

Timestamp	1. What do you feel are the Mercer area's greatest strengths?	2. What activities interest you the most?	3. What services/facilities would you like to see available in our community?	4. How much time do you spend in the Mercer area?	If you are not a full-time resident, what would help you spend more time here?	5. What are your dreams or aspirations for the Mercer area community?
1/12/2017 6:22:46	tourism industry	snowmobiling, ATV/UTV riding, fishing, boating/pontooning, hunting, wildlife viewing	Cell phone tower and affordable & dependent high speed internet access near Lake Bastine on the Turtle Flambeau Flowage; an understanding by government officials, residents and others that Mercer includes more than the homes, businesses, school, library and other buildings located on/near Hwy 51 and that the resources MUST be shared with the entire Town of Mercer including the Turtle Flambeau Flowage region; ATV/UTV rental service/business; seasonal (May - September) recycling center at the Hwy FF fire hall.	100 - 125 days per year	retirement	expand our cabin rental business to include additional activities for tourists
1/12/2017 9:34:58	Beautiful natural surrounding area and rustic, attractive downtown.	Fishing, swimming, live music, dining out		A couple days each summer	More events in the winter	To thrive
1/12/2017 10:59:23	Nature, abundance of lakes, right on Hwy 51, ATV trails, great snow fall totals.	Vacation at resort, sewing/quilting, hiking, bike riding, fishing, boating	Some place where people can go to a large pool in the winter.	10 months		Improve the downtown building or sell it! More room for retail businesses.
1/12/2017 11:18:59	Seasonal sports, Mercers' School District, Minerals, Timber, and being a Destination for vacations, vacation homes, and retirement.	Business opportunities, shooting sports, outdoor activities.	Business incubators, a large and diverse apprenticeship/trades training center, outdoor concert/multifunction facilities, sports facility, a manufacturer/job creator business moving here.	Live here.		That we modernize, be willing to allow the next generation to live and build businesses here, and move into the 21st. century in attitudes and technology.
1/12/2017 12:16:36	The small town, remote and wild feeling of the area. Not ever trying to be bigger than it is.	Anything outdoors.	A Gentleman's Club would be terrific.	Half of the year, at least.	If I had more time to spend there.	I want it to be what it is now to be what it is when my kids are able to enjoy it and then bring their kids.
1/12/2017 20:41:07	Small town feel, and being in the middle of the great Northwoods.	Musky fishing, hiking, biking, waterfalls	Regular public offerings of our local fishing guides, fishing success, keeps guests coming back	6 months every year	Nothing	Improve on what we already have, by not turning into our southern neighbors
1/12/2017 21:10:29	lakes, woods, trails, retirees, activities, programs, wilderness	water activities, paddling, hiking, golf, meeting with like-minded people, Fe U, exercise class, library	swimming pool, spa		80%	a first class retirement community with enough jobs/help/medical care to make that viable. this does not exclude young people b/c retirees bring jobs and not just service jobs, (medical, technology, etc.) Think Florida, which after retirees came, schools and other businesses flourished. Having said that, the charm of the area is its remoteness, so there must be a balance between development and the features that attract people to the area.
1/13/2017 10:45:05	Love and respect for beautiful nature; like minded people who love our area	Kayaking, fishing, walking, snowshoeing	Better internet, to enable people to work from here	Year round		An indoor swimming facility
1/13/2017 15:02:28	Fishing and Outdoor Activities	Fishing	Broadband Improvement	all year	NA	More businesses relocate to Mercer to increase the tax base. Broadband.
1/15/2017 19:49:54	It's natural resources and small-town feel	Outdoor activities	Public Internet	I visit about once a month on average over the course of a year		
1/17/2017 5:43:44	The people themselves.	Walking.	It would be nice if the snow that is plowed in the driveway would also be removed.	Every day minus a weeks vacation.		To have a drug free community.
1/17/2017 5:52:54	The natural beauty of the area, the outdoor land and water sports, the small town activities, and the library/school.	Water sports, fishing, 4th of July parade and picnic activities for kids, library, eating out, bicycling on dedicated trails (not along busy roads)	More bike trails, especially along FF, horseback riding for grandchildren, free WiFi when the library isn't open (available at some restaurants)	Summer weekends, week around the 4th of July	More bicycle trails -- really like the new one opened last year	A bike trail that goes from Hurley to Mercer to Minocqua
1/17/2017 5:56:10	quality of natural environment	fishing, hunting, enjoying peace & quiet-nature & environment	library, services for aging population	8 months	nothing	to be tolerant & diverse
1/17/2017 7:20:58	Perfect place to go for just about all outdoor activities	Snowmobiling and ATV/UTVing	Better medical options and other than that I cannot get enough of Mercer, LOVE it there	1 weekend a month with a Thanksgiving and Christmas spend the full week or more	I'd be living there full time if there was work, now I plan to retire there as soon as I can retire	Keeping it feeling like an up north place to go, less much less clear cutting
1/17/2017 7:46:57	I have been a homeowner in Mercer since 2001 and I have been very impressed by the growth and improvements in town. I have also found that the library has so many offerings. I look forward to spending more time up there to take advantage of the programs.		A drug store might be helpful. However, I know that when we first came up and there was one, there wasn't enough traffic to support it.	We come up at least once a month, more in the summer.	Time! We live 6 1/2 hours away. But worth the drive.	A bit more small business for the women that come with the husbands. Losing Aunt Esther's was a blow. Also, another breakfast place.
