

NEW RICHMOND, WI

SUMMARY OF DATA & ANALYSIS

Ady Voltedge

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BACKGROUND

The city of New Richmond, Wisconsin has a population of approximately 8,000 and is located in St. Croix County, one of the fastest growing counties in the state. This growth is evident in the City's population, which has increased by 28% since 2000. The City's population change is almost three times larger than the growth of the Minneapolis-St. Paul-Bloomington Metropolitan Statistical Area, which is only 10.60%.

In comparison to national averages, the occupations with the highest concentration of employees are in the manufacturing, sales, and construction industries. The City has several sites and buildings to accommodate these industries, including the New Richmond Business and Tech Park.

Despite the tremendous growth that New Richmond and St. Croix County have been experiencing, neither has sacrificed their quality of life or economies. The unemployment rate in New Richmond is below the national average, and the anticipated job growth is almost equal to the population growth. The housing market in New Richmond is also favorable to a growing population since the median home age is 12 years younger than the national average and those homes are less expensive.

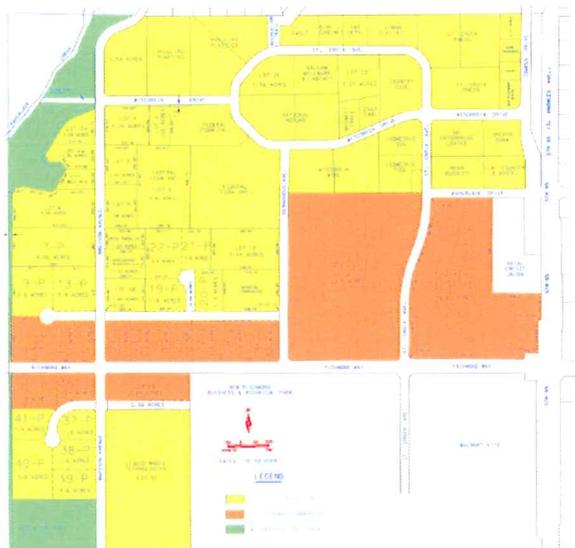
Current Economic Development Situation in New Richmond

The City of New Richmond recently completed a strategic planning process. One of the three major strategic issues of the plan was to support and encourage local economic growth and vitality. The specific goal is to foster 1% new growth from taxable new construction each year for the next five years.

Today, the City is experiencing or anticipating several situations that present both opportunities and challenges:

- Relatively high population growth
- Proximity to the Minneapolis-St. Paul area and to other parts of St. Croix County
- Activity by many local, country-wide, and regional groups with economic development interests, including the I-94 Corridor Coalition and the St. Croix EDC
- Strength in manufacturing
- Interest in attracting and retaining talent, especially young talent
- Relocation/expansion of companies such as U-Line in Hudson, which can present opportunities for supply chain companies and for residents
- A newly-developed logo and tagline for the City as a whole
- A mix of both available sites and buildings, including several lots in the New Richmond Business & Technical Park (shown on the following page).

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The City also completed a comprehensive plan in 2005.

OBJECTIVES

The City of New Richmond retained Ady Voltedge to expand on this base of work to develop a marketing plan that will help maintain and grow the tax base.

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RATINGS ON LOCATIONAL FACTORS

The site selection process is fairly uniform among most site selection firms. Essentially they start with understanding the client's business objectives in wanting to relocate or expand. Examples might be to be closer to customers, be closer to suppliers, consolidate operations, to merge operations of an acquired firm, and so forth.

The consultant will also ascertain the scope of the new operation in terms of the desired size and type of the new facility, required access to transportation, number and type of employees expected to be hired, longer-term growth plans, and so forth.

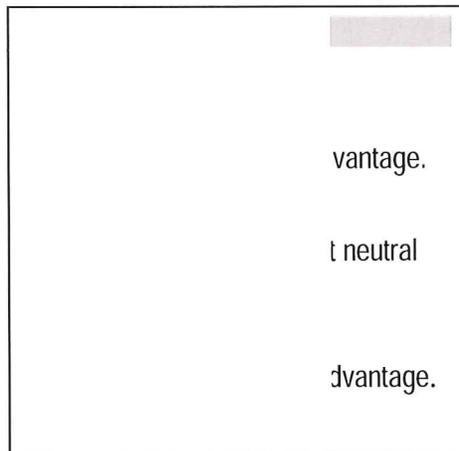
From this vantage point, the site selector will methodically identify potential locations and eliminate those with the greatest advantages and the fewest disadvantages. Ultimately, a "short list" of locations will be visited, specific properties evaluated, and a location selected.

In terms of the community looking to attract new businesses, it is helpful to not only understand the general process, but to understand how the community rates on key locational criteria. These criteria are the baseline factors that most consultants use most of the time for their initial screening. Of course, specific projects will usually have additional criteria unique to that particular project, but the baseline locational criteria are fairly stable.

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Ady Voltedge evaluated New Richmond/St. Croix County on each of the key locational criteria relative to the State of Wisconsin, the Minneapolis MSA and the U.S. as a whole to get an understanding of the New Richmond's relative advantages and disadvantages. We supplemented desk research with:

- Major Employer Interviews
- Key Constituency Interviews (utilities, technical college, etc.)
- Property Evaluation
- Site Selector Interviews



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Locational Criteria

Population Factors	Asset Competitiveness	Comment
Population Growth		Since 1990, St. Croix County's population has grown by 66.60%, which is more than twice as fast as the rate for the Minneapolis MSA.
Age Cohorts		29.60% of St. Croix County's population is in the age cohort of 25-44, which is similar to the rest of the Minneapolis MSA and Wisconsin.
Race and Ethnicity		New Richmond is more diverse in comparison to the rest of St. Croix County. 78.90% of the population is white, 7.71% is Asian, 7.26% are Black and 3.10% is of two or more race groups.
Median Household Income		New Richmond has a lower median household income than St. Croix County or the rest of the Minneapolis MSA, but higher than the state and national median household income.

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Labor and Talent Factors	Asset Competitiveness	Comment
Availability of Managerial/Executive Personnel		Local employers pull most management talent locally or from the Twin Cities, and can face hurdles trying to recruit from either coast. Many executives are "home grown".
Cost of Managerial/Executive Personnel		The average wage per job for management occupations in St. Croix County is \$50,091, which is well below the average wage for both Wisconsin and the Minneapolis MSA.
Availability of Post-Secondary Vocational Training (e.g. Community Colleges)		The region has ample access to post-secondary vocational training opportunities including Wisconsin Indianhead Technical College's campus in New Richmond.
Access to Major University/College		Nearby colleges and universities include UW-Stout and UW-River Falls and the Twin Cities region offers access to dozens of higher education institutions.

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Local Economic Development Factors	Asset Competitiveness	Comment
Level of Professional Staff, Funding Levels, Leadership Support	TBD	Will be worked on after new city administrator is on board.
Presence of Public-Private Partnerships		There are a number of economic development organizations serving the New Richmond region including the St. Croix County EDC, New Richmond Area EDC, and Momentum West, all of which are public-private partnerships. The Regional Business Fund Inc. that is administered by the West Central Wisconsin Regional Plan Commission is a public organization that serves the region.
Cooperation and Coordination of Economic Development Activity Between Organizations		The City welcomes coordination with other local and regional groups, and the relationships are strengthening.
Support for Economic Development in the Community		Based on employer and stakeholder interviews, including elected officials, the New Richmond community has shown support for economic development.
Availability of Suitable Sites and Buildings		The local sites and buildings inventory was put through the paces by a leading site selector and some inventory is "shovel-ready" now while others can be brought into the line-up in the next 1-2 years.

Markets & Infrastructure Factors	Asset Competitiveness	Comment
<i>Access to Markets</i>		
Access to Regional Markets	 	In Wisconsin the ideal locations for access to regional markets is the I-94 corridor between Milwaukee and Chicago, which is close but not "close enough" to New Richmond. However, New Richmond will benefit from a new bridge at Stillwater, granting it 4-lane highway access to the Twin Cities.

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Access to National Market		The Upper Midwest is not the most compelling location for manufacturing in general, although with its plastics cluster and access to WITC, several local companies are very competitive.
<i>Transportation Network</i>		
Access to Interstate Highways	 	New Richmond is within 20 miles of I-94, and is close to major highways such as US-64 and US-12, but the new bridge will grant it with 4-lane access to the Twin Cities.
Access to Commercial Air Passenger Service		The closest airport is Minneapolis St. Paul Airport, which is the 12 th busiest airport in the United States. New Richmond Airport is also available and is a well-managed airport for executive service, hangars, and aviation-related business.
<i>Utilities</i>		
Reliability and Cost of Electric Service	 	The cost of electric service is similar to other areas, but there is still a cost advantage. A new substation added in 2010 and looping of the city have increased reliability.
Capacity and Cost of Telecommunications	 	Frontier is the local internet provider. Local employers note that its reliability and speed are not competitive. The City and EDC are checking into the situation and potential solutions.

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Quality of Place Factors	Asset Competitiveness	Comment
<i>Physical Environment</i>		
Attractiveness of Physical Environment		The entrance to town is visually appealing. The new high school and elementary school make a very positive statement.
General Appearance of Community		The industrial park, downtown, and airport are well maintained.
<i>Housing</i>		
Availability of Executive Level Housing		If executives wish to live in New Richmond, there is availability although many either live closer to the Twin Cities or north of town in country retreats.
Availability of Moderate Cost Housing		No problems identified with housing availability.
Availability of Rental Properties		According to the 2010 Census, the home ownership rate in New Richmond is 57.7%, which is below the Wisconsin average. Therefore, there is an ample number of rental properties.
Overall Cost of Living		The cost of living index in New Richmond is 104, which is lower than the index for St. Croix County and the Minneapolis MSA but is slightly higher than the national average (100).
<i>Cultural Activity</i>		
Level of Cultural Activity		New Richmond hosts a number of cultural events, including the Park Art Fair, Doe-on-the-go Weekend, an annual St. Patrick's Day parade and the annual summer Fun Festival. It is also close enough to the Twin Cities professional sports teams, first-class restaurants, etc.

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Availability of Recreational Opportunities		There are a number of recreational opportunities in New Richmond and the surrounding communities, including the Cedar Lakes Speedway, the Star Prairie Trout Farm and golf courses.
Availability of Shopping		In addition to the many smaller, local stores, there are a few larger outlets and all the shopping available in Minneapolis-St. Paul.
Availability of Hotels		AmericInn and Super 8 provide lodging opportunities in New Richmond.
Quality/Availability of Restaurants		New Richmond has a number of restaurants including fast food, casual dining and full-service dining, covering a wide range of food types and price levels. Residents can go to the Twin Cities for more options.
Presence of a Central Business District/Downtown Area		The downtown area is distinct and well maintained.
<i>Educational Quality</i>		
Quality of Primary and Secondary Education		Many employers rated the New Richmond schools as very high quality, and supported the referendum.
Quality of Post-Secondary Education		Wisconsin Indianhead Technical College, UW-River Falls and UW-Stout offer options for post-secondary education in close proximity to New Richmond. Employers are emphatic in their support for WITC, and many credit the institution for locating their business in the Tech Park.

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<i>Health</i>		
Air Quality and Health Index		On a scale of 100 with 100 being the best, New Richmond is rated lower than the national average for air quality (72.9), water quality (45)and superfund sites (30).
Availability of Medical Providers		There are a number of healthcare facilities in the region providing ready access, including the Westfields Hospital, New Richmond Clinic and the new Cancer Center of Western Wisconsin.
<i>Crime Levels</i>		
Level of Crime		New Richmond ranks lower in both violent crime and property crime (2 and 4, respectively) on a scale from 1 to10 when compared to both the Minneapolis MSA and the national average.

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SUMMARY OF PRIMARY RESEARCH

To supplement our desk research, we spent a considerable amount of time in the field gathering input from employers civic leaders, stakeholders, and site selectors. A summary of the findings follow.

- Stakeholder Input
- Site Selector input
- Major Employer Interviews
- Key Constituency Interviews
- Evaluation of Available Properties

Stakeholder Input

On January 31, 2012 Janet Ady led a stakeholder focus group as part of the Ady Voltedge community visit. A summary of the stakeholder input can be found below.

Key Themes

Perceptions of New Richmond

- New Richmond is seen as a small town with friendly people and a local feel.
- Many stakeholders also mentioned New Richmond as having "untapped potential" with great urban access.
- There is the perception that New Richmond is "resistant to change" and "non pro-business".

Opportunities for New Richmond

- When the stakeholders were discussing opportunities for New Richmond, the airport was mentioned many times.
- The completion of a new bridge crossing the St. Croix River was also viewed as a great opportunity for business in the future.

Challenges Facing New Richmond

- The lack of 4-lane access to I-94 is viewed as a barrier to growth.
- New Richmond has a "lack of identity" and often faces the issue of "convincing companies that we're not in the boonies."
- The bridge over the St. Croix River is seen both as an opportunity for future growth but also as a challenge facing the region currently.
- High taxes are seen as burden on taxpayers.
- Stakeholders believe that the region doesn't receive proper attention from the state government.

Education

- WITC and the K-12 schools are seen as major assets for the region.
- Stakeholders are enthused about the educated workforce that stems from those educational assets.

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Site Selector Input

As part of this project, Ady Voltedge also contacted numerous site selectors and other informed parties about their perceptions of the bi-state region and the Minneapolis-St. Paul region in general and New Richmond/St. Croix County in particular. Key interview findings and observations are noted below.

