

Appendix A

Template to be used for Final Report (also available on the web as a Microsoft Word Document at: <http://www.uwex.edu/ces/cced/communities/firstimpressions>)

Community Visited: Hurley, Wisconsin

Date of Visit: July 16 & 17, 2013

Visit Completed by: Amery, WI

First Impressions:

A Program for Community Assessment & Improvement

(Insert appropriate picture of community here)

This program was first developed by Andrew Lewis and James Schneider in 1991. It was revised in 2002 by Andrew Lewis with further revisions in 2007. This guide booklet format was developed by the Ministry of Municipal Affairs and Housing Rural Development Division, Ontario, Canada, in 2004. Questions about the program should be directed to:

*Professor Andrew B. Lewis
Community Development Specialist
Center for Community & Economic Development
University of Wisconsin Extension
610 Langdon Street, Room 328
Madison, WI 53703-1104
andy.lewis@uwex.edu
www.uwex.edu/ces/cced
(608) 263-1432*

*Graphic Designer: Donna Anderson,
Distance Education/Digital Media Unit, UW-Extension*

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**First Impressions:
A Program for Community Assessment & Improvement
Final Report**

Community You Visited (City and State):

Visitation Team Profile:

Name1: Paul Shafer

Age:	Gender:	Occupation:
64	Male	Director AEDC

Name2: Darcy D. Long

Age:	Gender:	Occupation:
40	Male	City Administrator

Name3: Mike Reynolds

Age:	Gender:	Occupation:
18	Male	Military

Name4: Dirk Prindle

Age:	Gender:	Occupation:
35	Male	Accountant

Name5: Brooke Draxler

Age:	Gender:	Occupation:
23	Female	Recent college graduate

Name6: Bob Kazmierski

Age:	Gender:	Occupation:
	Male	Educator

Date of visit and time spent: July 16 & 17, 2013: 48 hours

Weather on date of visit: 87 degrees and sunny on both days

Prior To Your Visit

What is your impression of the community before your upcoming visit?

- *Northwood's mining-logging community with a sin city atmosphere. Lots of tavern's. A tourist community as well.*
- *Small town "tough area". Lot's of bars for such a small area. Busy during hunting season but dies down significantly during winter compared to summer/hunting season.*
- *Has reputation for lots of bars, fights, drinking. Might have a sagging economy after logging/mining industry dropped/left/ weakened. Twin town with Ironwood, which is the more vibrant community of the two.*
- *Northwoods, open town, bars, tourism driven economy, seedy, outdoor sports/hunting. Snow in winter, ski, snowmobile. Probably a little run down. Old homes. Not a lot of young people. Dying*
- *Lots of bars, women (nudity), rough town. Negative comments of town from others. Smaller town, not much to offer.*
- *Lots of taverns and many strip clubs. Mining and forestry community. Lots of outdoor activities to do.*
- *Party town – lots of bars/strip clubs. Little industry, tourism is focus. Older homes and older schools. Tattoo parlor/piercing business.*

What are you expecting to see?

- *An older community a little run down and in need of investment. A typical north woods-up community. A downtown with many taverns which should mean there is some night life in the community. I also expect to see tourists.*
- *A close community where everybody knows each other's names and reputations are well known. Many of the businesses to be family owned and smaller in size as well.*
- *A community that is looking to improve itself and change its bad reputation. Increasing tourism. Because of size, community/town like Amery.*
- *Evidence of how they attract tourists to Northwood's. Not a lot of industry. A city trying to survive. Empty store fronts. Some good scenery. Night time economy.*
- *Much more than just bars. Small town with elderly population. Tourist type town (larger summer population/ smaller in winter).Hard to see, but items supporting this atmosphere. Little to no manufacturing. A "traveling" town (residents must travel to neighboring towns for employment). Older buildings (brick and mortar)'*

Please comment on what you know about this community.

- *Have 6 strip clubs and over 20 taverns. Has a long history as a mining and logging community. Believe it's the county seat of Iron County. Is a border community with Ironwood, Michigan. Has skiing and natural tourism.*
- *Just over 2,000 people. Lots of bars. Has a rough reputation.*
- *There is a pharmacy. Very close to Ironwood, the UP of Michigan. Population a little over 2,000. Logging/mining industries used to be strong.*
- *My 5th & 6th grade teacher was from there. I know nothing, never been there.*
- *Bars, bars, bars (from others telling me). Population about 2,000. Northern WI town.*

The Five Minute Impression

After taking a five-minute drive through the community without stopping, what was your first impression? As you exit the community, pull over to the side of the road and write down what you felt about the community based on this quick drive through. For larger communities, this may take more time.

- *Lots of bars, clubs. Some beautiful old buildings just off main street.*
- *Older homes – refurbished only with new roofs, mostly. Government centers ok and organized. Bars and downtown buildings (old, repainted, old signs mostly, couple look good – neon sign or clean, redone insides). Great lights/street signs. Couldn't see sign at 4 stop sign corner coming in from 77 south. Streets appear to be updated, sidewalks and curbs too. All good on downtowns – tapers off drastically off of downtown (1-2 blocks), then cleans up again as you go deeper into residential area.*
- *Lots of traffic in downtown area. Many stores and businesses in downtown district. No official entrance or welcome sign other than DOT sign with population. Welcome – Chamber Center office downtown. Signage for official offices – City Hall well marked. Street signs on some corners hard to find or read. Many main highways into the city with signage well marked. Very nice municipal building. Lots and lots of taverns in downtown district.*
- *Older homes. A lot of bars. More bars than service/retail on mainstreet. Great street lights. Great benches and plenty of them. Very nice signage on mainstreet directing to key destinations (schools, library, historical museum). Decent business frontage. Coming in from south on 77, city boundary is bland, no welcome.*

Community Entrances

Approach the community from the major entrances. Rate and comment on each entrance. While there may be an obvious main entrance to the community there are typically multiple ways to enter the community. In some communities there are entrances for other modes of transportation. Comment on other community entry points like airports, bike trails, water access (boat landings), and train stations (page 11).

ENTRANCE #1 Hwy 77 Eastbound

1	2	3(1)	4(2)	5	6(1)	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.25

Range of Scores: 3 to 6

Observations:

- *No gateway – transitions into housing. Same housing design.*
- *Not much of an introduction/transition, mostly houses. Corey Park sign; Al Riccelli Park sign.*
- *Only population sign then residential, flowing into downtown. Couldn't tell you were in Hurley (realistically) until you saw the downtown buildings.*
- *Homes look very run down & there is no official welcome sign to make me feel like I just entered Hurley. Yards look like they could be less cluttered, but every ones lawns were mowed, which looked nice.*
- *No dramatic/bland signage. Just Hurley & population. Older homes.*

ENTRANCE #2: Hwy 51/Hwy 2 North

1	2	3(1)	4	5	6	7(2)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5.67

Range of Scores: 3 to 7

Observations:

- *No welcome sign. Good info center*
- *Nice information center/wayside. No signage. Hotels. Grocery store. Helpful worker at info center. Clean information center.*
- *No sign noted. Saw motels – knew we were in town or close to.*
- *Looked really clean and inviting. I was hoping for some more signs but the information center/DMV was really nice & the maintenance man was very warm-hearted and welcoming.*

ENTRANCE #3: Hwy 77 Westbound

1	2	3(1)	4(3)	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 3.75

Range of Scores: 3 to 4

Observations:

- *Opportunity to do something with bridge.*
- *Bars, gentleman's clubs. Wisconsin sign, nice sidewalks. Bridge could be utilized for nice entrance/welcome sign.*
- *Railroad overhead (painted & side walls, painted murals). Better entrance than others but no name noted (could be easily done). 'Welcome to WI' sign much better than any sign for Hurley.*
- *The overhead bridge is really neat & I think a lot could be done with it. I also really like the murals underneath it. The strip clubs & trash were a major downfall though & there was no attention grabbing welcome sign.*
- *Nice overhead bridge – ideal for some type of signage or graphics. Bars & strip joints. Weedy at one bar.*

ENTRANCE #4: Hwy 51 Southbound

1	2	3(1)	4(1)	5	6(1)	7(1)	8	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5.0

Range of Scores: 3 to 7

Observations:

- *Cemetery, war memorial. No welcoming sign.*
- *Vietnam War memorial, cemetery, Christian Academy, Bible church, No signage.*
- *Motel & liquor store on left. Coming in saw grocery store as there entrance to town. No sign noted.*
- *The Vietnam War memorial was really great to see & was definitely something I wanted to check out. I was once again disappointed to not see any kind of sign welcoming me to Hurley.*
- *Cemetery, County building, Memorial. No brand signage – No real welcome.*

OTHER ENTRANCES (airports, bike trails, boat landings, train stations, snowmobile trails):

Observations:

- *There is no airport, didn't see any boat landings, there were no train stations. Did not utilize the snowmobile trails so cannot comment on those.*

- Community entrances are only DOT signs with population. Very nice trailhead sign in downtown, but it had too many weeds growing around it.
- I would rate entrances as a 6 overall.

