Burlington & Waterford

Assessment Findings & Suggestions

ROGER BROOKS International

What the heck is an assessment?

You've been secret-shopped!

No interviews, no "heads up"

No input on things to see, do, places to stay, eat…

Experience?

More than 1,500 communities
45 states, across Canada, Western Europe, Scandinavia

In Wisconsin

All the communities in Door County
Wisconsin Dells | Lake Delton
All of the Fox Cities (Appleton, Neenah…)
The Shawano County communities
Wausau | Marshfield
Racine | Waterford | Burlington
Governors Conference on Tourism (4 times)
Green Lake | Manitowish Waters
Kenosha | Kohler

The assessment process:

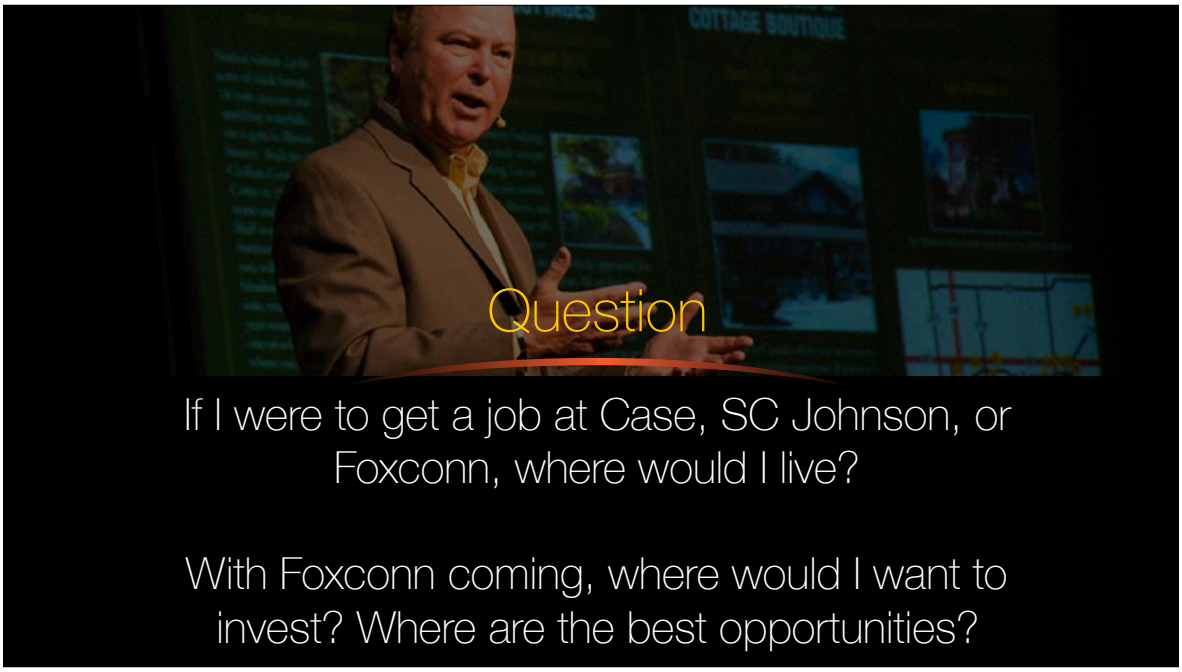
- Marketing effectiveness
  - Visibility (finding information)
  - Effectiveness: Ability to close the sale
  - Competitive analysis
  - Convenience
- On-site assessment
  - Signage, gateways, wayfinding
  - Overall appeal
  - Critical mass
  - Amenities: parking, restrooms, information
  - Attractions: things to see and do
  - Customer service, cross selling

Concentration: product development

Marketing will bring people to you just once.
Period.

The ONLY thing that brings them back is your product:

- The primary activity that drew them
- The complementary activities
- Your amenities
- The people they interact with


COTTAGE BOUTIQUE
Question
If I were to get a job at Case, SC Johnson, or Foxconn, where would I live?
With Foxconn coming, where would I want to invest? Where are the best opportunities?

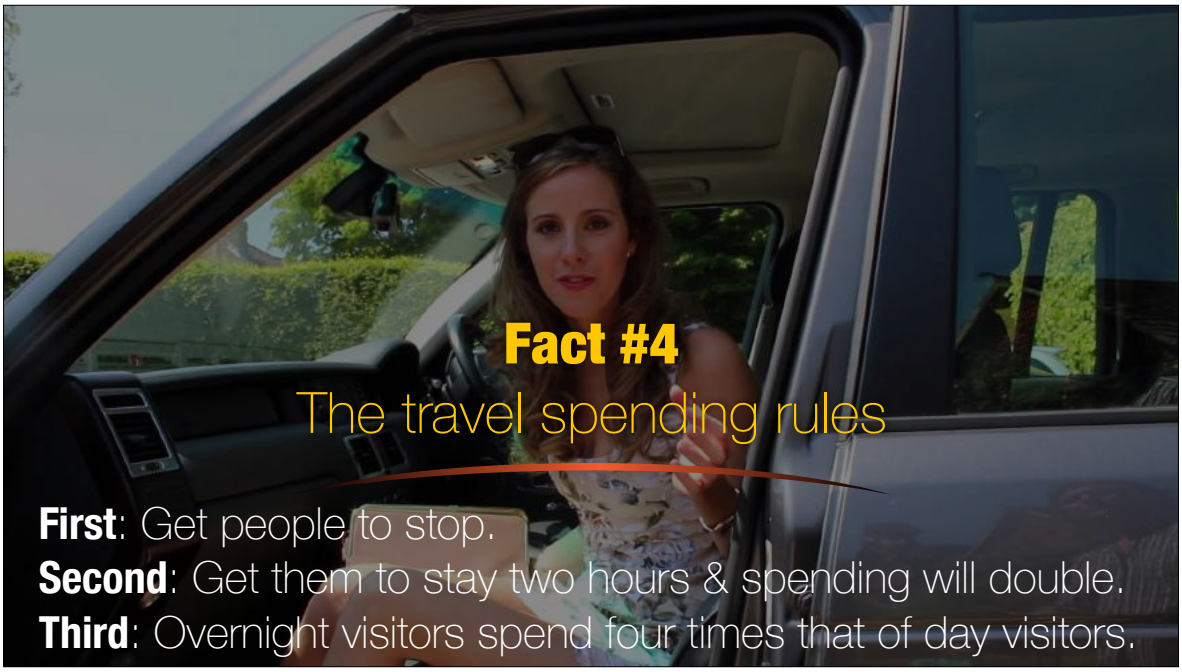
The new age of economic development
Jobs are going where the talent is -
or wants to be

So, why did Racine County Convention & Visitors Bureau take the lead on this?

Fact #1
Tourism is the front door to your non-tourism economic development.

Fact #2
Tourism is the purest form of economic development.

Fact #3
Tourism is the fastest growing industry in Wisconsin.


Fact #4
The travel spending rules
First: Get people to stop.
Second: Get them to stay two hours & spending will double.
Third: Overnight visitors spend four times that of day visitors.

Fact #5

The top activity of visitors

Shopping | Dining | Entertainment
in a pedestrian-friendly, intimate setting

Fact #6

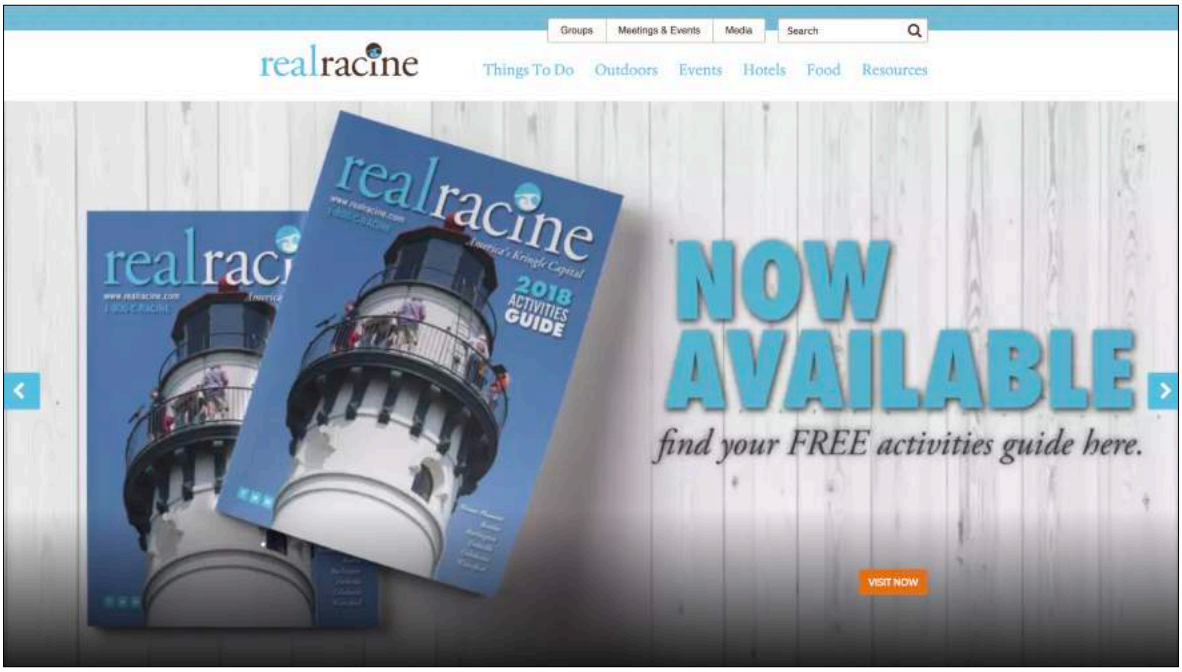
Where the spending takes place

Shopping | Dining | Entertainment
accounts for **80%** of all
non-lodging visitor spending.

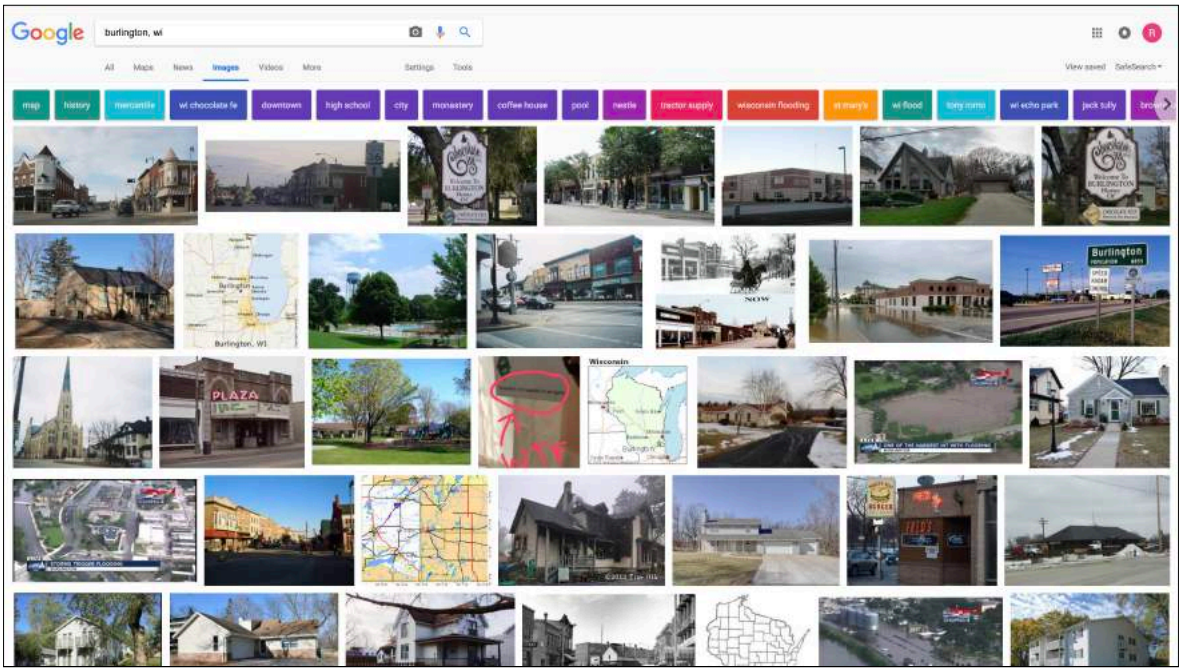
Fact #7
When the spending takes place
70% of ALL consumer retail spending takes place **after 6:00** pm.
Are you open?

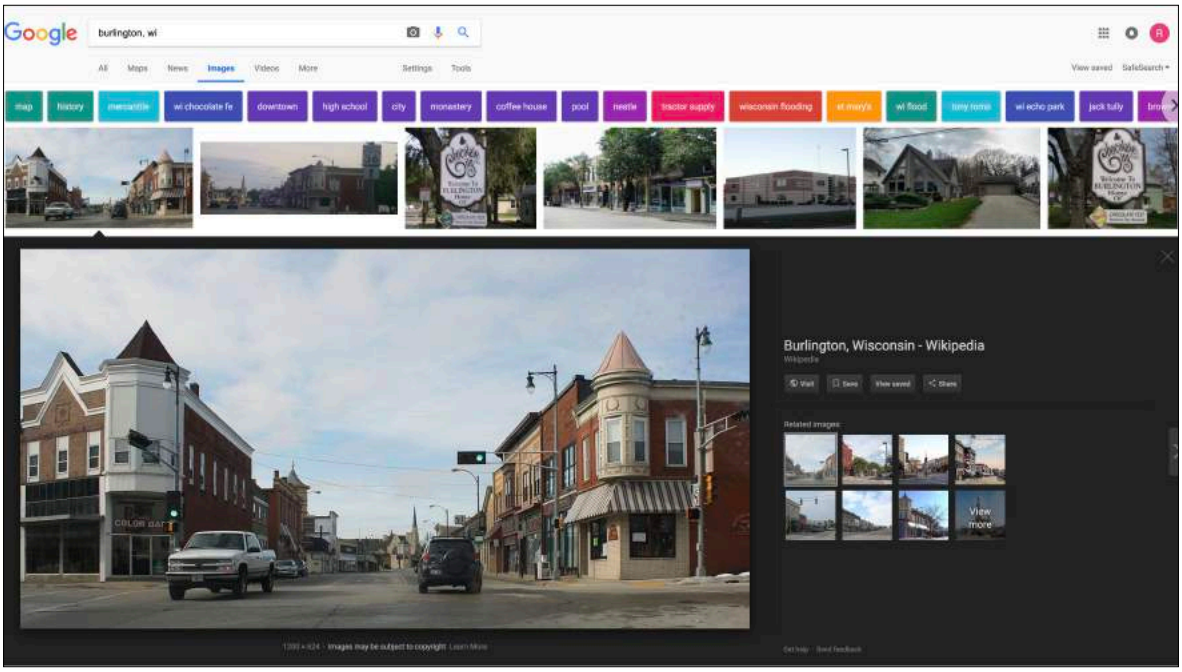
Fact #8
Best attractions: Private sector
You **MUST** promote your local businesses that make you worth a special trip - or a stop.

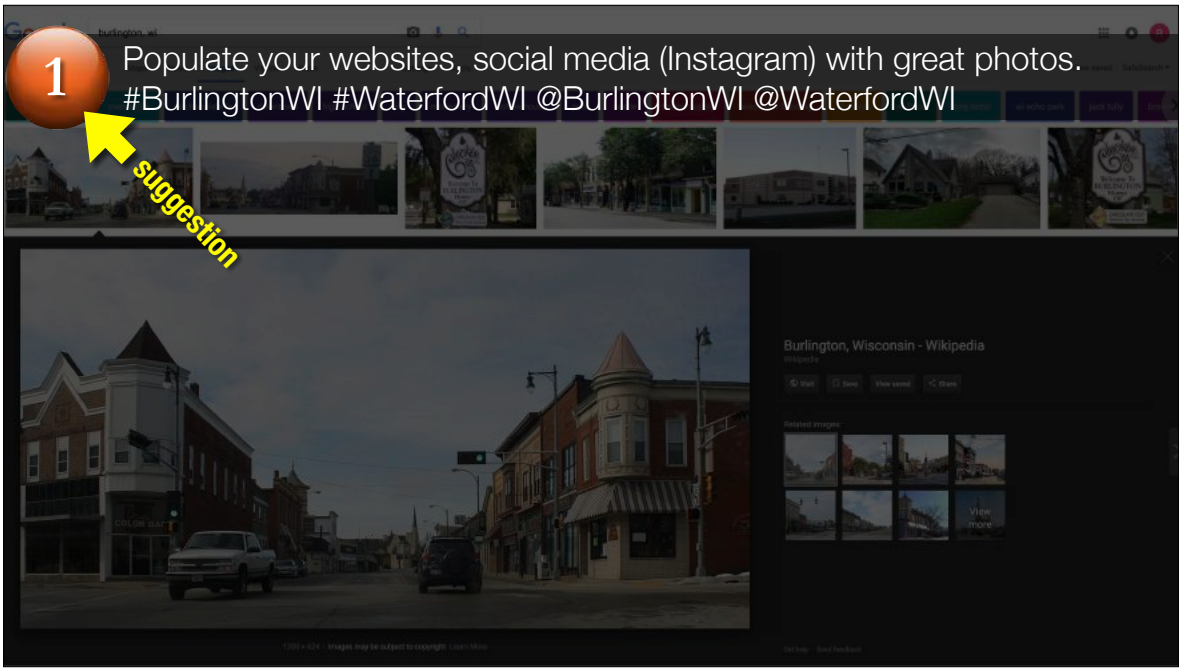
Getting to know you (digitally)

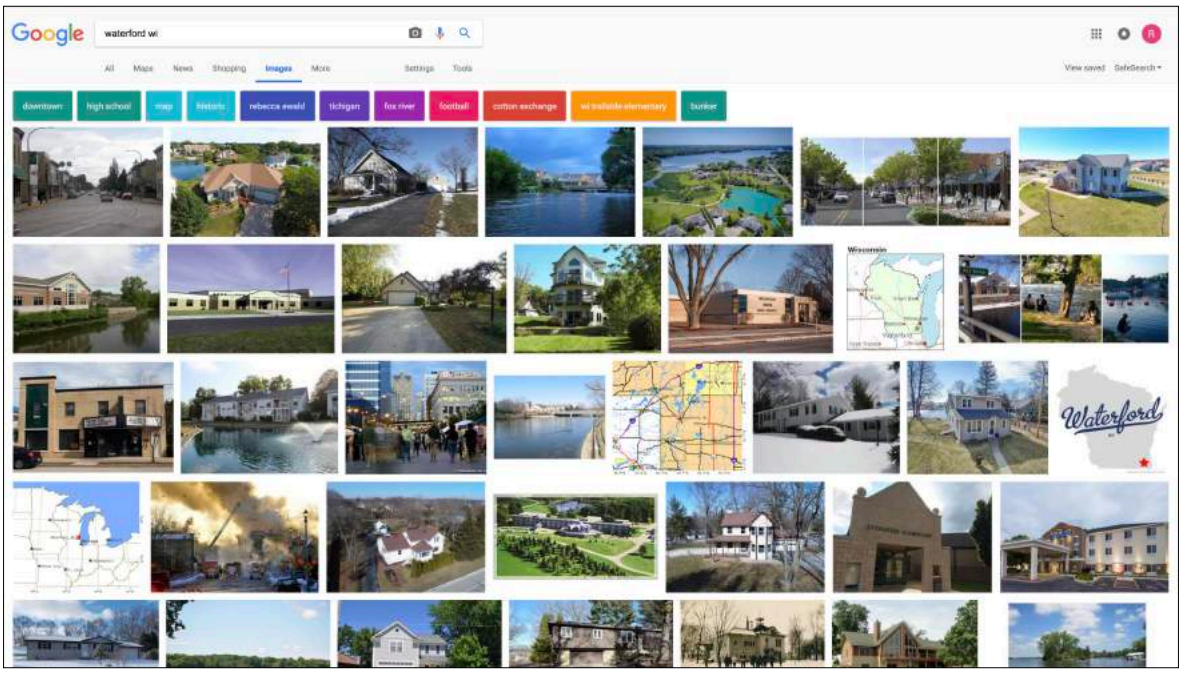


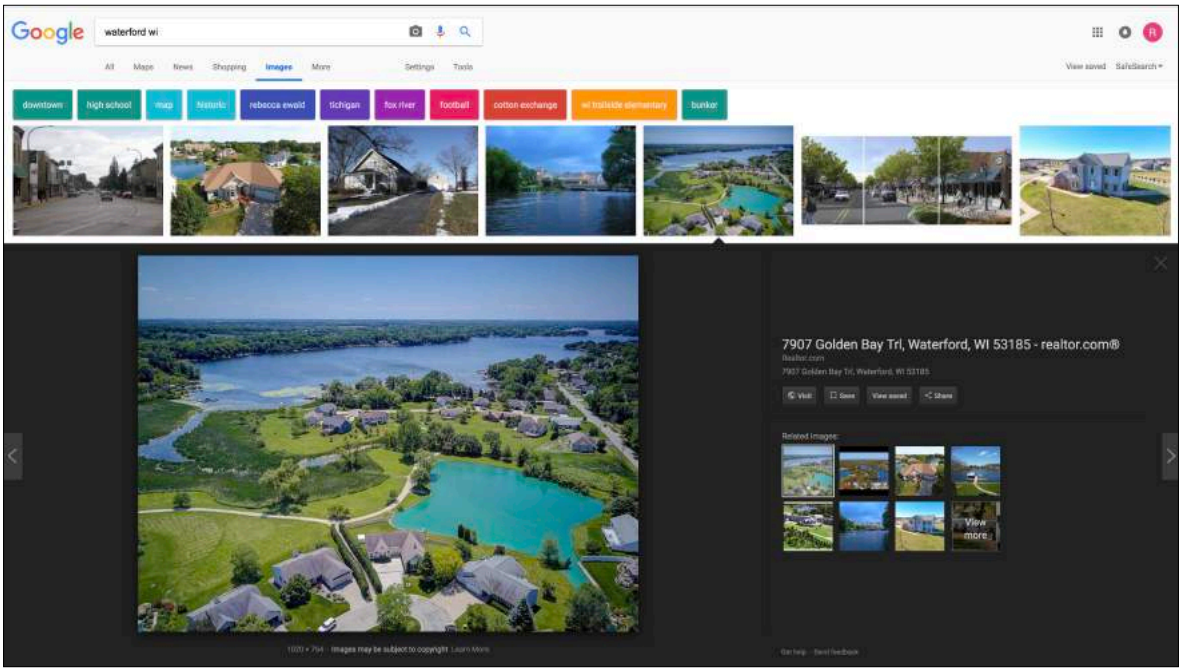
realracine
www.realracine.com
1-800-C-RACINE
America's Kringle Capital
2018
ACTIVITIES
GUIDE
Mount Pleasant
Racine
Burlington
Yorkville
Caledonia
Waterford
Burlington
WISCONSIN
Great Times 9
Indoor Escapes 14
It's All Outdoors 21
Undiscovered Treasures 24


Google
burlington, wi
All
Maps
News
Images
Videos
More
Settings
Tools
View saved
SafeSearch
map
history
mercantile
wi chocolate fe
downtown
high school
city
monastery
coffee house
pool
nestle
tractor supply
wisconsin flooding
st mary's
wi flood
tony romo
wi echo park
jack tully
Burlington, WI
Wisconsin
PLAZA


Google
burlington, wi
Burlington, Wisconsin - Wikipedia


1
Populate your websites, social media (Instagram) with great photos.
#BurlingtonWI #WaterfordWI @BurlingtonWI @WaterfordWI
suggestion
Burlington, Wisconsin - Wikipedia


Google
waterford wi
All
Maps
News
Shopping
Images
More
Settings
Tools
View saved
SafeSearch
downtown
high school
map
historic
rebecca ewald
michigan
fox river
football
cotton exchange
wi mallalieu elementary
bunker
Wisconsin
Waterford


Google
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Settings
Tools
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downtown
high school
map
historic
rebecca ewald
michigan
fox river
football
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wi mallalieu elementary
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7907 Golden Bay Trl, Waterford, WI 53185 - realtor.com®
Related images:
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Your Government
Our Community
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City Services
WELCOME TO HISTORIC DOWNTOWN BURLINGTON
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BURLINGTON ROTARY CLUB
BURLINGTON
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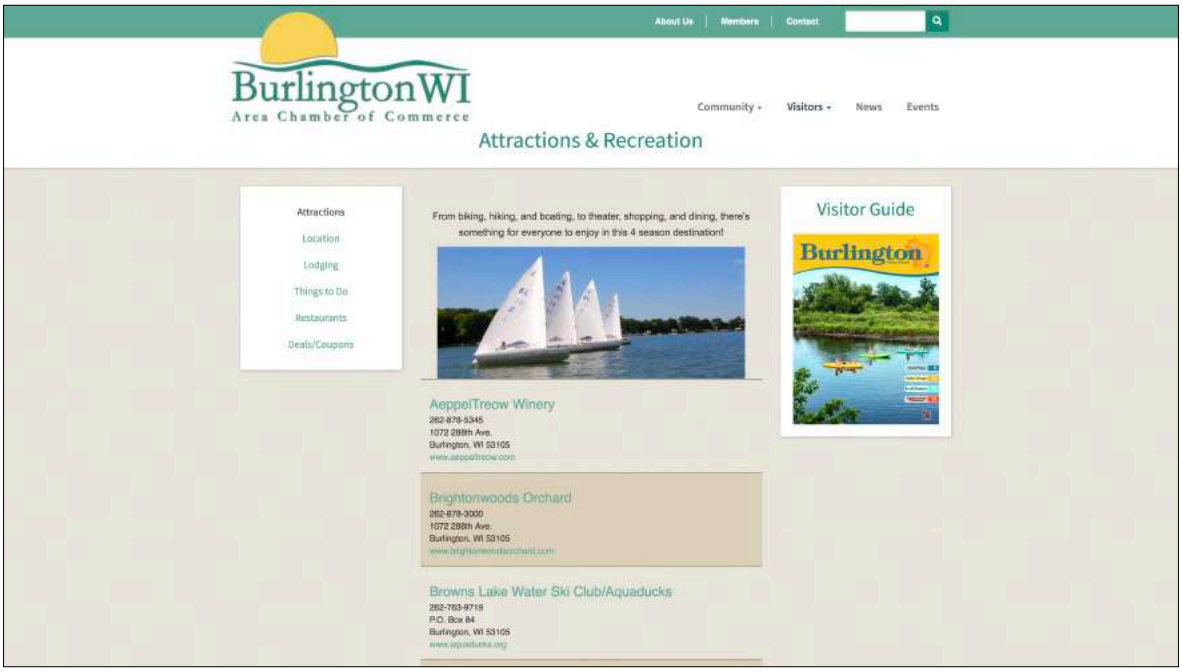
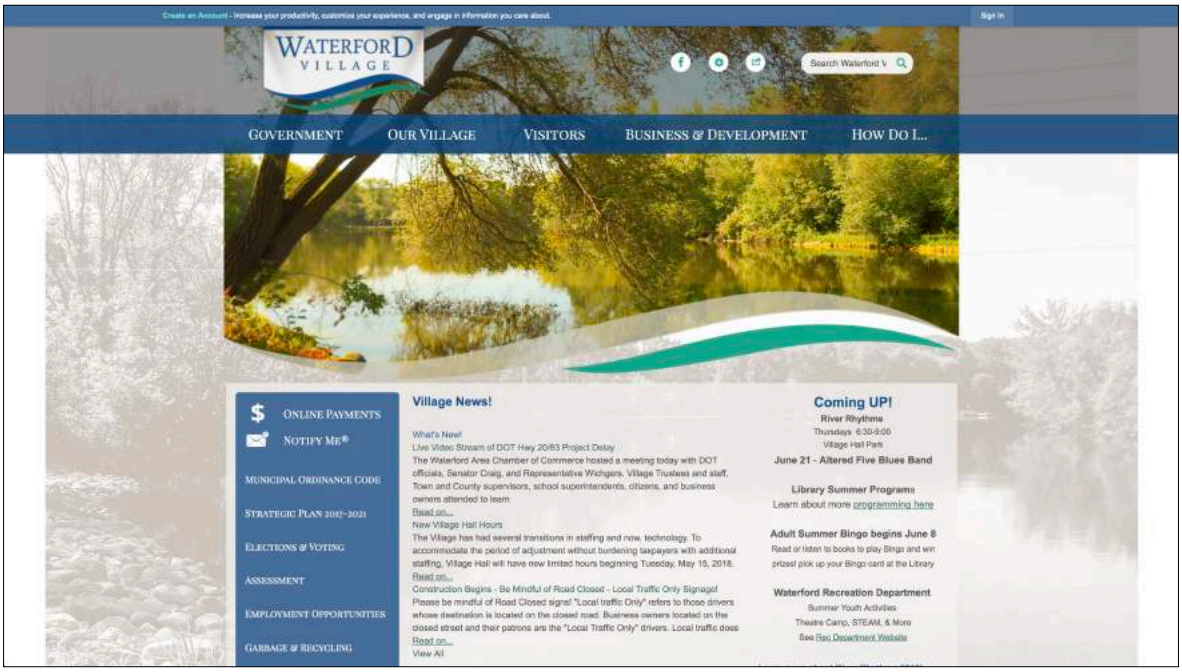
SEARCH...
ONLINE SERVICES
Let us help you
AGENDAS & MINUTES
See the Latest Documents
CALENDAR
Find Meetings and Events
HOW DO I
Find Out More
PAY ONLINE
Pay Bills
REPORT A CONCERN
Submit Comments and Concerns
MAPS
Explore Burlington


