



MARKETING MINUTE

February 2015

Welcome to 2015! I am excited to start off the New Year and put all of my goals and resolutions into action. In this first edition of the Marketing Minute I would like to recap accomplishments of the Community Development Team in 2014. I will also hit on a few of our goals for 2015.

In the last several months I have been actively involved with Momentum West's Marketing Committee. For those of you who don't know about Momentum West, they are a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. Momentum West has a new director, Steve Jahn, and they are focusing on a new website, marketing materials and branding, and a new certified site program for vacant land known as Gold Shovel Ready Sites. As a member of the Marketing Committee, I am assisting with the marketing materials, logos and branding. I serve on this committee as a means of being involved and to make sure that St. Croix County and New Richmond are kept in the forefront regarding economic development.

Hope you enjoy this month's Marketing Minute and like others, I am waiting for warmer weather!

-Beth Thompson, Community Development Director

Accomplishments by the Community Development Team in 2014



City of New Richmond - website rebuild



Zoning and Subdivision Ordinance rewrite



Visits from the Governor and Lt. Governor



Ground breaking for Barley Johns Brewery

We had many more projects such as the expansion of Phillips Medsize and 45th Parallel Distillery.

There is also an amazing 52 unit apartment complex being erected behind the area by Kwik Trip.

The Community Development Team received a \$10,000 grant for new boilers at City Hall which will be installed in mid-2015.

This team also put out a bid for a new voice over IP phone system that in the end will save city taxpayers over \$7,000 per year.

WOW! What a year. We hope to accomplish just as much in 2015!

Come Grow With Us



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Goals for 2015

A few of the Community Development Team goals for 2015 are as follows:

- Completion of Impact Fee review and recommendation to the City Council
- Sign ordinance rewrite
- Covenants rewrite or repeal
- Completion of 5 year IT Plan
- Four new issues of the Marketing Minute
- Research and possible implementation of "Parklets", an idea derived from our Downtown Plan
- Taxi grant
- Development and implementation of digital mapping applications
- Business Registrations

New Richmond Public Transit

The City of New Richmond offers a public transit system that has been in place for about 10 years. This service has been improved in the last year as a new taxi provider, Running, Inc. Transit Services, has taken over. Running, Inc. has been a great partner with the City of New Richmond and as a result of this the ridership has steadily increased.

If you are looking for transportation within the City of New Richmond, to Somerset, or to Star Prairie, please contact New Richmond Public Transit at 715-246-2226. Let us know how the public transit service has worked for you! Below is a list of their hours:

Hours:

Weekdays	7:00 am - 8:00 pm
Saturdays	7:00 am - 8:00 pm
Sundays	8:00 am - 6:00 pm

Fares:

Base:	\$3.00
Youth/Students:	\$3.00
Senior/Disabled:	\$2.50
Under Age 2:	Free



For additional information of New Richmond Public Transit:

Please visit www.runninginc.net/new-richmond.html

If you have any additional questions, contact the City of New Richmond at (715)246-4268 or email Marie at Mbannink@Newrichmondwi.gov

Featured Land

Commercial lots available with a combined 540 feet of frontage along South Knowles Avenue.

Two lots available:

Lot A: 1.07 acres listed at \$269,900

Lot B: 3.94 acres listed at \$950,000

Location: East side of South Knowles Avenue between Meridian Drive and Paper Jack Drive

Access: Heritage Drive

Zoning: Z-3 Multi Use/Corridor District

Utilities: Sewer, Water, Electrical available

To get more information please contact Kernon or Donna at kernonanddonna@edinarealty.com or check out their website at www.speerbast.com.

