



■ Village of Shorewood Marketing Survey

Final Report
January 2010

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■ Background, Objectives and Methodology

Background

Research was conducted on behalf of the Village of Shorewood in 2006. Since that time, Shorewood has implemented many plans, projects and programs aimed at improving the quality of life for Shorewood residents.

- Thus, the Village had an interest in conducting research among several audiences that represent key stakeholder groups in Shorewood. The key audiences include residents and realtors.

Key Study Objectives

The primary objective of this research was to gauge attitudes and opinions, as well as measure the impact and effectiveness of Shorewood's marketing efforts over the past two to three years.

Methodology

Quantitative marketing research was conducted among Shorewood residents and realtors.

- Residents
 - A mail/online survey was conducted among a random sample of Shorewood residents.
 - Paper surveys were sent to approximately 4,600 Village residents in November 2009. Residents had the option of filling out the paper survey or completing the survey online via a website. Paper surveys were mailed back or dropped off at several locations throughout the Village.
 - An additional 400 surveys were distributed through the Village Hall and Library, plus individual mailings to new residents, committee members, neighbors, etc.
 - Links to the survey website were also e-mailed, per request, and the website information was posted in the Village e-newsletters asking residents to complete the survey online.
 - A total of 836 surveys were tabulated. This represents a return rate of approximately 17%. (A total of 38 surveys were received several weeks past the cut-off date and were not included in the tabulation.) The total sample of 836 yields a margin of error of +/- 3.4 percentage points at the 95th percent confidence level.
- Realtors
 - A mail/online survey was conducted among a random sample of realtors who sell property in Shorewood. Approximately 600 paper surveys were hand delivered to all local realtor offices, with signage asking realtors to complete the survey. Realtors had the option of completing the paper survey or online survey. Also, reminder e-mails were sent to realtors. A total of 37 realtors completed the survey.
 - Due to the small sample size of the Realtor Survey (n=37), findings are highly directional and caution should be used when evaluating findings. Findings are not statistically projectable to a larger population.

■ Executive Summary and Implications

Sample Considerations

1. The overall residential response rate of 17% is considered acceptable by market research standards. However, it is important to be aware of non-response bias. For any survey project, a proportion of the sample will choose not to participate. In the case of this survey, there is always the chance that the residents who responded to the survey are somehow different from those who did not respond. This should be kept in mind when evaluating the results of the survey.
2. Half of the residents completing the survey were age 50 and older. (Additionally 15% preferred not to answer the question.) According to the 2000 census, 23% of Shorewood residents were 55 and older. This indicates some degree of overrepresentation on the part of adults age 50 and older.

Resident Findings

1. There appear to be several areas where Shorewood's marketing efforts have reached residents and had a positive impact. For example,
 - More than half of residents completing this survey have visited the Village of Shorewood website, and most believed the site is a great resource and has information they need.
 - The vast majority of residents (83%) were aware of the Butterflies in Flight exhibit and had positive reactions toward the event.
 - Half of the residents were aware of the outdoor community concert (although, only 58 residents surveyed attended the concert).
 - The majority of residents (89%) were aware of the *Shorewood Today* magazine and found the information to be valuable.
 - Those residents who saw advertisements for Shorewood in print, online or in e-mails agreed the ads positively depicted Shorewood. Residents were most likely to agree the ads depicted Shorewood as a conveniently located village, a walkable community and a great place to live. Residents were less likely to agree the advertising depicted Shorewood as architecturally beautiful and offering a good selection of stores and restaurants.
2. Residents were less likely to be aware of the Walk Shorewood website, the Walking Kits and the promotional video.

■ Executive Summary and Implications (cont.)

3. Residents had many ideas for community events. In addition to the widely-enthusiastic desire for a farmers market, residents also liked the idea of more outdoor concerts, movie nights and events in the parks. The verbatim comments regarding additional community events were filled with ideas such as community service events (i.e., park clean-up days), sidewalk sales, public art exhibits, bonfires at the beach and basically “more of everything” that supports a sense of community.
4. Many of the residents used the final question of the survey as a vehicle for voicing opinions on a wide range of topics. The question asked residents for other suggestions on how Shorewood can better market itself and encourage people to live, work and shop here.
 - Many residents focused on attracting and retaining new businesses. There was concern that it is difficult to market a village that has so many empty storefronts.
 - Other key areas of focus for Shorewood included promoting the schools, controlling taxes, addressing parking, road conditions and traffic issues, and marketing Shorewood as a “green” community.

Realtor Findings

1. Based on the 37 completed surveys, it appears as if there are areas for improving awareness of marketing vehicles among realtors. Although many were aware of the Walking Kits and the Walk Shorewood website, there was limited awareness of print ads and online advertising, the promotional video and the *Shorewood Today* magazine.
2. Realtors felt Shorewood could better support them by breaking down the tax structure (where do tax dollars go?) and providing printed materials that explain why Shorewood is a good investment.



■ Resident Findings

- Resident Respondent Profile
- Walk Shorewood Website
- Village of Shorewood Website
- Shorewood Advertising Vehicles
- Walking Kits
- Butterflies in Flight Exhibit
- Outdoor Community Concert
- Community Events
- Shorewood Promotional Video
- *Shorewood Today* Magazine

■ At Least Half of the Residents Who Completed the Survey Were Age 50 or Older

The adjacent tables represent the demographic profile of residents who completed the survey.

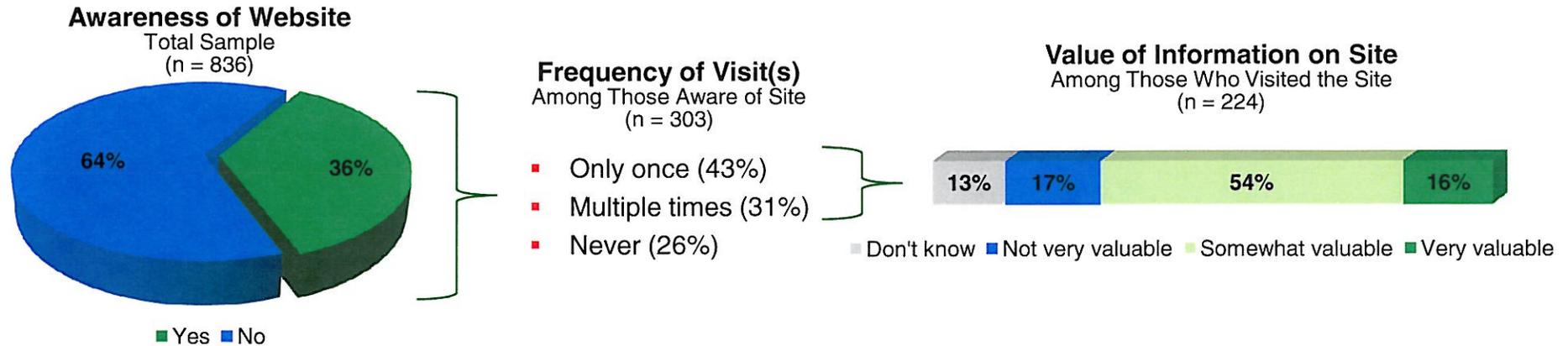
- Two-thirds of residents completing the survey were female. Additionally, approximately two-thirds were married or living with a partner.
- Over eight out of ten were homeowners. Two-thirds had lived in their homes for ten years or more years.
- Survey respondents were highly educated, with almost half reporting a post-college education.
- Income ranges of respondents were highly fragmented. About 40% reported an annual household income under \$100,000.
- Thirty-one percent of respondents cited having children living at home, and 20% indicated their children attend Shorewood schools.

