CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

# MARKETING MINUTE

April 2015

In my January edition of the Marketing Minute I touched base on Momentum West and the role this organization plays in Economic Development right here in New Richmond. This month I would like to update you on a new program they are just rolling out called Gold Shovel Ready Sites Program. Momentum West, in coordination with partner organizations, offers the Gold Shovel Ready sites certification program. The program assists communities, counties, and private land owners in packaging and marketing development ready land to site selectors and business owners looking to locate or expand in the Momentum West region. Here is an overview of this program:

•Designed to identify public and privately owned sites which are suitable for development throughout the Momentum West Region.

•Identifies the basic information that a property owner should have readily available when marketing their site.

•Consolidates site information into a concise and standardized format for site to site comparisons.

•Provides for a cost effective third party verification process.

The goals of the program are as follows:

•Increase the quality of site documentation.

•Increase the number of development ready sites.

•Continue to market the Momentum West region, including New Richmond, to perspective businesses and developers that are looking to expand and attract economic development projects.

Please note that this program is not

**Continued on the bottom right:**

## City Council Approves Changes to the City's Impact Fees

On April 13, 2015 the City Council approved a new Needs Assessment and Ordinance for our Impact Fee Structure. The structure that was approved is called a Residential Equivalent Unit (REU) system. This system is based on the size of water meter that is brought into the new home or business.

City staff and stakeholders have been working over the past year to determine the appropriate system and rate structure for New Richmond in regards to Impact Fees. In addition to the internal analysis, reporting, and meetings, the Needs Assessment and Ordinance have been reviewed by our City Attorney and an outside consultant. To the left is the chart that is listed in our new ordinance for 2015.

| Size of Meter | REU Calcs | 2015 |
|---|---|---|
| 3/4" or 5/8" | 1 | $3,600 |
| 1" | 2.5 | $9,000 |
| 1.25" | 4 | $14,400 |
| 1.5" | 5 | $18,000 |
| 2" | 8 | $28,800 |
| 3" | 15 | $54,000 |
| 4" | 25 | $90,000 |
| 6" | 50 | $180,000 |
| 8" or larger | 80 | $288,000 |

For 2016 the fees will increase $400.00 and for 2017 they will increase another $400.00. The new Impact Fee structure and rates took effect on April 23, 2015 after the official publication of the ordinance.

The ease of this new process for developers, homeowners, and City staff will be a breath of fresh air. New Richmond is excited to move forward with this new structure and believes this will positively affect development, whether it is residential or commercial.

meant to replace or compete with the State of Wisconsin's Certified Sites Program. This program will act as a scaled down version of the State's program and will enable sites that are not able to meet the State's criteria to still provide a level of assurance that they are suitable for development. The initial cost for this program is $500 for the first year, per listing, and an annual fee of $150 will be charged each year after that.

Within the next month, the City of New Richmond will be putting in an application for this program and encouraging others to do the same. To get additional information on this program check out Momentum West's website at www.momentumwest.org/momentum-west/gold-shovel-ready.

**-Beth Thompson, Community Development Director**

# MARKETING MINUTE

## FEATURED LAND

This vacant parcel has 136 feet of prime frontage visible from South Knowles Avenue. Parcel is located between New Richmond Dental and Dowd Reliance Insurance Agency. Site has City sewer, water, and electric available.

Property is offered for sale at $100,000 and is zoned Z7 Specific Use/Industrial District. Please contact Mark Held at Markheld1@aol.com or 715-379-9081.

The City of New Richmond is in the process of rehabilitating some of our hydrants along Knowles Avenue with the help of New Richmond's own Fusion Metals, Inc. The powder-coating technique that Fusion is using will protect these hydrants from the salt and snow for years to come. They look great!

## COMPOST SITE

The City's Compost Site, located at 1935 115th Street, is open for the season Monday through Friday from 8:00 a.m. to 3:15 p.m. and on Saturdays from 8:00 a.m. to noon. Residents of the City of New Richmond may drop off leaves, grass clippings and brush. The Street Department just finished the Spring Clean-up where they pick up bagged leaves and grass clippings curbside. During Spring Clean-up they also go around with the chipper and chip up branches for residents. This is a wonderful service that the City of New Richmond provides to keep New Richmond "The City Beautiful".

## LAWN MOWING

It's that time of year again when we start thinking about mowing our lawns. In case you didn't know, the City of New Richmond requires that residents keep their lawns mowed and weeds under control and under eight inches in length.

Any property owner that does not mow their lawn will be given a notice and five days to mow the lawn. If the lawn is not mowed within that time, the City will mow it and bill the cost to the property owner. If the bill is not paid, it will be placed as a special assessment against the property.

If the City cuts the grass or weeds on your property, subsequent notices will not be given each time the grass or weeds exceed eight inches in height and needs to be mowed. The City will continue to cut the grass or weeds and charge the expenses of doing so until such time as you cut the grass or weeds or the growing season is complete.