



Williams Bay Community Survey 2026



WILLIAMS
BAY

Williams Bay's future is shaped by the people who call it home. Your feedback will help guide priorities for the future.

Thank you in advance for taking the time to share your thoughts and opinions.



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Acknowledgements / Project Credits

WBBA | Discover Williams Bay Business Association Survey Committee

- Jim D'Alessandro, Chair
- Rob Elliot
- Mary Bartholomew
- Mark Schneider
- Don Skalla
- Sam Asani
- Leticia Green
- Joe Ulrich
- Tim McDonald

Note: The survey committee helped shape the survey questions and reviewed the privacy and reporting approach used for this report.

Karen Whalen of Whalen Marketing led the implementation and reporting process for this survey project. Her work included setting up the survey in SurveyMonkey, designing the survey website and related materials, preparing coded mailing lists, coordinating postcard production with the mailing house, monitoring survey responses, participating in project review meetings, and preparing the final report.

She worked with WBBA leadership and the Survey Committee throughout the process as survey questions, privacy language, and the reporting approach were reviewed and approved.



Whalen Marketing Website



Contact Information

Karen Whalen is the founder of Whalen Marketing and brings extensive experience in marketing, business education, and client project development, including prior service as a senior marketing lecturer at University of Wisconsin - Whitewater.

Introduction

WBBA | Discover Williams Bay Business Association conducted the 2026 Williams Bay Community Survey to gather community feedback on issues that shape everyday life in the village, including community events, downtown and business vitality, economic and residential development, recreation, communications, and overall quality of life. The survey also included questions related to Williams Bay School District community-facing services, along with demographic items used to help interpret the results.

This report is intended to provide a practical community-level summary of what respondents value, where they see opportunities for improvement, and how the 2026 results compare with the 2022 survey and earlier historical patterns where questions remained comparable. Earlier Williams Bay community surveys were conducted in 2007, 2011, 2017, and 2022, and many questions were retained or adapted in 2026 to support meaningful trend comparison over time.

The primary comparison in this report is 2026 to 2022. Longer historical references are included where question wording, response options, and chart structure make those comparisons reasonable. Where questions changed more substantially, comparisons are described directionally rather than as exact one-to-one measures. This approach follows the overall logic of the 2022 report while updating the format to reflect the structure of the 2026 survey and the current reporting goals.

Survey Administration and Methodology

The 2026 survey was open from February 2 through March 9, 2026. Access was provided through williamsbaysurvey.com, a QR code and entry code printed on postcards, two Mailchimp email reminders sent to 1,118 email addresses from the April 2025 voters list on February 17 and March 3, and Facebook social media reminders posted on the Discover Williams Bay Business Association page on February 4, February 12, February 21, and March 3. A total of 3,091 postcard invitations were distributed to individuals living in Williams Bay.

The survey produced 491 completed responses, with SurveyMonkey reporting a 59% completion rate. Using the postcard mailing as the broadest known distribution denominator, this represents an approximate response rate of 15.9%. **Respondents spent an average of 16 minutes completing the survey, and 468 of the 491 completed responses included written comments. Together, these measures**

suggest a high level of engagement and thoughtful participation, lending additional credibility to the quality of the feedback.

The survey was conducted online only. Respondents were allowed to skip questions, so the number of responses varies somewhat from item to item. No undeliverables or bounced contacts were reported. SurveyMonkey deduplication controls were used, and no manual duplicate removals were reported.

Results in this report are presented in aggregate form, with the strongest historical comparisons made where question wording and response options remained substantially similar. The 2022 report used a similar front-end structure by separating survey administration, data collection and analysis, multiyear comparison guidance, and interpretation notes before the question-by-question findings.

Who Responded

The respondent profile suggests that the 2026 survey was completed primarily by full-time, long-tenure, highly educated residents, with households without children forming the clear majority.

For the residency item, 358 respondents, or 77%, reported living in Williams Bay 12 months per year, compared with 15 at 9 months, 28 at 6 months, 22 at 3 months, and 41 selecting Other.

For years living in Williams Bay, the largest group was more than 20 years at 182 respondents, or about 39%, followed by 1 to 5 years and 6 to 10 years at 95 respondents each, or about 21% each. Smaller groups were represented in 11 to 15 years at 47 respondents, 16 to 20 years at 32 respondents, and less than 1 year at 13 respondents.

Education levels were also relatively high among respondents. Of those answering the education item, 190 respondents reported a bachelor's degree, 134 a master's degree, 41 a doctorate, 46 an associate's degree, and 50 high school as the highest level completed.

For households with children under age 18, 76 respondents said yes and 388 said no. Overall, this profile is broadly consistent with the longer-term pattern described in the 2022 report, where full-time, long-tenure, and highly educated respondents were also especially prominent in the survey base.

Privacy, Scope, and Reporting Rules

This report follows the privacy and confidentiality commitments provided to respondents in the survey itself. The respondent-facing privacy statement explains that the survey is anonymous and does not collect name, address, email, or phone number. It also states that the last four digits of the postcard code are not collected as survey data, that results are reported in aggregate only, and that written comments are reviewed and redacted to remove identifying details before any sharing. The postcard code was used operationally to help prevent duplicate submissions and support fair community-level reporting.

Consistent with that privacy statement, this report does not include respondent-level data. Open-ended responses are included separately in redacted appendix form. Only a small number required redaction for identifying details or inappropriate language, and misspellings and long-form responses are otherwise left intact.

Segmentation analysis is limited to closed-ended questions only and appears separately in the segmentation appendix rather than in the main report. Neighborhood-level results are shown only when the minimum threshold of N = 20 is met, and smaller groups are combined into a Combined category to protect confidentiality. Open-ended comments are not attributed to neighborhoods or other respondent segments.

How to Read This Report

Results are presented in survey question order. For each closed-ended question in the main report, findings are organized in a consistent three-part format: 2026 Findings, 2022 to 2026 Comparison and Historical Trend, and Conclusion. This updated structure serves the same function as the 2022 report's pattern of current-year results, previous-survey comparison, and conclusion, while making the 2026 to 2022 comparison emphasis more explicit.

- The **Main Report** focuses on overall village-wide results and historical interpretation.
- **Appendix A** includes the full survey instrument.
- **Appendix B** includes redacted written comments and open-ended responses in question order.
- **Appendix C** documents the privacy controls and reporting definitions used in the report.
- **Appendix D** contains quantitative segmentation tables for approved subgroup views only, including full-time versus part-time comparisons and privacy-safe neighborhood rollups.

The main report should therefore be read as the community-wide narrative, while the appendices provide supporting detail, documentation, and additional privacy-safe analysis.

Interpretation Note

As with the 2022 report, the findings in this report should be interpreted as the views of those who chose to respond, not as a perfect representation of every resident or subgroup in Williams Bay.

Because respondents were allowed to skip questions, totals vary by item, and some historical comparisons are stronger than others depending on how closely question wording and response choices align across survey years.

For that reason, the report uses direct historical comparison where appropriate and more cautious directional language where survey items changed.

Executive Summary

Main Report Summary

2026 Findings

The 2026 survey results point to a community that remains **highly satisfied with life** in Williams Bay and strongly committed to preserving the qualities that make the village distinctive.

- **Quality of life** continues to be one of Williams Bay's strongest assets, and residents most often say they choose to live here because of the community's quality of life, small-town character, Geneva Lake, and natural setting.
- The findings do not suggest resistance to all change. Rather, they show support for **measured, selective improvement that fits the village's identity**.
- Residents favor **business and restaurant development** that is useful, local, and small-scale, with especially strong interest in food-related businesses, downtown vitality, and everyday convenience.
- Residents continue to support **modest population growth**, with residential preferences anchored in single-family homes and selected moderate-density options that do not dramatically alter neighborhood character.
- **Recreation findings** reinforce the same overall pattern, with strong emphasis on walking, trails, beach and waterfront access, parks, and family-oriented amenities.
- **Event findings** show that awareness is broad across many community events, but sustained participation is strongest for a smaller group of established anchor events.
- **Communication preferences** likewise suggest a practical orientation, with the strongest support now centered on direct, official channels such as email, text alerts, and the village website.
- Taken together, the 2026 findings describe a **community that values continuity, quality, and character, while still welcoming practical improvements that strengthen everyday life in Williams Bay**.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the overall direction of the survey appears more consistent than changed.

- The **strongest long-term themes remain firmly in place**: quality of life remains very high, the main reasons people choose to live in Williams Bay are still rooted in the lake, village atmosphere, and overall livability, and recreation continues to center on walking, boating, natural areas, and outdoor amenities.
- The 2026 report also **reinforces the longer-standing preference for modest rather than major growth**, especially in ways that preserve community character.
- Where the **current survey adds sharper definition** is in its clearer support for character-based growth, downtown-centered improvement, and direct digital communication.
- **Business and restaurant preferences have shifted somewhat in emphasis**, but still favor the kinds of offerings that strengthen local life without pushing Williams Bay toward a more heavily commercial or resort-style identity.
- The newer questions on **future character and short-term rentals** also make explicit what earlier patterns and comment themes already suggested: **Residents are most comfortable with change when it is limited, well-placed, and aligned with preserving the village's distinctive feel.**
- **The 2022 summary and comment themes emphasized many of these same priorities**, including protecting small-town character, revitalizing downtown, improving walkability and communication, and supporting selective, thoughtful improvement rather than large-scale expansion.

Conclusion

The main report tells a clear story: residents continue to value Williams Bay for its quality of life, natural setting, and small-town identity, and they support improvement when it strengthens those assets rather than weakens them.

The overall message is not anti-growth, but pro-character, pro-quality, and pro-fit. Residents appear open to thoughtful business development, stronger downtown vitality, practical recreation and infrastructure improvements, and better direct communication, but they do not appear to support change at a scale or pace that would make the village feel less recognizable as Williams Bay.

Segmentation Summary

2026 Findings

The **segmentation appendix** adds a useful planning lens to the report by showing how key quantitative results vary across full-time versus part-time residents and across privacy-safe neighborhood groupings.

These results are intentionally limited to aggregate, closed-ended items and are displayed only when the approved privacy thresholds are met. Within that framework, the segmentation findings appear to reinforce, rather than contradict, the main report narrative.

Across segments, the strongest common themes remain highly visible:

- strong attachment to Williams Bay's quality of life and character
- preference for modest and carefully managed growth
- continued support for single-family housing
- interest in practical downtown and business improvements
- caution around short-term rental expansion
- growing preference for direct official communication channels.

In that sense, the segmentation section is most valuable not because it reveals radically different visions for the village, but because it helps clarify where differences in emphasis exist within a broadly shared community outlook.

2022 to 2026 Comparison and Historical Trend

The segment appendix should be interpreted more cautiously in comparison terms because the 2022 materials did not include a directly parallel quantitative segmentation appendix.

Instead, the 2022 summary used respondent personas and comment themes to describe likely emphasis areas among different parts of the respondent base. Even with that difference in format, the 2026 segmentation results align closely with the earlier portrait.

The respondent pool still leans heavily toward full-time and long-tenure residents, and the segment patterns continue to support themes already visible in 2022, including preserving small-town character, supporting selective improvement, emphasizing downtown quality and livability, and valuing communication, recreation, and school-community connection.

The 2026 segment section therefore reads less like a departure from the earlier survey story and more like a more structured, privacy-controlled extension of themes that were already present in the 2022 summary.

Conclusion

The segmentation appendix strengthens the report by showing that the overall findings are not simply the result of one narrow subgroup. Instead, it suggests a fairly coherent community pattern across the segments that can be shown safely:

- Most groups appear broadly aligned around protecting quality of life, preserving village character, and supporting only measured, well-placed change.
- The key takeaway is that the segmentation results deepen the main findings, but they do not fundamentally alter them.

Report Scope and Privacy Note

This report presents the results of the 2026 Williams Bay Community Survey in aggregate form. The main report focuses on overall community findings, 2026 results, and comparisons to the 2022 survey and earlier historical patterns where applicable.

To protect respondent privacy:

- Open-ended responses are included separately in redacted appendix form.
- The segmentation section is presented as a separate appendix and is limited to quantitative results only.
- Segmentation tables are shown only for privacy-safe groupings that meet minimum response thresholds.
- Small-sample neighborhood groupings are combined where needed to protect confidentiality.
- No personally identifiable respondent information is included in this report.

Main Report

Community-Wide Question-by-Question Findings


The following section presents the main findings from the 2026 Williams Bay Community Survey in the order the questions appeared on the survey instrument.

Consistent with the report structure described earlier, each closed-ended question is summarized using three headings: **2026 Findings**, **2022 to 2026 Comparison and Historical Trend**, and **Conclusion**.

The main report focuses on overall village-wide results and historical interpretation. Where question wording and response options remained substantially similar, longer-term references are included. Because respondents were allowed to skip questions, totals vary somewhat by item.

Open-ended responses are provided separately in redacted form in Appendix B, and quantitative subgroup (segments) results are provided separately in Appendix D. **Q1. Privacy and Confidentiality** is included as a methodology reference only; see Appendix C for additional privacy and reporting detail.

Q1. PRIVACY AND CONFIDENTIALITY - METHODOLOGY ONLY




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Williams Bay Business Association (WBBA) Survey 2026

*** 1. PRIVACY AND CONFIDENTIALITY:**
Your privacy matters.
This survey is anonymous. We do not collect your name, address, email, or phone number. The last four digits of the postcard code (UID) are not collected as survey data. Results are reported in aggregate only. Written comments are reviewed and redacted to remove identifying details before any sharing.
Why the postcard code? It helps us prevent duplicate submissions and ensure results reflect the community fairly. By clicking Next, you consent to participate.

YES, I have read the privacy statement above and consent to participate

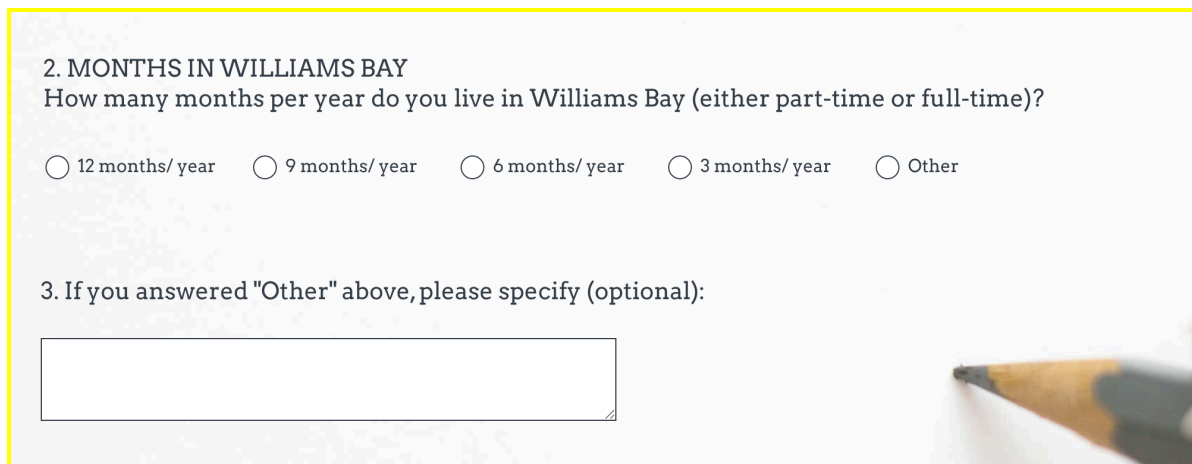
NO, I have read the privacy statement and do not consent; exit the survey.

[+ Add content](#)

[Next](#)

See Appendix C for privacy and methodology clarifications

Q2. MONTHS IN WILLIAMS BAY (Survey Q2) - maps to 2022 Q1

A screenshot of a survey question. The question is "2. MONTHS IN WILLIAMS BAY" and asks "How many months per year do you live in Williams Bay (either part-time or full-time)?". There are five radio button options: "12 months/year", "9 months/year", "6 months/year", "3 months/year", and "Other". Below the options is a text box for specifying "Other" and a pencil icon on the right side of the form.

2. MONTHS IN WILLIAMS BAY
How many months per year do you live in Williams Bay (either part-time or full-time)?

12 months/year 9 months/year 6 months/year 3 months/year Other

3. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results show that respondents are still concentrated heavily among full-time residents, with 12-month residents making up by far the largest share.

The remaining responses are spread across part-time residency patterns, with relatively small shares reporting 9 months, 6 months, or 3 months in the village.

Overall, the respondent profile in 2026 appears even more weighted toward year-round residents than toward seasonal households.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the 2026 distribution appears to shift further toward 12-month residents, while the shares of 3-month, 6-month, and 9-month residents all decline. In the 2022 survey, 66% of respondents were 12-month residents, with the remaining 34% split across seasonal patterns.

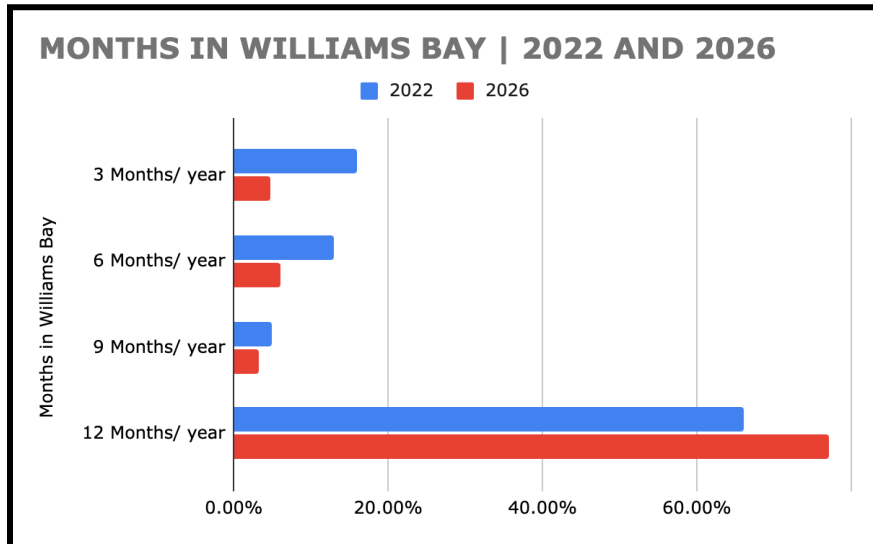
The historical chart shows that full-time residents have consistently been the dominant respondent group in every survey year, but 2022 represented a lower point than earlier years. The 2026 results suggest movement back toward a more heavily full-time respondent base.

Conclusion

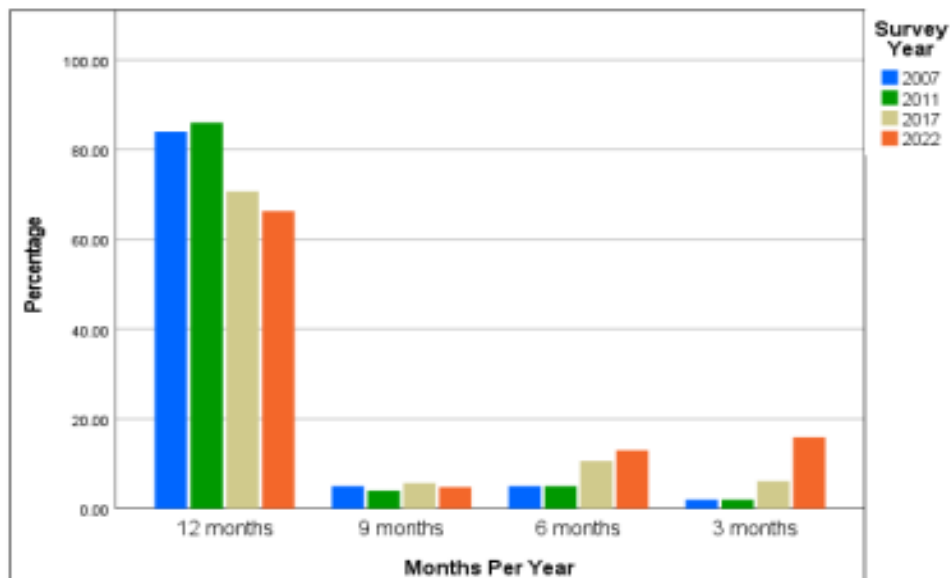
The 2026 survey appears to be even more reflective of year-round residents than the 2022 survey, with seasonal residents making up a smaller share of respondents overall.

Charts

- 2022 and 2026



- 2007-2022 historical chart



Q3. OTHER MONTHS IN WILLIAMS BAY (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q4. YEARS IN WILLIAMS BAY - maps to 2022 Q2

4. YEARS IN WILLIAMS BAY
How many **total** years have you lived in Williams Bay (either part-time or full-time)?

Less than 1 year 11-15 years

1-5 years 16-20 years

6-10 years More than 20 years

2026 Findings

The 2026 responses continue to show a strong concentration among long-term residents, with the more than 20 years category remaining the largest by a clear margin.

At the same time, there is also a meaningful cluster of respondents in the 1 to 5 years and 6 to 10 years categories, suggesting that the survey captures both long-established residents and a noticeable group of more recent arrivals.

The middle-tenure categories remain smaller, which gives the respondent profile a somewhat polarized shape between newer and long-tenure households.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the more than 20 years category remains essentially steady and still anchors the respondent base.

The clearest change appears to be an increase in the 6 to 10 years group, along with a decline in 1 to 5 years and 16 to 20 years. The 11 to 15 years category edges up slightly, while less than 1 year remains very small.

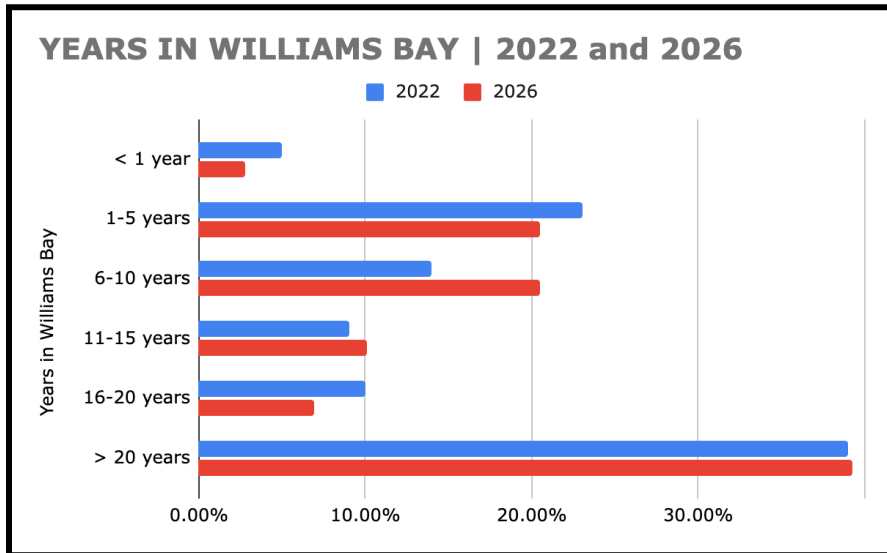
Historically, the largest response group has consistently come from residents who have lived in Williams Bay the longest, and the 2026 results continue that pattern while suggesting somewhat stronger representation from mid-newer residents than in 2022.

Conclusion

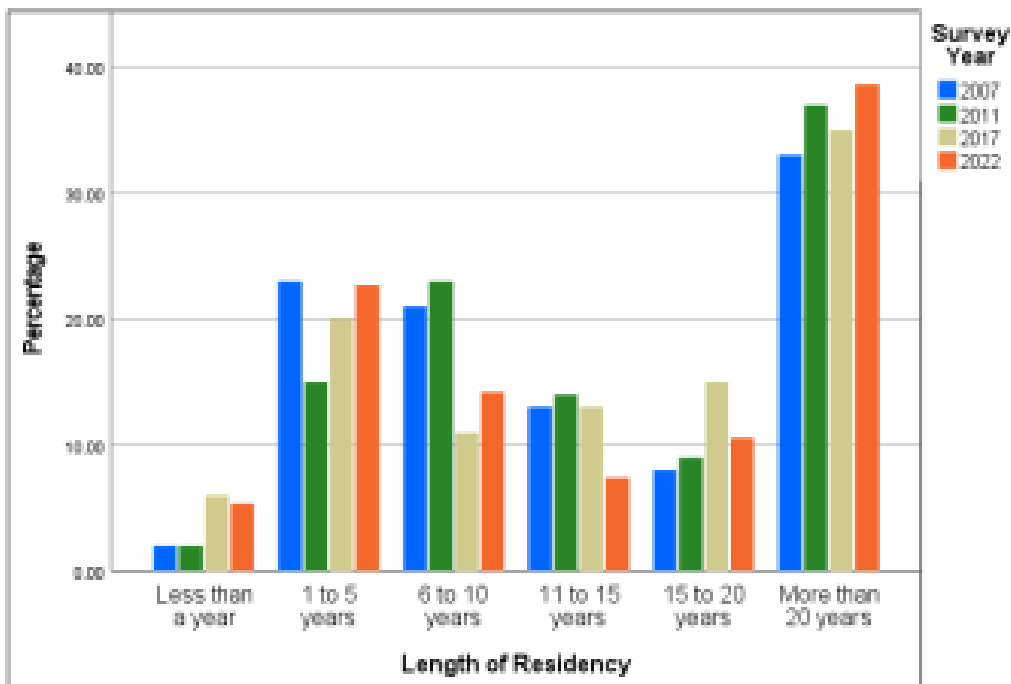
Long-tenure residents still form the core of the respondent pool, but the 2026 survey also shows a meaningful contribution from residents who have arrived within roughly the last decade.

Charts

- 2022 and 2026



- 2007-2022 historical chart



Q5. EDUCATION (Survey Q4) - maps to 2022 Q3

5. EDUCATION
What is the highest level of education you have completed?

8th Grade Associates Degree Masters Degree

High School Bachelors Degree Doctorate Degree

2026 Findings

The 2026 education profile remains highly concentrated among respondents with college and graduate-level education.

Bachelor's degrees are still the largest category, and master's degrees remain the next largest group, while doctorates continue to represent a noticeable share.

The addition of an associate's degree category in 2026 introduces a modest middle category, but the overall profile still indicates a respondent base with relatively high educational attainment.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, bachelor's degree responses remain very steady and continue to dominate the distribution. Master's degree and doctorate appear somewhat lower in 2026, while 12th grade is slightly higher and associate's degree appears as a new category in the current survey, which affects direct comparability.

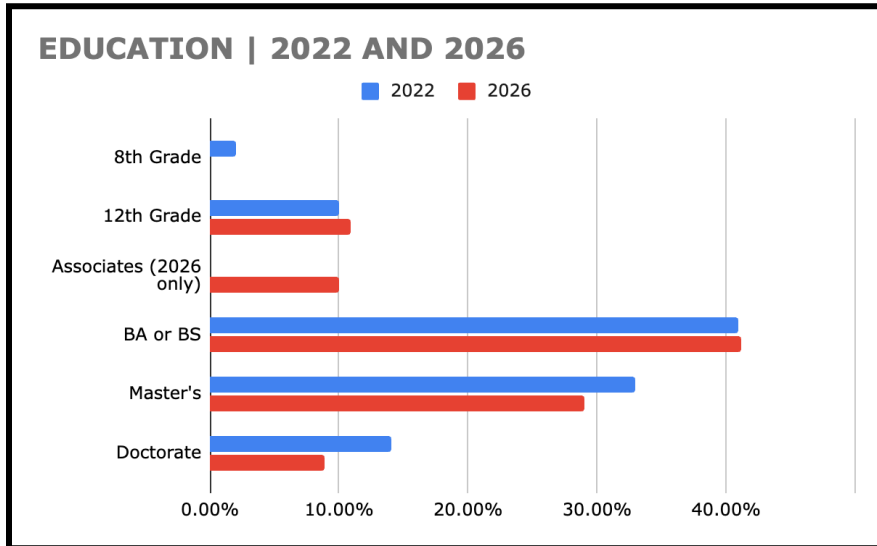
Over the longer historical pattern, the share of respondents with a bachelor's degree has gradually softened from earlier highs, while graduate-level education remains substantial. Even with some redistribution across categories, the 2026 results still point to a highly educated respondent pool overall.

Conclusion

Educational attainment among respondents remains high in 2026, with bachelor's and graduate degrees continuing to account for most of the survey base.

Charts

- 2022 and 2026



- 2007-2022 historical chart



Q6. CHILDREN IN HOUSEHOLD - related to 2022 Q4

6. CHILDREN IN HOUSEHOLD
Do any children under age 18 live in your household?

Yes No

2026 Findings

The 2026 results show that most respondents do not have children under age 18 in the household, with the No category substantially outweighing Yes.

This indicates that households with children represent a minority of the respondent base. That matters for later school and recreation items, since those results are being interpreted within a survey population that leans more adult-only and long-tenure overall.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the share of respondents reporting children in the household appears to decline noticeably. In the 2022 survey, just over 28% reported children in the household, while the 2026 chart suggests a smaller share now.

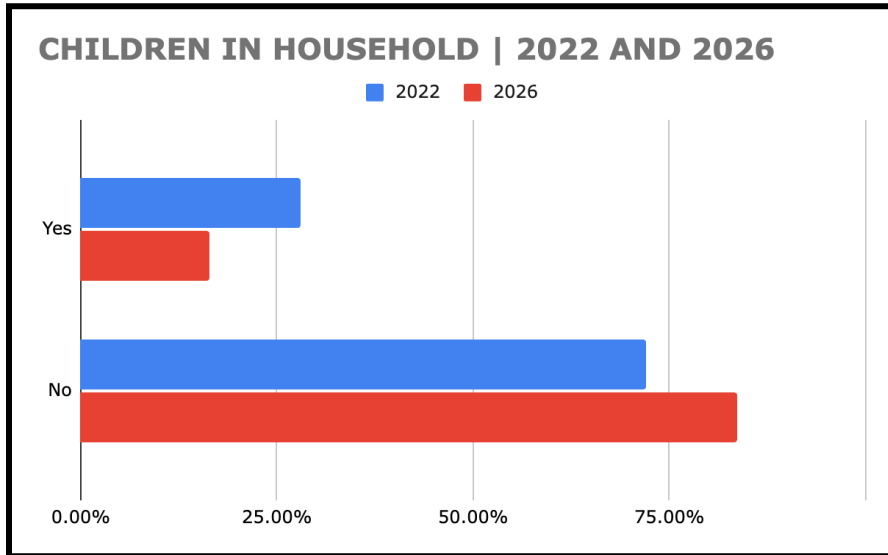
This means the 2026 respondent mix appears even less family-with-children oriented than the 2022 sample. In that sense, the current survey may reflect more strongly the views of adult-only households, retirees, and other residents without school-age children at home.

Conclusion

Children remain present in the respondent pool, but households without children clearly make up the majority and appear even more dominant in 2026 than they were in 2022.

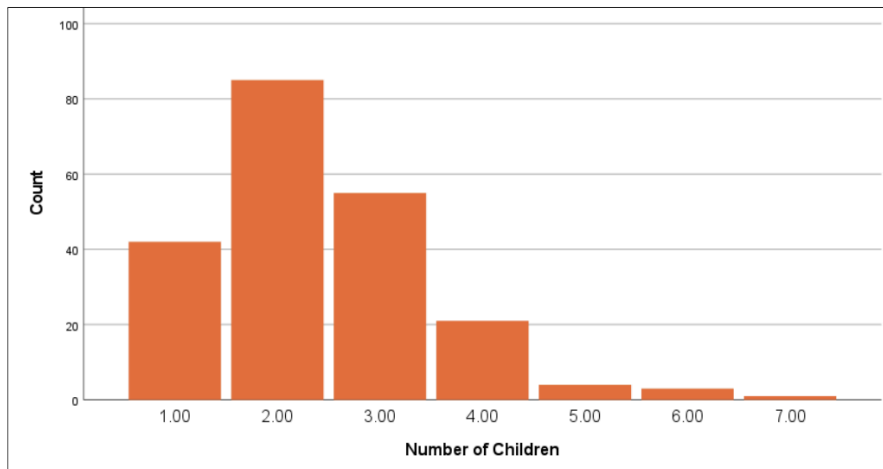
Charts

- 2022 and 2026

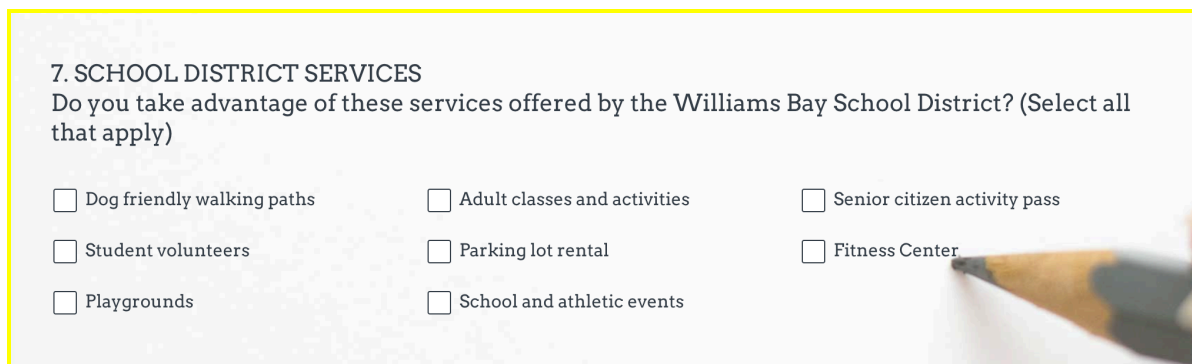


- 2007-2022 historical chart

**How Many Children Are in Your Household?
(210 respondents)**



Q7. SCHOOL DISTRICT SERVICES - maps to 2022 Q5



7. SCHOOL DISTRICT SERVICES
Do you take advantage of these services offered by the Williams Bay School District? (Select all that apply)

<input type="checkbox"/> Dog friendly walking paths	<input type="checkbox"/> Adult classes and activities	<input type="checkbox"/> Senior citizen activity pass
<input type="checkbox"/> Student volunteers	<input type="checkbox"/> Parking lot rental	<input type="checkbox"/> Fitness Center
<input type="checkbox"/> Playgrounds	<input type="checkbox"/> School and athletic events	

2026 Findings

The 2026 results suggest that engagement with school district-related offerings is led most clearly by dog-friendly walking paths, which stand out as the strongest item on the chart. Playgrounds also show comparatively strong participation, while school and athletic events and adult activities and classes form a second tier of engagement. Lower reported use appears for more specialized offerings such as the senior citizen activity pass, parking lot rental, and some volunteer- or service-related options.

Overall, the pattern suggests that the most visible, practical, and everyday-use amenities generate the strongest community engagement.

2022 to 2026 Comparison and Historical Trend

This comparison should be interpreted cautiously because the option list appears to have changed between 2022 and 2026. Even so, the chart suggests that some community-facing school amenities remain important across both years, while the strongest 2026 results are concentrated in a few highly visible offerings, especially dog-friendly walking paths and playgrounds. School and athletic events remain relatively strong, while other options appear more limited in use.

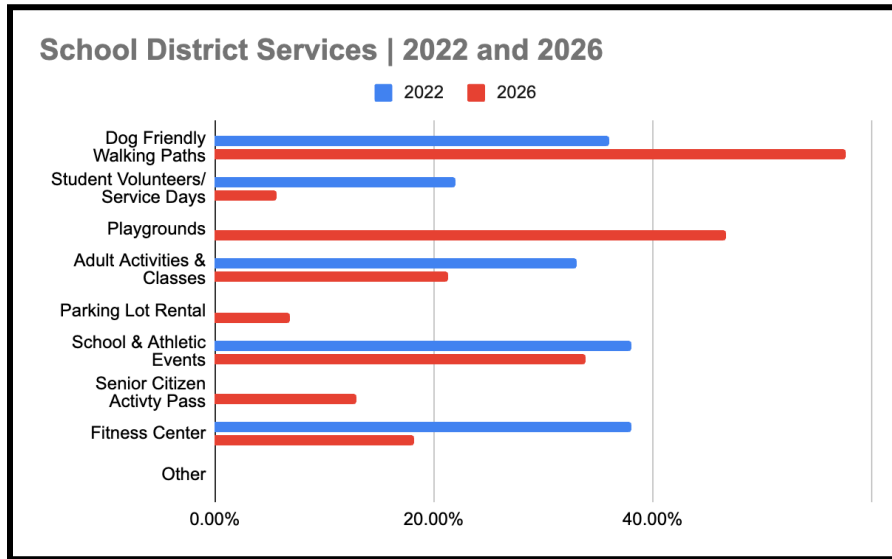
Because the categories do not appear to align perfectly with the earlier awareness-based question, this section is best read as a directional comparison rather than an exact one-to-one historical measure.

Conclusion

The strongest school district touchpoints in 2026 appear to be the offerings that are most public-facing, practical, and connected to everyday community use. The results suggest that residents engage most with visible recreation- and family-oriented amenities, while narrower or more specialized offerings draw lower levels of use.

Charts

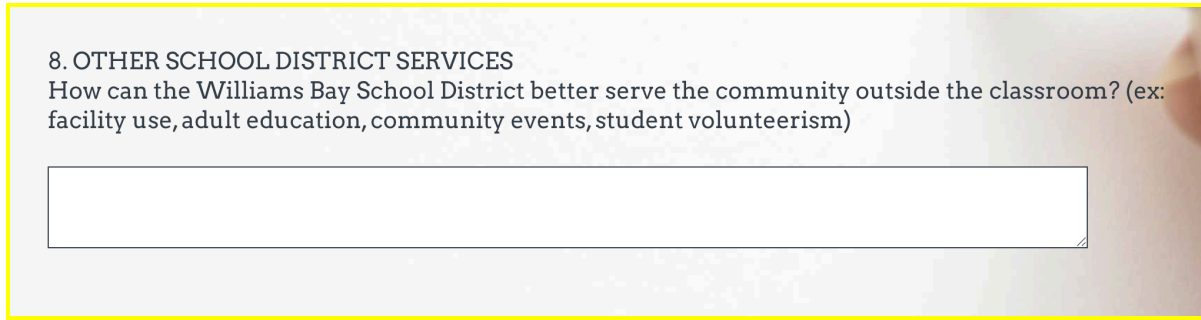
- 2022 and 2026



- 2007-2022 historical chart

Option	% of respondents
Fitness center	38%
High school musicals and drama club performances	38%
Student participation in village events (parades, library internships)	38%
School maintained park (Frost Park)	37%
Animal friendly walking paths with dog waste stations	36%
Rec-sponsored classes and activities for adults (aerial silks, basketball, open use time)	33%
Building and room rentals for recreational groups	25%
Community service days	22%

**Q8. OTHER SCHOOL DISTRICT SERVICES - maps to 2022 Q6
(open-ended)**



Verbatim responses

- Verbatims are located in **Appendix B** (redacted if needed)
-

Q9. COMMUNITY EVENT AWARENESS AND PARTICIPATION / Future Attendance (Survey Q8) - maps to 2022 Q7

9. COMMUNITY EVENT AWARENESS AND PARTICIPATION
(Select all that apply)

	I am aware of this event	I have attended this event	I plan to attend this event
Classic Car Show - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truck-a-Palooza - Rec Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chili Cook Off - WCL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pancake Day - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicken Roast - Fire Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn & Brat Fest - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boo in the Bay - Rec Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmer's Market - WBBA/ Discover Williams Bay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WB Fine Art Fair - WBCAA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Cruise - Gage Marine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World's Tallest Glass Tree - Elliott Org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Tree Lighting - Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinco in the Bay - WBBA/ Discover Williams Bay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Polar Plunge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2026 Findings

The 2026 results show that community event visibility is strong, but participation and repeat-attendance intent are more concentrated in a smaller set of events.

In terms of awareness, the most recognized events are Cinco in the Bay (100%), Boo in the Bay (90.9%), Chili Cook Off (90.0%), Polar Plunge (84.6%), and Truck-a-Palooza (83.3%).

Actual attendance is led by Corn & Brat Fest (92.3%), followed by Farmer's Market (76.9%), WB Fine Art Fair (70.0%), Pancake Day (66.7%), and Classic Car Show (63.6%).

The strongest future-attendance signals are for Corn & Brat Fest (46.2%), Farmer's Market (38.5%), Classic Car Show (36.4%), Boo in the Bay (36.4%), and Pancake Day

(33.3%). Overall, the pattern suggests that some events are highly visible in the community, but a smaller group is doing the best job of converting that visibility into attendance and return intent.

2022 to 2026 Comparison and Historical Trend

This comparison should be interpreted with some caution because the 2022 report summarized the share of respondents who were aware of an event, had attended it, and planned to attend again, while the 2026 results separate those three dimensions.

In 2022, the strongest combined event results were Corn and Brat Festival (54%), Chicken Roast (37%), Pancake Day (36%), Music by the Lake (35%), and Farmer's Market (33%).

Among the overlapping events, Corn & Brat Fest continues to stand out in 2026 as one of the strongest overall performers, especially on attendance and future attendance. Pancake Day and Farmer's Market also remain strong and appear to have sustained their role as dependable, repeat-interest events.

By contrast, Chicken Roast appears less likely to generate future-attendance intent in 2026, and events such as Cinco in the Bay, Chili Cook Off, and Polar Plunge show much stronger awareness than repeat-intent.

Taken together, the results suggest that Williams Bay still has a few clear anchor events, while several others are better at generating visibility than repeat participation.

The 2022 report also noted that event results from that year should be read within the context of pandemic-era disruptions and some irregular response patterns.

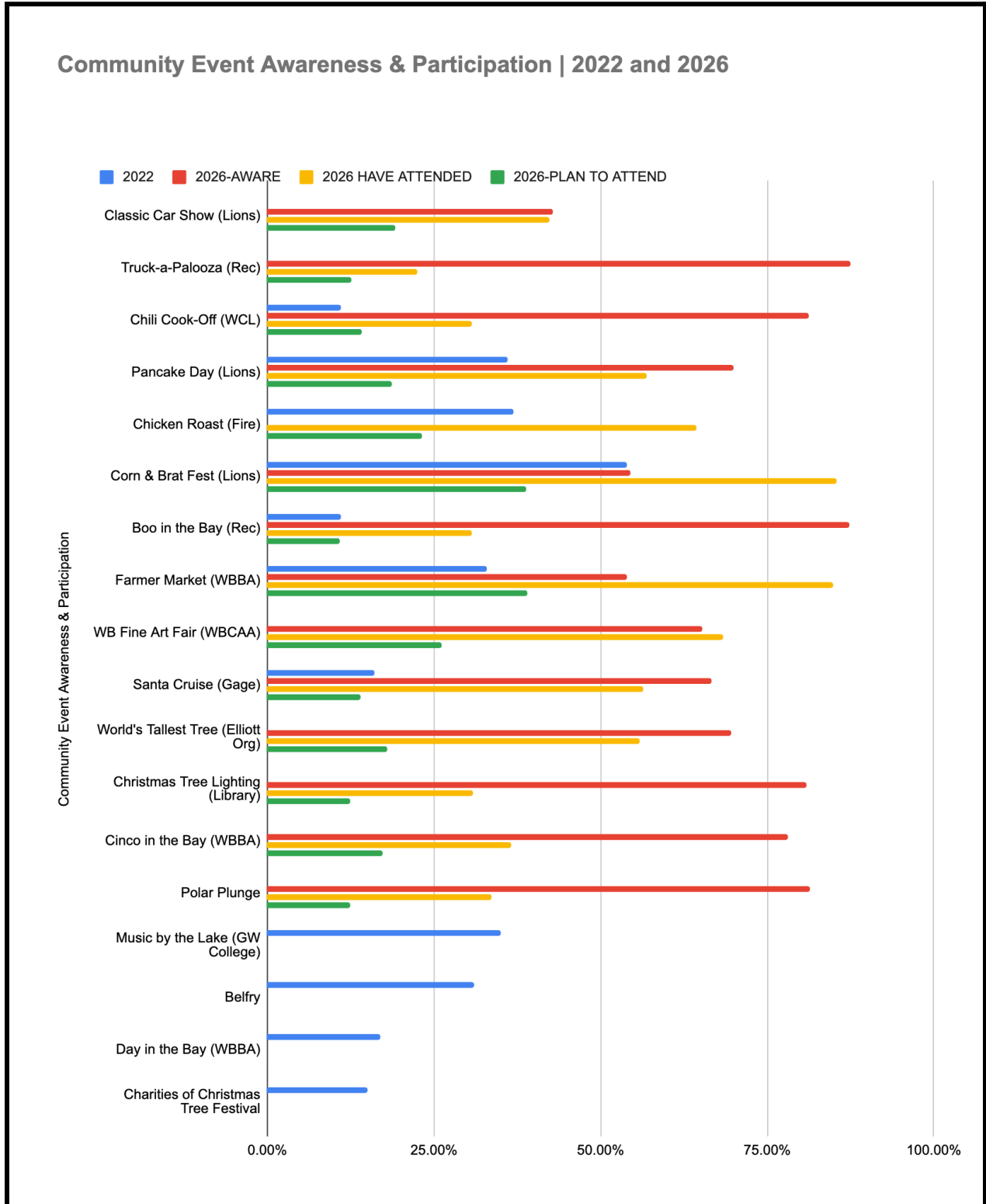
Conclusion

The strongest event opportunities appear to be the ones that combine broad recognition with strong attendance and a higher likelihood of return participation, particularly Corn & Brat Fest, Farmer's Market, and Pancake Day.

At the same time, several events appear to have solid name recognition but weaker conversion into attendance or future attendance, suggesting an opportunity to strengthen promotion, timing, or the event experience itself.

Charts

- 2022 and 2026



- 2007-2022 historical chart

Event and Sponsor	% who are aware, have attended, and plan to attend again
Corn and Brat Festival - Lions	54%
Chicken Roast - Firemen	37%
Pancake Day - Lions	36%
Music by the Lake - GWC	35%
Farmer's Market – Santa Cause	33%
Belfry Music Theatre	31%
Day in the Bay -WBBA	17%
Santa Cause Cruise - Gage Marine	16%
Charities of Christmas Tree Festival – Santa Cause	15%
Chili Cook-off - Women's Civic League	11%
Boo in the Bay - WB Recreation Department	11%

Q10. DESIRED NEW BUSINESS TYPES - maps to 2022 Q8

10. DESIRED NEW BUSINESS TYPES
What types of new businesses would you like to see in Williams Bay? (Please select up to 5 types)

<input type="checkbox"/> Vacation Rentals	<input type="checkbox"/> Salons and Spas	<input type="checkbox"/> Restaurants
<input type="checkbox"/> Resort Hotels	<input type="checkbox"/> Coffee Shops	<input type="checkbox"/> Antique and Consignment Stores
<input type="checkbox"/> Specialty Shops	<input type="checkbox"/> Art and Craft Studios	<input type="checkbox"/> Recreational Services
<input type="checkbox"/> Grocery Stores	<input type="checkbox"/> Clothing Stores	<input type="checkbox"/> Other
<input type="checkbox"/> Bakeries	<input type="checkbox"/> Professional Services	

11. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results show the strongest demand for bakeries, which stand out clearly above the other business categories. Restaurants form the next strongest preference, followed by continued interest in grocery stores and specialty shops. A second tier of interest appears around antique and consignment shops, art and craft studios, coffee shops, clothing stores, and recreational services.

Taken together, the pattern suggests residents are looking for a business mix that combines everyday convenience with smaller, locally distinctive storefronts that add character to the village.

