



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting: **ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time: **Tuesday, November 3, 2015 at 4:30 p.m.**
Location: **City Hall, 2nd Floor, Board Room**
Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Approval of the Minutes from 8/25/15 and 10/15/2015
- 3 Presentation on International Mountain Biking Association (IMBA) Ride Center Designation and the Associated Economic Benefits
- 4 Discussion and Possible Action on the Proposal for the Property at 309 McClellan Street (Wausau Club)
- 5 Discussion and Possible Action Regarding Negotiations with CBL & Associates Properties, Inc., Regarding Mall Reinvigoration and Related Public/Private Partnership, City Financial Incentives and Loans and the Project Plan Amendment of Tax Increment District #3
- 6 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
 - Discussion and Possible Action on the Proposal for the Property at 309 McClellan Street (Wausau Club)
 - Discussion and Possible Action Regarding Negotiations with CBL & Associates Properties, Inc., Regarding Mall Reinvigoration and Related Public/Private Partnership, City Financial Incentives and Loans and the Project Plan Amendment of Tax Increment District #3
- 7 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 8 Discussion and Possible Action on the Potential Project Plan Amendment and Boundary Change for Tax Increment District Three
- 9 Discussion and Possible Action on a Metro Wausau Economic Development Strategy
- 10 Discussion on Finance Chair Request on Projecting Revenue
- 11 Discussion and Possible Action on Economic Development Marketing
- 12 Updates:
 - County Materials Riverfront Condominiums Project
 - East Riverfront RFP Results and Process
 - Riverfront Branding Strategy
 - Partnership and Dialog with the Hmong Wisconsin Chamber of Commerce
 - Employer Linked Homesteading Program - Live It Up Wausau
 - Kleinheinz Dairy Building

Adjournment
Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 10/28/15

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

JOINT FINANCE and ECONOMIC DEVELOPMENT COMMITTEES

Date and Time: Tuesday, August 25, 2015 @ 5:30 pm., Board Room

Finance Members Present: Oberbeck(C), Kellbach, Mielke, Nutting, Nagle

ED Committee Members Present: Nagle (C), Nutting, Wagner, Neal

Members Not Present: Rasmussen (ED Committee)

Others Present: Groat, Jacobson, Giese, Schock, Werth, Tipple, Gisselman, Goede

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner. It was noted that there was a quorum present and the meeting was called to order by Finance Chairperson Oberbeck and ED Chairperson Nagle.

Discussion & Possible Action to address the needs of the City of Wausau in the 2016 Budget.

Oberbeck reviewed revenue and expenses for the last five years for comparison and data on the growth within the city. He asked them to consider what options we have to address the needs in the future and what they want to set as priorities. Discussion included the pros and cons of closing TIDs, changing the way the city operates and/or the way it delivers services, and special assessment rates.

Adjourn ED Committee

Motion by Nagle, second by Nutting to adjourn the Economic Development Committee. Motion carried unanimously. ED adjourned at 6:50 pm.

ECONOMIC DEVELOPMENT COMMITTEE

Time and Place: The Economic Development Committee met on Thursday, October 15, 2015 at 4:30 p.m. in the 2nd floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), David Nutting, Romey Wagner and Tom Neal (VC)

Others Present: Ann Werth, Travis Lepinski, Maryanne Groat, Anne Jacobson, Keene Winters, Brad Lenz, Mayor Jim Tipple, Eric Lindman, Elizabeth Fields, Kevin Malovrh, Corey Sandquist, Susan Sandquist and the Media

In accordance with Chapter 19, Wisc. Stats., notice of this meeting was posted and sent to the Daily Herald in the proper manner.

CALL TO ORDER

Nagle noted there was a quorum and called the meeting to order at approximately 4:30 p.m.

PUBLIC COMMENT ON MATTERS APPEARING ON THE AGENDA

No public comments were made.

APPROVAL OF MINUTES FROM 9/1/15 and 9/15/15

Neal motioned to approve minutes. Wagner seconded and the motion carried unanimously 4-0.

DISCUSSION AND POSSIBLE ACTION ON THE DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 1800 STEWART AVENUE

Werth gave background information on the development agreement and property at 1800 Stewart Avenue.

Neal motioned to call the development agreement complete. Nutting seconded and the motion carried unanimously 4-0.

DISCUSSION AND POSSIBLE ACTION ON THE POTENTIAL DEVELOPMENT PROJECT FOR THE PROPERTY LOCATED NEAR THE 400 BLOCK OF WINTON STREET AND ADJACENT TO THE WISCONSIN RIVER

Nagle gave a brief overview of the letter from John Sonnentag to Keene Winters outlining issues he may need input from the City. Nagle addressed the issue of needing railroad crossings. He felt the City has a great deal of power in working with the State and Transportation Commission in forcing the railroad to allow a crossing.

Winters spoke for the Sonnentag's, he said they are not asking for anything of the City but he feels we should do what we can to make this development happen. Winter's said the first thing we can do is the survey.

Wagner motioned to have staff do vertical elevations only on the property. Neal seconded and the motion carried unanimously 4-0.

DISCUSSION AND POSSIBLE ACTION REGARDING THE CONSIDERATION OF ALTERNATIVES FOR THE CLOSURE OR PROJECT PLAN AMENDMENT OF TAX INCREMENT DISTRICT NUMBER FIVE

Wagner motioned to amend TID 5 district boundaries leaving only Wausau Window and Wall and Eastbay in the district to be used as a donor district for TID 3. Neal seconded and the motion failed 2-2 Nutting and Nagle were the no votes.

DISCUSSION AND POSSIBLE ACTION ON A FOCUSED ECONOMIC DEVELOPMENT STRATEGY FOR THE CITY OF WAUSAU (INDUSTRY BASED)

Wagner motioned to have staff work with the existing narrative. Neal seconded and the motion carried unanimously 4-0

DISCUSSION AND POSSIBLE ACTION ON THE PARKING STRATEGY AND POTENTIAL LAND ACQUISITION IN THE EASTBAY AREA

No action was taken; discussion will be done in closed session.

DISCUSSION AND POSSIBLE ACTION ON THE PROPERTY LOCATED AT 1500 GRAND AVENUE

Malovrh and Sandquist gave brief overviews of their proposed projects for 1500 Grand Avenue.

No action was taken; discussion will be done in closed session.

CLOSED SESSION PURSUANT TO 19.85(1)(E) OF THE WISCONSIN STATUTES FOR DELIBERATING OR NEGOTIATING THE PURCHASE OF PUBLIC PROPERTIES, THE INVESTING OF PUBLIC FUNDS, OR CONDUCTING OTHER SPECIFIED PUBLIC BUSINESS, WHENEVER COMPETITIVE OR BARGAINING REASONS REQUIRE A CLOSED SESSION

***DISCUSSION AND POSSIBLE ACTION ON THE PARKING STRATEGY AND POTENTIAL LAND ACQUISITION IN THE EASTBAY AREA**

***DISCUSSION AND POSSIBLE ACTION ON THE PROPERTY AT 1500 GRAND AVENUE**

Neal motioned to go into closed session. Wagner seconded and roll call was done, all members were present except Rasmussen.

RECONVENE INTO OPEN SESSION TO TAKE ACTION ON CLOSED SESSION ITEMS, IF NECESSARY

Neal motioned to move into open session. Nutting seconded and the motion carried 4-0.

Neal motioned to accept Malovrh's proposal for 1500 Grand Avenue. Wagner seconded and the motion failed 2-2. Nagle and Nutting were the no votes

Nutting motioned to accept Sandquist's proposal for 1500 Grand Avenue. Nagle seconded and the motion failed 2-2. Neal and Wagner were the no votes

ADJOURN

Wagner motioned to adjourn. Neal seconded and the motion carried unanimously 4-0.

The meeting was adjourned at 6:20 p.m.

Respectfully Submitted,
ECONOMIC DEVELOPMENT COMMITTEE
Bill Nagle, Chairperson



a chapter of



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

A LOOK INTO THE FUTURE CWOC MASTER PLAN



BUILDING A BETTER MOUNTAIN BIKING COMMUNITY IN CENTRAL WISCONSIN

SUMMARY



Organized and launched by a group of local riders in 2012, CWOCC, a Chapter of IMBA (the International Mountain Bike Association) is a non-profit organization whose mission is to educate through trail advocacy and promote fitness, group activities as well as exploring nature. We are dedicated to maintaining, designing and building sustainable, environmentally sound, offroad bicycling trails in marathon county and beyond. We are advocates and trail stewards who are willing to devote our time and resources to continually improve the public MTB trail systems in Marathon County.

In 2012 our trail crew 'the granite grinders' had put in over 500 volunteer hour maintaining and improving trail conditions both Nine Mile County Forest and the Big Eau Pleine County Park. Tasks included both Spring and Fall trail clean up, trail repair, fallen tree removal, trail reroutes and close down old trails. All this is an effort to make our trails usable for local and out-of-town riders. A well maintained trail system generates positive feedback from riders which will bring them back and encourage other riders to visit.

The numbers are growing and ages are broadening. CWOCC is over 70 members strong and we continue to grow.

CWOCC CURRENT PROJECTS

Opportunities for youth

- YMCA Summer Program
- WIN/WORS program

New for 2013

- Come and ride! Group Rides every Thursday at 6pm
- Demo Day: June 8th. A combined effort between the CWOCC and the Wausau Wheelers to showcase both sports of Mountain Biking and Road riding. Demo bikes from area bike shops will be available to participants to ride. The event is aimed to people wanting to get into the sports and beginning riders.
- Volunteer: Trail building, race support, funding & prizes

GOALS FOR THE FUTURE

- 9 Mile trail improvement (see page 16) s as well as new signage (see page 15), maps and brochures
- Public awareness, education and marketing
- IMBA Ride Center (see page 4)

MISSION

Central Wisconsin Offroad Cycling Coalition (CWOCC) is a non-profit organization whose mission is to educate through trail advocacy and promote fitness, group activities as well as exploring nature. We are dedicated to maintaining, designing and building sustainable, environmentally sound, of-



WHAT IS MOUNTAIN BIKING

Mountain biking is a deceiving term that was probably defined by riders in Colorado or Utah, where there are mountains. In Wisconsin, we don't have mountains, but we do have great terrain for what we call 'singletrack.'

Singletrack is a trail that is 18-36" in width and is built within a natural setting such as a forest or desert area that creates a challenging ride to the cyclist. Trails are cut between trees and over rocks creating natural obstacles for riders. Like Nine Mile, a large number of trails systems in Wisconsin have been created in and around XC skiing facilities. The mountain bike trails are usually cut perpendicular and cross the existing XC trails. The XC trails are typically not used by mountain bike riders and are not considered singletrack.

At Nine Mile, there are currently 12 miles of singletrack. The terrain is ideal for a variety of trail types suiting all skill levels. Most trails systems, like skiing, have skill levels for beginners to expert riders offering multiple terrains and distances. Beginners can enjoy flatter rolling singletrack closer to the chalet, while the intermediate and expert groups can test their riding skills further out on large rocks, steeper climbs and an overall extended distance.

TRAIL SKILL LEVELS



BEGINNER

Flat, rolling trails, very little obstacles



INTERMEDIATE

steeper terrain with more obstacles such as bermed corners, rocks, logs. Distances increase.

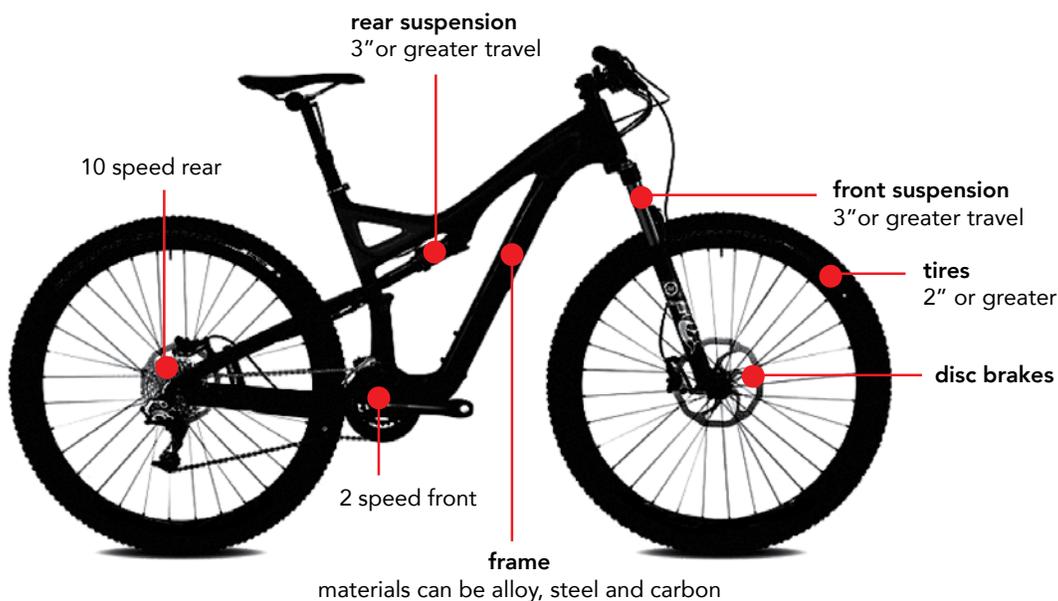


EXPERT

Steep grades, rocky terrain, drops, exposures. Distances increase.

ANATOMY OF A MODERN MOUNTAIN BIKE

Modern day mountain bikes are essentially smaller, more streamlined versions of a motorcycle. Larger tires, beefier frame with suspension in the front and rear (not all models). Hydraulic disc brakes for faster and stronger stopping power. All of this and more helps the rider navigate even the most demanding terrain. Prices can range from \$500 for a very entry level bike to \$10000 for race equipped bike.



ADDITIONAL EQUIPMENT

- Helmets
- Cycling Shoes
- Clipless Pedals
- Padded Gloves
- Breathable Clothing
- Repair tools
- Pumps
- Hydration Packs

WHY BUILD IN WAUSAU?

As a trail advocacy group, we are looking for ways to expand our sport. Our group has been researching the area to find locations to build trail systems with lasting impact on our community. See the appendix page 14 for a map showing locations.

Mountain biking is not exclusive to our club. It is continually growing, adding more and more riders every year. We feel that Wausau is the perfect area to establish a permanent mountain biking community for these reasons:

Health

As we all know a healthy community is a prosperous community.

Not only does this type of cycling build up your muscle strength, but it also improves your cardiovascular health and your endurance. It's thought that mountain biking 2 to 3 hours a week can improve your lung capacity by up to 20 percent; so you'll soon find that hiking up stairs is a breeze!

When you cycle, your heart rate is slowly increased at a safe and steady rate, which is an excellent workout for your cardiovascular system. It has been discovered that cycling regularly could increase your cardiovascular fitness by 3-7%.

Regular cycling also benefits your emotional well-being as it relieves stress, increases self-esteem and offers a sense of challenge and adventure. It can also help you build a strong community since it's a very sociable sport.

Recreation

According to the research group called the Outdoor Industry Foundation (OIF), which tracks outdoor recreation and publishes the annual Outdoor Recreation Participation Study, Mountain biking is a very popular activity in the US with nearly 40 million participants annually. Mountain biking participation peaked in 2001, and has remained relatively steady since then. Mountain biking participation is about half of hiking participation, but much larger than other trail activities.

Locally, Mountain Biking participants are increasing every year. Trail pass sales are on the rise, new and improved trail systems are being built and promoted and Off-road races are growing in popularity.

Tourism/Economy:

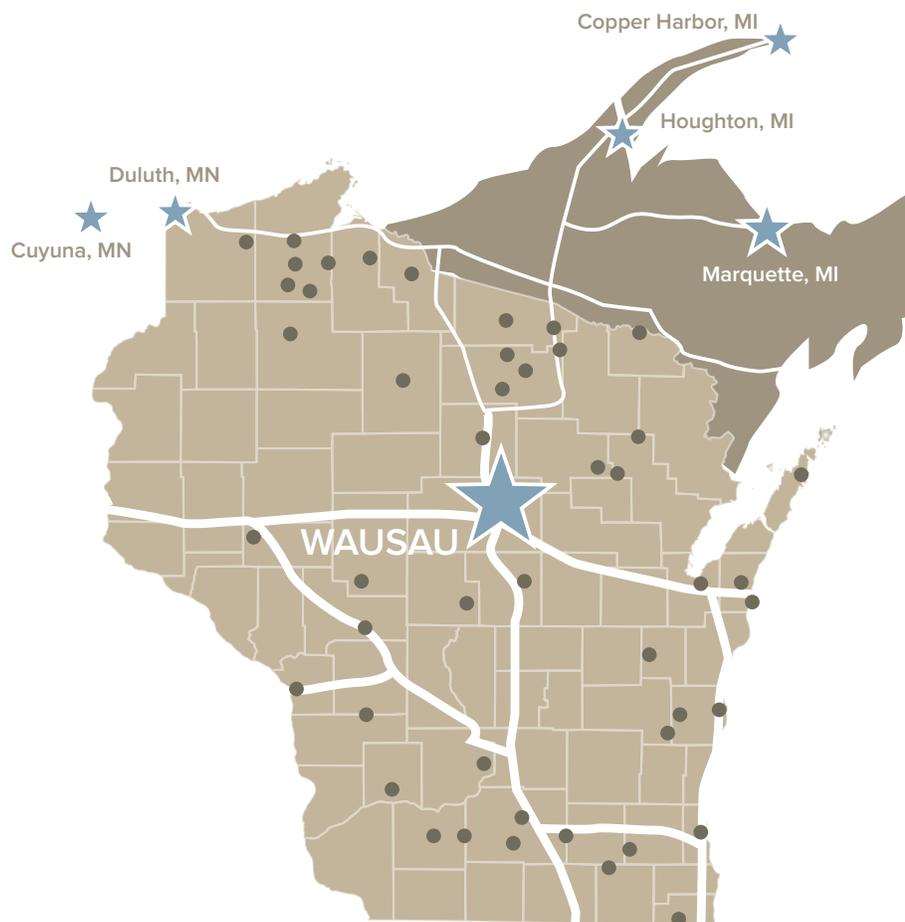
As we all know, Wausau's location is ideal to draw in potential tourism dollars. We are centrally located in the state of Wisconsin and have major thoroughfare, bringing travelers from all directions.