1/17/2017 7:51:19	Library and community center	July 4th parade. And fireworks. Loon day	Better access to garbage dumpsters Better cooperation with lake associations. Better control of Shay Dam Drug store Menards	All year. Back and forth from Milwaukee.	Better shopping	Less squabbling at the school. Better response from town chairman.
1/17/2017 7:51:29	Library and community center	July 4th parade. And fireworks. Loon day	Better access to garbage dumpsters Better cooperation with lake associations. Better control of Shay Dam Drug store Menards		Better shopping	Less squabbling at the school. Better response from town chairman.
1/17/2017 7:56:54	Outdoor opportunities	Boating	swimming pool-indoor so residents can swim year round	year round		I like the size of the community currently but hope that in the future it can offer more opportunities... football field, track, swimming facilities. It would also benefit by having some type of industry for year round residents to work.
1/17/2017 7:57:31	Recreation and low property values	Fishing, nature		Year round		Increased prosperity
1/17/2017 7:59:20	From the perspective of a summer resident, I see four great strengths. The natural resources, the high school, the library, and most of all, a community spirit which makes these things go.	The library resources and activities, then the area's parks, lakes and streams	Certainly more employers offering living wages would be a great place to start. Expansion of health care facilities could lead the way.	From May until October.	Adequate health care facilities, enlarged adult education opportunities, larger faith community.	That we grow beyond tourism into a more balanced economy.
1/17/2017 8:13:12	Community support	Hiking, boating, fishing, gardening.	Transportation to other towns.	Full time resident	Full time resident	More activities for kids.
1/17/2017 8:42:56	Town events that attract tourist as well as locals	Town events that include the entire community, more entertainment on the forth of July for people without kids and who don't hangout in the bars between the parade and fireworks.	More small businesses, no building should sit empty	365 Days		To GROW, why is that industrial park sitting empty?
1/17/2017 9:27:54	I really like the get together of community merchants at the library to promote a better relationship between area residents	Books, books , books and the Garden Club. I would like to see a Garden Club event at the Community Center...where area merchants and Activities (paddlers, book club, exercise, etc.) could be represented, also..	New businesses, of course.. Home Health Care.. urgent Care facility. 24/7	May. To Oct.	Sunny warm weather... I loved the winter weather when I was younger...very romantic but alas, I'm getting older and warm prevails	More adequate paying jobs...need to work c area Representatives on acquiring more industry. Survey of area who need better paying jobs
1/17/2017 10:00:35	Close-knit feel, natural beauty, lack of pretension, community spirit	Boating, fishing, paddle boarding, snowmobiling, snowshoeing, walking, reading, crafts		Full time year round		Growth, attract younger people, be more welcoming of outsiders/people who move here
1/17/2017 10:06:12	the lakes, loonfest, friendly residents and your library.	Loonfest, cross country skiing, fishing, biking, water sports	services and facilities are more than adequate	summertime resident 4-5 months	year round housing- unfortunately my Mercer home is not year round.	More festivities to draw people to Mercer. Downtown improvements to restaurants & shops. Improvement to Tank lake park facility to allow for more activities. Improvement to the area that use to be old wood chip plant. mow the the overgrown weeds and i believe that area could be a wonderful area for your Loonfest and other activities to draw people to your downtown businesses. Possibly tying this area with the Mercer historic train depot.
1/17/2017 10:12:32	Natural resource	Trail riding, walking trails, shopping, driving around the countryside, snowshoeing, fishing and going out to eat	Bike trail north of town like the beautiful one being added to the South	A weekend every month	Retirement :-)	I would like to stay up there longer. It would be nice to have more activities during the week and on the weekend to get to know people. That's hard if you're not a bar sitter
1/17/2017 11:52:48	Rustic. Northwoods appeal, library, Mercer Health and wellness programs, Mecca, community garden, community center, exercise facility at school, bike trail, park.	Silent sports - cross country skiing, kayaking, river and lake activists, exercise, reading, gardening, biking.	Shoveled sidewalks in winter in the downtown.	All year resident		School board stop garnering negative attention, a town board who listens to citizens not just businesses who only seem to want to promote motorized, polluting recreation. A quiet community that appreciates its natural appeal. A low light community where we can appreciate the night sky rather than lighting up everything. A community which promotes and practices environmental principles. A cleaned up downtown where we can walk even in the winter because businesses shovel the sidewalks. A town where all people feel welcome.