About Us
Members
Contact
BurlingtonWI
Area Chamber of Commerce
Community
Visitors
News
Events
Attractions & Recreation
Attractions
Location
Lodging
Things to Do
Restaurants
Deals/Coupons
From biking, hiking, and boating, to theater, shopping, and dining, there's something for everyone to enjoy in this 4 season destination!
Visitor Guide
Burlington
AeppelTreow Winery
262-878-5345
1072 288th Ave.
Burlington, WI 53105
www.aeppeltreow.com
Brightonwoods Orchard
262-878-3000
1072 288th Ave.
Burlington, WI 53105
Browns Lake Water Ski Club/Aquaducks
262-763-9719
P.O. Box 84
Burlington, WI 53105
www.aquaducks.org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VISITORS
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HOW DO I...
ONLINE PAYMENTS
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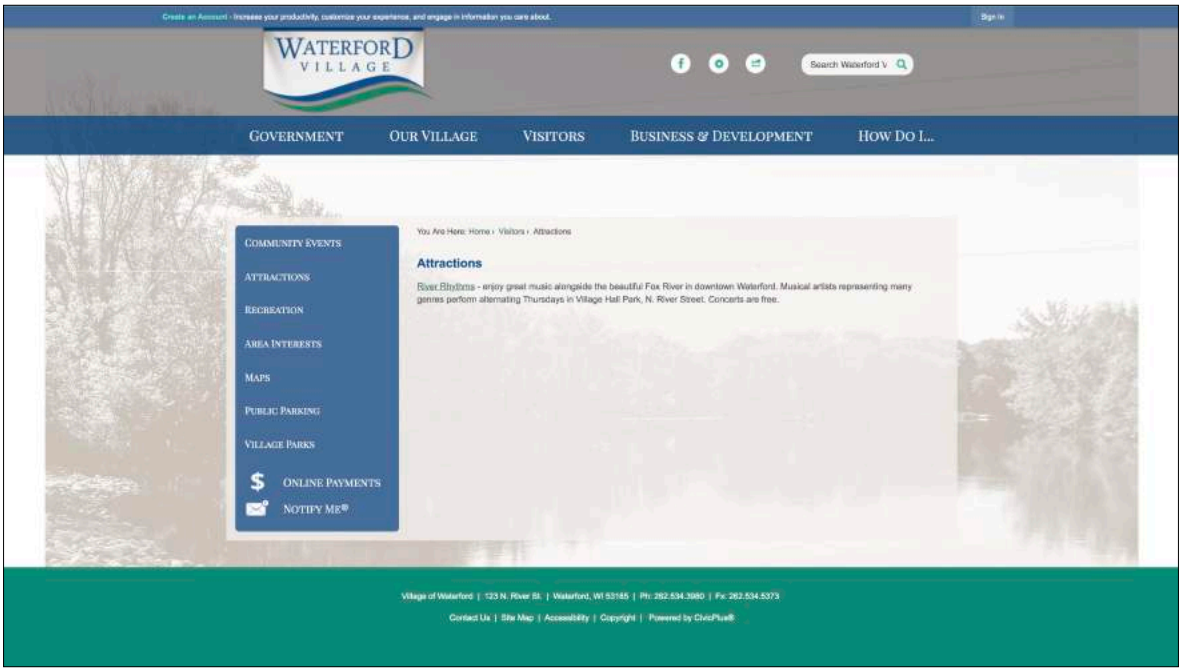
MUNICIPAL ORDINANCE CODE
STRATEGIC PLAN 2017-2021
ELECTIONS & VOTING
ASSESSMENT
EMPLOYMENT OPPORTUNITIES
GARBAGE & RECYCLING
Village News!
What's New!
Live Video Stream of DOT Hwy 20/83 Project Delay
The Waterford Area Chamber of Commerce hosted a meeting today with DOT officials, Senator Craig, and Representative Wichgers. Village Trustees and staff, Town and County supervisors, school superintendents, citizens, and business owners attended to learn
Read on...
New Village Hall Hours
The Village has had several transitions in staffing and now, technology. To accommodate the period of adjustment without burdening taxpayers with additional staffing, Village Hall will have new limited hours beginning Tuesday, May 15, 2018.
Read on...
Construction Begins - Be Mindful of Road Closed - Local Traffic Only Signage!
Please be mindful of Road Closed signs! "Local traffic Only" refers to those drivers whose destination is located on the closed road. Business owners located on the closed street and their patrons are the "Local Traffic Only" drivers. Local traffic does
Read on...
View All
Coming UP!
River Rhythms
Thursdays 6:30-9:00
Village Hall Park
June 21 - Altered Five Blues Band
Library Summer Programs
Learn about more programming here
Adult Summer Bingo begins June 8
Read or listen to books to play Bingo and win prizes! pick up your Bingo card at the Library
Waterford Recreation Department
Summer Youth Activities
Theatre Camp, STEAM, & More
See Rec Department Website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AREA INTERESTS
MAPS
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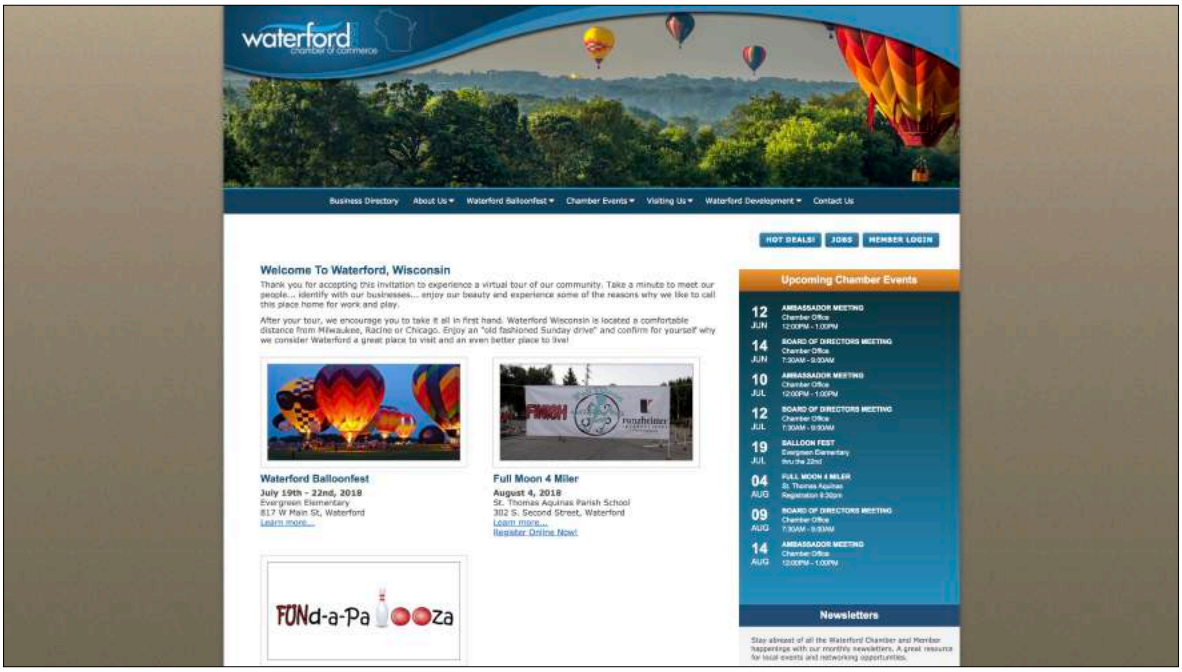
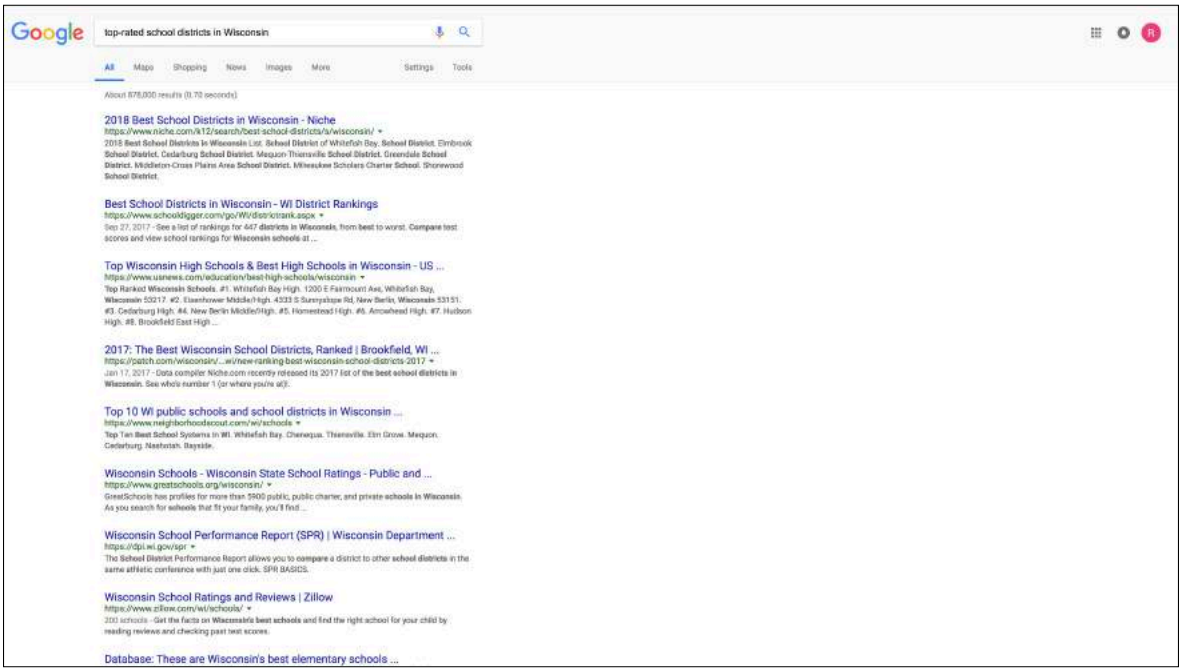
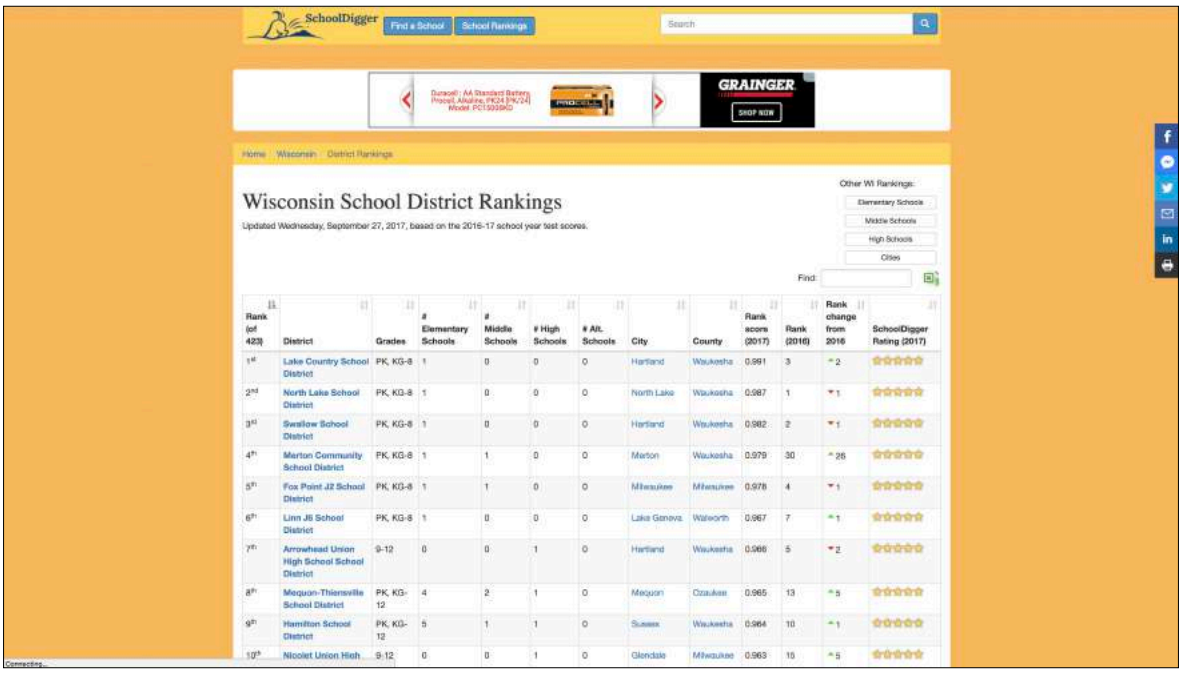
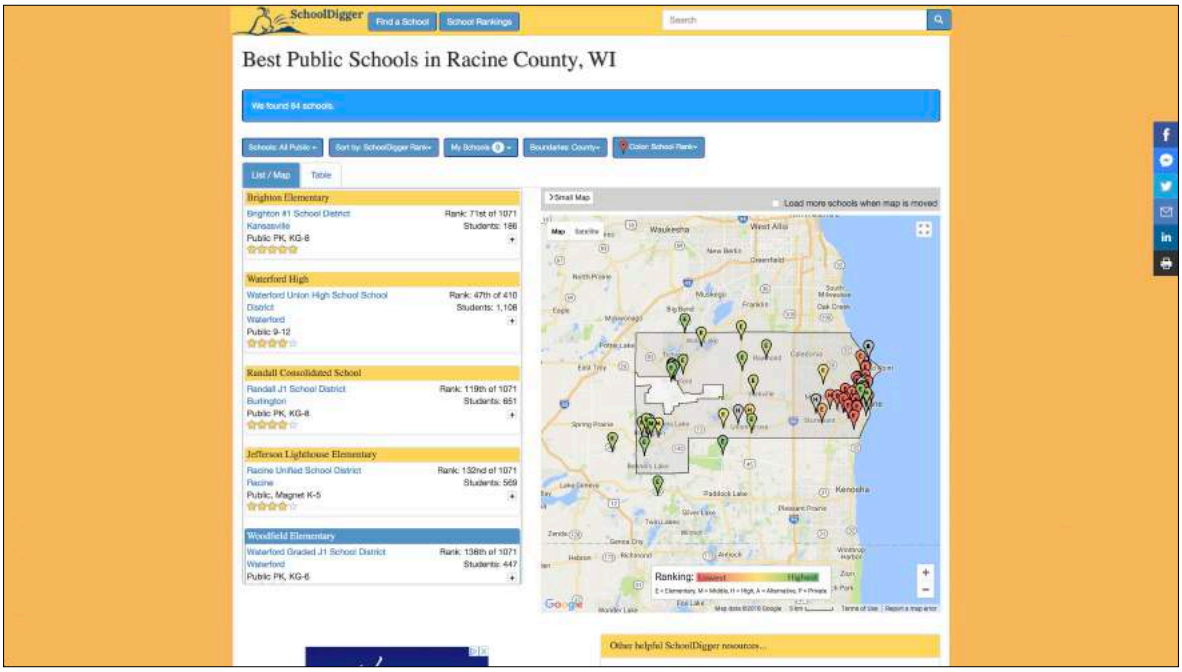
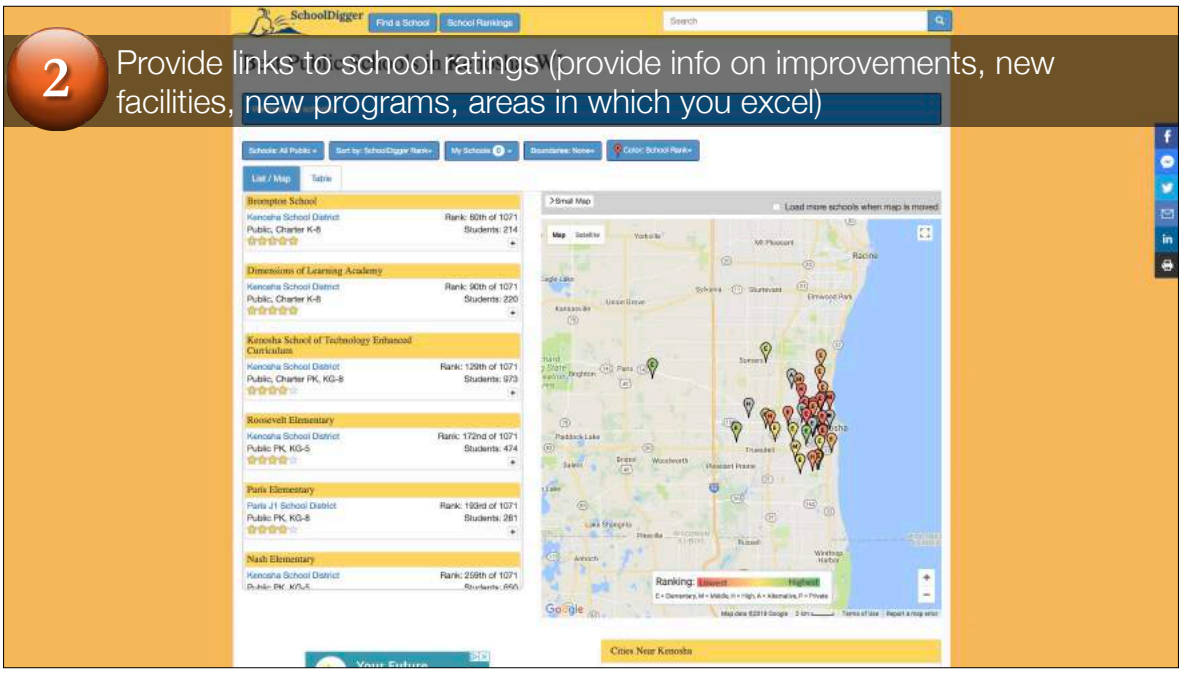
VILLAGE PARKS
ONLINE PAYMENTS
NOTIFY ME®
You Are Here: Home › Visitors › Attractions
Attractions
River Rhythms - enjoy great music alongside the beautiful Fox River in downtown Waterford. Musical artists representing many genres perform alternating Thursdays in Village Hall Park, N. River Street. Concerts are free.
Village of Waterford | 123 N. River St. | Waterford, WI 53185 | Ph: 262.534.3980 | Fx: 262.534.5373
Contact Us | Site Map | Accessibility | Copyright | Powered by CivicPlus®


waterford
chamber of commerce
Business Directory
About Us
Waterford Balloonfest
Chamber Events
Visiting Us
Waterford Development
Contact Us
HOT DEALS!
JOBS
MEMBER LOGIN
Welcome To Waterford, Wisconsin
Thank you for accepting this invitation to experience a virtual tour of our community. Take a minute to meet our people... identify with our businesses... enjoy our beauty and experience some of the reasons why we like to call this place home for work and play.
After your tour, we encourage you to take it all in first hand. Waterford Wisconsin is located a comfortable distance from Milwaukee, Racine or Chicago. Enjoy an "old fashioned Sunday drive" and confirm for yourself why we consider Waterford a great place to visit and an even better place to live!
Waterford Balloonfest
July 19th - 22nd, 2018
Evergreen Elementary
817 W Main St, Waterford
Learn more...
Full Moon 4 Miler
August 4, 2018
St. Thomas Aquinas Parish School
302 S. Second Street, Waterford
Learn more...
Register Online Now!
FUNd-a-Pa ooza
Upcoming Chamber Events
12 JUN AMBASSADOR MEETING Chamber Office 12:00PM - 1:00PM
14 JUN BOARD OF DIRECTORS MEETING Chamber Office 7:30AM - 9:00AM
10 JUL AMBASSADOR MEETING Chamber Office 12:00PM - 1:00PM
12 JUL BOARD OF DIRECTORS MEETING Chamber Office 7:30AM - 9:00AM
19 JUL BALLOON FEST Evergreen Elementary thru the 22nd
04 AUG FULL MOON 4 MILER St. Thomas Aquinas Registration 5:30pm
09 AUG BOARD OF DIRECTORS MEETING Chamber Office 7:30AM - 9:00AM
14 AUG AMBASSADOR MEETING Chamber Office 12:00PM - 1:00PM
Newsletters
Stay abreast of all the Waterford Chamber and Member happenings with our monthly newsletters. A great resource for local events and networking opportunities.

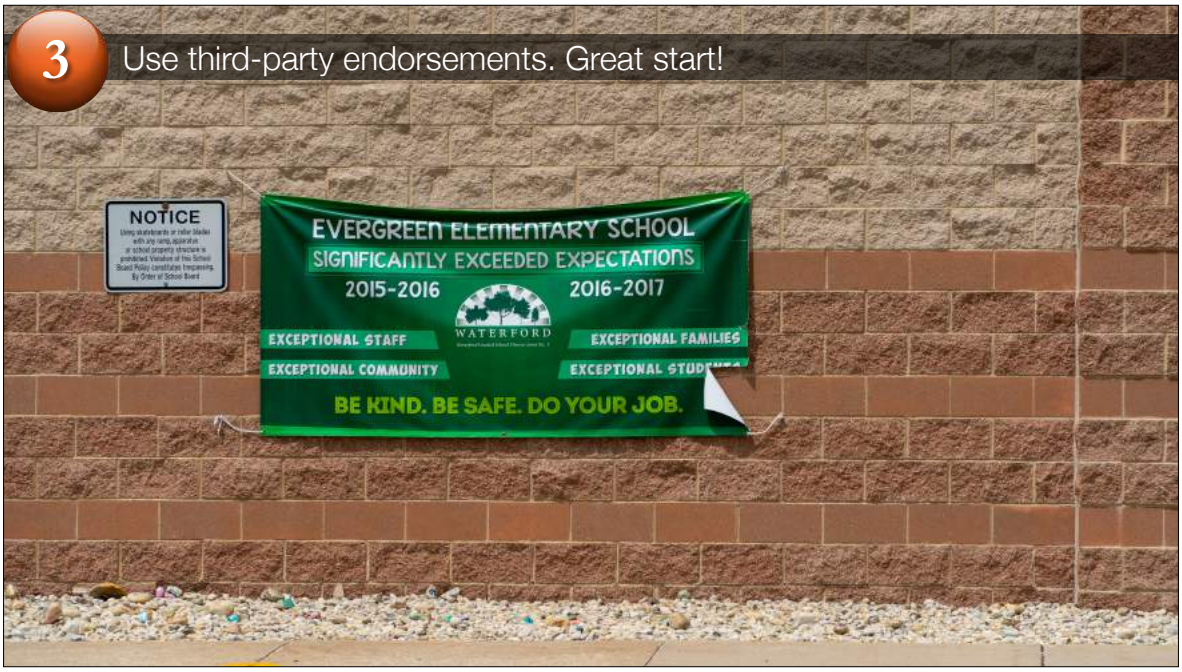

Google
top-rated school districts in Wisconsin
All
Maps
Shopping
News
Images
More
Settings
Tools
About 878,000 results (0.70 seconds)
2018 Best School Districts in Wisconsin - Niche
https://www.niche.com/k12/search/best-school-districts/a/wisconsin/
2018 Best School Districts in Wisconsin List. School District of Whitefish Bay. School District. Elmbrook School District. Cedarburg School District. Mequon-Thiensville School District. Greendale School District. Middleton-Cross Plains Area School District. Milwaukee Scholars Charter School. Shorewood School District.
Best School Districts in Wisconsin - WI District Rankings
https://www.schoolsdigger.com/go/WI/districtrank.aspx
Sep 27, 2017 - See a list of rankings for 447 districts in Wisconsin, from best to worst. Compare test scores and view school rankings for Wisconsin schools at ...
Top Wisconsin High Schools & Best High Schools in Wisconsin - US ...
https://www.usnews.com/education/best-high-schools/wisconsin
Top Ranked Wisconsin Schools. #1. Whitefish Bay High. 1200 E Fairmount Ave, Whitefish Bay, Wisconsin 53217. #2. Eisenhower Middle/High. 4323 S Sunnyslope Rd, New Berlin, Wisconsin 53151. #3. Cedarburg High. #4. New Berlin Middle/High. #5. Homestead High. #6. Arrowhead High. #7. Hudson High. #8. Brookfield East High ...
2017: The Best Wisconsin School Districts, Ranked | Brookfield, WI ...
https://patch.com/wisconsin/...wi/new-ranking-best-wisconsin-school-districts-2017
Jan 17, 2017 - Data compiler Niche.com recently released its 2017 list of the best school districts in Wisconsin. See who's number 1 (or where you're at)!.
Top 10 WI public schools and school districts in Wisconsin ...
https://www.neighborhoodscout.com/wi/schools
Top Ten Best School Systems in WI. Whitefish Bay. Chenequa. Thiensville. Elm Grove. Mequon. Cedarburg. Neenah. Bayside.
Wisconsin Schools - Wisconsin State School Ratings - Public and ...
https://www.greatschools.org/wisconsin/
GreatSchools has profiles for more than 1900 public, public charter, and private schools in Wisconsin. As you search for schools that fit your family, you'll find ...
Wisconsin School Performance Report (SPR) | Wisconsin Department ...
https://dpi.wi.gov/spr
The School District Performance Report allows you to compare a district to other school districts in the same athletic conference with just one click. SPR BASICS.
Wisconsin School Ratings and Reviews | Zillow
https://www.zillow.com/wi/schools/
200 schools - Get the facts on Wisconsin's best schools and find the right school for your child by reading reviews and checking past test scores.
Database: These are Wisconsin's best elementary schools ...


SchoolDigger
Find a School
School Rankings
Search
GRAINGER
SHOP NOW
Home / Wisconsin / District Rankings
Wisconsin School District Rankings
Updated Wednesday, September 27, 2017, based on the 2016-17 school year test scores.
Other WI Rankings:
Elementary Schools
Middle Schools
High Schools
Cities
Find:
Rank (of 423) | District | Grades | # Elementary Schools | # Middle Schools | # High Schools | # Alt. Schools | City | County | Rank score (2017) | Rank (2016) | Rank change from 2016 | SchoolDigger Rating (2017)
1st | Lake Country School District | PK, KG-8 | 1 | 0 | 0 | 0 | Hartland | Waukesha | 0.991 | 3 | ▲2
2nd | North Lake School District | PK, KG-8 | 1 | 0 | 0 | 0 | North Lake | Waukesha | 0.987 | 1 | ▼1
3rd | Swallow School District | PK, KG-8 | 1 | 0 | 0 | 0 | Hartland | Waukesha | 0.982 | 2 | ▼1
4th | Merton Community School District | PK, KG-8 | 1 | 1 | 0 | 0 | Merton | Waukesha | 0.979 | 30 | ▲26
5th | Fox Point J2 School District | PK, KG-8 | 1 | 1 | 0 | 0 | Milwaukee | Milwaukee | 0.978 | 4 | ▼1
6th | Linn J6 School District | PK, KG-8 | 1 | 0 | 0 | 0 | Lake Geneva | Walworth | 0.967 | 7 | ▲1
7th | Arrowhead Union High School School District | 9-12 | 0 | 0 | 1 | 0 | Hartland | Waukesha | 0.966 | 5 | ▼2
8th | Mequon-Thiensville School District | PK, KG-12 | 4 | 2 | 1 | 0 | Mequon | Ozaukee | 0.965 | 13 | ▲5
9th | Hamilton School District | PK, KG-12 | 5 | 1 | 1 | 0 | Sussex | Waukesha | 0.964 | 10 | ▲1
10th | Nicolet Union High | 9-12 | 0 | 0 | 1 | 0 | Glendale | Milwaukee | 0.963 | 15 | ▲5
Connecting...

