

Current Situation

This section summarizes issues facing Brillion's business district and the broader community, and also sets the stage for more detailed data analysis in subsequent sections of this report.

The City of Brillion and the Brillion Chamber of Commerce have a long history of working on community development studies, projects, and plans to promote and support Brillion's business district and the community. The following text briefly describes the activities that have taken place during the past 50 years.

Historical Perspective

1962 - In a Master Plan prepared for Brillion by Mead & Hunt, Inc., Madison, WI, the consultant noted the following findings regarding Brillion. *"In 1962 we find in Brillion economic activity that is preponderantly industrial manufacturing. The major firms though few in number create a substantial demand for employment. They have exhibited evidence of stability and growth for the past 30 years (1930-1960) Their prospects for the future in Brillion are favorable for they possess the factors necessary to growth; a good competent labor supply, proximity to the necessary raw materials, a competitively adequate location relative to markets, and expectation of continued product demand..."*

1979 – Brillion's Citizen Advisory Committee and the East Central Wisconsin Regional Planning Commission prepared the City of Brillion Community Development Plan. This document identified community development goals, objectives, and policies, described existing conditions, projected future growth and offered recommendations to guide future development. It recommended a growth policy that encouraged staged development in areas adjacent to and compatible with existing development, to avoid unnecessary expenditures for public utility extensions and prevent the wasteful use of land resources.

1992 - The Community Development Committee was formed in 1992 by the direction of Mayor Robert Mathiebe. Since then it has met monthly, discussing development initiatives and providing guidance to the Community Development Director. It is comprised of local business representatives from service to industrial. Meetings are open to the public. In 1993, the Committee determined its mission: *To serve at the pleasure and by appointment of the City Council to promote and preserve the Brillion Community.*

1995 – Two projects were undertaken in 1995. First, a Business Retention and Expansion Study was completed by the Calumet County Univ. of WI – Extension, which recommended, among other things, the development of a business recognition program, and increased involvement by government officials with the Brillion business community. The second project was a preliminary Comprehensive Plan for the city prepared by Mid-America Planning Services, Madison, which made a number of recommendations, including development of business assistance programs like a revolving loan fund, building façade improvements, and updating the existing zoning ordinance to maximize cohesive development.

1998 – The Brillion Strategic Community Development Project was prepared by Calumet County Univ. of WI – Extension to identify important community amenities and learn about community satisfaction. As a result of the project, the City developed a web page and quarterly newsletter, among other outcomes.

1999 – A Brillion Business Retention and Expansion Program was prepared by Calumet County Univ. of WI - Extension and the City of Brillion. This study identified needs and problems of local business owners and gathered information on plans for business expansion and relocation. The City subsequently was able to address every improvement need identified.

Current Situation

The City of Brillion and the Brillion Chamber of Commerce decided to embark upon a detailed Community Market Analysis. A market analysis is a comprehensive study that provides details about a business district's current condition, explores changes occurring in the marketplace, verifies consumer wants, needs, and spending habits from that district, discovers what the market will support, and provides the foundation for business development strategy creation. The Market Analysis Committee, composed of three city representatives and seven business representatives, defined Brillion's Business District as Brillion's Downtown commercial strip extending out to the city limits on the north side, and along the US Highway 10 corridor.

Questions a market analysis can answer include:

- What are the business expansion and recruitment opportunities?
- Who are Brillion's customers?
- Who is our competition?
- What niche could we develop for Brillion's Downtown Business District?
- How can we promote the ENTIRE Brillion Business District?
- What markets are underserved?

In addition to this Market Analysis, the City is also working to complete a Business Park Feasibility Study and a Smart Growth-Comprehensive Plan.

At the initial meeting of the Brillion Market Analysis Committee, the following issues of concern related to Brillion's downtown area were discussed.