Residency Information	Residents %
Residential Status (total sample, n = 836)	
Shorewood resident	91
Shorewood residential property owner	63
Children attend Shorewood public schools	20
Children do not attend Shorewood public schools	9
Shorewood business owner	2
Shorewood commercial property owner	<1
Do not live in Shorewood	1
Length of Residency (among residents, n = 825)	
10 years or more	66
7 to 9 years	7
4 to 6 years	10
1 to 3 years	13
Less than a year	4
Homeownership (total sample, n = 836)	
Own	81
Rent	19

Resident Respondent Demographics	Residents Total Sample (n = 836) %
Gender	
Male	34
Female	66
Age	
49 or younger	34
50 or older	51
Prefer not to answer	15
Children Under 18 at Home	
Yes	31
No	69
Income	
Under \$50,000	15
\$50,000 to \$99,999	26
\$100,000 to \$149,999	19
\$150,000+	18
Prefer not to answer	22
Marital Status	
Married/living with partner	65
Not married/not living with partner	31
Single with roommates	4
Education	
Less than high school	1
High school grad	4
Some college or tech school	13
College grad	33
Post-college/grad school	49

Just Over One-third of Residents Were Aware of the Walk Shorewood Website

- Of those aware of the website, most (74%) have visited it at least once.
 - Respondents living in Shorewood for less than 10 years (56%) were more likely to have visited it “only once” than those living in Shorewood for 10 or more years (37%).
- Among those who visited the website, 70% found its information to be “somewhat valuable” or “very valuable.”
 - Those living in Shorewood for less than 10 years (26%) were twice as likely as those living in Shorewood for 10 or more years to find the site’s information “not very valuable.”
- Those who rent (77%) were more likely to be unaware of the website than homeowners (61%).



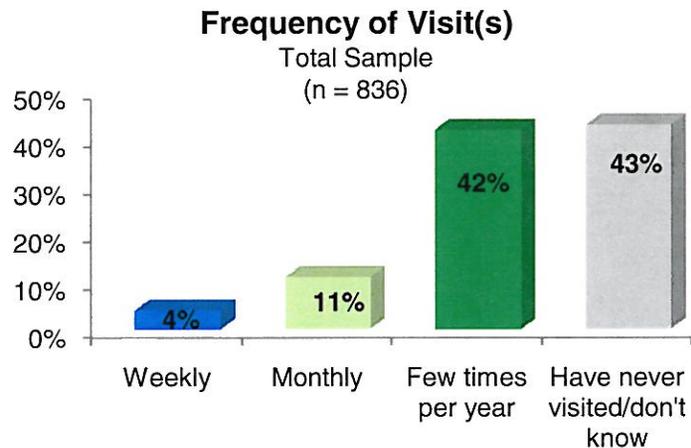
Additional features desired on Walk Shorewood website:

- “More information about shops in Shorewood - what they are and what they sell.”
- “Add a PDF of places to walk and maybe a listing of all of the businesses that includes hours, addresses and phone numbers.”
- “Discounts and coupons for local businesses.”
- “Easier navigation - less text, more links.”
- “Pictures of Shorewood and it’s activities.”

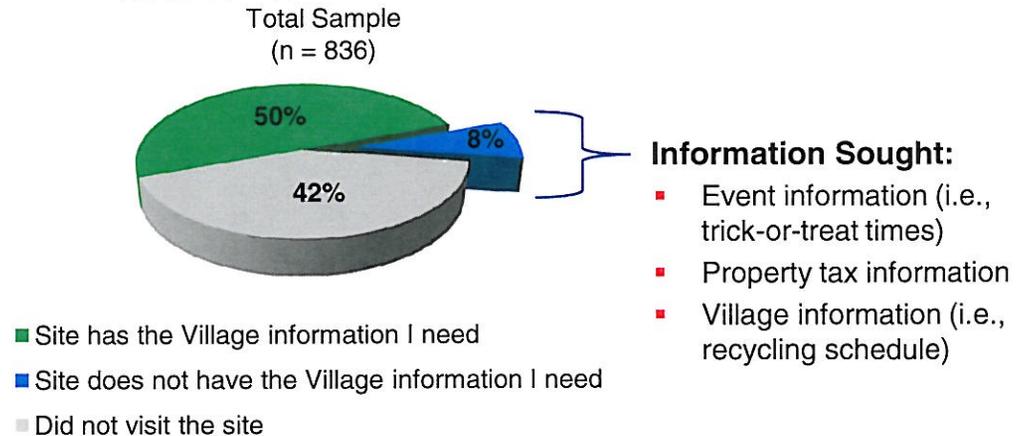
Q1. Are you aware of the Shorewood website, www.walkshorewood.com, that contains a variety of information about living in Shorewood and the benefits of our “walkable” community?
 Q2. How often have you visited www.walkshorewood.com?
 Q3. If you visited www.walkshorewood.com, how valuable did you find the information that was offered?
 Q4. What other features would you like to see on www.walkshorewood.com website?

Over Half Have Visited the Village of Shorewood Website at Least a Few Times

- The majority of those who visited the site believed it “has the Village information I need.”
 - Those who were 49 or younger (67%) were more likely to feel the Village website had the information they needed than those who were 50 or older (41%).
 - Homes without children present (50%) were twice as likely to have not visited the website than homes with children (24%).
- Those who “have never visited/don’t know” the Village’s website were more likely to rent (62%) than own (38%) their residences.



Value of Information on Site



Additional comments regarding Village website:

- “We live in Shorewood only part-time, so it is great to be able to find out what is happening when not there.”
- “Too busy and hard to read.”
- “Very helpful site, and I love paying town/water bills online.”
- “Though it usually has the information I'm looking for, it is often hard to find or documents are outdated (e.g., trash collection calendar, annual water-analysis report).”

Q5. How often do you visit the Village of Shorewood website (www.villageofshorewood.org)?
 Q6. If you have visited www.villageofshorewood.org, how do you feel about the following (check all that apply):
 Q6c. Other comments about www.villageofshorewood.org.

Most Who Saw Shorewood Advertising Felt the Village Was Showcased as a Conveniently Located, Walkable Community That Sounded Like a Great Place to Live

- Respondents were most aware of print ads in *M Magazine*, *Milwaukee Magazine* and *Northshore Now* newspaper.
 - Slightly more than twice as many homeowners (35%) than renters (12%) recalled the *M Magazine* ad.
- Most who saw the ads felt the ads were compelling, with only 19% not finding the message compelling.
 - Homeowners (33%) were more likely than renters (18%) to agree that Shorewood is a “walkable community.”
 - Almost twice as many homeowners (35%) as renters (19%) agreed Shorewood was “conveniently located.”
 - Those 50 or older (43%) were more likely than those 49 or younger (28%) to “completely agree” that Shorewood is an “ideal place to raise a family.”

