

LAST UPDATE: [INSERT DATE]						
ECONOMIC DEVELOPMENT STRATEGY: Branding and Marketing						
ACTION	RESPONSIBLE PARTY	PRIORITY	START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Budget for and seek out a contract to develop and administer a new city website as well as a new website for the city/county tourism department. Do this in coordination with branding and other marketing efforts.						
Increase the capacity of the city to develop a brand and market the city. This includes developing relationships with marketing and branding firms, website development and administration, professional photographers, and regional tourism agencies.						
Create a new “family” of logos and branding to be used by city departments and in tourism efforts. Ensure these branding is consistent across all platforms including the city’s website, internal and public-facing documents, and entry-way signage.						
Under the leadership of Richland Economic Development, Richland Center Chamber of Commerce, and Richland Tourism develop a 5-year marketing plan that utilizes traditional marketing strategies such as print and radio, as well as new marketing efforts that utilizes google and Facebook directed ads, meta data collection, and the increasing ability of people to work at home.						
Promote and encourage the promotion of the unique and family friendly experiences available in Richland Center. Ensure the regional population and other target markets are reminded of these closer-to-home experiences that rival those in larger cities. These experiences include Richland Center’s semi-pro (home-talent) baseball team, the Drive-In Theatre, and the Galaxie Skate Center Roller-Rink. Consider working with these business owners to develop a packaged deal.						
STRATEGY: Outdoor Recreational Marketing						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Build the outdoors into the forefront of the new marketing campaign(s). This includes appealing to sporting interests (trout fishing and hunting), family friendly parks (family aquatic center, remote control car track, and the Symons center), silent sports (cross country skiing, kayaking, and trails), and the increasing popularity of mountain biking and ATV/Snowmobiling.	Parks Dept./Village Board					
Be aggressive marketers during the fall season to take advantage of the beautiful fall colors, apple orchards, produce stands, and comfortable weather.	Chamber/Clerk					
The Chamber of Commerce and Richland Tourism should promote and educate city and county residents in the use of Airbnb and VRBO.	Parks Dept.					

ECONOMIC DEVELOPMENT STRATEGY: Encourage Residential, Commercial, and Industrial Development.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Update and modernize the village's zoning ordinance and include it on the village's newly created website						
Establish clear instructions, applications, and a process for permitting and inspection. Publish on Website.						
Designate a Village employee either the clerk, future chamber director, or contracted building inspector to be the main point of contact for those seeking a permit. This person will ensure permitting decisions are brought to the village board in a timely manner.						
Create and maintain an inventory of incentives for those seeking to develop new housing, commercial, or residential property on the village's website, as well as listings or links to property listings in the village and surrounding area.						
Actively seek out property developers and invite them to discuss future development in the village.						
ECONOMIC DEVELOPMENT STRATEGY: Focus on Downtown						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Enforce the Downtown Storage Ordinance which prohibits downtown first floors storefronts from being used as storage. Work with the current. Consider requiring downtown businesses to be open for a required number of hours each week.						
Pursue downtown efforts through the existing downtown group or consider joining Wisconsin Main Street or Connect Community Program through WEDC. This group will take an active leadership role in attracting businesses, improving aesthetics, holding events, and measuring the success of initiatives – including tracking visitors.						
Establish public spaces in under-utilized areas downtown. This could be general seating, small live music settings, and grass areas for play. This may also include permitting the use of public space for outdoor dining by downtown restaurants.						
Promote and encourage new events such as: live music, weekly or monthly dances, ethnic celebrations, sidewalk sales, and Friday night promotions. Streamline the permitting of these events and their amenities such as temporary stages and food trucks.						
Richland Center is an established Certified Local Government through the Wisconsin Historical Society. This group is responsible for the proper historic preservation of buildings and educating the public on cultural and economic benefits of the built environment. This group should become more active in educating and promoting downtown initiatives.						
Promote increased business hours especially at peak visitor season and days of the week.						
Focus on "BMO Harris" Building and incentivize its re-use in this premier building.						
Promote new businesses that are food and outdoor recreation centric.						
Create pedestrian and bicycle friendly routes and wayfinding signage. Special consideration should be given to allow easy access to unique tourist destinations, restaurants, and places of interest such as the A.D. German Warehouse, downtown restaurants, auditorium, and pine river trail.						
Prepare for the Route 14 Construction Project in 2024 and use it as an opportunity to establish new consumer habits that utilize downtown.						
Consider a 'Downtown Richland Center' focus page for use on the new tourism, social media, and city websites.						
Consider adopting an ordinance and amending the zoning ordinance to increase the density of downtown businesses and residential units.						