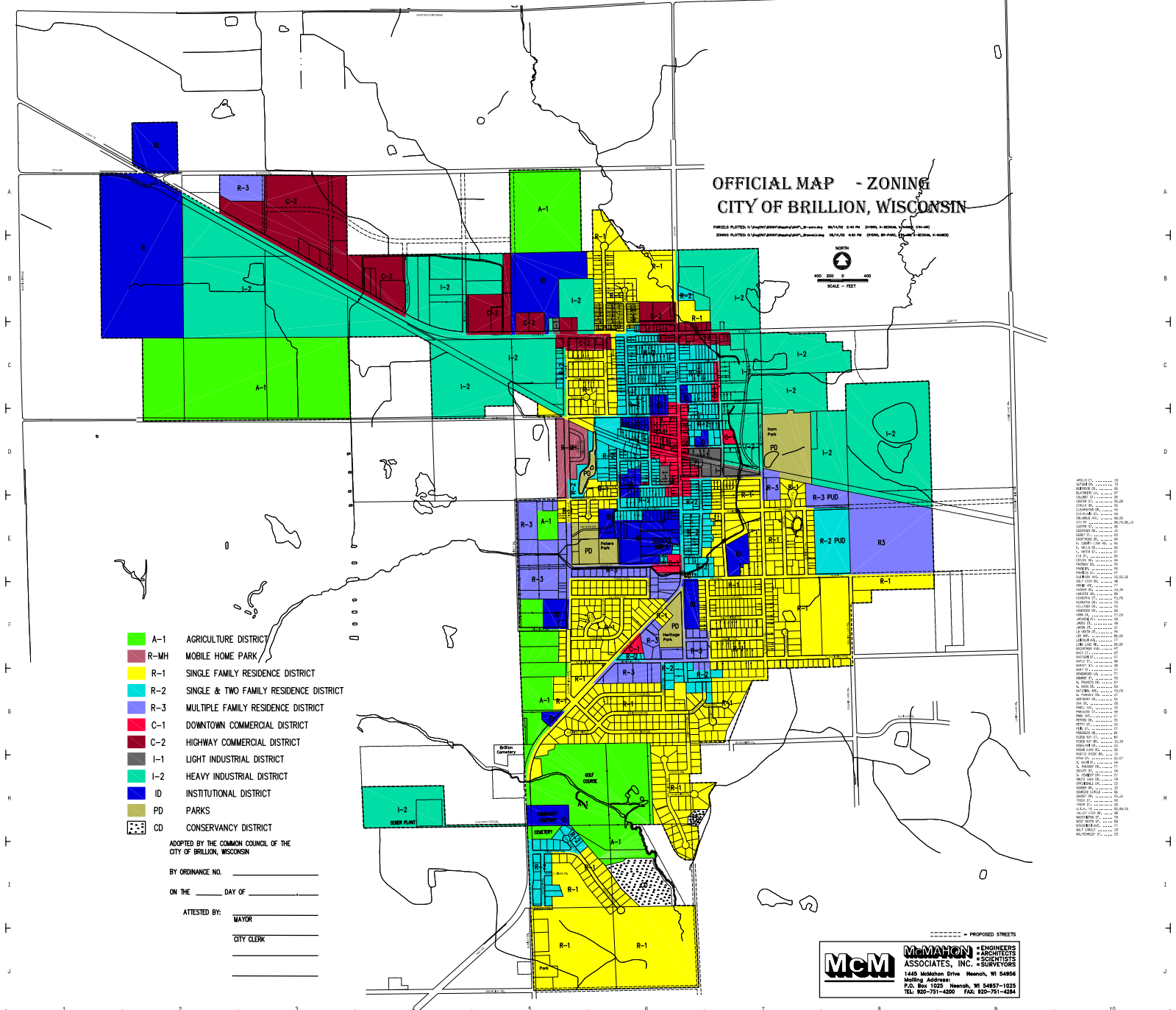
- Downtown vacancies:
 - Hardees,
 - Richard's Building,
 - Spindler Furniture Store Building,
 - Bumper to Bumper Auto Parts,
 - Brick's Shoe Store (store front).
- Historic preservation: Brillion is at a crossroads. There is significant interest in preservation of historical buildings. ADA requirements may be a significant limiting cost factor in further utilization of downtown historic buildings.
- Façade improvements. Some buildings exteriors may not appeal to the average passerby, and may deter potential customers from frequenting neighboring businesses as well. Grant and low interest loan options were mentioned.
- The loss of commercial/retail/service dollars to other areas: new retail stores in the Darboy area are siphoning money away from Brillion trade area. Advantages that Brillion has to counter this trend are a strong local workforce and a focus on service by smaller, locally owned businesses.

- Commuter workforce: manufacturing executives and numerous employees from local firms commute to Brillion rather than reside in the city. As a result, retail/commercial/service spending from those people may likely occur outside of Brillion.
- Strength of the community's economy closely impacts residents' spending ability. With a downturn in the economy, many young families do not have as much discretionary income to spend on housing, retail, and/or services.
- Lack of ability to purchase certain goods and services in Brillion (for example, can't buy a pair of socks).
- Lack of a light manufacturing tax base. Strength of local industry has a direct impact on retail/commercial/service spending. Increasing light manufacturing/complementary industry in Brillion could improve the tax base for the city.
- Demonstrating the market potential as a catalyst for building rehabilitation (storefront improvements, etc.).

