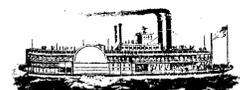


Appendix C

On March 12 and 27, 2003, a brainstorming exercise was conducted with meeting participants to identify Prairie du Chien's strengths, weaknesses, opportunities, and threats. The results are shown below and the ones in bold denote those deemed most critical by the participants.

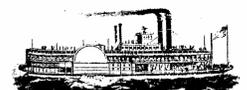
Strengths

- ◆ State Economic Development Zone
- ◆ Sound infrastructure
- ◆ Good schools
- ◆ **Work ethic**
- ◆ World famous geographical location
- ◆ Parks system
- ◆ Fire Department volunteer
- ◆ Knowledge of neighbors (who they are)
- ◆ Effigy Park
- ◆ State parks
- ◆ Police
- ◆ City leadership/government
- ◆ Faith community
- ◆ Cabela's
- ◆ **City/State/Federal/County parks and wildlife areas**
- ◆ Local festivals/activities
- ◆ 7 TIF Districts
- ◆ Motels
- ◆ Cultural – Performing arts
- ◆ Growth rate of population manageable
- ◆ Upper Iowa University
- ◆ Available buildings to develop
- ◆ Historic properties
- ◆ Clean air
- ◆ Unique name
- ◆ Friendly people
- ◆ Good industrial base
- ◆ Affordable private schools
- ◆ Wal-Mart
- ◆ **Recreational opportunities**
- ◆ Short drive times
- ◆ **Sense of community**
- ◆ Good healthcare
- ◆ Volunteers
- ◆ Quality downtown businesses
- ◆ Low noise
- ◆ Rail/barge/airport
- ◆ **Natural beauty**
- ◆ **Good quality of life**
- ◆ Cultural resources - national significance
- ◆ Safe community
- ◆ Local/solvent hospital
- ◆ Bridge access
- ◆ Intelligent business community
- ◆ Affordable living cost
- ◆ Proximity to population base
- ◆ Potential for higher education
- ◆ Chamber of Commerce/IDC
- ◆ Rendezvous
- ◆ County seat
- ◆ Best water in Wisconsin



Weaknesses

- ◆ Landlocked
- ◆ Lack of larger industrial park
- ◆ Lack of new and progressive business opportunities
- ◆ Lack of space for large community event
- ◆ **Zoning (sporadic)**
- ◆ Lack of parking downtown
- ◆ Lack of educated City Council members
- ◆ **Fear of moving ahead**
- ◆ Lack of east side drainage
- ◆ **Lack of responsive/accountable City government**
- ◆ Inability to keep young families
- ◆ Lack of cooperative spirit
- ◆ Too many Council members
- ◆ Lack of bike paths
- ◆ Wyalusing Academy – true description
- ◆ Taxes/government wages
- ◆ City/County disconnect
- ◆ Lack of grocery store in City limits
- ◆ South and North Main – eye sore
- ◆ Wal-Mart
- ◆ **Vacant properties**
- ◆ **Railroad cuts the City**
- ◆ Failure to plan or follow plan
- ◆ **Lack of space for business/residential expansion**
- ◆ Lack of affordable housing alternatives
- ◆ Resistant to change
- ◆ Property taxes too high
- ◆ **Lack of professional paying jobs**
- ◆ TIF Districts – Lack of industrial development commitment
- ◆ Lack of sidewalks
- ◆ Mobile homes
- ◆ Lack of downtown TIF
- ◆ Political negativism
- ◆ Marquette strip mall look
- ◆ Lack of union wages
- ◆ Lack of public transportation
- ◆ Lack of youth opportunities outside of school (ages 14-18)
- ◆ Lack of boat docking/landing facilities – parking
- ◆ Change to retirement community
- ◆ School district/community not working together
- ◆ Need more shopping
- ◆ Highways through town
- ◆ Prison
- ◆ Lack of charity from “big” people
- ◆ Housing costs vs. wages
- ◆ **“Ugly” appearance**
- ◆ Age of structures
- ◆ Lack of communication about what is happening
- ◆ Weak newspaper
- ◆ Lack of non-country radio station
- ◆ Mass media choices
- ◆ Litter/dumping



Opportunities

- ◆ Paid Council
- ◆ **Downtown destination**
- ◆ Get people to vote
- ◆ Convention center/performing arts
- ◆ Enforcement of ordinances relating to appearance of City
- ◆ Historical opportunities
- ◆ **Bluff protection**
- ◆ Cooperation with other organizations/government to learn and grow
- ◆ **Organized/structured growth**
- ◆ Greenspace growth
- ◆ Riverboat rides
- ◆ Greater promotion
- ◆ Rail to trails linking communities
- ◆ Hwy 18 bypass
- ◆ Ports of discovery cooperation/tourism
- ◆ Hoffman Hall
- ◆ **Intergovernmental cooperation**
- ◆ Imaginations empower the people
- ◆ **Development of St. Feriole Island**
- ◆ Increase outdoor recreation

Threats

- ◆ Potential for industry near river
- ◆ Lack of daycare/preschool
- ◆ Too much red tape – uncertainty
- ◆ Railroad bridge
- ◆ Closed committee population
- ◆ Loss of major employer
- ◆ Can't retain young teachers
- ◆ **Businesses moving out of City**
- ◆ Loss of family farm
- ◆ Loss of shared revenue
- ◆ **Out of town shopping – downtown conversion to office space**
- ◆ Merging of businesses
- ◆ **Bluff development**
- ◆ Train
- ◆ Floods/high water – negative press
- ◆ Inability to retain young people
- ◆ **Low wages**
- ◆ **Fear of change**
- ◆ Environmental degradation

