

Current Campaign

Redefining Our Riverfront



“Chippewa Riverfront is the cornerstone
of a broad vision igniting the
revitalization of downtown
Chippewa Falls.”





The Plan

Opportunity



Chippewa Riverfront will provide a huge influx of economic potential into the Chippewa Falls economy.

- Multi-generational and multi-faceted activities for residents and guests
- Attracts new businesses to downtown Chippewa Falls
- Supports economic growth with a new gateway

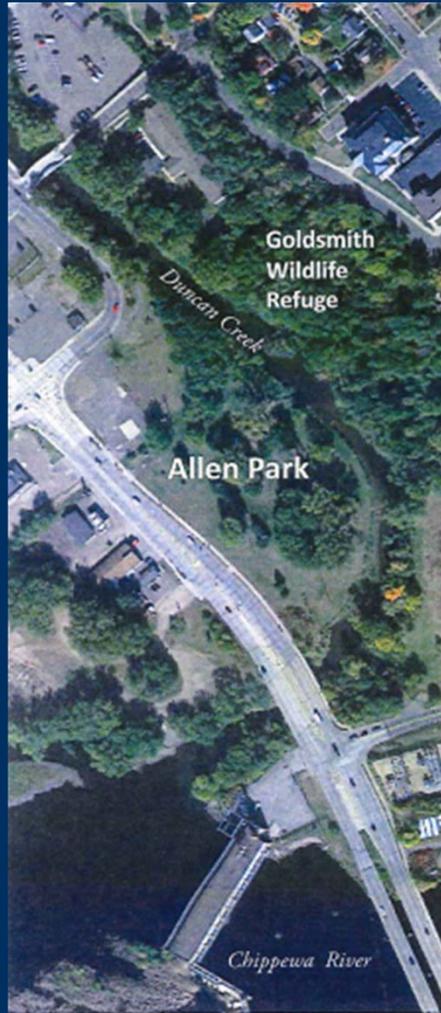
The Goal



- Develop a unique riverfront venue for residents and visitors to gather downtown
- Ignite the downtown as a year-round hub for entertainment, community activities and commerce.
- Multi-use activities for recreation and socialization while enjoying the natural beauty of Chippewa River

Phase II Features

- An amphitheater for up to 3,000
- Pier with water access for fishing, boating and wildlife viewing
- Covered Pavilion with full electrical access and restrooms
- Connecting trails to Allen Park and Duncan Creek
- Multiple water fountains
- Trails, skating ribbon and picnicking shelters
- 1,200 parking spaces within ½-mile and 860 spaces within ¼-mile



Building Community

- Creates first impression
- Protects and ignites our gateway
- Enhances experience for guests and residents

Community Pride



A Vibrant Community

- Expanded arts and music-based space
- Increased innovation, cultural diversity, civic engagement
- Elevated focus on recreational opportunities within Chippewa Falls



Today

After more than 20 years of planning and development, and a \$13M investment from the City of Chippewa Falls, Chippewa Riverfront is poised to provide a new gateway to rich economic growth potential for Chippewa Falls.



Free to All

- 10% of Chippewa residents fall below the poverty line
- Provides recreation and free outlet for those otherwise unable to enjoy these attractions
- Offers increased jobs downtown
- Improves quality of life at all socio-economic levels



Phase	Elements of Phase	Completion /Scheduled Completion	Investment	Funding
Pre-phase Complete	Purchased properties; demolition; environmental remediation; permitting	1989-2014	\$8 M	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	\$3.2 M	City Funded
Phase II Current funding process	Amphitheater for 3,000; Raised stage and roof canopy; recreational trails; restrooms; enhanced water features; finished electrical; Bay Street entry plaza, picnic pavilions;	2017	\$2 M	Current Campaign
Phase III Future	Picnic shelters, flag plaza; trails; pavilion; upgraded enhanced farmers' market	2020	\$1M	City Funded

Status to Date

Campaign Timing

- Businesses and individual support Fall and Winter
- Kick-off event in February with $\frac{3}{4}$'s of the goal
- Community wide completion March



Join Us
Be a Part of History

Appendix

<u>Features to be named</u>	<u>Suggested gift amount</u>
Performance Pavilion, Stage and Canopy	\$500,000 and above
Bay Street Entry Plaza	\$100,000
Amphitheater Seating	\$100,000
Plaza and 6-Water Jet Fountain	\$100,000
Additional Fountain	\$50,000
Chippewa Riverfront Bike and Walking Trail #1	\$50,000
Chippewa Riverfront Bike and Walking Trail #2	\$50,000
River Plaza	\$25,000
Winter Skating Ribbon	\$25,000
Picnicking Pavilion #1, #2 and #3	\$10,000 each
Memorial Benches 10	\$5,000 each
Bridge Street Entrance Perennial Plantings	\$5,000
Swinging Benches 3	\$3,000 each

Recognition Opportunities



Chippewa Riverfront