

Stockbridge: Resilience through Openness

A Wisconsin Community Profile

University of Wisconsin-Green Bay

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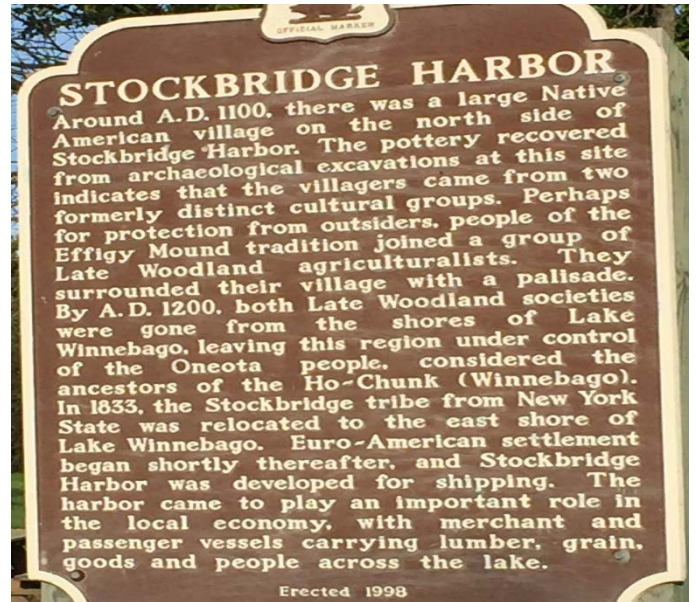
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On the Shores of Lake Winnebago: A History of Resilience and Diversity

The values of diversity, local control, and innovation are seen throughout the history of Stockbridge. These three values make up the core of today's Stockbridge, and are what have made and continue to make Stockbridge resilient today. We can trace these values even back to the beginnings nearly 1000 years ago on the shores of Lake Winnebago.

The area in what is today's Stockbridge was inhabited by Native American settlers around 1100 A. D. The ancestors of the Ho-chunk (Winnebago) were living here as sedentary agriculturalists. This way of living off the land reflects the values of local control as well as contribute to the diversity and innovation that Stockbridge residents have showed even since these apparently far-away times. However, perhaps this era is not so far away: the connection that the Ho-Chunk had with Lake Winnebago is no different than the connection that current Stockbridge residents have with it. The lake continues to be the heart and soul of Stockbridge.



Beginning in the 1830's European settlers and other east coast Native American tribes began to arrive into the area of Lake Winnebago, creating conflict with the inhabitants who had lived there for so many generations. Patriarch John C. Quinney spoke out against Congress and the moving of Native American tribes to reservations in a display of Stockbridge's characteristic resilience. In fact, the Stockbridge natives held out long enough to be granted a reservation near Wolf River in Wisconsin instead of the proposed area on the Mississippi River.

During the early to mid-nineteenth century, Stockbridge became an active site of the Underground Railroad, showing that along with resilience, it also has the capacity for

openness. In 1833, Stockbridge would soon open up in an even bigger way as the harbor was established as a node connecting it to other communities near and on Lake Winnebago. Trade between these growing communities led to much needed growth in economic activity. Stockbridge had opened itself to East Coast Native Americans, European settlers and runaway slaves, and now it was opening to the outside world.

The Town of Stockbridge was established in 1844. With rapid population growth throughout the next few decades, there was growing concern that the Town was becoming too large to cater to individual needs. As openness found its limits in Stockbridge, the long-time value of local control was exemplified when a group of citizens joined together to form the Village of Stockbridge to ensure their individual needs were met in 1908. Overcoming yet another challenge, Stockbridge stabilized until the turbulent era of the Great Depression.

The Great Depression had put enormous economic stress on Stockbridge especially in the school district. It was here that Stockbridge brought together all three of the values that made it great. Through local control, grocery stores joined together to compete with larger corporations. Austrian settlers imported stained glass windows to St. Mary of the Seven Dolours Church, contributing to the diversity of the Village. In 1945, when schools were nearly forced to shut down due to lack of funds and the Village was put to a vote of dissolution, the ingenuity of the citizens of Stockbridge emerged.



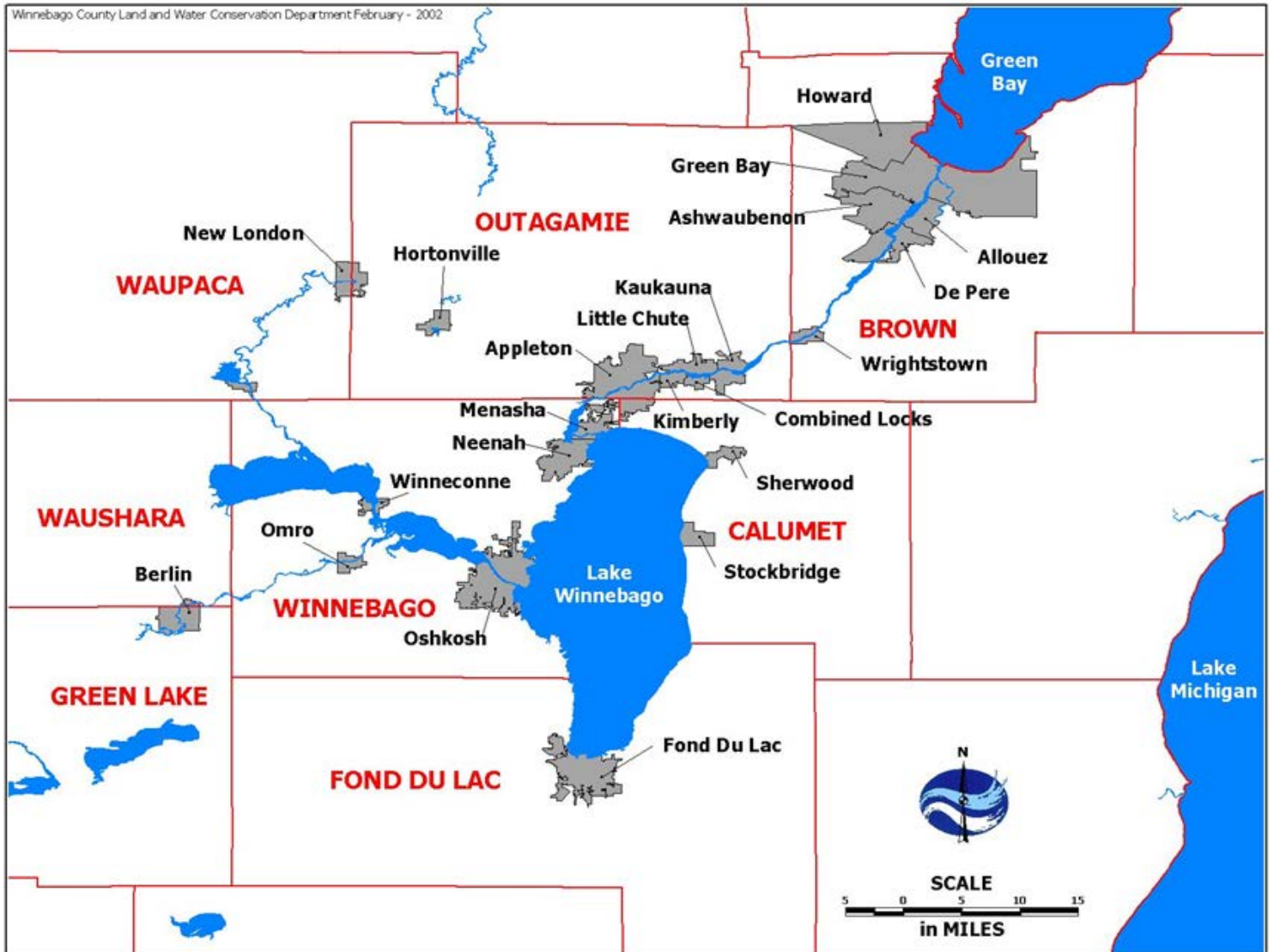
This ingenuity led Stockbridge to prosper after the Great Depression. The citizens would take the knowledge and experience they had gained from previous employment to implement into small businesses, each one catering to a certain market niche that was previously unexploited as new technology and innovations aided this economic growth. Bringing the longtime value of local control into the new millennium, various referendums allowed the school to exceed the State revenue cap and opened enrollment to other districts in 2005. These steps have allowed the school district to

continue to flourish and improve. This growth has taken shape in the creation of the Stockbridge Baseball Association, and the recent large investment of the school on energy efficiency upgrades.

This adaptive ingenuity and openness to diversity and new technology that Stockbridge has displayed in the school district in recent times continues to be balanced by the values of local control that have played their own important part in Stockbridge's resilience. Openness, ingenuity, and diversity balanced by local control are what have defined Stockbridge through the centuries of its existence as a place of human habitation. What are today the Village and Town of Stockbridge have survived the years because of these traits. These values will continue to work together to create the environment that Stockbridge needs to be successful in the future.

Stockbridge in the Fox Valley Region

Figure 1: Fox Valley Region



Map courtesy of UW Extension

In a study by Miles Koles and David Muench from the Winnebago and Outagamie County extension offices, respectively, we can observe where Stockbridge stands in the Fox Valley region and how migration trends toward suburban areas may affect the future of the village. On the above map, we can observe that Stockbridge is the most important node on the East shore of Lake Winnebago. Stockbridge's location makes it a major Sturgeon fishing hub of the Fox Valley region. It is the only establishment on the above map that is both known and equipped for sturgeon fishing while also preserving the rural, small town atmosphere that people enjoy for this kind of activity.

The people that are living in Fox Valley suburbs are often newcomers as we can see by the amount of time they lived in their previous community. In fact, over 50% said that they



lived in their previous community 10 years or less, and more than 50% moved from *urban* communities. Their reasons for this were overwhelmingly that they were seeking a *more rural atmosphere* (48%), with lower taxes (12%) and a cleaner environment (9%) being next on the list but far lower in number of responses. It was also found that what people think of as giving a place a sense of community is overwhelmingly *friendliness* (45%). While friendliness and a sense of community may not be what brings people to Stockbridge, it could be the deciding factor in what *makes them stay*.

Above: Stockbridge Harbor on Lake Winnebago

Residents and families in the Fox Valley region are moving out of the city in preference of the more rural atmosphere of the suburbs for their reasons of low taxes, less traffic, and a clean environment, and they did not live long in their previous community. Stockbridge has a true rural atmosphere that maintains some proximity to goods and services but also has a number of cultural and natural gems that, while not likely to draw great crowds of people from the cities and suburbs, these gems can maintain its resilience that it has shown throughout the years in the twenty first century. The people that live in Stockbridge, and the few that come to live in Stockbridge, may find the friendliness, the outdoor activity, the rural atmosphere, and the sense of cultural identity and place put Stockbridge on the map. This would make the village attractive and stand out among the larger population centers of the Fox Valley Region.

