

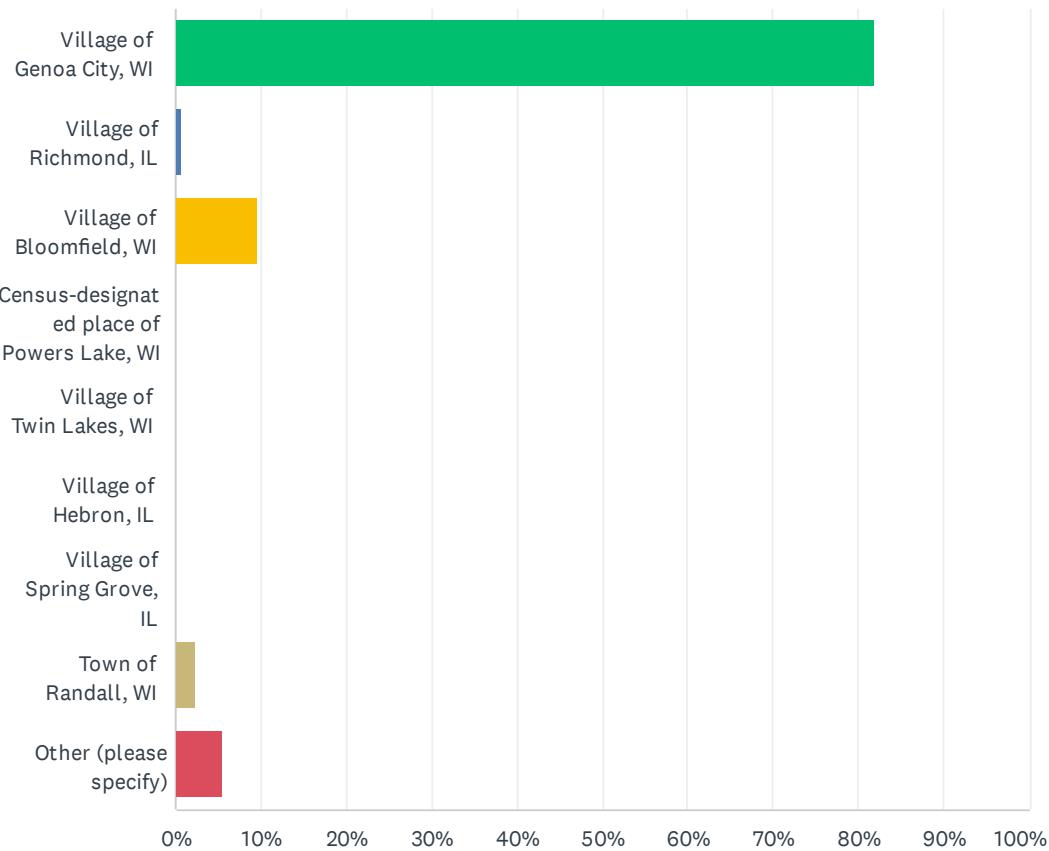
APPENDIX C:

PUBLIC ENGAGEMENT

RESULTS

Q1 Where do you live?

Answered: 177 Skipped: 2



ANSWER CHOICES		RESPONSES
Village of Genoa City, WI		81.92%
Village of Richmond, IL		0.56%
Village of Bloomfield, WI		9.60%
Census-designated place of Powers Lake, WI		0.00%
Village of Twin Lakes, WI		0.00%
Village of Hebron, IL		0.00%
Village of Spring Grove, IL		0.00%
Town of Randall, WI		2.26%
Other (please specify)		5.65%
TOTAL		177

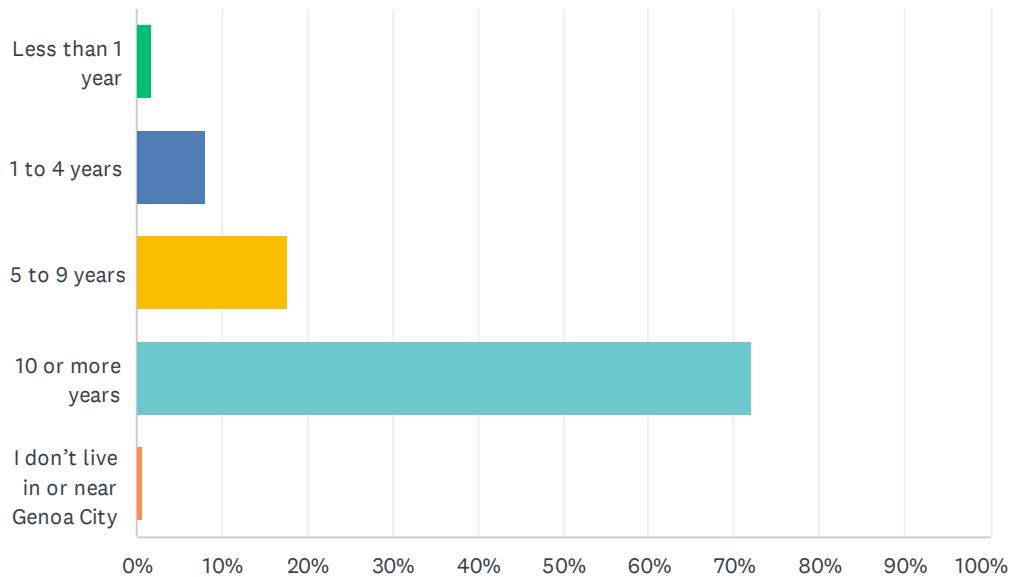
#	OTHER (PLEASE SPECIFY)	DATE
1	Bloomfield Township	3/31/2025 6:40 PM

Village of Genoa City Community Survey

2	Lake Geneva	3/19/2025 5:32 PM
3	Lake Geneva, WI	2/15/2025 10:29 AM
4	Elkhorn	2/7/2025 7:56 PM
5	Lake Geneva	2/7/2025 11:56 AM
6	Walworth County	2/7/2025 10:14 AM
7	Pell Lake	1/31/2025 12:16 PM
8	Bloomfield Township	1/31/2025 10:07 AM
9	School district GEnoa City	1/30/2025 12:14 PM
10	Geneva Township	1/27/2025 8:45 PM

Q2 How long have you lived in or near Genoa City?

Answered: 175 Skipped: 4



ANSWER CHOICES	RESPONSES
Less than 1 year	1.71%
1 to 4 years	8.00%
5 to 9 years	17.71%
10 or more years	72.00%
I don't live in or near Genoa City	0.57%
TOTAL	175

#	COMMENTS:	DATE
1	34 Years	3/19/2025 9:26 PM
2	I own a business in the village	3/19/2025 5:32 PM
3	But I grew up in Genoa City and would love to see it revitalized.	2/15/2025 10:29 AM
4	60yrs	2/8/2025 4:23 PM
5	27 years in the area	2/7/2025 9:10 PM
6	I lived in Genoa City for 20 years and my parents continue to live in GC.	2/7/2025 7:56 PM
7	I grew up there . 1963 to 1986	2/7/2025 11:56 AM
8	Grew up and spend time here (it's "home")	2/7/2025 10:14 AM
9	23+ Years	1/29/2025 9:10 AM
10	We have been here 42 years. We purchased an old Victorian and have restored it beautifully adding to property values. Our children comment that it has been a great place to grow up and I think it continues to be! But we deserve better on many levels and it has declined. We are	1/28/2025 2:24 PM

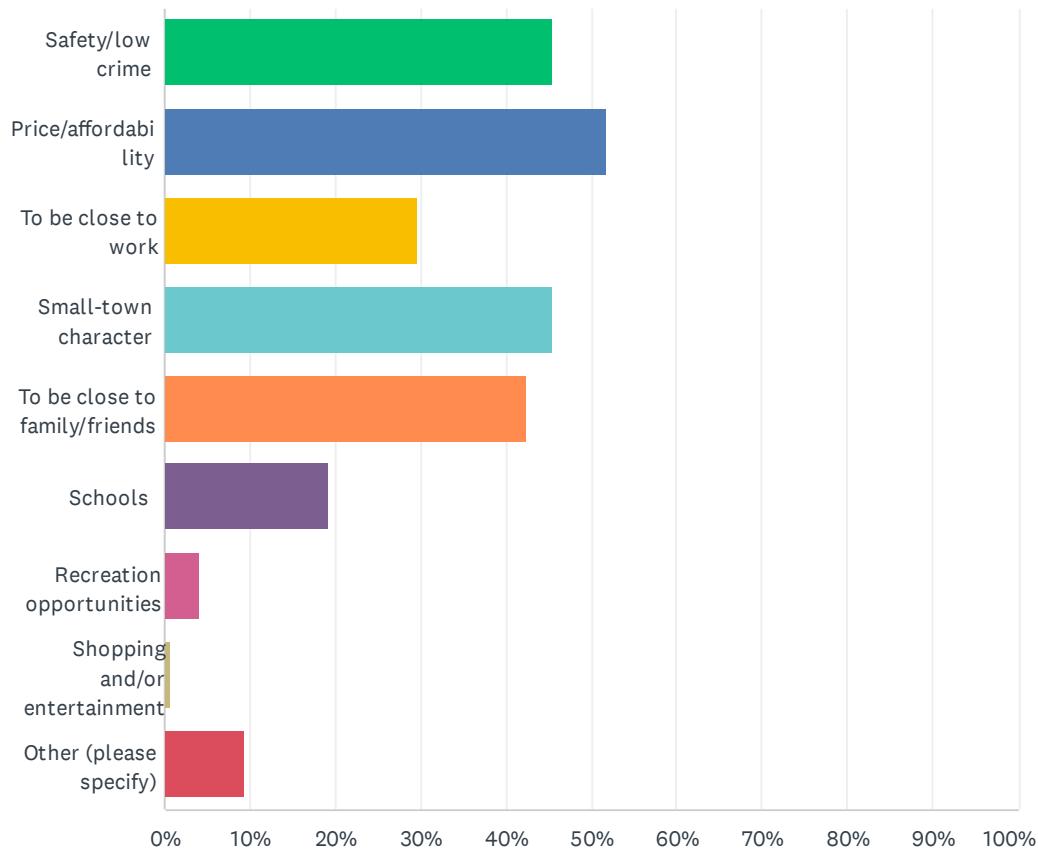
Village of Genoa City Community Survey

considering moving out of the village to another area because of How awful the downtown looks and makes us feel.

11	45 Years	1/28/2025 1:32 PM
12	9 years	1/27/2025 9:14 PM
13	September 1st, 1986	1/27/2025 6:38 PM

Q3 Please indicate why you live in or near Genoa City. Select all that apply. If you don't live in or near the Village you may skip this question.

Answered: 172 Skipped: 7



ANSWER CHOICES	RESPONSES
Safety/low crime	45.35%
Price/affordability	51.74%
To be close to work	29.65%
Small-town character	45.35%
To be close to family/friends	42.44%
Schools	19.19%
Recreation opportunities	4.07%
Shopping and/or entertainment	0.58%
Other (please specify)	9.30%
Total Respondents: 172	

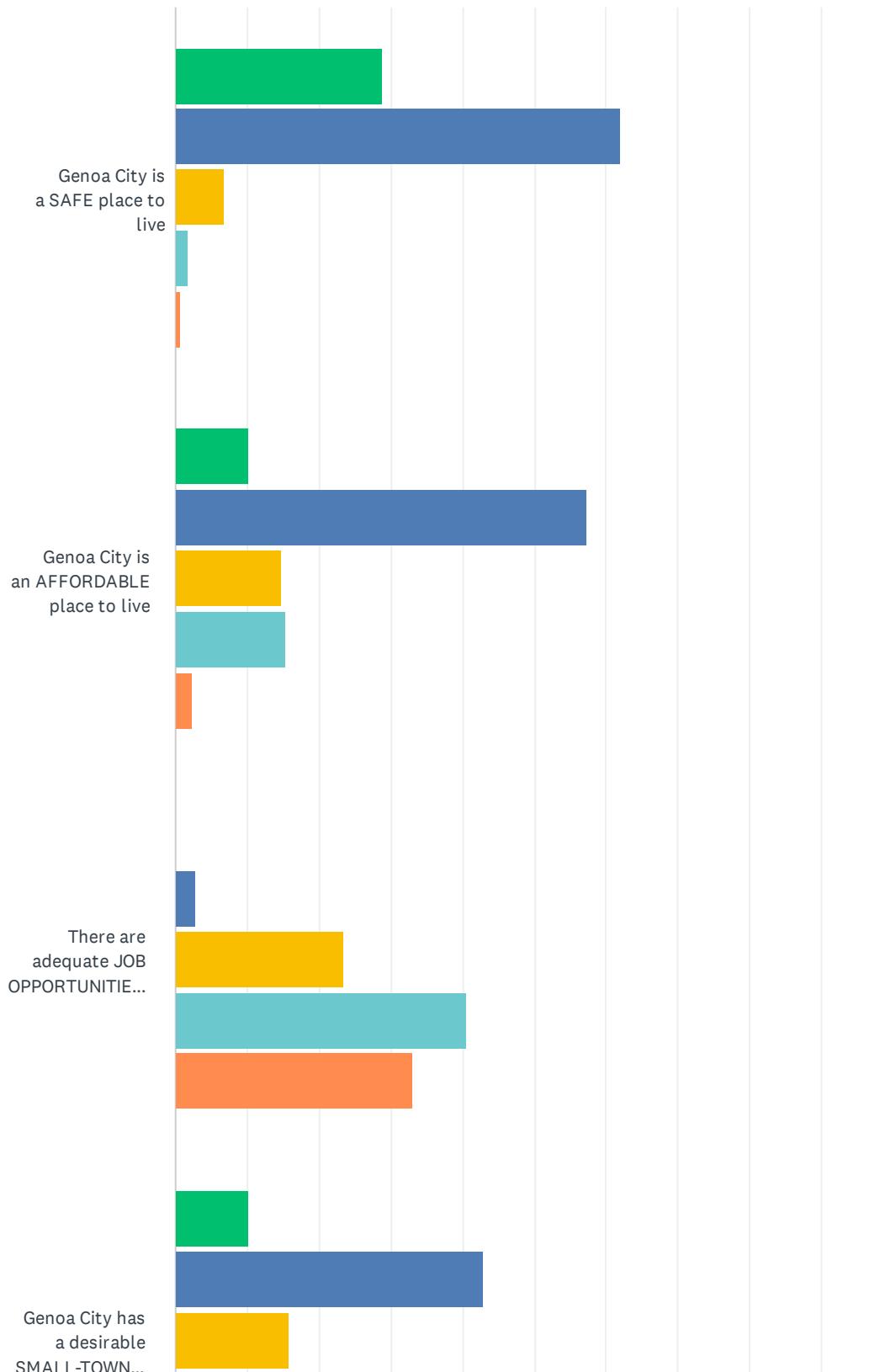
#	OTHER (PLEASE SPECIFY)	DATE
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Village of Genoa City Community Survey

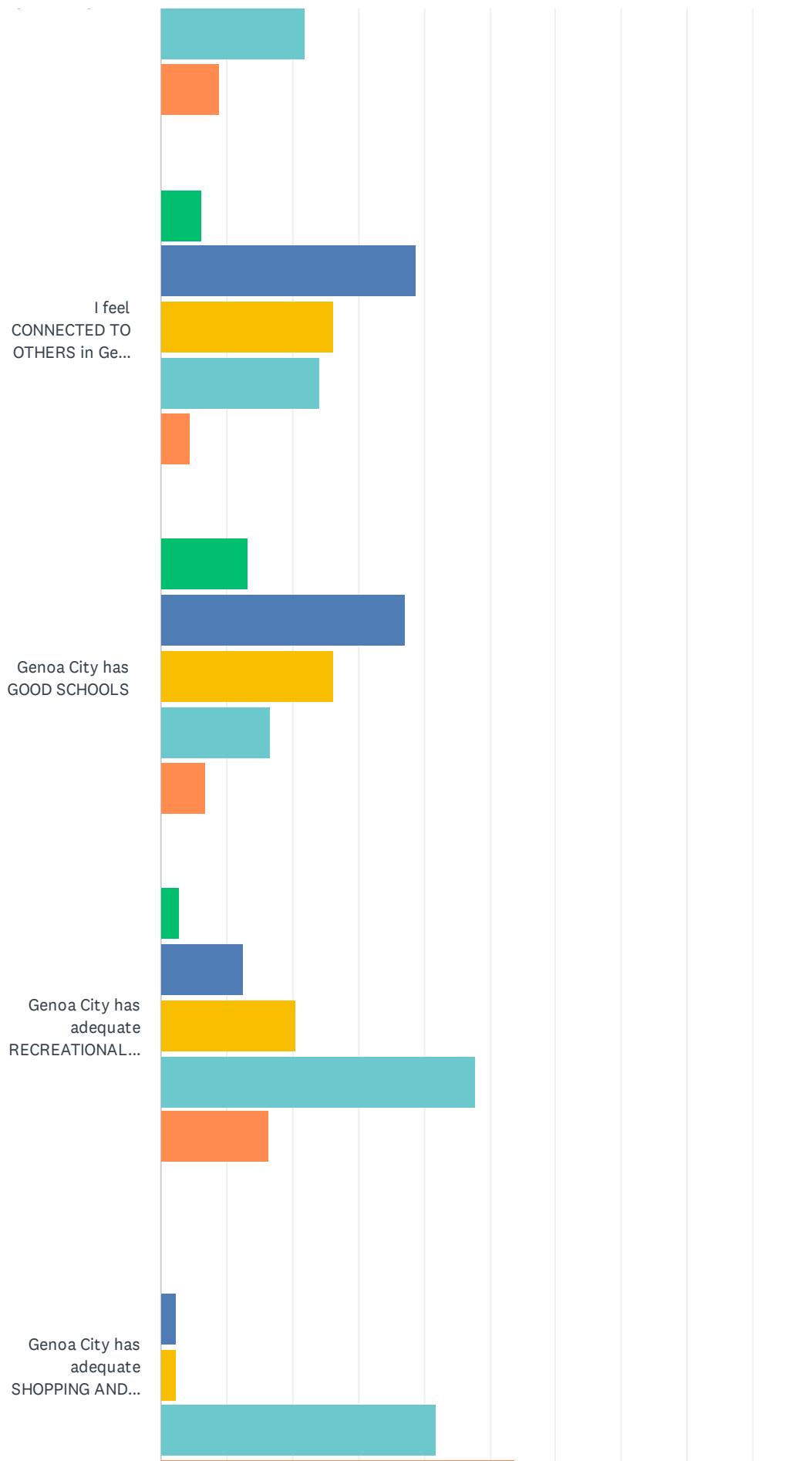
1	Plenty of wildlife still roaming or migrating through here.	3/31/2025 6:40 PM
2	Just ended up here with a friend and liked it	3/25/2025 9:12 PM
3	Fine police, fire and rescue services; good water, sewer and street department	3/19/2025 9:26 PM
4	I've lived here my whole life	2/16/2025 4:34 PM
5	Grew up here	2/9/2025 12:10 AM
6	Family born and raised in GC	2/7/2025 7:43 PM
7	I have family there.	2/7/2025 11:56 AM
8	I would love for it to be more like it used to be - everyone knew everyone!	2/7/2025 10:14 AM
9	Born here	2/7/2025 7:31 AM
10	Buildable lot, hard to find these days	1/31/2025 12:16 PM
11	Taxes	1/30/2025 2:03 AM
12	Because it used to be good town	1/28/2025 5:49 PM
13	Non of the above	1/27/2025 7:23 PM
14	It's not Illinois	1/27/2025 6:46 PM
15	To raise my family	1/27/2025 6:38 PM
16	Never left	1/27/2025 6:38 PM

Q4 Indicate your agreement or disagreement with each of the following statements.

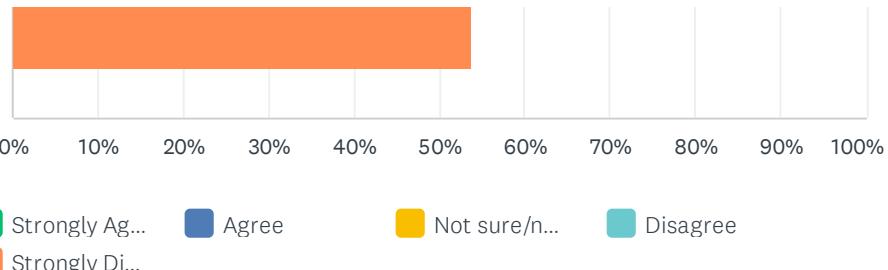
Answered: 177 Skipped: 2



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	STRONGLY AGREE	AGREE	NOT SURE/NO OPINION	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Genoa City is a SAFE place to live	28.81% 51	62.15% 110	6.78% 12	1.69% 3	0.56% 1	177	1.83
Genoa City is an AFFORDABLE place to live	10.23% 18	57.39% 101	14.77% 26	15.34% 27	2.27% 4	176	2.42
There are adequate JOB OPPORTUNITIES in Genoa City	0.00% 0	2.86% 5	23.43% 41	40.57% 71	33.14% 58	175	4.04
Genoa City has a desirable SMALL-TOWN CHARACTER	10.17% 18	42.94% 76	15.82% 28	22.03% 39	9.04% 16	177	2.77
I feel CONNECTED TO OTHERS in Genoa City	6.29% 11	38.86% 68	26.29% 46	24.00% 42	4.57% 8	175	2.82
Genoa City has GOOD SCHOOLS	13.14% 23	37.14% 65	26.29% 46	16.57% 29	6.86% 12	175	2.67
Genoa City has adequate RECREATIONAL OPPORTUNITIES	2.84% 5	12.50% 22	20.45% 36	47.73% 84	16.48% 29	176	3.63
Genoa City has adequate SHOPPING AND ENTERTAINMENT OPPORTUNITIES	0.00% 0	2.26% 4	2.26% 4	41.81% 74	53.67% 95	177	4.47

#	COMMENT:	DATE
1	GENOA CITY HAS NOTHING TO OFFER IT'S YOUTH OR SENIORS. NOTHING TO DO HERE..	3/21/2025 3:06 PM
2	No shopping downtown, just a laundromat, bank, library, closed buildings.	3/21/2025 1:37 PM
3	Needs walkable developments	3/20/2025 6:02 PM
4	No need for liquor stores, race tracks or slaughter houses	3/19/2025 9:26 PM
5	Need starbucks or Dunkin's Donuts	2/19/2025 11:50 AM
6	Grocery store	2/10/2025 9:04 PM
7	Downtown is basically vacant for businesses.	2/10/2025 2:00 PM
8	We're just now moving into Genoa City. Looking forward to getting to know the community better.	2/10/2025 11:51 AM
9	Water/Sewer bill is to expensive	2/8/2025 1:36 PM
10	Why don't we push for those empty buildings to be rented out or fine them until they do!?	2/8/2025 9:08 AM
11	Needs to have a GROCERY store, not a C store or liquor store	2/8/2025 1:40 AM
12	who created this survey have they ever been to Genoa city since the ball parks have closed and the movie theater closed.	2/7/2025 7:43 PM

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13	I am not aware of enough activities. My cousin startedcTouch A Truck and I have attended that. I know people enjoy the food truck event in the summers.	2/7/2025 11:56 AM
14	I used to consider Brookwood an EXCELLENT school ... not anymore. I used to know everyone ... not anymore. The small town charm would be GREATLY helped if the "downtown" building once again had actual businesses - a reason to walk and gather downtown. Genoa Coty Days, the Firemans's Dance, etc all community buikding! From what I understand, the water in GC is the most expensive in the county (and I'm not sure I would drink it) 😞	2/7/2025 10:14 AM
15	Get rid of the empty buildings in town.	2/7/2025 7:31 AM
16	We have two liquor stores and a Dollar General. Fill the empty storefronts downtown and make this town prosperous.	2/1/2025 7:24 PM
17	I'd like to see woke murals ideology vanished from schools. Trans and LGBT hearts at a perk -3 building is abominal and weird. Same goes for Jr.high, keep them neutral,.keep them about education. You lost me and my support based on that. I'd like to see taxes and water bill lowered if possible . Gang graffiti all across town sits forever. Kids park behind the middle school sat with it on there for months. Parks are areas your supposed to feel safe and our kids are sliding down graffiti ridden parks. Ridiculous, I've reported it to cops but nothing seemed to be done.	1/30/2025 2:03 AM
18	Develop the downtown area, rewrite the ordinances to improve building appearance to street	1/28/2025 11:07 PM
19	Love the Friday night Farmers Market with the entertainment	1/28/2025 10:13 PM
20	I'm concerned about developers like Tracy, taking advantage of situations were ordinances would restrict him a little bit better to make sure the homes that he built is building are completely safe and of higher quality materials. I appreciate the garden club and what they do to try to beautify the downtown area. I am very concerned about the unattractive downtown area with what appears to be no thriving business. I'm concerned that the bank will stay. I use that bank. There is no decent grocery store, Kellers is closed, People don't seem to care how the outside of the buildings look.	1/28/2025 2:24 PM
21	It would be nice to clean up downtown area and add stores in there. The only shopping plac3 we have is the Dollar General which sucks!	1/27/2025 9:00 PM
22	Could use a better grocery	1/27/2025 8:43 PM
23	Look at our downtown area, there is nothing. We only want to appease John Tracy	1/27/2025 7:23 PM
24	There is nothing but a couple of bars, gas stations and a dollar general, downtown is run down because the village board and planning committee do nothing to enforce building owners who use there buildings as loss write offs. Or let restaurants that are not open keep there liquor licenses	1/27/2025 7:03 PM
25	Would love more eating options other than bars. As well as our own convenience store that has fresh produce.	1/27/2025 6:34 PM

Q5 In 1-2 sentences, describe your vision for the future of Genoa City.

