

# *First Impressions*

of

***Elroy, WI***

*by Fennimore, WI*

*Visit conducted 10/23/91*

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*A program for community improvement*

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*Developed by:*

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*Revised: 1/22/91*

## Report Introduction

The First Impressions visit of Elroy by Fennimore was conducted on Wednesday, October 23, 1991.

The five member Fennimore team profile:

- 3 men, 2 women
- 2 are connected to government
- 1 is a current businessperson
- 2 are retired
- 1 has banking background
- 1 has education background
- 4 have long time ties to Fennimore (20 or more years).

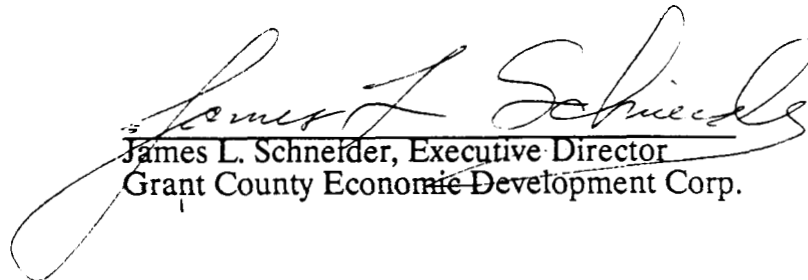
We could not have picked a more beautiful fall day. The temperature was in the low 70s and sunny. Our trip took about 1 1/2 hours and we arrived at 9:30 and stayed until 2:30.

We split into two teams of two and one individual. We took turns driving around the area and visiting businesses. We tried to visit as many businesses as possible and there was some overlap.

We did not request information in advance so we cannot evaluate your ability to respond to that type of request.

The following pages provide a composite of the five individual reports. If further explanation is required on any of these, I invite you to contact me at 608-822-3501.

It was a pleasure visiting your community. Continued success with your "Commons" project and may all your "First Impressions" be winning ones.



James L. Schneider, Executive Director  
Grant County Economic Development Corp.

**1. What was my perception before visiting the community: What did I expect, etc.**

*I **knew** nothing about the community except it had a treatment center for alcohol and drugs, and it was Tommy Thompson's hometown.*

*I am somewhat familiar with the area I expected a somewhat busy farm community and was somewhat **surprised** at the small amount of agribusiness.*

*I expected to see a nice, small, well kept, **friendly** community with signs proclaiming it the home of our Governor, Tommy Thompson.*

*I had been through the community before but had not spent much time there.*

*I had driven through before and was not impressed with the appearance entering and leaving on Highway 80.*

**2. Approaching the community, what do you notice first? (Evaluate EACH entrance)**

**Positive:**

*"Welcome to Elroy" signs at entrances. 71 East into City. Very pretty, well landscaped home and pond on right. Bike trail on left - nice road.*

*South - Nice Fairgrounds, park, and swimming pool. Attractive, large welcoming sign. North - Same attractive welcome sign. Well kept homes. West - I think this was the most appealing entrance. Same attractive sign. Well kept homes. Nice pond with geese.*

*City "O" - well kept cemetery, very well groomed dairy farm. Left side going downhill saw what looked like small swimming pool surrounded by much shrubbery - could be danger spot? **On** down the hill was a church with windows boarded **up** - not very attractive. Across the street we saw schools that looked well kept and accessible.*

*Junction 80-82, lovely wishing well from Women's Club. "Hello" on signs at all entrances makes one feel welcome. Road to Lisbon and Mauston very well kept - good roads nicely designed water tower.*

*Hwy. 80-82 South - park on left is nice - liked the Hello-Welcome to Elroy and Home of Tommy Thompson signs. Hwy. 71 - fannette on right just before your sign **is** beautiful. Whole entrance along bike trail is well kept and very inviting. Hwy 80 North - o.k., but what **is** stuff on left - an old landfill??*

*Well kept farm (Fair view **Farms**) on County O West, well kept cemetery, Hwy 80-81 N. is nice with J & M Retreads and Watennan*

Body Shop, Hwy 71 West has a nice wayside with restrooms, Allson Memorial park, nice park on Hwy 80 South.