Brillion Business Districts and Business Inventory

The zoning map of Brillion on the following page illustrates the location of Brillion's downtown districts. In addition, several pages showing an inventory of Brillion businesses are included on subsequent pages.

1 T 2 T 3 T 4 T 5 T 6 T 7 T 8 T 9 T 10 T



- A-1 AGRICULTURE DISTRICT
- R-MH MOBILE HOME PARK
- R-1 SINGLE FAMILY RESIDENCE DISTRICT
- R-2 SINGLE & TWO FAMILY RESIDENCE DISTRICT
- R-3 MULTIPLE FAMILY RESIDENCE DISTRICT
- C-1 DOWNTOWN COMMERCIAL DISTRICT
- C-2 HIGHWAY COMMERCIAL DISTRICT
- I-1 LIGHT INDUSTRIAL DISTRICT
- I-2 HEAVY INDUSTRIAL DISTRICT
- ID INSTITUTIONAL DISTRICT
- PD PARKS
- CD CONSERVANCY DISTRICT

ADOPTED BY THE COMMON COUNCIL OF THE
CITY OF BRILLION, WISCONSIN

BY ORDINANCE NO. _____

ON THE _____ DAY OF _____

ATTESTED BY: _____

MAYOR

CITY CLERK

----- PROPOSED STREETS

McM **McMAHON** ENGINEERS ARCHITECTS
ASSOCIATES, INC. - SURVEYORS

1448 McMahon Drive Meenoh, WI 54956
Mailing Address:
P.O. Box 1025 Meenoh, WI 54957-1025
TEL: 920-791-4200 FAX: 920-791-4284

