

2019

City of Marshfield Economic Development Annual Report



Presented to the Economic Development Board – 3/5/2020

Presented to the Common Council – 3/10/2020

Chairman Sennholz & Economic Development Board Members,

It is our pleasure to present the 2019 Economic Development Annual Report to the Economic Development Board (EDB). Now in its eighth year of existence, the EDB has worked hard to provide the structure, leadership and support necessary to advance our economic development efforts for the betterment of the City of Marshfield and the surrounding area. Working with its' partner organizations – Marshfield Utilities, Marshfield Area Chamber of Commerce & Industry, Main Street Marshfield, Marshfield Area Convention & Visitors Bureau, Marshfield Community Development Authority and Wood County, we can all celebrate the accomplishments of 2019.

The annual report is developed in an effort to help bring public awareness to local economic development efforts that have recently been undertaken, are on-going, and planned for the future. We hope that this report is also used by the EDB, City Council and our partner organizations as a basis for making future decisions related to economic development.

2019 was a year largely dedicated to housing and growth of existing businesses. In February the housing study update was presented at the Community Center by MSA Professional Services. The study updated the 2015 study to provide a better understanding of how the Marshfield area housing market works and where gaps/opportunities exist to help meet the various needs. After receiving the report, the EDB dedicated a considerable amount of their time and effort establishing goals and developing programs that they can lead and/or offer to help fill the identified gaps. We look forward to seeing some of these plans and projects implemented in 2020 and beyond. Single and two-family home starts were higher than the 10 year average and three multifamily developments continued to add more dwelling units to the City's housing stock.

Downtown revitalization continued to be a primary focus in 2019, as the EDB funded another year of our downtown façade improvement program. The downtown saw 14 new businesses open or relocate in the downtown. In its second year, the Wenzel Family Plaza drew thousands to the downtown. The City conducted an analysis on the future location of the Police Station and decided expanding the current facility in downtown is a more economical and suitable location moving forward than relocating. The City also purchased the Baltus Quick Lube site on South Chestnut Avenue to help with the storage needs of the Police Department and long-term could be a great opportunity for future redevelopment. The City also sold the former City Hall Plaza to a private developer.

Business investments in our community continued to grow. There were four businesses in the industrial and business park that completed or started significant expansion projects. Unfortunately, there were a several business closures, primarily due to changes in the retail market, however some of those vacated facilities made room for other companies to expand or relocate to Marshfield.

Finally, we would like to congratulate all of our local businesses on their successes in 2019. As we move into 2020, we continue to extend our hand in offering support to all of our existing and potential businesses wherever necessary.

Respectfully submitted,

Josh Miller
Development Services Director
City of Marshfield

Karen Olson
Business Development Director
Marshfield Area Chamber Foundation

REAL ESTATE & DEVELOPMENT

Development Projects

Marshfield may not have seen as many “new” commercial/industrial developments as years past, but local businesses definitely showed signs of success with expansion of existing facilities. The following is a list of some of the more notable business expansions completed in 2019:

- Nelson-Jameson moved its headquarters to the former Figi’s office building near the airport, sharing space with Mason Companies, Inc.
- Hastreiter Industries, a CNC turning and 5 axis milling machine shop relocated from out in the country to a warehouse space previously occupied by Figi’s on East 29th Street.
- Weiler Car Wash on North Central Avenue added 3 new car wash bays.
- Menards remodeled their interior and added a new warehouse in the lumber yard area.
- Shopko Optical moved from North Central to the downtown.
- WOW Logistics Office added a 1,800 square foot office addition.
- Marshfield Clinic Health System YMCA expansion.
- Packaging Corporation of America completed their 20,000 square foot rail building addition to allow their raw materials to be shipped to them via rail and unload in an enclosed facility.
- Innovative Machine completed construction on a 20,000 square foot addition on Nikolai Avenue in Norwood Industrial Park (TID 7) to add state of the art equipment for stainless steel manufacturing.
- Dental Crafters completed 6,500 square foot expansion to their dental laboratory facility in the Mill Creek Business Park (TID 5).
- Other expansion projects in progress include:
 - Custom Fabricating and Repair constructing a 20,000 square foot building.
 - Quality Tank Solutions constructing a 60,000 square foot building.
 - Marshfield Clinic remodeling projects.

Although new commercial/industrial development may have been down from years past, residential development definitely saw an upswing. Three major apartment projects were under construction in 2019. Premier Heritage Estates added 3 buildings with a total of 36 units to the south side of Marshfield. S.C. Swiderski began construction on the north side behind Wal-Mart. One of the buildings was opened by the end of 2019 with two additional buildings opening up in early 2020. When fully built out, expected by 2021, the project will add a total of 160 dwelling units to the Marshfield housing stock. The third project is just east of the Marshfield High School tennis courts and will consist of nine 12-unit buildings for a total of 108 units when fully built out in early 2020.

Annexation

The City received and approved an annexation request for commercial land located in the Town of McMillan, consisting of approximately 9.49 acres. One of the parcels will be the site of the 3rd Kwik Trip store in Marshfield.

Building Permits

Permits were up significantly in 2019 and were at the highest numbers in the past five years showing an increase in construction activity. Based on the permit activity, nearly \$34 Million worth of new construction took place this past year.

Building Permits	2015	2016	2017	2018	2019
Building Permits	675	675	584	624	824
Electrical Permits (Res)	260	179	258	235	211
Electrical Permits (Non-Res)	202	147	116	111	129
Plumbing Permits	153	168	125	154	393
Grand Total of Permits	1,290	1,169	1,083	1,124	1,568
Estimated Value	\$33,946,883	\$37,198,266	\$55,850,342	\$36,005,119	\$33,982,152

Source: City of Marshfield Development Services Department

Housing Starts

The past three years have seen an uptick in new residential development. Single and two-family residential housing starts continue to exceed the previous ten years' average. Multifamily development also continues to be strong. Construction has started on nearly 300 residential dwelling units in the past three years. The table below shows the numbers of permits taken out for each type of residential development. Not all of these projects were completed in the year the permit was pulled. In 2019, there were 14 single family homes and 6 duplexes that were started.

