
CASE STATEMENT

CURRENT CAMPAIGN

REDEFINING OUR RIVERFRONT

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CONTENTS

SECTION ONE: Introduction	4
Chippewa Riverfront – A New Gateway.....	4
The Time is Now	4
Executive Summary	5
SECTION TWO: Commitment To A New Gateway	6
Background	6
SECTION THREE: Sharing the Vision	11
Final Vision and Planning Timeline	11
Enhancing livability and community pride	11
SECTION FOUR: Making It Work.....	14
The Plan.....	14
Architectural Description of Project.....	14
Projected Annual Operating and Maintenance Costs	16
SECTION FIVE: Making A Difference.....	17
Redefining Chippewa Riverfront.....	17
Contributions Make a Difference	17
Donor Recognition Plan	18
Appendix	19

The Current Campaign Case Statement was developed from a wide variety of input from local residents serving as volunteers, City of Chippewa Falls staff, and studies as Chippewa Riverfront planning has evolved. The City Council is grateful for all the volunteer efforts which have gone into developing this park.

*First impressions are very important.
Now we will have a real gateway.*

Campaign Volunteers

Executive Co-Chairs

Barb and Mike Tzanakis

Steering Committee

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Patti Darley

Lindsey Everson

Melinda Haun

Dick Hebert

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Megan MacLaughlin-Barck

Greg Misfeldt

Jeff Newton

Erin Novotny

Teri Ouimette

Kim Senn

Tracy Taylor Bohrman

Barb and Mike Tzanakis

Mike Stoffel

Betty White

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City Staff

Jayson Smith

Dick Hebert

Karlee Shaw

City Council

Mayor Greg Hoffman

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Rob Kiefer

C.W. King

Chuck Hall

Paul Olsen

Paul Nadreau

Brent Ford

Crescendo Fundraising Professionals, LLC

Ellen Hongerholt, M.A.

Brianna Pyka, M.B.A.

Executive Summary

Chippewa Falls provides an excellent quality of life. Philanthropic and community leaders support that quality of life by providing opportunities to strengthen key infrastructure, services and business opportunities. Chippewa Falls is experiencing advantages from careful planning utilizing a great location close to larger urban centers, highly productive human resources, and a state of the art manufacturing sector. Chippewa Falls' public and private sector leaders work together to invest in the health and vibrancy of the community.

It is a vital place for businesses and families to grow and thrive. The future of the area looks strong. However, to continue to grow, Chippewa Falls must attract young families and businesses. The two greatest factors in attracting young families and businesses are quality schools and family quality of life resources. Chippewa Riverfront is an excellent quality of life resource from which to build upon the next generation of improvement and growth.

The successful \$2M Current Campaign to complete Chippewa Riverfront will launch Chippewa Falls downtown into an economic, recreational, cultural and social resurgence. The time is now to maximize its many growth opportunities.

Community pride and involvement positively affects a city with benefits that last for many years. Urban planning research shows us how increasing recreational services and entertainment options creates and enhances a high quality of life for residents and also provides the added benefit of increased tourism Impact.



To plan for Chippewa Falls' riverfront growth and development, The City developed a community-based planning mechanism called *Chippewa Falls Vision 20/20 Report* designed to provide community input on the riverfront. The completed plan delineated many components leading to an increased tax base, job creation, quality of life improvements and private investment. The riverfront features, trail network and open spaces will provide recreation for local residents and visitors to the area.

Chippewa Riverfront will give a new appeal for festivals, shopping and events for residents and guests.

With an attractive riverfront located in downtown, businesses will have a desire to move into the downtown, stay open longer hours, and capitalize on the potential to earn more business. This will lead to the creation of more jobs as businesses begin to occupy storefronts in Chippewa Falls and more employees will be needed for local businesses to stay open longer with a new market and more active downtown.

With new developments occurring in the downtown, vibrancy will continue to improve. On the corner of Bridge and Spring Streets, the City has already seen more than \$12M in new investments in the last five years. The Chippewa Falls downtown will continue to be an attractive place for redevelopment. The events proposed at Chippewa Riverfront and the visitors and residents they attract will fill hotel rooms, restaurants, and local shops.



Key features of the final Chippewa Riverfront plan include:

- Amphitheater – small gatherings to seating more than 3,000
- Pavilion and canopy
- Restrooms
- Fishing pier and water access
- Bay Street Entry Pavilion
- Trails for internal circulation and connections to regional trails
- Bike facilities, trailheads, water fountains, signage, and benches, WiFi
- Skating ribbon
- Fishing, boating, wildlife and bird viewing
- Parking for 1,200 within one-quarter-mile and an additional 860 within one-half-mile

SECTION TWO: COMMITMENT TO A NEW GATEWAY

Background

The Chippewa River is the very reason for the existence of Chippewa Falls. It was founded with the construction of the Jean Brunet sawmill in 1836. Starting at that point, lumber related businesses expanded quickly, the growth contributing to the creation of the City of Chippewa Falls in 1869.



