First Impressions

Wautoma’s visit to Omro

April 23 – 24, 2004
Prior to the Visit
Past Perceptions
“Five Minute” Impression
Community Entrances
Downtown Business Area
Other Retail Shopping Areas
Industrial Parks
Health Care Services
Housing
Schools
Faith/Religion
Civic
Residents
Public Infrastructure
Recreation/Tourism
Using your Senses
Wrap-Up
Positive Things Observed

- Cheese Cake Factory
- Island Park and Riverfront
- Attractive and well-maintained back ends of buildings
- Kiosk with map and information on main street
- Well-maintained and preserved historic buildings
- Rural character

- Good location of industrial park
- Growing industrial park
- Friendly people
- Attractive new housing
- New grocery store
- Pride of ownership
- Pride in community
- Beautiful murals
- Pedestrian friendly
- Great people
Wrap-Up

Obstacles/Challenges Facing Omro

- Underutilized storefronts
- Balancing Growth
- Traffic on Hwy 21
- Involving the schools
- No traffic lights downtown
- Depressed downtown
- Stoplight at end of bridge

- Involving residents that commute to Fox Cities
- Commuters deciding to shop in Fox Cities
- Chains of retail stores on the outskirts of downtown
- Big suburbs impact on rural town feeling
Wrap-Up

- We will remember:
  - There is actually more going on in Omro
  - The stores downtown in general and the riverfront
  - The pride people have in the community

- We will borrow:
  - The design and content of the Omro web site
  - The beautification techniques used in Omro