Answered: 117 Skipped: 62

#	RESPONSES	DATE
1	I would like to see a grocery store and hardware store. And have fire and rescue back in town again.	4/2/2025 10:03 AM
2	Dog park more things to do	4/1/2025 4:34 PM
3	I would like to see a Genoa City that is more community oriented.	4/1/2025 3:54 PM
4	A bustling metropolis like that of Stillwater, MN is my vision for Genoa City. A grand gateway indeed to Wisconsin.	3/31/2025 6:40 PM
5	More shopping/coffee shops/ restaurants	3/31/2025 4:11 PM
6	Genoa City keeps its small-town character but with more shops downtown.	3/30/2025 2:08 PM
7	Revitalization of downtown area with unique locally owned businesses and free parking	3/27/2025 10:01 PM
8	I would like it to remain a small town. There are very few places to live like this now, and I enjoy the simplicity.	3/25/2025 9:12 PM
9	I want Genoa City to stay as a small, quaint little town. Leave the town exactly how it is.	3/25/2025 1:51 PM
10	Wonderful small community. It's amazing seeing the park busy in the summer with events like the Farmers Market.	3/24/2025 8:11 PM
11	There is a quality downtown design that needs to be better utilized through shopping/entertainment.	3/24/2025 12:45 PM
12	WE WERE PROMISED A GROCERY STORE, INSTEAD WE RECEIVED A DOLLAR GENERAL. THE FOLKS THAT RUN THE TOWN BUILT THEMSELVES A STATE OF THE ART VILLAGE HALL. IS THAT FAIR TO THE RESIDENTS??? WE NEED A DOWNTOWN AND VILLAGE TO BE PROUD OF.	3/21/2025 3:06 PM
13	A grocery store, pharmacy, coffee shop, retail stores. Maybe a few restaurants.	3/21/2025 1:37 PM
14	We need to build up downtown and bring business back there. Allowing more industrial area, like Williams Road is not enticing to families. I don't think we need another storage facility in Genoa City. Please bring back the small town feel with our downtown area. When driving through downtown, Genoa City looks like a depressed area.	3/20/2025 8:39 PM
15	It would be great to see the lots surrounding the village hall become a new downtown area for local families by building commercial/community space on ground level with for sale/lease housing options built above. A parks & recreation committee to organize regular and seasonal community events to increase community involvement and opportunities for all ages.	3/20/2025 6:02 PM
16	Better amenities. City water is crazy high in cost	3/20/2025 5:35 PM
17	The city needs more Christmas festivities such as a Christmas tree lighting and the decorations downtown were dismal to say the least this year. Your library is way too small and needs a much bigger place!	3/20/2025 4:14 PM
18	I would like to see more diversity among those who live here. I would like to see more businesses, restaurants, and stores, including a real grocery store.	3/20/2025 4:13 PM
19	Revitalize downtown. Have something for doing and entertainment. Build and utilize the library!!! It could be a hub of the community	3/20/2025 1:58 PM
20	Updated town people like to go to, more food opportunities	3/20/2025 12:59 PM
21	To keep the small town feel but add a few businesses and more town activities for families	3/20/2025 9:11 AM
22	I would like to see Keller's Restaurant reopened	3/19/2025 9:26 PM

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23	Would like to see more development downtown. Streetscape downtown and by US 12 gateway is ugly. Need more nice commercial development.	3/19/2025 5:32 PM
24	Would love to see a vibrant downtown area. Empty old buildings is an eye sore.	3/19/2025 4:15 PM
25	Grocery stores are needed, as well as drug/pharmacy store. The downtown area needs a massive revitalization.	3/19/2025 2:19 PM
26	Rural living. That's why we are all here.	3/19/2025 12:45 PM
27	More small businesses in the town would be great	3/14/2025 7:16 AM
28	There needs to be more places for kids. Less for old people..	3/13/2025 11:20 AM
29	Bring back old school activities, Genoa city days, street dances, fireman fights, parades. The farmers market is good. Lets do something with the vacant buildings down town.	3/13/2025 10:06 AM
30	Would really like the water bill to go down so it's more affordable. Do something with the down town area it looks like trash. closed stores a burnt down building just sitting there with junk all over.	3/12/2025 10:30 PM
31	Need more businesses downtown	2/19/2025 11:50 AM
32	I would like to see a bit more third space options for social gathering that aren't bars	2/18/2025 10:21 AM
33	Don't allow Tracy Group to over develope	2/16/2025 9:11 PM
34	I wish Genoa City would bring in businesses that create spaces for community and places to meet people like a coffee shop, another restaurant option, or a gym. We also need to make sure those businesses are in places that people traveling on 12 from out of town are able to realize those places exist and are quick and easy to detour to.	2/16/2025 4:34 PM
35	I visit other small towns in Walworth County and wish Genoa City has some of the same businesses and charm.	2/15/2025 10:29 AM
36	Redo the "downtown" park of geno city and bring in little shops similar to what lake Geneva and east Troy does	2/14/2025 7:41 PM
37	Lower water bill	2/13/2025 7:15 PM
38	An increase in community involvement activities. I would love to see increased business and a renewal/revamp of the downtown area. More community activities, bring back the parades, no matter how small. Stop large trucks from coming through town.	2/13/2025 3:43 PM
39	An actual downtown with offices, an actual grocery store, a gym, maybe a brewery. And activities in the park like the old Genoa City Days.old	2/13/2025 2:46 PM
40	I'd like to see more businesses come to the town. Build up the downtown a bit.	2/13/2025 10:26 AM
41	I would like a store or two to shop for necessities besides Dollar General. But I do applaud the people who have created the weekly Farmers Market.	2/13/2025 10:21 AM
42	That Genoa City can be a bouncing fun little town, that all who come feel welcomed and be open to new ideas to grow.	2/12/2025 7:32 PM
43	I hope it doesn't over geow, or add too much in housing without a plan to improve infrastructure	2/11/2025 12:59 PM
44	Bigger and better and more badass	2/10/2025 9:04 PM
45	Attracting new businesses such as restaurants, grocery stores, and pharmacies.	2/10/2025 2:08 PM
46	Continue the small town feel while exploring opportunities to bring the downtown area back to life like it was in the 80's and early 90's. Firemen's Dance, community entertainment etc..	2/10/2025 2:00 PM
47	Slow managed growth. Diversity in housing (not just small lots, low price/cost homes). Revitalized downtown area.	2/10/2025 11:51 AM
48	Affordable water	2/9/2025 7:23 PM
49	Well funded schools, grocery store, feed store, restore downtown	2/9/2025 1:03 PM
50	There is nothing for kids or adults to do in town anymore. Sad	2/9/2025 11:56 AM

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51	To be able to have my kids have a town like I grew up in. Mom and pop shops, owners know everyone's name, fun activities in town for the kids	2/9/2025 12:10 AM
52	Hope for more local businesses	2/8/2025 11:29 PM
53	Clean up downtown!!	2/8/2025 6:31 PM
54	Small businesses, grocery store and restaurants	2/8/2025 1:36 PM
55	Stop trying to change Genoa City. All you people do is complain about it. Genoa City is perfectly fine just the way it is.	2/8/2025 11:02 AM
56	Basketball courts downtown, shopping opportunities downtown, old Kellers restaurant to be rented out. Why do they still hold a liquor license?! Empty buildings downtown have to go!	2/8/2025 9:08 AM
57	Revitalize downtown area, bring in businesses, help grow community connections, no more subdivisions !	2/8/2025 8:52 AM
58	Do something with all the empty buildings downtown. Bring back GC Days, minus the Lions Club running it. More activities like the fireman's dance or chicken BBQ at the park. Drop the insane hoops to jump thru for someone trying to get community events off the ground.	2/8/2025 1:40 AM
59	I hope for GC to be revitalized to having a downtown: heading to the movie theatre for the popcorn, enjoying a meal at Johnny B's, watching my momma work out at Inch by Inch, the Fireman's Dances, Genoa City Days. All of these things make Genoa City amazing. Bringing in new housing developments solely makes GC less GC. Fixing the school system would also highly benefit Genoa City - I was saddened to have to pull my child after a half a year due to the bullying with nothing being done until after police involvement. Let's make GC what it used to be!!!	2/7/2025 7:56 PM
60	Genoa City needs something to make it exciting for a younger generation. We would love to shop local but that does not include dollar general that is every 2-4 miles, why is it Richmond has so many successful businesses but Genoa has very few.	2/7/2025 7:43 PM
61	It would be amazing if we had more businesses, more community events, more pull for people to buy rather than rent, and better schools.	2/7/2025 6:54 PM
62	Bring back Genoa city days. Bring back/more good family restaurants.	2/7/2025 2:34 PM
63	More mid-income multi-unit housing is needed. There are either townhomes or low income apartments. No in between. Growth is needed, but should be measured. Affordable housing and attracting new business is a dire need.	2/7/2025 2:32 PM
64	I believe GC could a self sustaining community again. The population has grown and could support a viable grocery store, pharmacy, and medical clinic. All three would bring job opportunities to the village. There must be an industry that GC can find as well.	2/7/2025 11:56 AM
65	I would love for the downtown area to come to life again! We need to concentrate on that more than adding subdivisions.	2/7/2025 11:16 AM
66	While I understand things, people, and places change ... If GC went "back in time", it would be an even better place! The GC I grew up in now almost seems like a magical fairytale. Although GC still has a huge part of my heart and is considered "home", it simply isn't the same (but I sure wish it was). Logically, I think anything done to "bring it back" to life and community is a step in the right direction!	2/7/2025 10:14 AM
67	No empty buildings in town. No round a bouts	2/7/2025 7:31 AM
68	Businesses/Shops/Restaurants move back to downtown area.	2/4/2025 1:23 PM
69	Revitalize the downtown area to make it attractive. Main Street may have been quaint in years past, now the buildings look like slums.	2/3/2025 9:36 PM
70	Bring back community events like Genoa City Days and the Halloween hayride. Focus on bringing the community together. I'm in my 30s and I know several of my neighbors in my age group have wanted to bring these events back to life. Please also reflect on the insanely high price of our water. Our quality is poor and we pay far more than any other town in the area. With the constant increase in taxes this town is becoming less and less affordable.	2/1/2025 7:24 PM
71	Renovating the downtown area to have shops and flourishing businesses. Also, recreational places for kids such as a splash pad or business like urban air. All of these things would bring	2/1/2025 10:10 AM

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in revenue.

72	I'd like it to be more small town community based. Town events. Parades. Maybe try and get more businesses open in downtown.	1/31/2025 3:27 PM
73	Keep it small, Lake Geneva can have the traffic	1/31/2025 12:16 PM
74	More Restaurants/Shopping/lower water bill	1/31/2025 10:11 AM
75	I did not feel connected to the community until my children started school. The schools and the library are the main source of community. The addition of the farmer's market also helps!	1/31/2025 10:07 AM
76	More affordable, more safe, more trees and open spaces	1/30/2025 10:37 PM
77	A library with a community center for kids, adults, and seniors to gather	1/30/2025 10:18 PM
78	STOP ALL THE DESTROY OF WOODS LIKE WHAT IS HAPPENING FELLOWS. HORRIBLE HOUSING DEVELOPMENT.	1/30/2025 12:14 PM
79	I'd like to see neutral schools focused on education. I'd like to see lower taxes and water bill. I'd like to see graffiti removed and more importantly a plan to catch violators.	1/30/2025 2:03 AM
80	What I said before and bring back Genoa city days	1/28/2025 11:07 PM
81	I hope there is a lot of growth and development with more community opportunities and more things to participate in to get to know each other.	1/28/2025 10:42 PM
82	A better downtown area and more people involved in the village.	1/28/2025 10:13 PM
83	It would be lovely if the community could support a variety of activities for folks of all ages. I applaud our fledgling farmers' market!	1/28/2025 8:52 PM
84	My hope is that Genoa city will be able to entice some businesses back into the downtown area.	1/28/2025 6:38 PM
85	No Tracy group projects lower water bills burn downtown get something w a lot more class than dollar general	1/28/2025 5:49 PM
86	Have stricter standards for developers. Have stronger codes for allowing houses to stand empty for long periods of time. Do not allow businesses to have empty buildings for a reasonable amount of time. Develop a assisted living or retirement community within the village.	1/28/2025 2:24 PM
87	I would love to see more of the closed buildings directly in town, opened. A pharmacy, coffee shop/small breakfast restaurant. Theater or something like it. More to generate income and bring taxes and possibly the water down. down	1/28/2025 1:32 PM
88	Would like to see more festivals entertainment during the summer months. Would like to see expansion on the park to invite more family activities and things for kids to do.	1/28/2025 9:37 AM
89	More downtown businesses and clean up store fronts. Utilize the biking system through town from the conservation area to the south.	1/28/2025 6:53 AM
90	We need business! The down town area gives you the "small town" vibe but there is nothing to do. A recreation program for the kids would be amazing. When we originally moved to Genoa City we did it for the schools. The elementary school is great the middle school however needs a lot of work but seem to be makeing some strides this year. The water bills are too high	1/28/2025 6:28 AM
91	A place where people come to, not a drive thru place.	1/28/2025 4:38 AM
92	To be able to drink the water i pay so much for	1/27/2025 9:14 PM
93	Main Street must have the sidewalk installed in order for residents to enjoy ease of transportation and connection to the neighborhood. It is NOT SAFE for the children whom live on main street to be walking in the street or riding bikes in the street. WE NEED SIDEWALKS!	1/27/2025 9:13 PM
94	Bring down the water bill! That alone is so expensive for a family of 4 it's quite ridiculous. I would love to see more things with our parks department for kids.	1/27/2025 9:00 PM
95	CHEAPER WATER BILL!	1/27/2025 8:55 PM
96	I'd love to see a community pool and rec area at Darling park. Growing up we swam in the	1/27/2025 8:45 PM

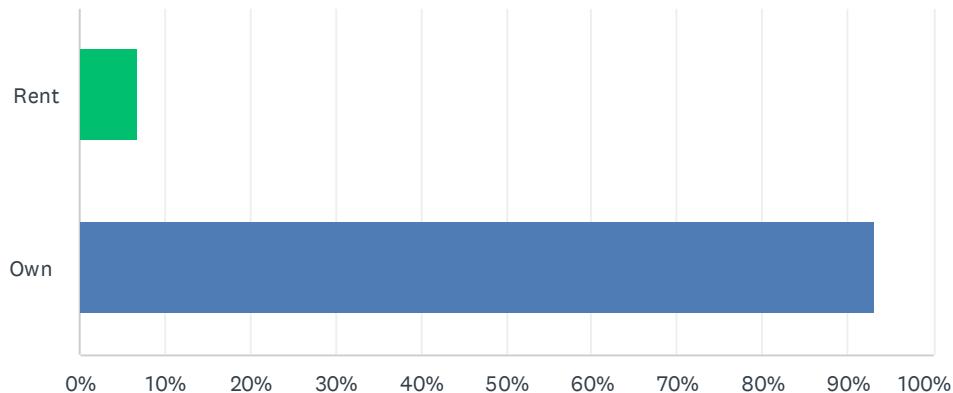
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German camp and mud hole. There need to be places for kids to go and stay busy in the summer months to keep them out of trouble.

97	Stay a small rural community.	1/27/2025 8:43 PM
98	Get rid of vacant , run down buildings and add more small town character. GC could be a sweet, charming little town.	1/27/2025 8:34 PM
99	I would like to see downtown revitalized, shopping with small shops, restaurants and a coffee shop	1/27/2025 8:32 PM
100	I'd love to see additional restaurants in the area. I'd also love to see the center of town updated and new business	1/27/2025 7:35 PM
101	Would love to see something in the downtown area that caters to teens/ kids. Movie theater, arcade, pool hall	1/27/2025 7:26 PM
102	Clean up the downtown and have small businesses and restaurants come back. Get rid of vap shop.	1/27/2025 7:26 PM
103	Strongly disagree with the villages choice about the high density housing and the leadership of this community	1/27/2025 7:23 PM
104	My family loves the parks & playgrounds in Genoa City. As far as amenities, that is Genoa City's greatest asset. Increased shopping & restaurants would be desirable, especially local/not chains. Closed access to planned parks & recreation programs would be nice.	1/27/2025 7:09 PM
105	Hope ir becomes what it once was. Need more small business to make it a small town quaint area	1/27/2025 7:05 PM
106	In major debit because of bad decisions and working with Tracy Group	1/27/2025 7:03 PM
107	Make our downtown better, more police officers to keep us safe	1/27/2025 6:57 PM
108	More restaurants and a shopping center/grocery store	1/27/2025 6:51 PM
109	Reduce water-sewer costs. Maintain current tax burden without significant increases. Possibly more food options and a nice public gym.	1/27/2025 6:51 PM
110	An actual downtown with shops that aren't abandoned	1/27/2025 6:47 PM
111	Old Genoa City Days was the perfect example of what I felt Genoa City was all about. The Farmers Market comes close. Gathering of the local folks.	1/27/2025 6:39 PM
112	It would be nice to have a decent grocery store and some cute little shops	1/27/2025 6:38 PM
113	Need to support the business that are left and bring more into town	1/27/2025 6:38 PM
114	I would like more food and store options.	1/27/2025 6:34 PM
115	Need a larger tax base	1/27/2025 6:34 PM
116	Id like to think that genoa city is the quiet place away from the crazy bustle of the suburbs closing in around us. It would be nice to stick to our tight nit community roots again. Bring parades back and maybe rework genoa city days to be a more interactive and fun experience.	1/27/2025 6:34 PM
117	We need more things to do including a viable downtown with successful businesses.	1/27/2025 6:29 PM

Q6 Do you rent or own your current primary residence?

Answered: 174 Skipped: 5

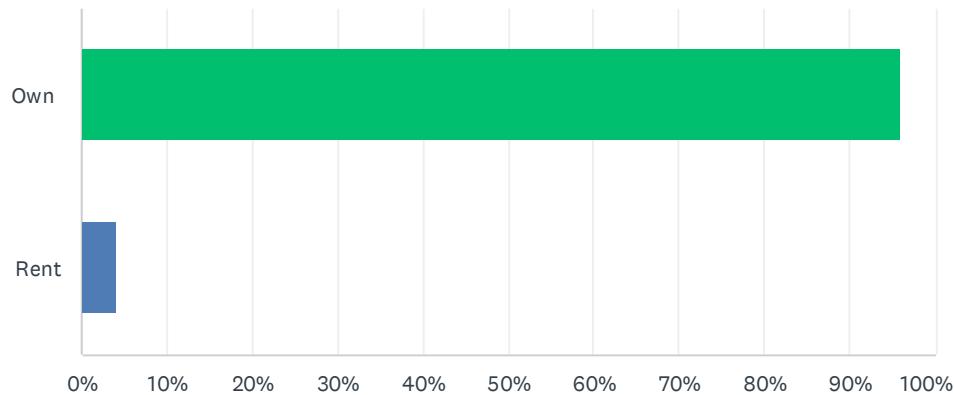


ANSWER CHOICES		RESPONSES	
Rent		6.90%	12
Own		93.10%	162
TOTAL			174

#	COMMENT:	DATE
1	Live with parents	2/16/2025 4:35 PM
2	I am one of the lucky ones with a great landlord. They rest of the properties owned by one person, not so much!	2/8/2025 9:10 AM
3	I rent in a senior community	2/7/2025 11:59 AM
4	NA	2/7/2025 10:16 AM
5	I own a house that I rent out	2/7/2025 7:32 AM
6	We have been here since 1987. It had small town character when we moved in. But the expansion of subdivisions has created more of a feel of isolated suburban neighborhoods.a	2/3/2025 9:41 PM
7	Live with parents	1/28/2025 10:44 PM

Q7 If you were to move in the next 5 years, would you prefer to own or rent your housing?