1/17/2017 12:21:22	Mercer is able to offer recreational options for ALL types of visitors. We are unique in that we don't just cater to one type of visitor, but we embrace everyone; snowmobilers, ATVers, bikers, fisherman, paddlers, cross country skiers...mercier has something to offer EVERYONE!!	I enjoy fishing, snowmobiling, ATVing, kayaking	Would love to see public restrooms available downtown, similar to what Minocqua offers. More hours for the recycling center as well	Most of it		I would love to see Mercer continue to embrace tourism of all types. We are the type of community people are looking for, and I would hate to see Mercer limit itself by catering to only one type of visitor. Without tourism, this community would wither and fade, but if we continue to expand what we offer, and continue to promote Mercer as a destination of EVERY vacationer, we can't loose!

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1/17/2017 12:29:00	Small town identity, e.g. bars and restaurants where locals go. Outdoor orientation, e.g. lakes, lake activity, trails.	Outdoor activity. Forums where community discussions that allow safe sharing of different points of political, community views. For instance, we have at least one resident who displays a Confederate flag. While certainly within his or her rights, I'd like to understand the need to display it.	Small businesses on main street, e.g. recent addition of the deli. Continued emphasis on trails, e.g. bike trail along Highway 51 and the MECCA trail. Continued emphasis on recycling of computers, fluids, etc. Continued emphasis on community programs, e.g. library programs and Loon Days.	Full time resident	n/a	An enlarged school population through consolidation, population growth, program sharing with neighboring districts, magnet programs. A more balanced political identity/population among R's, D's and Independents. New housing development that honors the small town identity while recognizing new life styles, e.g. smaller houses, multiple family dwellings or housing tracts. Community wide Wi-Fi. Uber type ride sharing.
1/17/2017 13:24:55	Natural Beauty	Fishing, hunting, enjoying the peaceful non-commercialized setting.	The Library is a great asset.	Many weekends and several full weeks	Retirement	To maintain its natural beauty and not be spoiled by commercialization.
1/17/2017 13:56:24	Natural resources (lakes & rivers) Trails: ATV, Snowmobile, Bike, X Country	Fishing, Boating & ATV	Internet expansion	Several weeks at our cabin, year around	Internet	Maintain the small town atmosphere.
1/17/2017 14:17:49	Nature. Not touristy. People.	Sight seeing, Boating, Hiking.	Affordable high speed internet. A place to exercise.	3 months at a year	High speed internet. I'd relocate my business up there.	That the people who live there have work opportunities. That it keeps it's small town feel. That nature is respected and kept close to town.
1/17/2017 14:26:37	Access to recreational availabilities.	Fishing, boating, reading (great library).	A drugstore and a barber shop.	Previously, at least two months during the summer. Since my wife died last spring ???	A more welcoming attitude toward out-of-area landowners and visitors would help. It's very clear that there are "Mercer people" and "outsiders." Everyone is happy to take your money, whether in trade or taxes, but not so many care about a warm welcome. I've owned lake property near Mercer since 1977 and the town is still as insular and clannish as it was then.	A bigger heart.
1/17/2017 16:04:18	Lakes, TF Flowage, snowmobile trails, new bike trail	boating, biking, casual restaurants	nice, cozy coffee shop, more shops for women (we miss Aunt Esther's Attic)	30-40 days/year	hiking trails, shops for women	I would like to see the Chamber of Commerce be more discriminative about what new shops/bars/restaurants are accepted (discourage franchises like Subway/ Family Dollar to compete with locally run Snow's ISA, The Warehouse and local restaurants). Also, would like to see similar architectural facades throughout the downtown businesses (i.e. wood/cedar siding like Pines, Century21, Heart of the North).
1/17/2017 16:47:10	Natural environment of the area: lakes, rivers, forests and Lake Superior. Interesting group of retirees and artistic talents of some of the locals.	All outdoor activities, photography, learning about the history and cultures of the area.	In the area (within 20 miles): splash pad for kids, outdoor amphitheater, ethnic restaurants, good in-town hardware store, new northwoods style (log) town hall, movie theater, activity outlets for tweens and teens and young adults.	85% of the year and not April		A progressive town Board made up of a mix of local and "from away" people; greater formal ways for non-resident taxpayers to find voice; have the area become a silent sports Mecca, more shops and at least one higher end eating establishment to encourage people to frequent downtown and spend time there (splash pad, min-golf, theater, etc)
1/17/2017 17:20:18	The natural beauty of the area. A feeling of a 'small town'.		Better internet, roadways, medical care	5 months / year	Property tax reduction / income tax elimination. Eliminate the local / county crony government.	Maintain the 'small town' feeling.
