First Impressions: New Glarus, WI

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Weather:  
Rainy & Cloudy
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Prior To Visiting New Glarus

What is the impression of the community before visiting? What are you expecting to see?

**Ela Kakde** – I knew of it as “Little Switzerland,” where the buildings had been adapted to give it the feel that you had stepped back to the old country — except without the mountains. Seeing on a map that it was a town close to Madison, I assumed that there would be a number of professionals living there, along with tourists earning higher incomes. The brewery is well-known (I like their fat squirrel beer).

**Joy**

**McQuaid** – Waiting to see “Little Switzerland”. I had heard that they have great shopping, but things are very pricey. I’m excited to see their Bargain Nook!

**Bev Anderson** – It is well advertised both locally & by county. Radio advertisements with something going on most weekends of good weather seasons.

**Suzi Osterday** – Swiss Village - Tourist Community

**Katie Kammerude** – Wasn’t sure what to expect! Had only been to the bridal shop otherwise only passed through.

**Phyllis Sonsalla** - I think New Glarus is a very inviting community. I’m expecting to see things neat, clean and well marked. I’ve visited NG many times and always return with a good feeling.
Initial research on New Glarus showed that there many websites, organizations, and tourist businesses associated with capturing the history of the area. However, looking at the village’s namesake illustrates more similarities.

**Glarus, Switzerland** lies on the Linth River at the foot of the Glärnisch foothills in the Glarus Alps. The entire Swiss population is generally well educated. In Glarus about 71.3% of the population (between age 25-64) have completed either non-mandatory upper secondary education or additional higher education.

**Rožnava, Slovakia** is a sister city to Glarus and shares traits to its American cousin. Rožnava is a popular tourist attraction with a beautiful historic town centre. It has food, textile and remnants of mining industries. The region was densely settled by miners as early as around 1200 in which, Rožnava was a prosperous mining town for gold, silver, and iron.
Websites of data, blogs, videos:

- http://www.flickr.com/photos/benandclare/378870220/
- http://www.swisstown.com/
- http://www.newglarusbrewing.com/
- http://www.youtube.com/watch?v=Nlf10Bj7qMM
- http://www.youtube.com/watch?v=issm1ZYJHr8&feature=related
- http://www.youtube.com/watch?v=p0-WkJR2xM&feature=related
- http://en.wikipedia.org/wiki/Ro%C5%BE%C5%88ava
Learning about New Glarus

A lot of the group’s prior impressions of New Glarus rested on personal historical experience. A good many participants had grown up in the area and recalled its roots in proximity to Darlington and Madison. Discussion ensued about how it had successfully branded itself on its creation of a Swiss village. New Glarus gave the impression of success with its specialty shops, degree of tourism, a nationally recognized brewery, One would assume that the population was mostly those who worked in Madison, highly educated and higher income.

The Five Minute Impression

Ela Kakde — Nicely laid out, attention to detail with the Swiss facades. This area is obviously a tourist town, appears to be more money with the number of different types of restaurants, bakery, specialty cheeses, and boutique shops. There is a New England charm with the setting. The cows add a nice touch to adding an eclectic feel. Highway 69 though creates a disconnect from the main town center though. The highway seems like it is at the cusp for being developed in a sprawl style similar to Gatlinburg, TN. Good unity of the brand though in some cases it does not match.

Joy McQuaid — Very cute, clean, Quite Charming. Very nice yards. Themed cows are great! Do not like the school apartment building from the outside. Looks creepy like an institution.

Bev Anderson — Friendly yards — well kept houses — nice well kept streets with nice landscaping. Outstanding heritage features!

Suzi Oserday — Beautiful, well kept, Flowers


Phyllis Sonsalla — I thought the city showed a lot of pride — all entries to town were neat. No long grass, neat yards & cute cows.
Community Entrances

Entrance #1 — HWY 39
Joy - Nice looking, but it kind of sneaks up on you.
Bev - Nice landscaping, trees, good sidewalks. Too bad cemetery is right in town, on main road.
Bob - Nice Entryway, clean, good sidewalks
Dee - Weeds were long. Sign was hard to read...Not attractive
Ela - Beautifully kept lawns, nice sign stating population and limits, the Swiss center and cemetery are lovely, perhaps something could be done to emphasize them more? More signage for event info?

Entrance #2 — HWY 69
Joy - Very Pretty! Nice display of signage, flowers & City Theme at the stop light.
Bev - Appropriate as franchises like Culver’s are out, but some businesses have Heritage arch/signage. High school from the North, Industrial Park, treatment plant. Middle — really accents Swiss Heritage (arch/signage)
Bob - From the South, Nice look at New Glarus Brewery. Sewer plant on right & out of the way. No housing near, which is good. From the North, Business Park development looks good. Surprised to see car dealership, but ok. Beef Jerky plant is kept up well.
Suzi - Business Park
Dee - Beauitful! - Great landscaping! Nice Signage!
Katie - Loved the designs in the grass — very neat!
Phyllis - All entrances were a 9 — 10!
Ela - Huge setbacks from road though buildings accommodate with large Swiss facades. Needs more connectors between buildings or trees — would be nice to consider arches, gate posts or something to brand this highway portion.