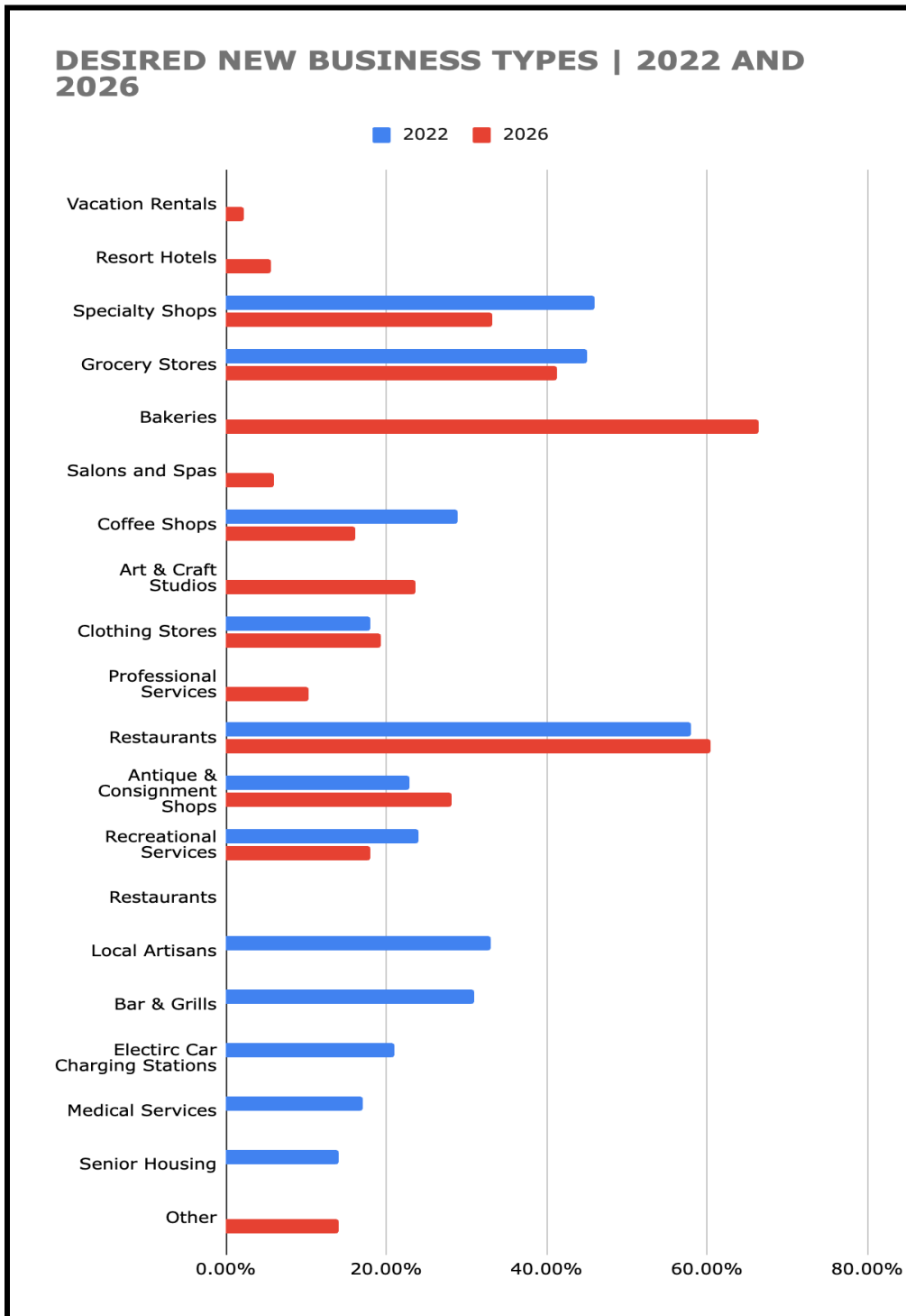
2022 to 2026 Comparison and Historical Trend

Compared with 2022, bakeries emerge as the clearest new leader in 2026, while restaurants remain a strong and stable priority. Grocery stores continue to draw substantial interest, which is consistent with prior surveys, although historical results show they were even stronger in earlier years. Specialty shops are still important but appear somewhat lower than in 2022, and interest in coffee shops and recreational services also appears softer. At the same time, several 2026 response options differ from earlier surveys, so the strongest direct comparisons are for the overlapping categories rather than the full list.

Conclusion

Overall, residents appear most supportive of business recruitment that focuses on food, convenience, and locally distinctive retail, with bakeries and restaurants standing out as the strongest opportunities in 2026.

- 2022 and 2026



- 2007-2022 historical chart

Business	% who favor 2022	% who favor 2017	% who favor 2011	% who favor 2007
Restaurants	58%	58%	34%	48%
Specialty Shops	46%	47%	36%	38%
Grocery Stores	45%	48%	49%	56%
Local Artisans	33%	37%	+	+
Bar and Grills	31%	29%	13%	16%
Coffee Shops	29%	37%	22%	24%
Recreational Services	24%	26%	21%	+
Antique Stores	23%	23%	18%	14%
Electric car charging stations	21%	+	+	+
Clothing Stores	18%	19%	23%	20%
Medical Services	17%	11%	11%	6%
Salons/Spas	14%	6%	3%	0%
Vacation rentals (Airbnb, Vrbo, etc.)	8%	+	+	+
Resort Hotels	6%	5%	7%	8%
Legal Services	5%	5%	3%	3%
Lodges	4%	7%	5%	+
Big Box Stores	2%	3%	5%	+

+This option was not included for this particular year.

Q11. OTHER DESIRED NEW BUSINESS TYPES (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q12. NEW RESTAURANTS - maps to 2022 Q9

12. NEW RESTAURANTS
What type of new restaurants would you like to see in Williams Bay? (Please select up to 5 types)

<input type="checkbox"/> American-Style	<input type="checkbox"/> Juice Bar	<input type="checkbox"/> Mexican
<input type="checkbox"/> Bar/ Grill	<input type="checkbox"/> Seafood	<input type="checkbox"/> Fine-dining
<input type="checkbox"/> Chinese	<input type="checkbox"/> Greek	<input type="checkbox"/> Sushi/ Japanese
<input type="checkbox"/> Deli	<input type="checkbox"/> Indian	<input type="checkbox"/> Latino-Inspired
<input type="checkbox"/> Pizzeria	<input type="checkbox"/> Italian	<input type="checkbox"/> Supper Club
<input type="checkbox"/> Vegan	<input type="checkbox"/> Mediterranean	<input type="checkbox"/> Other

13. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 restaurant results point most strongly toward pizzerias, which are the leading preference by a noticeable margin. Supper clubs also rank very high, followed by a next tier that includes American-style restaurants, Chinese, bar and grill, seafood, and Mediterranean options. This pattern suggests residents are interested in a mix of familiar casual dining and stronger destination-style options that could appeal to both local residents and visitors. Interest is present across a variety of cuisines, but the clearest concentration is around restaurants that feel social, approachable, and likely to fit Williams Bay's tourism and community identity.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the 2026 results show a noticeable shift away from a broad cluster of mid-ranking cuisine types and toward a few more clearly favored concepts, especially pizzerias and supper clubs.

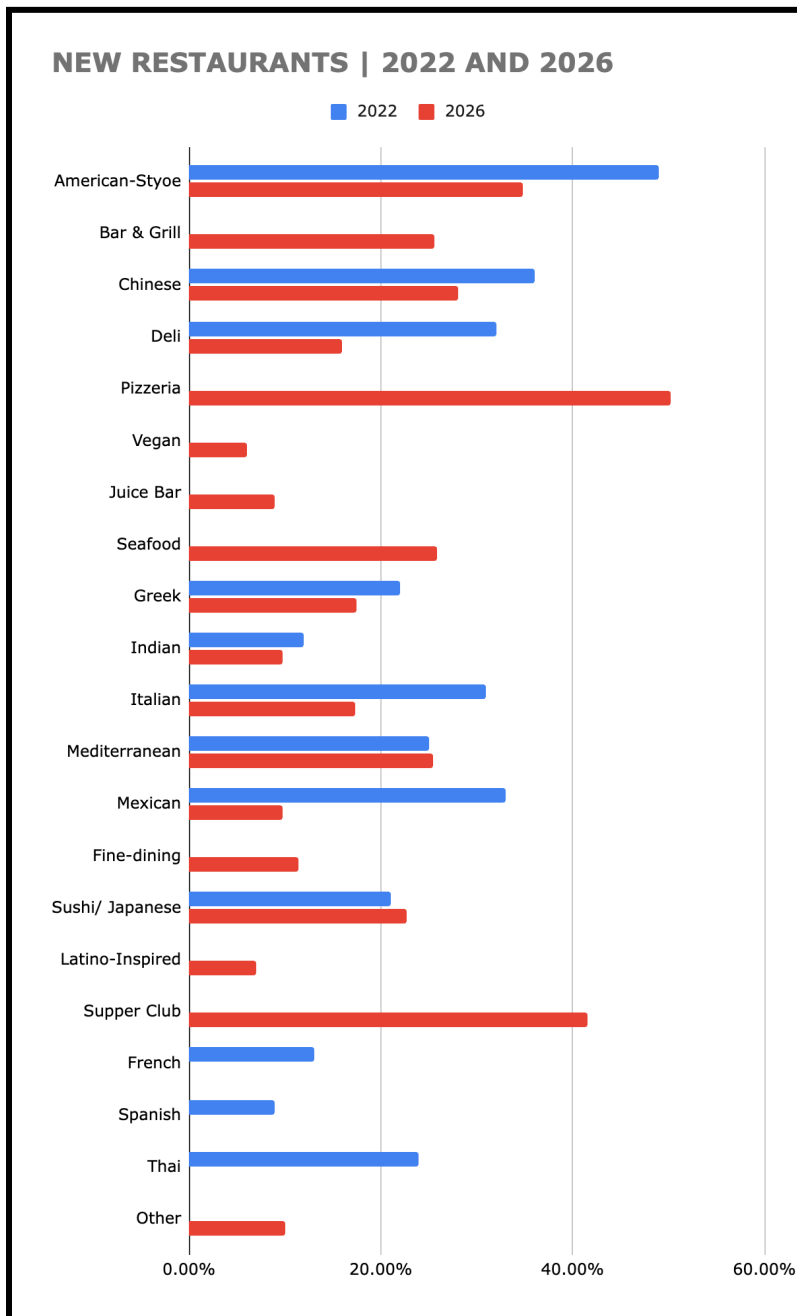
Several categories that ranked strongly in 2022, such as American-style, Chinese, deli, Italian, and Mexican, appear lower in relative standing in 2026, though some of that change likely reflects the revised option list, which now breaks out more specific restaurant formats such as bar and grill, fine dining, seafood, and supper club. Across the longer pattern shown in the historical summary, resident interest has consistently centered on familiar, accessible dining types, but the 2026 survey gives

that preference a more defined emphasis around pizzerias and supper-club-style dining.

Conclusion

The strongest restaurant opportunity in 2026 appears to be additional casual and social dining, particularly concepts such as pizzerias and supper clubs that could serve both everyday local demand and visitor traffic.

Charts: 2022 and 2026



- 2007-2022 historical chart

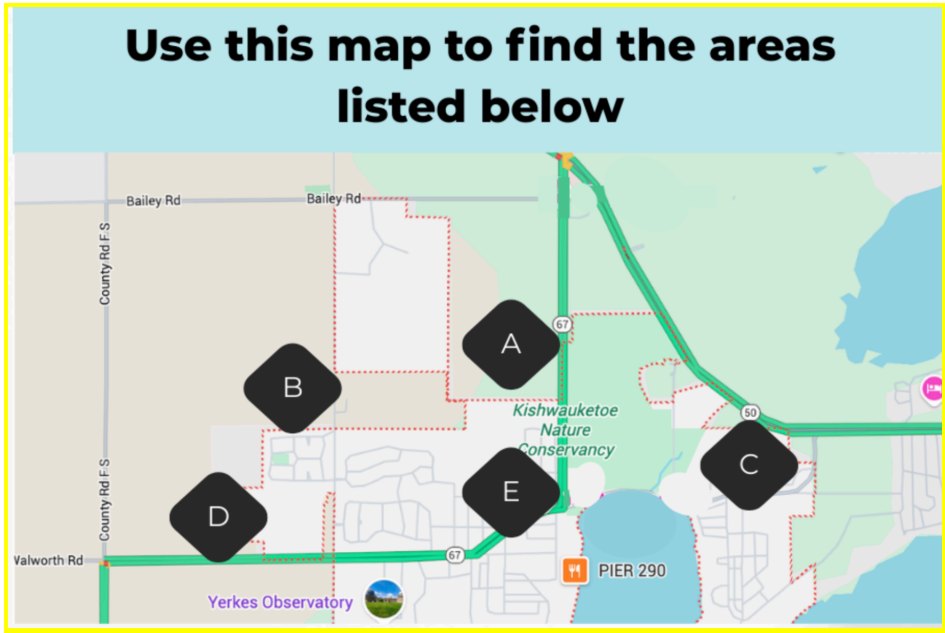
Option	% of respondents
American-style	49%
Chinese	36%
Mexican	33%
Deli	32%
Italian	31%
Mediterranean	25%
Thai	24%
Greek	22%
Sushi/Japanese	21%
French	13%
Indian	12%
Spanish	9%

Q13. OTHER NEW RESTAURANTS (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q14. COMMERCIAL / RETAIL DEVELOPMENT- maps to 2022 Q10



14. COMMERCIAL/ RETAIL DEVELOPMENT

If additional commercial/ retail development were to take place, in which direction should it be encouraged? (Give your opinion for each location)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
[See area "A" on map] Highway 67 north to intersection with Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "B" on map] Theatre Road north to the intersection with Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "C" on map] East Geneva Street from lakefront to Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "D" on map] Highway 67 from Theatre Road west to the intersection with Highway F	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "E" on map] Downtown Williams Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If you would like to add comments to this answer, please specify (optional):

2026 Findings

The 2026 results show that residents are not equally supportive of commercial or retail growth in every direction.

- Area E has the strongest support overall, with the highest level of strong agreement and relatively limited opposition.
- Area A also remains broadly acceptable, with clear net support, though not at the same level as downtown.
- Area D is more mixed, but still leans somewhat positive overall.
- Area C remains net negative, even though it is less opposed than Area B.
- Area B shows the strongest resistance, with disagreement outweighing agreement by a clear margin.

Across all five areas, the no-opinion category remains fairly low, suggesting that respondents have fairly well-formed views about where future development should and should not be encouraged.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the 2026 results continue to show that residents favor some locations for additional commercial or retail development much more than others.

- Area E becomes even more clearly the preferred location for future commercial or retail development, driven by a rise in strong agreement and a decline in stronger opposition. In the longer historical pattern, Area E has consistently been the most acceptable location for this type of growth.
- Area A remains favorable, but support softens slightly as somewhat-agree responses decline and disagreement edges upward. Even so, it continues to rank as one of the more acceptable locations, consistent with its generally favorable historical pattern.
- Area D remains mixed. Strong agreement rises, but somewhat-agree declines and strong disagreement increases modestly, leaving it as a possible but not consensus location. Historically, Area D has also tended to remain mixed rather than strongly supported or strongly opposed.
- Area C shows some improvement from 2022, with less strong disagreement and somewhat stronger support, although opposition still outweighs agreement overall. In the longer historical pattern, Area C has tended to remain one of the more resistant locations, even as views have moderated somewhat over time.
- Area B moves in a less favorable direction in 2026, with stronger resistance and lower net support than in 2022. The longer historical chart for Area B now shows that this caution is not new.

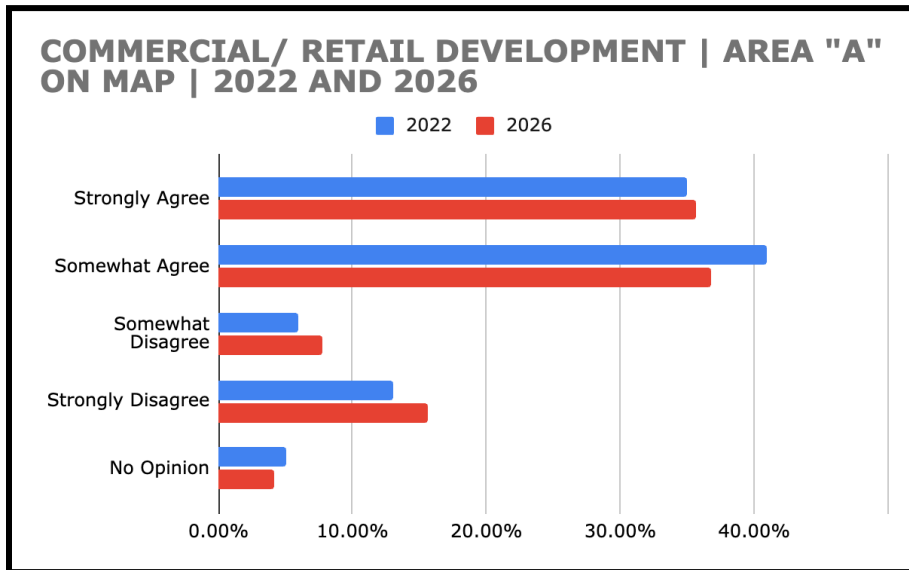
Across prior survey years, strong disagreement has generally remained the largest response category, although resistance appeared to soften somewhat by 2022. The 2026 results suggest a return to that longer-term pattern of caution, with opposition strengthening again.

Conclusion

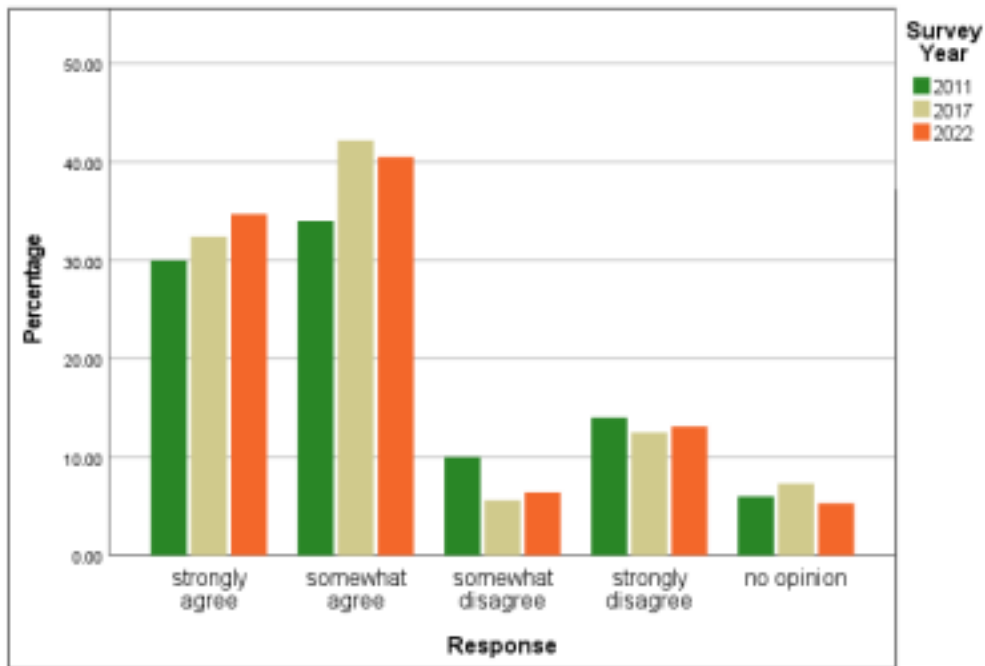
Residents do not appear to oppose growth in general. Instead, they favor concentrating additional commercial and retail development in the locations that already feel most appropriate for it, especially downtown, while showing much more caution toward expansion in Areas B and C. The historical patterns reinforce that this is not simply a one-year reaction. Area E has consistently remained the most acceptable location for development, Area A has generally stayed favorable, Area D has remained mixed, and Areas B and C have drawn more caution over time, with Area B showing renewed resistance in 2026.

Charts

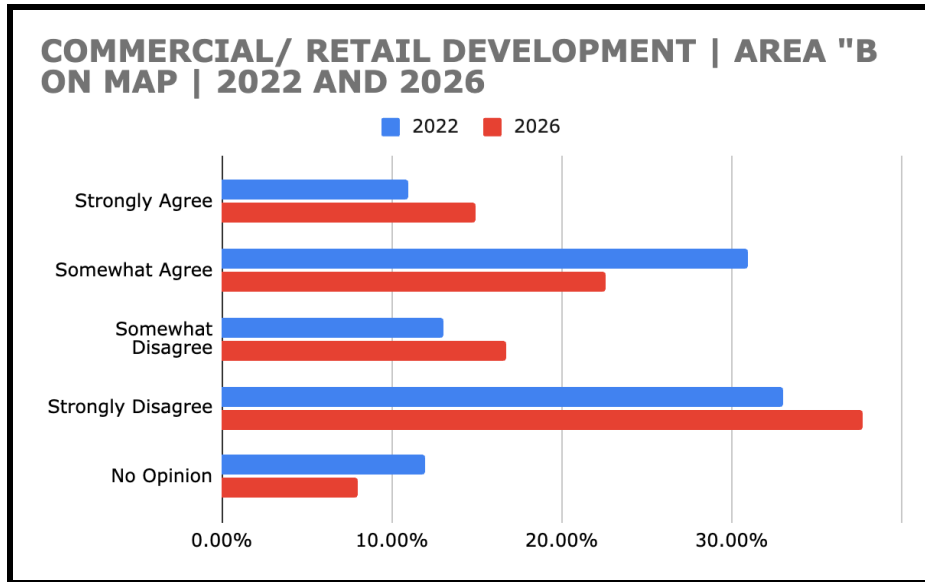
- 2022 and 2026 Area "A"



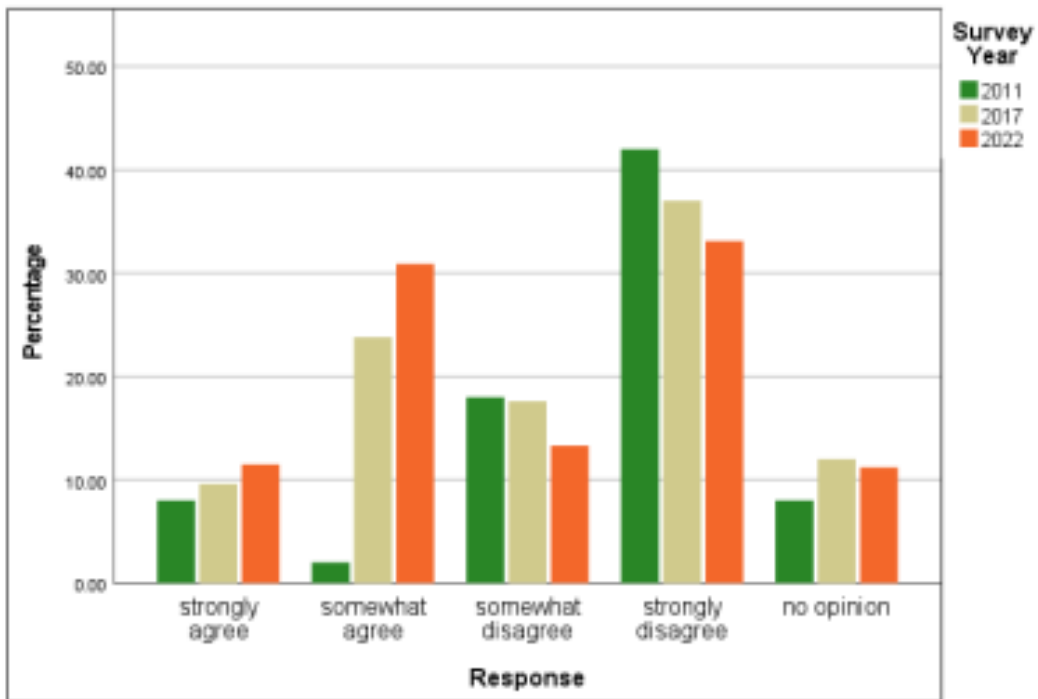
2007-2022 historical chart- Area "A"



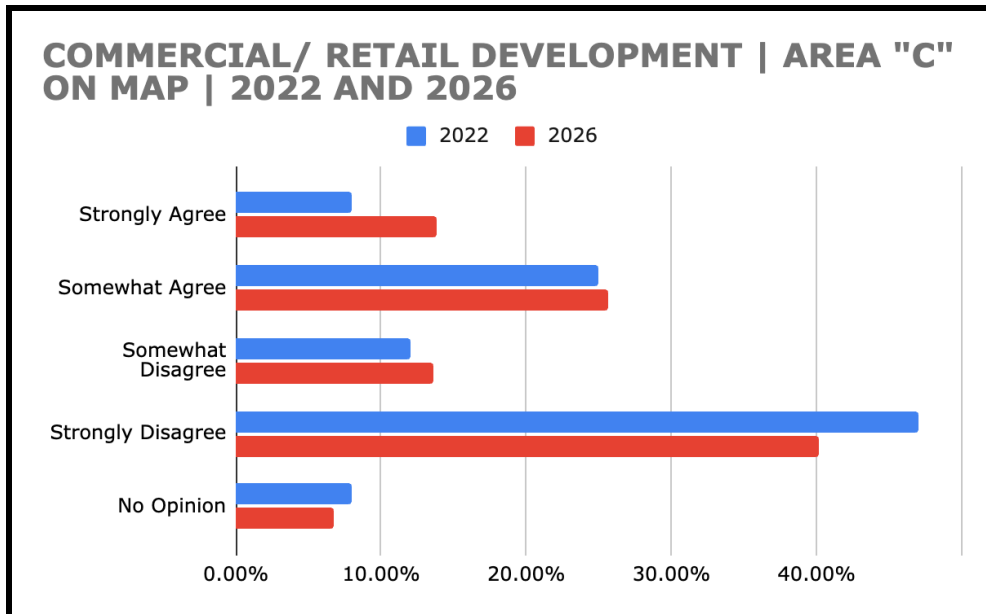
- 2022 and 2026 **Area “B”**



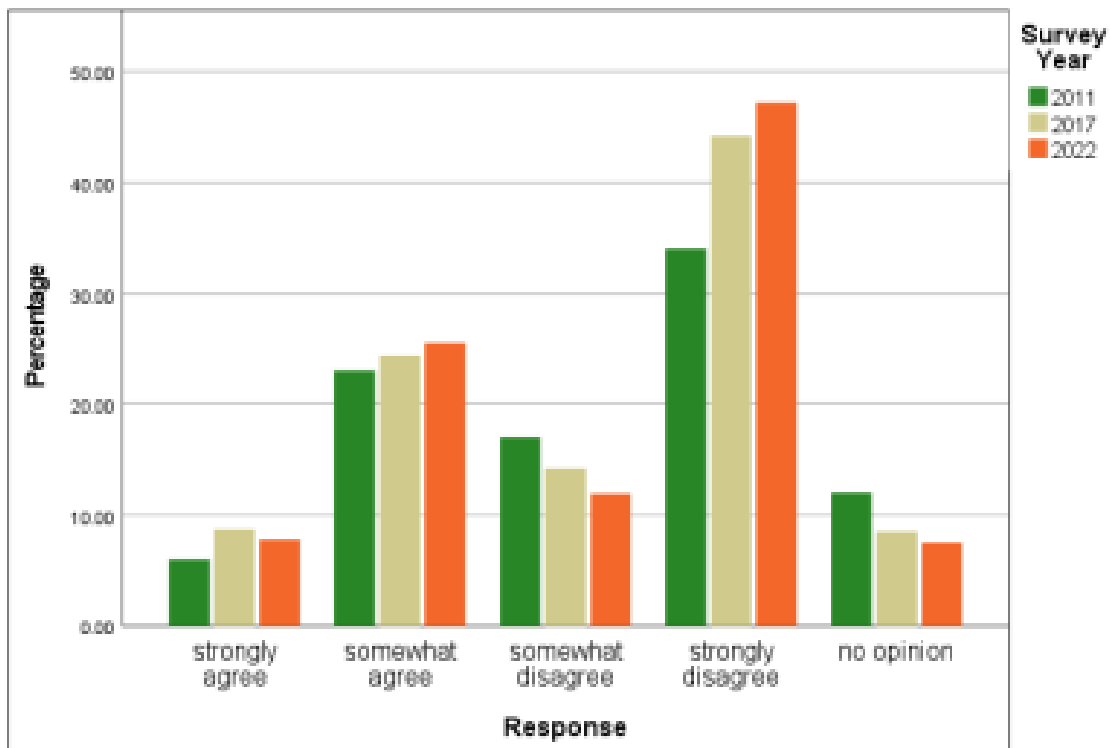
2007-2022 historical chart- Area “B”



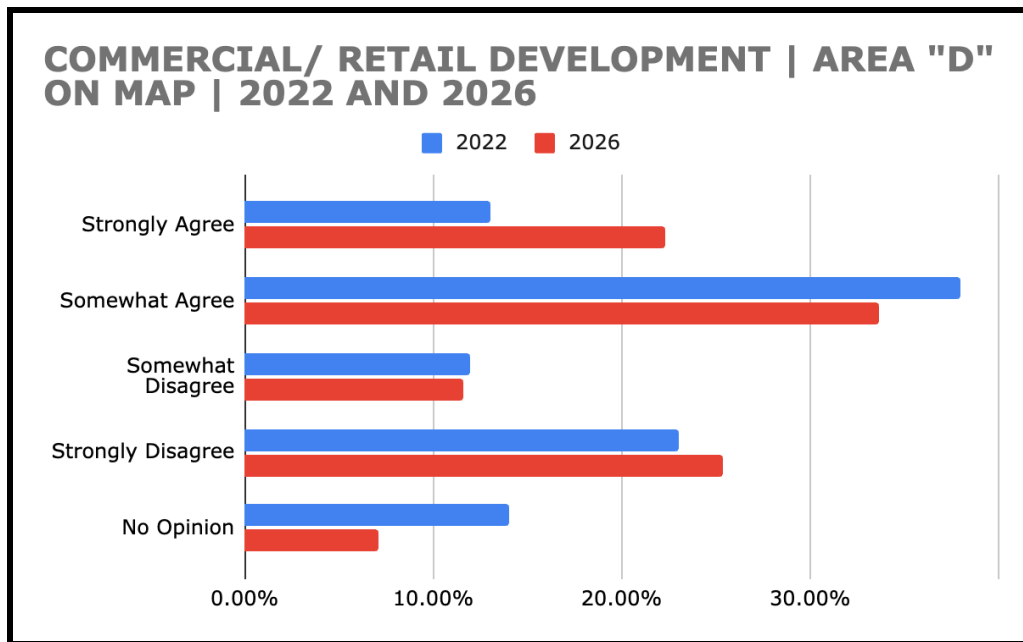
- 2022 and 2026 **Area “C”**



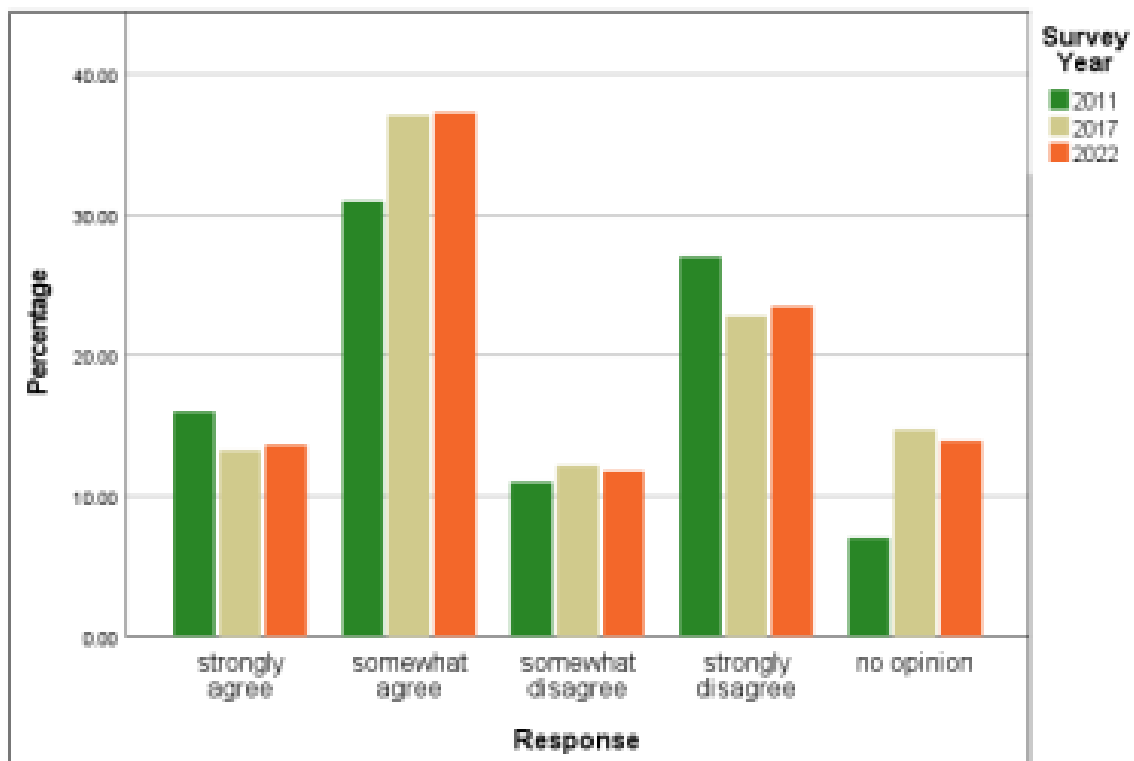
2007-2022 historical chart- Area “C”



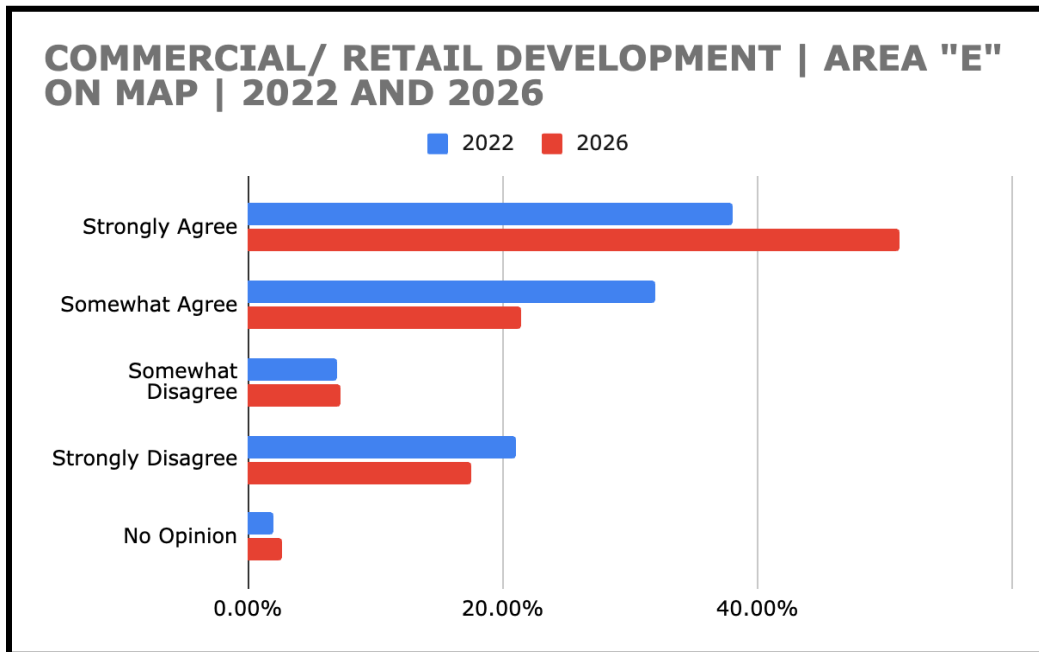
- 2022 and 2026 **Area “D”**



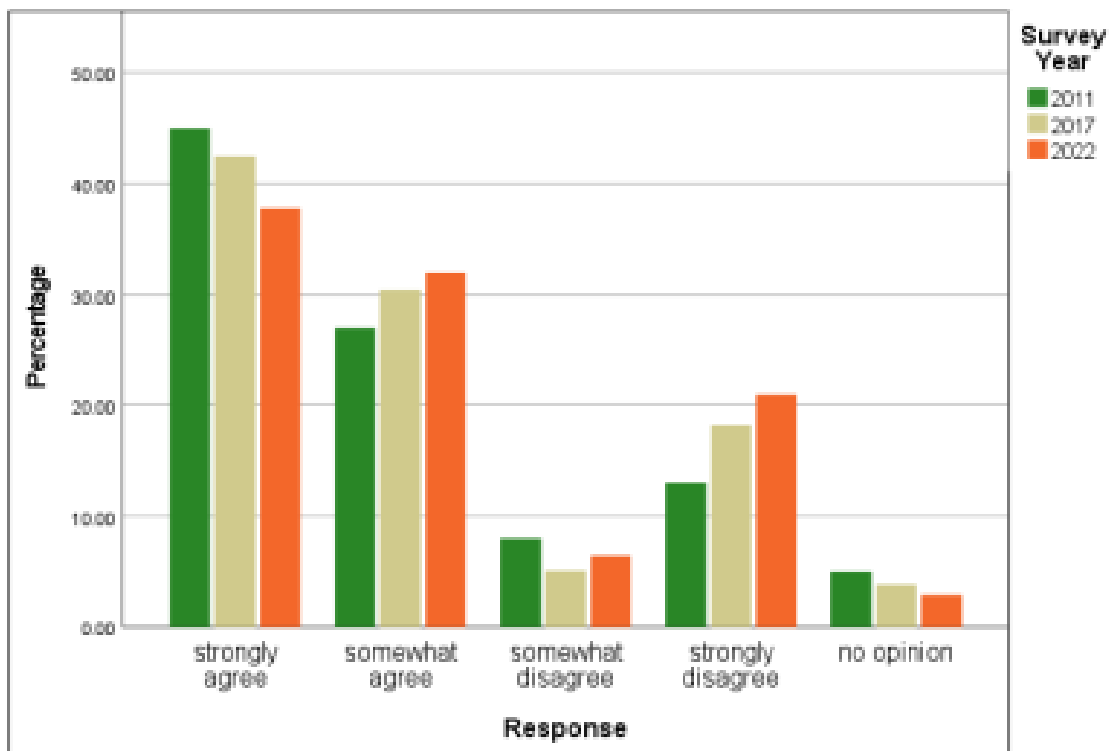
2007-2022 historical chart- Area “D”



- 2022 and 2026 Area “E”



2007-2022 historical chart- Area “E”



Q15. OTHER COMMERCIAL/ RETAIL DEVELOPMENT (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q16. DOWNTOWN APPEARANCE - maps to 2022 Q11

16. DOWNTOWN APPEARANCE
How should the Village of Williams Bay improve the appearance of the downtown? (Please select up to 5 options)

<input type="checkbox"/> Increase parking	<input type="checkbox"/> Improve lighting	<input type="checkbox"/> Preserve small town character
<input type="checkbox"/> Improve signage	<input type="checkbox"/> Encourage new businesses	<input type="checkbox"/> Improve facades
<input type="checkbox"/> Improve sidewalks/ walkability	<input type="checkbox"/> Plant landscaping	<input type="checkbox"/> Other
<input type="checkbox"/> Bicycle friendly improvements	<input type="checkbox"/> Street improvements	

17. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results suggest that residents most want downtown improvements that make the area feel more active, attractive, and usable.

Encouraging new businesses remains the clearest priority, with plant landscaping also ranking near the top. A second tier of interest centers on walkability-related improvements, including better sidewalks and bicycle-friendly features, while parking and lighting appear to matter, but less strongly than business vitality and visual appeal.

Overall, the pattern suggests residents are looking for a downtown that is both more inviting and more functional, rather than simply more built up.

2022 to 2026 Comparison and Historical Trend

The strongest continuity from 2022 is that encouraging new businesses and plant landscaping remain top-tier priorities, consistent with the longer historical pattern as well. Walkability and parking appear to have gained some traction in 2026, while lighting looks relatively steady.

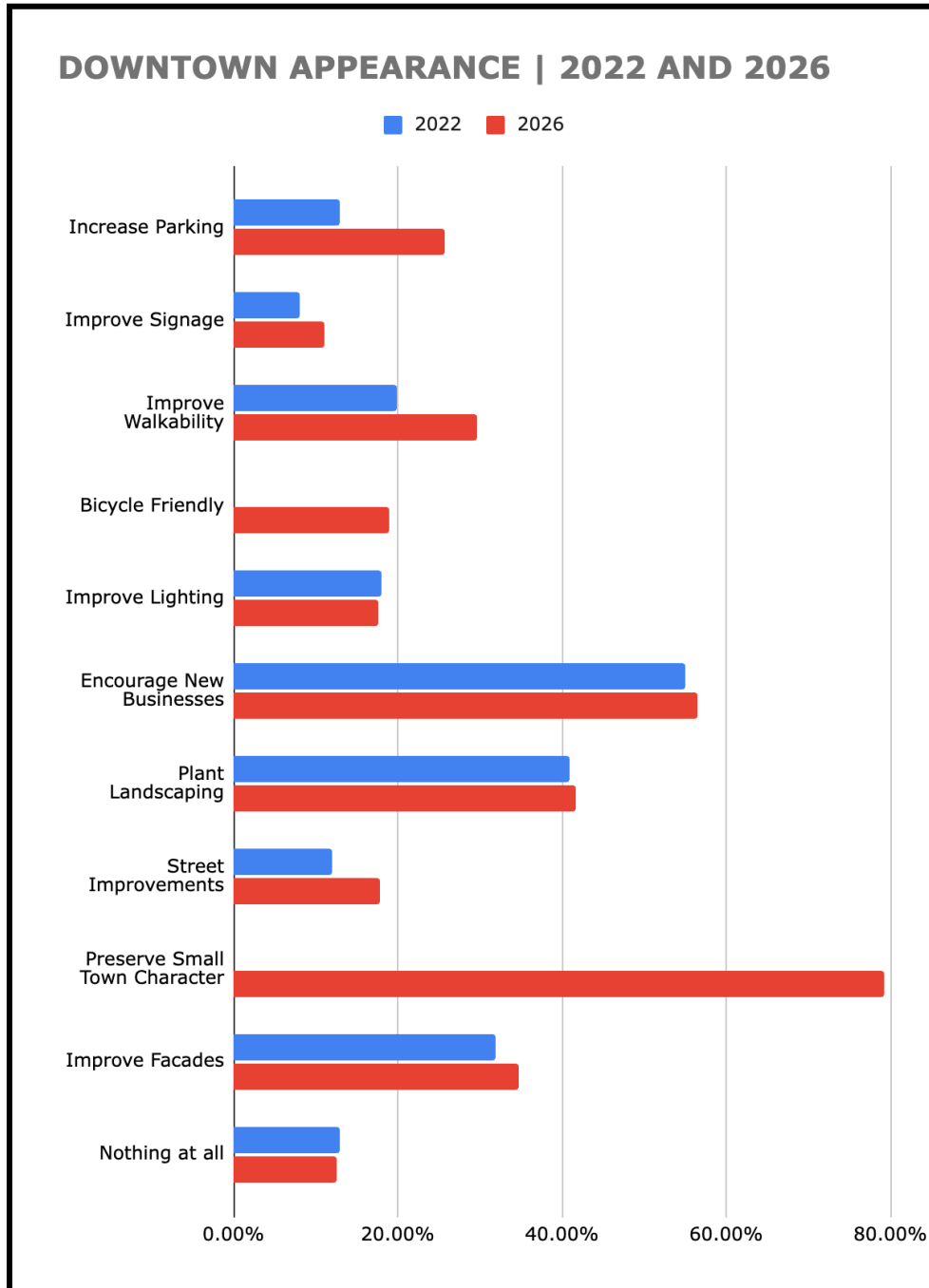
Historically, support for appearance items such as landscaping, facades, and sidewalks was stronger in earlier surveys, so the current results suggest that downtown priorities are now centered a bit more on activation and business energy than on beautification alone.

Conclusion

Residents appear to want a downtown that looks good, works better for pedestrians, and feels more alive, with new businesses still serving as the strongest improvement priority.

Charts

- 2022 and 2026



- 2007-2022 historical chart

How should the Village of Williams Bay improve the appearance of downtown?

Option	% in favor 2022	% in favor 2017	% in favor 2011	# in favor 2007
Encourage new businesses	55%	56%	57%	51%
Plant landscaping	41%	44%	45%	60%
Improve facades	32%	31%	27%	34%
Improve sidewalks	20%	21%	28%	33%
Improve lighting	18%	18%	28%	32%
Nothing at all	13%	13%	11%	11%
Increase parking	13%	12%	22%	24%
Street Improvements	12%	+	+	+
Improve signage	8%	9%	+	+

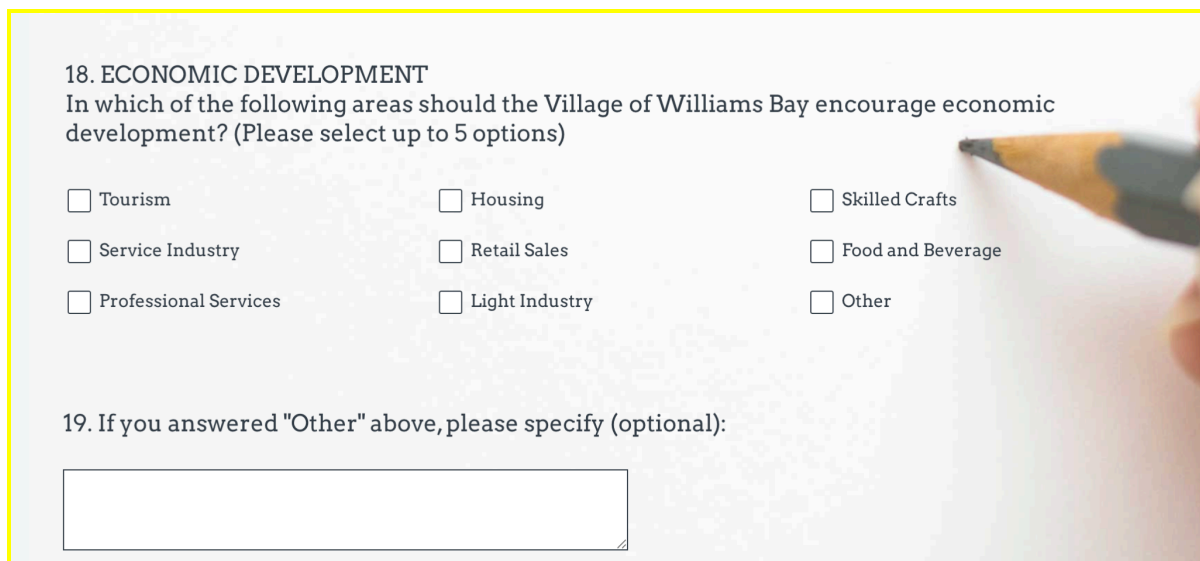
**2007 survey was worded "Reroute streets" +Option not included in this particular year*

Q17. OTHER DOWNTOWN APPEARANCE (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q18. ECONOMIC DEVELOPMENT - maps to 2022 Q12



18. ECONOMIC DEVELOPMENT
In which of the following areas should the Village of Williams Bay encourage economic development? (Please select up to 5 options)

<input type="checkbox"/> Tourism	<input type="checkbox"/> Housing	<input type="checkbox"/> Skilled Crafts
<input type="checkbox"/> Service Industry	<input type="checkbox"/> Retail Sales	<input type="checkbox"/> Food and Beverage
<input type="checkbox"/> Professional Services	<input type="checkbox"/> Light Industry	<input type="checkbox"/> Other

19. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results show the strongest support for food and beverage development, followed by retail sales. A second tier includes professional services, skilled crafts, and tourism, with service industry and housing drawing moderate support as well. Light industry remains the least favored option.

This pattern lines up well with earlier business and restaurant questions, suggesting that respondents want economic development that strengthens Williams Bay as a place for dining, shopping, and visitor-friendly local commerce rather than industrial expansion.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, food and beverage remains the top priority, although it appears somewhat lower than before. Retail sales also stays near the top but softens slightly. At the same time, professional services, tourism, service industry, skilled crafts, and especially housing all appear to gain support in 2026, which broadens the development picture somewhat beyond pure retail and dining.