Housing and Residential Areas

Drive through as many neighborhoods as possible, including the Downtown.

How would you rate the overall quality, affordability, and availability of housing in the community?

1	2	3	4(1)	5(2)	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.666

Range of Scores: 4 to 5

Quality

Rate using a 1-10 scale (10 is best/highest)

Average ratings for each:

- | | |
|-------------------------------|-------------------------------|
| 5.2 Existing/Older Homes | 6.2 New Homes |
| 6.6 Housing for Seniors | 5.8 Apartments/Rental Housing |
| 3.2 Vacant lots for new homes | |

Observations:

- Lots of older homes, a little shabby, some really run down, but most yards/gardens are very clean/well kept.
- 90% or more are existing homes with facia improvements. Affordable but quality lower than "normal".
- Older homes – some in good repair and some looked to be in tough shape. Did not see any new developments or higher end homes.

Affordability

Is there an adequate mix of housing to suit a variety of income levels?

- Ok. Mostly mid-income levels (nationally recognized poverty –low income)
- I would say no.

Observations:

- Yes, very affordable.
- Yes there is. There were a couple “used” homes that were pretty cheap, then newer things as well as apartments that are more than likely pretty affordable.
- There seems to be a variety of housing options, with older homes being the main stock.
- I did not see any new subdivisions/no higher scale end homes.

Availability

Rate using a 1-10 scale (10 is best/highest)

Average ratings for each:

7.2	Existing/Older Homes	4.8	New Homes
7.8	Housing for Seniors	6.6	Apartments/Rental Housing
3.4	Vacant lots for new homes		

Observations:

- Lots of older homes, these seemed to be the most available. Separate housing for seniors available.
- Did not.
- Did not seem to see many new homes. Apartments were available but seemed to be not many. Did not see many vacant lots for new homes. Most housing was of older existing stock.
- Looked to be plenty of older homes, apartments & nice senior facilities – not higher end homes or lots in city. I am not sure how many older homes are available.

What are the most appealing and least appealing features of the housing in this community?

Why?

- Affordability is great, but most existing homes seem unappealing, haven’t been updated.
- Roofs great (clean & new siding, 80% old, still brick & mortar is showing breaking apart & that is scary to buy). Families would not want to buy within 2 blocks of bars/strip clubs.
- The lawns & gardens looked very nice at most homes & the new houses looked really nice as far as maintenance is concerned. Most homes for sale look pretty run down which isn’t very appealing although they are rather cheap. There are many patches of sidewalk that are broken down & they can be very unappealing.
- Lots of homes had metal roof systems, which is a very appealing feature. Nice homes next to ones that need improvements. Housing prices seemed to be a good thing for those wanting to move to Hurley, WI.
- A lot of older homes in a range of repair. Lawns generally pretty well trimmed. Some junky properties. No upper end homes. A new professional has limited options for Hurley housing.

Please comment on the quality and availability of residential infrastructure (e.g., roads, sidewalks, lighting, public transportation, bike trails/lanes, and green space, street trees, yards):

- *Some empty lots downtown are unattractive. Some updated sidewalks are great. Non-updated sidewalks were overgrown, uneven, and unattractive. No street trees near town, very few in residential areas. Need more greenery.*
- *Roads are decent with not too many potholes although roads could be resurfaced. There are some still in dirt (dead ends). Sidewalks 'ok' but should be updated in residential area and not all blocks have sidewalks. The curb/gutter in most residential areas and stopped at the dead ends and in the middle of some streets?*
- *All of the roads look pretty well taken care of. Lighting was up to expectations and I really enjoyed the red brick in the sidewalks downtown but there were many patches of sidewalk in residential areas that need work.*
- *Roads in pretty good shape for WI. Nice to see most residential areas had sidewalks. ATV trails connected residential areas with commercial ones, very nice.*
- *Nice, beautiful park. Streets looked nice and well maintained. Sidewalks pretty good and street lights are adequate.*

Appeal Rating Category

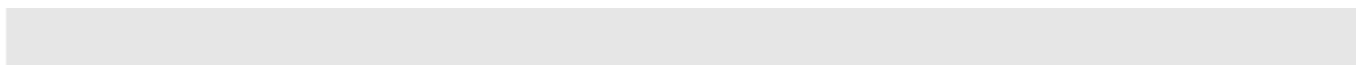
How would you rate the overall appeal of housing to the following populations (1=Not Appealing, 10 =Very Appealing):

Average ratings for each:

5	Single young adults	6.4	Senior citizen
5.8	Young families	2.6	Upscale/professional
4.4	Middle income		

Please comment on your observations:

- *It seemed that a lot of people who work in Hurley lived outside in Ironwood, etc.*
- *Most homes desirable only to low income/middle income families.*
- *Due to many bars & strip clubs I have to say this probably isn't the best place to have a family. Although I do think that it would be a great place for a family to take a day trip. There is a senior home, but I feel like there wouldn't be a lot for seniors to do. I believe the area is most suitable for young adults*
- *Housing seemed to be low end and tough too. See how it appeals to middle/upper income.*



Education, Health, Social and Emergency Services

Education

Comment on the availability and appearance of schools.

Pre-school/Kindergarten/Head Start

- N/A
- *Kindergarten in Catholic Building new in 1991*
- *Available & looks clean/nice. Only issue is that there is a bar right next door.*
- *Have a head start program located near downtown*
- *Head start in old/remodeled building – church? Next to a bar – a little troubling.*

Primary/Elementary/Middle School

- *Only a K-12 school – heard it's a great school. Lots of community involvement, one of the better schools in area.*
- *New in 1991 – 3 schools combined into 1.*
- *All in one building and it looks excellent! Very clean school with a great staff. Looks really new.*
- *All grades in one building built in 1991. School used as a community building.*
- *K-12 in one school – very nice sport venues looked great. Midget nickname does not make a good impression. School has an exceptional facility. Could sense a lot of community pride in the school.*

High School

- N/A

College/University

- *Non within Hurley but Community/Tech College in Ironwood.*

What do residents (young and old) think about the quality and availability of their local schools?

- *Great building for small size town. Better school in the area.*
- *Great combination of schools (residents still talking about it – 1991). Combination of community activities & school.*
- *Very nice schools built in 1991.*
- *Many very positive comments about the school. Technology, community garden, sports teams. Real positive comments*

Overall, how would you rate the adequacy of schools for a community of this size?

1	2	3	4	5	6	7	8	9(1)	10(3)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 9.75

Range of Scores: 9 to 10

Observations:

- *Apparently best in area.*
- *Good size, clean and lots of surrounding quality.*
- *Very nice school facilities, well maintained.*

Health Care Services

Comment on the availability and apparent quality of healthcare facilities

Hospitals:

- *N/A(4)*
- *Ironwood provides hospital service. Clinic in Hurley appears to be adequate. Ambulance/EMT services must be supplied by Ironwood.*

Physician, dentist, optometrist, and other medical offices and clinics:

- *Saw 1 dentist, 1 clinic downtown and an orthopedics.*
- *1 Dentist and 1 clinic. Very limited care – simplest of needs. Any specific care would be outside of Hurley.*
- *Drove by limited facilities was a clinic in the downtown and drove past a dentist office on a side street.*
- *Saw clinic and several dentist offices but did not see an optometrist.*

Long-term care, assisted living, and nursing home facilities:

- *Senior housing is available near senior center, VFW and American Legion.*
- *Villa Vista – large facilities, located next to each other and well maintained.*
- *Very nice nursing home and assisted living facilities.*
- *Seem to be adequate – county facility for nursing home.*

Other health services (e.g., Chiropractor, psychotherapy, naturopath, massage, etc.):

- *N/A (2)*
- *There were chiropractors and massage businesses in the community.*
- *Did not see evidence of these.*

Overall, how would you rate the adequacy of health care services for a community of this size?

1	2	3	4	5(3)	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5

Range of Scores: 5 to 5

Please comment:

- *Don't know*
- *Many times the clinic is more prominent. One sign on a building is hard for many to identify. I did not see until 7pm and started at 11am).*
- *Other services are close by in Ironwood, MI.*
- *Did not see several services one would expect – chiropractor and optometrist.*

Social Services

What social services (e.g., day care, senior center, counseling, etc.) are available in the community?

- *Senior Center. Could use more.*
- *Did not see a day care. Saw a busy senior center. Did not see any counseling services.*
- *Very nice Senior and Community centers. Looks like Hurley has several Day Care operations.*
- *Did see a senior center. As county seat, social services were also available.*

Overall, how would you rate the level of social services for a community of this size?

1	2	3	4(1)	5	6	7(2)	8(1)	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 6.5

Range of Scores: 4 to 8

Civic

Are there a variety of not-for-profit organizations and clubs within the community?

- *Lions Club, VFW, and American Legion*
- *Yes, Lions, etc. are all available community active in most items per chamber staff. None actively “advertised”*
- *The Lions and Rotary club are present in the community.*
- *Chamber, Lioness, VFW, and Legion.*

Overall, how would you rate the level of nonprofit/civic services for a community of this size?