Lumbering remained the dominant industry through the early 1900's, before being replaced with a variety of industries, with the most significant being shoe manufacturing. By the 1970's the downtown, like many downtowns, was seeing manufacturing businesses close and buildings become vacant. Abandoned buildings, floodplain issues, environmental contamination, and property owners without needed financial capacity combined to create an entryway to the downtown that was less than desirable.

The City began taking steps to address these issues in 1994. The City has been proactive in working toward the redevelopment of this effort since, and is now at a point where this vision is becoming a reality. The blighted facilities were acquired and remediated. The riverfront now offers improved public access, a defined strong visual entrance into the downtown, and a strengthened community image that embraces the outdoor environment and associated healthy living.

Yet without completion, the riverfront is still a source of untapped community potential. However, after 20 years of planning and visioning, the City is poised to unlock this potential today through the creation of one of the final pieces with the Current Campaign as a \$2M campaign to raise funds to complete Phase II of Chippewa Riverfront.

Economic Benefits

When the state rerouted Highway 29 in 2005, it diverted industrial traffic from traveling through downtown Chippewa Falls after which the City began creating the park's conceptual plan. With the creation of Chippewa Downtown Riverfront Plan in 2007, the City then began the revitalization.

Basic infrastructure improvements, including upgrades to the storm water sewer lines, water mains, and water treatment facility were completed. The beginning stages of land grading and installation of additional parking were also finished. The new Chamber of Commerce building and Short Elliot Hendrickson (SEH) headquarters now frame the entrance to downtown. Coupled with the updated round about and two-way streets, accessibility to the downtown area has dramatically improved.

The long-awaited surge for the downtown entrance revitalization is expected to have a dramatic and long-term economic effect upon Chippewa Falls. The improvements that have already been completed will support local businesses and have already contributed to developments, including the SEH building, the new Visitors' Center and Chamber of Commerce, and the new Cobblestone Hotel to name a few. The completion of Chippewa Riverfront will act as the new gateway to Chippewa Falls. This revitalization will make the area welcoming and exciting, resulting in even more new development prospects.

Tourism Impact

Chippewa Riverfront will quickly become the signature of downtown Chippewa Falls. The riverfront will have the capability of hosting events, large and small, and to draw additional guests to the city. Many of Chippewa Falls' most historic buildings are located downtown, opening the door to an increase in tourism. Visitors to Chippewa Falls will have the opportunity to experience many of the area's activities, while residents will have increased shopping and opportunities as well as improved recreational and cultural experiences.

In a marketing research study completed by Eau Claire Parks Recreation and Forestry Department in 2013 and 2014, “the estimated economic impact of 31 events at Eau Claire’s parks was \$3,669,399, equaling roughly \$118,368 per event.” The most economic impact was identified in youth and adult summer tournaments drawing significant visitor traffic and high economic impact dollars at specific events and in Eau Claire generally. Moreover, the study found Phoenix Park and Carson Park were extremely popular to residents and visitors, in particular the Farmer’s Market, Taste of The Valley, and Sounds Like Summer Concert Series. The events maintained large local audiences while also generating high visitor traffic.

One may draw similar conclusions relating to resident and guest attraction when comparing Chippewa Riverfront plans with Phoenix Park in Eau Claire which offers similar events and activities. Coupled with time and exposure, many believe Chippewa Riverfront will increase participation exponentially with many community benefits.

Benefits to Residents

Chippewa Falls’ residents have shared the following thoughts regarding benefits to Chippewa Falls over many years of planning and discussion.

1. Increases business development

Chippewa Riverfront strengthens the downtown revenue source. It will increase the value of downtown buildings, may provide a more upscale downtown living option, gives a new appeal for festivals, shopping and events and attract employers and employees.

2. Beautifies the entrance into downtown

Chippewa Riverfront will be a beautiful asset to Bridge Street creating an appealing entrance into downtown, as it is the first city infrastructure one sees when entering town. Beautifying the downtown and the riverfront will build pride for the citizens of the city and attract more visitors from all over Chippewa County. It will become a focal point for the community besides other key elements already offered to draw people to shop on Main Street and downtown.

3. Brings new events and festivals to enhance cultural opportunities

Chippewa Falls has the ability to be a very attractive destination. The city has growing businesses including a new microbrewery, the additional draw of an expanded Irvine Park and a new downtown hotel. Great music, events, and downtown foot traffic will increase with additional attractions and businesses. This will provide a large financial benefit to positively impact the workforce to recruit and retain people.

4. Increases community vitality and recreation

Much excitement exists around completion of the park and the benefits it will bring. It will impact our city for the next 100 years. Amenities like these attract young professionals and a new skilled workforce. Chippewa Riverfront is another feature setting Chippewa Falls apart as no one else has a zoo, the river and the lakes system.



5. Completes environmental remediation

Industrial business had left less than appealing remnants along and underneath the river’s edge. This project cleaned up the river and will continue to improve the view and use of it. The park will change the community’s orientation to again focus on the river giving the city a 20th century look but in a natural element offering an attractive gateway to Bridge Street.