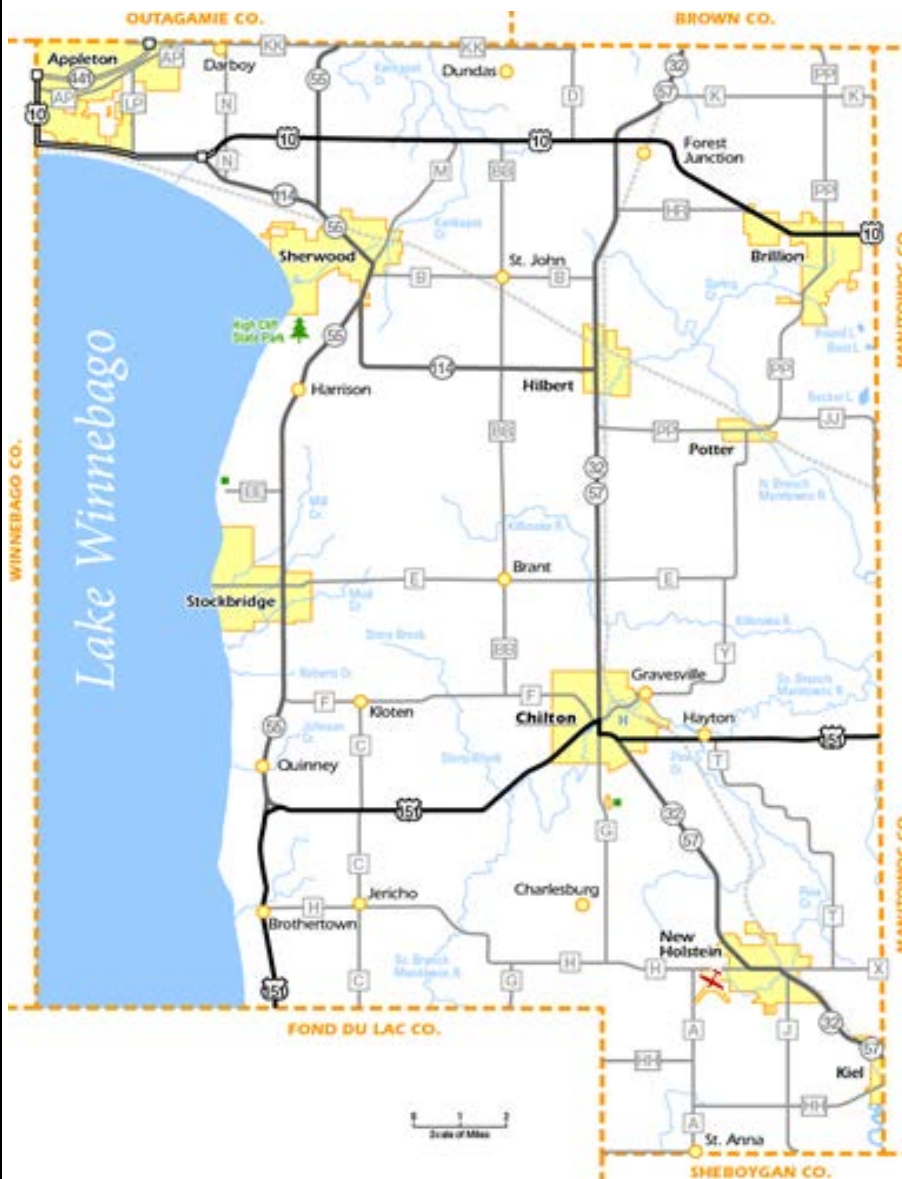


Above: Schumacher's Shanty in Stockbridge

Regional Connectivity: Stockbridge in Calumet County

The Village of Stockbridge is the largest of the lakeshore communities south of Appleton in Calumet County with a population of 636 (2010 census). Stockbridge is within a short distance of both the city of Appleton and the county seat of Chilton that act as two important regional nodes. The unincorporated town of Stockbridge completely surrounds the village and is slightly more than double the population of the village. Of the major population centers in Calumet County, Stockbridge is among those with the greatest accessibility to the Appleton/Oshkosh metropolitan area making it an important link to the eastern shore of Lake Winnebago.

Figure 2: Calumet County

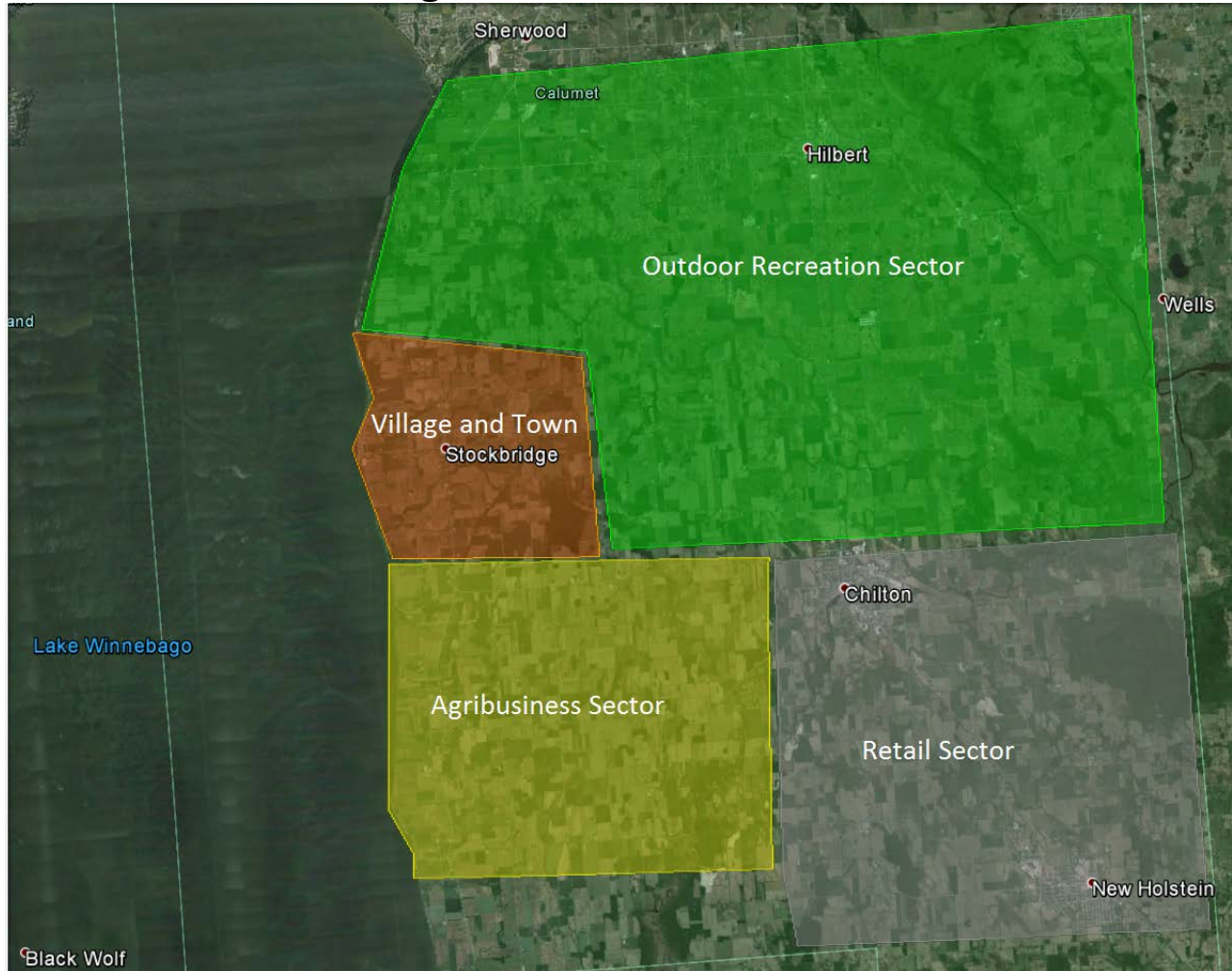


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This proximity to the urban areas of Appleton and Oshkosh make the Village of Stockbridge a perfect refuge for those seeking both the rural atmosphere as a way of life and those who just wish to experience it for a weekend. Among these attractions are High Cliff State Park, a series of underground caves, cliff faces of the Niagara escarpment, and Wisconsin's largest inland lake. While shopping needs are likely to be sought in Chilton or Appleton, Stockbridge has both cultural heritage and outdoor recreation to offer.