1	2	3	4	5	6	7(3)	8(1)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.25

Range of Scores: 7 to 8

Please comment:

- *Veteran's presence was prevalent in community.*

Emergency Services

Overall, how would you rate the police, fire, ambulance, and emergency medical service facilities? How do local residents feel about these services?

- *Saw police cars 4 times on Silver Street within a 24 hour period, saw 1 ambulance.*
- *Good police and average fire department. It was mentioned by bartender that police much worse in MI than in Hurley, WI. Hurley "only" has city & county cops. Must be pretty lenient as well.*
- *Community has newer facilities for Emergency services fire and police.*
- *Saw police and fire. There is a clinic. Did not poll people on adequacy so I will not rate.*

1	2	3	4	5	6(1)	7	8(1)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7

Range of Scores: 6 to 8

Local Economy

What is your impression of the health of the local economy?

- *Mostly bars. Few restaurants that are not taverns/bars.*
- *Average to below average. Bars, churches & city government are the last items of any dying town & Hurley is strong in all 3, not strong in many other! I would help town develop another specialty.*
- *Very similar to other North woods communities, has weathered the storm of a down economy.*
- *Unemployment of 10%. Housing seemed to indicate a down economy. Older, not new building. Did not see a lot of shoppers on the days of our visit.*

Downtown

Explore and visit as many businesses as possible.

Could you locate the downtown easily? If not, why did you have difficulty finding it?

- *Easily found*
- *Could be found easily. Entrance from 2 of the 3 entrances we 'ran' into downtown. Hwy 2 had nothing by exit/not enough signage leading up to exit, no 'incentive' to take Hurley exit.*
- *Yes, downtown was really easy to find.*
- *Yes main highway's take you to Hurley's downtown district. Signage was good to direct you to this area.*
- *Easy to find downtown. They could use a better map of downtown, this would aid visitors.*

Rate and comment on the overall appearance of the downtown (buildings, displays, signage, streetscape).

1	2	3	4	5	6(3)	7(1)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 6.25

Range of Scores: 6 to 7

- *There are some really nice frontages but the bars/nightclubs really bring down the quality of the downtown. The sidewalks and city lampposts and lamppost signs were beautiful, very high quality.*
- *Street signs and poles are excellent, benches are excellent. Downtown buildings in existence for many decades – some new siding/signs but many have not had much (except for paint)*
- *Very nice streetscape, new light poles, bench seating (almost 2 on each clock on each side of street). Very nicely done flower pots that match lighting and benches. Some buildings in downtown well maintained, while others need attention. A façade program could help encourage a facelift for some buildings.*
- *Downtown had nice signage, lamps, plenty of seating and garbage containers. Some evidence of broken bottles, cigarette butts. Some weedy sights. Smoking spots on main detract from appearance.*

Rate and comment on the variety of shopping in the downtown.

1(1)	2	3	4(1)	5(2)	6	7(1)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.4

Range of Scores: 1 to 7

- *There really isn't much shopping downtown, only a few clothing stores, a grocery/liquor store and bars.*
- *Besides bars, nudity bars & restaurants there are only limited other establishments – cheese, t-shirt/TV, hardware store.*
- *There is a grocery store, hardware store, and a couple of clothing/trinket shops. Otherwise downtown is mostly made up of restaurants/bars.*
- *Limited shopping, mostly taverns, some really good places to eat. Nice hardware store and pharmacy. Chamber office building a real asset to the downtown, very nice coffee shop/cute.*
- *Not a lot of retail on mainstreet (i.e. clothes, furniture, phone/computer) Hardware gets people downtown but little else.*

Rate and comment on the customer service you received in the downtown.

1	2	3	4	5(1)	6(1)	7.5(1)	8	9(1) 9.5(1)	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.4

Range of Scores: 5 to 9.5

- *Everyone was incredible nice and friendly. One woman in Chamber of Commerce seemed in-interested in helping us but a young woman was very helpful there.*
- *Bars had good service but had short comments but still talked to us. Liquor store had no comments. Coffee shop – good comments about drink orders, good smile and friendly service throughout process of ordering. Chamber office said 'Hi' when we entered door, nothing else while in there for 10 minutes.*
- *Almost every person I met in Hurley were the nicest people I ever met. The customer service was great & people were more than willing to have a thorough conversation with me. The only person I met that had a bad attitude was a receptionist at the Chamber of Commerce building who treated me as if she didn't have the time of day for me.*
- *Chamber office staff, the face of the community, not the friendliest. We stood in the office for 10 minutes and no one spoke with us.*
- *Walked in Chamber office and person in office did not acknowledge me in any way, no greeting. Restaurant/bar people very friendly and informative. Liberty bell chalet & Freddy's coffee shop gave great customer service. Store next to coffee shop not much service.*

Rate and comment on the signage in the downtown.

1	2	3	4(1)	5	6	7	8(3)	9	10(1)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.6

Range of Scores: 4 to 10

- Signs for city buildings (senior center, parks, historical museum, etc.) were very visible, nice looking.
- There are some good signs regarding Hurley heritage but some are defaced. No signs are prominent. Great dial on sidewalk depicting marathon; this could not be identified unless you walked on top of it.
- Pretty good signage. Some of signage for businesses is a little crazy and varied.
- Nice signage, very prominent and easy to read – helpful to get you to key areas like school, city hall, etc. Store/bar frontage ranged from nice to confusing. A façade/signage program could add some consistency while allowing for some uniqueness.

Rate and comment on the window displays in the downtown.

1	2(1)	3	4(1)	5(1)	6	7(2)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5

Range of Scores: 2 to 7

- Aren't many window displays, really only neon beer signs, signs for gentleman's clubs that are less than classy.
- Not a lot of displays. Windows are mostly smaller with only open sign or beer sign hanging in them. Those that can have signs/flyers have tinted/reflective windows so not much can be seen from driving.
- Many windows are tinted or are decorated with alcohol logos.
- Retail store fronts were displayed pretty nice. Some of the taverns were not a positive display of downtown.
- Some were good and some a bit risqué for a main street. Very inconsistent.

Rate and comment on the variety and quality of merchandise in the downtown.

1	2	3(1)	4(1)	5(1)	6(1)	7(1)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5

Range of Scores: 3 to 7

- Low variety.
- Food was great. Cheese hut was cheeses from around the U.S... Grocery store was 50% liquor/beer, not what I would expect for a grocery store.
- Very limited
- Bars and some services. Except for hardware – not sure what compels people to come downtown.

Comment on the mix of facilities and services in the downtown (housing, professional services, retail, recreation, accommodation and food, industry, parks, etc.).

- Bars/taverns/clubs; 2 clothing stores; gas stations; clinic; cheese store; pharmacy; Chamber of Commerce; Hardware store; not much variety.
- Rental housing; Professional services – 2 accountants, 1 lawyer, 1 insurance agent; Small selection of retail; a couple of good sized parks with good play grounds; 2 hotels and a couple of motels; Good selection of pizza, burgers, only one fast food place (DQ). Food is mostly “small town” and no supper clubs or fine restaurants.
- Downtown is very slanted toward bars and taverns. There are parks near the downtown area. The restaurants we visited while in Hurley were very good places to eat. One hotel in downtown other hotels are out on the highway. Nice anchor retail business with hardware in the middle of downtown. A few CPA’s and law firms in the district.
- Bars/food/services (lawyer). No Bank, liquor store, theater, fast food (subway), clothes, not sure why I would go downtown to shop.

Rate and comment on the quality and availability of parking in the downtown.

1	2	3	4	5(1)	6	7(1)	8(2)	9(1)	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.4

Range of Scores: 5 to 9

- A public parking lot and street parking available, never seemed to be an issue. One gravel lot that was on the main street and was unattractive.
- Good street parking. Parking lot by Brite Spot 2 probably needs to be updated to black top for tourists & ATV/snowmobile, can’t imagine motel uses the entire parking lot. Not many spots for ATV/snowmobile to park & explore downtown. My guess is they park haphazardly.
- Lots of parking lots need more signage. Could use areas for ATV parking that are designated.
- Plenty of on-street, side-street & lot parking. If parking on main, had trouble getting out into flow of traffic.

Rate and comment on the quality (appearance, adequacy, etc.) of lighting in the downtown.

1	2	3	4	5	6	7(1)	8(2) 8.5(1)	9	10(1)
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8.3

Range of Scores: 7 to 10

- Lighting is new and looks great - maybe a little dim.
- Walked downtown after supper and no problems with lighted sidewalks. All appeared accessible with little risk of injury.
- Lighting was adequate but not quite as exciting at night as I was expecting.

- *Lighting in downtown very nice and up to date.*
- *Lighting looked to be adequate for both walking and parking. Loved the street lamps.*

Does the downtown play a role in tourism? Is there potential for the downtown to play a greater role?