Site Selector Input			
Name	Organization	Location	Capacity
Robert Ady	Ady International Company	Chicago, IL	Site selector focusing on manufacturing, food processing, and headquarters
Frank Spano	Austin Consulting	Cleveland, OH	Site selector focusing on food processing and manufacturing
Jerry Szatan	Szatan & Associates	Chicago, IL	Site selector focusing on manufacturing and distribution

Key Themes

1. Site selectors tend to have fairly negative attitudes of both Wisconsin and Minnesota due to perceptions of high taxes, poor business climates, and high unionization.
2. Their attitude toward Minneapolis – St. Paul, however, is much more positive.
3. Key strengths of the Wisconsin/Minnesota region: Logical place for manufacturing, skilled workforce, and high productivity.
4. They had not previously known of New Richmond.
5. They recommend that New Richmond be positioned as the Wisconsin side of MSP.
6. There is specific information that should be included in marketing communications to site selectors, including information on sites & buildings.

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Perceptions of Wisconsin

Negative

- Higher costs and taxes.
- Larger union perception, perception probably greater than reality.
- Poor tax climate and overall tax burden
- Liability ranking is low (has to do with laws, regulations, and rules affecting business)
- Traditionally not a state that has been marketing actively
- Few metro areas in Wisconsin
- Cold winters.

Positive

- Highly skilled work force, especially in metal working
- Skilled labor with good productivity
- Good basic education
- Good university system led by UW-Madison
- Strong research and transfer capabilities
- Outdoor recreation
- Proximity to Chicago consumer markets
- Agriculture-related businesses are the staple
- Recall effort of Governor and the associated perception that organized labor is gaining momentum in State

Likely Target Industries

- Manufacturing
- Metal operations
- Food processing
- Assembly, forging, and foundries
- Mining, forestry, and recreation/tourism
- Mail order
- Natural resources-based industries
- Financial services in pockets (e.g., Wausau)

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Perceptions of Minnesota

Positive:

- Well-educated work force
- Ability to train on the job
- Similar to Wisconsin
- More of a progressive state than Wisconsin, primarily due to the MSP region
- Major growing urban area
- Delta hub
- Major regional city

Negative:

- Poor ranking in business climate
- Poor tax climate and overall tax burden is high
- Liability ranking is poor too
- Little attention/money has been expended in the state for economic development
- Most businesses have started from within; people from Minnesota are unique in this capability.
- Would not be good for low-cost assembly operations, logistics, or heavy industry.
- Cold, snowy winters but people enjoy the weather

Target Industries:

- Headquarters or back office
- US Canada companies
- Retail operations
- Medical equipment and other highly sophisticated operations
- Health care and insurance
- Renewables
- Good location for white collar, office, professional services

Perceptions of Minneapolis-St. Paul MSA

Positive:

- The ability to generate jobs that can spill over to NW Wisconsin.
- Logistics, HQ and highly sophisticated manufacturing would be good spill-over industries.
- Can divorce itself from the rest of the state and go it alone successfully.
- Headquarters and professional business services, financial services would fit well.
- Large city amenities, such as restaurants
- Strong cultural scene
- Traditionally had very community-minded corporations. Not sure if that continues.

Negative:

- Difficult, but the region must work together as a unit.

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Perceptions of New Richmond

Positive:

- Close to MSP and what it offers: airport, highway network, spillover of companies, population growth, cultural amenities, universities.
- Ability to recruit professions and managers from MSP.
- Labor force growth and younger age of population.
- Good training, labor force skills, and productivity.
- Business friendly environment.
- High school and hospital
- Impressed with major employers in the area

Negative:

- Waiting for good things to happen – could be a long wait. When it comes, it may not be in the form desired by the community – heavy manufacturing, big site users with little investment or employment. The city must and should control its own destiny.
- Recruiting skilled labor
- Taxes
- Weaker on four-year degrees in city, but County and MSP compensate

Describing New Richmond's Location

- The next growth hub of Minneapolis- St. Paul metro.
- West Central Wisconsin in the MSP MSA.
- Northeast of MSP. It establishes the MSP link; the drawback is that it loses the Wisconsin connection.
- In the Twin Cities, but not in Minnesota.

Items They Want to Know More About

- Are there shovel-ready sites?
- Are there target industries?
- What have been the most recent new companies or expansions? Closings?
- What will be the impact of the Stillwater Bridge?
- What incentives are available?
- What are the road conditions on SR 65? Two-lane? Four-lane?
- Wage information for St. Croix County.
- Organized labor representation
- What sites and buildings are available? Website offers poor assortment of sites. Even if there are not available buildings, there should be more available sites.

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Major Employer Interviews

Interviews Completed for City of New Richmond, WI		
Company	Interviewee	Title
Accelerated Plastics	Bill Johnson	President
Accelerated Plastics	Dawn	HR/Office Manager
Bosch Packaging	Paul Garms	Marketing Manager
Bosch Packaging	Mark Hanson	Director of Operations
Federal Foam Technologies, Inc.	Bill Jwanouskos	CFO
Federal Foam Technologies, Inc.	Wyman Smith	President
Federal Foam Technologies, Inc.	Steve Vincelli	New Richmond Plant Manager
Lakeside Foods	Mark Enter	General Manager
Isometric Tool & Design	Mike Hudalla	President
Liquid Waste Technologies	Jim Pflueger	Vice President and GM
Liquid Waste Technologies	Holly Butler	Human Resources
McMillen Electric	Tom Rundle	VP Sales & Marketing
McMillen Electric	Melissa Close-Boldon	Supply Chain Manager
National Refund Marketing Services	Summer Seidenkranz	President and Owner
New Richmond Airport	Mike Demulling	Airport Manager
Norlake	Randy Clay	Director of Operations
Phillips Plastics	Mike Cummings	Plant Manager
St. Croix Press	Mike Monette	General Manager
Scientific Molding Corporation	Kristy Wanderer	Corporate Communications
JA Counter Insurance	Linda Skogland	President

Key Themes

Work Sheds

- Unskilled labor is coming primarily from within St. Croix County.
- Semi-skilled labor and management are coming primarily from within the County as well as from the Twin Cities – acknowledgement that New Richmond is essentially in the MSP labor pool for this talent.
- Executive talent is primarily coming from the MSP region as well as the upper Midwest
 - About a third to half of executive leadership live within St. Croix County, the rest live in Polk County, or across the river in Minnesota.

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Labor Force Availability

- Entry-level positions are generally easy to fill – many more applications than 7-8 years ago
 - But really have to screen them better, they seem to be lacking in very basic skills
 - Some question the next generation's work ethic
- Semi-skilled and management are harder to fill.
 - Some positions are going unfilled, and some companies are holding back from expansion due to lack of labor.
 - "A trained workforce is my greatest need."

Labor Productivity/Expertise

- Many of the manufacturing companies are highly specialized, making highly customized products
- Traditional production lines are the exception, not the rule
- Requires a different type of worker – one with technical skills, industriousness, self-management, etc.
- Good labor force productivity for those companies with comparable plants in other locations
- Relatively low turnover, relatively high productivity

WITC (and UW-Stout)

- Numerous companies cited close, ongoing, and pertinent relationships with WITC-New Richmond.
 - Examples ranged from training to hiring to serving on advisory boards
- WITC was repeatedly cited as a key asset in the region
- Needs for WITC: training for technical writers, IT/Networking people, fluid power course
- UW-Stout was also mentioned as a partner for other companies, especially packaging, engineers, printing

The Bridge

- Generally support for the Stillwater Bridge
- Would overnight increase employers' supply of labor – they believe more labor would roll into Wisconsin than into Minnesota

The Airport

- Opportunities to house more airplanes
- Opportunities to attract and grow aero-based businesses there

Pro-Business Attitude

- Many businesses moved to the area from other places
- Pro-business attitude made a big difference, really made businesses feel welcome
- People seem to understand what strong businesses and growth can do for New Richmond
- "It's easier to do business in New Richmond – not as much red tape, permitting rules, etc."

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Perceptions of the Region

- High property taxes – two or three respondents mentioned this
- Great high school – heard NO complaints about the school, most volunteered that it was a good investment
- Major remodeling of hospital/cancer center is a boon
- Good civic leaders
- More internet competition would be helpful – captive to one vendor
- Acceptable to the wives of people he is trying to recruit because it is only 45 minutes from MSP.

Broadband

- Companies that rely on high-speed internet for their business note that speeds and reliability at the Tech Park are sub-par.

Supply Chain Ideas

- Powder coating and wet painting
- Coatings
- Electrical distributor
- Local steel distributor
- Everyone would love an OEM, like Medtronic

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Key Constituency Input

Key Constituency Interviews	
Name	Organization
Susan Lockwood	WITC
Bill Rubin	St. Croix County EDC
Mike Demulling	New Richmond Regional Airport
Darin Nordskog	Xcel Energy
Weston Arndt	WPPI
Daniel Lytle	West Central Wisconsin Workforce Resource Inc.
Alex Birkholz	WITC

The individuals above were interviewed by the project team.

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EVALUATION OF AVAILABLE PROPERTY

We looked very closely at available properties as well, this included available buildings as well as potential industrial sites. As Bob Ady says, "If you don't have any property, you have nothing to sell to business attraction prospects." He followed up with the City of New Richmond to get baseline comparable data on each property. A summary of the properties and his comments is shown on the following page.

In general, the City of New Richmond has some excellent shovel-ready properties in the Business & Technical Park. It has filled out complete paperwork on the 80-acre Casey property, which is also deemed shovel-ready.

The properties near the Airport are more complex. Those within the Airport boundaries must be dedicated to aerospace-related businesses. Those outside the gate would not have ready access to the entrance of the airport and would have to sort through multiple owners of the various properties, although many parcels are for sale.

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Available Properties as of March 12, 2012

The City of New Richmond has several "shovel-ready" sites in its Tech Park, by the airport, and has numerous other properties it is working on adding to its portfolio as summarized below.

Priority	Name	Size	Location	Site Form Status	Comments/Next Steps	Bob Ady Comments
A	Lot 5	17.9 acres	NR Business & Tech Park	All on one form, submitted March 1, 2012.	Virtually "shovel ready"	Perfect. A+
A	Lot 6	18.9 acres				
A	Lot 7	13.3 acres				
A	Lot 8	17.9 acres				
A	New Richmond Airport Business Aviation Area: Hangar Lot A	For up to 30,000 sf hangar	Within borders of airport	Mike D. filling out, with assistance from Bob B.	Can be used for an aviation related business (fixed base operator) or a corporate flight department.	The airport sites are more complicated: 1. I would suggest that property restricted to aircraft-related companies only NOT be included. Prospect doesn't need a site form to rent a hangar. 2. I believe the non-aircraft-related properties on the east side are the ones I was suggesting. These are outside the city limits and these sites are not owned by the airport. 3. The form shows property is purchased by ground lease. This should not be the case if the property is in fact in private ownership. 4. Form shows zoning of "airport". Not sure this is true for sites beyond airport ownership.
A	New Richmond Airport Business Aviation Area: Hangar Lot B	For up to 10,000 sf hangar	Within borders of airport	Mike D. filling out, with assistance from Bob B.	Can be used for an aviation related business (fixed base operator) or a corporate flight department.	
TBD	New Richmond Airport Development Area	Up to 60 acres	Within borders of airport	Mike D. filling out, with assistance from Bob B.	Can be used for an aviation related business or activity	
TBD	200 th Ave Business Park – east of Airport, outside of boundaries	2.2 to 130 acres	East of airport, outside of airport boundary	Bob Barbian gathering and synthesizing data. Complicated, there are multiple owners.	Zoned Industrial or Agricultural	
N/A	Lot 12/aka "Lot 34-P"	24.2 acres	NR Business & Tech Park		Zoned commercial. Committee will provide paperwork outlining what would be required for a zoning change.	N/A

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TBD	80 Acre Casey property	80 acres	Highway 65, Madison Avenue and Richmond way, due south of the New Richmond Business & Technology Park		Committee will approach Casey and request a RFR. Currently zoned as Agricultural.	Perfect: A+ It shows property negotiable. This is okay for now but will need a price from Casey early on to start the negotiations. Prospects will not make the first offer.
TBD	Noble Road, Stephens Lot 4	15 acres			Committee will approach and ask for wetland delineation/soil testing information. If passes, then will pursue listing sheet information.	<ol style="list-style-type: none"> 1. Would still strongly encourage them to provide FEMA map. This is free. 2. Form zoning shows highway commercial. Wouldn't this need to be changed to accommodate manufacturing? 3. If there are any height restrictions because of proximity to airport, they should be mentioned.

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TARGET INDUSTRY ANALYSIS

Economic Base Analysis

Before we begin the target industry analysis process, we research your region's economy. Note that for the above analyses, we use St. Croix County as the base.

The specific factors that we look at are:

- Gross Regional Product
- Job Distribution
- Earnings Distribution
- Competiveness Effect
- Location Quotient

Together, this data gives us an understanding of what industries drive your economy right now.

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Gross Regional Product

The gross regional product (GRP) is the same as the gross domestic product only the scope is much smaller; in this case only St. Croix County. By looking at GRP we can see that manufacturing is by far the largest industry in the county accounting for 23% of the total GRP.