Our location is ideal to attract those travelers to stop and enjoy our trail systems on the way to major trail systems in Michigan or Minnesota or those who are using Wausau as their one stop destination.

Mountain biking out west, such as Colorado and California has been solid for years and attracts riders from all over the country. In recent years there has been a huge push build trail systems in the Great Lakes area that rival the trails out west.

Copper Harbor, Michigan and further inland, Cuyuna, Minnesota have transformed their countryside into premier biking destinations. Last year both ride centers have seen over 25,000 bike visitors coming from all over the country as well as Europe. Those visitor numbers are projected to rise over 30,000 in the near future.

Mountain biking has been a side note to skiing and hiking for years. The gain in popularity and the growth of the sport has placed us among the list other popular outdoor activities that draw people into the area. There is proven tourism dollars in Mountain biking, Wausau needs to see the potential and make the investment in the sport.



LOCATION! LOCATION! LOCATION!

IMBA RIDE CENTER

The International Mountain Bike Association (IMBA) created the Ride Center program in 2007 to designate premier large-scale mountain bike facilities that offer something for every kind of mountain biker. From backcountry adventures, to urban mountain bike parks, to shuttle-served gravity trails, and from expert only to family friendly the best riding experiences the sport has to offer can be found at an IMBA Ride Center.

Currently there are two IMBA Ride Centers in the Midwest. Cuyuna Lakes near Crosby, Minnesota and Copper Harbor, Michigan (Upper Peninsula). Both of these Ride Centers have become true destination centers attracting visitors from all over the country as well as Europe and are thriving on the tourism generated by their mountain bike trail systems. Last year both ride centers have seen over 25,000 bike visitors and projections are indicating that could rise over 30,000 in the future.

IMBA RIDE CENTER EVALUATION

The evaluation and application process begins with an invitation to apply from a member of IMBA's senior staff (Hansi Johnson – IMBA Midwest Regional Director) who will work closely with local representatives to perform the evaluation. The designation and rating of a Ride Center is based on clear criteria. The criteria are not always objective, some will be necessarily subjective, but in all cases they will relate to providing great mountain biking opportunities.

Rating System) If a proposed ride center is approved it will be assigned a rating based on the Evaluation Criteria score and subjective input from the evaluative committee. The ratings given are Bronze, Silver, and Gold. The ratings will allow for graduation, encourage improvement, and provide feedback to applicants.

The status implied by a given rating will be an effective method for attracting riders to a Ride Center. When an existing Ride Center is being reviewed the evaluation committee can confirm, advance, or demote the current rating. This will encourage applicants to continually maintain or improve their Ride Center.

Ride Center Geographic Area) A Ride Center's geographic area shall be all facilities within a 30-minute travel time radius (as determined by Google Maps) from a determined center point. The legal trail and bicycling opportunities that start within this area are considered the trail system that is being evaluated in the application.

Benefits of Ride Centers) Communities who are designated as a Ride Center are clearly identified as being the best place to go mountain bicycling, and will see and increase in both visitors and the quality of life for residents through improved opportunities for outdoor recreation. IMBA will promote the Ride Centers through our website and other communications (e.g. press releases, IMBA Trail News, eNews, IMBA Destinations, etc.). Communities will also receive a plaque denoting their status.

PROPOSED TRAILS

Objectives

The objectives of the proposed IMBA Ride Center are to:

- 1) Create destination-quality mountain bicycle trails and bike parks that appeal to beginners/families as well as experienced enthusiasts.
- 2) Develop trails that are sustainable and exceed user expectations.
- 3) Utilize Wausau as the "hub" of the trail system. Trail systems must lie within 30-minute travel radius (as determined by Google Maps) from determined center point.
- 4) Maximize use of existing facilities and create connectivity to new trails/bike parks where possible.
- 5) Create a Ride Center that can be implemented based on a reasonable timeline and budget (including phased approach).

STAKEHOLDER INVOLVEMENT

The process required the involvement of a variety of stakeholders, including:

- The Wausau/Central Wisconsin Convention & Visitors Bureau
- Marathon County Park, Recreation & Forestry Dept.
- State of Wisconsin Department of Natural Resources
- Granite Peak Ski Area
- Friends of Rib Mountain State Park
- Ice Age Trail Alliance – Marathon County Chapter
- Mathy Construction
- Wausau Paper Corp.
- City of Wausau
- Town of Rib Mountain
- Village of Brokaw
- Village of Rothschild
- Central Wisconsin Off-Road Cycling Coalition
- Wausau Nordic Ski Club
- Private land owners



EXISTING CONDITIONS

AREA DESCRIPTION

Located at the intersections of State Highway 29 and Interstate 39 in north central Wisconsin, Wausau lies in the Wisconsin River Valley. The area has a mixture of public and private land with much of the area devoted to agriculture but lies at the southern edge of what is considered the 'Northwoods' of Wisconsin with much more heavily forested lands just to the north. On the west side of Wausau is Rib Mountain (1924'), which is home to Rib Mountain State Park and Granite Peak Ski Area. Rib Mountain is also the point with the greatest difference in height from peak to surrounding terrain (760') in the state of Wisconsin. South of Rib Mountain is Nine Mile County Forest (4900 acres) which is home to 39 km of nordic (XC) ski trails and approximately 12 miles of single track mountain bike trail. There are other motorized and non-motorized trails in the area, most existing on Marathon County Forest land. The trails are used by hunters, hikers, equestrians, mountain bikers, and all-terrain vehicles (ATV's).

The City of Wausau has a population of just over 39,000 people and grows to roughly 80,000 when combined with the adjacent communities of Schofield, Rothschild, Weston, Rib Mountain, Stettin, Kronenwetter and Brokaw. The Wausau metropolitan area lies at the intersection of three rivers: bisected from north to south by the Wisconsin River, the Rib River from the west and the Eau Claire River from the east. The area is central to large population centers of Eau Claire and Green Bay and is roughly 2 hours north of the State Capital, Madison.

EXISTING FACILITIES

Big Eau Pleine County Park:

Located southwest of Wausau, approximately 45 minutes from city center, Big Eau Pleine is a 1600-acre peninsula jutting out into the Big Eau Pleine reservoir. Around 2005 the Wausau Wheeler bike club was investigating other areas to build new trails and the Marathon County Park & Forestry Dept offered the park as a location. Due to the greater distance from Wausau initial interest in the project was slow. When CWOCC was established in 2012 new energy was put into Big Eau Pleine and there are now approximately 8 miles of hand built technical single track built with more planned for construction.

Big Eau Pleine County Park consists of mostly very mature hardwood forest with little underbrush. Rolling terrain with little significant elevation change. There are two campgrounds at the southern part of the park with 106 campsites as well as shelter/picnic areas. Approximately 9 miles of graveled double track run the perimeter of the peninsula and are used primarily by equestrians and hikers. There is no set mountain bike season and trail passes are not required.

Nine Mile:

The Wausau area has a long history with mountain biking dating back to the mid to late 1980's when local cyclists began riding the Nordic ski trails at Nine Mile County Forest located only 15 minutes west of town. During that early period a local archery club cleared shooting lanes to host National Championship archery competitions at Nine Mile. The cleared shooting lanes attracted the mountain bikers and single track was born at Nine Mile. Later bike specific single track was built in other areas of the forest intermingling with the Nordic cross-country ski trails. Over time members of the Wausau Wheelers bike club worked with the Marathon County Parks & Forestry Dept to manage the trail system. The bike club closed low use trail and trails in sensitive areas and opened new sustainable trails in an attempt to interconnect the single track. In June 2012 the Central Wisconsin Off-Road Cycling Coalition (CWOCC), a Chapter of IMBA, was formed to promote and enhance mountain bike opportunities in Marathon County. CWOCC is currently implementing a master plan for Nine Mile to transform the trails into a loop system, add improved signage and produce new maps to improve the riding experience for new riders and visitors unfamiliar with Nine Mile.

The trail system lies on approximately 1700 acres of the county forest on rolling terrain of various forest types; one ridge provides the only elevation of significance. The trail system consists of approximately 12 miles of technical hand built mountain bike single-track trails and over 20 miles of wide double track XC-ski trails. The mountain bike season runs from May 1st until October 15th and a trail fee of \$4 (daily) or \$25 (annual) is required.



CONSIDERATIONS AND OPPORTUNITIES

CONSIDERATIONS

Topography

The topography of the Wausau area presents possibilities for many different types of mountain bike trails. Some of the areas with significant elevation in are also primarily rock with little topsoil and may be difficult and expensive to build trail. Areas to the north side of Wausau present more elevation and varied terrain than to the south and west where existing facilities are located.

Rivers and Wetlands

Three river systems intersect in the Wausau metro area. Wetland areas in floodplain are problematic for trail development and can limit opportunities in all directions of Wausau. Numerous wetland areas in forested lands to the southeast can be a limiting factor to developing trail systems in those areas. Rivers and wetlands will also complicate creating connections between existing riding facilities.

Designated Natural Areas

There are State Natural Areas designated in some State and County Parks. Gaining permission to build trails in Natural Areas can be difficult. Some recreation activities are prohibited entirely.

Public Land

Marathon County has many public lands mostly in the County Forest or Park system. Many of these areas do not provide desirable topography or soil types and many have large or numerous wetlands. One State Park on Rib Mountain is a large tract of land but prohibits off-road bicycle use. Companies in the paper industry own other large tracts of land and these are generally considered open to the public but permission must be obtained to construct trail systems on those lands.

Private Property

The placement of public use trails on private property can be difficult. Even when individual landowners are willing to allow trails on their property, other constraints (e.g., existing roads, access points) may dictate that the preferred trail alignment is not utilized. Formal access agreements must be reached with private landowners, which add time and expense to trail development.

Existing Use Patterns

Legitimate existing uses on public lands cannot be overlooked during the trail planning process. This includes not only trail use categories (e.g., hiking, equestrian, skiing, etc), but also to activities such as hunting, camping, and timber harvesting.

Existing Trail Facilities

The existing mountain biking facilities lie on either Marathon County Forest land or County Park land. Expansion of those trail systems is limited by geography, wetlands, pressure from other user groups and regulations by the land managers. Other Marathon County Forest land does allow mountain biking but trails on that land is typically wide double-track, not continuous (i.e. have no outlet), and lie on less desirable terrain with many wetlands to consider.

OPPORTUNITIES

Community Support

Wausau area has a history of supporting outdoor activities. With facilities for downhill skiing, Nordic (XC) skiing, mountain biking, and kayaking, Wausau has an outdoor oriented culture. Local cycling advocates, business members, private landowners, state and county land management agencies and health organizations recognize the personal and community benefits of providing facilities proposed in this report.

Marathon County Metropolitan Planning Organization has a committee dedicated to making Wausau bicycle friendly. There is a master plan in place and efforts are being made to improve bicycle and pedestrian infrastructure within the metropolitan area.

Economic Development

With the presence of quality Nordic and downhill ski areas, a premier kayak course, and the existing mountain bike facility the area attracts numerous sporting events and Wausau area civic leaders understand the economic impact of growing high quality outdoor recreation facilities.

Health & Wellness

The Marathon County HEAL (Healthy Eating Active Living) Coalition aims to promote health and well being through proper diet and active lifestyles. Members of the HEAL Coalition were the driving force behind the formation of the Marathon County Metropolitan Bike and Pedestrian Committee. Creating more off road riding opportunities for every level of age and ability will allow more residents of the Wausau area to

try mountain biking. These goal of building the Wausau area into an IMBA Ride Center fall inline with HEAL Coalition's goal of elevating Marathon County into the healthiest county in Wisconsin.

Topography

While topography may be a challenge for building mountain bike trails it is also Wausau's greatest asset. Rib Mountain is primarily rock with little topsoil but has the most significant elevation change in the state, which can provide a gravity-riding element that very few places can emulate in Wisconsin. Areas to the north of Wausau also have more significant topography and suitable soils for flow trail construction.

Access Routes

While the area lacks massive forested areas there are many large tracts of lands available. There exist rural roads, both paved and unpaved, that can provide access into various points of a particular system as well as linkages between trail systems. There is potential use of railroad and power line easements to make connectivity between trail systems also possible. In the urban areas of Wausau the Metropolitan Bike/Pedestrian Committee is driving projects to provide more on and off street bicycle facilities. These urban facilities will be important when considering placement of bike parks.

Existing Tourist Facilities

Wausau is well positioned to meet the needs of future mountain bike tourists. It is centrally located in the state and located at the intersection of two major freeway systems facilitating ease of travel to Wausau. The area also contains lodging, restaurants, services, gas, and shopping. Other tourist activities available include hunting, fishing, boating, wildlife viewing and camping. **Public Lands**

With large tracts of State and County lands as well as numerous urban parks, Wausau is able to consider a large-scale trail development project that is close to city center.

Private Property Access

While recreational trail access on private property can be expensive and take time to accomplish, landowners have already come forward offering the opportunity to build mountain bike facilities on their properties. These private properties will play a pivotal role in creating linkages between urban areas, existing facilities and new trail facilities.



TRAIL TYPES

Gateway Trails

Gateway trails are community-based trails designed to bring mountain biking recreation closer to potential riders by offering urban off-road opportunities for kids, families and first time riders. These natural surface trails can be built in small urban parks, next to greenways, playgrounds and ball fields at a reasonable cost and with minimal environmental footprint. By providing a consistent and predictable surface, Gateway trails introduce novice riders to mountain biking in a non-threatening setting that allows riders to develop fitness, skills and build self-esteem. They can be joined with more advanced features to provide skill progression.



Technical Trail (single Track)

Unlike Gateway Trails, these trails are usually built by hand and consist of unpredictable, inconsistent surface to challenge the mountain bicyclist. The trail tread is typically narrow in width, abundant in roots and rocks as well as other obstacles (i.e. logs, narrow bridges, sudden turns, etc.) to provide a challenging experience.

Flow Trails

Based on the idea that exciting trails will encourage more people to ride more often, Flow Trails bring the feeling of riding in the mountains to any type of community. All trails have a 'rhythm' and Flow Trails take mountain bikers on a terrain-induced roller coaster experience. This style of trail can contain features like banked turns, rolling terrain, options for jumps all on a consistent and predictable surface. Flow trail features are designed for limitless progression and are attractive to all ability levels. A beginner and the most advanced rider can have their own customized experience on the same trail.



Downhill

Just as the name says these trails are completely dependant on gravity for the riding experience. The more advanced version of Flow Trail with elements of technical trails added in for challenge such as: roots, rocks, jumps, berms, and steep drops. Significant elevation is required to build downhill trails and lift or shuttle service is common where downhill trails exist.



Pump Track

Typically located in urban park settings, pump tracks are manmade circuits with rollers in between and berms at corners designed to be ridden without pedaling. A full body workout, riders use their body to pump, or push down into the dip and pull up at the crest of the next roller, throughout the continuous loop. Absorbing and compressing your bike over the rollers, gravitational forces and downward thrust is converted into speed. Riders of all skill levels enjoy pump tracks.



Dirt Jump

Another urban bike park feature, dirt jumps are mountain bike and bmx version of a skateboard park. Dirt jumps are designed in a series where the rider can pedal into the first jump and typically use flow from that jump to ride through the remainder of the jumps in the line. The jump lines are rated into skill level classifications of beginner, intermediate, advanced and expert.

TRAIL DESCRIPTIONS – RURAL LARGE SYSTEM

Brokaw Trails

A large tract of land exists at the north end of the Village of Brokaw and just east of the Wisconsin River. Formerly owned by Wausau Paper Corporation this land was recently purchased by Mathy Construction (Onalaska, WI). Totalling over 800 acres this property has some significant elevation change and good soils for building trails.

Benefits: Very large contiguous tract of land with close proximity to Wausau city center and easy access from the interstate. Community of Brokaw resides at the south end of this property, which could provide amenities for visiting mountain bicyclists. This land has the best combination of topography and soil type for trail construction. The topography would provide the opportunity for trail type unlike anything in the region.

Drawbacks: Land was recently sold to Mathy Construction (Onalaska, WI). Unknown what the land managers long-term plan is for the property (i.e. mining, woodland management) or if trail access can be negotiated.

