

# Marshfield Young Professionals Forum

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## Background

The Marshfield Young Professionals invited the City Planner to host a forum where Millennials and Young Professionals could share their hopes and concerns about the direction Marshfield is growing. This event took place on Monday, April 25, 2016 at the Curling Club as one of the YP Week events in Marshfield.

A total of 17 members of the Marshfield Young Professionals attended the event, as well as Nick, from YP Week.

## Hopes and Concerns for the City of Marshfield

Attendees were put through a “Hopes and Concerns” exercise to help articulate the vision and key issues/challenges they saw for the future of the City of Marshfield. Each individual idea was written down on a separate sticky note and after the forum, the collection of ideas were classified into ten separate categories. The category receiving the greatest amount of comments was Community Entertainment/Attractiveness followed by Develop a Sense of Place. The results of the exercise are as follows.

### Active Recreation

#### ***HOPES***

- Build a reservoir for boating
- Fishing pond from more than just bullheads (12 y.o.)
- More groomed x-country ski trails
- Bigger curling club
- Better outdoor pool facilities
- More recreational opportunities

#### ***CONCERNS***

- Outdated aquatic facilities
- Enough water access and potable water

### Community Entertainment/Attractiveness

#### ***HOPES***

- Pet friendly rentals & public spaces
- More patios
- More community events
- Brewery downtown
- More restaurant growth south of 13

- Additional event space
- Building face lifts
- Nice live music/dance venue
- More options for outdoor dining - more patios
- Public transportation
- Businesses with more flexible hours (not just 8-5)
- More fine dining (steak, Italian, ethnic)
- Ride share program from neighboring communities
- More reliable public transportation
- Continued free community events
- More bars/restaurants
- Better nightlife
- Public transportation / more taxis
- Additional late night food options
- Brewery with tour
- Food trucks

### ***CONCERNS***

- Broken down unused space - eye sores
- Lack of public transportation
- Need more food options in town
- Lack of city/rural wifi
- Not enough outdoor events
- Keeping entertainment options for diverse community

### **Develop a Sense of Place**

#### ***HOPES***

- Continued investment into community programs (library, YMCA, etc.)
- Young Professionals still active
- Refurbish old space before building new
- Increased outlets / activities for teens and young adults
- Better engagement of citizens in local policies
- Free wifi in public spaces
- Better retention of young adults
- Keep improving and developing area around the zoo

#### ***CONCERNS***

- Lose small town charm as new development comes in
- Average age
- Few opportunities for young adults (post-high school, before starting career)
- Brain drain

- Aging population
- Increase age in population without increase in YP's in area

## **Economic Development**

### ***HOPES***

- Increased job opportunity
- Growing small local businesses
- Ag savvy businesses/rural business appreciation
- Support buyers of old farm property

### ***CONCERNS***

- Raising taxes to pay for improvements
- Poverty
- Lack of jobs
- Corporate businesses
- Economy based on Clinic's viability
- Lack of non-medical, white collar jobs

## **Environment**

### ***HOPES***

- Consistent recycling in public buildings
- City-wide recycling initiative

### ***CONCERNS***

- Budgeting for Ash tree removal and replanting of new trees and shrubs

## **Health and Safety**

### ***HOPES***

- More wellness events similar to what the Clinic just had

### ***CONCERNS***

- Healthcare costs
- Drug issues
- Drug abuse
- School safety initiatives
- Not having enough access to mental health and drug rehabilitation
- Heroin/meth and other drugs
- Social issues - mental health, domestic violence
- Options for childcare (affordable)
- Heroin

## Housing

### ***HOPES***

- Continued affordable housing
- Increase in apartments and single family homes for rent
- Increase 3 bedroom apartments

### ***CONCERNS***

- Lack of housing options that are pet friendly
- Residential areas in disrepair
- Property tax
- Taxes too high

## Infrastructure

### ***HOPES***

- Improved streets
- Fix the train schedule to not go by every 15 minutes

### ***CONCERNS***

- Trains are annoying
- Upkeep and repair on roads
- Roads

## Pedestrian and Bike Friendly Community

### ***HOPES***

- Connect more of the city with walking trails

### ***CONCERNS***

- Poorly marked and non-connecting bike paths<sup>3</sup>

## Vibrant Downtown

### ***HOPES***

- Cohesive downtown retail shopping area – 8<sup>th</sup> St to Veterans Pkwy
- Downtown evening business hours
- Expanded shopping downtown / increased hours
- Develop and consolidate downtown
- More downtown businesses staying open
- Vibrant and visually appealing downtown

### ***CONCERNS***

- Revolving door of downtown businesses
- Too much traffic on Central Ave

- Lots of buildings downtown need rehabilitation

**Question 3. Where do you see your community growing (i.e. downtown, infill, new interchange, a particular direction, not growing, etc.)?**

1. Downtown (10)
2. South (4)
3. North by Walmart (3)
4. Southeast (3)
5. Infill (2)
6. Clinic Campus (1)
7. North of Downtown (1)

**Question 4. What type of taxable development do you feel is most desirable? If commercial, what kind? If housing, what type?**

<b>Commercial</b>	<b>No. of Responses</b>	<b>Housing</b>	<b>No. of Responses</b>
Food/bars	3	3 bedroom	2
Shopping	2	Pet friendly	1
Ethnic Restaurants	1	Townhouses	1
Rail Transport to Chicago/Minneapolis	1	Rehab Downtown	1
Music club	1	Multifamily condos or rentals	1
Fine dining	1	Apartments	1
Office	1	Mid / High-end options	1
Pool	1	Affordable apartments	1
Small businesses in downtown	1		
Biomedical and fabrication companies	1		

