

Village of New Glarus  
Connect Communities Kickoff Event – October 3, 2016  
Strategic Planning/Goal Setting Write Up

**Positives**

- Existing business expansions (i.e. Brenda's)
- Positive momentum relative to community size
- Village Government is supportive and active
- Well maintained Downtown area
- Mostly full storefronts with retail activity
- Seasonally decorated
- Access to pool and park amenities
- Strong Chamber organization
- Sustained authenticity of Downtown that most communities don't have
- Redevelopment of Flannery's with housing
- Good parking dilemma to have – people want to be here

**Wants**

- Hwy 69 Beautification/Visual entrance into downtown
- Downtown District signage off of Hwy 69 (WI DOT)
- Highway W to cross creek into Backtown area
- Parking management
- Accessible/Handicap parking
- Public restrooms
- Affordable Housing need
- Draw people down 2<sup>nd</sup> Street
- Info Kiosk improvement
- Lack of trash bins on 2<sup>nd</sup> St
- Movable seating in the Downtown
- Safe walking areas (sidewalks)
- Enforcement of Swiss Architectural details (i.e. flags, signage)
- Swiss Façade elements (i.e. low voltage lighting)
- Automated cross walk on Hwy 39
- Crosswalk at Mini-golf to Chalet/Bike Trail
- Little Sugar River walk-way
- Lack of an anchor store, retail for residents not just tourists (i.e. variety store)
- Engage youth in community to better understand what is available in downtown
- Year round festivals and tourist activity (i.e. Christmas)
- Chalet of the Golden Fleece and Swiss Historical Village are underutilized tourist attractions

**Additional Ideas**

- Architectural/Retail Scavenger Hunts with School
- School Students visit downtown as part of class requirements

- Business panel/forum at school to introduce downtown to students
- Pursue resource opportunities with the WI Dept of Tourism and WIDNR
- Consider business and resident community survey for data