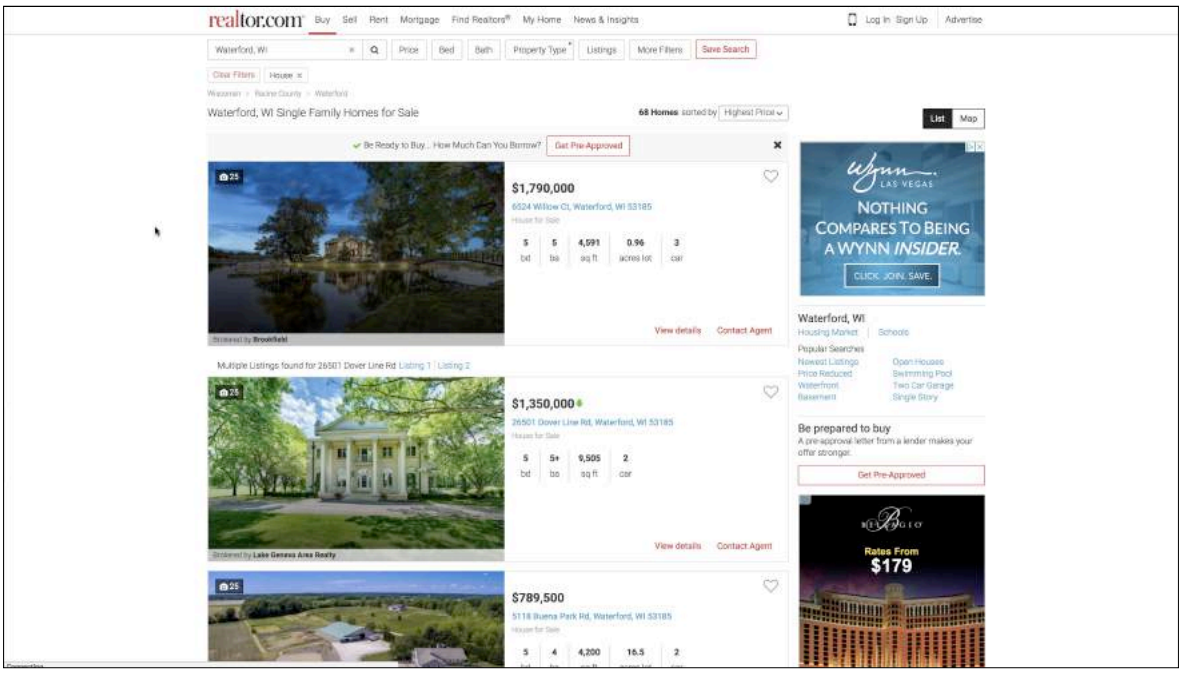

SchoolDigger
Find a School
School Rankings
Search
Best Public Schools in Racine County, WI
We found 64 schools.
Schools: All Public
Sort by: SchoolDigger Rank
My Schools
Boundaries: County
Color School Rank
List / Map
Table
Brighton Elementary
Brighton #1 School District
Kansasville
Public PK, KG-8
Rank: 71st of 1071
Students: 186
Waterford High
Waterford Union High School School District
Waterford
Public 9-12
Rank: 47th of 410
Students: 1,108
Randall Consolidated School
Randall J1 School District
Burlington
Public PK, KG-8
Rank: 119th of 1071
Students: 651
Jefferson Lighthouse Elementary
Racine Unified School District
Racine
Public, Magnet K-5
Rank: 132nd of 1071
Students: 569
Woodfield Elementary
Waterford Graded J1 School District
Waterford
Public PK, KG-6
Rank: 138th of 1071
Students: 447
Small Map
Load more schools when map is moved
Ranking: Lowest Highest
Other helpful SchoolDigger resources...

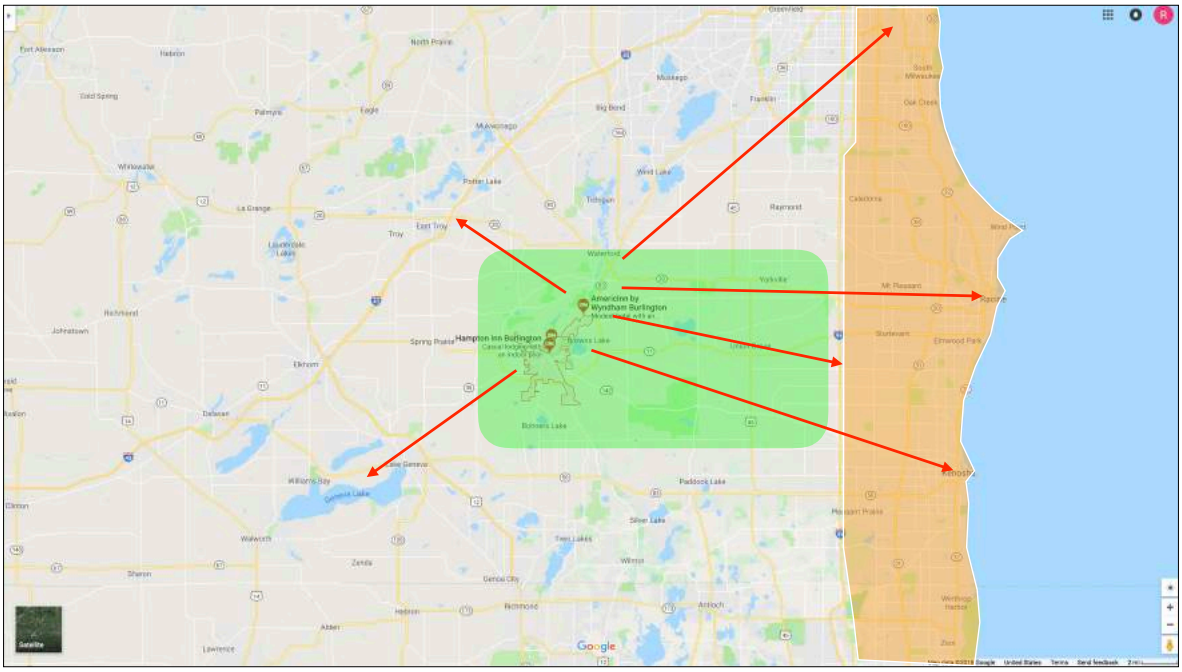

2
Provide links to school ratings (provide info on improvements, new facilities, new programs, areas in which you excel)
SchoolDigger
Find a School
School Rankings
Brompton School
Kenosha School District
Public, Charter K-8
Rank: 80th of 1071
Students: 214
Dimensions of Learning Academy
Kenosha School District
Public, Charter K-8
Rank: 90th of 1071
Students: 220
Kenosha School of Technology Enhanced Curriculum
Kenosha School District
Public, Charter PK, KG-8
Rank: 129th of 1071
Students: 973
Roosevelt Elementary
Kenosha School District
Public PK, KG-5
Rank: 172nd of 1071
Students: 474
Paris Elementary
Paris J1 School District
Public PK, KG-8
Rank: 193rd of 1071
Students: 281
Nash Elementary
Kenosha School District
Rank: 259th of 1071
Ranking: Lowest Highest
Cities Near Kenosha

EVERGREEN ELEMENTARY


3
Use third-party endorsements. Great start!
NOTICE
EVERGREEN ELEMENTARY SCHOOL
SIGNIFICANTLY EXCEEDED EXPECTATIONS
2015-2016
2016-2017
WATERFORD
EXCEPTIONAL STAFF
EXCEPTIONAL FAMILIES
EXCEPTIONAL COMMUNITY
BE KIND. BE SAFE. DO YOUR JOB.

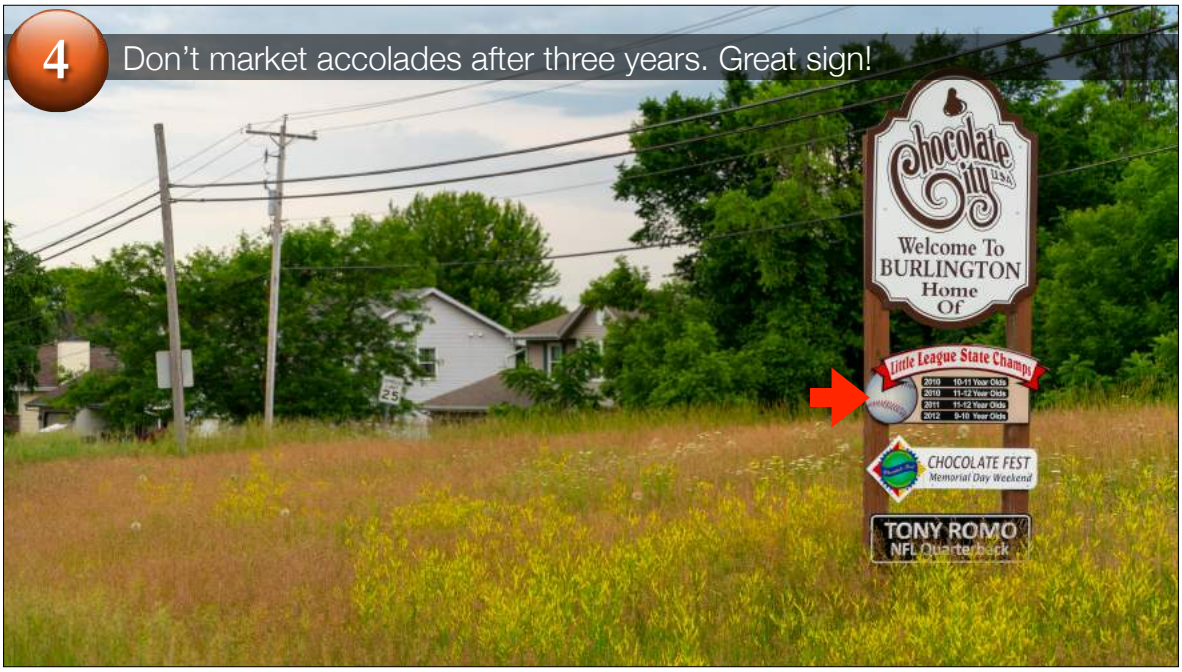
Motivating factors
1. Job & business opportunities
2. Schools (K-12)
3. Housing (quality, neighborhoods, affordability, amenities)
4. Recreation | Shopping | Downtowns
5. Diversity

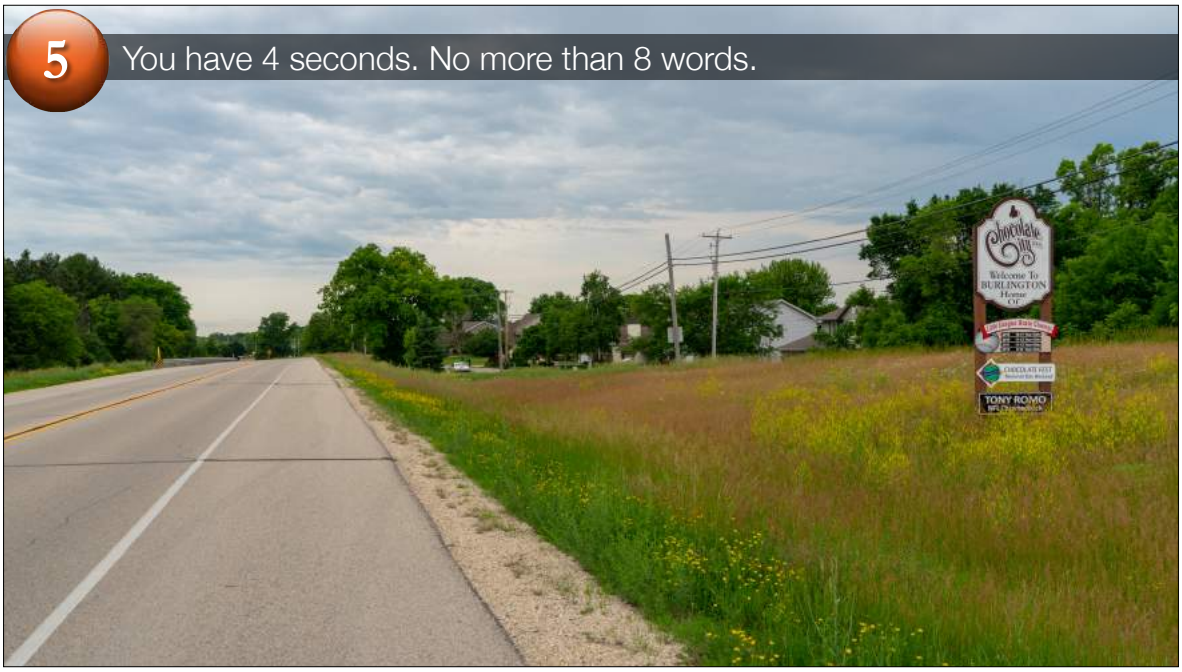

realtor.com
Buy
Sell
Rent
Mortgage
Find Realtors®
My Home
News & Insights
Log In
Sign Up
Advertise
Waterford, WI
Price
Bed
Bath
Property Type
Listings
More Filters
Save Search
Clear Filters
House
Waterford, WI Single Family Homes for Sale
68 Homes sorted by Highest Price
List
Map
Be Ready to Buy... How Much Can You Borrow?
Get Pre-Approved
$1,790,000
6524 Willow Ct, Waterford, WI 53185
5 bd
5 ba
4,591 sq ft
0.96 acres lot
3 car
View details
Contact Agent
Multiple Listings found for 26501 Dover Line Rd Listing 1 | Listing 2
$1,350,000
26501 Dover Line Rd, Waterford, WI 53185
5 bd
5+ ba
9,505 sq ft
2 car
View details
Contact Agent
$789,500
5118 Buena Park Rd, Waterford, WI 53185
5 bd
4 ba
4,200 sq ft
16.5 acres lot
2 car
NOTHING COMPARES TO BEING A WYNN INSIDER.
CLICK. JOIN. SAVE.
Waterford, WI
Housing Market
Schools
Popular Searches
Newest Listings
Price Reduced
Waterfront
Basement
Open Houses
Swimming Pool
Two Car Garage
Single Story
Be prepared to buy
A pre-approval letter from a lender makes your offer stronger.
Get Pre-Approved
Rates From
$179


Hampton Inn Burlington
Americinn by Wyndham Burlington
Google

Getting to know you
(in person)

Hampton Inn
Burlington Riverfront


4
Don’t market accolades after three years. Great sign!
Chocolate City U.S.A.
Welcome To
BURLINGTON
Home
Of
Little League State Champs
2010 10-11 Year Olds
2010 11-12 Year Olds
2011 11-12 Year Olds
2012 8-10 Year Olds
CHOCOLATE FEST
Memorial Day Weekend
TONY ROMO
NFL Quarterback

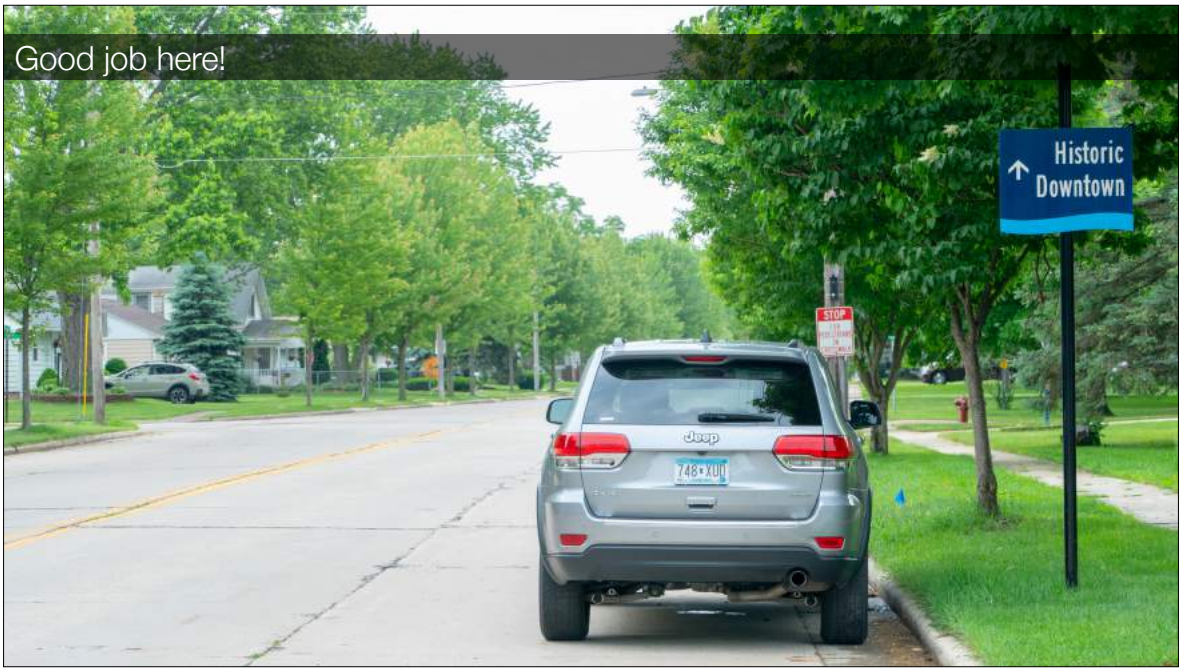

5
You have 4 seconds. No more than 8 words.
Welcome To
BURLINGTON
TONY ROMO

6
Really? 40 words. Put these in parking areas, not at your gateways.
Burlington
POPULATION 10,500
CITY OF BURLINGTON
PARKING REGULATIONS
NIGHT ALTERNATE PARKING
RESTRICTIONS IN EFFECT
2:00 AM TO 5:00 AM
SNOW EMERGENCY
PARKING REGULATIONS
APPLY TO ALL CITY STREETS
NO PARKING ON ANY CITY STREET
FOR LONGER THAN
24 CONSECUTIVE HOURS
CONTACT POLICE FOR DETAILS
30

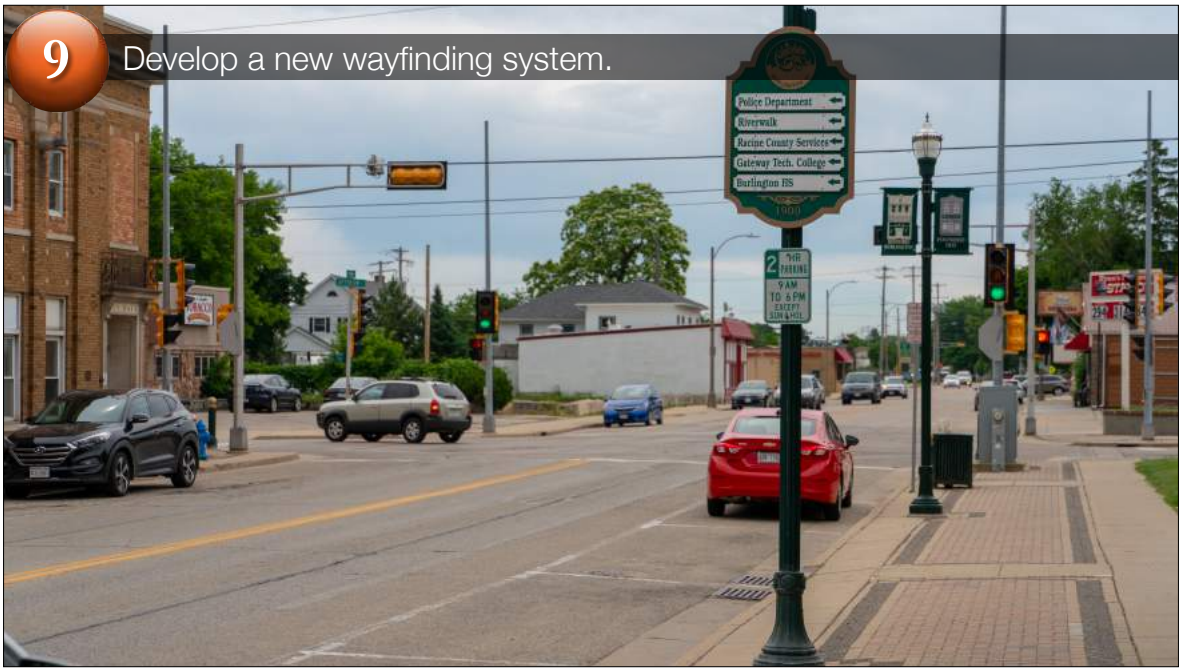
CITY OF BURLINGTON
PARKING REGULATIONS
NIGHT ALTERNATE PARKING
RESTRICTIONS IN AFFECT
2:00 AM TO 5:00 AM
SNOW EMERGENCY
PARKING REGULATIONS
APPLY TO ALL CITY STREETS
NO PARKING ON ANY CITY STREET
FOR LONGER THAN
24 CONSECUTIVE HOURS
CONTACT POLICE FOR DETAILS
ALL STREETS OTHER
THAN MARKED
HIGHWAYS AND TRAFFIC
ROUTES ARE LIMITED
TO 6000LBS
GROSS VEHICLE WEIGHT

Parking rules
- 2:00-5:00am alternate parking restrictions (?)
- 10:00pm to 6:00am no parking after 3" of snow
- Snow emergency parking: all city streets
- Parking: No longer than 24 hours
- Vehicles subject to tow
- Contact police for details
SNOW EMERGENCY
PARKING REGULATIONS
AFTER 3 INCHES SNOWFALL
NO PARKING
ON ANY CITY STREET
10 PM - 6 AM
UNTIL REMOVAL IS
COMPLETE
VEHICLES SUBJECT
TO TOW

7
Place this closer to downtown.
MAIN STREET
WISCONSIN
DESIGNATED
MAIN STREET
COMMUNITY
25


Good job here!
Historic
Downtown
STOP
jeep

8
What crosswalks? Move this closer & “Slow: Pedestrian crosswalk”
STOP
FOR
PEDESTRIANS
IN
CROSSWALK


9
Develop a new wayfinding system.
Police Department
Riverwalk
Racine County Services
Gateway Tech. College
Burlington HS
2 HR PARKING
9 AM TO 6 PM

Wayfinding:

A county-wide top priority

9

This should be your top priority:
A county-wide wayfinding system

Wayfinding includes

- Amenity signage: visitor info, washrooms, parking, medical, police, fire, community services
- Attractions & activities
- Boat launches, public access points
- Trail markers and access points
- Visitor information kiosks
- Pedestrian wayfinding (downtown)
- Pole banners identifying downtown districts

The Pavilion
The Mall
Convention
Center • Hotel
Conference
Center • Resort
SIX PINES DRIVE

Parking
City Hall
Library
Transit Center
Children's Museum
College Ave
East

Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art

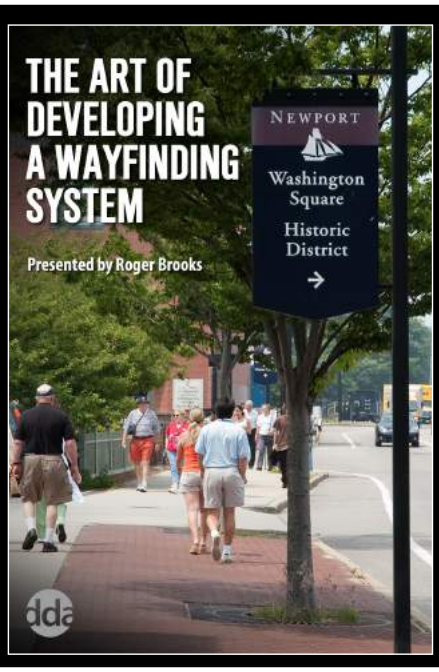
Bottom line

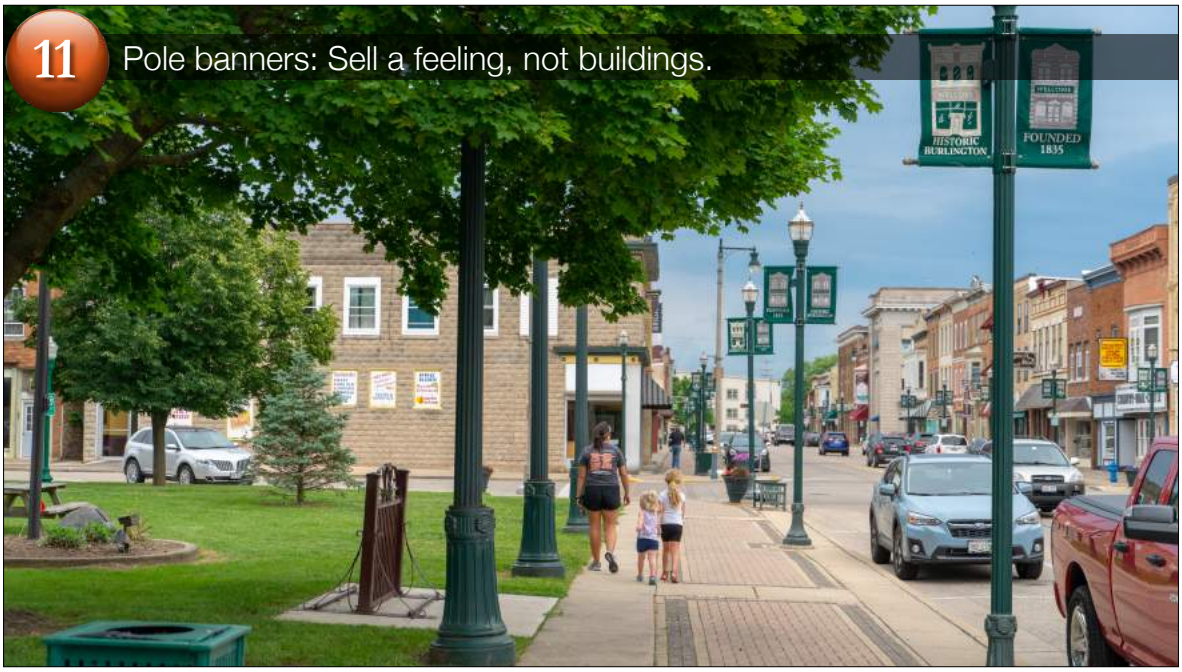
Studies show that wayfinding will increase retail sales and services between 14% and 28%.

NOTE: Navigation systems are NOT a substitute for wayfinding.

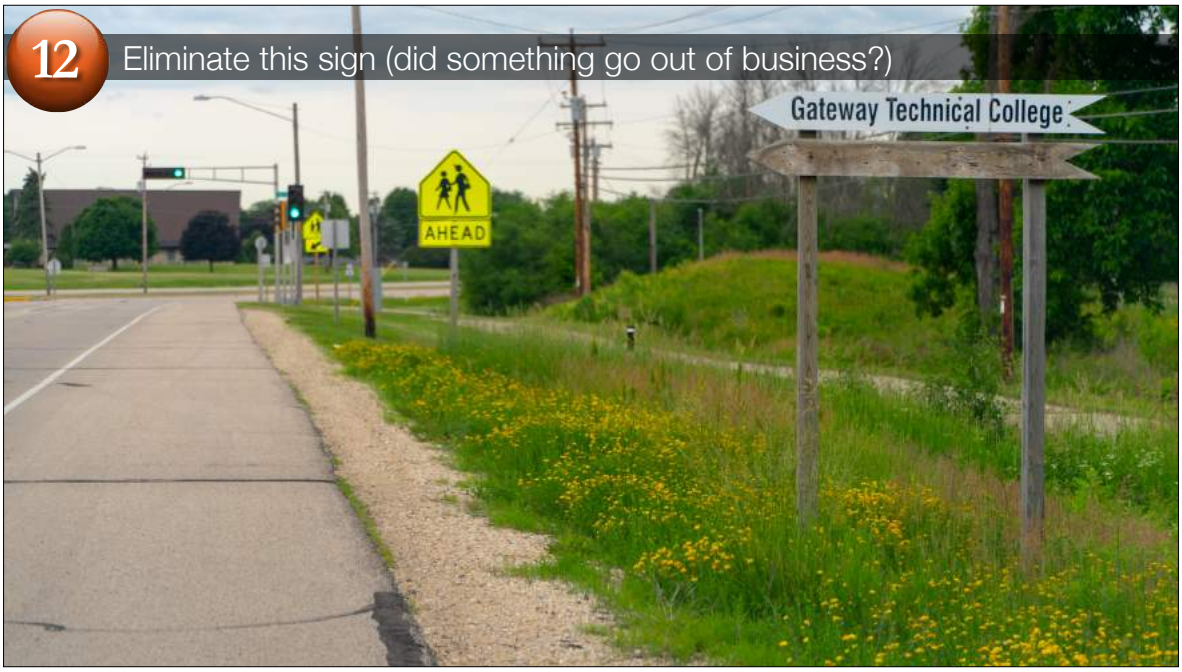
10

This video can walk you through the steps - and costs - of developing an effective wayfinding system.