- *Not much downtown – just ATV trail and museum. I wish some bars would incorporate history like prohibition, Capone and Dillinger downtown.*
- *Yes downtown plays a role in tourism and yes it could play a bigger role in tourism. There are some empty spaces but almost 100% filled –great! About 1 block from ‘downtown’ is disorganized and underutilized. Alleys need cleaning up (paved, business clean up, etc.) signs in back of bldgs...*
- *Yes and there is a potential for growth.*
- *I am sure the bars play a role. It would seem that downtown could play more of a role with shopping variety.*

Describe the residential housing mix in the downtown (apartment, single detached).

- *Some 2nd floor apartments above bars, homes get nicer/cleaner/bigger as you move away from town.*
- *Apartment’s downtown – many, many apartments above buildings (ex. 8 above coffee/bar). Most of town is single family homes – no duplexes seen and few other apartments found outside of downtown.*
- *Apartments are above most of the buildings/businesses downtown.*
- *Mostly apartments and homes on side streets and apartments above businesses.*
- *Mostly apartments above businesses.*

Would you find the downtown to be a desirable place to live? Please comment.

- *No – too many bars, told by locals that downtown is unsafe after 6:30pm.*
- *Not for my lifestyle with family and kids.*
- *No. Due to all of the bars, night’s downtown would be less than desirable for living downtown.*
- *Probably not the best place to live with all the taverns.*
- *No. Too many bars. I would not like that.*

Were there any government or nonprofit organization activities that are serving as traffic generators for the downtown (city hall, post office, YMCA)?

- *City offices, library, police and fire department are not right downtown, there out of the way; post office is on main drag.*
- *Post office is downtown. City hall off downtown with fire hall & library, only a few small blue signs to get there. Like the fact that post office is downtown and easily accessible.*
- *There is a post office that might serve as a traffic generator.*
- *Post office is downtown and the city hall is several blocks from downtown.*
- *Post office and Chamber yes and not much else.*

General Information About Overall Retail

Describe the mix of retail shopping available (malls, specialty shops, strip malls, big box stores).

- *No mix – few shops downtown, only a grocery store off of the main street.*
- *Not much to sell to individuals/tourists coming into town (except beer/food)*
- *Grocery store and hardware store.*
- *No malls or big box stores in Hurley. Specialty shops; taverns and a really nice coffee shop.*
- *True value; liquor; pharmacy*

What retail goods do local residents appear to need to travel to surrounding communities for?

- *Household goods, personal hygiene items, gifts, local art, electronics, internet/phone services, cars.*
- *Clothing; quality grocery store; sporting goods; bait store; antiques; attraction sites (even chamber is supporting more away from Hurley itself)*
- *Furniture, automotive supplies, clothing, and vehicles.*
- *Lumber/building materials; medical services (hospital; movie theater; general shopping/clothing.*
- *Clothing; furniture; lumber; bike shop; florist; jewelry; auto; phones/computers; appliances*

What stores or services were missing that you would expect to find?

- *Local foods, variety of foods.*
- *More fast food restaurants; pizza delivery (more than just 1); Chinese/Mexican or some other type of foods; larger pharmacy; hospital/medical facilities.*
- *Barber shops; clothing store; chiropractor.*
- *Meat market; car dealership; lumber yard; gift shop; red box video rental*
- *Clothing; furniture; lumber; bike shop; florist; jewelry; auto; phones/computers; appliances.*

What retail stores or services did you find that were unusual or unexpected for a town of this size?

- *Adult clothing store.*
- *Taxi service.*
- *The True Value downtown was a big surprise to me. It is significantly bigger than the one in Amery & there are less people here.*
- *6 strip clubs; 35 taverns for a community this size (due to its history I knew it existed); ATV dealer.*

What store(s) in this community would you travel a distance of more than 30 miles to patronize?

- *Probably none*
- *If I were a single male – the bars and strip clubs are quite the selection and you can go from bar to bar without driving. Not much else that is attractive. The golf course is unique but looks to be in rough shape and it is poorly organized since you have to go through maintenance sheds to get to golf club.*

- N/A
- *Nothing unique enough to warrant this.*
- *Maybe True Value or ATV purchase/service.*

Rate and comment on the overall condition of the retail sector

1	2	3(1)	4(1)	5(1)	6(2)	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.8

Range of Scores: 3 to 6

- *Surrounded by bars, brings down the appeal of stores.*
- *Retailers in rough shape. Retail is a small portion of local economy. Started by citizens then fails and then someone else starts something, etc... High turnover creates animosity amongst the townspeople & less likely to buy.*
- *A lot of bars that squeeze out potential for other stores.*

Other Retail Shopping Areas (e.g. Malls, Big Box stores, etc.):

If applicable, explore other retail shopping areas outside of the downtown business district and visit as many businesses as possible.

Retail Area #1 N/A

Type (Shopping mall etc.):

Location: *None available in Hurley*

Rate and comment on the overall appearance.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the variety of shopping.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the customer service of businesses you visited.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the variety and quality of merchandise.

1	2	3	4	5	6	7(1)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7

Range of Scores: 7 to 7

- *Very limited, mostly service businesses.*

Retail Area #2

Leave this section blank if there is not a second retail shopping area.

Type (Shopping mall etc.):

Location:

Rate and comment on the overall appearance.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the variety of shopping.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the customer service of businesses you visited.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Rate and comment on the variety and quality of merchandise.

1	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score:

Range of Scores: to

Local Industries

Consider industries only within or adjacent to the community.

What are the major industrial sectors in the community (e.g., manufacturing, construction, transportation)?

- *Lumber/timber; mining.*
- *Mining is the major, the rest are not a major.*
- *Major industry is lumber/logging; some manufacturing, construction, and transportation.*
- *Visited industrial park and the saw mill company is the biggest employer. Several others out there also.*

Who do you think are the major employers in the community?

- *Businesses in industrial district.*
- *Bars – multiple but not major individually; 2 saw mills with some employees but not major. Nothing major noted.*
- *Forestry/logging; tourism; mining; taverns.*
- *The schools; county; saw mill; tourism related businesses.*

What are the major types of manufacturing in the community?

- *Some injection molding?*
- *Logs to lumber – nothing else major noted.*
- *Lumber.*
- *Saw mill and Pepsi distributor.*

What are the major types of primary industry in the community (e.g. agriculture, mining, forestry or fishing)?

- *Mining; lumber/timber*
- *Forestry is minor; mining ore.*
- *Forestry and tourism*
- *Forestry*

Is the community noticeably dependent on any one type of industry? If so please comment:

- *Mining seems to be the biggest dependency.*
- *Mining noted by pictures, political type signs in windows, menus, etc., but not seen as 'current'.*
- *Forestry; taverns; mining.*
- *Forestry; mining has died out.*

Is there a well-defined industrial park or improved land where industries could locate or expand?

- *Yes there is a well-defined industrial park.*
- *Industrial park signs noted at entrance from hwy 77 not anywhere else. Have to drive out of town to see where industrial is.*
- *Yes a very nicely developed one.*
- *Yes. Nice park with buildings and land availability.*

Are the industrial facilities well maintained?

- *Did not visit it.*
- *No. All signs not visible, empty lots not maintained and only one 'visible' sign saying lots are available, but labeled by lots.*
- *Facilities were very well maintained.*
- *For the most part. Many of the buildings looked to be re-purposed buildings. Also could be a little better landscaped to make it more appealing.*

Would this community be an attractive location for industrial development? Why or why not?

- *If residents were better trained, there seems to be many people without work.*
- *Could be – lots of the available lots could be part of the industrial park but are not developed/available. The park needs to be cleaned up and let the businesses know that you're committed to them not the opposite (they have to do all the work).*
- *If their industrial park was or is a TIF District it could be a very attractive place to locate industrial facilities.*
- *I think so. It has available workers, nice industrial park with space availability. Housing availability and winter may be issue, but if someone is looking past the winter (as an issue) Hurley has things to offer.*

Commercial Services

What types of commercial businesses serve the local community (high-speed internet provider, print shops, etc.)?

- *T-shirt shops*
- *None significant noted. Some small shops found but appear to be 'home made' business & not "commercial"*
- *A local internet provider was located in the community. Printing type facilities seemed to be in the community. They have 4G-LTE wireless service in the community, I was very surprised by this.*
- *Did not see any of this.*

What commercial services appear to be missing in the community?

- *No new car dealers*
- *Phone, internet, computer, print shop*
- *Computer; Internet/phone/cell phone; more than 1 bank; more than 1 realtor; more than 1 lawyer; daycare; lumberyard*
- *Professional services; insurance companies; law firms; and CPA's. Seemed there could be more in the community.*

Professional Services

Are banks and ATMs conveniently located? Do the banks have convenient hours of service?

- *Bank in town, credit union out of town. ATM's everywhere, in bars, clubs, and at banks.*
- *1 bank (looks great!); multiple ATM's w/ bars having them. Traditional bank hours – ok.*
- *Banks and ATM's are conveniently located downtown.*
- *There seemed to be one bank in the downtown and a credit union just outside of the city on the highway. ATM's are found in the community.*
- *Yes. ATM's in many businesses.*

How would you rate the adequacy of financial services for a community of this size?