Housing Starts	2015	2016	2017	2018	2019
New Single Family Homes	11	10	15	13	14
New Two Family Homes	1	0	1	10	6
Single and Two Family Units	13	10	17	33	26
New Multiple Family Buildings	3	0	0	13	5
Multi-Family Dwelling Units	20	0	0	160	60
Total New Dwelling Units	33	10	17	193	86

Source: City of Marshfield Development Services Department

Assessed Value of Recent Residential Construction

The estimated assessed value of new 1 & 2 family residential construction jumped from \$3.2 Million (2017) to \$5.2 Million (2018). The table below shows the estimated assessed value of just the improvements.

Assessed Value of Improvements	2017	2018
1 & 2 Family Residential Value	\$3,210,600	\$5,252,300
Single Family Permits	15	13
Two Family Permits	1	10
Total Permits	16	23

Source: City of Marshfield Development Services Department

Available 1 & 2 Family Residential Lots

As residential development continues to increase, the number of available lots for residential development continues to decrease. Below is a breakdown of the available 1 & 2 family residential lots by the end of 2019. “Developable” means that the lot has the necessary infrastructure to be developed. “Owner Retained” means the adjacent lot has a dwelling on it and is owned by the same owner. “Desirable Subdivision” refers to lots that have a likelihood of being developed and is generally part of a partially or mostly developed subdivision. Based on the available inventory and the number of permits taken out the past couple of years, the City will be out of developable and desirable subdivision lots for 1 & 2 family homes within 3 years if no additional subdivisions are established.

Residential Lots	2019
All Vacant Single & Two Family Lots	350
Developable Vacant Residential Lots - Zoned Single Family	161
Developable Vacant Single & Two Family Lots - Owner Retained	84
Developable Vacant Residential Lots - Zoned Two Family	25
Developable Vacant Single & Two Family Lots - Desirable Subdivision	55
Developable Vacant Single - Desirable Subdivision	34
Developable Vacant Two Family Lots - Desirable Subdivision	21

Source: City of Marshfield Development Services Department

Average Sale Price of a Home

The average sale price of a home continues to increase. In the past five years, the average sale price has increased from \$135,225 in 2015 to \$158,599 in 2019.

Average Sale Price of a Home	2015	2016	2017	2018	2019
City of Marshfield	\$135,225	\$139,478	\$147,203	\$151,681	\$158,599

Source: United Way Vital Signs Report, City of Marshfield Assessor’s Office

Community and Quality of Life Projects

In addition to all the commercial, manufacturing, and residential construction projects that took place, other community based projects were completed in 2019. The major projects include:

- Kenneth & Ardyce Heiting Community Stadium at Marshfield High School.
- Wildwood Zoo and Welcome Center and Cougar Exhibit.
- McMillan-Wildwood Trail.

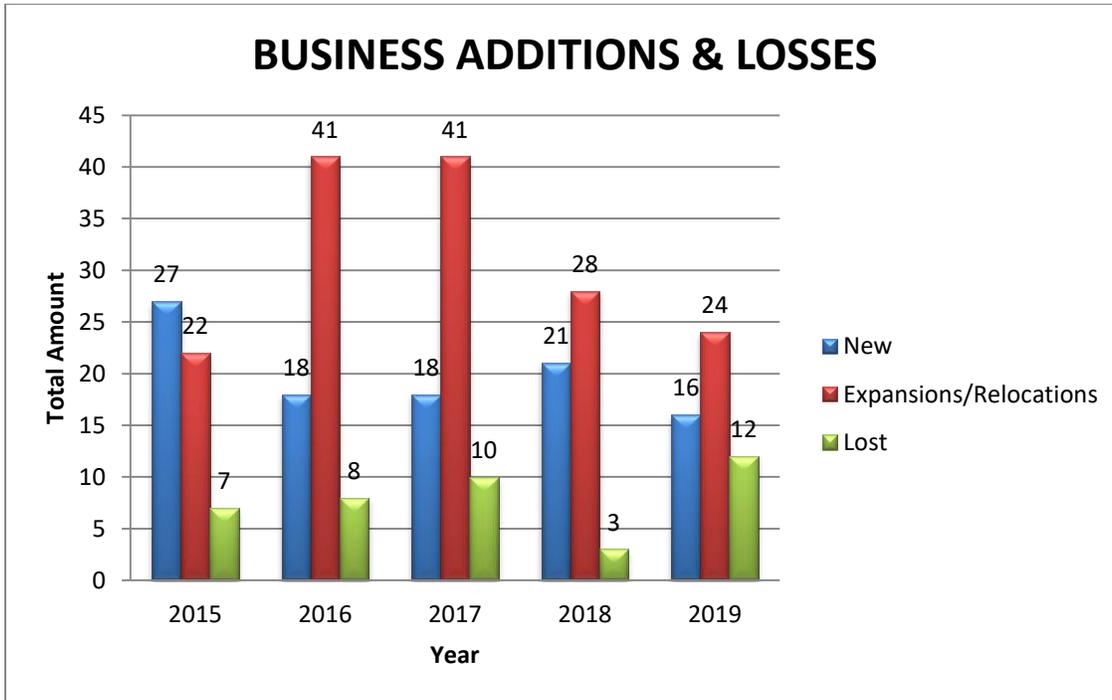
LOCAL & REGIONAL

Population

Overall the City has seen a slight increase in population over the past 3 years. According to the Department of Administration, the population for the City of Marshfield in 2019 was 19,316.