Entrance #3 — County O
Bev - Mix of Old and New
Bob - Nice entry, older homes, Swiss center.
Dee - Nice & Clean, landscaping kept up, businesses very clean.
Street Accents: Arches (shown here from Columbus OH Short North district) define an area by creating distinct entrance and exit points while also creating a festive inviting atmosphere. New Glarus might consider using stone arches, pillars, or Tudoresque sentry points to extend their brand image of the Swiss village (shown opposite page bottom right).
First Impressions: New Glarus, WI

Other Entrances: 5th Avenue
Suzi — William Tell Shooting Range Entrance — was unkempt, not as attractive as other entrances

Bike Trail — depot exceptionally well maintained/restored. Bikes available. Well marked and well advertised both locally and by county.
Bev - Definite distinction between modern/franchise activities on highway and middle/actual community heritage modifies flavor.
Bob — Swimming Pool close to town. Old depot fixed up to be attractive. Very impressive. Clean. Overall I felt that coming in the highway, you would not guess what a jewel of a downtown area there is.

Local Economy

What is your impression of the health of the local economy?
Joy - Looks like a healthy economy
Bev - Good as many stores seem to have been there a long time, but there were a couple of empty buildings.
Suzi — Busy
Dee — Very prosperous
Katie — Very well, I think. Seemed to be quite a few tourists on a Thursday
Phyllis — looked ok. Lots of people around

Downtown Business Area

Could you locate the downtown easily? If not, why did you have difficulty finding it?
Bev - Great downtown area. Swiss theme tied throughout nicely.
Bob - Yes, but I've been here before
Suzi - Yes
Dee – very easily
Katie – Seemed spread out
Phyllis - yes

Rate and comment on the overall appearance of the downtown (buildings, displays, signage, streetscape). 7, 7, 8, 9, 10
Dee — Very clean, friendly, nice landscaping
Katie — could use some updating
Phyllis — Very nice looking

Rate and comment on the variety of shopping in the downtown:
6, 8, 9, 9, 10
Joy — It’s ok, Nice variety of gift shopping
Bev – Good, Fair – many tourist/gift
Dee — a lot of variety, need children’s shop
Katie — Could find whatever you needed without having to leave town
Phyllis — Nice variety of gift shops
Suzi — Not a lot of variety, but it had tourist shops
Bob – It remind one of the same kids as Door County Shops. There are lots of gifts. I don’t know if working people can buy socks and underwear.

**Rate and comment on the customer service you received in the downtown:**

3, 5, 6, 7, 8
Joy - The customer service I receive was not the best. The man in the Meat Market was not very outgoing or friendly. In “Blumenladen” we had to look throughout the store to find a clerk to check us out. In the winery the woman working was great at answer our questions and helping us find the items that we would like. When we changed our minds on our order, she didn’t handle the situation very well. I was told that it was too late to change my mind as she had already rung the order on the register. When we asked if she could void it or redo it, she told us it was too difficult, and she could not. Only after some discussion, she was willing to accommodate.
Bev - Fair to good...Not extremely friendly
Suzi – Clerks did not greet us. One clerk would not change an order because she had already put it into the cash register.
Dee – this is really the only thing that was not fitting with the community.
Phyllis – Most customer service was good – busy in some parts but that is good to.
Katie – Wine Store?

**Rate and comment on the signage in the downtown:** 7, 7, 8, 9, 9
Joy - Nice signage, but the Street Name signs could maybe use some updating
Bev – Good
Dee – Good signage for downtown stores
Katie – everything seemed to be marked
Phyllis – very good

**Rate and comment on the window displays in the downtown:** 5, 5, 6, 7, 7, 8,
Joy - Nice window displays on the main part of downtown...
Maybe put some displays in the vacant businesses as well.
Bev – Fair
Dee – Very nice, up to date and modern
Katie – Most were nice but some had almost an abandoned look

**Rate and comment on the quality and availability of parking in the downtown:** 5, 7, 9, 9, 10
Joy - Good parking. Plenty of space. Nice to see places for bicycles to park and chain up as well.
Bob – I had no problem parking when we were there
Dee – Fair
Katie – we never had a problem parking
Phyllis – ok

**Rate and comment on the quality (appearance, adequacy, etc.) of lighting in the downtown:** 4, 7, 6, 7
Bob, Joy, Bev – It was daytime
Dee – unknown, but it seemed to be adequate
Katie – Didn’t need any, it was during the day
Phyllis - ok
Rate and comment on the variety and quality of merchandise in the downtown:
4, 6, 9, 9, 9, 9,
Joy - Nice selection of goods
Bev - A lot of tourism/gifty
Dee – good quality
Phyllis – Good Cheese