1	2	3	4	5	6	7(2)	8(1)	9(1)	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.75

Range of Scores: 7 to 9

Please Comment:

- *Well maintained bank with nice drive-thru.*
- *Most financial services provided by bank. Very few citizens would need any other non-provided services.*
- *Seems adequate for its size of population.*
- *Seemed to be adequate. Only saw 1 bank – but convenient and large.*

What other professional services are available (accounting, insurance, legal, etc.)? Are there any apparent gaps?

- *Accountant/CPA, attorney, insurance (one of each that is all); also saw a State Farm.*
- *2 accountants; 1 insurance; 1 legal. Gaps would be small or professional services. All 'homemade' shops had nothing to extend to look more professional on their buildings.*
- *State Farm insurance and attorney's office.*
- *Did not see a computer/IT firm serving the community.*
- *Legal is available. Did not see insurance but probably just missed it. Did not see hair care facilities, funeral home, landscaping, travel agency, bike shop.*

Tourism

Does the community have a strong tourism sector? Please comment:

- *Tourism seems to be out of city – ATV trails, ski trails, ski hills, water falls, snow shoe trails.*
- *ATV/snowmobile – yes; Bars (240 licenses) – yes; others – no (more like “out of Home” businesses).*
- *Yes, tourism was a strong sector, focused on ATV's. Some silent sports presence as well. Snowmobiling also important in winter.*
- *Tourism is there lifeblood. Really promote that sector.*

Does the community have a slogan/brand?

- *'Famous Silver Street': 'The Midgets': Not much unity.*
- *Unknown – did not see. Only saw "Hurley" sign.*
- *Midgets??*
- *Could not find a slogan/brand.*
- *Not that was apparent. We asked and no one could think of an official slogan or brand.*

Is the community well known for an attraction or event?

- *Lots of ATV trails, waterfalls.*
- *Unknown – no. only thing I saw was the bars/strip clubs. That is what I thought of when I was told Hurley (bars/strip clubs) not mining.*
- *Al Capone/John Dillinger. Nightlife.*
- *Yes, known for taverns and strip clubs on Silver Street.*
- *I think for its bars and Wild West persona.*

What have you seen that could be developed into a tourist attraction (natural or man-made)?

- *I really believe the history of Prohibition, Capone, and Dillinger could be used to promote/preserve history of town in a classier manner.*
- *Overhead bridge coming into Hurley from West on 77. The underground tunnels could be made into something amazing.*
- *Need to diversify their tourism industry to include more than ATV's and taverns, snowmobiling should include other outdoor sport activities.*
- *I heard about Al Capone being in Hurley. I think something could be developed from that.*

Rate and comment on the quality and appearance of existing tourist attractions.

1	2	3	4	5(1)	6	7(2)	8(1) 8.5(1)	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.1

Range of Scores: 5 to 8.5

- *Historical Museum – lots of stuff.*
- *The museum was great. A lot of the buildings still historical qualities.*
- *Great trails. Great food. Camping & hotels available.*

Do you consider any of the attractions to be underdeveloped? Please comment.

- *Prohibition, Capone, Dillinger*
- *No real 'attractions' except for bars/strip clubs for ATV/snowmobile stops. Some signs & museums, but could be promoted better.*
- *The underground tunnels I heard about could really be turned into something great. I would love to see something done with them.*
- *Some silent sports activities under developed (bike and hiking trails).*
- *I think a nice community map would be an asset for tourism. Having Hurley tourist information in the hotel room would be helpful.*

Are there any community events that could be expanded/developed to be a tourist attraction?

Please specify:

- *Heritage days?*
- *Unknown*
- *It sounds like the Heritage Days do pretty well; maybe they could expand on that.*
- *Annual festival does attract a good crowd.*

Comment on the availability and selection of overnight accommodations in the community (hotels, motels, campgrounds, B&Bs).

- *3-4 hotels downtown, just outside of town, very full for a Tuesday night and lots of nice cars with out of state license plates.*
- *Hotel (Days Inn) room smelled musty/like smoke, small pool, small breakfast. Others (large Residence Inn) looks plain and non-attractive. Motels look rundown and in need of facia updates.*
- *I was very impressed with the Days Inn and I think it does great things for the city. There were three overnight places total which I thought was pretty good.*
- *2 nice hotels and a couple older motels.*
- *The hotel we stayed in, Days Inn was nice, clean. Did not look at others or campgrounds. In talking to people it would seem they are adequate accommodations.*

Are there facilities to accommodate a conference and/or a large number of visitors?

- *No big banquet halls, conference rooms. Maybe at Residence Inn?*
- *Church – None to fit over 50 except the church.*
- *Not that I was aware of.*
- *Did not see a facility that could house a conference.*
- *Beside the school I am not sure.*

Is there a Visitor's Center, Chamber of Commerce office, or other facility serving the needs of tourists? Please comment on staff, facilities, signage, marketing material, maps, etc.

- *Chamber of Commerce office had good material. Staff was silent, we were in there 15 minutes and only got a "hi".*
- *There is a visitor's center and Chamber of Commerce. The visitors' center was great and the Chamber of Commerce was helpful but the receptionist was snotty.*
- *Yes it is very well marked and has lots of literature. Staff does not engage visitors. Don't talk to you unless you engage them first. Director is rude, recommend she be replaced.*
- *There is a Chamber. Contains a lot of material. Could be a little more welcoming to people coming in. In center of downtown and easy to find.*

Rate and comment on the customer service of Chamber/Visitor Center staff:

1	2(1)	3	4(1)	5(1)	6(1)	7	8(1)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5

Range of Scores: 2 to 8

- Chamber of Commerce, small, helpful young woman on staff told us there was nothing in Hurley and to go to Ironwood, MI.
- On our visit – did not welcome us. Later talked to us and were very informative.

Restaurants

Comment and rate the quality of restaurants:

Quality

1	2	3	4	5	6	7	8(1)	9(3)	10(1)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 9

Range of Scores: 8 to 10

Comments:

- Pit Stop – clean, good food; Liberty Bell Chalet – Great restaurant, server (Sarah) was so helpful, kind. Décor was cool!
- Bell had fantastic pizza but poor lighting in bar. Did not go anywhere else for food except coffee house. Loggers has a great interior was not expecting that, very clean bar from exterior sign, love the clean bar.
- I did not have one meal that didn't end up impressing me. All of the restaurants were really clean, friendly, and had great food.
- Hurley has some really good places to eat.
- Ate at Liberty Bell – great food, great service and good value. Ate at the Coffee Shop & Freddie's and experienced the same of great food, service and value.

Variety/Mix of Restaurants

1	2	3(1)	4	5	6(1)	7	8(2)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 6.25

Range of Scores: 3 to 8

Comments:

- 1 Italian restaurant, 1 Café, A Dairy Queen, Many bars and clubs.
- Bar food, Bells pizza/dining, Dairy Queen, not much else, could use other cuisines.
- There was Italian, bars, Mexican, and a café as different options all with their own unique food options.
- Mostly lean toward taverns that serve food. All sit down restaurants, very little fast food, which is a good thing in my opinion.
- Lot of bar food but good. No Subway, which is a little unusual in this size town. Not sure of family restaurants besides Liberty Bell.

What do local residents recommend on where to stay, eat, and visit? One way to do this is to ask questions: “I have only one hour (half a day, etc.) in this community, what would you recommend?” or “where would you recommend we stay/eat?”

- *We were told many times to go to Ironwood for food, entertainment, even the chamber told us to go there.*
- *Gentlemen recommended 3 restaurants (all of which we ate at) and all were restaurants and not bar burgers only.*
- *We were recommended to the Liberty Bell (Italian) but many people actually ended up suggesting I go to Ironwood.*
- *They always seemed to recommend the chalet Italian restaurant.*
- *Liberty Bell*

What local restaurant, specialty shop or attraction would bring you back to this community in the near future?

- *Liberty Bell Chalet, water falls, cross country/snow shoe trails.*
- *Bell pizza, ATV stopping/resting place.*
- *The ATV trails and waterfalls and any restaurant.*
- *Chalet Italian Restaurant*
- *Liberty Bell, Coffee House, Freddie's, ATV trail*

Government/Public Services

Local Government Information

Are municipal offices conveniently located?

Please comment:

- *Not downtown or near the Chamber of Commerce*
- *City Hall off main street a couple of blocks; City garage on south end of town with very little signage to get there and where to go - the sign that is there says not to enter. Library with city hall with fire hall – good centralization of city buildings.*
- *Yes all offices are relatively close to Main Street.*
- *Was located on main traffic street in the community. Very nice DPW garage out by industrial park.*
- *I think so. A couple blocks off main. Easy to find with main street signage.*

How would you rate the availability and quality of the following information provided by the municipal government?

Community brochure/guide:

1	2	3(1)	4(2)	5	6	7(2)	8	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5.0

Range of Scores: 3 to 7

- Everything was great except no good map of downtown anywhere.
- Virtually all brochures in chamber of Commerce were for other towns/counties, not much for Hurley. A lot of stuff though.
- Brochures were offered in a couple different spots & they were pretty helpful.
- No website or pamphlet in community.
- They need a better city map.