ECONOMIC DEVELOPMENT STRATEGY: Facilitate stronger community/industry relations.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Engage in regular meetings with both companies and educational institutions. Facilitate conversations that help solve workforce challenges and skills gaps.						
Present a united front of the city, educational institutions, and industry when advocating for new residents, housing developments, and marketing initiatives.						
Market the city as a location for career growth and opportunity by showcasing the strong relationships between these entities.						
Facilitate round table discussions among industry human resource departments to determine their challenges and where the city and schools can help.						
HOUSING STRATEGY: Aggressively pursue land for new development and redeveloping existing land						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Create a 'Housing Task Force' to provide continued attention to this important issue. Include large employers such as Foremost, Rockwell Automation, and Richland Hospital the Housing Task Force along with economic development and real estate professions. The task force will continue to pursue new land and land for redevelopment within the city.						
Maintain an inventory of lots that are currently unused, underutilized, and potentially available for development within the city. The accompanying market analysis and action plan has provided a first step in identifying unused and underutilized parcels.						
Continue to partner with Richland County to take ownership of tax-delinquent parcels that have the potential for housing development.						
HOUSING STRATEGY: Incentivize Development						
ACTION	RESPONSIBLE PARTY		START DATE	(if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Streamline the permitting process for new developments and have parcels prepared "on-paper" ahead of development. Make available land as "shovel-ready" as possible for developers.						
Encourage large employers, including those on the 'Housing Task Force' to commit to the city's housing goals through subsidizing housing costs for employees and public statements in support of housing.						
Recent actions to become active in code-enforcement are a step in the correct direction. The city needs to continue to pursue code enforcement. Code enforcement will encourage greater property values, incentivizing future housing developers.						
Require annual permitting and regular rental unit inspection for all rental property in the city. Encourage landlords who do not adequately maintain their property to sell. Develop a program that encourages the rehabilitation of deferred maintenance properties within the city. The attractiveness of the city as a place to live includes its housing, including its rental housing.						
Develop and maintain a listing of financial incentives for developers, new home builders, and new home buyers. Advertise this list.						
If the city is unable to attract a neighborhood development through a developer, consider funding the development of a neighborhood and selling lots at a low cost to committed builders.						

TRANSPORTATION STRATEGY: Increase transportation options through Investment and Partnerships.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Construct a bicycle and pedestrian path connecting North Park to the north Industrial Park and other points north. See the Existing and Proposed Routes map for future paths and trails.						
Complete the construction of the paths identified within the <i>Safe Routes to School</i> Plan and undertake a review and update of this plan.						
Work with the owner(s) of the local taxi company to ensure they have the capacity to provide reliable service. Assist in marketing this service and funding options for riders.						
Assist the Richland County ADRC (Aging and Disability Resource Center) and SWCAP's Lyft program to ensure that residents are aware of their transportation services. Provide suggestions of new routes based on community demands and assist with finding volunteer drivers.						
A Fixed-Base Operator (FBO) will provide greater expertise in airport operations and free up city resources. Research and pursue a contract with a FBO.						
Provide adequate signage for bicycle travel clearly showing how Richland Center connects to Lone Rock, the Pine River Trail, and downtown businesses.						
Pursue grant opportunities through the Department of Natural Resources Recreational Trails Program.						
TRANSPORTATION STRATEGY: Maintain the existing transportation infrastructure and make necessary safety improvements.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Take an inventory of all community infrastructure including roads, utilities, pump stations, wastewater treatment, buildings, and existing park facilities, including their location, age, projected end of useful life, and estimated replacement cost. Identify the projected remaining lifespan of each city asset and when maintenance will need to be done and include maintenance and capital improvements in annual budgets. Incorporate the existing Capital Improvements Program, roads and utilities, into a program that focuses on all city facilities.						
Incorporate sidewalks into all city street plans and develop a plan to address missing or inadequate curb cuts in compliance with ADA accessibility requirements.						
Pursue funding opportunities for projects on the capital improvements plan through the Department of Natural Resources Recreational Trails Program and coordinate Wisconsin Department of Transportation plans for road projects and integrate local improvements at the same time.						
Monitor vehicular and pedestrian accidents on an annual basis and evaluate concentrations for potential safety corrections						

