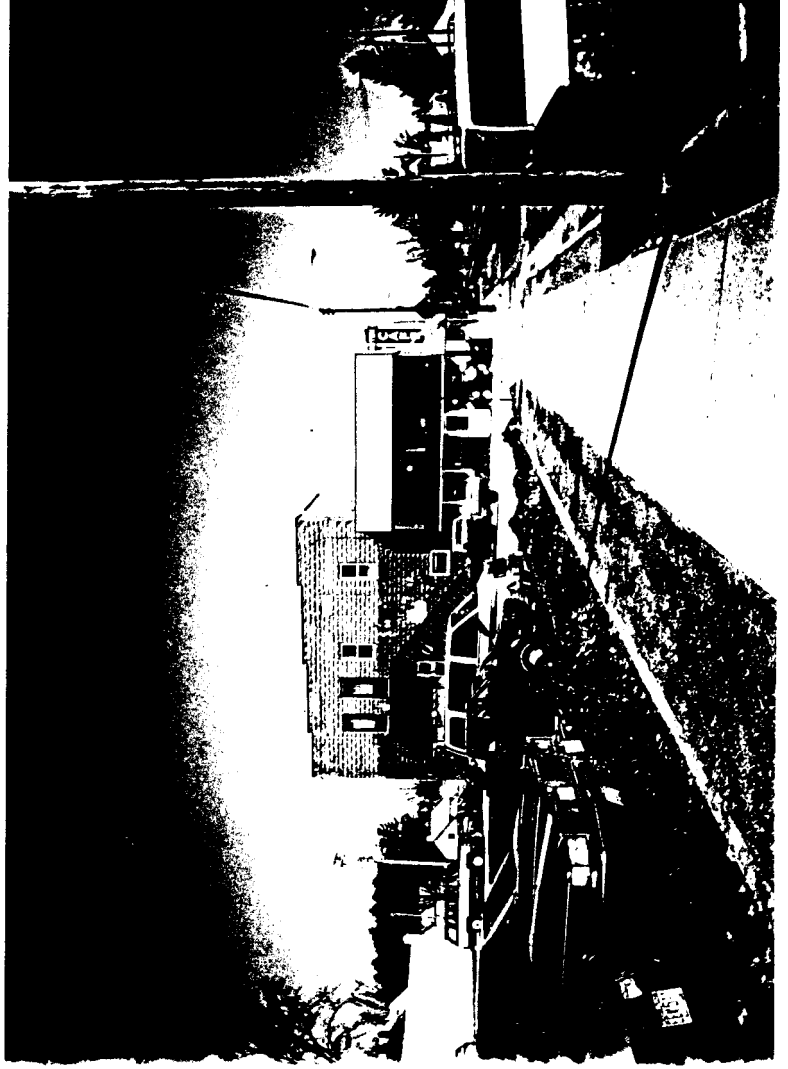
Q: How does this image add to or detract from Chetek?

A: We were impressed by the diversity (religious and retail) that Chetek offers.



Q: How does this image add to or detract from Chetek?

A: Needs a paint job.



(  
**Q:** How does this image add to or detract from Chetek?

**A** Plenty of on-street parking - lots of retail activity.



**Q:** How does this image add to or detract from Chetek?

**A** Directional signage to attractions is there. Sometimes it gets lost among all the other signs.