- 2017 – 19,061
- 2018 – 19,097
- 2019 – 19,316

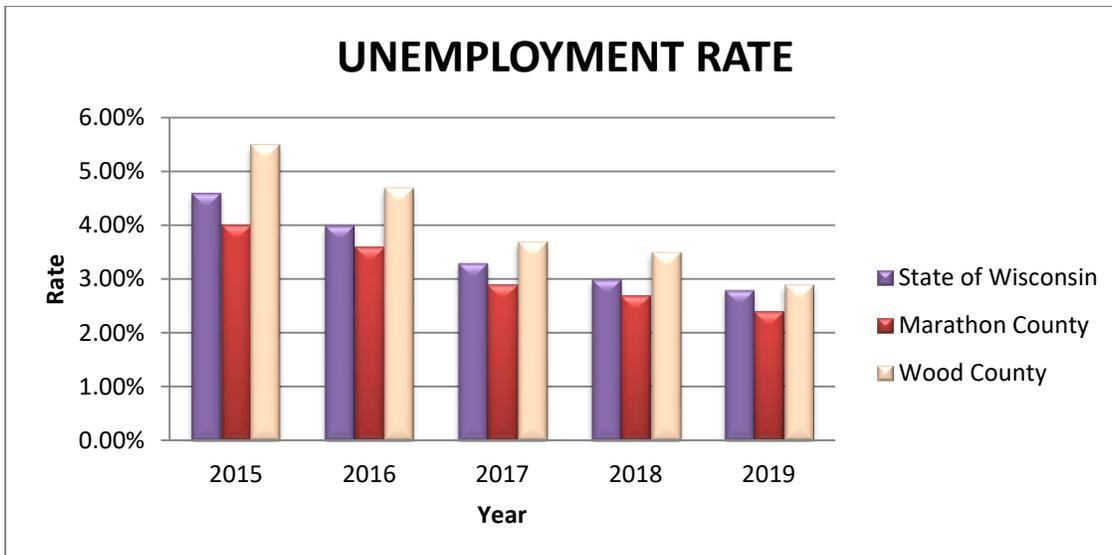
Business Additions & Losses



Source: Marshfield Area Chamber of Commerce & Industry **Does not include businesses with new ownership/name change*

Unemployment Rate

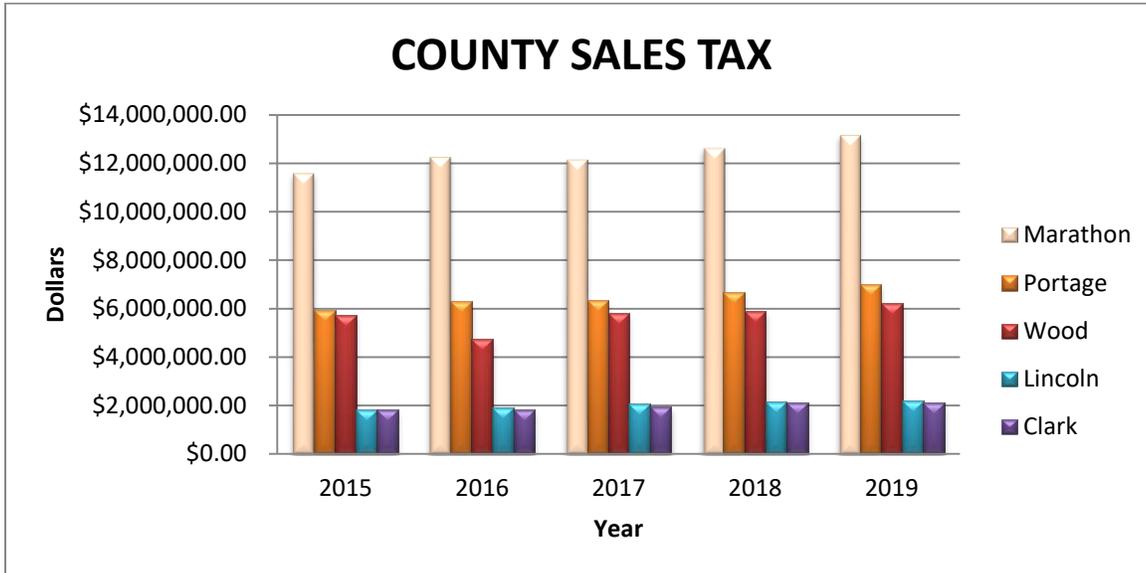
Depending upon the time of year and the industry, employment numbers are constantly fluctuating with seasonal employees, demands for services/goods, and other variables. Unemployment rates remain low throughout the state and country. Overall unemployment numbers are not available specifically for Marshfield, but unemployment is generally low in the area.



Source: Marshfield Area Chamber of Commerce & Industry

County Sales Tax

The Wisconsin Department of Revenue imposes a state sales tax on all transactions for the sale of personal property. Wisconsin businesses must collect the taxes on behalf of the state government and remit them to the Department of Revenue. The rate of 5.5% for all counties shown has remained the same over the reporting period.



Source: Marshfield Area Chamber of Commerce & Industry

Although all 5 counties saw an increase in sales tax collected, this should not be construed to only represent business growth. The cost to move goods through-out the region also impacts these figures (i.e. fuel).

Local Assessed Value of Commercial and Manufacturing Real Estate

Assessed values for commercial and manufacturing properties within the City have seen a significant increase over the past five years. The increase can be attributed to business addition and expansions, as well as an increase in value of existing businesses.