City Commitment and Phase II Campaign

Pre-phase Complete	Purchased properties; demolition; environmental remediation; permitting	1989-2014	\$8M	City Funded
Phase I Nearing completion	Electrical conduit; trails; lighting; irrigation; restrooms; river access; fishing piers; environmental remediation; parking; landscaping; water; sewer; grading;	2015-2016	\$3.2M	City Funded
Phase II Current funding process	Amphitheater for 3,000; Raised stage and roof canopy; recreational trails; restrooms; enhanced water features; finish electrical; Bay Street entry plaza, picnic pavilions; Skating ribbon; trails to Allen Park	2017-2018	\$2M	Current Campaign Privately funded
Phase III Future	Picnic shelters, flag plaza; trails; pavilion; upgraded enhanced farmers’ market	2020-2022 with successful campaign	\$1M	City Funded

In 2016, the City of Chippewa Falls began expending \$3.2M for Phase I of Chippewa Riverfront with funding coming through District 12 Tax Increment Funding (TIF).

The pre-phase work and Phase I will bring the City’s financial commitment to \$11M over the last 10 years. Due to the debt limit and other extensive projects, including the new \$5M fire station and \$2M street restoration, the City is unable to continue Phase II without the assistance of private citizens.

Preserving the City’s Financial Viability

The City identified the projected cost of the total development would cost approximately \$15 to \$20M many years ago. Throughout the planning phases, the City and staff used due diligence to proactively apply for and secure federal and state grants for environmental remediation. Phase II projects for which funds are being raised are not grant eligible. The City knew that in order to complete the proposed Phase II development, it would need to seek private funding to receive near term benefits.

According to Brian Reilly of Ehlers, Inc., the City’s financial consultant, a private campaign is required to raise the funds necessary to complete Chippewa Riverfront. He states raising cash revenue through a community capital campaign will provide a meaningful benefit to the financial viability of the City which collectively allows the City to enjoy a stronger financial profile for the foreseeable future.

The City's bond rating is a critical element of its ability to borrow at the most cost-effective terms. One of the primary factors affecting the City's rating (currently Moody's Aa3) is its debt profile. As the amount of general obligation debt increases, the City's rating is negatively impacted. Maintaining the existing rating and taking steps towards a potential upgrade are of paramount importance that will impact all the City's tax-paying and rate-paying constituencies, as the City utilizes general obligation debt for purposes related to generally applicable taxes and utility improvements.

Given that the City has already spent approximately \$11M over the past 10 years for park development and downtown revitalization, the City must delay any further borrowing for park development for up to five to six years. This is emphasized by the most recent park borrowing of \$3.4M and an additional borrowing of \$5M for the new fire station.

Campaign Readiness

The City Council started investigating the possibility of a capital campaign to finish Chippewa Riverfront and open the riverfront's growth potential in 2015, as the new fire station and road construction were deemed first priority.

The council again contracted with Crescendo Fundraising Professionals, LLC, who managed its successful \$4M campaign in 2014 for Irvine Park Welcome Center to gauge community interest and support for a \$2M campaign. The firm completed a planning study in spring of 2016. The study determined private citizens were supportive of the \$2M goal to complete Chippewa Riverfront. It identified the following:

- The project is justifiable and has urgency in terms of economic benefit as well as social and recreational needs
- A major lead gift was available
- There were no major overt or covert problems which could negatively impact the fundraising campaign
- Appropriate and effective campaign leaders were available and willing to work
- The necessary top-level gifts for a \$2M campaign were realistic and obtainable
- The proposed campaign timeline was deemed appropriate
- A pre-campaign planning process was advised to begin before seeking major gifts

Chippewa Falls' citizens are interested in seeing the completion of Chippewa Riverfront to create a gateway into the community to increase social, recreational and economic development and the attractiveness of the City. Although some donor fatigue was identified, respondents indicated moving forward in the private confidential interviews, focus groups and an online survey. The full report is available from the Planning Department at the City of Chippewa Falls.

SECTION THREE: SHARING THE VISION



Final Vision and Planning Timeline

Chippewa Riverfront will help complete the final vision after years of planning, purchasing dilapidated properties, demolition and revitalization. This riverfront will be again become highly visible to Chippewa Falls and the surrounding area as the primary route into Chippewa Falls and its location adjacent to State Highway 124. The new Chamber of Commerce and Visitor's Center adds to this attraction, playing host to between 10,000 and 12,000 visitors annually. The successful completion of Chippewa Riverfront will impact the face of Chippewa Falls for decades to come and is expected to exponentially increase tourism and economic viability for all residents.

The Chippewa Falls Area Chamber of Commerce Tourism Division oversees the marketing efforts at the national, regional and state levels to ensure Chippewa Falls is a consideration when planning travel. Chippewa County recorded \$135.6 million in overall traveler spending in 2015. The visitor center located in downtown Chippewa Falls welcomed just under 5,000 walk-in guests in 2015 as well as sent out more than 2,000 requested travel kits. The successful completion of Chippewa Riverfront will impact Chippewa Falls for decades to come and is expected to exponentially increase tourism and economic vitality for the city and surrounding area.