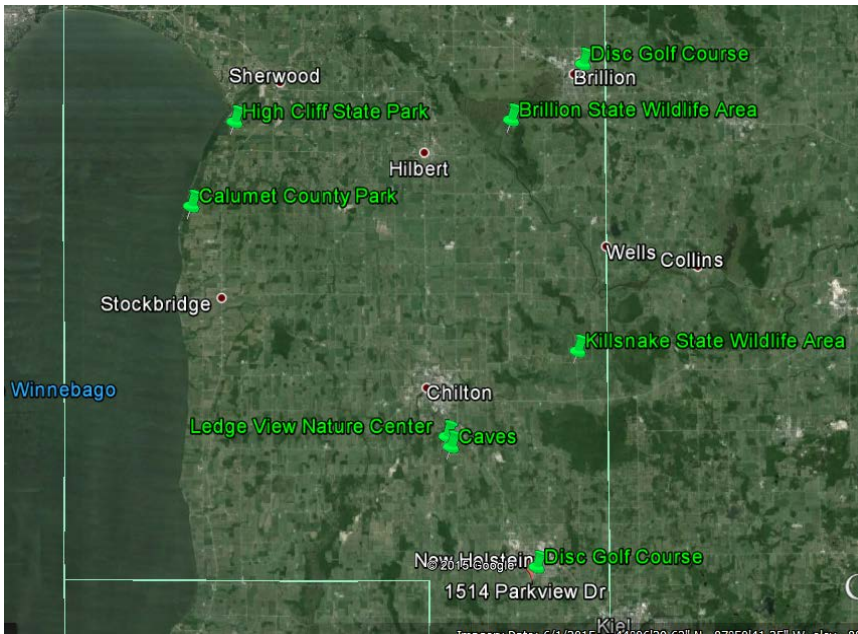
Surrounding Recreation and Tourism

Figure 3: Recreation Sectors



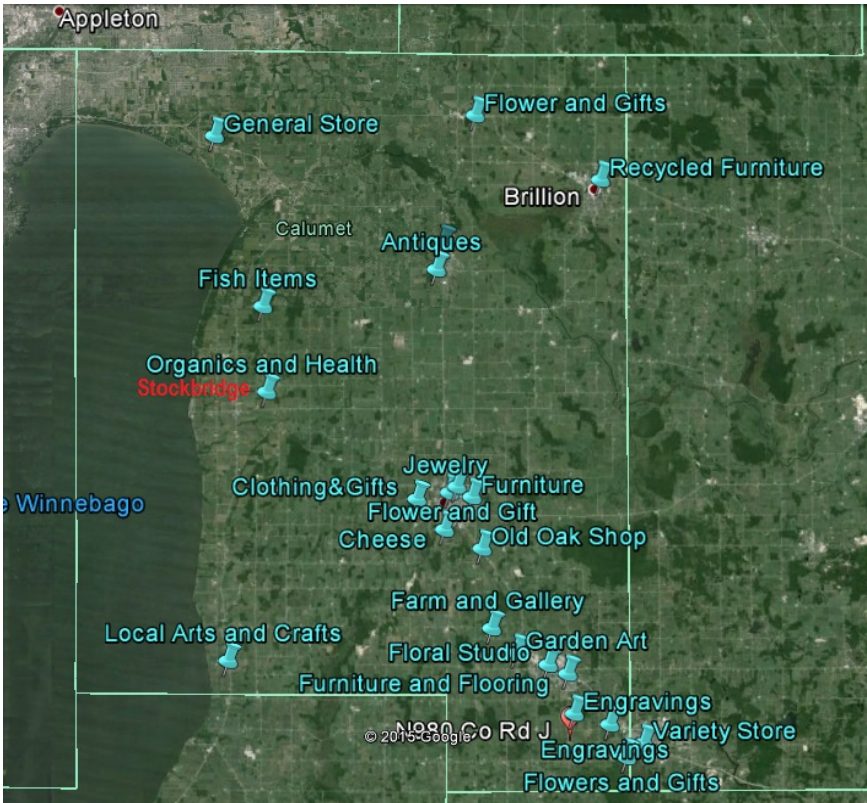
The Village and Town of Stockbridge are in a prime location to act as a central node for tourism in the area, with proximity to three recreation sectors in addition to public access to Lake Winnebago. In Figure 3, these sectors are highlighted by different colors surrounding the Village of Stockbridge. These sectors include outdoor recreation to the north of Stockbridge, agribusiness to the south, and retail to the right towards Chilton. The growth of different types of tourism establishments are not limited to the boundaries of each sector, however, each of these existing leisure opportunities present the Village of Stockbridge to be a unique and ideal place to live and visit.

Figure 4: Parks and Natural Recreation

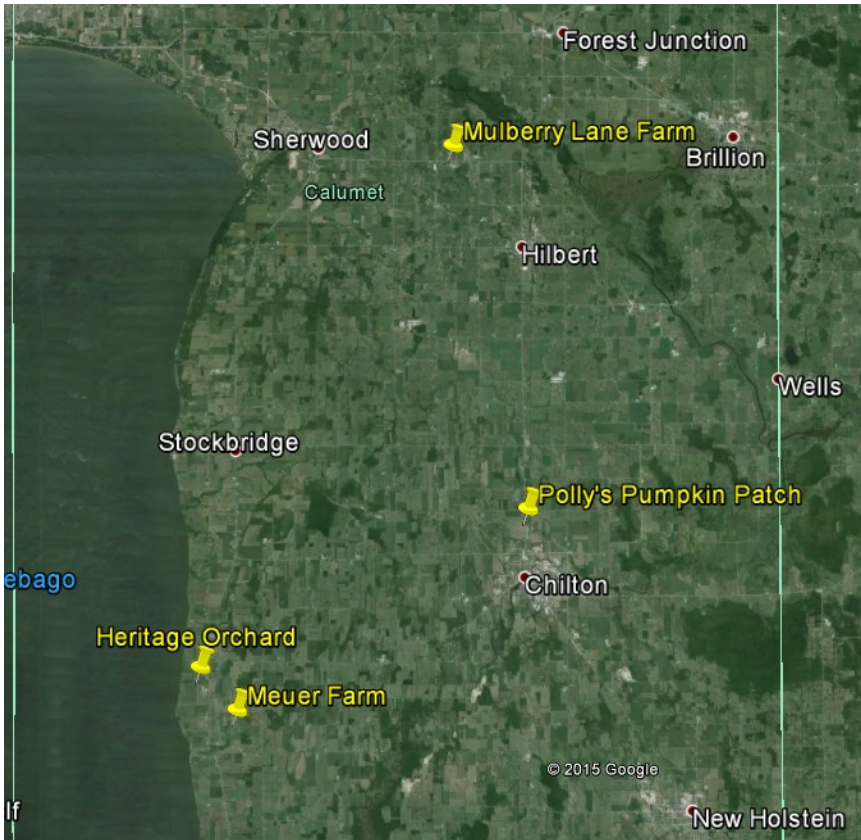


Though natural beauty and outdoor recreation surrounds Stockbridge, most of the individual outdoor tourism, such as High Cliff State Park, Calumet County Park, as well as Brillion and Killsnake State Wildlife areas, can be found in the North and to the right of the Village. By locating these specific tourist destinations, a recreation sector can be identified and sold to potential residents and visitors.

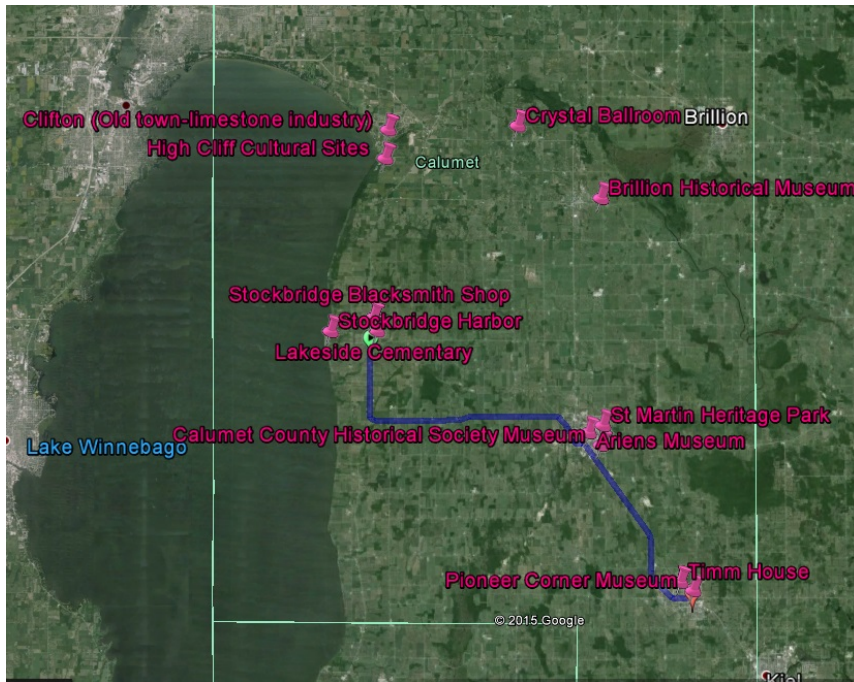
Figure 5: Shopping Centers



In respect to Stockbridge and Calumet County, major clusters of shopping centers can be found within 10 miles of Stockbridge in the city of Chilton. The furniture stores, floral studios, gifts and antiques, arts and crafts, clothing stores, etc. that are seen in Figure 5 make up the shopping sector that is identified in Figure 3. In addition to the Appleton area being a major urban place within reach on the other side of Lake Winnebago, this retail sector within Calumet County is an exploitable asset.

Figure 6: Agribusiness Sector

Though agritourism is not limited to the area directly south of Stockbridge, an abundance of agriculture-centered tourism can be located in this area in order to define it as an agribusiness sector of recreation. Heritage Orchard, Meuer Farm, Polly's Pumpkin Patch and Mulberry Lane Farm to the north offer unique, seasonal leisure opportunities for the Village of Stockbridge's residents and visitors.

Figure 7: Heritage Sites

Heritage sites exist within the Village and throughout the County, making Stockbridge's rich history continuously present in the identities and lives of its people. The Calumet County Historical Museum, High Cliff Cultural Sites, Brillion Historical Museum, Stockbridge's Lakeside Cemetery, and more provide a rich sense of historical and cultural tourism not limited to a specific sector, but throughout and surrounding the Stockbridge area.

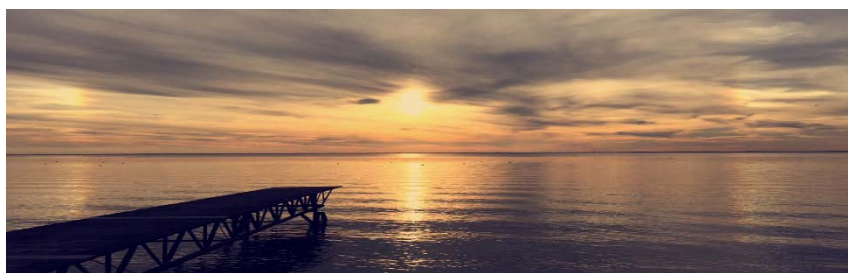
A Welcoming Village: Connectivity

The Village of Stockbridge offers three major points of entry from the North and South of Highway 55 and also a more scenic route coming west on County Road E. The intersection of these two streets is the most centralized point of Stockbridge and offers a sense of community and rural atmosphere with two local restaurants (Gobblers Knob Supper Club and Schumacher's Shanty) on the corner leading you down County Road E that turns into East Lake Street.

Figure 7: Connectivity into Stockbridge



East Lake Street offers a direct connection to Lake Winnebago and the Stockbridge Harbor. The distance from the main intersection to the harbor is only 1.7 miles and offers a great opportunity to walk or bike to this popular recreational area. The harbor displays a beautiful view of Lake Winnebago and is of great use not only to its residents but also of



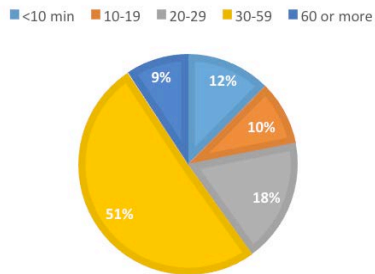
visitors who come for the sturgeon fishing during the season. Many visitors are attracted to this area because of the great harbor. Sunset Beach Road is another root of public access to Lake Winnebago.

Highway 55 leads directly into the 1.3 miles that is Military Road or the main street of Stockbridge. Stockbridge School, St. Mary of the Seven Dolours Church, the US Post Office, Stockbridge Manufacturing, Inc. and Stockbridge Engineering are all located on this street, as well as the village's very popular Mud Creek Coffee. When entering from Highway 55 South the visitor is guided into the village first by its rural atmosphere of modest homes and farm lands, but as they travel further into the village the sense of community and place becomes more apparent as the Church and School become visible. When entering opposite, from the North, the visitor will see the two major job sites, Stockbridge Engineering and Stockbridge Manufacturing Inc.