### **Negatives:**

North - from 80/82 into town - piles of "something" on left. **On the right** - we wondered if this was supposed to be Industrial Park? Most welcome signs need stain or paint.

South - homes in this area were **run** down, yards unkept. I think that **a little paint** and just some general clean up would do a lot to change this appearance.

**Road to Lisbon and Mauston** - can't see **'Elroy'** on water tower very well. Swampy area - mosquitos? (Eastpart **of** town.)

Your 'Elroy' signs need to be spruced up.

County O West was poorly marked, water tower **is** old and **ELROY** is on wrong side entering city from the north, landfill **is** messy on NE side of town, County O East **is** swampy.

### **3. As You drive around town your comments on:**

#### **Appearance**

##### **1. Downtown**

Loved your gazebo and the things happening below it. The Depot, etc. Would like the old hotel renovated or removed. It **is** an eyesore. Cute wishing well Had trouble spotting signs on most stores - offices. Beautiful bank - coming into town **from** South - the right side **is** lots more attractive the the left. Please paint your flower containers on Main Street! Liked your banners under the flags. Some storefronts are nice - others need lots **of** attention. Realize you have lots **of** empty stores but a community effort to keep even empty ones picked up - windows cleaned up, etc., would help.

The new deli was a real surprise and treat. Evidently locals haven't found it yet. Very neat, clean and quaint. Like so many of our small towns there were empty buildings. We need to find solution to this. Sidewalks need sweeping, although this was probably caused by crack sealing **of** highway and using sand to cover fresh oil. Patches **of** weedy areas along buildings and at some crosswalks. One hundred year old hotel shown in brochure needs a lot of attention, especially trees growing up along foundation on west side. Windows on building need washing. Some paint would do a lot.

Appearance pleasing - bank building in center very impressive and gives feeling "all **is** well in Elroy".

-Park areas on Bank side are well kept and appealing. Buildings are a **mix** Some are nice and other need work Bank building is impressive.

- You need to look at buildings **from** across the street. Attention to **fronts from** canopy **up** as well as canopy level and down.
- Front of cafe **needs** paint (upper part) and some other buildings need work but overall quite nice.
- Like the upper part of **Gary's T.V.** building. That nice area across the street will cause more people to view your entire building.
- Vacant buildings are always a problem. **what** can be done to keep them **from** becoming an eyesore??
- Like the flags and banners but they need to be maintained • the flags need cleaning.
- Service Oil Co. (**125 Main**) nice building.
- Fox Pharmacy • nice job **on front** of building both top and bottom!!

The flags look good, the store fronts are hodge podge • no theme • some fronts are nice about first level and some below, no crosswalks marked

## 2. Residential

Some beautiful areas • am jealous of your hilltop views! Some very unkept areas. Some **great** people siding-roofing-etc. Congratulations to those making improvements. Loved your "Halloween" decorated house on Erickson St.

For the most part neat and well kept. Streets were quite well maintained. Here again a little paint would sure help.

Generally speaking, homes are well taken care of, lawns mowed, etc.

Some very surprising views (i.e., Western and Prospect). Like Halloween display on Erickson St. (they're having fun!). 204 2nd St. • nice paint job • good color combination.

Generally well kept.

## 3. Industrial park

No sign to indicate. Wondered why there was a house in Industrial Park?

We think we found it, but residential building in the same area made us wonder.

Neat and clean appearance around buildings. Well kept roads with extensive parking places. 'The Commons' (being built) is going to be a great asset to community. Looks like it will be beautiful. Elroy is very fortunate to have **5** factories.