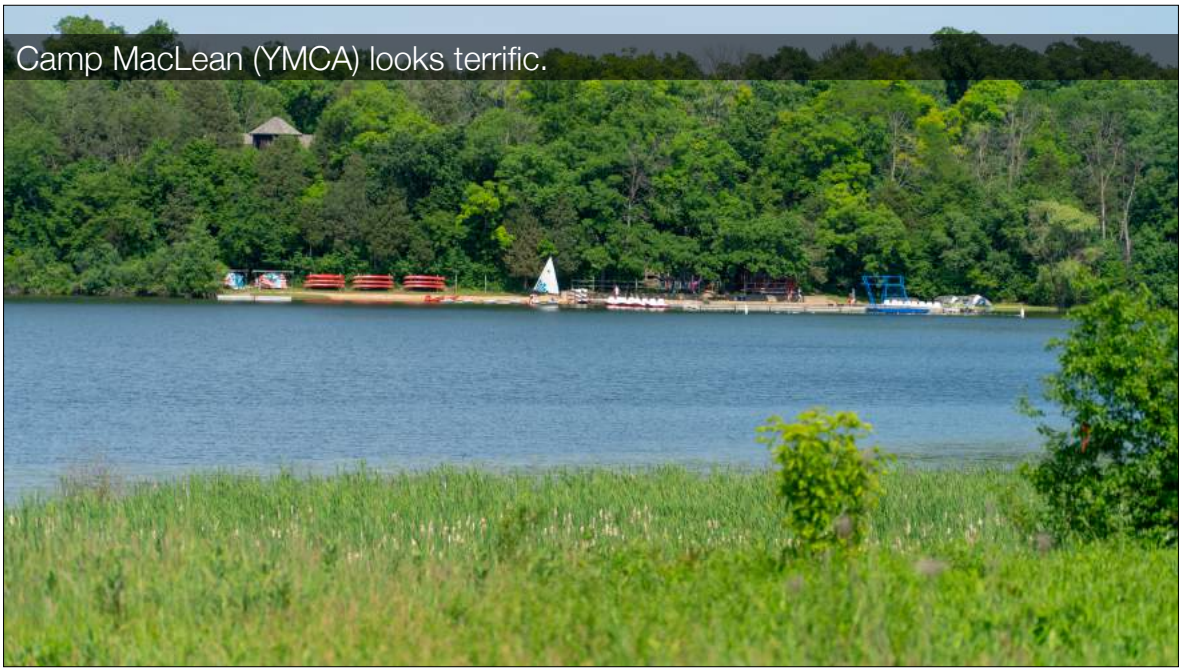


Exploring Burlington & Waterford


12
Eliminate this sign (did something go out of business?)
Gateway Technical College
AHEAD

McCanna Park is a very nice amenity.

Aurora
Wellness Center

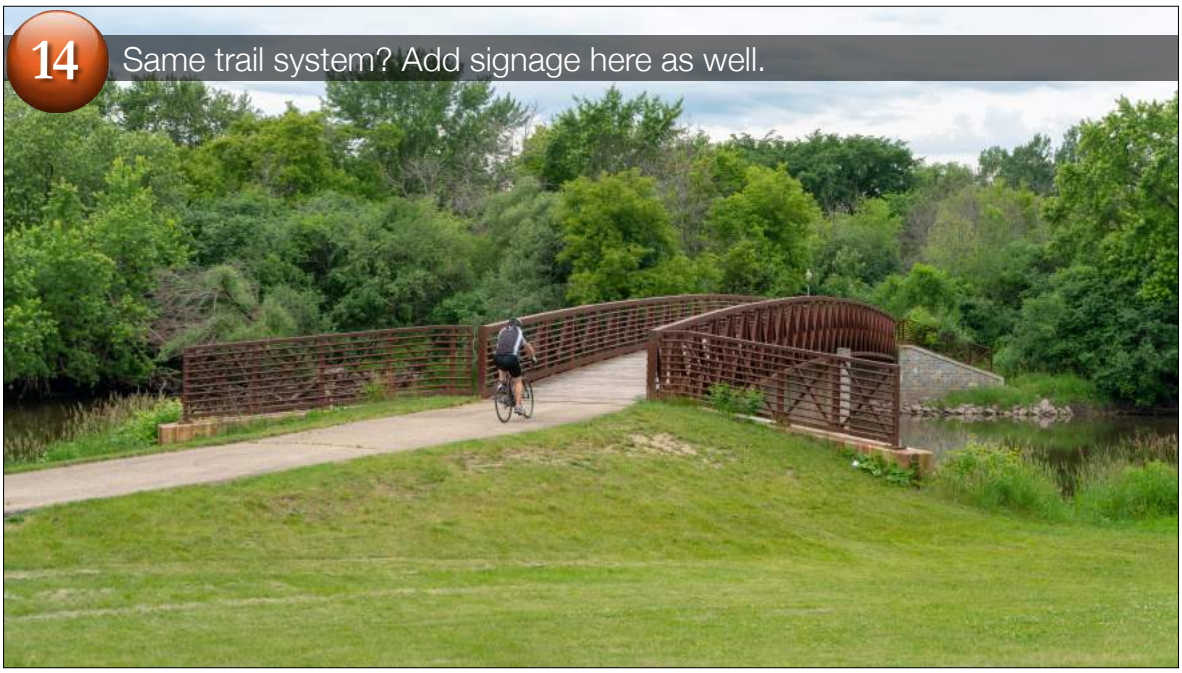

Camp MacLean (YMCA) looks terrific.

GATEWAY
TECHNICAL COLLEGE
HeroCenter
Registration
Gateway Offers Over
65 Career Options
380 McCanna Parkway

BURLINGTON
HIGH SCHOOL

13
Wayfinding: Add trail maps, brochures, distances at several locations.
BUSHNELL PARK
Racine County Park System

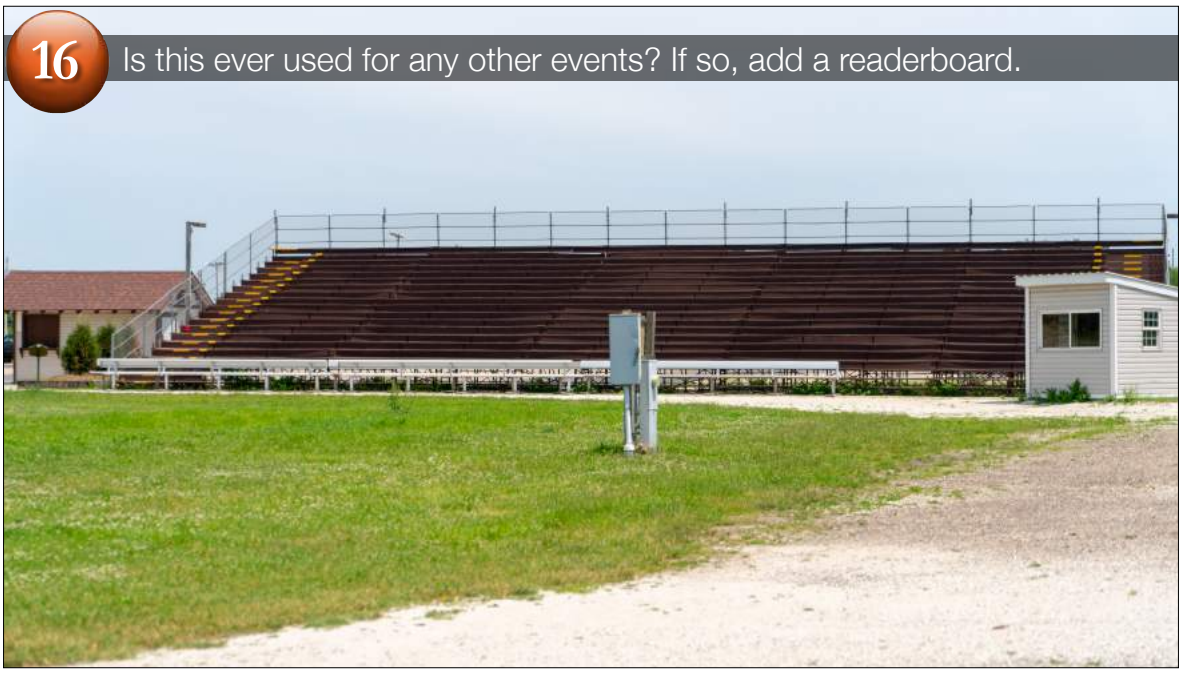
SHAWANO'S
PATHWAYS
GET IN THE LOOP


14
Same trail system? Add signage here as well.

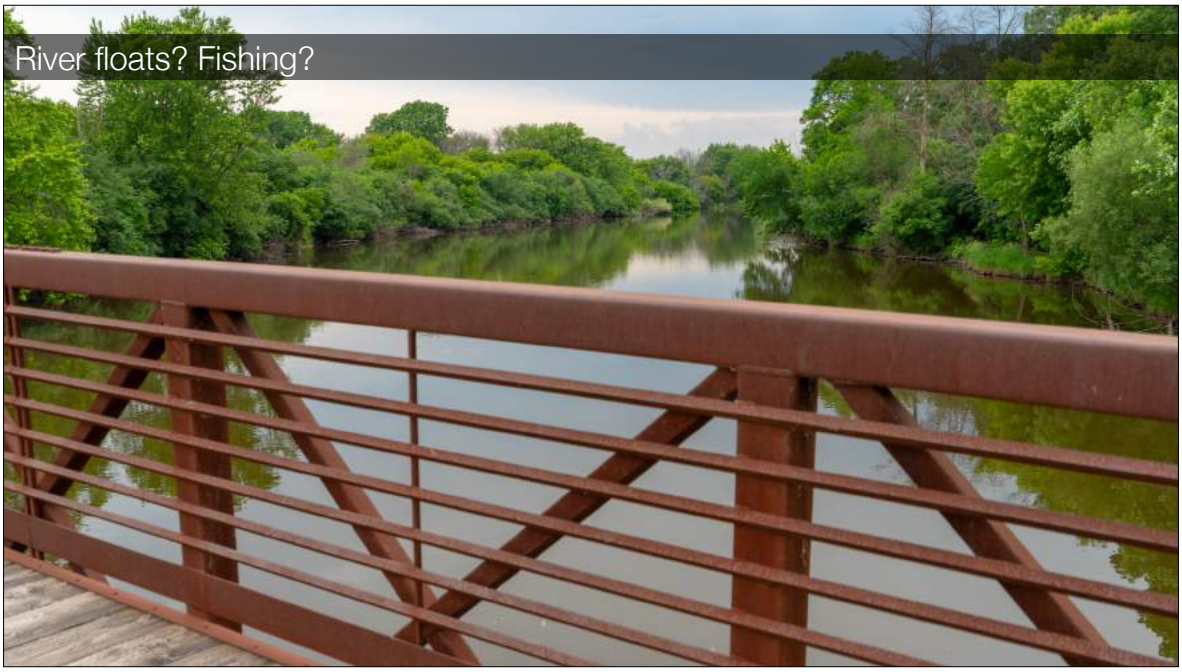
15
You can’t hang your brand on one event a year. Own it or move on.
Ways to Stay and Play in
Chocolate City
Chocolatefest
Memorial Day Weekend

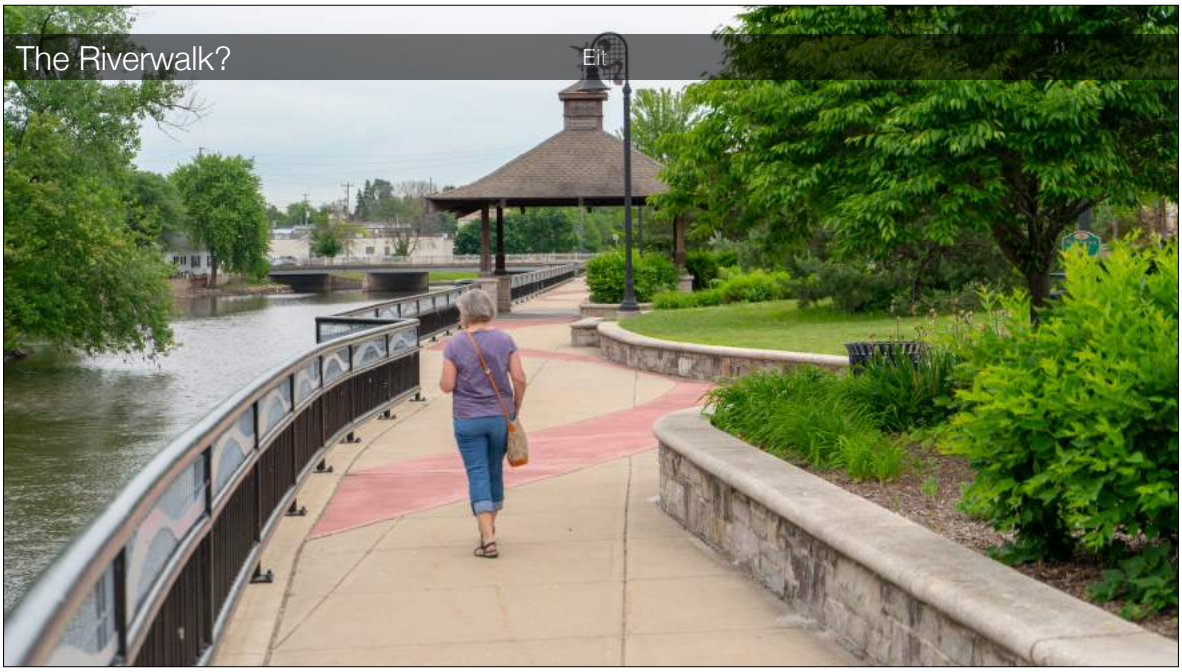
Owning Chocolate City

1. Confectionary with a chocolate specialty
2. More chocolate-related events (10?)
3. Fudge shop
4. “Did you know…” signs about chocolate
5. Restaurants serving specialty chocolate dishes/drinks
6. Retailers selling chocolate recipe books
7. “Famous Burlington Brownies” - or something like this
8. Great chocolate (locally made) ice cream, sundaes
9. Chocolate fondue events (every Saturday)
10. Hot chocolate (variations) at winter events, through town

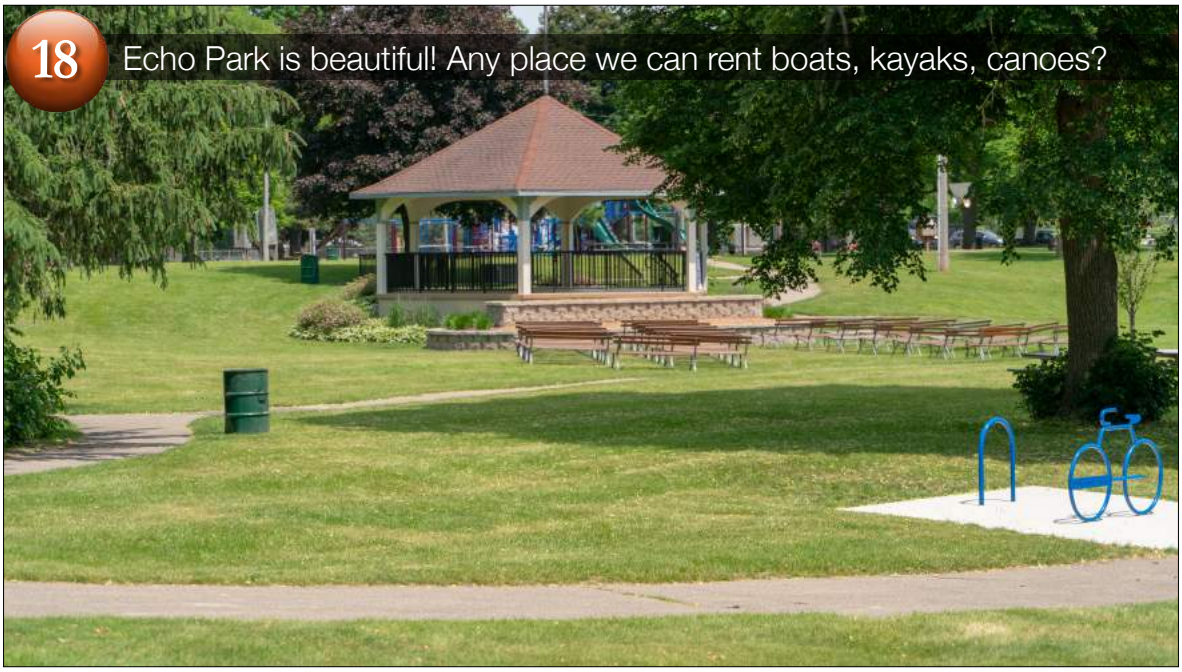

16
Is this ever used for any other events? If so, add a readerboard.

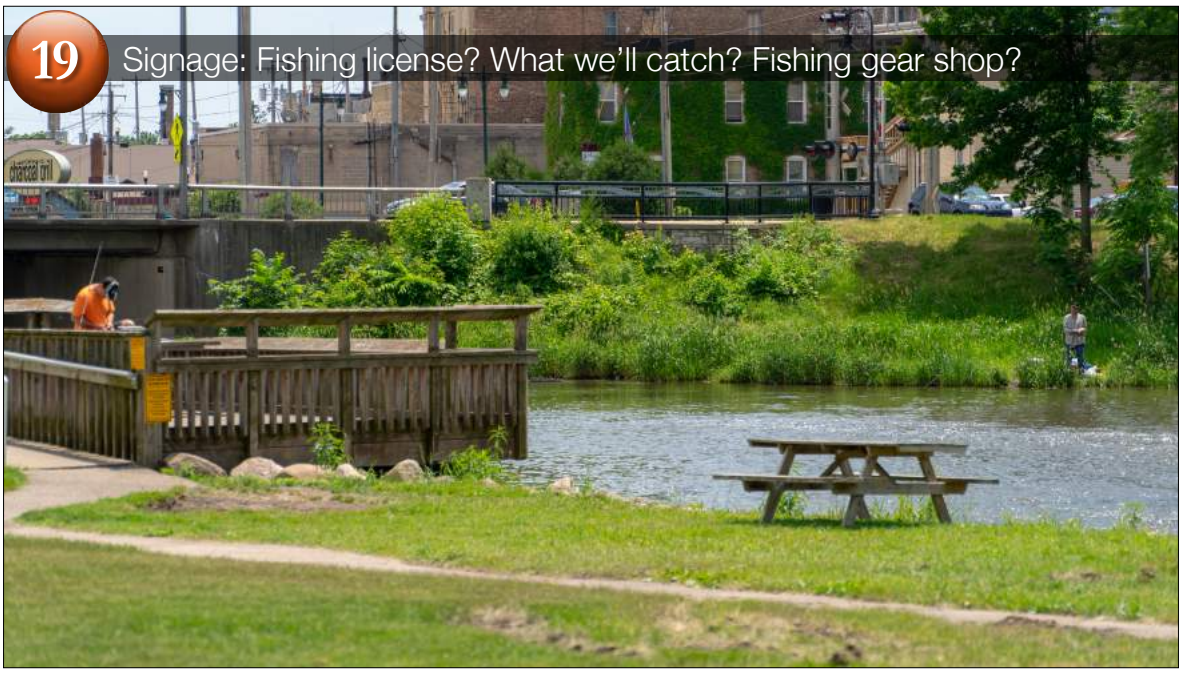
17
Consider “Top Five Things to See & Do in Burlington” instead of events.
Ways to Stay and Play in
Chocolate City USA
DISCOVER WISCONSIN
CHOICE DESTINATION
Chocolatefest
Memorial Day Weekend
March — Home Show & Chocolate Extravaganza
Thursdays, 3-7 p.m., May through October — Burlington Farmers Market
June-August (see website for dates & times) — B-Town Sounds Concert Series
Memorial Day Weekend (Fri-Mon) — ChocolateFest
Memorial Day Weekend (Sat-Sun) — Jaycees Arts & Craft Fair
Memorial Day — Veteran's Memorial Day Parade
Thursdays evenings Memorial Day - Labor Day — Brewer's Lake Aquaducks
Fridays, June & July — Burlington Kiwanis Civic Band
4th of July — Burlington Fire Department Dance & Fireworks
Last Friday & Saturday in July — Community Sidewalk Sales
August (2nd Friday & Saturday) — Tall Tales Music Festival
4th Sunday in August — Wings & Wheels Fly-In
1st Friday in December — Annual Christmas Parade - Santa Arrives
Opens after Parade - Fri., Sat., & Sun. (until Christmas) — Santa's Chalet
Lodging and Calendar of Events www.burlingtonchamber.org • 262 763-6044


River floats? Fishing?


The Riverwalk?
Eit

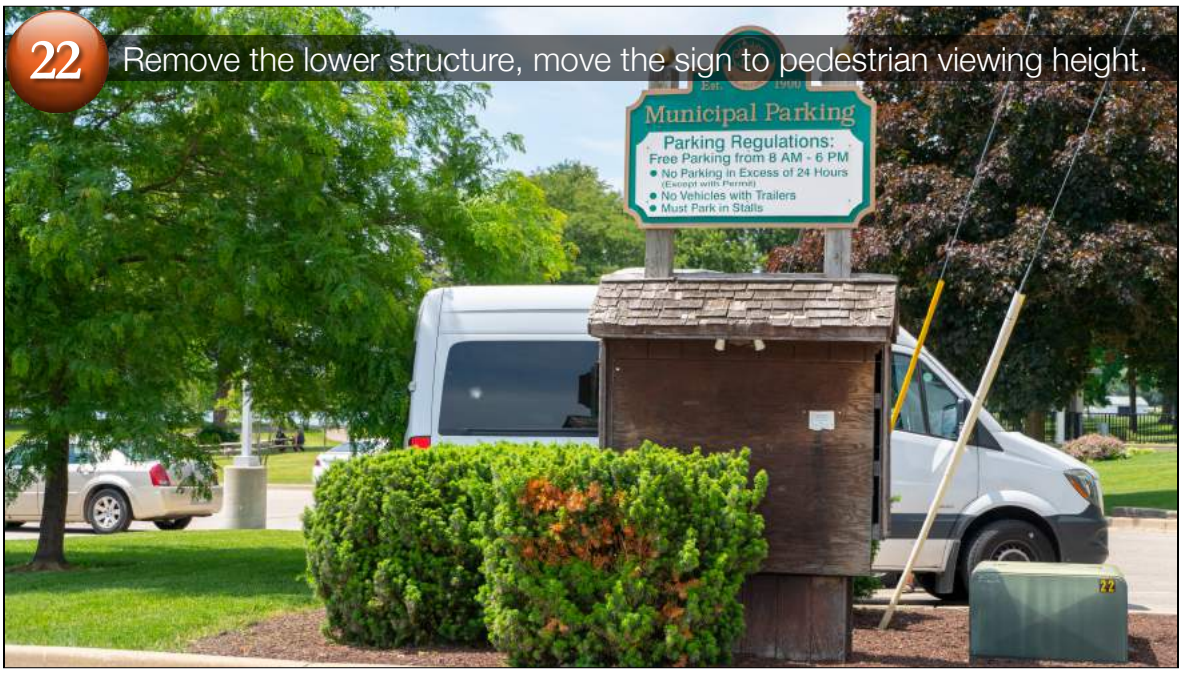
Burlington has some great sports fields.
BEAUMONT FIELD
AT BAT
BALL
STRIKE
OUT
GUEST
HOME
driveburlington.com
RICHTER'S
SOA
LAVELLE
VOL. FIRE DEPT.


18
Echo Park is beautiful! Any place we can rent boats, kayaks, canoes?

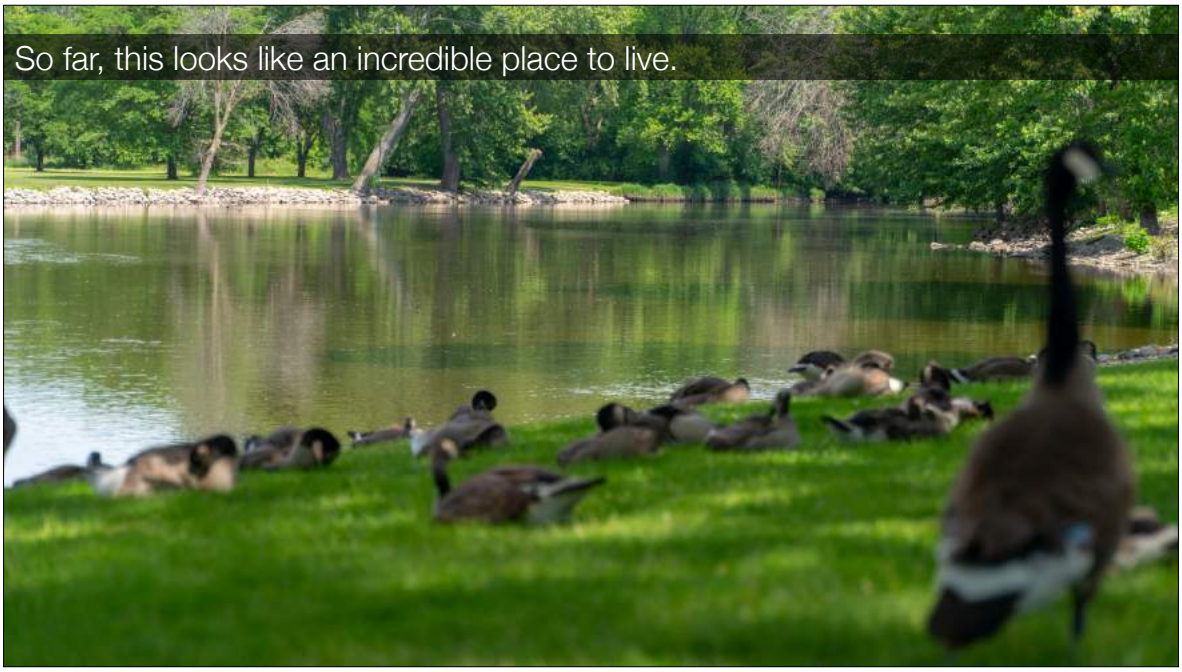

19
Signage: Fishing license? What we'll catch? Fishing gear shop?

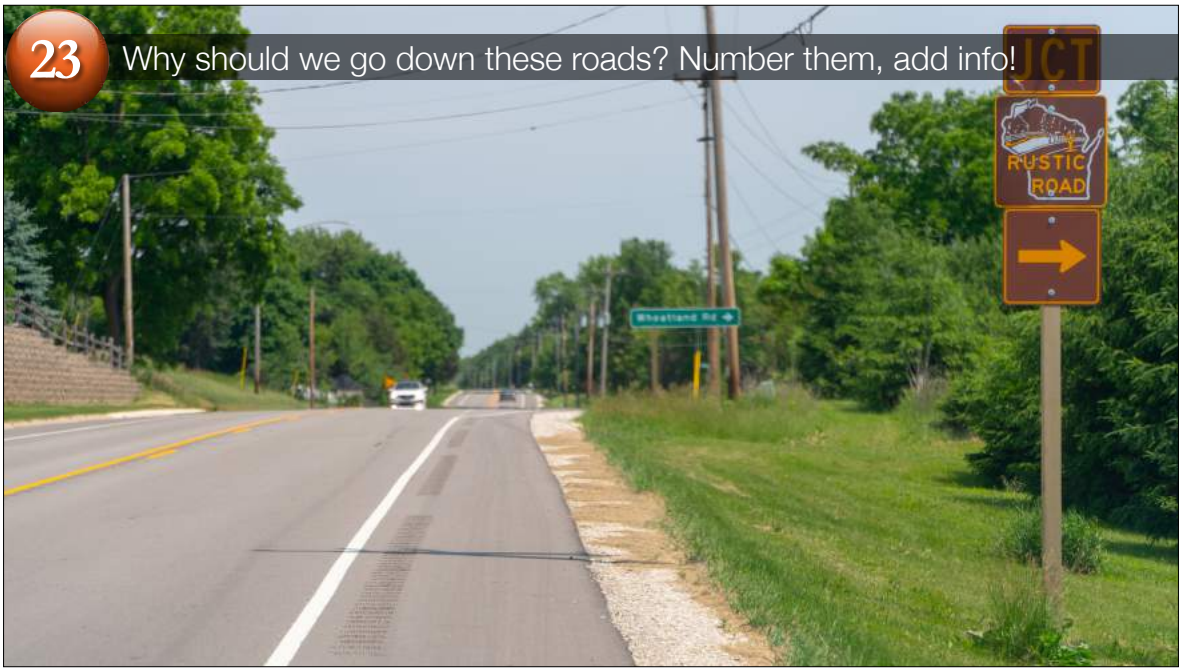
20
Open this up. Add warning signage, explain undertows.
DANGER
KEEP
OFF

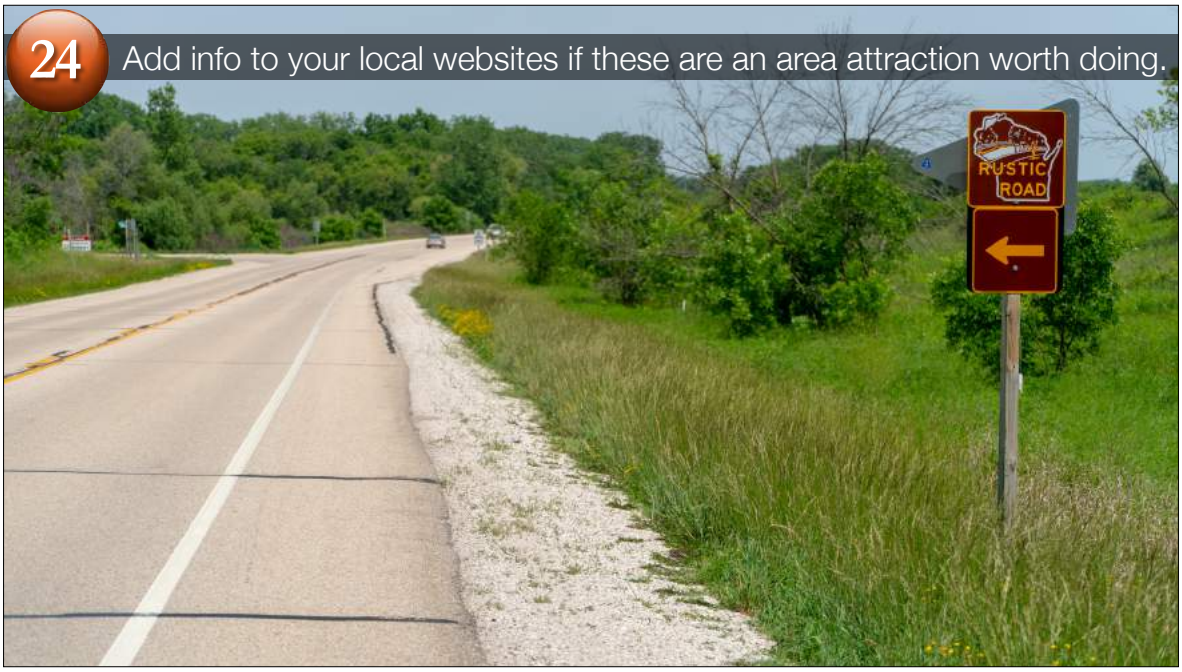
21
Turn these into murals or “Top five things to see and do in Burlington.”