Comment on the mix of facilities and services in the downtown (housing, professional services, retail, recreation, accommodation and food, industry, parks, etc.).
Joy - All were easy to find, and in good condition
Bev - As most mall communities – Great looking flower/greenhouse/gift
Bob – It seemed to have it all
Suzi – Good
Dee – good variety
Katie – Great variety of sales and services! Nice looking parks & pool.
Phyllis – pretty touristy

Does the downtown play a role in tourism? Is there potential for the downtown to play a greater role?
Joy – Very Much so. Can’t really see it playing a bigger role.
Bev - To a great extent, especially food specialties & gift variety. Good park system comprehensive plan. Some homes were used for businesses in the downtown proximity.
Bob – I think they tourism pretty well covered
Suzi – Yes
Katie – Very much! NG did a wonderful job of sticking to their Switzerland theme.
Phyllis – Very Important!

Describe the residential housing mix in the downtown (apartment, single detached).
Suzi – Did not see any
Dee – great mix, many apartment and single detached
Katie – I would have to know what nights and weekends were like to know.
Phyllis - not much residential in the downtown
Would you find the downtown to be a desirable place to live? Please comment.
Joy - It could be for someone who is single.
Bob – Probably
Suzi – No
Dee – definitely, a lot going on for entertainment and food

Were there any government or nonprofit organization activities that are serving as traffic generators for the downtown (city hall, post office, YMCA)?
Joy – pool
Bob – City Hall, Swimming pool
Suzi – No
Dee – City Hall is located to downtown

General Information about Overall Retail

Describe the mix of retail shopping available (malls, specialty shops, strip malls, big box stores).
Bev - Much is geared to tourism – eateries, taverns, gift shops, ethnic products.
Bob – I saw mostly specialty shops. Not the big boxes, which is nice.
Dee – strip mall right off of downtown, not over abundance

**What retail goods do local residents appear to need to travel to surrounding communities for?**
Joy - A grocery store. Did not see a large store. Did see a very small grocery store, but not one adequate for a town this size.
Bob – Hardware, normal clothing…unless I missed it.
Suzi – Clothes & Business Supplies, Variety Store, Groceries
Dee – Grocery Store, Children’s clothing
Katie – Maybe a larger variety of clothing

**What stores or services were missing that you would expect to find?**
Joy - Grocery store
Suzi – Grocery Store, Pharmacy
Dee – Children’s boutique

**What retail stores or services did you find that were unusual or unexpected for a town of this size?**
Joy - Swim Babies, online outlet store hub. Great idea!
Bob – The store were not unusual when you realize it is a tourist oriented town.
Suzi – Floral shop
Dee - none
Katie- the diaper store!!! Very large store for just diapers..mostly!

**What store(s) in this community would you travel a distance of more than 30 miles to patronize?**
Joy - Liked Blumenladen, Bakery
Bob – The restaurants
Suzi – Floral Shop, Meat Market, Wine Shop
Dee – Any of them!
Katie – The floral shop

**Rate and comment on the overall condition of the retail sector: 8, 8, 8, 8, 9**
Joy - Very nicely kept.
## Other Retail Shopping Areas
*(e.g. Malls, Big Box stores, etc.):*

### Retail Area #1 Type (Shopping mall etc.): 8, 6, 8
Bob – did not see one  
Joy – Small mall in a quiet building, but I did not go inside  
Dee – Bransi’s Bridal, A lot for a Bridal Store  
Bev - Somewhat lacking

**Rate and comment on the customer service of businesses you visited: 3,3,5,4,6,7**
Joy - Not impressed by customer service at all.  
Bev - Somewhat lacking, Could be improved  
Ela – I think we are seeing “Tourism Fatigue” where retailers are saturated from responding to repetitive demands asked and needed by newcomers. This typically occurs where there is a strong and consistent current of tourists. Ideas to handle such occurrences are for retailers to take breaks from interacting with the public (rotate with stocking or production). Communities can offer customer service incentives by posting more signage, information kiosks, volunteer guides (through school programs or children’s service organizations) and by offering month competitions similar to employee of the month that is based on customer response surveys.

Tourism is a two-edged sword. It can bring prosperity through jobs, investment and foreign exchange. At the same time, it can damage environments, stress societies, and erode culture and values. For tourism destinations, particularly small rural areas, islands and developing countries, managing this duality is critical. Appearing clean, fresh and relevant to the 'New Tourists' is a key challenge facing many established tourism destinations. It means recognizing and responding to the reality of market segmentation. It also means repairing tourism's wear and tear, not only on the environment and infrastructure, but also on the workforce and the destination's very image in the marketplace because the tourist is for more experienced, maturing, cautious, and demanding. The old mass tourism practices and products will not work. Helping such established destinations to develop and successfully implement innovative measures and programs designed to energize industry personnel and combat "tourism fatigue".

