



NEW RICHMOND COMMUNITY ACTION PLAN PROJECT PORTFOLIOS

HOISINGTON KOEHLER GROUP



ACKNOWLEDGEMENTS

New Richmond City Council

Fred Horne, Mayor
Craig Kittel, Alderman
Scottie Ard, Alderman
Jim Jackson, Alderman
Mike Montello, Alderman
Ron Volkert, Alderman
James Zajkowski, Alderman

Forward New Richmond Committee

Community Action Plan (CAP) Committee Members

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Ben Kurth	Mark Evans
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Bryan Knudtson	Michelle Carlson
Caleb Tate	Michelle Scanlan
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Karen Smallidge	
Katie Wendt	

City of New Richmond Staff

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Noah Wiedenfeld, Management Analyst
Michael Mroz, Operations Manager
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CAP Development/Consultant Team

Community Collaboration

Todd Streeter

Hoisington Koegler Group, Inc.

Brad Scheib, Planner, AICP

Jeff McMenimen, PLA

Britt Palmberg, AICP

Gabrielle Grinde, ASLA, PLA

Andrew Papke-Larson Landscape Designer



HOISINGTON KOEGLER GROUP



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Community Action Plan Overview

Community Action Plan

In 2017 the City of New Richmond launched the Community Action Plan (CAP) to define the future of the city for the next 10-20 years. The primary driving force behind this planning initiative was the creation of “Forward New Richmond CAP Committee”, formed by community residents, business owners, and organization leaders.

CAP Goal

One of the primary goals of the CAP initiative is to establish and strengthen civic and community relationships.

CAP Project Administration

At the conclusion of the six-month CAP concept generation phase, a CAP Executive Committee will be established to begin the strategic planning phase for featured projects resulting from the first phase.

The Executive Committee’s role is to oversee the continued development of CAP projects and establish a community outreach initiative to generate support, participation and funding for CAP projects.

CAP Subcommittees

“Forward New Richmond” consisted of six subcommittees each focused on essential elements that make New Richmond a wonderful place to live, work and play.

Community Connectivity – Identify opportunities to enhance the various modes of transportation methods and future needs supporting an active and connected quality of life.

Community Pride – Focus on defining the City’s brand related to the quality of community safety, schools, facilities and social services, all supporting the community’s health and well-being.

Creating Community – Assist City staff and consultants on updating the overall geographical city planning to meet new opportunities, emerging demands, anticipated population growth and housing needs, and future land use opportunities.

Downtown Revitalization – Identify ways to generate renewed interest in downtown and how new opportunities can transform Downtown and the North Side area into a thriving community gathering spot seven days a week.

Economic Development – Identify concepts and strategies the City can take to create an economic balance serving the various businesses, industries, and employment opportunities residents seek while providing economic benefits to the community at-large.

Quality of Life – Develop opportunities to enhance the active lifestyles of residents of all ages to enjoy.





Community Action Plan Committee Community Connectivity

Community Connectivity Committee

Community Connectivity has identified opportunities to enhance the various modes of transportation methods and future needs supporting an active and connected quality of life.

Committee Members

Jim Saliny, Chair
Ben Kurth



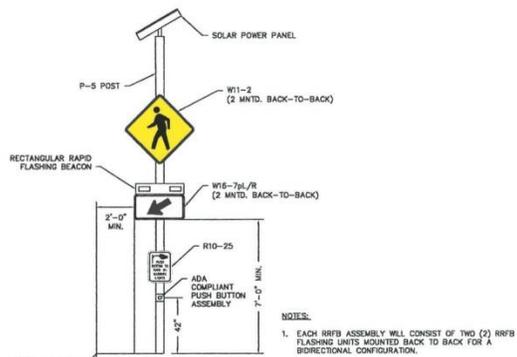
Great Streets

PROJECT DESCRIPTION

To provide improved safe and easily identifiable pedestrian crossings. Increasing pedestrian visibility combined with the added value and benefits of a more aesthetically pleasing main street



atmosphere. The proposed project also provides unique built in benefits. Including (but not limited to) possible future expansion to remaining intersections. Ultimately providing a unified and cohesive pedestrian and traffic environment throughout all of the main street businesses and extending north towards Highway 64. Optional proposed alternatives within this proposal also include a sidewalk revival along Knowles Ave and a more project intensive refuge islands in lieu of grass median traffic control locations.



PROJECT RATIONALE

Three proposed intersections along Knowles Ave are identified within this proposal. The intersection at W North Shore Drive was chosen to offer a more easily identifiable pedestrian route across Knowles Ave – thus connecting Hatfield Park (north of Highway 64) and the housing developments located north of Mary Park Lake. East 1st Street and Knowles Ave was chosen due to the current location of the Public Library, Glover Park and the N/S traffic crossing restrictions at the intersection. The final proposed selection is East 4th Street and Knowles Ave. Due to the intersections connection with the businesses along Main Street; additional consideration was made to the pedestrian crossing and to highlight the traffic crossing with an accented (embed) brick paver compass feature. This features proposition is to add visual appeal and a ‘stylized’ point of reference to one of the more significant crossings in the downtown area.



PRIMARY USERS/BENEFACTORS

Project benefactors would be the resident population of New Richmond and visitors to the area.



GENERAL PROJECT COMPONENTS

- Support for the Great Streets project from the local community.
- An agreement by City Council and/or Community Development to proceed with a traffic study to investigate the potential for the project.
- Where required for competitive bids resulting in a final product. The City Council / Community Development might submit a Request for Qualifications used in the formal process of procuring a list of qualified design firms.

- City Council / Community Development may submit a Request for Proposal from the list of qualified design firms (as obtained through a RFQ process). This document will solicit a proposal made through a bidding process.
- Traffic study award made to a qualified planning & engineering design firm.
- Once completed. City Council / Community Development to review results of the traffic study.
- Upon approval. The selected design firm would begin the detailed design process - duration dependent on the study, size and scope of the project.
- Project bid document phase to include qualified and bonded General Contractors.
- Project awarded to the General Contractor with the apparent low bid.
- Upon further review the planning & engineering design firm shall give a General Contractor recommendation to the City Council / Community Development. Recommendation would be to proceed with the work as described within the bid documents.



Project material elements include but are not limited to:

- Approved set of construction bid documents.
- Obtaining proper work permitting.
- Excavation of existing roadway intersections.
- Engineered compacted sub-grade and granular base.
- Road worthy masonry paver detail design.
- Various miscellaneous impervious road way repairs at intersections.
- Street signage and striping.



ANTICIPATED PROJECT APPROVALS

- City Council and/or Community Development
- Public Works Department
- Wisconsin Department of Transportation

POTENTIAL FUNDING SOURCES

Wisconsin Road Assistance Programs

Connecting Highway Aids: Assists municipalities with costs associated with increased traffic and maintenance on roads that connect segments of the State Trunk Highway System.

General Transportation Aids (GTA): The second largest program in WisDOT's budget, GTA returns to local governments roughly 21.8 % of all state-collected transportation revenues (fuel taxes and vehicle registration fees) - helping offset the cost of county and municipal road construction, maintenance, traffic and other transportation-related costs.

Highway Safety Improvement Program (HSIP): The Highway Safety Improvement Program (HSIP) funds highway safety projects at sites that have experienced a high crash history. Emphasis is on low-cost options that can be implemented quickly.

Transportation Economic Assistance (TEA): Provides 50% matching grants of up to \$1 million that help local municipality's complete road, rail, harbor or airport improvements that create or retain jobs.

FUNDING OR GRANTS

Added financial benefits to the project could be made to look more attractive to local businesses by using a Road Sponsorship Program for Knowles Ave.

The roadside sponsorship program is intended to recognize a corporation or business with the use of acknowledgement signs for their monetary contribution to the maintenance of highway roadsides.

Adopt-A-Highway program: Allows a wide variety of local community groups to "adopt" a two-mile segment of the state trunk highway system.

ROUGH PROJECT COST ESTIMATE

Project cost estimate shall be provided by the selected planning and engineering firm.