Answered: 175 Skipped: 4

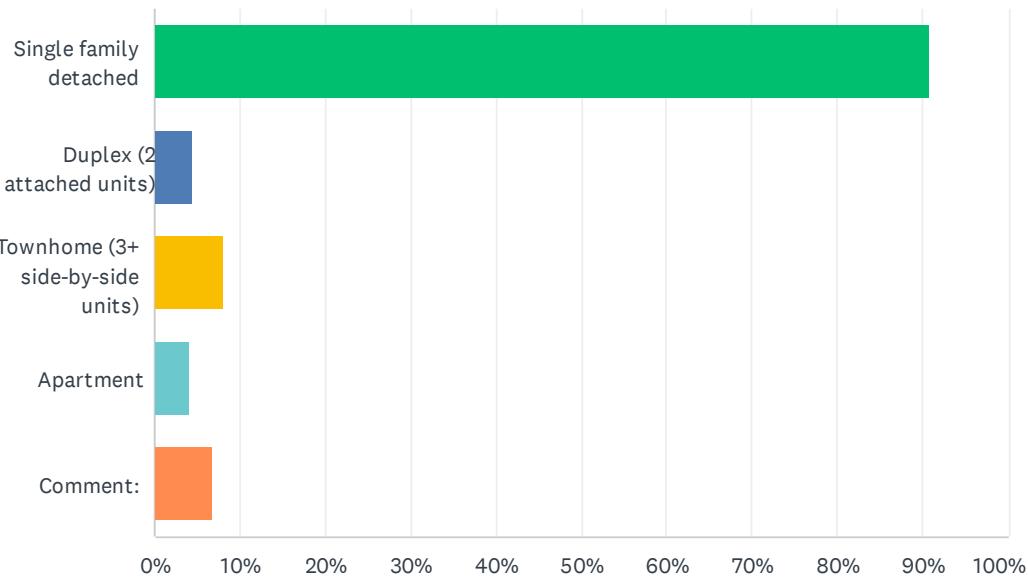


ANSWER CHOICES		RESPONSES	
Own		96.00%	168
Rent		4.00%	7
TOTAL			175

#	COMMENT:	DATE
1	But then I believe I would be forced to move to the city of Kenosha or Racine. We have sought rentals for individuals and rent is ASTRONOMICAL even for Veterans of our Armed Services.	3/31/2025 7:19 PM
2	I'm a senior and looking to downsize with fewer property management responsibilities.	3/30/2025 2:11 PM
3	If I were to move it would be out of Genoa City as there is no Senior developments with one level living here.	3/21/2025 1:40 PM
4	Won't be moving	2/18/2025 10:22 AM
5	I would move out of Genoa city	2/10/2025 9:06 PM
6	I would move out of Genoa city.	2/10/2025 8:36 PM
7	Housing everywhere is pit of reach for most people.	2/7/2025 11:59 AM
8	Not moving	1/27/2025 7:27 PM

Q8 If you were to move in the next five years, what form of residence would you consider? (check all that apply)

Answered: 175 Skipped: 4



ANSWER CHOICES		RESPONSES	
Single family detached		90.86%	159
Duplex (2 attached units)		4.57%	8
Townhome (3+ side-by-side units)		8.00%	14
Apartment		4.00%	7
Comment:		6.86%	12
Total Respondents: 175			

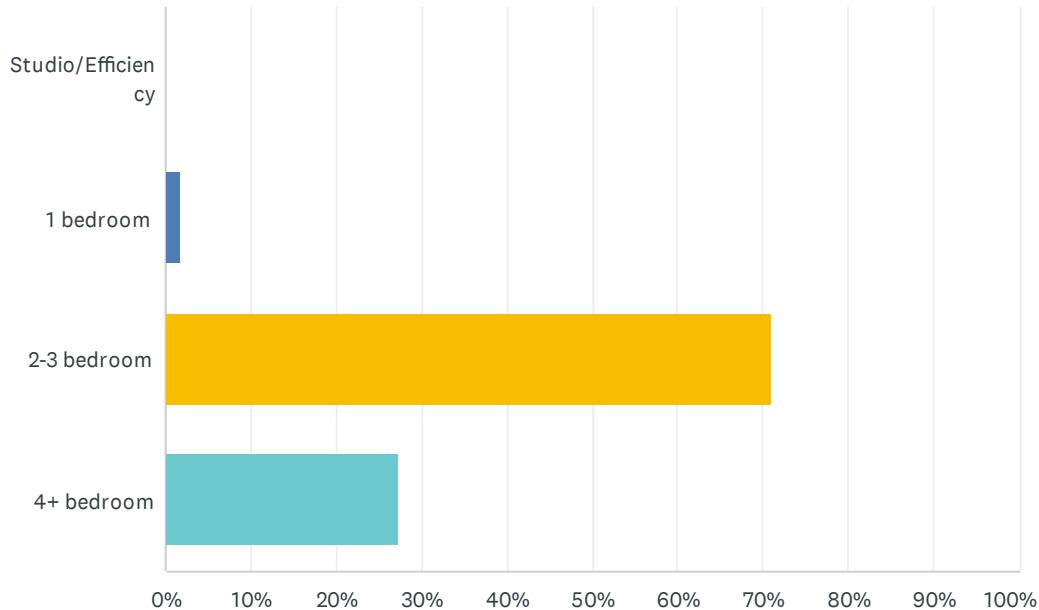
#	COMMENT:	DATE
1	Amenities like a playground, outdoor space, shared space, and fitness area would be more important than the type of home structure.	3/20/2025 6:13 PM
2	I need home with basement	2/19/2025 11:51 AM
3	Condominium	2/15/2025 10:31 AM
4	I wouldn't move in Genoa city. I would move somewhere else	2/10/2025 9:06 PM
5	Any of the above.	2/7/2025 11:59 AM
6	Something with more land	2/7/2025 10:16 AM
7	None of the above.	2/3/2025 9:41 PM
8	Condo	1/30/2025 10:19 PM
9	None	1/28/2025 5:52 PM

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10	Not moving	1/27/2025 7:27 PM
11	Not from Tracy group	1/27/2025 6:58 PM
12	Ranch style condo.	1/27/2025 6:41 PM

Q9 If you were to move in the next 5 years, what size of residence would you most likely seek?

Answered: 172 Skipped: 7

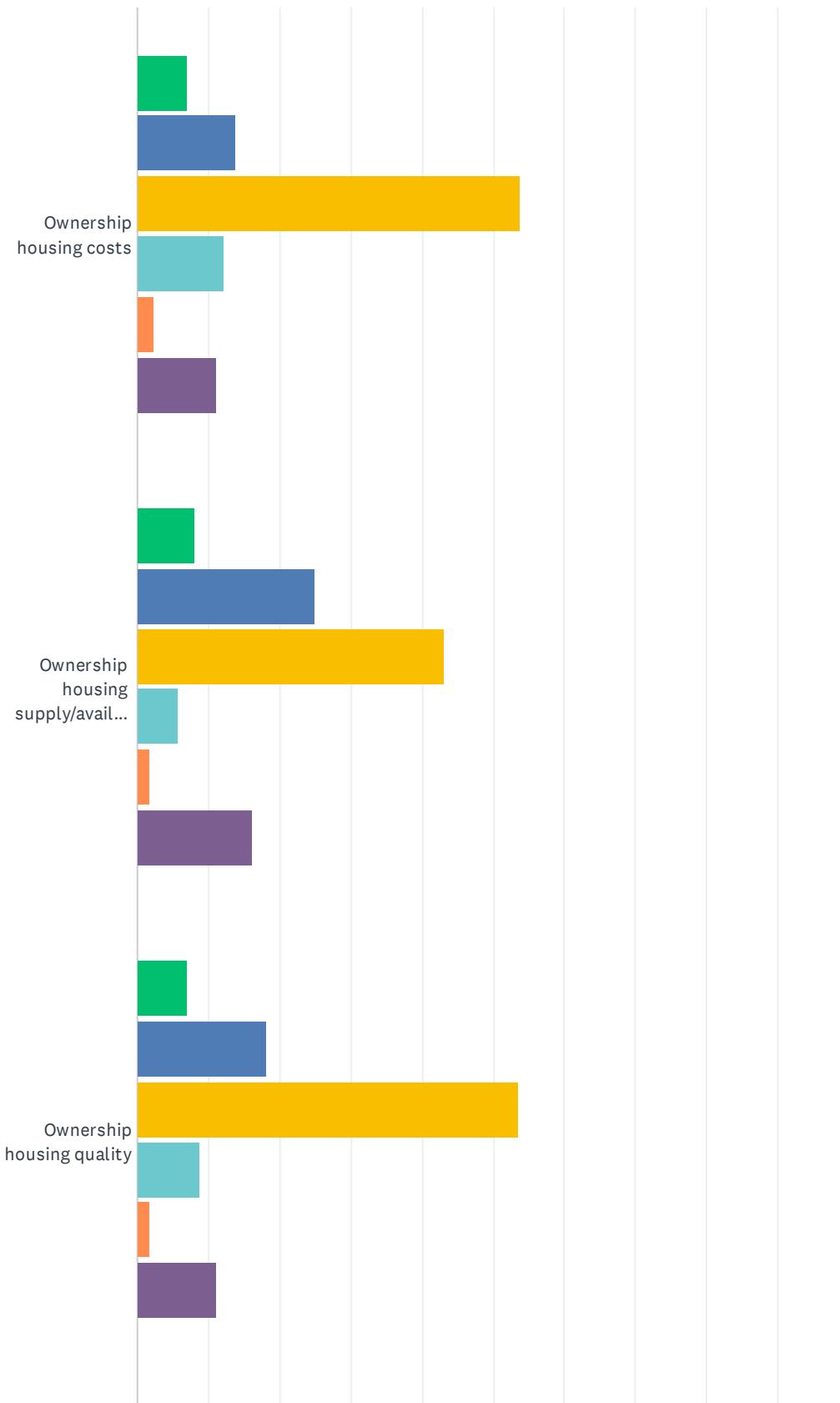


ANSWER CHOICES	RESPONSES	
Studio/Efficiency	0.00%	0
1 bedroom	1.74%	3
2-3 bedroom	70.93%	122
4+ bedroom	27.33%	47
TOTAL		172

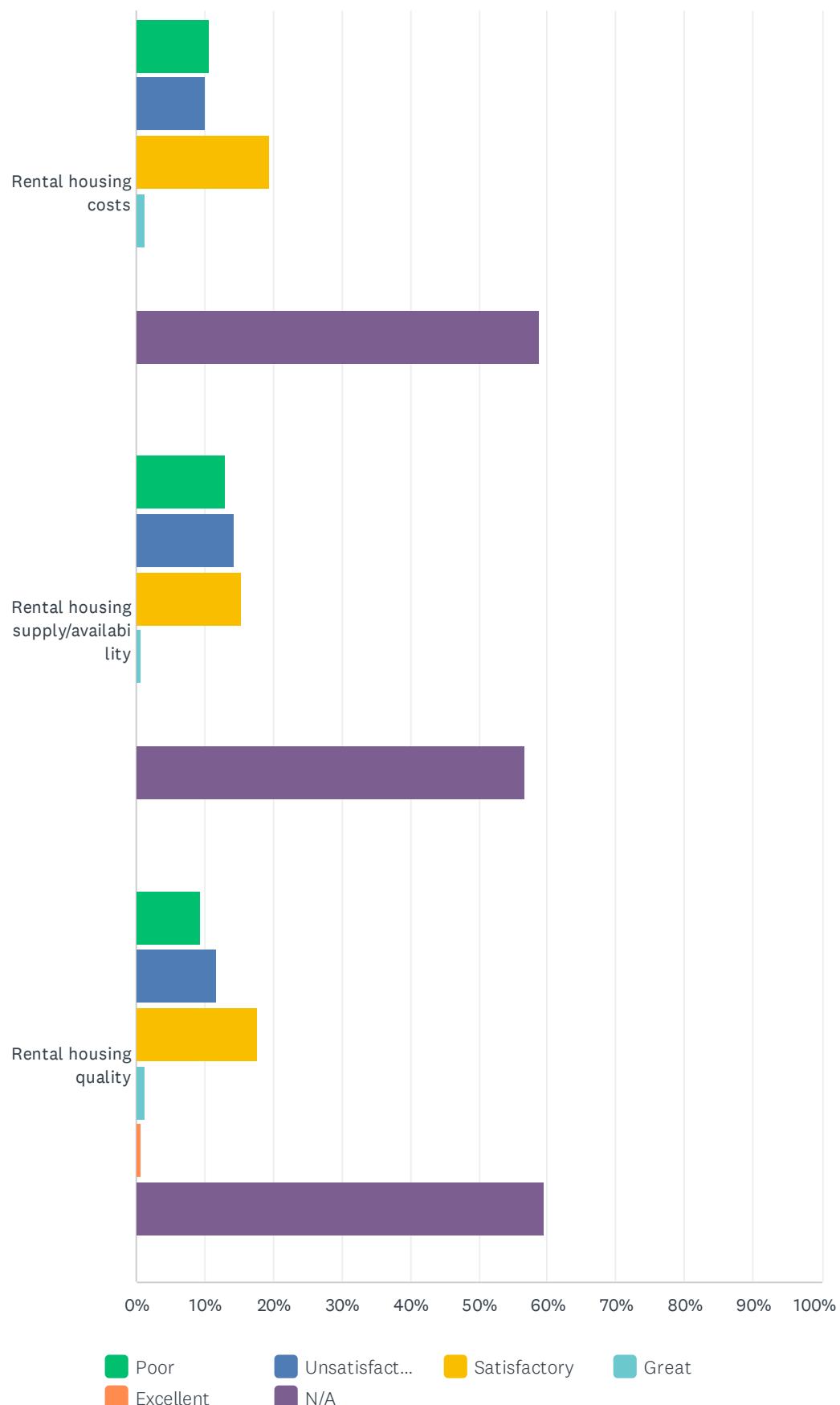
#	COMMENT:	DATE
1	I would seek out 55 plus living arrangement. 1200;sq feet, one level.	3/21/2025 1:40 PM
2	It's about smart space solutions, not excess space	3/20/2025 6:13 PM
3	On over an acre.	2/10/2025 8:36 PM
4	Not sure	2/8/2025 8:55 AM
5	See above	2/7/2025 11:59 AM
6	3+ bedroom	2/7/2025 10:16 AM
7	Not moving	1/27/2025 7:27 PM
8	3-4 bedroom	1/27/2025 7:19 PM

Q10 Rate the housing options in Genoa City

Answered: 173 Skipped: 6



Village of Genoa City Community Survey



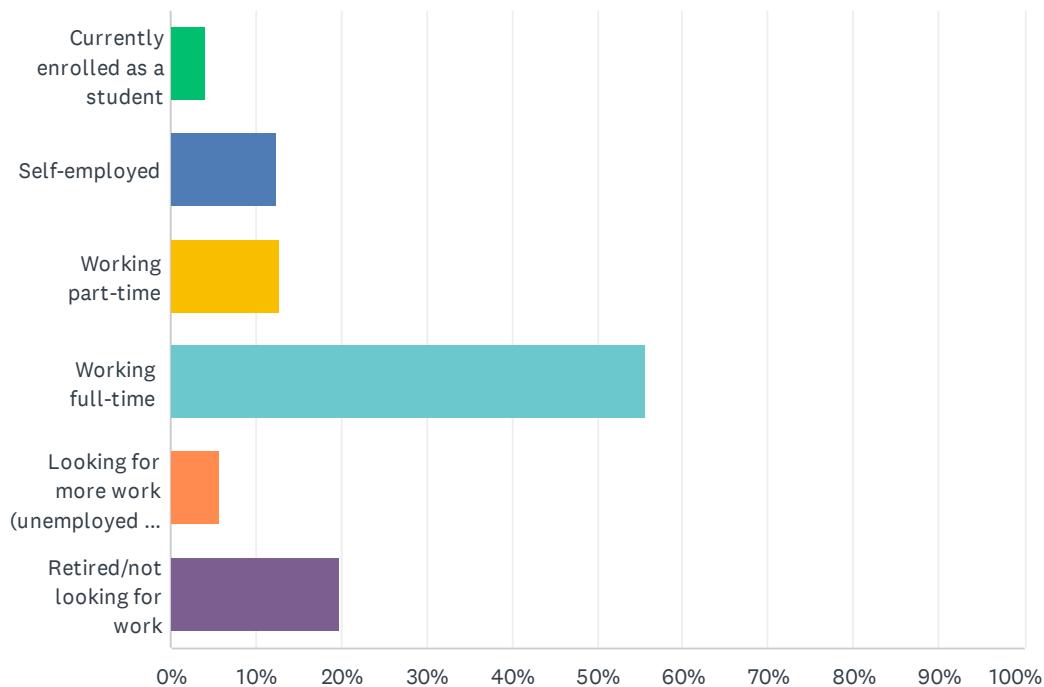
Village of Genoa City Community Survey

	POOR	UNSATISFACTORY	SATISFACTORY	GREAT	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
Ownership housing costs	6.94% 12	13.87% 24	53.76% 93	12.14% 21	2.31% 4	10.98% 19	173	2.88
Ownership housing supply/availability	8.14% 14	25.00% 43	43.02% 74	5.81% 10	1.74% 3	16.28% 28	172	2.62
Ownership housing quality	6.98% 12	18.02% 31	53.49% 92	8.72% 15	1.74% 3	11.05% 19	172	2.78
Rental housing costs	10.59% 18	10.00% 17	19.41% 33	1.18% 2	0.00% 0	58.82% 100	170	2.27
Rental housing supply/availability	13.02% 22	14.20% 24	15.38% 26	0.59% 1	0.00% 0	56.80% 96	169	2.08
Rental housing quality	9.41% 16	11.76% 20	17.65% 30	1.18% 2	0.59% 1	59.41% 101	170	2.30

#	COMMENT:	DATE
1	My residence is in the town of Randall and I haven't evaluated housing options in Genoa City.	3/30/2025 2:11 PM
2	Real apartments need to be available, not commercial spaces being used for housing. It looks trashy and should be recognized as a need for respectful, dignified housing that's affordable for all income brackets.	3/20/2025 6:13 PM
3	Hunters Ridge properties are some of worst quality builds I have experienced.	3/20/2025 5:37 PM
4	I don't know anything about what's for rent around here	3/14/2025 7:17 AM
5	I don't rent so I dont know much about the renting situation	2/18/2025 10:22 AM
6	I don't know about housing but the village is unattractive and has few shopping opportunities.	2/15/2025 10:31 AM
7	Not familiar with rental properties in GC	2/13/2025 7:17 PM
8	I'm unable to give an objective answer to the above, since I have not been looking for a new home.	2/12/2025 7:35 PM
9	I don't rent	2/10/2025 9:06 PM
10	Water quality and cost are terrible	2/8/2025 11:31 PM
11	No more TRACY GROUP cookie cutter housing!	2/8/2025 1:41 AM
12	No more housing is needed.... Small town charm can only exist in a small town.	2/7/2025 7:57 PM
13	Low income housing does not help the community!	2/7/2025 7:45 PM
14	Higher number of low income options than any others. Mid-high income earners avoid low income complexes due to many factors, but safety/cleanliness is a big one.	2/7/2025 2:35 PM
15	PLEASE DO NOT buikd more "salt box" subdivisions, add low income housing, or add more apartment buildings!	2/7/2025 10:16 AM
16	Tracy group built the neighborhoods they are responsible for as cheaply as possible. We performed extensive renovations on our house and found lots of shortcuts and inefficiencies.	1/28/2025 6:40 PM
17	You should let Tracy put up some only 50 and up appts then let the trash of the world move in	1/28/2025 5:52 PM
18	We do not want too many renters coming and going	1/27/2025 8:56 PM
19	There is no next option for a larger house in Genoa City, you are maxed out at 3 bedroom house, so to move up in a larger house you have to move out of Genoa City	1/27/2025 7:06 PM
20	I have not looked into renting option in this area.	1/27/2025 6:36 PM

Q11 Describe your current employment situation (check all that apply)

Answered: 171 Skipped: 8

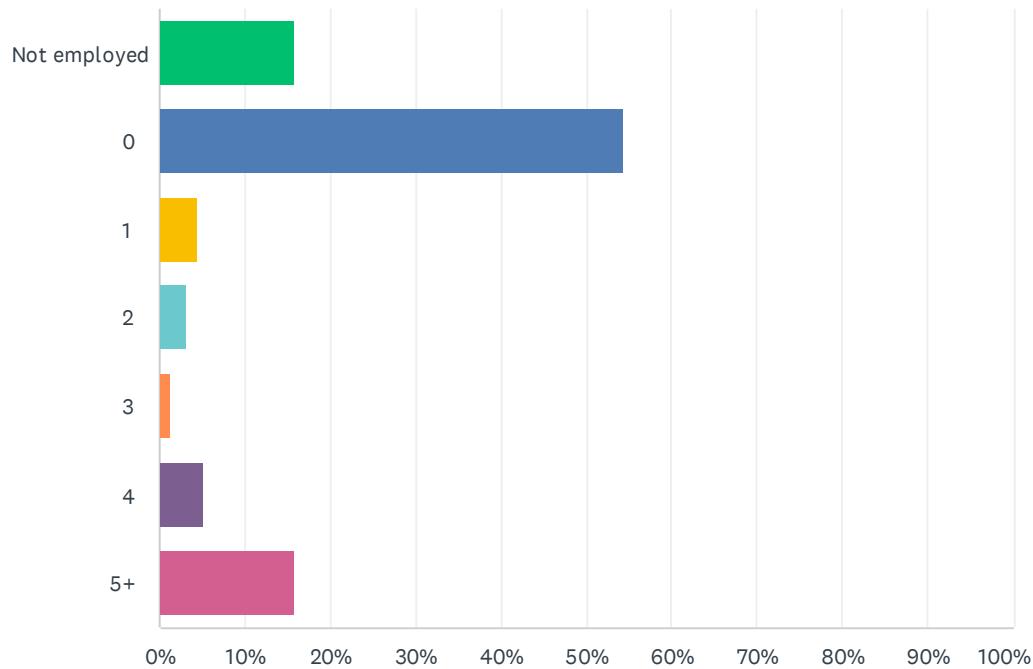


ANSWER CHOICES	RESPONSES	
Currently enrolled as a student	4.09%	7
Self-employed	12.28%	21
Working part-time	12.87%	22
Working full-time	55.56%	95
Looking for more work (unemployed or underemployed)	5.85%	10
Retired/not looking for work	19.88%	34
Total Respondents: 171		

#	COMMENT:	DATE
1	I have many volunteer commitments, including as a Friend of the Genoa City Library.	3/30/2025 2:11 PM
2	Not working	2/7/2025 12:00 PM
3	Homemaker	1/27/2025 8:48 PM

Q12 If employed, how many days per week, on average, do you work FROM YOUR HOME?