Trail Types: Flow trail and hand built technical trail. Beginner to advanced riding.

Rib Mountain

Rib Mountain is a unique attraction to the Wausau area. Rising to 760' above the surrounding area it is the most significant change in elevation in Wisconsin. Already home to Rib Mountain State Park and Granite Peak Ski Area there are many recreation opportunities available, however, mountain biking is not yet permitted. The Wisconsin Department of Natural Resources owns all of the public property on Rib Mountain and the ski hill land is leased to Granite Peak Ski Area. Because of this there are different limitations to gaining mountain bicycling access so the State Park and Granite Peak Ski Area will be presented separately.

Rib Mountain State Park

At 1500 acres the park is a significant large tract of land that flanks the west side of the Wausau metropolitan area. Already home to an amphitheater, picnic areas, and 13 miles of hiking trail where scenic overlooks are abundant. Limited access for hunting and trapping is also allowed.

Benefits: Very large tract of land already available for public use could provide for significant mileage of trail. Incredible elevation gain found nowhere else in Wisconsin. Close proximity to the metro area would allow residents and visitors to ride to the park. There is potential for connectivity to existing mountain bicycling facilities at Nine Mile County Forest to the south.

Drawbacks: The current Master Plan for the park specifically writes out the possibility for mountain bike trails. A change to the master plan would require a full amendment process, which will be lengthy. While the topography is excellent there is a lack of topsoil as the majority of Rib Mountain is made up of quartzite making trail construction expensive. A State Natural Area virtually cuts the park in half. Getting access to build trails in designated Natural Areas will be difficult. Other user groups have voiced opposition to mountain bike trails at the mere rumor of mountain bicycle access.

Trail Types: Flow trail and XC trail

Granite Peak Ski Area

The ski area operates under a lease agreement with the Wisconsin DNR. Unlike the state park, which prohibits mountain bike use, the ski hill lease has wording specific to the possibility of mountain bike trails within the leased area. Given the expansion of the facilities over the last decade it is reasonable to imagine that Granite peak would consider summertime activities.

Benefits: Ski hill leased area is approximately 400 acres, which would provide for a significant amount of trails. Given the elevation, access to chairlifts, and updated base facilities, Granite Peak could offer gravity based flow trails unlike anywhere in Wisconsin. A freeride park may be possible also.

Drawbacks: The terrain is rugged and rocky with very little topsoil. Trail construction could be very costly. The trails on the ski leased property will remain isolated unless a change to the State Park Master Plan can be implemented to facilitate additional trails outside of the ski hill property and connectivity to Nine Mile.

Trail Type: Gravity based flow trail for all ability levels and advanced downhill trails. Lift served and base trail (ride up) access. Freeride Park

Mosinee Hill

Mosinee hill lies just to the south of Rib Mountain along the west side of Interstate 39 in the Town of Rib Mountain. Rising approximately 375 feet above the surrounding area this is the second most significant elevation in the Wausau area. The hill is primarily wooded with some residential areas on the northwest side and along Foxglove Road, which crosses just south of the peak. All of the property of interest is privately owned.

Benefits: Excellent wooded property with significant elevation change. Close proximity to the metro area and existing paved bicycle/pedestrian paths would allow for many mountain bicyclists to ride from home to the trailhead. Some of this land could be utilized for mountain bike connectors to link the metro area to Nine Mile Recreation Area. Potential for multiuse trails as the views from the hill would be attractive for other user groups.

Drawbacks: All of the land on Mosinee Hill is privately owned making easements or acquisition of the properties very expensive and time consuming. The primary land of interest (approximately 600 acres) is divided among 12 different property owners adding to the complexity of access or acquisition. Many residential homes are located on portions of the hill.

Trail Type: Flow trail and XC trail for all ability levels. Potential for multiuse or hiking only trail to take advantage of the views from the top.

Ice Age Trail Area

Located east of Wausau metro area and just north of Highway 29, the Ice Age Trail Area is owned by the Wisconsin Department of Natural Resources. Originally owned by Wausau Paper Corporation, this 760-acre parcel of land lies along the glacial terminal moraine and was purchased by the DNR to facilitate public access and expansion of the Ice Age Trail. This land joins the Marathon County landfill property to the south.

Benefits: A large tract of land that is already open to the public and located in the terminal moraine, which provides unique topography unlike other areas near Wausau. Devoid of massive elevation change this land offers terrain similar to the Southern Kettle Moraine in southern Wisconsin, which is a popular location for mountain biking. Poplar Lane at the south end of the property can access this area. Possibility of expansion of trails to the south in the Marathon County landfill where there are significant wooded areas of similar terrain. Location of trails at the Ice Age Trail Area would provide a riding opportunity with less travel time for residents living on the east side of the metro area.

Drawbacks: Mountain biking has been confirmed by the DNR as a possible activity on this land but not until a master plan for the property has been developed. This land lies at the outer edge to be considered an IMBA Ride Center facility so its proximity to Wausau is not ideal. Limited services for visitors, Town of Hatley is closest where food/drink/fuel can be located.

Trail Type: Cross-country trails with potential for flow trail sections. Backcountry riding over unique terrain.

Wausau School Forest

The Wausau School District owns and operates the School Forest located adjacent to Nine Mile County Forest to the southwest. The forest is over 400 acres of pine and hardwoods bordering the west bank of the Wisconsin River. The School Forest is also home to cabins, wildlife museum, obstacle course and rappelling tower.

Benefits: Large tract of mature forest that is publicly owned. Close proximity to existing mountain bike facilities and provide for a portion of a connector trail from Rib Mountain/Rothschild to Nine Mile. There already are existing nature trails on a portion of the property but the west side is relatively undeveloped with some little utilized double track trail. A snowmobile trail also runs through the west end of the property (south to north). Teaming with the school district could help spur a school based mountain bike program.

Drawbacks: Area available for trails would not likely be the entire forest and much of the property is flat. The east side of the property has a lot of low lying flood plain along the Wisconsin River that could make trail building difficult.

Trail Type: Gateway trail in much of the west side pine forested area and north of highway KK. Connector trail to link Rib Mountain/Rothschild to Nine Mile Recreation Area.

TRAIL DESCRIPTIONS – URBAN BIKE PARK

Gaska Park

Located at the intersection of Volkman St and Military Road in the Village of Rothschild, Gaska Park is a 48-acre park that is mostly wooded. It has approximately 1 mile of wide hiking trail, baseball field, volleyball court, playground area, shelter and paved walking/bike paths. Located adjacent to the northeast is undeveloped, bank-owned, property totaling 29 acres. Adjacent to the southeast is 9 acres of Village owned property a 3-acre, bank-owned parcel, and further east is another 27 acres of Village owned land. The eastern most Village land is used as a composting site and approximately half of the property is wooded.

If the bank owned property could be purchased a bike park totaling over 100 acres can be created offering over 4 miles of Gateway Trail as well as bike park features (pump track, dirt jump). Additional paved walking/biking pathway could also be extended through the additional land. Gaska Park also has good elevation change allowing for some Gateway Flow trail.

Benefits: Good sized park with existing recreational activities. Bike paths offer a ride-to-from-home park for mountain biking. If adjacent lands could be added this park would offer excellent Gateway trails and bike park features all with easy access in an urban area.

Drawbacks: Adding land will be costly and add time to the project. If land cannot be added it diminishes the project substantially.

Trail Type: Gateway Trails with parallel advanced features to encourage progression in skill level. Also a bike park with pump track, dirt jump, tot track for young kids (tricycles, strider/kick bikes) and other features are possible.

Holtz-Krause Landfill Sports Complex

A capped off landfill located just south of downtown Wausau and on the north side of Schofield. There is currently a plan being developed to build a soccer field complex on top of the old landfill. There may be space for a small bike park next to the soccer fields. Town of Wausau also owns some property just south of the landfill which could be utilized also.

Benefits: Another good location in an urban area already being developed with recreation in mind. Adjacent land to the south may allow for additional trails.

Drawbacks: Space not utilized by the soccer fields may be small for bike park features. Adjacent land lies near floodplain of the Eau Claire River and may not be suitable for trails. Currently there are no bike/pedestrian accommodations leading to the sports complex.

Trail Type: Pump track and other technical features. Possibility of some Gateway Trail

Marathon Park

Located just west of downtown Wausau, Marathon Park has a large fair ground, playgrounds, walking trails and campgrounds. The 78 acre park is covered in towering pines and the southwest corner of the park is mostly undeveloped excluding some paved walkways. This area is large enough to contain a small bike park.

Benefits: Good location not far from downtown Wausau and many residential areas. Park already has many paved walking and biking paths. Undeveloped area is canopied by towering pines and lies just south of the campgrounds.

Drawbacks: Not a large area, which will limit the size and number of off-road facilities that could be built.

Trail Type: Pump track and skills areas and kids track. Small cross-country loop may be possible.

Riverfront Re-development

The City of Wausau recently purchased close to 17 acres of former industrial land along the east side of the Wisconsin River near downtown. The city is currently in the process of developing a plan to revitalize the riverfront to offer recreation opportunities and business growth.

Benefits: The city of Wausau has been very active in cleaning up and revitalizing the Wisconsin River frontage located near downtown. There have been numerous paved biking/walking paths added and more are intended for this section of land and recreational activities will likely be given great consideration.

Drawbacks: The land available is not of significant size and there will likely be planned business development in some of that area further limiting space available for mountain bike facilities.

Trail Type: Pump track, kids track and possibly other technical features.

Sylvan Hill

Wausau City Park, home to a tubing hill, XC ski and snowshoe in the winter months, offers sizeable elevation change on the mostly wooded property. Summer recreation here is limited mostly to playground use and hiking, walking (dog walking).

Benefits: Good sized park at 70 acres, with significant elevation change. Already developed recreation for the winter months, the land is somewhat underutilized in the summer months.

Drawbacks: Previous attempts were made at gaining mountain bike access to Sylvan Hill and were met with resistance. Wet grounds were given as a reason to not allow mountain bike trails

Trail Type: Urban Gateway and Flow Trail

Trail Descriptions – Connector Trails

Rib Mountain to Nine Mile Recreation Area

A link between Rib Mountain State Park & Granite Peak Ski Area to Nine Mile Recreation area is possible through trail along the southern border of Rib Mountain State Park and easements on private property and access through Town of Wausau property just north of Nine Mile. This link will also serve as an off road corridor from the southwest edge of the residential portion of the Town of Rib Mountain.

Benefits: Connector trail will allow for expanded riding opportunities by allowing mountain bikers to access multiple trail clusters all by bicycle. The connector trail will also allow for residents to ride to mountain bike facilities at Rib Mountain and Nine Mile without having to drive to the trail head.

Drawbacks: Mountain bike access will have to be granted for Rib Mountain State Park and numerous easements granted for crossing private lands. A wetland area on the north side of Nine Mile will have to be crossed to make the connection possible.

Trail Type: XC trail for all ability levels and/or multi-use trail for hiking/biking

Rothschild to Nine Mile Recreation Area

A link from Rothschild, on the south side of the metro area, to Nine Mile Recreation Area is possible by existing facilities, private and public lands. Existing paved bicycle/pedestrian trail in Rothschild provide access across the Wisconsin River and would allow for an off-road connector to start along the west side of the river following Marathon County land. Easements across private lands as well as access through Rib Mountain Metro Sewage district property, Wausau Paper Corp property and Wausau School Forest property will complete the link into the south side of Nine Mile.

Benefits: Connection to Nine Mile from the south side of the Wausau metro area will make use of existing bicycle/pedestrian infrastructure. Private land crossings are limited in number and some may be avoided if access to DOT easements along I-39 can be used. A good portion of the trail will be scenic following along the banks of the Wisconsin River.

Drawbacks: Even with limited private land crossings, easements will be costly and add time. Wetlands may exist in land along the river may prove difficult to build trail through.

Trail Type: trail for all ability levels and/or multi-use trail for hiking/biking

TRAIL COST AND SUSTAINABILITY

COST

There's more to building a trail than moving rocks and dirt. Trails are usually part of larger systems that are the result of careful and diligent planning and collaboration. Designing and building the trail systems will be done by professional contractors who are experienced and knowledgeable in building sustainable trails.



Cost to build trail systems is very site dependent. Terrain and soil type and play a key factor in the estimation process. Dollar amounts can be anywhere from \$5000 per mile up to \$40,000 per mile.

Moneys to develop these systems can come from local governments, local, state and federal grants and most importantly, fund raising initiated by CWOCC and IMBA.

SUSTAINABILITY

Properly built trails, often professionally designed and built, will be able to sustain a large volume of bike traffic with minimal maintenance. However, it is inevitable that the trails will have to be maintained. From brushing back undergrowth, to fallen tree removal, trail repair and modification of problematic areas. Trained crews of volunteers from CWOCC and IMBA will play a major roll in keeping the trails in top shape.

Some park systems implement a trail user fee that can help offset maintenance costs. Trail fees are usually a daily pass or annual pass that allows riders to enjoy the facilities. For example, Nine Mile County Forest's trail fees are \$4 for daily and \$25 for annual.

It will be up to the land managers to decide if they want to initiate a revenue stream that will help keep the trails maintained.



APPENDIX



NEW SIGNAGE FOR NINE MILE AND BIG EAU PLEINE COUNTY PARK

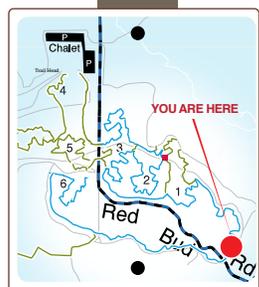
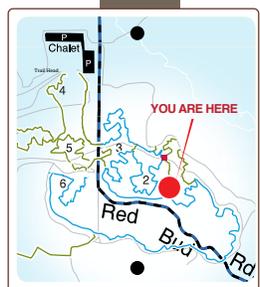
EASY



MODERATE



EXPERT



CWOCC is proposing specially designed signage.

Each sign will contain:

- Skill level
- The name of the trail
- QR code (The QR code is a matrix barcode (or two-dimensional code), readable by QR scanners used with smartphones. Once scanned, the rider will be taken to the trail listing on the CWOCC website which will have a small description and photos of the trail.)
- Trail sponsor
- Small map of the trail section.

Each sign can be printed directly to a light and very durable pvc substrate and mounted to a wood or plastic post.

We will also have a larger kiosks containing a large map and loops sign with skill levels at every major intersection

The new signage will work in conjunction with a newly designed CWOCC website and brochure containing trail information and an easy to read map. All items will work together to make cohesive and user friendly reference materials.

Our goal is to help tourists and new riders to the area find their way easily and effectively at Nine Mile.

PROPOSED TRAIL SYSTEM LOCATIONS



Mountain Bike Connector
Utilize public land, private easements, gravel/paved road.

State Mountain Bay Trail



Burma Road-County Forestry Unit



- 1 **Nine Mile County Forest.**
Existing trail system w/ 12 miles of single track and 20+ miles of double track. Single track is hand built technical riding.
- 2 **Granite Peak ski lease land**
Beginner to Expert gravity based flow trail. Lift or Shuttle served possible. Potential for free ride park
- 3 **Rib Mtn State Park**
XC mountain bike & flow trail (quarry area) around perimeter of State Park. Connected to lift served trails on ski hill and connector to Nine Mile County Forest trails.
- 4 **Urban bike park**
Hwy 29/1-39 interchange. Pump track, dirt jump other technical features. Connects to Liberty Park (Town of Rib Mtn).
- 5 **Urban bike park**
southwest corner of Marathon Park. Pump track other technical features
- 6 **Sylvan Hill County Park.**
Urban gravity based flow trails.
- 7 **Mathy Construction Land (Village of Brokaw).**
Beginner to expert flow based trail as well as hand built technical trail. Backcountry experience with scenic views of Wisconsin River valley

- 8 **Marathon County - Wisconsin River Forest Unit.**
Undeveloped with potential mountain bike and river recreational activities
- 9 **WI-DNR owned Ice Age Trail Area (Ringle/Hatley).**
XC type trails with some flow sections possible. Back country riding.
- 10 **Marathon County Ringle Land Fill.**
XC trails on surrounding wooded buffer area.
- 11 **Gaska Park (Village of Rothschild).**
Beginner level cross country (XC) oriented urban trail with parallel advanced features. Potential for pump track and other bike park features on adjacent property (northeast)
- 12 **Wausau School Forest.**
Beginner trail for school/public use. Connector from Rothschild/Rib Mtn to Nine Mile
- 13 **Big Eau Pleine County Park.**
Current CWOCC trail project. 8 miles of handbuilt technical trail. Planned 12-15 miles of single track.