1/17/2017 17:59:07	Nature, scenery, fishing.	Fishing	Improved medical care, most stores are overpriced.	5 months, although I lived there for 4 years full time up until 3 years ago.	Lower taxes	More respect and observing the wishes of seasonal residents.
1/17/2017 21:34:20	Small town. Keep it that way.	Fishing, Boating, Hunting.	McDonald's or Burger King.	I live here		Keep Mercer a small town
1/18/2017 7:49:37	Small town, friendly people, lots of recreational opportunities	on-going continuing educational opportunities	better internet service, rural garbage pick-up	live here year round		improving Wilson Lake Road!!!!!!! better internet access
1/18/2017 8:02:24	Summer and Winter trails and activities, the utilization of the senior center, the way the community works with the school.	the various activities for 4th of July, and other weekend "fests".	Not more "chain store" types. We need to define what our image is going to be rather than another "ho-hum, carbon copy town.	Usually from June to October and		
1/18/2017 8:32:33	Nature. Lakes, woods, rivers.	biking, hiking, paddling, x-c skiing	bike/ski shop	live here		For silent sports and motor sports to be able to enjoy this beautiful area without interfering with each other.
1/18/2017 8:49:41	Our natural environment, clean air and water especially Many activities to get involved it, service clubs, the Senior Center, library programs, Health and Wellness, Loony Paddlers Use of the school for exercise, Pickle Ball Clinic and dentist in town Grocery store, a variety of restaurants, three gas stations Access to many trails for snowmobilers, cross-country skiers, snowshoers, hikers, bikers Many talented individuals in the area- artists, quilters, authors, naturalists etc. The social services available, food pantry Having a K-12 school in town Fe University and other ways to keep learning	Outdoor activities- hiking, snowshoeing, birding, gardening, kayaking Reading, movies, plays Sewing, knitting, quilting, crafts Traveling	An assisted living facility or nursing home Eye doctor in town, even if only part-time Swimming pool	I live here year-round		To be inclusive and welcoming to all To continue being vigilant about protecting the environment To scatter more art around the town- murals, statues, plantings etc. to make it a prettier place To encourage activities that encourage interactions between generations, like "Adopt a grandchild/grandparent" To provide a place/activities for young people To encourage growth in the industrial park, for it to become an incubator for ideas and projects
1/18/2017 12:15:22	Community participation.	Art related activities.	A brand new and expanded Community Center / Senior Center / Wellness Center	Too much, ... I should be a snowbird in Florida at this time of year.		I'd like to see jobs for our youth. And good jobs, ... so they can stay here and raise families.
1/18/2017 15:20:35	Peaceful community. Friendly people. Fantastic food/dining	Walking, bingo	Daily walkin clinic with ability to apply sutures if needed. Pharmacy	3 months, approximately	A 4 season home	Self sufficient, but quiet, community
1/18/2017 15:50:04	Cute downtown. Not as many people as Minocqua Love Pines outdoor music/Wampum/Whimsey's Extended bike trail is great. Friendly people.	Lupine bike tour/Loon Day/4th of July parade. Pines music at night.		vacation home in Mercer, a couple of months per eyar		
1/18/2017 15:51:16	Cute downtown. Not as many people as Minocqua Love Pines outdoor music/Wampum/Whimsey's Extended bike trail is great. Friendly people.	Lupine bike tour/Loon Day/4th of July parade. Pines music at night.	We like the small town feel the way it is now.	a couple of months per year.	Being able to retire!	We like it the way it is now!
1/19/2017 9:05:31	Small town atmosphere, but has good variety of stores, wish there was a couple more shops for ladies and tourists.	Love Loon day, wish there was another day similar, like maybe flea market or just another craft/flea market , another one day event. Brings a lot of business to town. Like bingo, like the duck dump.	The only thing I can think of is maybe a resale type shop that would sell larger items, like furniture, appliances, etc. The paws shop is good, but sure people are always looking for furniture pieces, like shelves, end tables, cabinets and also people might want to get rid of stuff and no where to do that. Also maybe a lumber type company again.	Have place there, probably about 15 days a month for at least 6-7 month a year.	More things to do, the Pines has really helped add something to do. When we have company always looking for something. Hate having to travel down to Minocqua, St. Germain or even Eagle River for craft shows, flea markets, etc.	Just to add some spring, summer, fall events of some kind. Also would like to mention, most businesses are great and very helpful and friendly, but there are people in Mercer that are rude, not friendly and act like you're not welcome here. We've had guests that have even mentioned it. Just because you've lived all your life here doesn't mean you have to be unfriendly or resent the visitors, we've been a part of Mercer and pay taxes also for About 35 or more years.
