

Social/Cultural Assets

- The friendliness of our community
- Friendly people, welcoming
- Family Friendly
- Friendly People ****
- Friendly**
- Generous People
- Most of the people are very nice and like to visit with you
- Long-time friends and acquaintances
- Kind people
- People willing to help when needed
- People ***
- Place to raise a family
- Family**
- Safe community to raise a family*
- Neighbors
- Your neighbors actually want to meet you
- Safe neighborhoods
- Safe environment
- Sense of community
- Small friendly town
- Our small-town friendliness
- Small-town feel*
- Small-town values and morals
- Small-town atmosphere*
- Small-town comfort/safety
- Small-town setting with a friendly and beautiful background
- Positive, forward-looking citizens
- Caring Community
- Quaintness
- Simple life
- The cleanliness of our town
- Clean
- Old-fashioned charm
- Rotary Club*
- Viable clubs
- GD&T
- Ingleside
- Caring Child Care providers
- Strong extra-curriculars at school
- Quaint downtown
- Library***
- We have a lot of different churches
- Multiple churches/faiths (different religions)
- Plenty of churches
- Six churches
- Churches*
- Church involvement
- Book discussion groups
- History*****
- Historical buildings*****
- Our German buildings
- Historic limestone buildings*
- Buildings built 1840
- Museums
- Variety of volunteer opportunities
- Volunteers
- Our many volunteers
- Committed volunteers
- Volunteer Boards
- Families, roots, heritage
- German heritage
- Many community events – done well
- Community events
- Celebrate Guttenberg
- Germanfest**
- Stars and Stripes
- Many summer activities
- Music/movies in the park*
- Lakeside Ballroom*
- Creativity Center for the Arts**
- Locally strong interest in the arts
- Active Scouting Clubs
- Welcome Center*
- Hobbies
- Fish aquarium
- Secluded from the world
- Packet Boats – steam or otherwise

Economy

- Restaurants***
- Grocery stores****
- Local newspaper
- Press
- Press keeps us well-informed
- Auto and RV Dealer*
- Manufacturing*
- Farmers' Market****
- Kuempels, Essers
- We are lucky to be able to shop for most anything here
- Convenience for local goods and services
- Available amenities
- Great amenities
- Inns/Motels
- Motels
- Unique lodging
- Self-made opportunities
- Locally-owned businesses
- Hardware Store***
- Renowned import store
- Cost of Living
- Lumber (yard)*
- Pharmacy (drug store)**
- Farming*
- Coffee House
- Variety of businesses*
- Access to almost everything we need – few reasons to go out of town
- Quality of life is great
- Mike Hefel's Fish Market
- Gas Stations
- Banks
- Clothing stores
- Shoes
- Health Food Store

Recreational Assets

- Opportunities for outdoor recreation*****
- Recreation (facilities, opportunities)*****
- Free Yoga***
- Zumba
- Golf Club/Course****
- Swimming Pool*****
- Water aerobics/swimming*
- Tai Chi
- Youth Sports
- School sports facility (football/track)***
- Ball fields*
- Darwin Duwe Little League Field
- Softball
- Track
- Tennis*
- Soccer
- Boating*****
- Canoeing/kayaking
- Fishing*****
- Marina(s)*****
- Great summer rec program
- Great parks and recreation
- Fitness Center***
- Hunting*****
- RV Parks
- Camping**
- Tourist attraction possibilities
- Tourism
- Summer visitors
- Playgrounds
- River Park (the length of the town, with amenities)*****
- Potential for bike/ski trails*
- Hiking*
- Biking*
- Ability to lease riverfront for boats

Natural Resources

- Lock and Dam***
- The walking levee/sidewalk dike**
- Walk along the river/river walk/Mile long river walk*****
- The river*****
- (Beautiful) riverfront*
- Scenery/Scenic*****
- North and South overlooks/views***
- Natural beauty*****
- Most beautiful place in the world
- Fall leaves*
- (Beautiful) Bluffs**
- Ordovician Limestone
- River Access*****
- Beautiful valley
- Beautiful (scenic)hills**
- Beautiful country (area)*
- Eagles***
- Trees
- The island
- Environment
- Climate

Transportation

- River Park Drive
- Downtown Handicap accessible
- Handicap sidewalks
- U.S. Highway
- On the Great River Road*
- Long term road plan
- Scenic Byways
- Lack of Traffic lights
- Simplicity of life – being able to walk almost everywhere
- Convenience to living here – you can walk to about everything
- Can walk anywhere
- Location
- Proximity to larger communities*

Housing

- Senior housing*
- Well-maintained homes
- Variety of housing
- Affordable housing

Government

- Progressive City Government
- Progressive
- Our City Manager
- Wonderful city staffers
- Operates its own utilities – low rates
- Long term utilities plan
- Flood wall

Services

- Fire Department*
- Fiber Optics
- Technology
- Safety*
- Safe***
- Low crime*
- Fire and police protection*
- Well-trained (wonderful) fire and EMS services*

Facilities

- Public Library**
- (Good/Quality) Schools (district)*****
- High School
- Education*
- School Faculty and Staff
- Progressive education system
- Catholic School*
- Caring educators
- School IN TOWN*
- Elderly (senior)meal site and delivery*
- (quality) Care Center*****
- Assisted living and care center*
- Quality (excellent, great) medical care (health care, system)*****
- Clinic***
- Hospital*****
- Family Resource Center
- Creativity Center
- Good doctors (and nurses)***
- Dentist