*Not sure that you have one - seems to be used as part of residential expansion.*

***Did** not find it until looking at a city map.*

#### **4. Parks**

*Park on edge of town with swimming pool. Couldn't find any small neighborhood parks at all and wondered if children go out to play at the park on the edge of town.*

*We **only** found the fairgrounds area. This was very nice. There seemed to be a lack of playground area and equipment for children within the town. The fairground was really too far **away** to benefit small children.*

*Very beautiful park located at edge of town but **may** be a handicap for young mothers to go that distance with children. Excellent equipment in park*

***Only** saw one park - that surprised me. The park south of town was attractive - good ball field*

*One large - development looks continuous. Somewhat messy along row of buildings.*

#### **5. Schools**

*Good general condition - High School, Elementary?K-4.*

*Neat and well maintained*

*Grounds well kept. Great advantage to have consolidated school with Wilton & Kendall.*

*Royall H.S. - well maintained.*

*Elementary has a newer addition to an old building in a residential area. The high school is well kept on nice grounds with a nursing home and residential area as neighbors.*

#### **6. Infrastructure (Sidewalks, streets, lighting, etc.)**

*Some residential streets were in very good condition. Some were terrible. Sidewalks were generally good.*

*Sidewalks need some attention, streets were very good. Lighting units appeared adequate; however, we were not there at night.*

*Seems adequate. Should be marked, especially at corners and intersections for parking, pedestrians, etc.*

*Some streets were done "on the cheap": **You may** have saved **money** initially, but you're going to pay in the long run.*

Typical of **an** older town. Presently the sidewalks were ditty from seal coat on streets.

## 7. Other

Beautiful nursing home. You have a theater - how lucky your young people are!

There **is** a very complete and up-to-date library. We received much information about Elroy from the head librarian. She went out of her way to **bring us** material about Elroy. She was gracious and very helpful. The library, housed **in** a lovely old building, **is** well taken care of:

Northern Plastics - good looking facility. Walk **in** campsites - interesting idea. Good looking medical center. Brunner Mfg. - excellent facility.

The development at the old depot property will be **an** asset. Currently the **fire** station and **EMS** are housed there and **plans** are to add rest rooms and showers for those using the bike trail.

## B. Signing

### 1. Community entrance/exit signs

Nice signs coming into City; however, upkeep and landscaping is important too!

Attractive and pretty well kept.

More signs into and out of Elroy would make it easier for travelers.

Good signs - just need to be maintained. A little landscaping would help. Like the "Hometownof" signs. Liked the use of the triangle area for the Elroy sign downtown. Also liked "Welcome to Elroy" sign on CEC Liquidators. **Was** very well done - script is legible and tasteful.

OK but nothing impressive. Separate "Home of Tommy Thompson" sign-

### 2. Streets

Signs all adequate.

I would rate very good.

The 3 flags on the Main Street are very effective and also the triangular welcome flag - however they could be cleaned. Streets appear to be well marked.

OK.

*Typical of small town • some are in need of repair and others were good.*

### **3. Directions to Hospital/Parks/etc.**

*Didn't notice any.*

**Did** not see any.

*More signs are needed*

*Didn't see any signs of this type.*

*None to the hospital. Did not see a sign to the park Signs to industries were neat.*

### **4. Storefront signs**

*This is something most, but not all, businesses should look at.*

*Average, about what a person would expect.*

*Ceramic shop interesting and evidently used by many. The sign should face the pedestrian • not against the stone building.*

*Hodge podge.*

### **5. Industrial park**

*Is there a sign?*

*I think it would be a nice home for small industry, if we were in the right area They do need a small sign for this.*

*Good changes are being made.*

*No sign • is there a park?? I liked the signs directing you to the industries in the community.*

*No sign.*

### **6. City Hall, police, etc.**

*Had a devil of a time finding this!*

*Not very well signed. I did not enter because I know some of these people.*

*Didn't find any signs.*

*Never saw any • where is City Hall??*

*Police station is below library with a side street entrance - hard to find City Hall is downtown next to an attorney's office - sign on building-did not see others.*

#### **7. Billboards/advertising, etc.**

*Didn't notice too **many**.*

*Very little of this.*

*Not noticeable.*

*Nothing that I noticed*

*Nothing outstanding*

#### **4. Visitor/community information (Visited by one team only)**

##### **A. City/Village Hall**

*Didn't visit.*

##### **1. Is there a street map?**

*Yes, updated in 1991 - although I thought it very difficult to read.*

*I don't know. Ron did obtain a **large** map, but I don't think this was **for** general distribution. Hey! There **is** a **map** inside brochure.*