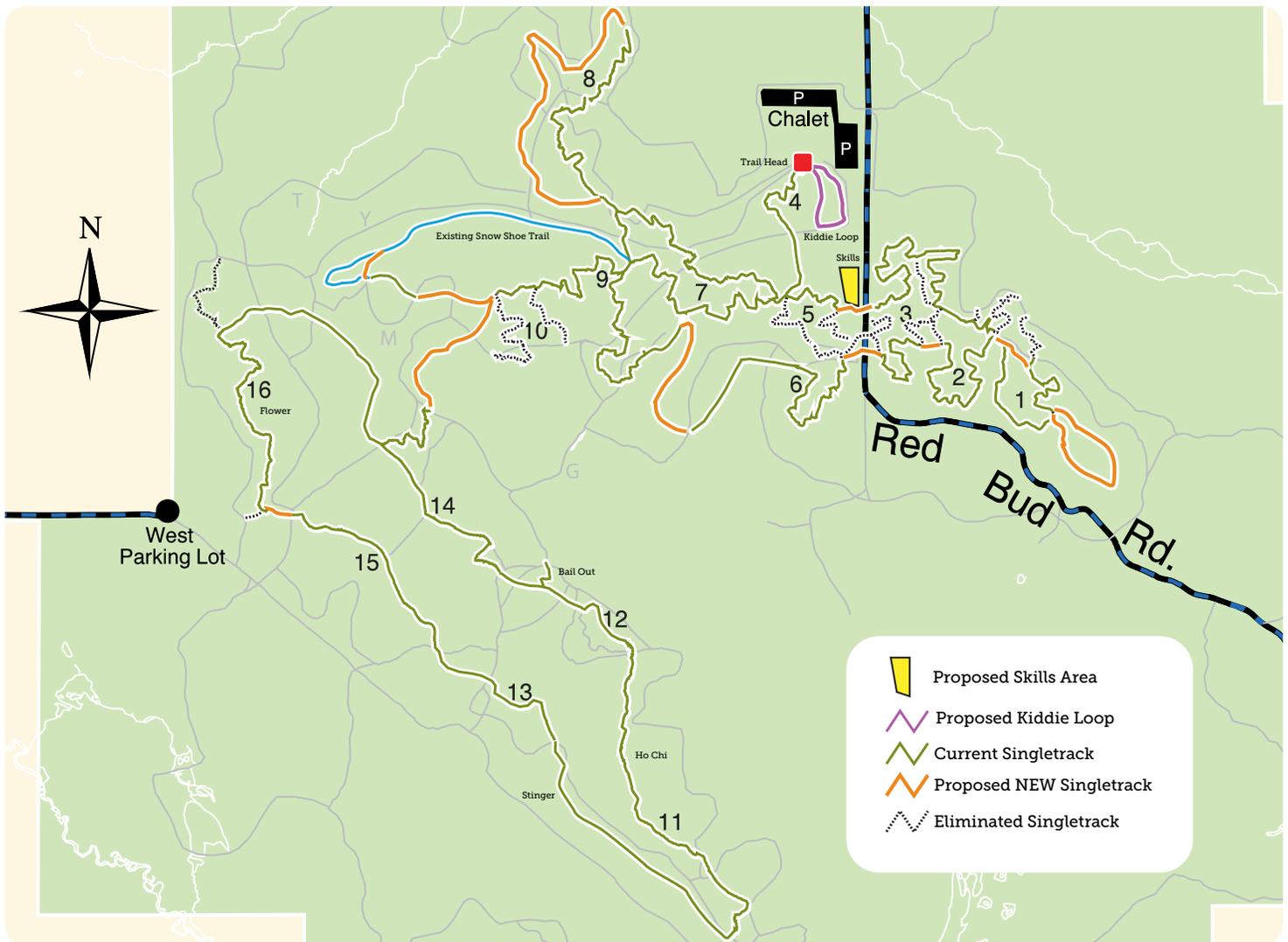
NINE MILE LOOP SYSTEM PROPOSAL

Proposal Summary:

- Reroute the trails to keep riders off all X-country ski trails.
- To always build sustainable singletrack
- Create a loop design with distinct intersections that will help riders find their routes with ease and confidence.
- Keeps trails maintained for riders
- Develop signage to guide riders
- Create easy to read maps and other information materials to help riders

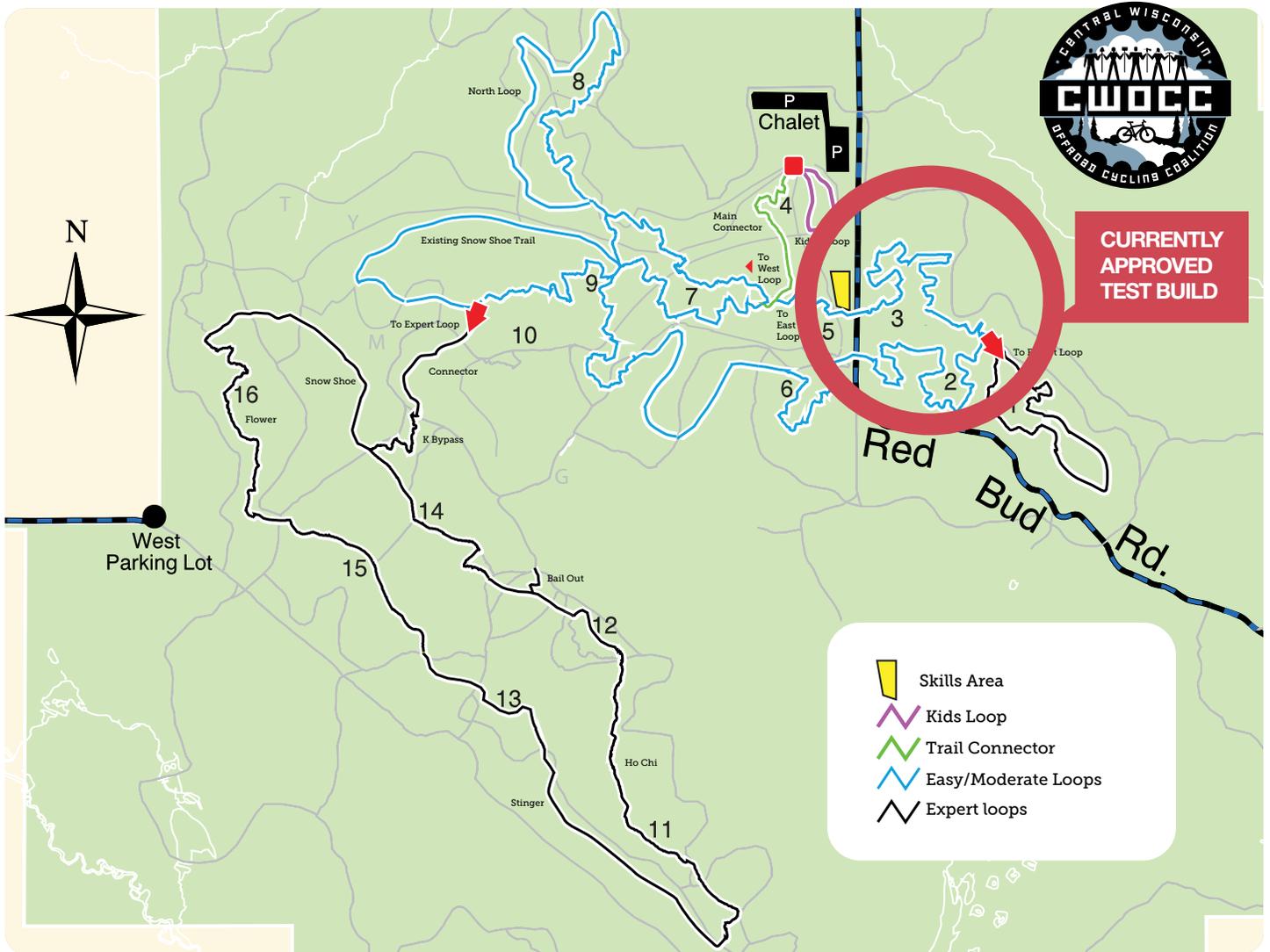


PROPOSED SINGLETRACK ADDITIONS AND ELIMINATIONS





COMPLETED LOOP SYSTEM





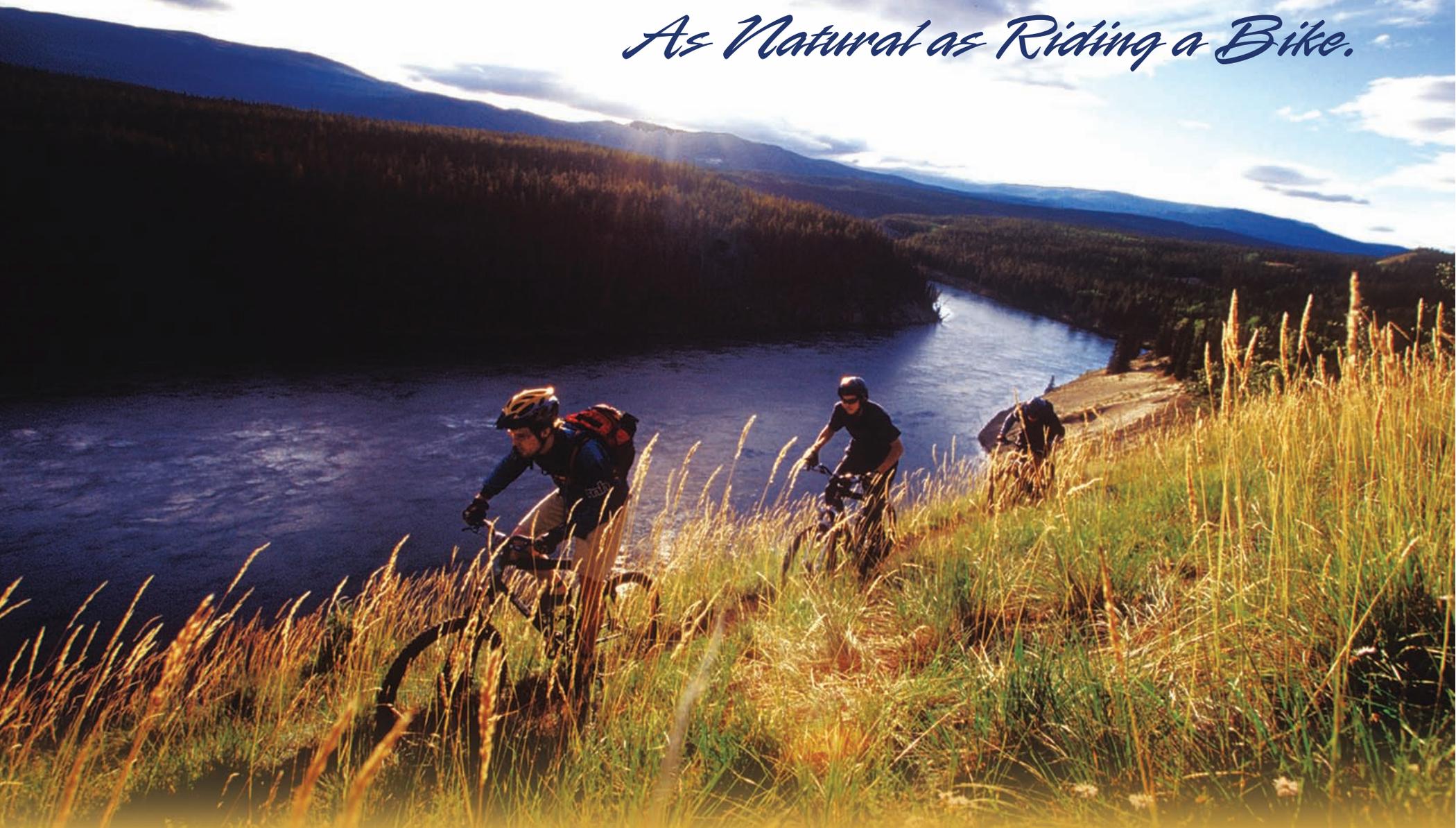
a chapter of



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

OUTDOOR FREEDOM

As Natural as Riding a Bike.



THE ECONOMICS & BENEFITS OF

Mountain Biking...

DO YOU KNOW HOW TO RIDE A *Bike*?

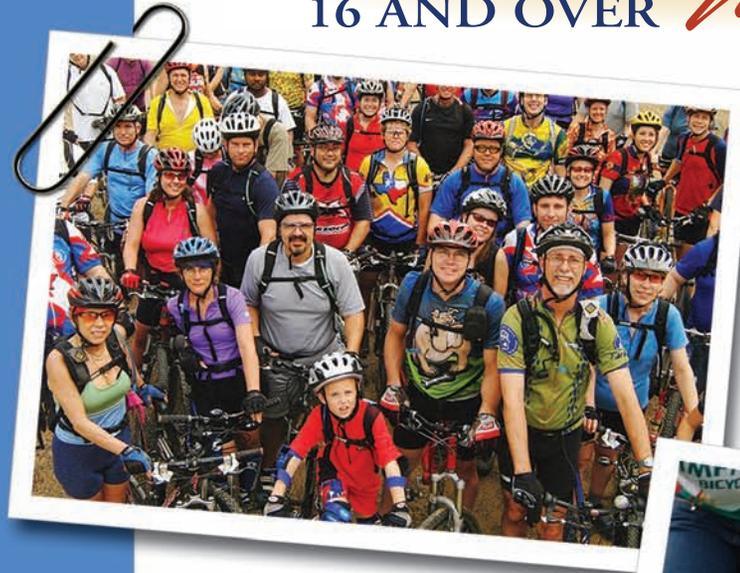
Be inspired...

Mountain biking is a fun, healthy, environmentally friendly way to experience our natural world while challenging the body and mind.

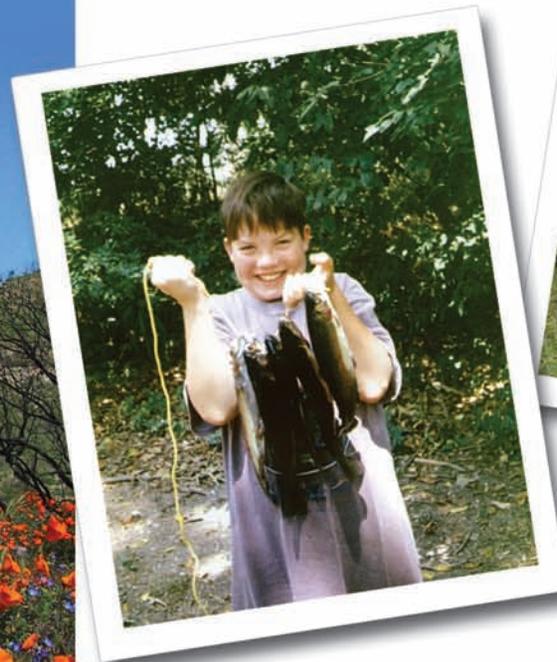
All natural...

Riding on natural surfaces is the unifying element for all 6 types of mountain biking.

MORE THAN *1 in 5* AMERICANS
16 AND OVER *Mountain Bike.*



- ☀ By number of outings, **biking** is the favorite outdoor activity of American kids age 6-17. (Outdoor Industry Foundation)



- ☀ Like fishing and camping, cycling is an activity that **strongly affects a kid's decision** to become active in outdoor recreation.



50 MILLION AMERICANS age 16 and over enjoy the freedom of riding a mountain bike.



50 MILLION... that's more than **5 times** the total number of Americans employed as physicians, surgeons, registered nurses, teachers, lawyers and legislators combined!



There are **more mountain bikers** than golfers in America. In fact, there are **1 1/2 times more** – **50 million bikers** to 29 million golfers.

29 Million

according to NGF (2006)

Bikers

OVER BIRDERS

The same number of people (16+) mountain bike as watch or feed birds.

50 Million

(2004)

NEIGHBORS TO THE North



America has **50 million** mountain bikers - more than **1 1/3 times** the total population of Canada.

32.8 Million

(2006)

RECOGNIZE THEIR Vote!

The voting strength of mountain bikers is more than **1 1/3 times** the voting strength of Americans 65 and over.

36.7 Million

(2005)



Mountain Biking PUMPS

\$26 Billion INTO THE AMERICAN ECONOMY

IN DIRECT EXPENDITURES ALONE, BENEFITING RETAIL SALES, SERVICES AND TOURISM-RELATED INDUSTRIES LOCALLY, REGIONALLY AND NATIONALLY.

Trails VS SPACE TRAVEL

\$26 billion is more than 1 1/2 times the actual total discretionary budget authority for NASA.

\$16.1 Billion

(2005)



INVESTING IN MOUNTAIN BIKE TRAILS HAS A **DIRECT ECONOMIC IMPACT** ON LOCAL & NEIGHBORING COMMUNITIES

- The Great Allegheny Passage in Pennsylvania - **\$14 million** annual revenue while half finished
- The Mineral Belt Trail in Colorado - **19% increase in sales tax revenues**
- Mineral Wells to Weatherford Rail-Trail near Dallas, Texas - annual revenue of **\$2 million**



- ☀ Bike trails in the Moab, Utah area produce a consumer surplus value of between **\$197** and **\$205** per trip, and the annual value of the trails is between **\$8.4** and **\$8.7 million**.
- ☀ Visits to National Forest Service lands primarily for mountain biking generated **\$205 million** in 2005, 3/4 of that year's National Forest Service budget for Forest and Rangeland Research.

Mountain Biking... Spinning the Wheel of Tourism

- Sport/adventure tourism is the fastest growing sector in the tourism industry. About half of American adults have taken an adventure travel vacation in the past 5 years.
- Mountain biking is one of the top ranked adventure activities.
- Hundreds of local, state and national downhill, cross country and endurance events attract thousands of participants and spectators. By providing excellent facilities, small centers nation wide can establish themselves as mountain bike destinations, expanding their local economies.



