

# Analyzing Service Business Opportunities

*This section presents a brief discussion of selected other business categories that have been examined by the market analysis study committee.*

Service businesses have become increasingly important in the community and economic development of smaller towns across the country. These businesses are often essential conveniences for both personal and business needs. A sample list of service businesses that may be found in small town business districts is presented below:

- Copy Shops
- Banks and Credit Unions
- Security and Commodity Brokers
- Agencies, Brokerages, and Other Insurance Related Activities
- Offices of Real Estate Agents and Brokers
- Video Tape and Disk Rental Centers
- General Rental Centers
- Legal Services
- Accounting, Tax Return Preparation, Bookkeeping, and Payroll Services
- Photographic Services/Studios
- Travel Agencies
- Offices Of Physicians
- Offices Of Dentists
- Offices Of Chiropractors
- Offices Of Optometrists
- Child Day Care Services
- Fitness and Recreational Sports Centers
- Bowling Centers
- Automotive Repair & Maintenance Shops
- Electronic and Precision Equipment Repair & Maintenance Shops
- Hair, Nail, and Skin Care Services
- Dry Cleaning and Laundry Services

Three specific service business categories that go beyond this list were identified by the study group. These categories are presented on the following pages.

## Rental Agencies

Rental agencies are businesses that provide equipment rentals for personal, homeowner and contractor uses. The following is a summary of items currently rented in the community (supply). Also included is a general list of rental categories that can be used to explore potential future rental opportunities in Brillion.

### **Current Supply of Rental Services:**

#### **Homeowner Equipment Rentals**

Henry Carstens and Sons (114 W. Water Street, Brillion, WI 54110) supplies the Brillion area with primarily basic homeowner rental services. Items rented include: dollies, lawn rollers, edgers, tillers, thatchers, aerators and carpet cleaners (i.e. Rug Doctors)

Brillion True Value (205 N. Main Street, Brillion, WI 54110) supplies the Brillion area with primarily basic homeowner rental services. Items rented include: pressure washer, tiller, edger, lawn spreader, chipper, Rug Doctor carpet cleaning machines. The operator is exploring additional rental service options, due to customer requests for expanded rental services.

Farm and Home, (Chilton) is where Brillion residents may go for additional needs. This business provides homeowner equipment rentals as well as some basic contractor equipment rentals. Items rented in include: drywall to concrete tools, lawn and garden, popcorn machine and grills engine hoists, lawn mower, pressure washers, floor sander, nail guns, construction tools, roto tillers and ladders. Farm and Home also offers full service small engine repair services, initially to repair rental items, but then expanded to offer the service to the customers.

#### **Formalwear Rentals**

Bullseye Screenprinting, LLC, (210 S. Main Street, Brillion, WI 54110) supplies the Brillion area with men's formal wear rentals, specializing in weddings and high school proms.

#### **Video Tape and Disk Rental**

Express Video (210 N. Main Street, Brillion, WI 54110) supplies the Brillion area with video tape, DVD rentals, as well as video game and video game stations rentals. Other businesses who offer similar but limited rentals include T&C Market (205 N. Main Street) which offers video rentals.

#### **Truck and Utility Trailer Rentals**

U-Haul (530 N. Main Street, Brillion, WI 54110) supplies the Brillion area with U-Haul company moving vehicles such as truck and utility trailer rentals.

### **Other Rental Categories:**

The following are general categories of rental goods used by the U.S. Census Bureau. It is provided here only to offer ideas for additional rental services that might be offered in Brillion.

- Rental & leasing services
- Automotive equipment rental & leasing
- Passenger car rental & leasing
- RV rental & leasing
- Consumer goods rental
- Consumer electronics & appliances rental
- Costume rental
- Other consumer goods rental
- Home health equipment rental
- Recreational goods rental

- All other consumer goods rental
- General rental centers
- Commercial & industrial machinery & equipment rental & leasing
- Office machinery & equipment rental & leasing
- Computer rental & leasing

**Potential Opportunities for Brillion**

It may be advisable for current businesses to consider expanding related rental offerings, especially in the homeowner rental services category. Demographic analysis indicates that consumers in the trade area spend more money than the national average on do-it-yourself home improvements and lawn and garden care.