Awareness of Advertisements

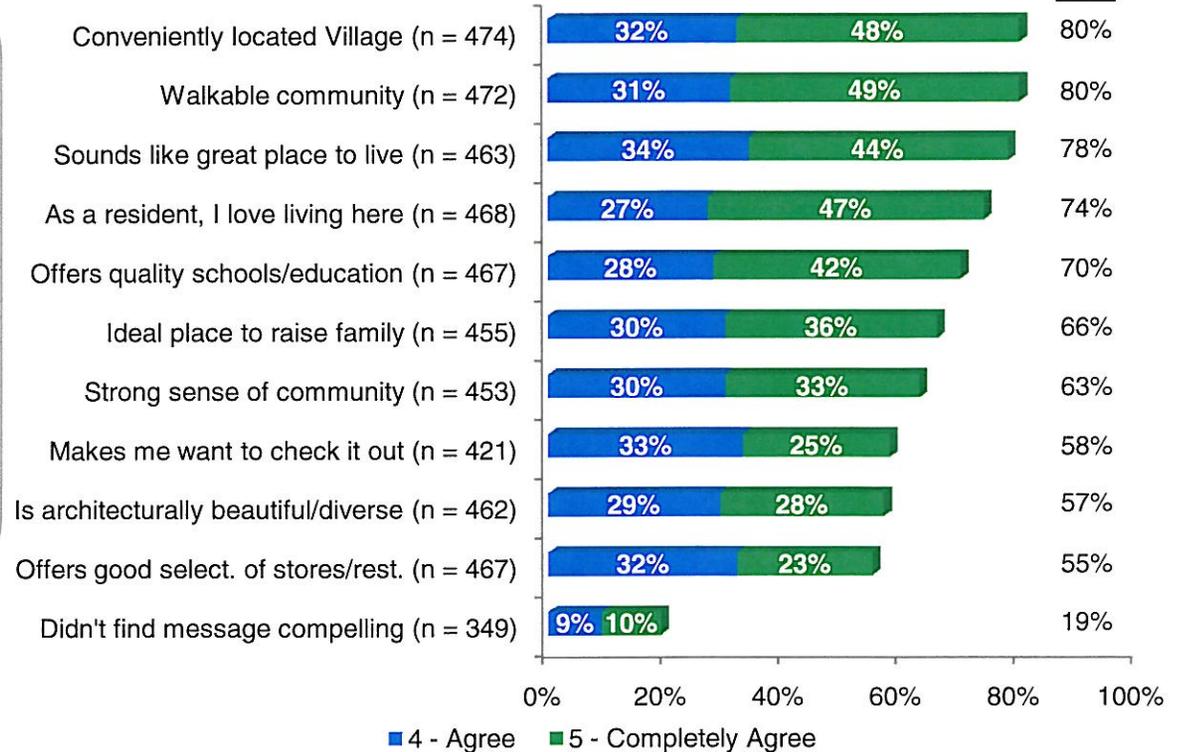
Total Sample
(n = 836)

- Print ad - *M Magazine* (31%)
- Print ad - *Milwaukee Magazine* (31%)
- Print ad - *Northshore Now* newspaper (29%)
- E-mails - Shorewood special events (14%)
- Online ad - www.shorewoodnow.com (10%)
- Online ad - *Journal Sentinel* website (6%)
- Print ad - *Milwaukee Home & Fine Living Magazine* (5%)
- Print ad - *KEY Milwaukee Magazine* (3%)
- Remember seeing some advertising but don't remember where (20%)
- Don't remember seeing any of these (32%)

Depiction of Shorewood in Advertising

Among Those Aware of Advertisements

**Top-2
Box**

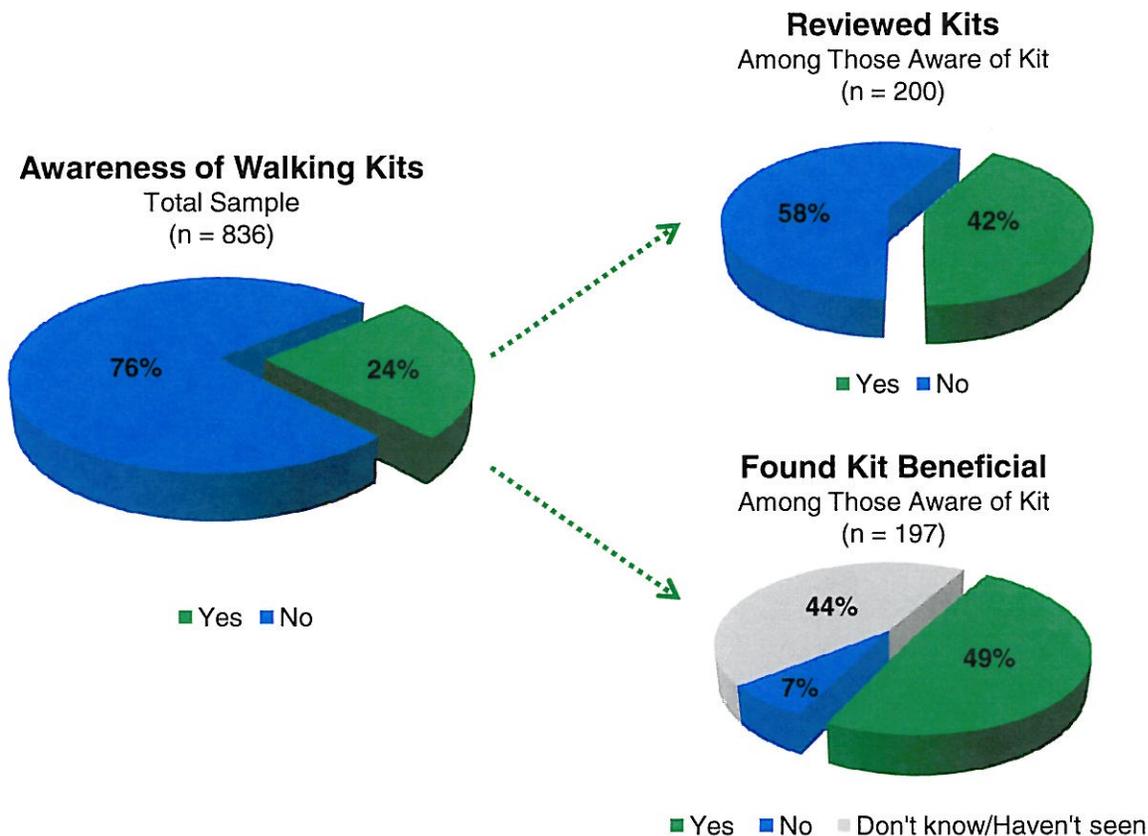


Q7. Which of these advertising vehicles for the Village of Shorewood have you seen? (Check all that apply.) (Multiple responses)

Q8. If you saw one or more of the above-mentioned advertisements, how did you feel about the way Shorewood was depicted as a place to live, work and shop? Please rate on a 5-point scale, where 5 is “completely agree” and 1 is “completely disagree.” Keep in mind you are ... but rather are rating how you feel about the way Shorewood is depicted in the advertising.

■ Almost One-quarter of Respondents Were Aware of Walking Kits

- 42% of those aware of the kits had seen and reviewed the materials contained within the Kits.
- Of those aware of the Kits, approximately half (49%) felt the Kits were beneficial to new or potential residents.
 - Those 49 or younger (13%) were four times more likely to feel the Kits were beneficial than those 50 or older (3%).
- Those who owned their residences (27%) were more likely to be aware of the Walking Kits than renters (11%).



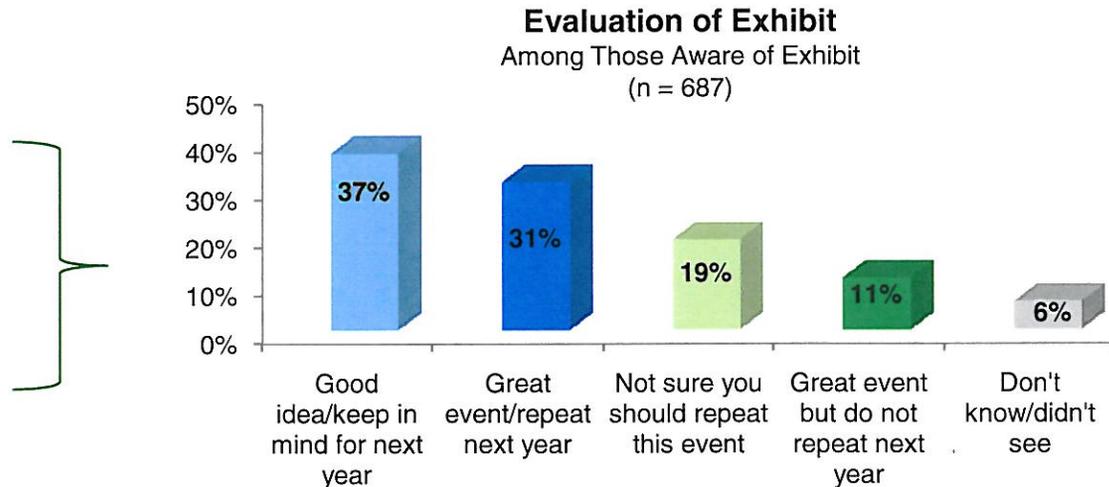
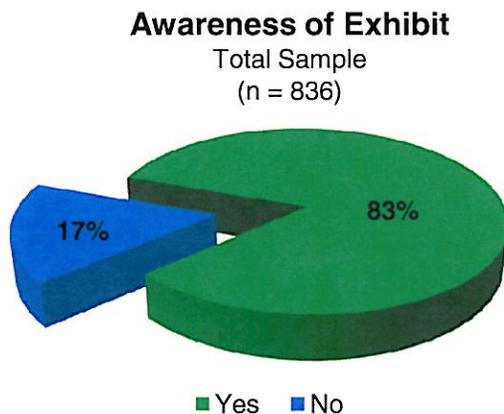
Additional thoughts and feelings regarding the Walking Kits:

- "I like the concept."
- "Is the information within the Kits available online too? This would seem both cost effective and a way to reach potential residents immediately."
- "Don't know how expensive they are but am wondering if you are getting your money's worth ..."
- "Lay out a map of places to walk and highlight key architecture in addition to businesses. Share history of Shorewood in a mapped-out 'tour.' The greatest problem is the lack of actual destinations."
- "I remember checking out the Kit, but I don't recall what it offered - maybe some advertising?"

Q9. Are you aware of the informational Walking Kits available for new Shorewood residents or those considering a move to Shorewood?
 Q10. If you are aware of the Kit, have you seen it and reviewed the materials?
 Q11. Do you think the Kits are beneficial to new and potential residents?
 Q12. Other comments regarding the Kits:

More Than Eight Out of Ten Were Aware of the Butterflies in Flight Exhibit

- Of those aware of the exhibit, over one-third (37%) felt it was a “good idea/keep in mind for next year,” and 31% indicated it is a “great event/repeat next year.”
- Men (25%) were twice as likely as women (13%) to be unaware of the Butterflies in Flight exhibit.



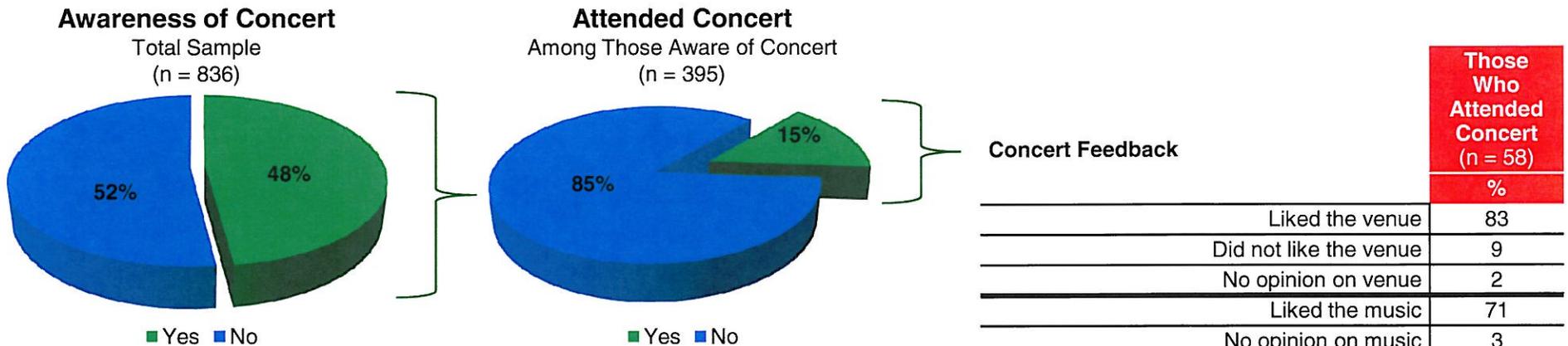
Additional comments regarding Butterflies in Flight exhibit:

- “It was fun seeking them out with my kids and marking off the ones we saw.”*
- “I always like these public art projects, but they're becoming very common and risk starting to feel very ‘me too’-ish.”*
- “A different insect or animal would be good. What a wonderful fundraiser. Brought art to the outside.”*
- “Let's spend taxpayer money more efficiently in hard times. I don't want to sponsor art exhibits at this time.”*
- “Earlier announcement in Shorewood magazine would attract more Shorewood artists.”*
- “It would be an event best done every couple of years.”*

Q13. Were you aware of the Butterflies in Flight public art exhibit in Shorewood this summer?
Q14. What thoughts do you have on the Butterflies in Flight exhibit? (Check all that apply.)
(Multiple responses)
Q15. Other comments regarding Butterflies in Flight:

■ Almost Half Were Aware of Outdoor Community Concert

- 48% were aware of the outdoor community concert staged on August 18th.
 - Those 50 or older (53%) were significantly more likely to be aware of the concert than those 49 or younger (40%).
- Of those aware of the concert, only 15% attended the concert.
 - The most common reasons for not attending the concert included: having other commitments/plans, being out of town, being on vacation or having to work during the concert.
 - The majority of those attending liked the venue, liked the music and felt Shorewood should stage a series of outdoor concerts in 2010.



Additional comments regarding outdoor community concert:

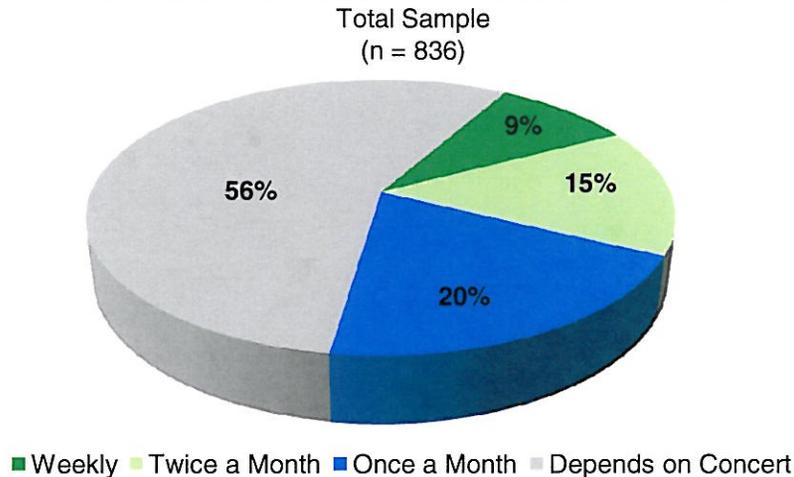
- "It sounds like a wonderful community event."
- "Great idea! Likely to draw outside Shorewood, too."
- "Instead of Hubbard, I would suggest Atwater Park as a more attractive location."
- "There are many outdoor concerts - Bayshore, Lake Park, Jazz in the Park downtown. Shorewood has high enough taxes already."
- "Need to have music for people in their 30s and 40s, but still a kid-friendly environment with food/beverage available."

Q16. Were you aware of the outdoor community concert staged in Hubbard Park on Tuesday, August 18th?
 Q17. Did you attend the concert?
 Q18. If you attended the concert, what feedback do you have?
 Q20. Other comments regarding outdoor concerts:

Farmers Market Was the Most Clearly Desired Community Event

- Respondents overwhelmingly (82%) wanted to see a farmers market in Shorewood’s future.
 - Outdoor concerts (48%), outdoor movie night (33%) and events in parks (27%) were also popular.
- Over half (56%) would attend future concerts “depending on the concert.”
 - Respondents living in the Village for 10 or more years (60%) were more likely to attend concerts depending on the concerts than those living in the Village for less than 10 years (47%).