HOW MUCH IS \$26 BILLION?



Conservation & Sustainable Use

Mountain bikers are dedicated conservationists who volunteer their time, labor and money to protect the natural and cultural resources where they ride.

When building new routes or maintaining existing trails, ongoing efforts to minimize environmental impacts and preserve open space are central themes. Examples include adopting trail designs which eliminate soil erosion, avoid sensitive habitat and archeological areas and protect streams and wetlands.

As responsible recreational users of public lands, mountain bikers partner with professional land managers nationwide to locate trails in approved areas where potential conflicts with other users are minimized. Research shows that when trails are properly planned and designed, mountain bikes have no more impact on the natural environment than hiking, and far less than many other recreational uses.

Successful examples of environmentally sustainable mountain bike trails that are safe, fun to ride and shared with other trail users exist in every area of the country, thanks to conservation minded volunteers.

An International Mountain Bicycling Association (IMBA) member survey showed that their network provided more than 750,000 hours of volunteer stewardship in the U.S. annually, valued at over \$13 million.



SPEAK



BUILD



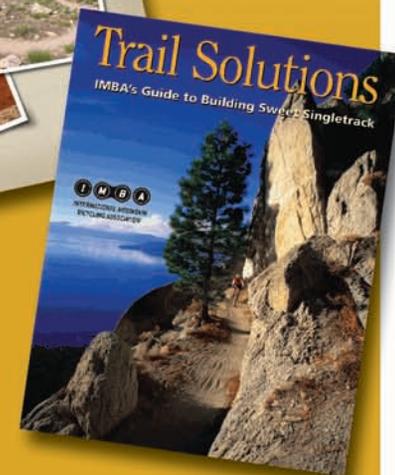
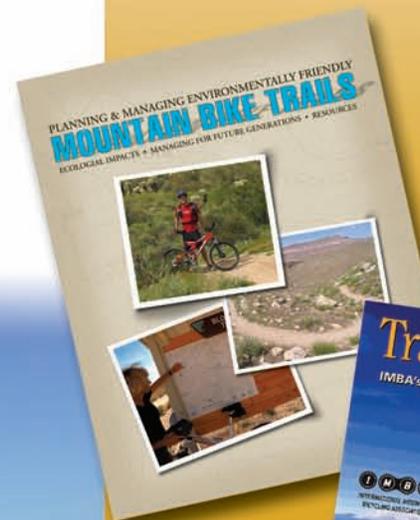
RESPECT



RIDE

IMBA'S 10 RESPONSIBLE RIDING TIPS

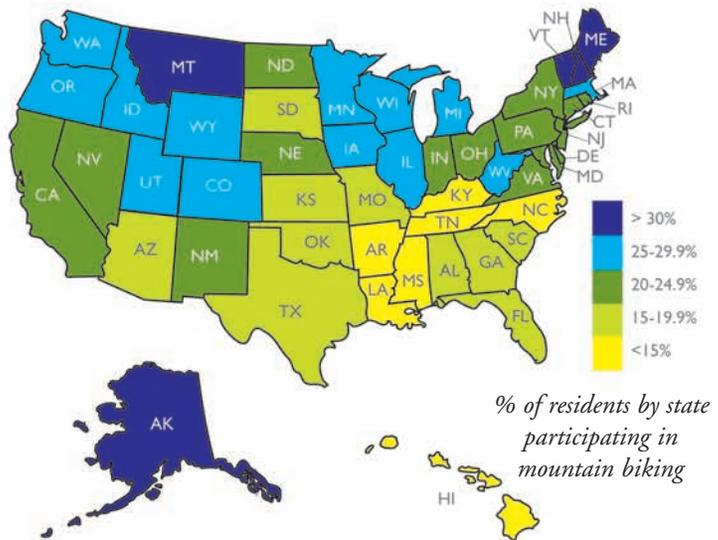
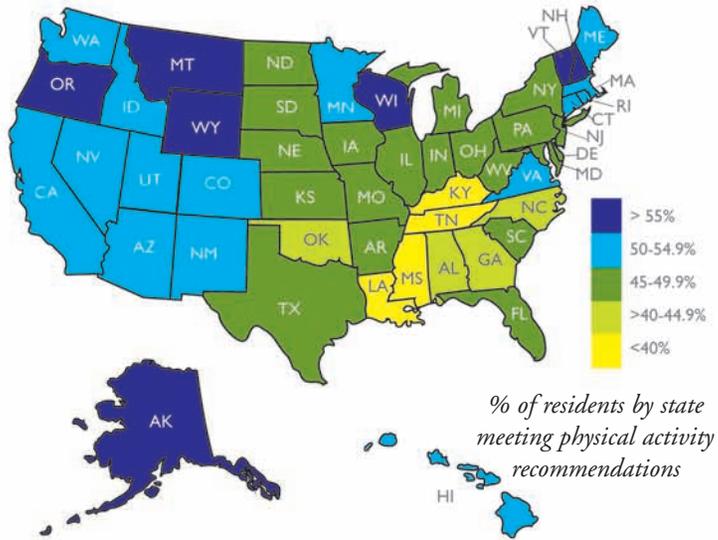
1. Be Prepared
2. Don't Ride on Closed Trails
3. Say No to Mud
4. Respect the Trail, Wildlife and Environment
5. Stay on the Trail
6. Ride Slowly on Crowded Trails
7. Pass With Courtesy and Care
8. Share the Trail With Other Trail Users
9. Don't Do Unauthorized Trail Work
10. Get Involved



Naturally Healthy...

MOUNTAIN BIKING IS PART OF THE MIX OF ACTIVITIES THAT CAN HELP KEEP PEOPLE HEALTHY.

States with high percentages of mountain bikers generally have high percentages of residents who are physically active.



DID YOU KNOW...

- Cardiovascular disease affects **70 million** adults in the U.S. and costs the economy over **\$400 billion** each year...and it's growing.
- **Over 30%** of American adults are obese to the point it may pose a serious health risk.
- Physical activity is one of public health's "best buys." It can cut in **half** the risk of developing coronary heart disease, and cut the risk of developing hypertension by almost a **third**. What type of activity does WHO (World Health Organization) recommend? **Walking and cycling!**
- The Center for Disease Control and Prevention estimates that increasing regular moderate physical activity among the more than **88 million** inactive Americans over age 15 might reduce the annual national direct medical costs by as much as **\$76.6 billion dollars**.
- One recent cost-benefit analysis concluded that every **\$1 investment** in trails led to almost **\$3 in direct medical benefit**.



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

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SHIMANO®

Shimano American Corporation
E-Mail: pmorlock@shimano.com



Only 7 states in the U.S. (OR, MT, WY, WI, AK, VT & NH) have over 55% of people meeting physical activity recommendations, according to the Centers for Disease Control and Prevention.

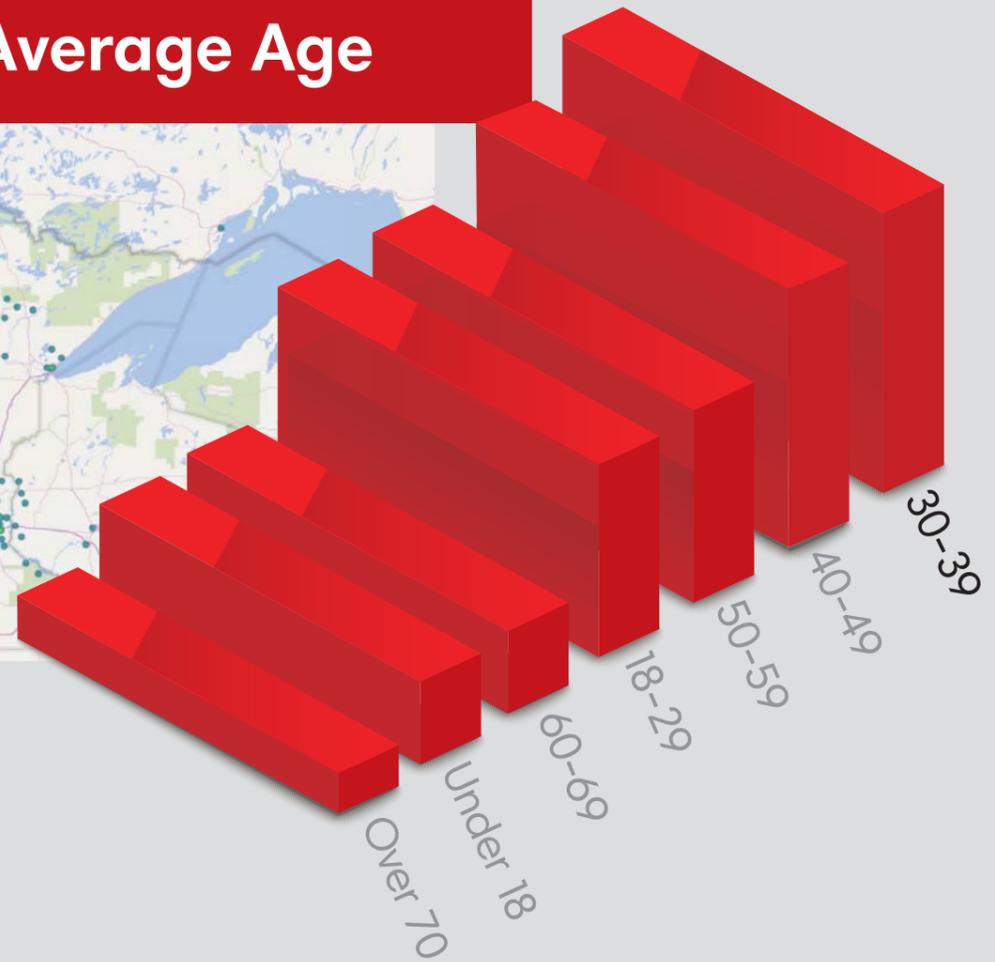
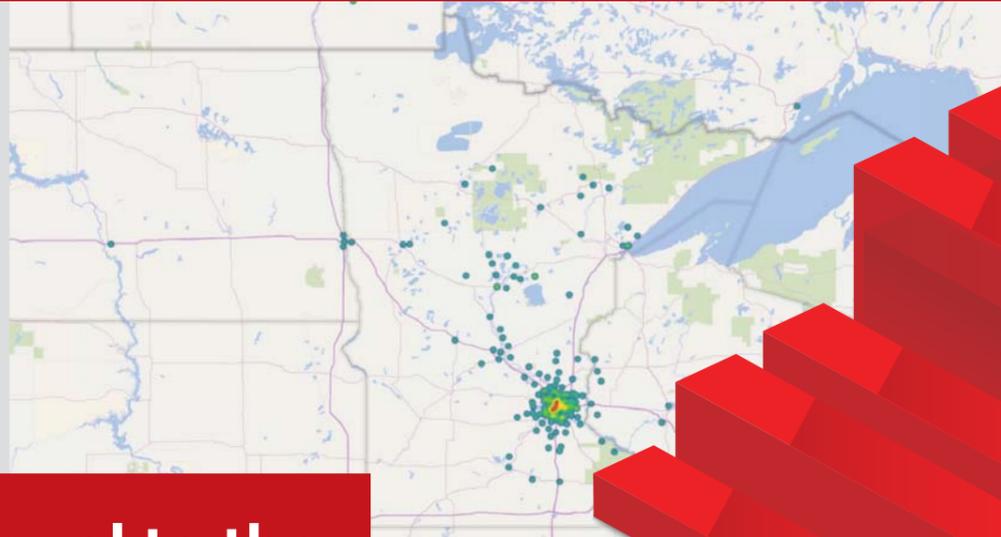


CUYUNA LAKES MOUNTAIN BIKE CREW

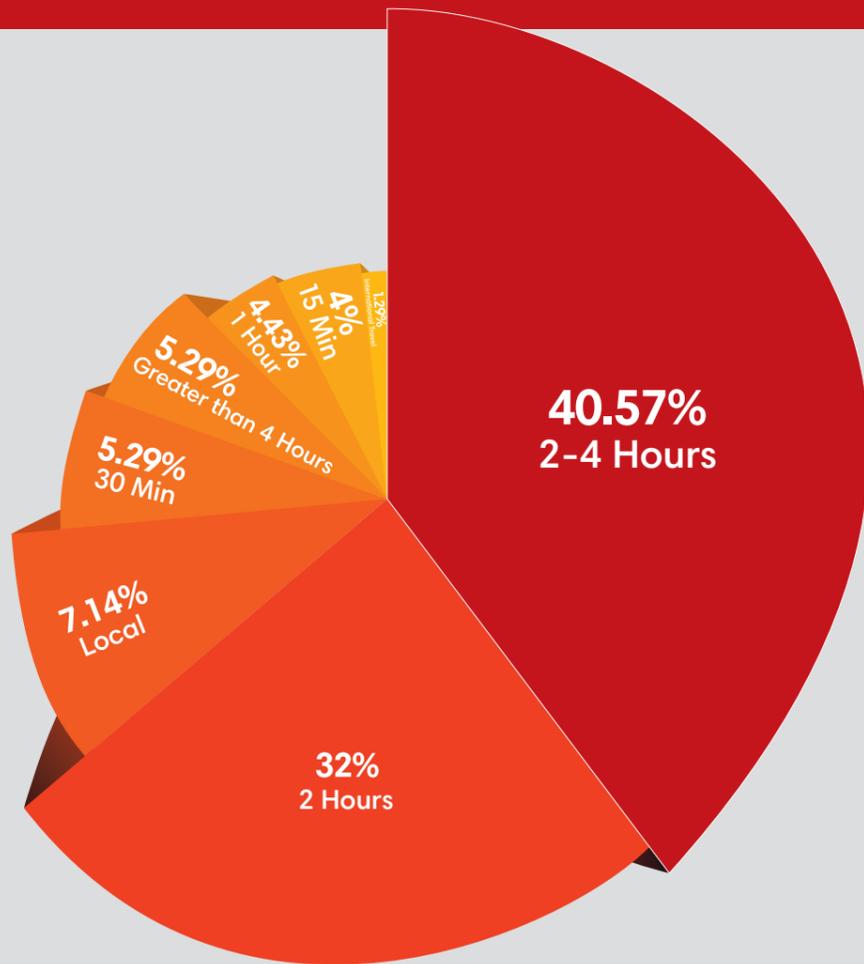


INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

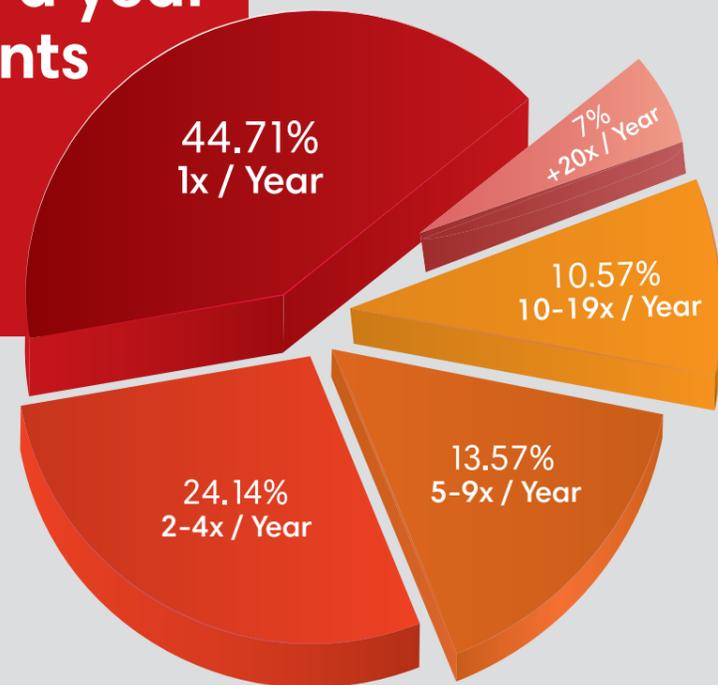
Survey Respondents Location and Average Age



How far do the respondents travel to the Cuyuna Lakes Mountain Bike Trails?

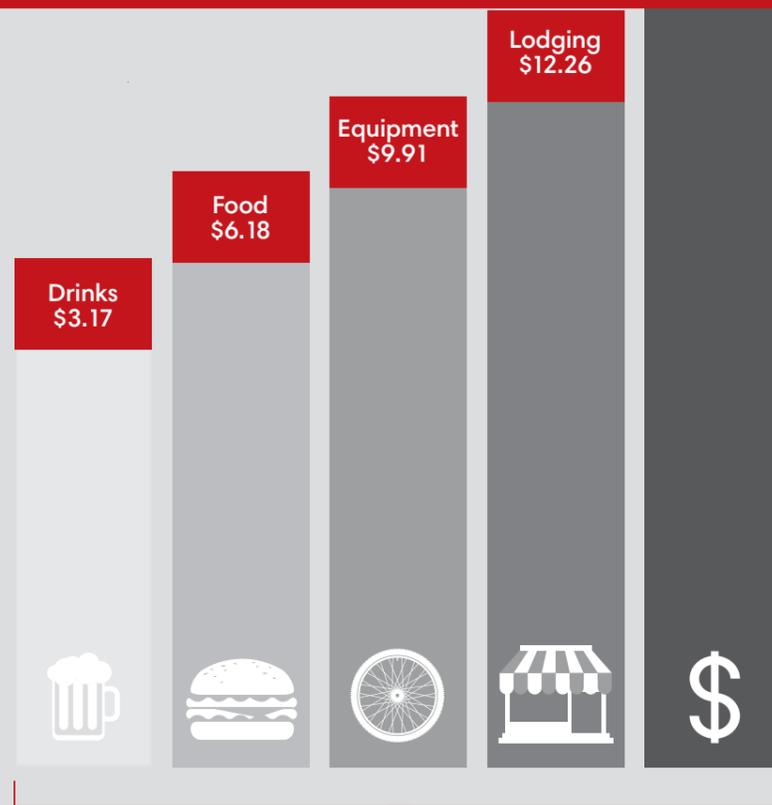


How many times a year do the respondents visit the Cuyuna Lakes Mountain Bike Trails?