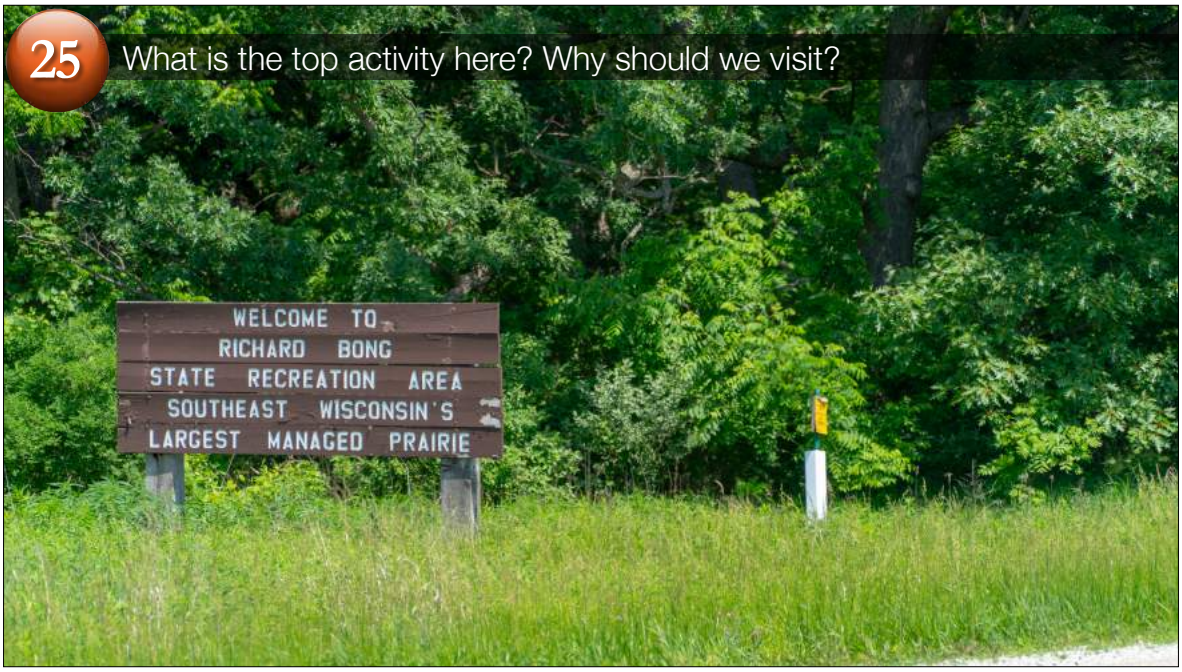

22
Remove the lower structure, move the sign to pedestrian viewing height.
Municipal Parking
Parking Regulations:
Free Parking from 8 AM - 6 PM
No Parking in Excess of 24 Hours
(Except with Permit)
No Vehicles with Trailers
Must Park in Stalls
22

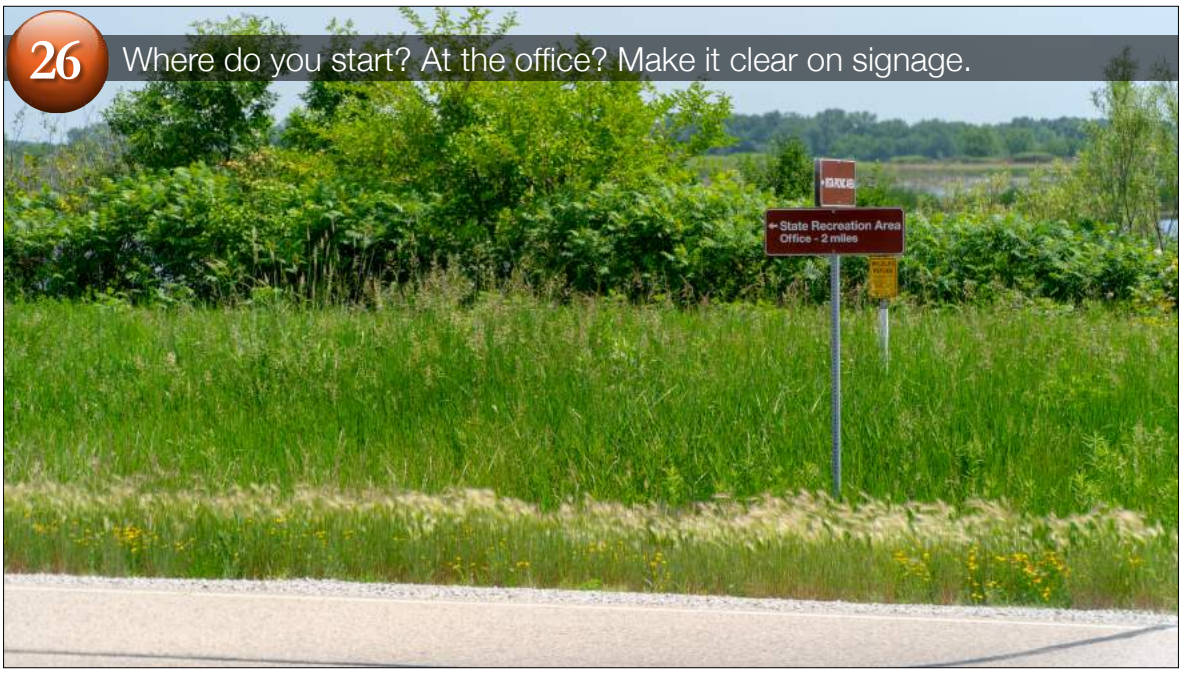
Wehmhoff
Jucker
Park

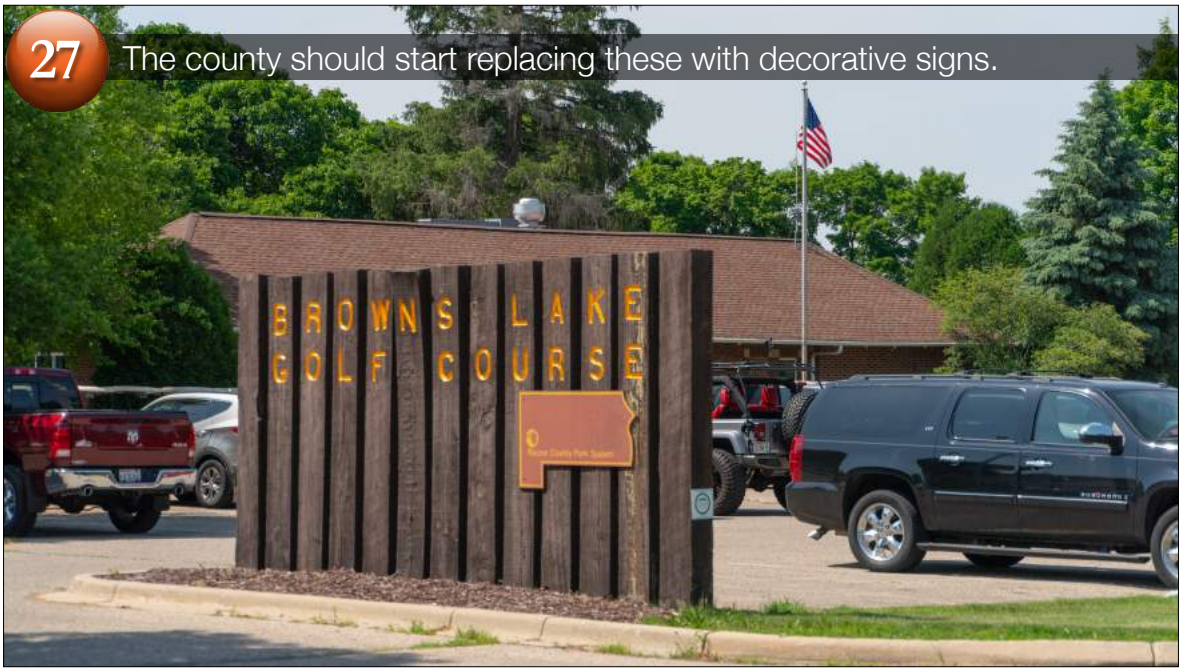

So far, this looks like an incredible place to live.


23
Why should we go down these roads? Number them, add info!
JCT
RUSTIC
ROAD


24
Add info to your local websites if these are an area attraction worth doing.
RUSTIC
ROAD


25
What is the top activity here? Why should we visit?
WELCOME TO
RICHARD BONG
STATE RECREATION AREA
SOUTHEAST WISCONSIN'S
LARGEST MANAGED PRAIRIE


26
Where do you start? At the office? Make it clear on signage.
State Recreation Area
Office - 2 miles


27
The county should start replacing these with decorative signs.
BROWNS LAKE
GOLF COURSE

28
9 or 18? Open to the public? Pro-shop? Restaurant? Instruction? Cart and club rentals? Cross country skiing in winter?

Aha! Here it is!
Browns Lake Aquaducks
FREE
Water Ski Shows
Thursday Nights @ 6:30
and
Holiday Weekends
from
Memorial Day to Labor Day
Trophy Case
National Championships
State Championships

29
Boat rentals? Paddle boards? Kayaks? Canoes? Business opportunity?
LakesArea
MARINE

NOTICE
ALL DOGS
MUST BE LEASHED
PETRIE'S
MARINA
FOR
RENT

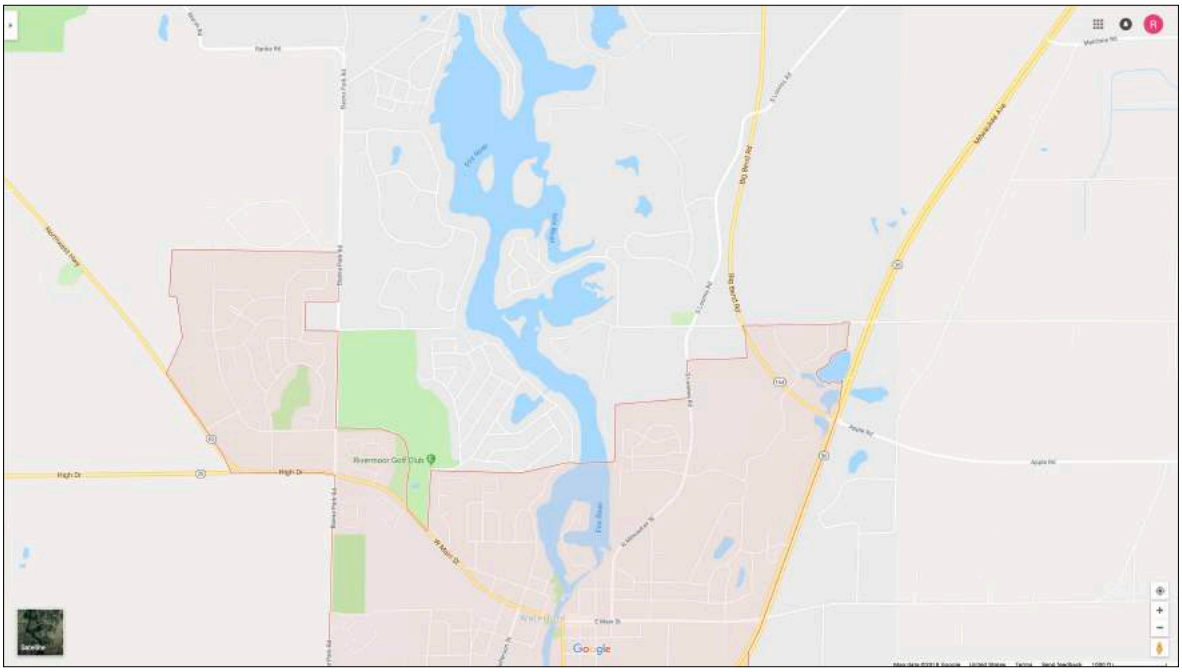
ABSOLUTELY
NO SWIMMING

30
Hangars? Restaurant? Charter flights? Fuel & tie-downs? Instruction?
TERMINAL
703

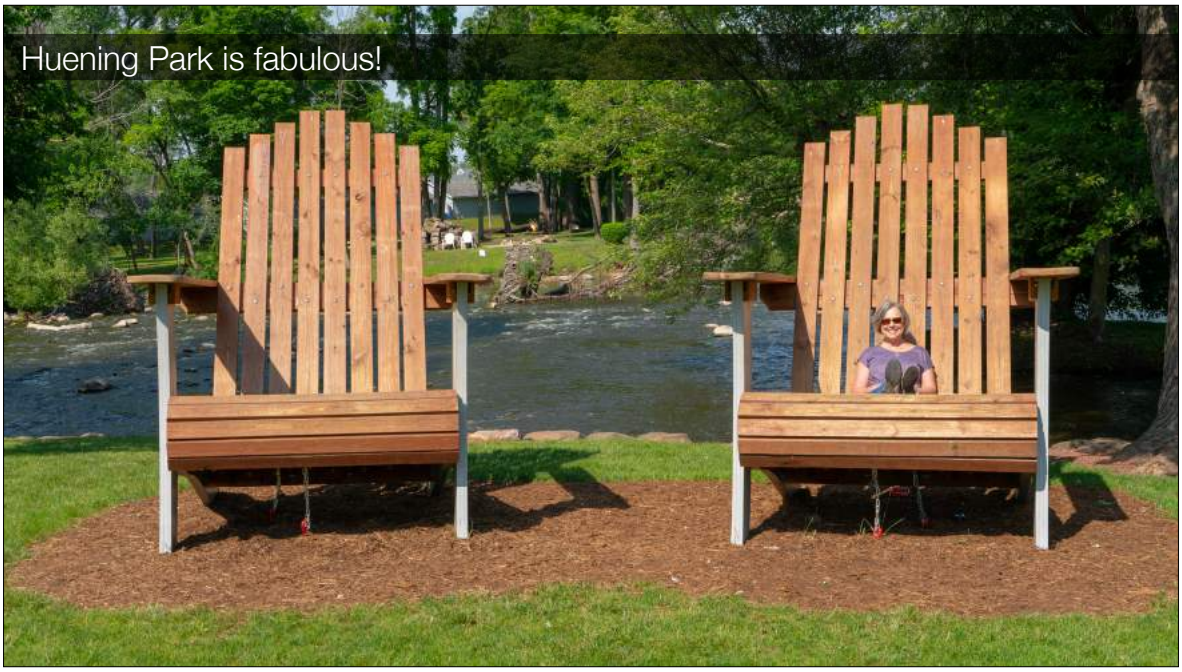
Waterford, here we come!

Yes! Someplace in the county that actually rents canoes & kayaks!
WELCOME
FOX RIVER
Open Today

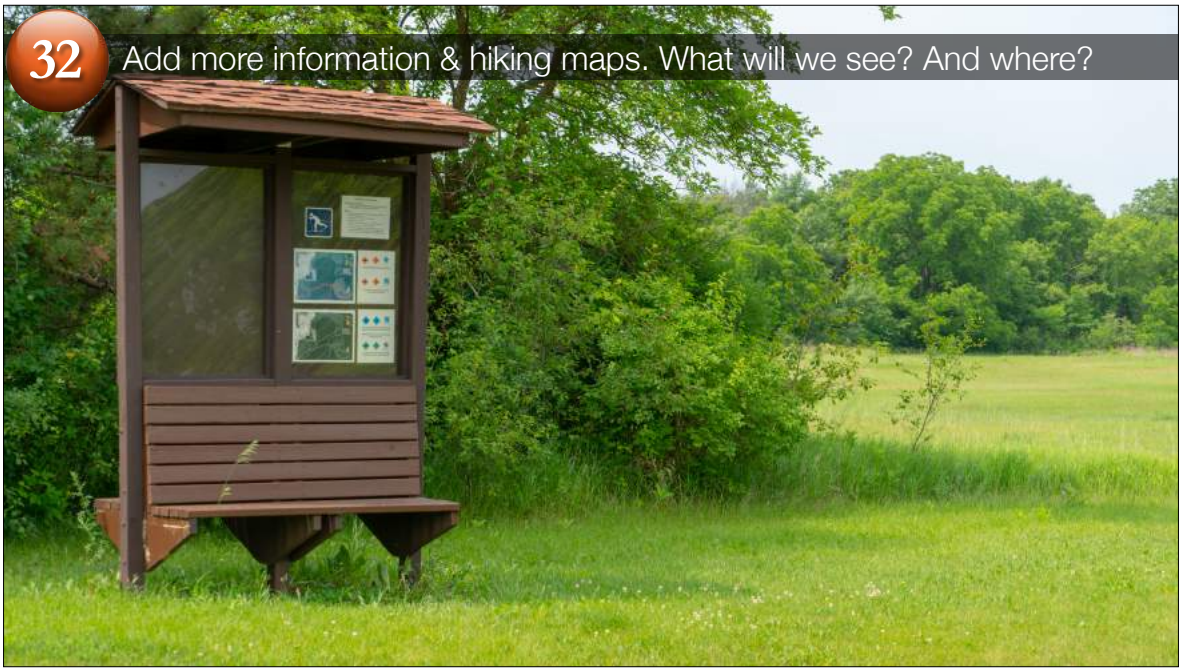
RENTALS
CANOES
INSTRUCTION
SUPs
TOURS
FOX RIVER
ALWAYS
WEAR YOUR
LIFE JACKET!
WEAR IT!


Riverboat Rd
Big Bend Rd
Riverboat Rd
Riverboat Rd
Riverboat

31
A great opportunity: pull out and return services in Rochester or Burlington!


Huening Park is fabulous!

W R WADEWITZ
NATURE CAMP

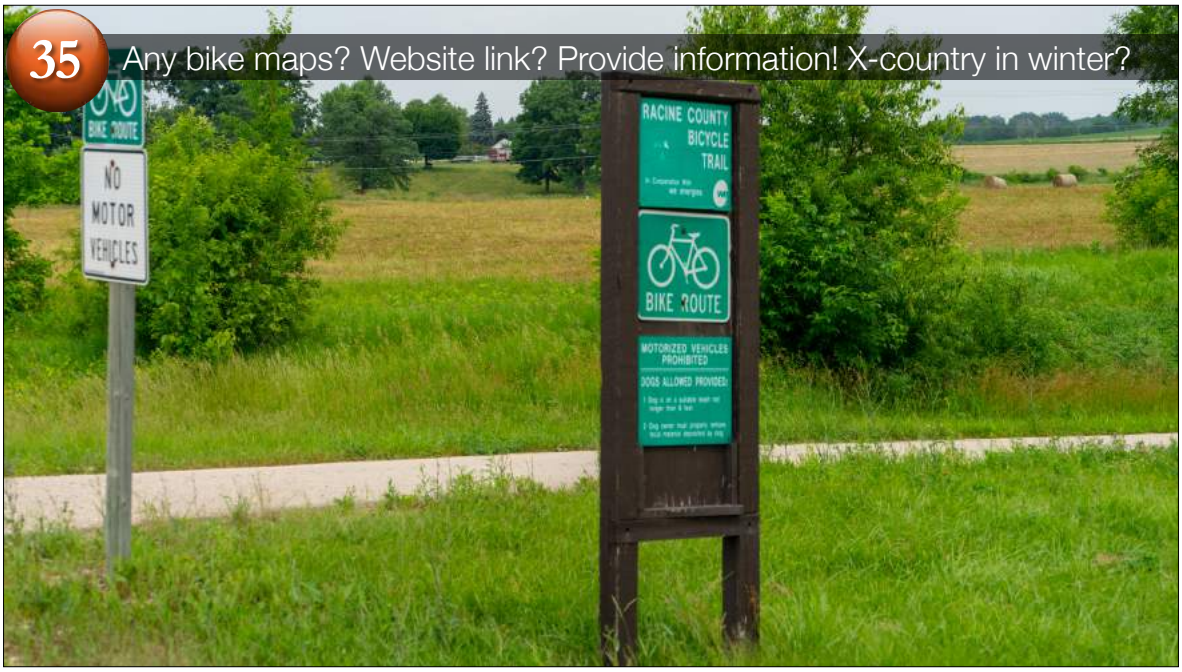

32
Add more information & hiking maps. What will we see? And where?

33
Add more maps. Add more detail to the trail map: distances, etc.
WADEWITZ
NATURE TRAILS

34
Pro-shop? Restaurant? Cart & club rentals?
RIVERMOOR
GOLF CLUB
Public Welcome
Scenic 18 Hole
Golf Course

RIVERMOOR
GOLF CLUB
Public Welcome
Scenic 18 Hole
Golf Course
Club & cart rentals
Pro-shop | Restaurant
Golf instruction
Walk-ins welcome!

RESTAURANT
RESTAURANT


35
Any bike maps? Website link? Provide information! X-country in winter?
BIKE ROUTE
NO MOTOR VEHICLES
RACINE COUNTY BICYCLE TRAIL
BIKE ROUTE
MOTORIZED VEHICLES PROHIBITED
DOGS ALLOWED PROVIDED:

BEAR DEN ZOO
OPEN MAY THRU OCT.
www.beardenzoo.com
262-895-6430
EXIT
SPEED LIMIT 50

BEAR DEN FARM
WELCOME

36
This is really, really sad to see. Get rid of this! We almost left.
STATE NOTICE
"Wisconsin Agricultural Tourism Liability Law"
A PERSON WHO OBSERVES OR PARTICIPATES IN AN AGRICULTURAL TOURISM ACTIVITY ON THIS PROPERTY ASSUMES THE RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY. RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY MAY INCLUDE CONDITIONS ON THE LAND, THE UNPREDICTABLE BEHAVIOR OF FARM ANIMALS, THE ORDINARY DANGERS ASSOCIATED WITH EQUIPMENT USED IN FARMING OPERATIONS AND THE POTENTIAL THAT A PARTICIPANT IN THE AGRICULTURAL TOURISM ACTIVITY MAY ACT IN A NEGLIGENT WAY THAT MAY CONTRIBUTE TO INJURY OR DEATH. THE AGRICULTURAL TOURISM PROVIDER IS NOT LIABLE FOR THE INJURY OR DEATH OF A PERSON INVOLVED IN AN AGRICULTURAL TOURISM ACTIVITY RESULTING FROM THOSE INHERENT RISKS.
BEAR DEN ZOO

Bobcat
Type: Mammal
Diet: Carnivore
Lifespan in the wild: 10 to 12 yeas
Lifespan in captivity: up to 25 years
Sleep pattern: Nocturnal
Bobcats are part of the Lynx family. Bobcats have long legs large pause and
talk to ear similar to those of her larger relatives the links. They are named after their tails which appears
to be cut off or Bobbed. The tufts of hair's on her ears act as antennas which allow for greater hearing.
They become very active in the evening which is why people don't see them very often during the day
time bobcats can leave and pounds up to 10 feet to catch up spray. The females will have a litter of 1 to
6 kittens and will stay with them for a year. During that time she will teach them how to hunt for their
food. Bobcats live in almost every state in the United States. Bobcats are mostly active at dusk to
dawn.bobcats are very good climbers and can run up to 30 mph. Bobcats can swim but don't necessarily
like to.

Country living at its finest

TRAILSIDE ELEMENTARY SCHOOL
NO
NO

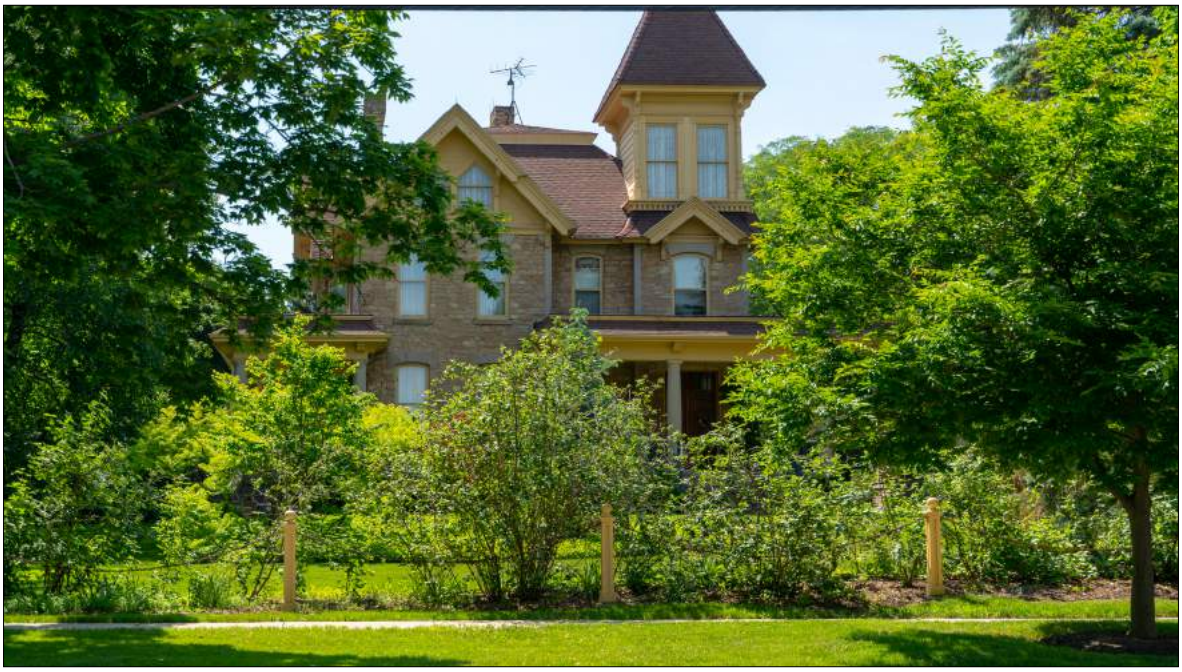
FOX RIVER SCHOOL

WATERFORD UNION
HIGH SCHOOL
CONGRATULATIONS
CLASS OF 2018
DISTRICT
OFFICE

Aurora
Memorial
Hospital
of Burlington
Aurora
Burlington
Clinic

WATERFORD

WATERFORD
Landing
ON THE FOX



408

Your downtowns

Downtown: Priority #1

Fast Fact #1

Downtowns are critical to your success

The heart and soul of any community - besides its people - is its downtown.

If you don't hang out in your downtown, neither will visitors.

Fast Fact #2

Downtowns are back!

And in a big way.

Fast Fact #3

The future of downtowns

Downtowns are where we go after work and on weekends.

Fast Fact #4

In economic development, tourism, and community development there is
absolutely, positively **NOTHING** that's more important than your downtown.