Commuting from Stockbridge

12.4% of residents in Stockbridge commute less than 10 minutes to work. A percentage of these people work at the three major industries in the village, those being Stockbridge Manufacturing, Stockbridge Engineering and J & E Construction all located on Military Rd. within Stockbridge and collectively employ 89 people. There has been a decrease in the percentage of people traveling 10 minutes or less since 1990 by 10.5%. The majority of residents 51% commute 30-59 minutes to work, it is estimated that these people work in areas such as Appleton and further such as Fond du Lac, Green Bay and Oshkosh. The village and county are more reflective of one another because in the county there are 48% of residents traveling this amount of time. The village and county differ from the town that is more evenly distributed in terms of travel times. 38% travel 30-59 minutes in the town which is still the majority but not nearly as high as that of the village and county. The town is more centrally located and closer to areas such as Appleton and can account for the amount of people traveling less time to work.

VILLAGE OF STOCKBRIDGE TRAVEL TIME TO WORK 2010



To Hilbert: 15 min

To Brillion: 25 min

To Chilton: 15 min

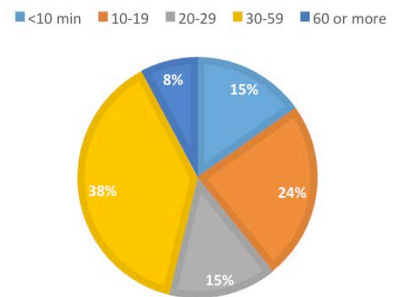
To New Holstein: 25 min

To Kiel: 30 min

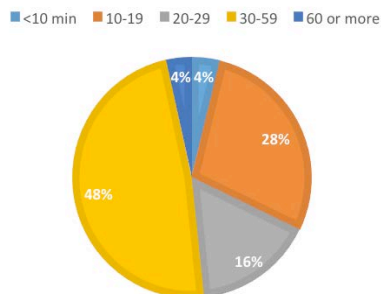
To Appleton: 30 min

To Sherwood: 10 min

TOWN OF STOCKBRIDGE TRAVEL TIME TO WORK 2010



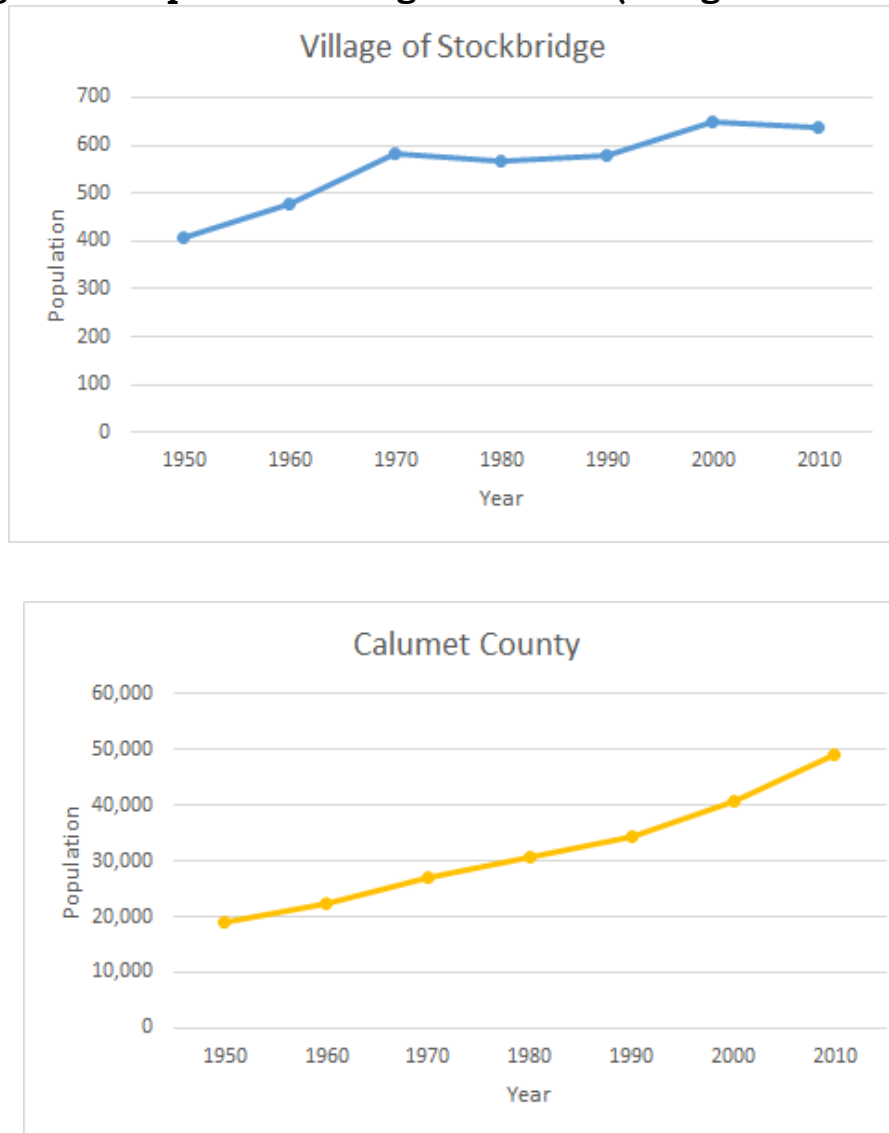
CALUMET COUNTY TRAVEL TIME TO WORK 2010



Stockbridge Population Demographics

Since 1970, the state of Wisconsin and Calumet County have grown significantly in population but The Village of Stockbridge has not followed this trend and has instead maintained a relatively stable population (graphs 1, 2). Census data from 2002 to 2010 shows Calumet County's slight increase in population (20%) while the village shows a slight decrease in population in this same time span. In those eight years, both the County and the Town show rising population while the Village population remains stagnant.

Figure 8: Population change over time (Village and County)