Intended Attendance for Outdoor Concerts



Desired Additional Community Events *	Residents (n = 836)
	%
Farmers market	82
More outdoor concerts	48
Outdoor movie night	33
More events in Shorewood parks	27
Indoor concerts	19
More events in business district	18
Meet and greet new residents	17
More family events	16
Indoor movie night	14
Social events with Village government	13
More adult-only events	1

Additional comments regarding desired community events:

- *“A farmers market would be great!!!”*
- *“It is wonderful for families to have a place to go in the winter, where everyone can have a good time, and it is affordable. Movie night/open swim and gym/pizza bar?”*
- *“Would like to see Shorewood embrace its beach more ... and focus on the use of this great resource.”*
- *“The bike race is fantastic and should be more fully embraced and promoted.”*
- *“Singles event would be interesting.”*
- *“Why spend the money?”*

* Please note this question originally asked respondents to rank-order their top five choices, but due to respondent errors, the question was changed to a simple count of the number of respondents ranking/marking each choice.

Q19. If there are multiple outdoor concerts in Shorewood during the summer months (June, July, August), I would be willing to attend:

Q21. What other community events would you like to see the Village of Shorewood stage throughout the year? (Please list your top 5 choices in the order of 1 to 5 ...) (Multiple responses)

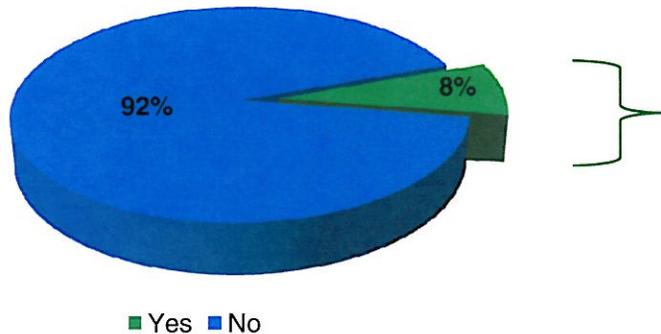
Q22. Other comments regarding community events:

Few Were Aware of the Shorewood Promotional Video

- Only 8% of residents were aware of the Shorewood promotional video produced in 2009.
- Nearly three-quarters (71%) of those aware of video have viewed the video online or watched it on DVD.
 - Residents who have lived in the Village for 10 or more years (35%) were five times more likely to have viewed the video than those who have lived in the Village for less than 10 years (7%).

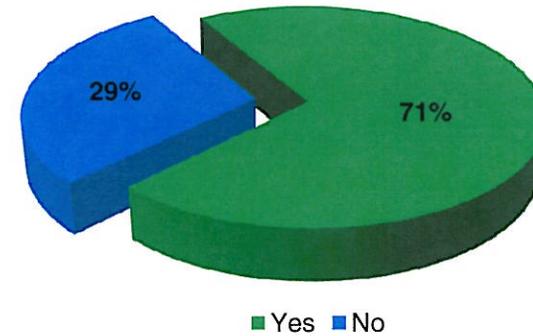
Awareness of Promotional Video

Total Sample
(n = 836)



Viewed Video

Among Those Aware of Video
(n = 63)

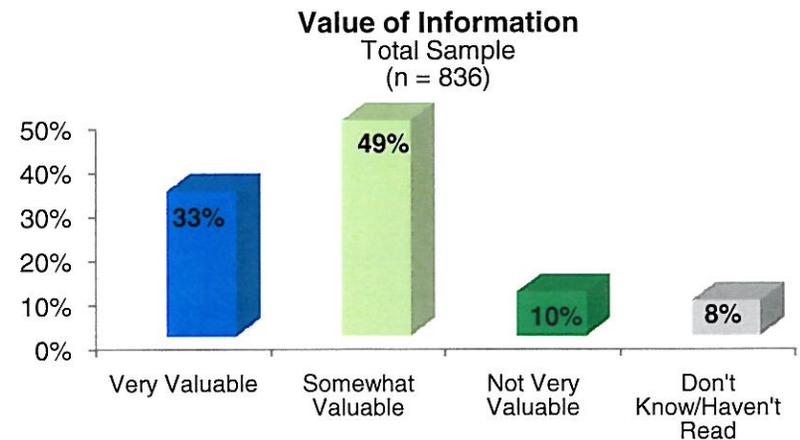
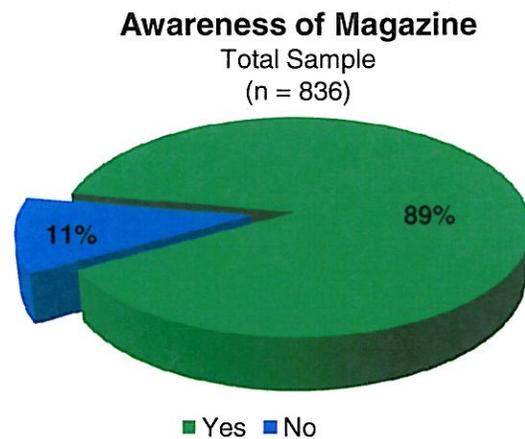


Additional comments regarding the Shorewood promotional video:

- *“Very professionally done. A great PR tool for the Village!”*
- *“Well done. Consider captioning in alternate languages, such as Mandarin, Russian, Spanish, French, Arabic, and so on, based on the native languages that kids come to school speaking. We need their kids.”*
- *“A bit long for promotional purposes but an excellent portrayal of what Shorewood is.”*
- *“We need more winter scenes and more photos of senior citizens and teens.”*
- *“Excellent video. Just need to get the word out about it.”*

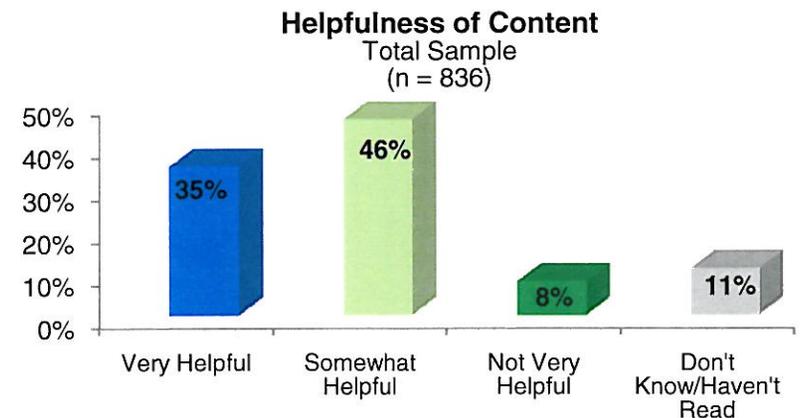
Most Residents Are Aware of the *Shorewood Today* Magazine

- 89% of residents were aware of the *Shorewood Today* magazine.
 - Renters (22%) were more likely to be unaware of *Shorewood Today* than homeowners (8%).
- Most (82%) found the information contained in *Shorewood Today* to be valuable.
 - More residents 50 or older (39%) felt the information was “very valuable” than those 49 or younger (24%).
 - Younger residents (59%) were more likely to rate it as “somewhat valuable” than older residents (45%).
- Eight out of ten found the content to be helpful in portraying the Village as a desirable community to live, work and shop.



Suggestions for future issues of *Shorewood Today*:

- “Shorter issues that come out more frequently, rather than one large issue.”
- “Photo contests of Shorewood fun!”
- “Feature some Shorewood residents.”
- “More bios of the businesses (stores and restaurants).”
- “I like what I see - business highlights, school highlights and Village information.”
- “Post the magazine online for easy reference.”
- “How much does it cost taxpayers to publish this magazine?”