Example Brick Paver Crosswalk

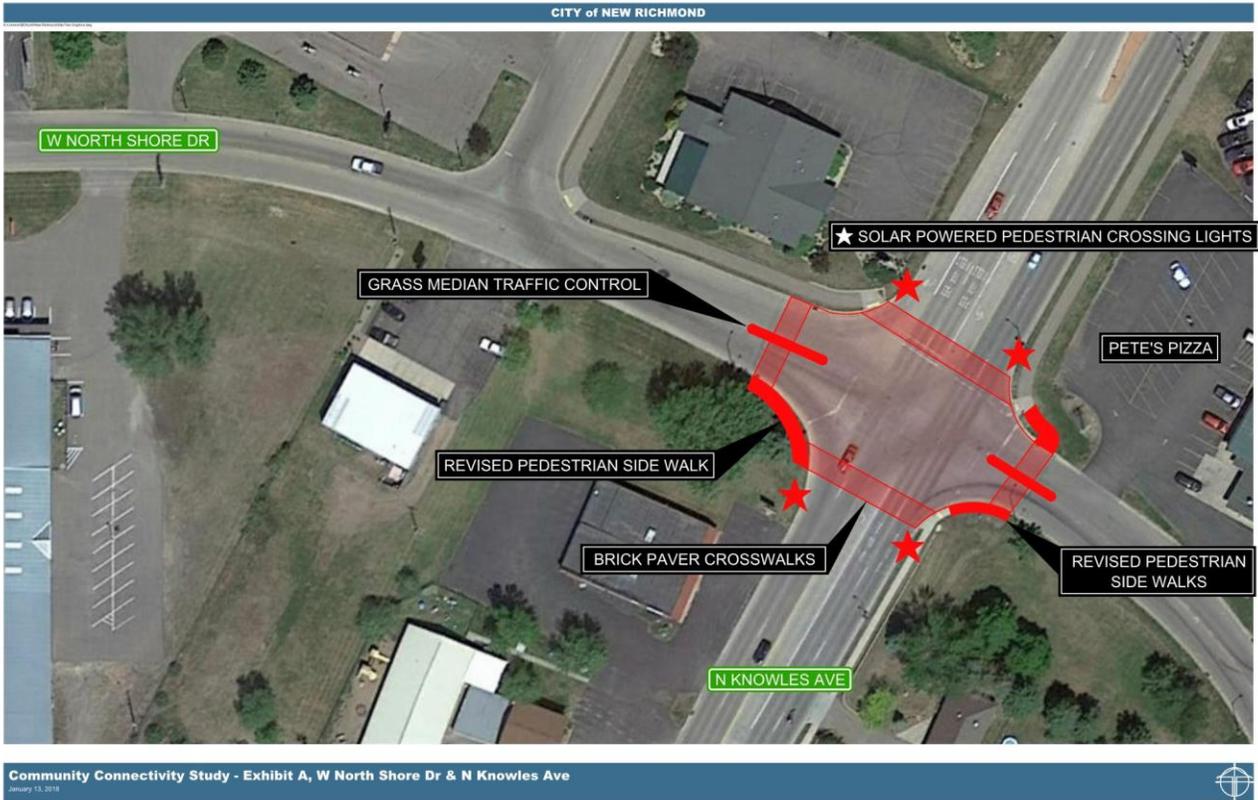


Exhibit A – W North Shore Dr & Knowles Ave

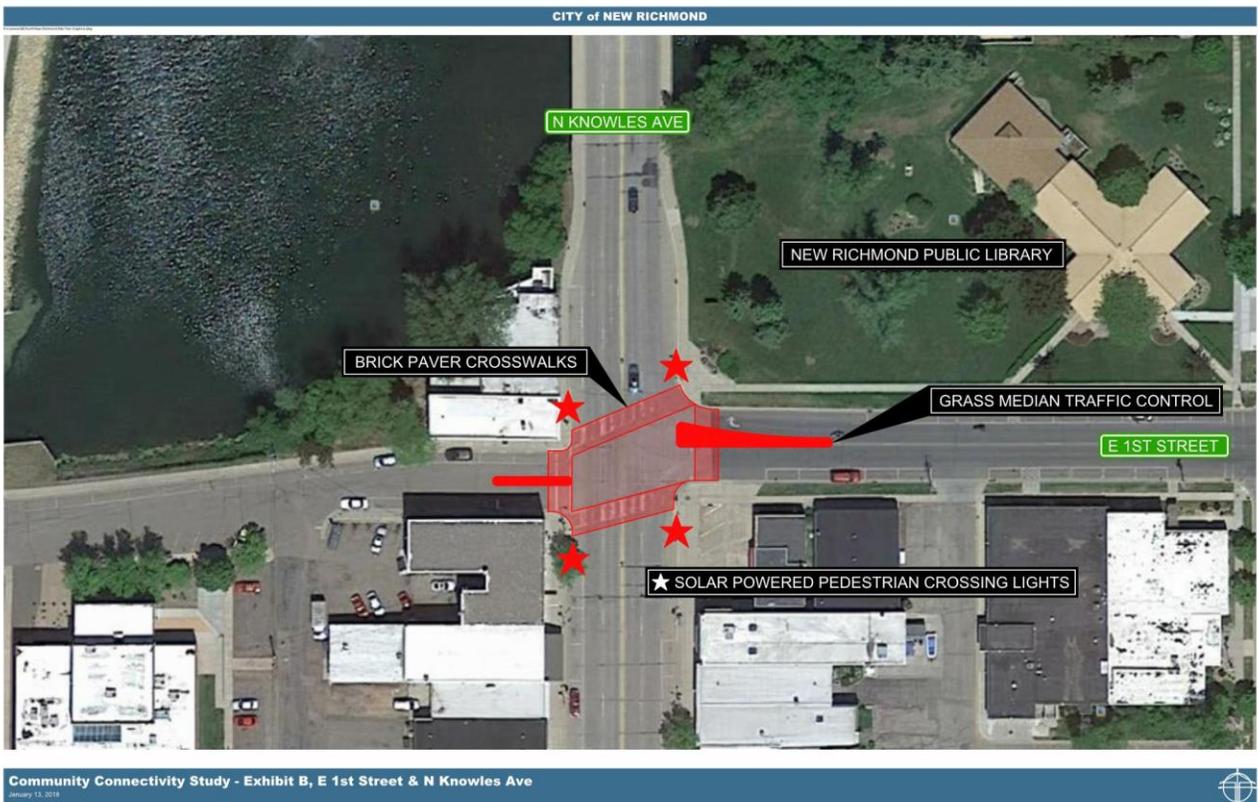


Exhibit B – 1st Street & Knowles Ave

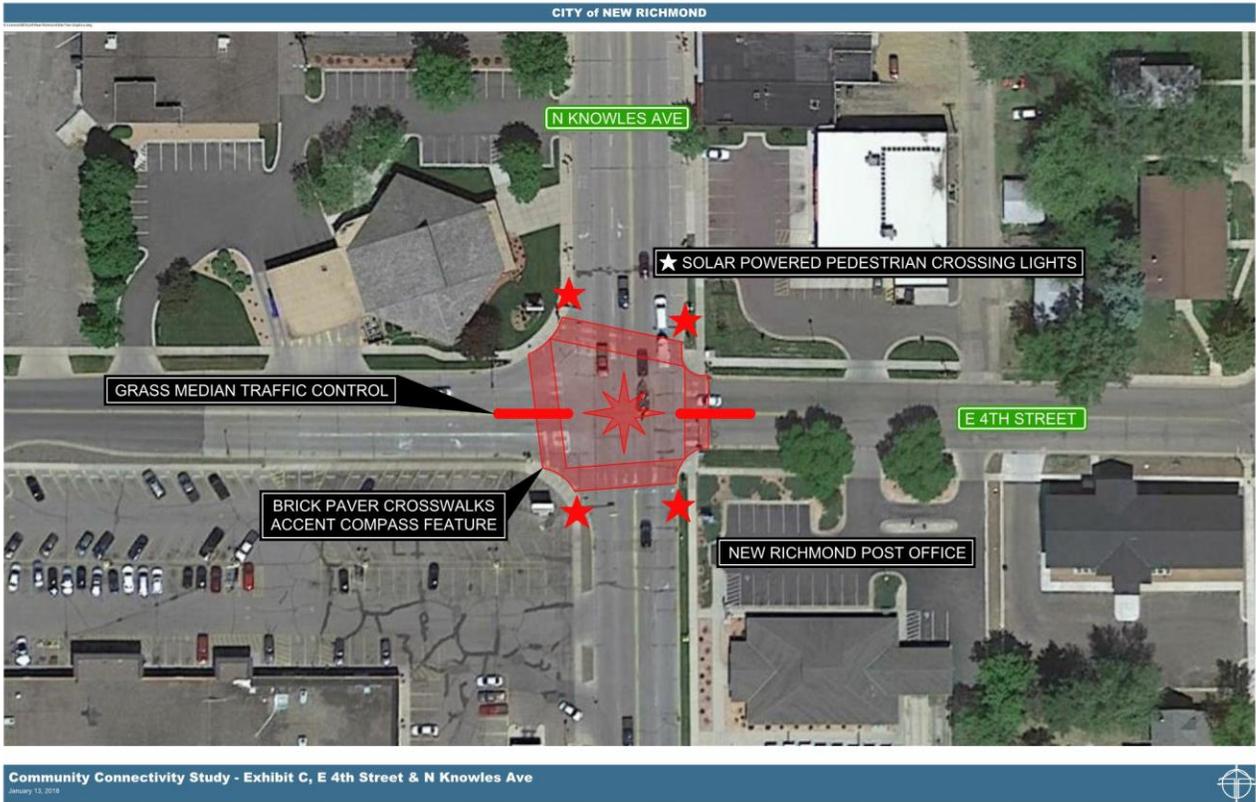


Exhibit C – E 4th Street & Knowles Ave



Community Action Plan Committee Community Pride

Community Pride Committee

The Community Pride Committee has identified and researched new opportunities to bring multigenerational community members and New Richmond visitors together to enjoy the city's public facilities and community services - exhibiting the deep pride residents have for their city.

Committee Members

Kevin Morris, Chair
Melanie Folk
Karen Smallidge
Peter Kling



Centralized City Offices

PROJECT DESCRIPTION

Creating a one stop City utility building or complex.

PROJECT RATIONALE

Get all city utilities (parks, streets, public works, utilities, etc) in one location, under one roof instead of having multiple small buildings scattered around. Could also make a new city hall that houses City staff, administrative functions, police department and perhaps even the fire department.

On the utility end that would allow the city to maintain one piece of property instead of multiple areas, would allow for sharing of equipment, information exchange, teamwork etc.

The City hall would allow for growth, keep department heads in one area to work together and stay informed on recent events and trends in the City. Would ideally be a central location for ease and accessibility to city staff and police officers.

PRIMARY USERS/BENEFACTORS

The utility end may save taxpayers a lot of money as the city could have restrooms and locker rooms in one location instead of three or four. Heat one unit, have a centralized location for equipment, vehicles and personnel.

The New City Hall would be a gathering place centrally located for ease of use, functionality and accessibility to all. Housing all the department heads in one area brings everyone into a team setting, working together to benefit the city etc.

OTHER POTENTIAL USERS/BENEFACTORS

Employees, residents in the form of tax dollar savings, open up more commercial property to increase tax revenue.

GENERAL PROJECT COMPONENTS

Identifying a location; Land purchase; building remodel, or build.

ANTICIPATED PROJECT APPROVALS

City would have to approve. Significant effort would be needed to communicate this centralized office / facility concept to the city's residents in a way that would gain their support.

POTENTIAL FUNDING SOURCES

Businesses or light industries might be interested in purchasing existing utility structures that would be vacated when the new complex is completed. There might be some collaborative possibilities with organizations if the new complex was built to accommodate outside use.

FUNDING GRANTS

We do not know of any grant funds available.

PROJECT FUNDING BREAKOUT

I think this is something that if pursued would not be a very popular donating type crowd. I do think there would be interest in donating money for City hall improvements. This would most likely have to come from long term planning, budgeting and borrowing.

ROUGH PROJECT COST ESTIMATE

TBD

Mary Park Community Bridge

PROJECT DESCRIPTION

Placement of a community pedestrian bridge spanning the Willow River near the western edge of Mary Park.



PROJECT RATIONALE

Mary Park Community Bridge will provide an important causeway of improved community connectivity to the businesses north of the Willow River, Mary Park and the downtown area. Those enjoying the park would be able to walk safely north and south of the Willow River through Mary Park while strolling and enjoying a new vantage point of the scenic Willow River.

Residents and visitors are enticed to follow wayfinding signs to go off the beaten track and stroll over the bridge and enjoy the views of the Willow River and Mary Park’s amenities, activities and events.

Mary Park Bridge serves as a “community bridge” connecting the assets of New Richmond’s natural resources with the unique characteristics of our historic downtown for all visitors to enjoy.

The existing pedestrian crossing is a narrow and dangerous sidewalk connected to the Knowles Avenue bridge. A curb separates the traffic from pedestrians. There is not a railing.

PRIMARY USERS/BENEFACTORS

The Mary Park Community Bridge is a community attraction to be used by the community, park, north side and downtown visitors.

OTHER POTENTIAL USERS/BENEFACTORS

Mary Park Community Bridge can serve as a catalyst for a wide variety of community interaction:

- School field trips
- Wedding nuptials
- An added feature for park events
- Local resident fishing
- Walkers, runners, bikers and persons with disability



GENERAL PROJECT COMPONENTS

- Prefabricated bridge purchase
- Placement of bridge
- Park-side and downtown pathways
- Landscaping
- Park and downtown wayfinding signs
- Lighting
- Potential connection to River Walk Project



ANTICIPATED PROJECT APPROVALS

- City of New Richmond
- Wisconsin DNR
- State of Wisconsin

POTENTIAL FUNDING SOURCES

- - Trail Supporters
- - Recreational Groups
- - Lions Club
- - Rotary
- - Optimist Club
- - Environmental Groups



FUNDING GRANTS

- Wisconsin DNR Knowles - Nelson Stewardship Fund
- Transportation Alternatives Program

PROJECT FUNDING BREAKOUT

Bridge Placement - Federal, State, County and City grants

Trail Connections - State and City grants and / or contributions

Trail Wayfinding - County, City and community organization grants and / or contributions

Landscaping - Community contributions, New Richmond High School landscape classes, Master Garden Club

ROUGH PROJECT COST ESTIMATE

To be determined.

New Richmond Disc Golf Course

PROJECT DESCRIPTION

Construction of an 18-hole disc golf course

PROJECT RATIONALE

Disc golf is played much like regular golf as far as rules and scoring. It differs in that a plastic disc is thrown off the tee and eventually lands in a metal basket. The Professional Disc Golf Association stated in September 2017, that there has been an explosion of popularity in playing disc golf. It is a healthy, physical, outdoor activity for all who use it. Our proposed



site at Hatfield Recreational Park would provide natural beauty while enjoying the game. The New Richmond community has been asking for a disc golf course for a long time. Currently, New Richmond residents travel to other communities to enjoy disc golf. Somerset has a beautiful wooded and hilly course that attracts local residents and many users from the area.

PRIMARY USERS/BENEFACTORS

People of all ages are able to play disc golf. Families, groups and individuals enjoy the challenge of disc golf.



OTHER POTENTIAL USERS/BENEFACTORS

Clubs, school groups, organizations, church groups and businesses could build in an outing to play disc golf to encourage a healthy lifestyle.

GENERAL PROJECT COMPONENTS

22 acres of land on the north side of Hatfield Recreation Area

Disc golf course designer - Joe Feidt and Steve West, local designers, are interested in designing the course

The following elements would be needed for either site:

- 18 concrete tee pads with 42 inch apron off front of pads
- Parking area
- 18 baskets secured in concrete
- Mowed paths approximately 4 mowings per season
- 18 hole markers
- Plant native prairie in open areas
- Signage at entrance & at each hole
- Fee boxes
- Port-a-potty all year



- A tree spade would be rented by the city. Trees would be transplanted from city owned land across Wall Street to the disc golf course site by city workers. Berms would be constructed to provide variety in the flat terrain and as obstacles to throw around. Berms could also be used to tee off of or to place the metal basket on, providing variation in the throws. Local builders and the city of New Richmond may have dirt they would donate and haul in.

ANTICIPATED PROJECT APPROVALS

- City of New Richmond
- Wisconsin DNR

POTENTIAL FUNDING SOURCES

- Businesses
- Individuals
- Rotary Club
- Impact fees
- Go Fund Me drive
- Sponsor A Hole drive - Sponsors could pay for the construction of one hole. The sponsor's name and logo would be displayed on the signage at that hole.
- New Richmond Area Center

FUNDING GRANTS

- Wisconsin Disc Golf Association grants
- New Richmond Community Foundation grants
- Park grants

PROJECT FUNDING BREAKOUT

- WITC welding classes could be involved in the construction of the baskets
- New Richmond High School landscaping classes could be involved
- Master Garden Club members could be asked to help with landscaping

ROUGH PROJECT COST ESTIMATE

To be determined

Library Open Space

PROJECT DESCRIPTION

The New Richmond Community is considering the construction of a new library located where the old middle school stood. The existing library location has the potential to serve as green space to host a variety of community events. In addition, there have been suggestions to close East First Street to traffic between Knowles Ave and Arch Ave. The additional space and reduction in traffic would be more conducive to developing the green space into a key community gathering place.



PROJECT RATIONALE

New Richmond and the surrounding area would benefit from green open space located on the site of the current library. This area which is roughly, 1.6 acres is centrally located and would serve as a key gathering place to host seasonal events, musical performances, and other festivities. If East First Street was closed to traffic it would add another ½ acre to the project area and provide traffic calming needed along Knowles Avenue.

PRIMARY USERS/BENEFACTORS

New Richmond community members.

OTHER POTENTIAL USERS/BENEFACTORS

Organizations such as the Chamber of Commerce may use the area for hosting events. Summer activities such as community picnics, concerts, movies, etc could be held there. Access to the Willow



River at the site could be improved and connection to existing water and terrestrial trails would benefit bikers and hikers in overall city trail development.

GENERAL PROJECT COMPONENTS

A final determination may be needed in order to convert the property use from library use to green space/park. A site plan with extensive public input would be needed for the demolition of the existing building and construction of new amenities on the site. Pedestrian crossing Knowles to access the green space should be given special consideration.