How much money do the respondents spend, on average, in the area?

*Other \$47.57



Total = \$79.09/per day

*Other includes Gas, Souvenirs, Firewood, Etc.

Where do the respondents spend that money?

Crosby/Cuyuna
Deerwood/Ironton



Mille Lacs Lake
Nisswa/Gull Lake
Brainerd/Baxter

Estimated current annual economic impact of visitors coming to the Cuyuna Lakes Mountain Bike Trails:

\$2 Million

What would IMPROVE the respondents' experience and make them spend MORE time in the area?

BETTER SIGNAGE CONNECT TO BRAINERD **BETTER PARKING**
BETTER MAPS **HEALTHY FOOD OPTIONS** **UNIQUE SHOPPING**
ADVANCED TRAILS **PAVED TRAILS** BETTER RV PARKING
BETTER CAMP SITES **LESS 2-WAY TRAILS**
KEEPING SMALL TOWN FEEL **PADDLING TOURS** CABINS NEAR TRAIL
WEEKEND PACKAGES **BUS TOURS FROM MSP** **BEGINNER TRAIL** **HOTEL/HOSTEL**
FUN BARS FAMILY ACTIVITIES BUSINESSES OPEN IN EVENING/WEEKENDS
WATER FOUNTAINS **CONCERTS** **BREW PUB**
PLAYGROUNDS IN CCSRA WINTER RIDING **BIKE WASH STATIONS**
CYCLING INFRASTRUCTURE IN TOWN
LOCAL FESTIVALS **BIKE IN/BIKE OUT** **CAMPING**
RAIL CONNECTION FROM MSP
TRAILSIDE LODGING CHOICES **LESS POISON IVY** **EQUESTRIAN TRAILS**
BIKE RENTALS HIKING TRAILS **FRIENDLIER LOCALS**
CCSRA OFFICE OPEN MORE REST AREAS

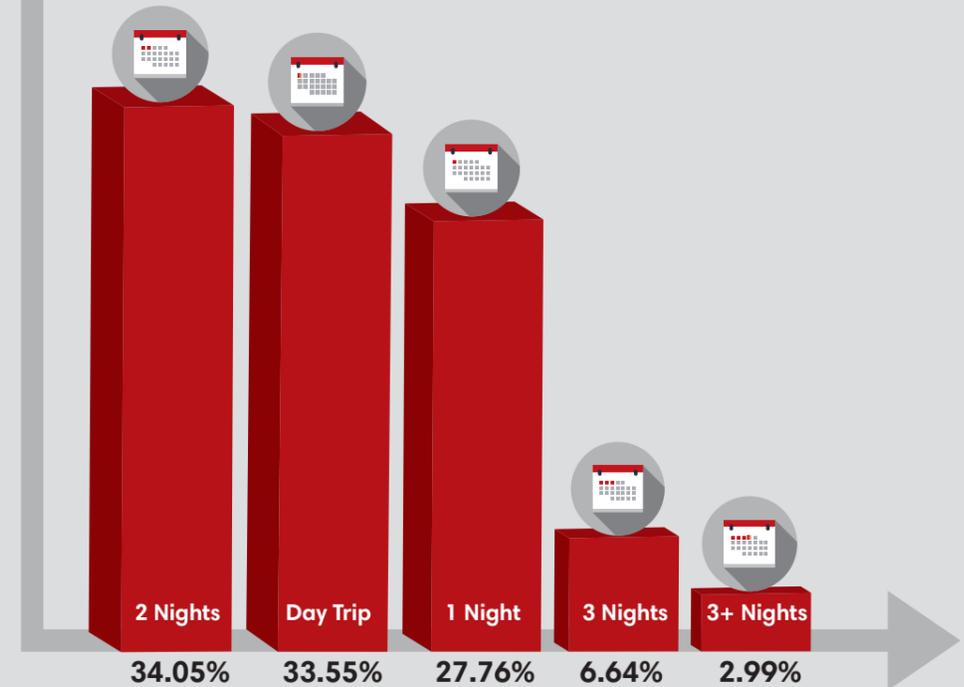
Estimated annual economic impact of visitors coming to the Cuyuna Lakes Mountain Bike Trails when Master Vision is constructed:

\$21 Million

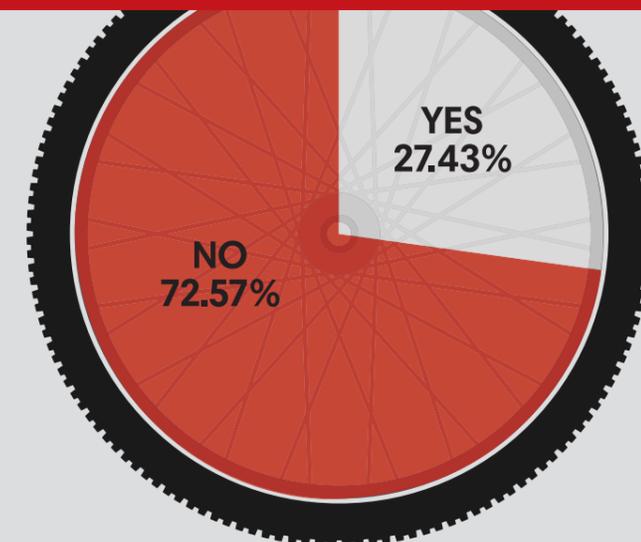
What would DETRACT the respondents' experience and make them spend LESS time in the area?



Survey Respondents Average Travel Stay Time

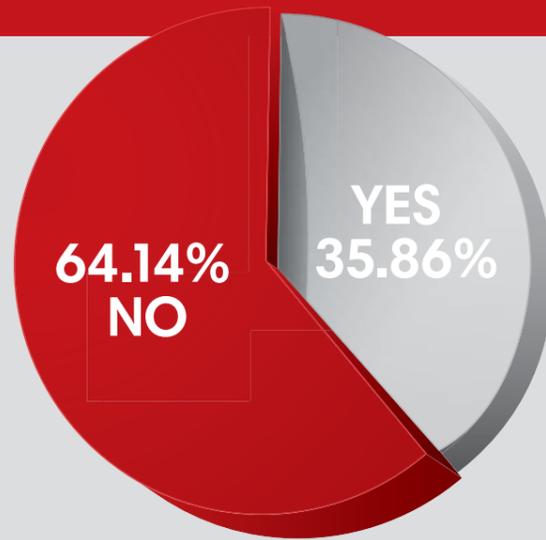


What percentage of the respondents bring their children with them to ride the Cuyuna Lakes Mountain Bike Trails?



Had the respondents visited the area before the Cuyuna Lakes Mountain Bike Trails opened?

NO - 381



YES - 213

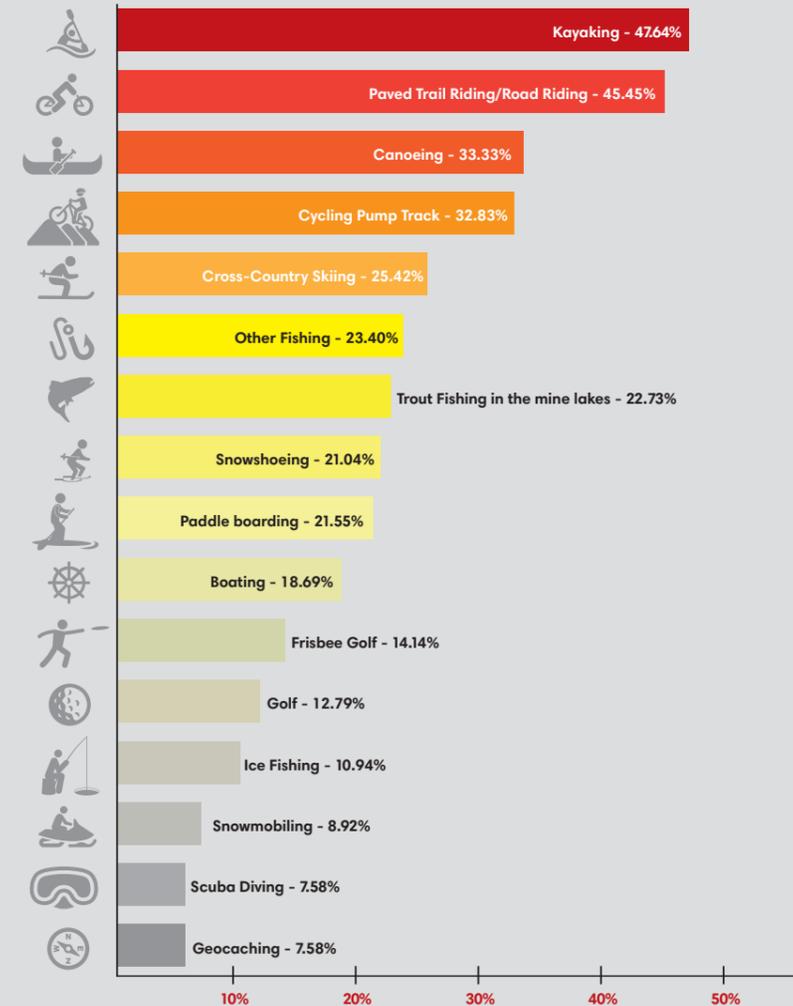


CUYUNA LAKES MOUNTAIN BIKE CREW



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

What other activities are the respondents interested in?



What infrastructure would the respondents like to see added to local communities?

IN TOWN FROM THE TRAILS
GOODS AND SERVICES
1. EASIER DIRECT BIKE ACCESS TO AVAILABLE

2. DIRECTORY INFORMATION AND SIGNAGE

3. BIKE PARKING AND STORAGE FACILITIES

4. WIFI HOTSPOTS



City of Wausau TIF Application

Please complete the following information and return it along with a \$125 fee made payable to Community Development.

DEVELOPER

Legal Entity: Elk Creek Architectural, LLC

d/b/a:

Main Office Location: 9290 County Road A, Wausau, WI 54401

Type of Business: Residential/Commercial Architectural Woodworking

Project Description: The Wausau Club is a treasured and beloved icon to the citizens of Wausau and is not merely an important piece of our history, but rather a constant and evolving reflection of our culture. The facility will be converted into a symbiotic mercantile space consisting of a destination spa, wine bar & cellar, gallery, design center, bakery & café, and special events hall.

Reason for Application Assistance: In line with the goals, objectives, and strategies of the TIF guidelines for the City of Wausau, this funding will insure the entire scope of the project funding and sources. Without this funding the project will likely hit a headwall and place in jeopardy the creation of jobs, the reuse and historical revitalization of a property that's history is an identity of this community.

PROPERTY INFORMATION

Parcel 1

Address: 309 McClellan Street, Wausau, WI 54403

Size: 0.508 Acre

Current Use: Vacant

Current Assessed Value:

Current Property Taxes: \$0

PROPOSED IMPROVEMENTS

Describe improvement details

The Wausau Club building was placed on the list of National Historic Landmarks in 1989. This will result in all work meeting the requirements for the substantial rehabilitation of historic structures as defined by the National Parks Service, division of the Department of the Interior, and the Wisconsin Historical Society. The substantial rehabilitation will upgrade or provide new utilities to service the facility and will be done according to all applicable codes and guidelines, including, but not limited to, local zoning codes, state building codes, and National Parks Service guidelines. In addition, the facility will meet life safety and handicap accessibility requirements. These improvements will not only allow for commercial use, it will regain its original charm and increase the remaining life of the property.

RETURN ON INVESTMENT ANALYSIS

Project Costs (See Sources and Use of Funds)

	Amount (\$)	Source of Funds
Purchase of Land	0	
Demolition Cost		
Site Improvements		
Purchase of Existing Facility		
Construction of New Building(s)		
Renovation of Existing Structure	1,662,000	Loans
Machinery & Equipment		
Architectural & Engineering Fees	23,000	
Legal & Other Professional Fees	36,000	
Contingency	279,000	
Working Capital		
Other (please specify)		
Total Project Costs	2,000,000	

Value of Property

- Lot Size (in acres): .508
- Improvement Square Footage: 26,824
- Commitment of \$2,000,000 of invoiced construction costs

Zoning:

- Current Zoning: Commercial/Country Club
- Proposed Zoning: Commercial

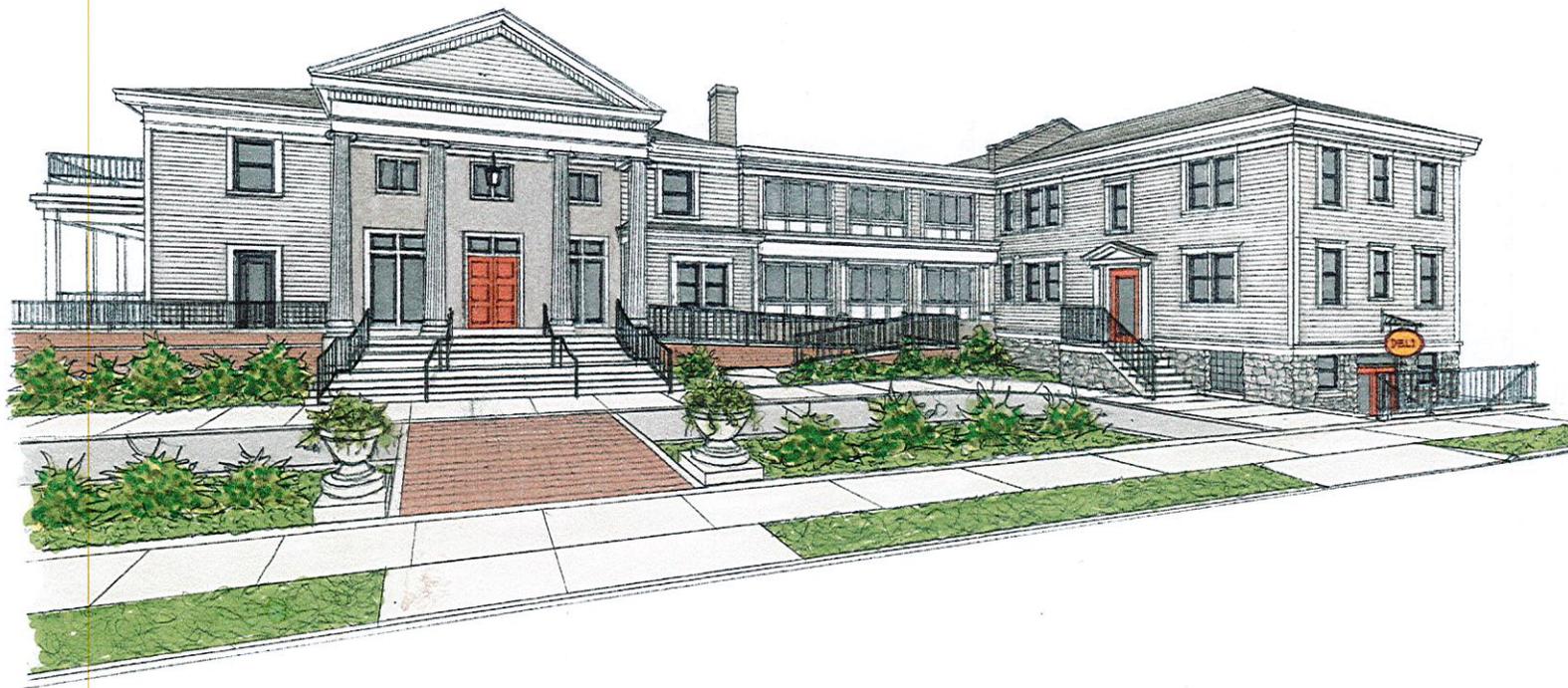
Requested City Participation/Financing

Source	Amount	Terms: Years/Interest	Contact Information
Loans:			
<i>Bank</i>	\$455,600		
<i>Hist. Tax Credits/Equity</i>	\$794,400		
<i>WEDC/CEI</i>	\$250,000		
Requested City Participation:			
<i>Loan</i>	\$500,000	1% for 10 yrs City Rate for 10 yrs	
Grant			
Other			
Total Financing	\$2,000,000		

Jobs Created

- Up to \$15,000: _____
- \$15,001-\$30,000: **30-40 Jobs**
- \$30,001-\$45,000: _____
- \$45,001-\$60,000: _____
- \$60,001 and above: _____