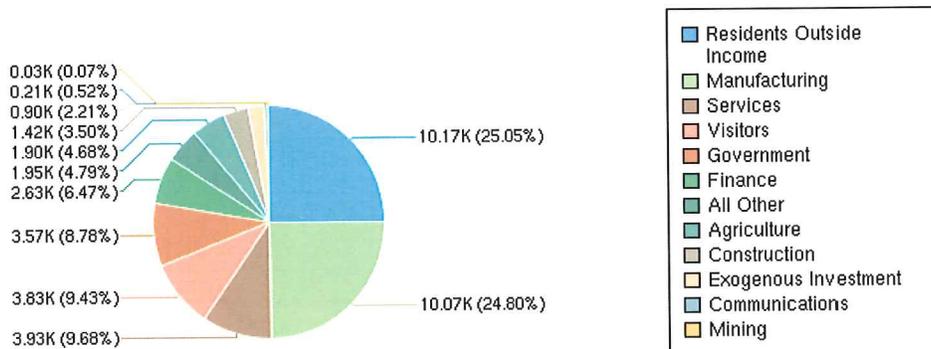
St. Croix County Gross Regional Product (GRP)			
NAICS	Industry	GRP (2010)	% of Total
31-33	Manufacturing	\$489,871,804	23%
90	Government	\$219,951,530	10%
44-45	Retail Trade	\$190,675,392	9%
62	Health Care and Social Assistance	\$189,618,811	9%
52	Finance and Insurance	\$146,836,270	7%
42	Wholesale Trade	\$132,381,139	6%
54	Professional, Scientific, and Technical Services	\$119,520,810	6%
23	Construction	\$110,288,081	5%
48-49	Transportation and Warehousing	\$103,231,855	5%
53	Real Estate and Rental and Leasing	\$87,905,265	4%
11	Agriculture, Forestry, Fishing and Hunting	\$79,759,458	4%
72	Accommodation and Food Services	\$68,393,134	3%
81	Other Services (except Public Administration)	\$50,155,205	2%
56	Administrative and Support and Waste Management and Remediation Services	\$30,530,242	1%
51	Information	\$26,975,342	1%
71	Arts, Entertainment, and Recreation	\$15,418,249	1%
22	Utilities	\$14,497,472	1%
55	Management of Companies and Enterprises	\$12,906,357	1%
21	Mining, Quarrying, and Oil and Gas Extraction	\$4,030,468	0%
61	Educational Services	\$3,813,231	0%

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Job Distribution

Job distribution shows what percentage of jobs an industry employs within St. Croix County. As you would expect from looking at GRP, manufacturing also offers the most jobs, with 14%, followed closely by retail trade (12%) and Health Care and Social Assistance (12%).

St. Croix County Job Distribution by Industry			
NAICS	Industry	2011 Jobs	Percentage (%)
11	Agriculture, Forestry, Fishing and Hunting	2,103	5%
21	Mining, Quarrying, and Oil and Gas Extraction	56	0%
22	Utilities	80	0%
23	Construction	2,191	5%
31-33	Manufacturing	5,866	14%
42	Wholesale Trade	1,027	3%
44-45	Retail Trade	4,950	12%
48-49	Transportation and Warehousing	1,528	4%
51	Information	335	1%
52	Finance and Insurance	1,613	4%
53	Real Estate and Rental and Leasing	1,328	3%
54	Professional, Scientific, and Technical Services	2,015	5%
55	Management of Companies and Enterprises	184	0%
56	Administrative and Support and Waste Management and Remediation Services	1,421	3%
61	Educational Services	365	1%
62	Health Care and Social Assistance	4,903	12%
71	Arts, Entertainment, and Recreation	977	2%
72	Accommodation and Food Services	3,177	8%
81	Other Services (except Public Administration)	2,124	5%
90	Government	4,368	11%
Total		40,611	100%

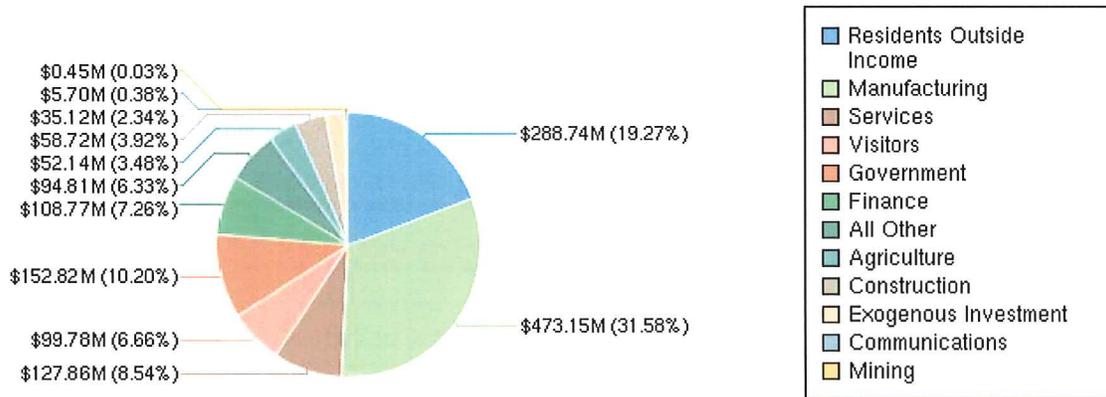


retain, e sand, att ct

Earnings Distribution

Earnings distribution is slightly different than job distribution in that it shows the percentage of overall income in a county that a certain industry occupies. Manufacturing actually occupies a higher percentage of St. Croix County's income than it does jobs, with over 31%.

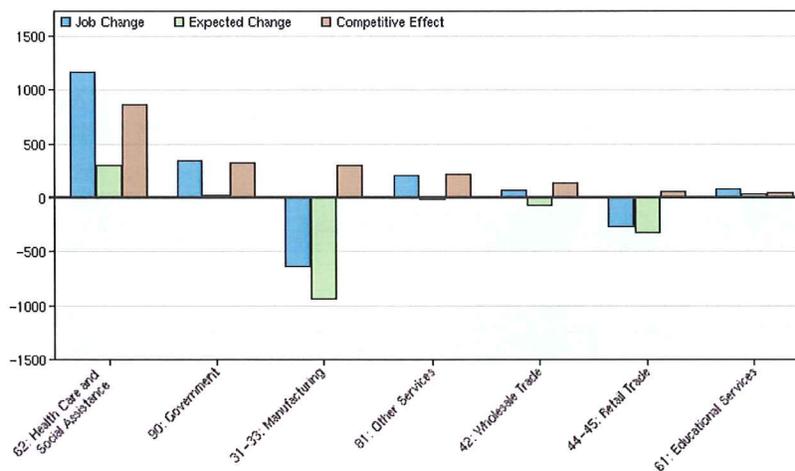
St. Croix County Earnings Distribution by Industry



Competitiveness Effect

Competitiveness effect takes into account the growth of an industry in terms of jobs (since 2007) and the expected change within that industry due to outside factors. Although manufacturing lost a considerable amount of jobs since 2007, it did not lose more than what was expected due to the down turn in the economy and therefore the competitiveness effect is positive.

St. Croix County Competitive Effect by Industry

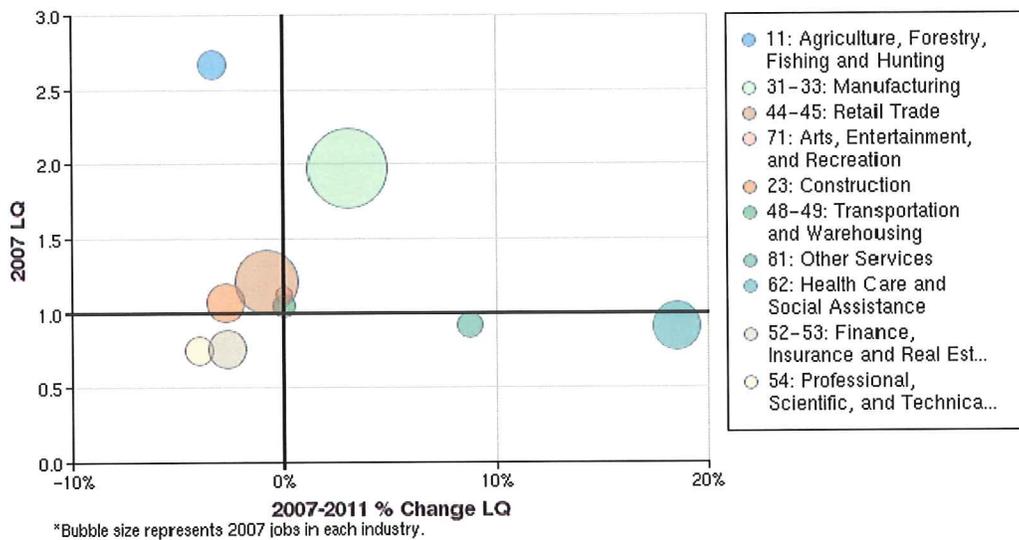


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Location Quotient

The location quotient takes into account the requirements of an industry in a certain region, in this case St. Croix County, and the production of that industry within the region. For example, a location quotient of 1.0 would mean that an industry is producing just enough product to satisfy the needs of that region; a location quotient over 1.2 is said to be an export industry. It is also important to point out that the size of the bubble in the chart below represents the number of jobs within the industry. Manufacturing once again rises to the top with a growing location quotient around 2.

St. Croix County Location Quotient by Industry



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Labor Match

An important consideration for any potential target industry is the local labor force's skills and availability. In general, those industries that are supported by available labor with the right skills match pass this step, while those that do not are carefully considered. Often, workforce training initiatives result from this phase of the screening process, as it very specifically identifies the number and types of occupations/skills that would be required to succeed in a target industry.

Ady Voltedge uses a technique which first identifies the top five occupations for each target industry. We then look at the skills that are required for each occupation, and the skill compatibility of the current workforce's skills with those required for the occupation. We use the base county (St. Croix) plus all contingent counties as the labor pool for this assessment. From here, we did a weighting to assess the likelihood that the area has a workforce with the required skills available.

In our analysis, we found that the manufacturing, transportation and warehousing, and office operations industries have a good labor match in terms of both the compatibility of jobs as well as the amount of jobs in the region. Therefore, we did not eliminate any of the target industries that were identified in the preliminary analysis.

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St. Croix County: Manufacturing (NAICS 31-33) Top Occupations			
SOC Code	Occupation Description	Employed in Industry	Percent of Total Jobs in Industry
51-2092	Team assemblers	9,405	6%
51-1011	First-line supervisors/managers of production and operating workers	5,391	3%
51-4041	Machinists	4,906	3%
51-2099	Assemblers and fabricators, all other	3,797	3%
51-9198	Helpers--Production workers	3,153	2%
TOTAL		26,652	17.0%

St. Croix County: Transportation and Warehousing (NAICS 48-49) Top Occupations			
SOC Code	Occupation Description	Employed in Industry	Percent of Total Jobs in Industry
53-3032	Truck drivers, heavy and tractor-trailer	9,056	14%
53-7062	Laborers and freight, stock, and material movers, hand	3,469	6%
53-3033	Truck drivers, light or delivery services	3,307	5%
43-5052	Postal service mail carriers	2,872	5%
53-3022	Bus drivers, school	2,906	4%
TOTAL		21,610	34.0%

St. Croix County: Office Operations (NAICS 51-52) Top Occupations			
SOC Code	Occupation Description	Employed in Industry	Percent of Total Jobs in Industry
41-3031	Securities, commodities, and financial services sales agents	13,356	7%
43-4051	Customer service representatives	10,355	6%
13-2052	Personal financial advisors	13,067	5%
41-3021	Insurance sales agents	7,494	4%
11-3031	Financial managers	5,387	3%
TOTAL		49,659	25.0%

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Final Target Industries

Specifically, we delved into the following three industry sectors and identified some sub-sectors that showed some promise:

- **Manufacturing**
 - Manufacturing is the backbone of New Richmond's economy now. There is a strong and diverse base of companies now, and the sector is supported by all three of New Richmond's key assets: WITC, the New Richmond High School, and the Airport.
 - New Richmond should focus outbound efforts on key areas of strength and growth:
 - Food Manufacturing
 - Plastics, Rubber, and Primary Metal Manufacturing
 - Machinery Manufacturing
 - It should continue to support growth among current regional businesses in the following subsectors:
 - Such as appliances, printing, nonmetallic mineral products, fabricated metals, furniture, and other miscellaneous manufacturing.
 - The City of New Richmond has some specific opportunities related to shovel-ready property within or adjacent to the New Richmond Airport. The City should partner with the New Richmond Airport to target mid-sized manufacturing and service companies which would benefit from an Airport location.
- **Transportation & Distribution**
 - While the City is not now ideally located (over 10 miles from I-94 on two-lane country roads, and I-65 bottlenecks at the old Stillwater Bridge), the approval of the Stillwater Bridge will bring opportunities for transportation and distribution facilities to the City, especially to the north side of the City, over the next 2-3 years.
 - The City should begin identifying and gaining control over sites that will be suitable for these uses, and make them as shovel-ready as possible.
 - Because the City has so many manufacturing businesses, the City should start marketing potential new properties to current businesses as these new transportation and distribution capabilities will also greatly enhance the operations of current manufacturing businesses in terms of getting raw materials in and finished goods out.
- **Office Operations**
 - The City does not currently have a large number of office-type operations (back-offices, processing centers, call centers, etc.), yet our primary research suggests that the availability of labor for such companies would be adequate even with wages that are 5-20% lower than in the Twin Cities. These jobs would appeal to local residents who are currently commuting to Minneapolis.