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COMMUNITY RESOURCES STRATEGY: PARKS						
ACTION	RESPONSIBLE PARTY	PRIORITY	START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Update the Community Outdoor Recreation Plan (CGRP) every 5 years.						
Market the underutilized resources of the parks systems in ways that bring in non-residents such as hosting disc golf tournaments, and seeking events that take advantage of the remote-controlled track.						
Perform a feasibility study on the prospect of an indoor sports facility that would house ice hockey as well as training for other sports. This could have a region-wide appeal and be a significant draw to the community using the Symons Center as an example						
Track visitors originations and market popular non-traditional park resources such as the remote-controlled racetrack, disc golf course, and mountain biking trails. Seek to attract non-residents who value these resources that are not readily available regionally.						
Enhance the attractiveness and promote the community gardens for use by residents.						
Create wayfinding system allowing people from outside the area to also use the park system.						
COMMUNITY RESOURCES STRATEGY: CAMPGROUND						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Land is available at the northeast corner of town to accommodate a public campground. This land was a former landfill but appears to be appropriate for a recreational land use that does not disturb the surface. The city should pursue a third-party review of the appropriateness of the site for a modern campground that includes travel trailers and tent camping.						
COMMUNITY RESOURCES STRATEGY: Strengthen Events						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Create processes to ensure successful events. 1. Create a "new event" form that is accessible to be completed by individuals or groups. 2. Utilize city resources such as the parks and public works department to prepare and provide space for these meetings. 3. The city Council should provide a review committee to assess new events based on the logistical requirements. 4. Host an annual event planning meeting to ensure properly timed events and coordination between partners. 5. Budget for an annual fund to assist new events in public spaces.						
Encourage new "micro-events" that happen on a regular basis with an emphasis on downtown. Potentials include: History Walks, Wine Walks, Food Truck event, pop-up dance parties, celebration of art, etc.						
Encourage events that accommodate new visitors, young people, and out of town residents such as ethnic festivals.						
Assist the Auditorium in their efforts to bring in desired acts, that again encourage new visitors, new Americans, young people, and other un-engaged residents.						

COMMUNITY RESOURCES STRATEGY: Build Community Ownership among Young People

ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Work with the School District to create opportunities for young people to engage in civic matters and pursue opportunities for young residents to take a more active role in government and community organizations.						
Incorporate public art, undertaken by students of the school district, in all future public projects as well as projects that seek to improve existing public projects such as art installations at parks.						
Work with UW-Extension to develop a “youth-in-government” option for high school students.						
Seek out the opinions of younger residents and encourage local businesses to extend internships and apprenticeships to students.						

COMMUNITY RESOURCES STRATEGY: Steward and Celebrate Community History

ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Create and promote a more prominent and accessible History Center to focus on all of the themes in an exciting way.						
Engage a group to host Cemetery Walks or Living History events that tell the rich past of Richland Center. How did GTE start? What led to the 1882 explosion? How did Svetlana Alliluyeva get to Richland Center? Why did the mural at the Post Office get painted? How did the city Auditorium get built? Make these stories come alive.						
Celebrate Richland Center’s role in the Women’s Suffrage movement, prohibition, and public utilities through partnerships with local businesses and in coordination with public awareness. Examples including leveraging Women’s History month to tell the story of Ada James, or Historic Preservation Month to encourage awareness of the built environment.						
Re-engage the Historic Preservation Commission and County Historical society. Utilize the architectural tours previously offered by the tourism department.						

COMMUNITY RESOURCES STRATEGY: Be Welcoming and Inclusive

ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Re-engage and reinforce a community welcoming committee that welcomes all new residents. Engage landlords and property managers to help make Richland Center a welcoming community.						
Take advantage of immigration patterns and the area’s low cost of living to attract new residents. Seek to offer multi-lingual options at the local level when possible.						
Engage UW-Extension to educate current residents and engage new residents.						