# Computer Related Businesses

Computer related businesses represent broad areas covering diverse industries and professional expertise. Based on the Census of trade categories for computer related businesses, the following general categories describe these businesses:

- Computer and equipment stores
- Software development
- Web designers
- Training
- Repairing
- Leasing
- Internet service providers

A search for computer related service providers in the region indicates that these businesses are clustered around the population centers of Green Bay and Appleton.

Kaukauna.....	1
Menasha .....	1
Little Chute.....	1
Two Rivers.....	1
Allouez .....	2
Neenah .....	3
Manitowoc.....	4
Green Bay.....	22
Appleton .....	26

## Potential Opportunities for Brillion

As determined in the retail analysis conclusion of Computer Sales, there was a successful computer sales and service outlet in Brillion. Although it closed in the late 1990s, it was not due to lack of business. It was speculated that most of their business came from Computer service and repair.

According to Market Analysis Committee discussions, it is very likely that a business could succeed solely on computer service and repair, especially for business to business support. Most businesses who need computer support call companies out of the trade area, and many times have to wait a full day for service due to the heavy work load of the computer service provider.

# Youth Entertainment Possibilities

One of the topics that came up repeatedly in community surveys and personal interviews was the perceived lack of youth entertainment venues. Whereas people have acknowledged the valiant efforts of the public schools systems, church groups, Public Library, and the City Park and Recreation/Aquatics Department, they still felt that the teenaged segment needed something more. One respondent pointed out that the Graduated Driver's License law that went into effect February 2000 further limited early drivers with entertainment opportunities, due to drive time and passenger restrictions. Historically, Brillion area youth have traveled to neighboring communities like Appleton and Green Bay to frequent teen bars and dance clubs, movie theaters, and other entertainment venues such as golf parks and laser tag.

The Brillion Retail Market Analysis Committee has identified this topic as a possible business opportunity, however, due to the study's limitations, cannot research it to a fuller extent. Instead, the committee has identified possible "next steps" that can be followed for further study.

## **These next steps include, but may not be limited to:**

1. Conduct surveys of both parents and teenagers, themselves, to determine needs and concerns.
2. Compile an inventory of youth-centered activities and venues currently available within the primary trade area.
3. Identify restrictions and challenges faced by teens seeking entertainment options.
4. Identify concepts and venues that may fit into the Brillion area business mix, or opportunities that the schools, Park and Recreation/Aquatics Department, or other established organizations and businesses may like to explore.

## **Groups or other organizations with which to partner may include:**

- Brillion Park and Recreation/Aquatics Department
- Brillion Public School System
- UW-Extension, Calumet County
- 4-H, local chapter

## **Surveying/feedback-retrieving methods include:**

- Focus group discussion with the Brillion High School Student Council
- Program surveys already in place for the Park and Recreation/Aquatics Department
- Community Development personal interviews
- County and State agency studies
- UW-Extension
- Entertainment industry research

## **Questions that need to be answered, to aid in pin-pointing opportunities include:**

- What is the teen-aged segment doing for entertainment now?
- What does the Brillion area currently offer?
- How does the graduated driver's license affect teen entertainment choices?
- What should be the target age for this type of entertainment?
- What type of entertainment is currently offered in the established primary trade area?
- Would there be a youth group with adult leadership, to form their own group, and develop their own entertainment venue, based at the Brillion Community Center?

## Other Services Identified

Although the Market Analysis Committee devoted most of its discussions toward the previous three service categories, representatives also recognized that there are other potential service needs in the Brillion Trade Area:

- Offices of Optometrists
- Dry Cleaning services
- Shoe Repair
- Offices of Physicians and other Medical Providers

Unfortunately, due to the nature of this Market Analysis process, further in-depth study of these areas was not feasible. Further discussions regarding these service sectors may be advisable in future economic development discussions.