Answered: 158 Skipped: 21

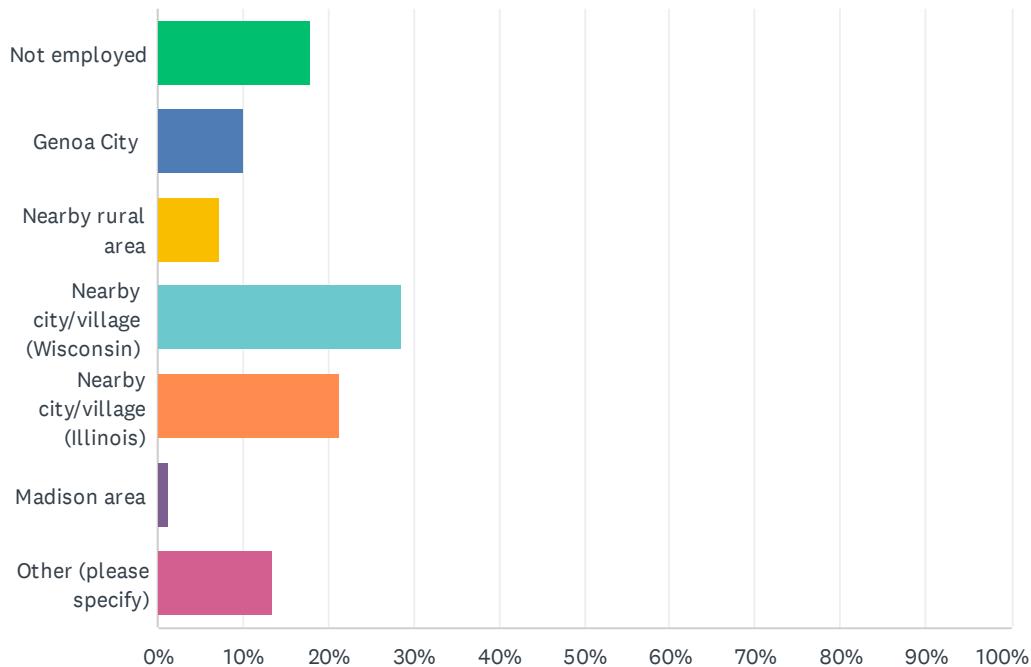


ANSWER CHOICES		RESPONSES	
Not employed		15.82%	25
0		54.43%	86
1		4.43%	7
2		3.16%	5
3		1.27%	2
4		5.06%	8
5+		15.82%	25
TOTAL			158

#	COMMENT:	DATE
1	Unable to work from home, I work in healthcare	1/28/2025 8:34 AM

Q13 If employed and working at least 1 day per week OUTSIDE YOUR HOME, where do you work?

Answered: 150 Skipped: 29



ANSWER CHOICES		RESPONSES
Not employed		18.00% 27
Genoa City		10.00% 15
Nearby rural area		7.33% 11
Nearby city/village (Wisconsin)		28.67% 43
Nearby city/village (Illinois)		21.33% 32
Madison area		1.33% 2
Other (please specify)		13.33% 20
TOTAL		150

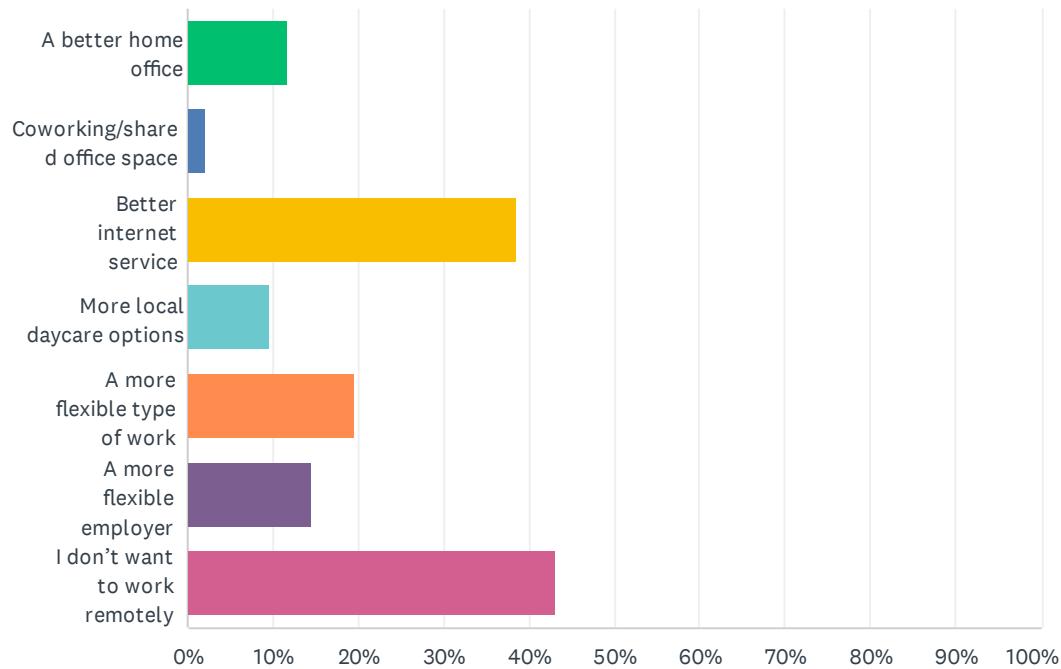
#	OTHER (PLEASE SPECIFY)	DATE
1	Burlington	3/31/2025 5:40 PM
2	Lake Geneva	3/27/2025 10:04 PM
3	Southern Wisconsin	3/26/2025 7:24 PM
4	City of Kenosha/Racine	3/20/2025 6:16 PM
5	65 minutes drive each way	3/19/2025 1:37 PM
6	Lincolnshire, IL	3/12/2025 2:03 PM

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7	Richmond, IL	2/19/2025 11:51 AM
8	Muskego	2/18/2025 10:23 AM
9	Janesville, WI	2/16/2025 4:36 PM
10	Oak Creek Wisconsin, 1 hour away	2/13/2025 7:19 PM
11	Delavan	2/9/2025 7:25 PM
12	Out of town	2/9/2025 1:05 PM
13	Milwaukee. There are no livable job opportunities in this area.	2/1/2025 7:26 PM
14	Not applicable	1/31/2025 12:18 PM
15	Lake Zurich, IL	1/30/2025 10:55 PM
16	Milwaukee	1/28/2025 6:29 AM
17	Whitewater	1/28/2025 4:42 AM
18	Dyer lake	1/27/2025 9:16 PM
19	Kenosha	1/27/2025 8:38 PM
20	Kenosha	1/27/2025 6:43 PM

Q14 Which of the following would improve your ability to work remotely from Genoa City? (check all that apply)

Answered: 137 Skipped: 42



ANSWER CHOICES		RESPONSES	
A better home office		11.68%	16
Coworking/shared office space		2.19%	3
Better internet service		38.69%	53
More local daycare options		9.49%	13
A more flexible type of work		19.71%	27
A more flexible employer		14.60%	20
I don't want to work remotely		43.07%	59
Total Respondents: 137			

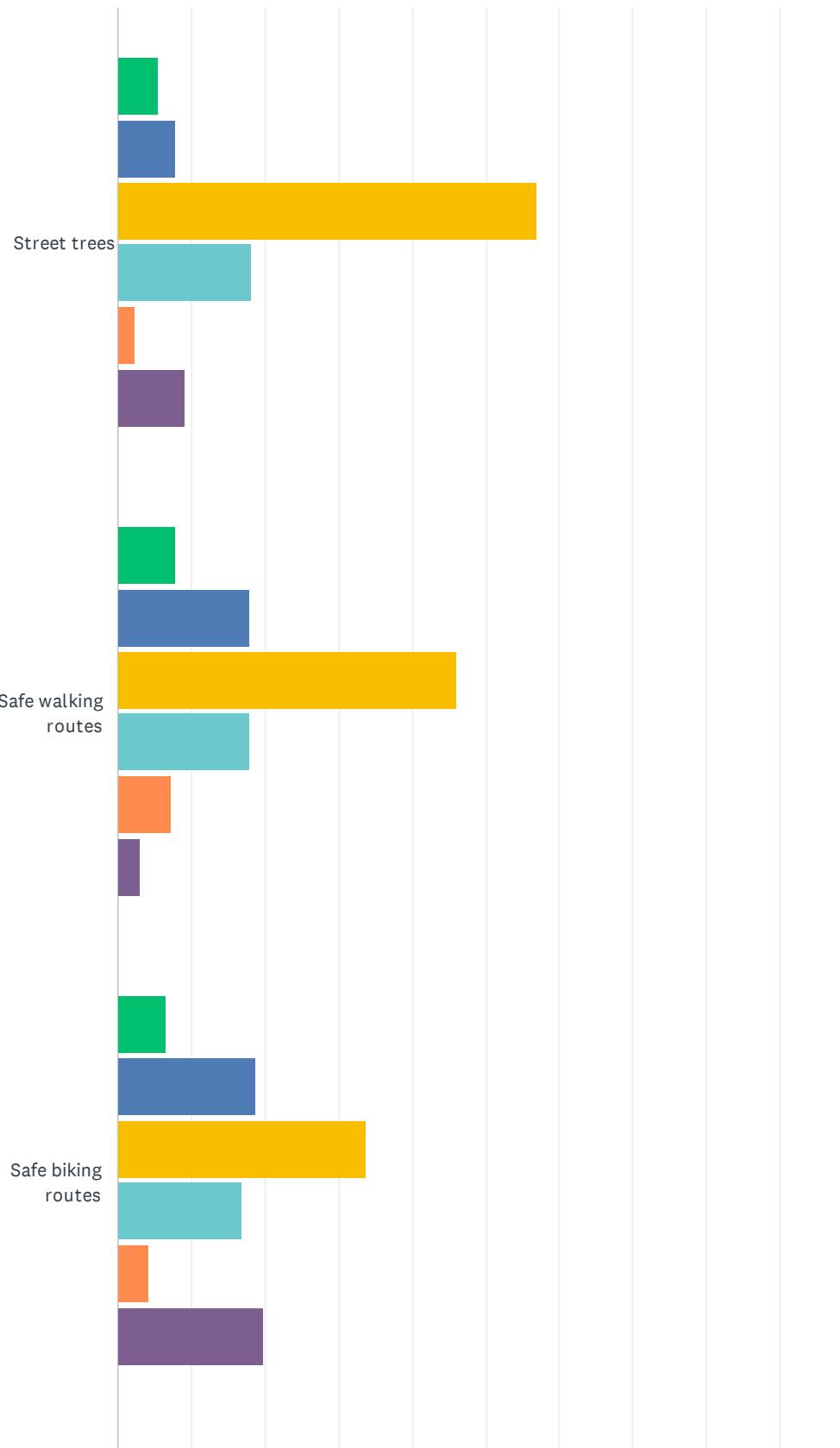
#	COMMENT:	DATE
1	Spectrum should not have a monopoly on the area. Their service/delivery is poor but their prices/fees constantly go up.	3/20/2025 4:15 PM
2	Retired	3/19/2025 9:38 PM
3	Just in general it would be nice to have more options for internet service	3/14/2025 7:18 AM
4	My profession isn't one that can be done remotely	2/18/2025 10:23 AM
5	I am hands on with material at work, not possible to work at home	2/13/2025 7:19 PM

Village of Genoa City Community Survey

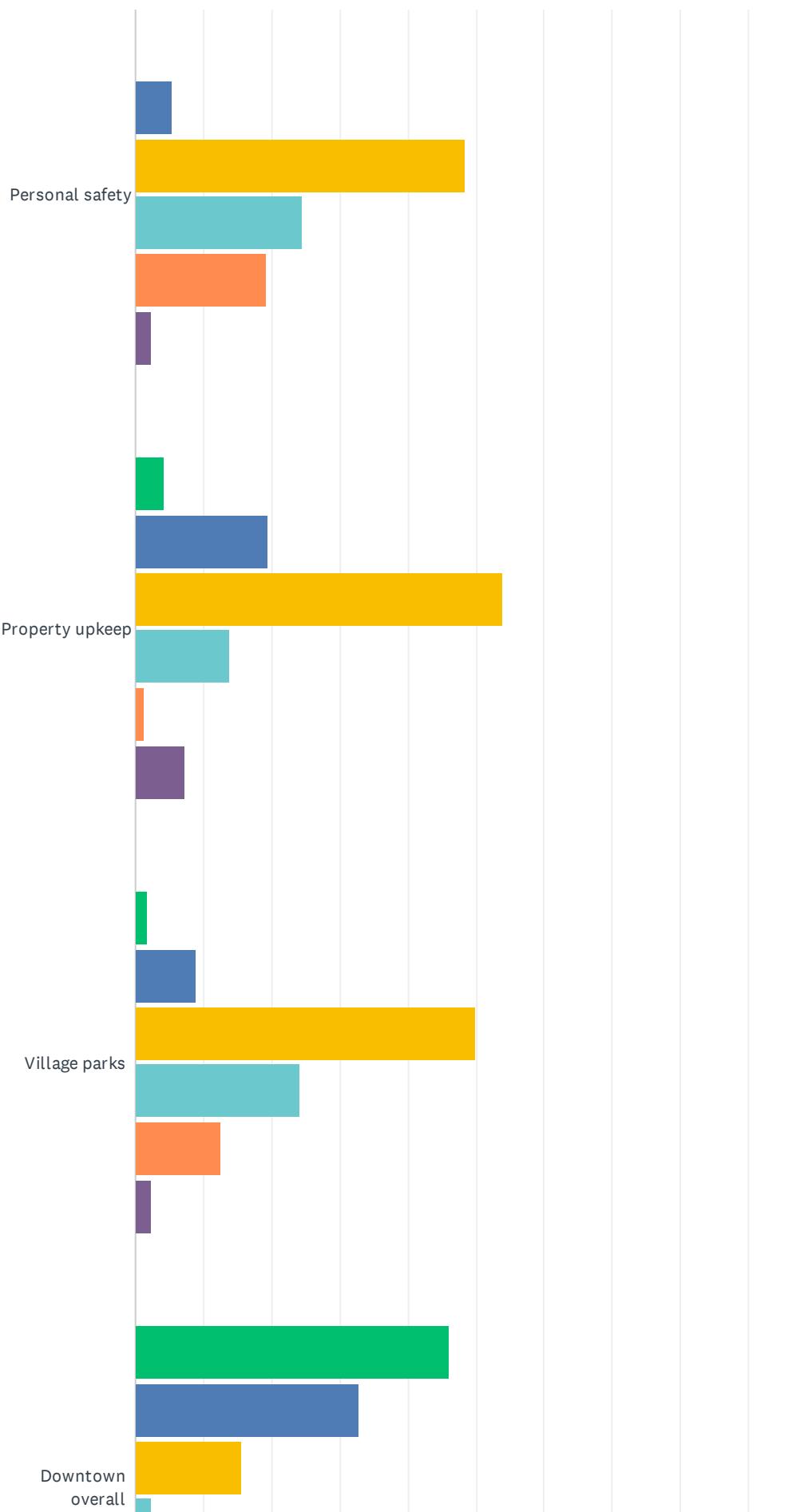
6	Local coffee shops, diners/cafes, parks.	2/10/2025 11:54 AM
7	I currently work from home and no issues	2/8/2025 11:11 AM
8	I'm good as is	1/31/2025 12:18 PM
9	Question 14 seems irrelevant to the survey unless the village is planning on trying to entice private business to the area to provide these services. These services are not the responsibility of government.	1/28/2025 6:42 PM
10	Lol	1/28/2025 5:53 PM
11	Unable to work remotely	1/28/2025 8:34 AM
12	N/a	1/27/2025 8:48 PM
13	I don't work remotely	1/27/2025 7:28 PM
14	Better subdivision with larger homes	1/27/2025 7:07 PM
15	N/A	1/27/2025 6:43 PM

Q15 Overall, how do you rate the following in the Village?

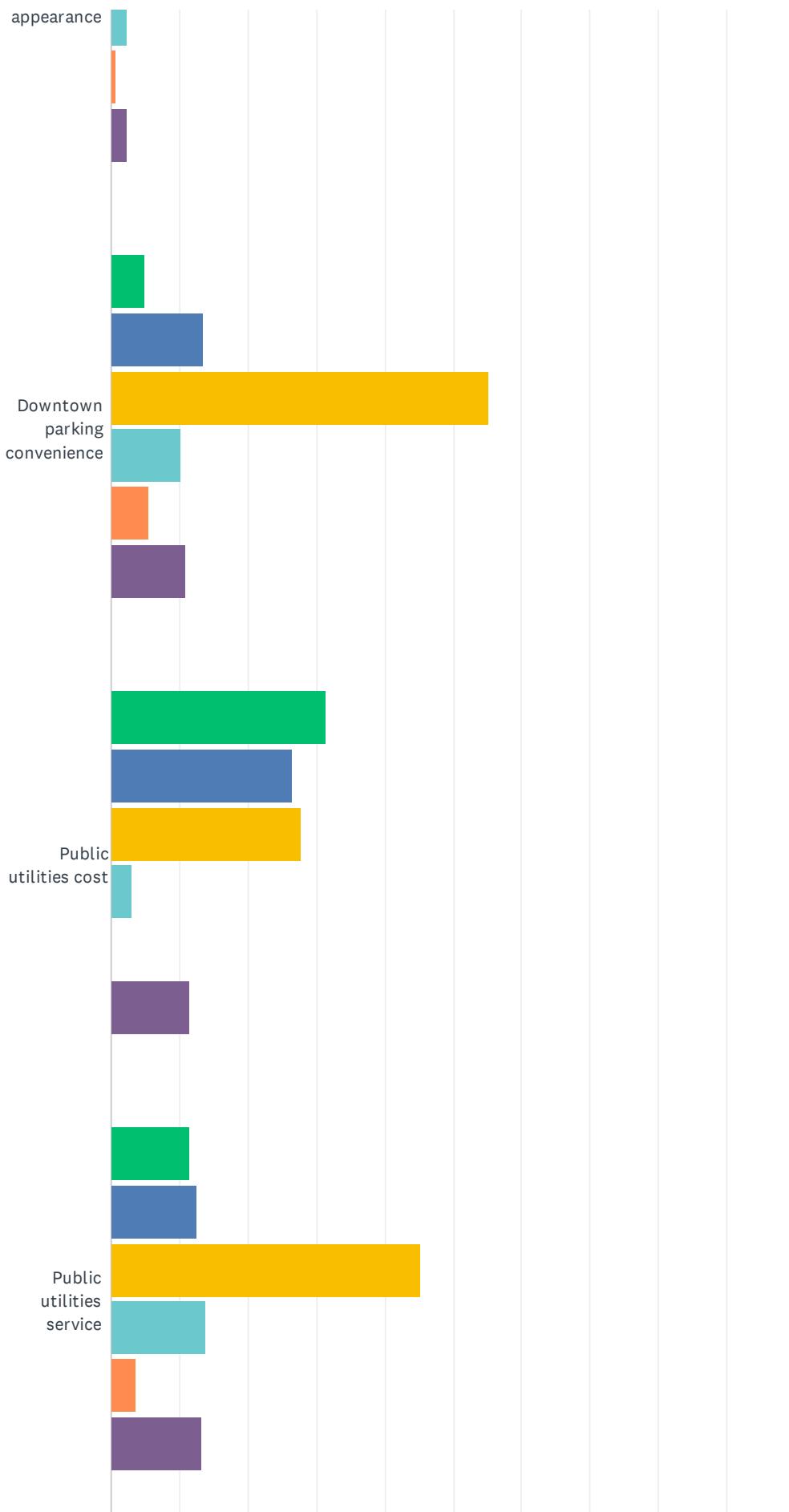
Answered: 167 Skipped: 12



Village of Genoa City Community Survey



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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



	POOR	UNSATISFACTORY	SATISFACTORY	GREAT	EXCELLENT	NO OPINION	TOTAL
Street trees	5.45% 9	7.88% 13	56.97% 94	18.18% 30	2.42% 4	9.09% 15	165
Safe walking routes	7.78% 13	17.96% 30	46.11% 77	17.96% 30	7.19% 12	2.99% 5	167
Safe biking routes	6.63% 11	18.67% 31	33.73% 56	16.87% 28	4.22% 7	19.88% 33	166
Personal safety	0.00% 0	5.39% 9	48.50% 81	24.55% 41	19.16% 32	2.40% 4	167
Property upkeep	4.24% 7	19.39% 32	53.94% 89	13.94% 23	1.21% 2	7.27% 12	165
Village parks	1.81% 3	9.04% 15	50.00% 83	24.10% 40	12.65% 21	2.41% 4	166
Downtown overall appearance	46.11% 77	32.93% 55	15.57% 26	2.40% 4	0.60% 1	2.40% 4	167
Downtown parking convenience	4.85% 8	13.33% 22	55.15% 91	10.30% 17	5.45% 9	10.91% 18	165
Public utilities cost	31.33% 52	26.51% 44	27.71% 46	3.01% 5	0.00% 0	11.45% 19	166
Public utilities service	11.45% 19	12.65% 21	45.18% 75	13.86% 23	3.61% 6	13.25% 22	166

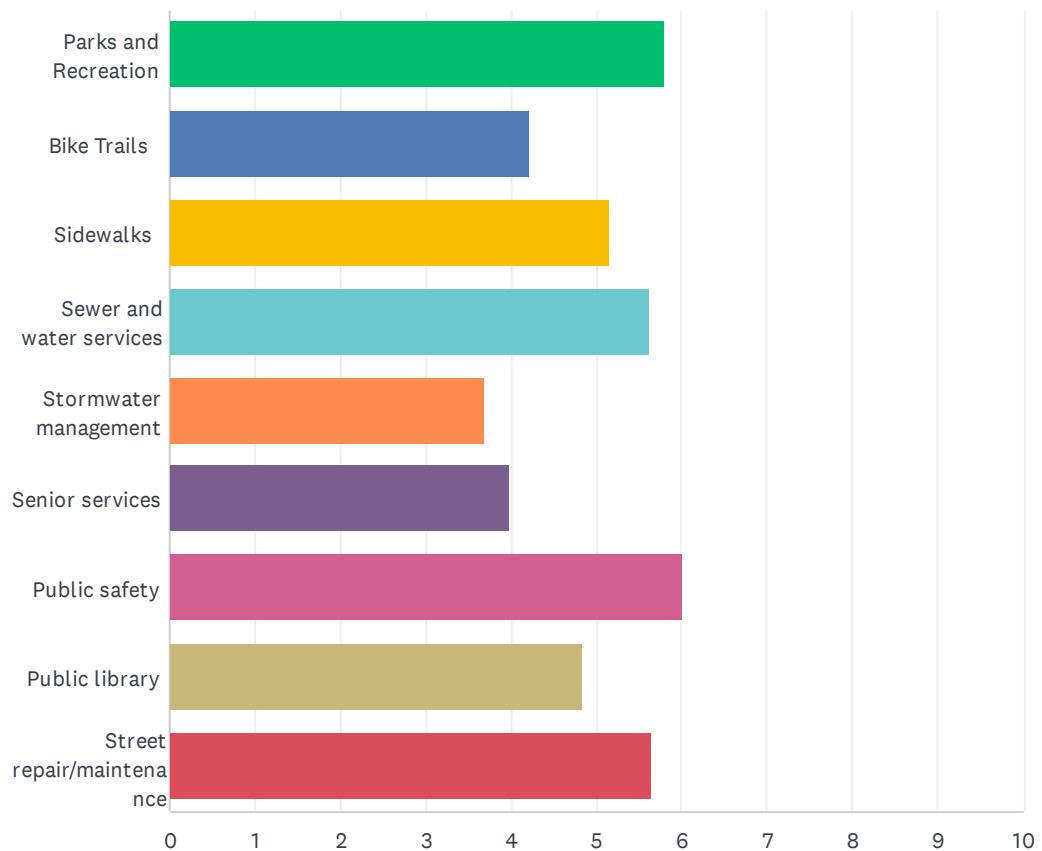
#	COMMENT:	DATE
1	Nothing downtown to park for. Except the bank.	4/1/2025 11:55 AM
2	No sidewalk connecting ridgeview neighborhood to downtown. Not safe to walk. Would love to see a sidewalk connection up hwy B	3/31/2025 4:20 PM
3	Not being a resident, I can't comment on utilities, etc.	3/30/2025 2:14 PM
4	Street sweeper should switch from Tuesday to Thursday because nobody picks up any trash that falls/blows around on garbage days. Neighbors litter in each others yards which is not okay.	3/20/2025 6:23 PM
5	Sidewalks are still needed badly on Main St going up the hill as truck are speeding through that area as well as cars	3/20/2025 4:24 PM
6	Where exactly is "downtown"?	3/20/2025 4:19 PM
7	I would like to see a seasonal skating rink and I'm concerned about the coyote problem. We don't feel safe walking at night with so many so close. It wasn't that bad until they clear cut the property on Fellows.	3/13/2025 10:11 AM
8	Stop Chloride in water supply	2/19/2025 11:54 AM
9	Water bill to high roughly \$100 month	2/13/2025 7:23 PM
10	Some areas around town are shabby lookand poorly taken care of/in disrepair	2/11/2025 1:04 PM
11	Would be nice to see baseball field used and tennis courts	2/10/2025 7:15 PM