### Rate and comment on the variety and quality of merchandise: 5, 7, 8, 8, 8
Bev - Like most small towns, lacks clothing & specialty items (jewelry & etc. now sold at big box!)  
Joy - Winery was nice, but the customer service was not.

## Local Industries

**Consider industries only within or adjacent to the community.**

**What are the major industrial sectors in the community (e.g., manufacturing, construction, transportation)?**
Joy – Beer, wine, baked goods  
Bev - Beef Jerky should be good as big east competitor is now closed.  
Bob – It looks like meat, cheese, Beer  
Dee – New Glarus Brewery, Jack’s Links

**Who do you think are the major employers in the community?**
Joy - The brewery maybe.  
Bev - Ag predominant in cheese, meats, etc.  
Dee – Hospital, School system, Financial institutions  
Katie – Brewery, Beef Jerky
What are the major types of manufacturing in the community?
Joy – beer, wine, baked goods
Bev - Meats & cheese
Bob - It looks like meat, cheese, Beer
Dee – Jack’s links
Katie – Brewery, Beef Jerky

What are the major types of primary industry in the community (e.g. agriculture, mining, forestry or fishing)?
Dee – Agriculture, financial
Katie – Brewery, Beef Jerky

Is the community noticeably dependent on any one type of industry? If so please comment:
Joy - looks like the community is dependent on tourism.
Bev - Tourism. Nice industrial park located near the highway, opposite side of the community.
Bob - I would say tourism
Dee - no

Is there a well defined industrial park or improved land where industries could locate or expand?
Joy – yes
Bob – yes
Dee – yes

Are the industrial facilities well maintained?
Joy – It looks that way
Bob – They seem to be
Dee - yes

Would this community be an attractive location for industrial development? Why or why not?
Joy – for sure. Not far from bigger cities
Bev - It is close to Madison or Monroe by highway who still has that service
Bob – yes
Dee – Yes, Close to Madison for Business

**Commercial Services**

What types of commercial businesses serve the local community (high-speed internet provider, print shops, etc.)?
Joy – don’t know
Bob – I don’t know
Dee - ???? Wedding Facilities, Wal-Mart, Walgreens

**Professional Services**

Are banks and ATMs conveniently located? Do the banks have convenient hours of service?
Joy - Saw ATM machines while shopping downtown
Bev - Disbursed on highway and throughout the community.
Dee – yes
Katie - yes
How would you rate the adequacy of financial services for a community of this size? 7, 10, 6
Dee- there are 3+ banks and financial advisors

What other professional services are available (accounting, insurance, legal, etc.)? Are there any apparent gaps?
Joy – Don’t think so
Dee – No Gaps

**Tourism**

Does the community have a strong tourism sector? Please comment:
Joy – It appears to very their biggest strength
Bev - This is their strength and has been forever, and should continue to be!
Bob – Yes, it seems to be what they are known for
Suzi – yes
Dee – Seems to be very strong and well known
Phyllis – Yes

Does the community have a slogan/brand?
Joy – “Little Switzerland”, I think
Bob – Swiss stuff – Little Switzerland
Suzi – yes
Dee – Swiss heritage
Kaite – Little Switzerland

Is the community well known for an attraction or event?
Bob – Community festivals, Polkafest, Dairy Queen, Heidi Fest
Suzi - yes
Dee – many attractions. NG Brewery. Events such as Oktoberfest
Katie – Swiss heritage
What have you seen that could be developed into a tourist attraction (natural or man-made)?

Bob – They seem to have that figured out
Dee - NG has developed everything very well.
Ela – more opportunities for brewing competitions, hops growing, consider architectural creations using hops support structures.

Rate and comment on the quality and appearance of existing tourist attractions: 8, 8, 8, 10, 10
Joy, Bev - Strongest asset

Do you consider any of the attractions to be underdeveloped? Please comment.
Joy, Bob, Dee - no

Are there any community events that could be expanded/developed to be a tourist attraction? Please specify:
Bev - Should continue ties with old country & Swiss customs & heritage.