Q26. Have you read the *Shorewood Today* magazine that is mailed to every Shorewood ...?

Q27. How valuable do you find the information in the *Shorewood Today* magazine?

Q28. How helpful do you find the content ... a desirable community in which to live, work & shop?

Q29. What suggestions do you have for future issues of *Shorewood Today* magazine?

■ Residents Conveyed a Wide Range of Suggestions for Shorewood

As a final question, Shorewood residents were asked to provide additional suggestions for other ways the Village of Shorewood can better market itself and encourage people to live, work and shop in Shorewood. Although residents conveyed a wide range of opinions, several key themes emerged. These included:

1. Attract, retain and promote a variety businesses in Shorewood. Residents are concerned about empty storefronts and emphasized the need for a more vibrant business district.
 - Residents want “the right kind of retailers” – not more tanning/nail/hair salons or florists, but diverse restaurants, a hardware store, a bakery and unique shops.

■ Shorewood Has Many Positive Aspects to Feature in its Marketing Efforts

Overall, many residents felt the Village of Shorewood is a great community for many reasons. They felt that Shorewood should not focus on marketing just one positive aspect of Shorewood, but rather, residents mentioned many positive aspects, such as good fiscal management, forward-thinking leaders, quality schools and housing. One resident described Shorewood as a “unique, funky community” that stands apart from other places.

- *“Continued emphasis on the quality of community (schools, housing and security). Avoid too much historical emphasis but more forward-looking approach (i.e., the carriage walk plantings, etc.). I understand regulations, but some of them are ridiculous and not enforced properly. Need to look at that and become more proactive.”*
- *“Again, I think we need to tout the strong traditions of good fiscal management and how our typically forward-thinking leaders have placed us in a good position for the future. I like how Shorewood leaders plan ahead - the strong fund balances, good management and visionary leadership that allows us to be good risk-takers. We should be assertive in asking businesses to relocate to the Village, especially those that would complement our current mix. We may not need more hairdressers or florists, but we could use a hardware store and additional dining venues, maybe a service center that attracts independent service providers (e.g., wedding planner, interior design, etc.) or even a small theatre venue.”*
- *“Promote the short/no commute to downtown - wow that is an awesome aspect of living in Shorewood. We spend time downtown, because we didn't have to get on the freeway. Also, we can walk to dinner, the library, shopping at Goldi's, bars and the lake!”*
- *“I'm not sure, but Shorewood is a unique, funky community, and we DO stand apart from other places. I have lived here my whole life - 54 years. We already have an ‘artsy’ reputation (a la Soho or Greenwich Village), so let's play it up! We need more young people with children and new ideas.”*
- *“Good, interesting, vibrant shops and restaurants - destination places. Excellent schools. Diverse - all ages and ethnicities. Close to downtown cultural events. Environmentally friendly - can walk or take the bus. Pioneer rain gardens and lots of people have farm shares. Planners all over the country are building walkable, diverse communities like Shorewood, and we have it right here. We are the future - lots of water.”*

* Please see the Appendix for a sampling of open-ended responses to the following question: What suggestions do you have for other ways the Village of Shorewood can market itself and encourage people to live, work and shop here?



■ Realtor Findings*

- Realtor Respondent Profile
- Walking Kits
- *Shorewood Today* Magazine
- Shorewood Promotional Video
- Walk Shorewood Website
- Shorewood Advertising Vehicles
- Shorewood Open House Event
- Shorewood Planning and Development Department

* Due to the small sample size (n=37) , findings from the realtor study are reported as raw numbers, not percentages.

■ The Majority of Realtors Are Not Shorewood Residents

The adjacent tables represent the demographic profile of the 37 realtors who completed the survey.

- The majority of respondents were female (26).
- Most realtors did not live in Shorewood (28).
- Of those realtors living in Shorewood, almost half (4) have lived in Shorewood for 10 or more years.
- Over two-thirds (25) have sold real estate for ten or more years.
- Ten realtors sold real estate for Coldwell Banker Residential Brokerage, and eight sold for Shorewest Realtors.

Residency Information	Realtors #
Residential Status (total sample, n = 37)	
Shorewood resident	9
Children attend Shorewood public schools	3
Children do not attend Shorewood public schools	3
Do not live in Shorewood	28
Length of Residency (among residents, n = 9)	
10 years or more	4
7 to 9 years	1
4 to 6 years	2
1 to 3 years	2
Less than a year	0
Zipcode (among non-Shorewood residents, n = 28) *	
53217	11
53092	6
53211	3

* Only those responses of 3 or more were shown.

Realtor Respondent Demographics	Realtors #
Gender (total sample, n = 37)	
Female	26
Male	11
Length of Real Estate Career (total sample, n = 37)	
10 or more years	25
6 to 9 years	6
4 to 5 years	3
1 to 3 years	3
Less than a year	0
Realtor Worked For (among those who responded, n = 34)	
Coldwell Banker Residential Brokerage	10
Shorewest Realtors	8
First Weber Group	5
Realty Executives, Integrity	4
Worth Realty	2
RE/MAX	2
North Shore Homes	1
Terapak Realty and Mgmt., Inc.	1
Eastmore Real Estate	1

Most Realtors Were Aware of the Walking Kits, While Fewer Have Read *Shorewood Today*

- 32 of 37 realtors were aware of the Walking Kits.
 - Of those realtors aware of the Kits, 27 had seen the Kits and reviewed the materials.
 - The majority believed the Walking Kits were beneficial and would like the Kits delivered to their offices.
- 20 realtors were aware of the *Shorewood Today* magazine.
 - The majority found the information in the magazine to be valuable and helpful.

Walking Kits	Realtors	
		#
Are Aware of Walking Kits (total sample, n = 37)		
Yes		32
No		5
Have Seen and Reviewed Materials (among those aware, n = 32)		
Yes		27
No		5
Found Benefit in Walking Kits (among those aware, n = 32)		
Yes		27
No		1
Don't know/haven't seen		4
Want Walking Kits Delivered (among those aware, n = 32)		
Yes		28
No		4

Additional thoughts and feelings regarding the Walking Kits:

- "Walking is great and so is the kit."
- "We distribute them if it is a Shorewood buyer or place at Shorewood listings, but it may be too much info."
- "Discounts from local retailers to encourage visiting of shops/dining/etc."

Shorewood Today Magazine	Realtors Total Sample (n = 37)	
		#
Have Read Magazine		
Yes		20
No		17
Found Value in Information in Magazine		
Very valuable		9
Somewhat valuable		10
Not very valuable		1
Don't know/haven't read		17
Found Information in Magazine to be Helpful		
Very helpful		11
Somewhat helpful		8
Not very helpful		0
Don't now/haven't read		18

Suggestions for future issues of *Shorewood Today*:

- "I love that you include current activities/local events coming up in Shorewood. It's a great resource to look to."
- "More focus on community events and rec. dept. offerings."
- "Tax structure - what do you get for the taxes in Shorewood compared to other communities?"

■ There Was Greater Awareness of Website than Promotional Video

- One-third (13) of the realtors were aware of the promotional video that was produced in 2009.
 - Of those aware of the promotional video, all had viewed the video online or watched the DVD.
- Just over two-thirds (25) of the realtors were aware of the www.walkshorewood.com website.
 - Of those aware of the website, the majority had visited and found the information to be valuable.