After

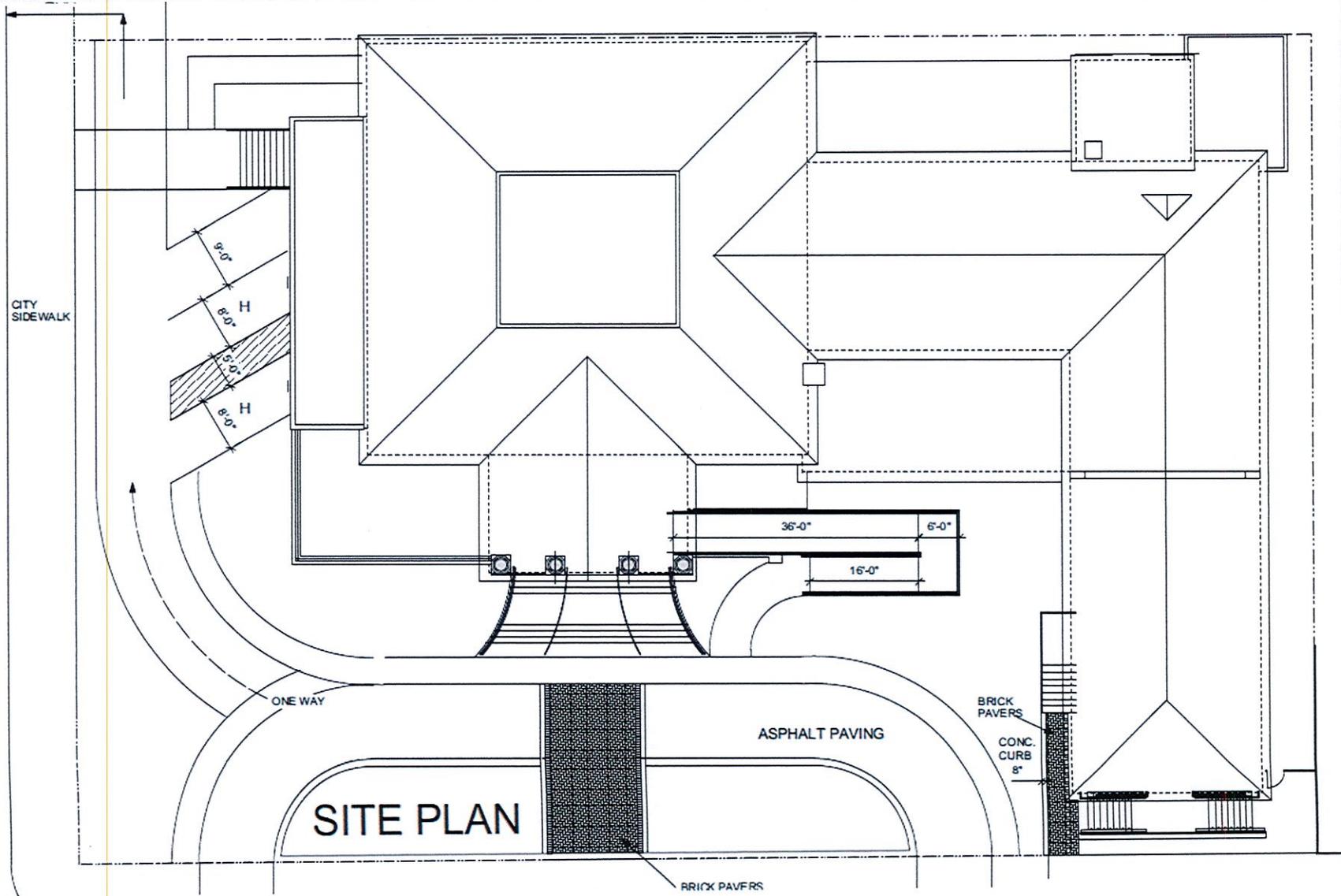


WAUSAU CLUB (w/ ELK CREEK ARCHITECTURAL + COX & ASSOC. ARCHITECTS/PLANNERS) WAUSAU, WI
OCTOBER 16, 2015 JOE LAWNICZAK



WAUSAU CLUB (w/ELK CREEK ARCH. & COX & ASSOC. ARCH./PLNRS.) WAUSAU, WI
OCTOBER 16, 2015 JOE LAWNICZAK

Site Plan



Mercantile Project Proposal



The Mercantile
A house of culture

- ❧ A destination salon & spa, wine & craft beer bar & cellar, bakery, design, and event space
- ❧ Creation of 22-32 jobs, averaging \$19,788-\$22,049 in earnings (aggregate of \$491,425-728,528 in earnings)
- ❧ Fills important leakage rates:
 - ❧ 55% for furniture and home goods
 - ❧ 42% leakage for food and beverage stores
 - ❧ 32% for health and personal care
 - ❧ 55% for sporting, hobby, book, and music stores

Other Considerations



- ❧ Lost Tax Revenue Since 2004
 - ❧ \$13,000-\$29,000 annually

- ❧ Lost Economic Value
 - ❧ 10 years sitting idle
 - ❧ \$4.9 million in wages
 - ❧ \$3.1 million in annual consumer spending
 - ❧ Potentially \$35 million + in total lost economic impact

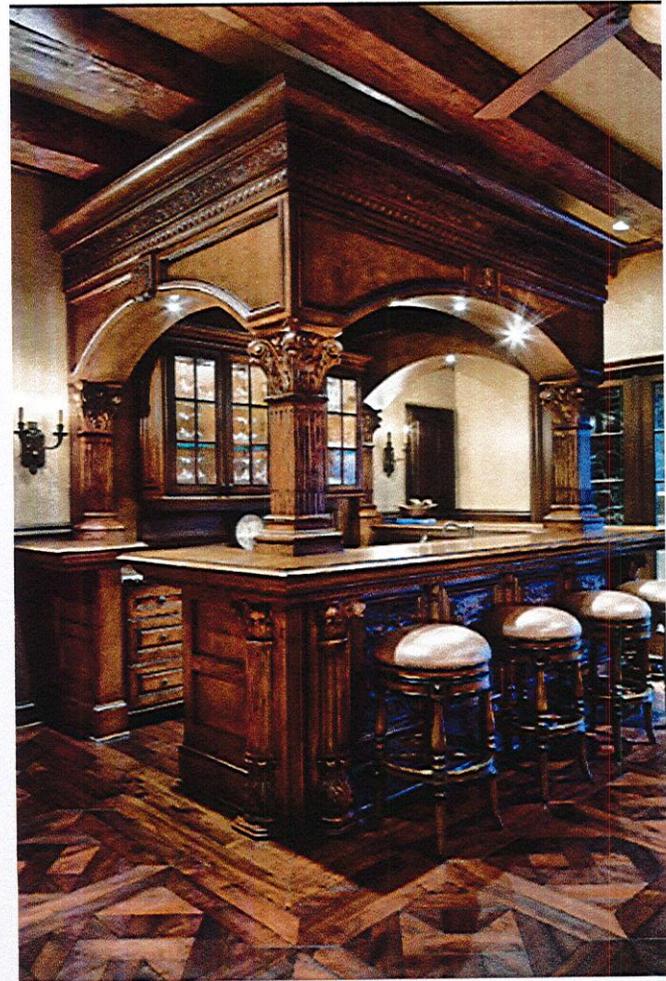
- ❧ 30 Year Future Economic Impact of the Mercantile
 - ❧ \$14.7 million in wages
 - ❧ \$870,000 in property tax revenue
 - ❧ \$186 million in potential annual average revenue \$6.2 million/yr
 - ❧ Millions more in revolving local revenue

The Mercantile Vision

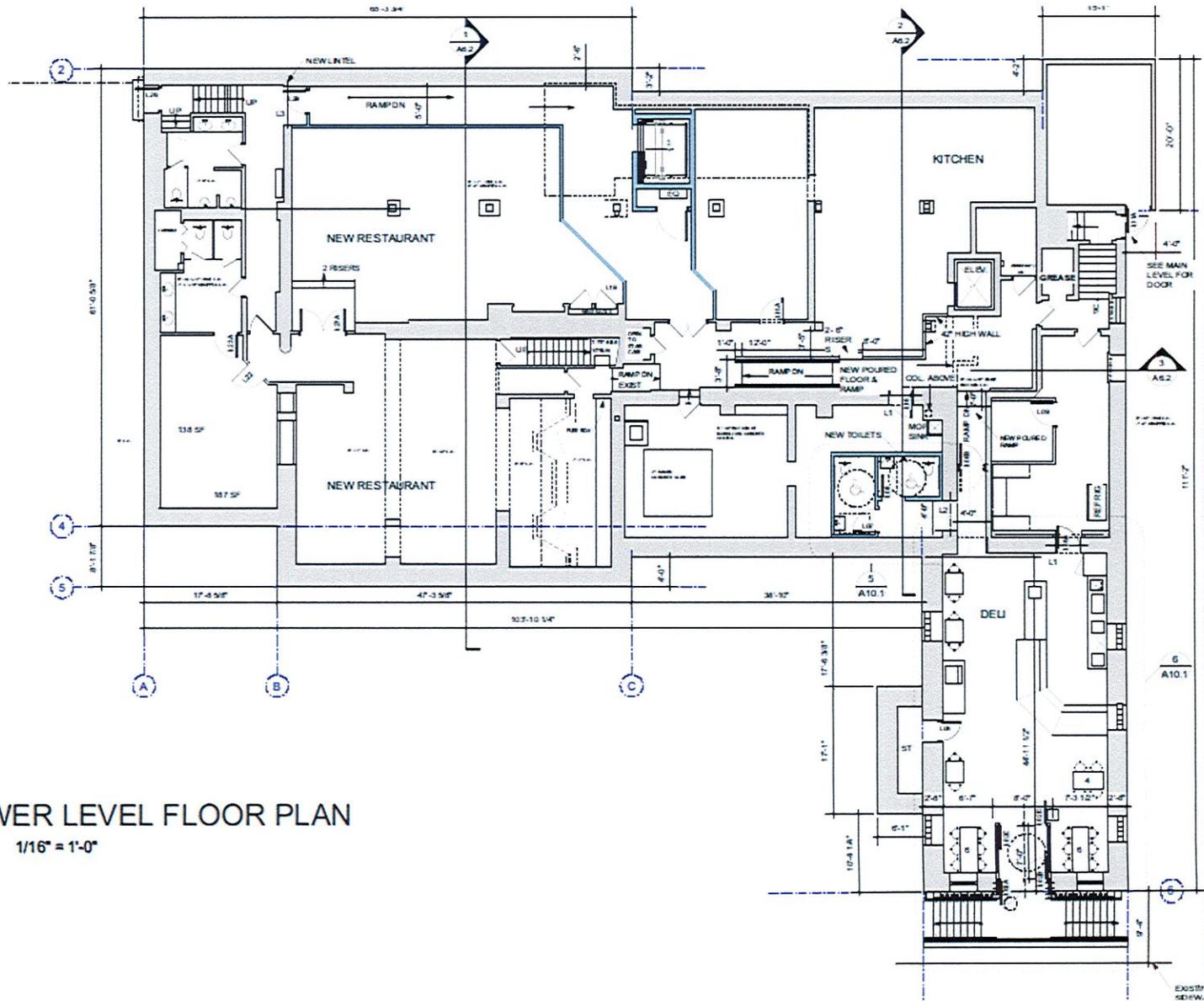
Main Level



❧ Classic sculpted wood bar



Lower Level Floor Plan



LOWER LEVEL FLOOR PLAN

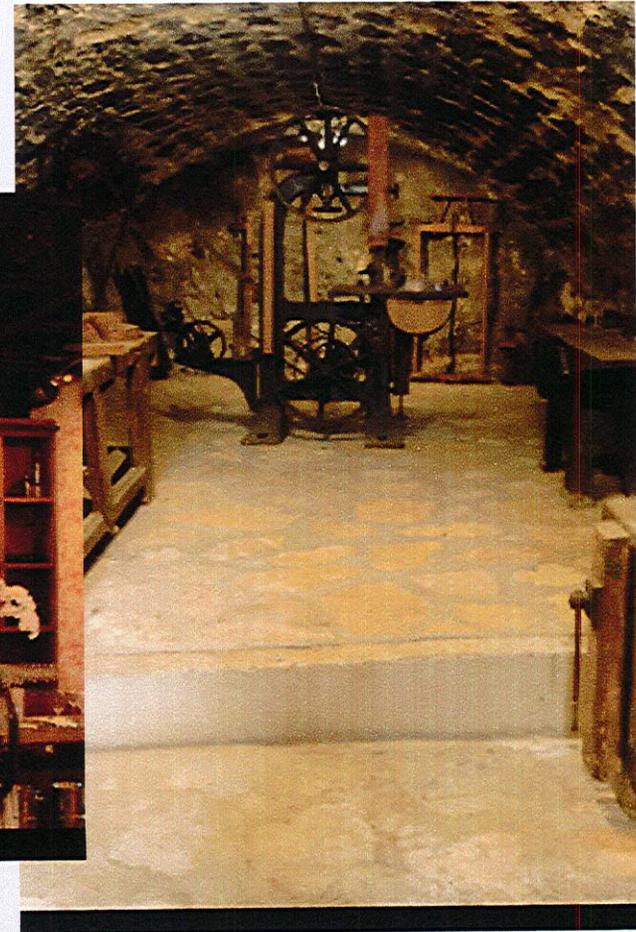
1/16" = 1'-0"

The Mercantile Vision

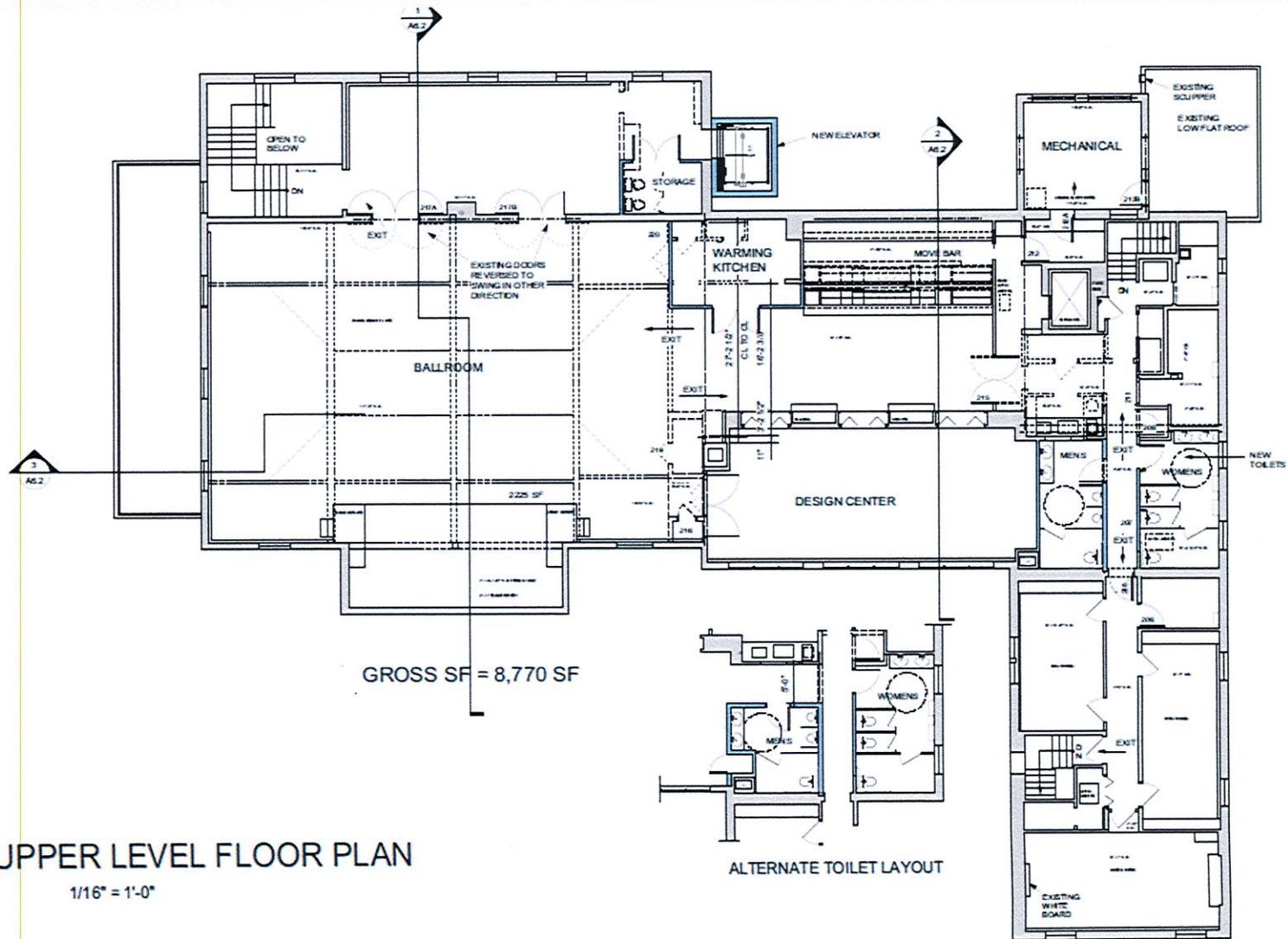
Lower Level



∞ Wine bar & cellar



Upper Level Floor Plan



UPPER LEVEL FLOOR PLAN

1/16" = 1'-0"

The Mercantile Vision

Upper Level



❧ Classic ballroom





CITY OF WAUSAU
City Clerk
407 Grant Street
Wausau, WI 54403
715-261-6622

Memo

To: Mayor Jim Tipple, Nan Giese, Anne Jacobson, Ann Werth, Chris Schock, MaryAnne Groat
From: Toni Rayala *Toni*
Date: 09/09/2015
Re: C.O. W. Action on September 8, 2015

Listed below are the motions from last night's Committee of the Whole for summary and staff directive.