Comment on the availability and selection of overnight accommodations in the community (hotels, motels, campgrounds, B&Bs).
Bev - Nice, and some on the highway exhibits. Their strong ties to heritage in arch design
Suzi – Good
Dee – We didn’t see any campgrounds

Are there facilities to accommodate a conference and/or a large number of visitors?
Joy - I think so
Bev - Not very large
Dee - yes

Is there a Visitor’s Center, Chamber of Commerce office, or other facility serving the needs of tourists?
Please comment on staff, facilities, signage, marketing material, maps, etc.
Rate and comment on the customer service of Chamber/Visitor Center staff: 8, 7, 6, Dee – yes and yes

Restaurants
Comment and rate the quality of restaurants: 8, 5, 8, 7, 9
Joy – Seemed like every place served the same kind of food.
Bev - Somewhat pricey for locals but several
Dee – Excellent variety

What do local residents recommend on where to stay, eat, and visit? One way to do this is to ask questions: “I have only one hour (half a day, etc.) in this community, what would you recommend?” or “where would you recommend we stay/eat?”
Dee – Glarner Stub, Cobble Stone

What local restaurant, specialty shop or attraction would bring you back to this community in the near future?
Suzi – Glarner Stub, Flower Store
Joy – Blumenladen
Dee- Glarner Stub, Chocolate Haus, Blumenladen, Coffee Shop, Brandi’s Bridal
Katie – Blumenladen – Floral Shop
Government/Public Services

Local Government Information

Are municipal offices conveniently located?
Joy – yes, very good location
Dee – very nicely located, across from park, close to downtown

How would you rate the availability and quality of the following information provided by the municipal government?
Community brochure/guide: 7
Bev - Very good but need more about social & health services

If applicable, were you able to find adequate information to make informed retail, commercial and/or industrial business investment decisions? (Answer only if you played the role of a potential business investor).
Bev - Through City administrator. All small communities need strong administration.

How would you rate the helpfulness of government employees?
7, Bev - Friendly and pleasant

Public Infrastructure

Public Transportation: 2, 3, 5, 7
Comment:
Bev - parking seemed adequate
Dee – Rely on own transportation

Sidewalks: 5, 6, 8, 8, 9
Joy – Good
Bev – Good
Dee – Very clean, downtown were wider than off street

Streets: 6, 7, 7, 9, 9,
Joy - Good
Bev – Good

Landscaping, Street Trees: 8, 8, 9, 9, 9, 10
Joy – Very Pretty
Bev – Good
Dee – This really caught my eye.

Planning

Do you see conflicting land uses in the community (e.g., a residential subdivision next to a pulp mill)?
Bev - You could tell Zoning is enforced here.
Bob – no
Dee – no
Are all land uses appropriate (commercial, residential, green space etc.)? Specify where land uses are not appropriate:
Dee - yes
Kaite - No

Did you experience traffic congestion anywhere?
If yes, location: Comment:
Joy – Not at all
Suzi – downtown

Does the community appear to be pedestrian/bike friendly?
Bev - No Curbs, no 1st Street.
Suzi – Yes
Joy – Yes - Bike Trail – Bike parking on sidewalks!!!
Dee – yes, crosswalks always come first with traffic and pedestrians
Katie - Yes

### Housing and Residential Areas

<table>
<thead>
<tr>
<th>Quality</th>
<th>Rate using a 1-10 scale (10 is best/highest)</th>
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<tbody>
<tr>
<td><strong>Ratings for each:</strong></td>
<td></td>
</tr>
<tr>
<td>8,9,6,9,9,9,7</td>
<td>Existing/Older Homes</td>
</tr>
<tr>
<td>6,9,9,8,9</td>
<td>New Homes</td>
</tr>
<tr>
<td>10,9,9,10,7,9,9</td>
<td>Housing for Seniors</td>
</tr>
<tr>
<td>6,8,3,9,9,9</td>
<td>Apartments/Rental Housing</td>
</tr>
<tr>
<td>2,5,9</td>
<td>Vacant lots for new homes</td>
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</tbody>
</table>

**Observations:**
Bev – Many of the new seem to be located in township
Suzi – School Apartment building was not attractive – Looked like an institution
Dee – A lot of homes for sale
Phyllis – lots of pride!

<table>
<thead>
<tr>
<th>Affordability</th>
<th>Is there an adequate mix of housing to suit a variety of income levels?</th>
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<tbody>
<tr>
<td><strong>Joy – I think so</strong></td>
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<tr>
<td><strong>Bob – I think there would be. It would be interesting to know what property values are.</strong></td>
<td></td>
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<tr>
<td><strong>Suzi – Yes</strong></td>
<td></td>
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<td><strong>Dee – Yes</strong></td>
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<tr>
<td><strong>Katie – yes. Houses in many different sizes. Seemed very income friendly.</strong></td>
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<table>
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<tr>
<th>Availability</th>
<th>Ratings for each:</th>
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<tr>
<td>Existing/Older Homes</td>
<td>8,8,9,9</td>
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<tr>
<td>New Homes</td>
<td>4,9,9</td>
</tr>
<tr>
<td>Vacant lots for new homes</td>
<td>2,5,9</td>
</tr>
</tbody>
</table>
Observations:
Joy - Neighborhoods were well maintained. Lawns & gardens are kept nice.
Bev - Didn’t see many for sale signs
Bob – I didn’t set a feeling about availability.
Suzi – Most homes were well kept with great landscaping
Dee – Variety from new to old Swiss houses. Structural designs.