Fast Fact #5

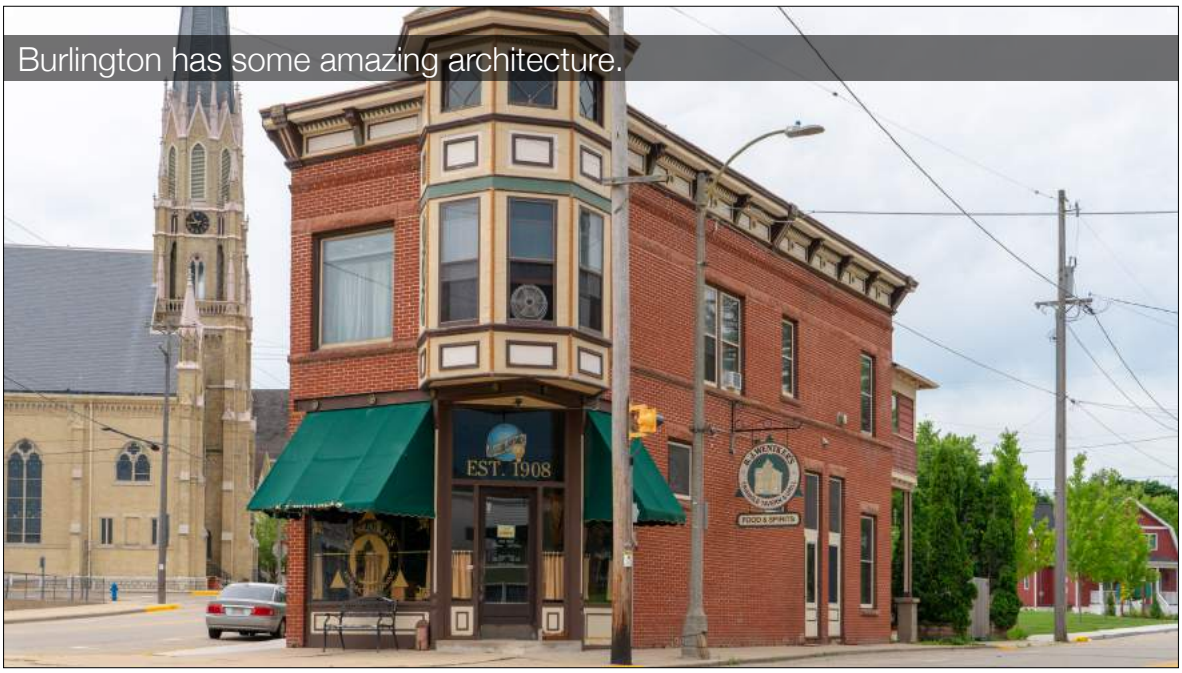
The business mix rules

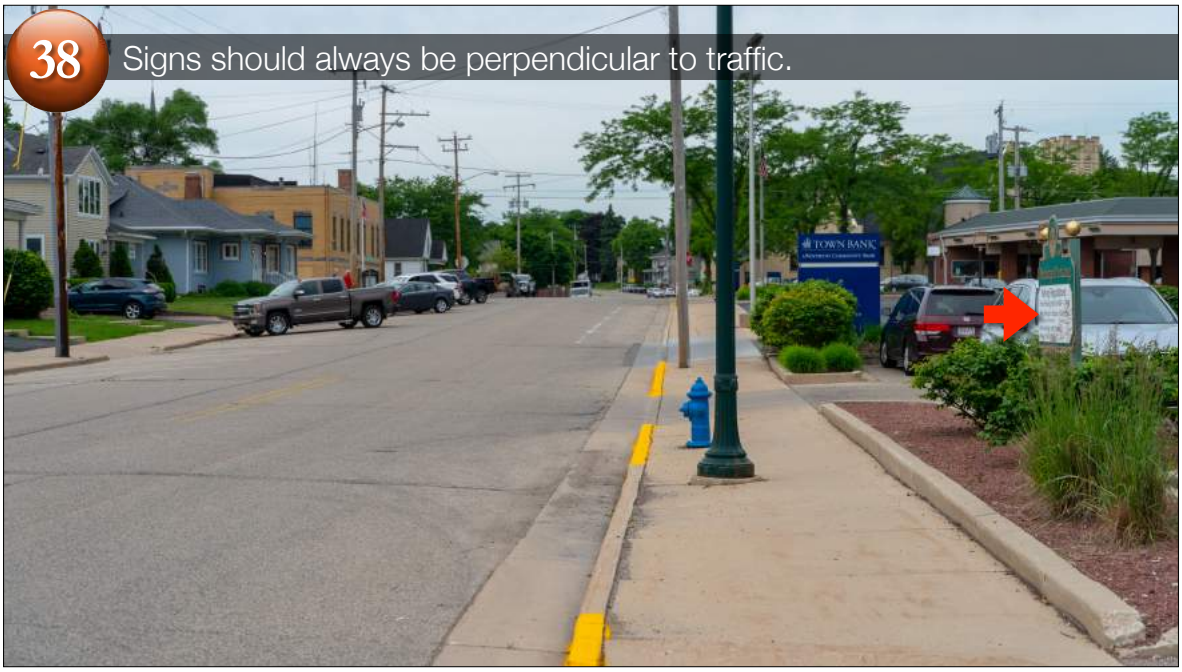
Thinking that beautification and facade improvements will "fix" a downtown.

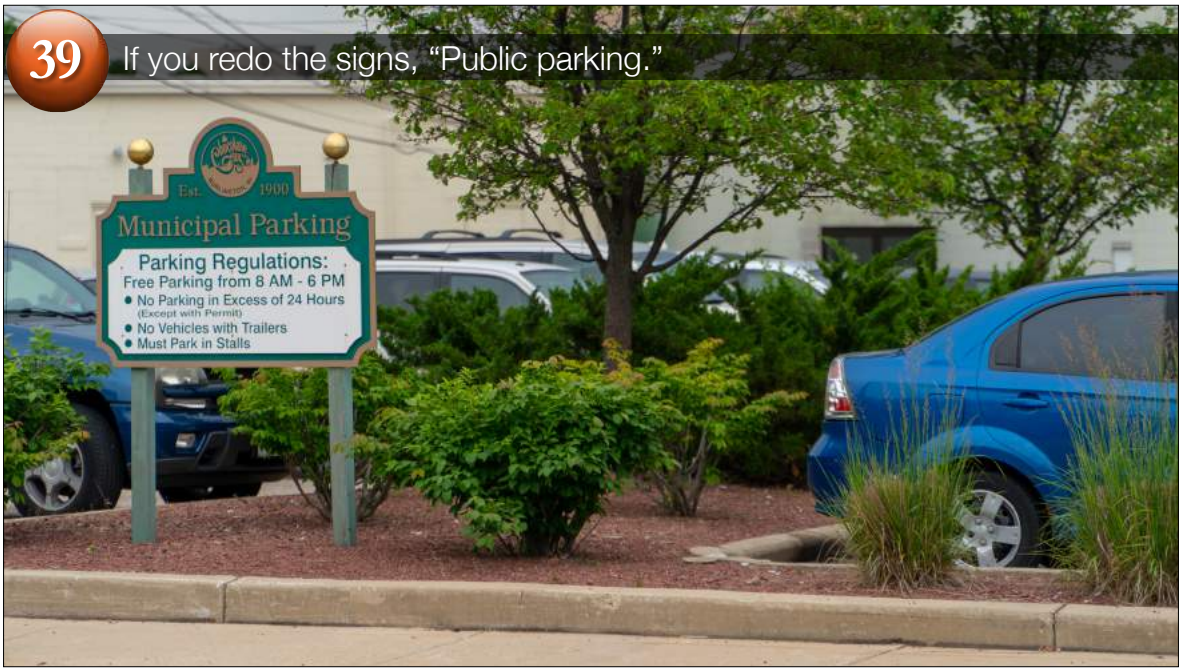
It's what's ***IN*** the buildings that makes you a draw.

37

Watch this video series to see why downtowns are important and how they are changing.


Burlington has some amazing architecture.
EST. 1908


38
Signs should always be perpendicular to traffic.
TOWN BANK


39
If you redo the signs, “Public parking.”
Est. 1900
Municipal Parking
Parking Regulations:
Free Parking from 8 AM - 6 PM
No Parking in Excess of 24 Hours
(Except with Permit)
No Vehicles with Trailers
Must Park in Stalls

40
Signs like this should be lower, and on a post, not so “regulartory.”
PARK
PETS AND MOTOR VEHICLES
NOT ALLOWED
BEER AND LIQUOR
BY PERMIT
PARK HOURS
6:00AM-10:00PM

41
Once again, 4’ lower, on a small post. Combine the signs. Say “welcome.’

2 HR PARKING
9 AM TO 6 PM EXCEPT SUN & HOL
STOP
ALL WAY
THRIVENT FINANCIAL

The parking dilemma

Point

Two hour parking dramatically reduces spending & repeat visits

42

What to do

If you insist on two-hour parking, tell me **WHERE** I can find 4-hour or all-day parking.

Operating hours

This is very cool. Great job!
LOVAGE
SWEET WILLIAM

THE BURLINGTON HISTORICAL SOCIETY
EST 1928
BURLINGTON
HISTORY MUSEUM

TOP MUSEUM
YO-YO
HANDS-ON MUSEUM
OPEN

HANDS-ON MUSEUM
OPEN
TOY
LOGIC
PUZZLE
MUSEUM
Brain
Teasers
for
DAD
puzzles
NO SOLICITING

When is a good time to visit?

Monday - Friday
9:00 - 5:00 Chocolate Museum

Thursday
3:00 - 7:00 The cabin

Saturday
10:30 - 12:00 Logic Puzzle Museum (call ahead)
10:00 - 2:00 Chocolate Museum
1:00 - 4:00 Cabin
1:30 - 3:00 Logic Puzzle Museum (call ahead)
2:00 - 4:30 Spinning Top Museum (call ahead)

Sunday
1:00 - 4:00 Burlington History Museum
2:00 - 4:30 Spinning Top Museum (call ahead)

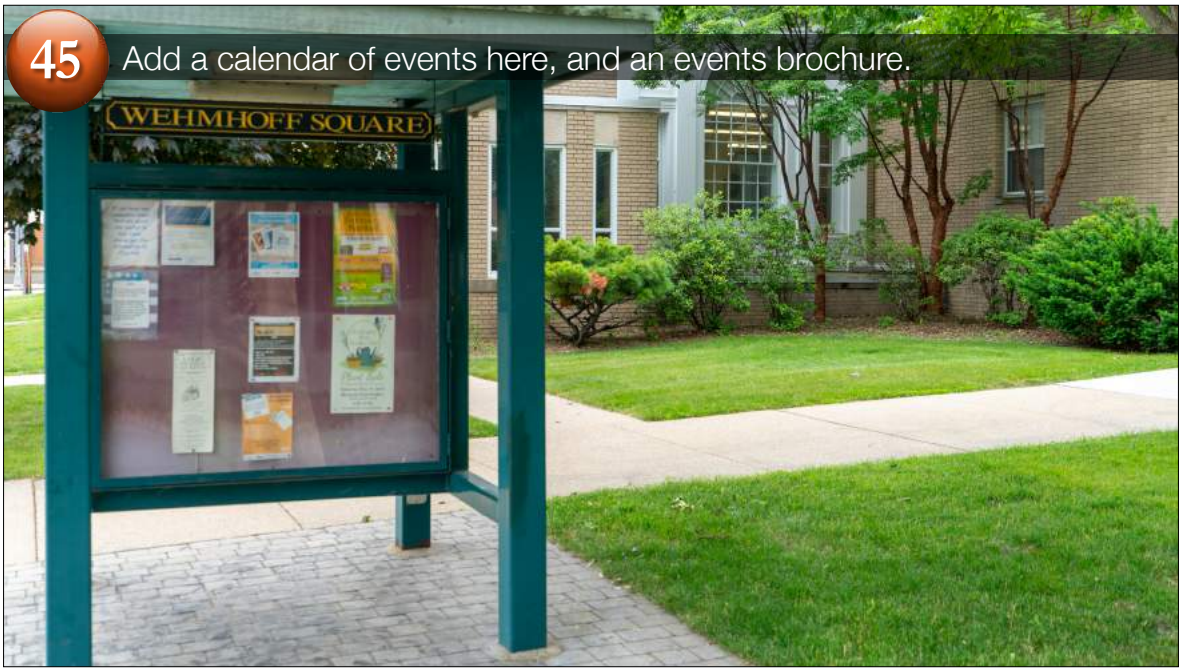
Saturday
10:00-10:20 Chocolate Museum
10:30-12:00 Logic Puzzle Museum
12:10-1:10 Lunch
1:20-1:50 The cabin
2:00-3:00 Spinning Top Museum
3:00-5:00 Visiting shops
Sorry, can't visit the History Museum

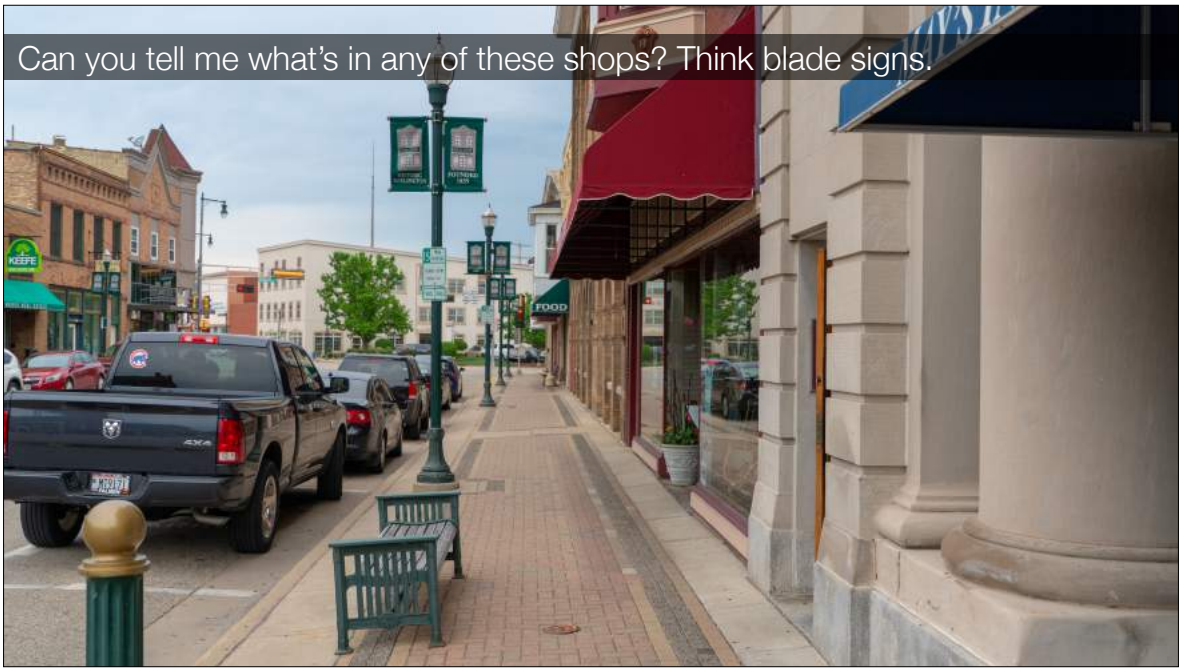
BRIGHTONWOODS
ORCHARD
APPLES • CIDER
Closed for the Season
Cider by Appointment
1070
1072

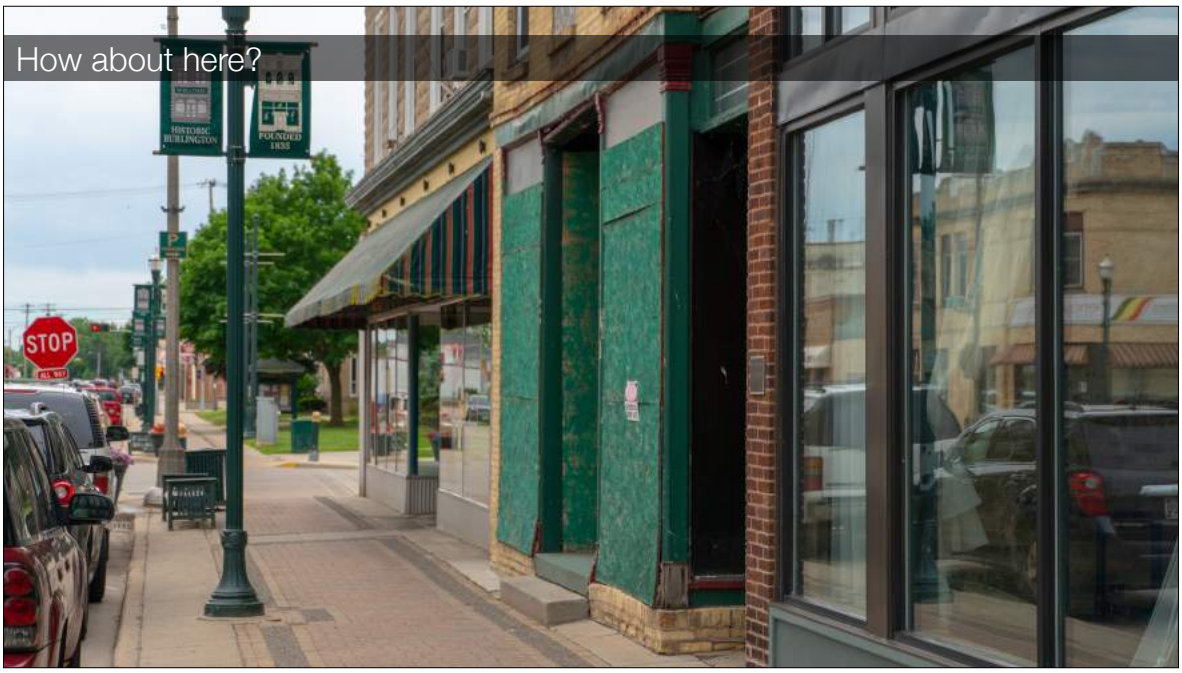
May, June, Nov., Dec. - Saturday 11:00-4:00 Sunday 12:00-4:00
July & August - Friday 12:00-5:00 Sat. 10:00-5:00 Sunday 12:00-5:00
Sept. & Oct. - Wed., Thurs., Fri. 12:00-5:00 Sat. 10-5 Sun. 12-5
Saturday
10:00-10:20 Chocolate Museum
10:30-12:00 Logic Puzzle Museum
12:10-1:10 Lunch
1:20-1:50 The cabin
2:00-3:00 Spinning Top Museum
3:20-5:00 AeppelTreow Winery
Sorry, can't visit the History Museum
AeppelTreow Winery
TOURS & TASTING

43
All of them: Saturday 10:00 - 4:00? Orchestrate common hours!
HISTORY
MUSEUM

44
Does anything take place here? If so, add a readerboard. Invite us back!


45
Add a calendar of events here, and an events brochure.
WEHMHOFF SQUARE

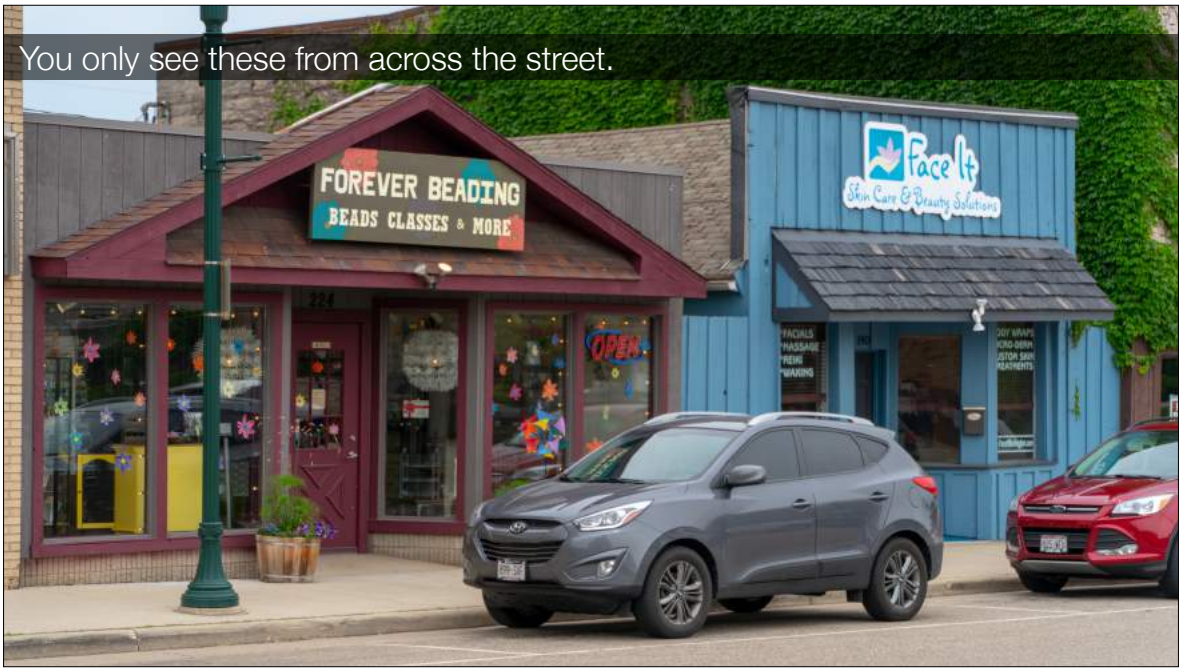

Can you tell me what's in any of these shops? Think blade signs.
KEEFE
FOOD


How about here?
HISTORIC BURLINGTON
FOUNDED 1835
STOP

Or here?
262.206.8129
Delights
Stop In!

Itzin's
Shoes
REPAIRS & LEATHER GOODS

HISTORIC BURLINGTON
BAKERY.
Allison
Wonderland
IMPORTED
TOYS & GAMES
472


You only see these from across the street.
FOREVER BEADING
BEADS CLASSES & MORE
OPEN
Face It
Skin Care & Beauty Solutions

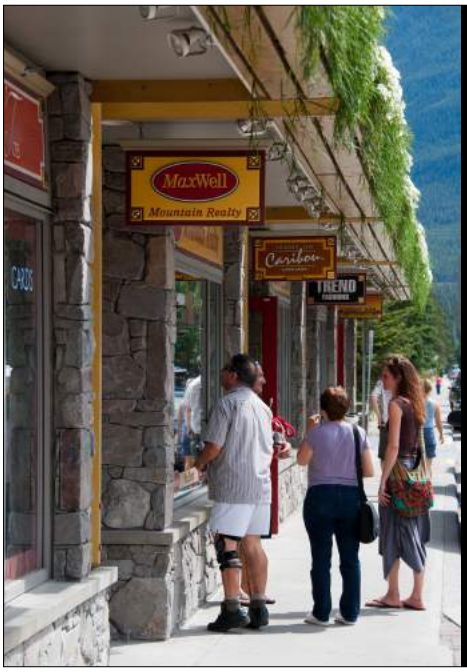
In downtown Waterford

46

Create a blade-sign buying co-op

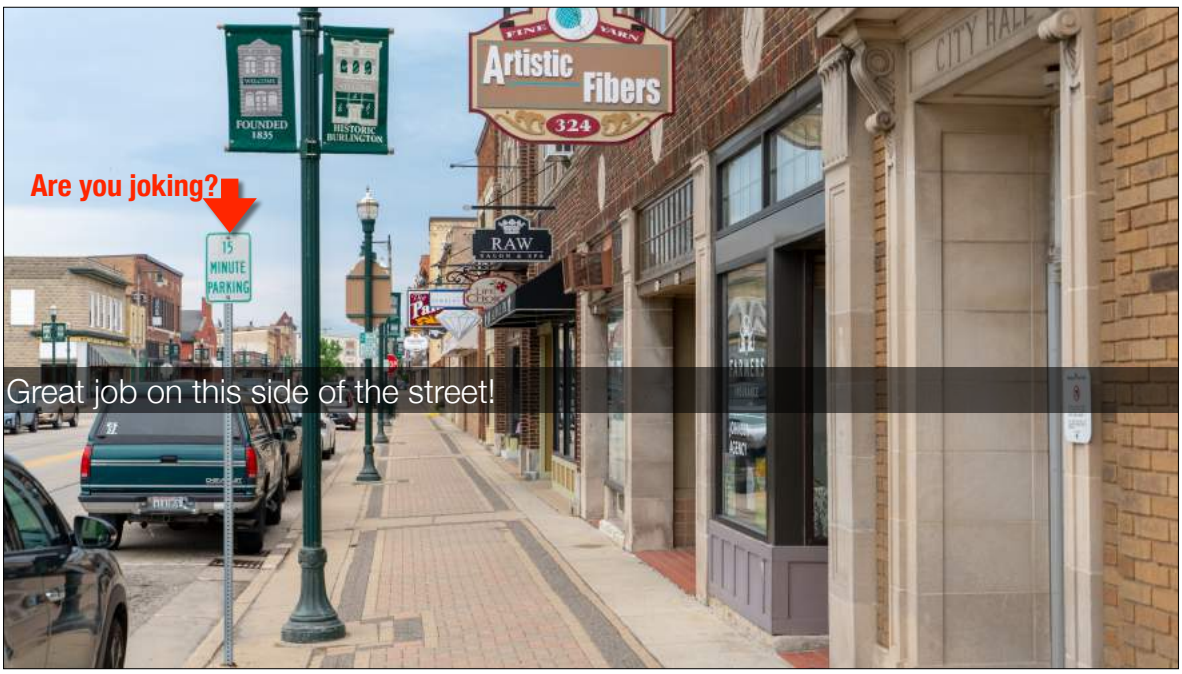
Restaurant
Leavenworth Collectables
THE TRAIN STORE
Rocky Mountain CHOCOLATE FACTORY

SANDY PAWS
NANTUCKET
PAGEO
Fine Jewelry
Upper Frazier
REAL ESTATE
DO NOT
ENTER



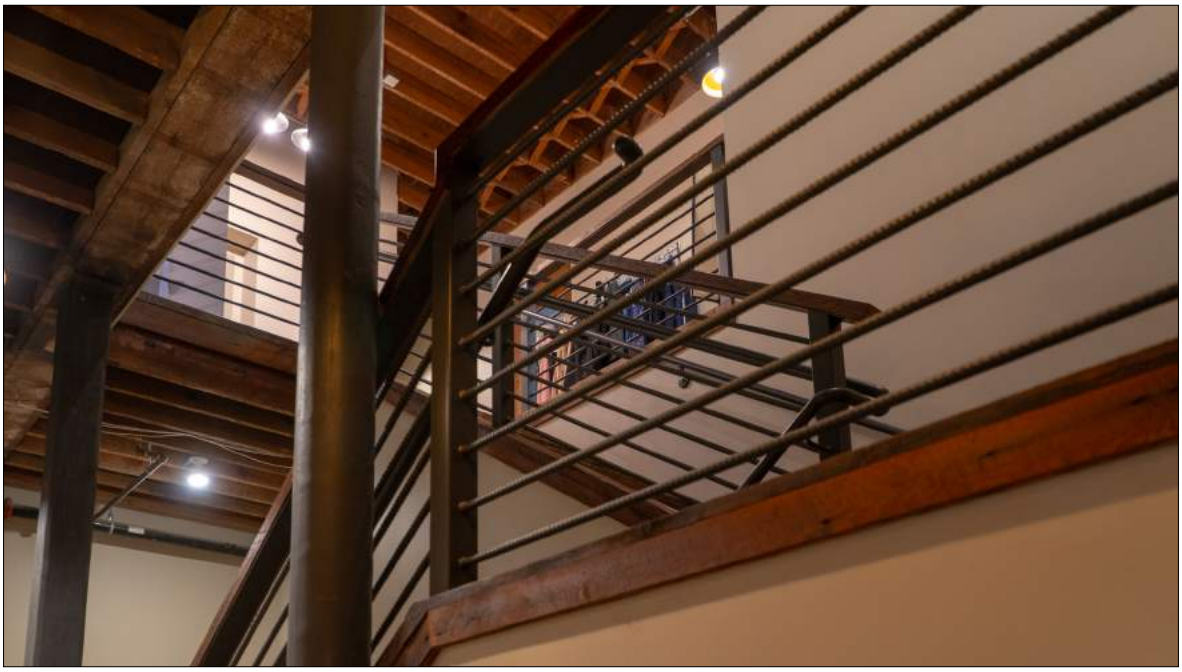
General rules:
No lower than 7’ (2.1m)
No higher than 9’ (2.7m)
No wider than 42” (1m)

Confusing: Taco shop or CPA? Or lunch while your taxes are prepared?
FOOD
RESTAURANT
Corona
OPEN
Super Tacos
McMahon-Velluz, S.C.
Certified Public Accountants