Assessed Values	2015	2016	2017	2018	2019
Commercial	\$515,598,700	\$516,334,200	\$527,502,200	\$559,181,900	\$564,559,600
Manufacturing	\$53,607,600	\$54,310,900	\$55,894,800	\$57,945,700	\$73,786,700
Total	\$569,206,300	\$570,645,100	\$583,397,000	\$617,127,600	\$638,346,300

Source: Wisconsin Department of Revenue

VALUE AND IMPACT OF...

Assessed and Equalized Value

Assessed valuation is property value as determined by the local municipal assessor on January 1 in any given year. This is the number used to determine the property tax. The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1. Both assessed and equalized values in the City continue to climb.

Assessed & Equalized Summary	2015	2016	2017	2018	2019
Assessed Value	\$1,353,141,700	\$1,357,341,600	\$1,371,375,400	\$1,409,412,400	\$1,441,257,300
Equalized Value	\$1,427,677,300	\$1,461,314,300	\$1,480,914,100	\$1,577,080,500	\$1,701,656,000

Source: Wisconsin Department of Revenue



Net New Construction

Net New Construction numbers are the estimated values of new construction reduced by any demolition or destruction of buildings, and may include corrections to the previous year. The year in the table below is when the numbers are provided by the Department of Revenue and reflect construction completed in the previous year. In 2019 we saw a Net New Construction value of \$41,488,800 for the year and an increase of 2.63%.

Net New Construction	2015	2016	2017	2018	2019
Marathon	\$1,291,300	\$2,632,700	\$923,100	\$1,112,100	\$3,878,200
Wood	\$15,208,900	\$9,615,000	\$15,216,000	\$33,508,200	\$37,610,600
Total	\$16,500,200	\$12,247,700	\$16,139,100	\$34,620,300	\$41,488,800
Percent	1.17%	0.86%	1.10%	2.34%	2.63%

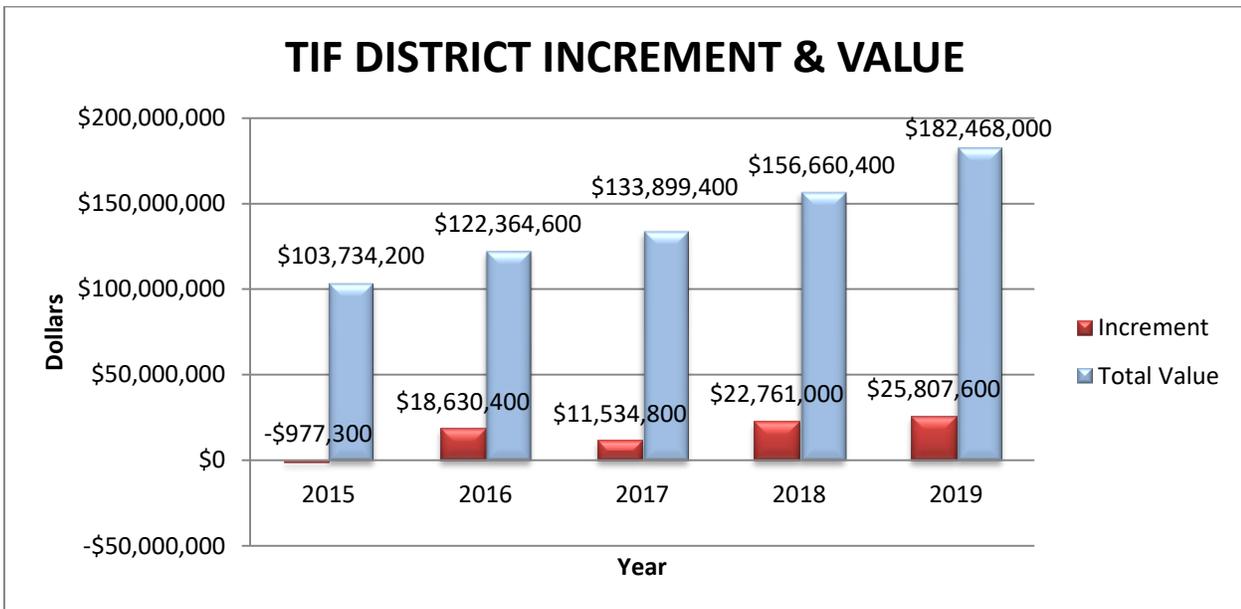
Source: Wisconsin Department of Revenue



Source: Wisconsin Department of Revenue

TIF Districts

Since 2017, the Tax Increment Finance (TIF) District Increment has increased significantly each year, with 2019 being the best year so far with an increment of \$25,807,600. The chart below shows the total increment value for each year from 2015-2019 and the total assessed value of the properties within all the TIF Districts.