ANTICIPATED PROJECT APPROVALS

Land use/zoning/Friday Trust approval. Approval of the Public Safety / Police and Fire Safety Board as well as the City engineer/street department. Would closing east first have a detrimental effect on safety/fire vehicles going north on Knowles Ave?



POTENTIAL FUNDING SOURCES

- Community Based Fundraising,
- NR Community Foundation

FUNDING GRANTS

To be determined.

NRPD Squad Vehicle Garage

PROJECT DESCRIPTION

We would like a garage for police vehicles attached to the current Police Department building. The garage would provide a secure passageway to and from vehicles for police department personnel. The garage would need 10 bays for police vehicles and a trailer. It would be climate controlled and would include an Evidence Room.

PROJECT RATIONALE

Currently police vehicles are parked in an outdoor lot adjacent to the PD building. Officers are exposed as they enter and leave their vehicles and as they load and unload equipment. This is an officer safety concern. Vehicles that are unused during any given shift are exposed to extreme summer and winter temperature fluctuations which is hard on the mounted internal electronic components. A parking garage will provide safe access to vehicles with the related electronics in a temperature controlled environment. The garage will also protect vehicles from storm and hail damage, prolonging their service life. The garage would also include a secure evidence room, allowing the existing Evidence Room area in the PD to be re-fitted into a larger locker room area for personnel which would alleviate growing space constraints. Our city's fire and ambulance vehicles are kept in garages to aid more effective immediate response to emergencies. A garage would provide the same asset for police vehicles.

PRIMARY USERS/BENEFACTORS

Police patrol officers, K-9 officer, investigators, squad maintenance personnel

OTHER POTENTIAL USERS/BENEFACTORS

The garage could be used on special occasions to support public safety events such as children’s bicycle safety programs; Civilian Police Academy training; National Night Out related events. The tax payer benefits from fewer weather related vehicle insurance claims and extended service life of vehicles. Police officer morale is boosted by the assurance of safety through secure access to their vehicles. The proper and secure storage of evidence is critical for police work and the legal process, leading to the successful completion of police cases.

GENERAL PROJECT COMPONENTS

A site plan would be needed for the addition to the PD building.

Any specific building material specific to Police Department needs would be needed. A construction firm would be needed.

ANTICIPATED PROJECT APPROVALS

City Council approval; Building permits; any construction variances that might be needed; approval of the Public Safety / Police and Fire Safety Board

POTENTIAL FUNDING SOURCES

Community Based Fundraising

FUNDING GRANTS

Homeland Security related grants

PROJECT FUNDING BREAKOUT

The growing efforts in drug taskforce operations in our area might be a source of funding support for the evidence room portion of the building.

ROUGH PROJECT COST ESTIMATE

TBD

Park and Trail Safety

PROJECT DESCRIPTION

Our parks and trails are part of the fabric of our city and steps can be taken to ensure their safety.



PROJECT RATIONALE

Our parks and trails will only be widely used if they are considered safe environments.

PRIMARY USERS/BENEFACTORS

City residents and visitors of all ages can enjoy the park and trail system.



OTHER POTENTIAL USERS/BENEFACTORS

Clubs, school groups, and various organizations. The trail system can also provide bicycle commuting to city stores and businesses.

GENERAL PROJECT COMPONENTS

- A bicycle Patrol Officer
- Strategic Lighting
- Emergency Call Boxes



ANTICIPATED PROJECT APPROVALS

- Park Board
- Police and Fire Commission
- City Council



POTENTIAL FUNDING SOURCES

Businesses, individuals, Rotary Club

Community Foundation

FUNDING GRANTS

To be determined



PROJECT FUNDING BREAKOUT

- A School Resource Officer could do summer patrols
- Used light poles and fixtures in good condition could be used in some locations

Prescription Drug Safety and Disposal

PROJECT DESCRIPTION

Improving the welfare of our city's residents by safely storing and disposing prescription drugs.

PROJECT RATIONALE

The responsible use of prescription drugs is vital to the health of people of all ages. The misappropriation of such drugs is bringing much harm to individuals and destroying families. Options for secure storage of needed medications and safe disposal of unneeded or unused medications should be readily available.



PRIMARY USERS/BENEFACTORS

All who are responsibly using prescription medications can have options to keep them in a secure place and have the peace of mind of properly disposing of medications that are no longer needed.

OTHER POTENTIAL USERS/BENEFACTORS

Our whole community benefits as fewer prescription drugs fall into the hands of people who might abuse them. This will result in fewer police and EMT calls and can literally save lives.



GENERAL PROJECT COMPONENTS

- Well publicized drug disposal drop off locations
- Affordable lockable in-home drug cabinets



ANTICIPATED PROJECT APPROVALS

Additional drug drop off locations would need to meet state and local criteria for that purpose.

POTENTIAL FUNDING SOURCES

Businesses, individuals, Rotary Club

Community Foundation

FUNDING GRANTS

Hospital based grants



PROJECT FUNDING BREAKOUT

- Apply funding / grant money to greatly reduce the cost of lockable cabinets, making them affordable for everyone who wants one.

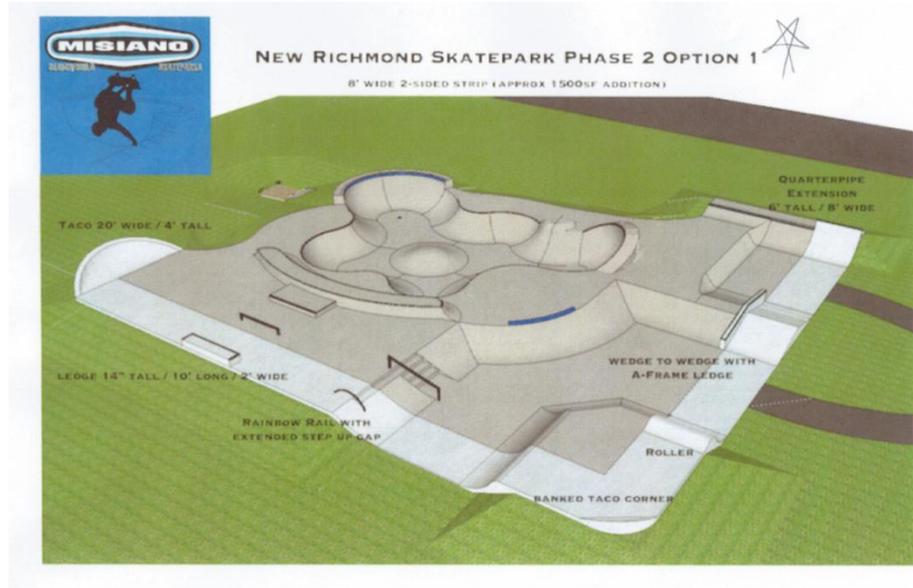
New Richmond Skatepark

PROJECT DESCRIPTION

Project Description:

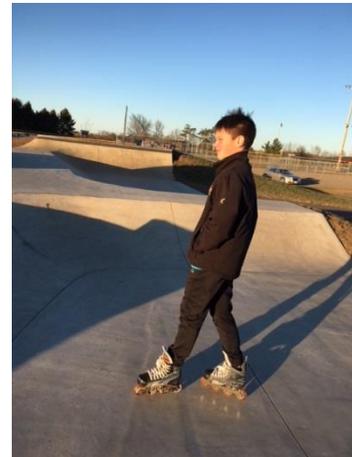
Extend the existing New Richmond Skatepark with an 8 foot wide strip on the east side and 10 foot wide strip on the south side.

See New Richmond Skatepark Phase 2 Option 1



PROJECT RATIONALE

The addition to the New Richmond Skatepark will provide increased functionality for the users. The added width will open up the flow lines for maneuvers. The larger space will accommodate more users and relieve congestion, resulting in increased safety.



PRIMARY USERS/BENEFACTORS

The New Richmond Skatepark has been very popular since its opening. Bikers, skaters, rollerbladers, skateboarders, scooters and remote control car enthusiasts have all been using the skatepark. Families and users coming to Hatfield Park for other activities are also available to use the skatepark. It's actually crowded at peak times. Providing more space eliminates congestion and gives the users an opportunity to try more advanced maneuvers.

OTHER POTENTIAL USERS/BENEFACTORS

The New Richmond Skatepark provides an outdoor venue for families and friends to enjoy. Interacting with users develops new friendships and provides an opportunity for users to learn from each other. All ages use the skatepark, from youth to over 50 years old. Users come from nearby towns, as well as Woodbury, St. Paul and Minneapolis. People are connecting on facebook to share our Skatepark location and taut the beautiful smooth concrete surface of our skatepark.



GENERAL PROJECT COMPONENTS

- addition to the existing skatepark of an 8 foot wide strip on the east side and a 10 foot wide strip on the south side
- add fill as needed, no excavation required
- install new concrete surface
- finish grading

ANTICIPATED PROJECT APPROVAL

Potential Government Approvals:

- Parks Commission
- City of New Richmond

POTENTIAL FUNDING SOURCES

We would contact businesses, individuals, trusts, go fund me pages and user fundraisers.

See appendix for donor list from construction of New Richmond Skatepark.



FUNDING GRANTS

Tony Hawk Foundation

PROJECT FUNDING BREAKOUT

TNT Metals donated materials and finances for the existing New Richmond Skatepark.

ROUGH PROJECT COST ESTIMATE

TBD

Appendix

See the donor list on the next page.

Fw: Donor List - Skate Park

1 message

Jim Zajkowski <zee@frontiernet.net>
To: karen.smallidge@gmail.com

From: Noah Wiedenfeld
Sent: Thursday, June 2, 2016 3:47 PM
To: zee@frontiernet.net
Subject: Donor List - Skate Park

Supporter	Contribution	Recognition Level
Irv & Mary Sather Fund	\$ 50,000.00	Platinum
Westfields Hospital & Clinic	\$ 20,000.00	Platinum
Tony Hawk Foundation	\$ 10,000.00	Platinum
WESTconsin Credit Union	\$ 5,000.00	Gold
RCU	\$ 5,000.00	Gold
Walmart Foundation	\$ 2,500.00	Silver
William & Mary Ann Derrick Family Fund	\$ 2,000.00	Silver
First National Community Bank	\$ 1,500.00	Silver
New Richmond Area Community Foundation	\$ 1,500.00	Silver
New Richmond Insurance Agency, Inc.	\$ 1,500.00	Silver
Earley Family Trust	\$ 1,094.45	Silver
Isometric Tool and Design	\$ 1,000.00	Silver
R&Z Properties	\$ 1,000.00	Silver
Eckberg Lammers	\$ 1,000.00	Silver
Bernard's	\$ 1,000.00	Silver
Johnson Motors Inc	\$ 1,000.00	Silver
New Richmond 8 Theater	\$ 1,000.00	Silver
Car Wash & Bake Sale	\$ 738.19	Silver
Guinn, Vinopal, & Zahradka, LLP	\$ 500.00	Silver
Liquid Waste Technology LLC	\$ 500.00	Silver
New Richmond Utilities	\$ 500.00	Silver
Doar, Drill, & Skow	\$ 500.00	Silver
Culver's of New Richmond, WI	\$ 500.00	Silver
New Richmond Area Centre	\$ 500.00	Silver
Michael & Misty Monette	\$ 500.00	Silver
Dadez Physical Therapy Inc	\$ 500.00	Silver
Remington Law Office	\$ 500.00	Silver
Williamson & Siler, S.C.	\$ 500.00	Silver
Warren W. Wood, LTD	\$ 500.00	Silver
Bakke Norman Law Offices	\$ 500.00	Silver
Jim & Susan Zajkowski	\$ 500.00	Silver
Gibby's Inc.	\$ 500.00	Silver
Warner's Dock, Inc.	\$ 500.00	Silver
Ready Randy's	\$ 500.00	Silver
GoFundMe Page	\$ 351.60	Bronze
Dowd Reliance Insurance Agency	\$ 250.00	Bronze
Domain Inc.	\$ 250.00	Bronze
Lakeside Foods	\$ 200.00	Bronze
Doyle's Farm & Home	\$ 200.00	Bronze
Dylan Kelly	\$ 100.00	Bronze
Countryside Veterinary Clinic	\$ 100.00	Bronze
Angela Olson Law Firm	\$ 100.00	Bronze
	\$ 116,384.24	

Also are we starting the build next week already? Do we have a liaison or a person to help out for the build?

Ben

On Wed, Jun 22, 2016 at 11:52 AM Ben Wanless <benjwanless@gmail.com> wrote:

Thanks for the update.

On Wed, Jun 22, 2016 at 11:51 AM Noah Wiedenfeld <NWiedenfeld@newrichmondwi.gov> wrote:

Hi Everyone,

I just wanted to provide a fundraising update for you. Here are some of the recent commitments received:

Oevering Construction Real Estate	3,000
RMF Auto Service	100
St. Croix Harley Davidson	200
St. Croix Power Sports	500
Fusion Metal Products	1,000
Family Fresh	500
TNT Metals (materials & donation)	5,200

With the recent donation by TNT Metals, we have **\$127,305.99** in donations and commitments. Additional donations are New Richmond 8 Theater (\$1,000), and the Counter Family Trust that would then go towards improvements such as signage,

lands cuping etc.