1/19/2017 9:31:25	Love the small town atmosphere.	We tend to just enjoy the peace and calm of our cottage and all the lake activities. Being there only on weekends, we tend to use Snow's grocery, the bait shops, and The Warehouse for last minute projects.	Was sad when the lumber co. went out of business. A bit more shopping and restaurants would be nice.	Weekends and a week at Christmas and in summer. Retirement will allow us more time up there-we hope.	We are up most weekends, except when work doesn't allow.	Perhaps, longer hours for merchants. Not much open on Fri nights when coming into town. Have loved to see the biking/hiking path finished. Hope to do that this coming summer.
1/19/2017 11:05:02	Peace and quiet	Fishing and relaxing		Four to six months annually		
1/20/2017 12:26:57	Great natural resources, quality of local lakes & unique sites in the area, proximity to the Flowage, proximity of library, grocery, local restaurants & addition of outdoor garden & entertainment at the Pines, variety of artisans in nearby areas. We love availability of hardware & appliances, greenhouse plants, etc. offered at The Warehouse. Recent updates to streets & lighting downtown were great. It is also a strength that Mercer is not "too crowded" or overrun by tourists such as Minocqua etc. Love the antique store right in town!	Enjoying nature in the area, hiking, kayaking, fishing, snowmobiling etc. Time spent reading, painting, having a campfire & listening to the loons on the lake. My sons come several times each year to hunt and ice fish. They feel Grouse hunting is better compared to other Wisconsin areas.	Happy with services present, though a couple more shops in downtown Mercer would be nice. Addition of full service ice cream shop (or combination with breakfast or other type offering).	Most of summer & several wks in winter	Maybe addition or change in type of retail offerings downtown.	That much will remain as is, however would like to see the trailer park area seen when first entering town changed to something else or updated somehow. It is a bit of an eyesore now & may give negative impression which could deter visitors from the real gem that is Mercer. Perhaps expand the public landing on Mercer Lake so more than one launch at a time could be done & folks might boat across lake, park at the dock to utilize town services. Love the Great Northern, but would be nice to see that updated as well.
1/20/2017 23:35:14	Library, school	Attending lectures, presentations, etc that are educational, informative	More cell towers for lake property owners 12-20 miles outside of Mercer for better phone reception/use.	Several hours per week		Keep it safe, keep it clean, keep it conservative. Maintain a strong and vital work ethic.
1/21/2017 10:52:22	Many lakes, beautiful scenery, small town living but with nearby services. We have a great library.	kayaking, gardening, walking, bird and wildlife watching	Another shop like Aunt Esthers. Perhaps a taxi or bus service for seniors.	year round		That it does not become too commercialized or built up. Would like restrictions on security lighting and other night lighting so we do not have light pollution. Continuing lake shore protection.

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1/22/2017 15:18:39	Very community oriented and reaches out to our tourists - also has a great school system (that offers services to the community in addition to the students), a wonderful library, and a great community center.	Outdoor - bicycling, snowshoeing, x-country skiing and kayaking	We could use another unique store like Aunt Esther's, businesses that offer items not available elsewhere that hunters and others could utilize and take home gifts to their families (love the Wampum for that reason). Now since we have a bike trail, it would be timely to have a bicycle repair shop available for breakdowns, perhaps S&S Sports could expand? And maybe a place to park with a drop box for donations for "Friends of the bike trail"?	100% now, retired		Keeping it one of the best small towns! Another suggestion - I know our town is full of volunteers who are probably out of time and maybe this isn't feasible but could a dog park could be a possibility? (I go to Minocqua).
1/23/2017 14:18:11	Uncontested, many lakes & natural beauty of area.	Enjoying our vacation home, boating, water sports & fishing.	Expanded hours for medical clinic. Clean up unsightly "junk yard" on 51, just south of CutOff Rd.	Total of about 2 months spread over 5-6 trips per year.	N/A	That it retains its unspoiled beauty without expansion just for the sake of expansion.
1/24/2017 9:08:48	Summer and winter trails and related events. 4th of July events. In town grocery store, cafes and some shops.	4th of July parade and fireworks, some of the "cookouts" at the park, the city wide garage sale.	I would not like to see more chain stores which would make us another boring ho-hum town. I understand the locals wanting things, but feel the good out weighs the bad. I am all for more "little shops" but know the difficulty of getting them and then being successful.	From June 1 to October, Columbus Day	As a seasonal resident, I am only able to be there as stated.	That more business would find us a good place to be and that more of the existing buildings would be utilized instead of building new. I know the tax breaks etc.