In the longer historical pattern, food and beverage and retail sales have consistently led, while light industry has remained low, so the 2026 results largely reinforce that direction while showing somewhat wider openness to supporting-service sectors.

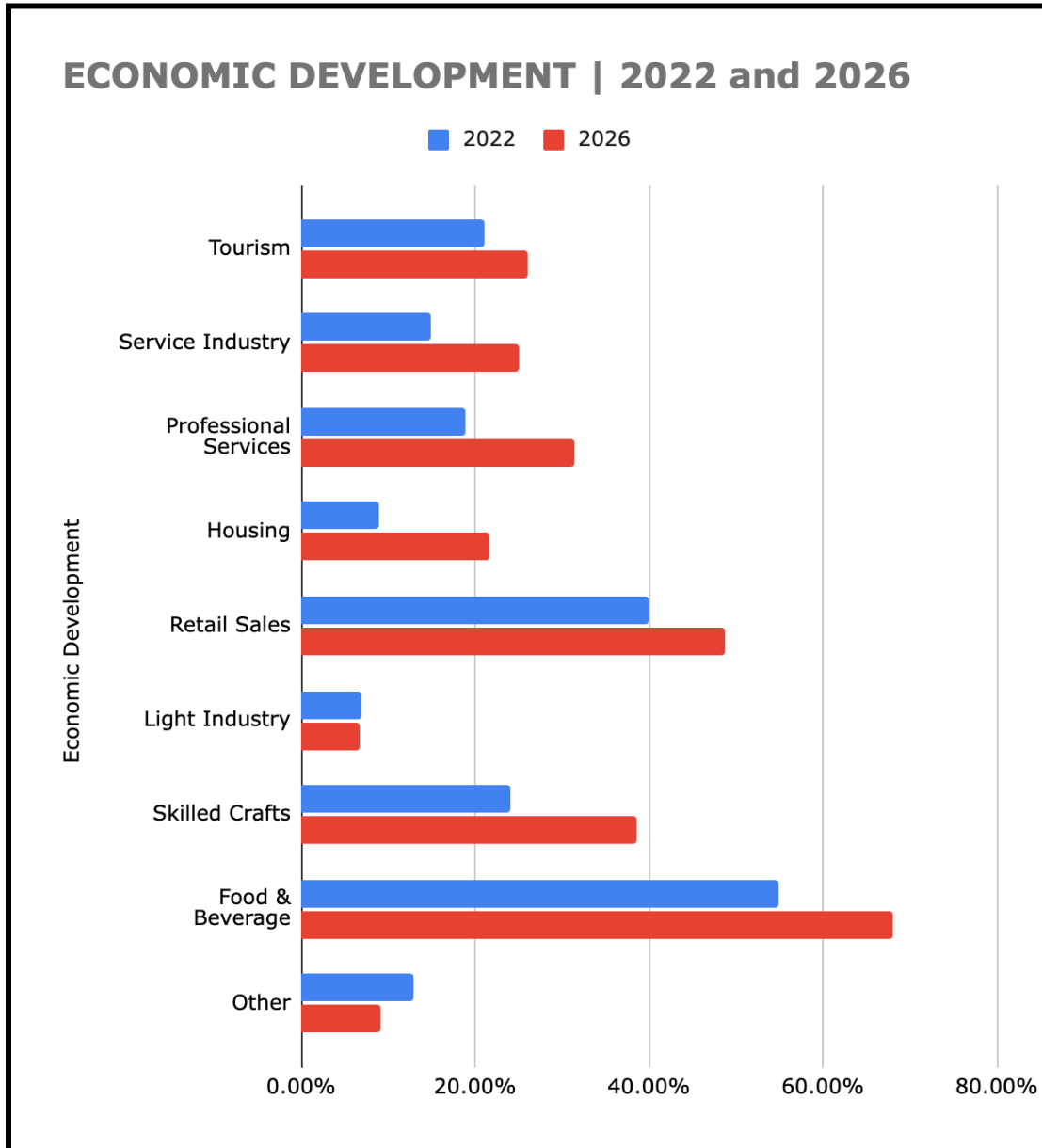
Conclusion

Residents continue to favor economic development that builds on Williams Bay's

strengths in food, retail, and visitor-oriented commerce, while showing limited interest in industrial-type growth.

Charts

- 2022 and 2026



- 2007-2022 historical chart

In which of the following areas should the Village encourage economic development?

Option	% in favor 2022	% in favor 2017	% in favor 2011	# in favor 2007
Food and Beverage	55%	57%	33%	+
Retail Sales	40%	41%	49%	51%
Skilled crafts	24%	23%	24%	24%
Tourism	21%	34%	39%	28%
Professional services	19%	19%	23%	25%
Service industry	15%	16%	20%	20%
Nothing	13%	15%	13%	21%
Housing	9%	10%	10%	+
Light industry	7%	11%	21%	12%
Manufacturing	+	3%	8%	4%

+Option not included in this particular year

Q19. OTHER ECONOMIC DEVELOPMENT (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q20. POPULATION PREFERENCE - maps to 2022 Q13

20. POPULATION PREFERENCE
The ideal number of people living in Williams Bay would be (current population is 3,000)

3,000 3,500 4,000 More than 5,000

2026 Findings

The 2026 responses point to a preference for moderate growth rather than major expansion. The strongest support is split between keeping the village at 3,000 residents and growing modestly to 3,500, while support for 4,000 is clearly lower and support for more than 5,000 remains very limited.

Taken together, the results suggest that most respondents are comfortable with either maintaining the current scale of the village or allowing only measured growth.

2022 to 2026 Comparison and Historical Trend

This question requires a little caution in comparison because the 2022 response set included 2,500, while the 2026 version replaces that lower-growth option with 3,500.

Even with that change, the overall pattern still suggests movement away from shrinkage or lower-population preferences and toward status quo plus modest growth.

In 2022, the strongest single preference was to stay at 3,000, with a substantial minority favoring 2,500. In 2026, the center of gravity shifts toward 3,000 to 3,500, while support for larger jumps remains limited.

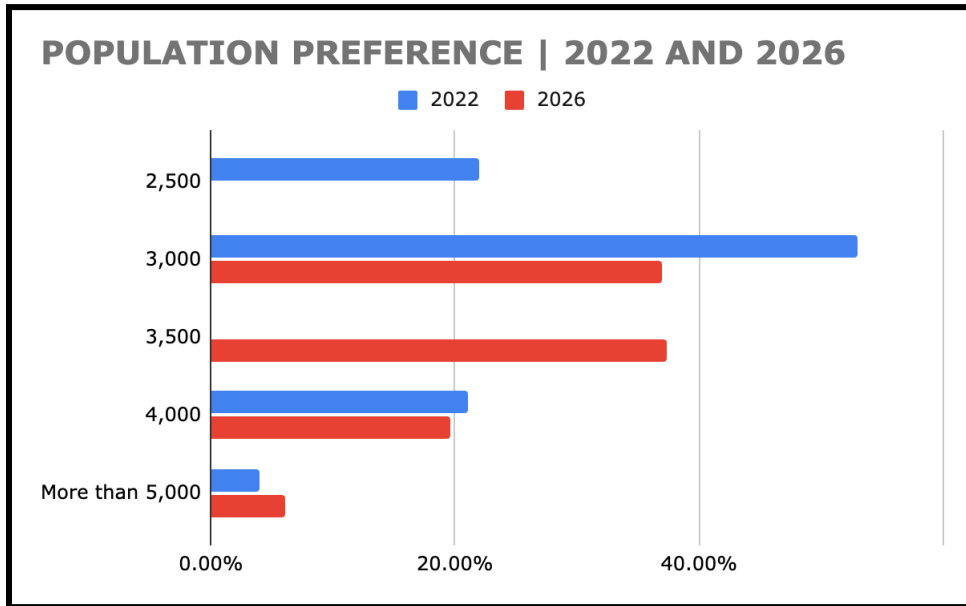
Historically, resident preferences have varied, but the 2026 results fit a middle-ground position: not no-growth, and not rapid expansion, but a controlled increase at most.

Conclusion

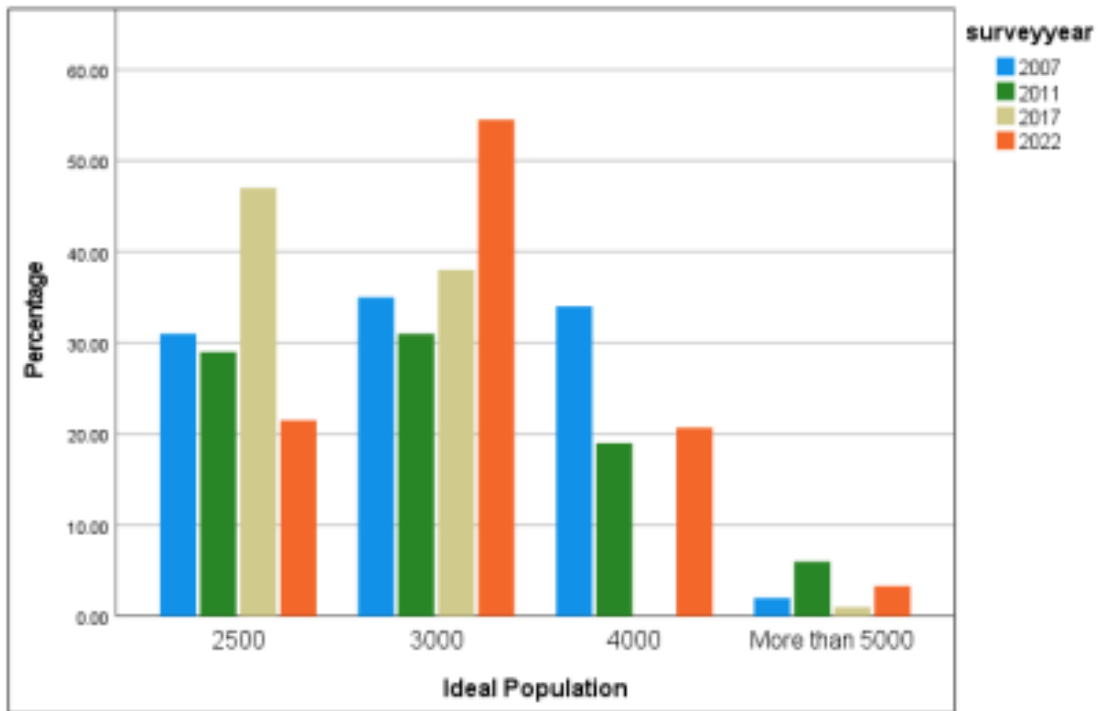
The population results suggest that residents are open to modest growth, but not to growth at a scale that would substantially change the size of the community.

Charts

- 2022 and 2026



- 2007-2022 historical chart



Q21. TYPE OF RESIDENTIAL GROWTH - maps to 2022 Q14


21. TYPE OF RESIDENTIAL GROWTH
What type of residential growth should the Village of Williams Bay encourage? (Please select your top preferences)

Single Family Homes Condominiums Other

Townhomes Vacation Homes

Apartments Senior Living

22. If you answered "Other" above, please specify (optional):



2026 Findings

The clearest residential preference in 2026 is still single-family homes, which stand well above every other housing type. Behind that, there appears to be meaningful support for townhomes and senior living, with condominiums also drawing moderate interest. Apartments receive some support, but remain well below the top tier, while vacation homes appear to be among the least favored options.

Overall, the pattern suggests residents are most comfortable with housing growth that fits a traditional neighborhood character, while still allowing some diversification for older adults and moderate-density formats.

2022 to 2026 Comparison and Historical Trend

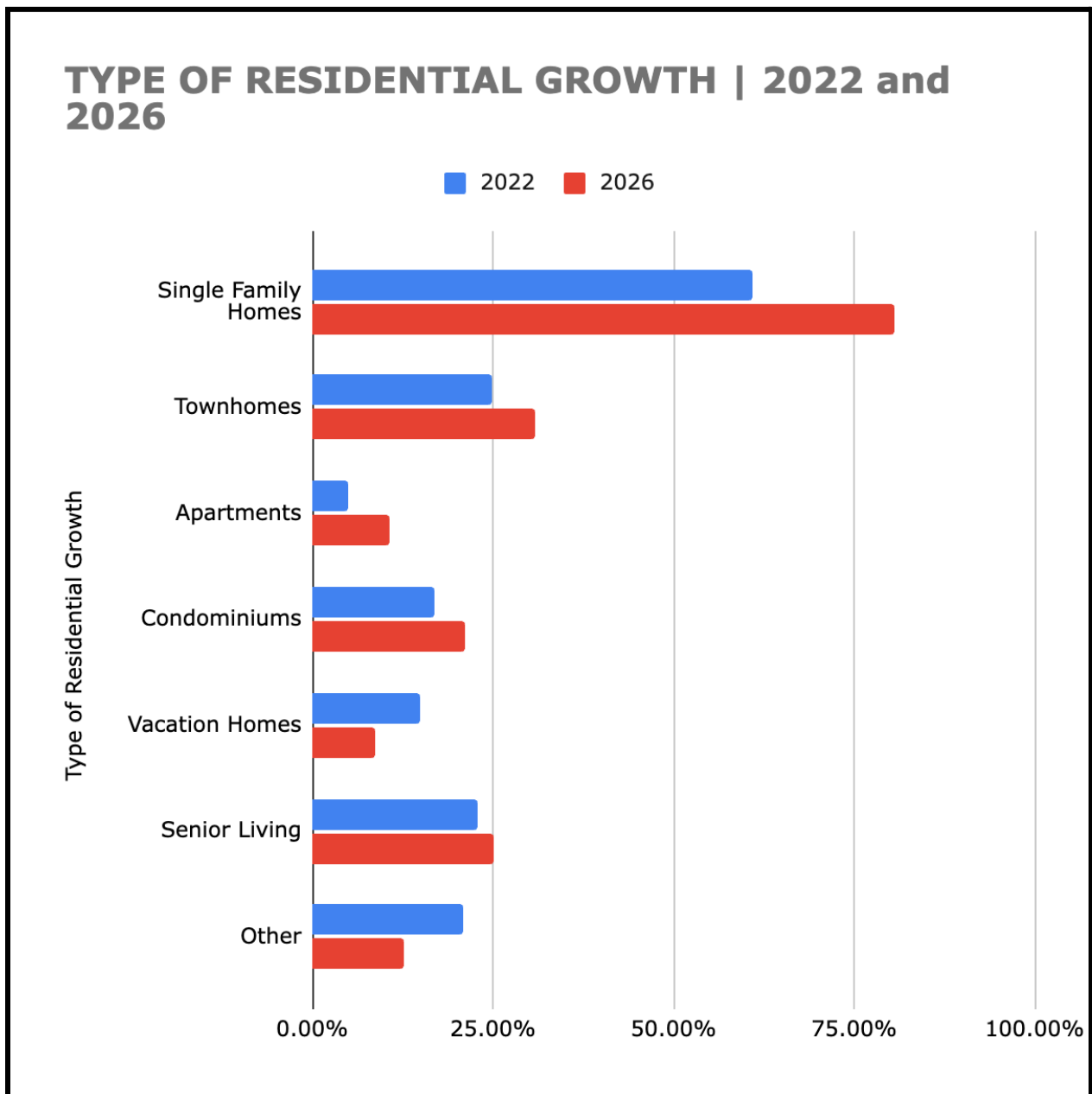
Compared with 2022, single-family homes remain the dominant choice and appear to strengthen further in 2026. Townhomes and senior living continue to hold relatively strong positions, consistent with the longer-term pattern. Condominiums appear to gain somewhat, while vacation homes decline. Apartments show more visible support than in earlier survey periods, but they still do not rank among the leading preferences. Historically, single-family homes have consistently been the top option across survey years, so the 2026 findings reinforce that long-standing preference while allowing somewhat broader interest in selected alternative housing types.

Conclusion

Residents appear most supportive of residential growth that stays anchored in single-family housing, with some additional openness to townhomes, senior living, and other moderate-density options that do not dramatically change the village's character.

Charts

- 2022 and 2026



- 2007-2022 historical chart

What type of residential growth should the Village of Williams Bay encourage?

Option	% in favor 2022	% in favor 2017	% in favor 2011	% in favor 2007
Single family homes	61%	61%	65%	67%
Townhomes	25%	24%	+	+
Senior living*	23%	22%	23%	19%
None	21%	20%	23%	25%
Condominiums	17%	21%	21%	25%
Vacation homes**	15%	18%	23%	+
Apartments	5%	6%	+	+

** In 2007, worded as "Elderly housing", **In 2007, worded as "Seasonal housing",
+This option was not included for this particular year.*

Q22. OTHER TYPE OF RESIDENTIAL GROWTH (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q23. RECREATIONAL ACTIVITIES - maps to 2022 Q15

23. RECREATIONAL ACTIVITIES
Which of the following recreational activities do you/your family participate in and enjoy? (Please select your top 5 activities)

<input type="checkbox"/> Snowshoeing	<input type="checkbox"/> Walking/ Hiking	<input type="checkbox"/> Cross Country Skiing
<input type="checkbox"/> Paddle boarding	<input type="checkbox"/> Boating	<input type="checkbox"/> Nature Programs
<input type="checkbox"/> Kayaking	<input type="checkbox"/> Tennis	<input type="checkbox"/> Snowmobiling/ ATV
<input type="checkbox"/> Kishwauketoe visits	<input type="checkbox"/> Golf	<input type="checkbox"/> Basketball
<input type="checkbox"/> Fishing	<input type="checkbox"/> Jogging	<input type="checkbox"/> Rollerblading
<input type="checkbox"/> Bicycling	<input type="checkbox"/> Bird/ Nature watching	<input type="checkbox"/> Frisbee Golf
<input type="checkbox"/> Ice Skating	<input type="checkbox"/> Walking pets	<input type="checkbox"/> Horseback Riding
<input type="checkbox"/> Sledding	<input type="checkbox"/> Picnics	<input type="checkbox"/> Other
<input type="checkbox"/> Hunting	<input type="checkbox"/> Pickleball	

24. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results continue to show a recreation profile centered on outdoor, nature-based activities. Walking/hiking remains the strongest activity by a clear margin, with Kishwauketoe visits and boating also ranking very high. A second tier includes walking pets, bicycling, fishing, and bird/nature watching, which suggests that everyday outdoor use, lake access, and passive recreation all remain important parts of community life.

Overall, the pattern points to a village lifestyle that is strongly tied to trails, natural areas, and the lake.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the overall activity pattern appears broadly stable, but there are a few noticeable shifts. Walking/hiking remains the clear leader, which is consistent with the longer historical pattern, and Kishwauketoe visits continue to rank among the top activities, reinforcing how central that natural asset has become since it was added in more recent surveys.

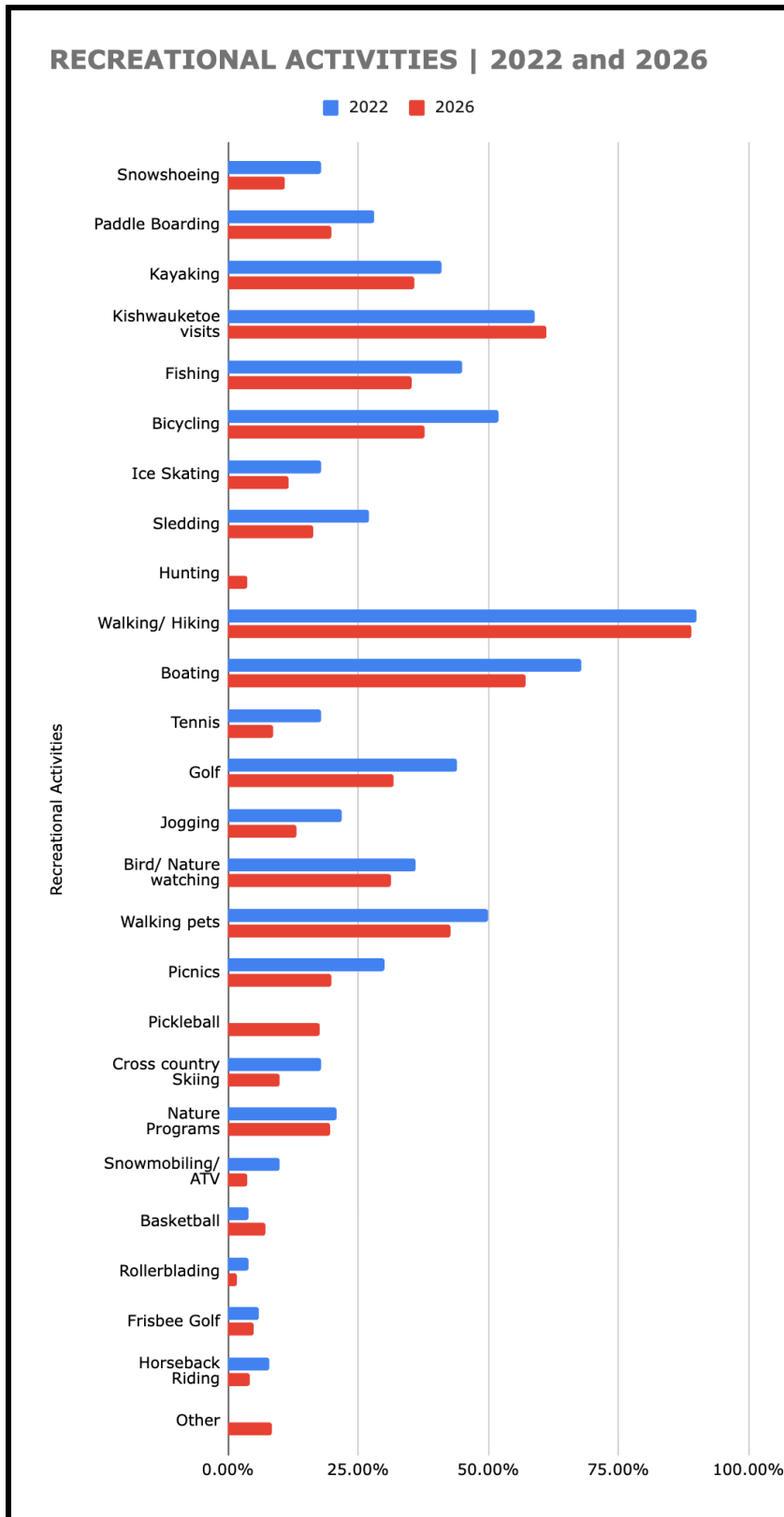
At the same time, several activities that were relatively strong in 2022, such as boating, bicycling, walking pets, fishing, and golf, appear somewhat lower in 2026. A few newer or smaller activities, including pickleball, seem to have gained visibility, but the broader pattern still reflects a community oriented toward outdoor recreation rather than organized sports or built recreational facilities.

The 2022 report also identified walking/hiking and boating as the long-term leading activities, with Kishwauketoe visits rising quickly after being added to the survey.

Conclusion

Residents continue to define recreation in Williams Bay primarily through walking, nature, and lake-related activities, which reinforces the importance of maintaining trails, shoreline access, and natural areas.

Charts- 2022 and 2026



- 2007-2022 historical chart

In which of the following recreational activities do you and your family participate?

Option	% respondents 2022	% respondents 2017	% respondents 2011	% respondents 2007
Walking/hiking	90%	91%	89%	88%
Boating	68%	65%	57%	60%
Kishwaukee visits	59%	57%	27%*	29%*
Bicycling	52%	51%	48%	52%
Walking pets	50%	51%	46%	45%
Fishing	45%	44%	40%	44%
Golf	44%	40%	42%	50%
Kayaking	41%	36%	+	+
Bird/nature watching	36%	43%	36%	43%
Picnics	30%	41%	30%	42%
Paddle boarding	28%	22%	+	+
Sledding	27%	27%	27%	23%
Jogging	22%	24%	23%	22%
Nature programs	21%	21%	18%	20%

Ice skating	18%	16%	16%	16%
Tennis	18%	16%	15%	17%
Snowshoeing	18%	+	+	+
Cross country skiing	18%	13%	18%	18%
Snowmobiling/ATV	10%	8%	14%	8%
Horseback riding	8%	7%	9%	11%
Frisbee golf	6%	7%	4%	4%
Rollerblading	4%	2%	5%	7%
Basketball	4%	14%	16%	17%

**This option was worded "Nature center visits" on the 2007 and 2011 surveys*

+This option was not included for this particular year

Q24. OTHER RECREATIONAL ACTIVITIES (open-ended)

Verbatim responses


Verbatims are located in **Appendix B** (redacted if needed)

Q25. RECREATIONAL IMPROVEMENTS - maps to 2022 Q16

25. RECREATIONAL IMPROVEMENTS
To which of the following recreational facilities would you like the Village of Williams Bay to add or make improvements? (Please select up to 5 options)

<input type="checkbox"/> Indoor Swimming Pool	<input type="checkbox"/> Tennis Courts	<input type="checkbox"/> Toboggan/ Sledding Hills
<input type="checkbox"/> Skateboard Park	<input type="checkbox"/> Basketball Courts	<input type="checkbox"/> Hiking Trails
<input type="checkbox"/> Bicycling Routes & Paths	<input type="checkbox"/> Soccer Fields	<input type="checkbox"/> Horseback Riding Trails
<input type="checkbox"/> Parks & Playgrounds	<input type="checkbox"/> Snowmobile/ ATV Trails	<input type="checkbox"/> Indoor Multi-Use Recreational Space
<input type="checkbox"/> Ice Skating Rinks	<input type="checkbox"/> Pickle Ball Courts	<input type="checkbox"/> Other
<input type="checkbox"/> Swimming/ Beach	<input type="checkbox"/> Boating Access	
<input type="checkbox"/> Base/ Softball Fields	<input type="checkbox"/> Picnic Areas	

26. If you answered "Other" above, please specify (optional):



2026 Findings

The 2026 results suggest that residents want recreational investment spread across both outdoor amenities and family-oriented facilities.

The strongest priorities appear to be swimming/beach, hiking trails, parks and playgrounds, bicycling routes and paths, and an indoor swimming pool.

One notable addition is pickleball courts, which stand out more clearly in 2026 than many of the smaller sports-facility options.

Overall, the pattern leans more toward improving general-use recreation, trail access, and family amenities than toward expanding traditional field sports.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the top priorities remain familiar, but the ordering appears to have shifted somewhat.

Bicycling routes/paths, which the 2022 report identified as the leading improvement need and a long-term concern across survey years, still appear to be a top-tier priority, though not as dominant as before. Hiking trails, parks/playgrounds, and

swimming/beach remain strongly favored, and the continued interest in an indoor swimming pool suggests that residents still want at least one major year-round recreation amenity.

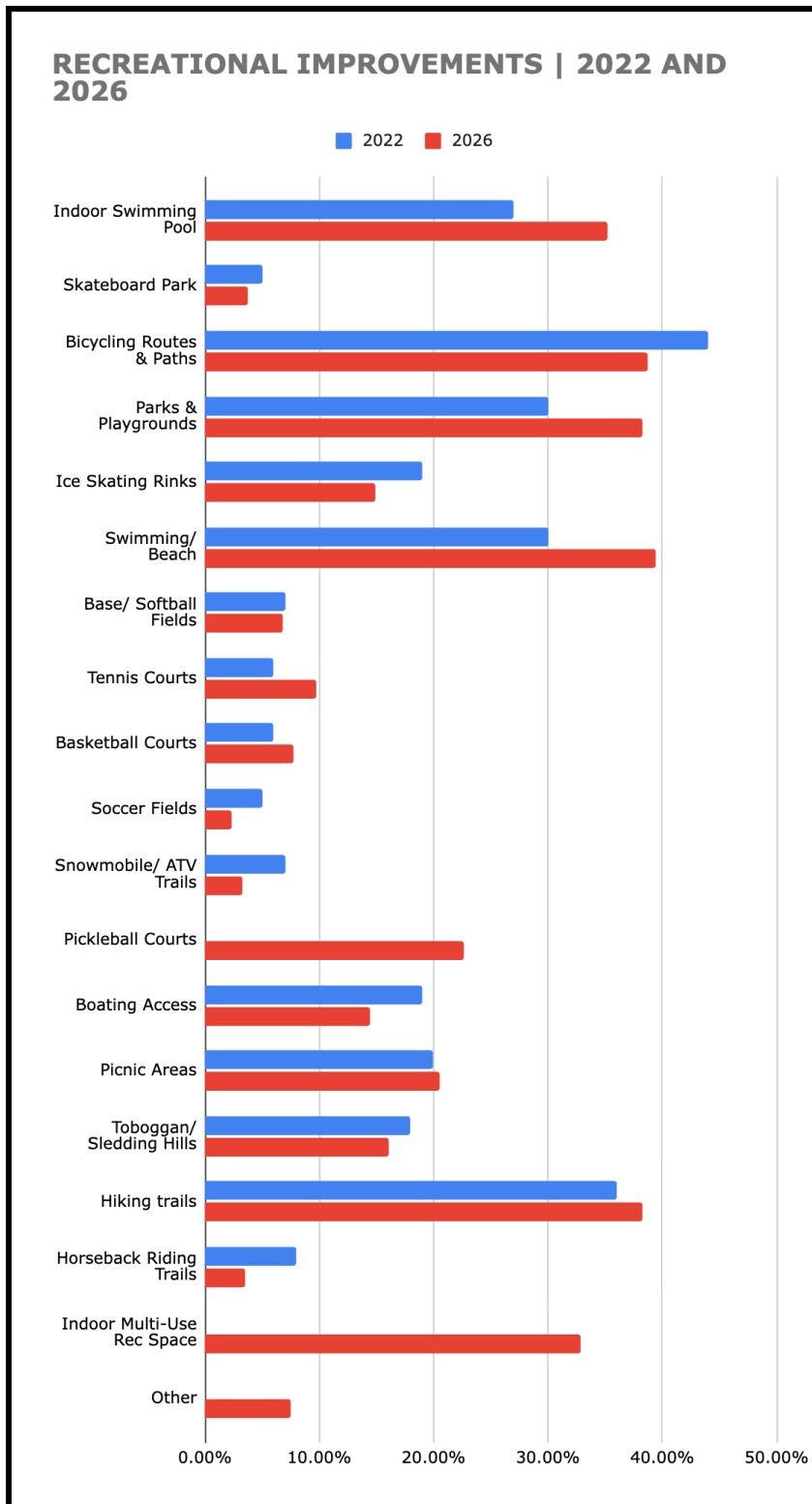
The clearest newer signal is the rise of pickleball courts, which looks more substantial than in 2022 and may reflect changing recreation preferences among adults and older residents.

Over the longer trend, the village's recreation priorities still center on paths, trails, parks, and waterfront amenities, even as specific interests evolve.

Conclusion

Recreation improvement priorities in 2026 point to a practical mix of trail connectivity, waterfront and beach upgrades, family-friendly outdoor spaces, and a few higher-interest newer amenities such as pickleball and an indoor pool.

Charts -2022 and 2026



- 2007-2022 historical chart

To which of the following would you like the Village to add or make improvements?

Option	% respondents 2022	% respondents 2017	% respondents 2011	% respondents 2007
Bicycling routes/paths	44%	48%	53%	63%
Hiking trails	36%	34%	30%	41%
Parks/playgrounds	30%	33%	27%	41%
Swimming/beach	30%	31%	23%	29%
Indoor swimming pool	27%	+	+	+
Picnic areas	20%	24%	16%	27%
Ice skating rinks	19%	21%	21%	20%
Boating access	19%	21%	19%	22%
Toboggan/sledding hills	18%	26%	28%	25%
Tennis/basketball courts	11%	17%	8%	14%
Base/softball fields	7%	7%	8%	15%
Snowmobile/ATV trails	7%	6%	9%	5%
Horseback riding trails	8%	6%	6%	6%
Soccer fields	5%	8%	7%	9%
Skateboard park	5%	+	+	+

Q26. OTHER RECREATIONAL IMPROVEMENTS (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q27. QUALITY OF LIFE - maps to 2022 Q17

27. QUALITY OF LIFE
How satisfied are you with the quality of life in Williams Bay?

Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied

28. If you would like to add comments to this answer, please specify (optional):

2026 Findings

The 2026 results show that satisfaction with quality of life in Williams Bay remains overwhelmingly positive. Very satisfied is still the largest response by far, with somewhat satisfied making up most of the remainder. Only a very small share of respondents appear neutral or dissatisfied.

The overall shape of the distribution suggests that quality of life remains one of the community's strongest assets.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, the main change appears to be a modest shift from very satisfied into somewhat satisfied, rather than any meaningful rise in dissatisfaction.

That distinction matters because it suggests softening at the top end, not a broad decline in how people feel about living in Williams Bay.

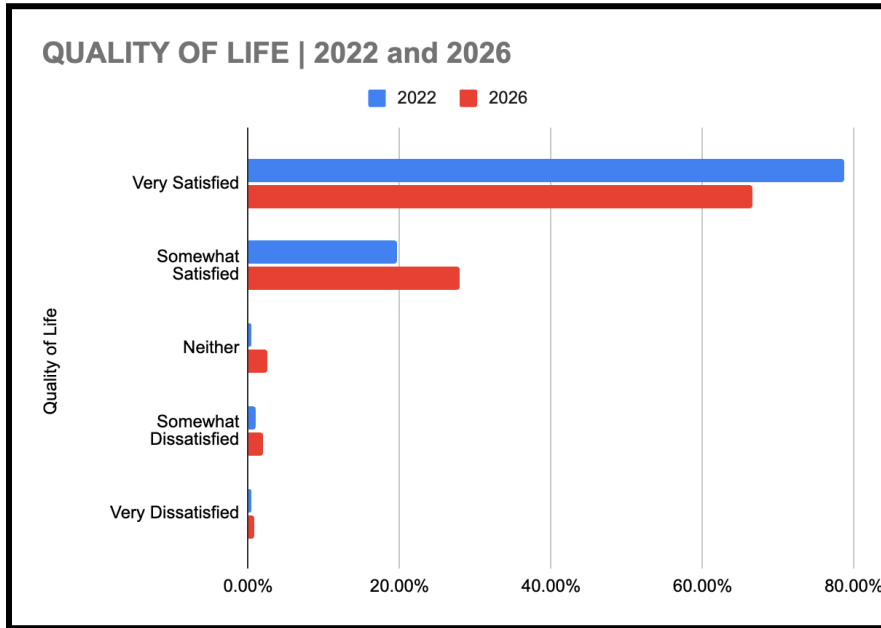
The 2022 report found that 98% of respondents were either very or somewhat satisfied, and the historical chart showed very high satisfaction across all survey years. The 2026 results appear to continue that same long-term pattern, even if the concentration of very satisfied responses is not quite as high as it was in 2022.

Conclusion

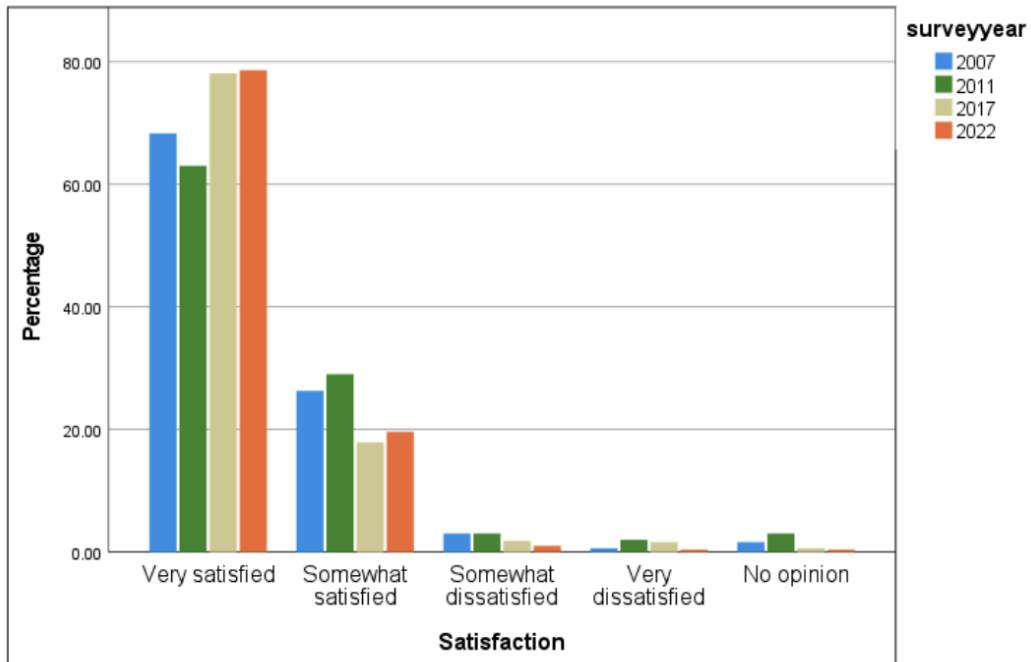
Quality of life remains exceptionally strong in Williams Bay, and even with some apparent movement from very satisfied to somewhat satisfied, the overall sentiment is still overwhelmingly positive.

Charts

- 2022 and 2026



- 2007-2022 historical chart

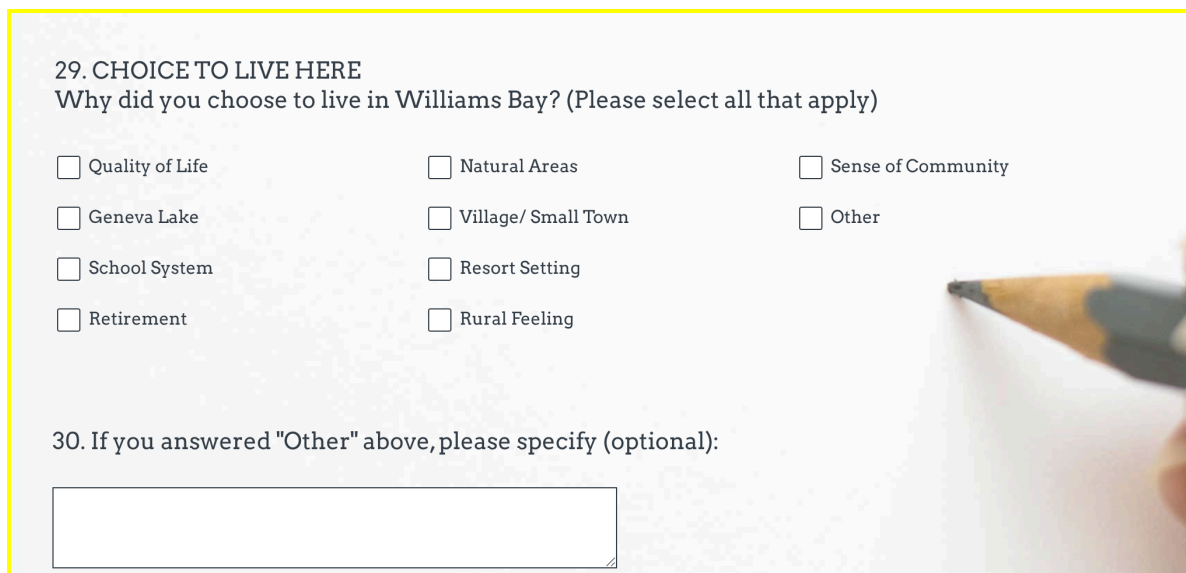


Q28. OTHER QUALITY OF LIFE (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q29. CHOICE TO LIVE HERE - maps to 2022 Q18



29. CHOICE TO LIVE HERE
Why did you choose to live in Williams Bay? (Please select all that apply)

<input type="checkbox"/> Quality of Life	<input type="checkbox"/> Natural Areas	<input type="checkbox"/> Sense of Community
<input type="checkbox"/> Geneva Lake	<input type="checkbox"/> Village/ Small Town	<input type="checkbox"/> Other
<input type="checkbox"/> School System	<input type="checkbox"/> Resort Setting	
<input type="checkbox"/> Retirement	<input type="checkbox"/> Rural Feeling	

30. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results show that residents most often choose Williams Bay for a combination of quality of life, small-town/village character, and Geneva Lake.

Natural areas also remain a strong draw, and a second tier of reasons includes a sense of community, retirement, and rural feeling.

Overall, the pattern suggests that people are choosing Williams Bay primarily for lifestyle, setting, and community character rather than for a single practical factor.

2022 to 2026 Comparison and Historical Trend

Compared with 2022, quality of life and village/small-town character appear to strengthen, while Geneva Lake remains one of the top reasons to live in Williams Bay but is slightly less dominant than before.

Natural areas also edge upward, and school systems and retirement appear modestly stronger. At the same time, rural feeling looks somewhat lower than in 2022, and house/condo appears to be much less of a driver in 2026.

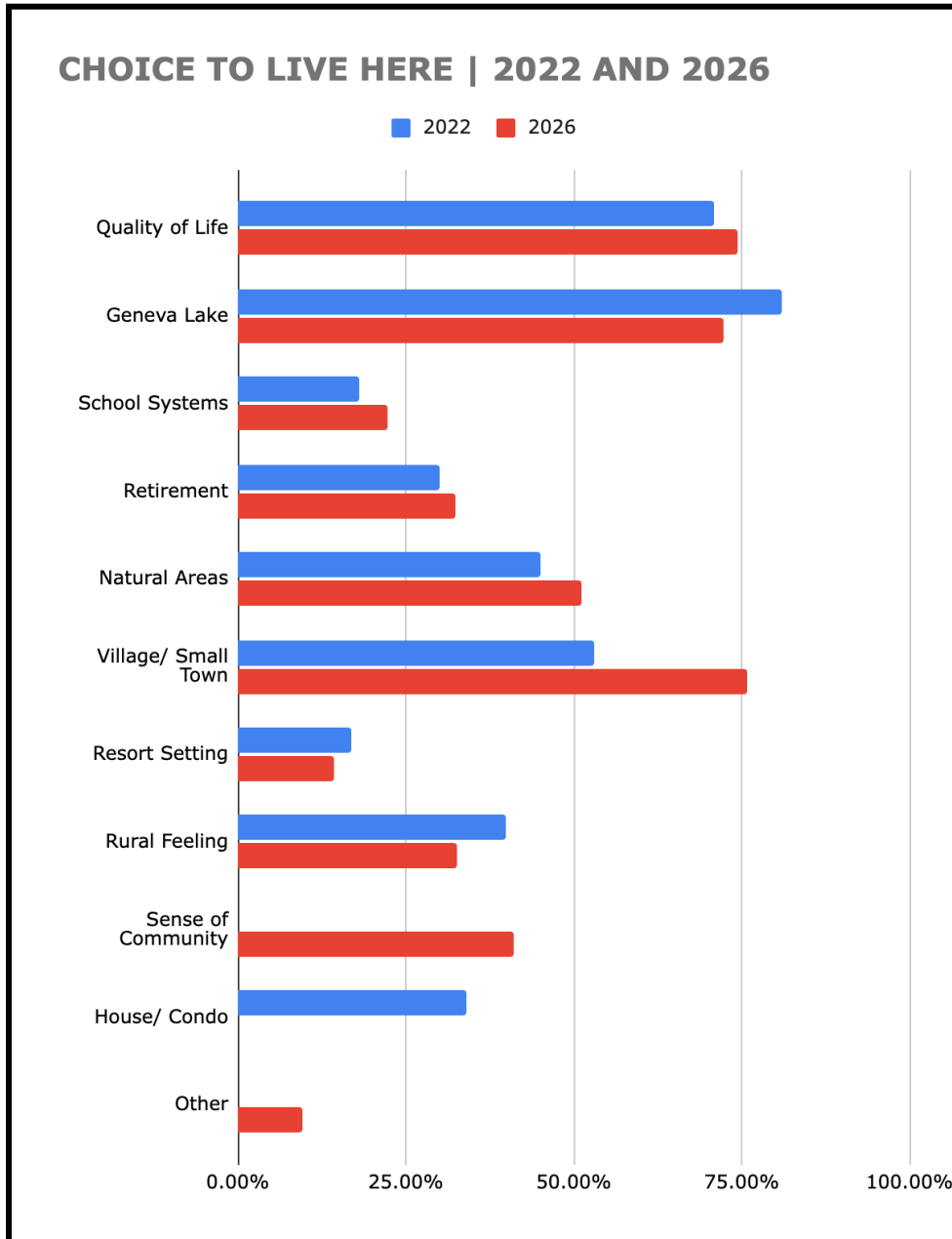
Across the longer historical pattern, the strongest anchors have consistently been the lake, quality of life, and village atmosphere, so the 2026 results generally reinforce that long-term identity while placing somewhat more emphasis on overall community character and livability.

Conclusion

Residents continue to choose Williams Bay for its overall quality of life and distinctive character, with the lake still important but with the broader village experience now standing out just as strongly.

Charts

- 2022 and 2026



- 2007-2022 historical chart

Why did you choose to live in Williams Bay?

Option	% respondents 2022	% respondents 2017	% respondents 2011	% respondents 2007
The lake	81%	80%	70%	75%
Quality of Life	71%	70%	67%	71%
Village atmosphere	53%	51%	55%	58%
Natural areas	45%	50%	44%	49%
Rural feeling	40%	38%	35%	39%
House/condo	34%	29%	32%	27%
Retirement	30%	26%	+	+
School system	18%	24%	28%	27%
Resort setting	17%	16%	17%	14%

Q30. “OTHER” CHOICE TO LIVE HERE (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q31. COMMUNITY CHARACTER / FUTURE DIRECTION

31. COMMUNITY CHARACTER
Which statement best reflects what you want for Williams Bay's future? (Select one)

- Preserve current character with limited change
- Allow modest, carefully managed growth
- Encourage growth that supports services and amenities
- Other

32. If you answered "Other" above, please specify (optional):

2026 Findings

The strongest preference in 2026 is to preserve the village’s character while allowing some growth if it fits, which clearly outpaces both the more restrictive and more growth-oriented positions.

A substantial second group prefers to preserve current character and limit growth as much as possible, while a smaller share favors encouraging more growth and development.

This distribution suggests that the community’s center of gravity is not anti-growth, but it is clearly in favor of careful, character-based growth rather than aggressive expansion.

2022 to 2026 Comparison and Historical Trend

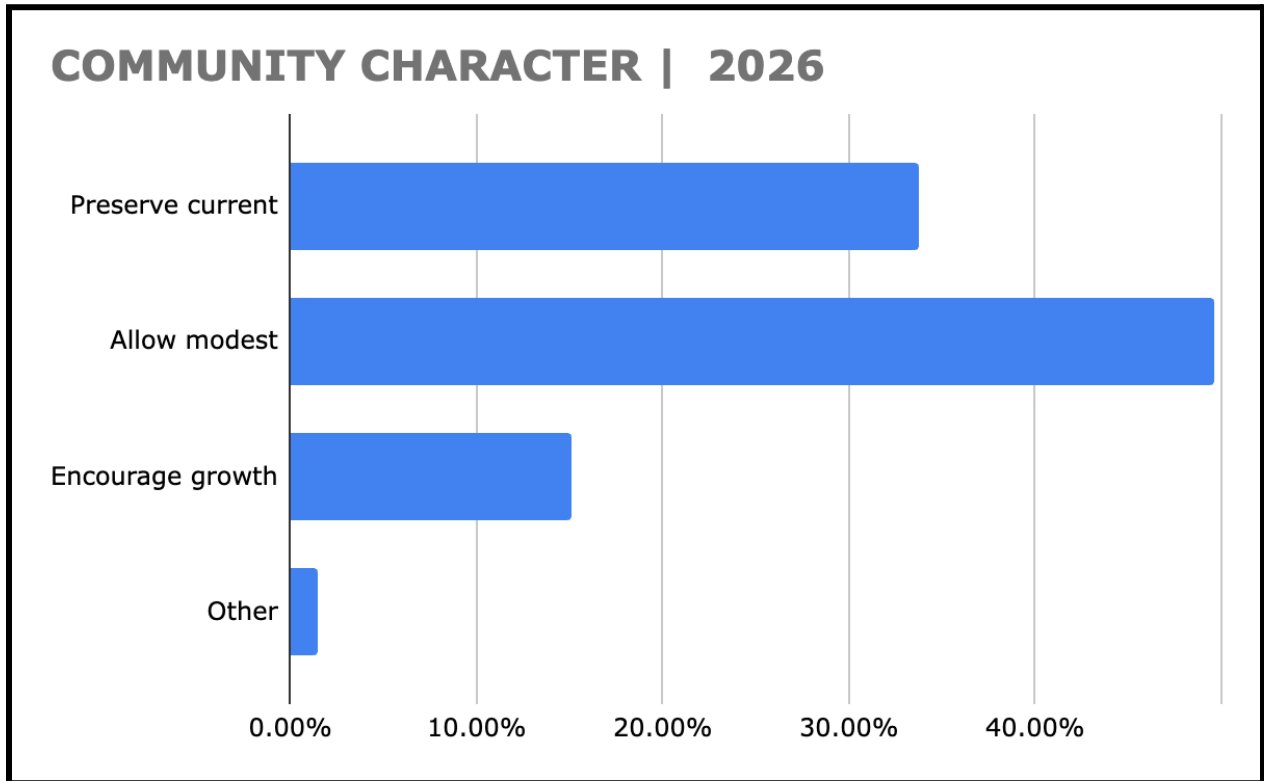
No similar question was included in previous surveys, so the 2026 results should be treated as a new baseline rather than a trend measure. Even so, the response pattern fits well with other findings in the survey, including support for modest population growth, stronger backing for development in downtown and selected areas, and continued emphasis on quality of life, village character, and small-scale development.