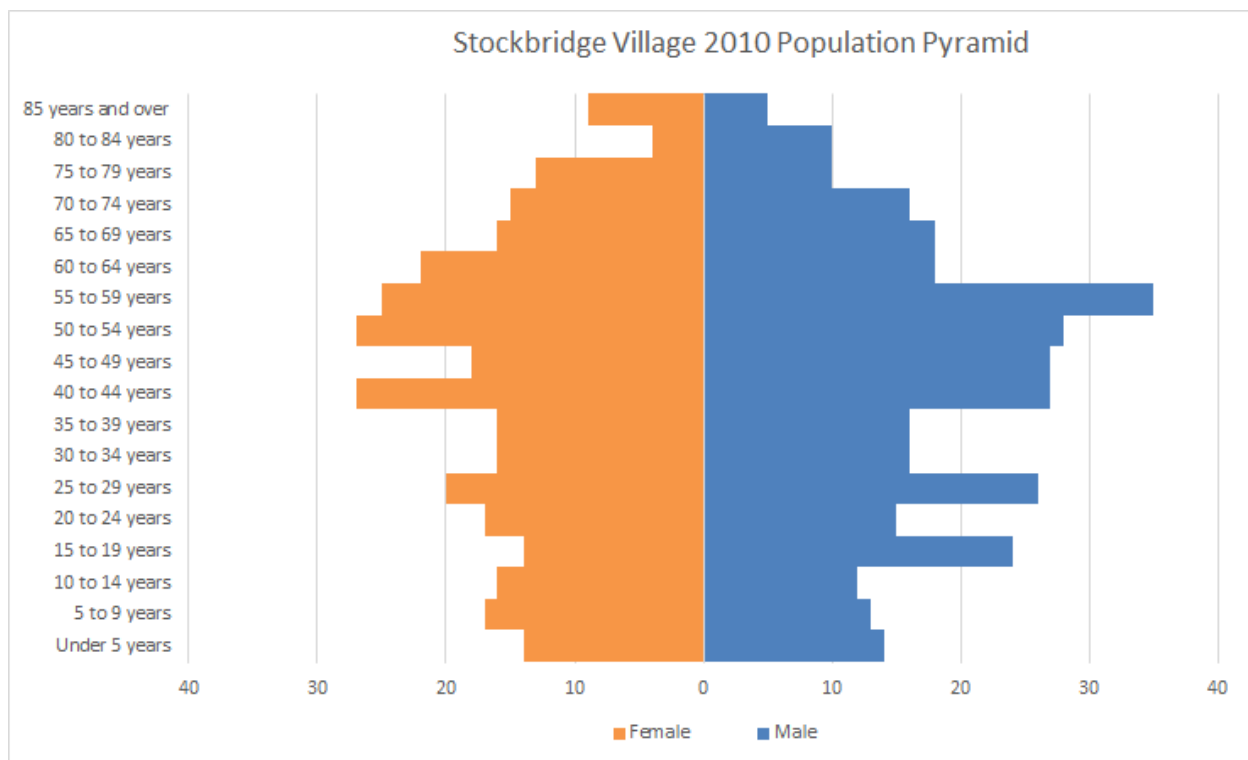


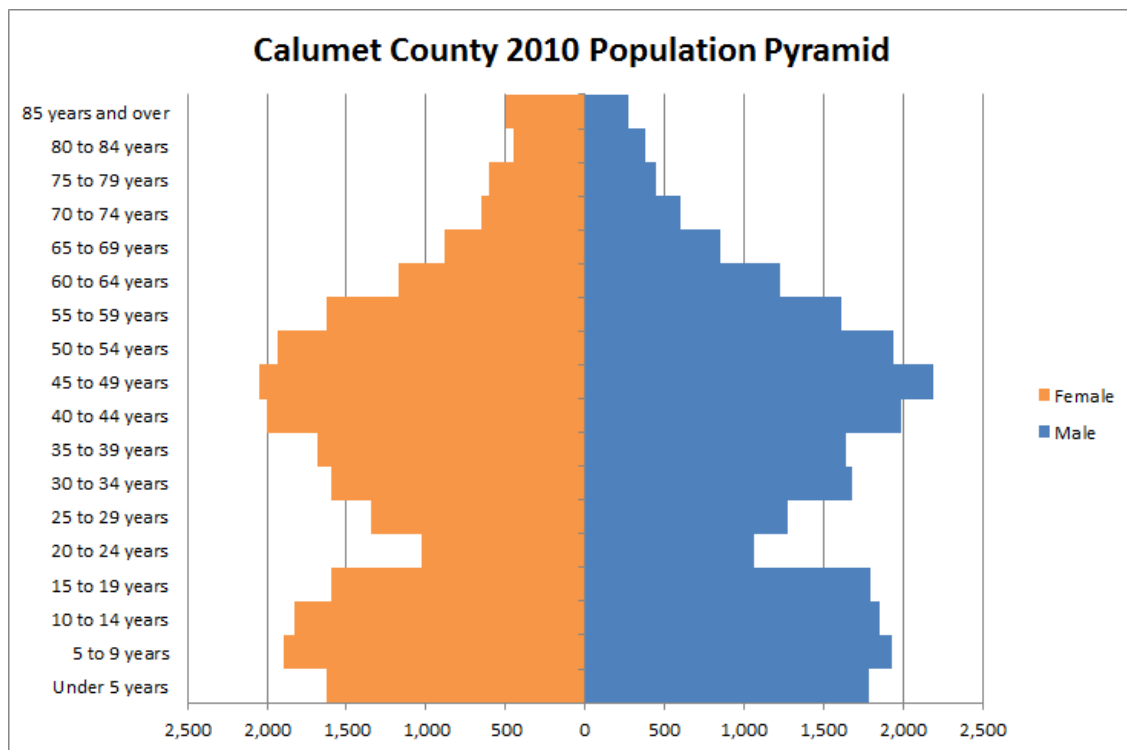
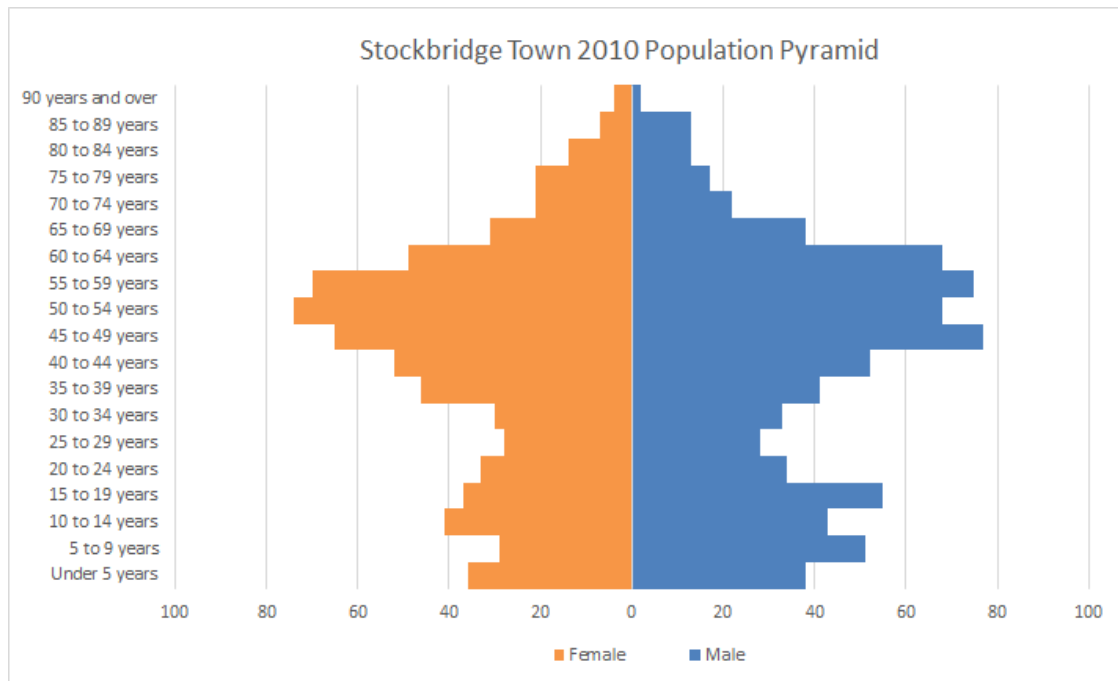
Population Pyramids

The Village of Stockbridge is an aging community. The 2010 population pyramid for the village is typical of no growth scenarios with a small base of children and a wider midsection of middle-aged people. The majority of the population is at least 40 years old and the most prevalent categories are those between 40 and 60 years old. Stockbridge town also has a significant aging community with a strong concentration of individuals in the 40 to 65 year age range. Compared to the village, the town has a noticeably smaller proportion of people in their twenties, which suggests a smaller cohort of child-bearing ages.

Both the town and the village have more men than women in their populations. While the town is fairly balanced, we do not see the same trend in the village. In the village, women are more evenly distributed among the age ranges than the men. There are significantly more men than women in the young adolescent (15-19 years) age range.

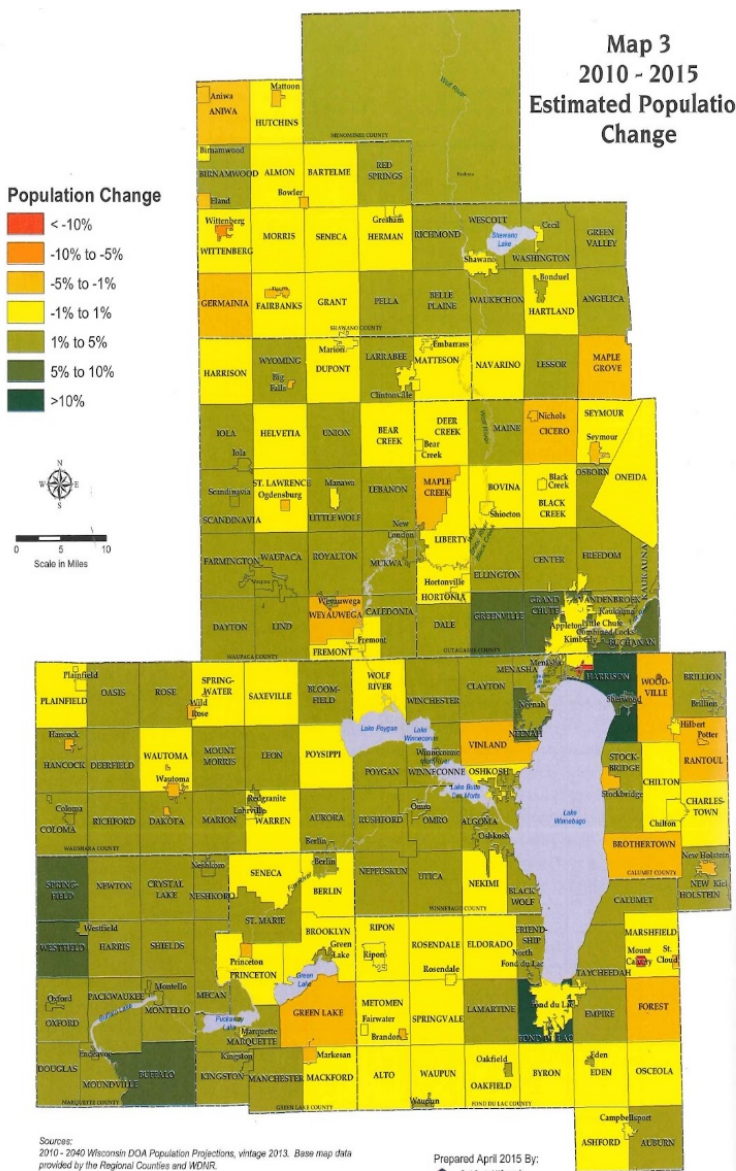
Figure 9: Population Pyramids 2010





Population Change in Surrounding Towns

An increase of population from the north of Lake Winnebago is evident through figure 10. This rise in population stretches from the Appleton area further down the eastern side of the lake. Harrison is displayed on this map with a population increase of 10% or higher. The population growth in Harrison may only account for those who have moved into the northern area, but still suggests that urban sprawl is migrating toward Stockbridge. The town of Stockbridge's population has increased by 1-5% while the village has decreased in population by 5-1%. The village is not unlike its neighboring towns such as Brothertown, Chilton, and Woodville who have all decreased in population. The village does however break the trend while moving down the east side of Lake Winnebago where Harrison and the Town of Stockbridge are increasing in population.



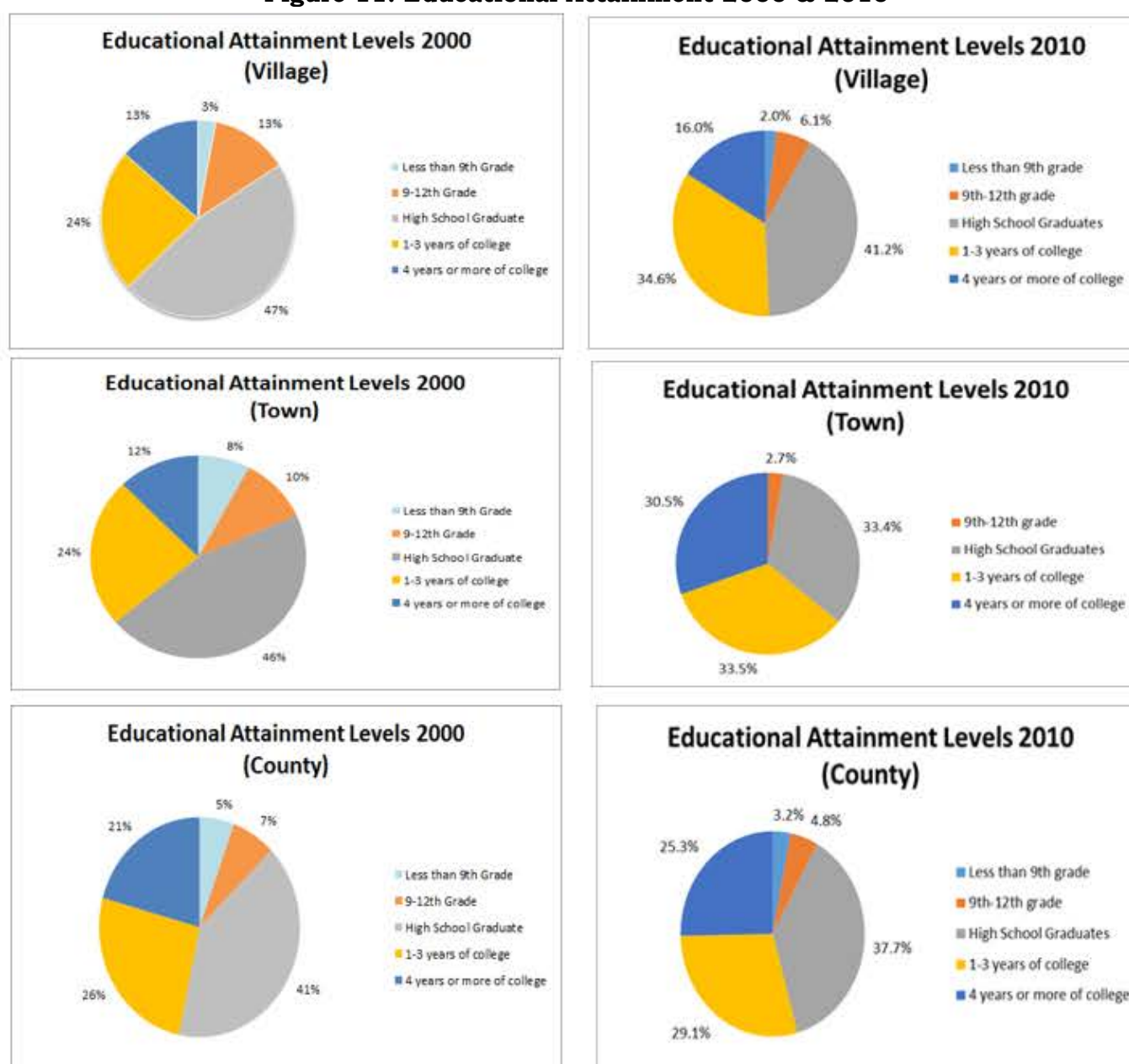
Sprawling tendencies from the north can be an undesired occurrence for places such as the village that maintain their identity as a rural welcoming community. Urban sprawl can disrupt this rural atmosphere as more and more people travel south along the lake. The more people to populate an area the more likely it is to lose this sense of place and identity. Urban sprawl also threatens the environment and agricultural land located in the village. The natural environment may be the reason for this buffer between the town and village and what keeps the village rural. The amount of open land when traveling into the village maintains its sense of place and displays a natural separation from the town. Rural areas such as the village are a desirable destination to people seeking to relocate outside urban areas such as Appleton. The village can remain resilient as it has in the past by balancing openness with local control so as to benefit from growth. Controlled growth can maintain their sense of place while still providing social, environmental and economic benefits. Controlled growth also encourages the accessibility and affordability of a place, which the village possesses and can maintain the “quiet side of the lake.”

