

Village of Kewaskum/Town of Kewaskum
Smart Growth Kickoff Meeting
S.W.O.T. Workshop Results
February 15, 2006

Residents attending the joint Town of Kewaskum and the Village of Kewaskum Smart Growth Kickoff meeting had an opportunity to participate in a strengths, weaknesses, opportunities, and threats (S.W.O.T.) assessment of their community. Residents worked in groups of 6-10 people brainstorming issues on each component of the S.W.O.T. workshop. After each component, groups were asked to “*” three issues that were of most importance that they would like to share with the entire group of participants. The following is the result of that workshop.

Strengths: Something that makes a community stand out when compared to other communities; Resources or capabilities that help a community be successful/strong.

- *Friendly people (town and village)
- *Kiwanis Park (town and village)
- *River Hill Park (town and village)
- *July fireworks (town and village)
- Eisenbahn trail (town and village)
- Good housing (town and village)
- Good churches (town and village)
- *Sunburst ski area (town and village)
- Kountry Kolors (town and village)
- Kettle Moraine (town and village)
- Low crime (town and village)
- *Kettle Moraine forest (town and village)
- *Farm land and open space (town and village)
- *Low crime (town and village)
- Community atmosphere (town and village)
- *Scenic rural setting and small town charm (town and village)
- *Commuting distance from larger cities (town and village)
- Good volunteer fire department (town and village)
- Good leadership in youth groups (town and village)
- Variety of good churches (town and village)
- Kettle Moraine location (town and village)
- *Police and fire, EMT services (town and village)
- *Park system (village)
- Ambience/Cleanliness (town and village)
- *Rural atmosphere with close proximity to larger cities (village and town)
- *Natural resources/trails/hunting and fishing, outdoor recreation (village and town)
- *Good selection of churches (town and village)
- Good parks (village)
- *Good location of highways (town and village)
- Good fire department (village)
- Good police department (village)
- Low crime rate (town and village)
- *Access to State forest (town and village)

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- Kettle Moraine (town and village)
- Ski hill/recreational opportunities (town and village)
- Tourism in general (town and village)
- Low crime rate (town and village)
- Proximity to Fox Valley, Milwaukee, Madison (town and village)
- Village (small town) atmosphere (village)
- Safety (town and village)
- Unique locally owned specialty shops (village)
- Good restaurants/pubs (village)
- Good civic organizations (town and village)
- Strong desire for land preservation and agricultural and environmental (town)
- Good local government services (town and village)
- Schools (town and village)
- *Proximity to Milwaukee (town and village)
- State highways 28 and 45 (town and village)
- *Natural areas – state parks, kettle moraine forest (town and village)
- *Bike trail with parking lot right in town (downtown) (town and village)

Weaknesses: Deficiencies in resources for a community to be successful.

- No thought given to development in town (town)
- *Not enough money available for land to be placed in the land trust (town)
- *Participation in government (not enough of it) (town and village)
- *Not enough good jobs available (town and village)
- *Lack of big employers (village)
- *Rush hour traffic (village and town)
- Lack of people transportation (village and town)
- *Possible more crime, due to more people (village and town)
- Lack of shopping opportunities
- *Lack of industrial base (village and town)
- *Lack of electrical transmission lines (village and town)
- Lack of a tax incentive (short sightedness)
- Promotion of available resources within community (village and town)
- Lack of political involvement (running for office) (village and town)
- *Lack of criteria for determining whether proposed growth is economically positive (village and town)
- Infrastructure (capacities) or needs
- *Inability to protect town land from annexation and development (town)
- *Inadequate oversight of development (village and town)
- No independent police and fire protection (town)
- *Loss of natural resources and natural areas (town and village)
- Not enough land for school expansion (town and village)
- Heavily residential tax base (town and village)
- Not understanding wind power

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- *Lack of volunteers and community involvement (village)
- *Lack of major employer/industries(village and town)
- *Traffic (lack of major roads)
- *Lack of industry (village)
- *Lack of downtown shopping stores (village)
- More community spirit (town and village)
- *School academic standing (village and town)

Opportunities: Something that could be done to improve a community; Factors or situations that can affect a community in a favorable way.

- *Place for teenagers to go (community center) (village and town)
- *More park and recreation areas (village and town)
- Continue development of Eisenbahn trail (village and town)
- Expand library (village and town)
- *Development (raise tax base/equalized value) (village and town)
- *Planning (Multi-jurisdictional) (village and town)
- *Business/Industrial Development – job creation (village and town)
- Natural Resources
- *Friendly looking and identifiable main street (village)
- *Town/Village boundary agreement (town and village)
- Draw industry/businesses, retail (town and village)
- Auditorium/School Advancements
- Attract private school (village and town)
- Capitalize on Kettle Moraine (land) (village and town)
- Motel (village)
- Opportunity for a planned development of lands available (village and town)
- Coordination by civic organizations for cultural growth (village and town)
- *Industrial park or more jobs (town and village)
- *Buy land for school or parks (town and village)
- *”Park and ride” and bus service to Milwaukee area
- Combine some municipal services
- *Hire people who know how to work (town and village)
- *Let’s do something to encourage a more friendly and business atmosphere (town and village)
- *The township to encourage hobby farms (town and village)
- *Develop border agreement between town and village (town and village)
- *Job opportunities (good paying) (town and village)
- *Develop Tourism and recreation (town and village)

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Threats: Anything that could jeopardize the future success of a community; Factors or situations that can affect a community in a negative way.

- *Rapid development (town and village)
- Loss of land to village (town)
- *Loss of farmland (town)
- *Loss of open space (town)
- *Growth impact on taxes and infrastructure (town and village)
- Increase in traffic (town and village)
- Need for larger schools (town and village)
- Streets in the village seem hodge-podge (village)
- *Too much annexation and too rapid (town and village)
- *Growth is too rapid for services (fire, police, road maintenance) (village)
- *Rapid growth isn't providing enough parks, recreation areas (village)
- No planning for growth in our schools (village and town)
- *Availability of Land (threat of village growing) (village)
- Road accessibility (village)
- *Infrastructure concerns (village)
- Higher taxes (village)
- *Availability of services (village)
- Location/proximity to larger cities (village)
- Pollution (i.e. increase of) (village)
- Annexation (town)
- Tax Incremental District (town and village)
- Impact of schools (town and village)
- *Unbalanced growth resources/jobs (village and town)
- Utility expansion (village)
- Property taxes increasing faster than rate of inflation (village and town)
- Road maintenance/traffic volumes (village and town)
- *Loss of community identity (village and town)
- Growth relates to loss of farmland (town)
- *Lack of economic assessment of a development (village and town)
- *No plans of growth
- Do we need a moratorium
- To many houses in a small area of land
- *Schools – no land set aside for same
- *Lack of industrial park
- *Higher taxes (town)
- *Loss of rural area (town)
- *Forced annexation (town)
- More services needed (town and village)
- More schools needed (town and village)
- Threat to wells (town)

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- Bigger treatment plant (town and village)
- Increased crime (town and village)