What are the most appealing and least appealing features of the housing in this community? Why?
Joy - Neighborhoods were well maintained. Lawns & gardens are kept nice.
Bev - Wonderful big older homes restored and maintained. One section of older/smaller homes not so good but are more segregated to one area.
Bob – For the most part, the homes are kept up.
Katie – Great Variety!

Please comment on the quality and availability of residential infrastructure (e.g., roads, sidewalks, lighting, public transportation, bike trails/lanes, and green space, street trees, yards):
Joy - Roads seem to be in good condition. Most sidewalks are also in good condition. Nice bike trail. Good signage.
Bev - Seemed ok & adequate
Bob – It seemed like their infrastructure was good. The roads & sidewalks looked good for an older town.
Suzi – Good
Dee – Great, Nice ambiance – sugar river bike trail - beautiful

Appeal Rating Category

How would you rate the overall appeal of housing to the following populations (1=Not Appealing, 10 =Very Appealing): Ratings for each:
7,7,3,9 Single young adults
10,8,10,9 Senior citizen
7,6,7,9 Young families
9,9,9 Upscale/professional
7,7,7,9 Middle income

Observations:
Bev - Seemed to have an adequate mix for all and occupied.

Education, Health, Social and Emergency Services

Education

Pre-school/Kindergarten/Head Start
Joy - Was not sure where this located
Suzi – Nice
Dee – Nice appearance
Primary/Elementary/Middle School
Joy - Very nice middle school
Bev - Need better distinction signage! Like design of high school
Suzi – Nice
Dee – Very nice landscaping, very small sign
Katie – looks nice, needs new signs

High School
Joy - Nice Older High School, has a great ball field
Bev - Need better distinction signage! Like design of high school
Bob - From the outside the schools looked well

Health Care Services
Hospitals:
Joy - Did not see a “Hospital”. Saw a “Monroe Clinic”.
Bev - Clinic or dental ??
Dee – Good quality with nice facility
Katie – Monroe Clinic

Physician, dentist, optometrist, and other medical offices and clinics:
Joy - Found a branch of the “Monroe Clinic”
Dee – yes

Long-term care, assisted living, and nursing home facilities:
Bev - Very nice assisted living facilities. Beautiful!
Dee – yes, very nice private location in town

Overall, how would you rate the adequacy of health care services for a community of this size?
5, 5, 8
Bev - I didn’t investigate, but thought I saw a Clinic on highway from Monroe direction
Dee – Very appealing esthetically
Katie – The only place we saw was the Monroe clinic

Social Services
What social services (e.g., day care, senior center, counseling, etc.) are available in the community?
Joy - Large public daycare center, not a good location
Bev - Good brochure but need more on services issues.
Dee – Daycare, senior center, counseling

Overall, how would you rate the level of social services for a community of this size? 5

Civic
Are there a variety of not-for-profit organizations and clubs within the community?
Joy - Saw a Masonic Temple
Bev - Good brochure but need more on services issues.

**Emergency Services**

Overall, how would you rate the police, fire, ambulance, and emergency medical service facilities? How do local residents feel about these services? 7

Joy - Found a Police Station by the Town Hall. Never saw a Fire Department.
Bev - Saw Police Station at City Office/ library building.
Dee – Average to above average
Katie – Fire Station looked good

**Recreation, Faith, Culture and Heritage**

**Recreation**

**Facilities**

Good – Swimming Pool Park is very visible and close to downtown

Suzi – Bike
Dee – Golfing, bowling, hiking, camping, yodeling

**Parks: 7, 7, 8, 10, 10**

Public recreation facilities: 7, 7, 8, 10

What recreational facility (private or public) in this community surprised you?
Suzi – Swimming Pool
Dee – none

Private recreation facilities: 8

Based on your impression, what do people in this community appear to do for recreation/fun?
Bev - Swim, bike, use trail. School activities.
Joy – Swim, walk, bike ride

What recreational activities or facilities seemed to be missing?
Joy – Tennis Court, Basketball???

Rate the overall suitability of the recreational facilities for each of the following populations using a 1-10 scale (10 is best):

Rating Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior citizens</td>
<td>9,9</td>
</tr>
<tr>
<td>Families</td>
<td>9,7</td>
</tr>
<tr>
<td>Singles, young adults</td>
<td>9,7</td>
</tr>
<tr>
<td>Teens</td>
<td>6,6</td>
</tr>
<tr>
<td>Children (12 and under)</td>
<td>7,6</td>
</tr>
</tbody>
</table>

**Entertainment**

What does the community do for entertainment?
Dee – bowling, attend events throughout the year downtown

What entertainment opportunities do residents feel they lack?
Bev - I think plan events for various seasons.
Joy – Music – unless I missed something
Dee – Activities for young adults
Does the community have a vibrant nightlife? Please comment:
Suzi – Yes, there are a number of good restaurants & Bars
Dee – yes, many night activities and local taverns with different bands

### Faith/Religion

Comment on the number, appearance, and selection of denominations in the community.

