



FAQ

Current Campaign Redefining Our Riverfront

What is Chippewa Riverfront?

Chippewa Riverfront is the cornerstone of a broad vision for the final revitalization of downtown Chippewa Falls and its riverfront gateway. Economically viable and sustainable downtowns require compelling ways to appeal to a wide range of visitors to thrive long term. Events will draw attendees near and far, and will include smaller, more community-oriented gatherings, such as speeches, parades or ceremonies, to larger productions, festivals and other events with more complex sound, stage and traffic control requirements.

What are features of Chippewa Riverfront?

It will include a large stage with lighting, ground level and slightly raised seating areas, support facilities, trails, fountains, walkways, fishing areas, picnicking shelters, benches, a winter skating ribbon, and public restrooms. (An additional restroom is currently under construction.) The entire park will offer WiFi access.

- Amphitheater for small gatherings and seating for more than 3,000
- Fishing pier and water access for fishing, boating, wildlife viewing
- Canopy cover and a pergola for sun and shade control
- Pavilion for staging events, shows and concerts with full electrical access
- Attractively landscaped downtown entryways and parking areas
- Connections to regional trails
- A skating ribbon
- Bike facilities, Wi-Fi access, trailheads, picnic facilities, signage, benches
- Parking for 2,000 within one half of a mile
- Enhanced water features and shoreline restoration

What is the goal of the Chippewa Riverfront?

The goal is to develop a unique multi-faceted, riverfront venue that will inspire community residents and visitors to gather in downtown Chippewa Falls to enjoy a variety of enriching activities. It will ignite the downtown as a year-round hub for entertainment, community activities and commerce. Chippewa Riverfront is designed for multi-generational, multi-use activities allowing people to gather for recreation and socialization while enjoying the natural beauty of Chippewa River.

What activities and events can be held there?

Chippewa Riverfront is a multi-faceted venue which will provide a variety of enriching activities. We envision outdoor festivals; farmers' and other specialty markets; non-profit fundraisers for organizations; concerts; concert series; community plays; art shows; weddings; social gatherings; reunions; music of all types – orchestra; blues; rock; acoustic; symphony; water events such as kayak rentals; tubing starting points; movies in the park; date and family night programs; other events and celebrations.

Where is Chippewa Riverfront located and what is its size?

This river's edge park is located at the intersection of Bridge and River Streets off former Highway 29, and it is approximately seven to eight acres in size.

Who will manage Chippewa Riverfront?

The City is determined to encourage community involvement, visitor attraction and business support for Chippewa Riverfront. The City will be working with the Chamber of Commerce, Tourism Director and Main Street to ensure the best possible return on investment for this important project to create synergy between our other promotions and marketing plans. Presently, events will be scheduled through the Park and Recreation Department.

How was this idea initially developed?

For more than 20 years, the City Council has been working to remove vestiges of the former industrial area along the riverfront where dilapidated and deteriorating buildings were located. Phase II is a direct extension of a publicly adopted vision and plan where much public input was sought and secured at each planning stage with final approval of those stages coming from the City Council.

How many attendees will the Amphitheater attract?

The Amphitheater is designed for both small and large events flexible to accommodate from 250 to more than 3,000 attendees. The objective is to establish a frequently used arts and music-based space for community events and gatherings. All events will draw attendees to the downtown, stimulating the local economy. Providing such space will lead to increased innovation, cultural opportunities and civic engagement.

Where will attendees park? How will that space accommodate up to 3,000 visitors?

A major component of the plan is parking identification, planning and management. A total of 860 parking spaces are located within one-quarter-mile from Chippewa Riverfront. Of these spaces, 406 street parking spaces are available and 457 off-street parking spaces with 237 spaces of these located at

the park’s fringes. Within one-half-mile from the park another 400 to 500 spaces are available. The Bridge to Wonderland brings 12,000 people downtown annually. Parking is available in this instance and the same situation happens during the Pure Water Days event where 12,000 people require parking.

What if Chippewa Riverfront requires even more parking?

For extremely large events, shuttle service will offer guests convenient, hassle-free parking and event access would further reduce the traffic impact. In addition to providing detailed maps and other visuals to help easily navigate parking, event staff will be engaged to help manage traffic flow for very large events if necessary. Most parking needs will be accommodated within a short walk. A safe drop-off zone near a park entry point will offer assistance for those with physical limitations.

Has speed reduction along this area been discussed?

