



MARKETING MINUTE

January 2014



Welcome to the first Community Development Marketing Minute Newsletter. The purpose of this newsletter is to inform the community on issues pertaining to planning, zoning, community development, and economic development. We hope that you find this information useful and ask that you become involved in the various projects and processes that will be occurring throughout the "Year of the Plan."

The City of New Richmond is also pleased to announce that Beth Thompson has been named as the new Community Development Director. Beth has been with the City for over twenty years as an IT Specialist / Administrative Assistant, and brings energy, creativity, and a commitment to the community to this position. Our main priority within Community Development is to make sure that all development processes are streamlined. Please join me in congratulating Beth on her recent promotion!
-Mike Darrow, City Administrator

City of New Richmond Creation of a Revolving Loan Fund



In 2013, the Common Council for the City of New Richmond set aside \$100,000 for the establishment of an Economic Development Revolving Loan Fund. It was decided that the focus of these funds would be on niche financing. This means that these funds would act as gap financing where other banking institutions cannot assist. This fund is in the creation stage. A subcommittee of the Economic Development Commission, has been established and a draft manual and application are currently being reviewed. The Economic Development Commission hopes to present these documents to the City Council in March of 2014. We will then start taking applications.

Please look for more information on the City's Revolving Loan Fund through our website, facebook and twitter.

www.facebook.com/CityofNewRichmond

Twitter: @newrichmondwi

For more information, contact Beth Thompson, Community Development Director at 715-246-4268.

Business Spotlight – Liquid Waste Technologies (LWT)

In late 2013, the City of New Richmond, Chamber of Commerce, and members of the St. Croix County Economic Development Corporation visited Liquid Waste Technology (LWT). LWT is a world leader in small, high-tech dredging equipment. The tour was lead by Marty Barnes and Rae Ann Ailts who gave us remarkable background information and what to expect in 2014 regarding their business.

LWT originated in Somerset, Wisconsin in 1960 specializing in irrigation equipment and has since evolved into the design and manufacturing of custom solutions for the dredging industry worldwide. The company has been located in St. Croix County for over 50 years and has been part of the New Richmond Industrial Park for six years. Since moving to the New Richmond location, the company has doubled its manufacturing capacity as well as increased its workforce by eighty five percent.

What a fascinating and amazing company located right here in New Richmond! Check them out at www.lwtpithog.com.



Come Grow
With Us



MARKETING MINUTE

Featured Land

This property is located on Highway 64 and 115th Street within the City of New Richmond.

The following lots are available:

- Lot 1: 1.1 acres of commercial land \$108,000
- Lot 2: 1 acre of commercial land \$86,400
- Lot 3: 1 acre of commercial land \$79,200
- Lot 4: 1.1 acres of commercial land \$57,600
- Business Hwy 64: 53 acres of commercial land \$1,440,000

All of these properties have electric, water, sewer and telephone available to them.



To get more detailed information, please click here:

<http://matrix.northstarmls.com/DE.asp?ID=13390114668>

Or contact "The Moe's"

Jim 715-781-0387

Gina 651-491-0043

Jeremy 651-491-0245

Zoning & Subdivision Ordinance Rewrite Shape the Future of New Richmond

Together, we created the New Richmond of today, and together, we can create the New Richmond of tomorrow by shaping the kinds of places where we want to live, work, and play. The City of New Richmond is rewriting the Zoning and Subdivision Ordinances, which determines how land can be used throughout the City – including what can be built, where it can be built, what it looks like, and how much can (and cannot) be built. This six month process is a priority in the City's Year of the Plan initiative because it aligns our land use standards and regulations with the City's Comprehensive Plan vision for the future. As part of this effort, we will develop new regulations and plans that enhance the City's gateway areas in anticipation of development. The gateway areas and new ordinance will:

- Honor our past while providing standards for our future vision.
- Reflect our community by shaping the places where we want to live, work, and play.
- Strengthen connectivity, walk ability and mixed-use commercial nodes by creating standards that improve community life.
- Support growth created by the St. Croix River Crossing by enhancing the City's development regulations and gateway areas.
- Be understandable and functional by adding illustrations, a step-by-step guide, and user-friendly organization.

To lead this effort, the City has established a subcommittee of community ambassadors comprised of local citizens, business owners, City Council members, and City staff. Their monthly meetings will explore regional, neighborhood, and site aspects to address comprehensive standards for development.

You can help create the future New Richmond by talking with us at two Open Houses, checking into the project website for updates and interactive surveys, and reaching out to the subcommittee members. Together, we can make our vision for the City into a reality.

The Open Houses are scheduled for:

February 13, 2014 and May 8, 2014

5:30 p.m. - 7:30 p.m.

City Hall - 156 East First Street