*Yes, very informative.*

*Saw street map in Library - they even had location of phone booths highlighted.*

*Yes, but not reduced to hand-out size.*

##### **2. Community brochure/directory**

*Yes, brochure. It was hard to find though. Not **many** places had them. We got one at library and one at **Info** Center for the bike trail.*

*Yes and I think it was sufficient.*

*Very good one **found** at Library.*

*'Come on in' brochure is very nice - excellent quality paper stock "More than a Bike Trail" is a good play on your #1 attraction.*

*Brochure needs to be updated. The old one is attractive. No directory.*

**3. Community profile (including business and industrial opportunities).**

*Didn't see one anywhere.*

*Yes as part of brochure.*

*I believe that they are making many improvements which have been underway the last two years. Also, plans for more improvements. Looks good*

*Info at Library was very dated*

*Some are listed in community brochure. Opportunities not in brochure.*

**4. Recommendations on place to stay/eat/visit ---etc.**

*This was interesting. Most people said "The cafe down the street" or "the taverns serve sandwiches" - however, we came across this delightful little deli - only open a month or so and wondered why no one told us it existed. So, we lunched there to check it out. Food was great - people were very friendly - deli was clean and decorated nicely. It definitely was the cleanest place we were in that served food or beverages.*

*One motel. Only one small restaurant. Only one person knew of the deli or at least directed us to it.*

*Need a good restaurant! The person we asked recommended golf course at Union. We ate at Mr. Ed's bar. Stench of grease was terrible upon entering. Food, however, was excellent. Unpleasant atmosphere. Dark-dingy.*

*A female bank teller was very helpful and proud of what is in Elroy and nearby. The community brochure lists lodging and food service.*

**5. Contact people & addresses listed if I want more info.**

*Didn't get any.*

*Yes*

*Yes - Elroy Area Advancement Corp.*

**6. Complimentary Items (Postcards, bookmarks, coupons, etc.)**

*None that we saw.*

*No*

*Building that sold these items was closed*

*None that I noticed.*

*I had to ask for brochure and map. The City office gave me the large street map.*

## **B. Chamber office/visitor info center**

*Didn't go there.*

### **1. Easy to locate (and did people refer you to it?)**

*Most people didn't know if there was **one**. One clerk **in** a clothing store told me there wasn't one, but there was a Businessmen's Association.*

***They** were not aware of Chamber, but we were not asking **for a** Businessmen's Club, which we later found out they had **Visitor** center was closed, but lady let **us** in. She was very knowledgeable and very helpful.*

*We **asked** - person said there was none.*

*Several people referred me to it, but we were there **on** day it was closed.*

*No Chamber. They do have "Elroy Area Advancement Corp." but no one told me who was president.*

### **2. Comments on info available (Street map/brochures/community profile/etc.)**

*This info from people on the street: told to check the **Info** Booth for bike trail at "Bits and Pieces": or maybe the library.*

*Brochures and some info on community. No map available here.*

*In looking through the window they seemed to have plenty of materials.*

***If** you know where to go **or** who to ask you will obtain a brochure and/or a city map.*

### **3. Recommendations on places to stay/eat/visit etc.**

*N/A*

*Yes, but again did not mention the deli.*

*Area residents are helpful.*

### **4. How prepared/helpful were they.**

*Lady at "Bits and Pieces" was very nice to **us**. She was closed, but let **us** in to get brochures.*

*I would rate as average.*

**5. Convenient hours?**

*Maybe in the summer when tourists are around But as I mentioned, it was closed when we arrived.*

*The hours listed looked good We just happened to pick wrong day - certainly not your fault. Are there other places I could get info?? especially on use of bike trail??*