Multi-Purpose Sports Complex

PROJECT DESCRIPTION

A multi-purpose sports complex to provide for the possibility of year-round sports for a variety of interests. It would also be a source for meeting room space with movable space to adapt for a variety of groups. This would include the possibility of an outdoor ice rink with equipment rental and warming house.

PROJECT RATIONALE

This facility will provide more options for year-round sports for our community. It will be a way for the community to continue events, whether recreationally or competitively, throughout the year. Meeting space is very limited in our area. This would provide extra space not only for teams to meet, but other groups within the community.

The addition of this complex would be a great way to bring in people from neighboring communities, as well as from all over the area (perhaps nationally too) to allow for tournaments on a larger scale. This could increase profits for hotels in town, as well as restaurants and shopping. It promotes healthy lifestyles for youth and adults alike by not limiting the option of sports by season. Since we live in a colder climate, we tend to be limited with our options. We would not seek to compete with The Centre in town, but to work along with them to provide additional facilities.

We would look to be able to make spaces multi-purpose, for example, having one permanent soccer field and 2-3 indoor hockey rinks. This would provide for more than two games to be played at a time, while another rink could be used for practice for additional teams, open public skating, or figure skating. By purchasing flooring and turf that can be placed over the ice when necessary, these rinks can be converted into additional soccer field space.

PRIMARY USERS/BENEFACTORS

The facility would be available to teams, whether they are children's competitive teams or adult intramural teams.

OTHER POTENTIAL USERS/BENEFACTORS

The possibility of outside users potentially ranges from regional rentals up to national tournaments. Bringing in outside groups can also help increase the use of local hotels, restaurants and shopping.

GENERAL PROJECT COMPONENTS

- Land acquisition
- Indoor fields for soccer (1 field with possibility of creating more on an as-needed basis) , ice hockey/figure skating (2-3 rinks total) , racket sports (i.e.; squash, racquetball, tennis), handball, rock climbing wall
- Outdoor ice rink, warming house
- Field house
- Locker rooms large enough to support teams
- Equipment rental and storage space
- Parking
- Possibility of turf to cover ice to provide for more soccer space
 - AstroTurf www.greatmats.com/astro_turf .
 - Field Turf fieldturf.com
 - GreenFields www.greenfieldsturf.com
 - Sporturf sporturf.com/applications/indoor

ANTICIPATED PROJECT APPROVALS

- Approval for local and county zoning
- Possibly state and federal permits for ammonia plant for ice
- Environmental impacts involving state and local governments

POTENTIAL FUNDING SOURCES

- Schools
- Park District
- All ages
- Individuals as well as families
- Appealing to neighboring communities
- Possibly up to national youth levels or amateur levels of sports for competitions
- High school regional competitions on a state level
- Possible birthday party rental space options
- Meeting space

FUNDING GRANTS

According to Noah Wiedenfeld from the City of New Richmond, this project would be a good candidate for private donations from area businesses and foundations. The larger end of these contributions may range from \$10K to \$100K each. Again, naming rights could be considered for larger donations. There are also national competitive grants through the U.S. Soccer Foundation (\$30,000) and the U.S. Tennis Association (\$20,000). Advertising inside the facility (i.e. dasher boards signage, mezzanine glass stickers, in-ice advertising, zamboni wraps, etc.) could go towards the operating expenses of the facility itself.

Possible additional grants:

- www.grantwatch.com
- www.thegranthelpers.com
- <https://ussoccerfoundation.org/grants/>
- <http://reconnectingamerica.org/resource-center/federal-grant-opportunities/>

PROJECT FUNDING BREAKOUT

Possibilities for naming rights for the complex itself, as well as specific space within the complex, (i.e. ; locker rooms, meeting rooms, soccer field, ice rinks, etc.)

PROJECT PORTFOLIO SUPPORT MATERIALS

Location: – The city owns property on 140th, off of County Road G. This would be a perfect location for a large facility such as this.

Description of the length, size, or other construction factors needed: – 10 acres

Success examples of other cities that have made similar improvements:

- <http://www.allseasonsicerink.com/>
- <http://www.theralph.com/> (this is an extreme!)
- <http://www.stcroixreccenter.com/>

ROUGH PROJECT COST ESTIMATE

Costs can be difficult to estimate. If there are existing building(s) that can be converted for this purpose along with addition, costs will be lower. If land will need to be acquired and all new structures are built, costs can range up to \$60 million for a fully functioning, all encompassing complex.

The Good Place

PROJECT DESCRIPTION

We want to create a place where all is good. By this we mean, when people meet for the first time, or when separated families seek a safe place to interact with family members, we provide a safe place where these meetings take place but with a few added security features that support safe interactions.



PROJECT RATIONALE

It has become a growing concern for many individuals and separated families to find a safe place to meet for the first time or for families to find a neutral place where child custody exchanges can take place between strained parents.

Those who feel uncomfortable during such meetings will find comfort in a neutral environment that has added security features such as cameras that monitor any unbecoming behavior.

The Good Place location provides a safe and secure environment where all can feel they are in a “good place” to conduct any social interaction where they may feel more comfortable.

PRIMARY USERS/BENEFACTORS

The Good Place may be used by singles meeting for the first time, Craig’s List sale transactions, child custody exchanges

OTHER POTENTIAL USERS/BENEFACTORS

It is also possible other uses could include employee and employers reviewing job related issues. Other possible human interaction situations or issues could make use of The Good Place to ensure all meetings are conducted in a safe environment.

GENERAL PROJECT COMPONENTS

Location: A location /locations will need to be secured for such meetings that includes a camera, lighting and related technology to provide the needed service.

- Local social organization or business parking lot
- Local community gathering area
- City open space

Technology: Placement of needed cameras and recording equipment.

ANTICIPATED PROJECT APPROVALS

None are anticipated. Approval may be needed for posting security related signs at the location(s).

POTENTIAL FUNDING SOURCES

- Chamber of Commerce
- Community Foundation

FUNDING GRANTS

We will seek “pilot program” funding grants as available.



PROJECT FUNDING BREAKOUT

If cooperation could be secured from an area business for the use of a small portion of their parking lot, costs would be minimal.

- Camera and Recording Equipment - \$20,000
- Electric and Conduit - \$5,000
- Signage - \$80
- Bench - \$600



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Community Action Plan Committee Creating Community

Creating Community Committee

Creating Community assisted the City’s staff and consultants in updating the overall geographical planning to meet new opportunities, emerging demands, anticipated population growth and housing needs, and future land use opportunities.

Committee Members

- Susan Bosley, Chair
- Mark Evans
- Blair Williams
- Nicole Wocelka
- Dan Hansen



Lifecycle Housing

PROJECT DESCRIPTION

To create an alternative small scale neighborhood that provides a strong sense of community, connection to your neighbors and the benefits of sustainable living. Simplistic affordable housing for all generations.





PROJECT RATIONALE

Americans are thinking differently about the way they are living, seeking a simpler more efficient way of life, becoming more environmentally consciousness, looking to downsize and declutter. Families are looking to be more social and interactive with their neighbors.

Life cycle housing offers a greener, simpler, more social lifestyle.

As housing has become more expensive, Life Cycle housing would be more affordable both as a smaller mortgage and down payment as well as lower maintenance costs. Providing young couples an opportunity to own their own home while building credit, empty nesters an opportunity to downsize and simplify their lives and would give older retirees an inexpensive more social option to condos, townhouses or senior housing, creating a social safe neighborhood where everyone interacts and looks out for each other.

Life Cycle housing would offer affordable, economical, social and environmentally friendly neighborhoods for people of all ages.



PRIMARY USERS/BENEFACTORS

A Life Cycle Housing Community could be home to many types of individuals. College students seeking an alternative to dorm room or apartment living, young families just starting out, looking to build credit yet still own their own home,



providing a safe environment to raise young children in, empty nesters looking to simplify their lives, Snowbird retirees seeking an inexpensive home to spend summers and Holidays in, to Senior retirees looking for a safe, simple, inexpensive option to senior housing.

OTHER POTENTIAL USERS/BENEFACTORS

The diversity of different types of people who would benefit from cottage type housing is part of what is making Lifestyle type housing an attractive alternative to conventional housing.

Existing Neighborhoods and the City itself would benefit from a Lifestyle Cottage Community by infilling available property and filling vacant lots.



General Project Components

Cottage communities first begin with a vision.

A core group of three or four households who could begin the process.

An association that would:

- create a vision and goals statement
- create a group decision and communications process.
- Put together a financial plan
- Form an LLC or incorporate

A location:

- An undeveloped piece of land.
- An outdated property in need of redevelopment.
- An existing neighborhood with vacant lots or alley space.

A Developer:

- Who could consult in each stage of the process.
- Share in the investment and risk with the group.
- Help with zoning and building approvals.
- Develop the neighborhood.

Financing:

- The Developer.
- Future Residents.
- Loans.
- Grants.



ANTICIPATED PROJECT APPROVALS

Zoning codes regulate maximum densities and minimum-size requirement for houses and lots. Codes can be amended to allow for the development of sustainable and affordable cottage communities.

The need to work with the local towns and cities to modify, change or add new zoning laws would be anticipated to create zoning codes to allow for Cottage type housing.

POTENTIAL FUNDING SOURCES

- Developers
- Individuals
- Development Grants and or loans
- Non-Profits such as the Salvation Army

FUNDING GRANTS

To be determined





Community Action Plan Committee Downtown Revitalization

Downtown Revitalization Committee

We see revitalizing the authentic small town charm of New Richmond as a chance to enhance the heart of our community. Revitalization will encourage local spending and tourism, building a sense of community and improving the local economy. *Revitalize the Look, Revitalize the Energy, Revitalize the Use!*

Committee Members

Michelle Scanlan, Chair
Mackenzie Campbell
Anna Knutson



Attracting Businesses to Locate Downtown

PROJECT DESCRIPTION

Waiting for the right businesses to find a home in the New Richmond downtown is not likely going to lead to the right mix of businesses to support the needs of our community. An intentional invitation to the right retailers/offices/restaurants can lead to a vibrant neighborhood that benefits the entire community.

PROJECT RATIONALE

As population and demographics change, so should the offerings of a downtown. The small town Main Street was at one time the link for its residents to get everything they needed: groceries, clothing, furniture, appliances, etc. That has not been the case for many years. The new downtown is the place where people go for unique gifts, quaint eateries, charming office buildings, visiting with family and friends.



PRIMARY USERS/BENEFACTORS

The entire community would benefit: Empty storefronts could get some income, residents could shop locally, new businesses would see that they are welcome in New Richmond.



OTHER POTENTIAL USERS/BENEFACTORS

Some of the businesses could be a draw for tourism and increase foot traffic to current retailers and restaurants. More restaurants and retailers could keep people from feeling they have to commute out of town and order on-line – fueling our local economy. A better mix of businesses could attract new residents, improving the housing market and tax base.



GENERAL PROJECT COMPONENTS

- Talk with business owners in Western WI, Stillwater, etc about the possibility of another location in NR



- Advertise to current NR area based at home businesses to see if/when they might be ready for a storefront
- Talk with business owners on the North and South ends that might be better suited for Downtown.
- Hold free educational sessions for business owners to make them aware of City/County/State assistance and grants available.
- Partner with Commercial/Business lenders with a plan that they can share with Entrepreneurs.
- Evaluate rents in downtown vs outside of downtown and outside of NR to make sure our downtown is competitive.
- Parking analysis and plan to support increased business/foot traffic.

ANTICIPATED PROJECT APPROVALS

- Business Owners
- City Council

FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- Possible advertising materials



Development of a Downtown Committee

PROJECT DESCRIPTION

Create a committee of downtown business and building owners that represent all property owners and tenants within the downtown corridor. The downtown committee will be the nexus of all the public and private partnerships.



PROJECT RATIONALE

More can be done as a group representing the downtown businesses than as individuals. The goal of this group is to undertake programs to improve downtown's image, strengthen its economic base, increase its attractiveness and assure that it is clean, safe and accessible.



PRIMARY USERS/BENEFACTORS

The group will be open to business owners as well as tenants and residents interested in creating and supporting a vibrant economic environment in the New Richmond Historic Downtown area.



GENERAL PROJECT COMPONENTS

The group will provide an opportunity for networking as well as advocacy for Downtown projects.



ANTICIPATED PROJECT APPROVALS

- Business Owners
- City Council



POTENTIAL FUNDING SOURCES

Very little cost.

Businesses, individuals, organizations

FUNDING GRANTS

To be determined



Downtown Overlay District

PROJECT DESCRIPTION

A zoning overlay to include the “downtown core” of New Richmond.

PROJECT RATIONALE

To establish and retain aesthetic integrity in New Richmond’s downtown core, a unique asset of New Richmond. Currently, downtown New Richmond is lifeless, uninspiring, vacant, and neglected. Buildings have been vacant for a prolonged period of time and/or have not been updated in years. Existing businesses are struggling to attract customers to the downtown area.

PRIMARY USERS/BENEFACTORS

Everyone! However, the primary beneficiaries will be:

- (1) Business owners - increased attraction and interest supporting economic investment;
- (2) New Richmond residents – increased satisfaction with available community businesses and city pride; and
- (3) New Richmond visitors – increased interest with city amenities and enjoyment of local businesses.