Promotional Video	Realtors	
	#	
Are Aware of Promotional Video (total sample, n = 37)		
Yes	13	
No	24	
Viewed Promotional Video (among those aware, n = 13)		
Yes	13	
No	0	

Additional comments regarding promotional DVD:

- *“Very well done.”*
- *“It was in my walking kit, and I gave them to some clients.”*
- *“Not used as much - people are too busy. Life takes over.”*

Shorewood Website (www.walkshorewood.com)	Realtors	
	#	
Are Aware of Website (total sample, n = 37)		
Yes	25	
No	12	
Frequency of Visits (among those aware, n = 25)		
Multiple times	8	
Only once	14	
Never	3	
Found Value in Information on Website (among visitors, n = 22)		
Very valuable	7	
Somewhat valuable	13	
Not very valuable	0	
Don't know	2	

Additional comments regarding Website:

- *No additional comments were given regarding the website.*

Limited Awareness of Shorewood Advertising Vehicles

- 14 of the 37 realtors had seen Shorewood’s print ad in *M Magazine*.
 - The print ad in *Milwaukee Magazine* and the e-mails about Shorewood special events were recalled by 13 realtors respectively.
- Of the realtors who recalled Shorewood advertising, the majority felt the advertising portrayed Shorewood positively.
 - Most realtors agreed that the advertising vehicles portrayed Shorewood as: offering quality schools/education, a walkable community, a conveniently located village and sounding like a great place to live (each with a Top-2 Box = 19, respectively).

Shorewood Advertising Vehicles	Realtors Total Sample (n = 37)
Awareness of Each Vehicle	#
Print ad in <i>M Magazine</i>	14
Print ad in <i>Milwaukee Magazine</i>	13
E-mails about Shorewood special events	13
Print ad in <i>Northshore Now</i> newspaper	10
Online advertising on www.shorewoodnow.com	10
Online advertising on <i>Journal Sentinel</i> website	5
Print ad in <i>KEY Milwaukee</i> magazine	4
Print ad in <i>Milwaukee Home & Fine Living</i> magazine	3
Remember seeing some advertising but don't remember where	7
Don't remember seeing any of these	10

Depiction of Shorewood in Advertising	Top-2 Box	“5 – Completely Agree”	“4”
Advertising Attributes	#	#	#
Offers quality schools/education (n = 23)	19	13	6
Walkable community (n = 23)	19	12	7
Conveniently located village (n = 23)	19	12	7
Sounds like a great place to live (n = 23)	19	11	8
Strong sense of community (n = 22)	18	11	7
Ideal place to raise a family (n = 21)	17	10	7
Shorewood is architecturally beautiful & diverse (n = 22)	17	9	8
Offers good selection of stores and restaurants (n = 23)	14	4	10
Makes me want to check Shorewood out (n = 17)	10	4	6
As a Shorewood resident, I love living here (n = 18)	8	6	2
Didn't find the message compelling (n = 12)	2	1	1

■ Approximately Half of Realtors Attended the Shorewood Open House Event

- 20 of the 37 realtors surveyed attended the Shorewood Open House event.
 - Of those who attended, 14 felt the information they received was valuable.
 - 13 felt Shorewood should stage more Open House events in the future.

Shorewood Open House	Realtors
	#
Open House Attendance (total sample, n = 37)	
Yes	20
No	17
Thoughts About Open House (among attendants, n = 18)	
Valuable information supplied	14
Good networking opportunity	7
Offer more of these events for realtors	6
Was not interested in information supplied	0
Future Open House Events (among attendants, n = 16)	
Yes	13
No	3

Additional topics or information regarding future realtor open houses:

- *“Tax climate - assessments. How we can help buyers understand - services, etc.”*
- *“More on the financing for duplex conversions and first-time buyer money.”*
- *“Education today. How tax dollars are spent in Shorewood.”*

Approximately Half of Realtors Have Interacted with the Planning and Development Department

- Almost half (18) realtors have had personal interactions with the Shorewood Planning and Development department.
 - Of those who interacted with the department, 13 were at least “somewhat satisfied” with their interactions. One realtor described the department as “helpful and approachable,” while another felt there was “inconsistent application of code compliance.”

Planning and Development Department		Realtors
		#
Personal Interaction with P and D Dept. (total sample, n = 37)		
Yes		18
No		19
Satisfaction with P and D Dept. (among users, n = 16)		
Very satisfied		5
Somewhat satisfied		8
Not very satisfied		2
Not at all satisfied		1

Suggestions for improving interactions with the Planning and Development department:

- “They have been very helpful, and I don't mind calling them. They are approachable.”
- “Inconsistent application of code compliance - have had homeowners who sold in Shorewood, who say they will never move back because of the Village code process.”
- “They could certainly be nicer.”
- “Have a flyer made for the tax-free home improvement.”

■ Realtors Felt Shorewood's Taxes Are Holding Back Potential Buyers

Realtors offered a wide range of suggestions for how the Village could better support them when they are selling homes in Shorewood. As expected, a few realtors were concerned about Shorewood's "high-tax" image, while other realtors were looking for more friendly inspectors and more parking options.

- *"I need to know what benefits are realized here that are not in Mequon, for instance, because the financial comparison is a hard sell with the taxes."*
- *"Breakdown the tax structure."*
- *"Any printed material or online copy to explain why Shorewood is a good investment - community, schools."*
- *"The current system works well."*
- *"Shorewood inspectors could be a bit more friendly!"*
- *"Leasing property is our business - more parking options would be crucial. We have had to lower our rents and have lost on potential residents due to the limited parking or additional cost of parking!!!"*

They also had many suggestions for how the Village can better market itself and encourage more people to buy houses/move to Shorewood. Again, realtors showed concern about Shorewood's taxes, but they also would like to see better publicity and more community features.

- *"Emphasis on the schools and its standards. New people to the area are engaged in this topic. Also, stress the benefits of the village or - great restaurants, grocers, delis, etc."*

...and the key businesses in the area.

stores."

- *"More of the same."*
- *"Rich culture and diversity."*
- *"I like the duplex-conversion program. Shorewood is too much of a sell."*
- *"Shorewood needs to identify its unique selling points."*

ject. Get the info out to the public about what Shorewood has - print, TV, etc.

cret."

self as a unique and exceptional community!"



■ Appendix

- A sample of open-ended responses to the following question:
What suggestions do you have for other ways the Village of Shorewood can market itself and encourage people to live, work and shop here?

■ Residents Would Like to See a More Vibrant Business District in Shorewood

Residents pushed for keeping existing businesses in Shorewood and encouraging a variety of new businesses to come to the Village. They would like to see a variety of restaurants, retail stores and even a hardware store, and cited neighboring areas such as Tosa Village and the Silver Spring Drive area as successful models.

- *“Keep retail spaces occupied, so there is an incentive to shop here. Not just trendy boutiques and hair salons either - useful places that people can walk to! Like a pet store, or hardware, or maybe even a smallish performance venue??”*
- *“Looks like we’ve got a real battle on our hands in terms of attracting, retaining and promoting businesses. I see that Luci is closing, for example. We’ve got to do everything possible to create buzz and get foot traffic in the Oakland-Capitol district. The Grand Avenue business contest is a neat idea; maybe, we could do something like that for Shorewood. Also, to encourage people to come in from elsewhere, maybe start with a dedicated, centrally-located parking lot with a little green space mixed in. Could be a town center, which Shorewood currently lacks.”*
- *“Fill the empty space in the business district - attract quirky, progressive restaurateurs and not chains. We need more cafés and little restaurants, like Madison and Chicago have. Not upscale dining, just cool places to eat with healthier, local food.”*
- *“I’m not sure it’s really just a matter of marketing the Village. If Shorewood would have more good places to park, work, shop and eat, people will be encouraged to live, work and shop in Shorewood. Take some of the marketing budget and use it to bring in new businesses.”*
- *“Shorewood is a great community to live in. It just seems that the business area is just not as cohesive as Silver Spring Drive. When I think of that area, I think boutique shopping. There is no consistent ‘theme’ to the business area yet. I see you trying with the advertising.”*
- *“Have a vibrant business district that helps people meet daily needs - hardware, dry goods and family-friendly restaurants; not just boutiques. More parking for village center and more dog-friendly businesses in business district/Village. Most people walking have dogs and kids in town.”*
- *“I’d like to see some of these empty storefronts rented out – Tosa Village is a good example of a destination for shopping/eating/etc. I remember when we had a number of consignment stores in Shorewood, which seemed to stand out in quality and variety. I can recall coming here to shop at Chattel Changers ... Goldi’s is still a huge draw and so are the other shops that have popped up. The Garden Room/Anaba is fantastic.”*
- *“More interesting stores, more variety, less exercise and hair salons, more coffee and lunch places besides chains and a hardware store would be great!”*
- *“... keep businesses from moving out, get a hardware store here and a cheap, authentic Mexican restaurant, encourage rentals to switch to condos, be a great community and word will get around.”*