1 T 2 T 3 T 4 T 5 T 6 T 7 T 8 T 9 T 10 T

Brillion Market Analysis

Business Inventory

Ryan Street—North Side
628—820 W. Ryan Street

1 - V



H&R Block—Vacant by 2003
820 Main Street

5 - R



Horn Ford Mercury Marine—Retail
666 W. Ryan

2 - S



Best Wash—Service
810 W. Ryan Street

6 - V



Hardees—Vacant
658 W. Ryan Street

3 - S



Michiels Brillion Inn—Service
740 W. Ryan Street

7 - R



Roehrborns Meats—Retail
640 W. Ryan

4 - I

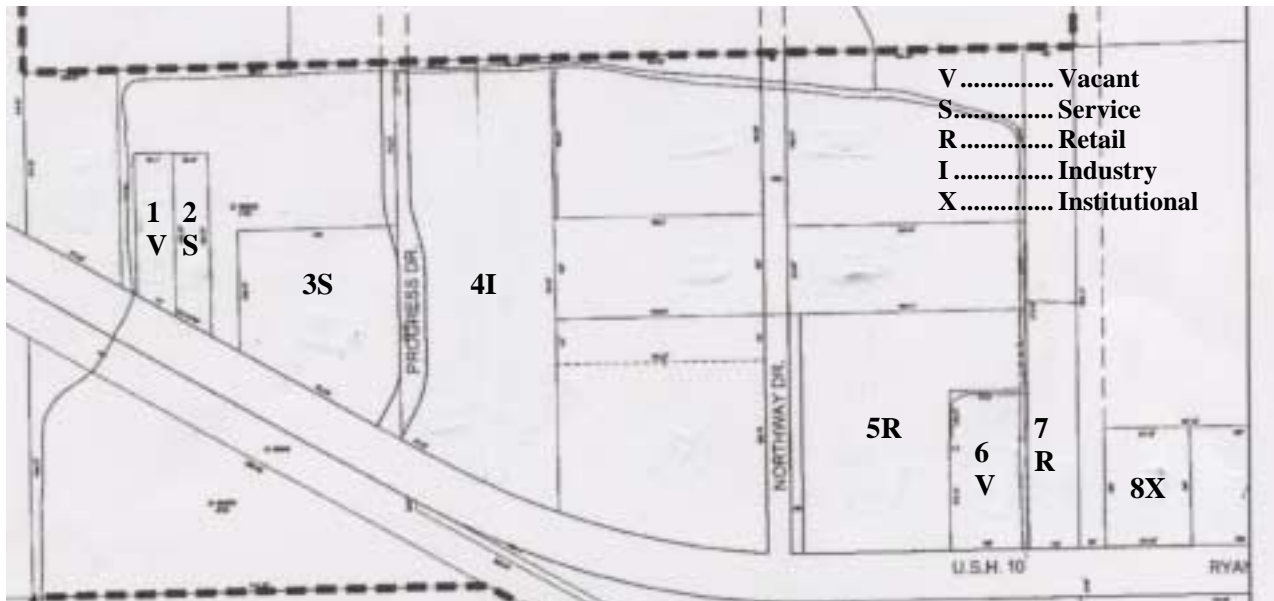


Endries International—Industry
714 W. Ryan Street

8 - X



Brillion Vocational School—School
628 W. Ryan



Brillion Market Analysis

Business Inventory

417 - 550 W. Ryan Street



1 S Sandman Motel—Service
550 W. Ryan Street



6 S Dairy Queen—Service
521 W. Ryan Street



2 S Richard's Hairstylists—Service
516 W. Ryan Street



7 WPS—Power Generator



3 S Storage—Service



8 S Zander Press Inc. - Service
425 W. Ryan Street



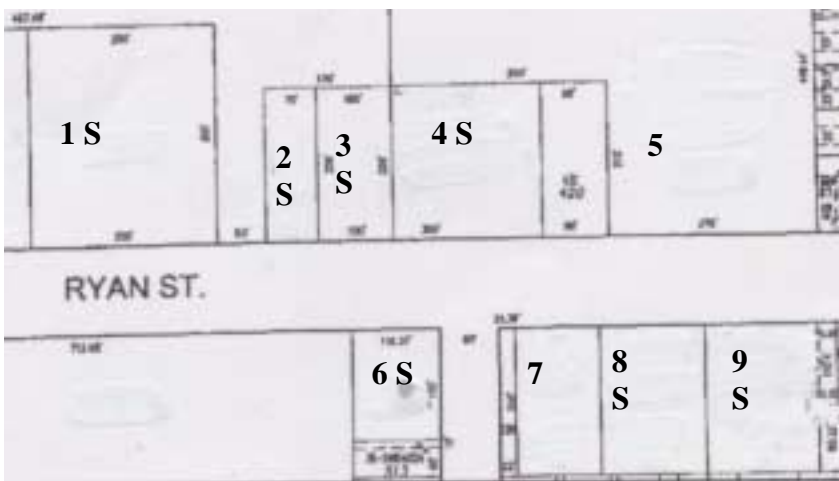
4 R S Brillion Mobil Mart—Retail, Service
452 W. Ryan Street