Figure 10: Population Change in Surrounding Areas

Educational Attainment

While looking at the cross-comparison of educational attainment between 2000 and 2010 in Figure 3, it is evident that more people living in the Village of Stockbridge have a higher educational attainment than in the past. Specifically, the amount of people who have obtained four or more years of college has increased across the Village by 3%, the Town by 18.5%, and in Calumet County by 4.3%. The Town shows the most dramatic increase in this category. Similarly, the amount of people with 1-3 years of college has also increased in the Town, in the County, and by an astounding 10.6% in the Village. These higher-level education attainments are working in conjunction with a changing workforce in the surrounding region, particularly in the Village.

Figure 11: Educational Attainment 2000 & 2010

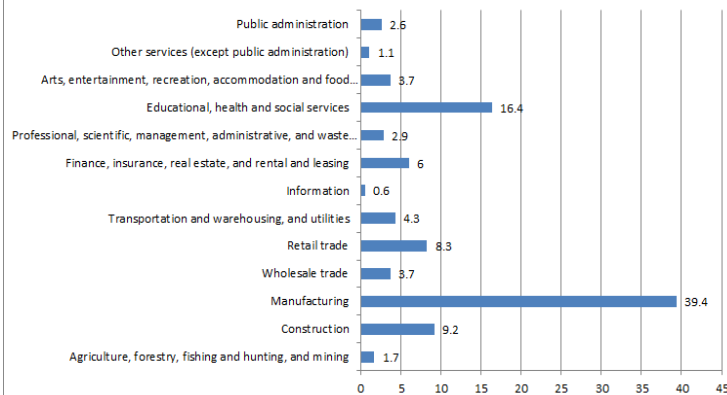


Employment by Industrial Sector 2000 & 2013

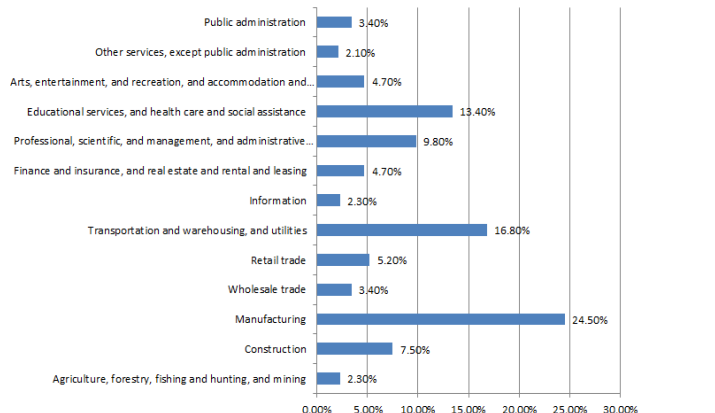
In the Town of Stockbridge there is a decline in several employment industries including construction, agriculture, wholesale trade, and most notably retail in the last 15 years which has fallen from 9 to 4 percent of the workforce. Unlike the Village of Stockbridge, which shows a rise in affluent service and public administration industries, the Town of Stockbridge appears relatively stagnant in these categories. This fits in with the levels of education and affluence in the town which have always been high but have changed little over the past decade.

This changing workforce has manifested in several ways. In the past years retail employment has dropped considerably in both Town and Village, but for the Village, employment in the service sector has risen and greatly diversified as we see slightly higher percentages of a number of employment types including public administration, arts and entertainment/recreation, and most notably we see great increases in professional and scientific management as well transportation, warehousing, and utilities. While there has been a great decline in employment in manufacturing, it still makes up about a quarter of the workforce, and up to one third of these employees may be employed at Stockbridge Manufacturing which has a total of 27 employees.

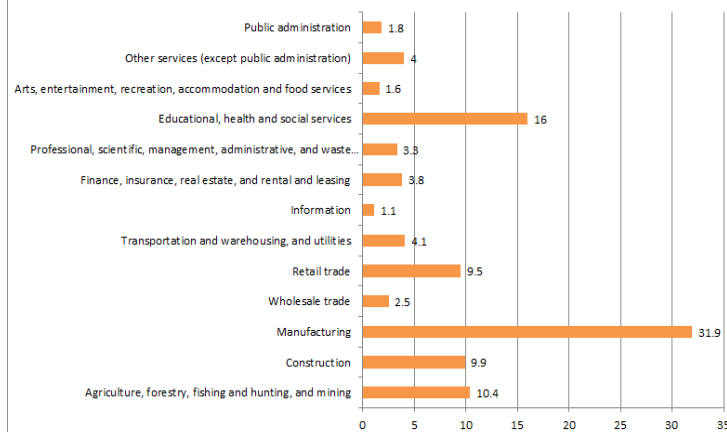
Employment by Industry 2000 (Village)



Employment by Industry 2013 (Village)



Employment by Industry 2000 (Town)



Employment by Industry 2013 (Town)

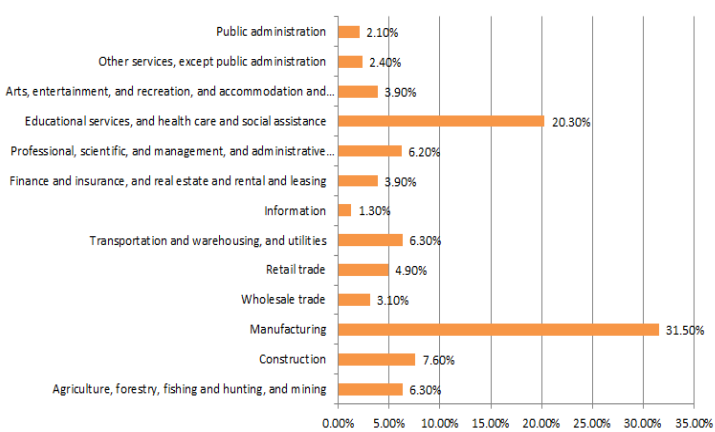
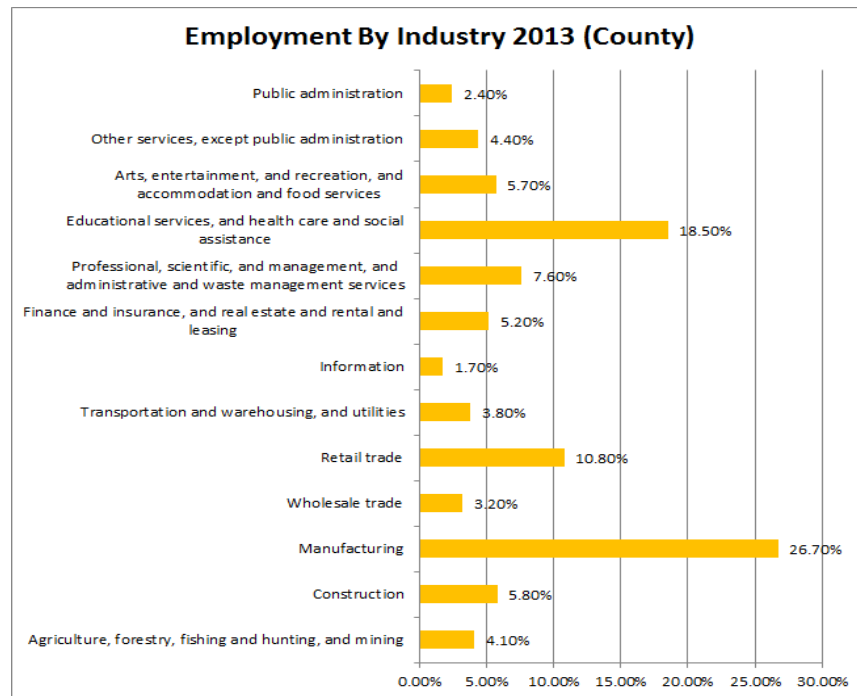
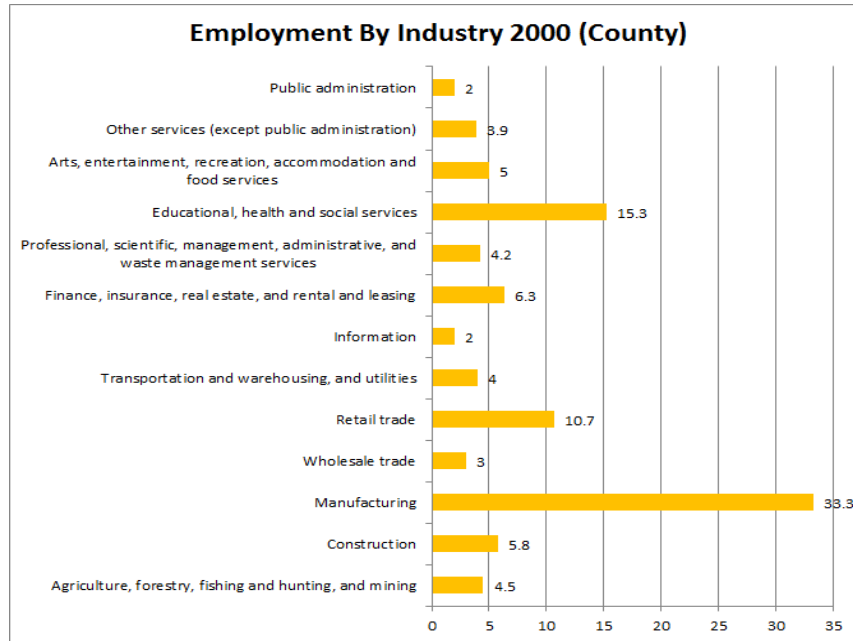


Figure 12: Employment by Industrial Sector 2000 & 2013

Household Income 2000 & 2010

With the greater accumulation of higher education in the Village and better work opportunities for residents, household income is also on the rise. Figure 13 shows this notable increase in affluence within the Village with a 21% increase in households making over \$75,000 in just ten years. In regards to those households that make \$35,000 or more, percentages grew from 71% of the population to 79% from 2000 to 2010. The affluence of the community of Stockbridge is a great asset that will allow it to remain resilient in the coming years, as it has throughout its long history, opening up opportunities created by greater leisure time and extra purchasing power.