The City has invested in a display board to help control speed of local traffic approaching Chippewa Riverfront. Other speed control options and signage will be implemented to increase safety for all.

How will you work to ensure the park doesn’t negatively affect area residents or attract vandalism?

Focusing on multi-generational and multi-use space will engage residents and foster feelings of ownership. This is usually a natural deterrent to vandalism and encourages park support and preservation. Lighting in and around the park will help discourage negative behaviors when not in use. Music held in the evening will follow city policies for sound control so as not to impact residential areas.

What is The Current Campaign, and how will the campaign be funded?

The Current Campaign is the fundraising drive designed to raise \$2M in private community dollars—private donations from other forward-thinking community supporters who believe in the future of Chippewa Falls.

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; finished electrical; Bay Street entry plaza, picnic pavilions; WiFi	2017-2018	\$2M	Current Campaign Private funding
Phase III Future	Allen Park Picnic shelters, flag plaza; trails; pavilion; upgraded enhanced farmers’ market; future sculptures and artwork	2020-2022 with a successful campaign	\$1M	City Funded

How will the project benefit Chippewa Falls economically?

Chippewa Riverfront is the heart of community building and planning that will continue to stimulate the local economy. For example, today an average overnight tourist spends \$180 in discretionary dollars. As the number of events and participation grows at Chippewa Riverfront, the number of visitors to downtown will increase, thereby increasing dollars into the community. There is also evidence that new business is being attracted to the downtown riverfront areas as a direct result of this development. Further, the prominence of this gateway to our community enhances our employer's ability to retain and attract employees. This area will lead Chippewa Falls to increased innovation, cultural diversity and civic pride.

Why is Chippewa Riverfront important to the economic future of Chippewa Falls?

There is compelling evidence that enhancing a community's riverfront or downtown area has a positive, cascading effect on economic development, and to remain prosperous and competitive, it is important Chippewa Falls move in this direction, too.

When is Chippewa Riverfront Phase II scheduled to be completed?

Fundraising is taking place in 2016 and early 2017. Plans include letting of bids when all the pledges are secured and completion is slated in 2017. Phase III will consist of final improvements to Allen Park including trails and parking. With a successful campaign for Phase II, all Chippewa Riverfront elements is slated for approximately 2020.

What are plans to handle trash and handle extra security costs?

Arrangements will be held for large events to reimburse the city when needed for trash and security.

What are some of the desired outcomes that elements are designed to produce?

- Create an attractive and active gateway to downtown and the riverfront
- Create a festive downtown riverfront focal point
- Provide for a variety of recreational and social activities
- Support local and downtown businesses
- Strengthen local and regional connections
- Provide secure pedestrian access from downtown to Chippewa Riverfront
- Develop safe reduced speed zones to aid safety measures for vehicles and pedestrians

What is the City's commitment?

The City has committed nearly \$11M over the last 10 years. In 2016, the City of Chippewa Falls is expending \$3.2M for Phase I of the Chippewa Riverfront with funding coming through District 12 Tax Increment Funding (TIF). The city has also hired SEH to complete the design engineering for the Phase II in 2016 and early 2017 at a cost of approximately \$200,000 in improvements.

Why can't the City complete this phase on its own?

With a total project cost of between \$15 and \$20M since 1989, the city knew completing Chippewa Riverfront would require assistance at some point from private donors. (Please see detailed costs, grants and funding streams in appendix.) Now is the time to seek private support to complete Phase II which

helps preserve the city’s debt limit and keep the city’s bond rating. Without private philanthropic support, the complete project may not see completion for six to eight years meaning lost economic opportunities for downtown businesses. Working together we can keep Chippewa Falls current.

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

What are the maintenance and annual operation costs?

The annual operating costs are estimated at \$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 more than a full-time person maintaining the plants, trees and grass. Seasonal employees may fill-in due to the year-round park option. May to October is the primary season. The full-time employee has been budgeted and approved by the council.

Are the restrooms currently planned enough to accommodate large events?

The handicapped restroom facilities for men and women will be constructed with three stalls each and two family bathrooms to accommodate events of 500 to 1,000 persons without securing portable restroom units. However, when larger events are planned, event planners will be required to rent the numbers of restrooms necessary to accommodate their numbers.

Will my taxes increase?

Taxes will increase minimally to accommodate necessary annual operating and maintenance costs. The tax increase will amount to \$21 per year for each \$100,000 of valuation.

Is there opportunity to develop this park throughout the year?