**C. Info from general community (service station/motel/bars/restaurants/shop employees/etc.)**

**1. How knowledgeable about the community were they?**

- A. Lady at furniture store was a delight. She obviously loves her City and was very helpful and informative.*
- B. Owner of the new gallery was also very pleasant and informative.*
- C. Man at Post Office said he didn't know if there was a Chamber, but check at City Hall down the street for information. City Hall could be better marked though!*
  
- A. Generally knowledgeable.*
- B. Very friendly and willing to talk Especially true of barber shop and Art Print Gallery.*
  
- A. Trailerhouse Cafe girls were very helpful.*
- B. Surplus Store center of downtown - very knowledgeable and helpful - according to them - not much employment in Elroy for girls.*
  
- A. Woman at furniture store was amazing. what a promoter!! I mentioned the fact that I wanted info on the bike trail and she immediately came up with a Juneau Co. brochure that had phone numbers and other good info. She proceeded to tell me about work at Commons area and wound up giving me a tour of your museum, which was next door. All this for a visitor who was unlikely to be buying furniture. Could you possibly clone her and send us 3 or 4 copies!!*
- B. Assistant librarian was very helpful and knew her town,*
  
- A. Those I talked to were very knowledgeable.*
- B. The female teller at the Bank of Elroy was very helpful.*
- C. The librarian was very knowledgeable and helpful.*

**2. Did they refer you to someone else who could help?**

- A. Post Office said check at City Hall.*
- B. One person in a store said to go the Bike Trail Info Booth.*
- C. To the Library.*
  
- A. Yes.*

A. No.

A. Librarian suggested several people.

A. Yes, to the Jefferson law office.

B. Yes, to the City Hall

### **3. Attitude, appearance, etc.**

A. Most everyone would say "Hello" when we met them on the street.

B. Store clerks were willing to visit and most were helpful.

C. Overall, friendly people.

A. I would classify both attitude and appearance as casual.

A. People friendly - eager to help.

B. Wellgroomed appearances.

A. People seemed courteous, friendly and very positive.

A. The attitude of everyone I talked to was positive.

B. The appearance of some business places needs attention. I like a clean, uncluttered look

C. The City Council and other property owners need to examine each city entrance and do a little clean-up. A small effort will greatly improve first impressions.

### **4. Other comments**

A. I feel Elroy is typical of a small mid-west farming community. Reasonably friendly yet reserved, willing to help if called upon

B. Local paper - good cross section of 3 communities of Elroy, Wilton and Kendall

A. Librarian suggested several restaurants and lodging facilities in area She went out of her way to provide info on the community.

A. The city is not zoned, but they are currently working on a complete zoning ordinance.

B. The police station was closed when I visited. I later learned that one person has a split work load and is in the City Hall 2 days and police station 3 days.

C. Several blocks separate the facilities and no sign on the door indicates where to go when the police station is closed. The impression left was that of poor organization. Correction should be easy.

### **5. General**

**A. Do residents know their community history/events/directions/etc.**

*Yes, most of them offered good info and were willing to share it.*

*I believe this to be true.*

*Directions - yes. All other information obtained at Library.*

*People seemed to be involved and knowledgeable - gave good directions.*

*Those I talked to did - especially the bank teller, the librarian, and the Jefferson Law office.*

**B. Services--variety of retail --lodging facilities...**

*Too bad you have so many empty storefronts. Better signs on the occupied buildings would make them easier to find. Had to search for clothing store and I asked several people. Everybody says everything is "down the street"! Didn't see much retail - but typical of us small towns! Gallery is a great addition. Furniture store very nice.*

*Somewhat limited*

*Shopping availability limited Commons development will improve lodging facilities.*

*Small towns have a tough time with this, but you seem to be doing reasonably well*

*Only one motel; eating facilities are limited; clothing, shoes and hardware stores are lacking.*

**C. Are there public restrooms.**

*Didn't see any downtown - although assume when the depot and shelter are completed these will be used.*

*Yes, at the old railroad, now bike trail facility. This is quite appealing. New gazebo adjacent to bike trail facility is a very nice touch.*

*Yes.*

*Presumed there will be in the Commons area. Noticed facilities at Bike Trail Restrooms in restaurants need some work*