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- o Primary research suggests that a fatal flaw for the City may be adequate fiber-optic service, in terms of both bandwidth and redundancy/reliability. If these are proven to be issues in further research, Ady Voltedge recommends making fiber-optic infrastructure a priority for the City.

Detailed Preliminary Target Industry Analysis

Grow New Richmond Final Target Industries: Manufacturing						
NAICS	Segment	Current Status	Desk Ranking ¹	Fit with Available Properties	Final Recommendation	Comments
311	Food Manufacturing	Star	B	+		Also the possibility of supporting existing vegetable processor.
322	Paper Manufacturing	Legacy	C	0		
323	Printing and Related Support Activities	Legacy	C	+		
326	Plastics and Rubber Products Manufacturing	Legacy	A	+		Strong local cluster in plastics.
327	Nonmetallic Mineral Product Manufacturing	Legacy	C	+		
331	Primary Metal Manufacturing	Emerging	A	+		Strong regional cluster in primary metals.
332	Fabricated Metal Product Manufacturing	Legacy	C	+		
333	Machinery Manufacturing	Star	A	+		Strong local player
335	Electrical Equipment, Appliance, and Component Manufacturing	Star	A	+		Major refrigeration company located outside of New Richmond.
337	Furniture and Related Product Manufacturing	Legacy	C	+		
339	Miscellaneous Manufacturing	Emerging	A	+		

¹Ranked based on secondary research of the following factors: Location Quotient and change in Location Quotient; earnings per worker, number of jobs, and tax base; competitiveness effect and growth in number of jobs.

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Grow New Richmond Final Target Industries: Transportation & Warehousing						
NAICS	Segment	Current Status	Desk Ranking ¹	Fit with Available Properties	Final Recommendation	Comments
482	Rail Transportation	Legacy	B	?	TBD	Need to further qualify rail access.
484	Truck Transportation	Star	A	0/-		City will have 2-3 years to make shovel ready sites near I-65 available.
493	Warehousing and Storage	Legacy	C	0/-		

¹Ranked based on secondary research of the following factors: Location Quotient and change in Location Quotient; earnings per worker, number of jobs, and tax base; competitiveness effect and growth in number of jobs.

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Grow New Richmond Final Target Industries: Office Operations						
	Segment	Current Status	Desk Ranking ¹	Fit with Available Properties	Final Recommendation	Comments
511	Publishing Industries (except Internet)	Emerging	C	TBD		Checking on bandwidth and redundancy of fiber-optic services.
522	Credit Intermediation and Related Activities	Legacy	B	TBD		
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	Emerging	A	TBD		

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Supply Chain Gap Analysis

A supply chain gap analysis shows how much of key inputs are consumed in the region, and the percentage of each that is imported from outside the region. The two variables we look at are the dollar value of the requirement (how much money is being spent within the region for this particular input) and what percent is supplied within the region versus being imported from outside the region.

For this analysis, we used St. Croix County and the counties in the surrounding region (eleven counties in all).

Below is a summary of the target industries in terms of total requirements and percentage of purchases inside and outside the region. Printing and related support activities has the highest percentage of requirement satisfied within the region (76%), while electrical equipment, appliance, and component manufacturing has the lowest (28%).

St. Croix and Surrounding Counties Supply Chain Gap Analysis				
NAICS Code	Description	Total Requirements (K)	% Satisfied in Region	% Satisfied out of Region
311	Food Manufacturing	\$2,006,246	38%	62%
322	Paper Manufacturing	\$1,624,068	38%	62%
323	Printing and Related Support Activities	\$959,266	76%	24%
326	Plastics and Rubber Products Manufacturing	\$1,429,869	50%	50%
327	Nonmetallic Mineral Product Manufacturing	\$619,842	35%	65%
331	Primary Metal Manufacturing	\$1,809,422	30%	70%
332	Fabricated Metal Product Manufacturing	\$2,823,724	57%	43%
333	Machinery Manufacturing	\$844,959	60%	40%
335	Electrical Equipment, Appliance, and Component Manufacturing	\$587,236	28%	72%
337	Furniture and Related Product Manufacturing	\$150,668	47%	53%
339	Miscellaneous Manufacturing	\$658,199	49%	51%
482	Rail Transportation	\$415,150	68%	32%
484	Truck Transportation	\$1,291,538	62%	38%
493	Warehousing and Storage	\$643,945	42%	58%
511	Publishing Industries	\$1,529,639	59%	41%
522	Credit Intermediation and Related Activities	\$7,010,847	40%	60%
523	Securities, Commodity Contracts, & Other Financial Investments and Related Activities	\$5,554,378	41%	59%

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RECOMMENDED POSITIONING FOR NEW RICHMOND

The key aspect of any sustainable positioning is whether it meets all three of the following criteria:

- Is important to the audience (relocating and expanding companies)
- Is unique (differentiating) relative to other communities
- Is difficult to copy

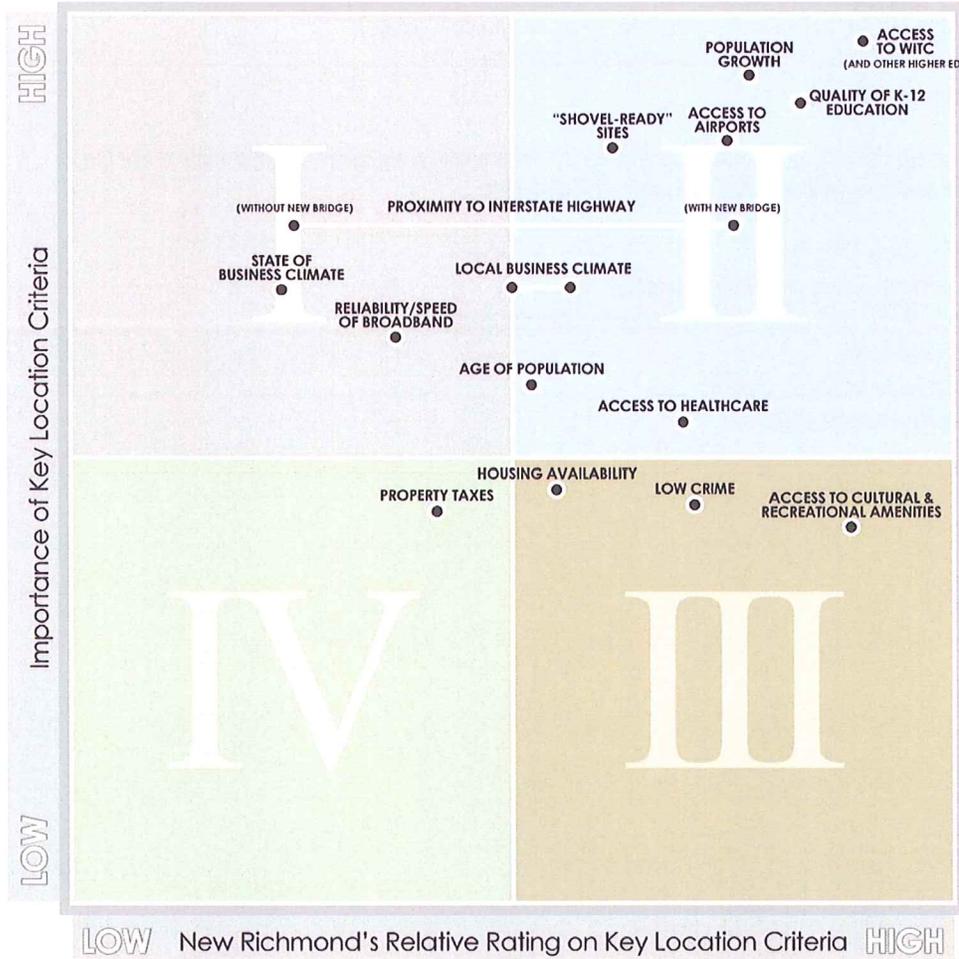
To that end, when we develop positioning statements for communities, we focus on what factors are most important/unique and how well does the area rate on that factor.

New Richmond/St. Croix County:

- Highly educated, fast-growing population
- Access to WITC and other higher education opportunities
- Access to airports
- A healthy local business climate
- A relatively young population

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City of New Richmond Positioning





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MARKETING PLAN

(To come after our meetings with new city administrator, etc.)



**New Richmond Final Report
Summary of Data and Analysis**

April 4, 2012

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APPENDIX A: AVAILABLE PROPERTY INFORMATION

Name of Site: 80 Acre Casey Property

Location

City: New Richmond

Township: Richmond

County: St. Croix

Highway/street coordinates: Highway 65, Madison Ave, and Richmond Way

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Business & Tech. park

South: Open Space/Farm Fields

East: Open Space/Farm Fields

West: Open Space/Farm Fields

Physical Characteristics

Site Description

Size (Acres): 80 acres to be Subdivided Dimensions (Feet): 1320' x 2540'

Topography: Gentle slope Elevation (Feet): 970'-981'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No

Grading: Minimal, Gently sloping Terrain to the South East

Easements (position, type): None

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Sattre Silt Loam & Sattre Loam. Information is Based Upon Data retrieved from Web Soil Survey Bearing (Lbs. per sq. ft.) 4,000 on adjacent property

Underlying rock: Dolomitic Sandstone and Siltstone Undermining: None

Results of nearby soil tests: Liquid Waste Technologies, Which is Adjacent to the North Extent of this Property

Zoning

Present use: Ag. Production Present zoning: Agriculture

Will zoning change be required to accommodate project requirements? Yes

If so, list steps in zoning process: Submit request to City to initiate scheduled Plan Commission meetings in 4 weeks to make recommendation to Common Council finalizing change.

Estimated time required to change zoning: 5 Weeks

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is approximately .25 miles west of Hwy 65, which is a 2-lane 8 mile connection to Interstate I-94 and is approximately 2 miles south of Hwy 64, which is a 4 lane connection to the east side of the Twin Cities via Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is 8 miles to the South

Condition of roads serving site (paved, two-lane, etc.) Two-lane Paved and Four-Lane Paved, both are in great condition.

Traffic problems: None

Cost of access road improvements: None

Transportation (Continued)

Waterways

Position of channel: Not Applicable

Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond

Location of line serving site: Northern Edge of Property

Size of line: 12" Pressure: 55-62 PSI

Cost of extension: Depending on Customer Needs

Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond

Location of line serving site: Northern Edge of Property

Size of line: 8"-21" depending on site

Cost of extension: Depending on Customer Needs

Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.

Location of line serving site: None

Size of line: 36"

Cost of extension: Depending on Customer Needs

Gas

Name of company: Xcel Energy

315 East Evergreen Avenue
Mt. Prospect, Illinois 60056

312.560.8355 t
847.818.1239 f
adyinternational.com

Location of line serving site: Adjacent to Property
 Size of line: 2" - 4" Pressure: 2 (standard)-20 PSI
 Cost of extension: None
 Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
 Location of lines: Lines to serve sites exist in the Business and Technical Park
 Size of line: 3 phase 12470 Volt primary
 Nearest substation: White Pine Substation is 0.6 to 0.75 miles from sites.
 Size of substation: Current Capacity is 25 MW, 50 MW expansion capabilities
 Outage history at substation: No outages due to substation failure.
Substation was placed in service in 2010.

Potential for two-way separate feed: The Business and Technical Park is looped and could be served from any three of the City's substations. The White Pine Substation receives 69 kV transmission from Dairyland Power Cooperative via a three way interconnection.

Telecommunications

Name of company: Frontier Communications
 Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? No
 Is the site subject to any protected species? No
 Explain: _____
 Air Attainment Classification: Unclassified (not monitored)
 List non-attainment substances: None
 Other environmental issues relative to this site: None

315 East Evergreen Avenue
 Mt. Prospect, Illinois 60056

312.560.8355 t
 847.818.1239 f
 adyinternational.com

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: Paul Casey
Cost: Negotiable Availability: Immediately