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LEADERSHIP & COOPERATION STRATEGY: Hire a City Administrator						
ACTION	RESPONSIBLE PARTY	PRIORITY	START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Form a search committee to create a job description, budget the new salary, and create goals for the new hire.						
Advertise the position through a wide range of outlets not limiting to just local and regional career seekers.						
Work with all city departments to understand deficiencies in current administration as well as each department's goals. Encourage a new administrator to develop a long-term work plan.						
LEADERSHIP & COOPERATION STRATEGY: Strengthen the City/ School District Relationship						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Request monthly updates from the School District to the City Council.						
Establish regular meeting between the city, county, and school administrators to address ongoing issues and find opportunities for collaboration.						
Embrace the school through student lead projects throughout the city and demonstrations of school pride by the city. Consider the opportunity for a youth-in-government representative.						
LEADERSHIP & COOPERATION STRATEGY: Strengthen City relationships with the County and Neighboring Municipalities						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Proactively work with the county communities and understand their citizen's needs and how Richland Center can assist. Seek out opportunities for shared services and staff.						
Work to enhance tourism into surrounding townships in the county and incorporate their assets into county-based tourism marketing.						
Commit to fund economic development focused on benefitting both the city and county. Establish regular meetings of the county and city administrators.						
Create a 'Buy Local' ordinance for Richland Center government to ensure local dollars are spent locally whenever possible.						

LEADERSHIP & COOPERATION STRATEGY: Facilitate the coordination and development of the city's community associations.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Designate a leader within the city who can coordinate volunteers and match tasks with appropriate skill sets.						
Organize an annual or biannual meeting of the city's organizations that serves as both an events calendar workshop, volunteer celebration, and a forum to discuss organizational issues such as training, recruitment, schedules, succession planning, and volunteer incentives.						
Facilitate volunteer fairs with community associations and non-profits. Directly target high school students to participate in volunteering. Consider working with the school district to require volunteer hours as a condition of graduation.						
Maintain a current list of community associations and contact information on the city's new website.						
LEADERSHIP & COOPERATION STRATEGY: Improve public communication.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Create a Richland Center Government social media page to communicate with residents. Include information on road closings, weather delays and cancellations, city meetings, community events, and school district happenings.						
Continue to utilize WRCO and the Richland Observer as a forum for elected officials to communicate with residents and for the city to seek input and share information.						
Continue to use Zoom to share public meetings and make recordings available to the public.						

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LAND USE AND IMPLEMENTATION STRATEGY: Implementation and Continual Improvement						
ACTION	RESPONSIBLE PARTY	PRIORITY	START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Use this Comprehensive Plan and the Market Analysis and Action Plan, as “living documents” to guide decision-making and measure progress. Utilize the Plan-Do-Study-Act (PDSA) cycle to embed the plan into the city operations and develop a culture of continual improvement						
LAND USE AND IMPLEMENTATION STRATEGY: Utilize the Market Analysis and Action Plan						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Utilize the associated Market Analysis and Action Plan to identify unused and underutilized lots. Pursue additional housing by taking advantage of unused or underutilized lots.						
Consider “up-zoning” single family neighborhoods. Prioritize those areas that currently have vacant lots to encourage multi-family investment.						
Permit by right, accessory dwelling units on all residential parcels, as long as building code standards and setback are met.						
Permit by right home-based businesses and food trucks						
Enforce all zoning ordinances with a priority on those that prohibit non-commercial uses of first floor commercial spaces within the downtown commercial district.						
Seek out Historic Preservation planning grants to designate downtown as an historic district, on the National, State, and Local registers of historic places. Work with the Wisconsin Historical Society to develop a Certified Local Government to oversee the design and redevelopment within the Historic District						
Richland Center’s assessment level is currently 86.93% of full market value. A community-wide revaluation should be done to better reflect the reality of the market.						
Follow the future land use map adopted with this plan.						
LAND USE AND IMPLEMENTATION STRATEGY: Work with neighboring municipalities to address stormwater issues.						
ACTION	RESPONSIBLE PARTY		START DATE	END DATE (if applicable)	ESTIMATED FINANCIAL COST	PROGRESS
Identify stakeholders within the watershed that want to work to address the problem.						
Work upstream on streambank erosion control measures and utilize the multi-benefits of phosphorus reduction and conservation planting.						
Mitigate stormwater impacts with the city by encouraging the use of bio-swales and rain gardens in all new development and incentivize introducing these into problematic areas of the city.						