Youth Comments:

Assets:

- River
- Bluffs
- Fishing
- Boaters
- Tourists
- Trails
- Big Springs
- The pool
- Athletic Complex – nicest in the state (football and track)
- Sledding/snowmobiling
- Soccer /baseball/softball teams
- Joe's Pizza
- Nice people
- Decent housing
- Everyone knows everyone (good and bad!)
- Like the Stars and Stripes event
 - Pulls kids from all over
 - Has a lot of activities (stuff/games)
 - Fireworks over the river
- Summer dance program

Needs:

- New Gym
- Movie theater
- Bowling alley*
- Community/Recreation Center (open all the time/like a YMCA/with weight room, racquetball, batting cage, indoor pool, basketball court)
- More convenient (less expensive) food places
- Higher paying jobs (student interests included computer science, architect, engineering, agriculture, medical, graphic arts)
- Maybe shopping (mall setting – ways to hang out)
- Get rid of “eye-killers”/”eyesores”
- Improve the gateways (community entrances – clean them up)
- Entrepreneurial support (maybe a shared building space/incubator...)
- Housing here requires a higher paying job
- No new space for housing
- Are gaps in sidewalks for walking to school
- Need to liven it up a bit
- Outlet mall, strip mall
- Need a teen spot (maybe indoor paintball)
- Snowmobile/dirt bike/4-wheeler track
- Beach
- Town dances
- Shuttle to sandbar
- Jet-ski rentals

Other Comments:

- Downtown is just for adults
- Most drive to school
- Lots of older people
- Can't swim off the docks anymore – have to have a boat to do anything
- Superintendent asked if kids were interested in organizing an event
 - Have done a glow run
 - Runs with a theme might be good
- At the Stars and Stripes event – or others - had ideas for a ski show, water competition of some type, beach volleyball, inflatable games.
- Use of the Marina Center (for dances, etc.). Concerns about only accommodating 50-60 people
- Resource Guide or Brochure
- Comments on Recreation Center funding:
 - PERL (public education recreation levy)
 - Memberships need to be affordable – and payable monthly.

Vision Statements:

1. A vibrant and safe community closely tied to the Mississippi River, Guttenberg has a friendly, small-town atmosphere and big-city conveniences within walking distance. Residents and visitors enjoy enchanting natural beauty, high quality health care and a wide variety of outdoor recreation. Guttenberg is proud of its schools, churches, parks and community and cultural events. xxxx
2. Guttenberg is a thriving city with a strong sense of community that offers desirable employment (xxxx), housing, schools, healthcare, safety, shopping and family values. In addition to our natural scenery and heritage, Guttenberg presents unique tourist attractions (xx) and activities for young and old to enjoy. Xoxo
3. Guttenberg is a community where people thrive, families prosper, schools and healthcare systems excel and everyone enjoys the beauty and natural surroundings
4. Guttenberg – a historic community blessed with natural beauty, providing all the big city necessities with a small town atmosphere. In reality, a perfect place to come home to.
5. A community nestled along the scenic bluffs of the Mississippi River where unique people create endless opportunity.
6. Guttenberg is a vibrant and safe community where history is preserved and the river and bluffs are protected and enjoyed by local and visiting families. All are welcome to live and grow in a community with many conveniences and cultural and recreation opportunities.
7. Guttenberg is a scenic, safe, historic and vibrant place to live, work and visit. Our town is nestled between the limestone bluffs and the mighty Mississippi River. Our residents and visitors enjoy numerous outdoor activities in a safe and clean environment. Its natural beauty is enhanced by its river park and historical German architecture. Our community is served by state of the art health care and schools, thriving businesses and modern municipal infrastructure.
8. Guttenberg: A quaint river town creating memories and preserving our history. Continuing to enrich (x) the lives of all who experience it.
9. In 2033 Guttenberg will be...
 - A place where residents and their families can live comfortably and have healthy family-oriented activities. (xxxxx)
 - A place where commerce is supported by a robust infrastructure, fair policy and community support.
 - A place that attracts young families supported by affordable housing, excellent schools and healthcare and local access to entertainment, dining and local commodities.
 - A place where history is preserved, beauty is enhanced and our environment of the River and local bluffs is protected. (xx)
10. We want Guttenberg to be a place where young families can come to enjoy, make a living and raise a family in a safe and sustaining environment that has natural beauty with a progressive outlook. Where businesses can thrive and serve everyone local as well as tourists. (xxxxx)
11. Guttenberg is a place that allows citizens to make money and tourists to spend it.
12. A scenic river community with a great outlook, beautiful people and vintage style. (x)
13. A small Mississippi River community uniquely rich in:
 - Natural beauty
 - Historic assets
 - Full spectrum employment opportunities
 - Engaged and caring citizenry
 - Vibrant retail sector
 - Top notch public and community services
 - Multi-generations thriving together
 - Safety and inclusion for citizens and visitors of all ages

Parking Lot/Additional comments:

- Attractive to residents and tourists (visitors)
- Friendliness
- Safe
- Attractions for everyone's taste
- Bicycle trail
- German heritage
- French heritage
- Vintage – not sure of this word – does it make a reader think of a specific time period – like the 40s or 50s?
- Outlook – liked the double meaning
- Young families
- Sustaining environment
- Visitors/tourism
- Economy
- History
- Beauty
- Strong sense of community
- Multi-generational
- Great place to retire
- Unique in what you can get here/have here
- Health Care