Protection Services at Site

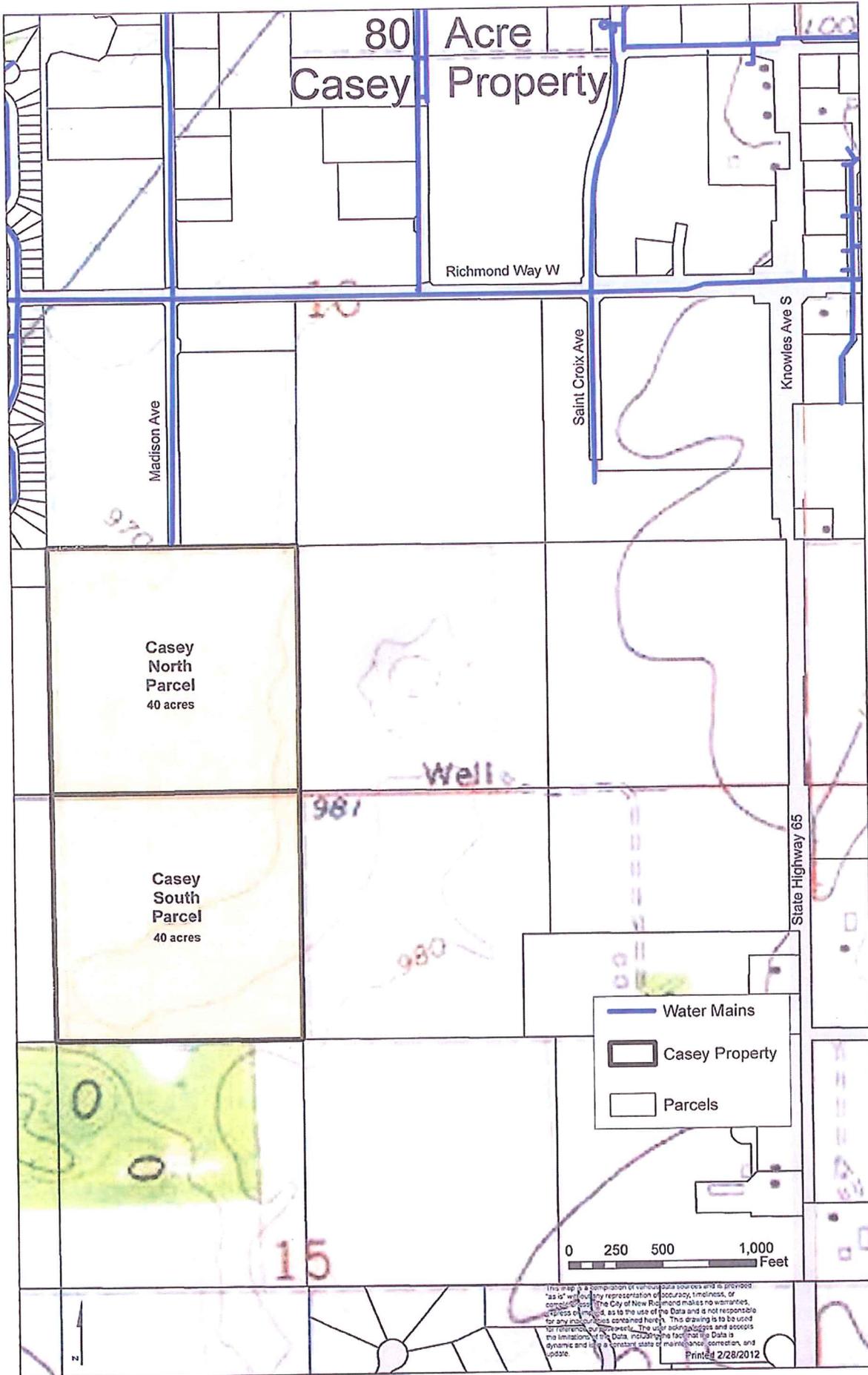
Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 3/1/12



80 Acre
Casey Property

Richmond Way W

Madison Ave

Saint Croix Ave

Knowles Ave S

State Highway 65

Casey
North
Parcel
40 acres

Casey
South
Parcel
40 acres

Well

- Water Mains
- Casey Property
- Parcels

0 250 500 1,000
Feet



This map is a compilation of various data sources and is provided "as is" without any representation of accuracy, timeliness, or completeness. The City of New Richmond makes no warranties, express or implied, as to the use of the Data and is not responsible for any inaccuracies contained herein. This drawing is to be used for informational purposes only. The user acknowledges and accepts the limitations of the Data, including the fact that the Data is dynamic and in a constant state of maintenance, correction, and update.

Printed 2/28/2012

80 Acre Casey Property

Richmond Way W

Madison Ave

Saint Croix Ave

Knowles Ave S

Casey North Parcel
40 acres

Casey South Parcel
40 acres

0 250 500 1,000 Feet

State Highway 65

This map is a compilation of various data sources and is provided "as is" without any representation of accuracy, timeliness, or completeness. The City of New Richmond makes no warranty, express or implied, regarding the use of the Data and is not responsible for any inaccuracies contained herein. This drawing is to be used for reference purposes only. The user acknowledges and accepts the limitations of the Data, including the fact that the Data may not be in a constant state of maintenance, correction, and update.
Printed 2/28/2012

Name of Site: Airport Property

Location

City: New Richmond

Township: Star Prairie

County: St. Croix

Highway/street coordinates: Highway 65/200th Ave & County Road CC/West Hanger Road

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Open Space/Farm Fields

South: Run Ways and Hangers

East: State Highway 65

West: County Road CC

Physical Characteristics

Site Description

Size (Acres): Pad Ready Sites Starting at 10,000 SQ. FT. Up to 60 acres Dimensions (Feet): Refer to map

Topography: Gently Sloping Elevation (Feet): 990'-1000'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None

Removal of Structures: None

Grading: Minimal to None, Some Sites are Pad Ready

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Primarily SP Bearing (lbs. per sq. ft.) Approximately 3,500

Underlying rock: Not Detected above 16' Undermining: None

Results of nearby soil tests: See Attached Soil Data

Zoning

Present use: Airport Present zoning: Airport

Will zoning change be required to accommodate project requirements? No

If so, list steps in zoning process:

Estimated time required to change zoning:

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is located 2 blocks to the east of Hwy 65, which is a 2-lane 9 mile connection to Interstate I-94 and is located .5 miles to the north of Hwy 64; this is a 4 lane connection to the east side of the Twin Cities via Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is located 9 miles to the south

Condition of roads serving site (paved, two-lane, etc.): Two-lane and four-lane paved, both of which are in great condition

Traffic problems: None

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 Mt. Prospect, Illinois 60056

312.560.8355 t
 847.818.1239 f
 adyinternational.com

Cost of access road improvements:

None

Transportation (Continued)

Waterways

Position of channel:

Not Applicable

Distance to present docks:

Other:

Utilities

Water

Name of company:

City of New Richmond

Location of line serving site:

Line is Approximately 2 Miles from Site/ Well Instillation
Depending on Customer Needs.

Size of line:

12"

Pressure: 55-62 PSI

Cost of extension:

Depending on
Customer Needs

Line extension policy:

Customer is Responsible for a Portion of Main Extension and
Lateral Extension to Building

Sewer

Name of company:

City of New Richmond

Location of line serving site:

Line is Approximately 2 Miles Away from site/Septic Instillation
Depending of Customer Needs

Size of line:

12"

Cost of extension:

Depending on Customer Needs

Line extension policy:

Customer is Responsible for a Portion of Main Extension and
Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line):

Based on Wisconsin Department of Natural Resource
Regulations.

Location of line serving site:

Pad Ready Sites are Engineered to DNR Specifications

Size of line:

None

Cost of extension:

None

Gas

Name of company: Xcel Energy
 Location of line serving site: Adjacent to Property
 Size of line: 2"-4" Pressure: 2 (standard)-20 PSI
 Cost of extension: None
 Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
 Location of lines: Line to serve site currently terminates at the end of 200th St
 Size of line: 3 phase 12470 Volt primary
 Nearest substation: Knowles Substation is 2 miles from site.
 Size of substation: Current Capacity is 25 MW.
 Outage history at substation: No outages due to substation failure.

Potential for two-way separate feed: The 200th St site is currently not looped. Long range plan would loop the line along the west side of the airport property.

Line to serve site currently terminates at the end of 200th St

Telecommunications

Name of company: Frontier Communications
 Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? Yes, Available Upon Request

Is the site subject to any protected species? No

Explain:

315 East Evergreen Avenue
 Mt. Prospect, Illinois 60056

312.560.8355 t
 847.818.1239 f
 adyinternational.com

Air Attainment Classification: Unclassified (not monitored)
List non attainment substances: None
Other environmental issues relative to this site: None

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: City of New Richmond
Cost: Ground Lease Availability: Immediately

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12



Hangar lot. Ready to build site for up to a 30,000 sq ft hangar. Can be used for an aviation related business (fixed base operator) or a corporate flight department.

Hangar lot. Ready to build site for up to a 10,000 sq ft hangar. Can be used for an aviation related business (fixed base operator) or a corporate flight department.

Business Aviation Area—New Richmond Regional Airport—Looking southwest



New Richmond Regional Airport—Looking northwest



..... Airport Property Line

Braun Project SP-07-05673				BORING: ST-1B		
Geotechnical Evaluation Proposed Taxiway New Richmond Airport New Richmond, Wisconsin				LOCATION: See sketch.		
DRILLER: J. Chermak		METHOD: 3 1/4" HSA, Autohammer		DATE: 2/5/08	SCALE: 1" = 4'	
Elev. feet	Depth feet	ASTM Symbol	Description of Materials (ASTM D2488 or D2487)	BPF	WL	Tests or Notes
995.9	0.0					
994.4	1.5	TS	Clayey Sand, dark brown, frozen. (Topsoil)			
992.9	3.0	SC	CLAYEY SAND, brown, frozen. (Alluvium)	10		P200=34
991.9	4.0	SP	POORLY GRADED SAND, fine-grained, brown, moist, loose. (Glacial Outwash)			
		SP	POORLY GRADED SAND, fine- to medium-grained, with a trace of Gravel, brown, moist, medium dense to loose. (Glacial Outwash)	13		
				11		
				13		
				10		
979.9	16.0		END OF BORING	8		
Water not observed while drilling. Water not observed to cave-in depth of 9 feet immediately after withdrawal of auger. Boring immediately backfilled.						

(See Descriptive Terminology sheet for explanation of abbreviations)

LOG OF BORING 05673.GPJ BRAUN_OB.GDT 11/14/08 11:42

Braun Project SP-07-05673				BORING: ST-3B		
Geotechnical Evaluation Proposed Taxiway New Richmond Airport New Richmond, Wisconsin				LOCATION: See sketch.		
DRILLER: J. Chermak		METHOD: 3 1/4" HSA, Autohammer		DATE: 2/5/08	SCALE: 1" = 4'	
Elev. feet	Depth feet	ASTM Symbol	Description of Materials (ASTM D2488 or D2487)	BPF	WL	Tests or Notes
989.0	0.0					
988.0	1.0	TS	Silty Sand, fine-grained, dark brown, frozen. (Topsoil)			
986.5	2.5	SC	CLAYEY SAND, brown, frozen. (Alluvium)			
985.0	4.0	SP	POORLY GRADED SAND, fine-grained, brown, frozen to moist, medium dense. (Glacial Outwash)	15		
		SP	POORLY GRADED SAND, fine- to medium-grained, with a trace of Gravel, brown, moist, medium dense. (Glacial Outwash)	22		
				11		
				14		
				16		
973.0	16.0		END OF BORING	9		
			Water not observed while drilling.			
			Water not observed with 14 1/2 feet of hollow-stem auger in the ground.			
			Water not observed to cave-in depth of 10 feet immediately after withdrawal of auger.			
			Boring immediately backfilled.			

LOG OF BORING 05673.GPJ BRAUN_03.GDT 11/14/08 11:42

(See Descriptive Terminology sheet for explanation of abbreviations)

Braun Project SP-07-05673 Geotechnical Evaluation Proposed Taxiway New Richmond Airport New Richmond, Wisconsin				BORING: ST-5B	
DRILLER: J. Chermak				METHOD: 3 1/4" HSA, Autohammer	
DATE: 2/5/08				SCALE: 1" = 4'	
Elev. feet 984.7	Depth feet 0.0	ASTM Symbol	Description of Materials (ASTM D2488 or D2487)	BPF	WL
983.2	1.5	TS	Silty Sand, fine-grained, black, frozen. (Topsoil)		
980.7	4.0	SM	SILTY SAND, fine- to medium-grained, dark brown, moist. (Glacial Outwash)	11	P200=18
		SP	POORLY GRADED SAND, fine- to medium-grained, with GRAVEL, brown, moist to waterbearing, medium dense to loose. (Glacial Outwash)	21	
				22	
			-waterbearing at 10 feet.	12	
968.7	16.0		END OF BORING	8	
			Water observed at 10 feet while drilling.	9	
			Water observed at a depth of 13 feet with 14 1/2 feet of hollow-stem auger in the ground.		
			Water not observed to cave-in depth of 10 feet immediately after withdrawal of auger.		
			Boring immediately backfilled.		

LOG OF BORING 05673.GPJ BRAUN_08.GDT 11/14/08 11:42
(See Descriptive Terminology sheet for explanation of abbreviations)

Name of Site: Noble Road, Stephens Lot 4

Location

City: New Richmond

Township: Star Prairie

County: St. Croix

Highway/street coordinates: Highway 65 and Noble Road

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Open space/ Farm Fields

South: Houses/Highway

East: Commercial property/Wetland

West: Wetland

Physical Characteristics

Site Description

Size (Acres): 15 Dimensions (Feet): Refer to Map

Topography: Gentle Slope Elevation (Feet): 980' - 990'

Mineral Rights: Yes

Riparian Rights: No

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No

Grading: Minimal, Gently Sloping Terrain to the South West

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Sattre Loam, Burkhardt-Sattre, Halder Silt Loam Bearing (lbs. per sq. ft.) _____

Underlying rock: _____ Undermining: None

Results of nearby soil tests: _____

Zoning

Present use: Vacant Land Present zoning: (C-1) Highway Commercial

Will zoning change be required to accommodate project requirements? No

If so, list steps in zoning process: _____

Estimated time required to change zoning: _____

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is located 1 block to the south of Hwy 65, which is a 2 - lane road that is 9 mile to the north of Interstate I-94 and Hwy 64 is located 1 block to the south; this is a 4 lane Highway that provides a connection to the east side of the Twin Cities using Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): 9 Miles to I-94

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Condition of roads serving site (paved, two-lane, etc.) Two Lane Paved and 4 Lane Paved

Traffic problems: None

Cost of access road improvements: None

Transportation (Continued)

Waterways

Position of channel: Not Applicable

Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond

Location of line serving site: In Street Right of Way

Size of line: 12" waterman Pressure: 55-62 PSI

Cost of extension: No Main Extension Needed

Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond

Location of line serving site: In Street Right of Way

Size of line: 10" main

Cost of extension: No Main Extension Needed

Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.