9 S Enneper's Garage and Body Shop
Service
417 W. Ryan Street



5 S I Primary Business Park—Service, Industry
420 W. Ryan Street



V Vacant
S Service
R Retail
I Industry
X Institutional

Brillion Market Analysis

Business Inventory PP and Ryan Street Intersection

530 N. Ryan—707 N. Main Street



1 R Sentry Foods - Retail
707 N. Main Street



2 R Kwik Trip - Retail, Service
108 W. Ryan Street



3 S Rudy's Diner - Service
116 W. Ryan Street



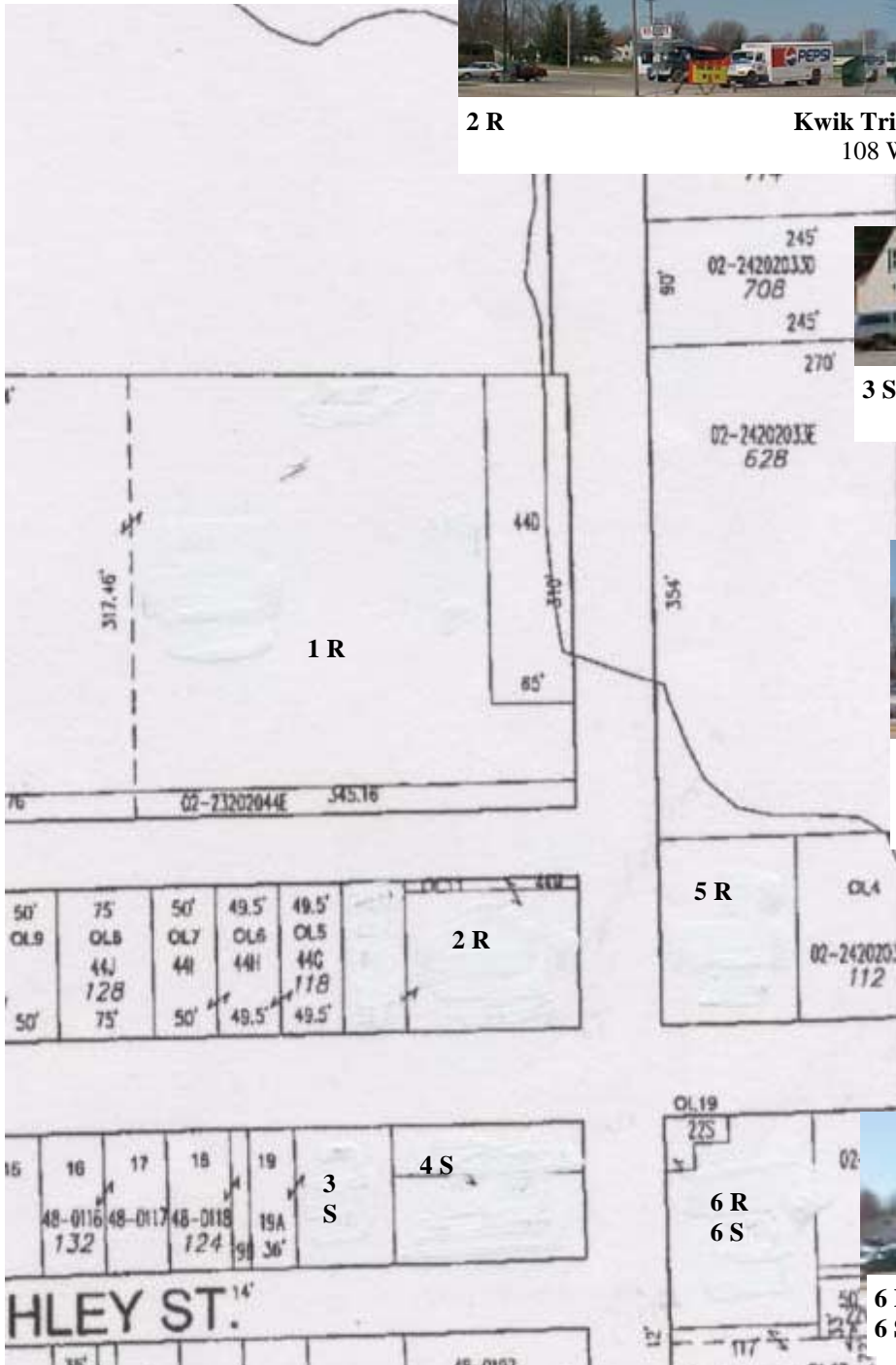
4 S Mom's Place - Service
Corner Laundromat - Service
527 N. Main Street