Conclusion

The dominant view in 2026 is that Williams Bay should protect its character while still allowing measured growth when it fits the village.

Chart

- 2026



- No similar question in previous surveys

Q32. "OTHER" COMMUNITY CHARACTER (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q33. SHORT-TERM RENTALS

33. SHORT-TERM RENTALS
How do you feel about short-term rentals in the Village of Williams Bay? (Select one)

The Village adequately enforces rules and regulations related to Short-Term Rentals

I am in support as currently allowed

I am in support with additional limits

I oppose expansion of Short-Term Rentals

Other

34. If you answered "Other" above, please specify (optional):

2026 Findings

The 2026 results show that sentiment is concentrated most heavily around opposing expansion of short-term rentals, which is the largest response by a wide margin. Smaller groups support short-term rentals as currently allowed, prefer added limits, or emphasize that the Village should enforce existing rules.

Overall, the distribution suggests a clear cautionary stance: residents are not uniformly opposed to short-term rentals in all forms, but they do not appear supportive of expanding them further.

2022 to 2026 Comparison and Historical Trend

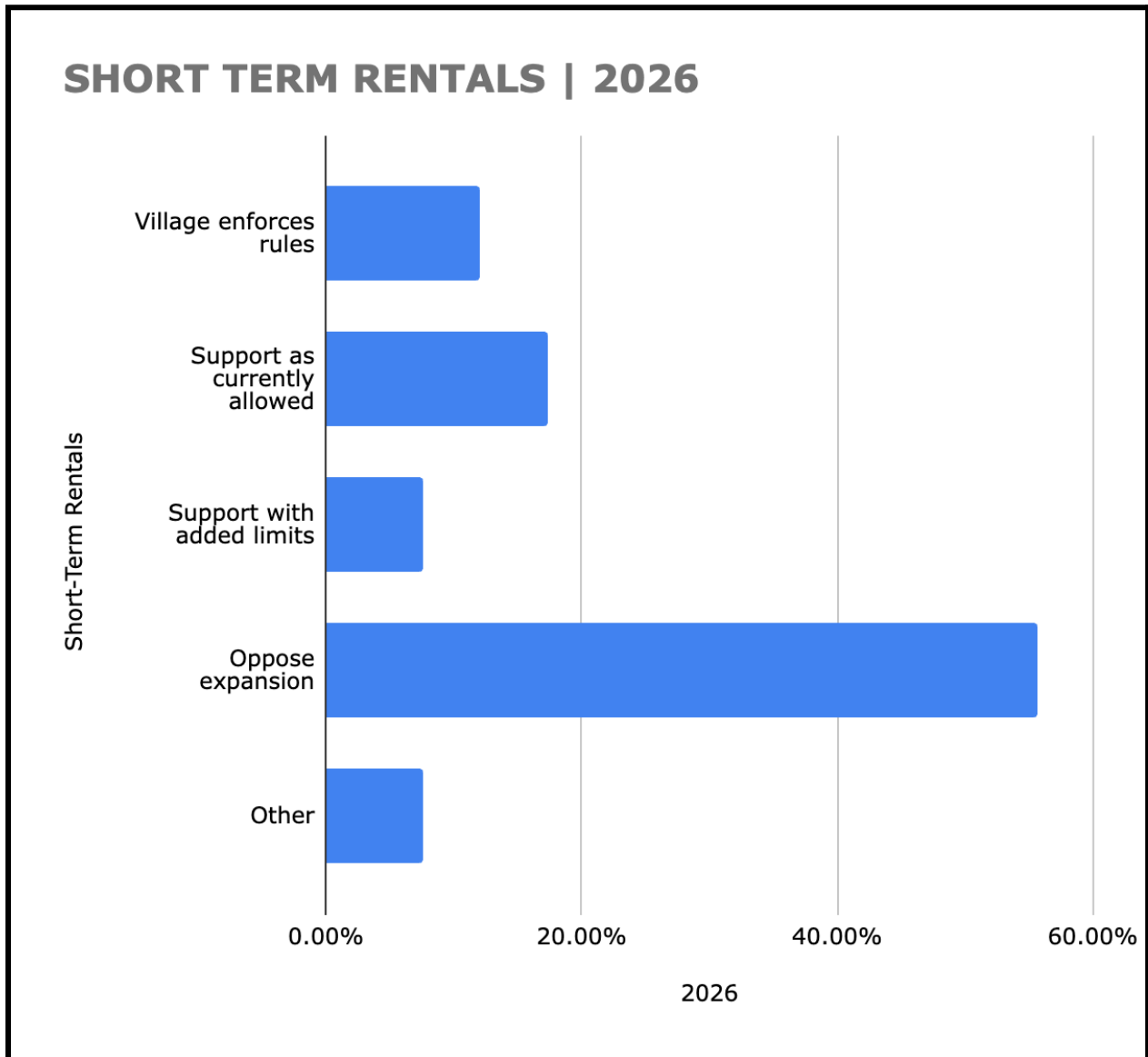
No similar question was included in previous surveys, so these results establish a 2026 baseline. What stands out is that the strongest single position is restrictive rather than expansion-oriented, which suggests that short-term rentals are viewed more as a community-management issue than as a growth opportunity.

Conclusion

Residents appear more comfortable with limiting or tightly managing short-term rentals than with allowing further expansion.

Chart

- 2026



- No similar question in previous surveys

Q34. "OTHER" SHORT-TERM RENTALS (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q35. ONE IMPROVEMENT

35. ONE IMPROVEMENT
If the Village could fund **ONE** improvement, what should be the top priority?

Parks and Trails

Streets and Sidewalks

Downtown Improvements

Public Facilities (Police, Fire Station, etc)

Environmental Protection

Infrastructure: water/ sewer

Other

36. If you answered "Other" above, please specify (optional):

2026 Findings

This item indicates that residents' priorities are concentrated most strongly in two specific categories.

- Infrastructure/water/sewer emerges as the top improvement priority, with downtown appearance ranking second.
- Environmental protection forms a smaller second tier, while parks and trails, streets and sidewalks, public facilities, and other responses all trail well behind.

As a result, the main takeaway is that respondents appear to share a fairly focused view of the most important improvement needs, with basic infrastructure and the appearance of downtown standing out well ahead of the other options.

2022 to 2026 Comparison and Historical Trend

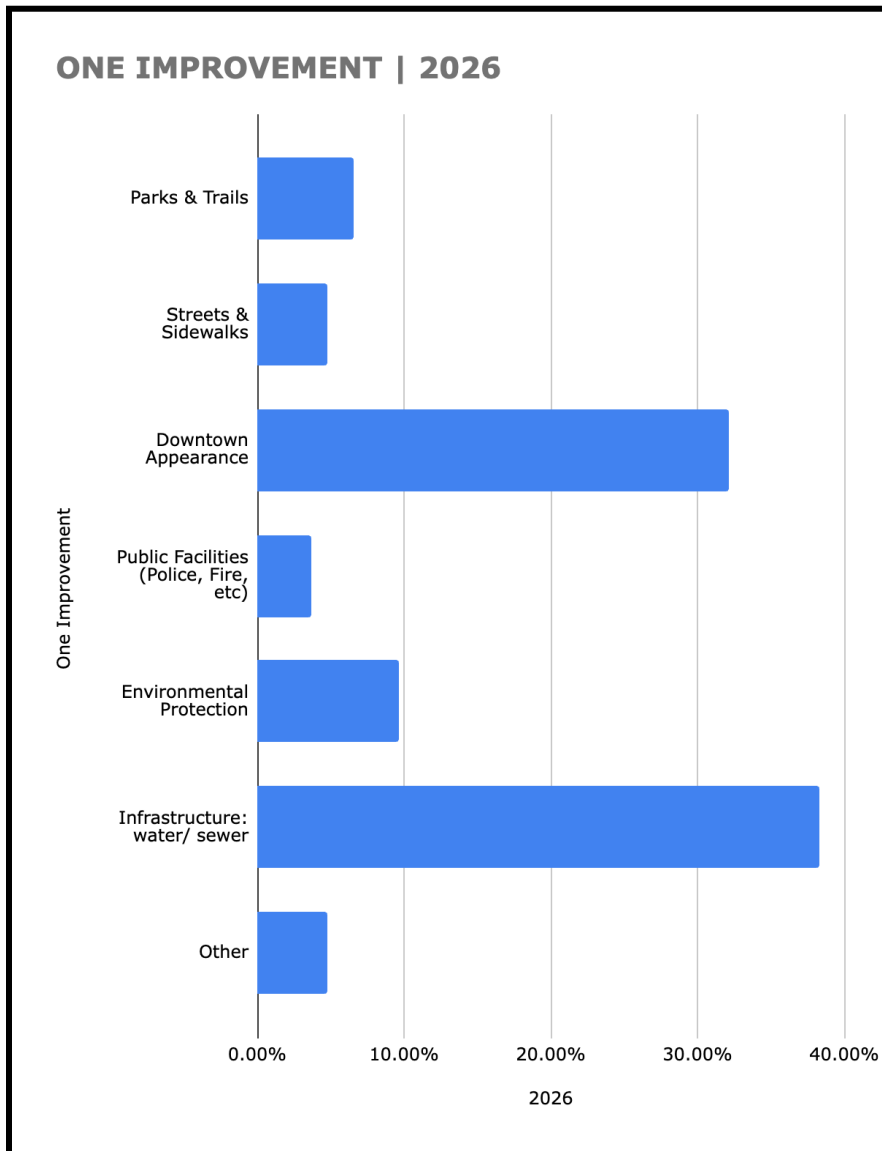
No similar question was included in previous surveys, so there is no direct trend comparison.

Conclusion

The strongest finding is that residents' priorities are clearly concentrated in a small number of improvement areas rather than spread evenly across many different

categories. Infrastructure/water/sewer stands out as the top priority, with downtown appearance also emerging as a major concern.

Together, these results suggest that respondents place the greatest value on practical community improvements that affect both daily living and the overall condition and image of Williams Bay. Other categories still matter, but they rank well behind these two leading priorities.



Q36. "OTHER" ONE IMPROVEMENT (open-ended)

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Q37. COMMUNICATIONS PREFERENCE - evolves from 2022 Q19

37. COMMUNICATIONS PREFERENCE
To ensure transparent communication, which channels do you prefer to find out about events in the Village and to receive news from the School District? (Select all that apply)

EMail Text Alerts Social Media Facebook Tik Toc

Instagram X/ Twitter Physical Mail Public Meetings Bulletin Boards

Newspaper Village Website WBBA Website School District Website ChatGPT / Google Gemini

Word-of-Mouth

38. COMMENTS OR SUGGESTIONS
Are there any other relevant comments or suggestions you would like to make?

2026 Findings

The 2026 results show a clear preference for direct, official communication channels, with email standing out as the strongest option.

The Village website and text alerts also rank very high, and physical mail remains meaningful, suggesting that residents still value at least one traditional direct channel alongside digital communication. Social platforms and public-facing channels such as Facebook, social media, public meetings, and the WBBA website play a secondary role, while smaller shares rely on Instagram, X/Twitter, TikTok, or AI tools.

Overall, the pattern suggests that residents prefer communication that is pushed directly to them or available through official sources, rather than relying mainly on informal community channels.

2022 to 2026 Comparison and Historical Trend

This question evolved from the earlier communications item, so comparisons are strongest only for overlapping channels.

Among those overlapping categories, the village website appears to have gained importance since 2022 and remains above its 2017 level, while newspaper, word-of-mouth, bulletin boards, and likely local signage all appear to decline notably.

Social media as a broad category looks lower than in 2022, although that comparison is imperfect because the 2026 survey breaks social media into more specific platform options such as Facebook, Instagram, TikTok, and X/Twitter. The school district website appears slightly stronger than before, but still remains a secondary channel overall.

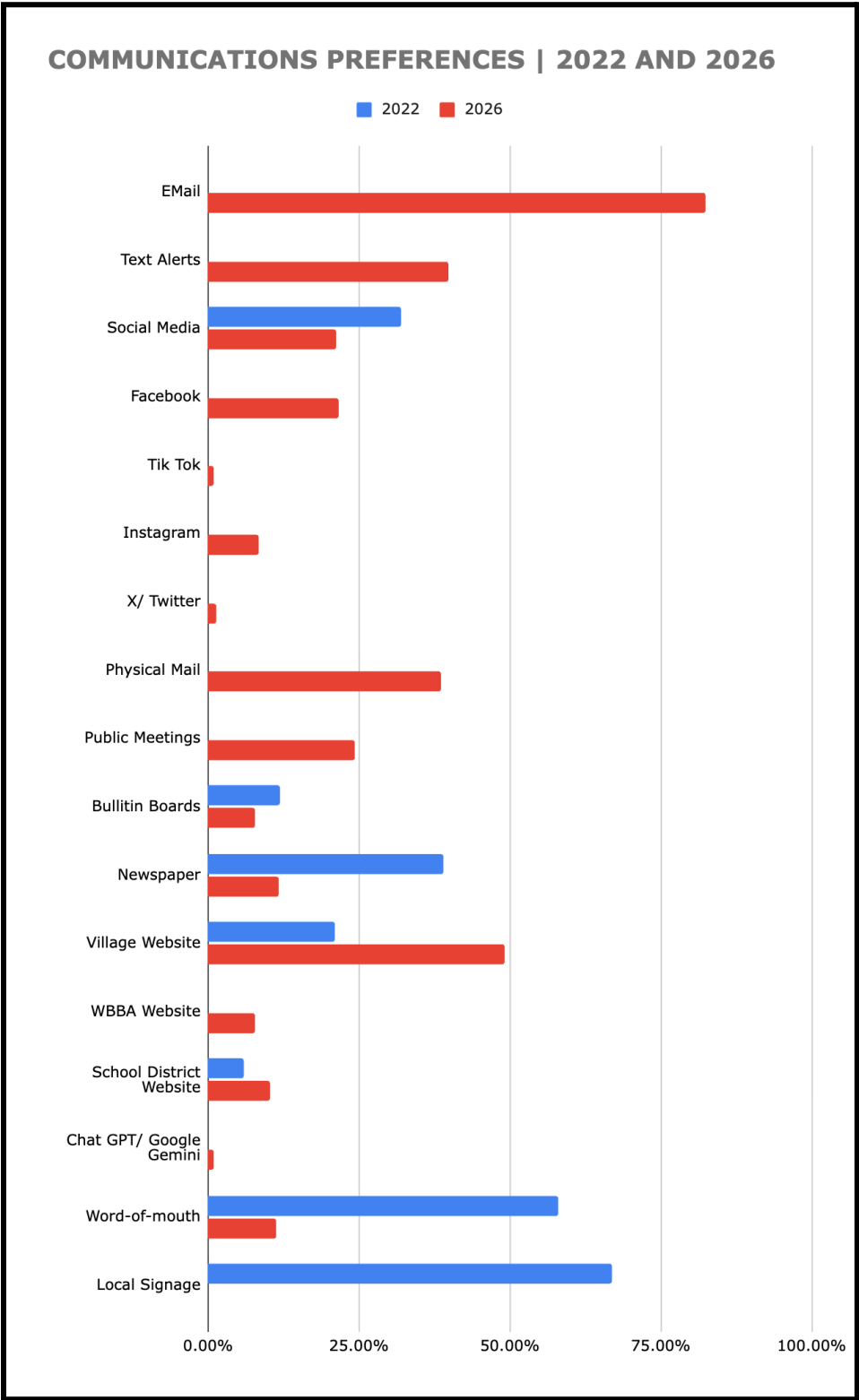
The most important shift in 2026 is the strong emergence of email and text alerts, which suggests movement away from passive or informal communication and toward more direct digital outreach.

Conclusion

Communication preferences appear to be shifting toward direct, official, and digital channels, with email, text alerts, and the village website now more central than older channels such as newspaper, word-of-mouth, and signage.

Charts

- 2022 and 2026



- 2007-2022 historical chart

Option	% respondents 2022	% respondents 2017
Local signage	67%	75%
Word-of-mouth	58%	68%
Newspaper	39%	58%
Social media	32%	29%
Village website	21%	20%
Bulletin boards	12%	20%
School district website	6%	8%

Q38. "OTHER" COMMENTS OR SUGGESTIONS (open-ended)

38. COMMENTS OR SUGGESTIONS

Are there any other relevant comments or suggestions you would like to make?



WILLIAMS
BAY

The Williams Bay Business Association

Thank you so much for completing this survey!

Final survey results will be available on our website by the end of March.

WBBA/ Discover Williams Bay Survey Committee Members:

Jim D'Alessandro, Chair

Rob Elliott

Mary Bartholomew

Mark Schneider

Don Skalla

Sam Asani

Leticia Green

Joe Ulrich

Tim McDonald

Survey Project +Design:

Karen Whalen | whalen-marketing.com

Verbatim responses

Verbatims are located in **Appendix B** (redacted if needed)

Appendix A - Full Survey Instrument

What this appendix contains

Appendix A includes the complete **Williams Bay Community Survey 2026** instrument exactly as it was presented to respondents in the online SurveyMonkey survey, shown as screenshots of the live survey flow.

It includes the privacy statement and consent item (Q1), all survey questions Q2 through Q38 in the order presented, all response options, any “Other (please specify)” fields, and any instructions shown to respondents, such as select all that apply, select up to 5, or choose one.

Where a question included a visual reference, such as the commercial development location figure, that image is also included as shown in the respondent experience.

This appendix is provided as the documentation copy of the fielded instrument, while Appendix C provides additional privacy and methodology clarification related to the privacy statement and reporting approach.



WILLIAMS
BAY

Williams Bay Business Association (WBBA) Survey 2026

* 1. PRIVACY AND CONFIDENTIALITY:

Your privacy matters.

This survey is anonymous. We do not collect your name, address, email, or phone number. The last four digits of the postcard code (UID) are not collected as survey data. Results are reported in aggregate only. Written comments are reviewed and redacted to remove identifying details before any sharing.

Why the postcard code? It helps us prevent duplicate submissions and ensure results reflect the community fairly. By clicking Next, you consent to participate.

YES, I have read the privacy statement above and consent to participate

NO, I have read the privacy statement and do not consent; exit the survey.

⊕ Add content ▼

Next



WILLIAMS
BAY

Williams Bay Business Association (WBBA) Survey 2026

2. MONTHS IN WILLIAMS BAY

How many months per year do you live in Williams Bay (either part-time or full-time)?

- 12 months/year 9 months/year 6 months/year 3 months/year Other

3. If you answered "Other" above, please specify (optional):

4. YEARS IN WILLIAMS BAY

How many **total** years have you lived in Williams Bay (either part-time or full-time)?

- Less than 1 year 11-15 years
 1-5 years 16-20 years
 6-10 years More than 20 years

5. EDUCATION

What is the highest level of education you have completed?

- 8th Grade
- High School
- Associates Degree
- Bachelors Degree
- Masters Degree
- Doctorate Degree

6. CHILDREN IN HOUSEHOLD

Do any children under age 18 live in your household?

- Yes
- No

7. SCHOOL DISTRICT SERVICES

Do you take advantage of these services offered by the Williams Bay School District? (Select all that apply)

- Dog friendly walking paths
- Student volunteers
- Playgrounds
- Adult classes and activities
- Parking lot rental
- School and athletic events
- Senior citizen activity pass
- Fitness Center

8. OTHER SCHOOL DISTRICT SERVICES

How can the Williams Bay School District better serve the community outside the classroom? (ex: facility use, adult education, community events, student volunteerism)

9. COMMUNITY EVENT AWARENESS AND PARTICIPATION
 (Select all that apply)

	I am aware of this event	I have attended this event	I plan to attend this event
Classic Car Show - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truck-a-Palooza - Rec Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chili Cook Off - WCL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pancake Day - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicken Roast - Fire Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn & Brat Fest - Lions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boo in the Bay - Rec Dept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmer's Market - WBBA/ Discover Williams Bay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WB Fine Art Fair - WBCAA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Cruise - Gage Marine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World's Tallest Glass Tree - Elliott Org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Tree Lighting - Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinco in the Bay - WBBA/ Discover Williams Bay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Polar Plunge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. DESIRED NEW BUSINESS TYPES

What types of new businesses would you like to see in Williams Bay? (Please select up to 5 types)

- | | | |
|---|--|---|
| <input type="checkbox"/> Vacation Rentals | <input type="checkbox"/> Salons and Spas | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Resort Hotels | <input type="checkbox"/> Coffee Shops | <input type="checkbox"/> Antique and Consignment Stores |
| <input type="checkbox"/> Specialty Shops | <input type="checkbox"/> Art and Craft Studios | <input type="checkbox"/> Recreational Services |
| <input type="checkbox"/> Grocery Stores | <input type="checkbox"/> Clothing Stores | <input type="checkbox"/> Other |
| <input type="checkbox"/> Bakeries | <input type="checkbox"/> Professional Services | |

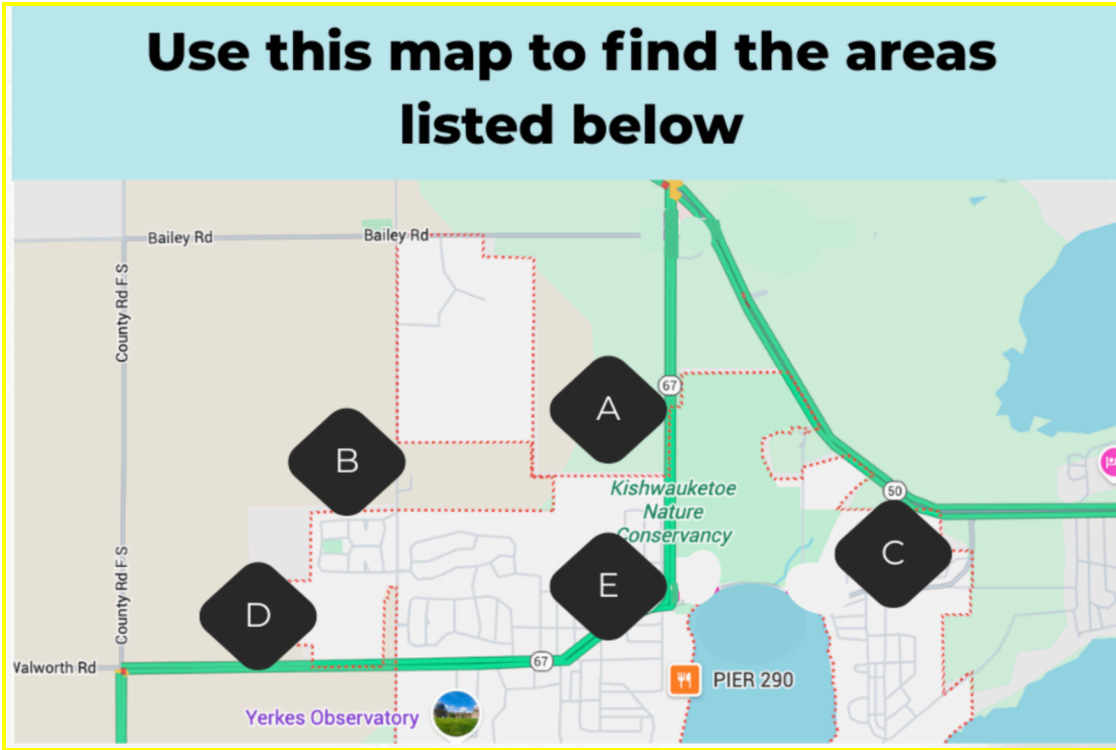
11. If you answered "Other" above, please specify (optional):

12. NEW RESTAURANTS

What type of new restaurants would you like to see in Williams Bay? (Please select up to 5 types)

- | | | |
|---|--|--|
| <input type="checkbox"/> American-Style | <input type="checkbox"/> Juice Bar | <input type="checkbox"/> Mexican |
| <input type="checkbox"/> Bar/ Grill | <input type="checkbox"/> Seafood | <input type="checkbox"/> Fine-dining |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Greek | <input type="checkbox"/> Sushi/ Japanese |
| <input type="checkbox"/> Deli | <input type="checkbox"/> Indian | <input type="checkbox"/> Latino-Inspired |
| <input type="checkbox"/> Pizzeria | <input type="checkbox"/> Italian | <input type="checkbox"/> Supper Club |
| <input type="checkbox"/> Vegan | <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Other |

13. If you answered "Other" above, please specify (optional):



14. COMMERCIAL/ RETAIL DEVELOPMENT

If additional commercial/ retail development were to take place, in which direction should it be encouraged? (Give your opinion for each location)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
[See area "A" on map] Highway 67 north to intersection with Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "B" on map] Theatre Road north to the intersection with Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "C" on map] East Geneva Street from lakefront to Highway 50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "D" on map] Highway 67 from Theatre Road west to the intersection with Highway F	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[See area "E" on map] Downtown Williams Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If you would like to add comments to this answer, please specify (optional):

16. DOWNTOWN APPEARANCE

How should the Village of Williams Bay improve the appearance of the downtown? (Please select up to 5 options)

- | | | |
|---|---|--|
| <input type="checkbox"/> Increase parking | <input type="checkbox"/> Improve lighting | <input type="checkbox"/> Preserve small town character |
| <input type="checkbox"/> Improve signage | <input type="checkbox"/> Encourage new businesses | <input type="checkbox"/> Improve facades |
| <input type="checkbox"/> Improve sidewalks/ walkability | <input type="checkbox"/> Plant landscaping | <input type="checkbox"/> Other |
| <input type="checkbox"/> Bicycle friendly improvements | <input type="checkbox"/> Street improvements | |

17. If you answered "Other" above, please specify (optional):

18. ECONOMIC DEVELOPMENT

In which of the following areas should the Village of Williams Bay encourage economic development? (Please select up to 5 options)

- | | | |
|--|---|--|
| <input type="checkbox"/> Tourism | <input type="checkbox"/> Housing | <input type="checkbox"/> Skilled Crafts |
| <input type="checkbox"/> Service Industry | <input type="checkbox"/> Retail Sales | <input type="checkbox"/> Food and Beverage |
| <input type="checkbox"/> Professional Services | <input type="checkbox"/> Light Industry | <input type="checkbox"/> Other |

19. If you answered "Other" above, please specify (optional):

20. POPULATION PREFERENCE

The ideal number of people living in Williams Bay would be (current population is 3,000)

- 3,000 3,500 4,000 More than 5,000

21. TYPE OF RESIDENTIAL GROWTH

What type of residential growth should the Village of Williams Bay encourage? (Please select your top preferences)

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> Single Family Homes | <input type="checkbox"/> Condominiums | <input type="checkbox"/> Other |
| <input type="checkbox"/> Townhomes | <input type="checkbox"/> Vacation Homes | |
| <input type="checkbox"/> Apartments | <input type="checkbox"/> Senior Living | |

22. If you answered "Other" above, please specify (optional):

23. RECREATIONAL ACTIVITIES

Which of the following recreational activities do you/your family participate in and enjoy? (Please select your top 5 activities)

- | | | |
|--|--|---|
| <input type="checkbox"/> Snowshoeing | <input type="checkbox"/> Walking/ Hiking | <input type="checkbox"/> Cross Country Skiing |
| <input type="checkbox"/> Paddle boarding | <input type="checkbox"/> Boating | <input type="checkbox"/> Nature Programs |
| <input type="checkbox"/> Kayaking | <input type="checkbox"/> Tennis | <input type="checkbox"/> Snowmobiling/ ATV |
| <input type="checkbox"/> Kishwauketoe visits | <input type="checkbox"/> Golf | <input type="checkbox"/> Basketball |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Jogging | <input type="checkbox"/> Rollerblading |
| <input type="checkbox"/> Bicycling | <input type="checkbox"/> Bird/ Nature watching | <input type="checkbox"/> Frisbee Golf |
| <input type="checkbox"/> Ice Skating | <input type="checkbox"/> Walking pets | <input type="checkbox"/> Horseback Riding |
| <input type="checkbox"/> Sledding | <input type="checkbox"/> Picnics | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hunting | <input type="checkbox"/> Pickleball | |

24. If you answered "Other" above, please specify (optional):

25. RECREATIONAL IMPROVEMENTS

To which of the following recreational facilities would you like the Village of Williams Bay to add or make improvements? (Please select up to 5 options)

- | | | |
|---|---|--|
| <input type="checkbox"/> Indoor Swimming Pool | <input type="checkbox"/> Tennis Courts | <input type="checkbox"/> Toboggan/ Sledding Hills |
| <input type="checkbox"/> Skateboard Park | <input type="checkbox"/> Basketball Courts | <input type="checkbox"/> Hiking Trails |
| <input type="checkbox"/> Bicycling Routes & Paths | <input type="checkbox"/> Soccer Fields | <input type="checkbox"/> Horseback Riding Trails |
| <input type="checkbox"/> Parks & Playgrounds | <input type="checkbox"/> Snowmobile/ ATV Trails | <input type="checkbox"/> Indoor Multi-Use Recreational Space |
| <input type="checkbox"/> Ice Skating Rinks | <input type="checkbox"/> Pickle Ball Courts | <input type="checkbox"/> Other |
| <input type="checkbox"/> Swimming/ Beach | <input type="checkbox"/> Boating Access | |
| <input type="checkbox"/> Base/ Softball Fields | <input type="checkbox"/> Picnic Areas | |

26. If you answered "Other" above, please specify (optional):



27. QUALITY OF LIFE

How satisfied are you with the quality of life in Williams Bay?

- Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied

28. If you would like to add comments to this answer, please specify (optional):

29. CHOICE TO LIVE HERE

Why did you choose to live in Williams Bay? (Please select all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Quality of Life | <input type="checkbox"/> Natural Areas | <input type="checkbox"/> Sense of Community |
| <input type="checkbox"/> Geneva Lake | <input type="checkbox"/> Village/ Small Town | <input type="checkbox"/> Other |
| <input type="checkbox"/> School System | <input type="checkbox"/> Resort Setting | |
| <input type="checkbox"/> Retirement | <input type="checkbox"/> Rural Feeling | |

30. If you answered "Other" above, please specify (optional):

31. COMMUNITY CHARACTER

Which statement best reflects what you want for Williams Bay's future? (Select one)

- Preserve current character with limited change
- Allow modest, carefully managed growth
- Encourage growth that supports services and amenities
- Other

32. If you answered "Other" above, please specify (optional):

33. SHORT-TERM RENTALS

How do you feel about short-term rentals in the Village of Williams Bay? (Select one)

- The Village adequately enforces rules and regulations related to Short-Term Rentals
- I am in support as currently allowed
- I am in support with additional limits
- I oppose expansion of Short-Term Rentals
- Other

34. If you answered "Other" above, please specify (optional):

35. ONE IMPROVEMENT

If the Village could fund **ONE** improvement, what should be the top priority?

- Parks and Trails
- Streets and Sidewalks
- Downtown Improvements
- Public Facilities (Police, Fire Station, etc)
- Environmental Protection
- Infrastructure: water/ sewer
- Other

36. If you answered "Other" above, please specify (optional):

37. COMMUNICATIONS PREFERENCE

To ensure transparent communication, which channels do you prefer to find out about events in the Village and to receive news from the School District? (Select all that apply)

- EMail
- Text Alerts
- Social Media
- Facebook
- Tik Toc
- Instagram
- X/ Twitter
- Physical Mail
- Public Meetings
- Bulletin Boards
- Newspaper
- Village Website
- WBBA Website
- School District Website
- ChatGPT / Google Gemini
- Word-of-Mouth

38. COMMENTS OR SUGGESTIONS

Are there any other relevant comments or suggestions you would like to make?

38. COMMENTS OR SUGGESTIONS

Are there any other relevant comments or suggestions you would like to make?



The Williams Bay Business Association

Thank you so much for completing this survey!
Final survey results will be available on our website by the end of March.

WBBA/ Discover Williams Bay Survey Committee Members:

- Jim D'Alessandro, Chair
- Rob Elliott
- Mary Bartholomew
- Mark Schneider
- Don Skalla
- Sam Asani
- Leticia Green
- Joe Ulrich
- Tim McDonald

Survey Project +Design:
Karen Whalen | whalen-marketing.com

Appendix B - Written Comments

What this appendix contains

Appendix B includes the survey's written comments and open-ended responses in survey question order. This includes both fully open-ended questions and write-in responses attached to closed-ended questions, such as **“Other (please specify)”** fields.

How to read this appendix

Each included item is presented with the survey question shown first, followed by the corresponding response list. Responses are shown in substantially verbatim form, with identifying information removed or redacted as needed to support respondent privacy.

This appendix is intended to preserve the substance of written feedback while applying the privacy controls described elsewhere in this report and in Appendix C.

Q3 (Write-In): “Other (please specify)”

MONTHS IN WILLIAMS BAY

How many months per year do you live in Williams Bay (either part-time or full-time)? + Other (please specify)

2026 Findings

Many of these “other” responses describe seasonal or part-time residency patterns, especially second-home owners who spend more time in Williams Bay during the summer and visit intermittently the rest of the year.

A large share of respondents describe living in Williams Bay for roughly 2 to 5 months annually, often framed as weekends, weekly visits, or on-and-off stays rather than one continuous block of time.

A smaller number identify as nearly full-time or full-time residents despite travel, suggesting this question captures several living arrangements that do not fit neatly into a simple month-based category.

Responses

Spend two months per year in Florida
It is our second home but we visit year round
One to two months on various dates through the year.
Own a lot in town. Stay in Fontana often. Getting ready to build in and out weekly
Not permanent primary residence
more than 3 months and less than 6 months/year
5 months
On an off all year. Three months total.
4 months
Summer Vacation home
N/A

4-5 months
Weekends
Not full time
5 months/year
4 months
4-3/4 MONTHS
I am in town approximately 4 days per week during the summer and 6 days per month in the fall, winter, and spring.
Come to Williams by at least 2 x a month for 3-7 days
1 month
Resident of Illinois. Visit part time
We live there nearly every weekend from May through October for about two to three days per week, and one or two days per week otherwise, which equates to about 3+ months per year total.
5 months
2 to 3 days a week
5 months (mid May - mid Oct)
The home is a second home which we visit about twice per month
5
We consider ourselves full-time residents, but we also travel to see our adult children and take vacations for weeks at a time. Over the past 2 years, we have probably spent 8-9 months (per year) in WB. Prior to retirement, we were full-time residents (12 months per year).
This is a 2nd home and we visit it year round.
7 moths full time then every weekend Nov thru April
2 months
Seasonal
8months

4 - 6 months per year.
right now 2x a month
Fuul time resident fo 56 years.
Also own mixed use residential and retain in Williams Bay
Seasonal resident - so on and off over the 12 months. In the winter, probably 4-6 days / month, in spring/summer/fall, more like 8-15/days a month
Full Timke
7 months full time plus every weekend Nov through April

Q8 (Write-In): “Other (please specify)”

OTHER SCHOOL DISTRICT SERVICES

How can the school district better serve the community outside the classroom?
 (ex: facility use, adult education, community events, student volunteerism)+ Other
 (please specify)

2026 Findings

Responses to this question most often emphasized expanded adult education and broader community use of school facilities, with frequent interest in classes for adults and seniors, fitness opportunities, walking space, open gym access, and community events. Many comments also called for better communication and promotion of existing offerings, suggesting that some residents were unaware of available programs, memberships, or facility use options.

A smaller but notable group of respondents urged the district to stay focused on students, improve efficiency, or reduce taxes, while others suggested stronger student volunteerism, intergenerational programs, and partnerships that would connect the school more directly with the broader community.

Responses

Site for AVE/GED/ESL/Lieracy tutoring
Continue to focus on the children
Longer fitness center hours
Memory Care activated
Gym use available to seniors. Senior/Student paid for projects the senior can no longer do themselves performed after school hours, or weekends, and even summer. Seniors can also volunteer to tutor or mentor students in subjects they struggle with or aren't offered as part of regular school curriculum.
More accessible hours at the fitness center,
I think adult education is a worthwhile endeavor along with community events

In our changing environment, our School has more space than needed for the school age population. Open enrollment, Charter Schools, School Choice and private Schools are now a fact of life. While most people understand limits the State imposes, it seems that the School continually complains about it , and keeps asking for more money, instead of coming to grips with reality, and becoming more efficient.
Better times for fitness center, access to gyms
More hours available for walking or pickleball in the high school.
Adult continuing education classes
Facility use
Lower the taxes they are too high and we don't use any of the school district things
Lower taxes
More young adult activities!
continue open gym and increase fitness center hours
Adult education would be cool. A prof from the university at whitewater or something like that to explain physics, Shakespeare, civil war,....a lot of subject variety is what I mean to convey.
Students should be responsible for cleaning up after they TP the Village not homeowners.
adult education - wood shop classes
It would be great to see after school activities that encompass cooking, art, Lego Building, STEAM programs, etc. be offered as after school programs for elementary/middle school/high school ages at the school. Summer enrichment school programs similar to what Badger/Elkhorn offer would be great (even if it's a once a week 6 week program).
Both facility use and adult edcutation.
Meals on Wheels for home bound, physically disabled or financially needy persons.
Adult Education

Community events, adult education
Indoor walking
student volunteerism
Just do your job well in the classroom
Open gyms, adult art education using the schools amazing facilities. More tie in to the rec department like big foot does. More classes for 3-6 year olds.
Better communication of things it offers
I was unaware of any adult education that is being offered. Possibly the district needs better ways to make the public aware of these offerings.
community events that promote intergenerational learning experiences
Community events, adult education
No comment
Community events
More open free gym time
Facility use during winter months and fitness options
Education sessions like cooking demos. Art classes,etc
spend less money
I think there can be more interaction with both the elementary and high school students with the village. Village groups are always in the need for the young ones to help at activities
Community events
[summarized for tone] "One respondent urged removal or redevelopment of the vacant school property, describing it as a visual blight."
Love taking expressive arts classes and attending art events
Pool. Outside track
Increase hours of Fitness Center
More afterschool / evening programs (non-athletic)
Adult education, community events and volunteerism are wonderful ideas!!
Promote community inclusiveness

adult education classes
More adult education programs
Adult education. Fitness options.
More adult Ed offerings
the main purpose is to take care of students--as a senior would like programs on computer usage-safety-security-photography
Space for meetings. Do a good job of making their facility available
Expand fitness center hours
Pick up trash on theatre, 67, north shore
Rent the parking garage lot out for music by the lake events and others.
Better Communication of events coming up or going at the school district with the community members that don't have kids attending the school.
More access to the Fitness Center
NA
Make more activities for seniors available like fitness classes, yoga classes.
Facility use. Doesn't seem to be advertised/promoted
A small clubhouse would be nice for residents. Ping pong, pool tables etc. A small movie room would also be great.
Would love to see a Senior Citizen match with a high schooler program. Whether it be with Sherwood Lodge or another facility. I think spending time and doing small things would be beneficial. Or an outreach to the community to help make sure driveways are shoveled, leaves raked, etc even if it's just for a small rate that would benefit the school
Adult Education programs, Community Events, Stronger Relationship with the Park and Rec Department, County programing that would include events open to the county and beyond
Adult education
student volunteerism, community events, adult education, working with literacy council to help ESL adults
We enjoy the facility use when needed. Auditorium. I like the student volunteerism to help out people with disability or age who cannot do outdoor

clean up.
As a past teacher I'd say focus on our school and raising educated, kind, engaged and hard working children.
Community event, working with existing nonprofit and civic groups
facility use however I was unaware there was public use available so getting this information out via snail mail would be appreciated
It's great that the school allows fitness center memberships; however the hours are difficult to make. Extended hours in the mornings and evenings would be great.
Badger Talks
Adult education
Adult education, events
Reduce your costs. Too high of costs for such a small enrollment school.
Volunteering and community service
I do not know
Pay a wage that the employees of this school district can afford to live in this district.
Student volunteerism and adult education
Adult education
At one time we could walk inside the building as part of the fitness center but that was discontinued--would appreciate that returning.
When my children attended WB schools, we utilized the playground, attended school and athletic events, attended school board meetings, etc. Since they graduated and moved to other locales, I am no longer as involved in those activities. I like the idea of having the facilities available for community use and events (like hosting large community meetings there, such as when the GWC property was being sold and during the water emergency informational meetings). I would also like to see adult education classes there.
Reduce the taxes for people who have no children Reduce the number of administrative staff. The cost of administrative staff has increased more than the number of students Encourage and Require community service for all Juniors and senior students

N/A
More adult education classes and access to fitness facilities.
Student volunteers for open gym for kids 1-5 years and up
Community events
Pickle Ball courts
I would love some adult education classes. Keeping up with technology is a great category. History of Williams Bay type courses would be fund too.
Community events; Facility use; adult education
I wasn't aware of some of the services such as adult classes. Guess I should get on the school website.
Student volunteering spring clean up etc
Wider communication to residents of these available services and activities would be welcomed. I've never, ever, received anything in the mail to advise me of any of the above listed options/activities. How/where would I learn of any of these if not via mail, or even text or email?
Better communication with the non-student residents
We were not aware of additional events/activities offered by the schools so getting the information out to the public would be my suggestion
Increased adult activities and Student volunteerism
Community events, adult learning
Community salsa classes
Community salsa / dance classes
Meeting space
More work outreach opportunities for WB students
Adult Education
Nightly adult classes ex. Languages, business, etc.
A Collection day for unrecyclable items
Community events, adult ed.

We intentionally go and attend community events as much as possible. Williams Bay does a great job with them! Would love to see a real physical community center though. Something that has an indoor/outdoor pool, basketball / fitness, art classes, etc. Also, as a mother, and having asked my grade school aged kids.... They have said that they would proudly and happily attend Williams Bay school full-time. Unfortunately the availability of job opportunities around and the access to amenities, community, recreation hasn't been compelling enough to make the full time jump yet. Simple put, I don't want to spend my whole day in a car driving kids around. We want a community thats walkable, safe, and has the right mix of offerings for all ages.

I think WB does a great job with community programs

Adult Education

Cannot think of anything at this writing

Adult education would be nice and maybe being able to use the track at the high school

Promote community events with physical signs, improve their sports programs, advertise use of their facilities, Hire additional staff (or local volunteers to beautify grounds),

Community meetings held in the school, community events at the school

Community events, festivals, live music

I think it would be a great idea to have some student volunteers help with computer questions. We didn't grow up with computers and while I try it would be very advantageous to know I could get some answers when I have a glitch. Thank you. Probably would help with phones too. It could be a very simple solution.

All the above

More youth/teen activities.

No comment

Adult services

Not sure

Stem programs for 2-4 year olds

Reduce the taxes and decrease the administrative staff

Facility use for non profit meetings with technology friendly room

adult education

Adult classes

I have small children and live in Bailey Estates. We would appreciate a bike/walking path that connects our neighborhood to the school. There are many cars that speed and drive recklessly on Theatre and it is not safe for children to walk/bike to school. Please consider making this path. Thank you

Upgraded play grounds that are accessible to small children, updated Lions Field House or other local facility to rent, expanded rec department, volunteer opportunities for families, and I'd love to see a walking path at Theater Road park.

Q11 (Write-In): “Other (please specify)”

DESIRED NEW BUSINESS TYPES

What types of new businesses would you like to see in Williams Bay? (Please select up to 5 types) + Other (please specify)

2026 Findings

Responses show a split between residents who want practical, everyday businesses, such as a grocery store, pharmacy, hardware store, car wash, barber, bakery, bookstore, daycare, and convenience retail, and those who prefer very limited new development.

Many comments emphasized preserving small-town character, avoiding overdevelopment, chains, hotels, condos, or a “mini Lake Geneva” feel, while encouraging businesses that fill real gaps rather than duplicate what already exists. A smaller but notable group suggested specialty or community-oriented ideas such as coworking space, art or hobby spaces, wellness services, outdoor recreation shops, and more kid-friendly or healthy food options.