Location of line serving site: In Street Right of Way

Size of line: 12"

Cost of extension: Extension not Necessary

Gas

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Name of company: Xcel Energy
Location of line serving site: Adjacent to Property
Size of line: 2"-4" Pressure: 2 (standard)-20 PSI
Cost of extension: None
Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
Location of lines: Line to serve site exist on the north property line.
Size of line: 3 phase 12470 Volt primary
Nearest substation: Knowles Substation is 0.75 miles from site.
Size of substation: Current Capacity is 25 MW.
Outage history at substation: No outages due to substation failure.

Potential for two-way separate feed: The Noble Road site is currently not looped, but if developed the line would be extended down Noble Road to complete the loop. Additionally, 69 kV transmission is located 500 feet from the site.

Telecommunications

Name of company: Frontier Communications
Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? No
Is the site subject to any protected species? No
Explain: _____
Air Attainment Classification: No Classification (not monitored)
List non attainment substances: None

Other environmental issues relative to this site: Small Wetland delineation needed

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: James Stephens
Cost: 760,000 Availability: Now

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

Site 2



-  Proposed 15 Acre Site
-  Current Parcel Boundary
-  Sewer Mains
-  Water Mains

This map is a compilation of various data sources and is provided "as is" without any representation of accuracy, timeliness, or completeness. The City of New Richmond and its representatives expressly disclaim any liability for the use of the data and the responsibility for any inaccuracies contained herein. This map is to be used for reference purposes only. The user acknowledges and accepts the limitations of the data, including the use of this data for any and all other purposes, including maintenance, correction, and updates.

Printed 1/6/2012

0 250 500 750 1,000 Feet



Stock No. 26273

827360

VOL. 21 PAGE 5220
 KATHLEEN H. WALSH
 REGISTER OF DEEDS
 ST. CROIX CO., WI
 RECEIVED FOR RECORD
 06/13/2006 01:00PM

CERTIFIED SURVEY MAP
 REC FEE: 17.00
 COPY FEE: 5.00
 PAGES: 4

CERTIFIED SURVEY MAP NO. 5220
 VOLUME 21, PAGE 5220

BEING ALL OF CERTIFIED SURVEY MAP VOLUME 12, PAGE 3355 LOCATED IN THE FRACTIONAL SOUTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 30, TOWNSHIP 31 NORTH, RANGE 17 WEST, CITY OF NEW RICHMOND, ST. CROIX COUNTY, WISCONSIN.

CURVE DATA

CURVE	RADIUS	CENTRAL ANGLE	CHORD LENGTH	CHORD BEARING	ARC LENGTH	TANGENT BACK	TANGENT FORWARD
1-2	233.00'	18°50'30"	76.27'	N80°10'03"E	76.62'	N70°44'48"E	N89°35'18"E
3-4	167.00'	18°50'30"	54.67'	N80°10'03"E	54.92'	N70°44'48"E	N89°35'18"E

SURVEYOR'S NOTES:

1. PUBLIC UTILITY EASEMENTS ARE HEREBY GRANTED UPON APPROVAL AND RECORDING OF THIS CSM TO THE CITY OF NEW RICHMOND OVER THE FOLLOWING DESCRIBED LANDS:

- THE 5 FEET ADJACENT TO ALL SIDE LOT LINES AND THE 10 FEET ADJACENT TO ALL FRONT AND REAR LOT LINE OF ALL LOTS WITH THE FRONT OF THE LOT CONSIDERED TO BE ADJACENT TO OUTLOT 1 AS SHOWN ON THIS CSM.

- A STRIP OF LAND 66 FEET WIDE, 33 FEET ON EACH SIDE OF THE FOLLOWING DESCRIBED CENTERLINE, COMMENCING AT THE SOUTH END OF THE CENTERLINE OF EASEMENT "D" AS DESCRIBED IN VOL. 1290, PG. 262, THENCE EXTENDING SOUTH ALONG THE SAME BEARING AS THE LAST CALL OF THE CENTERLINE OF SAID EASEMENT "D" TO THE SOUTH LINE OF LOT 3 AS SHOWN ON THIS CSM. SIDE LINES SHALL ALSO TERMINATE AT THE SOUTH LINE OF SAID LOT 3.

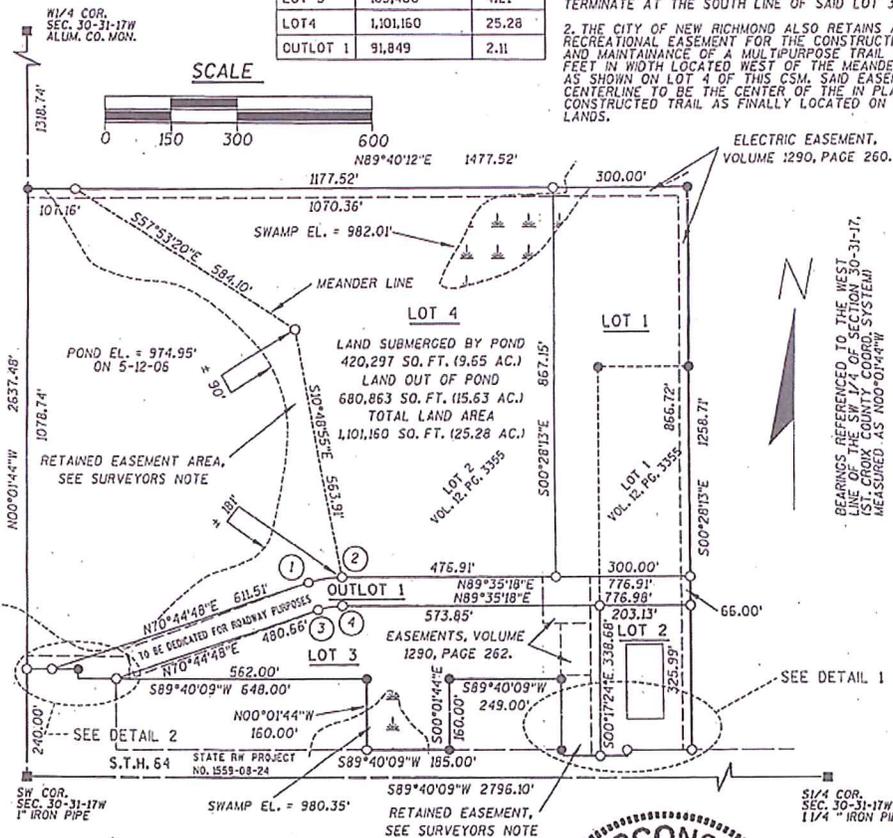
2. THE CITY OF NEW RICHMOND ALSO RETAINS A RECREATIONAL EASEMENT FOR THE CONSTRUCTION AND MAINTENANCE OF A MULTIPURPOSE TRAIL 50 FEET IN WIDTH LOCATED WEST OF THE MEANDER LINE AS SHOWN ON LOT 4 OF THIS CSM. SAID EASEMENT CENTERLINE TO BE THE CENTER OF THE IN PLACE CONSTRUCTED TRAIL AS FINALLY LOCATED ON SAID LANDS.

LEGEND

- GOVERNMENT CORNER (AS NOTED)
- SET 3/4" X 24" IRON REBAR, WEIGHING 1.50 LBS/LIN. FT.
- FND 3/4" IRON PIPE

LOT DATA

LOT	SQUARE FT.	ACRES
LOT 1	260,079	5.97
LOT 2	67,139	1.54
LOT 3	183,480	4.21
LOT 4	1,101,160	25.28
OUTLOT 1	91,849	2.11



DATED THIS 13 DAY OF June, 2006

JL
 JASON L. CANCE, R.L.S. 2688



Name of Site: NR Business and Tech. Park

Location

City: New Richmond

Township: Richmond

County: St. Croix

Highway/street coordinates: Highway 65 and Richmond Way

Is site located in an industrial park, rural or residential area: Industrial

Surroundings

North: Industrial park

South: Open Space/Farm Fields

East: Commercial Property

West: Buffer Strip/Residential

Physical Characteristics

Site Description

Size (Acres): 24.2, 18.9, 17.9, 17.9, 13.3 acres sites are available, All of Which can be Subdivided Dimensions (Feet): Refer to map

Topography: Gently sloping Elevation (Feet): 970'-980'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No Surface Water on Site

Grading: Minimal, Gently Sloping Terrain to the South East

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Dakota, Ritchey, and Sattre Silt Loams Bearing 4,000 (lbs. per sq. ft.)

Underlying rock: Dolomitic Sandstone and Siltstone Undermining: None

Results of nearby soil tests: Completed in 2007 at the Liquid Waste Technologies Site. Available Upon Request

Zoning

Present use: Ag. Production Present zoning: I-1 Light Industrial

Will zoning change be required to accommodate project requirements? No, Except for Lot 12

If so, list steps in zoning process: Submit request to City to initiate scheduled Plan Commission meetings in 4 weeks to make recommendation to Common Council finalizing change.

Estimated time required to change zoning: 5 Weeks

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is approximately 2 blocks to the west of Hwy 65, which is a 2-lane 8 mile connection to Interstate I-94 and site is approximately 2 miles to the south of Hwy 64, which is a 4 lane connection to the east side of the Twin Cities via MN. Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is 8 miles to the South

Condition of roads serving site (paved, two-lane, etc.) Two-lane paved great condition

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Traffic problems: None
Cost of access road improvements: None

Transportation (Continued)

Waterways

Position of channel: Not Applicable
Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond
Location of line serving site: In Street Right of Way
Size of line: 12" Pressure: 55-62 PSI
Cost of extension: No Main Extension Needed
Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond
Location of line serving site: In Street Right of Way
Size of line: 8"-21" depending on site
Cost of extension: No Main Extension Needed
Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.
Location of line serving site: At Right of Way
Size of line: 12"
Cost of extension: Extension not Necessary

Gas

Name of company: Xcel Energy
Location of line serving site: Adjacent to Property

Size of line: 2" - 4" Pressure: 2 (standard)-20 PSI
Cost of extension: None
Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
Location of lines: Lines to serve sites exist in the Business and Technical Park
Size of line: 3 phase 12470 Volt primary
Nearest substation: White Pine Substation is 0.6 to 0.75 miles from sites.
Size of substation: Current Capacity is 25 MW, 50 MW expansion capabilities
Outage history at substation: No outages due to substation failure.
Substation was placed in service in 2010.

Potential for two-way separate feed: The Business and Technical Park is looped and could be served from any three of the City's substations. The White Pine Substation receives 69 kV transmission from Dairyland Power Cooperative via a three way interconnection.

Telecommunications

Name of company: Frontier Communications
Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? Yes, Completed in 1996. No Negative Findings Indicated
Is the site subject to any protected species? No
Explain: _____
Air Attainment Classification: Unclassified (not monitored)
List non-attainment substances: _____
Other environmental issues relative to this site: None

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Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: City of New Richmond
Cost: Negotiable Availability: Immediately

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

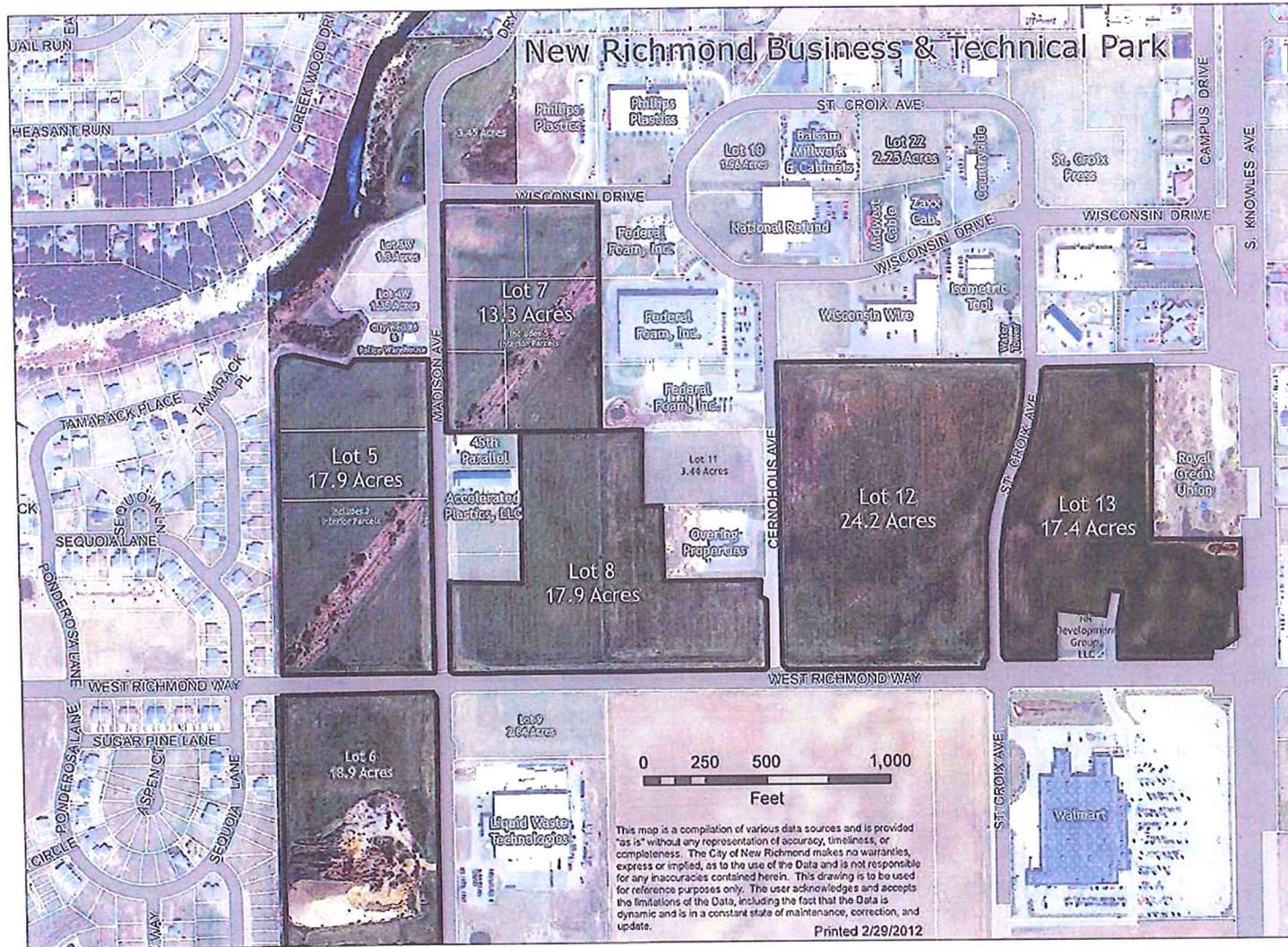
Additional Information

Please attach the following if available:

- Phase I Environmental Assessment Available Upon Request
- Topographical map of property
- Site layout showing easements 10' Easements exist along property lot lines
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

New Richmond Business & Technical Park



Name of Site: 200th Ave Business Park

Location

City: New Richmond

Township: Star Prairie

County: St. Croix

Highway/street coordinates: Highway 65 and 200th Ave

Is site located in an industrial park, rural or residential area: Industrial/Rural

Surroundings

North: Open Space/Farm Fields

South: Industrial and Farm Fields

East: Agriculture Production/Commercial/Low Residential

West: Airport

Physical Characteristics

Site Description

Size (Acres): 50.22 Dimensions (Feet): Refer to Map

Topography: Gently Sloping Elevation (Feet): 990'-994'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None, previously used for Agriculture Production

Removal of Structures: None

Grading: Minimal, Gently Sloping Terrain

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Sattre Loam, Burkhardt-Sattre Complex Bearing (lbs. per sq. ft.) _____

Underlying rock: _____ Undermining: None

Results of nearby soil tests: _____

Zoning

Present use: Vacant Land Present zoning: I-1 Light Industrial

Will zoning change be required to accommodate project requirements? No

If so, list steps in zoning process: _____

Estimated time required to change zoning: _____

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is located 2 blocks to the west of Hwy 65, which is a 2-lane 9 mile connection to Interstate I-94. Hwy 64 is located 1 mile to the south; this is a 4 lane connection to the east side of the Twin Cities via MN. Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is 9 miles to the South

Condition of roads serving site (paved, two-lane, etc.): 200th Ave could be Improvement for better access. Other 2-lane and 4-lane paved are in excellent condition

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Traffic problems: None

Cost of access road improvements: Depends on Customer Needs

Transportation (Continued)

Waterways

Position of channel: Not Applicable

Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond

Location of line serving site: Line is Approximately 2 Miles from Site/ Well Instillation Depending on Customer Needs.

Size of line: 12" Pressure: 52-65 PSI

Cost of extension: Depending on Customer Needs

Line extension policy: Customer is Responsible for a Portion of Main Extension and Lateral Extension to Building

Sewer

Name of company: City of New Richmond

Location of line serving site: Line is Approximately 2 Miles Away from site/Septic Instillation Depending of Customer Needs

Size of line: 12"

Cost of extension: Depending on Customer Needs

Line extension policy: Customer is Responsible for a Portion of Main Extension and Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.

Location of line serving site: On Site Storm Water Management Required

Size of line: Not Present

Cost of extension: Extension not Necessary

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Gas

Name of company: Xcel Energy

Location of line serving site: Adjacent to Property Along 200th Ave

Size of line: 2"-4" Pressure: 2 (standard)-20 PSI

Cost of extension: None

Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric

Location of lines: Line to serve site currently terminates at the end of 200th St

Size of line: 3 phase 12470 Volt primary

Nearest substation: Knowles Substation is 2 miles from site.

Size of substation: Current Capacity is 25 MW.

Outage history at substation: No outages due to substation failure.

Potential for two-way separate feed: The 200th St site is currently not looped. Long range plan would loop the line along the west side of the airport property.

Telecommunications

Name of company: Frontier Communications

Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Parcel on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? No

Is the site subject to any protected species? No

Explain: _____

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Air Attainment Classification: Unclassified (not monitored)
List non attainment substances: Not Applicable
Other environmental issues relative to this site: None

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: Dale Volkert and John Gearin
Cost: Negotiable Availability: Yes

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 3 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

Name of Site: Airport Property

Location

City: New Richmond

Township: Star Prairie

County: St. Croix

Highway/street coordinates: Highway 65/200th Ave & County Road CC/West Hanger Road

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Open Space/Farm Fields

South: Run Ways and Hangers

East: State Highway 65

West: County Road CC

Physical Characteristics

Site Description

Size (Acres): _____ Dimensions (Feet): _____

Topography: Gently Sloping Elevation (Feet): _____

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None

Removal of Structures: None

Grading: Minimal to None, Some Sites are Pad Ready

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: _____ Bearing (lbs. per sq. ft.) _____
Underlying rock: _____ Undermining: None
Results of nearby soil tests: _____

Zoning

Present use: Airport Present zoning: Airport
Will zoning change be required to accommodate project requirements? No
If so, list steps in zoning process: _____

Estimated time required to change zoning: _____

Transportation

Rail

Railway: Not Applicable
Position of line serving site: _____
Easement requirements: _____ Cost of extension: _____

Highway

The site is located 2 blocks to the east of Hwy 65, which is a 2-lane 9 mile connection to Interstate I-94 and is located .5 miles to the north of Hwy 64; this is a 4 lane connection to the east side of the Twin Cities via Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is located 9 miles to the south
Condition of roads serving site (paved, two-lane, etc.): Two-lane and four-lane paved, both of which are in great condition
Traffic problems: None
Cost of access road: None

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improvements: _____

Transportation (Continued)

Waterways

Position of channel: Not Applicable
Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond
Location of line serving site: Line is Approximately 2 Miles from Site/ Well Instillation
Depending on Customer Needs.
Size of line: 12" Pressure: 55-62 PSI
Cost of extension: Depending on
Customer Needs
Line extension policy: Customer is Responsible for a Portion of Main Extension and
Lateral Extension to Building

Sewer

Name of company: City of New Richmond
Location of line serving site: Line is Approximately 2 Miles Away from site/Septic Instillation
Depending of Customer Needs
Size of line: 12"
Cost of extension: Depending on Customer Needs
Line extension policy: Customer is Responsible for a Portion of Main Extension and
Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource
Regulations.
Location of line serving site: Pad Ready Sites are Engineered to DNR Specifications
Size of line: None
Cost of extension: None

Gas

Name of company: Xcel Energy
Location of line serving site: Adjacent to Property
Size of line: 2"-4" Pressure: 2 (standard)-20 PSI
Cost of extension: None
Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
Location of lines: Line to serve site currently terminates at the end of 200th St
Size of line: 3 phase 12470 Volt primary
Nearest substation: Knowles Substation is 2 miles from site.
Size of substation: Current Capacity is 25 MW.
Outage history at substation: No outages due to substation failure.

Potential for two-way separate feed: The 200th St site is currently not looped. Long range plan would loop the line along the west side of the airport property.

Line to serve site currently terminates at the end of 200th St

Telecommunications

Name of company: Frontier Communications
Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? Yes, Available Upon Request

Is the site subject to any protected species? No

Explain: _____

Air Attainment Classification: Unclassified (not monitored)

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List non attainment substances: None

Other environmental issues relative to this site: None

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011

Assessment Ratio: 101.19

Site

Ownership

Name of owner: City of New Richmond

Cost: Ground Lease Availability: Immediately

Protection Services at Site

Police (city, county, other): City of New Richmond

Fire (city, county, other): City of New Richmond

Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville

Date: 2/27/12

Name of Site: NR Business and Tech. Park

Location

City: New Richmond

Township: Richmond

County: St. Croix

Highway/street coordinates: Highway 65 and Richmond Way

Is site located in an industrial park, rural or residential area: Industrial

Surroundings

North: Industrial park

South: Open Space/Farm Fields

East: Commercial Property

West: Buffer Strip/Residential

Physical Characteristics

Site Description

Size (Acres): 17.9, 13, 12.1, & 10 acres sites are available, All of Which can be Subdivided Dimensions (Feet): Refer to map

Gently sloping

Topography: Gently sloping Elevation (Feet): 970'-980'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No Surface Water on Site

Grading: Minimal, Gently Sloping Terrain to the South East

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

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Soil Characteristics

Type of soil: Dakota, Ritchey, and Sattre Silt Loams Bearing 4,000 (lbs. per sq. ft.)

Underlying rock: Dolomitic Sandstone and Siltstone Undermining: None

Results of nearby soil tests: Completed in 2007 at the Liquid Waste Technologies Site. Available Upon Request

Zoning

Present use: Ag. Production Present zoning: I-1 Light Industrial

Will zoning change be required to accommodate project requirements? No

If so, list steps in zoning process: _____

Estimated time required to change zoning: _____

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is approximately 2 blocks to the west of Hwy 65, which is a 2-lane 8 mile connection to Interstate I-94 and site is approximately 2 miles to the south of Hwy 64, which is a 4 lane connection to the east side of the Twin Cities via MN. Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is 8 miles to the South

Condition of roads serving site (paved, two-lane, etc.): Two-lane paved great condition

Traffic problems: None

Cost of access road improvements: None

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Transportation (Continued)

Waterways

Position of channel: Not Applicable
Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond
Location of line serving site: In Street Right of Way
Size of line: 12" Pressure: 55-62 PSI
Cost of extension: No Main Extension Needed
Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond
Location of line serving site: In Street Right of Way
Size of line: 8"-21" depending on site
Cost of extension: No Main Extension Needed
Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.
Location of line serving site: At Right of Way
Size of line: 12"
Cost of extension: Extension not Necessary

Gas

Name of company: Xcel Energy
Location of line serving site: Adjacent to Property
Size of line: 2"- 4" Pressure: 2 (standard)-20 PSI
Cost of extension: None
Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

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adyinternational.com

Utilities (Continued)

Electric power

Name of company: New Richmond Electric
 Location of lines: Lines to serve sites exist in the Business and Technical Park
 Size of line: 3 phase 12470 Volt primary
 Nearest substation: White Pine Substation is 0.6 to 0.75 miles from sites.
 Size of substation: Current Capacity is 25 MW, 50 MW expansion capabilities
 Outage history at substation: No outages due to substation failure.
Substation was placed in service in 2010.

Potential for two-way separate feed: The Business and Technical Park is looped and could be served from any three of the City's substations. The White Pine Substation receives 69 kV transmission from Dairyland Power Cooperative via a three way interconnection.

Telecommunications

Name of company: Frontier Communications
 Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? Yes, Completed in 1996. No Negative Findings Indicated
 Is the site subject to any protected species? No
 Explain: _____
 Air Attainment Classification: Unclassified (not monitored)
 List non-attainment substances: _____
 Other environmental issues relative to this site: None

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
 Assessment Ratio: 101.19

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Site

Ownership

Name of owner: City of New Richmond
Cost: Negotiable Availability: Immediately

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

Phase I Environmental Assessment	Available Upon Request
Topographical map of property	<input type="checkbox"/>
Site layout showing easements	<input type="checkbox"/> 10' Easements exist along property lot lines
Utility layout	<input type="checkbox"/>
Aerial photographs	<input type="checkbox"/>

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

Name of Site: 80 Acre Casey Property

Location

City: New Richmond

Township: Richmond

County: St. Croix

Highway/street coordinates: Highway 65, Madison Ave, and Richmond Way

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Business & Tech. park

South: Open Space/Farm Fields

East: Open Space/Farm Fields

West: Open Space/Farm Fields

Physical Characteristics

Site Description

Size (Acres): 80 acres to be Subdivided Dimensions (Feet): 1320' x 2540'

Topography: Gentle slope Elevation (Feet): 970'-981'

Mineral Rights: Yes

Riparian Rights: No Surface Water on Site

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No

Grading: Minimal, Gently sloping Terrain to the South East

Easements (position, type): None

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Sattre Silt Loam & Sattre Loam.
Information is Based Upon Data retrieved from Web Soil Survey Bearing (Lbs. per sq. ft.) None

Underlying rock: Dolomitic Sandstone and Siltstone Undermining: None

Results of nearby soil tests: Liquid Waste Technologies, Which is Adjacent to the North Extent of this Property

Zoning

Present use: Ag. Production Present zoning: Agriculture

Will zoning change be required to accommodate project requirements? Yes

If so, list steps in zoning process: Submit request to City to initiate scheduled Plan Commission meetings in 4 weeks to make recommendation to Common Council finalizing change.

Estimated time required to change zoning: 5 Weeks

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is approximately .25 miles west of Hwy 65, which is a 2-lane 8 mile connection to Interstate I-94 and is approximately 2 miles south of Hwy 64, which is a 4 lane connection to the east side of the Twin Cities via Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): I-94 is 8 miles to the South

Condition of roads serving site Two-lane Paved and Four-Lane Paved, both are in great

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(paved, two-lane, etc.) condition.