GENERAL PROJECT COMPONENTS

1. Downtown zoning overlay ordinance(s) adopting the aesthetic guidelines



- and boundaries for district; and
2. Aesthetic guidelines encouraging themed exterior colors, style, building signage, sidewalk signage, and lighting.

ANTICIPATED PROJECT APPROVALS

Local government, such as the zoning committee and City Council would need to approve any zoning ordinance amendments or additions.

POTENTIAL FUNDING SOURCES

Businesses and building owners within or immediately surrounding the downtown core area. If downtown businesses are successful in creating a downtown committee, it would be critical to have their involvement in the development of the overlay.

FUNDING GRANTS

No startup funding is necessary for this project. However, businesses within the downtown overlay would have a variety of potential funding sources to assist with the transition. Those funding sources include, but are not limited to, the City of New Richmond façade grant, WEDC grants, and St. Croix County EDC loan programs.

PROJECT PORTFOLIO SUPPORT MATERIALS

See attached.

ROUGH PROJECT COST ESTIMATE

FREE!

Paint the Town

PROJECT DESCRIPTION

Business owners apply for a chance to choose a new color for their store front and community members do the painting on Service Learning Day. Paint and supplies are paid for through grant money.



PROJECT RATIONALE

With the age of downtown buildings many are in need of a “face lift”. This project is an affordable way to make our downtown look better and great opportunity for community building.



PRIMARY USERS/BENEFACTORS

The entire community would benefit: Businesses can look better and see increased foot traffic, volunteers can feel good about helping their “neighbor”, it would be a draw for people to come see the freshly “painted town”



OTHER POTENTIAL USERS/BENEFACTORS

Supplies would be purchased locally to support local throughout the project.



GENERAL PROJECT COMPONENTS

- Talk with Downtown businesses to assess the interest
- Apply for grant \$
- Work with High School and local organizations for volunteers



ANTICIPATED PROJECT APPROVALS

- Business Owners
- City Council
- Grant dollars
- Volunteer base

POTENTIAL FUNDING SOURCES

Possible national grants through: Pennington Painting, SMIF & Pittsburgh Paints

Local donations through: Businesses, individuals, organizations



FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- Dependent on grants awarded

Pop-Up Shops

PROJECT DESCRIPTION

A “**pop-up shop**” is a short-term, temporary retail event that is "here today, gone tomorrow".

Pop-up retail is the temporary use of physical space to create a long term, lasting impression with potential customers.



PROJECT RATIONALE

Our community has struggled to get new retailers and restaurants downtown. Partly due to cost, but also out of concern on how their business will be received. A “**pop-up shop**” is a great opportunity to test the market and enhances the offerings of our downtown.



PRIMARY USERS/BENEFACTORS

The entire community would benefit: Empty storefronts could get some income, residents could shop locally, new businesses would see that they are welcome in New Richmond.



OTHER POTENTIAL USERS/BENEFACTORS

Some of the businesses could be a draw for tourism and increase foot traffic to current retailers and restaurants.

GENERAL PROJECT COMPONENTS

- Talk with landlords of empty buildings to see if they could/would welcome a “pop-up shop”
- Advertise to current NR area based at home businesses to see if they would benefit from an opportunity to participate in the programming.
- Work with retailers in the greater Western WI, Twin Cities and even nationally to invite them to sample the NR area.



ANTICIPATED PROJECT APPROVALS

- Business Owners
- City Council



FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- Dependent on grants awarded



Events for Placemaking

PROJECT DESCRIPTION

We want to make the downtown a destination for residents and visitors through unique and inviting events – both BIG and small.



PROJECT RATIONALE

Events will give people a reason to come downtown, business owners and local attractions can then give them the reason to come back!



PRIMARY USERS/BENEFACTORS

Event programming can include something for everyone! Old, young, crafters, foodies, car enthusiasts, book lovers, women, men, teens and tweens... You name them, New Richmond can appeal to everyone.



OTHER POTENTIAL USERS/BENEFACTORS

Clubs, school groups, organizations, church groups, and businesses can build on the events to promote themselves.



GENERAL PROJECT COMPONENTS

- Antique Car Show
- Pub Quiz
- Burger Battle/Wings Contest
- Progressive Movie Nights
- Book Discussion at Restaurants/Businesses
- Knit In
- Monthly VIP night
- Late Night Thursday
- Story Walk in downtown business windows
- Band and Choir Performance downtown (or on Champs Rooftop)
- Curling, Broom Ball or Street Hockey, Outdoor 3-3, Street Ballers
- Street Art Exhibition
- Yoga and or Tai/Chi in the park and on the roof
- Food truck festivals
- Shamrock Hunt for the pot of Gold
- Make your mom a bouquet, pick up a flower at each business

ANTICIPATED PROJECT APPROVALS

- Business Owners
- City Council
- Some permit/licensing may apply



POTENTIAL FUNDING SOURCES

Businesses, individuals, organizations

FUNDING GRANTS

To be determined



PROJECT FUNDING BREAKOUT

- Dependent on each project.



Community Action Plan Committee Economic Development

Economic Development Committee

The main goal of economic development is improving the economic well-being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.

Committee Members

Todd Loehr, Chair
Amber Milton
Michelle Carlson
Caleb Tate
Bryan Knudtson



Business Incubators

PROJECT DESCRIPTION

Business incubators are organizations that offer startup companies shared operation space. In doing so, entrepreneurs enjoy a collaborative work environment with networking opportunities and shared equipment. In short, they offer young companies a warm, safe place to grow and prosper.

Business incubators differ from industrial and technology parks as their dedication is to startup and early-stage companies.



PROJECT RATIONALE

Since startup companies lack many resources, experience and networks, incubators provide services which helps them get through initial hurdles in starting up a business. These hurdles could include office space, funding, legal, accounting, computer services and other prerequisites to running their business.



Incubators typically provide inexpensive office space and basic business needs, such as Internet connectivity, in exchange for a fee. The upside of incubators is easy and inexpensive access to essentials, such as office space, telecommunications tech, conference rooms, and mentors.

One of the advantages of these spaces is the ability to rent out only what you need vs an entire private office space, which can be costly.

City governments can play an important role in ensuring start-ups and entrepreneurs, have the space they need to develop their products and services. Many cities have established incubators to help accelerate the pace at which innovative start-ups can launch their businesses.



PRIMARY USERS/BENEFACTORS

Occupants are typically freelancers, entrepreneurs, start-ups and small teams who want to take advantage of a flexible space.

OTHER POTENTIAL USERS/BENEFACTORS

Clubs, school groups, organizations, church groups, and businesses.



GENERAL PROJECT COMPONENTS

- Use current infill
- Existing structures

ANTICIPATED PROJECT APPROVALS

- City Council
- Planning and Zoning



POTENTIAL FUNDING SOURCES

The goal of a business incubator is to help your startup succeed. Most incubators are non-profit organizations that select tenants on a non-competitive basis. They receive their funding from government or lottery grants, donations and rent you pay as a tenant. They provide both virtual and on-site tactical support if and when you need it, and they gauge success based upon the success of their tenants.

FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

To be determined

ROUGH PROJECT COST ESTIMATE

To be determined

New Downtown Business Scape

PROJECT DESCRIPTION

Create a destination place that would draw people TO downtown New Richmond, as well as serve our residents.

Create amenities that attract visitors and provide quality of place for residents, such as retail, accommodation/food service, and arts/ entertainment/recreation.



PROJECT RATIONALE

Develop Walk-style business/housing area along the Willow. Modern, attractive, inviting, multi-use properties (Commercial and Residential).



PRIMARY USERS/BENEFACTORS

Downtown businesses & residents.

OTHER POTENTIAL USERS/BENEFACTORS

Localities focus resources on improving arts, culture and other the quality of life factors to attract and retain skilled workers that businesses seek.

GENERAL PROJECT COMPONENTS

N/A

ANTICIPATED PROJECT APPROVALS

N/A

POTENTIAL FUNDING SOURCES

N/A

FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- City of New Richmond

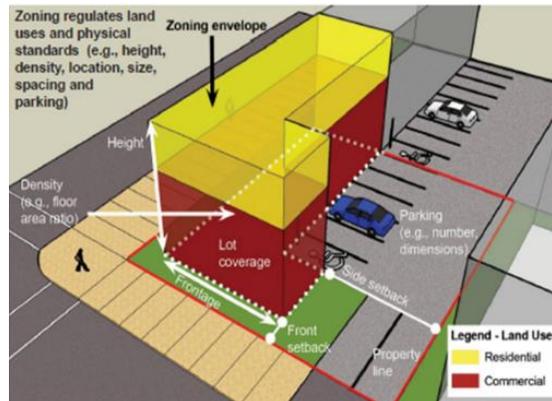
ROUGH PROJECT COST ESTIMATE

To be determined

Highway 64 Corridor

PROJECT DESCRIPTION

Change the Highway 64 corridor zoning to “Mixed Use” zoning.



PROJECT RATIONALE

Create amenities that attract visitors and provide a quality place for residents, such as retail, accommodation/food service.



The new businesses or high density homes would provide a welcoming appearance as you are traveling on the Highway 64 Corridor. Commuters, visitors, and current residents would consider this one of the inviting and beautiful gateways into our city.



OTHER POTENTIAL USERS/BENEFACTORS

Employers: Hire current residents. Companies want to locate in a place where their employees want to live.

Residents: buy from local businesses vs “commuter” locations

Create economic growth: Buy cars here, bank here, get your accountant here, buy insurance here, grocery shop here, hire plumbers, painters, electricians, landscapers here, and get your hair cut here.

GENERAL PROJECT COMPONENTS

- Entrance signage

ANTICIPATED PROJECT APPROVALS

- City Council



POTENTIAL FUNDING SOURCES

REGIONAL GOVERNMENT

The following programs are part of the Regional Business Fund (RBF), which offers loan funds to businesses in west central Wisconsin, including New Richmond. Though the objectives for each program vary, the overall goal for the RBF is to help businesses expand, add technology, create quality jobs, and make capital investments in the region.

Revolving Loan Fund Program

A flexible source of loan funds for commercial and industrial projects. The goal of the fund is to encourage the creation of quality jobs and also increase the tax base.

Micro Loan Fund Program

Provides small loans to start-up, newly established, and growing small businesses. The objective is to assist business owners who have traditionally had difficulty accessing debt financing by providing them with an alternative to obtain credit.

Technology Enterprise Fund Program

A "quasi-equity," or a patient debt, revolving loan fund that provides creative financing to new and emerging technology companies.

EDA Revolving Loan Fund Program

Provides low-interest loan funds to expanding businesses that are creating jobs and making a capital investment.

STATE GOVERNMENT

Community Development Financing Programs

Wisconsin provides many programs to help communities spur local economic development. The state also provides personalized support for the specific needs of communities, coordinating resources from various partner organizations as needed.

WEDC Angel and Early Stage Seed Investment Programs

Encouraging investment in small, high-technology businesses with high growth potential. Angel investors, angel investment networks, and venture capital seed funds may qualify for Wisconsin tax credits by investing in these designated companies. Early-stage businesses conducting pre-commercialization activities related to proprietary technology may also qualify.

Qualified New Business Venture

Seed Accelerator

Qualified Wisconsin Business Certification

WEDC Business Opportunity Loan

Limited supplemental funding available for working capital, equipment, training, building construction and improvements, land acquisition, private infrastructure improvements, asset acquisition, and lease payment reduction for property owners. WEDC provides flexible terms to businesses based on the overall economic benefit of the business to the local community, the significance of the capital investment, the number and quality of full-time jobs that are likely to be retained or created as a result of the project, the financial viability of the business, and other factors. The terms also include a loan guarantee option.

WEDC Economic Development Tax Credit Program

Nonrefundable and nontransferable credits must be applied against a certified business' Wisconsin income tax liability. In the case of many entities, tax credits flow through to the owners in the same way as income. Eligible activities include job creation, capital investment, employee training, and corporate headquarters.

WEDC Global Business Development Grants

Offered to assist a company's ability to expand into global markets by providing appropriate training and education to those employees directly involved with implementing the companies export strategy.

WEDC Jobs Tax Credit Program

Earmarked for businesses located in or relocating to Wisconsin that are creating full-time jobs.

WEDC Technology Development Loan Program

Lending options targeting the critical stages of new business development. One chief focus is helping innovative companies with promising economic futures clear the hurdles associated with bringing new technologies, products, and concepts to market.

WEDC Training Grant Program

Aids businesses in workforce retention and expansion into new markets and technology. Funds are for businesses to upgrade or improve the job-related skills

of a business' full-time employees and may be used to provide training to employees in full-time jobs.

Wisconsin Housing and Economic Development Authority

WHEDA works closely with lenders, developers, local government, nonprofits, community groups and others to implement its low-cost financing programs. Since 1972, WHEDA has financed more than 68,000 affordable rental units, helped more than 110,000 families purchase a home and made more than 29,000 small business and agricultural loan guarantees.