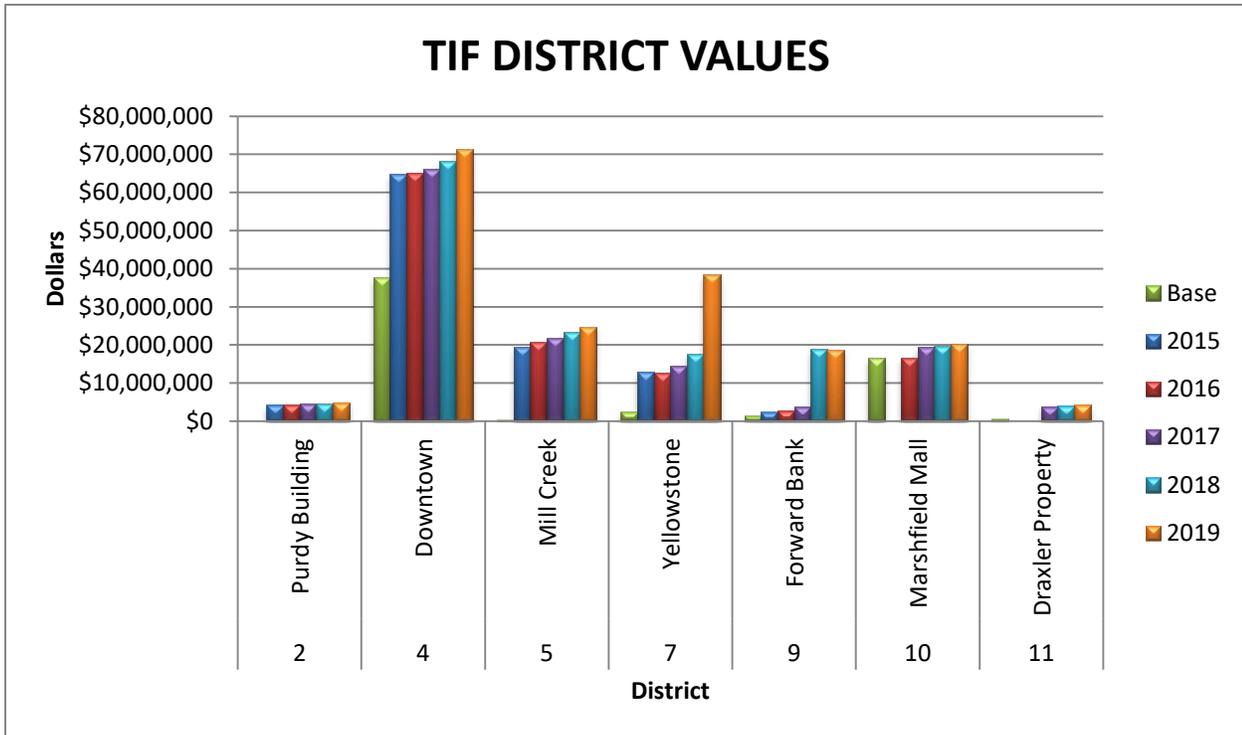


Source: Wisconsin Department of Revenue

Below are the total equalized values of all the TIF Districts since 2015:

- 2015 - \$103,734,200
- 2016 - \$122,364,600
- 2017 - \$133,899,400
- 2018 - \$156,660,400
- 2019 - \$182,468,000

The chart below illustrates the TIF District Values for each district since 2015. Except for this past year in TIF District No. 9, all the districts have increased each year in value since 2016.



Source: Wisconsin Department of Revenue

Tourism

In 2019, the Marshfield Convention & Visitors Bureau (CVB) created a new brand, Marshfield Made New. This included completely redesigning and redeveloping our website visitmarshfield.com and a new name for the organization Visit Marshfield. The new name, brand, and website debuted in January of 2020. After a record year in 2018 for room tax collection and hotel occupancy rates including hosting 3 large city wide conventions, 2019 is looking to be coming in a close second place with enhanced marketing efforts and final collections and data still being processed. Visitor traffic is strong in Marshfield and the New Hampton Inn & Suites planned to open late 2020 will be a nice addition to our hotel portfolio for travelers to choose from.

Overall, the City has seen a steady increase in room tax collection and estimated tourism dollars since 2013. The room tax rate increased from 6% to 8% in 2017, so that accounts for some of the increase in room taxes collected.

Year	Total Room Tax Collections	Room Tax Rate	Estimated Overnight Visitor Economic Impact (\$ Millions)*	Estimated Wood County Direct Visitor Spending (Includes Day Trip Visitors)	Estimated Wisconsin Direct Visitor Spending (Includes Day Trip Visitors (\$ Billions)
2013	\$320,948	6%	\$28.7	\$81.6	\$10.8
2014	\$327,460	6%	\$29.0	\$86.8	\$11.5
2015	\$355,472	6%	\$30.5	\$88.0	\$11.9
2016	\$374,938	6%	\$32.0	\$91.4	\$12.3
2017	\$520,797	8%	\$33.0	\$93.0	\$12.7
2018	\$572,282	8%	\$34.4	\$96.6	\$13.3

Source: Visit Marshfield, Travel Wisconsin, City of Marshfield. * We do not have an accurate data collection method for day trip visitor impact in Marshfield, but an educated guess would be \$10-15 million per year.

DOWNTOWN

Main Street

Events & promotions brought an additional 16,325 people Downtown, offering exposure to businesses & further establishing the location as the heart of our community:

- Destination Downtown
- Holiday Parade & St. Nick Visits
- Hot Time in the City
- Hub City Days Brew Fest, Car Show, Family Zone, Historic
- Street Banquet, Mad Market
- Shopping & Street Dance
- Fall Street Dance
- Fall Beer Walk
- Holiday Window Display
- Competition
- Holiday Wine Walk
- Small Business Saturday
- Trick-or-Treat Downtown
- Your Thursdays

New Businesses

There were 14 businesses that started, expanded, or relocated into the downtown in 2019. Those businesses include the following:

Downtown Businesses	2019	
Business Name	Type	Activity
Exit Greater Realty	Service	Expanded
Uptown Coffee	Retail	Started
Right Touch Massage	Retail	Relocated Into
Wausau Homes Marshfield	Service	Started
Fruity Helado	Retail	Started
All the Above Tattoo	Service	Started
Escape Room Marshfield	Retail	Started
J&J Games	Retail	Relocated Into
Forget Me Not Nails	Service	Relocated Into
Root of Renewal Massage	Service	Relocated Into
Relief! Soft Tissue Therapies	Service	Relocated Into
Shopko Optical	Service	Relocated Into
La Queretana	Retail	Started

Source: Main Street Marshfield

Wenzel Family Plaza

The Wenzel Family Plaza officially opened to the public on July 11, 2018. That event hosted approximately 1,200 people! In the first 3 months of operation, the Plaza hosted 16 events, estimated to have total attendance of 3,000 people.