■ Healthy Communities and Minds Are Important to Residents

Having a healthy and “green” community to live in was mentioned by some residents. Taking care of public spaces, such as Atwater Beach and Hubbard Parks, and publicizing/encouraging green behavior among residents were some suggested ways Shorewood can better market itself.

- *“Stay on the cutting edge of things like the environment. I am concerned about pesticides in Atwater and Hubbard Parks. Encouraged that sustainability is being addressed by the conservation committee. Highlight Atwater Beach work/efforts. Encourage businesses to have sidewalk sales and café tables to have people out and about in the summer.”*
- *“I’d like to see Shorewood be much more active in making us a greener place to live - more progressive. Great starts include rain gardens, no herbicides (sic) in parks/schools and SIS solar. The Capitol Drive project should incorporate as many green aspects as possible - permeable pavement, recycled materials, etc. Discouraging creativity and front-yard gardens sends negative messages to progressive thinkers.”*
- *“Define itself as a healthy place to live. 1) Farmers market. 2) Innovation - if the Shorewood public schools’ lunch programs have grown/organized, encourage growth. 3) Outreach using the free health screenings, using Trifit.”*

In addition to healthy communities, residents would also like Shorewood to provide more support for its public school system. Residents see the public school system as a vital part of the Village and feel the Village should better support and market the schools.

- *“Support the school district in more visible ways. The annual budget cuts year after year have really decimated each building’s offerings. As a start, why can’t the Village take over the grounds at each school? Without the schools and their reputation, there’s a lot less to ‘sell’ to both current and prospective residents. The Village needs to realize the dire straights the schools are in and become a true partner.”*
- *“Do a better job of marketing the schools. They are a key asset, and we don’t promote them as well as we could. Market to young people.”*
- *“More of an emphasis on marketing itself to YOUNG families would be great - spotlighting the school district more in the print ads. Seems like that ad is all about the shopping district and not about the school district.”*
- *“Keep a high, high educational standard, so Shorewood gets a reputation of having not just good schools but exceptional schools.”*

■ Many Residents Were Concerned About High Taxes

Numerous residents voiced concern over Shorewood's property taxes and tax rates throughout the survey. An overwhelming sentiment was that Shorewood taxes need to be brought under control. Residents would like Shorewood to better explain how their tax money is being spent.

- *"Lower taxes, I'm serious. Reduce government waste and find cost-saving opportunities. Just because we have great schools doesn't imply we need the highest taxes. Businesses can't afford this village, and many of the residents are questioning it as well. Look at the roads on residential streets - we pay taxes for what?"*
- *"Shorewood is going to continue to struggle, unless it gets taxes under control. Enrollment in schools is going down, forcing cuts to curriculum. Our schools are not what they once were. Walkability - kids biking or walking to school are important factors. Traffic safety for kids is not what it should be. Watch SHS and SIS students try to cross Oakland and south of Capitol."*
- *"Taxes, taxes, taxes!!! I have had several colleagues who wanted to live in Shorewood but chose not to due to the outrageous taxes."*
- *"If the property taxes were lower, more families could afford to move to Shorewood! We will be moving in the next three to four years because of the high property taxes. I know people that want to live in Shorewood but will not because of the high taxes!"*
- *"Lower taxes, home purchase and improvement costs. Our family is making home improvements in order to sell our house. We love Shorewood/Milwaukee, but even with two incomes, we can no longer continue to live here as taxes rise."*

■ Parking Was Cited as a Common and Growing Problem Within Shorewood

Some residents believed improved parking, roads and traffic patterns would help better market Shorewood. They felt that fixing some of the roads, relaxing parking restrictions, offering more parking options and improving traffic flows would help to promote Shorewood as a “walkable,” friendly community.

- *“It’s not the marketing, it is the traffic on Oakland and Capitol. We need to restrict the traffic and slow it down. No one wants to walk in those areas when they think they are going to be mowed down by the speeding cars. And get some better businesses - no Subway chain please!!!!!!”*
- *“Fix the roads - smooth driving would be a big selling point.”*
- *“Improve the streets. The side streets are so bad, they are a laughing stock to friends in other communities (Brookfield, Mequon, etc.). Our reputation is high taxes and terrible streets - make more drivable/easy to bike, and people will come.”*
- *“More convenient parking - both for shopping and for people who live here.”*
- *“Enforce pedestrian laws! Especially on Oakland Avenue. Put in speed bumps if you have to. Someone is going to get seriously hurt by a car one of these days.”*
- *“Walkability seems to focus on Oakland Avenue. Crossing Capitol can be a challenge – hopefully, the future work on Capitol will improve crossings. The Capitol/Wilson intersection is particularly bad for pedestrians. Stronger emphasis and enforcement of pedestrians having right of way would make walking more enjoyable.”*
- *“Quit being so uptight - relax some of the business restrictions that prevent shops from being open late. Allow architectural individuality of the houses to return, instead of homogenizing the neighborhoods. If you build new (or allow to be built), approve designs with a warm, inviting feel - not generic grey concrete.”*
- *“Improve traffic flow heading south on Oakland at Capitol. Have right-turn-only lane. Side streets are hard to navigate. Parking - car doors can’t open many places by curbs.”*

■ Some Residents Felt the Village Must Focus on Other Areas Before Spending Taxpayer Money on Marketing Initiatives

A few residents were less than positive regarding the Village of Shorewood and questioned spending taxpayer money on marketing the Village. They strongly felt that there were many areas that could be improved, and after these areas were improved, then Shorewood will appeal more to prospective and future residents.

- *“Finally a real question! For all of the hype, there is very little to draw people to Shorewood, except schools. Crossing Oakland and Capitol on foot is a nightmare. Parking on Oakland is impossible. Access to Pick ‘n Save is always a challenge. There are no good restaurants for breakfast or lunch. I am tired of meeting friends in Shorewood, and there are no decent restaurants for an inexpensive meal. The turnover of shops on Oakland indicates a much bigger problem, and you need to address the reality of no business from a different perspective. Spend less time on your surveys and virtual world, and draw some needed business to Oakland Avenue. Then, you will have something to brag about, and people will not be marketing to attract to Shorewood. Taxes are becoming unreasonable, because there is no commercial base. Please help.”*
- *“Disappointed about all the empty commercial space. Need some businesses or stores with a wide draw to bring in shoppers from outside of Shorewood. Home prices and taxes are high for young families. Cuts every year in school budgets hurt, too!”*
- *“I understand the need for a tax base in Shorewood, but the housing stock is limited, so are there really a lot of houses open so that marketing is needed? As a current resident and seeing school budgets cut, I am concerned with too many resources going to marketing. The village can do more with an ‘e-portfolio’ of Shorewood and e-mail this to prospective residents. It is more helpful for them and also more cost-effective. The Village could also organize an ‘ask a resident’ night, where prospective residents can ask a panel of current residents and administrators questions.”*