Are you joking?
Great job on this side of the street!
FOUNDED 1835
HISTORIC BURLINGTON
15 MINUTE PARKING
Artistic Fibers
324
FINE YARN
RAW
CITY HALL

47
Always promote the lure before the name of the shop.
KEUPER
BRIDAL
MERCANTILE

MH
MERCANTILE HALL

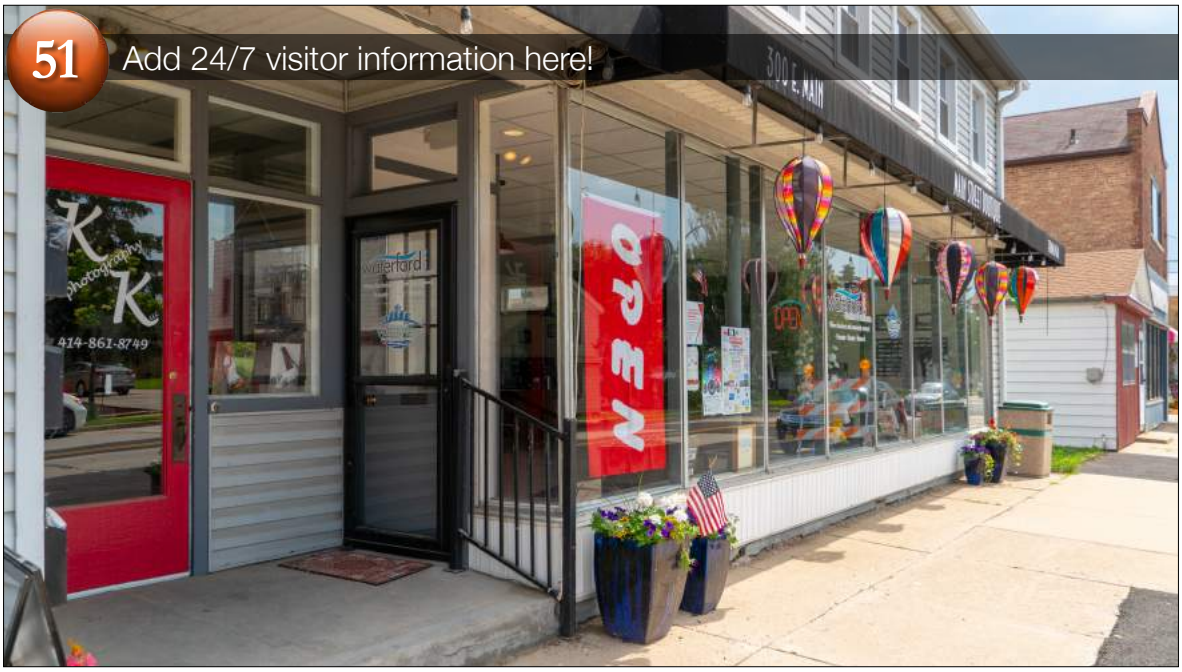


48
Bridal shop & women's fashions? If so, say that on the signage.
KEUPER
BRIDAL
MERCANTILE

Retirement home for veterans? Veterans club?
VETERANS TERRACE

49
We could not find a boutique here. If closed, take down the open sign.
KK Photography
300 E. MAIN
MAIN STREET BOUTIQUE
FORMAL WEAR
OPEN
OPEN

50
We love these! Where can we get some? Sell them locally!
Waterford


51
Add 24/7 visitor information here!
300 E. MAIN
MAIN STREET PHOTO
KK
photography
414-861-8749
Waterford
OPEN

The Bruce Peninsula
CENTRAL BRUCE PENINSULA
INFORM

Mahone Bay, Nova Scotia
MAHONE BAY
165
Mahone Bay
VISITOR
INFORMATION
CENTRE

North Platte

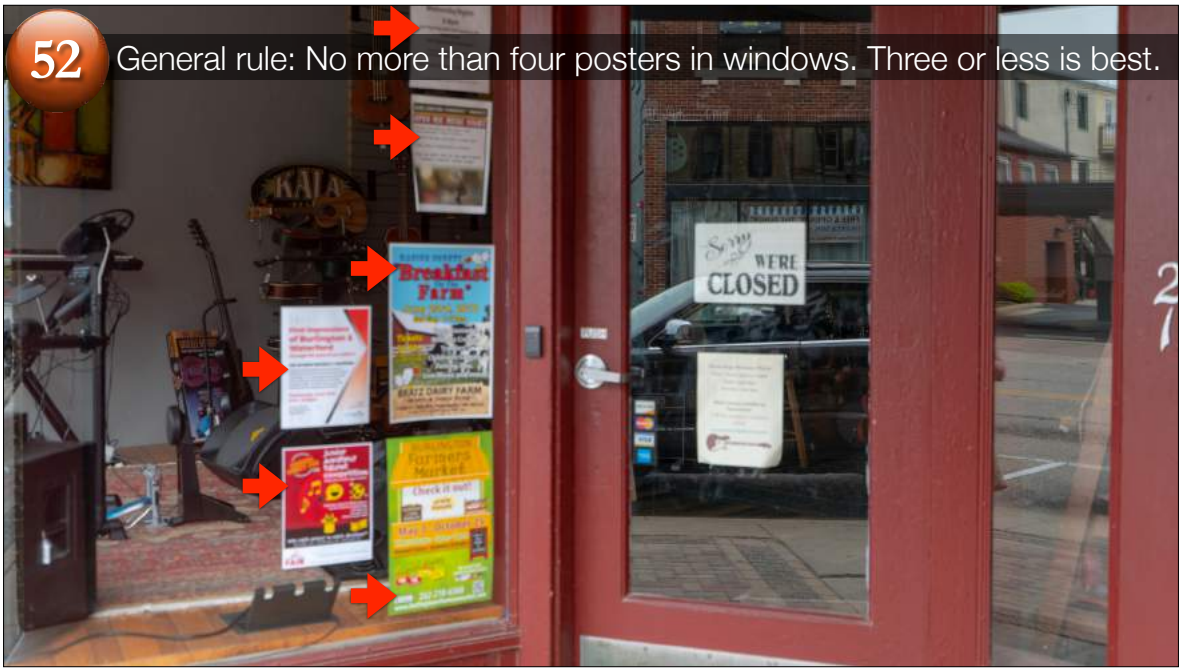
North Platte
Lincoln County Convention & Visitors Bureau
www.VisitNorthPlatte.com
308-532-4729
Monday – Friday: 8:00 AM to 6:00 PM
Saturday & Sunday: 8:00 AM to 6:00 PM
NEBRASKA

FAST FACT

Curb appeal can account for up to

70% of first-time sales

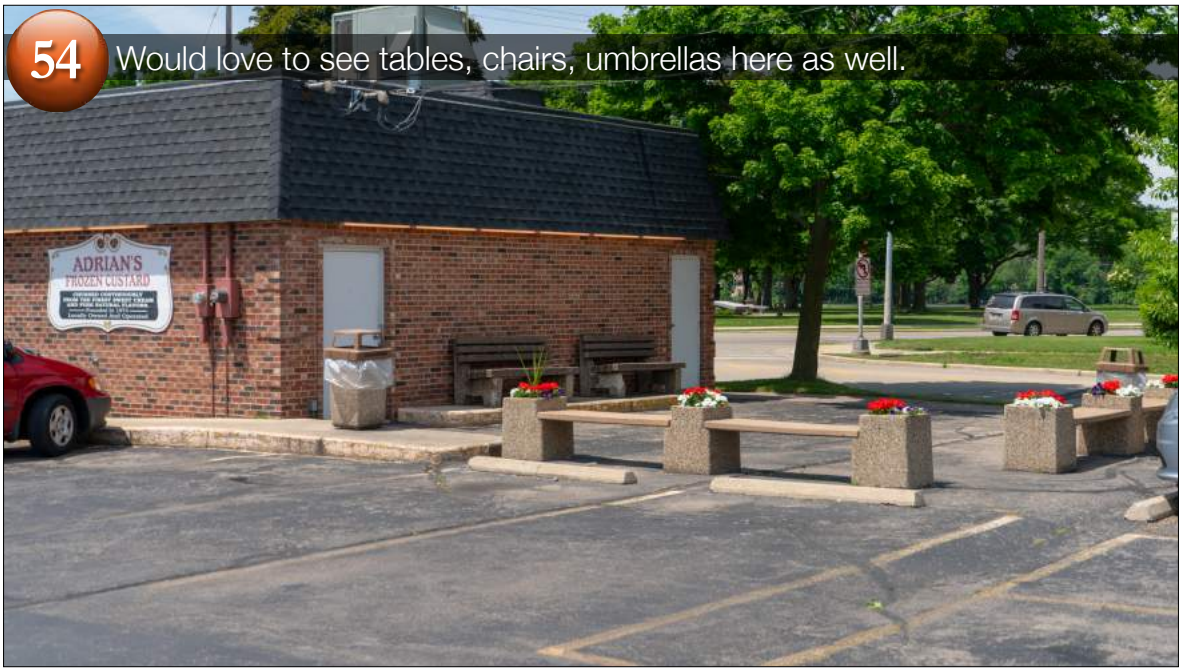
at restaurants, golf courses, wineries, retail shops and lodging facilities.


52
General rule: No more than four posters in windows. Three or less is best.
Breakfast Farm
WE'RE CLOSED

53
Great job: Extend window displays to exterior space. No to clothes racks.
Chic & Unique

Fantastic job here! Blade signs, not as much need for sandwich boards.
gia bella
(262) 763-4522
Weddings & Exquisite Custom Designs

Adrian's
GENUINE
FROZEN
CUSTARD
FROZEN CUSTARD
CONNOLLY


54
Would love to see tables, chairs, umbrellas here as well.
ADRIAN'S
FROZEN CUSTARD

55
Add pots every 3' all the way around the building. Use the readerboard!
Uncle Harry's
FROZEN CUSTARD · SORBET
ICE CREAM · YOGURT
STOP

The picnic tables are a good start, but pretty uninviting looking, overall.
Uncle Harry's

LIARS CLUB
COCKTAILS

ICE
BAR
COLD
BREW
SHAKE
SMALL SUNDAE
Moo-Mocha
AFFOGATO
CLEMENTINE FLOATS

Making it beautiful:

The power of curb appeal

Extend window displays to exterior spaces.

Banff, Alberta

BICYCLE
CAFE

The ingredients of outstanding “curb appeal”

1. Extensions of window displays to exterior spaces
2. Blade signs
3. Benches & beautification
4. Facade appeal
5. Window displays
6. Sidewalk dining & umbrellas

Neenah, Wisconsin

Add pots every three feet.
SAFARI

56 Create a buying co-op for downtown beautification.

Fredericksburg, Texas

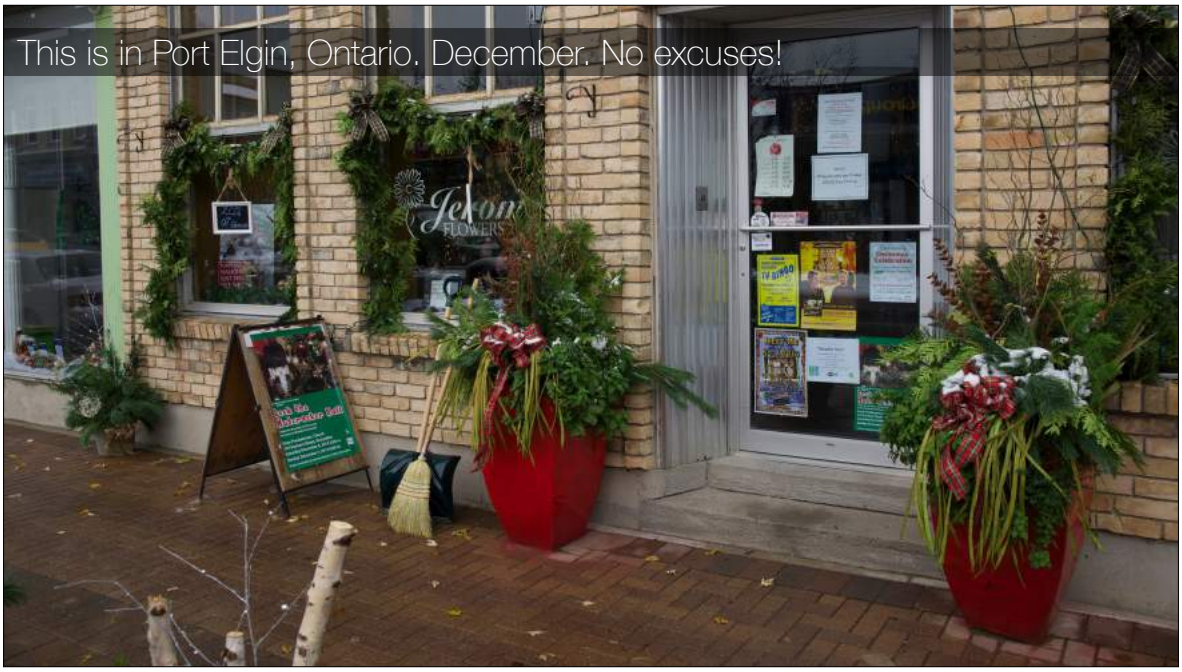
Fredericksburg, Texas

Fredericksburg, Texas

What to do

Think benches.

58
ALL benches should be against the facade, flanked with pots/planters.
ZUMPANO'S
RISTORANTE & PIZZERIA
ZUMPANO'S


This is in Port Elgin, Ontario. December. No excuses!

Erin, Ontario - Mid-December

DELIGHTS
HOME DECOR
OPEN
689
213
853
319

Taste

Taste

59
Sad. Add four benches, flanked with pots, blade signs…

FOREVER BEADING
BEADS CLASSES & MORE
OPEN

Fantastic job here!
WELDERS SUPPLY
COMPANY
EST. 1918

The Floral Shop in Waterford: Absolutely fantastic job!
FLORAL SHOPPE
OPEN
514-3257

Café 213
ENTRANCE

EXIT
ORDER HERE

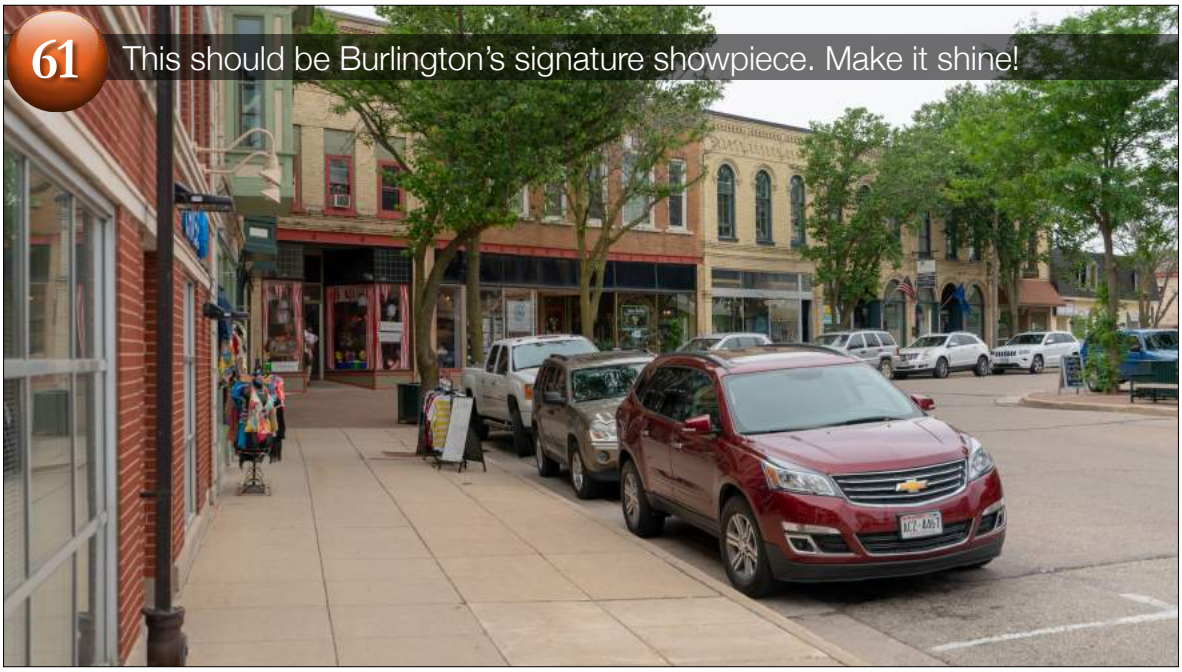
Café 213
ORDER HERE
Breakfast
Lunch
Breakfast
ASPARAGUS &
38

OPEN

60
Is this still an operating business? If so, bring it to life! ANYTHING!
222
220B

WEST
20
NORTH
83
RIGHT SHOULDER CLOSED

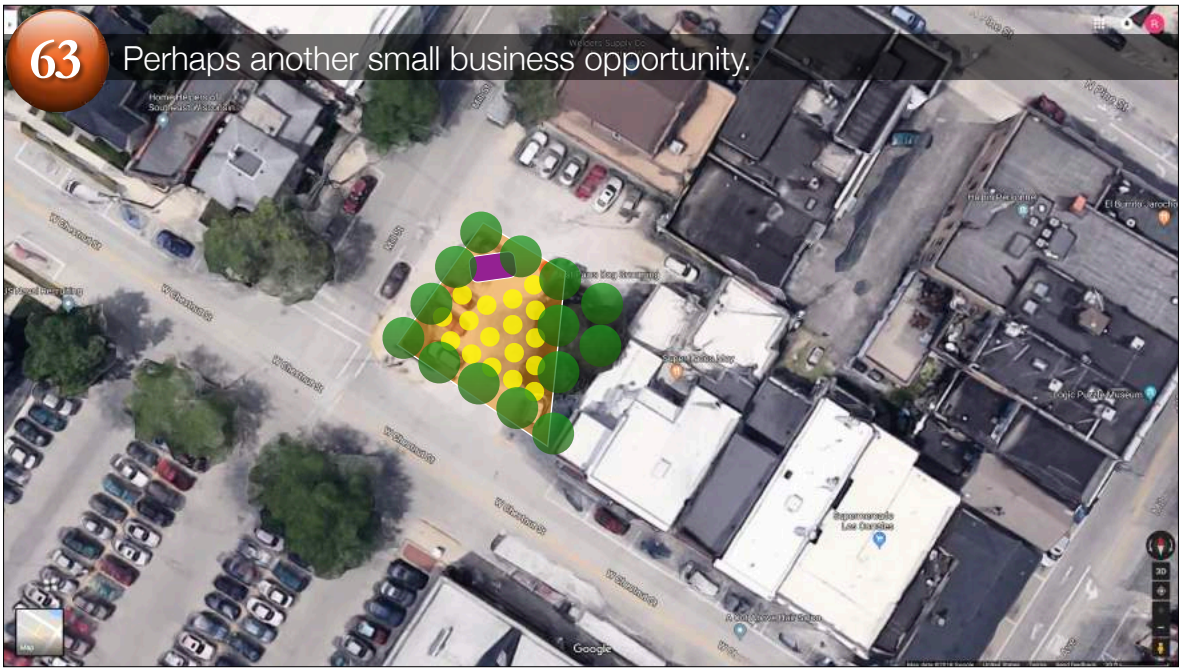
No blade signs. No beautification. No reason to stop.


61
This should be Burlington's signature showpiece. Make it shine!

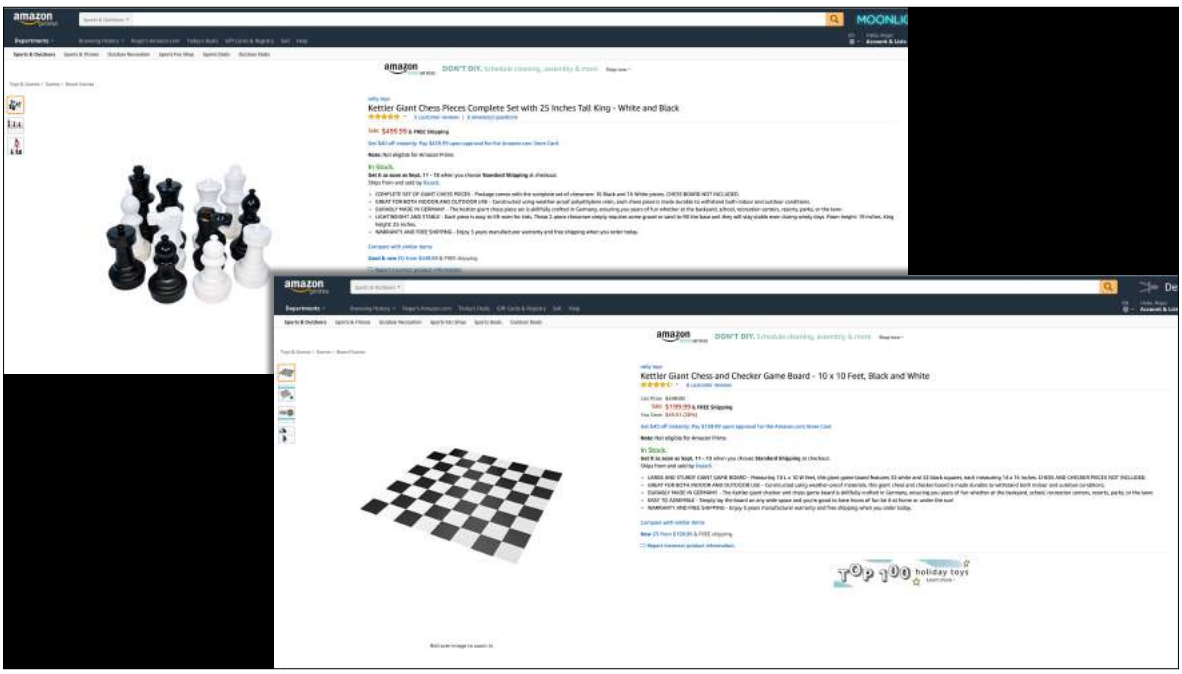
CHASE
ANTIQUES

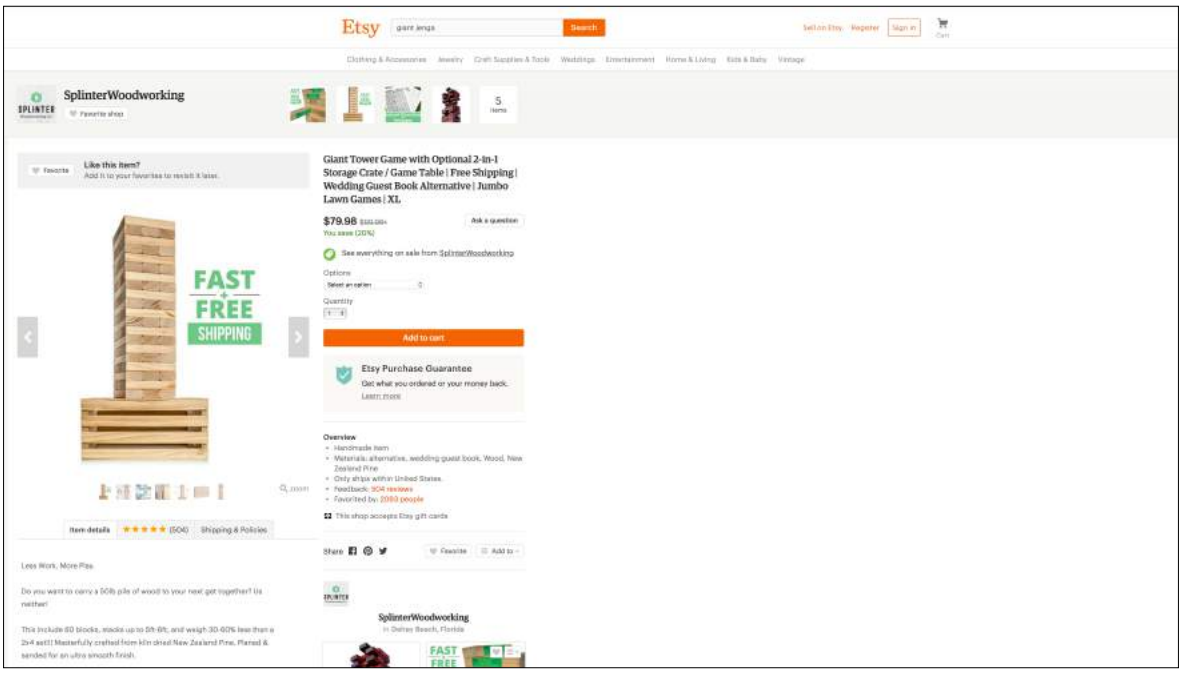
62
Consider making this a pedestrian plaza. Closed after 10:00 each morning.
W Chestnut St
Milwaukee Ave
Rocking Fun Music & Im Records
N Pine St
Burlington Flowers & Interiors
Maye Insurance Agency
Happy Cyrus Collectibles
Zumpano's Ristorante & Pizzeria
E Chestnut St
Johnson Bank
Johnson Bank
The Coffee House at Chestnut & Pine
WRG Services, Inc
Beijing Garden
Chase Bank
Chic and Unique
Lucky Mojo
MPC Property Management
Chocolate Experience Museum
Burlington Hobbies & RC Track

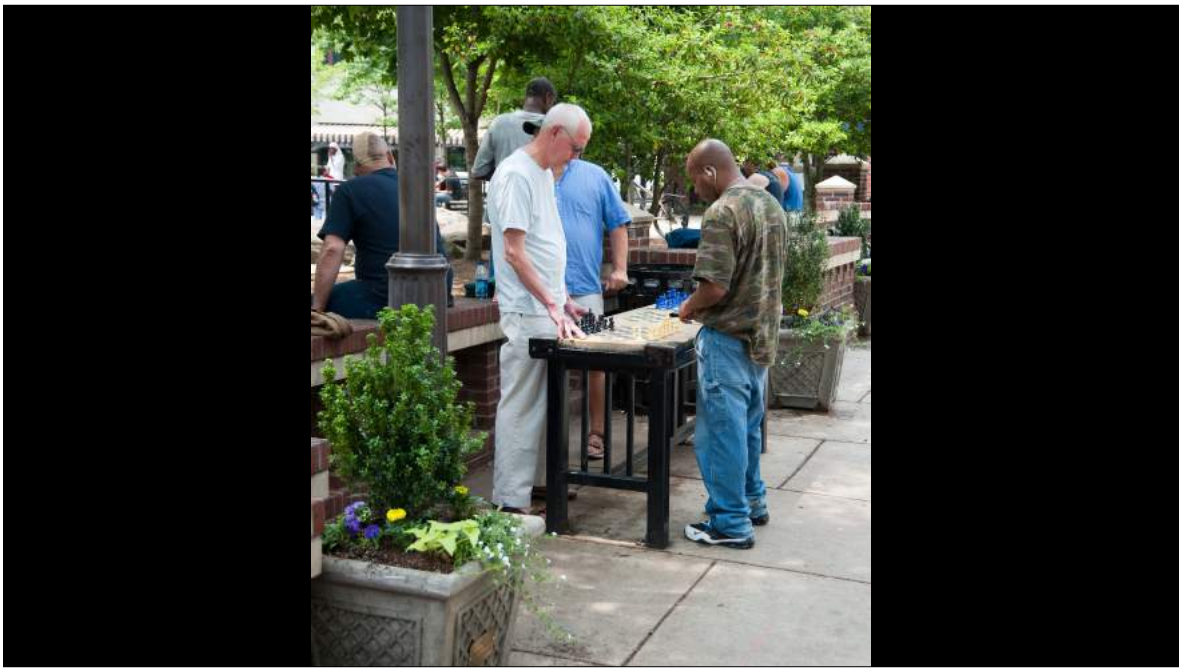
JUST PAWS
DOG SPA


63
Perhaps another small business opportunity.
Google

64
Begin programming "activity spaces."


amazon
Kettler Giant Chess Pieces Complete Set with 25 Inches Tall King - White and Black
Kettler Giant Chess and Checker Game Board - 10 x 10 Feet, Black and White
Top 100 holiday toys


Etsy
giant jenga
Search
Sell on Etsy
Register
Sign in
Cart
Clothing & Accessories
Jewelry
Craft Supplies & Tools
Weddings
Entertainment
Home & Living
Kids & Baby
Vintage
SplinterWoodworking
Favorite shop
5
Items
Favorite
Like this item?
Add it to your favorites to revisit it later.
FAST
+
FREE
SHIPPING
Item details
(504)
Shipping & Policies
Less Work, More Play.
Do you want to carry a 50lb pile of wood to your next get together? Us neither!
This include 60 blocks, stacks up to 5ft-6ft, and weigh 30-60% less than a 2x4 set!! Masterfully crafted from kiln dried New Zealand Pine. Planed & sanded for an ultra smooth finish.
Giant Tower Game with Optional 2-in-1 Storage Crate / Game Table | Free Shipping | Wedding Guest Book Alternative | Jumbo Lawn Games | XL
$79.98
Ask a question
You save (20%)
See everything on sale from SplinterWoodworking
Options
Select an option
Quantity
Add to cart
Etsy Purchase Guarantee
Get what you ordered or your money back.
Learn more
Overview
Handmade item
Materials: alternative, wedding guest book, Wood, New Zealand Pine
Only ships within United States.
Feedback: 304 reviews
Favorited by: 2093 people
This shop accepts Etsy gift cards
Share
Favorite
Add to
SplinterWoodworking
in Delray Beach, Florida
FAST
FREE



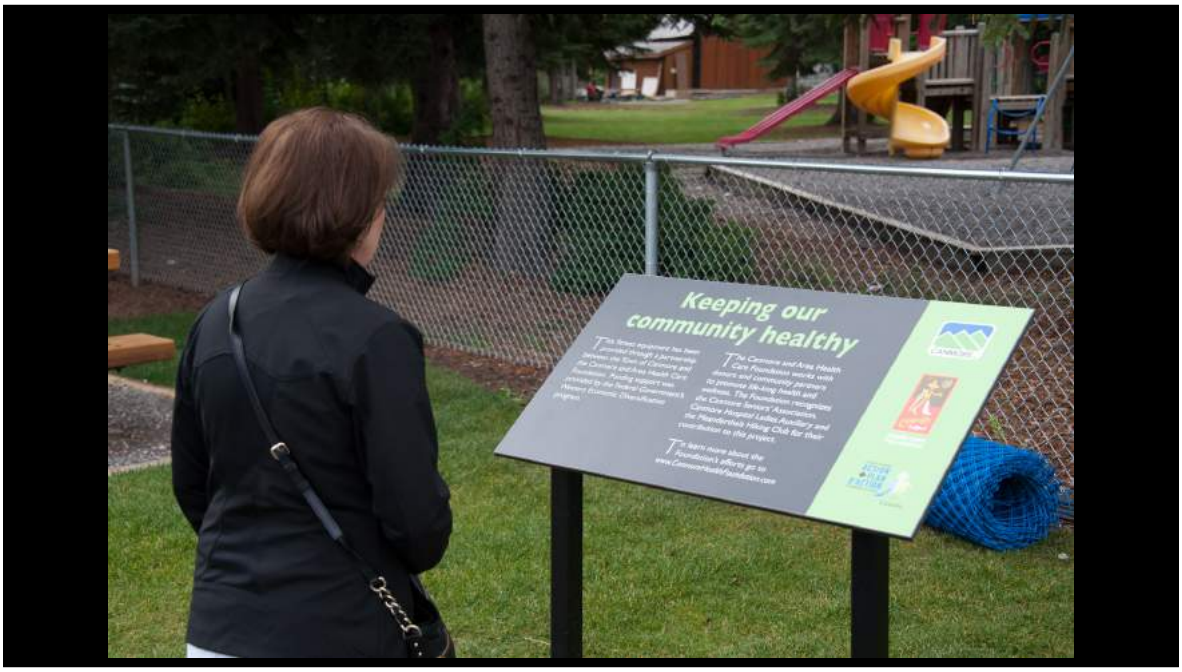
ORGANIC
ALLVEGAN ORGANIC
SIRA
"Beef" Stew
JUICE

Before I

ImaginationPlayground.com
105 piece set: $4,975
Storage cart: $1,200
Lid for cart: $600

65
Consider an outdoor fitness park

Welcome to the
Centennial Park
Outdoor Fitness Circuit
Please be courteous and share the equipment equally with others.