Responses

Could use a co-working space both for us who work remote or seasonal people.
Car wash
A work out facility open 7 days with better hours than what the high school offers. Also maybe a healthy food type of restaurant featuring the items from the new MAHA food pyramid that Bobby Kennedy has presented.
For far too long the Village has ignored the downtown businesses and the surrounding areas. The Horvath and Sailboat rigging areas are under utilized. Resources needs to be put into opening those areas for the enjoyment of the entire Village.
small manufacturing businesses
Resale shop
A really good car wash
Better fine dining restaurants.
Something kid friendly
None

I don't believe we need a bunch of new shops. Are we trying to make this 'Little Lake Geneva'? We already have most of the businesses you have listed....so why add more?
None!
No chains, nice pizza place, brew pub, family bakery
We have enough in Williams Bay and surrounding areas
Please grocery, green grocer is too elite and expensive. A Trader Joe's would be perfection and draw happy people to other events nearby!
hardware store; general store
We'd like to keep our small town charm
Hardware store
N/A
Take away places to order from. Having more options mostly in the winter when you you don't want to drive far.
The village looks abandoned when we have empty stores in glaring view. Not exactly appealing for anyone who might be interested in opening a shop in the bay.
Niche collectibles.
Bookstore
Golf Course
Local bank
Pharmacy
Car wash
Deli & Bakery
I would love to see the old school be turned into a massive art space. Multiple types of artists could each have a classroom as their studio. They could offer classes, or just have a space to work. Maybe one of the central areas could be a shop or something. It's probably a pipe dream, but it would be something cool to do with a currently unused space.
Barber
Tailoring
Butcher shop. Private Pool/beach club

<p>A hiking/outdoor gear shop would be loved. Another grocery store would be fine, as long as it isn't a Walmart. If there is land already cleared for it. I would much rather keep the beauty of nature around us!</p>
<p>Outdoor sports store, pet food/grooming, or book store</p>
<p>suggestions: kid friendly restaurants, wine and tapas, sushi</p>
<p>A cigar/cocktail lounge would be great in the bay</p>
<p>Besides just a grocery store, I'd like to see healthy food stores like Whole Foods.</p>
<p>BARBER</p>
<p>I think the new Green Grocer, Clearwater Spa and chocolate shoop are all great additions to the Bay and don't need any more competition. They provide a grocery store, bakery, coffee and salon/spa needs that meet the needs of residents and visitors.</p>
<p>Hardware store</p>
<p>Unique businesses that provide services.</p>
<p>I do not care for new buildings to be constructed, but would like existing empty empty shops to be filled. A bakery or coffee shop, something simple would be fine. I moved to WB as it was a quiet bedroom community. I am not interested in a business heavy city such as Lake Geneva. Keep the bay quiet!</p>
<p>A drug store or ""incidentals"" type shop would be great so you don't always have to go out of town. Definitely NO NO NO resort hotels!! Let's stay true to the vision in our comprehensive plan to offer a resort-free lifestyle.</p>
<p>Would like to keep it minimal, absolutely no hotels or condos or more rentals. We have enough for a smallTown.</p>
<p>Wellness and Healing Services is the niche that is needed</p>
<p>I like the options currently available. I usually grocery shop out of town at larger stores, but I appreciate having Bell's, Green Grocer, and the Mobil station convenience store when I need something quickly. It would be nice to have a larger grocery store in town, but I'm concerned about how it would affect the small businesses here. I'm not much of a shopper, so I wouldn't frequent antique or consignment stores, or specialty/clothing stores. I like the increased variety of services offered through the rec department and library.</p>
<p>Bars (more than Harpoon Willies) and a coffee shop with a view of the lake.</p>
<p>Recreational supplies, maybe a pharmacy</p>

I dont want more commercial business in the bay except perhaps a bakery. More commercial businesses means more traffic congestion. The bay is special because is small and quaint. We don't need a liquor store or grocery store. We have bells and the green grocer.
Small drug store. Organic food market.
Art Gallery, a good bakery, a pizza parlor, gift shops
I don't think what I'd like to see matters - businesses seem to have a difficult time succeeding. Until parking gets addressed the downtown is a mess. This isn't really a shopping destination
It would be great to have a convenience store that sells necessity, products similar to Walgreens or CVS. Currently have to drive to Daniels, or to stores in Delavan or Lake Geneva.
Trader Joe's
Fast food
Bring Charlie Os back
Salsa studio
NO MORE ice cream stores please 😊
Gas Station Car Wash
Car wash
A pizza parlor would be wonderful in the old Green Grocer space. A bookstore w/ cafe would be so nice too. Book club events, author visits etc
Bread/ bagel store
WE HAVE ENOUGH BUSINESS TYPES ALREADY.
We really need to find a barber to reopen the barber shop!
Healthy options

Williams Bay has so much potential! I know there's a fine line between full time, seasonal residents plus visitors but I am a strong believer in being a place for all of those categories. My biggest suggestion having lived in close knit communities is there should be some rules for how many salons, yoga, pizza places there can be in a certain radius. Things should be intentional and complimentary not overlapping when you have a few blocks and mostly catering to consistency of residents. Things that are missing for seasonal (and would likely benefit full time and tourists) - old school pharmacy with a soda shop, a TRUSTED urgent care (people drive insanely far for care to avoid Mercy which is so sad). A hobby /art place where you can socialize and learn new skills. An ""everything store"" - why do people drive 10-15 minutes to WALMART, there should be a cute local shop for the essentials. If I need a pack of markers, some command strips, nails, and poster paper - where do people go???? Walmart??? So much oppor
Bowling Alley
Remote Work Infrastructure Food & Beverage Production Trades and Skilled Services
Box and Ship like Amy's Emporium in Lake Geneva
health foods - bowls, smoothies (more variety than Green Grocer)
Our area has insane long wait lists for day cares. When we had our first, we were on every wait list in the area and no spots opened up. That makes it very challenging to have kids in an area that has such a small supply of day care options.
""Cool stuff""...weird. Unique, art...music type shop like a record shop. Bike shop so maybe we can get some paths around here.
Dog grooming/boarding/dog daycare
Nothing. I think the good thing about the bay is that it's not overrun with business and tourism YET. I'd prefer it stays the way it is and not have it become mini Lake Geneva.
Bank
none
Record shops/Used books

Q13 (Write-In): “Other (please specify)”

NEW RESTAURANTS

What type of new restaurants would you like to see in Williams Bay? (Please select up to 5 types) + Other (please specify)

2026 Findings

Responses most often called for more healthy, modern, and moderately priced dining options, with repeated interest in bowls, smoothies, organic food, vegetarian or gluten-free choices, and cuisines such as Thai, Middle Eastern, Korean, and tapas.

Many comments also emphasized wanting casual, family-friendly, or takeout-oriented restaurants rather than high-end dining, with specific interest in BBQ, bagel or bakery options, breakfast, breweries, and everyday neighborhood-style places. At the same time, a noticeable group of respondents said Williams Bay already has enough restaurants and expressed concern about protecting existing businesses, preserving small-town character, and avoiding oversaturation.

Responses

Please get some Modern healthy options - I have lived in Detroit / chi/ Raleigh and it would be great to get some modern fair. /bistro like. A young chef with global flavors (no more cheese curds or supper clubs
See above "" new MAHA food pyramid"" based menu.
Thai
Quick serve/ take out
BBQ
Family diner
Bagel/ Bakery
BBQ
no more supper clubs, need healthier options
Spanish tapas
Brew pub
We have enough restaurants in Williams Bay and the surrounding area

Healthy/organic lunch options (nice grain and salad bowls, variety of smoothies, etc.)
Breakfast
We'd like to keep our small town charm
N/A
Take away...Pizza, sandwiches, beefs, sausage and Chinese. Moderate. Not high end very expensive places. Normal places that we continue to go to in other towns.
BBQ
Any business that comes will need parking
Family friendly
The restaurants we have are fantastic and already do a great job serving the community. We just lost one restaurant in the past year, and two others have gone through ownership changes, which shows how challenging it can be to stay sustainable here year round. I'm not sure adding more would make sense right now. I'd rather see our current businesses stay strong and successful than risk spreading things too thin.
Middle Eastern
Would love to see something offering organic foods
Tapas bar. Small bites.
Brewery or casual fish shack
Tapas style or small plate restaurant
Spanish tapas, Thai, SweetGreen, Noodles and Company
Sports Bar with great sports TV viewing
Any, not picky
I think we have great restaurants and don't need more.
none
Perhaps under the Sushi/Japanese rubic, but we love good Korean food..
We are happy with the amount of restaurants in the bay
Chicago style neef and dogs

I would like more vegetarian and vegan options, and I would like to see some affordable options. I like the local restaurants, but I don't eat out in town often because of the expense.
None. We have enough. It is not fair to bring in competition which would affect the loyal businesses we have
Gaming like mini golf , similar to Area 262 in Lake Geneva . Something for the entire family to go to . All ages
I'm not sure we need more restaurants
Not any particular cuisine...but a neighborhood-feel, locally sourced ingredients (farm to table), healthy, moderate priced (see halsarestaurant.com or scratchboardkitchenah.com
Really looking for clean eating, and other nationalities beside Mexican.
Lawn/bar places to eat/drink/hang outdoors with friends and family.
Like Simple Cafe in Lake Geneva
BBQ
Bring back Charlie O's
Not fancy, more everyday.
We do not eat out because of health issues
Gluten free food options
I would love to see a restaurant that has healthy optionsThai
A brewery with outdoor games and space (think like Austin texas vibe). A cute bakery/bagel/donuts shop. Would personally love sushi but not sure how others feel... why has there never been one? A jazz bar/ cocktail lounge with music and small bites - date night spot. A fast casual /quirky little diner that's open- ""i don't feel like cooking dinner tonight"" and I don't want to drive 20 minutes place.
Brewery
smoothies, grain bowls
Sorry, I blew this one and I'm of no help. Something not that expensive though. We need families. And I don't want to hurt the current local ones.

Q15 (Write-In): “Other (please specify)”

COMMERCIAL/ RETAIL DEVELOPMENT

If additional commercial/ retail development were to take place, in which direction should it be encouraged? (Give you opinion for each location) + Other (please specify)

2026 Findings

Responses to Q17 strongly favored focusing commercial and retail development in downtown Williams Bay and other already developed areas, while avoiding expansion into lakefront, natural, or primarily residential areas.

Many respondents emphasized preserving the village’s small-town character, open space, trees, and natural areas, and expressed concern that too much growth could make Williams Bay feel more like Lake Geneva. Across the comments, the most common practical concerns were vacant downtown buildings, traffic congestion, parking, infrastructure, and the need to revitalize existing properties before pursuing broader expansion.

Responses

Replace old useless buildings downtown
The Village will soon realize that now having a Major resort on the West side of the Village will create noise and traffic headaches. We only have one street Geneva St running east and West through the Village, poor decision making on part of the Village.
Area C has enough development. It is residential and Bells is all we need. :) There is already too much traffic to get easily in and out of the neighborhoods on Geneva Street.
Area E or downtown Williams Bay is full of vacant businesses and somewhat of an embarrassment. This should be the priority for development and new businesses.
Keep the lake front and the nature areas protected. That protects our future
No need for growth. We are a small town. Do not become Lake Geneva. People move and live here to be in a small town. If they want more things to do, let them move somewhere else. The Preserve is a HUGE mistake. It's ridiculous

what people are trying to do. Wonder why? Hmmm.....
I would like to see the empty buildings downtown be turned into something usable (for example - the building directly across from Green Grocer beside Frosty Moose). I also wish the city could acquire the old school, tear it down, and make it a beautiful park with trees and benches for all ages to enjoy. I would hate to see all these areas (A-D) being developed for commercial /retail space. The light pollution would have a negative impact on Yerkes as well if these spaces were developed.
Make sure there is adequate parking for new business
[Summarized for tone and to remove potentially defamatory language] One respondent urged redevelopment or cleanup of prominent downtown properties and expressed frustration with vacant or poorly maintained buildings.
It would be really nice if our "downtown" had businesses filling the empty spaces.
We need nicer restaurants that offer healthy options. No more supper clubs. More recreation/fitness places. Street improvements especially the intersection at 67 & Geneva st. It's going to get worse as growth comes. Important to pay attention to infrastructure.
Adding stores for shopping will add foot traffic
More bay resident boat parking on pier.
DO NOT ILLINOIS THE BAY
B makes no sense since that is all residential area and not a heavily trafficked area. I would like to to see downtown have more things since it would all be in walking distance
No need for further development in the beach/bay area and kishwalketoe
i believe area C would cause some traffic congestion along that curve. Area B has plenty of open space, good access and min. traffic.
Only small businesses-no big box or chain retail
I do NOT want Quiet quaint Williams Bay to turn into a crazy Lake Geneva. It is impossible to get around in the summer and although the revenue could be an advantage the upkeep and the empty spaces we already have and have had for longer than I can remember is ridiculous

<p>We don't need the added traffic; it is difficult to get onto 67 from side roads and it will be getting worse.</p>
<p>Small grocer (Trader Joe's) near downtown or walkable from downtown. If must go north on 67 to draw from Elkhorn and Delavan. These stores are hugely popular and well priced.</p>
<p>Against all commercial or retail development</p>
<p>We'd like to keep our small town charm</p>
<p>One of the draws to Williams Bay is the small town feel and the lack of retail places. We have enough with the surrounding areas.</p>
<p>N/A</p>
<p>Any new developments need to consider traffic flow, parking and safety.</p>
<p>Area E is obvious and should be the focus of commercial/retail development. The other areas are really fairly similar IMO since the town is so small and the commute is basically the same.</p>
<p>I would love to be able to have my taxable spending dollars go to Williams Bay. Right now I actually spend more time and money outside of Walworth County.</p>
<p>YOU NEED TO ENCOURAGE MORE RETAIL AND SHOPPING AND GROCERY STORES</p>
<p>Downtown establishments are in poor shape. Every corner opposite green grocer. Landlords should be held accountable</p>
<p>I don't want to see more traffic here in our village.</p>
<p>I do not support additional commercial or retail development in any of these areas. Williams Bay is a small town, and that is part of what makes it special. Larger retail options are already available nearby in Lake Geneva. Also, three of the five areas listed are outside Village limits and would require annexation.</p>
<p>Obviously, for B, Theatre Road would have to be significantly improved. Anything more downtown would also need traffic to be changed, because the corner of 67 gets pretty congested in the summer, and there's no good way to bypass it.</p>
<p>I do not see putting anything that would take away from the access to the lake. NO apartments, no senior living or stores/restaurants.</p>
<p>Downtown WB development good and along Hwy 67 but otherwise not.</p>

Area A: Yes on 67 if in existing commercial areas to the north near Mercy/Boxed and Burlap, provided better traffic flow. Yes if south near existing businesses (Lucke's, etc.), but not too close to Kishwauketoe/Lions Field House, or on the hill because of traffic.

try to stay away from Kishwauketoe-Residential -Lake front

Sections A and B already have a lot of houses and businesses (and section A has the hospital too). There isn't much room for additional development there. Section C is a bit more open, but also has a lot of houses. Section D is the only really truly open area, though you'd have to displace the farms. Downtown is already pretty full, and honestly, the main thing we need now is a parking lot.

3 out of the 4 corners need to be developed.

As commercial development goes, I think it is important to leverage the natural draw of Williams Bay - which is the lake. Therefore C, D, and E offer the most connectivity for the most amount of people giving the new businesses the highest probability of success.

Get rid of the eye sore on the SW corner of Rt 67 and Walworth Ave.

Williams Bay will no longer feel like Williams Bay once all of these places are developed. It will no longer hold a special charm. People come to Williams Bay because it feels quaint and secluded compared to Lake Geneva. The reason we moved here was for that reason and now everything will change with these new developments. Myself and many other residents are completely fine with things being built on already developed land. Please do not destroy our trees that host the beautiful life us residents talk about all day. This causes habitat fragmentation, destroys our woodsy views, causes animals to disperse and die.

Just need to solve the downtown parking issue

Area A has a hospital and the Belfry and coffee shop so is gradually becoming a commercial area. Area B is residential/rural and doesn't show signs of becoming a commercial area. Area C is residential except for Bells store and could potentially become a commercial area but I think mostly outside of Village property in Lyn township. Area D has potential to become a commercial area with two schools nearby and in summer months Pearces is basically a commercial business already. Area E is already a commercial area. Parking is perceived to be a problem due to the land-locked nature, but that is an issue other communities have solved and I think we can figure it out here.

Keep the commercial expansion downtown. Leave the residential areas undisturbed. Dont bring noise pollution to Kishwauketoe.

<p>There are many structures in downtown WB currently empty and available. These should be concentrated on first.</p>
<p>I like our quaint little village the way it is and don't see the need for additional services that will add noise and crowds. The old building on top of the hill should be renovated for new shops and services. Perhaps the village could buy it.</p>
<p>The lakefront/ kishwaukatoe should be left as is. No more congestion and let nature alone</p>
<p>Since Green Grocer moved their store the traffic in downtown WB has been awful in the summer. There is also no parking available. Lots of traffic congestion.</p>
<p>Let's focus on our ""downtown"", as we have lots of spaces standing empty. On the sip and shop night in November, where you are encouraged to visit the local shops it's so nice to see our little town liven up in that space.</p>
<p>Our business footprint is sad. We need more things to keep people interested and in town!</p>
<p>Don't care for any development</p>
<p>I think the bulk of commercial/retail development should be downtown up to the Field House. As there is now a large residential development going in on Hwy 50 & Geneva St., the entrance to the Village has already fundamentally changed so you might as well put new development in area C. Because of the resort, area D now also makes potential sense. These two developments will significantly impact the ""feel"" as you enter the Village - not really a quaint lakefront town anymore.</p>
<p>Parking and traffic at the intersection by the Green Grocer is a concern.</p>
<p>Don't ignore or let the downtown fail/fall apart. The Green Grocer move into the new and much nicer building is nice. Update and improve downtown and avoid sprawl and loss of nature / farms. We moved here for the quiet and country, not sprawl.</p>
<p>I would want the businesses far from residential</p>
<p>Planning? We are 3 of 4 downtown corners vacant in our downtown. A ghost town.You have a vacant school empty for years.. Lost taxes.Relocate the fire house and sell the property.Reroute semi trucks from traveling thru downtown.Bring back an ice skating rink and assign someone knowledgeable.Finish brick walk way along lake.Lots of hw 67 property development north of town.</p>

<p>The traffic is terrible in Geneva Street. With all of the new homes going in there, it would be a nightmare to have shopping there.</p>
<p>More than adding space remodeling or refurbishing current spaces would improve the area without expanding the footprint of "downtown"</p>
<p>Put no opinions for Areas A, B, and D as they are not located solely in the Village or minimally so, therefore restricted somewhat to where new businesses can be located</p>
<p>I am very interested in preserving the old-growth trees in Williams Bay, and therefore support limited development in areas with the fewest trees.</p>
<p>Smaller retail or specialty, retail or restaurants in town are perfect. Larger retail developments should be in the outlying areas.</p>
<p>Let's use space that is already sitting empty before we add new. Farms and forests/Kishwauketoe should stay instead of developing them.</p>
<p>No more commercial business is necessary. We have enough. Open space is critical for the health of the lake. Too many trees have been removed without permits.</p>
<p>Keep our village small and no chains or big box stores</p>
<p>I moved to Williams Bay because it did not have all the summer traffic of Lake Geneva - LG & Delavan are close enough to get what I need -</p>
<p>I would like the vacant buildings downtown to be occupied.</p>
<p>We need to be careful adding more traffic to theater road and Bailey street and the speed limit on both need to be reduced. Many cars run the 4 way stop at Theater road and Bailey</p>
<p>Finding renters for the Granath building and Lackey building in area E would make sense, but I worry about the current parking and traffic situation without adding more stress. Is land available in each of the suggested area? Encourage non-retail such as attorneys, insurance, or shared office space for remote workers.</p>
<p>There is no food within walking distance of the school. Seems appropriate to provide something for students and that side of town. Convenient store, deli, fast food. Unless it de-stabilizes the flow of school traffic or potential for vandalism.</p>
<p>It would be great to have a Trader Joes or Whole Foods at any of the outlying areas.</p>
<p>I would stick with specialty type shops and restaurants in town, and any larger business or strip malls toward the outskirts.</p>

Please no more . Let's keep Williams Bay quaint .we see what Green Grocer has done for dangerous traffic with the huge delivery trucks blocking roads and gage marine driving with boats on walworth Ave. It's too much. And NO MORE VACATION RENTALS. My street they are trying to turn it into air b and bs . My grandchildren and I play ... I will not feel safe with cars racing down and strangers lurking. Please don't make this town another Lake Geneva. There are enough buildings without building something huge like green grocer building. It doesn't even fit in the the bay. No more !!!!! There are already big stuff going on around. We can drive there. Leave the village alone !!!!

Salsa dance studio would be amazing

I want to keep the Bay more peaceful and less commercial.

B and D are too out of town. E would be best. C would be ideal with access right off of 50.A might be ok.

There is too much development going on in our area.

OUR TOWN IS GETTING OVERCROWDED!

Most commercial development belongs downtown. There's already some in area C though, with room for more. Just don't let it encroach on our natural areas like the Edgewater, Kish, Yerkes, and beautiful wooded neighborhoods.

We love the quaint downtown of Williams bay! Would hate to see development that took away the charm. Our leaders must be thoughtful!

Keep business out of single family homes.

Downtown Williams Bay/village center has so much opportunity but way too many vacancies and legacy owners. It needs some new blood, some coordinated design thinking and effort and cohesive revitalization. ""A"" - Highway 67 intersection - while sad that the horse stables will eventually go away, there is opportunity for that intersection to be responsibly developed, balancing mixed use, land conservation, and park/recreation space.

I must admit I don't want a whole lot of change/growth in our sweet town. The reason a lot of people come here is because of what it is now.

t[Summarized for tone] One respondent said vacant downtown buildings should be reused or redeveloped and suggested that ownership or leasing issues may be contributing to the lack of occupancy.

No more commercial/retail development on the lakefront or next to residential areas. Commercial/retail development should be kept in downtown Williams Bay.

I am in the camp of keeping the bay small but understand the benefit of attractive business to aid in revenue and thus infrusture replacement funds. I am supportive of keeping the development downtown where possible.
We could use a few more decent restaurants, maybe a pizza place or something down near beach.
I chose A and E because it's off 67. Less so C as it's a quaint introduction from LG down a cool road into the bay. The other ones are by a school...no thanks.
There is a lot of opportunity in downtown Williams Bay where empty lots sit unused. Traffic flow and parking should be thought through and updated now. If new businesses open up there (which I completely support), traffic flow and parking definitely need to be updated.
The downtown needs a lot of work. The farmers market brings in so many people from all over but there is nothing downtown to keep visitors there.
Catering
Again, nothing. Same response as my answer to question 12
Steakhouse. Kid restaurant with play area
There's enough restaurants. No more are needed

Q17 (Write-In): “Other (please specify)”

DOWNTOWN APPEARANCE

How should the Village of Williams Bay improve the appearance of the downtown?
(Please select up to 5 options) + Other (please specify)

2026 Findings

Responses to Q19 focused heavily on improving the appearance, safety, and usability of downtown Williams Bay, especially through building rehabilitation, beautification, better lighting, improved facades, landscaping, and stronger maintenance of vacant or aging properties.

Many comments also raised traffic, parking, walkability, and pedestrian safety concerns, with repeated calls for changes at the Geneva Street and Highway 67 intersection, better signage, safer crossings, and more resident parking. At the same time, respondents often emphasized preserving small-town character while addressing eyesores, empty storefronts, infrastructure issues, and the need for a more cohesive and welcoming downtown design.

Responses

Need strong enforcement of building codes by the Village; this doesn't occur at all now
Put a 3-way stop light on corner by fire station
I think the kids park needs improvement overall. Also crossing to the nature area possibly a bridge for walkers as it's getting dangerous (or controlSpeeding)
More Park like space across Geneva St. From the beach area. I know it's protected prairie currently, but maybe some areas to sit and admire the Lake, spring and summer flowers, no dogs allowed, but space for a family picnic or to just read a book in the shade.
Edgewater Park is one of the downtown greatest assets! Do not clutter the Park with structures or anything that takes away the openness and beauty!
The downtown looks great- we love it and appreciate the small business owners choosing to grow here.
The building across from the Green grocer is a total eyesore and needs to be torn down.
3 way stop by the fire deptBetter Christmas lightsGet rid of the buggy car with flowers by the lake looks dumpy
3 way stop or street light by fire dept
I would like our downtown to be charming and not dumpy looking. The kids plastic cars ar the lakefront are not appealing. I would like us to have nice street lights diwntown like all the other towns around us - Fontana, Lake Geneva, Delavan and Elkhorn all have better appeal when driving thru their downtowns.
Summarized for tone and to remove potentially defamatory language] One respondent said a prominent downtown property has been a long-standing visual concern and should be a priority for improvement or redevelopment.
I would love to see more trees planted around the school playground, the community playgrounds that are in Praireview Subdivision and Baywood Heights. There is little to no shade around these playgrounds or wind protection.

Do not allow empty or poorly kept buildings to dominate the downtown area.
It sounds counter productive however, bring in NEW business but keep the small town character kind of flows against each other.
I think the entrance to Williams Bay at 50 and geneva st should be improved with better sign and beauty and having some businesses over there would be nice too. Restaurants, grocery, dry cleaners, etc.
Designated parking for residents including golf cart parking at beach and park areas
Bury power lines
More bay resident boat parking on pier.
Encourage using existing buildings for new different types of biz...maybe a smoke shop? or better yet, something kid friendly
block wrought iron as the thing that ties the village togetherdark sky initiative
More resident parking
the building across from Green Grocer needs to be torn town so that corner could have better presentation
I have lived in Williams Bay over 55 years, why change it now
Diversify and expand slightly, add planter boxes for seasonal lanscaping, changeout, more welcoming. Brick crosswalks like Fontana.
We'd like to keep our small town charm
N/A
Decrease empty buildings somehow.
Traffic light at 3-way intersection in downtown
Redevelop the old gas station across from Green Grocer and develop the Gage storage lot next to the credit union
I would love to see downtown lighting similar to Fontana and can use that for holiday lights as well.
PLEASE FIX THE NASTY ROADS, ESPECIALLY THE ROAD THE GREEN GROCER IS ON ITS A DISASTER!
Take down ugly empty buildings
The downtown area really needs a facelift. It needs to much more walkable and the buildings need improvements. Not good to see empty businesses in that

<p>area. We need good restaurants in that area, not businesses that just serve the locals. There is so much potential, but not enough creativity.</p>
<p>I'm confused why this is included in the survey. The improvement options listed appear to be Village of Williams Bay responsibilities, not decisions made by the WBBA. If the WBBA does not have authority over these types of improvements, it would be helpful to clarify the purpose of asking this question and how the results would actually be used.</p>
<p>redirect hwy 67 traffic from Geneva St to hwy F</p>
<p>While there is charm with older buidings, some have exceeded their visual and useful appeal. The building on the corner of Geneva (next to the old Tickled Pink building) should be leveled and a new building erected with ample parking.</p>
<p>Improve the two-way stop in town. Visitors don't understand how it works.</p>
<p>look at Highlands North Carolina</p>
<p>Our downtown appearance needs a refresh like they've done in Fontana</p>
<p>Fine the way it is.</p>
<p>Please stop catering to the Illinois residence/tourist . It's ruining the small town character and does not feel local or home anymore!!!</p>
<p>make it safer for pedestrian walking</p>
<p>Walworth should now be ONE WAY towards gage marine. Not all the way, but from green grocer to CONGRESS</p>
<p>I know it's not really the point of the survey, but I want to say that I don't think the Hwy67/Geneva Street intersection should be an all-way stop. We already have issues with people speeding down the hill and not paying attention. If there's suddenly a stop sign at the bottom of the hill, there are going to be a TON of rear-end accidents there. And when it's icy, it's going to be even worse.</p>
<p>Tear down the vacant building across from Green Grocer.</p>
<p>I would like to see the newer buildings match/ look similar to the current buildings</p>
<p>Traffic controlled light</p>
<p>Encourage more development</p>
<p>""Preserve small town character"" is a meaningless phrase</p>
<p>Natural Gardens or Lawns would be beautiful and would really tie in to the overall theme of Williams Bay.</p>

<p>[Summarized for tone] One respondent urged significant improvement or redevelopment of an aging downtown building viewed as unattractive and underutilized.</p>
<p>Fill the empty store fronts even if no business is working there. Art work and visually appealing items could make it look less deserted.</p>
<p>It would be nice if there were a collective effort amongst business owners to collaborate on a design scheme for the facades. BIKE path access and general safety for bicyclists MUST be improved. ESPECIALLY on Theater Road.</p>
<p>Edgewater Park has a beautiful location but lacking in picnic and family areas. Definitely has room for beautification.</p>
<p>The intersection of 67 and Elkhorn road (67 north) needs a 4 way stop or light. There are so many people coming really close to accidents as many are from out of town and don't understand the signs.</p>
<p>[Summarized for tone and to remove identifying details] One respondent expressed frustration with long-vacant downtown buildings and suggested that leasing practices may be contributing to the lack of occupancy.</p>
<p>As stated above, improve the fascades of existing buildings and perhaps add some new buildings that are 2-3 stories. No high rises.</p>
<p>Facades for new or renovated building should have a more traditional, small town look and feel. We should not approve anything that looks ""new"" and like it could sit on a city street.</p>
<p>Get empty business building filled. We have a ghost town. Looks like a ghetto.</p>
<p>The move of Green Grocer has made that area a nightmare. It is an accident waiting to happen. The abandoned buildings look awful. There is not enough parking. It is ugly and dangerous.</p>
<p>Downtown Williams Bay is already one of the most picturesque small towns in Wisconsin in my opinion, but many people these days come flying through town at 40+ miles per hour in a 25mph zone and don't notice it. I am in favor of anything that slows the speeders.</p>
<p>More outdoor artwork.</p>
<p>No chain stores</p>
<p>Please remove half the street signs. They block pedestrians</p>
<p>No more planting of trees on the lake front . Everyone should be able to view the bay! They are also too costly to maintain for years to come. That money should go to paving the streets</p>

[Summarized to remove identifying details] One respondent urged reuse or redevelopment of long-vacant properties and said existing unused buildings should be rehabilitated before pursuing additional expansion.
I've never had difficulty parking
I would love to see a business take over the vacant restaurant across the street from Harpoon Willie's. Also, would love to see a business go in the vacant building & parking lot across from green grocer.
Encourage owner of old Green Grocer building to remodel/refurbish or teardown to make way for improved downtown area.
The downtown ""center"" is quite unappealing. It looks depressed. The old green grocer parking lot is barricaded off with an unsightly assortment of recycling bins, 5-gallon pails, and a snow shovel!
[Summarized for tone] One respondent said the downtown center appears neglected and urged building updates, reuse, or sale to support revitalization.
Handicap parking isn't clearly marked on the street on N Walworth, the sign that is there is very high up, feels like a trap to give parking tickets.
More pedestrian lighting and human-scale infrastructure.
The building scross from the green grocer should be torn down it is an eyesore. Encourage other business development in that spot
Fix the intersection of 67 & Geneva St.
Ask Gage to create community parking lot with their boat lift scrap area next to Kishwakatoe. It is an eyesore and appears to be wasted space. They have plenty of land elsewhere. Have abandoned properties fully utilized!!!
The empty spaces look unattractive.
Improve infrastructure like water issues and sidewalks - not making commercial neighbors pay for all of it
Preserve the small town culture is the only right answer.
I know the property was too valuable for it, but the land next to the fire department (where the new Green Grocer just went up) really should have been a parking lot. Unfortunately, there now isn't really any good place to add public parking, except maybe the Gage boat storage lot next to Advia. It's pretty empty in the summer.

Small town character to me means consistency and intentionality in aesthetic and human centered design, rooted in the town's unique and authentic story, walking to the things you need for everyday essentials plus entertainment and enjoyment, bumping into the people you know when out for a stroll or sunday family day. Signage, charming lighting, landscaping, and seasonal themes (I do love that WB participates in the santa cruise, however charm is missing with the street lightscape).

The vacant buildings are an eyesore.

Essential to maintain small town character

Need to fill tenants in the building that Green Grocer and spa left. It's a beautiful building but now empty. Area across from that and older buildings in right downtown need to be redeveloped

Increase businesses but make buildings look old...like Delafield. I understand parking has been an issue since Green Grocer has been put in. I'm not sure if that's just people complaining or what. I doubt it's added THAT much. Maybe just complaining and lazyness has increased since the Keg Room building and bar were rolling and the Old Green grocer building was hopping. But manage the cars properly I guess.

Keep building where spa moved from. It's historical and it gives small town character. Also make a stop sign on Geneva street coming down into Bay. Before you would turn to go to Gage. That intersection should all have stop signs.

Improve Parks and areas for kids. Add splash pad.

Consider 3 way stop at Geneva St and 67 - summer visitors don't realize how it works safely

Encourage all current buildings to have business.

The buildings downtown have so much small town character. They just need to be updated (to attract businesses to lease those spaces) and maintained. That old abandoned gas station that's for sale across from the Green Grocer is unsightly - but with some renovations, it could become a really beautiful and lively corner! Picture a farm to table brunch spot in that old gas station - where people could stay afterwards to shop at all the little small businesses that could potentially move into the old Laacke building (if it was fixed up). People would park, stay, walk around and spend money in Williams bay!

[Summarized to remove identifying details] One respondent proposed replacing an unattractive building with a community-oriented space and seasonal

mobility amenities.

Enforce current building codes/standards on building owners of vacant buildings. Homeowners are expected to maintain their property, building owners should be required to do the same.

While it would be very expensive, burying wires would drastically improve the downtown area. Also, upgrading the light fixtures would really elevate the downtown area.

Q19 (Write-In): “Other (please specify)”

ECONOMIC DEVELOPMENT

In which of the following areas should the Village of Williams Bay encourage economic development? (Select up to 5 options) + Other (please specify)

2026 Findings

Responses to Q21 show a strong preference for limited, carefully managed development, with many respondents emphasizing preservation of Williams Bay’s quiet character, small-town identity, and quality of life.

The most consistent development interest centered on affordable or workforce housing for younger families, school-age households, and workers, along with a smaller number of suggestions for practical services such as coworking space, package shipping, childcare, groceries, senior housing, and family recreation.

At the same time, many comments expressed concern about tourism growth, short-term rentals, overbuilding, and pressure to become more like Lake Geneva, with repeated calls to improve existing spaces before adding new development.

Responses

Drop in or longer term rental co-working space
Tourism needs to be pinpointed at former George Williams College property.
We live in this Village because it's quiet and has a great quality of life! The Village needs to know it's limits, and preserve our way of life
None
Why encourage more development? Why is that a requirement?
Just stop. Leave it alone.
I would prefer the village to improve the spaces we already have; the walking path around the school is great but would be even better if it was paved so it would be easier for biking, etc.
It would be nice to have some type of store like a fed ex or UPS to be able to send and receive packages
None- Small Town Do Not ILLINOIS THE BAY
work force affordable housing
Leave Williams Bay the quaint community it is.
Stop trying to cram more into our wonderful and quiet Williams Bay.
No Development
A SPECIALITY GROCERY STORE WOULD BE GREAT.
Groceries
We'd like to keep our small town charm
N/A
Affordable Housing !!!!

Keep it small village atmosphere!
Golf course
We need to be something other than a smaller Lake Geneva. It needs to have our own identity.
Develop housing that is within reach of younger families.
I like it the way it is--it is a recreational lake town--not a farm, not industrial town--not a shopping center
BANKING. HOW DID WE LOSE THAT BANK?
Please preserve the small town feel. No Dollar Store please.
Hotel/motel/resort
Despite being a part-time resident, I am greatly concerned about the increasing number of rentals such as AirBNBs in otherwise quiet neighborhoods.
Senior housing or a senior community with shopping/retail
again, none.
I think that encouraging tourism and housing development should be done moderately and with the community character and impact to residents in mind. I think resident interests should be our top priority, not developer interests.
Minimal if any. Prioritize maintaining the small / tight community culture and prevent it from getting too busy for local residents
Some affordable housing would be nice so that families with young children could afford to live in WB.
It is imperative for the health of the lake to limit the number of housing permits per year. Too many knockdowns of one house then replaced by 2.
I strongly oppose any further hospitality industry or multi-family construction or expansion
None of the above
Children activity centers/update playgrounds
More family-friendly options such as putt-putt and playgrounds.
Already pretty touristy.
Low cost housing for families with young children

Low cost housing for families with school age children.
Low cost housing to encourage school age children!
NO AIR B AND B OR VRBO
[Summarized for tone] One respondent strongly opposed current development direction and expressed concern that it is harming the village's small-town character.
Any of these areas could be good if kept on the small scale and located/built so as not to be eyesores. Williams Bay is not the place for big box stores and warehouses!
We need heathy options
So many opportunities for new businesses and entrepreneurs too. Doesn't need to be this big massive corporation thing.
Similar to above, daycare is a huge issue in the area. We had our first kid 3 years ago and every day care within 30 months was full (only accepted kids for families that were already in the system) this is a huge issue for new families.
We need families at the school. Use the Topography \$\$ to build a younger COMMUNITY. It's turning into Del Boca Vista North. Use the ""older"" community members to help build the younger. Have them plant flowers at the school, downtown etc. The guys can help coach or ump which is needed. Help bridge that and bring them together. Maybe they can help with the YOUNGER families that we can hopefully draw.
Tourism should be encouraged to move forward under the umbrella of Visit Lake Geneva. They have been successful and beneficial to WB already. It would be convenient, more efficient, and better for our village to collaborate with our neighbors. I don't know what ""Light Industry"" means here.
We DO NOT want our Bay to turn into Lake Geneva. We have such charm. PLEASE do not try to fix something not broken. Let us enjoy our wonderful Kish and keep tourism out of here.
STOP NEW BUSINESS
Clean up the old buildings or tear them down
Recreational tourism that doesn't hurt the lake - bike/scooter/SUP/kayak/rec rentals and ALSO help make housing affordable so people can work here AND live here
We need affordable housing (approx. \$500K).

Q22 (Write-In): “Other (please specify)”

TYPE OF RESIDENTIAL GROWTH

What type of residential growth should the Village of Williams Bay encourage?
(Please select your top priorities) + Other (please specify)

2026 Findings

Responses to Q24 were mixed, but the strongest pattern was support for affordable, workforce, and modestly sized housing that could help younger families, school-age households, seniors, and year-round residents remain in Williams Bay.

At the same time, many respondents said they do not want additional residential growth at all, citing traffic, infrastructure strain, water concerns, overcrowding, loss of green space, and erosion of the village’s small-town character.

Several comments also stressed opposition to short-term rentals, large luxury homes, and second-home oriented development, while favoring housing that serves full-time residents and local community needs.

Responses

Zero-lot single family homes affordable to new families or new workers.
Duplex units
Tough one - depends on which land
We do not need any more Condominiums or Apartments
No more homes
All of the above are okay with me
affordable, not mansions with no yards- encouraging full time residents.Keep Williams Bay a residential home town village with tourist events- not a lake home tourist town with no residents.
None
affordable housing for families with children who attend Williams Bay school
Limit Airbnb rentals and we will enough housing already.
None. We're full. Go away.
Starter homes
Affordable housing
None
It's hard to answer this question not knowing the strain it would put on the existing infrastructure; especially after the water issues.
Doesn't need to grow
STOP, vacation rentals or require rental time to a minimum of 30 days!
[Summarized for tone and to remove potentially defamatory language] One respondent supported limiting short-term rentals and said any new single-family housing should be high quality and compatible with the character of the village.
Affordable housing
None
workforce affordable housing

We are a unique community that thrives on tourism but values are small town community. We need to thread the needle in attracting enough tourism to create profitability in our town, but not to be overrun with tourists in the summertime. It would be valuable to create some full-time resident perks similar to what we had during Covid like certain hours that the beach is open to residents only and using some of the profitability from tourism to make improvements to our town like increasing recreational space, recreational programs, and providing benefits for full-time residence of Williams Bay so that they might find the value in tourism.
none
We'd like to keep our small town charm
N/A
The town does not need more housing. We already get a lot of traffic on Geneva St coming in and out of town especially in the summer. Not safe to cross the streets which was never a problem before.
None
None
Retail with condo/apartments above
Affordable housing we will never keep our schools full with Bay residents when young families cannot afford to live here!!
Affordable housing
I do not think Williams Bay needs anymore residential growth.
Small single family, no mansions
I think having green space in a resort community is necessary... otherwise, we are just like any other suburban community. This is suppose to be where people come to relax and enjoy themselves.
Affordable housing
A tiny home development might be nice for some people who want to have a smaller footprint.
Smaller, more affordable ranch style housing for seniors who want to downsize
More housing near downtown so people can walk to things.
Can we please save our town from being Fontana?
NO MORE VRBO/AIRBNB!! And enforce the regulations you currently have
single family homes should be the only thing considered

I think we need to keep Williams Bay affordable for families and seniors. Would be great to have some options for young singles who might stay and raise their families here.
Minimal single family homes and senior living options
[Summarized for tone and to remove potentially defamatory language] One respondent said new housing should be high quality and expressed concern that a recent development may increase congestion and negatively affect the village entrance.
One area that does NOT need encouragement is vacation rentals -- they are out of control.
[Summarized for tone and to remove potentially defamatory language] One respondent opposed further residential growth and expressed concern that some recent redevelopment may not be consistent with desired setback and open-space standards.
Not much room for new developments
Whatever would discourage short term rentals/air bnb type
No more housing. Too crowded already
I don't want to see homes or condos built on the land where the deer typically roam. I don't want the deer to be displaced due to the build projects. However, I think there's a lot of buildable land on the north side of town near the elementary school and newer developments closer to Delavan
please look at Serebe.com and the associated book ""start in your own backyard: transforming where we live with radical common sense"" by Steve nygren. I like the philosophies of this community - healthier, connected environments.
I don't have the knowledge for this question, I am in a single family home. But I understand that affordable housing is an issue for many right now.
Low cost housing for families with school age children
Williams Bay is becoming like Lake Geneva which I disprove of.
affordable housing
WE HAVE ENOUGH RESIDENTIAL GROWTH AND FURTHER DEVELOPMENT IS TAKING AWAY FROM OUR SMALL TOWN FEEL.
We have enough (or even too many) fancy houses and vacation homes as it is. We really need more housing aimed at the average residents. Most of the houses available here are aimed at Chicagoans, and the average residents are getting

priced out.
Year round residents.
none
Above but anything in a layout that promotes bringing people together. I live in a subdivision and hardly know my neighbors of 6+ years. Enough, do something different.
More affordable options for younger people and families. Boosting second homes or vacation homes will not stimulate the town to maintain its small community feel and charm.
I don't think we need growth.
Resources for disabled young men and women who are low income and need ADA
I think that senior housing options are much needed and should be accessible (no stairs). I do care for my elderly mom, so I am more aware of these things. If I decide to age in Williams Bay, I would maybe consider a small condo that is accessible.
None
We have enough rooftops More will affect the quality of life in the Bay
It's so hard for me to picture more residential growth. I like it small. I see new developments being approved and I ask myself "where will all these people go?" Downtown is already backed up in the summer time, and as I stated before, it can be danergous to navigate!
Smaller homes with smaller lots and 1 car garages like the older homes in town. No more condos with \$500 HOAs
There is limited land and infrastructure for growth in this small community. There are empty buildings that have been that way for decades, attempting to bring more commercial endeavors makes no sense.
We should encourage the growth of houses around \$500K.

Q24 (Write-In): “Other (please specify)”

RECREATIONAL ACTIVITIES

What recreational activities do you/ your family participate in and enjoy? (Please select up to 5 activities) + Other (please specify)

2026 Findings

Responses to Q26 were dominated by swimming, beach use, and other lake-oriented activities, with many respondents specifically noting that swimming or beach access should have been included more clearly in the main answer choices.

A second set of responses highlighted enjoyment of quiet outdoor amenities and community assets, including Kishwauketoe trails, dark skies, the library, Yerkes, gardening, the dog park, and family-oriented events.

A smaller number mentioned specialized recreation interests such as pickleball, fitness, youth sports, martial arts, cross-country skiing, water sports, and accessibility-friendly activities for families with disabled members.

Responses

I enjoy Quiet, and dark skies
Would like to see more opportunity for pickleball besides the 2 hours at the high school.
Beach!
RVing
using the beach
Beach
Beaching
personal training and fitness centers
\playgrounds
Skeet / Gun Range
please groom trails in Kiswauketoe for x country skiing
swimming, specifically open water swimming
swimming, eating, drinking
Swimming/beach
Library services and programs; Community events; Yerkes
We'd like to keep our small town charm
Swimming
N/A
Gardening at plot rentals
Beach, swimming
Beach w/grandkids
Swimming
Swimming
Arts. Special events especially for families with disabled persons
Swimming
The dog park is a huge bonus in our community. I just wish it was limited to Bay residents only because the majority of people that use the dog park do not live here and do not pick up after their animals. Most people come via car from Elkhorn, Delevan or out of state.
Swimming

Swimming. Not sure how that got left off the main list of options.
Need to remove dog park Looks horrible entering Williams Bay
Swimming
Swimming / beach
Scuba and lake swimming.
Water skiing/boating
swimming
Kishwauketoe is the best—love the boardwalks and paths/trails.
visiting the Library
Swimming/beach seems to be missing from the list. Or I'm blind, one of the two. :
Swimming
Tennis back to business district
We would pick all of these though!
Youth Sports.I know most people in the area through that. Promote and build that. Think of another way you can get young families together routinely, and yearly to get to know one another.I'll wait...
martial arts
Dog park
Water skiing
Snorkeling Geneva Lake

Q26 (Write-In): “Other (please specify)”

RECREATIONAL IMPROVEMENTS

To which of the following recreational facilities would you like the Village of Williams Bay to add or make improvements? (Please select up to 5 options) + Other (please specify)

2026 Findings

Responses to Q28 focused heavily on improving and maintaining existing recreational assets rather than adding many new ones, with repeated calls to upgrade Theatre Road facilities, beach sand and bathrooms, playgrounds, the Lions Field House, and other aging or underused spaces.

A major recurring theme was the need for safer walking and biking connections, especially bike paths, paved trails, neighborhood-to-school access, and better pedestrian infrastructure throughout the village.

A smaller but notable set of comments supported expanded recreation options such as indoor or outdoor swimming, disc golf, volleyball, winter activities, community fitness space, and better management of boating access and lakefront use.

Responses

Just fix up what is here, like Theatre Road. No need for more.
The tennis courts on theater road need to be repainted like Big Foot High School so players can bring their own nets. The courts on theater road are useless.
None
please groom x country ski trails in Kishwauketoe
We used to do the ice skating rink by the field house why don't we have that anymore? When I was a kid we had our own youth sports teams — soccer, tball etc.
Get better sand at the beach
Indoor salt water swimming pool (like at Pinnacle Fitness in Madison).
We'd like to keep our small town charm
N/A
Quality of the sand at the beach is very bad. Money should be invested every year to make sure the beach is in good shape. Bathrooms are also filthy at the beach.
Better sand
no more boats! lake is dangerously full of traffic
Bring back the golf course.
The Lions Field House should be a top priority for improvements. It is very old, outdated, and in need of significant repairs and updates. It's used regularly for birthday parties, community events, and programs including large gatherings like the Chili Cookoff just this past weekend. It's an important community space, and investing in updates would greatly benefit the residents who use it year-round.
We need more boat slips. Also, many slips appear to go unused. I have personally called the village about this before after viewing multiple slips going unused all summer. I think enforcement of rules could be enforced better to increase utilization of slips.
I would like to see a recreation building be built on the property off of Theater Road. Make it more than what the building is along Elkhorn (67)
I know you just put a bunch of money into the playground at the Lion's Field House, but I don't think the bendy slide is safe. The bend is too sharp for me to be comfortable letting my kids play on it. There also isn't really much for little kids to do at that playground. Also, the restrooms at the Edgewater picnic pavilion are starting to look a little rough last I knew.

Need to remove dog park. Looks horrible entering Williams Bay,
A village of our size should have walking/bike paths and a community park. The ""park"" off Theater road is untapped space. A community park with year round adult fitness equipment, shuffle boards, etc as well as children's play equipment would be ideal. Theater Road is too busy to have people walking or biking.
We love to e-bike and there definitely is a lack of safe bike trails.
PLEASE connect Bailey Estates to the school with a walking path!
Winter paddle ball courts
There are a couple good locations in the town that a short 9 hole style or 18 hole style Disc Golf Course would work well without infringing upon the natural landscaping. These also double as good hiking/walking trails.
senior activity and workout spacegolf course
Another way out of Baily estates to Hwy 67 driving and walking to downtown area.
The beach area needs a refresh. There needs to be a better solution to boat staging and launching. Some of the shore path areas need to be stabilized. Would be great to have tennis leagues.
BIKE PATHS PLEASE! A Lake Geneva to Williams Bay (to Fontana) bike path is so badly needed!
Volleyball court
Outdoor playground for kids needs to be modernize and improved
Do not encourage any more bicycles on the main road - especially the motorized ones and the electric scooters - They all go too fast and it's not safe for them, walkers or drivers of cars. The increase in on-road golf carts is causing some congestion as well.
Improve at lakefront area
Dog park
Walking trails (hiking trails is fine, but city pathways would be nice as well).
Beach-The sand could be better -it's more like dirt sand right now. Clean up/rake on a more regular basis and possible golf cart parking would be so nice in boating - beach parking areas.
The Kish park is great but it really needs at least one paved path the should run through Hwy 67 all the way through the park to the lake so that people on bikes, rollerskates or with strollers could use the park. The current trails are nice but are rough and not for bikes, rollerskates or strollers.

The Bay is well-equipped with recreational opportunities! Some of the playgrounds/parks are in need of some TLC, but nothing major. Something I'd like to see is better indoor rec space. I'd like to get a ballroom dance community going here, but there isn't really a good location for things like that--the Lions Fieldhouse, but too small with too poor a floor.

In downtown business area

Was sad to see the tennis courts fall apart. Could have done tennis/pickleball/basketball/soccer/baseball field but that whole area is just kind of sad looking. The playground parks are sad too but we are excited for the new one at Yerkes. In terms of OTHER: Outdoor community swimming pool - residential passes and day passes (\$).

I feel that many of the things listed are already provided.

closer parking for boat trailers or have a shuttle from lions den over to the launch pads in summertime when parking is full

More community garden spots/space

[Summarized to remove identifying names] One respondent praised the Theatre Road park area and strongly urged the village to move forward with a bike path plan to improve safe access around town.

No more boat access. Already too many weekend boaters. Should limit. The bay has become a parking lot on the water.