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12	I felt mine and my children's safety continues to be in jeopardy due to a resident who continues to get slaps on the wrist (if that) for this harassment of GC residents.	2/7/2025 8:00 PM
13	Why would anyone need to park downtown. Need to get smokes or vapes?	2/7/2025 7:51 PM
14	The downtown appearance has charm but is "dead" - if people had a reason to be there it would "Liven up" and be even more charming and desirable!	2/7/2025 10:23 AM
15	When they redid the road in town they changed the parking on the road and made less spaces	2/7/2025 7:35 AM
16	Down town needs to be renovated with more business options	2/1/2025 10:14 AM
17	KEEP UP THE FARMERS MARKET!	1/30/2025 12:18 PM
18	Water is frequently high in chlorine and always high in mineral content. We frequently have to clean appliances to keep calcium deposits from getting out of hand. Water/sewer rates are high when you consider the water quality coming to the houses.	1/28/2025 6:45 PM
19	Water bills have become a bit high.	1/28/2025 2:30 PM
20	A walking path on the perimeter of the park would be great!	1/28/2025 7:00 AM
21	Upkeep of rentals on main street	1/27/2025 9:21 PM
22	Be nice to not see police parking on the bike paths	1/27/2025 8:40 PM
23	Use the McHenry county trails daily	1/27/2025 7:31 PM
24	We want a splash pad like other villages have	1/27/2025 7:27 PM
25	Terrible	1/27/2025 7:08 PM
26	The south end of Carter street has a lot of foot traffic with no room nor light to give safe conditions for foot/bike travel. Lots of pedestrian traffic due to DG	1/27/2025 6:44 PM
27	Water bill is expensive	1/27/2025 6:34 PM
28	Our downtown is horrible, it looks abandoned	1/27/2025 6:32 PM

Q16 Rank the following items based on your priorities for ADDITIONAL VILLAGE INVESTMENT, where 1 is the highest priority and 9 is the lowest priority.

Answered: 166 Skipped: 13

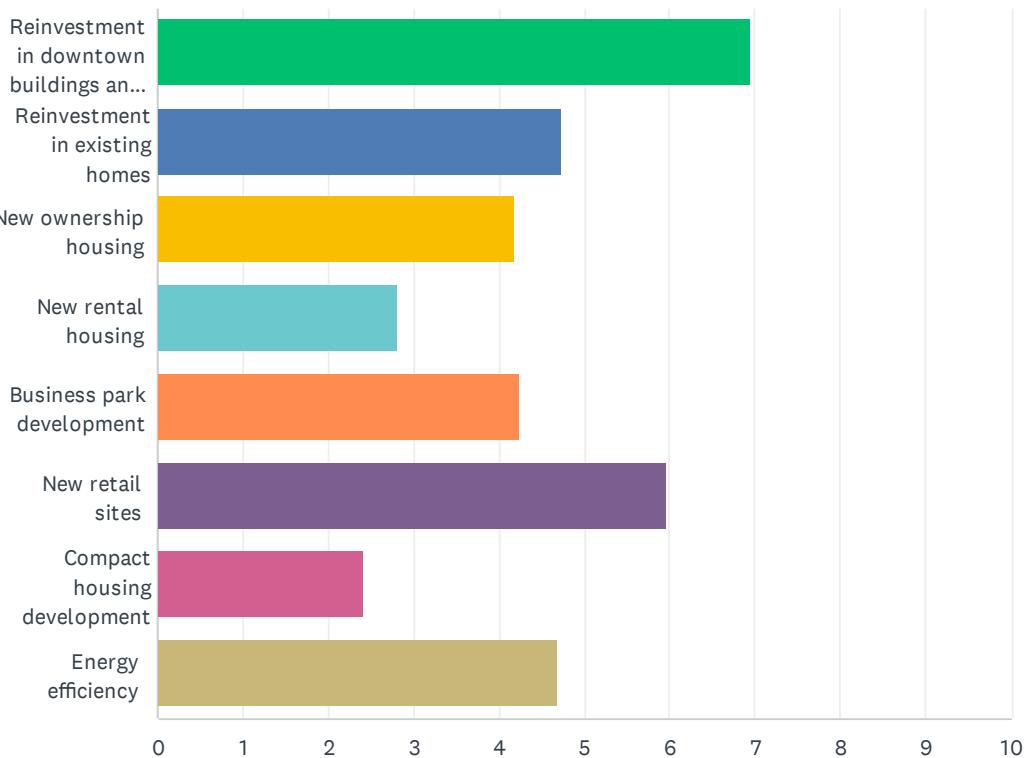


Village of Genoa City Community Survey

	1	2	3	4	5	6	7	8	9	TOTAL	SCO
Parks and Recreation	12.65% 21	21.69% 36	8.43% 14	15.06% 25	10.24% 17	12.65% 21	6.02% 10	10.84% 18	2.41% 4	166	5
Bike Trails	3.61% 6	7.83% 13	12.65% 21	9.04% 15	9.64% 16	9.64% 16	18.07% 30	14.46% 24	15.06% 25	166	4
Sidewalks	9.04% 15	13.25% 22	11.45% 19	15.66% 26	10.84% 18	10.84% 18	10.24% 17	9.04% 15	9.64% 16	166	5
Sewer and water services	19.28% 32	17.47% 29	5.42% 9	7.23% 12	11.45% 19	12.65% 21	13.25% 22	7.23% 12	6.02% 10	166	5
Stormwater management	1.81% 3	3.61% 6	7.83% 13	6.63% 11	12.65% 21	15.66% 26	16.87% 28	18.07% 30	16.87% 28	166	3
Senior services	4.82% 8	5.42% 9	11.45% 19	7.83% 13	10.84% 18	11.45% 19	12.05% 20	11.45% 19	24.70% 41	166	3
Public safety	25.90% 43	9.04% 15	10.84% 18	13.25% 22	10.24% 17	12.05% 20	6.02% 10	9.64% 16	3.01% 5	166	6
Public library	12.65% 21	8.43% 14	12.65% 21	12.05% 20	9.64% 16	6.02% 10	8.43% 14	14.46% 24	15.66% 26	166	4
Street repair/maintenance	10.24% 17	13.25% 22	19.28% 32	13.25% 22	14.46% 24	9.04% 15	9.04% 15	4.82% 8	6.63% 11	166	5

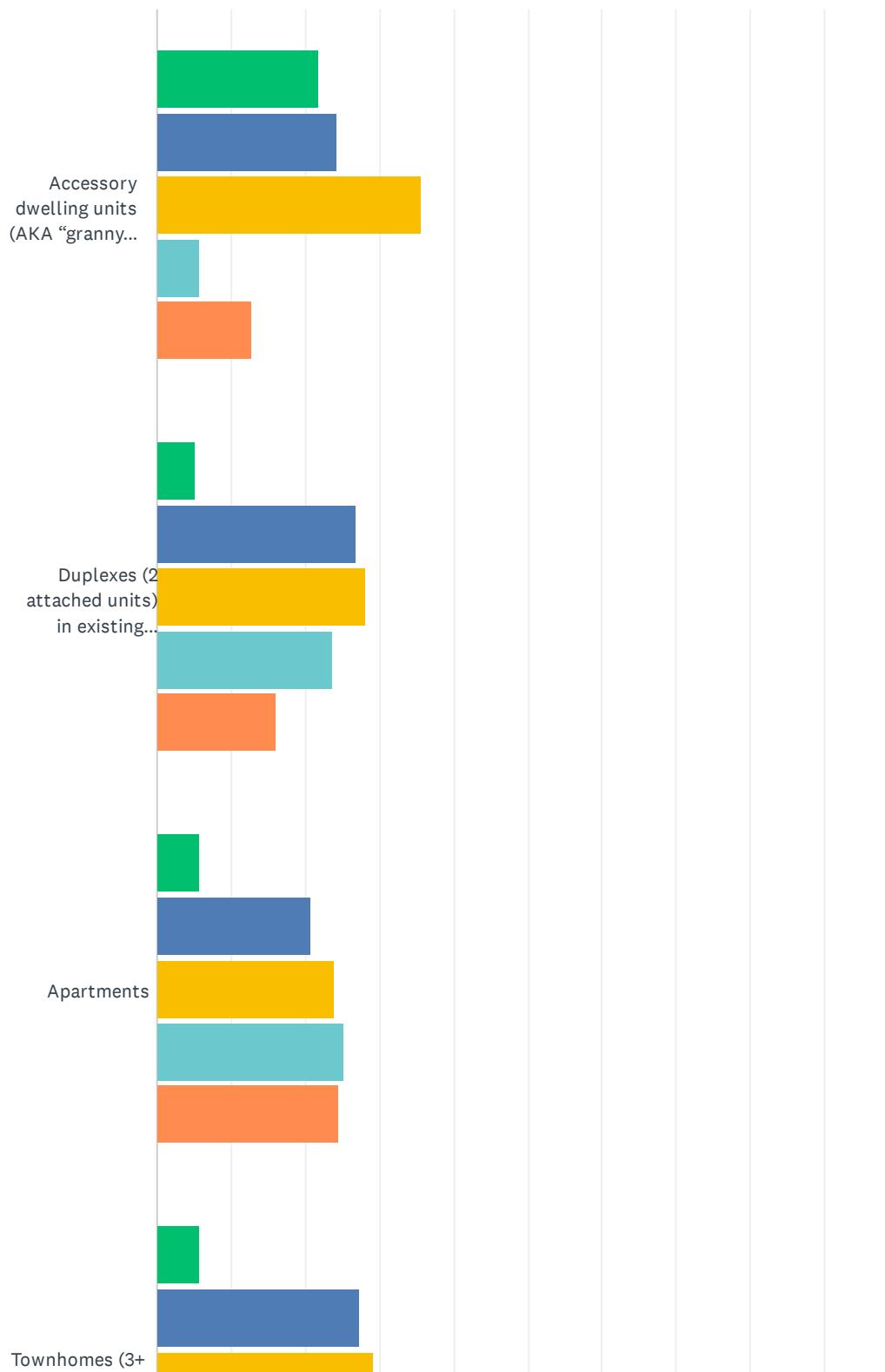
Q17 Rank the following items based on YOUR PRIORITIES for development and property improvement in the Village, where 1 is the highest priority and 8 is the lowest priority.

Answered: 159 Skipped: 20

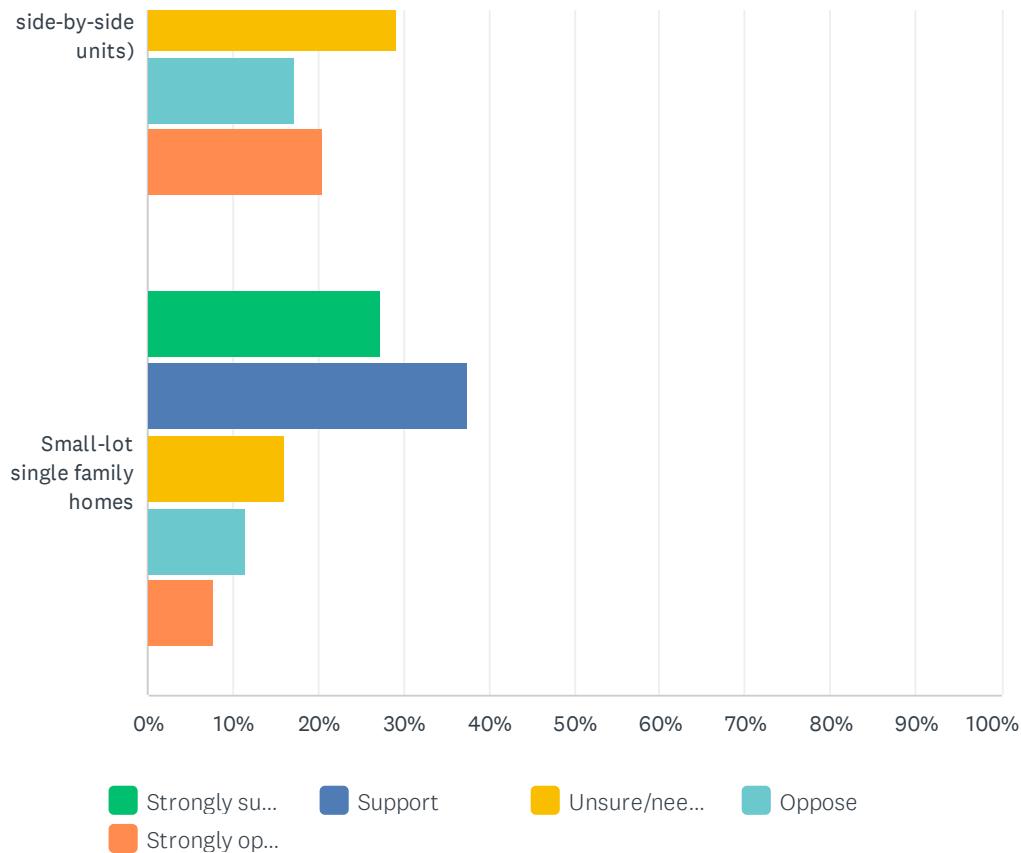


Q18 A common trend in development today is to accommodate growth while using land and utility resources more efficiently. Indicate your support for each of the following housing options.

Answered: 158 Skipped: 21



Village of Genoa City Community Survey



	STRONGLY SUPPORT	SUPPORT	UNSURE/NEED MORE INFO	OPPOSE	STRONGLY OPPOSE	TOTAL
Accessory dwelling units (AKA "granny flats") with single family homes	21.66% 34	24.20% 38	35.67% 56	5.73% 9	12.74% 20	157
Duplexes (2 attached units) in existing neighborhoods	5.13% 8	26.92% 42	28.21% 44	23.72% 37	16.03% 25	156
Apartments	5.81% 9	20.65% 32	23.87% 37	25.16% 39	24.52% 38	155
Townhomes (3+ side-by-side units)	5.73% 9	27.39% 43	29.30% 46	17.20% 27	20.38% 32	157
Small-lot single family homes	27.39% 43	37.58% 59	15.92% 25	11.46% 18	7.64% 12	157

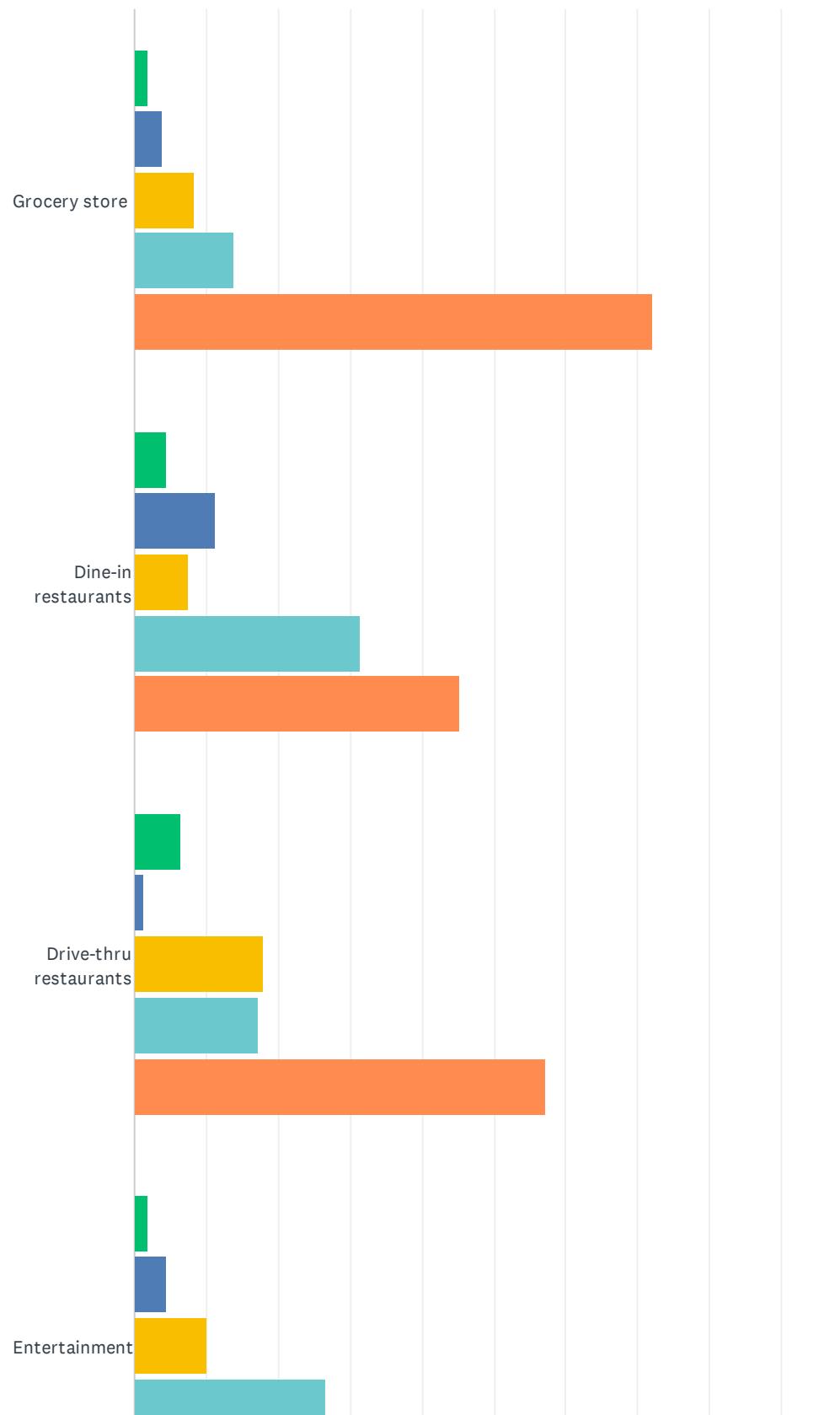
#	COMMENT:	DATE
1	Not being a G.C. resident, I'd need more info.	3/30/2025 2:19 PM
2	Only if they are built right, not cheap, and modern. And no subsized housing	3/21/2025 1:55 PM
3	More housing taking up less property with ample shared space opportunities.	3/20/2025 7:05 PM
4	Hunters Ridge Townhomes are becoming ghetto with too many rentals. GC should focus on ownership vs rentals.	3/20/2025 6:39 PM
5	I don't think we should perpetuate the rising costs of renting that allows the industry to be so predatory, which also drives home prices up, preventing people from buying single family homes.	2/18/2025 10:30 AM
6	I would like to know more information about how other small towns ratio of different houses developments.	2/12/2025 8:03 PM

Village of Genoa City Community Survey

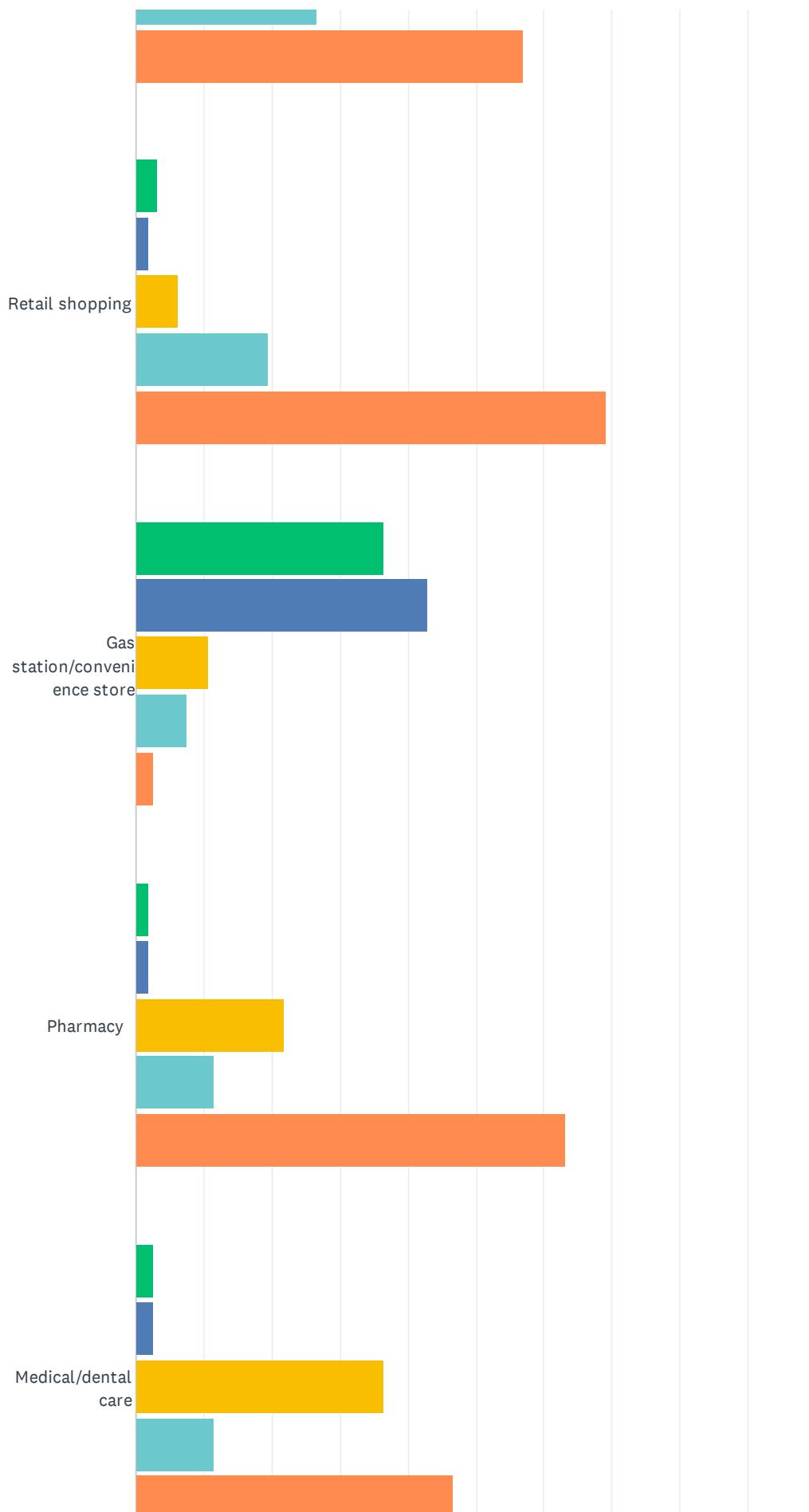
7	Too much Small-lot single family homes now. Village not balanced.	2/10/2025 11:58 AM
8	A variation would reach alot of people	2/7/2025 12:08 PM
9	GC doesn't need more housing. It would better serve to recover it for the current residents! Packing more people in will not make it safer or more charming or a more desirable place!	2/7/2025 10:37 AM
10	THE TRACY DEVELOPMENT ON FELLOWS IS HORRIBLE	1/30/2025 12:20 PM
11	Is this a question regarding zoning permissions? Again, the village can't force the creation of any of these, only encourage development through things like ease of permit issuance, tax incentives, and zoning changes.	1/28/2025 6:53 PM
12	I do not support small lot homes unless the builder is required to build it out of materials that won't burn in 15 minutes.	1/28/2025 2:39 PM
13	This is what was just discussed at a board meeting and you still voted against what the people said	1/27/2025 7:30 PM
14	I believe that natural area is critical and cramming as many homes as possible in a small space will bring negative impact	1/27/2025 7:20 PM

Q19 How satisfied are you with the following in Genoa City?