Yes, there will be a skating ribbon within the park. Other winter events will include ice sculpting contests and winter activity festivals. The trails and sidewalks will also be plowed daily for walking.

What about adding sculpture to bring a wider arts interest to Chippewa Riverfront?

Yes, the City Council agrees sculpture will provide a very beneficial appeal and unique quality to Chippewa Riverfront. The primary goal for Phase II is to create the functional aspects of the park so its key benefits may be achieved in the near term. The council believes groups interested in helping see this aspect brought to fruition will identify their interest, intent and ideas, and organize a proposal for consideration. Once the council approves a final plan, the groups would work to outline the necessary steps, policies, funding streams, grant development and timing to complete the plan during Phase III construction. By completing the Phase II components of the Chippewa Riverfront, the foundation will have been laid to enable interested groups to take the next important steps to bring art into the park.

Are flood proofing measures being considered?

Throughout all planning, flooding has been taken into consideration. All aspects of the park are flood proof including the site design, plants, landscaping, materials, lighting and sound equipment.

Who is providing for functional needs for festival planning with landscape design?

The architectural firm is working with experts in event management to be sure the park will be completed with all necessary foundational and infrastructural elements.

Who is managing The Current Campaign?

Chippewa Falls' community members will provide leadership for the Current Campaign. Crescendo Fundraising Professionals, LLC, is supporting their efforts through a management plan. Crescendo has successfully managed 30 capital campaigns over the last 18 years. The City of Chippewa Falls is paying the consultants on an hourly basis for time spent managing the campaign not on how much is raised. The City is also paying campaign costs such as printing, promotional materials, and campaign awareness events. Consulting fees do not increase if the campaign raises more than the goal. The firm was chosen based on their high success rate, general process, experience with similar projects and total cost.

What are some options for fulfilling pledges?

Accounts to transfer tax-deductible stock will be established at local banks. Check, commodities, appreciated property, or land sales may meet payments on pledges. Payroll deduction may also be an option if companies wish to offer this for their employees. Employees of companies offering matching programs for charitable contributions are encouraged to take advantage of this opportunity. More information is available by contacting Jayson Smith at City Hall.

Is there a plan if we don't raise all the money?

To be sure we reach our goal, we need individuals and businesses to consider stretching with generous pledges. If the entire goal is not reached, the project could be completed in stages, but this would increase the overall expense. We will need everyone's help to be sure we are successful. We are confident the goal will be met.

When will construction start and when will the facility be completed?

Construction could start next spring after pledges are secured and construction should be completed in 2017 and 2018.

Will campaign volunteers seek national corporation or foundation support?

The City has utilized federal and state grants funding for certain aspects of this project wherever possible. The campaign will also apply for private foundation grants. The majority of funds for the Current Campaign will come from the local people, businesses and foundations of this area who are most closely connected to our community's vitality and well being.

Why should I participate in the fundraising drive?

Chippewa Riverfront will provide many social, recreational, economic and cultural benefits for our residents and help make our region more attractive to new citizens and new businesses.

What if someone wants to give an in-kind gift?

Campaign leaders realize that in-kind support is important to the project. However, raising cash revenue is the first priority. Campaign leaders will work to establish ways for area contributors to fulfill potential in-kind gifts that could provide much-needed support for the campaign. A Building Committee will help identify cost savings and in-kind opportunities

Do most people fulfill their pledges?

Yes. Midwest communities conducting similar campaigns have found that pledge fulfillment ranges from 95 to 105 percent. According to the fundraising consultants, one-half of pledges are usually paid into the campaign the first year; one-third is typically paid in the second year, and one-sixth in the third year.

Are contributions tax deductible?

Each contribution is tax deductible according to IRS standards.

How do I give?

Pledges may be remitted to The Current Campaign and sent to the City of Chippewa Falls, 30 West Central St. Chippewa Falls, Wisconsin. Each contributor should consult with his or her tax advisor to identify tax advantages for their specific situation. The campaign will provide verification of each gift.

How will pledge payments work?

Total pledges may be remitted to the campaign over three years starting (November 2016 through December 2018). Donors may find it easier to be more generous giving a larger pledge over time. Donors may make payments quarterly, semi-annually or annually at their discretion. Reminders will be sent based on donor preferences.

How can I help?

Please give generously when you are asked. If you are interested in becoming involved as a volunteer, please contact Jayson Smith at (715) 726-2729. Please view the campaign website on the City of Chippewa Falls website or visit our Face book page.