Motion by Nutting, second by Nagle to direct staff to begin the amendment(s) of TIF's #3 and #5. Motion passed by a vote of 9-1.

Motion by Nagle, second by Rasmussen to direct staff to hire Foley & Lardner LLP, as basis for legal services, for the purpose of negotiating an agreement with CBL to further matters of the continuation of the Wausau Center Mall. Passed 10-0.

Motion by Oberbeck, second by Wagner to provide more information about the development agreement within two weeks (**Tuesday, September 22, 2015**) and all fiscal information related to the negotiations, such as loss of income, revenue, projections, etc. Passed 10-0.

Thank you,

Toni

Wausau Region Economic Development Strategy

Why do we need a county economic development strategy?

Simply put, if communities in the Wausau region expect to compete regionally, nationally, and globally they must work together. The city of Wausau is the area's largest community, with roughly 37,000 people. Individually, they, let alone a smaller community, are unable to compete to successfully grow the economic base. Independently, communities in the Wausau region lack the workforce size to successfully attract a new business and the services and amenities that attract and retain residents. However, the Wausau region is roughly 90,000 people. Together, the region can compete with mid-market communities growing and diversifying the economic base of the region. A strategic plan that introduces specific action items for each community, focusing on their unique strengths, ensures that the region is working together while each community strengthens their strongest economic attributes, ultimately growing the regional economy.

Marathon County currently does not have an economic development strategy. The role the county plays in the economic development process is unclear. The economic development arm, MCDEVCO, has historically managed a successful revolving loan fund to help gap finance projects in the county. While this service is absolutely necessary and an effective economic development tool, MCDEVCO no longer manages the Central Wisconsin Economic Development revolving loan fund. Without a clear and specific work plan and strategy, the municipalities within the county are unclear what the county's future role is in economic development. The lack of an economic development strategy has been identified in several joint meetings; specifically, during Marathon County's comprehensive plan update. When discussing the economic development section, leadership was unclear what role the county plays in the economic development process. A clear strategy will help leadership communicate their role and ensure that the county and communities efforts are collaborative and complimentary of each other increasing our ability to grow the metro economy.

In addition, local communities are also unaware and unsure what their roles are in the economic development process as a region. The lack of communication and the lack of a plan helping identify what each community's role is in the county plan contributes to this problem. A metro area plan with specific action items for each community will help encourage collaboration, better market the region as a whole, and allow our community's to collaborate on their economic development efforts and compete on a larger stage

What communities will be included in this strategy?

Every community in Marathon County is important and adds to the overall economy of the county. However, the initial strategy will focus on the heart of Marathon County where the highest percentage of people and jobs are located, the Wausau Region. In 2015, the Wausau region (as defined by the Metropolitan Planning Organization) had 43,168 jobs, roughly 56 percent of all the jobs in Marathon County.

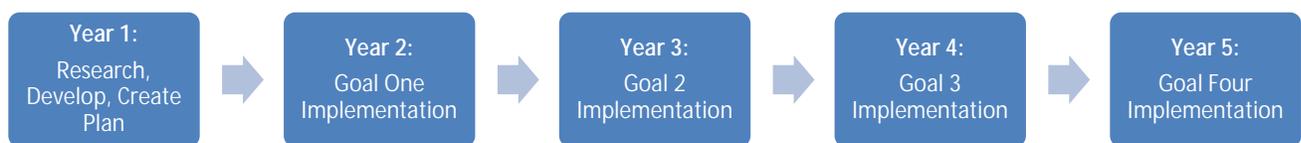
For the purpose of this plan, the seven communities included in the Wausau region economic development strategy are: Wausau, Weston, Schofield, Rothschild, Rib Mountain, Kronenwetter, and Mosinee. These seven communities are the economic engine for Marathon County. By growing these core communities, the county will strengthen its position in the state and will increase its role in the north central region as the economic hub of activity.

What is the timeline to create the strategic plan?

The creation of the plan will take one year. The first year will be utilized to research, engage public participation, and create the strategic plan. Using both quantitative and qualitative research, the document will identify key issues and opportunities that must be addressed to grow the Wausau region economy. Issues and opportunities that are identified through public participation and supported by empirical research will be developed into goals and objectives that include specific action items for each municipality, the county, the regional economic development organization (Centergy), and the regional planning commission. Implementation of the goals, objectives and action items will be staged over the remaining four years of the plan, focusing on different specific goal each year.

Research

Building on the data contained in the Marathon County comprehensive plan, statistical data will be analyzed at a micro level for the Wausau region. Analyzing data at the micro level will allow the plan to identify the specific sectors that have the most growth potential. Statistical data will include: Population growth and projections, job growth and projections (both occupational and sector), population age, educational attainment, location quotient analysis, workforce commutes, wages, industry cluster analysis, housing types, export revenue, supply chain analysis for key industries, unemployment trends, labor force, tourism employment and revenue, business park locations and available land, and a retail analysis of the Wausau region identify the surplus and leakage of services.



Public Participation

Public Participation will be a key element in developing the issues and opportunities in the strategic plan, ultimately becoming the goals and objectives. Representatives from each of the participating communities in the Wausau region will make-up the steering committee. This committee will discuss the statistical analysis, provide guidance to North Central Wisconsin Regional Planning Commission (NCWRPC), and approve the various sections, ultimately approving the final strategy.

NCWRPC will work with area partners to host a variety of public information sessions allow community members from all participating municipalities the opportunity to discuss their ideas, concerns, and individual strategies. NCWRPC will work with local clubs like E3YP, the Wausau Region Chamber of

Commerce, Central Wausau Progress, and municipality councils and boards to provide ample opportunity for the public to input their ideas. The NCWRPC will also host a website dedicated to this project providing all documents and statistics. The NCWRPC will also utilize its Facebook page to alert community members of key issues in the Wausau region and to allow on-going opportunities for people to share their ideas.

An Economic Development Strategy

Analyzing the statistical data and the information gathered at the public participation sessions, the plan will identify areas that intersect and further investigate those issues and opportunities. Ultimately, these issues and opportunities that are identified will become one of the four goals of the strategic plan. Goals and objectives will be identified by the public and leadership, but will be supported by statistical data ensuring that future decisions are driven by this data. Good ideas must have the support of statistical data to be included in the plan.

The strategic plan will focus on the five main elements of economic development. Ideally, each year of the plan will focus on at least one of the key economic development elements. The five main elements are:

1. Retention: Retention means keeping local firms that already exist in the area. The goal is to assist these firms as needed to stay profitable. All economic development efforts should view retention as the first and most important goal.
2. Expansion: Working with local businesses to promote expansions can lead to a stronger economy. Expansion leads to the creation of new employment and more profits; therefore expansion is a boon to local economies.
3. Creation: The creation of new businesses in a community has obvious benefits. Rather than luring the businesses into the community, the businesses are “home-grown”. These types of businesses are usually small in the beginning, but have potential to grow into larger businesses.
4. Attraction: The basic premise behind attraction is to bring, or recruit, and existing business to locate within the Wausau region. This may be achieved through a combination of economic incentives, marketing, and local amenities. Combining the local community’s efforts together into a regional approach will be more effective and efficient.
5. Workforce Attraction: The availability of a good workforce with the knowledge, skills, and abilities that are needed by the business community is crucial to growing the regional economy. Retaining and attracting the best workforce allows businesses to grow and leads to the recruitment of additional businesses and expansions.

The following are examples of what the goals may look like:

Goal 1 (Year2): Work with area businesses to identify and address issues preventing them from expanding or being successful. (BRE program)

Goal 2: (Year 3): Create a region that is entrepreneurial in spirit and supportive of the small business.

Goal 3 (Year 4): Collaborate regionally to strengthen the marketing plan and budget attracting companies to the region.

Goal 4: (Year 5): Continue to develop significant community amenities that attract and retain workers to the area and create an exciting and fun place to live.

Each goal will include specific objectives that must be met to be successful. These objectives will be specific, measurable, achievable, results-focused, and time-bound. Each objective will list a number of action items that will be implemented to satisfy each objective. Each action item will be assigned to one or more communities. The plan will include a list of all action items that are necessary to meet the objective and what each community is doing to meet the objective. The purpose of this specific list of communities is to ensure open communication, to promote collaboration, and eliminate duplication. This strategy will allow all communities to know what their neighboring communities and the county are doing to help reach the goals of the plan and region.

How does this differ from the County Comprehensive Plan: Economic Development section?

The county comprehensive plan's economic development section is general in scope and focuses on what the county's plans on doing to support the communities in the entire county over a 20 year period. The data identified and analyzed is on a macro level, lacking the necessary detail to successfully identify the best opportunities for economic growth. The economic development section also focuses solely on economic development and does not discuss community development and public facilities that attract and retain the workforce. The comprehensive plan does not discuss the retail sector in detail identifying the types of store the area could support. Furthermore, the comprehensive plan analyzes statistical data for the county only and does not analyze data at the community level. The plan does not include a specific list of action items; instead the comprehensive plan lists goals, objectives, and policies. The Wausau Region strategic plan will expand the economic development section's analysis focusing specifically on the seven communities in the metro area and will identify specific action items each community will carry out to accomplish the goals. The comprehensive plan is a static plan while the strategic plan will be an active plan that will be continuously updated as the region progresses adjusting for economic trends and changes in the metro area.

Funding

The first year of the study will be funded by a partnership between Marathon County and the seven participating communities. The first year funding will go towards paying NCWRPC to facilitate and create the regional strategy. This includes the hosting of public and steering committee meetings and copies of the plan. Funding for years 2-5 will be funded by the local communities implementing specific action items and will be a part of their budget process. There is a possibility that local foundations may be interested in supporting this effort in year one, and on a case by case basis in years 2-5.

Economic Marketing
November 3, 2015
Wausau Hashtags

#wausome

#wausauworking

#wausauproud

#ourwausau

#wausaufuture

#wausauwins

#northwillriseagain

#northwin

#wausausucceeds



September 30, 2015

Board of Directors
President Michael Phillips
Hmong Wisconsin Chamber of Commerce

Dear President Phillips and Directors,

On behalf of the City of Wausau, I'd like to be one of the first to welcome you to our region as you look to expand your footprint and continue your important mission. Next year marks the 40th Anniversary of the Hmong community's first arrival in Wausau which has brought diversity, economic growth and entrepreneurial spirit to our community.

As you know, Wausau is the principal city of the North and Central Wisconsin regions and home to a metropolitan population of 134,063 serving a growing trade area of over 330,000 people. Wausau's region continues steady growth in jobs and commerce with nationally-recognized firms in such diverse fields as building materials, advanced manufacturing, healthcare, information technology and insurance. Wausau's skilled and industrious population has the highest average credit score of any metropolitan area according to *USA Today*, is the safest metropolitan area in the Midwest according to FBI statistics and continues to be one of the highest ranked for the attraction of young professionals in Wisconsin.

Our local Hmong community is an important part of this growth and many have participated in programs of our Entrepreneurial and Education Center (EEC), have started and contributed to a wide variety of local businesses and efforts and this year a local Hmong businessman will open a shared business space and private incubator for local businesses which will continue this growth.

We'd ask your partnership in the creation of a Hmong Community Cultural and Business Exchange Dialogue. This new program would seek to connect civic and business leaders in Hmong communities across the globe in hopes of sharing business models, increasing trade and build cultural connections across our shared experiences. We hope that Wausau, WI can lead this effort to bring together other communities such as St. Paul, MN; Cacao, French Guiana; Khun Klang, Thailand; and Sapa, Vietnam to name a few.

We contemplate that this Dialogue would start with a specific cultural program exchange focused on the assets the Hmong community has brought to our respective communities and evolve into a business to business communication tool for our local entrepreneurs. Our development staff is ready to assist as you consider supporting/partnering for the success of this program, please contact our Economic Development Manager Christian Schock at 715-261-6683 or christian.schock@ci.wausau.wi.us at any time.

Again, it is my honor to be one of the first to welcome you Home to Wausau, we look forward to continue strengthening our collaborations with the Chamber.

Sincerely,

James E. Tipple
Mayor





Why do people live where they do?

<https://vimeo.com/16755677>



- **Community Attachment Drivers**
(survey of 40,000 people, 2010)
 - Welcoming/Openness
 - Social Offerings
 - Aesthetics



Live It Up! Wausau

Live It Up!



GOALS

- Connect employees with communities
- Retention tool for local employers
- Change perception of assistance
- Increase homeownership
- Reduce blight
- Root young professionals
- Leverage city and charitable resources

Live It Up!



PARTNERS

- Utilize local HR depts to build awareness
- Chamber support and marketing
- Create a Foundation fund for giving
- Independently branded effort

Live It Up!



FEATURES

- Create 'pool' of homeownership/ downpayment assistance funds
- Commit to minimum downpayment contribution for local employees
- City 'triage' of applications
- Chamber, Community Foundation and WHEDA as partners

Live It Up!



TERMS

- Application before offer to purchase
- 5yr. No Interest Loan, 5th payment forgiven
- City takes mortgage position
- Primary residence
- Minimum of _____, Maximum of _____



**Wausau
Community & Economic Development**

**Travis Lepinski
Christian Schock
Tammy Stratz
Ann Werth**

715-261-6680

From: Christian Schock
Sent: Monday, October 26, 2015 12:28 PM
To: 'Christine'; 'Idea People LLC'
Subject: RE: Cooperative RFP Draft

Hi Christine,

The Committee approved the release of the Cooperative RFP to determine what uses would be interested and what renovation needs would be required. The Cooperative RFP is a good first step since we are not sure what it would be used for and what is needed, we've noted many times that the City is unable to provide incentives for the renovation of the exterior without a plan for the interior use, which I think is obvious. So- let's issue the Cooperative RFP and see what opportunities are available and then we are able to determine how the City can help. You've had the draft for review now for a while- so let me know if you want any changes. We're ready to release the RFP when you are. If you'd like to meet again sometime to discuss further- just let me know- I'm available anytime!

Best,

Chris

Christian Schock
Wausau Economic Development
407 Grant Street Wausau, WI 54403
715-261-6683
christian.schock@ci.wausau.wi.us

wausaudevelopment.com



From: Christine [<mailto:wausauphoenix@gmail.com>]
Sent: Monday, October 26, 2015 12:14 PM
To: Christian Schock
Subject: Re: Cooperative RFP Draft

Chris -- I requested assistance from the City's Economic Development Committee -- specifically they requested that you assist with identifying financial assistance opportunities that would enable me to renovate the exterior of the historic Kleinheinz Dairy buildings. To date, that has not occurred. Wondering if you might know of some available grants that would be available to apply for to receive funding? Please let me know.

Christine

On Wed, Oct 21, 2015 at 1:45 PM, Christian Schock <Christian.Schock@ci.wausau.wi.us> wrote:

Hi Christine,

Just following up from my previous emails and messages, can you let me know what your thoughts are currently? Given the judgement being set aside, now would appear to be an important time to make the property as much as possible. We are most willing to help and I think the Cooperative RFP is a channel to do that, we can issue it whenever you are ready- again it is not binding on your part, only that you are willing to review proposals in good faith. I hope that we can move forward with the RFP to show your effort to find new uses for the Dairy Building.

Best,

Chris

Christian Schock

Wausau Economic Development

407 Grant Street Wausau, WI 54403

[715-261-6683](tel:715-261-6683)

christian.schock@ci.wausau.wi.us

wausaudevelopment.com



From: Christine [mailto:wausauphoenix@gmail.com]

Sent: Tuesday, July 21, 2015 9:23 AM

To: Christian Schock

Subject: Re: Cooperative RFP Draft

Thank you for forwarding. I appreciate your assistance. I'll try to review this week and get back in touch with you with comments, revisions, questions.

Christine

On Mon, Jul 20, 2015 at 12:28 PM, Christian Schock <Christian.Schock@ci.wausau.wi.us> wrote:

Christine,

Attached is a draft of the Cooperative RFP. I'll need you to send me electronic versions of the estimate, rendering and history write-up information so I can include it in the document. Also, you need to choose a date for a potential responder tour and set the timeline dates. Let me know if you have any questions and of course I am available to meet anytime to discuss. It would be wise to list a potential sale or lease price in the document- otherwise it may be hard for responders to frame a project.

Best,

Chris

Christian Schock

Wausau Economic Development

407 Grant Street Wausau, WI 54403

[715-261-6683](tel:7152616683)

christian.schock@ci.wausau.wi.us

wausaudevelopment.com



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