PRIVATE NON-PROFIT

Impact Seven

Impact Seven is a private, non-profit as defined by the Internal Revenue Code 501(c)3, community development corporation (CDC). Our mission is to *build capacity for low income communities by providing services and development in business, housing and property management.*

FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- City of New Richmond

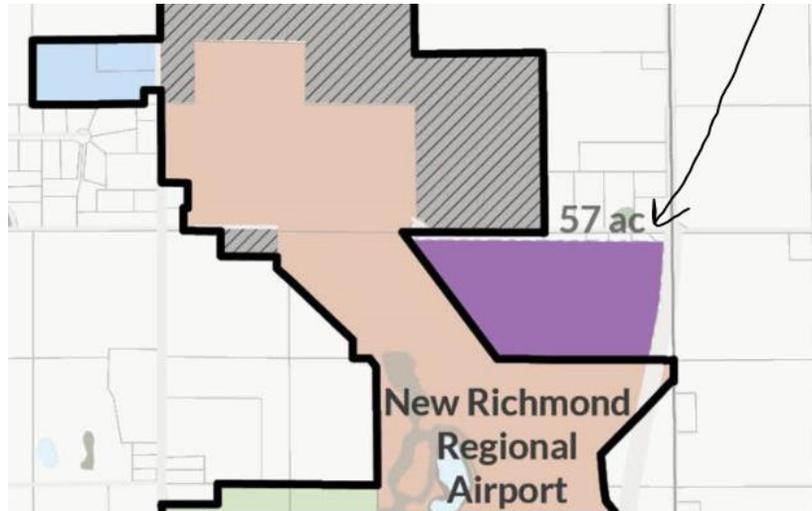
ROUGH PROJECT COST ESTIMATE

Minimal, yet to be determined

New Business Park

PROJECT DESCRIPTION

Create a new business park that would be located near the airport. East of the Airport and north of Highway 64 Corridor.



PROJECT RATIONALE

For some, it is the location within a metropolitan market with exceptional ties to the world. For others, it's our educated and ready workforce, state of the art airport, nationally ranked technical college and K-12 educational system. Location of the new business park will provide ease for transportation and logistics.

New Business Park will have a website, to be the first point of contact with an economic development organization during the site selection decision making process, rather than personal interaction with staff. 98% of site selectors visit websites of economic development organizations during the process of site selection.



New businesses will follow a minimal standard for development. These “limited” standards will be defined as an A, B, C tiered system, and to grow with minimal “red-tape”. The consideration for the three different tiers, allows businesses to Start-up, Emerge, and Mature.

PRIMARY USERS/BENEFACTORS

Start-up business, or expansion of a growing business.



OTHER POTENTIAL USERS/BENEFACTORS

The community has a skilled work force - or if not, the community will willingly form partnerships with businesses and WITC training programs to meet a company's specific needs.

GENERAL PROJECT COMPONENTS

- Public Water & Sewer
- Electric
- Roads
- Entrance signage
- Fiber-optics



ANTICIPATED PROJECT APPROVALS

- City Council

POTENTIAL FUNDING SOURCES

REGIONAL GOVERNMENT

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A "quasi-equity," or a patient debt, revolving loan fund that provides creative financing to new and emerging technology companies.

EDA Revolving Loan Fund Program

Provides low-interest loan funds to expanding businesses that are creating jobs and making a capital investment.

STATE GOVERNMENT

Community Development Financing Programs

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WEDC Angel and Early Stage Seed Investment Programs

Encouraging investment in small, high-technology businesses with high growth potential. Angel investors, angel investment networks, and venture capital seed funds may qualify for Wisconsin tax credits by investing in these designated companies. Early-stage businesses conducting pre-commercialization activities related to proprietary technology may also qualify.

Qualified New Business Venture

Seed Accelerator

Qualified Wisconsin Business Certification

WEDC Business Opportunity Loan

Limited supplemental funding available for working capital, equipment, training, building construction and improvements, land acquisition, private infrastructure improvements, asset acquisition, and lease payment reduction for property owners. WEDC provides flexible terms to businesses based on the overall economic benefit of the business to the local community, the significance of the capital investment, the number and quality of full-time jobs that are likely to be retained or created as a result of the project, the financial viability of the business, and other factors. The terms also include a loan guarantee option.

WEDC Economic Development Tax Credit Program

Nonrefundable and nontransferable credits must be applied against a certified business' Wisconsin income tax liability. In the case of many entities, tax credits flow through to the owners in the same way as income. Eligible activities include job creation, capital investment, employee training, and corporate headquarters.

WEDC Global Business Development Grants

Offered to assist a company's ability to expand into global markets by providing appropriate training and education to those employees directly involved with implementing the companies export strategy.

WEDC Jobs Tax Credit Program

Earmarked for businesses located in or relocating to Wisconsin that are creating full-time jobs.

WEDC Technology Development Loan Program

Lending options targeting the critical stages of new business development. One chief focus is helping innovative companies with promising economic futures clear the hurdles associated with bringing new technologies, products, and concepts to market.

WEDC Training Grant Program

Aids businesses in workforce retention and expansion into new markets and technology. Funds are for businesses to upgrade or improve the job-related skills of a business' full-time employees and may be used to provide training to employees in full-time jobs.

FUNDING GRANTS

To be determined

PROJECT FUNDING BREAKOUT

- City of New Richmond

ROUGH PROJECT COST ESTIMATE

To be determined

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Community Action Plan Committee Quality of Life

Quality of Life Committee

The Quality of Life Committee has developed new opportunities to enhance the active lifestyles of residents of all ages to enjoy.

Committee Members

Katie Wendt, Chair
Jenny Larson
Rose Kosin
Colleen Davis
Jeremy Poole



Adopt-A-Garden Program (AAG)

PROJECT DESCRIPTION

The Adopt-a-Garden Program is a cooperative venture between the City of New Richmond and its citizens. Through an agreement with the City, an individual, community, or group assumes responsibility for assisting in the creativity and maintenance of a garden located on public property.



PROJECT RATIONALE

New Richmond boasts 25 parks in its city limits, many of which are green spaces and small gardens to help support its reputation as The City Beautiful. As New Richmond continues to grow, city staff's responsibilities are being stretched and prioritized, often leaving the gardens looking less than beautiful.

The Adopt-A-Garden Program will allow New Richmond citizens and organizations to take ownership and feel pride in their town, as they assume responsibility and recognition for maintaining their adopted gardens.

This program has been adopted by many communities around the nation with great success and benefit to the community and citizens.



PRIMARY USERS/BENEFACTORS

Adopt-A-Garden Program is a community attraction to be enjoyed by the community and visitors. The well-kept, beautiful gardens around the city will further contribute to the creative and artistic culture in New Richmond, improving its aesthetic appeal as The City Beautiful.

OTHER POTENTIAL USERS/BENEFACTORS

Adopt-A-Garden program would benefit these along with many others:

- Educational institutions such as New Richmond school district, WITC, Community Education programs
- Garden clubs, Master Gardener Association, local green houses
- Community building opportunity for employees in local businesses
- Local bee keepers and honey producers



GENERAL PROJECT COMPONENTS

- Park Candidate Identifications and Adoptions
- Possible landscaping improvements
- Sponsorship plaques
- Brochures with maps pointing out the various adopted gardens and their sponsors.
- AAG social media presence – FB page, link on City website
- AAG Competition

ANTICIPATED PROJECT APPROVALS

Approval for the Adopt-a-Garden program will need to be granted by New Richmond’s Park Board, and then officially approved by the City Council.

POTENTIAL FUNDING SOURCES

Possible contributors include:

- New Richmond School District and local private schools
- WITC
- New Richmond Foundation
- Rotary
- Legion
- Local Green Houses, master and hobby gardeners
- Recreation groups

FUNDING GRANTS

We will work with the City and other organizations to learn what Federal, State and City grants may be available through project costs should be minimal. Any costs could be covered by sponsorships and donations from local businesses and residents, and mentioned on the AAG webpage for recognition.

PROJECT FUNDING BREAKOUT

Park Placement: City-owned property

Sponsor Opportunities: Community contributions, grants

Garden Contest: Winning garden receives recognition and is awarded a local prize. Residents can participate in choosing the Grand Prize AAG winner by picking up a voting ballot between June and August. Each month, residents will visit the gardens listed on the map, and select their top 3 gardens based on a pre-identified list of criteria on the ballot. Criteria could include

good plant selection, weeding and upkeep, plant health, and creativity. Some contest categories could include: most improved, most creative, and overall most pleasing to the eye. AAG program could partner with local organizations and the public library for creative twists on the contest each year with different themes and incentives.

ROUGH PROJECT COST ESTIMATE

Minimal

Edible Trail

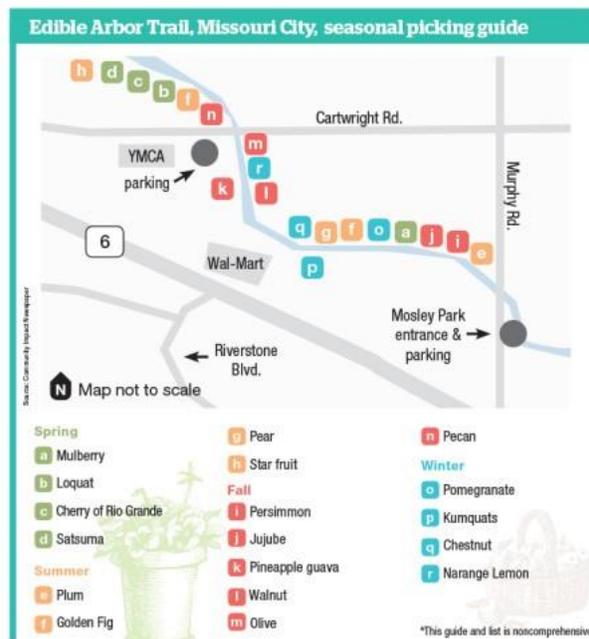
PROJECT DESCRIPTION

New Richmond’s trail system is more than just getting from one place to another; it celebrates New Richmond’s natural beauty and agriculture. The Edible Trail is a recreational trail with a variety of fruits and plants for residents to pick and enjoy while utilizing the trail system.

PROJECT RATIONALE

New Richmond is in the middle of two worlds: it harbors the innovation and creativity of city development surrounded by vast agricultural opportunities. New Richmond has an opportunity to purposely incorporate those ideals into its park system.

The Edible Trail project is a section of trail in New Richmond where fruits and plants would be planted for trail patrons to enjoy as they utilize the trails. The unique trail offers many educational and collaboration opportunities within the community. Signs by each grove of trees or plant section detail the type of plant and its growing season.



Adding these arbor trail selections, will also promote habitation for birds and wildlife in New Richmond and support local ecosystems.

With the growth in technology and our fast-paced consumerist culture, many people have little thought to where their food comes from. The Edible Arbor Trail project provides a unique opportunity to connect people to both the food and its source.

PRIMARY USERS/BENEFACTORS

The Edible Trail project is a community attraction to be used by the community and visiting trail guests. During New Richmond's growing season, an array of various fruit and vegetable plants would be available for picking by trail patrons and local wildlife. Extra produce could be picked and donated to the local food shelter.

OTHER POTENTIAL USERS/BENEFACTORS

The possible collaborators and benefactors are plentiful:

- School Field trips and agricultural/botanical courses through New Richmond School District and WITC. Educational courses in collaboration with local restaurants could offer cooking courses using some of the produce growing on the Edible Trail. These courses could be offered for free to all, to encourage healthier dietary choices.
- Garden clubs and the Adopt-A-Garden Program
- Dining establishments working with the city for locally-sourced food
- Food donations made to local food pantry and Grace Place

GENERAL PROJECT COMPONENTS

- Park Placement – Trail location on city-owned trail section.
- Purchase plants
- Trail and landscaping improvements
- Trail wayfinding signs
- Edible plant location maps, plant informational signs, Seasonal Picking Guide, and sponsorship plaques.

ANTICIPATED PROJECT APPROVALS

The City of New Richmond's Park Board and City Council will need to approve the Edible Plant project.



POTENTIAL FUNDING SOURCES

Contributors to the Edible Trail include not only financial sponsorships and donations, but also volunteer service. Tree and plant digging, along with continued plant upkeep would be best served by volunteers. The Edible Trail could partner with the Adopt-a-Garden program to have certain elements of the Edible Trail be under the care and maintenance of the adopters. A possible Community Service Day could be established to encourage and enforce the planting of the Edible Trail plants by community members.

Possible contributors include, but are not limited to:

- New Richmond School District and local private schools
- WITC
- New Richmond Foundation
- Rotary
- Legion
- Centre
- Westfields Hospital Foundation
- Local Green Houses, gardeners, and eating establishments could donate groups of plants, which would be labeled for identification as well as recognition.

FUNDING GRANTS

We will work with the City and other organizations to learn what Federal, State and City grants may be available for provide a unique and sustainable recreational trail. New Richmond's Community Foundation and the organizations listed above would be possible funding sources.

PROJECT FUNDING BREAKOUT

Park Placement: City-owned property. Donations from organizations and private.

Sponsor Opportunities: Local Green Houses, gardeners, and eating establishments and other businesses could donate a plant or a group of plants which would be labeled for identification as well as recognition of their support. Sponsors and volunteers would also be recognized on the City's Edible Trail webpage, social media, and at the Community Service day celebration, concluding a day of hard-work and service to promote and keep our City Beautiful.