Enhancing livability and community pride

In 1994, the City of Chippewa Falls began redevelopment efforts with the creation of the Redevelopment Authority and Tax Increment District (TID#4), which were instrumental in the Chippewa Shoe Factory Apartments project, the City's first major effort to revitalize the downtown. The City then began aggressively using Tax Increment Financing to improve infrastructure and redevelop buildings and vacant lots. In addition, the City began actively pursuing, winning and implanting a number of grant awards.

Numerous highly successful projects were completed, from small to large, including the Chamber of Commerce, SEH Building, Cobblestone Development, Gordy's IGA, Korgers, Leinenkugel Lodge and many others. In 1999, the City completed its first downtown development plan (as part of the City's Comprehensive Plan) with one of the recommendations being the creation of a "riverfront festival park."

The 1999 Chippewa Falls Comprehensive Plan specifically recommended that the City prepare a downtown riverfront entrance plan when the opportunity presented itself. When the STH 29 bypass was constructed rerouting STH 29 traffic out of the downtown, such an opportunity for planning was advanced. Groundwork for policy initiatives and concept plans enabled the City to begin acquiring properties and demolishing buildings. The City prepared and adopted a new Comprehensive Plan in 2012 in accordance with Wisconsin Smart Growth legislation. The new comprehensive plan continues to establish policies that promote the continued detailed planning and development of the downtown entryway.

A community driven visioning process ensued in 2007 when Chippewa Falls crafted a plan identifying opportunities to transform its riverfront real estate and capitalize on its environmental assets. Equally important is the community's goal of establishing itself as a regional destination for business development, retail services, a place to call home, and a place to recreate. As part of the implementation of both of these plans, the City has pursued an aggressive strategy of investment as evidenced by successful acquisition and demolition of dilapidated buildings, environmental cleanup, public infrastructure redevelopment, trail development and support for new downtown businesses.

Business owners are investing heavily into downtown knowing this project is imminent



Downtown Transformation

The result of these investments can be seen in the positive transformation of downtown's image, vitality, and relationship with the community's premier natural resource, the Chippewa River. Since the endorsement of Chippewa Riverfront, many infrastructure improvements such as storm water sewer lines, water mains, the City's water treatment facility, improving River Street and roundabout are in place. The City

has positioned itself to attract housing, solidified support from the business community, and put a TIF in place to help finance the downtown's investments.

In the last few years, with the completion of the Chamber and SEH buildings, and construction of a new downtown hotel, the way is now paved for the final Chippewa Riverfront completion. It will offer something for everyone – residents and guests of all physical and mental abilities with the opportunities for free use of beautiful trails for biking, walking, fishing and enjoyment of many events, productions and concerts. This adds to the vitality of a community at all socio-

economic levels creating community attractiveness, enjoyment and quality of life improvements.



Community-wide support

Chippewa Riverfront continues a long trend of Chippewa Falls best downtown redevelopment practices. The City has a very successful Main Street program that has been in existence for over 20 years. The City has also created and successfully administered five Tax Increment Financing Districts in the downtown central business district resulting in millions of dollars of public sector investment to make downtown Chippewa Falls a vibrant and thriving retail, commercial, service, entertainment, and housing economic center.

The community has shown a great deal of support for downtown economic development initiatives and redevelopment efforts. Following many public information meetings for the 2007 Chippewa Riverfront, the City Council approved the plan and set about making it happen. The Council followed up by authorizing the expenditure of approximately \$8M for acquisition, relocation, demolition, and capital projects for the final phase of its riverfront completion.

The Redevelopment Authority has also supported the revitalization efforts by approving over \$2M in loans to downtown property owners for rehabilitation projects for their respective properties. In the past several years a loan went to SEH for their 20,000 square-foot, two-story building at the entrance to downtown. The new office building is an anchor on the south end of the downtown and is a major part of the overall redevelopment of the downtown entrance including the riverfront. Chippewa Riverfront is seen as the second anchor and cornerstone of the south end of the downtown. The City Council continues to approve expenditures targeted at the downtown riverfront revitalization because of the overwhelming positive feedback received from constituents.

Please see a detailed timeline of the Riverfront planning steps in the Appendix.

The City has been very proactive in redeveloping the downtown, and as such, has utilized various funding sources for different parts of the development. Chippewa Riverfront construction developments in 2015 and 2016 amounted to \$3.2M and included the following details:

- Removed 30 concrete structures and a steel structure from the oil tanks
- Removed 1 acre of trees on the site and thinned along the river

- Cleared 9.5 acres of existing vegetation and stumps
- Removed and treated buckthorn and poison ivy along the river
- Removed the steel fishing pier
- Removed approx. 1,600 CY of concrete in a substantial buried mass near river
- Removed 136 CY of contaminated soil from site and provided an 18 inch cap over an additional 2,222 CY of impacted soils
- Excavated 14,500 CY of material and graded the site
- Installed a water main between two existing lines with a connection to the fountain area
- Installed the concrete form and foundation in the roundabout
- Obtained permits from the DNR and Army Corps to do work on the river bank and into the river