5 R BP/Amoco - Service/Retail
600 E. Ryan Street



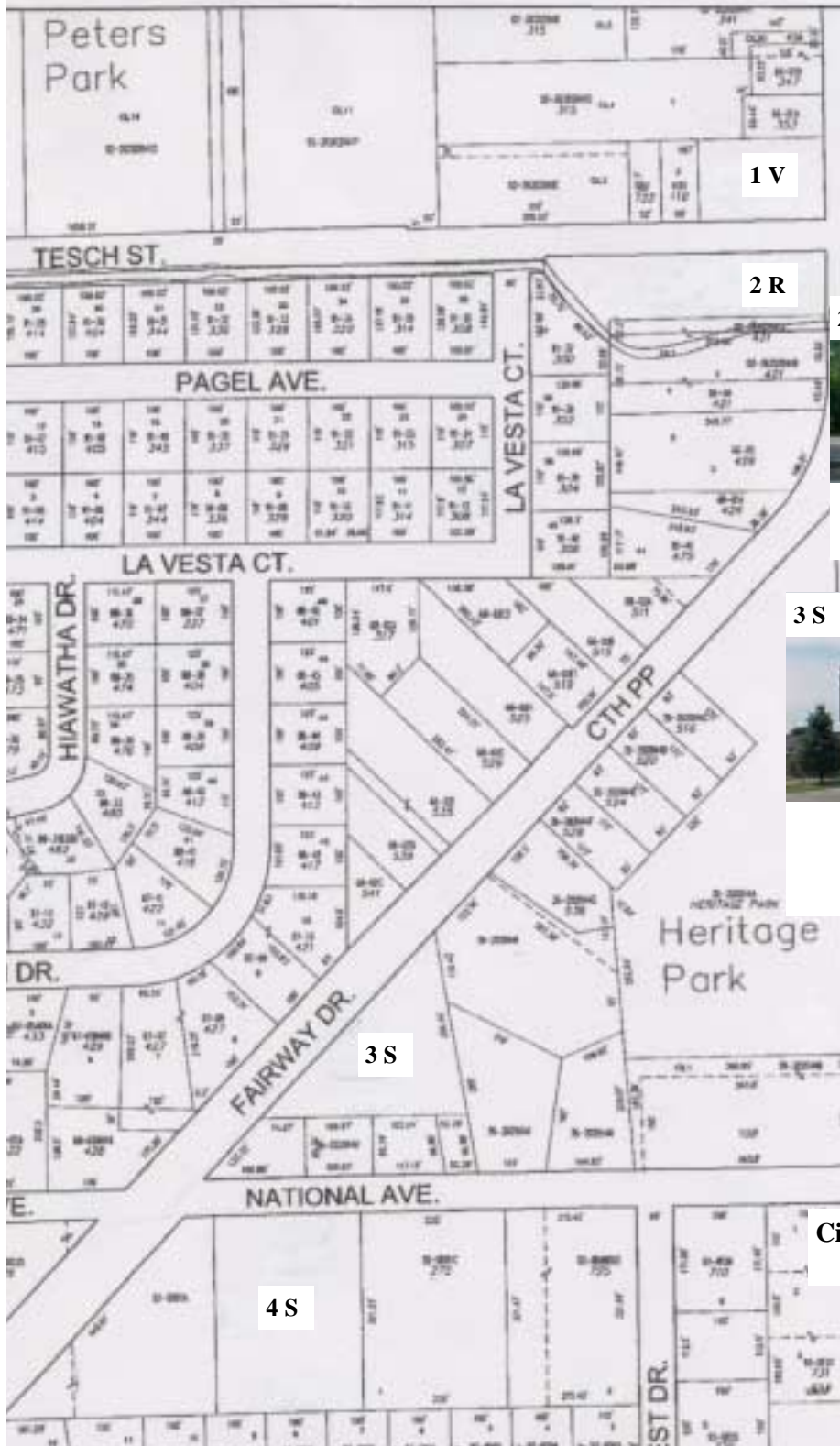
6 R Mobile Equipment Sales - Retail
6 S Day Auto Repair - Service
530 N. Ryan Street



Brillion Market Analysis

Business Inventory

363 S. Main - 333 W. National



1 V
Vacant - Spindler's Furniture
363 & 365 S. Main Street



2 R
Automotive Supply
415 S. Main Street



3 S
Medical Arts Center
Dentist, Physical Therapy
544 Fairway Drive



4 S
Circle of Friends Learning Center
333. W. National Avenue

4 S

National Trends

According to information provided at the 2002 National Town Meeting on Main Street, held in Fort Worth, Texas, there are several trends affecting retail shopping and Main Street/downtown, including communities like Brillion.

- Retailing is returning to downtown.
- Older shopping malls and strip centers are declining.
- Demand for main street housing and business sites is increasing especially in larger cities and suburban downtowns.
- The intensified focus on sprawl is positioning main streets as attractive, appealing alternatives.
- The internet is creating new opportunities for main street businesses. "Location-neutral" businesses are seeking out main streets.
- Shopping malls and power centers continue being developed when overall consumer spending is down and no increase in population and buying power.
- Consumer loyalty has disappeared as there are many retailing venues and information.
- Shoppers are spending less time in malls but many consumers use only the mall's destination businesses. 20 percent of malls today will be something different in twenty years.
- Super stores or category killers are generating one-third of sales today.
- Super store backlash: Are they convenient as they say?
- Convenience. Shoppers have less time to shop.
- Entertainment & entertainment districts. Shopping as live theater. Example: Nike Town, Discovery Channel Store.
- Urban, suburban, rural locations. More and more chain stores are considering downtown or neighborhood commercial district locations; for example: the Gap.
- Negative impacts, especially in suburban locations where brand name stores are forcing out mom and pop businesses.
- Rural population growth may spur new retail development.

Internet and E-Commerce will also have an affect on the Brillion business district. Consider the following:

- E-Commerce generated over \$18.6 billion in total sales in 1999. By 2001, e-commerce sales will reach \$65 billion.
- "Main Street" businesses are using the internet to sell more to current customers while providing them with better service.
- Internet has the potential to help downtown retailers generate more jobs, more business-to-business sales and higher occupancy both on first and upper stories.
- 74 percent of 1999 Trend Survey respondents indicated that the number of downtown businesses going on-line had increased.