Joy - Very good
Suzi – very good
Dee – wide variety, 4+

Are there any outstanding architectural or design features found on the religious buildings you visited?

Bev - Well preserved
Joy – Beautiful Catholic Church
Suzi – Church on main grounds – hill
Dee - no

Please rate the religious buildings and denominations represented in this community. 7,8, 10, 9

### Culture and Heritage

Does the community hold any events (festivals)? Which events are held annually?

Bev - Many, many
Joy – Looks that way
Bob - They have a lot of festivities. I don’t know how they do it.
Suzi – Yes
Dee – Heidifest, Oktoberfest...many!
Katie – Anniversaries

What events are popular with residents?

Bev - William Tell
Suzi – William Tell
Dee – Heidifest, Oktoberfest

Do the residents feel there is a lack of community events?

Dee - no

Does the community have historical buildings or places? Are they well maintained?

Bev - Good and Well Maintained. Old School is now apartments but that could be improved as it’s not converted as well as some.
Joy - Historical Memorial Park is very nice!
Suzi – yes
Dee – Very well maintained “Chalet of the Golden Fleece” Museum. Swiss Historical Village, NG Brewery, Swiss Center of North America
Information from Community Residents

Comment on the quality of information and assistance provided by residents and employees of local businesses. Were community residents knowledgeable about their community?

Joy – Didn’t really ask anyone
Bev - About normal
Suzi – yes
Dee – average
Katie -yes

Did they refer you to someone else who would help?
Suzi – yes
Dee - no

In general, did residents you spoke with have a positive or negative attitude toward their community? Why?

Did you sense community pride?

Bev - About as normal
Suzi - positive
Dee – positive, strong sense of community pride
Katie - positive

Did residents identify a particular issue (e.g. safety) to be of major concern?
Dee – no

Overall, how would you rate the quality of information from community residents and business employees?
6, 7, 8, 9, 9

Bev - The woman at the wine store was helpful & friendly until actual sales & then was not accommodating.

General Observations

Role Playing

Would you consider this community as a suitable location for a young family? Why or why not?
Bev - Has small town atmosphere and is in close proximity to Madison, Monroe, Etc.
Suzi – yes
Dee - Yes, great atmosphere, family friendly, small hometown feeling
Katie – Yes! Not too big or too small. Schools looked nice & community has many goods needed day to day

Would you consider locating your retail or service business here? Why or why not?
Bev - Would be good in busy tourist season – seemed to indicate not so good off seasons.
Suzi – Yes, a lot of traffic
Dee – A lot of tourism, very quaint but busy downtown
Katie – Yes, it is close to the capital

Would you consider locating a manufacturing business here? Why or why not?
Bev - Would have to look into workforce stats, etc.
Dee – Definitely, convenient locations are available & close to larger markets
Katie – Yes, it is close to the capital

**Would you consider this a suitable location for a retired person? Why or why not?**
Bev - Lovely retirement Campus done by United Church of Chris, If a person liked tourist & wanted to be involved in these activities.
Dee – Yes! Many different options and senior citizen friendly. All homes are beautiful and well kept.
Katie – Yes we saw a large retirement community

**Would you consider visiting this community as a tourist? Why or why not?**
Bev - For a day or so or longer when William Tell & other activities/cultural celebrations are in progress.
Suzi - yes
Dee – Yes, abundance of activities/events to take part in.
Katie – Yes, many attractions. Bakery, floral shop

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**Using Your Senses**

What did the community taste like? Was there any specialty food item, bakery, restaurant, or candy store that you will remember?
Bev - Good bakery & they were busy & friendly. Meat Market was very interesting with ethnic choices. Woman was friendly & helpful. Man was grumpy!
Dee – Bakery – excellent, the rest, excellent
Katie – Awesome Portabello sandwich!

What did the community smell like? Was there any offensive industrial, agricultural, or sewage smells? What about pleasant odors (flowers, food, etc.)?
Bev - Some stores (Bargin Nook) did not have pleasant smell. Around bakery, food places were appealing.

Did you experience anything that had a strongly negative or positive impact on the way the community felt to you (hateful or angry responses, crowded or deserted streets, safety issues, smiling faces, etc.)?
Bev - Not as friendly as I expected & had experienced on earlier visits.