Work completed summer 2016

- Installed over 1 mile of 2" conduit for riverfront lighting
- Installed conduit to allow Xcel to remove the overhead power lines
- Partway through installing light foundations
- Placed the large stones in the roundabout
- Removed 300 CY of scrap debris from shoreline across from dam

Work planned for near future

- Brick work on the face of the wall in the roundabout and a stone cap
- Irrigation and plantings in the roundabout
- Overlook next to the river followed by the river plaza after water levels drop
- Stone steppers to the water from the overlook and river plaza
- Parking lot and street parking along River Street across from Island Street

Overall Riverfront features

- Walking trails throughout the Riverfront, including along the top of the river bank
- Tiers of amphitheater seating
- An entry plaza with fountain
- Irrigation throughout the Riverfront for both the grass and the planting beds fed with reused water from the fountain
- Decorative lights along the walking trails with column lights along the entry plaza
- Several lawn areas along with 3 short grass prairie plantings
- Benches and swinging benches along the walking trails
- A vault toilet near the river plaza

SECTION FOUR: MAKING IT WORK

The Plan

Architectural Description of Project

Phase II improvements will focus on four areas within Chippewa Riverfront.

1. **Entrance Area Fountain Expansion** – The main entrance to the park will receive an expansion of the fountain feature. A large “living fountain” with live plantings, fountain jets and misters will be developed south of the Phase 1 water feature. The feature can

serve as an interpretive opportunity for the riverfront area. This feature will add approximately 10 independently controlled water jets with associated LED colored lighting.

2. **Entertainment Performance Stage** – This feature will consist of a stage area with audio and lighting components to accommodate a range of artists and their production requirements. The performance area will incorporate a custom fabric canopy to provide a unique and dynamic aesthetic design to the park. The performance area will also include “house lighting and audio” for smaller size performances.
3. **Bay Street Entrance Plaza** – This plaza will create a second major entrance location to the park off of River Street and will connect to the park trails, entrance plaza and Chippewa River Overlook and Fishing Plazas. The Bay Street plaza will provide additional programming opportunities for the park, and include seating, landscaping and decorative facilities similar to the main entrance for a consistent aesthetic.
4. **Food Vendor Electrical Connections** – The park will have seven, 50 amp hook-up connection bollards, just off the main entrance to the park, along Bridge Street and River Street. Event vendors will be able to connect to these electrical bollards to share their food and crafts.
5. **Restroom, Maintenance and Storage Facility** – This element will add dedicated restrooms with enough stalls to accommodate events for several hundred people. (For larger events, mobile restroom facilities will be rented.) A storage and maintenance area is included in the footprint of this facility. It will incorporate an attractive façade of durable materials and a pergola along River Street to provide the park with a strong architectural street frontage.

What are the estimated construction costs of Phase II related to this campaign?

Performance Pavilion and Stage Facilities	\$625,000
Bay Street Entry Plaza	\$400,000
Restrooms	\$260,000
Fountain Plaza Expansion	\$210,000
Park Maintenance and Equipment Site work	\$125,000
Electrical for Performance Pavilion	\$53,000
Picnicking Pavilions (three)	\$27,300
<u>Memorial Bench Plaques (10 to 12)</u>	<u>\$3,000</u>
Sub total	\$1,703,300
Public Art Planning	\$20,000
Site Work	\$250,000
Trails to Allen Park	\$50,000
Total Estimated Construction Cost	\$2,023,300

In the list below, numbers 1, 2 and 3 will be included in the campaign's Phase II if funding is successful. The final list will take place in the next several years.

1. Complementary plaza on the opposite side Entry Plaza
2. Trails and landscape improvements connecting Allen Park to Chippewa Riverfront
3. A permanent Farmer's Market covering. Small commemorative or interpretive nodes
4. Picnic Shelters
5. Flag parking lot flag poles into Entry Plaza

Projected Annual Operating and Maintenance Costs

The annual operating and maintenance costs of Chippewa Riverfront are estimated at approximately \$150,000. The budget will be part of the overall Chippewa Falls Park Recreation budget and will be overseen by the Park Board and City Council. Chippewa Riverfront will be open seven days a week which will require a full-time staff member mowing, trimming and maintaining the plants, trees and grass.

Seasonal employees may fill-in due to the year-round park option with May to October as the primary season. A full-time employee role has been budgeted and approved by the city council. Tax increases to accommodate the addition of annual operating and maintenance costs will amount to \$21.00 per year for a valuation of \$100,000.

The City of Chippewa Falls owns the land for Chippewa Riverfront. Not-for-profit organizations such as the Chamber of Commerce and Main Street will partner with the City's Park and Recreation Department to promote and schedule events just as events are scheduled now.

