



MARKETING MINUTE

March 2016

Retaining the Amazing Businesses we have!

The City's Economic Development Commission has several goals for 2016 and one goal is to meet with existing businesses as a check-in to see how things are going. This process was started in 2015 and we will continue these efforts throughout 2016.

Typically communities don't work hard enough at business retention or cultivating entrepreneurs; and too much effort is devoted to convincing companies to relocate to their city or town. Here in New Richmond, we like to pride ourselves on doing a bit of both. The process of visiting businesses for retention purposes, at times, will assist the City in identifying a business that might leave, down-size, or expand elsewhere. However, more often than not it might give us clues about how to provide incentives or opportunities for a business to expand in our own City. These visits have also given us the opportunity to listen to our businesses concerns about our City and offer solutions to help us grow.

Last year Commission members and City staff met with approximately 40 businesses and so far this year we have met with thirteen more. This process has been extremely beneficial for me as I have learned a lot about our current businesses and their operations. Continue on New Richmond Businesses! You are amazing and I look forward to meeting with each and every one of you!

Beth Thompson, Comm. Dev. Director

2016 Elections

This year will be a busy year for elections. We just finished the Spring Primary in February 2016. The next election will be on April 5, 2016 and will include local elections as well as School Board, County Board and Presidential Preference. The first day for Clerk's to issue absentee ballots, in person at the Clerk's office, is March 21, 2016. You may also request an absentee ballot be sent to you by mail. Contact the City's Clerk at 715-246-4268 if you have questions regarding absentee voting. Don't forget, you will need to show a photo ID when voting either in person or by absentee ballot.

The Partisan Primary will be on August 9, 2016 and the General Election will be on November 8, 2016.

Croft Place Apartments

We are excited to announce that construction is complete and occupancy was recently granted to Croft Place Apartments. They are located behind Kwik Trip on the south end of town. This is the first new apartment building since 2003 when a 36 unit building was built and before that, in 1998, a 48 unit building was built. A housing study recently completed showed a need for rental housing so we are thrilled to fill that need for the residents of New Richmond. As you watch this new building take shape and finish-up, keep an eye out for the landscaping and other outdoor areas to be completed this spring.

Herman and Kittle Properties is the owner of this beautiful building that brings a value of approximately \$4 million and in turn generates approximately \$92,500 in taxes annually. They also paid a generous sum in impact fees including a sewer access charge, impact fees for police, streets, and library, a water impact fee and a park impact fee. All of these fees help the City pay for future infrastructure and maintenance.

This new building offers many modern amenities including a fitness center, game room and community room with a kitchen, to name a few. These apartments are income adjusted and will have a manager on-site to deal with maintenance issues and other issues as they arise.



The apartments range in size from a 857 sq. ft. 1-bedroom to a 1,298 sq. ft. 4-bedroom apartment.



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New Sign Ordinance

The City of New Richmond is beginning the process of developing a new comprehensive sign ordinance. This will be the first substantial change to our sign ordinance since the early 1990s. We hope that the new sign ordinance will bring us up-to-date with current advertising and business needs, while also balancing concerns for public safety, community aesthetics, and residential tranquility. We hope to have the new ordinance completed in May, prior to the start of the construction season. As we begin this process, we would like to hear from you! We encourage you to attend one of our three public input meetings in the Council Chambers of the Civic Center, scheduled for the following dates:

Tuesday, March 8th

7:30-8:30 am

Wednesday, March 9th

12:00-1:00 pm

Thursday, March 10th

5:00-6:00 pm

As we know schedules are busy, we will also have a form available on the City website at www.newrichmondwi.gov, for you to submit written comments at your own convenience.



Bicycle and Pedestrian Master Plan

Over the past few months, City staff have been busy guiding the development of a new Bicycle and Pedestrian Master Plan. The purpose of this document is to identify improvements that could be made in the short-term and long-term that would make the community more friendly for bicyclists and pedestrians of all ages and abilities. The City's current Bicycle and Pedestrian Master Plan was last updated in June of 2003. Our community has grown and changed in many ways since that time, including new schools and businesses and more developed residential neighborhoods. There is also greater interest today in promoting physical activity, whether it's running or bicycling long distances or simply being able to walk to school.

A small focus group met in November and December to provide input on possible improvements. This group consisted of representatives from the New Richmond School District, Pathway Committee, Westfields Hospital, New Richmond Area Centre, Big Ring Flyers Cycling Club, Park Board, Plan Commission, City Council, and City staff. An online survey was also shared with the community via social media and received a large response with written comments provided by one hundred people. Draft recommendations were presented to the Plan Commission and Park Board at their respective February meetings, and the City Council will now discuss and consider adoption of the Bicycle and Pedestrian Master Plan at their regular March meeting.



More than thirty recommendations are identified in the Bicycle and Pedestrian Master Plan. They are arranged into five categories: education, encouragement, engineering, enforcement, and evaluation. Recommendations identify locations for new trail connections, street lighting enhancements, safety improvements near heavily traveled bridges, and traffic calming measures, as well as other needs related to wayfinding signage, bicycle parking, educational programming, and community-wide events.

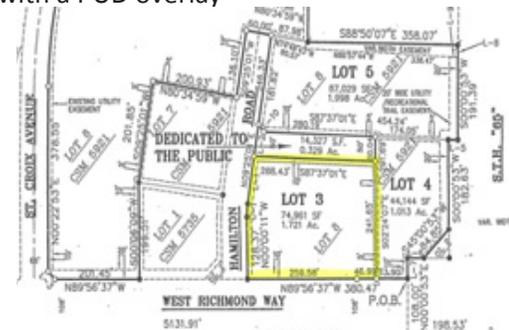
We look forward to implementing these action items in 2016 as we seek ways to improve the connectivity, safety, and opportunities available in our great trails system!

Featured Land

This month's featured property is a 1.72 acre parcel located in the Business and Technical Park. This parcel is adjacent to the newly constructed Culver's restaurant and lies just north of Walmart.

- * Lot fronts West Richmond Way and Hamilton Road
- * Currently zoned Z3 Multi Use/Corridor District with a PUD overlay
- * Full City services available
- * Open builder
- * City owned property within a TIF District

Please contact Beth Thompson Community Development Director at 715-246-4268 or email her at bthompson@newrichmondwi.gov for pricing and details.



**Come Grow
With Us**