1/25/2017 11:36:13	Small town, lakes, not a major tourist destination	relaxing by the lake!	Not sure	A few weeks a year	Not having to work!	For it to keep away from being a major tourist attraction, but continue caring for the current residents/visitors needs.
1/28/2017 8:17:40	The lakes, rivers and all the public land. The lack of noise from summer ATV/UTV was a strength in a large part of Mercer.	Birding, wildlife viewing, kayaking, biking, hiking, running, fishing, and hunting.	More safe biking riding trails. More support of silent support by the Mercer Chamber of Commerce and Mercer Town board. I know Vic and Bonnie are great supporters of nonmotorized activities. We could also use increased Sheriff department presence to discourage poor behavior of ATV/UTV riders. Lack of a DNR ranger and insufficient number of DNR wardens in the area is allowing some fishermen and hunters to boldly over harvest.	We like here		That there is more diversity in outdoor activities for people living here and visiting. I know I'm pushing non motorized sports, but I feel like we need healthy activities. I'm involved in a paddling group composed of mostly older women. These ladies are very health and seem to need fewer medical resource. I fear for younger people who are not strengthening their bodies by doing physical activities. ATV/UTVs are tough on the body and ears. A more positive attitude towards human powered outdoor activities in Mercer might start a culture of health.
1/30/2017 17:33:48	Mercer is a great small town that has a lot to offer. We have incredible natural resources in our area and many knowledgeable community members that educate us and help us protect these resources. We are also fortunate to have a grocery store, full service library, community center, school, dentist, medical clinic, bank, churches, gift shops, restaurants, senior center, food pantry, bars, gas stations, marinas, resorts, hotels, bike trail, ski trails, snowmobile and ATV trails, parks, hiking trails, post office, hardware store, quilt shop, and furniture stores all available in our community.	I enjoy outdoor activities, biking, boating, kayaking, skiing. But I also enjoy and participate in programs offered at the library, FE University programs.	Consistent, reliable internet service.	I'm a full-time resident.		That we work together as a community to develop and provide services needed by our existing residents and new residents, and that we work hard to keep our small town charm.
2/1/2017 5:45:22	Small town, close knit community, quiet, beautiful area	Nature walks, spending day at parks, fishing	Indoor community pool	Resident		To remain the peaceful, quiet, little jern that it is. Moved here from Minocqua 10 years ago because Minocqua forgot its residents wanted to live in a peaceful and quiet Northwoods community. They turned it into an awful tourist trap that the locals are moving out!
2/1/2017 7:08:08	Mercer has come a long way in the beautification of our little town; I love to see all we've done as such a small town...downtown streets, light poles/banners, etc., improvements to grass area on Railroad Street, bike path, storefront improvements, School & Chamber's new signs, & I could go on & on...it is so great when everyone can work together!	I love to read what all is going on at our School, Library, the "health" activities, Pickle ball, the summer garden, Lioness Bingo, Chamber activities...4th of July, Loon Day, Pumpkin Run, Canyok; it's great to see what all we have available to us if/when we want to do something	More small shops. Expand on activities/events wherever possible. Possibly expand on kitchen/toilet facilities at Carow Park. Make sure we keep up our projects so they always look great. Try to have occupancy in our vacant buildings in our Downtown area...get businesses that need updated store fronts/insides renovated. Bring new businesses to our area.	Full time		Continue to offer all these activities & more to keep people wanting to live/visit our area. Would be nice to see more little shops, etc. Keep up our beautification efforts. Continue to be proud to be from Mercer!
2/4/2017 6:33:34	Outdoors, school, library	Boating, snowmobiling, school games, working out, atving. Love the event the hotel puts at the end of summer	A place to be physically active, especially during the winter, but also during Cool and rainy springs and falls.	Full time		A YMCA! Also a business where families can earn a decent living and affordable housing.
2/7/2017 13:28:52	It's diversity of offerings in a community focused small town. It can promote itself as the Loon Capital of the World, it's new renovation of downtown, it's ability to promote silent sports and the new bicycle trail as well as ATV/Snowmobile, lots of community activities, bars, restaurants and friendly service providers all very close by.	Silent sports - bicycling, kayaking, hiking and fishing	Improved Chamber of Commerce building and excellent bike trail head locations plus bike connection further south	Most of the summer	Retirement	That it not lose the small town appeal but update, continue to clean up and provide an attractive downtown. We must do better on keeping flower beds and community owned grass areas maintained. It's worth the investment.
2/7/2017 15:36:07	The natural area around Mercer, the community (people) and the variety of activities available in the area.	Bird hunting, the lakes, hiking, cross country skiing, cycling.	Need broadband internet services that work. Better communications around services that already exist. Like to see the MECCA trails re-improved to allow better Mountain Biking.	100 days per year.	Better internet services, which would allow me to work from Mercer.	Continue to progress and attract residents, while keeping the natural area protected. Also need to allow for mechanized recreation. Mercer has a decent balance (need more silent sports.) I do not want to see Mercer become one or the other. Need an appropriate balance to attract future residents.