Figure 13: Household Income 2000 & 2010

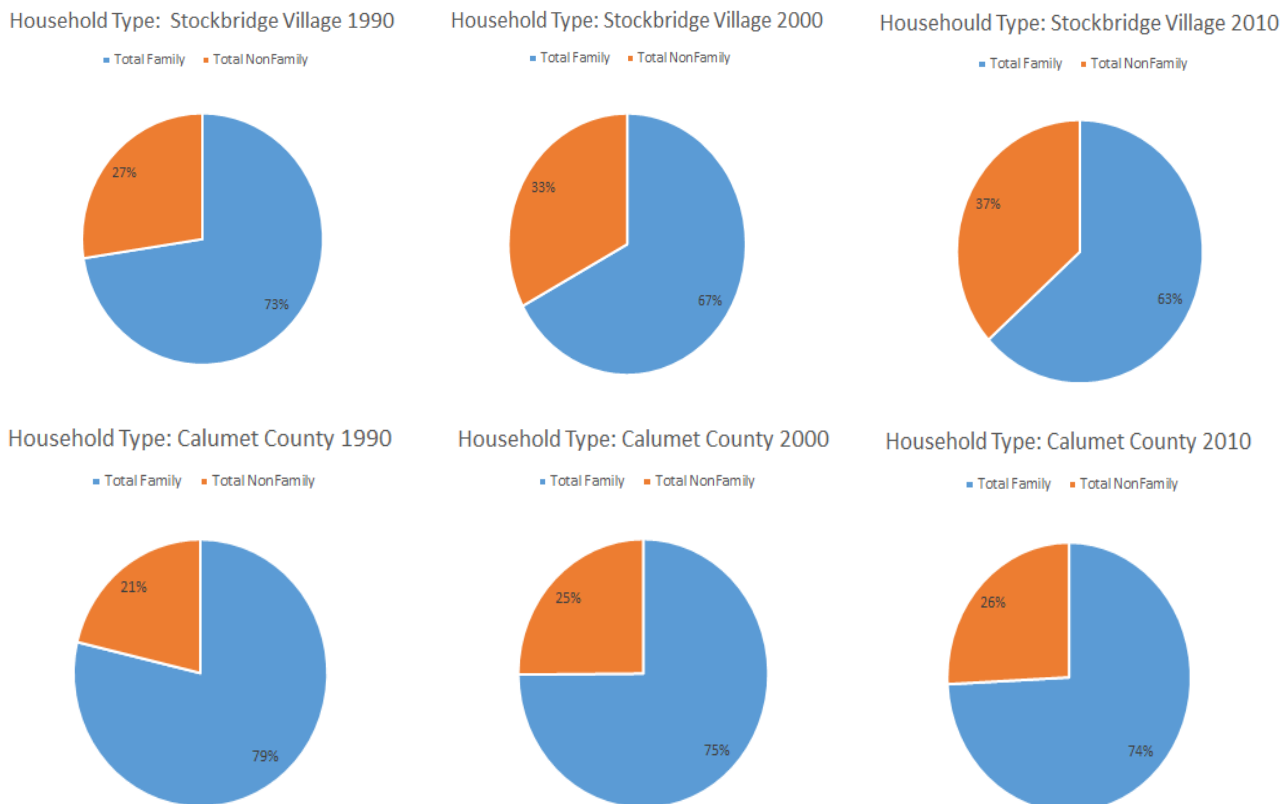


Household Type and Occupancy

Figure 14 examines households by type in the Village of Stockbridge, the Town of Stockbridge, and Calumet County, and separates two different types of households by “family” households and “non-family” households (more appropriately known as “non-traditional” households). The United States Census Bureau defines family households as having at least two persons, the householder and at least one other person related to the householder by birth, marriage, or adoption. A non-traditional household may contain one or more people, the householder, or the householder including additional persons who are not relatives.

When looking at the Village, the Town, and the County over the last three decades, the Village of Stockbridge has illustrated yet another pattern that is significantly distinct from the Town and the County, painting another picture of opportunity, adaptability and growth within the Village itself. The Village of Stockbridge is having an increased amount of non-traditional households. In 1990, the Village of Stockbridge had 27% non-traditional households. In 2000, the number of non-traditional households had increased to 33%, and again to 37% of households being non-traditional in 2010. The Village now has over 1/3rd of its total households listed as non-traditional households. This is in contrast with the surrounding Town which reflects the same statistics as the county, having 22% non-traditional households in 2010. The county has grown from 21% non-traditional households in 1990 to 25% in 2000, and to 26% in 2010. The diversity in household make-up in the Village certainly works in conjunction with its opportunistic housing market.

Figure 14: Household Type 1990, 2000, 2010



Within occupied housing units, the amount of owner occupied and renter occupied units is shown in Figure 15. This gives us a chance to look at the general preference and housing situation of those living in the Village of Stockbridge. Interestingly, the renter/owner occupied ratio in the Village of Stockbridge resembles that of the County more so than the Town. Looking at the most recent information shown, the Village has 15% of its occupied units being rented. The County has 19% of its housing units being rented, and the Town only 7% of the occupied housing units being rented. Looking forward with the idea that owner-occupied homes may portray a sense of longer-term residency and permanency, this larger range of renter-occupied homes in the Village could eventually turn into long-term residents and lifelong visitors through the Village's available housing units, rich history, and sense of community and friendliness that people in the Fox Valley Region claim to identify with and be searching for. We can explore the types of vacant housing units that will allow this kind of dialogue to happen.

Figure 15: Housing Occupancy 2000 & 2010

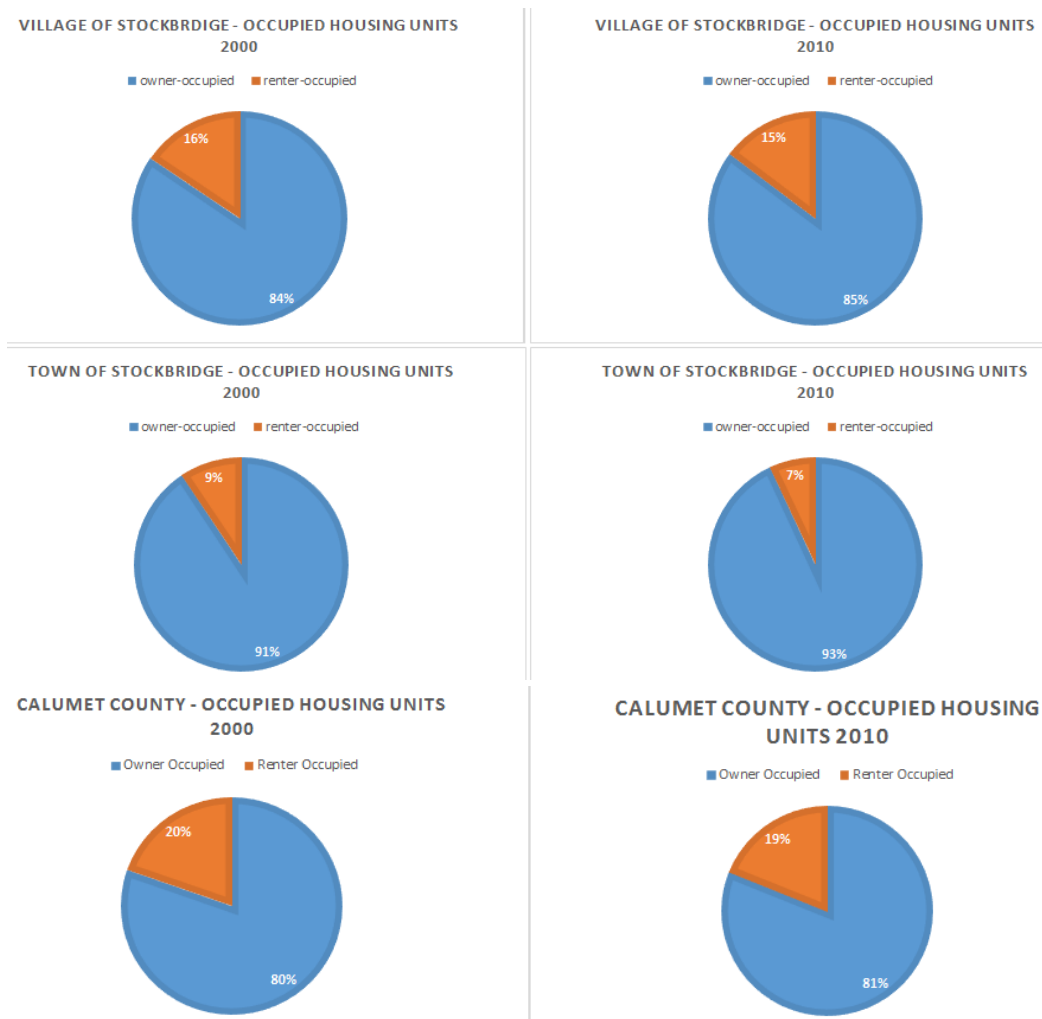


Figure 16 displays housing occupancy in both the Village and the Town in the years 2000

and 2010 in terms of vacant and occupied. Generally, the housing market in the Stockbridge area has more occupied units than not. While looking at housing occupancy in the Village of Stockbridge in comparison with the Town, percentages of vacant units and occupied units are more similar than comparing the entire Stockbridge area to the occupancy rate of the County.

Looking more towards the present situation in 2010, the Village of Stockbridge has 16% of its housing units currently vacant, the Town has 18% vacancy, and Calumet County as a whole has 6% of its units unoccupied. The information provided by Figure 8 illustrates yet another way in which the Village of Stockbridge is shifting in certain directions that are setting it apart from the surrounding region in potentially beneficial ways. In this discussion particularly, through the available housing units available in the Village of Stockbridge. This can be explored further when dissecting the housing market in accordance with current and possible future use.