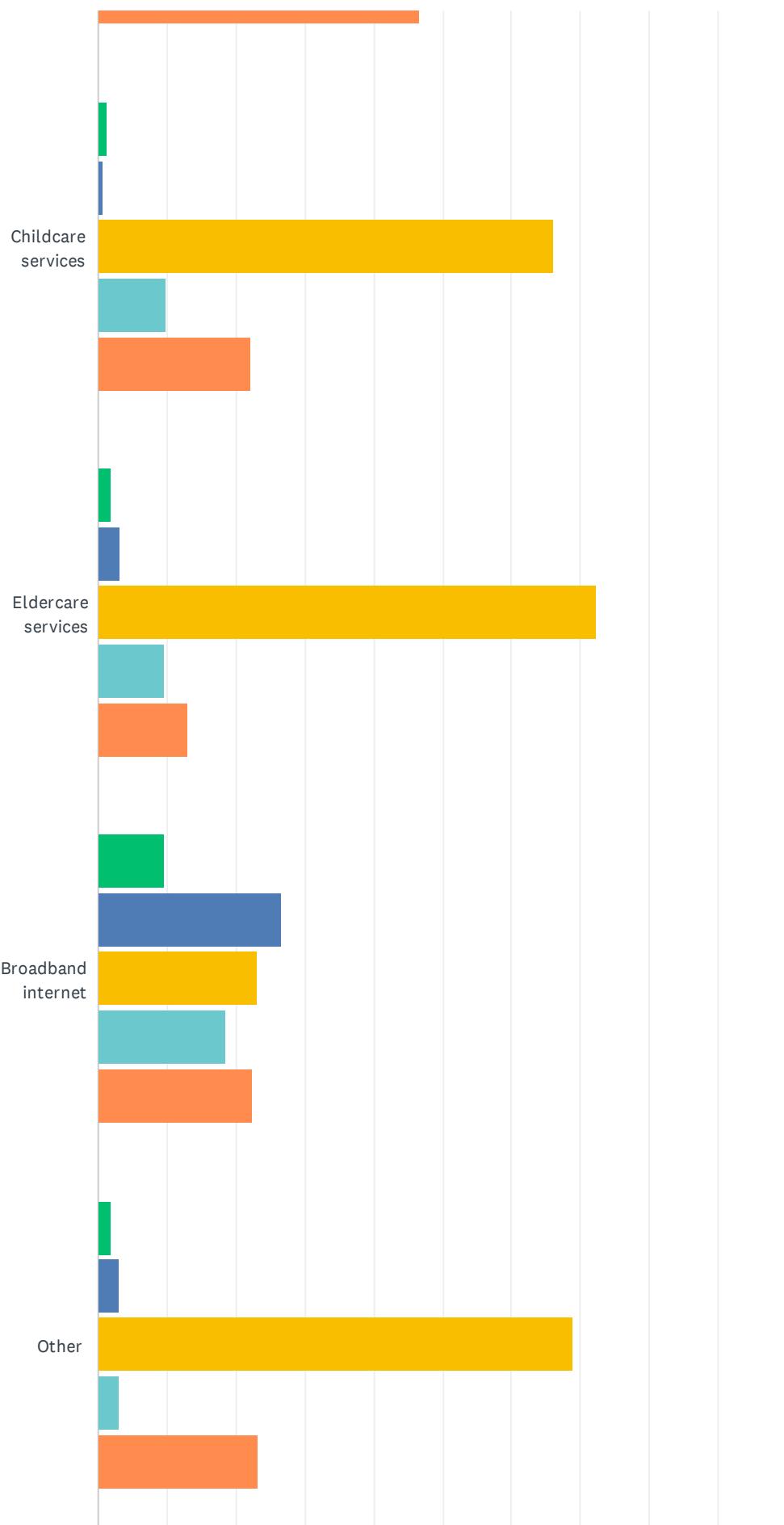
Answered: 159 Skipped: 20



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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL/NO OPINION	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
Grocery store	1.90% 3	3.80% 6	8.23% 13	13.92% 22	72.15% 114	158
Dine-in restaurants	4.40% 7	11.32% 18	7.55% 12	31.45% 50	45.28% 72	159
Drive-thru restaurants	6.41% 10	1.28% 2	17.95% 28	17.31% 27	57.05% 89	156
Entertainment	1.90% 3	4.43% 7	10.13% 16	26.58% 42	56.96% 90	158
Retail shopping	3.14% 5	1.89% 3	6.29% 10	19.50% 31	69.18% 110	159
Gas station/convenience store	36.48% 58	42.77% 68	10.69% 17	7.55% 12	2.52% 4	159
Pharmacy	1.91% 3	1.91% 3	21.66% 34	11.46% 18	63.06% 99	157
Medical/dental care	2.56% 4	2.56% 4	36.54% 57	11.54% 18	46.79% 73	156
Childcare services	1.31% 2	0.65% 1	66.01% 101	9.80% 15	22.22% 34	153
Eldercare services	1.94% 3	3.23% 5	72.26% 112	9.68% 15	12.90% 20	155
Broadband internet	9.55% 15	26.75% 42	22.93% 36	18.47% 29	22.29% 35	157
Other	1.94% 2	2.91% 3	68.93% 71	2.91% 3	23.30% 24	103

#	COMMENT:	DATE
1	THERE ARE NO SERVICES. WE HAVE TO TRAVEL FOR MOST EVERYTHING EXCEPT TO PAY OUR WATER AND TAX BILLS!	3/21/2025 3:20 PM
2	There is nothing.	3/20/2025 7:05 PM
3	Arby's would be an asset to the village.	3/19/2025 10:54 PM
4	I do not have children. I would like to see more businesses, especially for groceries, that are not part of large chains that use anti competitive practices and use low wages to drive people to buy cheap, low quality products.	2/18/2025 10:30 AM
5	Fix/lower water bill, and people will come	2/13/2025 7:29 PM
6	The Farmers Market has been fun during the summer months	2/12/2025 8:03 PM
7	There isn't much of anything	2/8/2025 11:17 AM
8	Bring back Genoa City Days :) Help the Lions Club out by finding volunteers!! They do SO much good for the community, it's time for the community to step up and help them!	2/7/2025 8:04 PM

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9	We do have Dr. Waller in town what else do you need for health care.	2/7/2025 7:58 PM
10	GC would benefit from community development advisory services.	2/7/2025 12:08 PM
11	Medical/dental is missing holistic, restaurants and grocery are missing HEALTHY options - REAL FOOD .. GC could spend the next 5-10 yrs bringing HEALTH to the community! A healthy community would be a much happier community!	2/7/2025 10:37 AM
12	Leave the growth and traffic to Lake Geneva	1/31/2025 12:24 PM
13	THE FARMERS MARKET IS AWESOME NEED MORE SUPPORT	1/30/2025 12:20 PM
14	We don't have a lot of the items listed here, but we don't need to have everything either. Lake Geneva, Burlington, or McHenry has everything you could need. If I wanted to live right in the heart of all of this I'd live there instead.	1/28/2025 6:53 PM
15	The things that I am very dissatisfied with are that way because there aren't any!	1/28/2025 2:39 PM
16	Would like more options	1/28/2025 6:35 AM
17	Bring back mud bogs for Genoa city days!	1/27/2025 9:29 PM
18	We have none of the above	1/27/2025 7:30 PM
19	Genoa City has nothing anymore	1/27/2025 6:54 PM
20	"town's dead" - more commerce. We live here, but go elsewhere for everything else.	1/27/2025 6:53 PM
21	We don't have most of these, it would be great to have them.	1/27/2025 6:37 PM

Q20 Please provide any additional feedback you feel is important for the Village of Genoa City to consider while developing this Comprehensive Plan.

Answered: 60 Skipped: 119

#	RESPONSES	DATE
1	The gravel trucks are very annoying going down highway B extremely loud at At 5am never was like that before bringing down home values because of noise	4/1/2025 4:46 PM
2	I have lived here for most of my life and am saddened by the downward spiral that is Genoa City.	4/1/2025 4:22 PM
3	We are desperately in need of a new larger Library and should be our Village top priority . Education first and everything will fall into place.	3/27/2025 8:55 AM
4	THINK ABOUT THE RESIDENTS OF THIS VILLAGE. THERE ARE NO SERVICES, THE DOWNTOWN LOOKS LIKE A GHOST TOWN. HOW ARE WE SUPPOSED TO GENERATE YOUNG FOLKS WANTING TO MOVE HERE WITH NOTHING TO OFFER THEM? YES, THINK ABOUT THE FUTURE OF THIS VILLAGE. IT'S SHAMEFUL. THE FOLKS WHO RUN THIS VILLAGE TAKE GOOD CARE OF THEMSELVES. STATE OF THE ART VILLAGE HALL AND STATE OF THE ART MACHINERY FOR THE PUBLIC WORKS DEPT. BUT WHAT TO SHOW FOR IT? DO SOMETHING ALREADY!!!	3/21/2025 3:20 PM
5	Geona City is lacking many things that make a small town appealing to outside money.	3/21/2025 1:55 PM
6	It would be a great investment to put up radar cameras in multiple spots at least on the main streets to ticket all cars speeding. It would generate a TON of money for helping cover road maintenance and repairs considering how few vehicles follow the laws, including the school zone. Also, enforcing j-walking laws during school pick-up hours before someone walks out in front of the buses and gets hit.	3/20/2025 7:05 PM
7	First, thanks for seeking input. There is a distinction between affordable and cheap housing. GC doesn't need more cheap housing. Wrong demographic. Hunters Ridge is a good example of a development that attracted people who could afford housing here and aren't maintaining properties. This area has a good chance of becoming Pell Lake is zoning ordinances aren't enforced. There are lots of run down properties in GC. I have neighbors who own their homes and their kids attend school elsewhere because Brookwood has a not great reputation. Sad. Some good rehab is needed. Better amenities too. Even a Kwik Trip would be an upgrade. Finally I would say walking in Hunters Ridge is frustrating with people that park cars across sidewalks. There must be an ordinance for that. Taking kids out in strollers or on bikes is no fun!!	3/20/2025 6:39 PM
8	Please, no more dumpy bars!	3/20/2025 4:22 PM
9	Build a new library!! Bring back stores and restaurants to downtown	3/20/2025 2:06 PM
10	I think renaming Genoa City to Genoa Junction would be good.	3/19/2025 10:54 PM
11	We need more retail stores; grocery, pharmacy, convenience stores. We need good restaurants, especially downtown to draw in the general public. Vendors need to fill the empty storefronts. Make them affordable and open to be purchased/rented by anyone. We need to entice those driving north to stop and see what Genoa City has to offer.	3/19/2025 2:32 PM
12	Don't make southern WI like Northern IL. We are all here to live in a rural community. If we want all that building and stores we just have to go to Lake Geneva or McHenry. Don't ruin the community we have. Preserve the peacefulness we have	3/19/2025 12:54 PM
13	Put money into downtown area and fix it up. It looks like a rundown trash town. Make the schools better. Put in restaurants. NO LOW INCOME HOUSING. Fine people for keeping graffiti up on buildings.	3/12/2025 10:38 PM

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14	Get a Kwik Trip	3/1/2025 12:27 PM
15	Need business downtown	2/19/2025 11:56 AM
16	Streetlights in some areas would be a good idea to improve safety at night	2/18/2025 10:30 AM
17	Our town could be such a great tight-knit involved community, but there's nothing for people (especially 18-27 year olds) to do here. People that live in Genoa City have to travel 15-20 minutes to another town to go do anything. There's no shopping, no nice sit-down restaurants, and no places for young people to meet or congregate at. We don't do Genoa City days anymore, so there's no way to bring everyone together in our town and it's really unfortunate. The Village needs to encourage businesses that will bring people together in our community so Genoa City can flourish.	2/16/2025 4:50 PM
18	When I moved back to Wisconsin to come home, I was shocked at the state of Genoa City, where I grew up. I decided to look in the surrounding area and eliminate Genoa City from my housing search. I was sorry to do this.	2/15/2025 10:39 AM
19	Lower Water bill	2/13/2025 7:29 PM
20	We used to have a thriving downtown with an actual grocery store featuring produce and meats. We used to have 2 restaurant/bars walking distance from downtown. We used to have Krisik's Pharmacy, and a doctor's office. We used to have a theater. That's now apartments. Lawyer offices were turned into apartments. The exercise place became an apartment despite its window front and being downtown. The board allowed that to happen.	2/13/2025 3:06 PM
21	That they are realistic goals for this Village.	2/12/2025 8:03 PM
22	NO subsidy, low income small housing. Quality over quantity.	2/10/2025 9:16 PM
23	Please do not allow further residential growth without putting the time and effort into revitalizing the town first. New home or apartments will attract lower income housing and we really need a community and tent to be proud of again so people want to stay as well as locals want to take pride in their property again.	2/10/2025 7:20 PM
24	We need Softball tournaments again, fireman's dance, Genoa city days with rides, tracker pulls and music. Fun for families, parades. Business in town, we need to get back to being a closer village.	2/9/2025 12:07 PM
25	UTV routes	2/8/2025 11:38 PM
26	Up taxes for empty downtown buildings until they are rented out. Put a stop to the questionable characters residing in the red building (old movie theatre) that is not zoned residential. Attracts shady characters to the area!	2/8/2025 9:19 AM
27	The answer to a better community is improve what we have, not continue to bring in more sub par homes.	2/8/2025 9:05 AM
28	Update the park. (Veterans) BRING BACK GC DAYS! Change the electronic sign at BP, SO ITS READABLE! Bigger font, and black background with white letters, ONLY! Too far from road to read during day. Let the scouts Paint the fire hydrants again. Whomever decided to put parallel parking in front of the Bank/Laundromat, should be shot!	2/8/2025 1:58 AM
29	Bring back the baseball diamonds and make our youth programs a priority.	2/7/2025 8:04 PM
30	We need to look to investing in people and companies that will invest back into the community. Small businesses or local businesses not chains or low income type housing. That does not help the local economy.	2/7/2025 7:58 PM
31	We enjoy the events the Farmers Market and summer library events being, but think we could use more.	2/7/2025 7:03 PM
32	Genoa City has always had that small town charm, but I have noticed significant changes over the years. Many of the downtown buildings and businesses, such as Kellers and the old home plate, now sit vacant. This not only detracts from the aesthetic appeal of our downtown but also negatively impacts property values for residents. I strongly believe that implementing a vacancy tax on properties that remain unoccupied for an extended period could encourage owners to either lease or sell their properties, helping to revitalize our community. Furthermore, I believe we should work towards bringing back community events, such as Genoa City Days, which foster a sense of togetherness and pride among residents. On a positive note, I want to	2/7/2025 1:04 PM

Village of Genoa City Community Survey

commend the addition of the farmer's market. It has been a wonderful enhancement to our community, providing a space for local vendors and bringing residents together.

33	When I decided to move back to the area, I based my decision on what communities had a pharmacy, medical clinic, and grocery store. These are essential for all ages.	2/7/2025 12:08 PM
34	I understand being a small town when everyone SEEMS to want the big city options is difficult, but PLEASE stand your ground! Being small and charming is MORE DESIREABLE! People are wanting that "home" feel again! YOU have the opportunity to provide it! Not by adding more apartments and "cookie cutter" neighborhoods, but by helping everyone know and care for their neighbors! (If you grew up here years ago, it really existed!) use what already exists to restore and revive. Stand out by bringing HEALTHY options to GC - the world IS heading that way, and you can be a leader! Without health, none of it matters. If you want to "be known", be known for truly caring about the citizens, give them health and happiness, a REAL small-town charm where everyone knows and cares for everyone ... it CAN (and has) happen in Genoa City ❤️	2/7/2025 10:37 AM
35	Make sure residents understand through Direct communication what is going to happen to the neighborhood around them. People are not going to show up to village planning meetings, for instance, unless they know it might directly affect them. Publishing obscure sounding meeting agendas and meeting minutes on the GC website (sometimes totally missing) does not inform the residents unless they are told to pay attention.	2/3/2025 9:57 PM
36	Please do not bring chain fast food restaurants to Genoa City. Invest in keeping this small town charming. Bring back the culture we had when our parents (80's and 90's) were young.	2/1/2025 7:29 PM
37	Get rid of slum lords and shitty houses that keep good home owners away	1/31/2025 12:24 PM
38	More funding towards areas that will build the community- the library, parks and rec, etc	1/31/2025 10:13 AM
39	There is nothing in Genoa City. To do anything, twin lakes or lake Geneva is where is at to have any type of anything	1/30/2025 11:07 PM
40	The library is the heart of the community and needs to be prioritized.	1/30/2025 10:26 PM
41	KEEP UP THE FARMERS MARKET. NEED MORE OF THIS IN GENOA CITY	1/30/2025 12:20 PM
42	Lower taxes, lower water, neutral/non political schools, neutral non/political library. Library is obviously ran by someone trying to push dei LGBT agenda. All the objectionable books are displayed and pushed. Get rid of this junk in the schools and libraries. Most people around here are religious and have no care for this junk. Have library check records on how often this junk is checked out and you'll see the agenda.	1/30/2025 2:13 AM
43	We have next to nothing for entertainment.	1/29/2025 6:40 PM
44	I think we need to focus on updating and expanding the downtown in order to make things more appealing. Help people find other things to do other than just drive through and not even know we exist.	1/28/2025 10:51 PM
45	We need to have a reason to come to Genoa City. Redo the downtown and make it inviting. Force those building owners to do something with the buildings they own in the downtown. Why would you own a building in the downtown if you aren't going to make it a public place? The village should buy the (grocery?) store and put the Public Library in that location. The Post Office and a beautiful Library with that parking lot would be a first step to beautifying the downtown. Give people a reason to go downtown. We need to have things going on that will attract people to the village. The Farmers Market is amazing and needs to be continually promoted and advertised so that all of Genoa City attends on Friday nights. Baby steps to getting people to Genoa City and the ones who chose to live here involved in making this community great again! The schools need the most work, we need businesses and a downtown makeover.	1/28/2025 10:39 PM
46	Genoa city doesn't need to be a huge town, I live here because it isn't one. Keep the streets maintained, crime down, and encourage businesses that approach the town looking to start. Property taxes have steadily been on the rise in town but I don't remember ever seeing a plan to repave aging neighborhood streets. Be fiscally responsible and encourage slow growth over time.	1/28/2025 6:53 PM
47	We need to be considering all levels of housing. We need to be considering safety and possibly more environmentally responsible building. We need to consider cleaning up the downtown and pushing the people who own those buildings to get businesses in them that	1/28/2025 2:39 PM

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thrive. We need to focus on marketing our town to outer communities and giving people reasons to come and be business people in our community. This intern will create revenue. We need to support our schools in lieu of all of the cuts from the government. We need to also support our police department and fire department sidewalks streets that are in disrepair need attention. It is not safe to walk or ride bikes on are in disrepair Road. We need stricter building codes for downtown to keep buildings painted and lots clean of debris and junk. We need Enforce eyesore ordinances that are in place. Let's focus on beautifying the community, paying attention to environmental issues, putting more affordable housing in with responsibility to the buyer first, and consider better communication with community members about new developments.

48	I drive through downtown several times a day and often think how great this little town could be if we could revive the shops downtown and build it up a little more. It is such a great town, it just needs some TLC on the downtown area to make it the perfect place to live and visit. Would like to see some improvement added to the park area also, it is a great park and very well maintained. Just not enough activities there to occupy families. Maybe a splash pad or more tennis/basketball courts. Maybe some additions to the playground or skate park area.	1/28/2025 9:48 AM
49	Pass UTV law. Lower the water bill, or make it potable. Bring back Genoa city days mud bogs. Properly post zoning changes to public residents when it comes to changing agricultural land to residential.	1/27/2025 9:29 PM
50	Add sidewalks to Main Street, we need more businesses downtown. Pharmacy, grocery store! More restaurants and jobs.	1/27/2025 9:19 PM
51	We literally have nothing in town besides a Dollar general	1/27/2025 9:08 PM
52	We need to utilize the empty buildings on the main strip. Too many unused businesses.	1/27/2025 9:02 PM
53	Support of recreational vehicle street use. Would like to see more community events like the farmers market. Would like more variety of shops/entertainment but also don't want to see Walmart and mcdonald's, they are close enough.	1/27/2025 8:52 PM
54	The water/ sewer bills are outrageous and unaffordable, if I knew how expensive it would be I would have reconsidered buying a home here.	1/27/2025 8:40 PM
55	Get rid of vap shop	1/27/2025 7:36 PM
56	Before expanding you need to fix our high sewer and water prices, lower our taxes and fix what we already have... like downtown that is gross	1/27/2025 7:30 PM
57	I do not have enough information or knowledge to judge financial need for storm water run off and maintenance in general, but I do very much recognize the need for these services and would support responsible increase in budget for them.	1/27/2025 7:20 PM
58	Listen to the people who live here, when planning a new subdivision stick with the original plan or spend some time and resources to come up with a better plan, not a couple months and what a builder tells you	1/27/2025 7:12 PM
59	Make the town more presentable and desirable. There is no reason to live in this town other than the semi affordable houses but it ends there once you start to get your obnoxious water bill	1/27/2025 6:56 PM
60	I am pro our own grocery store being a big necessity. DG can not be relied on especially in the weeks after country thunder. I hope to see more business open up and not see places like Kellers and Yolos sit empty for years.	1/27/2025 6:52 PM

Q21 How familiar are you with the businesses located in the Village?