Landscaping: Minimal landscaping needed unless desired. Would be an Adopt-a- Garden candidate (see Adopt-A-Garden Project)

Maintenance – City staff; community contributions and volunteers; local orchard, garden and farm experts; Adopt-A-Garden Adopters; and WITC and New Richmond School District class involvement

Examples from other cities:

Houston Edible Arbor Trail - <https://communityimpact.com/houston/features/2015/06/03/edible-arbor-trail/>

Missouri City Edible Arbor Trail - <http://www.missouricitytx.gov/285/Current-Projects>

ROUGH PROJECT COST ESTIMATE

Based on similar projects in other cities, grove costs estimate at \$2000. Smaller plants and shrubs will cost significantly less.

4-Season Community Plaza

PROJECT DESCRIPTION

A place of beauty and fun, near the heart of New Richmond, for residents and guests to make memories together, year-round.

PROJECT RATIONALE

As New Richmond continues to grow in population and expanse, it is important to be intentional in celebrating and create positive ways to experience life together. A city Plaza brings people together, from all spokes of the city and beyond, and transforms the identity of the city, from one where people sleep to one where people call home.

It promotes shopping in nearby businesses, dining in local restaurants, and partaking in the natural beauty of the Willow River as Plaza visitors leisurely choose to spend their time in New Richmond.

The 4-season Plaza will allow residents and tourists to enjoy this investment, no matter the climate conditions. Green grass and water fountains make cooling off in summer beautiful while winter cold boasts a lighted city ice rink that define nostalgic past-times.

New Richmond needs a gathering place; a centralized space to bring people together, whether for a daytime art festival or to culminate at the end of a holiday parade. The New Richmond Plaza would provide just that.



PRIMARY USERS/BENEFACTORS

The Plaza will be an asset to all. Families and individuals, both residents and visitors, will enjoy the beauty and function of the plaza and its many events.

OTHER POTENTIAL USERS/BENEFACTORS

A 4-season plaza allows place-making possibilities such as:

- Music nights, concerts and dances
- Outdoor movies
- Festivals, celebrations, and fairs
- Outdoor eating and picnics
- Fresh air exercise activities like Yoga in the Plaza and Bootcamps
- Recreational skating, competitions, skating shows on the Plaza winter ice rink

Though New Richmond residents will enjoy a place to gather with friends and family, the 4-season plaza will positively affect more demographics and industries.

- New Richmond business owners will enjoy the increase in exposure and commerce, as people utilize services and amenities while spending time in New Richmond and enjoying the Plaza.
- New Richmond artists and musicians will share their talents in the open-air displays and Plaza music nights.
- Book lovers, picnic fans young and old, theater-goers, thespians, fitness enthusiasts, and people watchers will find this a perfect spot for their leisurely past-times.
- Both those that love Wisconsin winters and those that tolerate them will enjoy the smiling faces around the beautifully-illuminated skating rink.

GENERAL PROJECT COMPONENTS

There are several components required to create the 4-Season Plaza.

- Plaza Placement – The Plaza location will be near the center of New Richmond, benefiting residents and business owners both north and south of the bridge.
- City occupation of existing private property (if needed)
- Possible demolition of any existing structures not needed.
- Plaza bandshell, surrounding foundation and water fountains, and aesthetic features
- Plaza pathway and landscaping improvements
- Wayfinding signs from the major directions/roads
- Potential connection to River Walk project (see separate River Walk Project)

ANTICIPATED PROJECT APPROVALS

The City of New Richmond will need to approve the Community Plaza Project. Depending on its potential location, there may be other possible agency approvals.

POTENTIAL FUNDING SOURCES

Due to the plaza’s function, versatility, and potential benefit to so many, there would be no end to the possible contributors to the building and future maintenance of the Plaza Project, some of which include:

- Recreational Groups, Fitness Companies, Amplification companies
- New Richmond School District, St. Mary’s School, and various performing art groups
- Sport Organizations
- Chamber of Commerce
- New Richmond Community Foundation
- Civic Organizations: Rotary and American Legion
- Westfields Hospital
- Local corporations and large employers such as Phillips,
- Local businesses, eating establishments, and landscape businesses

FUNDING GRANTS

There are a variety of grants that will be appropriate for this place-making project. We will work with the City and other organizations to learn what Federal, State and City grants may be available for downtown improvement and related landscaping improvements.

PROJECT FUNDING BREAKOUT

501(c)3 Formation - When researching similar Plaza Projects in other communities, one successful method of initial and continual funding support for the project involved the formation of a non-profit organization.

Rapid City’s “Main Street Square” has been a prime example for the New Richmond Plaza proposal. “Friends of the Square” is a 501(c)3 that was established to promote and implement the opportunities and community projects associated with their Square, all without using household taxes.

Main Street Square operates on a \$1.2 million budget which is accomplished through donations, sponsorships and event revenue. Additionally, Main Street Square currently receives \$120,000 from the local Downtown Business Improvement District tax assessment. In return, Main Street Square manages the Downtown BID funds under the direction of the Downtown BID Board and spearheads downtown improvement projects that are accomplished with the remaining BID funds.

New Richmond could establish “Plaza Partners” in the same fashion, to encourage tax-deductible fundraising and implementing volunteerism and sponsorship.

Plaza Placement: City-owned property preferred to keep costs down. Donations from organizations and private funds.

Aesthetic Sponsor Opportunities: Engraving landscaping concrete squares, flower garden retainers, benches, and tables could be engraved to celebrate funding partners.

Landscaping: Utilize the same city-contracted florist who provides floral baskets for New Richmond's Main Street. Plaza Gardens are a great Adopt-a- Garden candidate (see Adopt-A-Garden Project), with perhaps some great requirements for upkeep due to its importance to aesthetic experience and high visibility.

Amplification System: Donations from sound and technology businesses and organizations as well as private donations.

Plaza Partner Party (3P Event): An annual event which showcases those whose sponsored or donated a certain level (while graciously thanking *all* donors, at all levels.) A carefully, focused event will allow heavy donors to be involved, and gain community recognition for their contributions, and encourage continued participation.

Fountain Sponsors: Local business sponsorships and private donations.

Ice Skating Rink Sponsors: Dasher Boards are placed on panels on the inside of the ice skating rink to advertise sponsors November through March.

ROUGH PROJECT COST ESTIMATE

To be determined by final concept design.

OTHER PLAZA USES INCLUDE:

Skating Performances, Free Skating, Open Air Fairs, Outdoor Movies, Community Dances, Farmer's Markets, Concerts of all kinds, summer fun in the fountains are just a few of the many uses for a 4-season Plaza.



POSSIBLE LOCATIONS



Plaza Near Doughboy Trail



Plaza in Glover Park

Freedom Park Beach

PROJECT DESCRIPTION

Installation of the Freedom Park Beach on Hatfield Lake.

PROJECT RATIONALE

A low-cost amenity to install, the Freedom Park Beach will provide a place to enjoy the natural setting and cool waters of Hatfield Lake throughout the summer months. It

will be a place of gathering and interaction for both local residents and surrounding townships. The beach will also serve as an attraction to Freedom Park, which will encourage more users to experience all that the park has to offer.

In the fall of 2017, Park board had initial discussions of the proposed beach and would support efforts to construct a beachfront on Hatfield Lake at Freedom Park.

PRIMARY USERS/BENEFACTORS

The Freedom Park Beach would be both a community and regional attraction to be utilized by the residents and visitors.

The beach would be located in the Hatfield Lake recreational area, which currently houses 6 multi-use athletic fields, two picnic shelters, and a 2-mile walking trail. Other future amenities for the park include an adaptive play area, baseball/softball facilities, and a disc golf course. A beach at this location would serve as another recreational opportunity for families to enjoy while attending other activities.



OTHER POTENTIAL USERS/BENEFACTORS

It is conceivable the Freedom Park Beach can serve as a catalyst for a wide variety of community interaction:

- Birthday Parties
- Family Reunions
- Church outings

GENERAL PROJECT COMPONENTS

There are several components required to create the Freedom Park Beach:

- Water quality testing (completed summer of 2017)
- Permitting
- Shoreline excavation
- Material hauling/placement
- Installation of site amenities (benches, permanent restrooms, showers)
- Access improvements
- Park wayfinding signs

ANTICIPATED PROJECT APPROVALS

Potential Government Approvals:

We anticipate the City and other entities governing the Hatfield Lake recreational area may need to review and approve the Freedom Park Beach. This would include the Department of Natural Resources and the local U.S. fish and wildlife division. Reviewing this project portfolio with City staff may identify additional agency review.

POTENTIAL FUNDING SOURCES

Funding for the Freedom Park Beach can be obtained through a variety of resources including the Park Land Trust Fund, City of New Richmond parks operating budget, and grants through our local community foundation. We will also work with other local organizations to learn what Federal, State and City grants may be available for shoreline rehabilitation and related landscaping improvements.

ROUGH PROJECT COST ESTIMATE

To be determined.

Ninja Warrior Park and Sprint Way

PROJECT DESCRIPTION

A unique park attraction that sets New Richmond apart and brings out the internal competitor in both kids and kids-at-heart. The Ninja Warrior obstacle course-type timed physical challenges make this park stand out from the normal swing and slide playground, creating a unique destination park to attract people to New Richmond.



PROJECT RATIONALE

Though New Richmond has great heritage, it falls behind surrounding communities when considering creative parks and spaces. Many New Richmond families travel to Stillwater, Hudson, River Falls, and Woodville to find “fun” and “different” parks to enjoy. These towns have at least one attraction park which draws residents and visitors from all over. People travel to these parks and then enjoy in the local economy by dining and shopping while visiting.

As New Richmond strives to attract more residents and businesses, a creative and strategic approach to park planning will set New Richmond apart on the map of small towns in Western WI. Having a unique attraction park will be one such approach.

With the increased media promoting the importance of active healthy lifestyles and the continued rise in popularity of Ninja Warrior physical strength activities around the nation, a unique park idea is formed – a Ninja Warrior Park and Sprint Way.



One such park exists in Warrensville, IL with rave reviews. Kids repeatedly run the course, pushing themselves to beat their previous best time marked by the large timer. Kids brainstorm different ways to complete the course and encourage fellow course participants.

In addition to the Ninja Warrior Park, is a simple feature, the Sprint Way is a two lane 50-yard dash with its own timer, just waiting for the next race to begin, regardless of their age.

After visiting the park, a parent stated, “We spent about two hours...and could’ve stayed longer. The kids kept wanting to try “just one more time” and they never got bored. They were having so much fun and were so determined to beat their previous times or each other’s fastest times through the course!”

PRIMARY USERS/BENEFACTORS

The Ninja Park equipment will primarily be used by children while parents and families come to watch the kids have fun. Though there will likely be some parents that can’t help themselves. The Sprint Way has no age or size limit and will be beneficial to racers as well as spectators enjoying the competition.

OTHER POTENTIAL USERS/BENEFACTORS

New Richmond School District and various sports organizations would enjoy outside competitions on the course.

Eating establishments in New Richmond would see an increase in business during peak prime season as families spend the day playing.

GENERAL PROJECT COMPONENTS

- Park Placement – City approved materials and location installed by company or city staff. Possible park locations being Greaton Park, Northside Park or Fox Run.
- Purchase of equipment – Sponsorships for each obstacle in the park, with designated signage.
- Sprintway Paving - Possible sponsorship recognition on various dash marks on the sprintway.
- Park-side pathway and landscaping improvements
- Park and pathway wayfinding signs

ANTICIPATED PROJECT APPROVALS

The City of New Richmond’s Park Board and City Council will need to approve the Ninja Warrior Park and Sprint Way.

POTENTIAL FUNDING SOURCES

Possible park contributors include:

- Recreational groups
- New Richmond School District and local private schools
- Sport Organizations
- Chamber of Commerce
- New Richmond Community Foundation
- Rotary
- Legion
- Centre
- Westfields Hospital Foundation

FUNDING GRANTS

We will work with the City and other organizations to learn what Federal, State and City grants may be available for playground, park, and related landscaping improvements. Due to the health benefits of a healthy, active community, partnerships may be found with local foundations such as the New Richmond Foundation and Westfields Foundation, as well as larger like HealthPartners and the Aetna Foundation, whose purpose is to provide grants to community based initiatives that encourage active lifestyles.

PROJECT FUNDING BREAKOUT

Park Placement: City-owned property. Donations from organizations and private funds

Sponsor Opportunities: Sponsors will fund specific pieces of equipment with plaques for recognition

Landscaping: Minimal landscaping needed unless desired. Could be an Adopt-a-Garden Program candidate (see Adopt-A-Garden Project)

ROUGH PROJECT COST ESTIMATE

Sprint Track - \$35,000 (Cost estimate from Riverfront Project in Wausau, WI.)

Challenge Course equipment - \$140,000 (Cost estimate from Riverfront Project in Wausau, WI.)

Riverwalk Project

PROJECT DESCRIPTION

A beautiful segment of the New Richmond trail system strategically placed along the river's eastern shore to highlight one of New Richmond's greatest hidden gems: the Willow River.



PROJECT RATIONALE

Many of the thriving cities in Western WI have built upon a main water feature. Hudson, Osceola, and Stillwater emphasize their proximity to the St. Croix River. River Falls has the Kinnikinnic River. Water features increase the possibility for numerous economic and residential opportunities that help catapult a city's growth and desirability.