I think we have a lot to offer already, but an indoor swimming pool if they had one that was adult only would be the only way that I would swim there. That being said, we have a lot of resort access in the area, including the Abbey for swimming. So that would have to be balanced with an increase in taxes, which I'm not sure I would like at this point.

Fresh sand to beach (similar to Fontana's annual sand pile) - our sand is somewhat pebbly and dirty

Indoor/Outdoor Pool would be amazing in order to tolerate winter.

The village should make an effort to maintain the current facilities it has. If those facilities are not being used they should be removed. I.E. Tennis courts at the village hall.

While the new park at Lion Field is not, it's not safe for young children. The steps are too high for children to climb up on. The slides are very high with low sides. The risk of a child falling over is very high. I'd love to see a park safe for all ages.

Q28 (Write-In): “Other (please specify)”

QUALITY OF LIFE

How satisfied are you with the quality of life in Williams Bay? + Other (please specify)

2026 Findings

Responses to Q30 reflect a community that still feels strong affection for Williams Bay, but many residents believe its quality of life is under pressure from growth, traffic, short-term rentals, tourism, and decisions that may weaken its small-town character.

The most common concerns involved water quality and aging infrastructure, along with dissatisfaction about vacant downtown buildings, loss of recreational amenities, noise, crowding, and the direction of recent development.

At the same time, some respondents expressed interest in careful improvement, including better restaurants, more walkable retail, filled storefronts, parks, grocery options, and broader investment in village services and public spaces.

Responses

Again the restaurants need improvements - they are either over priced for basic fair or unhealthy options. Looking for a more modern young vibe ie Sopra to visit

We love Williams bay. But as an extremely healthy young woman I was diagnosed with breast cancer. I have numerous young friends in Williams Bay with cancer and know of other people in Williams bay with cancer. I believe the common factor is our water and I believe something should be done about it.

Water and streets need much improvement

For the first time, I had to answer somewhat satisfied. The Village is getting steamrolled by people with a lot of money. Unfortunately we opened that door at George Williams. Now that they are in, watch all the changes they will be asking for and making.

I didn't not live all the summer extra people, it's unsafe. My kids used to ride their bikes to the beach, you can't do that now. It's too busy

I like the small town feeling of Williams Bay. I realize some residential and retail growth may be necessary to help keep taxes low. If I want crowds and stores that sell things I don't really need, I can go to Lake Geneva.

Deer population needs to be reduced. Vehicle/deer accidents are common. Deer destroy foliage and are a nuisance.

Development for the sake of development does not equal quality of life improvements

Satisfied now, but the trustees are trying to ruin things. Why bow down to the rich? The floodgates are now open. The shoreline is open for hotels. There is nothing you can do to stop it now that you have let The Preserve in. Rich can buy as many acres as they want and build a hotel. The short-sighted decision makers did NOT listen to all of us saying ""no"". Again - I wonder why?Hmmm...

HORRIBLE Water!!!

The large quantity of AirBnB homes and other weekend/vacation visitors represents the largest nuisance, due to loud noise, inappropriate language, etc. which makes it hard to sleep and hard to send children outside to play.

I think the majority of residents are here because they love the small town feel, the friendly neighbors, and green spaces.

We love it here, but I see so much potential for growth.

We have an amazing street department - plowing and such. It's nice to live someplace where you can easily access local services - village hall, voting, post office

I've lived in Williams bay for over 60 years. I am happy here but there is definite room for lots of improvements. Give us more to do and more conveniences. Our government needs to be more ethical too. There are some people working there that should not be.

I know there is a great resistance to large big box but a couple of smaller franchise brands would be a nice addition. Aldi or similar for example.

Do Not ILLINOIS THE BAY

With the addition of the homes on Theater road, we have enough traffic.

Promote open water swimming. Its healthy, has low impact on enviornment and its healthy!

The water issue was/is concerning. I installed a reverse osmosis. But I commend WB for being transparent which allowed the residents to protect themselves. I would like to see improvements to the playground at Edgewater park. There are literal rusted metal spots all over poking out. Expand the footprint of the playground. The view of the water is blocked by the tall grass anyways. Don't know why we have the tall grass if it just gets cut down anyways. It doesn't keep the geese away when you chop it down. And it blocks the water. A splash pad at lions or up by the old high school football field would be amazing. The police took our sledding hill.. so a new community sledding hill would be nice. Parks, parks, parks!! And close the beach on Tuesday or wednesdays for resident sinly

Only dissatisfaction this year is the inequality in real estate tax determination! Completely unjust.

We mainly use our house on summer weekends, so leisure activities are most important to us. Would like to see retail and dining in the downtown area expanded to be more of a destination, like Lake Geneva City, but I understand there would likely need to be an expansion in population and tourism to support those businesses year-round.

Would love more walkable retail option downtown.

We'd like to keep our small town charm

I had more confidence in our village administration when it was ran by village residents who had an invested interest in what was best for the community. With the sale of GWC to an investment company that will restrict public use of the property and erase lake front history is very upsetting. I felt the voices of local business people who would profit off the deal did not represent the community well. They had personal agendas and now have created a level of distrust in our local village administraion and boards.

I would like to be more active and involved. But it's quiet and beautiful here.

limit vrbo type rentals. limit boat access for drop ins.

It's only getting worse. The new building is ugly and the courts were moved to horrible spots.

water quality, too many short term rental properties

Very unhappy with the potable water situation. Specifically, having to add chlorine to keep other dangerous chems minimal

I used to be very satisfied, and wanted to live here forever. But now the AirBnb madness (shooting fireworks into the road, loud swearing, etc.), the loss of tennis courts and skating rink, and the horribly ugliness/toxicity of ""The Preserve"" area has really cut down the quality of life lately. I fear that once the resort comes into The Preserve, it will only get worse for those of us who are not ultra-wealthy.

Not happy with all the additions to yerkes.. space park, pavilion and the preserve resort. We do not want to turn into wisconsin dells. All this requires upkeep as we know most people that don't live here, tend to not respect our things the way we do.

I used to love coming up to Williams Bay, but lately the town has lost its way and nothing appears to be getting done. We need direction and follow that direction. DO NOT COMMERCIALIZE the lake front area from Elkhorn (67) to Willabay Drive.

I love living in Williams Bay. I am concerned about the explosive growth in the surrounding communities.

The quality of drinking water here in WB has become a huge concern .

Too tourist trap feel.

Water infrastructure, vacancies in business spaces with absentee landlords,

Main concern is density. It brings blight and trash. Look at the DELAVAN inlet towards ALDI

Use the 10 year plan more.

Need to remove dog park. Looks horrible entering Williams Bay.

Downtown is empty- we need new businesses.

Fix the water and sewer systems

The town has seemed resistant to change and accepting new preferences that would be good economically which is stifling the tax base. Things like the water situation in 2025 was particularly concerning and reasonable efforts should be used to improve revenues to mitigate these situations. Expanding the tax base will provide additional resources to improve the town's infrastructure.

What makes WB the best is its small town feel. I think that needs to be the chief concern when implementing changes.

We are waiting to know if the woods near our house will be destroyed. After that I'll have an opinion. One of the main reasons we moved here was because the woods gave us a sense of seclusion. Now you will be putting houses there. Which is enough to make a person leave their once beloved community.

Its a great village with untapped possibilities. We can beautify its landscape with walking/biking trails, community parks and gathering places as well as a vibrant, updated downtown that offers small town shopping for both tourists and residents alike. Businesses need to support one another and look for a consistent theme to the village. Its too small to be hodge podge. Think Cedarburg for example. Very consistent downtown facades. We do love our village. Let's all work together to make it even better.

Vacant business sites need to be filled and a healthy grocery store like Whole Foods needs to be added.

I like my quiet living. I don't need anything here except a better looking downtown with stores filled. Remove Nick's white building!

I am retired and enjoy my life in Williams Bay. It meets all my needs, ideal location, quaint(size) and quality of life.

Stop allowing (or enforcing current regulation) VRBO AirBNB

The appeal is the quiet, simple, laid back vibe of the bay

The vote by the board to allow a private country club resort - and now condotel was shortsighted and has divided the community. While the majority of residents did NOT want the resort, they were dismissed and are now resigned to a feeling of not being heard. Local government should put residents first and developers at the end of the line. Community challenges should be brought to the public for input before decisions are made. The people here are incredibly smart, well-educated, and passionate about the Village. We all know we live in a tourist town and that that revenue is important, but let's give preference to those who have to live full time with the impacts of ideas from those who don't.

During the winter closer shopping for food would be nice. Improve the quality of restaurants.

There are way too many short term rentals being allowed. Full time residents should know who their neighbors are. Visitors can be loud and disregard neighborhoods.

Please add more limits to short term rentals - i.e. 30 day minimum stays. Preserve the small town character of the town.

Only thing that I would change/add is a middle-of-the-road grocery store (pick n save), but not directly in the bay. Preserve the charm please!!!

Taxes too high, for lack of services and population base.Promote building single

family homes out near high school. Teachers can't live here.
We need more restaurants and stores. right now, we have very few businesses and the downtown looks very tired and worn.
I like the historical look of the town, but that seems to be threatened now.
Water quality is important.
Too much traffic, poor public water quality, taxes are too high. Thevillage does not respond to concerns about the chemicals sprayed on lawns, the trees removed without permits. An audit should be done because the board members keeps saying there isn't enough money. Just by the number of huge houses built in cedar point, there should be enough money. And no to making the intersection at 67 and geneva street a 3way stop. It will add congestion and pollution. That should have been thought about before green grocer built their new building.
Disappointed that GWC campus was sold for luxury resort and no longer accessible to village residents. Without improved local politics, I'm afraid this is the future for all the camps in the village.
Very happy living here. I would like the buildings downtown occupied. Some growth, but not too much growth.
Thank you for the hard work that the village preforms in all areas!
I've just watched this special little town grow from a beautiful blue collar gem I would visit my family in as a child to a place I can barely afford to rent in now scraping by financially. Its beauty & spot on the lake have made it another gentrified place for the rich to vacation, not a place where people like me can afford to even dream to live. I can work in town, but it's not lost on me that I can only live in town still by the grace of my rich relative landlord. I just wish there could be a place moving forward for people like me to call Williams Bay home again.
Don't increase the population. We like small town
I am still not confident about the water quality. The village board is not well led. The downtown (with the exception of Green Grocer) is quite depressing...so many EYESORES. Library is lovely but needs to be open on Sundays and at least until 7 pm. Kishwauketoe is lovely.
I have to go far away to buy clothing or home goods (or shop on line) unless I want to shop at a Walmart type store. I also do not have a one stop shop for groceries and weekly need items. I miss whole foods or jewel other similar stores nearby. they have a great combo of the usual produce and grocerey items with premade healthy foods and higher end options for beer/wine, imported cheeses, wonderful baked good etc.

I am very happy now. I am fearful of what I am hearing around town about big developments and letting people build vacation rentals all over. There are TOO MANY ALREADY. The people that are buying up homes and remodeling to use as vacation rentals don't even live here!!!!!! They are just thinking money. Please preserve our town.

We moved here in July and shortly after had 2 major water quality issues. Please continue to address these so it does not happen again.

Disappointed the Village Trustees have created an atmosphere of division amongst residents with their lack of Transparency & the Preserve project which will be closed to residents. And the hostility towards non profits the original backbone of the community. Restore faith and squash music by the lake before it destroys Vision Hill, the wildlife and tranquility of the village with the traffic congestion and sound pollution.

The water issues we've been having is very concerning.

It's a beautiful and well located area and should not be overly commercialized.

Satisfied with what this town is: Small.

I disprove of the many changes taking place in Williams Bay.

WE NEED TO STOP THE DEVELOPMENT OF ALL THE UNNECESSARY GROWTH IN OUR TINY VILLAGE AND REPLACE THE VILLAGE BOARD MEMBERS WHO APPROVE OF THIS.

Williams Bay is a wonderful place to live! The trouble is keeping it that way. As a wonderful place, it tends to attract a lot of Chicagoans who try to change things without realizing that their changes will ruin the place.

Too many short term rental

I love Williams Bay but I think its at a critical cross roads - one where it becomes either stuck and falls apart based on the ""what it was"" (think of how many houses are just falling apart or people complaining about development - economic and housing - if we let those voices determine the fate of the town, it will never evolve). It needs to be about the future growth, sustainability, vibrancy. Change is hard but without it, towns remain stagnate and eventually fall apart. Sometimes people don't know whats best for them so we can't let naysayers or change resisters determine the future. We need to let visionaries and next generation ideas and people in and open the art of what's possible and then make it easy to actually execute that. If the naysayers still aren't happy, they should at least be happy with the increased value of one of their largest assets - their home/property.

I wish we had a grocery store like HyVee or Daniels in the Bay. I think it would add to our quality of life. I also think the abandon buildings downtown are an eye sore to our community. I don't know if the village could offer incentives for them?

The aging infrastructure, especially the water issues are a real concern. The schools are fortunate to have passed the last referendum but the schools being adequately funded continues to be a real concern raising a family here.

I believe taking the village in the direction of resorts is absolutely the wrong way to go.

Was always very satisfied with the quality of life in Williams Bay but this year I have downgraded to somewhat satisfied because of all the additional noise and traffic issues we have in Williams Bay from weekend rental units and more traffic (including buses) in residential areas that are close to commercial/retail development. I am worried that this is only going to get worse.

The amount of big truck traffic that comes, roaring, and speeding thru 67. Plus, the additional screaming sirens now speeding thru from Fontana, I sometimes feel I live in downtown Milwaukee.

We love Williams bay! Great place to live.

Best Place in Wisconsin to live, work and play!

Too old and too land locked. No "center" or soul. No way to walk and see stuff...no path. Use that path up by the police station to get to the "Park" for instance. That's cool! Weird stuff like that. Take chances. I'll pay more taxes. (ours was reduced btw...why?...we only live once...invest in the community). We'll get that back by reputation.

Traffic flow and parking in downtown need to be addressed. It's sad to see empty lots in downtown when that whole area could be more pedestrian friendly, walking between businesses and getting shopping done within our community!

I love the town but there isn't much to do. The restaurants have gone down hill as far as quality and number of items offered on the menu.

I have lived in 10 different communities in 5 states over the years, and The Bay is by far the best. I have committed to stay here forever.

Change is hard but we should keep as is. It's God's green acres and we don't need to commercialize.

STOP NEW BUSINESS

I'd like to preserve its small town appeal and not have our nice community turned into more of a tourist hub.

Love the small town feel, especially when compared to Lake Geneva. Concerned about the large amount of tax exempt lakefront property in the village, while these entities earn money renting slips/bouys/lodging

Quality of life has been impacted by the increase of homes. Where one home was , a builder knocked it down and built 3. Questionable adherence to set backs and open space requirements Additional taxes have been received from these huge homes so there should not be financial problems. Also the quality of the public water has been inadequately addressed. There's still too much chlorine and fluoride which have serious health and cognitive effects. There are other ways to purify water such as chlorine dioxide Also too many mature oaks and maples have been removed without posted tree permits. Mature decades old oaks should not be allowed to be removed. Instead builders should be creative in their plans. And too many chemicals placed on lawns which adversely affect the lake water. Chemicals should be required to be organic and not sprays. As the Lake Geneva conservancy had stated the lawns can be green with a variety of plants that support bees and other insects not just grass.

I settled in Williams bay because of the small village feel. I absolutely love it. I'm starting to feel less and less like it's a small village, however. My property has had development all around it, people speed down Cedar Point Drive, the downtown traffic pattern is dangerous, there's a country club being built, and there's tons of residential developments happening all around me. Growth is good, but I'm hoping I don't have to move from my home to get away from how crowded the bay will might get - that will be a sad day.

Do not rush development Keep the Williams Bay Fire Department!!

I'm in LOVE with living here, however I rent and can't seem to keep paying my whole income to rent here as a single mom. Homeowners who do STR should maybe get an incentive to rent their home long term instead of STR in order to open up more housing for community members.

We choose to live in a small community. Trying to make an effort expand the community with limited infrastructure makes no sense. There is only one way in and out of the bay adding more people only makes traffic worse. We already have a major issue every summer with the boat launch which no one seems to have an answer too.

We need to prioritize the small village feel. Regardless of the current village board we need to stick to our roots of not being a vacation spot.

Williams Bay is nearly perfect. Most of the ideas in this survey are way more likely to ruin it than improve it. Best to leave the development to surrounding towns so we can access it without having to deal with the ugliness and traffic and without losing

the wildlife and the quiet.

Q30 (Write-In): “Other (please specify)”

CHOICE TO LIVE HERE

Why did you choose to live in Williams Bay? (Please select up all that apply) + Other (please specify)

2026 Findings

Responses to Q32 show that people most often chose Williams Bay for its small-town character, quiet setting, safety, natural beauty, and strong sense of community, often in contrast to busier nearby places.

Many respondents also emphasized family ties and long-term generational connections, with several saying they moved to or stayed in Williams Bay to be near relatives, raise a family, or continue a family history in the community.

A smaller set of responses highlighted practical reasons such as location, access to work, village services, schools, healthcare, housing, and affordability, although some comments also suggested concern that the qualities that originally drew them here may now be changing.

Responses

Walkable to daily needs (restaurant, coffee, small groceries, restaurants, lectures, festivals, music)

Good in between to be close to family Love the walking by the lake and beach - nice that it is not crowded and you can visit crazy - however downtown needs improving with all the empty buildings. Love the new green grocer !

Favorable and affordable on fixed income property tax base.

I live here, because we have been able to keep our own identity, no longer. Now we are just like every other community that thinks trading our way of life for money is the way to go. Sad!

Daddy Maxwells
Mistake
Partner already had a home here.
Moved here to be with my family.
Family lives here
My grandparents choose it before I was born and my family has not left. I have 7 different relatives living in WB. I do like the town because its not as crazy as downtown Geneva or Fontana and somewhat convenient to the other towns and restaurants.
I am fourth generation Lake Geneva. Born and raised in Lake Geneva. Attended St Francis de Sales and Badger. Lake Geneva/Williams Bay are home.
We'd like to keep our small town charm
N/A
Grown children somewhat close
used to be a quiet summer recreational village with summer homes and not large mansions
Closer to family
[Summarized to remove identifying names] One respondent said their family has deep multigenerational roots in Williams Bay and that they chose to stay in order to raise their own family in the same small-town environment.
Home values
Access to village services better than for unincorporated lakefront properties, as well as less tourist traffic and congestion.
Near to home.
Location is fantastic.
Family
Weekend getaway
The natural areas. Not just meaning Kishwauketo. Every little plot of land with trees adds to the feeling of being ""up north"" Keep removing all of these and it will feel like a suburb with no life.
My parents bought a home in Wms Bay as a second home as it was an area my father frequented as a child and his sister lived full time in Wms Bay. The home has remained in the family as a second home.
Safety. I know my neighbors. It is safe and I feel safe walking at night and alone. It is

quiet.
Family
Quiet, generally dark evenings(thanks to the observatory). Generally anything opposite of city life.
Williams Bay has a rich history of not commercializing the lakefront - protecting the lake and the land - at least until recently. I wanted to live in a community that balanced growth with preserving community assets and protecting the natural environment. All the things I checked above are now at risk because of the resort and ever-increasing development without a long-term plan to manage the impacts of these decisions. Hard to believe that people here are waging war against the non-profits that have been the cornerstones of this community. If they want commercialization of the lakefront, Lake Geneva or Fontana would be happy to host these people - don't try to make Williams Bay like those communities.
Peace & Quiet, away from the insanity that is Illinois, and all that brings. We moved here to contribute and make things better, not to import stupidity from our southern neighbors.
Low taxes. Not any more.Recreation options.No shopping here.Lack of restaurant options.No bike trails.
Near my only son and family
Family long time residents and purchased their home
It's my hometown and my parents still live here and need help.
Close to family
My family settled here many years ago.
Christian Camps to volunteer at and Great Churches in the area.
All the various activities in area
Found a single family house that was in short distance to work in Delavan and suited our needs.
Family responsibility to tend to our elders
Career opportunity
Access to shopping (mostly in Delavan)and healthcare nearby. We downsized to a new ranch.
I grew up here
Family ties

moved to The Bay in 1980 full time
We're not just a village, we're actually a community. People are good neighbors. Thanks to the residential/recreation focus, there's so much that you can enjoy without spending a fortune! It's so different from when I lived in Madison--there's so much to do...if you can pay. You couldn't even go to the lake to walk without spending money.
School because it brings families
Proximity to work; it was cheaper
Job
The school system is great but clearly needs more permanent financial support, see my comments further down regarding the skewed tax-base in this community.
My parents bought in 1950. We spent every summer here.
The reason we originally moved here had to do it my daughter attending school here in the bay

Q32 (Write-In): “Other (please specify)”

COMMUNITY CHARACTER

Which statement best reflects what you want for Williams Bay’s future? (select one) + Other (please specify)

2026 Findings

Responses to Q34 generally support a balanced middle path, with many respondents favoring carefully managed, modest growth rather than either rapid expansion or complete resistance to change.

At the same time, comments repeatedly stress that any growth should protect Williams Bay’s small-town character, quality of life, natural environment, and resident interests, while strengthening existing businesses, downtown spaces, infrastructure, and community vitality.

Several respondents also noted that growth may be financially or politically difficult to avoid, but said it should be intentional, limited, and guided by long-term community priorities rather than developer pressure.

Responses

Encourage growth that supports services and amenities - As long as it does not increase the property taxes. Will to drive out of WB for services and amenities to preserve lower property taxes base.
Keeping our current culture and small town value. Growth decisions based on what is best for the current residents versus developers needs and wants.
Encourage growth and managed
I do like the small town feel and would like to keep it that way

Allow modest, carefully managed growth without compromising quality of life and making it too crowded (there has to be enough parking, services etc. for the number of people). And environment protection is very important, the lake's health and places like Kishwauketoe preserve should not be compromised for real-estate/development purposes.

Preserve current character with no change.

We'd like to keep our small town charm

N/A

Encourage growth that maintains the towns character, but keeps us vital and alive. Encourage the arts, recreation and connection between each other.

I support modest growth, but only to an extent. My priority is seeing the spaces and businesses we already have fully occupied and successful first. Once we've strengthened what currently exists and ensured it's sustainable year-round, then modest and carefully managed growth can be explored.

We need to grow but not to the point where the residents are considered second... we need to be first.

Preserving current character is very important but that does not mean improvements in roads, lighting, general esthetics and welcoming new business should not be a top priority.

Keep everything the same besides if the land is already cleared. We both know that development is inevitable. Prolong it as long as you can. That's the right thing to do.

Unfortunately the State makes it impossible to raise any revenue without growth. We need to elect new State representatives and change that.

I think the first two options can work together. You can preserve the current character with limited change WHILE allowing modest, carefully managed growth.

I think there is a way to blend protecting the current character while allowing carefully managed growth. It requires Village leaders to have the courage to say no to developments that will have irreparable long-term effects on the community character, for leaders and property owners to have a shared understanding of what to protect and what to change, and for both to communicate that strength to those who wish to exploit our natural resources.

again, please check out Serenbe for thoughtful ideas related to community.

We have not been here very long, but we do like the small town appeal with a cute downtown. It would be nice to have more businesses in the downtown.

And preserve current character and small town atmosphere

Realistically, growth is unfortunately unavoidable. As the past 100 years have proven, Williams Bay CAN maintain its character despite growth IF it we manage it carefully and don't let the tourists take over. Even more than that, we have to keep our friendly and relaxed community culture solid despite change. Losing that would damage Williams Bay more than a resort or big box store ever could. We all have to participate in that.

Q34 (Write-In): “Other (please specify)”

SHORT-TERM RENTALS

How do you feel about short-term rentals in the Village of Williams Bay? (select one)
+ Other (please specify)

2026 Findings

Responses to Q36 show a community that is deeply divided but cautious about short-term rentals, with many comments emphasizing concerns about housing affordability, neighborhood disruption, and preserving Williams Bay’s small-town character.

A very common theme was frustration with enforcement, as many respondents said the village’s current rules are unclear, inconsistently applied, or not adequately enforced, even among those who might support limited rentals under stricter oversight.

While some respondents supported short-term rentals for their tourism and economic benefits, the overall pattern suggests stronger support for limits, transparency, and enforcement before any expansion.

Responses

Vacation rentals, notwithstanding macro environmental factors, drive up home prices and make homes unaffordable for families. We need more families with school-eligible children to support our great school.

I am not sure if rental property quotas are enforced. Need to keep small town feel with eye on what’s best for full time residents.

I don’t know enough about it to comment.

Don’t know the village regulations on rentals as in vacation rentals

If renters cannot stay 30 days consecutively, then STOP rentals!
I am not familiar with the village's r n regs, but I would not encourage expansion
Unsure
[Summarized to remove identifying names] One respondent said short-term rentals should be limited so they do not disrupt neighborhoods, reduce housing availability for families, or outweigh community needs.
I don't know what the rules or regulations around short term rentals are currently.
I am very frustrated with the single family homes that were once affordable for families now going to out-of-town guests who are crowding our streets and beaches
Not sure of current rules.
I'm not sure what the current village policy is when it comes to short-term rentals. I think there should be rules and regulations so that short-term rentals don't make real estate completely unaffordable for locals.
The Village is not aware of the number or addresses of short term rentals, provides no inspection or registration of rentals.
We'd like to keep our small town charm
I don't believe the village has a great job of managing current short-term rentals. While expecting there to be sections of the village that allow this, there are for sure some short-term rentals that are in areas they shouldn't be.
N/A
The village needs to REDUCE restrictions by allowing no nightly minimum for short term rentals. This would incease tourism AND real estate investment, and hence, have a positive effect on the local economy.
I do not feel or see that short term rentals are monitored. I understand that you cannot monitor 24/7 but to not monitor at all is the root of many problems.
I am unaware of any problems with short term rentals
It's unclear why there is an option to "oppose expansion of short-term rentals" when there is no corresponding option to support expansion. That framing suggests a bias in how the question is presented. Short-term rental regulations are governed by state law and enforced by the Village, not the WBBA. This topic falls outside the authority of a business association. The WBBA should focus on supporting the broader business community rather than engaging in regulatory or political issues that may benefit or protect certain individual businesses.

Please stop the short term rentals. There are plenty of hotels around the lake where people can find wonderful accommodations. Just in the last few years, we have seen SO many new vacation rentals in our small village. Too much.

Garbage, over saturated business model. Become known for NOT allowing it.

Any AirBnB/VRBO places should have a local host, and all the neighbors should have their contact info in case of problems. No more massive companies with ""hosts"" who live 45 min away and oversee a dozen properties.

I feel that air b and b and short term rentals Would bring valuable business to Williams Bay

I dont know what is currently allowed

Allow more short term rentals

I am unaware of what the short term rental regulations are, as we do not rent out our residence.

I don't know enough about this to give a thoughtful answer.

I know there are short-term rentals in the Bay but don't know where they are or enough about how well they fit into the community to give an educated opinion.

I don't have enough information to answer this question

the village does not enforce short term rental rules and regulations and they have expanded exponentially in recent years.

I've lived in other communities that did not have short-term rental issues as they were well managed and enforced. The Village needs the room tax revenue so greater requirements and penalties - as well as a process for enforcement are necessary here.

I don't think the Village should control short-term rentals.

90% of Cedar Point is vacant for 9 months.

Some with proper limits and enforcement may be reasonable, but would want to limit further expansion

I am conflicted about short-term rentals. I like the revenue and the increased customers for local businesses that they bring. But I also think short-term renters bring problems as well (noise, trash, crime). I'm not sure what the current rules and regulations are, so I don't know which option to choose. When people go on vacation, they tend to care less about being good neighbors to those around them, so they're often loud (blasting music and partying), leave messes, and don't know the local ""customs"", so they can bring increased hassles for the full-time residents

and the police. But they frequent the restaurants and bring revenue into town, which is economically good for residents.

I want to emphasize that I strongly oppose any expansion of short-term rental, and would actively campaign against any village leader to worked to allow it.

i don't know how the village currently enforces STRs

The village needs to ENFORCE rules and regulations.

There are MANY vacant homes near me in the winter time. I am not affected by short term rentals so cannot really answer this question. However, I have benefited from short term rentals and don't think I would have a problem with them if the rules were followed. The fear is always that the rules are NOT followed and then you are stuck with the outcome.

I really like short-term rentals, and use them when I travel. But they're out of control here. There are so many of them (especially owned by companies) that they're contributing to driving home prices up. Additionally, the visitors are often rowdy, filling the neighborhood with so much drug smoke and shouted profanities that my family can't go outside. I'm ok with them setting off fireworks for new years, but the drunk tourists were so reckless that the rockets were going into the street, trees, and neighbors yards. When the police respond to issues like this, they need to actually take action instead of just driving by 10 minutes later and seeing nothing happening anymore. All that to say that we definitely need real enforcement of the rules we have, and a few more rules to boot.

Only in business district and limited. Owner occupied.

No comment

I am in support of short-term rentals only if the Village would start to enforce the rules and regulations related to them.

I am not really sure what the policy is.

They are community killers.

The village does not enforce existing rules successfully and until that happens, I oppose adding additional limits.

Rules are not enforced!! People are doing until caught and then they get a slap on the wrist.

I would like to be able to rent/landlord someday. Because of the I'm in favor of more short-term rental opportunities. I understand there is a limited number available. I believe it should be transparent, the waiting list is the same way that the boating slips are. No politics

Location of st rentals needs to be controlled by local ordinance

Too many in residential neighborhoods!!!!!!

The village does a poor job of monitoring and enforcing current rule, any expansion would only frustrate people. I've been to several village meetings where residents complain about non compliance and nothing happens.

Q36 (Write-In): "Other (please specify)"

ONE IMPROVEMENT

If the Village could fund ONE improvement, what should be the top priority?

2026 Findings

Responses to Q38 strongly prioritize infrastructure, especially safe drinking water, water and sewer upgrades, road conditions, and related public systems.

A second major theme is the need for downtown improvement and better use of vacant or deteriorating properties, along with stronger communication, bike and walking connections, recreation upgrades, and public safety improvements.

Overall, respondents seem to want the village to focus first on core services and basic quality-of-life needs, then address appearance, access, and long-term planning.

Responses

Protect Low Property Taxes. Add Everbridge Emergency communication systems so residents receive texts regarding emergencies, road closures, etc. We are highly lacking good communication tools direct to residents.

Downtown improvements is a close second

Our street is terrible and in desperate need of being repaved

[Summarized for tone and to remove identifying employment reference] One respondent said stronger accountability and leadership are needed in the management of the water and sewer system

Choose a waste disposal vendor offering a more aesthetically pleasing container system.

By the boat launch...widen the road or something so that traffic doesn't sit. There are frequent and long backups/waits to get through there.

we do need improvements to our infrastructure water and sewer too

Bike path throughout all of the neighborhood communities

reinvesting in housing - both to revitalize old and build new

The water needs to be our priority. We need someone to ensure our water is safe and will always be safe.

Lakefront and beach improvements

Enforcement of derelict properties.

We'd like to keep our small town charm

N/A

It's hard for me to understand why the water bills are so high

High on list, rent or tear down empty buildings.

Do not know who owns the old school. Would love to see something done with the building and property.

Discontinue short term rentals

Real recreation! There are a ton of Tai Chi and Yoga classes, but outdoor recreation is pretty much limited to the Bay Wood Heights playground, Edgewater park, and Kish at this point (Lion's playground is unsafe, there are no more tennis courts, basketball is in poor shape, and no outdoor options have been given at all for the winter).

We need to make improvements to our public facilities. I disagree with purchasing the bank to turn it into our village hall. We should have looked at a long term plan and following that plan. I am amazed to see that the village is planning on expanding the fire station, even though recently a report was presented by the County for a County wide fire department.

Would be nice to have more speed limit enforcement, especially on the west end of Hwy 67/Geneva St, where the speed limit drops from 45 to 30.

Of course our water situation needs addressing, but following that, our small community should be connected by walking/biking trails.

Continue to protect our environment, including upgrading water and sewer so are drinking water is of high quality and we don't have further incidents with our wells. Also , continue to add improvements that benefit our lake and protect remaining high quality open spaces.

NO resort!!! We need to address our fire and EMS issues. Expanding the police department within Village Hall has resolved the police issue for now. The temporary housing of EMS signals a dire need for a ""home"" for EMS and fire.

Bicycle paths and infrastructure (bike parking, etc)

#1 Infrastructure: water/sewer#2 Downtown Improvements

Make website more user friendly. Denote how to get back to home page on all ages at the top of each page.

The updated Green Grocer has added immeasurable value to the community. It would be great if there were other similar businesses that could serve as a home for the community

Clean WATER should be a GIVEN!

I'd like a nicer downtown area. But if the infrastructure isn't there, then that needs to be first.

Improvement on edge water park playground, consider a splash pad for small children in the summer

Sidewalks along the lake front

Theatre Road bike lane that connects to the downtown through the Lakewood neighborhood should be a top priority

Let's be real, our water/sewer system has served us well for a really long time and is getting pretty worn out.

For safety reasons, water & safety should be the highest priority. I would also encourage more walking paths.

[Summarized for tone] One respondent said deer overpopulation has become a serious problem and urged the village to consider stronger management measures.

This is a tough choice. I also think it's important to improve infrastructure (water/sewer) and Environmental protection (better lighting to preserve dark skies, for instance, would save energy costs and improve the local environment. Village enforcement of the existing lighting ordinance would help this already!)

Our water issue should not have happened. The distribution of water was done extremely well

[Summarized for tone and to remove names/inflammatory language] One respondent expressed strong dissatisfaction with current village leadership and called for a change in direction.

Aside from Water improvements, the next thing would be the appearance of the

downtown
Not being able to drink the water was a big disappointment
Public water quality
Decrease the amount of no parking signs on Geneva St for the bike lanes.
Prevent the water debacle.
Path from Bailey Estates to school as described earlier
[Summarized for tone] One respondent said vacant storefronts remain a concern and suggested that ownership incentives or property improvement expectations may need to be addressed.
Every board meeting we hear about how our sewer and water infrastructure has been mismanaged for a 100 years yet we hear no plan to address those issues. Instead village approves a TID/TIF (with little notice to the residents) to help a developer and put the taxpayer on the hook for a \$20 million bond. The residents are entitled to regular updates through e-mail on the status of that bond.

Q38 (Write-In): “Other (please specify)”

COMMENTS OR SUGGESTIONS

Are there any other relevant comments or suggestions you would like to make?

2026 Findings

Responses to Q40 show strong affection for Williams Bay, with many residents saying they value its small-town character, natural beauty, sense of community, and lakefront setting, while also believing the village has meaningful room to improve.

The most common priorities mentioned were better communication and transparency, infrastructure and water system improvements, downtown revitalization, safer traffic and parking management, recreation and youth amenities, and stronger protection of the village’s character from overdevelopment, short-term rentals, and congestion.

At the same time, some respondents supported carefully managed growth and modernization if it helps strengthen the tax base, improve amenities, and keep Williams Bay vibrant for families and year-round residents.

Responses

Live Williams bay but has room to improve and modernize.

Add Everbridge Emergency communication systems so residents receive texts regarding emergencies, road closures, etc. We are highly lacking good communication tools direct to residents. If this is a funding opportunity reach out to professionals in the community to secure state funding! Improve communications from the village - Add a Communications Liaison Position to the budget and Village Team - PT or FT.

Appreciate the opportunity to share ideas. However, it's put together like a Chinese restaurant menu. Maybe next time try to focus on the MOST important issues that are actually possible to do in the next few years. Big picture stuff usually is the most

costly and daunting for a voter / resident to grapple with.

Why do we allow non WB residents to moor a boat in the bay for \$7 dollars ?? If the boat is registered outside the bay it should cost \$1700.00

I would like to see improvements in the beach facilities, including the Williams Bay restrooms/showers at the beach. Making the beach experience more functional and accessible for young children and the elderly in terms of being able to easily utilize the showerheads and drinking fountain as well as updating and maintaining the integrity of the bathroom area at the beach. As a young family who are residents of Williams Bay and have their children attending Williams bay school district we are in need of more recreational activities and spaces that are appropriate for the children of Williams Bay and families to use on a daily basis. This would help to avoid many children needing to co-op or travel to neighboring cities and school districts to use their facilities and join teams outside of the Williams Bay school district. We want to foster a sense of community and need to keep these cohorts together as they move through their school lives.

I like the idea that this is being looked into. It is important that there be follow-up in these areas.Thank you

It looks like the Village thinks we are going to cash in with allowing our Lakefront to be commercially developed. The developers have the money for all the specialized Lawyers that is tying the Village in knots. Must say, they are good! So, why doesn't the Village get second opinions from Lawyers that also specialize in major developments? They come from the outside, cash in, and leave us with an unrecognizable Village. Thanks a lot.

I am extremely disappointed that the Village board okayed Canyon to build on Geneva Street and Shodeen to build on the property behind potawatomi on highway 50. No good

I'll reiterate my earlier comments in #28. I prefer the small town feel of Williams Bay along with no crowds and minimal traffic. If I wanted crowds, traffic and retail shops I rarely visit, I would've moved to Lake Geneva.

The parking has definitely become an issue on Woolworth Avenue by the new green grocer. If the other buildings on the other corners are improved and occupied there needs to be a plan for parking now that the bank is closed, Can the village purchase that building and tear it down and add a parking lot there.?

Our downtown could be so charming. I cannot believe we have a boat rigging area and Gage Marine storage/employee parking in what would be prime business locations. Vacant buildings in the center of town is a huge issue too.

-

While I'm in favor of development in Williams Bay, I suggest that you be very careful not to let developers with high-powered teams of attorneys call all the shots and overwhelm the village's attorney with complex contracts. If this is the case, the developer should pay the village's legal fees to hire legal experts to review the contracts. Also, be weary of bait and switch tactics in the development projects. If a developer makes major changes to their plans after a project is approved, this is a big red flag and carefully reconsider if the project should go forward.

Whatever you do, DO NOT EVER turn us into a mini ultra congested town like Lake Geneva!!!!!!!!!!!!!!!!!!!!!! We don't want the crowds and congestion!!!!!!!!!!!!!!!!!!!!!! Keep the Bay a small, warm place where we are familiar with the people we meet walking around the village and everyone is our neighbor who is willing to help us at the drop of a hat in a time of need. NO congestion with sidewalk litter, noise, parking problems, beach too crowded, boat launch area so busy it is practically inaccessible in the summer boating months. Thank you!

We are forsaking the preference of the vast majority of citizens by allowing short term rentals. Those rentals take a toll on the appearance and atmosphere of the village. These are very short sighted decisions allowing short-term rentals.

I am concerned that there exists a bias against the development of the former Aurora University property and am wondering if that development is being waylaid due to the membership of the board of Trustees. I hope not.

We are now on a bad path thanks to the Trustees. It's not reversible. They would not listen. They didn't even sell out. They are PAYING The Preserve to build here. It's absolutely ridiculous. They screwed us, to be blunt.

I love living here. It's the best town on the lake.

Clean water!!!

As fantastic as Lake Geneva is, I believe the most interesting town on the water is Williams Bay. I see opportunities everywhere. Like most people here, my wife and I relocated from the Chicago suburbs. We made the move in 2014. That's long enough that we feel some genuine ownership in the area. That said, I have been disappointed in the complete lack of real vision associated with WB. Every time investors show up, we scare them off complaining about how much they may change our town. I feel strongly in the opposite direction. We need change if we're ever going to reach our true potential. There is of course negative change. For example, that eye sore Bailey Estates should never have happened. Those shoe box houses drain the value of the Northwest side of town. Apologies if you live there. My fear is that model may be duplicated around that area, in the name of affordable housing. I'm sorry, but I don't care if low-income people can't afford to live here. Aside from that, all I've seen is a bunch of bad ideas a

I'm sure most people will disagree, however had village meetings when there's public comment, per Roberts rules, it doesn't say in Roberts rules that you cannot respond to the public therefore, people should be able to ask questions at the meeting with the board members present and expect an answer back within a reasonable account, two weeks, of time. The responses are usually no response and you Hope the problem or issue may go away and no one will ever ask again and it's very apparent and is made people aware that it's happening.

The deer herd needs to be culled. The burning ordinance (yard waste) needs to be enforced. Dog owners need to control theirs pets. I walk my dog every day, several times a day. A week doesn't pass that we aren't attacked by an unleashed dog.

It would be nice for someone to purchase the corner property(currently for sale) at the intersection of Geneva and 67- across from the new green grocer. It is an eyesore, that if demolished and redeveloped, would be a great addition for the village. And then finally, why can't we just get a Barber to get into the empty barbershop? Just these two things might complete the village! Right now it just seems like it's just quite not a "complete" village without that intersection being occupied.

Great community. Let's keep it as such.

More bay resident boat parking on pier.

DO NOT ILLINOIS THE BAY

I wish there was a village newsletter or update that talked about events going on more frequently. The quarterly book is nice, but as someone without kids in the school, we feel like we don't know about events going on in the village and have never been sure how to access those types of things. We would like to support more local things, but feel like we hear about things after the fact.

thank you for making videotapes of village board and community wide meetings

you need to install a stop light at 67 and 50, too dangerous and its going to get worse with Topography. Also, need better grocery stores (Whole Foods, trader joes, etc) that offer better produce, healthy food and meat and seafood options.

Love the logo below. One thing that drives me crazy is the gas powered leaf blowers. They are even used to blow snow! The noise is very cringe. Maybe not in your wheelhouse, but definitely a quality of life issue. Mandaе hours? Electric only?
Thanks

Beach parking should be better enforced. Walking to the beach from faraway parking with 3 kids to go to swim lessons and seeing cars in premier parking spots without parking passes/from out of state really bothers us.

thank you for the invitation to provide feedback to our town.

Put a sidewalk in from Bailey Estates down to the school

Please address the "system" used to determine property taxes. The inequality was unfair and wrong! Thank you

I would volunteer and maintain a community greenhouse if one of the estates ever wanted to donate. Indoor options in town for inclement weather would be a delightful destination attraction.

We'd like to keep our small town charm

Love living in the Bay!

Our village has lost some of the sense of community and love for our community over the distrust of village boards and administration. The few people serving in these roles can really set a tone in the village and unfortunately they have lost a lot of trust from the residents. I also know one of the village board members lives out of state more of the year than they are in the community, which leaves them out of touch with some of the issues.

I love the small town charm. Would like more info about getting involved and activities happening. Love living here.

The Bay was and can still be beautiful. The lack of control for cutting down trees is so detrimental to our overall appearance and environment. Trees are coming down left and right tree city is becoming a distant past. We all state we want to maintain the small town appearance but look around, three story homes have become the norm how are they all approved????? I feel Topography will be in the future a good neighbor for the Bay give them a break !!!! Take a closer at what we let slip through with the Women's Center they truly have over shadowed any George Williams plans !!!

Thank you for asking for resident feedback. We look forward to seeing how the Bay will evolve to enhance resident needs.

Could we do something to connect families with disabled members

The Edgewater park is in terrible shape (unsafe sharp areas) message sent to trustees fall 2025. It's an eyesore to our lakefront. Roads are in terrible shape. A bandaid was put on Cedarpoint dr fall 2025. Complaint sent to trustees with photos. Poor job and should of been put off until money was available to do it correctly. Will have to be redone in spring No activities for youth... How about an ice rink with warming center.. use lions field house. A sled hill option. Library should be open on Sundays.... study area small room study and adult work space that is quiet and private. Expand library! If you want schools to thrive bring in activities for youth..... not just summer. Talked to recreation director and he was closed off to my suggestions. Downtown improvements a must!

I like our beach but would LOVE to get better sand. It is so gritty. I like Fontana's sand and the large sandpile for kids to dig in. Would like to encourage residents NOT to

feed the deer. If possible, put restrictions on young kids on their scooters. They do not wear helmets, ride very fast and swerve all over the road, and are texting while moving.

I appreciate the effort to gather input, but this survey includes several questions that fall outside the scope of the WBBA and move into Village governance and state regulated matters. Topics such as annexation, commercial corridor expansion, population targets, infrastructure priorities, and short term rental regulation are not decisions made by a business association. Including them here creates confusion about authority and purpose. As someone who works with surveys regularly, I can clearly see structural bias in the framing of several questions. Many assume growth and expansion as the default path rather than first asking whether residents believe additional growth is necessary or sustainable. Some response options are not balanced, and certain questions appear designed to guide sentiment in a particular direction. In my opinion, portions of this survey read more like political agenda questions than neutral business climate questions. If the intent is to truly understand community priorities, the survey sh

Thank you for developing this survey.

Our family loves the bay. We are pleased with the village services and upkeep. Thank you to everyone who serves the community.

Please encourage our leaders to actually lead for what the residents want and not what a select few believe we should do in our town. We recently created a zoning map as to how the areas should be built. The board then turned around and changed things and are allowing houses to be built in an area marked for agriculture. Why create a document for one thing to only turn around and change it. I also saw some of the ideas created by an outside agency that turns the entire area from 67 to the horseshoe parking into commercial areas or apartments. DO NOT destroy our lake front.

Thank you for the outreach and soliciting input.

Thank you for taking our input! I love the Bay the way it is, but want it to stay healthy and growing steadily too. We have plenty of unused buildings downtown, let us make our infrastructure nice, make it easy to get downtown, and lower the rent in town so businesses can actually survive.

Please remove dog park. Looks horrible entering Williams Bay.

Williams Bay is a beautiful and amazing place to live. However, the lack of downtown infrastructure and recent developments have left most of the area empty, as no new businesses are opening. This affects the community by offering limited social spaces, stores, activities, and amenities in the downtown area, which also negatively impacts jobs, quality of life, and income for full-time residents.

As relatively new to WB, we think responsible growth is important to keeping the Village vibrant. Too many long time residents are against anything new. Younger families want activities and restaurants. WB has to keep pace with these trends and not live in the past.

Development of new residential and commercial to encourage new residents and businesses is an effort that the Village should be pursuing vigorously. Economic growth is a necessary condition to keep up with the times. The water situation of 2025 was incredibly concerning and I fear that it's due to an aging infrastructure. Building the tax base through both residential and commercial development will boost revenues to improve infrastructure and bring in new business opportunities which effectively become an amenity for the current Village residents. As with anything, there are trade-offs, but growth is a net positive.

Any way to improve traffic flow on Rt 67 and Walworth Ave would be beneficial. With the increase in people visiting in the summer months the traffic there is dangerous. Also the parking on Walworth by the green grocer sticks out too far into Walworth Ave.

Please think about the state of the overall look and feel of Williams Bay and think, Will this be the same once we clear acres of woods and develop houses that all look the same? I believe that these developments will drastically change the opinions of residents for the worse. At first they will think it's a great idea, until they drive past it.

YouTube those village meetings. Set a reminder to record

I find the big banners strung along Geneva St to be very helpful.

Thank you for the opportunity.

We absolutely love living in Williams Bay! We would like to find out about Volunteer opportunities that encourage good will, clean-up and positive social interaction. The people in WB are warm and friendly and love the small town vibe. Thank you for all your hard work in making Williams Bay a place that people want to raise families, vacation and retire!

We love the village the way it is. Don't encourage any more tourism but continue to upgrade parks and recreational opportunities. Put residents first! Tighten zoning so that the areas that are developed are not too dense. The current proposed Shodeen development on Highway 50 should have been limited to 1 to 2 acre lots. Preserve and upgrade our streams and natural areas. Limited retail development to the downtown area should be encouraged but please don't take down the old building that used to house the Green Grocer. Find a firm to renovate it. We love our small library, the children's fishing park and Kishwauketoe. Please don't allow strip malls or big box stores that make us look like a Chicago suburbs. Encourage unique, high quality stores and restaurants like the ones we have now.