Keeping our community healthy

28

Don’t fret the parking

Waterloo, Ontario

Scotiabank
SHOPPERS
DRUG MART
73 KING

Scotiabank
SHOPPERS
DRUG MART
73 KING

66
Restaurants should have sidewalk cafe dining.
JOHN'S MAIN EVENT
560
BLUE MOON

Should be get "Burlington's best burgers" or…
John's Main Event
262-763-8863 * 556 N. Pine Street, Burlington, WI 53105
est. 1984
Appetizers
Jalapeño Poppers $5.50
Broccoli Poppers $5.50
Mozzarella Sticks $4.95
White Cheddar Nuggets $5.50
Breaded Mushrooms $4.95
Combo Basket $8.50
Mini Tacos $4.95
Mini Corn Dogs $4.95
Breaded Mushrooms $4.95
Breaded Zucchini $4.95
Breaded Cauliflower $4.95
Potstickers $5.50
Salads & Wraps
John's Chicken Salad · $7.50
Leo "The Chef" Salad · $7.50
Chicken Wrap · $6.25
Buffalo Chicken Wrap · $6.25
Other Stuff
Burlington's Best Burgers
Cheeseburger
Nacho Burger - $5.95
Pizza Burger - $4.95
Double Cheeseburger - $5.95
Veggie Burger - $4.95
The Hangover Burger - $5.25
Patty Melt - $5.95
Sandwiches
John's Famous Chicken - $5.95
Chicken Cordon Bleu - $6.75
Johnny Jr.'s Famous BBQ Chicken- $5.95
Tenderloin Steak - $7.95
Beer Garden Brat - $4.95
Teriyaki Steak - $7.75
Steak Sandwich $6.50
Philly Steak - $4.25
Reuben - $5.25
Italian Beef - $5.25
Pork Chop Sandwich - $5.95
Grilled Cheese - $2.99
Ham & Cheese- $3.95
Club Sandwich - $6.75
Gold Nuggets
Soup of the Day $3.00
Homemade Chili
Just On Friday's
Fish Fry Dinner

…the “world’s best burger”? Do they deliver on the promise?
WORLD'S BEST
BURGER
FRED'S
Est. 1980

67
Add tables, chairs, umbrellas, or benches and pots - anything!
FLIPPY'S
FAST FOOD
763-6754

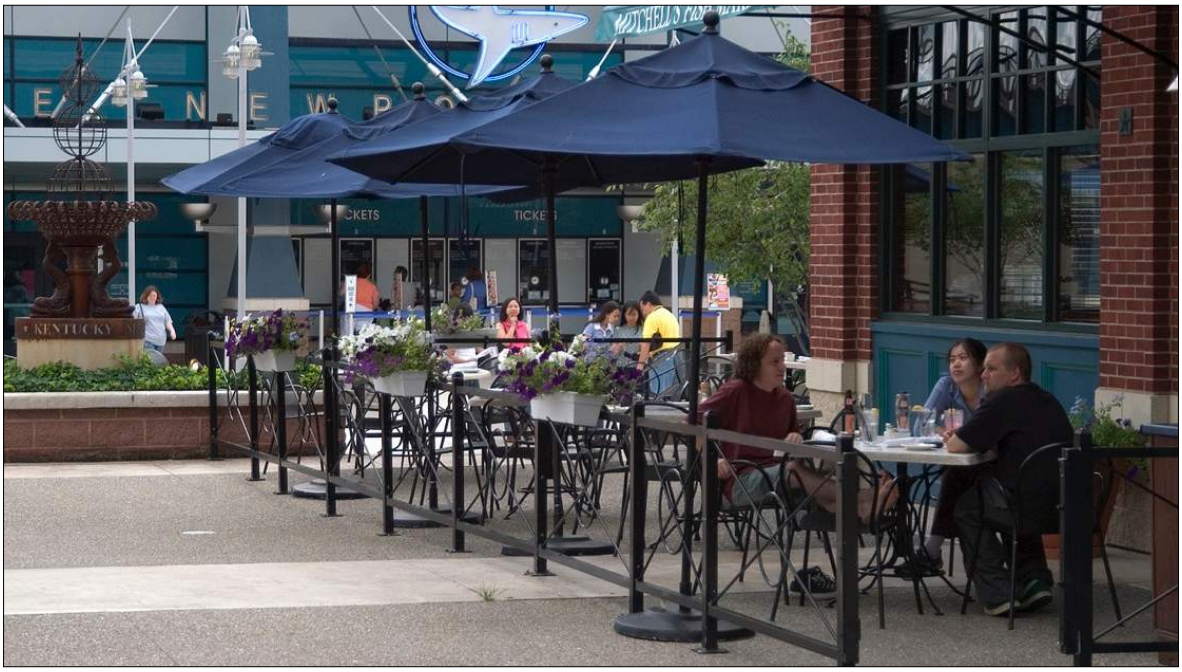
Sidewalk cafe dining (in season)

OPEN
el Co.
Breads
atering

2-626
bistro
bistro
bistro
Floral Design Ltd.

DROBAD SPACE

Nelson, British Columbia
REDFISH GRILL
THE LUNCHBOX


KENTUCKY

RESTAURANT
source for sports

WINGS GROCERY
Oriental Specialties
ESPRESSO ◆ RAW FOOD ◆ BAKING
the DOMINION Café

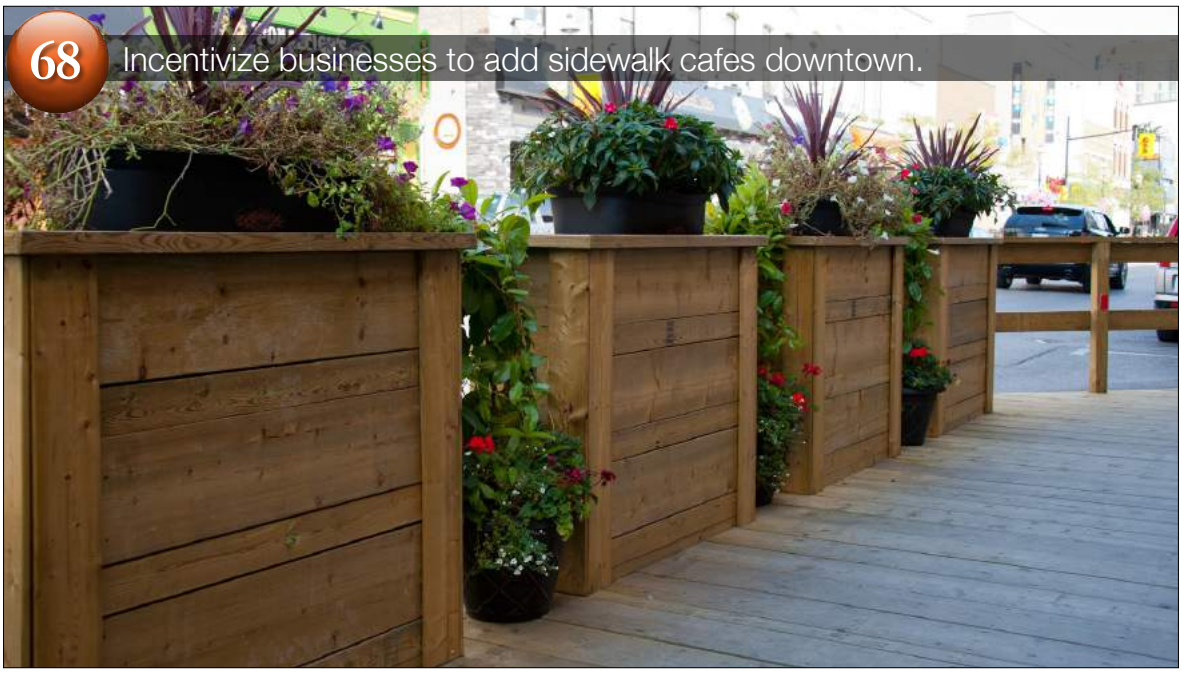
Wolfville, Nova Scotia

Wolfville, Nova Scotia

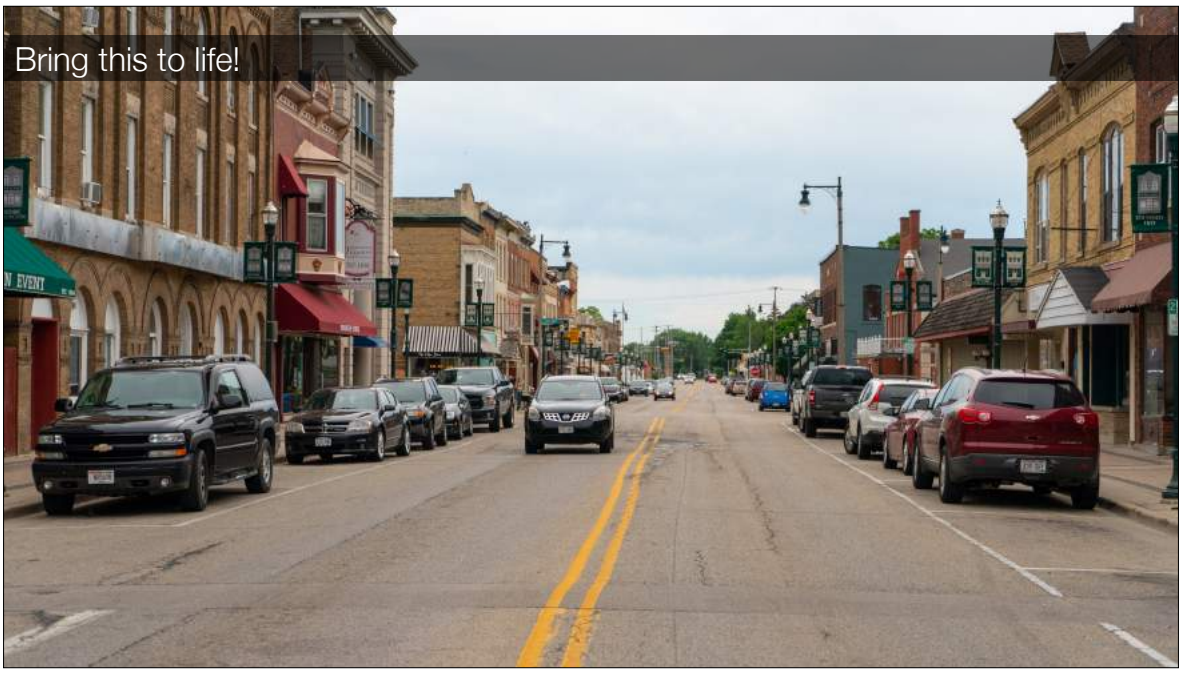
FOOD EMPORIUM
PUB & EATERY
FOOD EMPORIUM
PUB & EATERY
Wolfville, Nova Scotia

303

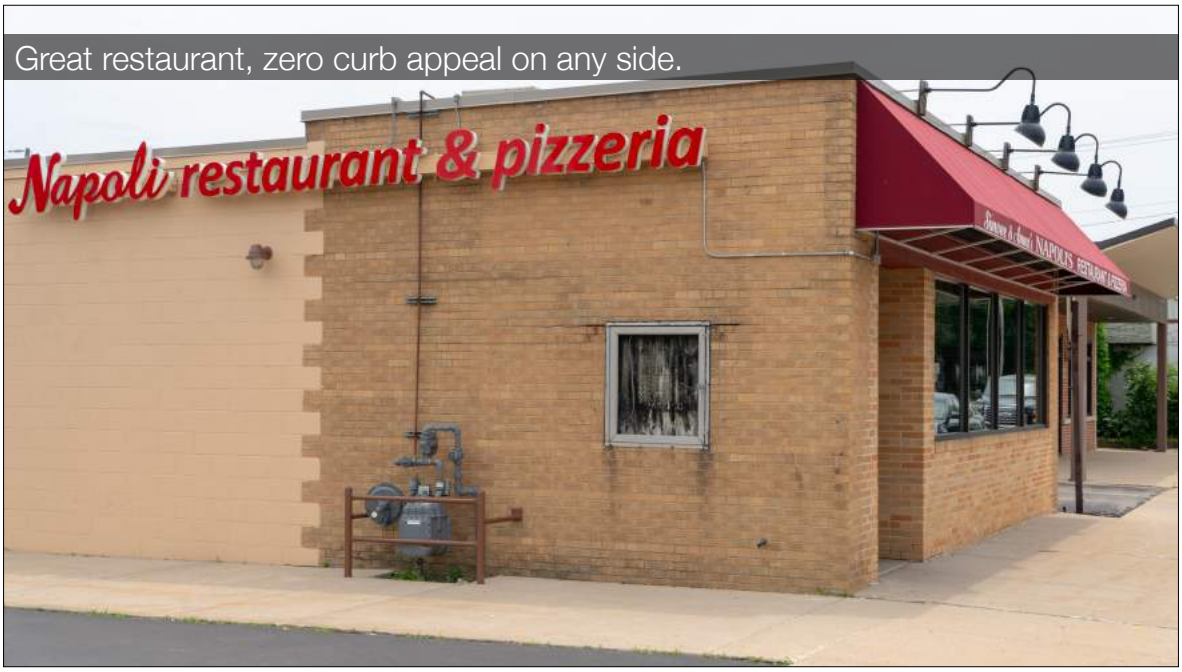
304

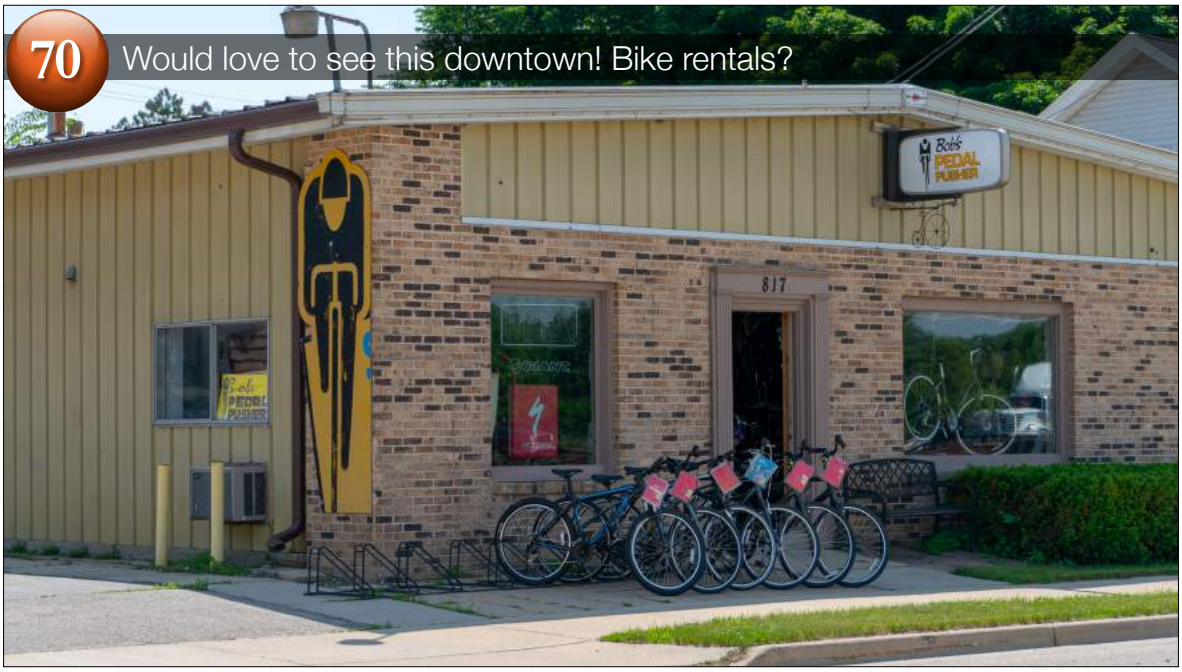

68
Incentivize businesses to add sidewalk cafes downtown.

MANHATTAN'S

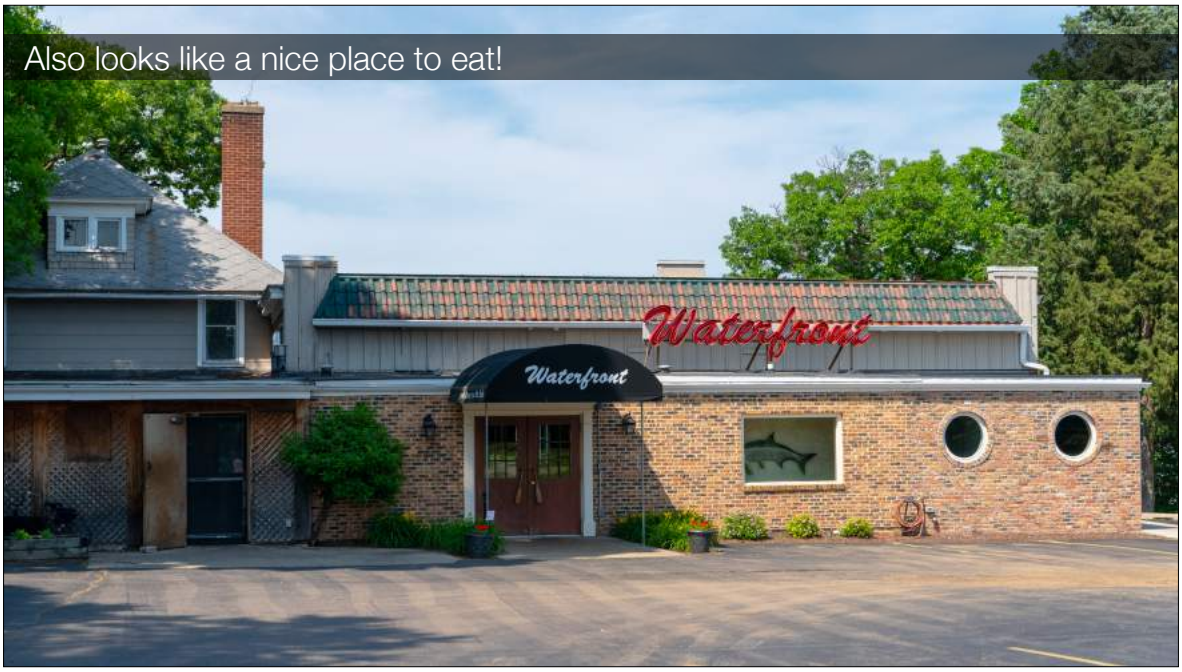

Bring this to life!

69
Instead of just chairs, add tables and umbrellas, a couple of pots.
MKE
OPEN

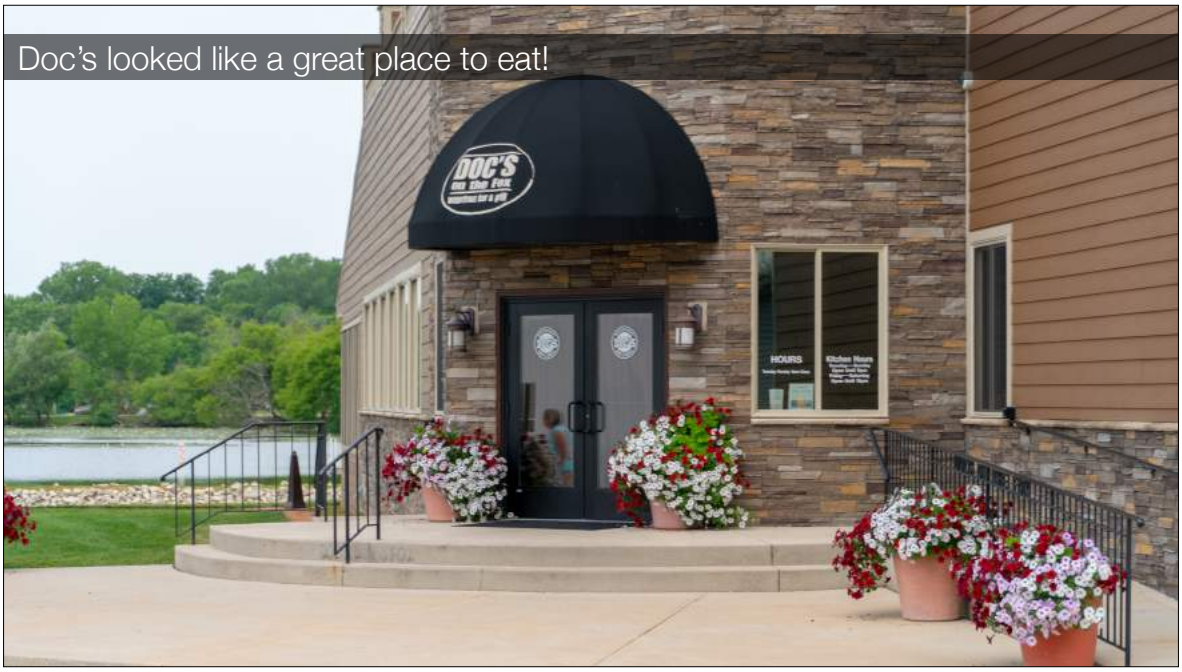

Great restaurant, zero curb appeal on any side.
Napoli restaurant & pizzeria


70
Would love to see this downtown! Bike rentals?
Bob's
PEDAL
PUSHER
817

In closing



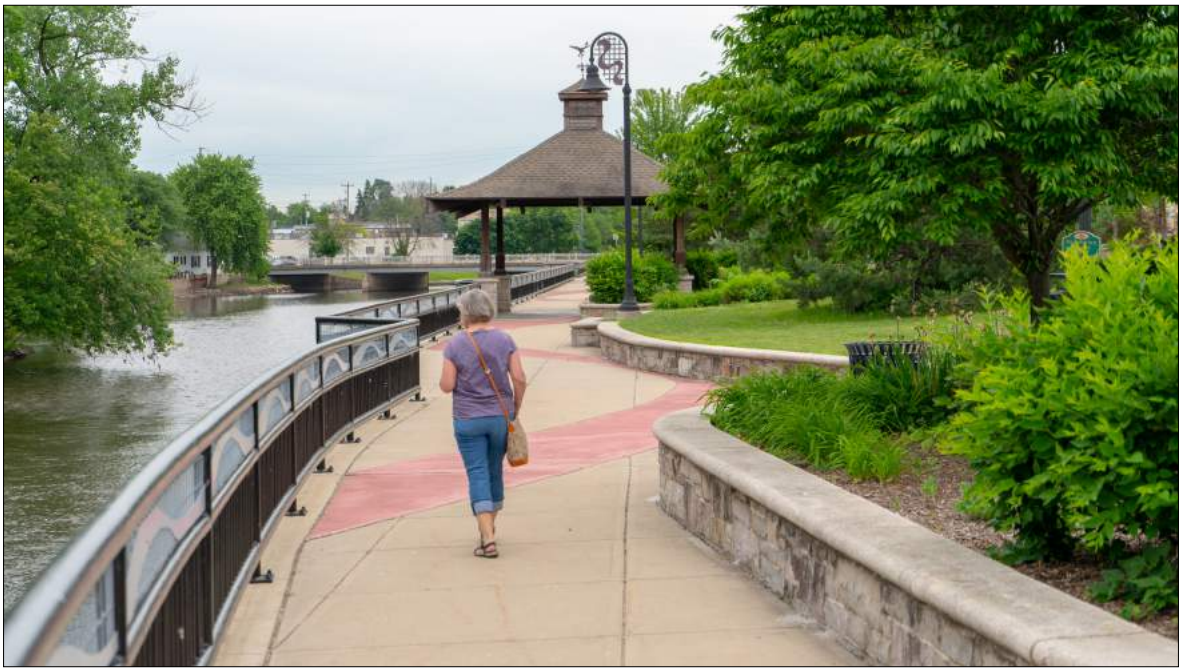
Marty's
RESTAURANT
Sunday Breakfast
BUFFET
9am to 2pm


Doc's looked like a great place to eat!
DOC'S
on the Fox
HOURS

Sure wish this shop was in downtown Waterford!
HEARTS DESIRE
GLASSWORKS

WATERFORD
UNIQUE ANTIQUE
MARKET
A Modern Day Spin
On The Old Antique Mall
OPEN

It looks like Waterford is the only place in the county to rent gear!
RIVER CITY
MARINA
Rentals
262-534-5311
RENT ME
262-534-5311
WS 9900 AR



THE
charcoal grill
AND ROTISSERIE
OPEN
WOOD STONE PIZZA

MALT HOUSE
THEATRE
HAYLOFTERS
EST.1932
June 12-15
19-22
MALT HOUSE
THEATRE

DO NOT
ENTER
ZUMP

71

What next?

Find your Unique Selling Proposition.

Why should I move to your community?
Why should I invest here?
Why should I visit you?

What sets you apart from the other 593 cities and towns in Wisconsin?

72

While you're working on that…

Create an Assessment Team
Hand out assignments
Turn suggestions into recommendations

This effort is 100% about making something happen!

"The best time to plant a tree was 20 years ago.
The second best time is today."

Here's to putting Burlington & Waterford front and center as THE places to live, invest in, and visit!
RealCountryLiving!
ROGER
International