**Question 5. What type of uses and activities would make your community a better place to live, work, and play?**

<b>Answers</b>	<b>No. of Responses</b>
Bike/Trails	6
Aquatic/Pool	3
Event/Music Spaces	3
Annual Events/Parades	3
Pet Friendly	2
Outdoor Activities	2
Nice Apartment Buildings	2
Dancing to Live Music	1
X-country Ski Trails	1
Outdoor Community Gathering Spaces	1
Shopping District	1
Substance Abuse Treatment	1
Mini Golf	1
Recreation	1
Walkable Downtown	1
Outdoor Patio Areas	1
Night Life	1
Entertainment	1
Town Hall Meetings to Engage Citizens	1

**Question 6. What was your primary reason(s) for initially moving to the community where you currently reside?**

<b>Answers</b>	<b>No. of Responses</b>
Job	10
Being Close to Family	4
Location	3
Small Town	2
Good Schools	2
Bought Home	1
Close to Outdoors	1
Pet Friendly Rental	1
Marshfield Young Professionals	1
Target	1
Freedom of Rural Community	1
Nice Housing Options on West Side	1
Larger than Previous Community	1
Community College	1

Active Community Members	1
To Contribute to this Area	1

**Question 7. Do you have an interest in living downtown? Why or why not?**

Answered Yes	No. of Responses	Answered No	No. of Responses
Close/Convenience	5	Run Down Apartments	2
If Nicer Options	2	Not Pet Friendly	2
Near not In Downtown	2	Want Acreage	2
If Right House	1	No Access to Business / Parks	1
		Loud	1
		Old Buildings	1

**Question 8. What attributes of a community would make you want to live there for the next 10-15 years?**

Answers	No. of Responses
Good Schools	4
Good Job Opportunities	4
Safety	3
Community Involvement	3
More Restaurants	2
More Nightlife	2
Continued Affordability	2
Strong Social Connection	2
Outdoor Recreation	1
Friendly Businesses	1
Green / Eco Friendly	1
Clean	1
Noise	1
Neighbors	1
Always Something to Do	1
More Outdoor Recreation	1
4 Year University	1
Rural Development	1
Live Music Venue	1
Family Friendly	1
Growth Sustainability	1
Renovation Efforts	1
Tight-Knit Community	1
Housing Options	1
Green Spaces	1

Cozy Small Businesses	1
Reputable High School Sports Team	1
Zoo	1
Comfortable Space with Room	1
Good Health Care	1

**Question 9. Have you ever walked or biked to work? If not, what are the limitations?**

Answered Yes	No. of Responses	Answered No	No. of Responses
Not anymore	1	Too far	5
Weather	1	Concerns about Safety/Traffic	1
Tight Lanes/Intersections	1	Variable work hours	1
		Country Roads	1
		Don't but they would	1
		Not consistent lanes or trails	1

**Question 10. If you had to find a different job, would you consider looking in your current community? Why or why not?**

Answered Yes	No. of Responses	Answered No	No. of Responses
Depends on Opportunities	4	Not Enough Connections	1
If Good Career Move/Growth	2	Lower Pay in Marshfield	1
Family	1	Likely Move	1
Work Closer to Home	1		
Roots Here	1		
Believes in Direction City is Going	1		
Look for Other Nonprofit Jobs	1		
Plan to Stay in Marshfield	1		

**Question 11. Does your place of employment have enough advancement opportunities to grow your career? Please explain.**

Answered Yes	No. of Responses	Answered No	No. of Responses
Plenty of Growth	7	Waiting for Growth	1
Promotional Track	1	Wages are not Comparable	1
In the Same Department	1		

**Question 12. What is your community missing that a community of its size should have?**

- Liquor store
- Seasonal recreation
- Rodeo
- Ball club - Frontier League

- Pet friendly, clean, updated rentals
- Patio or rooftop dining
- Patios
- Diverse local food options (we have too many chain restaurants)
- Fine dining
- Ethnic cuisine
- Better variety of downtown shops
- More recreation
- Public transit
- Patio dining
- Programs to reduce food waste from local restaurants and grocery stores
- Public transit that's actually usable. Maybe Uber/Lyft?
- A better pool
- More diverse variety of restaurants
- A trolley
- Trap shooting club
- Pool

**Question 13. If you had a friend who was considering moving to where you live, what would you tell him/her about the area to try to convince him/her to move there?**

Answers	No. of Responses
Marshfield Young Professionals	5
Good Schools	5
Safe	2
Impact on Community	2
Small Town	2
People	2
Cost of Living	1
Investment in Youth Programs	1
Art	1
Jobs	1
Curling Club	1
Recreation	1
Zoo	1
Lots of Opportunities	1
Lots of Charities and Benefits	1
Short Commute	1
Convenience of Parking	1

**Question 14. What is your primary source(s) for finding out information about your community (circle all that apply)?**

<b>Answers</b>	<b>No. of Responses</b>
Facebook	22
Online Newspaper	13
Direct Emails	13
MACCI	11
Twitter	6
City Website	4
Main Street	3
CVB	3
Newspaper	3
Government TV	0
Other:*	2

\*MYP, Fake Marshfield News