In 2019, the first full year of operations for the Plaza, 87 events were held, attracting an estimated 8,700 people to the downtown. The three events that attracted the largest crowds were Marshfield Utilities Customer Appreciation Day, Oktoberfest, and Reindeer Day. Other series events such as the Friday Night Concert Series, and Yoga – Off the Mat were big hits as well.

The Wenzel Family Plaza has not only been a great enhancement to the downtown and community, it has received really positive recognition from organizations outside the City. As part of the 28th Annual Wisconsin Main Street Awards in 2019, Main Street Marshfield was awarded the 2018 Best Public Improvement Project for Wenzel Family Plaza by the Wisconsin Economic Development Corporation (WEDC). The Wenzel Family Plaza also received a 2019 Great Places Wisconsin Award from the American Planning Association – Wisconsin chapter. The jury commented:

“Wenzel Family Plaza exemplifies the promise of great public spaces to activate Wisconsin's smaller downtowns. Its multifunctional design allows for a broad variety of programmed civic events, as well as quality park space year-round. The project has already delivered tourism benefits for the local economy and will continue to evolve as a center of Marshfield's community life.”

Parking

Staff completed a parking survey in the downtown in 2019. The survey area generally consists of public parking spaces, both municipal parking lots and on-street parking, starting on the east side of South Walnut Avenue to the east side of South Maple Avenue and from the north side of West 1st Street (and Veterans Parkway) to the north side of West 7th Street. The north side of the 200 block of East

2nd Street, the west side of the 100 block of South Cedar Avenue, and the West and East Reading Parking Lots were also included in this survey. Some places are busier than others, but even during the peak busy times during the week, there are ample parking spaces in the downtown. Below is a summary of the survey findings.

- The total available parking in the downtown is 1,224 stalls.
 - 644 parking lot spaces
 - 580 on-street parking stalls
- The total average occupancy for the entire week in the study area was 411.55 stalls (average occupancy rate of 33.6%).
 - Average occupancy survey count for all the municipal parking lots in the study area was 261.22 (average occupancy of 40.6%)
 - Average occupancy survey count for on-street parking stalls in the study area was 150.33 (average occupancy of 25.9%)
 - The busiest survey period was Wednesday at 12pm. The total survey count for municipal lots was 504 occupied parking spaces (for an occupancy rate of 41.2%)
 - The slowest survey period was Monday at 9am. The total survey count for on-street parking was 338 occupied parking spaces (for an occupancy rate of 27.6%)

LOANS & GRANTS

Businesses looking to expand or locate within the city of Marshfield have access to a variety of funding assistance. Working through established partnerships from local financial institutions, regional organizations, state and federal programs, staff works with business owners to identify and pursue funding options that meet their specific needs.

Central Wisconsin Economic Development Fund (CWED)

The Central Wisconsin Economic Development (CWED) Fund, Inc. has been in existence 2010. The success of regional efforts is evident by the State’s desire to consolidate other programs into regional efforts.

The program originally started with the four counties of Adams, Marathon, Portage and Wood joining forces to make the program a go. In 2012 we welcomed Lincoln County to the program and in 2013 we welcomed Forest and Vilas County’s to the program, bringing our total number of counties to 7.

CWED Loan Summary	2018	2019
No. of Projects	9	4
Total Loans	\$1,660,700	\$617,500

Source: Central Wisconsin Economic Development Fund, Inc.

Once again, the CWED program proved to be of great assistance to local businesses. Of the 13 loans approved in the past two years, 5 of those were for businesses located in Wood County. The total dollar amount committed to these Wood County businesses is \$862,000. The decision to join CWED has paid tremendous dividends to our community.

Community Development Block Grant – Housing Rehabilitation Program

In 1992 the City of Marshfield was selected to receive \$495,650.00 of federal dollars administered through the State of Wisconsin, Department of Commerce, Division of Housing and Community Development. All of the dollars received from the 1992 grant were made as loans and as the loans are repaid the City of Marshfield is able to utilize these dollars for new loans. This process is known as a Revolving Loan Fund (RLF). The CDBG-RLF is used to rehabilitate residential property occupied by low- and moderate income (LMI) residents. Funds can also be used to provide down payment and closing costs to assist LMI household in the purchase of a house.

CDBG-Housing Rehab	2015	2016	2017	2018	2019
No. of New Loans	4	3	4	3	0
New Loans	\$39,145.01	\$30,268.00	\$47,738.00	\$20,609.60	\$0.00
No. of Loan Repaid	1	1	1	2	0
Repaid Loans	\$9,082.00	\$12,542.53	\$7,500.90	\$16,411.26	\$0.00

Source: City of Marshfield Finance Department

The CDBG Housing Rehab program has provided a great deal of support to the community where it is needed most. Prior to 2019, the previous 4 years the City of Marshfield partnered with CAP Services to administer the program. CAP had a long history of administering numerous housing programs around the State. Specifically they have been administering the CDBG Housing Rehab program for 10 counties in central and northern Wisconsin for over a decade, along with a number of other municipalities within the same geographic area. CAP Services ended their contract in early 2019. The City worked to find another administrator of the program and in late 2019, selected Juneau County Housing Authority (JCHA) as the program administrator. Due to the transition, there were no new loans made in 2019, but staff will work with the new administrator to promote the program and activate the funds in the program.

Aside from their history in administering this program in other communities, JCHA brings with it additional funding and resources that will benefit Marshfield residents. Once our available funding is gone, JCHA will be able to offer additional funding from the Wood County and regional program as they administer those programs as well, instead of placing our residents on a waiting list – like several other Wisconsin municipalities do. At the end of 2019, there was approximately \$41,000 in the program for completing housing rehabilitation projects.

