



CITY ADMINISTRATOR'S REPORT MARCH 2013

Jeff Gates, City Administrator

At the February 19, 2013 meeting the City's Parks & Recreation Commission held a public information meeting pertaining to the proposed construction of the approximate 1.5-mile extension of the Wisconsin Riverwoods Multi-use Trail from Chuck's Boat Landing southwest through Edgewood Park to Rangeline Road. The project will consist of the construction of a ten foot (10') wide asphaltic surface path that will match the design of the existing path which connects Main Street to Chuck's Boat Landing. The project will also include the construction of trail access points from Elm Street and Novak Street. Due to federal grant project review requirements, the construction of the trail will likely not begin until the spring of 2014. An aerial photograph which depicts the preliminary trail extension route is now available on the City's website (mosinee.wi.us), Facebook page and also at City Hall.

At the March 6, 2013 meeting, the City's Plan Commission reviewed and approved the plans for the proposed construction of a new 22,442 s.f. two-story commercial office building at the southeast corner of the roundabout intersection. S.C. Swiderski, L.L.C. is planning to relocate their corporate offices from their current location at 301 Main Street to the second floor of their proposed new office building. The first floor of the office building will be made available for future tenants. The building construction is planned to begin this spring and should be completed within nine months. The beautifully designed building will certainly be an attractive asset at the gateway to our downtown area!

At the March 11, 2013 meeting, the City's Public Works Committee held a public information meeting pertaining to the reconstruction of Ranger Street from Edison Street to east end of the street. The street reconstruction project will include the installation of new base material, asphalt and curb & gutter. We are anticipating that the City Council will be reviewing bids for the street construction work at the April 8, 2013 Common Council meeting. The construction project will likely begin in the latter half of April and we anticipate that the construction work will be completed in early July. The reconstruction of Ranger Street will significantly upgrade the transportation infrastructure in this area.

Hospitality Marketers, Inc. of New Berlin, Wisconsin recently completed an updated Comprehensive Hotel Market Study for the City. The purpose of the market study was to determine the feasibility of developing a mid-priced, limited-service hotel with

meeting/banquet space on the vacant 7.9-acre site located adjacent to Kwik Trip at the Interstate 39 & State Highway 153 interchange. The study considered the financial feasibility of both a 75-room and a 90-room hotel with an 8,000 s.f. conference area that could accommodate a 125-person meeting or a 400-person banquet. The study results indicated that the competitive position (with respect to other area hotels) of the proposed site was “*very positive*” and that the proposed site “*would well serve the Lodging Demand needs of the immediate subject market with its location close to businesses and local recreation outlets*”. Therefore, the proposed hotel site received an overall “*Excellent*” evaluation rating in the study. The study results also indicated that a 75-room and a 90-room hotel would both “*perform at a strong occupancy level*” and therefore the preliminary operational proformas for the desired hotel were also very favorable. The City will be actively marketing the proposed hotel site and project feasibility study results to identified hotel franchises and developer/owners.

With the cooperation of property owners and assistance from the Mosinee Area Economic Development Committee, the City is also actively marketing available commercial/industrial buildings and vacant sites located within our community. The City maintains an electronic database which lists available commercial buildings and sites located within City. Commercial property developers and business proprietors can access the available commercial property database from the Economic Development page of the City's web site (mosinee.wi.us). The available property database includes a description of each property, transportation access information, utility information, an aerial photograph of the site, current demographic information and other important information pertaining to the property and the City. The City also proactively markets available commercial and industrial property information directly to identified potential businesses (i.e.: hotel, pharmacy, etc.) that are desired by our community.

The City is also actively involved in the new “Connect Communities Program” which provides technical assistance access and networking opportunities to the participating communities that have demonstrated a spirited commitment to revitalizing their downtown areas. The Wisconsin Economic Development Corporation (WEDC) announced in January (2013) that the City was selected to be one of only 20 communities in the State that will initially participate in WEDC's new economic development program. Under the new program city representatives were able to recently participate in a Wisconsin Main Street workshop and we were also able to attend a recent roundtable meeting to discuss current downtown revitalization activities. Representatives of the Mosinee Area Economic Development Committee will also be participating in a Connect Communities Chat Group that will be used to exchange successful concepts for generating business development and also ideas for enhancing the appearance of our downtown area. The “Connect Communities” program will greatly assist the City with implementing the recommendations of the Mosinee Downtown Development Plan which was adopted in 2011 and which received the American Planning Association's “*Outstanding Small Town Plan*” national award in 2012.

I would like to encourage all residents and businesses to play an active role in your community by discussing any matter that you feel should be addressed by your local government, with the Mayor, a City Council member or myself. Don't forget to visit your local government web site at www.mosinee.wi.us and also the City of Mosinee Facebook page, for additional information and updates. You can also sign-up on the City's website to receive e-mail updates pertaining to your local government's activities.