Answered: 112 Skipped: 67

#	RESPONSES	DATE
1	What businesses	4/2/2025 10:21 AM
2	Very	4/1/2025 10:42 PM
3	Familiar	4/1/2025 4:49 PM
4	Pretty familiar	4/1/2025 4:35 PM
5	Some what	4/1/2025 12:01 PM
6	Fairly familiar.	3/31/2025 7:43 PM
7	Are there any?	3/31/2025 5:44 PM
8	Not very familiar with any.	3/31/2025 4:29 PM
9	Not very	3/30/2025 2:24 PM
10	Very	3/28/2025 3:04 PM
11	Somewhat familiar. I always prefer to support locally owned businesses. I do not like giving my money to large corporations. Lets build a community for families and family owned businesses.	3/27/2025 10:15 PM
12	Not	3/27/2025 8:57 AM
13	Better than avg	3/24/2025 12:51 PM
14	Familiar-	3/20/2025 8:49 PM
15	Familiar with what is here but not what they all offer unless they are food/retail/walk-in businesses.	3/20/2025 7:18 PM
16	Somewhat	3/20/2025 6:41 PM
17	Somewhat	3/20/2025 4:31 PM
18	I have seen some businesses but they are in a business that I do not need regularly. The one grocery store is not a true grocery store so I do not shop there.	3/20/2025 4:28 PM
19	Somewhat	3/20/2025 2:07 PM
20	Somewhat	3/20/2025 1:33 PM
21	Good	3/19/2025 5:43 PM
22	Very. Lived here over 30 years	3/19/2025 4:29 PM
23	Somewhat familiar.	3/19/2025 2:36 PM
24	Somewhat	3/14/2025 7:25 AM
25	Somewhat	3/13/2025 7:16 PM
26	Very	3/13/2025 11:25 AM
27	no familiar at all	3/12/2025 10:40 PM
28	Not very, because there are very few0	3/1/2025 12:27 PM
29	Idk	2/19/2025 11:57 AM
30	Somewhat	2/18/2025 10:30 AM

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31	Very	2/16/2025 9:17 PM
32	N/a	2/16/2025 4:54 PM
33	not very	2/15/2025 10:42 AM
34	I drive by then but not many are of interest or look open or up to date	2/14/2025 7:51 PM
35	I don't vape, I don't shop at dollar store cheap poor quality merchandise. Fitzgerald is fabulous	2/13/2025 7:33 PM
36	Very	2/13/2025 3:12 PM
37	Not sure of all the businesses	2/13/2025 11:05 AM
38	Pretty familiar	2/13/2025 10:41 AM
39	Not very familiar.	2/12/2025 8:06 PM
40	Somewhat	2/11/2025 1:09 PM
41	Good enough	2/10/2025 8:54 PM
42	Extremely	2/10/2025 7:22 PM
43	Very familiar	2/10/2025 2:17 PM
44	Fairly familiar	2/10/2025 2:13 PM
45	Not familure	2/10/2025 12:00 PM
46	Very	2/9/2025 7:30 PM
47	Very	2/9/2025 12:09 PM
48	Very	2/8/2025 11:40 PM
49	It's not hard to know what's in town, there isn't much and it looks abandoned	2/8/2025 1:49 PM
50	Pretty familiar	2/8/2025 11:18 AM
51	Not many to chose from obviously very familiar	2/8/2025 9:22 AM
52	I go to the post office, the bank, dollar general. Don't need vape or liquor	2/8/2025 9:10 AM
53	What businesses? It's a dead town. 2 liquor marts, 2 gas stations and a dollar general is about it. Genoa City is not a business-friendly town, hasn't been for many years.	2/8/2025 8:24 AM
54	Very. Lived here my whole life.	2/8/2025 2:13 AM
55	Somewhat familiar	2/7/2025 9:28 PM
56	Somewhat familiar	2/7/2025 8:05 PM
57	I feel like I am very knowledgeable	2/7/2025 8:05 PM
58	Pretty familar	2/7/2025 7:06 PM
59	Somewhat familiar	2/7/2025 2:49 PM
60	Very familiar but I noticed there are several businesses listed on the village website that are no longer open: Kellers, Broken Spoke, and A Dancer's Closet.	2/7/2025 1:14 PM
61	I am not familiar.	2/7/2025 12:10 PM
62	Somewhat	2/7/2025 11:29 AM
63	Not much at this point, because it doesn't seem like there are many 	2/7/2025 10:47 AM
64	Somewhat.	2/4/2025 1:29 PM
65	I know that they exist.	2/3/2025 10:01 PM
66	There aren't many. Yes, I'm familiar with all of them.	2/1/2025 7:31 PM
67	Very	2/1/2025 4:51 PM

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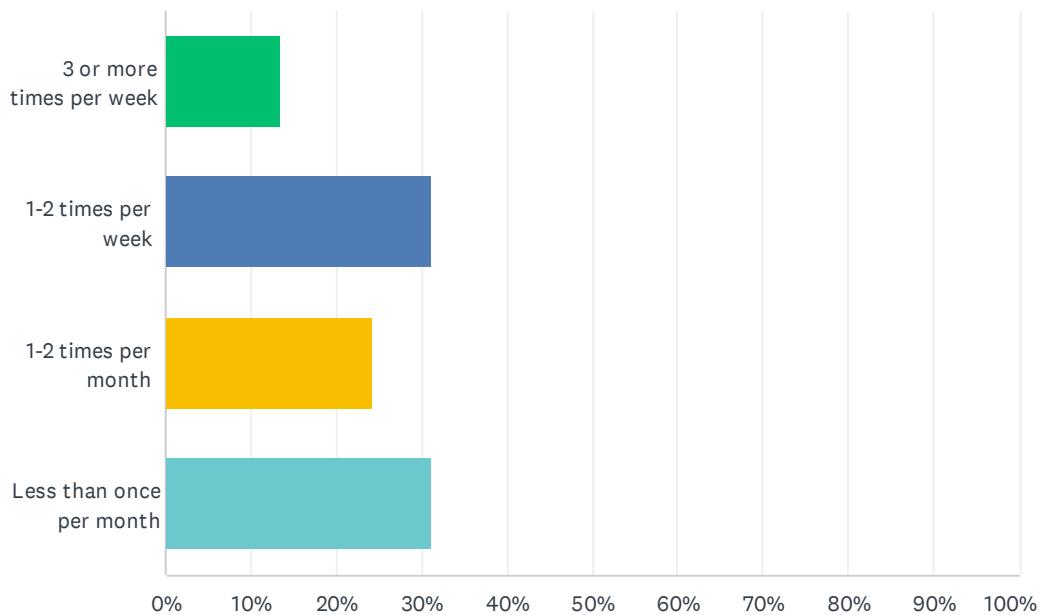
68	Pretty familiar. Walk through town everyday to go to work. Lots of empty store fronts which make me sad.	1/31/2025 3:33 PM
69	Somewhat	1/31/2025 12:26 PM
70	Familiar	1/31/2025 10:13 AM
71	Very	1/30/2025 11:08 PM
72	Familiar	1/30/2025 10:27 PM
73	What businesses? No one goes to downtown Genoa City. The horrible dollar general is a crap store!	1/30/2025 12:22 PM
74	Somewhat	1/30/2025 2:15 AM
75	N/A	1/29/2025 6:41 PM
76	Semi	1/28/2025 10:52 PM
77	Most of the businesses are not places that one just goes to or walks into. I see all the signs but not sure what the businesses are all about.	1/28/2025 10:51 PM
78	not very	1/28/2025 9:10 PM
79	Very familiar, I used to rent a building in town to operate my own business from.	1/28/2025 6:57 PM
80	👍	1/28/2025 6:03 PM
81	Familiar	1/28/2025 1:48 PM
82	not very	1/28/2025 9:51 AM
83	Not really familiar. Do most shopping in lake Geneva	1/28/2025 8:37 AM
84	Pretty good	1/28/2025 7:45 AM
85	Very	1/28/2025 7:06 AM
86	No familiar at all	1/28/2025 6:57 AM
87	No very considering there doesn't seem to be many	1/28/2025 6:37 AM
88	All 3 of them?	1/27/2025 9:32 PM
89	Very	1/27/2025 9:19 PM
90	No very. There are so few.	1/27/2025 9:09 PM
91	Not familiar since there aren't many	1/27/2025 9:03 PM
92	Somewhat	1/27/2025 8:55 PM
93	Very	1/27/2025 8:53 PM
94	Well	1/27/2025 8:52 PM
95	Very	1/27/2025 8:40 PM
96	Minimally. I've gone to Dollar General and Fitzgerald's	1/27/2025 7:43 PM
97	Somewhat	1/27/2025 7:38 PM
98	Very	1/27/2025 7:34 PM
99	Very	1/27/2025 7:31 PM
100	A little	1/27/2025 7:28 PM
101	Generally familiar	1/27/2025 7:22 PM
102	Very	1/27/2025 7:14 PM
103	Sort of familiar	1/27/2025 7:11 PM
104	Familiar	1/27/2025 7:11 PM

Village of Genoa City Community Survey

105	Familiar	1/27/2025 7:04 PM
106	Very	1/27/2025 6:58 PM
107	Not familiar	1/27/2025 6:58 PM
108	Moderately.	1/27/2025 6:56 PM
109	Not much to choose from	1/27/2025 6:47 PM
110	Familiar	1/27/2025 6:42 PM
111	Somewhat	1/27/2025 6:39 PM
112	Fairly	1/27/2025 6:39 PM

Q22 How often do you visit the local businesses of the Village?

Answered: 148 Skipped: 31



ANSWER CHOICES	RESPONSES	
3 or more times per week	13.51%	20
1-2 times per week	31.08%	46
1-2 times per month	24.32%	36
Less than once per month	31.08%	46
TOTAL		148

#	COMMENT	DATE
1	Dollar general	3/31/2025 4:29 PM
2	I don't live in the village. However, I visit the Genoa City Library frequently.	3/30/2025 2:24 PM
3	What locally owned businesses are worth visiting frequently?	3/27/2025 10:15 PM
4	Non suit our needs	3/24/2025 12:51 PM
5	WE FREQUENT THE RESTAURANTS IN TOWN. THE POST OFFICE. WE GO THE THE DOLLAR GENERAL IN RICHMOND BECAUSE OURS IS ALWAYS A MESS.	3/21/2025 3:24 PM
6	Gas	3/20/2025 8:49 PM
7	What businesses???? there's nothing but a smoke shop liquor stores	3/12/2025 10:40 PM
8	The one I visit the most is the post office which is always a pleasant experience	2/14/2025 7:51 PM
9	We'd use them more if there were more businesses	2/13/2025 3:12 PM
10	Most of the businesses are not retail, so I don't visit them	2/13/2025 10:35 AM
11	That "Paul's" is disgusting. Tetanus shot required before entering. Owners treat residents	2/8/2025 9:22 AM

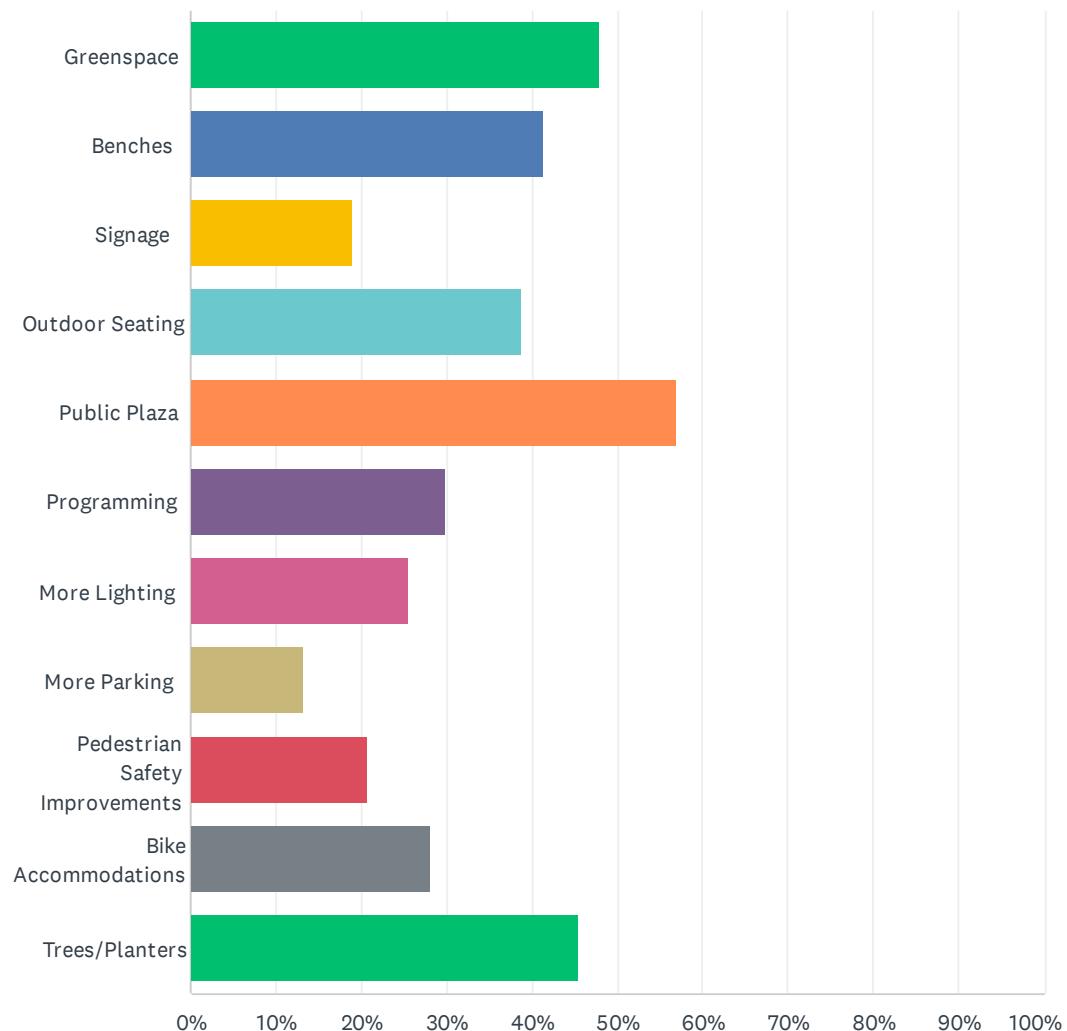
Village of Genoa City Community Survey

terribly.

12	Again, what businesses?	2/8/2025 8:24 AM
13	Not much to visit....	2/8/2025 2:13 AM
14	Occasionally, I put gas in my car at the BP.	2/7/2025 12:10 PM
15	If visiting it's likely the gas station, a church, the funeral home, or a park.	2/7/2025 10:47 AM
16	There are not many businesses to visit	2/1/2025 10:17 AM
17	Need another gas station and grocery	1/31/2025 12:26 PM
18	Every week in summer to the farmers market	1/30/2025 12:22 PM
19	Gas Station &/or Dollar General	1/29/2025 9:22 AM
20	Business would be fuel stations and possibly food.	1/28/2025 9:51 AM
21	None	1/27/2025 9:09 PM
22	Nothing to visit	1/27/2025 9:03 PM
23	Library	1/27/2025 7:38 PM
24	Gas station	1/27/2025 7:14 PM
25	Nothing to visit	1/27/2025 6:58 PM
26	There's not much to choose from, we outside of town when we need something because we have nothing here	1/27/2025 6:39 PM

Q23 What amenities does the Village's downtown area need?

Answered: 121 Skipped: 58



Village of Genoa City Community Survey

ANSWER CHOICES	RESPONSES
Greenspace	47.93%
Benches	41.32%
Signage	19.01%
Outdoor Seating	38.84%
Public Plaza	57.02%
Programming	29.75%
More Lighting	25.62%
More Parking	13.22%
Pedestrian Safety Improvements	20.66%
Bike Accommodations	28.10%
Trees/Planters	45.45%
Total Respondents: 121	

#	ADDITIONAL NEEDS	DATE
1	THE GARDEN CLUB CAN DO ALOT MORE WITH BEAUTIFICATION PROJECTS.	3/21/2025 3:24 PM
2	Signage for what, we have nothing downtown.	3/21/2025 1:57 PM
3	Businesses!	3/20/2025 8:49 PM
4	Community center	3/20/2025 7:18 PM
5	“Downtown” needs stores, activities, restaurants. I couldn’t even specify where “downtown” is located.	3/20/2025 4:28 PM
6	Something to do and places to shop at.	2/16/2025 4:54 PM
7	Public Art Work like Murals etc.	2/15/2025 10:42 AM
8	Maybe look into how other down towns models work to bring revenue and interest into the downtown area	2/14/2025 7:51 PM
9	A grocery store, a restaurant, a brewery, offices, a reason to be there..	2/13/2025 3:12 PM
10	The downtown area looks like a ghost town and is very depressing.	2/13/2025 11:05 AM
11	Active businesses, maybe.	2/12/2025 8:06 PM
12	A real grocery market. Modern coffee shop. Boutiques.	2/10/2025 8:54 PM
13	Attracting more businesses before you need any of this.	2/10/2025 2:17 PM
14	Coffee shops, small cafe/diner, ability to offer small festivals, concerts, etc. to draw people.	2/10/2025 12:00 PM
15	Businesses restaurants	2/8/2025 11:40 PM
16	More community spaces.	2/8/2025 9:22 AM
17	Atv access	2/8/2025 9:20 AM
18	Retail shops, community space, grocery store, pharmacy	2/8/2025 9:10 AM
19	It needs something other than rundown or closed businesses, vape or tobacco stores, and low income apartments. Why would anyone want to go “downtown” Genoa City!	2/7/2025 8:05 PM
20	This is a loaded question. Cart before the horse ... revitalize the community and have a plan to bring business back before you worry about benches and plants. If no one is spending their	2/7/2025 10:47 AM

Village of Genoa City Community Survey

time there, the flowers won't be enjoyed.

21	As I said before, the downtown area looks like a forgotten town, old and in need of refurbishment.	2/3/2025 10:01 PM
22	Stop pretending it is a downtown, keep the attractions in Lake Geneva	1/31/2025 12:26 PM
23	Business to draw people	1/29/2025 9:53 AM
24	None of the above matters until downtown has some thriving businesses. There is zero reason to be down there unless doing laundry, banking or checking out "our" vape shop!	1/29/2025 9:22 AM
25	Businesses like coffee shops, boutiques, antique shops, unique little places that people would love to visit	1/28/2025 10:51 PM
26	attractions	1/28/2025 9:10 PM
27	The downtown area would need fewer vacant buildings and more thriving businesses before anything on this list would be a priority.	1/28/2025 6:57 PM
28	Leave the bank burn the rest to the ground it needs a fresh start	1/28/2025 6:03 PM
29	Just clean it up	1/27/2025 9:32 PM
30	Needs to not look deserted/run down. Need to be more welcoming.	1/27/2025 8:55 PM
31	A place to use a public bathroom	1/27/2025 7:38 PM
32	Business that attracts people, restaurants, breweries, coffee shops	1/27/2025 7:14 PM
33	Business	1/27/2025 7:04 PM
34	Open retail business.	1/27/2025 6:56 PM
35	A reason to go downtown!	1/27/2025 6:49 PM

Q24 What type of new developments would you like to see in the Village?