<u>Budget Item</u>	<u>Cost</u>
WAGES-FULL TIME	\$40,000.00
WAGES-SEASONAL	\$1,500.00
FRINGE & BENEFITS-FULLTIME	\$40,000.00
FRINGE & BENEFITS-SEASONAL	\$500.00
WATER & SEWER	\$18,000.00
ELECTRIC & GAS	\$14,000.00
REFUSE & RECYCLING	\$3,000.00
MISCELLANEOUS CONTRACTUAL	\$6,000.00
CHEMICALS - FERTILIZER	\$3,000.00
Uniforms	\$1,000.00
OPERATING SUPPLIES	\$6,000.00
GAS, DIESEL, MOTOR OIL, ETC.	\$3,000.00
MAINTENANCE SUPPLIES	\$10,000.00

SECTION FIVE: MAKING A DIFFERENCE

Redefining Chippewa Riverfront

Giving money for worthwhile causes is important to Americans. In 2015, Americans gave more than \$376 billion for charitable causes in which individuals contributed nearly 80 percent of this amount. Private foundations and corporations made up the remaining 20 percent. This shows the tremendous impact citizen groups and individuals have in providing funds for building and supporting community assets. Throughout our history and today, we give of ourselves by volunteering time and contributing dollars to make societal and community improvements.

Current Campaign makes a strong statement about what is important to Chippewa Falls, our values and our goals. It describes our commitment to maintaining economic opportunity, our quality of life and cultural opportunities for generations to come. This project will continue to shape us and what we value now and in the future.

The decision to undertake this capital campaign was considered very carefully and backed by 20 plus years of extensive planning. The strong commitment seen throughout the planning process, the dedication of the Chippewa Falls City Council, staff and community volunteers gives everyone the assurance that this fundraising campaign will be successful. A campaign of \$2M is a large amount coming in the wake of other successful and ongoing capital fund drives; however, this project like others, will greatly improve the quality of life of its citizens. When major projects are undertaken in the area, people step forward to make it happen. The Chippewa Falls community is generous, particularly in regard to programs and services to increase economic vitality and improved quality of life.



Contributions Make a Difference

We all can make an impact whether our gift is large or small. Every amount counts and is valued. Prospective contributors will be asked to consider a pledge as an investment in the future of Chippewa Falls. In some cases, individuals may want to give more than an approximate range that may be suggested by a solicitor.

The campaign will work to secure funding from a variety of sources. Funds will be solicited from individuals, organizations, groups, large corporations, small businesses and private foundations that support the goals and mission of this effort. Contributions are tax deductible.

*Beautifying the riverfront and downtown builds
pride in our community.*

Donor Recognition Plan

All contributions of \$1,000 or more to **Current Campaign – Redefining Our Riverfront** will be permanently recognized at the Bay Street entrance. Gifts of \$100 or more will be publicly acknowledged during the course of the campaign without identification of amounts.

All gifts and pledges are confidential. A donor may choose to remain anonymous. Donors may choose to make their gifts in honor or in memory of individuals, in recognition of specific events and accomplishments or may simply choose to engrave their names on the plaques as listed below.

The following Giving Societies have been established to recognize levels of gifts and pledges to **Current Campaign**. The sizes of the plaques will be related to the sizes of the gift they recognize. A sub committee will finalize the plan. Sizes may be adjusted per the final dimensions which are not known at this time. The exact dimensions will be shared with donors prior to installation. Donors will have the opportunity to identify how they wish their names to be listed prior to installation.

Features To Be Named	Suggested Gift Amount
Performance Pavilion, Stage and Canopy	\$500,000 and above
Bay Street Entry Plaza	\$200,000
Fountain Plaza Expansion	\$150,000
Picnicking Pavilions #1, #2 and #3	\$10,000 each
Annual Planters (22)	\$2,000 each
Sponsor a Tree	\$500 each

Trailblazers Society	\$100,000 and above	Specialized Plaque based on gift range
Voyagers Society	\$50,000 - 99,999	Specialized Plaque based on gift range
Pathfinders Society	\$25,000-\$49,999	Specialized Plaque based on gift range
Cascade Society	\$15,000-\$24,999	Specialized Plaque based on gift range
Pioneers Society	\$7,500-\$14,999	Specialized Plaque based on gift range
Explorers Society	\$3,000-\$7,499	Specialized Plaque based on gift range
Loggers Society	\$1,000-\$2,999	Specialized Plaque based on gift range

When former campaigns for important quality of life improvements have been undertaken in Chippewa Falls, key people have stepped forward to make it happen. We envision, and are already experiencing, volunteers and potential contributors making generous pledges or outright cash contributions to help reach our goal.

Commitments can be fulfilled by cash, check, and commodities or appreciated property. Donors are advised to consult with their financial advisor if making gifts with other than cash or check. Businesses may offer payroll deduction.

Several accounts will be established at area banks to handle stock transfers. Stock will be sold immediately at the time of the gift and the proceeds will be mailed in a check to be made payable to the Current Campaign or the City of Chippewa Falls, whichever donors prefer.

Pre-campaign planning is underway, a community-wide survey was initiated, work by campaign committees and other opportunities is ongoing to gather input and ideas. We anticipate that the campaign will kick off this fall and will last about 16 to 20 weeks. Everyone in Chippewa Falls will be given the opportunity to contribute to this important community asset.