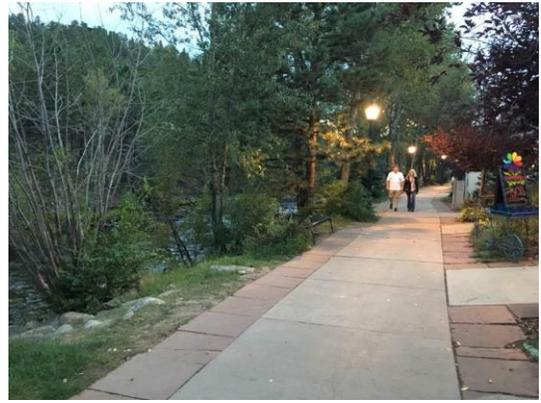
New Richmond's water feature, the Willow River, to this point has remained underutilized due to its current infrastructure, zoning, and water quality. But it is the hidden gem that just needs to be unearthed! The Riverwalk allows residents and visitors to see and appreciate the river. With intentional canoe/kayak landings, recreational enthusiasts will spend the day on the water and then come ashore to dine at one of the waterfront restaurants on the outdoor patio. After dining, they'll walk the Riverwalk to peruse the shops and businesses in the multi-use developments lining the west side of the trail. A full day, a full night, spent along the lovely Willow River in New Richmond.

A Riverwalk will draw more people to New Richmond, especially their downtown area to shop, eat, recreate and contribute to New Richmond's growing reputation as a beautiful place to live.



PRIMARY USERS/BENEFACTORS

The Riverwalk is a downtown community attraction to be enjoyed by residents and visitors of the City of New Richmond.



OTHER POTENTIAL USERS/BENEFACTORS

Other New Richmond benefactors include:

- dining establishments
- recreation rental companies
- retail shops



GENERAL PROJECT COMPONENTS

- Trail
- Boardwalk
- Pedestrian Bridge
- Landscaping

ANTICIPATED PROJECT APPROVALS

Approval for Riverwalk will need to be granted by New Richmond’s Park Board, and then officially approved by the City Council.

POTENTIAL FUNDING SOURCES

Possible contributors include:

- Parkland Trust Fund
- DNR Stewardship Grant
- New Richmond School District and local private schools
- WITC
- New Richmond Foundation
- Rotary
- Legion
- Recreation groups

FUNDING GRANTS

We will work with the City and other organizations to learn about other Federal, State and City grants that may be available for this project.

PROJECT FUNDING BREAKOUT

Trail/Boardwalk Placement: City-owned property, private easements

Bridge Construction: Possible partnership with the VFW/Military

Landscaping: Private donations

PROJECT PORTFOLIO SUPPORT MATERIALS

Similar Project: RiverLife – Wausau’s Riverfront revitalization

<https://www.wausauriverlife.com/>

ROUGH PROJECT COST ESTIMATE

\$500,000– \$2.5 million

Trail Connectivity and Creativity

PROJECT DESCRIPTION

The goal of this project is to connect all of the trails and pathways within our community. This includes connecting outlying parks and neighborhoods, making them accessible to the city by foot or bike. The trails themselves should also be a destination, as well as a connection.

The trails may exist in a variety of forms. The majority of trails should be paved and wheelchair accessible.

Longer trails to connect outlying parks or developments may be completed in stages if financially necessary. (Doar Prairie, eastern neighborhoods)



However, New Richmond also needs simple dirt trails in natural or wooded areas as well. The existing Nature Center is a good example, and a development south of the nature center has natural area designated as a park as well.

Using the city of Estes Park, CO as an example, we would also like to develop interactive destination trails with simple activity stations along the trails. Estes Park’s musical instruments is a low-cost concept that New Richmond would like to duplicate.



PROJECT RATIONALE

The connection of all trails and pathways in the community will provide not only the enjoyment of getting out and enjoying the city by walking, running and biking but also the safety for our community members.

New Richmond is an active, growing community. The existing trails are well used. As the city grows, so will the number of trail users, as well as the amount of traffic on city streets. A sufficient trail system will provide for recreation as well as safer transportation for walkers and bikers, particularly children.

PRIMARY USERS/BENEFACTORS

The connection of the trails and pathways is a community attraction to be used by the community and visitors.

OTHER POTENTIAL USERS/BENEFACTORS

We believe that having all trails and pathways connect in our community we can encourage safety and health/wellness for all ages. Promoting an active lifestyle improves the quality of life for community members. It will allow community and visitors to get to a wide variety of locations without getting in a vehicle.

- School field trips to parks for exploring the book trail or learn about nature
- Local races to use trails and paths
- Ability to visit more than one park by walking or biking
- Bringing family together

GENERAL PROJECT COMPONENTS

To continue to connect the trails and pathways in the community we need to be able to collaborate with other groups.

- Where should these trails and pathways go?
- Up keep? Who is responsible for these?
- Funding? Does it come from city, county, pathway group or grants?
- Connection to Somerset, Hudson, Houlton (St Croix River Bridge Crossing)

ANTICIPATED PROJECT APPROVALS

- Park Board
- City Council

POTENTIAL FUNDING SOURCES

Project Connections (Community Support): We have seen in the last year how a number of community organizations working together can provide great trails and pathways.

- Trails supporters
- Recreational groups
- Pathway Committee
- City
- County
- Area townships

FUNDING GRANTS

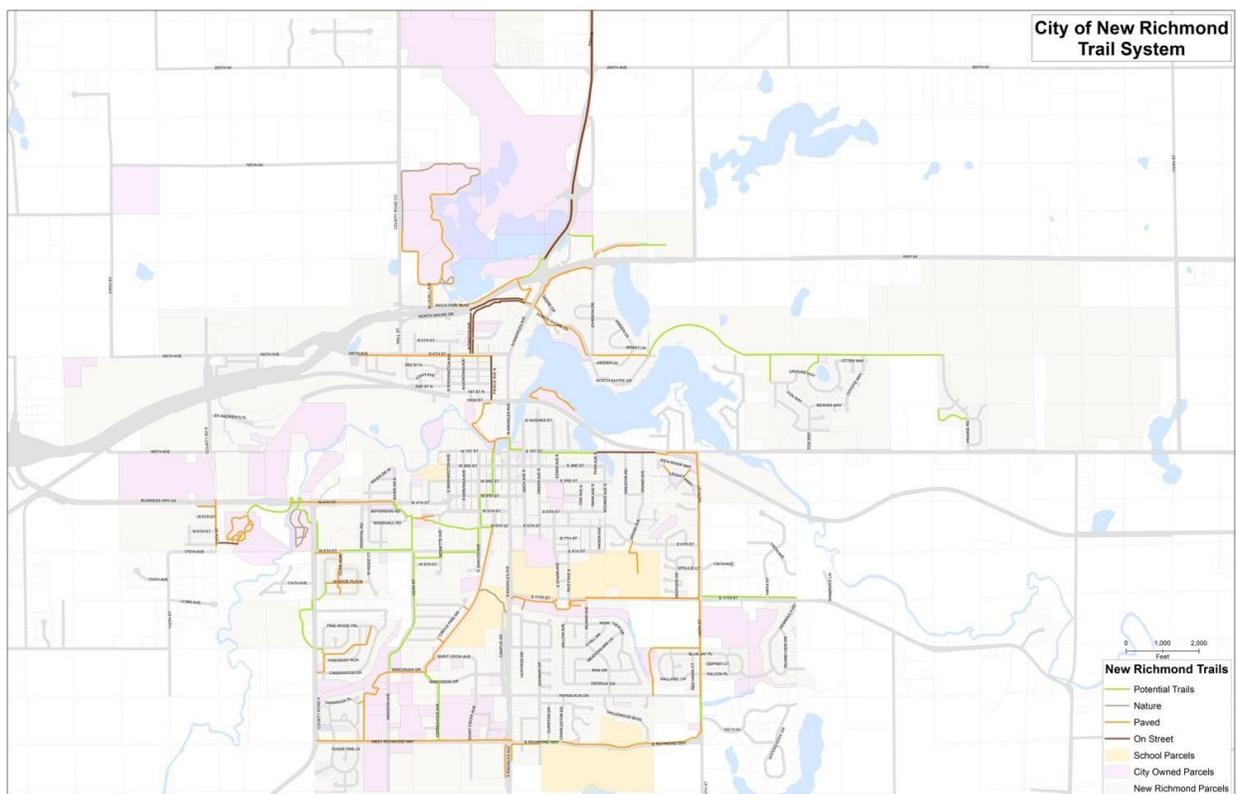
There are a variety of grants that will be appropriate for our community trail and pathway connections. We will work with the City, County, Area Townships and other organizations to learn what Federal, State and City grants are available for connection of the trails, pathways and other related items.

PROJECT FUNDING BREAKOUT

Bridge Placement: Federal, State, Country and City Grants

Trail Connections: State, City, Area Townships and Pathway Committee

Trail Wayfinding: County, City, Pathway Committee and other organizations



Willow River Clean up

PROJECT DESCRIPTION

Increase water quality in the Willow River and the Willow River empondment at Mary Park.

PROJECT RATIONALE

Allow everyone to use our natural resource of the Willow River and Mary Park Lake.

Increase its visibility and use as a center piece of the beautiful downtown New Richmond area.

Allow this natural resource area to be utilized in many aspects, Fishing, Focal point, Recreation Area, Park, and Downtown area.

City must control water quality, use of water quality trading (pollutant Trading) will be more effective physically and fiscally.



PRIMARY USERS/BENEFACTORS

Visitors and citizens alike will enjoy the scenic Willow River. Canoers, kayakers, swimmers, fisherman will all enjoy clean and safe water. The wildlife both in and around will benefit from clean and safe water. The beach will finally be safe to use. From a quality of water stand point this will benefit farmers up stream, users thru out the city and users downstream including those in Lake Mallalieu.

OTHER POTENTIAL USERS/BENEFACTORS

Will ensure the City is able to meet new requirements of water quality required by the DNR. Potentially lowering costs at the water treatment plant. Fish and native aquatic plant life will benefit from lowered nitrate levels and Increase views and experience of the Mary Park Community Bridge project. Downstream users of the river including the Willow River State Park.

GENERAL PROJECT COMPONENTS

Identify and partner with upstream run off users. Water Trading

Physical work to clean up and enhance river and expanse.

Provide access points for river users to easily enter/exit the river and move around the dam and provide in town access to launch, also enhance provide better fishing spots.

Provide a clean and safe beach for park users and visitors and again highlight this great natural resource and many other potential projects like the River Walk and will nicely tie into downtown and its economic growth and revitalization.

Possible dredging of river expanse at and near Mary Park. This would be beneficial once other measures have occurred to move the project forward quicker.

Possible plant additions around and near river. Plant will help with run off and ensure wild life thrives for the natural health of the area.

ANTICIPATED PROJECT APPROVALS

St Croix County

Upper Willow River Rehab District

DNR – Waste Water, Fishery, Surface Water, and Parks Departments. dnr.wi.gov – The financial Resource Guide for cleanup & redevelopment.

New Richmond Waste Water Facility

Watershed Districts up and down stream.

POTENTIAL FUNDING SOURCES

Upper Willow River Rehab District (has the authority to Tax)

Residents/Businesses with water on their property

Friends of Willow State Park

Other Conservation Agencies

Downstream beneficiaries. Lake associations, towns, etc.

FUNDING GRANTS

DNR Grants - The Financial Resource Guide for Cleanup & Redevelopment -

<http://dnr.wi.gov/files/pdf/pubs/rr/rr539.pdf>

EPA Grants – epa.gov

American Rivers - National River Cleanup - <http://americanrivers.org>

PROJECT FUNDING BREAKOUT

High nitrate levels – Water trading with farmers from the water treatment plant

Invasive aquatic life – Dredging and nitrate levels

E-coli Levels beyond safe levels – DNR and Run off control (farming practices)

Introduction of plants (to control run off)

Clean up efforts – volunteers and cleanup items and equipment

PROJECT PORTFOLIO SUPPORT MATERIALS

Upper and Lower Willow Watershed Water Quality Management Plan Update –

<http://dnr.wi.gov/topic/watersheds/documents/basins/stcroix/SC0203Wtplan.pdf>

St. Croix River Watershed Conservation Priorities Report -

https://blogs.ces.uwex.edu/haack/files/2012/07/SCroix_Watershed_Report_sm.pdf

St. Croix Subwatersheds EVALL Analyses Interactive Maps –

<https://msa-ps.maps.arcgis.com/apps/MapSeries/index.html?appid=905586554cb64f9a8101dbc33232d34b>

'We're at the beginning': Water group's recommendations focus on future *New Richmond News*

<http://www.newrichmond-news.com/node/4365840>

SIMILAR PROJECTS IN OTHER CITIES

Fox River Clean-Up - foxrivercleanup.com

Wisconsin River Clean-Up – <https://www.facebook.com/Wisconsin-River-Cleanup-117124995033359/>

Menomonee River Clean-Up – Menomonee-falls.org

ROUGH PROJECT COST ESTIMATE

To be determined. This will be an ongoing project with many parts. We must start somewhere or it will only get worse and increase the cost and realization date. Once realized it will take ongoing management but at a minimized level.