Traffic problems: None

Cost of access road improvements: None

Transportation (Continued)

Waterways

Position of channel: Not Applicable

Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond

Location of line serving site: Northern Edge of Property

Size of line: 12" Pressure: 55-62 PSI

Cost of extension: Depending on Customer Needs

Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond

Location of line serving site: Northern Edge of Property

Size of line: 8"-21" depending on site

Cost of extension: Depending on Customer Needs

Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.

Location of line serving site: None

Size of line: 36"

Cost of extension: Depending on Customer Needs

Gas

Name of company: Xcel Energy

Location of line serving site: Adjacent to Property

Size of line: 2" - 4" Pressure: 2 (standard)-20 PSI

Cost of extension: None

Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric

Location of lines: Lines to serve sites exist in the Business and Technical Park

Size of line: 3 phase 12470 Volt primary

Nearest substation: White Pine Substation is 0.6 to 0.75 miles from sites.

Size of substation: Current Capacity is 25 MW, 50 MW expansion capabilities

Outage history at substation: No outages due to substation failure.
Substation was placed in service in 2010.

Potential for two-way separate feed: The Business and Technical Park is looped and could be served from any three of the City's substations. The White Pine Substation receives 69 kV transmission from Dairyland Power Cooperative via a three way interconnection.

Telecommunications

Name of company: Frontier Communications

Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? No

Is the site subject to any protected species? No

Explain: _____

Air Attainment Classification: Unclassified (not monitored)

List non-attainment substances: None

Other environmental issues relative to this site: None

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Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: Paul Casey
Cost: Negotiable Availability: Immediately

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

Name of Site: Noble Road, Stephens Lot 4

Location

City: New Richmond

Township: Star Prairie

County: St. Croix

Highway/street coordinates: Highway 65 and Noble Road

Is site located in an industrial park, rural or residential area: Rural

Surroundings

North: Open space/ Farm Fields

South: Houses/Highway

East: Commercial property/Wetland

West: Wetland

Physical Characteristics

Site Description

Size (Acres): 15 Dimensions (Feet): Refer to Map

Topography: Gentle Slope Elevation (Feet): 980' - 990'

Mineral Rights: Yes

Riparian Rights: No

Site Preparation

Clearing: None, Previously used for Agriculture Production

Removal of Structures: No

Grading: Minimal, Gently Sloping Terrain to the South West

Easements (position, type): Along Roads and Property Lines

Has site ever flooded (details)? No

Flooding (drainage direction): No

Soil Characteristics

Type of soil: Sattre Loam, Burkhardt-Sattre, Halder Silt Loam Bearing (lbs. per sq. ft.) _____

Underlying rock: _____ Undermining: None

Results of nearby soil tests: _____

Zoning

Present use: Vacant Land Present zoning: (C-1) Highway Commercial

Will zoning change be required to accommodate project requirements? No

If so, list steps in zoning process: _____

Estimated time required to change zoning: _____

Transportation

Rail

Railway: Not Applicable

Position of line serving site: _____

Easement requirements: _____ Cost of extension: _____

Highway

The site is located 1 block to the south of Hwy 65, which is a 2 - lane road that is 9 mile to the north of Interstate I-94 and Hwy 64 is located 1 block to the south; this is a 4 lane Highway that provides a connection to the east side of the Twin Cities using Hwy 36 to I-694.

Distance of site from nearest interstate interchange (miles): 9 Miles to I-94

Condition of roads serving site (paved, two-lane, etc.) Two Lane Paved and 4 Lane Paved

Traffic problems: None

Cost of access road improvements: None

Transportation (Continued)

Waterways

Position of channel: Not Applicable

Distance to present docks: _____ Other: _____

Utilities

Water

Name of company: City of New Richmond

Location of line serving site: In Street Right of Way

Size of line: 12" waterman Pressure: 55-62 PSI

Cost of extension: No Main Extension Needed

Line extension policy: Customer Responsible for Lateral Extension to Building

Sewer

Name of company: City of New Richmond

Location of line serving site: In Street Right of Way

Size of line: 10" main

Cost of extension: No Main Extension Needed

Line extension policy: Customer Responsible for Lateral Extension to Building

Storm Drainage

Type of drainage (open ditch, line): Based on Wisconsin Department of Natural Resource Regulations.

Location of line serving site: In Street Right of Way

Size of line: 12"

Cost of extension: Extension not Necessary

Gas

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adyinternational.com

Name of company: Xcel Energy

Location of line serving site: Adjacent to Property

Size of line: 2"-4" Pressure: 2 (standard)-20 PSI

Cost of extension: None

Line extension policy: Customer Pay for Gas Main Extension (Credit Given Based Usage to Reduce Costs).

Utilities (Continued)

Electric power

Name of company: New Richmond Electric

Location of lines: Line to serve site exist on the north property line.

Size of line: 3 phase 12470 Volt primary

Nearest substation: Knowles Substation is 0.75 miles from site.

Size of substation: Current Capacity is 25 MW.

Outage history at substation: No outages due to substation failure.

Potential for two-way separate feed: The Noble Road site is currently not looped, but if developed the line would be extended down Noble Road to complete the loop. Additionally, 69 kV transmission is located 500 feet from the site.

Telecommunications

Name of company: Frontier Communications

Availability of T Line, Fiber Optics, etc.: T-line: Access to all Sites
Fiber Optics are Adjacent to Industrial Park on Highway 65

Environmental Assessment

Has Phase I Environmental Report been completed? No

Is the site subject to any protected species? No

Explain: _____

Air Attainment Classification: No Classification (not monitored)

List non attainment substances: None

Other environmental issues relative to this site: Small Wetland delineation needed

Property Taxes

Tax rate per \$100 of assessed value: 2.328 Year: 2011
Assessment Ratio: 101.19

Site

Ownership

Name of owner: James Stephens
Cost: 760,000 Availability: Now

Protection Services at Site

Police (city, county, other): City of New Richmond
Fire (city, county, other): City of New Richmond
Nearest Fire Station: 2 Miles NBFU Rating: 3 (ISO Rating)

Additional Information

Please attach the following if available:

- Phase I Environmental Assessment
- Topographical map of property
- Site layout showing easements
- Utility layout
- Aerial photographs

Name of person completing form: Robert Barbian and Ronald Tourville
Date: 2/27/12

APPENDIX B: STAKEHOLDER INPUT VERBATIM RESPONSES

1. **Imagine you are a company executive from outside the region, looking to relocate or expand your current business. What would you want to know about the region?**
 - Labor, cost of doing business, tax rates, construction costs, associated costs, specialized training, access to transportation, affordable housing, infrastructure
 - Cost of labor, construction costs and extra costs, training, access (airport), affordable housing, supply chain, infrastructure
 - Construction costs, affordable housing, labor, access to instruction, infrastructure
 - Transportation, workforce, affordable housing, cost of labor, operating costs
 - Transportation, workforce access
 - Access to transportation, accessible workforce, operating costs
 - Land prices, taxes, population
 - Labor supply, transportation
 - Labor availability, close to my market, cost to locate, tax rates, close to international airport
 - Quality of labor force
 - Workers, schools, taxes, costs of doing business
 - Labor costs/transportation costs
 - Workforce characteristics, highway access, costs, where are people employed
 - Costs of being here, plant expansion options
 - Quality of school system, ability of community to align their effort, cooperation with other municipalities in region
 - Transportation-highway and direct access, growth in the area, land availability
 - Transportation, housing, benefits
 - Transportation, labor force, utility rates, affordable housing
 - Labor force availability, transportation
 - Transportation, labor force (availability, waves, etc.)

retain, e sand, att ct

2. What is the first word that comes to mind when you describe the New Richmond region?

- Inviting, competitive, progressive/passionate community
- Competitive
- Progressive passionate community
- Small, limited transportation
- Small, central
- Small town w/friendly industries, people
- Small town
- "hometown"
- Rural, hometown, vibrant
- God's country
- Easy access to Minneapolis and St. Paul
- Big upside - "potential"
- Small town feel - local
- Untapped potential
- Rural feel w/ easy urban access
- Friendly
- Progressive
- Bedroom town
- Access

3. What are the biggest opportunities for growth in the New Richmond region?

- Business associated/utilizing airport, industrial, medical/food technology
- Factory (industrial), overall less costs
- Commercial, medical technology, food tech, airport
- Industrial-technology parks
- International investment in workforce development
- It's people
- Bridge, age of population, cheap land prices, plastics industry, jobs at airport
- Airport expansion, land to annex, city utilities ready to grow, train tracks
- Airport, business and technical park, 600 acres, St. Croix bridge, rail
- Technology, air, medical devices, downtown redevelopment
- Land, rail, utilities
- Completion of the St. Croix River crossing
- County and city land availability
- Agriculture and food processing, packaging, plastics industry
- Aviation related business
- Easy access to twin city market, less government regulations than Minnesota who are competing against
- Housing
- Airport, WITC, excellent business already here

retain, e sand, att ct

4. What are the biggest challenges currently facing the New Richmond region?

- To expand industrial base, availability/access to land/infrastructure, transportation corridor
- Infrastructure (large lots) – rail spur
- Transportation corridors, streamlined induction, rail spur
- Technology
- Population growth, lack of identity (separation from The Cities)
- Us getting in the way of growth
- Interstate travel, fuel price, taxes
- Taxes, Stillwater Bridge
- Taxes, focused strategic plan, labor pool (trained)
- No 4 lanes to 94, high property taxes
- Weather, overall economy
- The economy
- Lack of highway access
- Need for improved highway access from I-94
- Coordination of effort, communication between stakeholders including business to business
- Lack of interstate highway access
- Convincing companies that were not in the boonies
- Transportation
- Access to major highway

retain, e sand, add ct

5. If you could add one thing to the New Richmond area that would have the most positive impact on the region's future, what would you add?

- Bridge or 4 lane to I94
- Creating positive development momentum
- Land – 40 acres w/ sewer and water w/ all geographical studies done, shovel ready
- High tech industrial development, high paying jobs, Stillwater Bridge, 4-lane to I94
- Community-based opportunity, advertising, large venue
- Cooperation in the efforts of others
- 4 lane Hwy 65 and bridge
- Stillwater Bridge
- 4 lanes to 94
- New bridge over the St. Croix
- Bridge
- St. Croix river crossing
- St. Croix river crossing
- New river crossing
- Active and engaged citizens and government and businesses
- Four lane highway to I94
- More retail business
- New bridge in Stillwater, 4 lane to interstate
- New Stillwater Bridge
- 4-lane to I94

retain, e sand, att ct

6. If you could take away something from the New Richmond area that would make a positive difference for its future, what would you take away?

- Negativism, resistant to change
- Non-pro-business, poor communication
- Impact fees
- Resistance to change (reactive mindset)
- Reactive nature of individuals
- Taxes
- Communication
- City debt
- Taxes
- Lower taxes
- Reduce burden on taxpayers
- Lower tax burden for residents, businesses and industries
- Stillwater Bridge
- The vibe that the taxes are too high inside the city. Also, the perception New Richmond is too far to drive from the MSP area
- That we are not pro-business
- Debt
- Empty buildings



retain, expand, attract

7. How well does New Richmond deliver on the following locational criteria?

Criterion	Very Good	Good	Fair	Poor	Don't Know
Labor - Quality/Productivity	3	12	1	0	1
Labor - Availability	1	10	4	0	2
Labor - Skill Sets	2	10	4	0	1
Labor - Costs	2	8	5	1	1
Available Properties	4	7	4	1	1
Business Resources	2	8	7	0	0
Quality of Life Factors	7	9	1	0	0
Totals	21	64	26	2	6

retain, expand, add it

8. What other assets does the New Richmond region have, that most other competing regions do not have?

- Educational system that includes strong K-12, multiple tech colleges, universities
- Regional airport
- Quality of living
- Close proximity to services, education, arts, and labor force. Airport, WITC, nice people
- Airport out of MSP control area, low power rates, access sewer/water, WITC, cancer center
- Airport access
- Small and large community amenities both available
- Youthful population and culture
- Educated workforce, quality of life, safe communities
- Workforce
- New schools, WITC, many local involved leaders
- Excellent quality of life, arts, museums for upper Midwest
- Change of seasons, people, hard workers
- Airport, WITC
- High quality of life
- Airport, upper Midwest work ethic, WITC
- Airport, WITC, low crime
- Quality of life, clean water, agricultural infrastructure w/ nearby market
- Affordable housing/fairly low cost of living, schools
- New Richmond airport, new schools
- Airport, WITC, easy access to Twin Cities area
- Airport, WITC, easy access to metro amenities
- WITC, airport, easy access to metro amenities
- Airport, WITC

retain, e sand, att ct

9. What other liabilities do New Richmond/St. Croix County/the MSP region offer that most other competing regions do not have?

- Stillwater Bridge, high property taxes, no options for internet
- Absentee land owners for retail properties
- Poor bridge situation, transportation challenges
- Winter, property taxes, I-94 and bridge for 64
- Seems to lack the attention of the State of Wisconsin
- Overcoming western Wisconsin i.e. Madison doesn't pay close attention
- Weather, high taxes
- Not on an interstate highway
- High costs (labor, buildings)
- High costs
- Bad climate
- Lack of coordination between the two states
- Winter weather extremes
- Transportation – 10 miles from interstate
- Transportation – 10 miles from interstate
- 10 miles away from interstate (transportation)

