

BIA SURVEY RESULTS | Becoming A Destination
May 2, 2007

ASSETS (Consensus)					
Assets most stated		Designated as No. 1		Designated as No. 2	
Qty	Description	Qty	Description	Qty	Description
18	Waterfront	13	Waterfront	5	Waterfront
4	Community/Good-Friendly People	2	Growth, Residential Development/Young Families	2	Location
3	Quaintness/Small Town Feel	2	Community/Good-Friendly People	2	Community/Good-Friendly People
3	Location	1	Quaintness/Small Town Feel	2	Quaintness/Small Town Feel
2	Growth, Residential Development/Young Families	1	Location	2	Splash Park
2	Splash Park			1	Service Clubs
1	Service Clubs				

Weaknesses (Consensus)					
Weaknesses most stated		Designated as No. 1		Designated as No. 2	
Qty	Description	Qty	Description	Qty	Description
7	Downtown unattractive - appears to be in decline - decay of buildings - abandoned/empty buildings	6	Downtown unattractive - appears to be in decline - decay of buildings - abandoned/empty buildings	4	Store hours / town shuts down after 5:30 from Nov. to May - and inconsistent of store hours
4	No theme or collective attraction - Town has no flow / business continuity	3	Little business retail diversity/variety - including lack of dining and entertainment	2	In cohesive community - Lack of interest in town business
4	Parking	2	Town has no flow / business continuity	2	No theme - or collective attraction
4	Store hours / town shuts down after 5:30 from Nov. to May - and inconsistent of store hours	2	Parking	2	Parking
3	Little business retail diversity/variety - including lack of dining and entertainment	1	Too much empty space between stores	1	A "Can't Do" attitude
2	Attitude - A 'can't do' attitude / Not believing in our future	1	Promotion of town	1	Traffic
2	Incohesive community / Lack of interest in town business	1	More family-friendly accommodations	1	Lakefront needs improving
1	Too much empty space between stores	1	Not believing in our future	1	Lake of Lakefront usage
1	More family-friendly accommodations	1	Protectionist attitude	1	Vandalism/Youth Congregation
1	Attitude - A 'Protectionist' attitude			1	Old buildings (could also be the same as downtown unattractive, decay of buildings, etc.)
1	Traffic				
1	Lakefront needs improving				
1	Underutilizing our Lakefront				
1	Vandalism/Youth Congregation				
1	Promotion of town				