*South of town at the park, northwest of town at the wayside (not known until you arrive). They are adding new in the center of town.*

**D. Payphones--are they working, phone books intact.**

*Yes*

*Did not see any.*

*Phone next to phone office could use a little upkeep, but it had a phone book. Phone near gazebo was well maintained but book was gone.*

*Did not see them.*

**E. Industrial park...does it look active & attractive.**

*No - it **is** unmarked and unimpressive. First Industrial Park I've ever seen with a house **in** it!*

*Quite a lot of industry, but scattered **around** town. I think these developed before the industrial park **was** built. New park **is** attractive. I hope they can **fill** it.*

**Yes.**

*Not sure that you have one. **Saw** designated area **on** a map, but that **may** be used **as** residential **instead**.*

*No signage. **Did** not know it was there when we drove by.*

**F. What does the community TASTE like? (Specialty restaurants/bakeries/etc.)**

*Lunch at the new Deli was great. If I owned the cafe downtown, I would scrub the restroom so it had more appeal. It has a nice "homey" feel to it, but would feel more like eating there if restroom was clean.*

*I think deli was nice touch. The remainder of the community was typical small town, sandwich in tavern type fare.*

*Mountain Dew restaurant needs to clean their restrooms. Mr. Ed's Saloon served a good noon cheeseburger, but the place has a terrible odor. This was Tommy Thompson's brother's saloon.*

**G. What does community SMELL like?**

*Nothing unusual.*

*Nothing distinct or unique.*

*Dust on streets - not a pleasant smell.*

*Nothing in particular.*

*Fine - except inside Mr. Ed's Saloon.*

**H. What SOUNDS did you hear?**

*Semis - noon whistle - nice Church bells at noon.*

*Trucks, trucks and more trucks.*

*Nothing unusual • typical small town **sounds** • nothing unpleasant.*

*Lots more traffic that I expected • trucks.*

*Nothing unusual.*

**I. What did community FEEL like (Emotional response, i.e. cold/warm, crowded/deserted, inviting, etc.)**

*Warm • thought everyone was very friendly. Felt like community moved at a slow pace • except for semis going down Main Street. **They** moved! We have semis in Fennimore just like them.*

*Warm and inviting yet afraid of it's future.*

*Warm • cooperative.*

*People were friendly, inviting. There seemed to be plenty of **cars** on main street.*

*Just driving through it feels like a dead small town. After stopping and visiting, it feels like a proud, active community.*

**DESCRIBE THE PEOPLE YOU MET (Friendly, helpful, etc.)**

*Very friendly • willing to visit.*

*All people we met were friendly and willing to help **us**. Some were very knowledgeable and a few really didn't know much about the workings of the community. I feel this **is** very typical of all communities whether large or small.*

*Friendly, cooperative, interested.*

*People were very friendly and helpful. Surprisingly enough, the best salesman for the entire area was a guy named "Frye" who was in the area delivering welding supplies to businesses. Talked with him at cafe. **He's** originally from Reedsburg area and now living in Madison*

*Everyone I met was friendly and helpful. Whatever their job, they seemed proud of what they were doing and proud **of** their community.*

**ADDITIONA**

**S/OBSERVATIONS**

*The first thing I commented on at the end of the day was "I'm jealous of all your industry": Would you like to give **us** one or two of your nice manufacturing plants? You still have a theater • great! Your people are so friendly to strangers • I think it would be great if you had a "clean up" day with paint • brooms • etc., so it was a prettier drive down Main Street. Some places **look** so nice and others do nothing to their places. A sharper looking Main Street would make strangers want to stop and spend their money! I was curious why one person told **us** there **is***

nothing for "Kids" to do - that's why they are all in trouble. We were lead to believe you have a vandalism problem.

The 100 year old Elroy Hotel is an eyesore and should be renovated for its historical value. Heritage Manor located in beautiful setting. Ms. Schultz, the administrator, gave me a quick tour. I was impressed with this well equipped facility - especially bathing handicapped and other residents! Obvious happy atmosphere!