Business Directory:

1(1)	2	3	4	5(1)	6	7(1)	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.33

Range of Scores: 1 to 7

- Somewhat there, not very clear/helpful.
- Not aware of any.
- Seemed to only list the chamber members and not the entire list for community.
- Did not find or look for.

Community Profile (including business and industrial sites):

1	2	3	4	5	6	7	8(1)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8

Range of Scores: to

If applicable, were you able to find adequate information to make informed retail, commercial and/or industrial business investment decisions? (Answer only if you played the role of a potential business investor).

- Played the role, a bit, as a site selector. Tourism is the big thing here. Industry is not talked about much.

How would you rate the helpfulness of government employees?

1	2	3	4	5	6	7	8	9(1)	10(1)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 9.5

Range of Scores: 9 to 10

- The women at the library were talkative, helpful, and fun to talk to.
- Did not speak with any employees of the city.
- Talked to county employees, helpful, knowledgeable and informative. Did not talk to city employees.

Public Infrastructure

Comment on and rate each of the following for quality accessibility, or availability where relevant.

Public Transportation:

1(2)	2	3	4	5	6	7	8	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 1

Range of Scores: to

Comment:

- *None available. Did see one transit bus on way out of town, don't know anything more than that.*
- *I know of none.*
- *Did not notice/use.*

Sidewalks:

1	2	3	4	5	6 6.5(1)	7(1)	8(2)	9(1)	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.3

Range of Scores: 6 to 9

Comment:

- *Sidewalks everywhere, downtown are great, some in residential areas are in disrepair.*
- *Look good. Weeds in crack for almost all blocks, not many cracked squares, nice color selection.*
- *Main Street has very nice sidewalks but there are plenty of areas all around town that could be patched up.*
- *Good, flat for the most part a couple of uneven spots on north end of main. Generally weed free.*

Streets:

1	2	3	4	5	6	7(1)	8(2)	9(1) 9.5(1)	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8.3

Range of Scores: 7 to 9.5

Comment:

- *Most are great, don't see many problems.*
- *Painted crosswalks are not good. Streets wide and good to park on.*
- *All of the streets looked pretty nice.*
- *Looked good. Well taken care of. Could repaint walkways.*

Landscaping, Street Trees:

1	2	3	4	5	6(1)	7(1)	8(2)	9(1)	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.6

Range of Scores: 6 to 9

Comment:

- *Love the benches with potted flowers; really wish there were more trees and foliage.*
- *Good flower pots that are clean and new and had live flowers in them. Great light poles, benches and there were pictures/signs on light poles!*
- *There was a moderate amount of foliage around town that looked really nice & there were plenty of trees but things could be a little better kept.*
- *Looked like city landscaping was nicely kept up. Some private businesses can use some cleaning up and weed control.*

Public Restrooms:

1(1)	2	3	4	5(1)	6	7	8(1)	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 4.66

Range of Scores: 1 to 8

Comment:

- *Available at any city offices and in one park, not much else downtown.*
- *Did not know where they were. Unable to rate.*
- *I saw none*
- *It was clean and in good condition.*
- *Did not use.*

Street Signage:

1	2	3	4	5	6(1)	7	8(1)	9(2)	10(1)
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8.4

Range of Scores: 6 to 10

Comment:

- Great signage downtown. Came to some corners in residential area and couldn't figure out where I was due to no street signs.
- Street signs at intersections were small and many times hidden on residential streets (had to slow down to read them properly). Light pole signs look wonderful.
- The street signs were extremely helpful & kept up to date. I had no problem finding/using them.
- Street signage was easy to read and understand.
- Thought these were very good. Easy to read and helpful.

Pay phones, drinking fountains, benches, public Internet access points, other misc:

1	2	3	4	5	6(1)	7	8(3)	9	10(1)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8.0

Range of Scores: 6 to 10

Comment:

- Love the benches with flowers. Internet at library but was very slow, however there is a public computer available.
- No pay phones or drinking fountains. Great benches and not sure about public internet access or where it may be available.
- The benches were great! They looked brand new and had the perfect quantity. There was a public computer at the library with internet access. There were no water fountains.
- Very nice benches and planters on main street. Light poles very nice in downtown.
- Liked the benches. Did not take advantage of other things listed.

Planning

Do you see conflicting land uses in the community (e.g., a residential subdivision next to a pulp mill)? Please comment:

- Churches, playgrounds and bars all together.
- Typical business (repair shop, construction, etc.) out in the industrial park.
- Seemed to be some spot zoning issues with industrial or commercial development in a residential area.
- Some residents next to industrial park but separated by trees/berm. There were some mixed usage of properties and some a bit junky.

Are all land uses appropriate (commercial, residential, green space etc.)? Specify where land uses are not appropriate:

- Some space downtown is used as gravel parking lot, could have a much better use.
- Few open areas on main street (grass). Industrial park spots & potential spots. Need to organize signage and clean up the spots and make it look more current. Residential is ok. A few parks they look good – Good job!
- Land use seemed to be appropriate.

Did you experience traffic congestion anywhere? No (2)

If yes, location:

Comment:

- None.
- No traffic lights only stop signs which are better for the Hurley community. Could have blinking lights on some of the stop signs so they are more visible to cars. Sidewalk paint nearly gone.
- Traffic was pretty smooth overall.
- Not really. I did however, notice some back up at the 4-way stops on main street.

Are community facilities and infrastructure generally accessible for people with disabilities? Please comment.

- Everything seems to be accessible.
- Most places have a 1 or 2 step up to building. By the strip clubs there are 2-3 steps down to the additional sidewalk. Don't know if this was legal as it was done probably after ADA was put into place.
- Yes there are plenty of railings around town which was great to see.
- There were some sidewalks that did not have wheelchair ramps in the downtown district.

Does the community appear to be pedestrian/bike friendly?

- Mostly pedestrian friendly, not bike.
- Pedestrian – yes. Bikes – sort of – they can be on city streets as they are wide enough to be more bike friendly but there are no bike lanes established.
- Yes. Some of the cross walks could use fresh paint.
- Yes it appeared biking or pedestrian could move around the community.
- Never saw a bike. Did do a lot of walking and it was easy in the community.

Recreation, Faith, Culture and Heritage

Recreation

Facilities

Comment on the availability & appearance of each of the following types of recreational facilities. Rate each type of facility.

Parks:

1	2	3	4	5	6	7	8(2)	9(2)	10(1)	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 8.8

Range of Scores: 8 to 10

Comment:

- *Ricelli Park is beautiful and clean, right in the middle of residential area, signage is clear.*
- *Couple of parks, good playgrounds with new equipment. Lots of Baseball fields. Clean, recently mowed and newer bathroom house.*
- *Parks looked really clean and utilized much of their space.*
- *Saw 2 parks that looked well maintained and inviting.*

Public recreation facilities:

1	2	3(1)	4	5	6	7(1)	8(2)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 6.5

Range of Scores: 3 to 8

Comment:

- *ATV trail is popular and is accessible from downtown.*
- *ATV/snowmobile have great trails and many miles.*
- *Library? Museum? Not really much for a teenager to do.*
- *Did not observe*

Private recreation facilities:

1(1)	2	3	4	5	6(1)	7	8(1)	9	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 5

Range of Scores: 1 to 8

Comment:

- *Golf?*
- *Golf course is unique in "MTW" but could use some improvements on the cart path, glass, and water.*
- *N/A*
- *Did not observe.*

Based on your impression, what do people in this community appear to do for recreation/fun?

- *Drink and ATV*
- *After hours – bars; during day – work and return home for family fun @ home or school sports.*
- *Mostly outdoor activities: ATVing, biking, going on trails*
- *Baseball, ATV trail riding, downhill skiing and cross country skiing.*
- *ATV, snowmobile, skiing, running, volleyball, and bocceball*

What recreational facility (private or public) in this community surprised you?

- *Waterfalls*
- *The size of the football stadium; there is a practice football field at the school; the*

number of baseball fields across town.

- *The 4 gentleman's clubs(not so much a pleasant surprise)*
- *None*

What recreational activities or facilities seemed to be missing?

- *Silent sports in Hurley, not just Ironwood.*
- *Something around river (park, etc.)*
- *Skate park and bike trails.*
- *Biking and swimming.*

Rate the overall suitability of the recreational facilities for each of the following populations using a 1-10 scale (10 is best):

Rating Category

- 5.6 Senior citizens
- 6.8 Families
- 6.8 Singles, young adults
- 5 Teens
- 5.2 Children (12 and under)

Entertainment

What does the community do for entertainment?

- *Drink, ATV, school sports, go to Ironwood*
- *School sports, Marathon, parade, bars*
- *Bars/nightlife*
- *Ride ATV's and snowmobiles, Go to the taverns. Nice park that the residents seem to use.*
- *Lots of bars and the community celebration*

What entertainment opportunities do residents feel they lack?