Figure 16: Occupied Housing Units 2000 & 2010

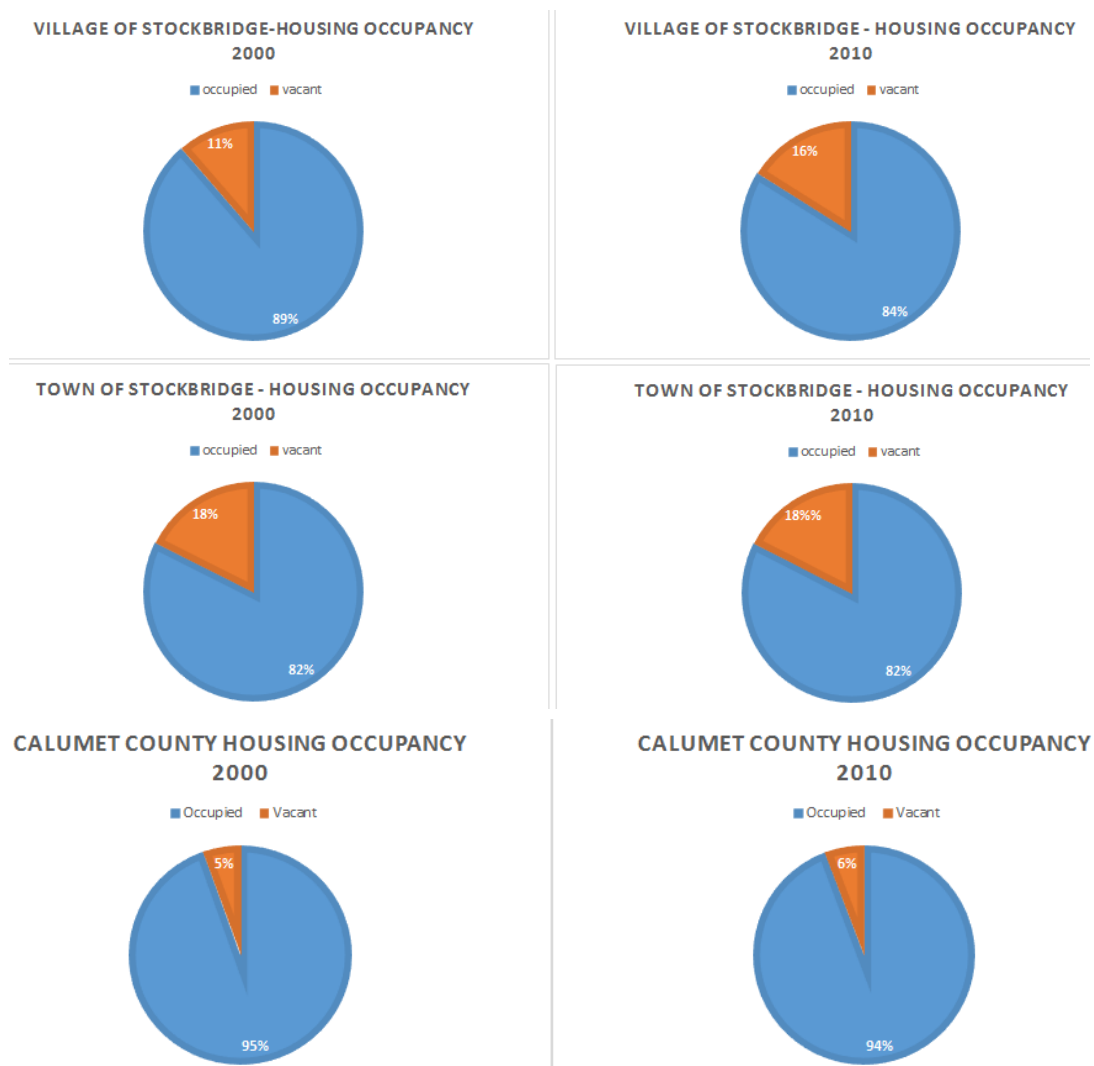
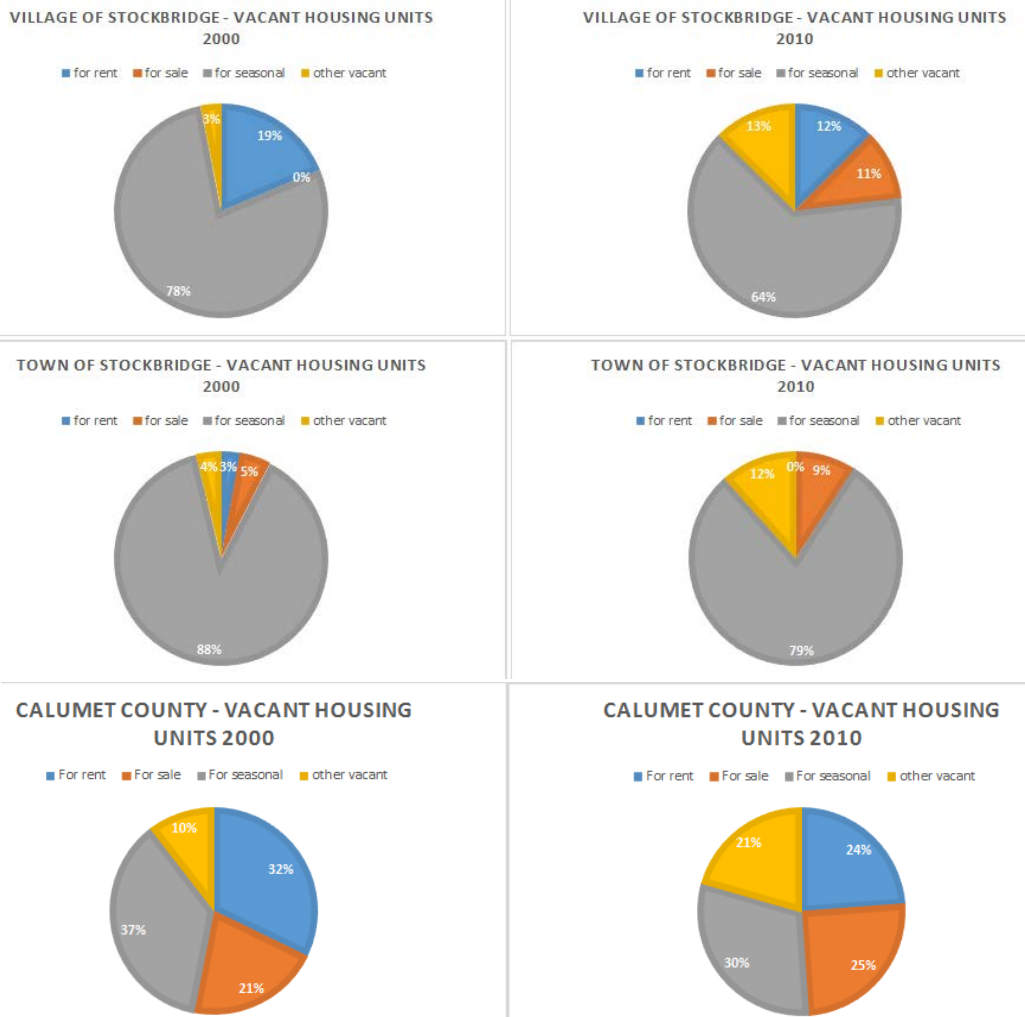


Figure 17 evaluates the amount of vacant housing units that are either for rent, for sale, for seasonal or “other vacant”, which is defined by the U.S. census as not fitting into other vacant categories. Common reasons a unit is listed as “other vacant” would be the owner of the unit is making repairs or renovations, does not want to rent or sell, is using the unit for storage, or is elderly or sick and currently living in a nursing home or with other family members. In the County as a whole, the current status of vacant housing is highly diversified and pretty evenly spread out. Whereas in the Town and Village, the uses for current vacant units is a lot more specialized, particularly units that are “for seasonal” or recreational use. In the Town, 79% of the vacant housing units are for seasonal and 64% of the vacant housing units in the Village are also for this type of use. These available housing units that are for sale and for seasonal use could serve as a potential asset and selling point when inviting residents to live and play in the Village of Stockbridge, alongside their preferences of where they work and play. Using these specific opportunities and changes in the household types, uses, and occupancy rates is crucial in allowing future visitors and community members to take part in the all the leisure opportunities, rich history, and regional connectivity and relaxing atmosphere that the Village of Stockbridge provides to the State of Wisconsin.

Figure 17: Vacant Housing Units 2000 & 2010



The Future of Stockbridge: Challenges and Opportunities

The Village of Stockbridge is an aging population with stagnant population growth. Among these qualities, the growing affluence in the Village presents an opportunity for the upper middle-aged to partake in suggested leisure opportunities in the region. This dialogue between the age of Stockbridge citizens, population stagnancy, spending power and leisure opportunity can help keep tradition and economic stability alive for future generations of Stockbridge visitors and residents.

Major shopping centers being located outside of Stockbridge can be seen as a potential challenge, however, this gives the Village a sense of place with considerable demand in the region. With most people in Calumet County searching for a more rural atmosphere with quiet, friendly community attributes, the Village of Stockbridge is located in just the right place so that its citizens will be the ultimate beneficiaries.

The Village of Stockbridge is currently naming itself as the “Sturgeon Center of the World”, with much more of the Stockbridge story left to be told. With desire to be more recognizable in the region, the Village could use this as a place-making opportunity to exploit its sturgeon fishing opportunity along with its rich Native American history, its role in the liberation of slaves in the mid-19th century, and its everlasting bond with the quiet side of the lake. There is historical place-making potential to make the Village of Stockbridge not only identifiable, but desirable in the Fox Valley Region and beyond.

Vacant housing units in the Village of Stockbridge seems overwhelming at first look. With the Village of Stockbridge having 16% of its housing units currently vacant compared to Calumet County having a mere 6%, it can be off-putting. Stockbridge’s amount of housing vacancies, however, should not be looked at as a downfall but a potential opportunity for future visitors and tourists coming to the area. The recreation sectors, natural beauty, and comforting rural atmosphere is already noted as desirable, and the astounding 64% of the Village’s vacant housing units listed as “for-seasonal and recreational” use is an asset that should be utilized as such.

The Village of Stockbridge belongs to an area of smaller scale, rural development in the Fox Valley, but this should not be seen as much of a threat as an opportunity to present the existence of services and utilities within the Village, proving an opportunity for unique, rural tourism with city-like amenities.

Each one of these challenges presents a unique opportunity to expose the resiliency that has allowed the Village of Stockbridge to thrive in the past. An affluent and aging community has the time and spending power to contribute to the local economy. Although shopping and other services are located away from Stockbridge, the rural atmosphere, Lake Winnebago, and available housing units for sale and for seasonal use are factors that could draw in potential residents, tourists, and visitors. Stockbridge’s rural image, rich historical foundation, natural beauty and ideal housing opportunities can be used as place-making tools to create the strong identity for which the people of Stockbridge are searching.

Challenges	Opportunities
<ul style="list-style-type: none"> • Stagnant growth with an aging population • Longer distances from shopping and services • Not well known in the wider Fox Valley Area • Large portion of vacant housing is seasonal • Belongs to an area of smaller scale (rural) development on Lake Winnebago 	<ul style="list-style-type: none"> • An affluent community with leisure time and spending money. • A rural atmosphere that has considerable demand in the region. • Identity not yet defined: Cultural and historical place-making potential • Seasonal vacant housing available for expansion of tourism • Existence of services and utilities: potential for the development of unique tourism in the region

Community Resource Page

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