Use of old depot is great. Practical and yet it helps you preserve part of your heritage. Librarian steered me toward "Story of Elroy" book by W. C. Clare. Simply done but an absolute treasure. What a pleasant view of your past!! Community overall is nice but could use some touch up - maintenance. Tribune Keystone (Oct. 17 issue) gave me a view of the area but didn't seem to be "Elroy's" paper. Trying to serve several communities can be a real challenge. Read 1980 "Preferences for Action" compiled by Al Anderson. Congratulations on turning a good share of that plan into reality - have you updated this?? Consumer Survey - well done but is it regularly done?? Assessors Map in library packet was from 1965. "Focus" (1990 & 1991) by Juneau Co. Visitors Bureau was attractive - good map. Got a tour of Duesenberg factory - Mrs. Braund, you were a real pleasure to meet. There's a lot more to Elroy than one initially expects!!

The new zoning code will be a real asset for orderly growth. The industrial park will stay dead as long as it looks dead The center of city development will be an asset. Tourism should be a big part of the future with the Elroy-Sparta trail, campground and park.

### **WHAT WILL YOU REMEMBER ABOUT THIS COMMUNITY SIX MONTHS FROM NOW**

Duesenberg cars! And all of your manufacturing.  
A great gazebo - the depot and shelter under construction.  
The bike trail.  
The feeling that too many people don't take pride in the way their own place looks - both residential and commercial.  
The delightful lady in the furniture store and the pleasant man in the gallery!  
The hotel - maybe it would be a great haunted house and then you could take it down after Halloween!  
The view from the top of your hills breathtaking!

Home of Tommy Thompson - Governor, Art and Prints Gallery, bike trail, Precision Classics, Inc.

Bank building. Beautiful park at edge of town. The Librarian.  
Ms. Schultz at nursing home.

The people - down at the furniture store, assistant librarian,  
Mrs. Braund.

*A friendly community with a positive attitude. Not a good palce to stop for noon lunch.*

## **6. Doing it Right!**

### **A. List the 5 MOST positive things you observed about the community.**

- 1. Capitalizing **on** the bike trail with the depot and shelter.*
  - 2. New deli - **new** gallery **on** Main Street.*
  - 3. **Your** industry!*
  - 4. **Your** people sound like they like living in Elroy!*
  - 5. Quite a lot of siding · roofing · painting **going on in** residential areas.*
- 
- 1. Their effort to improve the downtown appearance and feel by placing flower planters and benches **on** sidewalks.*
  - 2. The fact they have a developed industrial park*
  - 3. The large entrance signs.*
  - 4. **An** economic development group working for the improvement and growth of the community.*
  - 5. **The** diverse industrial base already in place.*
- 
- 1. Friendly people.*
  - 2. The bank building.*
  - 3. The Library and Librarian (tall one).*
  - 4. Heritage Manor and Ms. Schultz.*
  - 5. Mr. Ed's cheeseburger.*
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- 1. The number **of** industries.*
  - 2. Commons area project including gazebo and depot.*
  - 3. Bike trail*
  - 4. 'Come on In' brochure.*
  - 5. Involved people.*
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- 1. Good school system.*
  - 2. Hub of several major highways and county roads.*
  - 3. The Elroy-Sparta bike trail*
  - 4. Five industries that provide a diversified job base.*
  - 5. The attitude of the people and their support for a well known native - Tommy Thompson.*

### **B. Describe ONE idea that you will steal for use in your own business/community and describe the steps you will take to implement it within the NEXT 72 HOURS!**

*City map inside brochure is a neat touch. I think Fennimore could pick up on this, even **as** a second page.*

*I will talk to the administrator of the nursing home and hope that he take a drive and visit to Heritage Manor. There **is** a lot more than one idea he could steal from them, and I hope he will!*

*"Come **on** In" brochure has ideas we can borrow to improve our own.*

*The lack of signs for public restrooms in Elroy is the same as Fennimore. Fennimore has restrooms in the memorial building, but a tourist traveling through town would never know it. I would place a sign in front of the building indicating public restrooms. Ossian, Iowa has this.*