Answered: 92 Skipped: 87

#	RESPONSES	DATE
1	Something, anything	4/2/2025 10:21 AM
2	Keep down town clean the new sign place looks unorganized embarrassing going through town	4/1/2025 4:49 PM
3	I would like to see anything that supports more community participation, and an interaction. Sadly, I no longer know most of my neighbors names or anything about them. I would like to see more activities where people will come out and get to know each other.	4/1/2025 4:35 PM
4	Grocery store and Cafe	4/1/2025 12:01 PM
5	I'm not certain at this exact time but will ponder more for the near future.	3/31/2025 7:43 PM
6	Stores/ restaurants/ retail	3/31/2025 4:29 PM
7	I would like to see the Genoa City Public Library expanded (a new, larger library within the Village) to reflect its present and increasing services and programs offered to the community. Presently it is too small!	3/30/2025 2:24 PM
8	Small unique businesses	3/27/2025 10:51 PM
9	Where is there space for development? Show me the space and I'll tell you what needs to be there.	3/27/2025 10:15 PM
10	Library More housing to bring people here and businesses will follow	3/27/2025 8:57 AM
11	None, leave this town alone	3/25/2025 2:00 PM
12	ENCOURAGE NEW BUSINESSES IN THE DOWNTOWN AREA. DEVELOP A TOWN SQUARE ACROSS FROM THE GRADE SCHOOL WHERE WE CAN HAVE BAND CONCERTS, ETC.	3/21/2025 3:24 PM
13	Grocery store, pharmacy, restaurants, retail store, coffee shop and bakery.	3/21/2025 1:57 PM
14	Community center/fitness center/indoor youth recreation space Healthy/fresh food mart Kwik Trip Daycare/co-op Workshare space/indoor-event rental space Community garden space Locally owned/operated retail/businesses	3/20/2025 7:18 PM
15	Business incubation	3/20/2025 6:41 PM
16	At least two restaurants and a larger grocery store	3/20/2025 4:31 PM
17	Real restaurants (not bars with bar food), stores/boutiques, and something to do.	3/20/2025 4:28 PM
18	Town needs to get mowed down and rebuilt	3/20/2025 1:13 PM
19	Downtown redevelopment Gateway at US 12 & Walworth St	3/19/2025 5:43 PM
20	Coffee shop/bakery/sandwich shop, breakfast restaurant, pharmacy, workout/gym, florist, ice cream shop, chiropractor, vet, limo service, deli, ups store	3/19/2025 4:29 PM
21	A sprucing up-making it more bright and modern looking. More green space is great but there as to be some sort of a draw for people to go downtown-concerts in the parks, family movies, etc. The Farmers Market is awesome, but it needs more promotion to get people to come into town to check it out.	3/19/2025 2:36 PM
22	NONE!!!!	3/19/2025 12:55 PM
23	Businesses, someplace safe to walk with dogs	3/14/2025 7:25 AM
24	Sidewalk out of Ridgeview neighborhood so we can walk around our town	3/13/2025 7:16 PM
25	Candy shop, card shop.. Maybe look like twin lakes	3/13/2025 11:25 AM

Village of Genoa City Community Survey

26	New businesses and retail options. something for children besides the library.	3/12/2025 10:40 PM
27	Starbucks, dunkin donuts	2/19/2025 11:57 AM
28	Coffee shop (preferably a local one, not a chain), a nice convenience/grocery store, a nice restaurant, a gym	2/16/2025 4:54 PM
29	I'd like to see a revitalized downtown, and a variety of housing so people in all stages of their lives could find a clean, well-built, place to live.	2/15/2025 10:42 AM
30	Develop the down town area in a small town free but still updated and have stores of more interest for the public maybe a little cafe for coffee and a book store stuff like that.	2/14/2025 7:51 PM
31	Drive thru coffee shop	2/13/2025 7:33 PM
32	An actual grocery store, another restaurant or two, a brewery or brewpub, some cute little shops, an indoor kids play space, a fitness center.	2/13/2025 3:12 PM
33	Panera restaurant	2/12/2025 8:06 PM
34	Retail, restaurants (family friendly, not a bar with food) pharmacy and medical facilities	2/11/2025 1:09 PM
35	Only downtown improvements and street repairs	2/10/2025 9:17 PM
36	Updating the downtown area with coffee shops, grocery market and boutiques also redo roads and place sidewalks where traffic is higher	2/10/2025 8:54 PM
37	Downtown growth Enforcing homeowners to take care of the exterior of homes and yards Family oriented restaurant	2/10/2025 7:22 PM
38	Not new subdivisions, more businesses	2/10/2025 2:17 PM
39	Jobs to off set the boom in housing	2/10/2025 2:13 PM
40	Family friendly restaurant	2/9/2025 7:30 PM
41	Grocery store, pharmacy and activities.	2/9/2025 12:09 PM
42	Grocery store, restaurants, mom and pop shops	2/8/2025 1:49 PM
43	Not a subdivision on Fellows Rd	2/8/2025 11:18 AM
44	Basketball courts? Ice cream shop near veterans park? Splash pad maybe? More reasons for community members to gather in our wonderful parks.	2/8/2025 9:22 AM
45	Stores restaurants and to allow ATVs on the road	2/8/2025 9:20 AM
46	Something for the kids to do and places to shop,	2/8/2025 9:10 AM
47	Just about anything would be an improvement, but I would love to see it as it was 30+ years ago when every building had a thriving business. Theater, Video rental/liquor store, grocery store, drug store, arcade, motorcycle shop, antique store, etc.	2/8/2025 8:24 AM
48	-The municipal lot for the pharmacy/grocery store fixed and replaced. Host the farmers markets there, on flat ground so people can get around easier. - Paint the curbs, road lines and easements to sidewalks more frequently. Spruce up the look of the town! -Plant more trees down the main roads with the money from Y&R producers, NOT Dr.Miller Park! -Remove the Tennis Court at Vets Park, or replace the court base. -spruce up the foot bridge at the creek, and the area around it.	2/8/2025 2:13 AM
49	No new developments are needed— spend the money to fix the amazingness that once was!! Heck— the creator of Young and the Restless loved our. Town so much he named his fictional tow after us.... Let's bring GC back to its glory days!!!	2/7/2025 8:05 PM
50	No more cookie cutter houses or apartments. We need something that people can be proud of. GC days parades something that would bring back a sense of pride for the community.	2/7/2025 8:05 PM
51	I would love to see business downtown rather than businesses that have turned into run down rentals. I would love to see improvements in our schools. I would also love to have a place we could buy healthy last minute food(produce) without having to go to Richmond or all the way to Lake Geneva.	2/7/2025 7:06 PM

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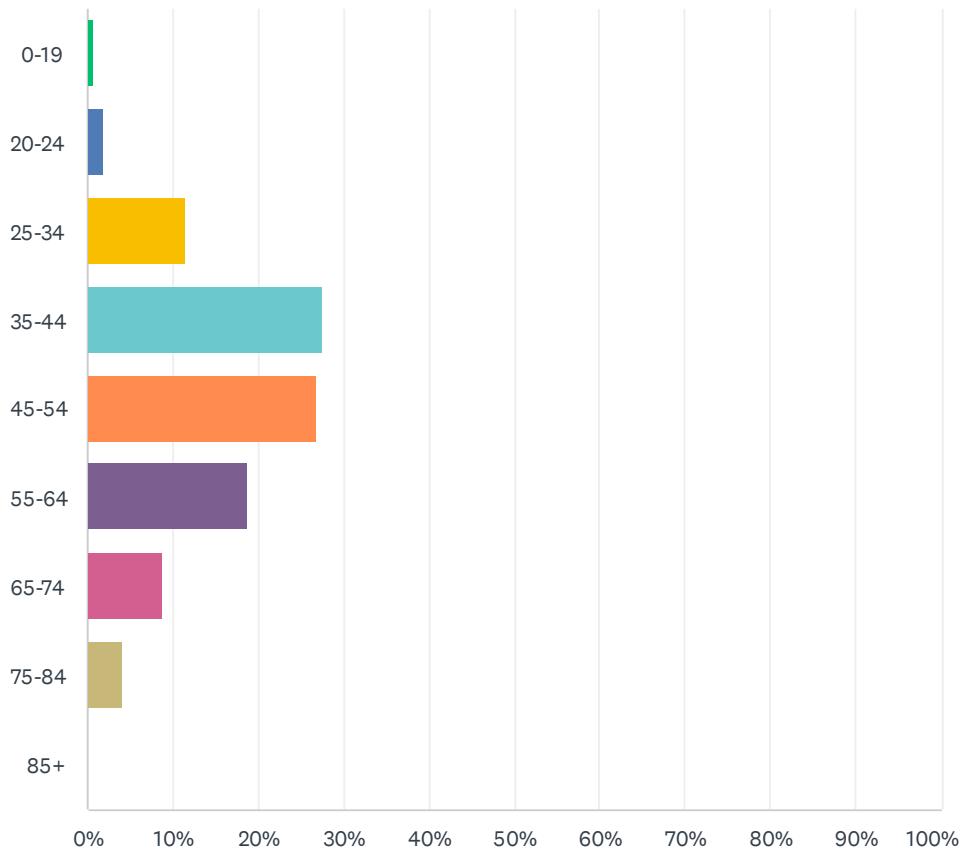
52	Family restaurants, some good businesses to fill in all of the empty buildings.	2/7/2025 2:49 PM
53	Real Grocery Store Pharmacy Medical Clinic	2/7/2025 12:10 PM
54	Business	2/7/2025 11:29 AM
55	None ... at least not before the current downtown is revitalized. I'm nervous those who now live in the newer neighborhoods will be asking for sports complexes and shopping malls and the Walmarts of the world They likely don't know what it USED to be and COULD be for them. While those things are not inherently bad, buikding them will NOT enhance or bring back the charm and COMMUNITY of the downtown - it will only abandon it further. Start small. Start with what you have and know you can do (what you know GC CAN be) ... then more forward from there. Starting big and trying to work backwards likely won't get you the "revival" you're looking for. (Sadly there are many times these surveys are done to put ideas out there and/or "prove" people want "more", "bigger", etc ... so many opinions just makes the plan less clear. If you simply make the community a real community of people, the rest will all fall into place. PS. Find a Tom Holden and/or a Louise the clown to bring everyone together ❤️	2/7/2025 10:47 AM
56	I would like to see the downtown area brought back to life.	2/4/2025 1:29 PM
57	Local businesses that attract customers and contribute to the village taxbase.	2/3/2025 10:01 PM
58	Pharmacy, breakfast diner, daycare, coffee shop/cafè, small grocery store.	2/1/2025 7:31 PM
59	None - just revamp, renovate what is already there.	1/31/2025 3:33 PM
60	Gas station and grocery store	1/31/2025 12:26 PM
61	Everything	1/30/2025 11:08 PM
62	A grocery store, coffee shop, larger library	1/30/2025 10:27 PM
63	Get rid of that horrible so called grocery store it is filthy and get a REAL GROCERY STORE	1/30/2025 12:22 PM
64	Restaurants are always nice. Fitzgeralds is great and I enjoyed yoloa when it was around. Bank, gas stations, dollar store have been nice to have close by. Hard to invest too much around here with lake Geneva entertainment right down the road.	1/30/2025 2:15 AM
65	Boutiques, other food options, better street lighting, more planters, more things to do.	1/28/2025 10:52 PM
66	Businesses that the public can use on a daily basis.	1/28/2025 10:51 PM
67	Eatery, housing, thrift stores	1/28/2025 9:10 PM
68	I'd like to see more businesses come to the downtown area and be successful, but it's a huge risk for a commercial business to come to any small town if the population can't support it.	1/28/2025 6:57 PM
69	Start with a Walgreens	1/28/2025 6:03 PM
70	A decent grocery store like we used to have years ago. Meat was excellent and products were not severely expired. Local coffee shop/small restaurant geared for the locals. Some place with activities for children. We used to be a booming, tiny city. That's no longer. I would love to see that again.	1/28/2025 1:48 PM
71	Just update and improvements to the current village. This is a great place, just needs some updates.	1/28/2025 9:51 AM
72	Things that bring the community together and people to the village.	1/28/2025 7:45 AM
73	Small retail downtown	1/28/2025 7:06 AM
74	Focus on the water bill. Everyone in town hates the price of water. It's literally the highest around and the water sucks	1/27/2025 9:32 PM
75	Sidewalks on Main Street	1/27/2025 9:19 PM
76	Definitely not apartments or section 8. Would love to see restaurants.	1/27/2025 9:03 PM
77	Would like to see developments but not take away from the small town feel. More for the parks, kids, safety. Murals, paintings, planters. More inviting and welcoming	1/27/2025 8:55 PM
78	I'd love to see booking businesses in GC like back in the day when Johnny Bs was there.	1/27/2025 8:53 PM

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79	coffee shops, restaurants	1/27/2025 8:40 PM
80	More small businesses and restaurants	1/27/2025 7:38 PM
81	Not John Tracy's high density housing	1/27/2025 7:31 PM
82	Revitalization of downtown buildings. Most look unkept and abandoned. Local restaurants, bars, and shops if possible, but basic unkept would be a start.	1/27/2025 7:22 PM
83	Get downtown to make money	1/27/2025 7:14 PM
84	Anything	1/27/2025 7:11 PM
85	Connect sidewalk from trail by Middle School to Dollar General & make the aggressive slope at the end of that trail by Cemetery Hill less steep or an alternative course so it's safer for young cyclists/kids Clean up the overrun buildings, homes in disrepair, homes with multiple cars in the yard or roadway or broken down vehicles. Do something with the abandoned lots and buildings downtown, drop the outrageous water prices.	1/27/2025 7:11 PM
86	Ice cream store, coffee shop	1/27/2025 7:04 PM
87	Grocery store and retail businesses	1/27/2025 6:58 PM
88	Family homes. Dog friendly parks. More town oriented events that help the community as a whole.	1/27/2025 6:56 PM
89	Nicer downtown	1/27/2025 6:54 PM
90	A new library, coffee shop A revitalized downtown	1/27/2025 6:49 PM
91	Not sure	1/27/2025 6:47 PM
92	The downtown is really poor, we need to bring in businesses to revive that area.	1/27/2025 6:39 PM

Q25 What is your age?

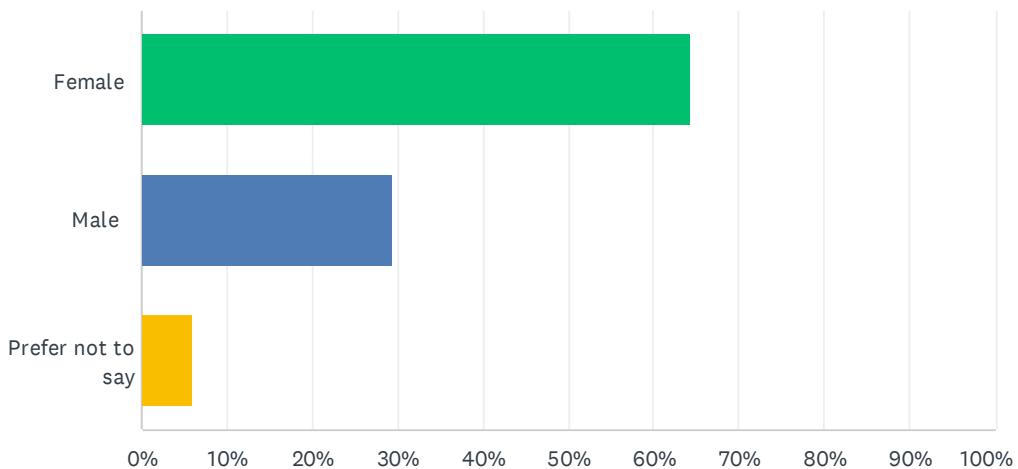
Answered: 149 Skipped: 30



ANSWER CHOICES	RESPONSES	
0-19	0.67%	1
20-24	2.01%	3
25-34	11.41%	17
35-44	27.52%	41
45-54	26.85%	40
55-64	18.79%	28
65-74	8.72%	13
75-84	4.03%	6
85+	0.00%	0
TOTAL		149

Q26 What is your gender?

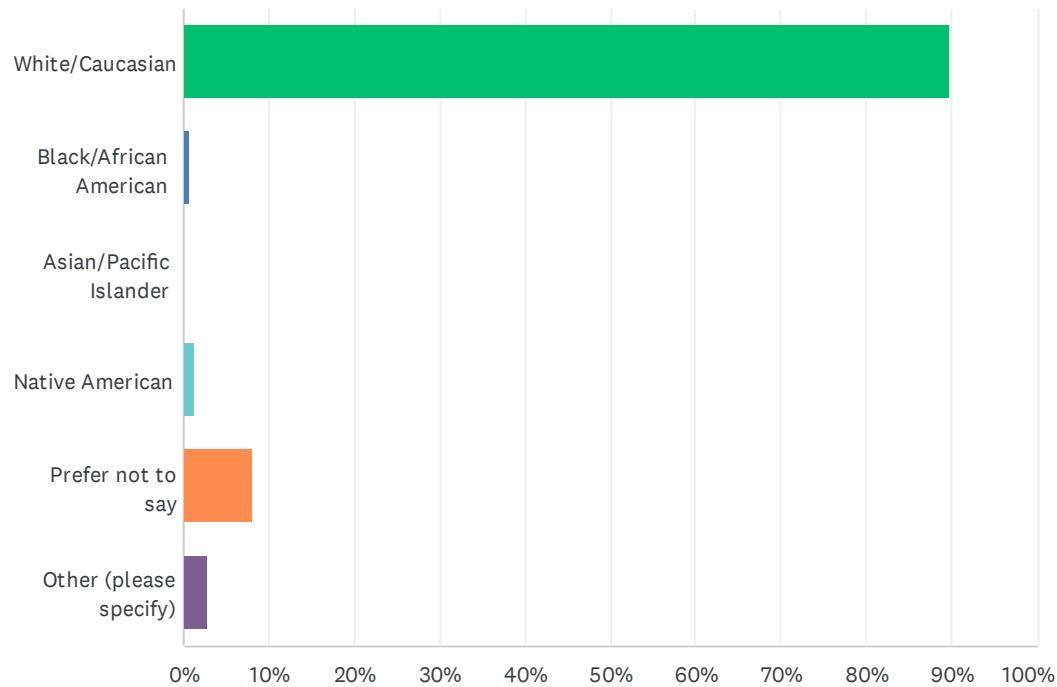
Answered: 149 Skipped: 30



ANSWER CHOICES	RESPONSES	
Female	64.43%	96
Male	29.53%	44
Prefer not to say	6.04%	9
TOTAL		149

Q27 What is your race/ethnicity? (If multiple, choose all that apply)

Answered: 147 Skipped: 32

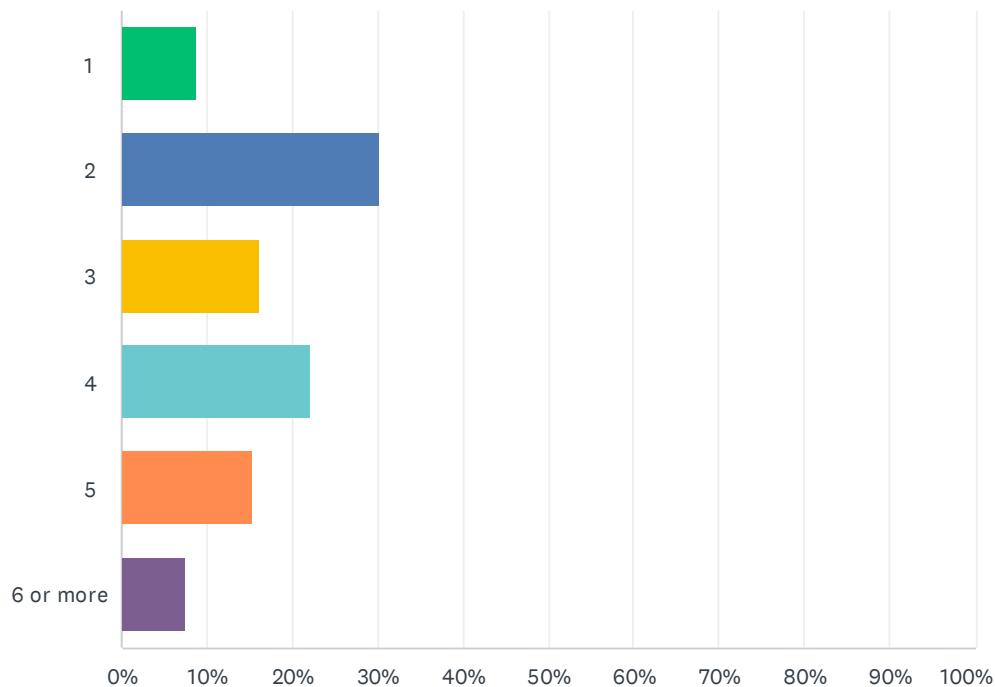


ANSWER CHOICES		RESPONSES
White/Caucasian		89.80% 132
Black/African American		0.68% 1
Asian/Pacific Islander		0.00% 0
Native American		1.36% 2
Prefer not to say		8.16% 12
Other (please specify)		2.72% 4
Total Respondents: 147		

#	OTHER (PLEASE SPECIFY)	DATE
1	Why are you even asking this question? There is no relevance here.	3/31/2025 5:45 PM
2	Spanish	3/19/2025 2:36 PM
3	I am pro every person, love is love. END RACISM	2/13/2025 7:36 PM
4	Human	2/8/2025 9:22 AM

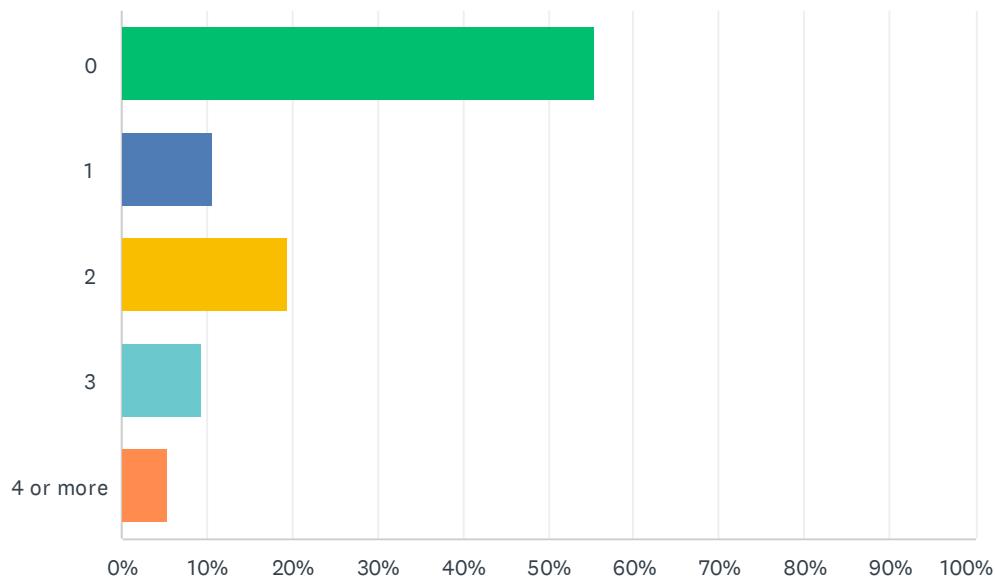
Q28 How many people live in your home, including yourself?

Answered: 149 Skipped: 30



Q29 How many members of your household are under the age of 18?

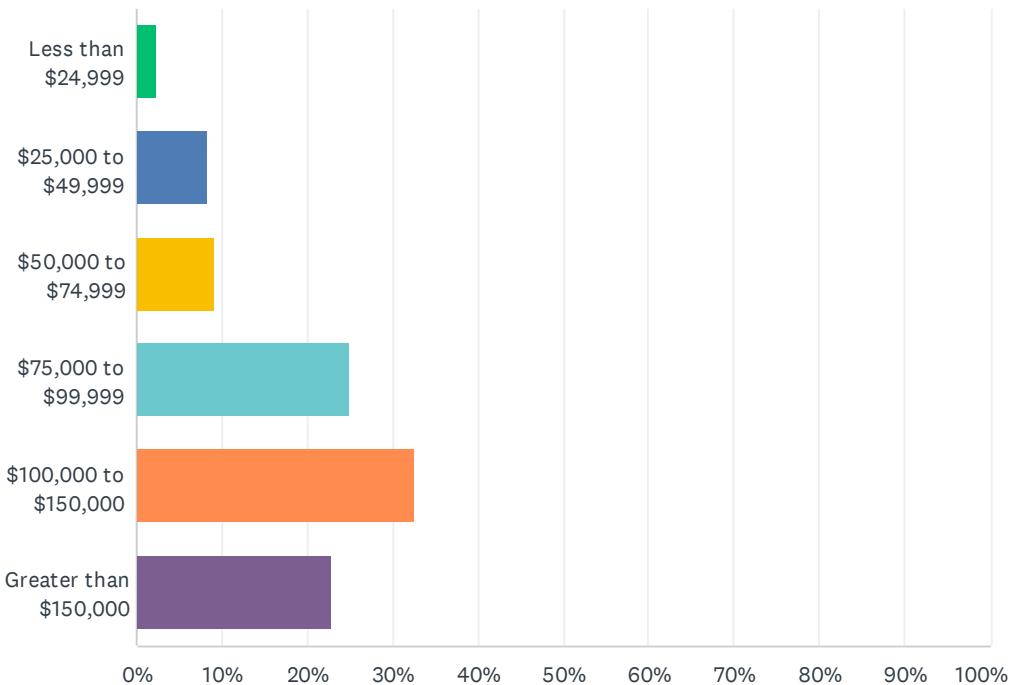
Answered: 150 Skipped: 29



ANSWER CHOICES	RESPONSES	
0	55.33%	83
1	10.67%	16
2	19.33%	29
3	9.33%	14
4 or more	5.33%	8
TOTAL		150

Q30 What is your annual household income?

Answered: 132 Skipped: 47



ANSWER CHOICES	RESPONSES	
Less than \$24,999	2.27%	3
\$25,000 to \$49,999	8.33%	11
\$50,000 to \$74,999	9.09%	12
\$75,000 to \$99,999	25.00%	33
\$100,000 to \$150,000	32.58%	43
Greater than \$150,000	22.73%	30
TOTAL		132