2/9/2017 12:55:51	Recreation, vacation or live in beautiful north woods, friendly people, great food	Biking, hiking, fishing, having strong local library for reading, xc skiing	Can not think of much more needed, maybe more vibrant downtown, with old buildings fixed up, more stores for shopping and more pride in keeping downtown cleaner, welcoming	5 weeks but more in near future	Making sure roads are better maintained, quicker access to health facility	Looking more like Minocqua on smaller level, a little town people want to visit, spend some vacation time, with plenty of family activities.
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2/10/2017 16:14:00	The pristine northwoods with it's incredible friendly/caring people.	We love the realm of present activities. Really something for everyone. The selection of things to do with the library and Community Center is fantastic. Love the different exercise opportunities at the Center.	Sometimes we wish for too much and then complain about our taxes. Our needs seem to be taken care of with the library, community center, FE University, and various local clubs and organizations.	We became permanent residents of the Mercer area in 2011. Our time here is year around except for vacations.		
2/10/2017 16:28:33	The pristine northwoods with it's incredible friendly/caring people.	We love the realm of present activities. Really something for everyone. The selection of things to do with the library and Community Center is fantastic. Love the different exercise opportunities at the Center.	Sometimes we wish for too much and then complain about our taxes. Our needs seem to be taken care of with the library, community center, FE University, and various local clubs and organizations.	We are permanent residents since 2011 and are here except for 4-6 weeks each year for travel.		We think it is important that the governing bodies of the Mercer area (town board, school board, etc.) need to consider all the full time residents of the Mercer area in their decisions when it comes to new policies, ordinances, etc. as we move into the future. Sometimes it seems, when looking at it from a newcomer's side, there is a "good old boys" way of doing things instead of maybe what the vast majority of residence may favor.
2/12/2017 16:56:36	Small town feel. Not pretentious. True Northwoods atmosphere.	Swimming, fishing, snowmobiling, kayaking	Garbage cans, more diverse shopping and businesses.	24x7		The town is moving in the right direction. Need to fill open real estate in the downtown area. Looking run down.
2/22/2017 16:38:13	rural setting with basic services and nearness to those we lack clinic committed people with time and ability to help the community water resources county forests and parks desire by most people to protect the resources we have tourism opportunities- bike, snowmobile, ATV, hiking, skiing trails Library/Community Center	Parks/Forests Water resources Environmental resources Nature-related non-motorized opportunities Volunteer activities- ability to give back to the community (as I have time), perhaps an elected office	more protected natural resources expanded clinic services Health center with physical therapy, workout facilities, swimming pool, game courts	full-time resident		Keep it rural More hiking opportunities organizations/people working together to maximize area potential within limits of the resource base (Aldo Leopold ethics)

Timestamp	1. What do you feel are the Mercer area's greatest strengths?	2. What activities interest you the most?	3. What services/facilities would you like to see available in our community?	4. How much time do you spend in the Mercer area?	If you are not a full-time resident, what would help you spend more time here?	5. What are your dreams or aspirations for the Mercer area community?
2/22/2017 16:42:20	small town friendliness	bird watching nature plants	grocery delivery in winter food from restaurants delivered in Rt. 51 from Loon to Bank needs to be decorated with flags and flowers in summer to draw people in	10-11 months/year		maintain small town feel but economically thriving
2/22/2017 16:48:29	natural beauty peaceful clean air and water friendly people library/grocery store	silent sports- hiking, biking, birding, snow shoe, cross- country ski, photography	highly expanded broadband to facilitate access to modern technology- people would be able to run (and initiate) businesses from home and create clean jobs	full time		Use the business park for green energy manufacturing (solar panel production, wind turbine parts etc.) to bring good-paying jobs (family supporting) which would maintain our natural resources. Completion of interconnected bike trails to encourage visitors to stay and explore the area and make it more enjoyable for locals
2/22/2017 18:22:18	friendly. In the North woods, where all activity outside can be enjoyed- hiking, biking, skiing, snowmobiling, kayaking, AT/ing, boating Library, clubs such as garden club, ICORE, ATV, snowmobile, restaurants	as above	more small boutiques, hair salon	live here		Stay a quaint up north town that welcomes visitors to share in its beauty More bike trails connecting from current one to Flowage