Downtown Façade Improvement Program

The Downtown Façade Program has been a huge success over the past 11 years. Residents and business owners can be very proud of the success and impact this program has had on the community. From the various projects to the state awards, we have so much to be proud of as a result of this program. The two approved projects from 2019 will be getting started in early 2020. We continue to see a great deal of investment by downtown property owners and the EDB has been very supportive of seeing this program continue.

Façade Improvement Program	2015	2016	2017	2018	2019	Totals
Number of Projects	1	9	9	2	2	23
Committed Funds	\$20,000.00	\$107,235.00	\$33,527.96	\$15,500.00	\$39,250.00	\$212,512.96
Total Planned Improvements	\$87,500.00	\$378,624.70	\$67,425.70	\$49,624.85	\$108,889.88	\$692,064.74

Source: City of Marshfield Finance Department

MISCELLANEOUS & SPECIAL PROJECTS

As we continue to position the community for the best possible success in economic development, a number of projects were undertaken and/or completed in 2019. All of the projects listed below are being developed or were adopted with the vision that they will strengthen Marshfield’s overall economic development efforts.

City of Marshfield Strategic Plan

At the end of 2018, the City adopted a three year strategic plan for 2019-2021. The plan included the following five key strategic areas: Economic and Community Development, Financial Resources, Human Resources, Communication, and Infrastructure. The first year of the plan proved to be a success as there were a number of items that were completed. The next page includes a summary of those efforts worked on or completed in 2019.

Promote quality economic/community development	2019 Updates
Goal 1. Facilitate consistent and responsible economic growth	
a. Develop an economic development strategic plan by the end of 2019	Working on a SWOT analysis with stakeholders
b. Update Economic Development Action Plan by 2020	Did not included full amount in EDB budget due to other priorities and want to see how REDI Grant plays out first. Probably budget for Plan in 2021.
c. Implement the short and medium term recommendations in the Comprehensive Plan pertaining to economic/community development whenever feasible	Implementation Committee has met and reviewed priorities. Will meet on a quarterly to semiannual basis
d. Improve building inspection process and update municipal codes, such as zoning and building codes, by the end of 2019	Currently working on updating Zoning and Building Codes; Subdivision Code will follow. Working with IT and City Clerk on permit software.
e. Identify and investigate opportunities to secure additional land for industrial development	Received a proposal for SSAP update from NCWRPC and will be looking for approval from EDB and Common Council in November. Budgeted money for appraisal of farmland in 2020.
Goal 2. Identify opportunities for quality, attractive housing	
a. Update the housing study by the end of 2018 and every 5 years after that	Housing Study Update is completed. Staff has presented the results to Plan Commission, Common Council, EDB, and MACCI.
b. Develop housing assistance programs to encourage the development/redevelopment of housing stock, identified as a need in the Housing Study by 2020	Incentive program has been developed. Included \$500,000 in the CIP in each of the next three years to try to implement those strategies. Signed contract with Juneau County for Housing Repair program in September
Goal 3. Ensure the sustainability of Downtown Marshfield	
a. Continue to work in cooperation with Main Street Marshfield and other entities to implement the adopted Downtown Master Plan and update the plan by 2022	Staff sits on two Main Street subcommittees that actively work towards implementation of Downtown Master Plan. Presented Parking Survey and made changes to Omaha Lot to address business complaints. Annual MS updates to Plan Commission.
b. Support policies/code changes that enhance the downtown as a place to live, work, shop, and play	Preparing rewrite of Zoning Code and may incorporate changes to benefit the downtown
c. Continue to support programming and improvements in the downtown	Staff is working with the Wenzel Family Plaza Committee and Main Street Marshfield on programming
Goal 4. Enhance the quality of life facilities and services	
a. Determine the feasibility and construction of an outdoor aquatic facility by 2020	Fundraising, design, and construction management agreements for new aquatic center approved by Council
b. Design, fundraise and construct a zoo welcome center and cougar exhibit by the end of 2019	Cougar exhibit/welcome center project completed
c. Update the Comprehensive Outdoor Recreation Plan (CORP) by 2021	Nothing at this point.
d. Grow tourism travel through partnership and facility improvements	Parks & Recreation Director and Development Services Director attended a Sports Tourism Workshop with CVB direction in January 2019. Conventions & Visitors Bureau changed their name to Visit Marshfield and brand to Marshfield Made New.

Source: City of Marshfield

Economic Development Board

Below is a list of programs and activities the Economic Development Board either helped to fund or was involved with developing and/or implementing.

2018	2019
Façade Program Wenzel Family Plaza Programming MRI Program Job Center MACCI Business Development Director Main Street Activities HATCH Sponsorship Housing Study Update	Façade Program Wenzel Family Plaza Programming MRI Program Job Center MACCI Business Development Director Main Street Activities Heavy Metal Tour Sponsorship Online SWOT Exercise REDI Grant Project - Strategic Planning Housing Incentive Program Policy Community Economic Development Survey

Source: City of Marshfield Economic Development Board

WORKFORCE

Attracting, retaining, and developing a quality workforce continues to be a challenge for area businesses. Below are some initiatives that address those areas.

In response to several local business closures, two local job fairs were coordinated with 125 job seekers and 62 employers in January; 140 job seekers and 70 employers in March. While it is unfortunate for a community to deal with closures, there continues to be an abundance of job opportunities available to those seeking new positions.

MACCI and EDB again partnered with the Heavy Metal Bus Tour, coordinated by CWIMMA and North Central Wisconsin Workforce Development Board. Approximately 500 middle school students toured local businesses to learn first-hand about the types of careers available in our communities. This is a great way to also connect educators, students and businesses together to learn from each other and to address our future workforce needs.

Through the Youth Apprentice program, over 50 high school students were placed with 51 area businesses to combine classroom learning with hands-on vocational experience at the business location. The Crystal Apple program connects business and education and recognizes excellence in education.