Contributors may schedule their payment in a way convenient for them. Reminders will be sent for each payment date. We ask donors to schedule payments annually, semi-annually or quarterly. Most Midwestern campaigns find the pledge fulfillment rate to be between 95 and 105 percent.

When a campaign volunteer contacts you to ask you to become involved as a volunteer in the Current Campaign or to schedule an appointment to discuss your potential investment remember how this project will help improve our riverfront economically, socially and recreationally for generations. Contact Jayson Smith at 726-2729 for more information.

Appendix

Detailed Costs and Timeline of Chippewa Riverfront Development

1994 Tax Increment District #4 created for a portion of downtown Chippewa Falls.

Chippewa Shoe Factory building (vacant for 20 years and blighted building) rehabilitated into 32 affordable apartments. City acquires adjacent property, relocates business, demolishes building, and constructs parking lot for the apartments (\$150,000). City provides a \$288,000 CDBG Housing loan for the project. City provides a \$198,000 TIF #4 loan for the project through the Redevelopment Authority (RDA Plan and Board created for that purpose in 1994). Total project cost \$2,100,000.

1995 Rehabilitation of the vacant and blighted Metropolitan Building (\$500,000 project). Building placed on the National Register of Historic Places. City makes a TIF #4 \$100,000 loan through the RDA. City applies for and is awarded a Community Based Economic Development grant of \$20,000 with a local match of \$40,000. City retains the National Development Council using grant funds for downtown business development activities and to write the TIF #4 Revolving Loan Fund Policy and Procedures Manual.

1996 City purchases vacant Cray Research office building in the downtown for \$150,000. City accepts Cray Research historic artifacts and locates them in the building with an agreement to open a museum within three years.

- 1997 City provides \$150,000 TIF #4 loan through the RDA for the rehabilitation of the third floor of the Metropolitan building. City provides \$45,000 TIF #4 loan through the RDA for the complete replacement of the blighted facade of the Chippewa Abstract building (project cost - \$150,000); acquires the vacant and blighted Skogmo building for \$32,000. City sells building to owner of the Metropolitan building for \$27,000 for rehabilitation and provides \$150,000 TIF #4 loan through the RDA for a new auto body repair building in downtown (project cost - \$500,000).
- 1998 City accepts donation of vacant and blighted Northern Auto Parts building to demolish it and provide additional downtown parking (demo cost \$28,000). It creates TIF #6 to support the Gordy's IGA Grocery Store expansion in the downtown, upgrades the traffic signals for \$12,000 at Columbia and Bay for the project and builds a sidewalk through the parking lot for \$13,000 for the project. Project is a 50,000 sq. ft. addition. The City opens the Museum of Industry and Technology that displays the Cray Research historic artifacts.
- 1999 Completes the Chippewa Falls Comprehensive Plan that includes a downtown development plan as a section of the plan. One of the downtown recommendations is to create a riverfront festival park at the southern entrance to the downtown and to retain a consultant to prepare a specific plan for the project.
- 2000 Chippewa County takes vacant, blighted, and contaminated Chieftain Oil Gas Station on back taxes and deeds the property to the City per the Developer's Agreement between the City and County to share expenses for site cleanup.
- City applies and is awarded Brownfield Site Assessment grant for \$30,000 with local match of \$11,000 to start building demolition and site remediation. Phase I and II Environmental Assessment completed, shed is razed, and underground tanks removed and contaminated soil removed and replaced. It applies and is awarded Transportation Enhancement Grant for building part of the City's bike/pedestrian trail (total project cost - \$534,264). A major part of the trail construction is through downtown Chippewa Falls along Duncan Creek.
- 2001 City continues with Chieftain Oil Gas Station remediation and spends additional \$26,800.
- 2002 City applies and is awarded a second Brownfield Site Assessment grant for \$30,000 with \$12,000 City match for Chieftain Oil property. It completes building demolition and site remediation. Property will be used as part of downtown riverfront festival park. The City acquires vacant and blighted Geno's Saloon from the County for back taxes (\$20,736), enters into a Developer's Agreement with developer and sells building for \$1.00, provides a \$90,000 TIF #4 loan through the RDA for building rehabilitation, and provides additional \$13,000 of TIF #4 funds for demolition work on the building. Total renovation cost - \$190,000.
- City applies for and is awarded a Municipal Flood Control grant to acquire a vacant and blighted building in the floodway for \$74,000. City razes the building and completes site restoration - \$9,000. Property is part of the downtown riverfront festival park.
- City creates TIF #8 to support the construction of the Leinenkugel Lodge and Hospitality Center on North side of the downtown. Total project cost - \$2.3 million. As part of the

project City sells the site for \$1.00. City commits \$339,000 for demolition, site work, and public utilities for the project. The project creates a major retail anchor and tourism destination on the downtown's north side.

Following a fire in the O'Connor's Bar building (Empire Building) the City retains contractor to clean building and to secure building to keep it from further deterioration in the hopes of future rehabilitation and reuse. Project cost - \$33,000 with a lien placed on the property. Building renovation will be part of downtown riverfront festival park.

- 2003 City accepts donation of Ward property that had been destroyed by a fire for blight removal. Property razed with site restoration. Approximate cost - \$10,000.