- *Theater*
- *Anything at night for family fun. Families keep kids in after supper time for fear of downtown activities. Movies, theater, etc.*
- *Alternatives to hanging out at the taverns.*

Does the community have a vibrant nightlife? Please comment:

- *Nightlife seems to be bars, gentleman's clubs that make town unsafe at night.*
- *Vibrant? More bars than other businesses combined. Alcohol keeps downtown active and possibly dangerous.*
- *Yes, plenty of bars/gentlemen's clubs*
- *Lots of taverns and bars.*
- *I am sure it does, particularly on weekends and holidays. We were there on a Tuesday night and it seemed slow.*

Faith/Religion

Comment on the number, appearance, and selection of denominations in the community.

- *All seem clean; Presbyterian, Methodist, Catholic*
- *Several churches noted; Catholic, Lutheran, Non-Denominational. They all look ok, not great but good enough to enter for a 1st time. Slight clean up on signs and entrance points to church would make them great.*
- *A few churches of different denominations; Catholic, Presbyterian*
- *The community seemed to have several denominations of faiths represented in the community.*
- *Saw 2 churches and they looked appealing and had character.*

Are there any outstanding architectural or design features found on the religious buildings you visited?

- *Love the steeples and brickwork.*
- *One church has a new design and looks good. The Catholic church looks old and possible run down, the head start that is there, makes it look newer for activities.*
- *Bell towers*
- *A couple of the churches had some nice stained glass windows*

Please rate the religious buildings and denominations represented in this community.

1	2	3	4	5	6	7(2)	8(1) 8.5(1)	9	10
Poor	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.625

Range of Scores: 7 to 8.5

Comments:

- *Lots of variety for a small town*
- *Most looked clean and well-kept and of reasonable size.*

Culture and Heritage

Does the community hold any events (festivals)? Which events are held annually?

- *Italian Festival*
- *Marathon and Italian parade*
- *Heritage festival*
- *Festival Italiano and Iron County Heritage Festival Parade.*
- *Yes they have a 3 day festival July 26-28. There is an Italian festival and a Marathon festival.*

What events are popular with residents?

- *Italian Festival and school sports.*
- *Parade*
- *The Festival Italiano seemed to be a favorite of local residents.*
- *A 3 day festival in July, an Italian festival and a Marathon festival.*

Do the residents feel there is a lack of community events?

- *Some business owners wish the festival hadn't moved to the park because it takes away from downtown.*
- *I don't see a lot of community activities for families' year round (i.e. music, theater, nonprofits abounding with different activities). Chamber office didn't have much for Hurley but had several for other towns.*
- *A resident offered that they hold more variety of events, keep what they have but ask the public for other ideas and to talk to the youth.*

Does the community have historical buildings or places? Are they well maintained?

- *Historical museum; it has lots of stuff and so many pictures! Many cool old things; a real asset to the community, wish it was used more.*
- *Museum, rest area, VFW, etc. simplistic historical sites but not a lot of data found to support full knowledge of these events, people, etc... The sites looked cleaned, well maintained and we wanted to visit.*
- *Museum and Vietnam War Memorial are both well maintained and the museum is an excellent experience.*
- *Yes, the old courthouse is now a very nice Historical Museum.*
- *A museum. Looks like they have successfully converted/re-purposed some older buildings into Head start school, Museum, and a bank into a bar. Doing a good job of keeping the old and making them useful. They look pretty well maintained.*

General Observations

Role Playing

The following questions may be assigned to individuals. (Record comments and responses from residents.)

Would you consider this community as a suitable location for a young family? Why or why not?

- *During the daytime, Hurley can be a semi-decent family town. I feel, like the school does, that the town has much things going for it, but at night the things are just to mature.*
- *This might be a good community for a young, but the parents would need to counter act the huge tavern presence.*
- *Although the school seems to be very nice as well as the parks, I think the downtown may over ride those positives – so probably not. The housing & bar culture seem to work against young families.*

Would you consider locating your retail or service business here? Why or why not?

- *There is a need for more service and retail businesses in Hurley and there are opportunities. Not sure if there are resources from the city to assist potential new businesses.*
- *If I had a gap filling business, I would consider it. Good workforce, lack of competition could be helpful. I would want to talk to the Chamber members and get a sense of their willingness to collaborate on marketing.*

Would you consider locating a manufacturing business here? Why or why not?

- *Yes, if the facility could overcome distance to customers and markets. Would best to be related to mining or forestry industry.*
- *Probably not. Tough transportation for supply chain materials & finished goods. Winter. Finding skilled workforce could be an issue.*

Would you consider this a suitable location for a retired person? Why or why not?

- *I would only recommend Hurley to someone retired if they had very important family there. Otherwise just tour it.*
- *There is a large population of seniors in the community, but lack of medical services may be an issue for some people.*
- *If they were looking for winter activities & ATV – yes. If looking for affordable housing – yes. If looking for medical services or easy shopping – walk to places – probably not.*

Would you consider this a suitable location for a young adult? Why or why not?

- *Hard for young adults, not much to do in town other than drink.*
- *Hurley is a perfect town for a single young adult & I would not be reluctant to recommend Hurley to them than to anyone else.*
- *If a young adult enjoyed the outdoors, this would be a good community for them.*
- *Sure it has nightlife and outdoor activities.*

Would you consider visiting this community as a tourist? Why or why not?

- *Would love to visit for recreation outside of the town (ski trails and waterfalls)*
- *Absolutely. Hurley has great tourist potential with its rich history & countless opportunities for outdoor recreation (i.e. trails, parks, waterfalls).*
- *Yes, because of the outdoor recreational opportunities.*
- *. For the ATV riding trails, food, and friendly atmosphere.*

Information from Community Residents

Comment on the quality of information and assistance provided by residents and employees of local businesses.

Were community residents knowledgeable about their community?

- *Librarians were talkative/helpful. A few others referred us to Ironwood. Dave O’Leary was a resident who struck up conversation on the street with us, talked for a long time about history, his experiences. So interesting and amazing.*
- *Yes, friendly people at each place. 1 person said she was from Ironwood & doesn’t know anything about Hurley???* (Too close to not know anything!)
- *Yes! Everyone seemed very knowledgeable in the towns past.*
- *Spoke to a few people about a couple items in the community and they were unable to help us.*
- *Yes. Comments about schools, activities, history, and issues.*

Did they refer you to someone else who would help?

- *Referred to Chamber*
- *Nope. Only one referral and that was to where to go for lunch.*
- *No, but there was no need. A museum was suggested though.*
- *No*
- *Yes. Economic Development*

In general, did residents you spoke with have a positive or negative attitude toward their community? Why? Did you sense community pride?

- *People like Dave were proud, many said there were just bars and we should go to Ironwood.*
- *Satisfactory attitude. Meaning: they had a job & are making a living BUT they are not making so much that they can enjoy stuff outside of the home too often.*
- *Positive. It is a very proud town without a doubt. I heard negative and positive comments about the community. Many of the comments were related to Silver Street concerns.*
- *Sensed community pride in school. Some negative attitude about more could be done for businesses in town. Chamber does not listen to suggestions. Positive comment about restaurants, mainstreet, and trails. Not one person talked about waterfalls to me.*

Did residents identify a particular issue (e.g. safety) to be of major concern?

- *Safety*
- *Nothing identified specifically. Only mentioned not being out late with their families.*
- *Mining?*
- *Drunken people on streets. Amount of trash and broken bottles on lower Silver Street.*
- *Mining – big issue. People may have thought we were involved in that a little. A little cold to us. Keeping kids in town. Brain drain. Losing citizens because jobs have left.*

Overall, how would you rate the quality of information from community residents and business employees?

1	2	3	4	5	6(1)	7	8(2)	9(1)	10	
Poor	•	•	•	•	•	•	•	•	•	Excellent

Average Team Score: 7.75

Range of Scores: 6 to 9

Please comment:

- *Surprised how much we were told to find things (food and fun) outside of Hurley.*
- *Information was obtained from retired persons on the street/bartenders/waitresses/other ad lib individuals. No direct owners identified.*
- *In a short time, we heard a great deal about issues, school, businesses, recreational plans, and events.*

Using Your Senses

What did the community taste like? Was there any specialty food item, bakery, restaurant, or candy store that you will remember?

- *Never had a bad meal or snack!*
- *Bell Pizza – great Pizza (specialty pizzas) rest is ok.*
- *All of the restaurants/food was amazing and very clean.*
- *No*
- *Liberty Bell Pizza; bakery smoothie; Freddie special burger*

What did the community smell like? Was there any offensive industrial, agricultural, or sewage smells? What about pleasant odors (flowers, food, etc.)?

- *No smells, neutral.*
- *I can't smell most things – so I didn't smell anything offensive. Smelled cigarettes outside (dislike). Need better cigarette butt dispensers – not coffee cans.*
- *I didn't smell anything bad but there weren't any good smells that jumped out at me either.*
- *No*
- *No offensive odors*

What sounds did you hear? Please comment on the level of noise in the community (traffic, industrial, birds singing, water falls, music on the streets, trains, noon whistle, etc.).