Based on the needs and requests of the business community, MACCI also offers professional training programs designed to enrich the talents of today’s workforce. Working with area universities, technical colleges and utilizing community resources, programs such as Leadership Marshfield, Marshfield Area Human Resources Association, Workforce Committees, along with business seminars of varying topics has enabled MACCI to provide valuable training resources and opportunities to over 7,000 individuals representing nearly 300 businesses.

Two Reality stores were coordinated for over 600 eighth grade students from 10 area school districts to interact with business representatives, learn to live within a budget and the importance of a good career. Nearly 300 juniors participate in Xtreme Xploration with 30+business representatives that review resumes and conduct mock interviews, a business and student panel, all which help prepare them for post high school opportunities.

The Marshfield Young Professionals (MYP) is a personal and professional development program of the Marshfield Area Chamber of Commerce & Industry whose mission is to engage and empower young professionals through community, professional, and social opportunities; creating and promoting an environment to attract and retain professionals. In 2019 there were nearly 60 members representing 33 different businesses.

BUSINESS RECRUITMENT & DEVELOPMENT

Entrepreneurial

A Central Wisconsin Hatch event was held in November with seven entrepreneurs presenting their business ideas; one of the top three was from Marshfield. Four Business Education seminars and two "First Steps to Starting a Business" were presented with SBDC (Small Business Development Center) and SCORE (mentors to small businesses). West Central Wisconsin and UP Michigan SCORE mentored 259 clients in 2019.

Retail

The last year or two saw several retail closings including JC Penny, Younkers, Shopko, Figi's, Office Max and Sears, most due to bankruptcy or downsizing of National chains. This is happening in communities across the country. The good news is several of the vacant properties have been purchased by companies looking to expand and new businesses continue to start up in the community. Membership is held with the ICSC (International Council of Shopping Centers) to connect with developers, learn about new & expanding retail/restaurant options and promote opportunities in Marshfield.

Other

20 Business retention visits were made throughout the year to identify issues and trends as well as proactively assist companies to prosper and grow here in Marshfield. Businesses are updated on community projects; local, state & federal resources; and talent attraction efforts are reviewed.

The 2019 Economic Profile was updated; available properties and business park land was promoted on the state's Locate in Wisconsin website; the Marshfield in Motion magazine is utilized to promote the vitality of the businesses and the community.

LOOKING AHEAD

Economic Development Board (EDB)

In 2020, the Economic Development Board will be looking to adopt a strategic plan. They will continue to provide direction on economic development related issues for the City, focusing on housing, redevelopment, and industrial park expansion. They will also continue to collaborate and provide support to the other economic development partners in the area and region.

MACCI

A Career Expo and Power of Ag Career Expo are being coordinated for 2020 for area sophomores to explore great career options right here in our area and the educational path to secure them. The Chamber website is undergoing a revamp to be completed in 2020 that will better meet the needs of area businesses. This will include a new Greater Marshfield Job Board for businesses to post local opportunities for employment.

CDBG Housing Rehab

With a new program administrator on board, Juneau County Housing Authority (JCHA), we look forward to seeing how the additional services and resources offered by JCHA will benefit our local residents.

Redevelopment Plans

Wood County approved funding towards the development of redevelopment plans along South Central Avenue and in the downtown. The City will be working to identify those areas and begin putting together draft redevelopment plans.

Industrial Park Land Acquisition

The City has an option on approximately 120 acres of agricultural land for future industrial development just off of Yellowstone Drive. In the next two years, the City will look at creating an industrial TIF District for the area, getting an appraisal of the property, and then looking to acquire the property.

2020 Sewer Service Area Plan Update

The Sewer Service Area Plan is in need of a ten year update. The City has hired the North Central Wisconsin Regional Plan Commission to complete the project by the end of 2020. This is necessary to modify the sewer service area boundary to serve newly annexed lands and the future industrial park expansion.

Wood County

The Economic Development Board is extremely grateful for the partnership that has been established and continues to grow with Wood County and the Conservation, Education & Economic Development Committee (CEED). In 2019, Wood County invested in our economic development efforts with a contribution of \$61,750 (Marshfield Residential Incentive Program for Housing and the Sewer Service Area Plan Update) and has committed another \$17,000 for 2020 projects (Redevelopment Plans and Industrial Land Appraisal). While the financial contribution has allowed us to take on additional projects, the improved and constant communication between the two organizations (EDB and CEED Committee) have proved to be even more valuable as it keeps both bodies abreast of what each is doing and where future partnerships exist.

Economic Development Regional Roundtable

For the past two years, Wood County has been coordinating Economic Development Regional Roundtable meetings where a number of economic development partners and stakeholders in the County get together to discuss all the projects and programs taking place. Eventually, this group could

take on more of an active role in economic development as the County develops and implements its strategic plan.

REDI Grant – Strategic Plan

Last year, Wood County applied for and received a Rural Economic Development Innovation (REDI) grant where resources from Purdue University and University of Kentucky are available to provide technical assistance in developing a strategic plan for Wood County. That planning process began in late 2019 and is scheduled to be completed in September of 2020.

Central Wisconsin Economic Development Fund

The City is excited for what 2020 will bring for CWED. As we transitioned to a new service provider in 2019 (from CAP Services to Redevelopment Resources), we look forward to working together efficiently to help maximize growth in the region. CWED now has an advisory board so it will be interesting to see what direction they provide.

Central Wisconsin Alliance for economic development (Centergy)

Centergy plays a key role in advancing the Central Wisconsin region for business development, workforce development and regional development. The service area covers Adams, Lincoln, Marathon, Portage, and Wood Counties. The organization works closely with WEDC (Wis. Economic Development Corp.) and local economic development partners and organizations.