City enters into a Developer's Agreement with Korger's Decorating for the purpose of constructing a new building on the Cobban block, which the City acquired in 1991 following the building being destroyed by fire. The \$1,600,000 new building to house Korger's Decorating and a new furniture retail store. City sells property to the Korger's for \$1.00. City provides \$67,000 of TIF #4 funds for specified site work. City provides a \$475,000 TIF #4 loan through the RDA for the project.

- 2005 City constructs Downtown Harmony Court on the vacant Ward lot that the City acquired in 2003. Harmony Court is landscaped including benches and a stage for performances. The walls of the two abutting buildings have murals painted on them depicting some of the history of Chippewa Falls. Approximate cost - \$20,000.

- 2007 City retains the Cunningham Group to prepare the Downtown Riverfront Plan - \$45,000. The plan is adopted in early 2008 with strong public support. It acquires the O'Conner's Bar (Empire Building) from the County for back taxes and liens - \$49,000. The building is vacant and blighted following the fire in 2002 and amends TIF #4 to address funding and implementation of the Downtown Riverfront Plan. The City enters into a Developer's Agreement with Gordy's Chippewa Food to raze two blighted buildings in Downtown TIF #6 and to build a new gas station on the site. Project cost is \$600,000. It contributes \$60,000 from TIF #6 funding for demolition of the buildings and site work. The City applies for and is awarded a Stewardship grant from the DNR to acquire properties in the floodway, demolition, blight removal, site remediation as needed, and site restoration. The grant is for \$105,650 with a local match of \$105,650. All funds are being used to implement the Downtown Riverfront Plan.

- 2008 City acquires the Martell building per the Downtown Riverfront Plan for \$110,000 with DNR grant funds. It applies for and is awarded a \$200,000 Municipal flood Control grant with a local match of \$189,240 to acquire properties in the floodway, demolition, blight removal, site remediation as needed, and site restoration per the Downtown Riverfront Plan.

City reconstructs Island Street for \$410,000 that includes separating the storm and sanitary sewer lines.

- 2009 City acquires the Harbert's property located in the floodway for \$128,000 per the Downtown Riverfront Plan. Its Engineers design the needed replacement and capacity upgrade of the north- side sanitary sewer line per the Downtown Riverfront Plan that will enable the City to remove the sewage overflow storage pond located in the downtown park area. The City retains S.E.H. Consulting Engineers to design the needed

upgrade and capacity expansion of the Bay Street Lift Station and sanitary sewer force main per the Downtown Riverfront Plan that will enable the City to remove the sewage overflow storage pond located in the downtown park area - \$39,000. It acquires Indianhead property from County for \$1,775 for Downtown Entrance Plan.

- 2010 City retains SEH to complete Environmental Assessment for Martell and Harberts properties - \$5,000. It completes environmental remediation on Martell property - \$29,515. The City retains SEH to prepare demolition specifications for Martell and Harberts properties - \$12,300 and contracts for demolition of Martell and Harberts properties.- \$20,393. The City reconstructs River Street including replacing major sanitary sewer force main and gravity main to increase capacity, upgrade the Bay Street Lift Station adding a fourth pump to increase capacity. With these capacity upgrades the City is able to demolish and remove the sewage overflow pond for the development of the park - \$2,358,383.
- 2011 City demolishes the sewage overflow pond and completes River Street project - \$116,663. It contracts for an appraisal of Chippewa Valley Roofing and Siding - \$2,750., contracts for relocation plan for Chippewa Valley Roofing and Siding - \$1,600 and retains SEH to complete a Phase I environmental assessment of the CN railroad property - \$2,900. City acquires vacant gas station at 12 S. Bridge - \$165,000. City retains SEH to complete a Phase II environmental assessment of the CN railroad property - \$11,422. City retains SEH to complete a traffic impact analysis for Bridge Street and intersection of Bridge Street and River Street with result of changing first block of Bridge Street to two way traffic with a round-a-bout on the intersection - \$15,340 and acquires the former beauty shop building - \$63,500.
- 2012 City contract to have appraisals completed for 11 and 15 West Spring Street - \$4,000. City contracts with Ehlers Associates to prepare the project plan to create Tax Increment District #12 to provide the financing tool to implement the downtown Riverfront - \$8,000. A resolution is approved with the creation of Tax Increment District #12 May 1, 2012.
- 2013 City retains SEH to complete the engineering design for the first block of Bridge Street and the round-about - \$220,267. The City contracts for the reconstruction of the first block of Bridge Street and the round-a-bout - \$561,347. The former Tan Fastic building is acquired for \$65,000 along with the vacant former Hong Kong House property - \$37,500 and contracts to have the demolition specifications completed for the Tan Fastic and Beauty Shop buildings - \$19,620. The City also acquires the vacant used car lot on northeast corner of Bridge and River Streets - \$166,000.

The Current Campaign represents who we are and what we wish to become.

When you are asked to give, please give generously.

30 W. Central St., Chippewa Falls, Wisconsin

715-726-2729

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