- *Traffic and bell tolls*
- *Cars on the street; music @ some bars; No other particular sounds identified.*
- *There was moderate noise from traffic, sometimes you could hear music when walking by a bar. Church bells rang periodically.*
- *None I could remember.*
- *Heard birds. Overall pretty quiet.*

How would describe the overall environmental health of the community (air quality, litter, noise pollution etc.)?

- *Litter outside bars (beer cans, cigarette butts, torn men's underwear, broken glass)*
- *The air quality was decent; the litter was ok but some trash around certain bars and disliked coffee cans outside of bars for cigarette butts; No pollution was identified.*
- *Overall environmental health was great; there were just a few spots on Main Street that had some litter.*
- *More litter than should be on Silver Street.*
- *Generally good: by strip clubs there were broken bottles and cigarette butts. By the Brite spot (liquor store) a lot of wood in parking area.*

Did you experience anything that had a strongly negative or positive impact on the way the community felt to you (hateful or angry responses, crowded or deserted streets, safety issues, smiling faces, etc.)?

- *Everyone very friendly, lots of drinking and smoking outside bars. Told to avoid Silver Street at night.*
- *Strip clubs are bad (better that some are back to back); hard to convince 'families' to move there if ½ of what they see is nudity, and alcohol based.*
- *Everyone except one person in Hurley had been extremely nice to me & only gave me a smile & great conversation but nothing negative happened.*
- *Tuesday at 10pm, downtown was dead.*
- *No. Lady and janitor at the school were delightful. Liberty Bell and Hotel staff were great.*

Do you think your impression would be different if your visit occurred during evening hours?

- *Yes! Especially weekend nights.*
- *Probably would be worse depending on what day of the week it was. Daylight is better that I got to see well maintained lawns, good parks, etc.*
- *Not very much during the week, but on weekends I'd be willing to bet that it changes immensely.*
- *No*
- *I am thinking on a weekend my impression may be a bit different.*

Wrap-Up

The following questions are to be answered by all team members:

Was your perception prior to the visit accurate? In what ways was the community different from what you expected?

- *Some perceptions were seemingly great, but there was another great side to the community – great schools, community garden, and extension work.*
- *Yes in terms to the bars and strip clubs; yes and no for family life – nice schools and great people but hard to survive with downtown the way it is.*
- *There were lots of bars like I expected but the people were much more friendly and conversational than I expected them to be.*
- *Yes, I expected to see lots of taverns and the 6 strip clubs. I was not expecting to see the street scape in downtown and the nice industrial park.*
- *Lots of bars, assumed older homes, strip clubs. Bright lights much like North Las Vegas. Clean, nice people. Good foods and nice parks. Not as over the top bright as I expected.*

Did the information you collected prior to the visit accurately reflect what you observed/experienced?

- *Some good things were a pleasant surprise (i.e. great schools, community garden)*

- *Not much obtained before, the information was incomplete about the town so could not obtain full picture.*
- *No. I thought it was going to be a scary place but it ended up being really friendly.*
- *Yes and no. The taverns in the downtown reflected what the downtown would look like. I experienced a community with a rich history and some great places to eat.*
- *I did not collect a great deal of information prior to my visit. I did browse the web and it did reflect what I am seeing.*

What is the most outstanding feature of this community?

- *Seemed to be schools and extension.*
- *The most prominent was the bars and strip clubs but the others were the school and sports facilities.*
- *That all of its townspeople have such pride and knowledge of the town's history.*
- *The nice benches/garbage cans, flower pots and light poles in downtown.*
- *ATV trails; great food; the few people I intersected with were very nice. More green-space than I expected. K-12 school and what it means to the community.*

List five positive things you observed about this community.

1. Outdoor recreation; the "drive" to succeed & improve community; Very friendly townspeople; Has a deep roots in its history and celebrate it, unlike many communities; Nice school k-12.
2. Silver Street sidewalks, benches and flowers; school facilities; Much recorded history and notoriety; Has plenty of hotels & motels for a community its size; Old world feel in places that I visited, has historical background that people seemed to be proud of.
3. Historical museum; restaurant food was great; Great food at every place in town; Lots of outdoor recreational opportunities; good food and good variety of food.
4. Community, school gardens, school; sidewalks/lights/curbs – all wonderful; Very clean for the most part; Housing is reasonably priced; Nice parks, lots of recreational activities to promote.
5. Friendly people; ATV/snowmobile trails and lots of them; Great school; nice industrial park with opportunities for growth; Well lighted main street, benches and sidewalks, nice industrial park.

What are three potential opportunities available to the community?

1. Utilize history!; History of bar, Capone, underground tunnels could be noted & be a tourist attraction; Using the underground tunnels for tourism; space in industrial park; Brand (Capone link), welcoming at all entrances.
2. Revitalize Silver Street storefronts; Lots of industrial lots and potential lots, make it look better and more attractive to potential business people; Using the overhead bridge on the east end of 77 to do something new (clean it up and allow people up there); Need for additional retail; Find that one or two things to get people downtown besides bars.

3. Memorial building restoration; Improve trails and parking lots for them. People are more likely to stop in certain spots that have easy access to parking w/ trailer and to spend more money in town; Bring back more of the older neon signage & make the downtown more exciting with it; Silent sports tourism; Use overhead bridge to tell a story like other murals.

What are the five biggest obstacles/challenges facing this community?

1. Bars and strip clubs bring down the appeal; Mine opening or not – new jobs; Strip joints; Jobs for low-skilled and professionals; reputation.
2. Cans, cigarettes and trash in the street; perception of bars/strip clubs, making a history of Capone could help with this perception; outrageous number of bars; need for newer housing stock; housing.
3. No safety at night; Elderly population will probably object to change except for the mining; messy yards on outside of town when first coming in; improving recreational opportunities; brain drain.
4. “Midgets” slogan is inappropriate; Conformity of downtown buildings, by looking similar it would make downtown more attractive; limited variety of restaurants; Brain drain of youth; good paying jobs and more jobs.
5. No all-encompassing brand for town; lacking retail shopping; not much for teenagers to do for fun; dwelling on the negative past; keep young people active.

What will you remember most about this community six months from now (positive or negative)?

- *39 liquor licenses, strip clubs and recreation available.*
- *Bella pizza and the bars and strip clubs*
- *The rich history.*
- *39 taverns and 6 strip clubs, the street scape in downtown was done very well, and an excellent historical museum.*
- *Food, trails and k-12 school*

What have you learned here that has changed your impression of your own community?

- *The bad reputation isn't the whole town – they have a beautiful park (Riccelli)!*
- *Cleanliness & the fact that bars are not 'dirty'*
- *Our community is a lot less proud.*
- *They care about their history and there are people in Hurley who want a bright future for their next generation.*
- *This is a place to visit and enjoy riding my ATV. It is more than bars and strip joints.*

Has this experience given you any new ideas about what is needed in your own community? Describe one idea that you will borrow for use in your own business/community and describe how you will start to implement it within the next 72 hours!

- *Uniform signs for parks, city buildings and the beautiful benches.*

- Benches, sidewalks, etc, help make all businesses appear better even the bars and strip clubs.
- More tourists options, hotels and things to do for fun.
- Yes it has. We need more seating in the downtown beaches, better signage directing people to various community offices and we need to promote our trails more than we are now.
- Yes the benches and street lamps and the k-12 school garden.

Describe one idea that you will borrow for use in your own business/community and describe how you will start to implement it within the next 72 hours!

- Uniform signs?
- First, better identify the industrial lots & communicate these openings to Amery's community/business leaders & advertise their openings elsewhere as well. Second, newer sidewalks, benches, flower pots, etc. to beautify Amery's downtown. Third, Integrate history into downtown with signs, pictures, etc... Fourth, we are a city of lakes and rivers – however, there are tons of weeds on top, shouldn't we clean this off if we want to retain this slogan??
- I am going to have a better sense of pride in my town & encourage others to do so as well.
- New signage that directs people. We should be ordering them and installing right away. This will take longer than 72 hours.
- Work to make main street more inviting. Actions we take will come after the first impressions program does their brief, but mainstreet may be an area to work on.

Other comments:

- I really believe this community should utilize its prohibition history. Really unify the bars and really learn each place's history. Create a historical bar tour to bring in business and embrace their history without it being an embarrassing or awkward subject. Businesses could have coordinating signs and updated frontages. It could really bring new life to the downtown.
- Hard to do in 72 hours! Setting up a meeting to talk about items like these is hard to do in 72 Hours! Agreed?
- Despite many of Hurley's faults, I really think it is a great town overall & I had an excellent time there.
- Because of my debate people seemed a little hesitant to speak with me. Strangers asking questions. Chamber office very rude and unprofessional giving a poor face of the community. City of Hurley needs its own separate government website, different from the Chamber.
- Overall, I learned Hurley has things going for it. It will need to determine how to embrace its history and make it a positive. I learned to look at my town as a tourist. What do I see? How would it affect me if I was coming to Amery for the first time? The mining issue in Hurley cast a cloud over things.

First Impressions Community Exchange Photo Log

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