2/22/2017 18:36:47	Library- Teresa leading our library and all the program she organizes, all the building computers and improvements she has made. She is number 1, she needs a big raise so we can keep her now that she has her Master's degree. Also Snow's grocery, updated laundromat, hardware store, Dollar General, Subway School Pawshop New roads, walks, signage, bike trail Mercer Health and Wellness, Tai Chi class	Library programs, use of the library- books, computers, Teresa's expert help with Tech Tuesday Exercise class, tai chi, paw shop Local events, local shopping, craft shows	More promotion of silent sports A green burial cemetery A Health Food Store A Farmer's Market Recycling of plastics, can, bottles Every quarter an ability to safely dispose of hazardous waste	full-term year round		Our own local police/sheriff department A green cemetery A real recycling center A new Senior Center A new floor in the Paw Shop- get rid of the unhealthy carpet A larger community garden- more space That we would get something from Nicolette College taxes Better snow/ice clean up of ALL our roads and a quicker response More use of sand, it is used too sparingly and is unsafe driving
2/22/2017 18:44:49	Lakes and rivers! They are not only beautiful to look at, but are also a great draw for people to our area Library! A huge resource for our community, it is not only a source for information, but also a gathering place. People! Because this is such a lovely place, we have some really experienced, knowledgeable people	kayaking, hiking/snowshoeing, reading, knitting	More toilets at boat landings, not only to protect our waters, but also adjacent landowners More bike trails More scenic hiking trails Nursing home/rehab High speed internet and cell phone service	Full time		I rather like it the way it is now
2/22/2017 18:53:22	tourism	fishing, ice fishing, ATV	The downtown businesses need to be reopened. Honestly, this town reminds me of a bad neighborhood on the south side of Chicago. I know of many people that have tried to open a business only for the town board to make it nearly impossible. The Old Porky's Bar and Building, between The Heart and Antlers. Across the street from Antlers. Williams Electric Building. To boot, the owner of the building is the president/director of the Chamber	Full time		
2/22/2017 18:53:50	tourism	fishing, ice fishing, ATV	The downtown businesses need to be reopened. Honestly, this town reminds me of a bad neighborhood on the south side of Chicago. I know of many people that have tried to open a business only for the town board to make it nearly impossible. The Old Porky's Bar and Building, between The Heart and Antlers. Across the street from Antlers. Williams Electric Building. To boot, the owner of the building is the president/director of the Chamber	Full time		
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2/22/2017 19:01:13	tourism	fishing, ice fishing, ATV	The downtown businesses need to be reopened. Honestly, this town reminds me of a bad neighborhood on the south side of Chicago. I know of many people that have tried to open a business only for the town board to make it nearly impossible. The Old Porky's Bar and Building, between The Heart and Antlers. Across the street from Antlers. Williams Electric Building. To boot, the owner of the building is the president/director of the Chamber	full time		For the industrial park to be filled with business- what a joke! The town of Hurley will give you or find you the land if you will bring jobs and industrial to their community. For the locals to start treating the tourists with some respect. Many people do not want to come back for how they were treated. The town also makes it almost IMPOSSIBLE to join the chamber. We were told by other business owners to by-pass Mercer and go directly to Hurley or Mani Water's chambers
2/22/2017 19:08:12	FAULTS- NOT STRENGTHS: First impression driving into Mercer is old mobile home park. How about a Happy inviting sign Make Mercer look special, a happy place for all ages	More activities for younger groups other than fishing. Young tourists want to look forward to visiting. How about aa BMX bike track Swim toys, trampoline for water, slide for water at Carew Park. Steps to water	Advertise to bring business to the industrial park. Why do we have a business park? Most activities include local bars		100%	If any business inquires about coming to Mercer, can the community be informed, not just city leaders
2/22/2017 19:16:30	small population- great school and library Beautiful woods and lakes Ability to express your town problems at town meetings because of the small population- more folks should	Outdoor activities Silent sports Could have more educating subjects for adults- from Nicolette College. We pay taxes for the college BUT most interesting subjects are only in Minocqua or Rhinelander- why not have our school have some?	Different hours at the town hall- no hours after 4PM, being closed on Sat is very difficult for folks who work or live out of town. They still pay taxes! Town hall can't be run like a hobby	Full-time for many years		Keeping it from being like all other developed towns. We are unique- stone and buildings are not unique- they are everywhere- we have nature, lets build on this, it is so special
2/22/2017 19:24:31	talented people- artists, naturalists, writers, educators, quilters Health and Wellness program Library- knowledgeable staff, great programs Organizations that serve the community- Lions and Lionesses, VFW, Garden Club, MECCA, ICORE, churches, senior center etc. Trails- snowmobiles, bikes, snowshoe and cross- country skiing, hiking etc.	environmental issues water sports- swimming, kayaking snowshoeing nature study- hiking, gardening biking reading, knitting, quilting, baking traveling	better transportation, esp. for senior swimming pool and swim lessons for kids assisted living facility	live here year round		I'd like to see more art work- murals, sculptures to beautify our town More activities for young people Ways to attract young families and keep them here More ways for all generations to interact