Do you think your impression would be different if your visit occurred during evening hours?
Bev - Not really – small rural community. I guess I expected more tourists but it was a somewhat rainy morning.
Dee – no
Katie – In some ways . More community members may have been out and about
Window Boxes can be a further extension of the theme and emphasize more of a “green community.” Above Right is an example in New Glarus where a window box could be used.

Lighting: is not just for Christmas time anymore, though it perhaps mimics the intent. Lighting in business district in urban areas have been a signature for upscale retail areas.

Turning Green space into Garden spaces: shown right are citizens in San Francisco who are taking street medians and infill spaces to turn them into community garden spaces. Interpretive signs could be used to show comparative crops further connecting the food industry to historical significance.
Pocket Parks

Pocket parks are frequently created on a single vacant building lot or on small, irregular pieces of land. They also may be created as a component of the public space requirement of large building projects. Pocket parks can be urban, suburban or rural, and can be on public or private land. Although they are too small for physical activities, pocket parks provide greenery, a place to sit outdoors, and sometimes a children’s playground. They may be created around a monument, historic marker or art project. Pocket parks are the only option for creating new public spaces without large-scale redevelopment. pocket parks are often part of neighborhood regeneration plans and provide areas where wildlife such as birds can establish a foothold. Unlike larger parks, pocket parks are sometimes designed to be fenced and locked when not in use. Given that New Glarus has done a great job with converting its alley ways into public spaces, continuing this trend with infill areas or
Sculpture Walk

Some cities have encouraged artists to use infill spaces by making interactive art pieces and the mapping out the locations as a tourist draw. The example below (source: inhabitat.com) shows a sculptural windchime in which the participant goes inside to listen or express — a modern interpretation of the Swiss yodeling pipers. Art walks have been helpful in unifying city spaces and providing activities to connecting tourist with other retailers with an intermediary activity.
Green Graffiti & Moss Murals

Artists create unique street art from plant material that’s been cut, shaped and attached to various sites, introducing splashes of green to the urban landscape in an eco-graffiti.

Sources: inhabitat.com; http://www.environmentalgraffiti.com/featured/moss-grass-graffiti/2147/2
Wall Murals

Are visually pleasing to the eye and also serve to fill “dead” space and connect spaces for pedestrians. In many parts of the US, murals are being used to capture a sense of place either through artistic expression or historical relevance unique to the area. They also can be annual community activities where each generation “marks their territory” leaving a personal legacy to inspire their return. Communities in particular have used streets with little activity to promote street murals as a way to ensure residents will “take care” of the artwork they have created.
Left are spaces in New Glarus for permanent wall murals. Perhaps this may be used to connect the barn quilts in the central district to encourage people to sightsee for them.
Was your perception prior to the visit accurate? In what ways was the community different from what you expected?
Bev - I was in New Glarus many times but prior times found people more friendly.
Joy - Yeah

Did the information you collected prior to the visit accurately reflect what you observed/experienced?
The info I collected while there was excellent. Park systems, historic landmark brochures. Great info at city building.

What is the most outstanding feature of this community?
Its heritage & how it is played upon in all aspects.

List five positive things you observed about this community.
1- A. Heritage & its benefits well maintained.
   B. Well Kept

2 – A. Has concentrated on all age groups
   B. Beautiful

3 – A. Has many well kept, preserved older Homes
   B. Nice and well kept alleys

4 – A. New brewery facility is beautiful.
   B. Great Senior Facility

5 – A. Planning & Zoning rules which are evident in the way franchise are located, etc.
   B. Nice swimming Area & historical village

What are three potential opportunities available to the community?
1 – Continuing its heritage, appearance & advertising
2 – Appeal to Madison & other large community people & Investment opportunities.
3 – Connecting relationships with old European Switzerland

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

1 – Store Clerks are not friendly
2 – The man at the candy store coughed on the food.
3 - Schools need better signage
4 – Younger member of Swiss heritage learning community.
5 – Need more retail but no empty buildings go downtown

What will you remember most about this community six months from now (positive or negative)?
Bev - Positive – as always, the strong Swiss heritage they maintain.
Negative – Some people were not friendly
Suzi – busy town filled with tourists
Joy - Fun shopping

What have you learned here that has changed your impression of your own community?
Bev - We are for the most part, much more friendly. We do need to be more street clean conscious.

Has this experience given you any new ideas about what is needed in your own community?
Bev - Better printed material – Weeds and such need to be taken care of, especially on Main street, but really throughout the residential areas also. This is not new but seems to be not important to many...but it is!

Describe one idea that you will borrow for use in your own business/community and describe how you will start to implement it within the next 72 hours!
They have place very colorful, ceramic cows throughout the community. I would like to suggest we do more with birds such as Dick Anderson has done. We can use that to brand our community!

Other comments:
Their main retail/office streets were very clean & I especially like the no curb effect where the sidewalk brick met with the street. Great Alley upkeep – although not paved (gravel) flowers & greenery planted along sides. Very neat!