Please start restricting the short term rentals. They may be good for tourism but empty homes in our village leave our community as kind of a shell with no one living here with a vested interest in our town. We have lived in Walworth County for over 30 years and have definitely seen changes over the last five years that are less than desirable. Young families often cannot afford to move back to the communities they have grown up in because the housing costs are not affordable. Many homes that may once have been that first home are now only used on the weekends and/or summertime. Often, too, many of the owners do not live locally as well. I would also love to see the board work to attract businesses back to our downtown. The Green Grocer has become a welcome addition and I feel does a nice job bringing our community together. I think it's a start in the right direction. Some of the empty buildings could certainly be repurposed with some creativity.

I would like to see the village publicize and urge the use of downlighting. We are losing our night sky.

I appreciate everything the Village does to keep us safe.

What the Women's Center has been allowed to get away with is an absolute travesty. They claim that they have not cut down any trees however if you look at the before and after pictures or know the property there's clearly a vast number of trees that have been removed with no oversight. This combined with the change to a nonprofit has a bad taste in the taxpayers and communities mouth. Whats next.....Also...what is happening with the old elementary school?

I am not yet retired so having activities available outside of working hours would be greatly appreciated whether pickle ball, ping pong, Kish activities, etc. The Kish use to also provide some wonderful educational presentations and that would also be appreciated

The Village of Williams Bay has a reputation for being quiet, affordable, and family friendly. We have a commitment to sustaining our non-profit lakefront and protecting it from future lakefront commercialization. In Stephen King's novel, Insomnia, the main character sees the ""balloon strings"" that represent a person's life force. When those strings are cut, the person's life force floats away. How can we come together as a community to protect the Village's ballon strings? We need more community forums and engagement for high-impact decisions to make sure we are preserving the Village's life force.

Improve the streets and fix potholes. Thank you !!!

The communications effort in support of the water problems last summer were generally well done, but left some people feeling neglected. BTW: TikTok, not Tik Toc... minus 25 points, attention to detail.

Short term rentals and resort expansions need to be monitored and residents need to vote on any substantial changes. The board who vote have too much power and represent a small fraction of the residents living here. Many wonder if votes are not being bought. Sad but true.

I think the town would benefit from a downtown expansion. We need more restaurants, retail shops, and activities to bring people to our town. A lot of people say there is nothing to do in Williams Bay and I agree with that. It would be great to add more businesses to our downtown area.

I've been in and out of the Bay (in-laws live here too) for nearly a decade and it has remained the small town I fell in love with and the reason I wanted to move here. Please do not do too much to wreck this special place! Tourism already has its impact enough, let it be the quiet, beautiful little town it is. We already have all we need in LG and Delevan.

The do nothing committee. Look at the vacant downtown You are responsible for this. Lack of affordable single family homes. The Planning Committee has been anti-business in the past.

The village should do everything possible to limit additional short term rentals. In addition code enforcement on existing short term rentals should be a top priority.

Preserve Williams Bay small town character.

Communication about what is happening with the GWC property has been limited.

We need to. really be concerned about safety. The corner by Harpoon Willie's is very dangerous. I have lived here for 10 years and it is only getting worse. I also have a concern about onto 50 from Geneva Street. I had a hard time turning to go to Delevan in a Tuesday afternoon in the Winter. What is going to be in the Sunmee when the Shodeen development is going on and when it is finished???

I would like to see non residents pay more than residents for boat launch, beach, other services. I would also like to see the resident only parking enforced. We buy the parking and beach passes every year and always see cars with no permit displayed and many people going to the beach when there is no longer a charge to enter. These additional fees would help with city revenue without burdening the residents more. For part time residents have them buy a resident ID with their part time address to obtain resident discounts. If they don't want the ""hassle"" then pay non resident rates.

I love Williams Bay and there will always be a need for improvement. There are two gems here, Geneva Lake and Kishwaukeeeetoe.

I love Williams Bay!

It is important that the board not be swayed by big shot developers and builders to add roof tops. Residential or commercial . We are responsible for the well being of our lake. That means no cutting down of old oaks, ginkgo trees. Any building should build around these century old trees instead of destroying them which has been done by many in cedar point. Pesticides, herbicides and fertilizers should be restricted to only organic. No more entitlement of " I own this property and I can do what I want" when it comes to the health of the lake, the people, wildlife, insects and bees. Thank you

We love WB and after owning a second home in the Bay for 21 years, we're building a new home in the Bay and will be full time residents in a few weeks. We love the small town feel and limited congestion but would like to see a little (not a lot) more retail development on the downtown area.

As stated above the speed limit needs to be reduced on Bailing road from 67 to the intersection of Theatre Road. Many cars run the 4 way stop at Theatre and Bailey

Please concentrate on sewer and water improvements before any other new developments are worked on.

Williams Bay is too crowded on the weekends and is becoming like the playpen in Chicago with boats anchoring and hanging out all day drinking with loud music. It's awful. The park over night on the docks. It's much too loud.

Stop outsiders from tying up their boats overnight on public piers. Too many party boats in the bay on weekends. Very difficult to enter/leave boat slip and loud music is obnoxious.

Thank you for asking our opinion. We are glad that you have provided this avenue to share out voice.

Yerkes and The Women's Center should be part of the community and provide event space and free or discounted services to residents of Williams Bay. It seems like Yerkes is wooing the tourism and ignoring the residents.

Fill the empty buildings in downtown. Help preserve our lake by having less fishing tournaments. Take better care of our lakefront from Harris Creek to Southwick Creek.

I feel the walking sidewalk from downtown to Cedar Point is the best. of our town and should be fixed and maintained at ah a higher level

1: Bring back the George Williams golf course!!! The closing of that local course was a terrible decision. Williams Bay residents were crushed when that course closed. 2: Better maintenance of the tennis courts would be good, too. The closing of the tennis courts in town was another terrible decision. Community residents aren't looking for fast food joints or Walmart shopping. We are looking for smaller, local activities and options which would keep Williams Bay what it was to begin with and which drew most residents here vs. buying a home in Fontana or Lake Geneva.

Thanks for the opportunity to provide feedback.
We love Williams Bay—the small town feel and that Kishwauketoe is so central to the lakefront.
Through the Village website all other websites can be accessed. (School, WBBA , etc...)Keep the Bay the Bay and spruce it up a bit!
Thank you for doing this.
Please salsa dance studio, would really love it.
Keep the bay small and accessible.
We all need to know the best designated place for knowing important current news that may impact us or affect our safety. There isn't one consistent sure place now.We need to improve cell phone towers due to very poor reception. I still keep a land line because I feel that cell-phone usage is unpredictable, so not great for safety security.Thank you for sponsoring the survey.The library is one of the hearts of our community and needs great support.
The parking downtown is a problem that needs to be addressed otherwise new businesses won't come here. The town should have underground electrical lines so that it looks more modern. New street lights and flower plantings would also give the downtown an upgrade.
The downtown area needs underground electrical and new street lights. Flower pot or ground plantings would help our town look nicer. A parking lot is needed across from or near the post office for all of the businesses on that street to use for their customers. Maybe the village should buy a few old houses on that street and knock them down for a parking lot? Or knock the empty bank down and make a parking lot?
PLEASE DON'T FURTHER DESTROY OUR ONCE SMALL TOWN LIVING COMMUNITY.
Thanks for making this survey available!
Thanks for the opportunity!
Keep the Bay the Bay...NOT Fontana or lake geneva.
I understand that we can use the high school for certain activities, but I have always been intimidated to use them, because I don't think it is clear how it works. when activities are listed, could there be an explanation about where to enter the building and what to expect?
More businesses like Bay Cooks and less businesses like Cafe Calamari. Lower residential speed limits to 25. Consistent property taxes (not up to 30% one year and down 30% the next.) - feels entirely subjective.Prioritize water treatment facility so we dont all have to move in the future.

Please consider the ways in which this community can make common sense changes to increase tax revenues to support our schools and aging infrastructure. There is much tax exemption in this Village that is a drain on the rest of the community, particularly on full-time residents, who are trying to raise healthy & happy families and educated children.

I feel resorts are the wrong direction for our village to go. If the taxes are needed then make them single family homes that pay tax. The area is increasing in pricing and there won't be a way to sustain housing for all of the staffing needed, not to mention the great influx of people who don't care about the area other than a weekend away.

Due to many factors, the trees in our city have had constant stress with various bug infestations and drought, plus age, now they are dying.. I would like to suggest that the city offer some relief to the homeowners for the fee charged to get approval to remove a dead tree. I myself have had over 6 dead oaks that were huge, over 200 yrs old, that the tree companies are charging between 1,000.00 and 1800.00 for each removal. Then , to add insult to injury, the city has a 50\$ fee to come on the property and say, yes, it's a dead tree! Give us break. We didn't kill the tree, it is a loss to the homeowner, we like the shade and benefits of having the trees.

After recently release research I believe strongly the village should consider pausing the injection of fluoride to our drinking water. It appears with recent studies that fluoride is an industrial waste and could impact our children's health and brain development. Many states are discussing bans on adding fluoride to our water. I suggest our community is proactive and at a minimum pause adding fluoride to our drinking water while more studies are conducted. There is more than enough data to warrant a pause. It is clear the risks outweigh the benefits. We can still maintain the equipment while more research is being conducted. This is the lowest risk to our children and our community. I have 3 young kids and may have missed if this is currently being discussed by the village. It would be appreciated to get an update of where the village stands on fluoride addition in our drinking water.

Crud. I have so much more to say but I need to put my kid to sleep and I don't want to lose this. Good survey. Put up physical signs: we need more points of contact with those (we may not check FB all the time but I bet you knew the Kish walk was at 6:04 pm) Make the bike path!!! Build youth sports (and arts). I'm still waiting btw :)

More transparency for the community into the activities of the WBBA would be appreciated. What does the WBBA do? How does it spend the money it receives? What are the budgets for the events it throws and who benefits from any profit? In general, who benefits from the work it does?

Bring back the tennis courts/basketball court at the park with lighting.

Please understand how we want our community to remain lovely small town.

[Summarized to remove names/inflammatory language] One respondent expressed strong dissatisfaction with current board leadership and a desire for board change.

Figure out the street and disaster of the new green grocer parking. Shame on the people who let this building be built and also Gage Marine and all the boats up and down the road which is another disaster.

I would like to have improvements made, but not to ruin our country, community charm. I love the ""Hallmark"" charm of residents coming together. This makes us different, in a good way!

No change to the intersection of 67 and Geneva street by harpoons Willie. The 2way stop has worked for decades. If changes were being considered then it should have been done before the green grocer built their new store. No parking fees. Our businesses do not need any challenges Has an audit of village finances been done and when if it has been done what are the results? Why do we hear there's no money for the village to use for water quality, trees etc ? The taxes have significantly increased. Why does the village think we need more roof tops? Who has been approaching them? We must protect the lake. Added development will impact the quality of our beautiful lake. Reduce real estate taxes.

We have way to many signs in this village public safety is important but we can do better. Count the signs on Geneva street and reduce them by 67%

Please consider how much foot traffic Cedar Point Drive gets and the unsafe driving that CPD gets! There's currently no safe walking or biking path for the community to use. I see families walking with their kids or dogs almost getting hit by cars all the time. The hilly nature of CPD makes the visibility of oncoming traffic very low. I feel speed bumps would slow down the traffic on CPD. People love to speed. The hills and curves with their sports cars or motor cycles is just too tempting. I also feel a dedicated biking or walking path on either side of the road would help families safely walk down the road to access the lake, to access their mailboxes, or to just simply take a walk or exercise! Thank you for this survey!

I didn't know there was a WBBA Website until now. What is the address ?

Do not let the village cull or kill deer and other wildlife. We are taking away their woods and habitat. Stop cutting down trees!

also to answer above- I rely heavily on library email alerts/flyers/social media concerning village events. I think the boat launch really needs to limit how many trailers are allowed to put in boats. It jams up the road in the summer, creating chaos and dangerous conditions for pedestrians/bikers by the lakefront. Also please build more kayak racks and give locals a discount. Such a long wait list still, and it's more revenue for WB to build more. Also consider prohibiting big loud semi-trucks and gravel trucks from navigating downtown. Create pedestrian friendly infrastructure

and consider bringing on a bike share program with the library or rec dept to increase revenue. Electric bikes or scooters. ALSO it would be very hip for the village to create a small public campground. (Not in KNC, but either out by Bell's... or Theatre Rd... or acquire that farm field out by Faith School.)

The village should be e-mailing the agendas for all board and committee meetings at least 2 weeks in advance of those meeting in order to allow people to plan according.

Parking fees for nonresidents like Fontana and Lake Geneva

A few years ago the attractive signs that had a wood look with aqua accents were replaced with cheap, tacky looking metal framed signs. Go back to an attractive, quality look.

Appendix C. Privacy Controls and Reporting Definitions

What this appendix contains

This appendix documents the privacy and reporting rules used in the 2026 Williams Bay Community Survey report. It includes the privacy statement shown to respondents in the survey, a short implementation note, and the rules used to protect confidentiality in aggregate reporting, open-ended responses, and segmentation tables.

C.1 Privacy Statement Shown to Respondents

Privacy and Confidentiality: Your privacy matters. This survey is anonymous. We do not collect your name, address, email, or phone number. The last four digits of the postcard code (UID) are not collected as survey data. Results are reported in aggregate only. Written comments are reviewed and redacted to remove identifying details before any sharing. Why the postcard code? It helps us prevent duplicate submissions and ensure results reflect the community fairly. By clicking Next, you consent to participate.

Consent options shown in the survey:

Yes, I have read the privacy statement above and consent to participate.

No, I have read the privacy statement and do not consent and wish to exit.

C.2 Implementation Note

In 2026, the UID referenced in the privacy statement was not collected as survey data. Duplicate submissions were handled through SurveyMonkey deduplication controls. Reported results are aggregate only, and identifying details are removed from open-ended responses before publication.

C.3 Reporting Definitions

Aggregate reporting means results are shown only as grouped totals, percentages, or summary comparisons. No respondent-level dataset is published or distributed.

Open-ended response redaction means identifying information is removed from written comments before publication.

Neighborhood-level reporting means results may be shown by neighborhood only when privacy thresholds are met. Neighborhood identifiers are used for aggregate reporting only and are not used to attribute open-ended comments.

C.4 Privacy Rules Used in This Report

To protect respondent confidentiality, this report uses the following rules:

- Results are reported in aggregate form only.
- Open-ended responses and “Other (please specify)” write-ins are published only after redaction of identifying details.
- If a response cannot be safely de-identified without losing meaning, it is replaced with: [Summarized for tone] or [Summarized for tone and to remove names/inflammatory language]
- Open-ended responses are never attributed to neighborhoods or other respondent categories.
- Segmentation analysis is limited to closed-ended questions only. Neighborhood-level results are shown only when $N \geq 20$.
- Smaller neighborhood groups are combined into a Combined category to protect confidentiality.
- No stacked subgroup cuts are shown for neighborhoods by full-time/part-time status.

C.5 What This Means for Readers

The main report presents overall village-wide findings and historical comparisons. Appendix B includes redacted open-ended responses in question order. Appendix D provides additional quantitative subgroup analysis, but only within the privacy rules listed above. No personally identifiable respondent information is included anywhere in this report.

Appendix D - Segmentation Tables

What this appendix contains

Appendix D provides additional aggregate subgroup views of selected quantitative results from the 2026 Williams Bay Community Survey for WBBA planning use only.

It includes full-time versus part-time comparisons and privacy-safe neighborhood-level comparisons for selected closed-ended items only.

No open-ended responses appear in this appendix.

This section is intended to extend the main report with additional planning detail while remaining within the privacy and reporting rules used throughout this report.

How to read this appendix

Results in this appendix are presented in survey question order. For each included question, the layout begins with the survey question shown in verbatim form and an overall 2026 reference back to the main report.

Where applicable, that is followed by a full-time versus part-time comparison and a privacy-safe neighborhood comparison.

Segment base sizes (N) are shown on each chart or table. Because respondents were allowed to skip questions, totals vary by item. These tables should be read as aggregate planning views that help clarify where differences in emphasis exist across segments, not as respondent-level or statistically tested subgroup findings.

D.1 Segments Included

This appendix includes two approved subgroup views.

- The first is a full-time versus part-time comparison using a two-category residency split. Respondents who did not identify as either full-time or part-time are not included in that two-category comparison; for this appendix, 33 respondents fall outside that split. Base sizes for each segment are shown on every chart or table.
- The second is a neighborhood-level comparison. Neighborhood results are shown only where the minimum privacy threshold is met, and smaller neighborhood groups are rolled into a Combined category to protect confidentiality. Base sizes are shown for each displayed neighborhood group.

D.2 Global Privacy and Reporting Rules

The privacy and reporting rules used in Appendix C apply throughout this appendix. Results are shown in aggregate form only. No respondent-level data, identifiers, or row-level exports are included.

Neighborhood-level results are shown only when $N \geq 20$, and smaller groups are combined where needed to protect confidentiality. No stacked subgroup cuts are shown, including neighborhood by full-time versus part-time.

For multi-select neighborhood tables, reporting is limited to the Top 5 overall items plus Other, using the same option set across displayed groups so comparisons remain valid. If any item presents a privacy risk because of small cells, dominance, or other confidentiality concerns, the results should be suppressed or further rolled up and noted on the page.

D.3 Included Questions

Segmented outputs are included for the following quantitative items:

- Q7, Williams Bay School District services used
- Q20, population preference
- Q21, types of residential growth
- Q27, quality of life satisfaction
- Q31, community character and future direction
- Q33, short-term rentals
- Q35, one improvement priority
- Q37, communications preferences.

Q7 SCHOOL DISTRICT SERVICES

By residency: 2026 Findings

The 2026 results show that both full-time and part-time residents report the greatest use of a small number of school district services, but the pattern is not identical across the two groups.

For both residency groups, dog-friendly walking paths stand out as the strongest service overall, and playgrounds also rank near the top. Part-time residents appear to report higher use of playgrounds and somewhat stronger use of the fitness center, while full-time residents report much stronger use of school and athletic events and parking lot rental.

Adult activities and classes are fairly similar across the two groups, while student volunteer service days, senior citizen activity pass, and other responses remain comparatively low for both.

Overall, the pattern suggests that the two residency groups share several of the same top service touchpoints, but full-time residents appear more connected to school- and event-related offerings, while part-time residents show relatively stronger use of certain recreation-oriented amenities.

By neighborhood group: 2026 Findings

The 2026 neighborhood results show that service use varies in intensity across groups, but several common patterns remain visible.

Dog-friendly walking paths are the most consistently strong service across neighborhood groups and appear to rank at or near the top in most of them. Playgrounds also show broad use across multiple neighborhoods, while school and athletic events form another strong tier but vary more noticeably from one group to another.

Adult activities and classes and fitness center use fall into a more moderate middle range, with some neighborhood differences but no single pattern dominating across all groups.

By contrast, student volunteer service days and parking lot rental remain relatively low across nearly all neighborhood groups, and the senior citizen activity pass also tends to rank lower overall.

Taken together, the neighborhood pattern suggests that residents across different parts of the community share a common set of core service touchpoints, even though some neighborhoods show stronger engagement than others on specific items.

Conclusion

Taken together, the segmentation results suggest that the strongest patterns in school district service use are broadly consistent across both residency and neighborhood group views.

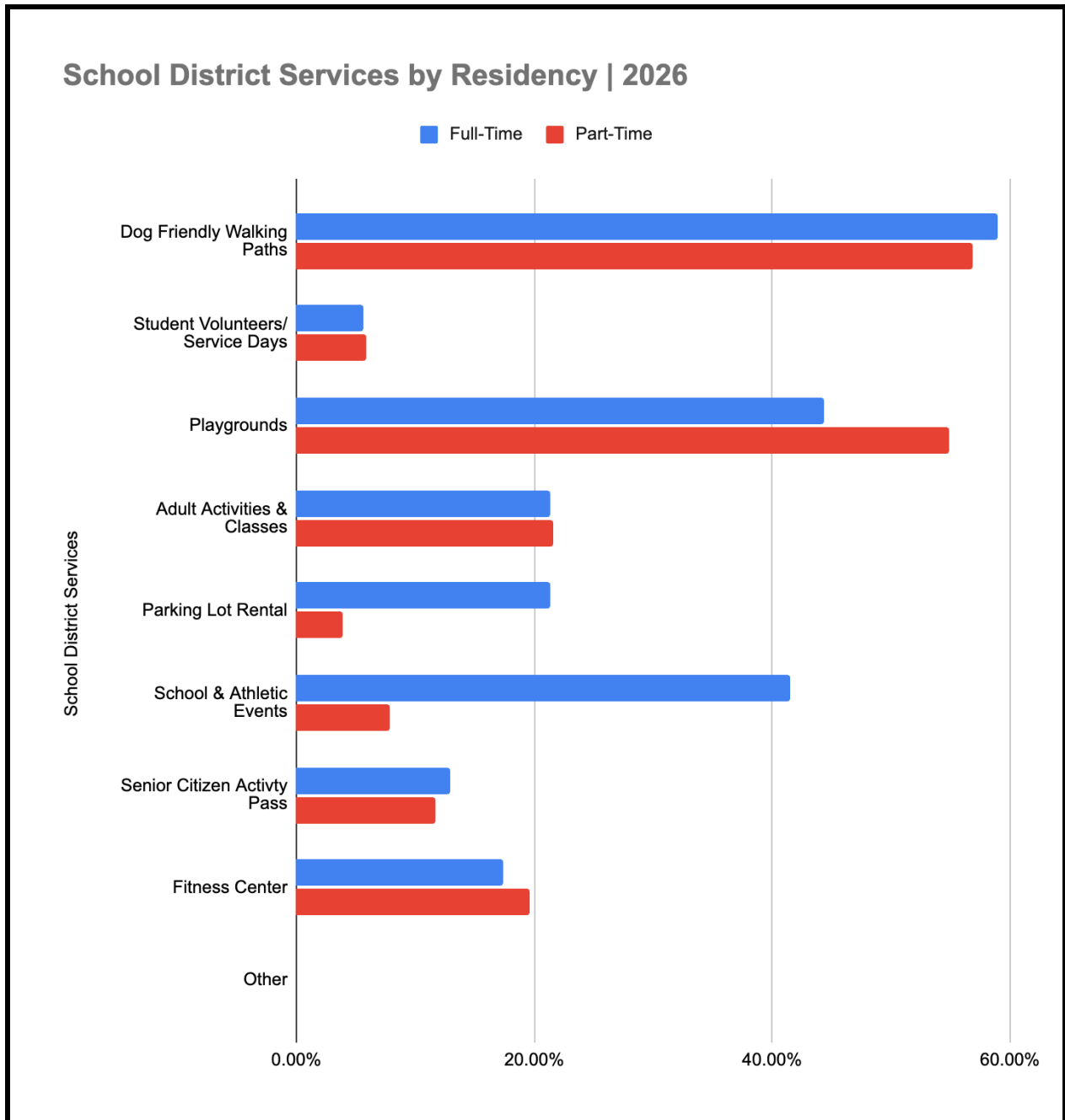
Dog-friendly walking paths and playgrounds emerge as the most widely used services overall, with school and athletic events also standing out in several segments.

The differences across groups appear to be more about the level of use than about fundamentally different priorities.

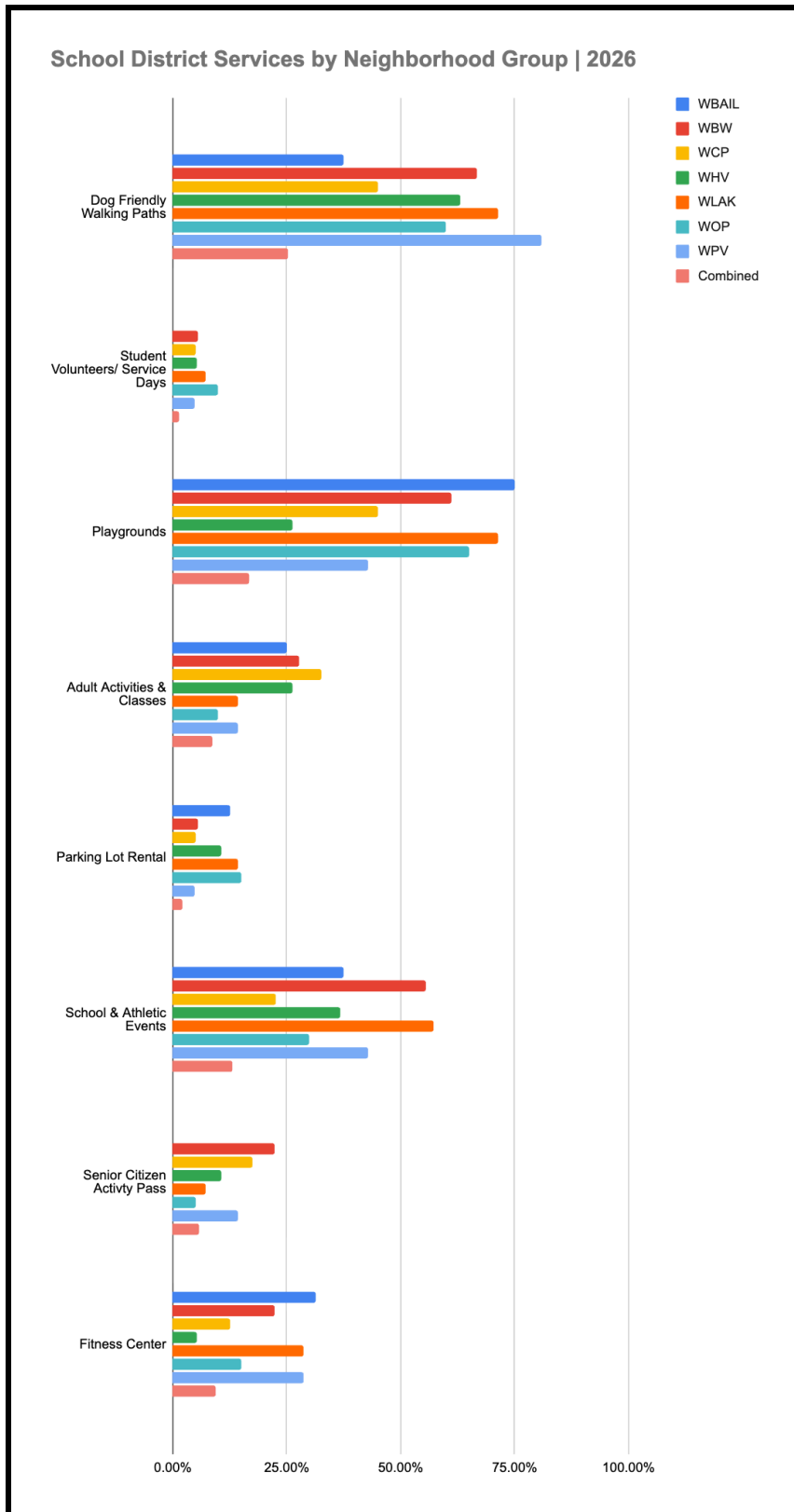
Full-time residents appear somewhat more connected to school- and event-related offerings, while neighborhood groups vary in the intensity of use for particular services.

Overall, these subgroup views reinforce the main report finding that the most visible, practical, and public-facing district services generate the broadest community engagement.

- By residency:



- **By Neighborhood group:**



Q20 POPULATION PREFERENCE

By residency: 2026 Findings

The 2026 results show that both full-time and part-time residents concentrate their population preferences most heavily in the moderate growth options rather than at either extreme.

For both groups, 3,000 and 3,500 are clearly the leading choices.

Full-time residents appear to lean somewhat more toward 3,000 and also show slightly stronger support for 4,000, while part-time residents lean somewhat more toward 3,500 and show somewhat greater openness to more than 5,000. The 2,500 option draws little to no visible support from either group.

Overall, the pattern suggests that both residency groups favor modest growth, although part-time residents appear somewhat more open than full-time residents to the larger growth scenarios.

By Neighborhood group: 2026 Findings

The 2026 neighborhood results show that population preferences are concentrated strongly in the middle growth options rather than at the extremes. Across the displayed neighborhood groups, 3,000 and 3,500 are consistently the leading choices, although the balance between those two options varies from one group to another.

Several neighborhood groups lean more strongly toward 3,000, while others show somewhat stronger support for 3,500. Support for 4,000 is present across most groups but remains clearly secondary, and support for more than 5,000 stays low overall. The 2,500 option draws little to no visible support across the neighborhood groups shown.

Taken together, the pattern suggests that neighborhood differences are more about where residents place the midpoint of acceptable growth than about whether growth should be modest or major.

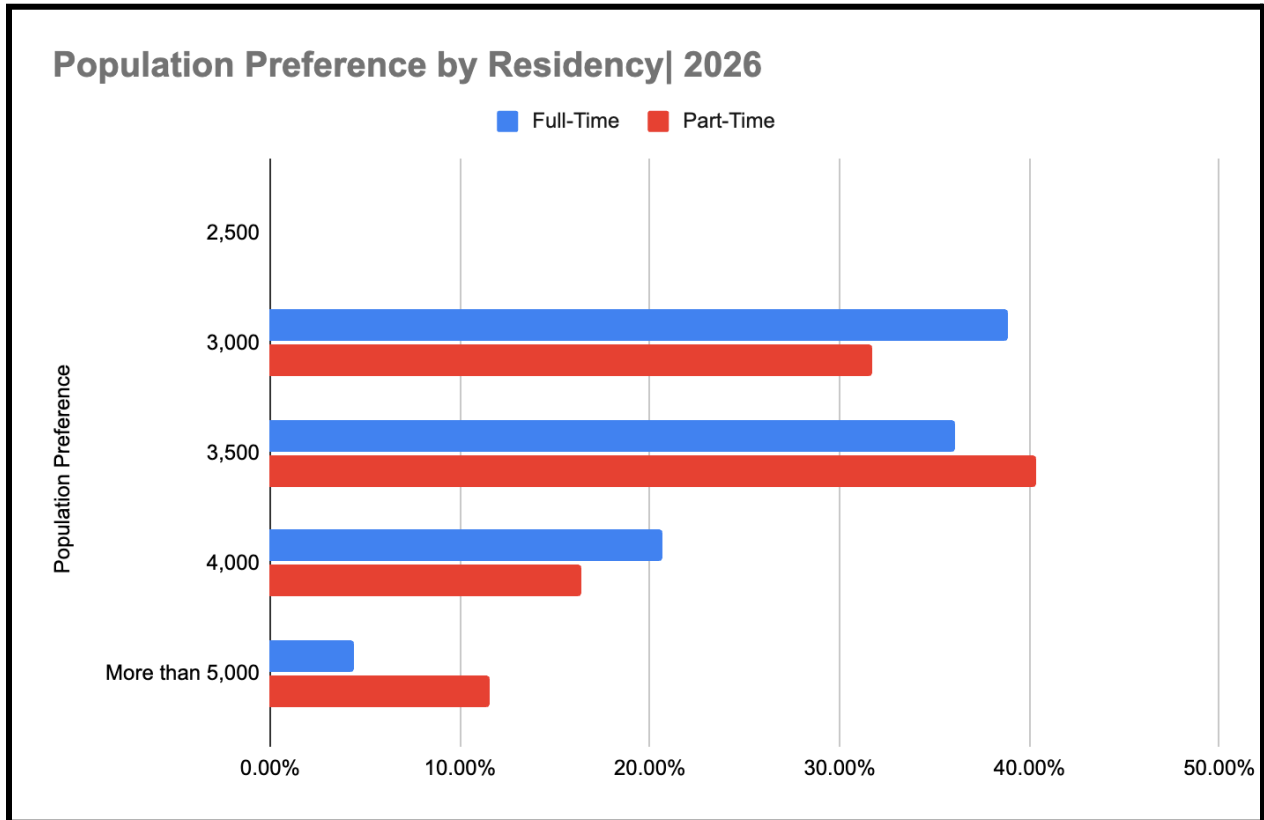
Conclusion

Taken together, the segmentation results reinforce the main report finding that residents are generally open to controlled, modest growth rather than no growth or major expansion.

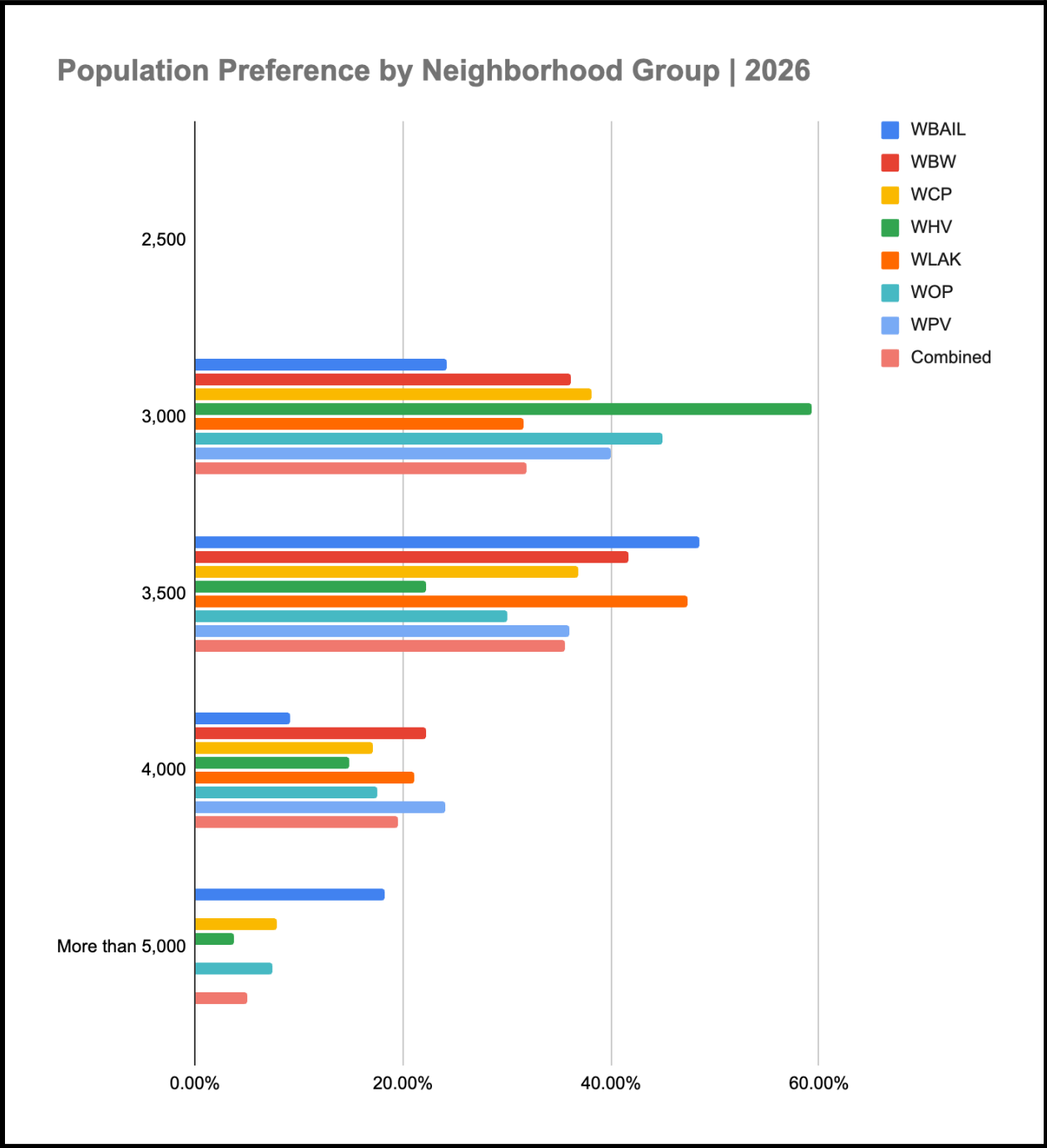
Across both residency and neighborhood views, the center of gravity remains concentrated at 3,000 and 3,500 residents, with 4,000 serving as a secondary option and more than 5,000 drawing only limited support.

The differences across groups appear to be differences in emphasis rather than fundamentally different views of the village's future size

- **By residency:**



By Neighborhood group:



Q21 TYPE OF RESIDENTIAL GROWTH

By residency: 2026 Findings

The 2026 results show that both full-time and part-time residents strongly favor single-family homes over all other types of residential growth. Single-family homes clearly dominate for both groups and stand far ahead of the next tier of options.

Townhomes emerge as the second-most supported type overall, with somewhat stronger support among part-time residents than full-time residents. Senior living and condominiums form a middle tier of support, while apartments, vacation homes, and other responses remain lower overall.

Full-time residents appear somewhat more supportive of apartments, condominiums, and other responses, while part-time residents show relatively stronger support for townhomes, vacation homes, senior living, and single-family homes.

Overall, the pattern suggests that both residency groups favor growth that remains anchored in traditional housing forms, with only modest support for more intensive or less conventional residential options.

By Neighborhood group: 2026 Findings

The 2026 neighborhood results show a strong common pattern across groups, led overwhelmingly by support for single-family homes. Single-family homes rank as the top residential growth preference in every neighborhood group shown and stand well ahead of the other options.

Townhomes generally form the next tier of support, although the strength of support varies across neighborhoods. Senior living and condominiums occupy a moderate middle range and show somewhat more variation from one neighborhood group to another.

Apartments, vacation homes, and other responses remain lower overall, though a few neighborhood groups show somewhat stronger interest in one or more of these smaller categories.

Taken together, the neighborhood pattern suggests that residents across the village share a broad preference for growth that remains centered on single-family housing, while views on the secondary housing types vary more by area.

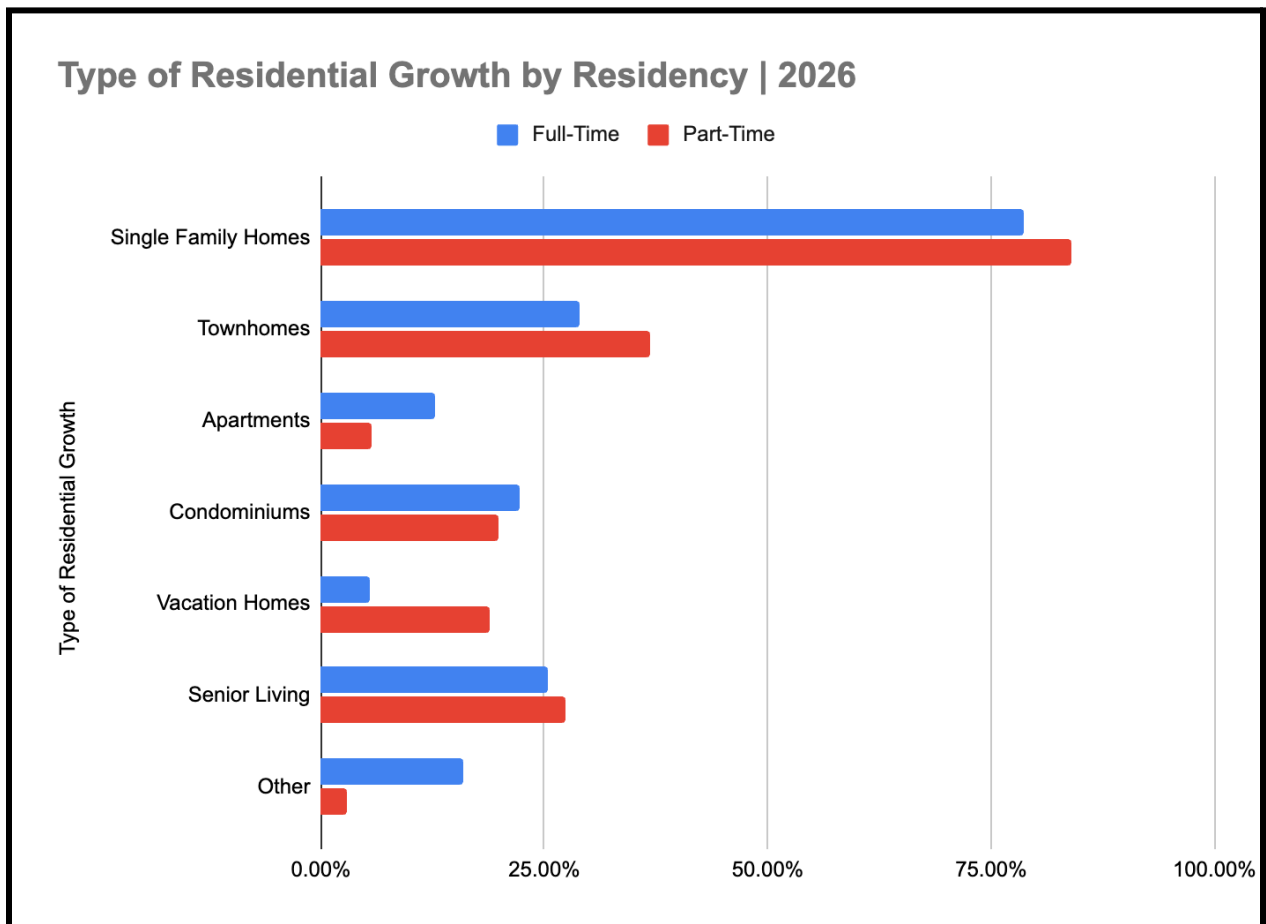
Conclusion

Taken together, the segmentation results reinforce the main report finding that residents are most comfortable with residential growth that remains moderate in character and rooted in familiar housing forms.

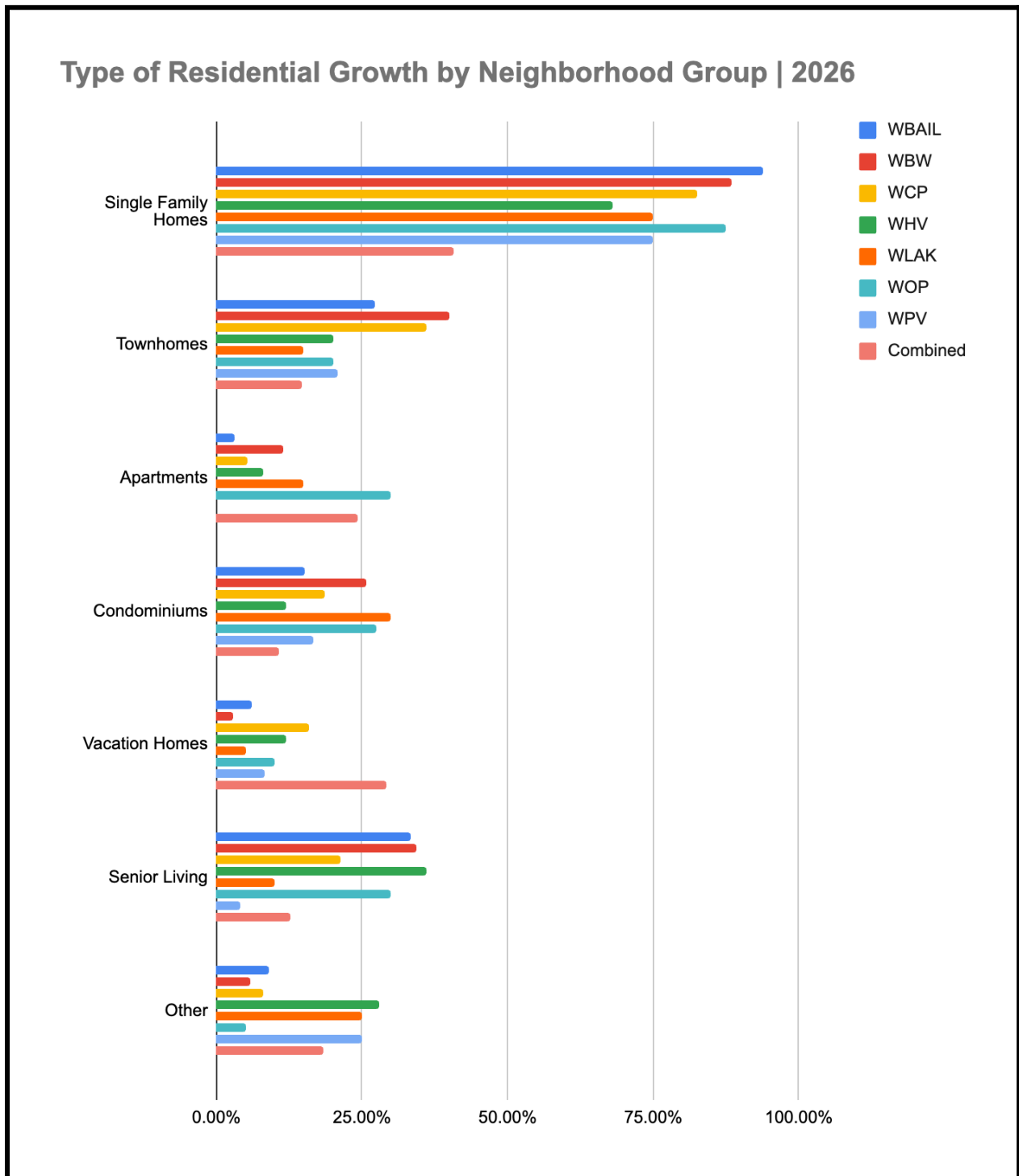
Across both residency and neighborhood views, single-family homes stand out by a wide margin as the most supported type of growth, with townhomes serving as the clearest secondary option. Senior living and condominiums draw meaningful but more mixed support, while apartments, vacation homes, and other categories remain lower overall.

The differences across groups appear to be differences in emphasis rather than fundamentally different views of what future residential growth should look like.

- **By residency:**



- **By Neighborhood group:**



Q27 QUALITY OF LIFE SATISFACTION

By residency: 2026 Findings

The 2026 results show that quality of life ratings are overwhelmingly positive among both full-time and part-time residents. In both groups, “Very Satisfied” is clearly the dominant response, followed by “Somewhat Satisfied,” while neutral and dissatisfied responses remain very limited.

Full-time residents appear somewhat more likely to select “Very Satisfied,” while part-time residents appear somewhat more likely to select “Somewhat Satisfied.” “Neither,” “Somewhat Dissatisfied,” and “Very Dissatisfied” account for only a small share of responses in both groups.

Overall, the pattern suggests that quality of life is rated very positively across residency groups, with only minor differences in the intensity of satisfaction.

By Neighborhood group: 2026 Findings

The 2026 neighborhood results show a similarly strong pattern of positive quality of life ratings across all groups. In every neighborhood group shown, “Very Satisfied” and “Somewhat Satisfied” clearly account for the large majority of responses, with “Very Satisfied” generally serving as the leading category.

At the same time, the balance between those two positive responses varies somewhat across neighborhoods, with some groups showing especially strong concentration in “Very Satisfied” and others appearing somewhat more mixed between “Very Satisfied” and “Somewhat Satisfied.” Neutral responses remain small across the groups, and dissatisfied responses are minimal overall.

