

CHAPTER 2: ISSUES AND OPPORTUNITIES

INTRODUCTION

The Issues and Opportunities chapter provides information regarding the socioeconomic conditions and growth patterns within the City. This information aids in defining existing problems and identifying available socioeconomic resources. Changes in population and household characteristics combined with existing development patterns and policy choices will determine how well the City will be able to meet the future needs of its residents and the 14 comprehensive planning goals established by the Wisconsin Legislature.

Strengths, Weaknesses, Opportunities and Threats

At the first meeting of this planning process, the city identified issues and opportunities for the community over the planning period. This was addressed throughout the planning process and has been utilized to create goals and objectives. The following are the strengths, weaknesses, opportunities and threats identified by the city.

STRENGTHS

Statement	Count
Airport	1
Fire/police protection	1
Friendly	1
Location/centrally located	2
Low cost of living	1
Modest utility costs	1
More attention to development than past	1
Parks/recreation facilities/pool	5
Pride in community	1
Quality of life	2
Quality school system	2
Safe environment	1
Smaller business startups	1
Willing to work with new/existing business	2
Younger generation moving back	1

n= 23

WEAKNESSES

Statement	Count
Activities for the residents young families	1
Additional financial resources for the city	1
Aging infrastructure/streets	1
Aging population	1
Availability of affordable housing	1

Buildings in need of repair	1
Business expansion	1
Community stuck on what was not what could be	1
Geography between Kiel and Chilton	1
Job opportunities	2
Lack of elderly housing	2
Lack of medical professional	1
Lack of residential housing	1
Lack of residential land available	1
Lack of small business	1
Needs for older generation engaging with younger ideas and people	1
Negative attitudes	1
New business	1
No established downtown	1
Retail businesses	1
n= 22	

OPPORTUNITIES

Statement	Count
Affordable housing	1
Aging population - creating housing more suited for elderly will also open up homes for young families	1
Airport and aeronautic businesses	2
Attraction of young families	1
Connecting with younger citizens - motivating them to contribute	1
Develop an independent volunteer organization	1
Develop elite as historical or activity center	1
Entrepreneurship - provide vehicles for young businesses to succeed	1
Expand the city for more and better homes to be built	1
Fill empty stores / vacant retail space	2
High traffic	1
Historical District establishments	1
Housing elderly	1
Market Square area redevelopment	2
Pharmacy/medical services	1
Railroad hub	1
Tecumseh property redevelopment	5
n= 24	

THREATS

Statement	Count
Available workforce	1
Budget - expenditures versus revenues	1

Communication of city plans/ideas	1
Declining enrollment in schools	1
Funding for Tecumseh project	1
Lack of entrepreneurs, developers, etc. within the community	1
Lack of expansion of city borders	1
Land locked to some areas	1
Large agriculture business encroaching on city	1
Need to add money to run city	1
Need to expand police and man power and building facility	1
Negative attitudes (community) and lack of interest in being a part of solution	2
No room for voting and police if expansion needed	1
Opiates and drugs	1
Plan for the look of the community. What do people see when they drive through	1
Public safety	1
Retaining our youth to community	1
Running out of available land space	1
Surrounding community growth	1
Tax money / levy limits	3
Vision - aging population vs younger population	1

n= 24

Public Input

Throughout the planning process public input was provided through meetings, an online visioning tool and project website comments. These comments were addressed throughout the planning process and have been utilized to create goals and objectives. The following are the strengths, weaknesses, opportunities and threats identified by the city.

INSERT PUBLIC INPUT