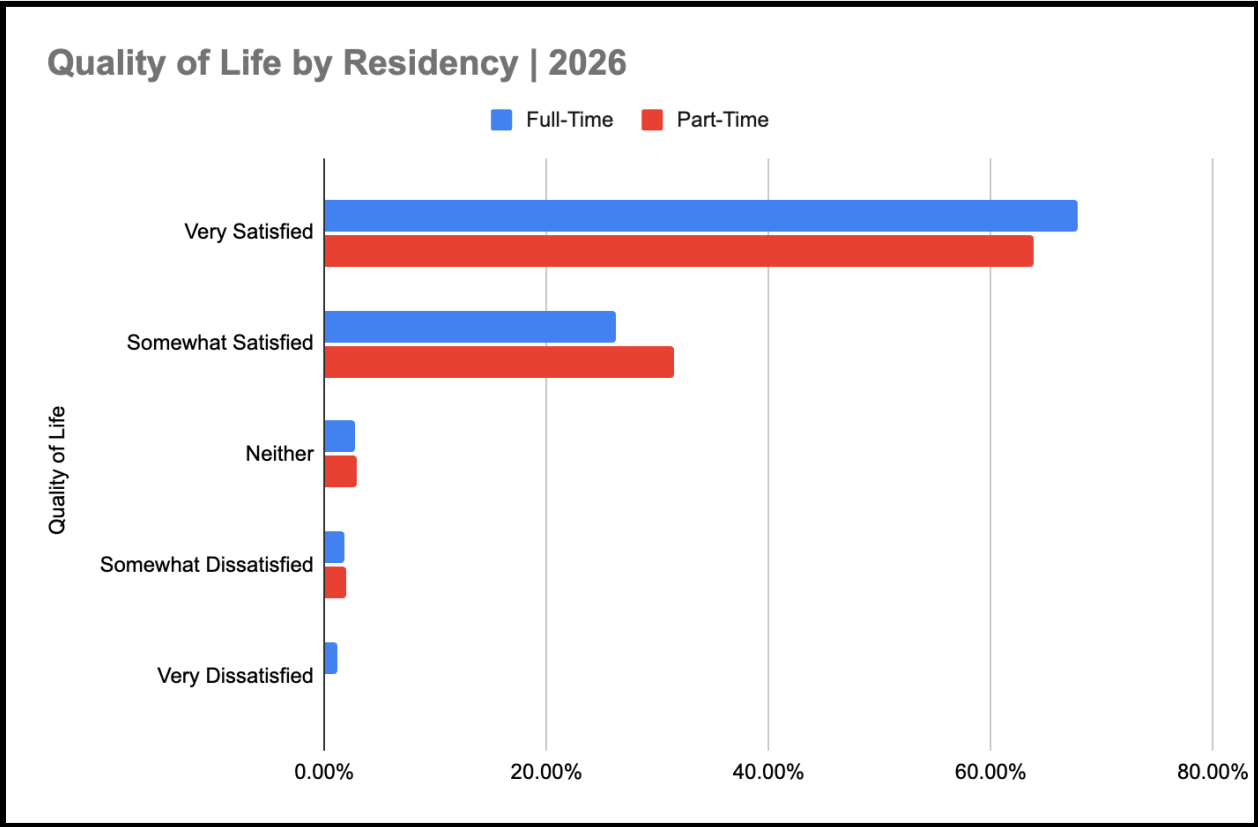
Taken together, the neighborhood pattern suggests that quality of life is viewed positively across the community, even though the intensity of satisfaction varies somewhat from one neighborhood group to another.

Conclusion

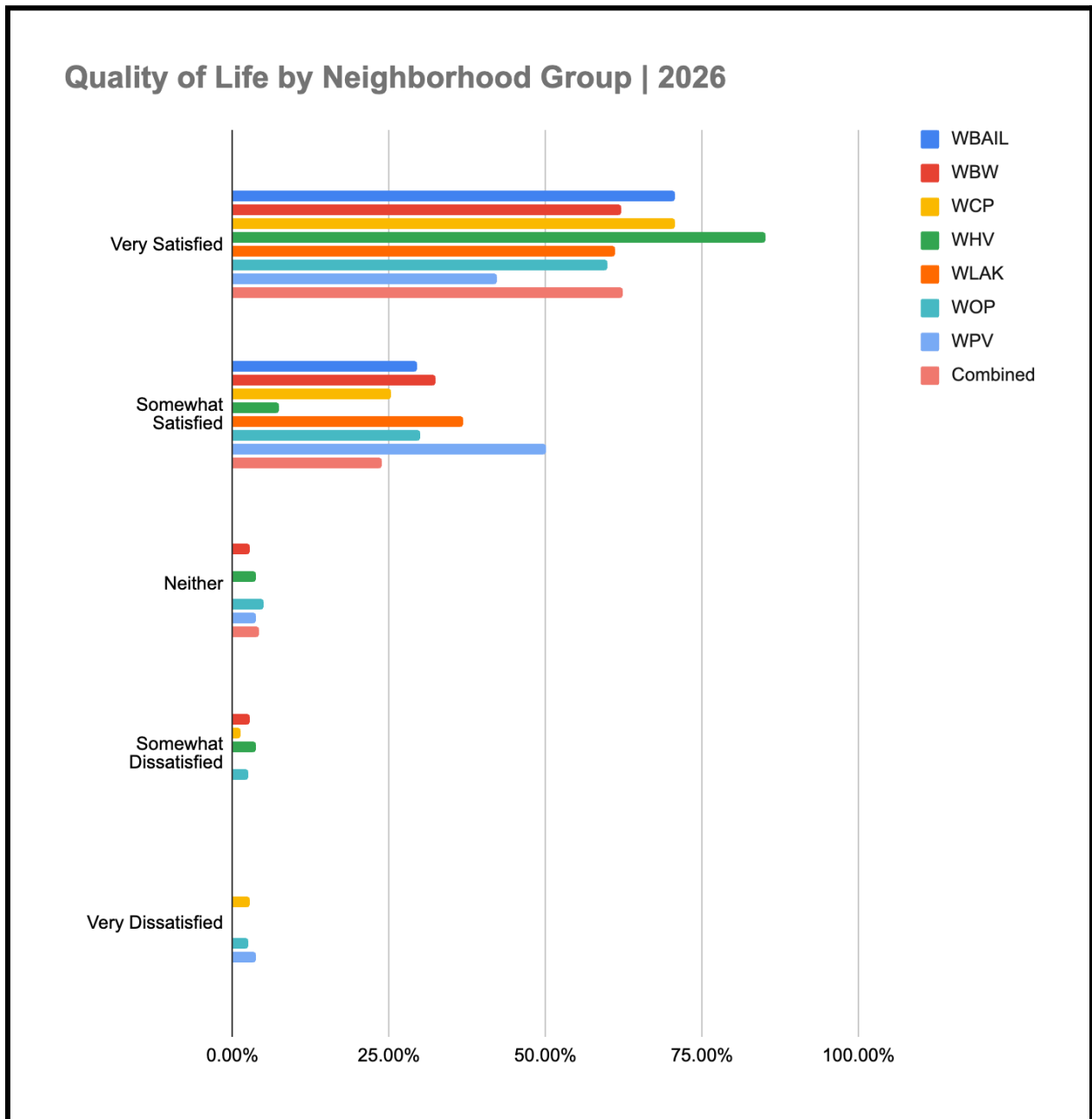
The segmentation results reinforce the main report finding that quality of life in Williams Bay is rated very positively across the community. Across both residency and neighborhood views, satisfaction is led overwhelmingly by “Very Satisfied” and “Somewhat Satisfied,” while neutral and dissatisfied responses remain limited.

The differences across groups appear to reflect differences in the strength of satisfaction rather than meaningful disagreement about overall quality of life.

- By residency:



- By Neighborhood group:



Q31 COMMUNITY CHARACTER

By residency: 2026 Findings

The 2026 results indicate that both full-time and part-time residents lean most strongly toward allowing modest change rather than choosing either a no-change or strong-growth approach. In both groups, “Allow modest” is the leading response.

Full-time residents also show comparatively stronger support for preserving the current character, while part-time residents appear somewhat less concentrated in that option. “Encourage growth” remains a smaller response category for both groups.

One notable difference is that the part-time chart also shows a visibly larger “Other” response than the full-time chart.

Overall, the residency pattern suggests that moderate change is the dominant preference, but full-time residents appear somewhat more anchored in preserving current character while part-time residents show a more mixed response pattern.

By Neighborhood group: 2026 Findings

Across the neighborhood groups, the clearest pattern is that “Allow modest” and “Preserve current” account for most responses, while “Encourage growth” and “Other” remain much lower overall. In most neighborhood groups, “Allow modest” appears to be the leading choice, although the margin over “Preserve current” varies noticeably from one group to another.

Some groups show a stronger pull toward preserving the current character, while others lean more clearly toward modest change. Support for “Encourage growth” is present across the neighborhood groups, but it stays well below the two leading options. “Other” remains limited in most neighborhood views.

Taken together, the neighborhood results suggest broad agreement around a cautious, middle-ground direction for the village, with differences centered more on how much change feels appropriate than on whether change should happen at all.

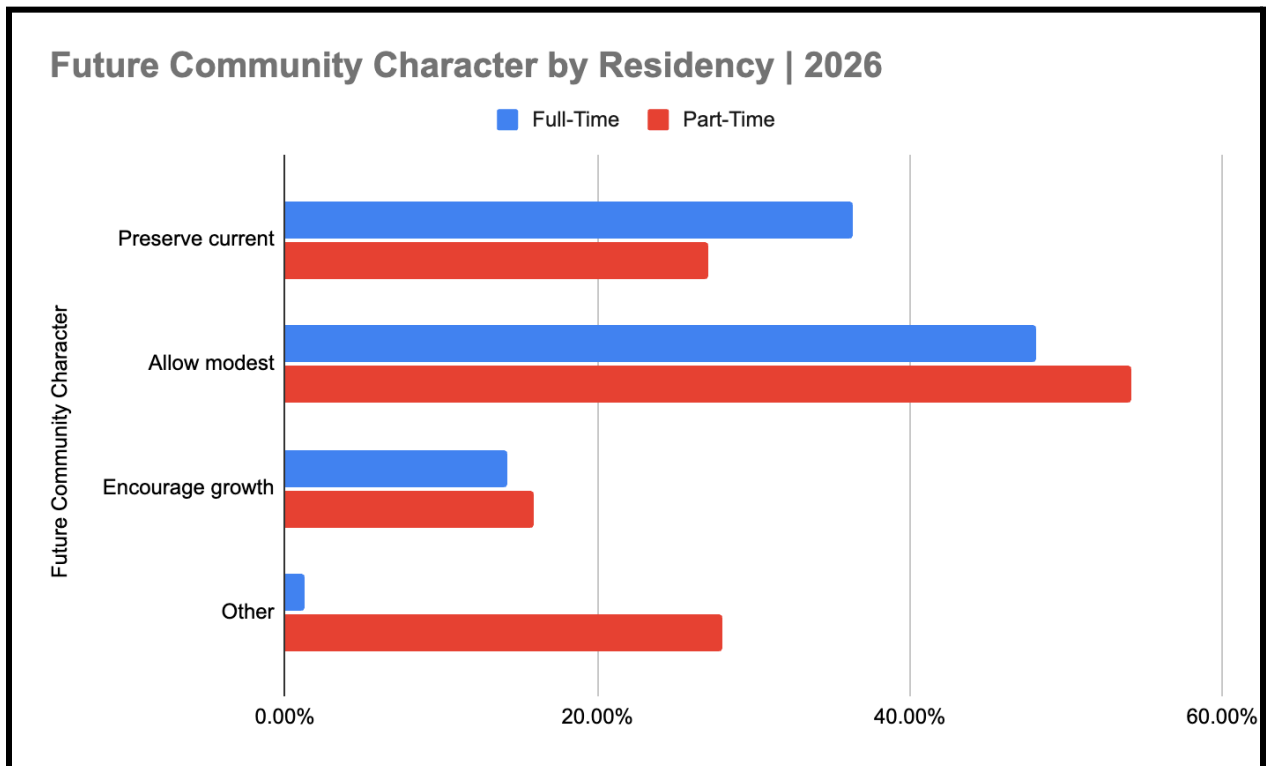
Conclusion

The segmentation results reinforce the main report finding that residents generally favor a balanced future direction rather than either holding everything exactly as it is or pushing for major change.

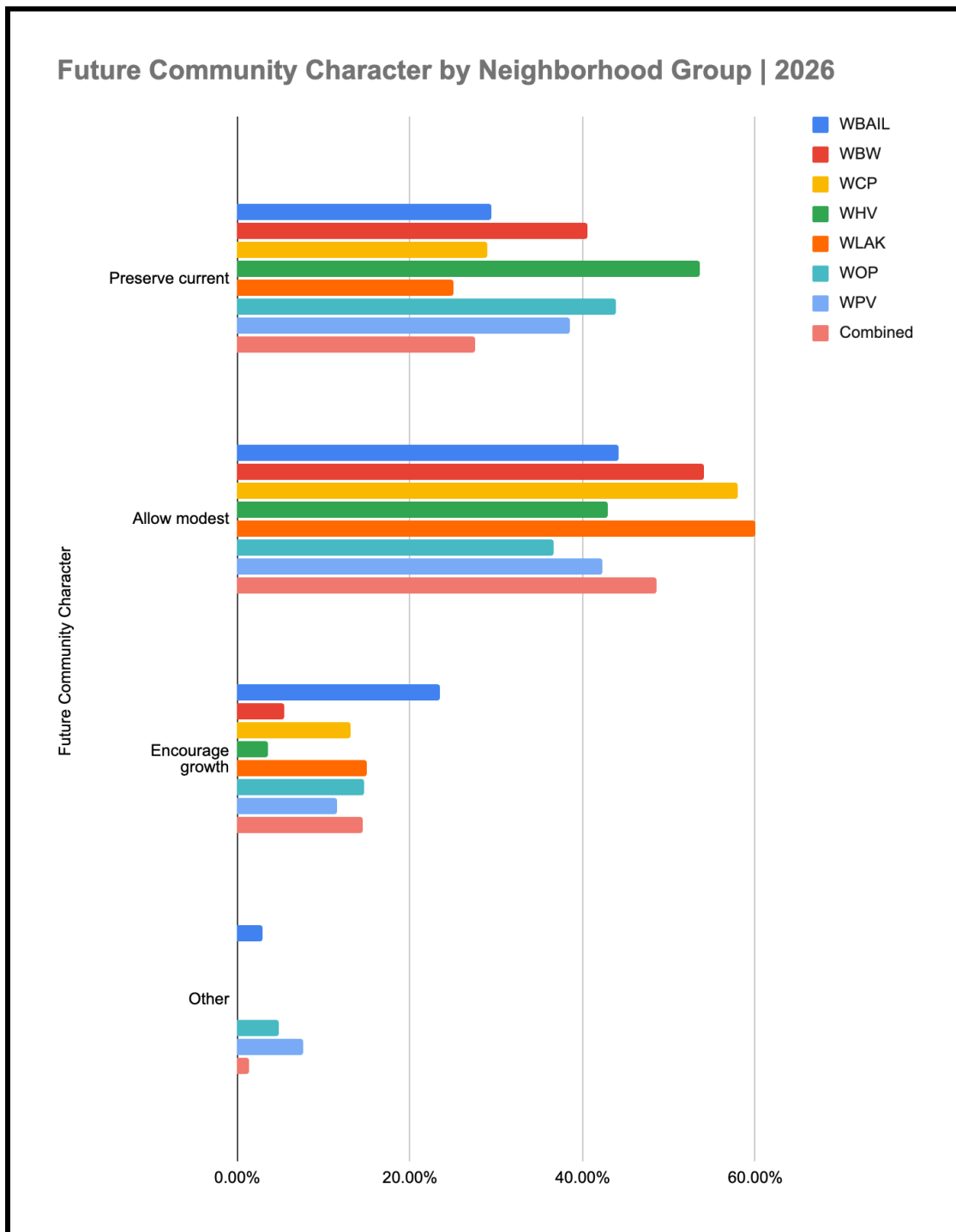
Across both residency and neighborhood views, the center of opinion remains concentrated on allowing modest change, with preserving current character serving as the next strongest position. Support for encouraging growth exists, but it is clearly more limited.

The subgroup differences point to variation in emphasis, not a fundamentally different vision of the village's future character.

- **By residency:**



By Neighborhood group:



Q33 SHORT-TERM RENTALS

By residency: 2026 Findings

The 2026 results show a clear difference in how full-time and part-time residents approach short-term rentals.

Among full-time residents, the strongest response is opposition to expansion, which stands well above the other options. Part-time residents, by contrast, are much more concentrated in the view that the village should enforce its rules, making that the dominant response for that group by a wide margin.

Support for short-term rentals as currently allowed appears as a smaller secondary position in both groups, while support with added limits remains relatively limited overall. “Other” responses are minimal.

The residency pattern suggests that both groups are cautious, but they express that caution in different ways: full-time residents lean more toward limiting expansion, while part-time residents lean more toward rule enforcement.

By Neighborhood group: 2026 Findings

Across the neighborhood groups, opposition to expansion is the most consistent and visible response pattern. In every group shown, it stands out as the strongest or one of the strongest positions and generally sits well ahead of the other options.

Support for short-term rentals as currently allowed forms the next tier of responses, though the level of support varies across neighborhoods. Village enforcement of rules and support with added limits remain smaller categories overall, but both appear in multiple neighborhood groups at modest levels. “Other” responses stay low throughout.

The neighborhood pattern points to broad caution about additional short-term rental growth, even though some variation remains in whether residents prefer stricter enforcement, limited continuation under current rules, or added restrictions.

Conclusion

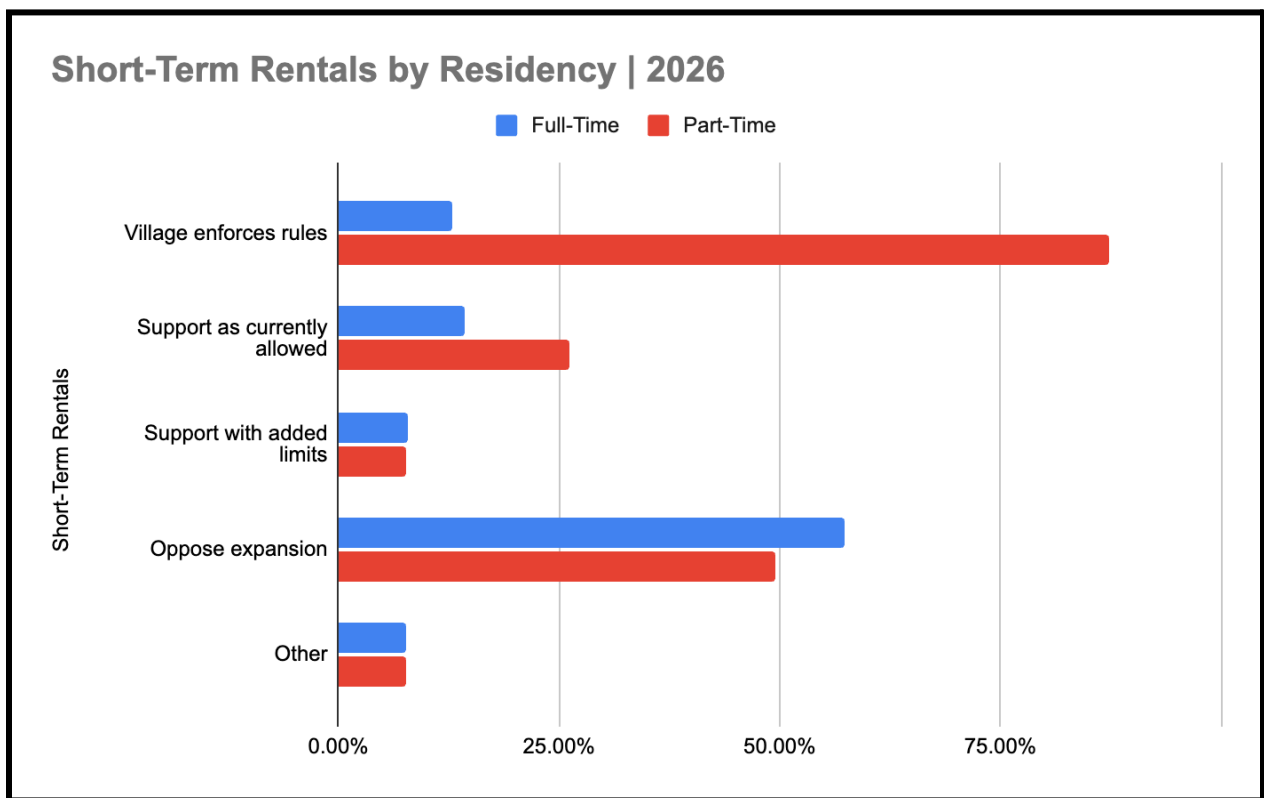
Rather than showing a divided community between strong support and strong opposition, the subgroup results suggest that caution is the common thread.

Across both residency and neighborhood views, residents appear more comfortable with restraint, enforcement, or limits than with expansion.

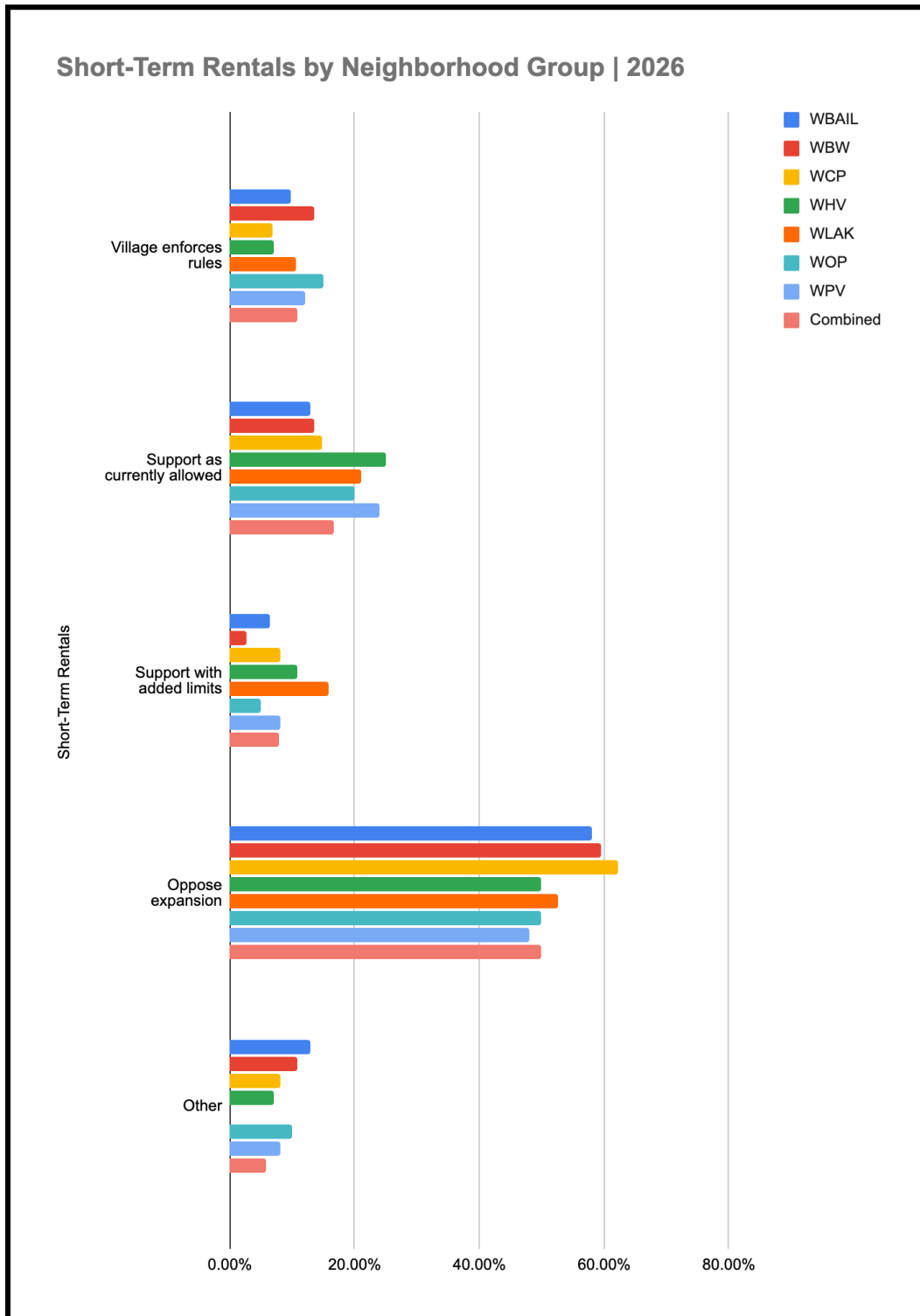
The clearest difference is in how that caution is expressed: full-time residents lean more toward opposing expansion, while part-time residents lean more toward emphasizing enforcement.

Overall, the subgroup tables reinforce the idea that future discussion of short-term rentals is likely to be strongest where it centers on control, boundaries, and enforcement rather than growth.

- **By residency:**



- **By Neighborhood group:**



Q35 ONE IMPROVEMENT PRIORITY

By residency: 2026 Findings

The 2026 results show that both full-time and part-time residents concentrate their improvement priorities most strongly in two categories: infrastructure/water/sewer and downtown appearance.

For full-time residents, infrastructure/water/sewer is the leading priority, with downtown appearance ranking second. Among part-time residents, that pattern reverses, with downtown appearance standing out as the top choice and infrastructure/water/sewer following behind.

Environmental protection forms a smaller middle tier for both groups. Parks and trails appear somewhat stronger among part-time residents, while streets and sidewalks and “Other” responses appear somewhat stronger among full-time residents. Public facilities remain low for both groups.

Overall, the residency pattern suggests broad agreement on the top two priorities, with the main difference centered on which of those two issues feels most urgent.

By Neighborhood group: 2026 Findings

Across the neighborhood groups, the clearest pattern is that infrastructure/water/sewer and downtown appearance dominate the improvement priorities. Infrastructure/water/sewer appears as the strongest or one of the strongest choices across nearly all neighborhood groups, while downtown appearance also ranks near the top in most of them.

Compared with those two leading priorities, environmental protection forms a more moderate middle tier. Parks and trails show more uneven support, standing out more clearly in some neighborhood groups than in others. Streets and sidewalks, public facilities, and “Other” responses remain lower overall, although a few neighborhood groups show modest variation in these smaller categories.

The neighborhood pattern suggests that residents in different parts of the village share a fairly similar view of the main improvement needs, even if the secondary priorities vary somewhat by area.

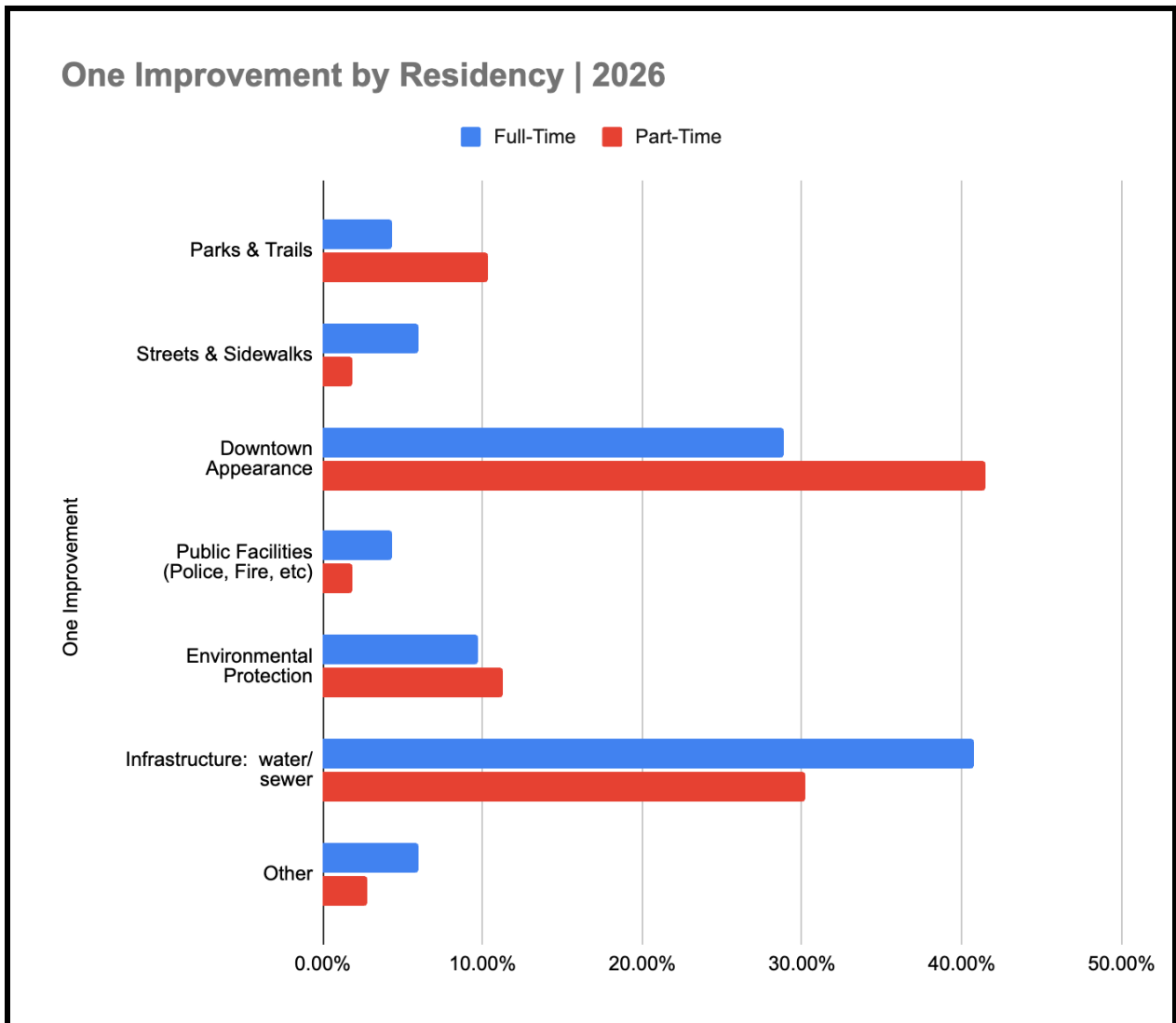
Conclusion

A consistent message runs through both subgroup views: residents are not spreading their priorities evenly across many different options. Instead, the strongest

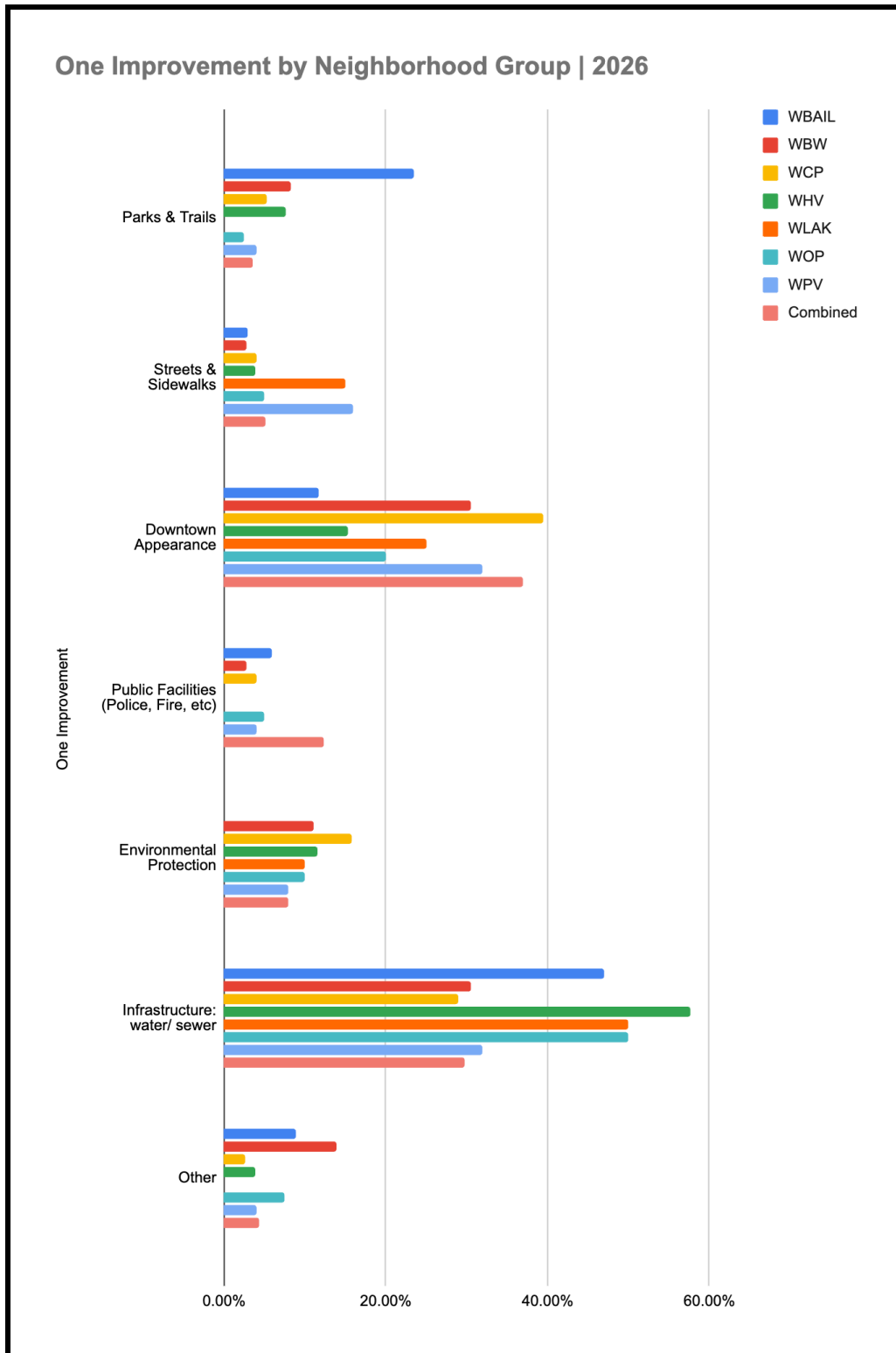
emphasis remains on infrastructure/water/sewer and downtown appearance, with environmental protection trailing behind as a secondary concern.

The subgroup differences are mainly about emphasis rather than direction. Full-time residents lean more toward infrastructure, part-time residents lean more toward downtown appearance, and neighborhood groups vary somewhat in their smaller secondary priorities, but the broad improvement agenda remains remarkably consistent across the segments shown here.

- **By residency:**



- By Neighborhood group:



Q37 COMMUNICATIONS PREFERENCES

By residency: 2026 Findings

The 2026 results show a clear communication hierarchy across both residency groups, with email standing out as the strongest preference by a wide margin. That top position holds for both full-time and part-time residents.

Beyond email, village website and physical mail emerge as important secondary channels, while text alerts also draw meaningful interest, especially among part-time residents.

Full-time residents appear somewhat more likely to rely on the village website, physical mail, and several traditional or community-based channels, while part-time residents show somewhat stronger interest in text alerts and public meetings. Social media and Facebook fall into a moderate middle tier, but the newer or narrower channels, including TikTok, Instagram, X/Twitter, and AI tools such as ChatGPT or Google Gemini, remain limited overall.

The residency pattern suggests that residents in both groups prefer direct, practical, and established communication channels over newer or less formal options.

By Neighborhood group: 2026 Findings

Across the neighborhood groups, email is consistently the strongest communication preference and clearly anchors the overall pattern.

Village website, physical mail, and text alerts form the next tier of preferred channels, although their relative strength varies somewhat from one neighborhood group to another. Social media and Facebook show moderate use across several groups, but they generally remain secondary to the more direct communication methods. Public meetings appear more uneven, standing out more in some neighborhood groups than in others. Bulletin boards, newspaper, school district website, WBBA website, word-of-mouth, and similar channels remain present but lower overall, while TikTok, Instagram, X/Twitter, and AI-based tools stay limited across the groups shown.

The neighborhood results suggest broad agreement on the most effective ways to reach residents, with differences centered more on the value of secondary channels than on the primary communication methods themselves.

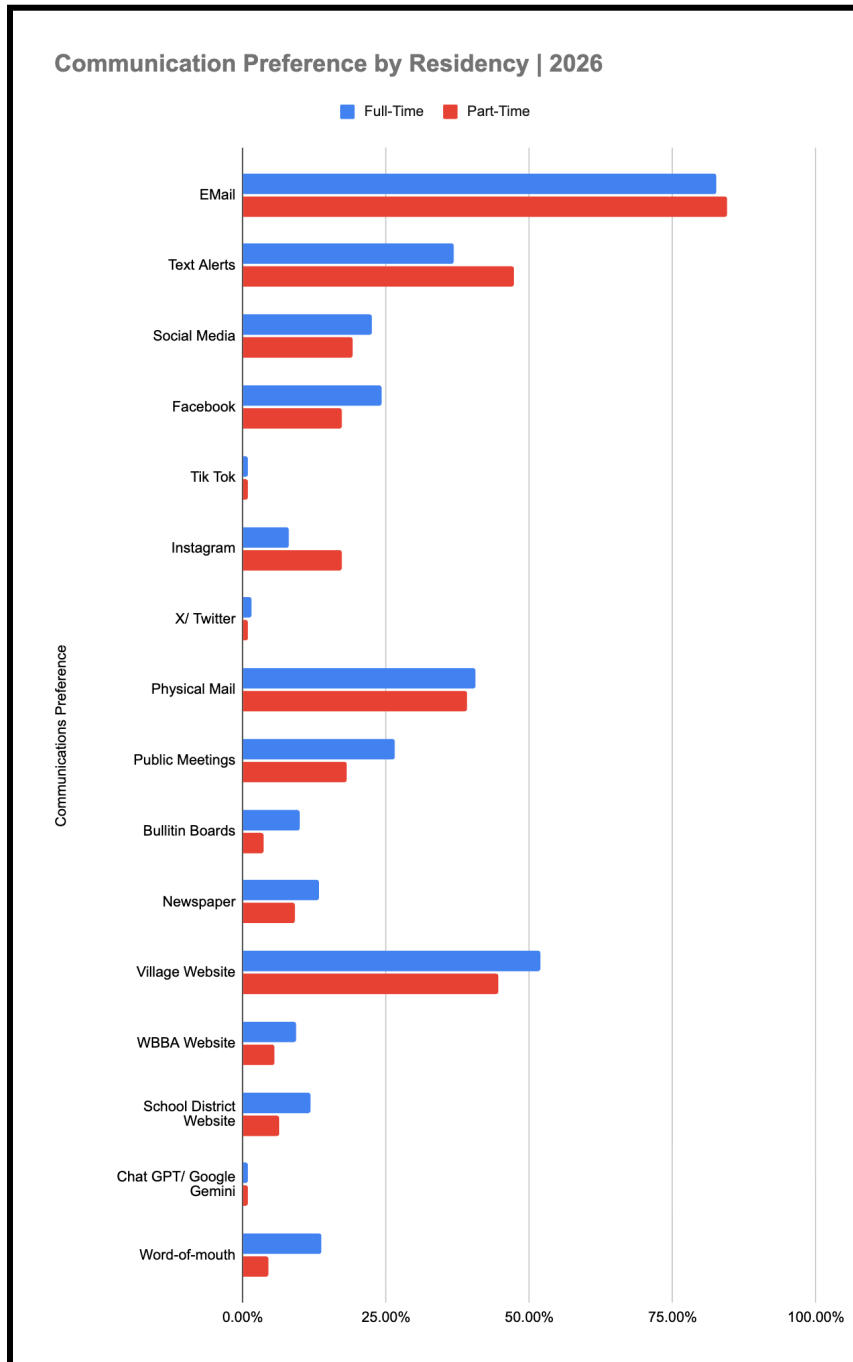
Conclusion

The subgroup results point to a communication strategy that should remain centered on email, supported by village website, physical mail, and text alerts. Those channels appear to have the broadest reach across both residency and

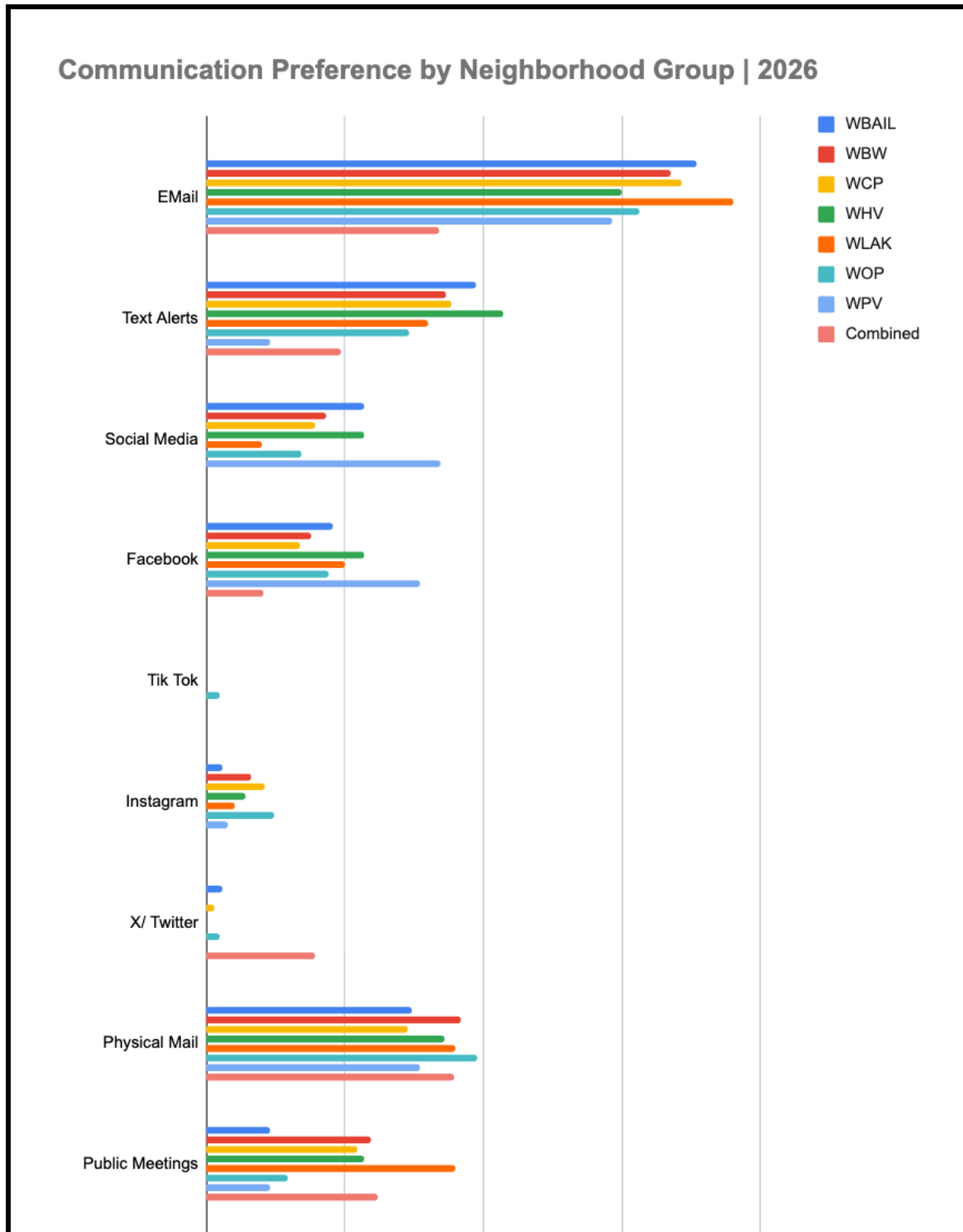
neighborhood views. Social media can still play a supporting role, but it does not appear to replace the more direct and established channels residents prefer.

Overall, the differences across groups are mostly about which secondary methods add value, while the core communication priorities remain fairly consistent throughout the segments shown here.

- **By residency:**

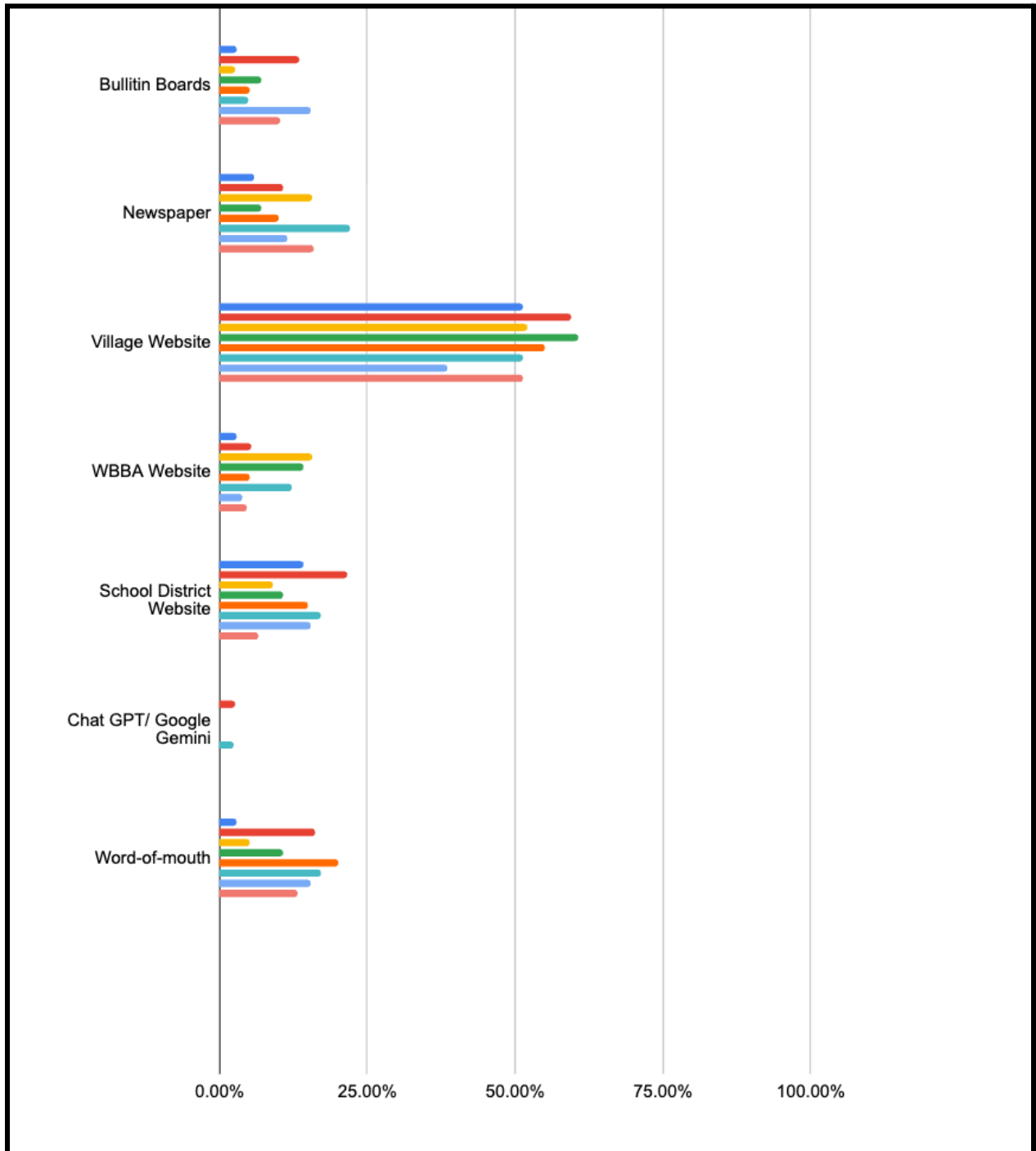


- **By Neighborhood group:**



(Chart continued on next page)

(Continuation of Communication Preferences by Neighborhood Group | 2026)



Conclusion

Appendix D adds more than extra detail. It shows that the main report patterns are not being driven by just one visible subgroup, while also revealing where different parts of the community place somewhat different emphasis within a broadly shared outlook.

Across both residency and privacy-safe neighborhood views, the same core themes remain highly consistent: strong satisfaction with quality of life, support for preserving village character, preference for modest and well-placed growth, continued comfort with single-family housing, caution around short-term rental expansion, and clear interest in practical improvements such as infrastructure, downtown appearance, and direct communication channels.

At the same time, the segment tables make the planning value of the results more specific. Full-time residents appear somewhat more connected to school- and event-related services, somewhat more likely to prioritize infrastructure, and more inclined to oppose short-term rental expansion directly. Part-time residents appear somewhat more oriented toward downtown appearance, rule enforcement, and certain direct outreach channels such as text alerts and public meetings.

The neighborhood views add a similar kind of refinement: most groups share the same broad priorities, but they vary in the intensity they place on secondary issues such as parks and trails, communication channels, or the balance between preserving current character and allowing modest change. In that sense, the segmentation appendix does not tell a competing story. It provides a more actionable one.

It suggests that WBBA and village leaders can move forward with confidence on the major themes identified in the main report, while using the subgroup differences to fine-tune communication, implementation, and priority-setting for different parts of the community.