



# APPLICATION

## NAMING PROPOSAL APPLICATION

### Submission Instructions

Please complete all sections of this form and submit it to the City Clerk's office via:

- **Email:** clerk@richlandcenterwi.gov
- **In Person:** Municipal Building, 450 S. Main St., Richland Center, WI 53581

Forms are accepted year-round, with quarterly reviews by the Public Works Committee. For assistance, contact the City Clerk at (608) 647-3466 or clerk@richlandcenterwi.gov.

### Proposer Information

|                |                                       |               |                        |
|----------------|---------------------------------------|---------------|------------------------|
| Full Name:     | Sheila Troxel                         | Date:         | 01-14-2026             |
| Address:       | 26650 Rocky Branch Ln Richland Ctr WI | Phone:        | 608-604-4672           |
| Email Address: | sheila@wceuns.com                     | Organization: | The Woodman Foundation |

### PROPOSED NAME

|                                     |  |                                       |   |
|-------------------------------------|--|---------------------------------------|---|
| Proposed Name for the Public Asset: | Dale BenderCommunity Wellness Trail<br><small>Type text here</small> |                                       |   |
| Type of Public Asset (check one):   | <input type="checkbox"/> Sign  | <input type="checkbox"/> Memorial     | <input type="checkbox"/> Building                 |
|                                     | <input type="checkbox"/> Flag  | <input type="checkbox"/> Bench        | <input checked="" type="checkbox"/> Trail/Pathway |
|                                     | <input type="checkbox"/> Banner                                      | <input type="checkbox"/> Seating Area | <input type="checkbox"/> Park                     |
|                                     | <input type="checkbox"/> Plaque                                      | <input type="checkbox"/> Monument     | <input type="checkbox"/> Other (specify)          |

### Location of Public Asset (provide address or description with photo)

Address: Trail

Site Description (if no address): State Hwy 80 south to the intermediate school

### RATIONALE FOR PROPOSED NAME

Why is this name appropriate? (Describe the historical, cultural, natural, or community significance to Richland Center or Wisconsin. Attach additional pages if needed.)

See attached

Does the name reflect contributions of individuals or groups to the community, state, or nation? If yes, explain.

See attached

Does the name relate to geographic or environmental features of the asset's location? If yes, explain.

See attached



## APPLICATION

### Supporting Documentation

List all attached documents (e.g., historical records, letters of support, photographs, or other evidence supporting the proposed name)

1. see attached
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Are there any known controversies or objections associated with the proposed name? If yes, explain.** There is no objection

### Proposed Signage, Flag, or Banner Design (if applicable)

**If the naming involves a sign, plaque, flag, or banner, describe the proposed design (e.g., materials, size, text, colors, or placement. Attach sketches or images if available):**

We would like signs

**Estimated Costs** (provide an estimate for fabrication and installation, including any funding sources or sponsorships): Signage costs will be provided by SW Partners and the Woodman Foundation

### Additional Information

**Is this a new name, renaming, or commemorative designation? (check one):**

New Name     Renaming     Commemorative Designation

**If renaming, explain why the current name is no longer appropriate:**

No name exists

### Any additional comments or information to support your proposal?

Thank you for considering this worthy naming opportunity

### Certification

I certify that the information provided in this form is accurate and complete to the best of my knowledge. I understand that the City of Richland Center Common Council holds final authority for naming decisions, and the Public Works Committee may solicit public input as part of the review process.

Signature:

Date: 1/14/20

# Rationale and Nomination for Naming the Trail in Honor of Dale Bender

Proposed Name: *The Dale Bender Community Wellness Trail*

Asset Type: Trail / Pathway for biking or walking

Location Hwy 80 South to the Intermediate School

## Rationale for Proposed Name

Naming this trail after Dale Bender is both fitting and deeply deserved, as his vision, dedication, and sustained leadership were the driving forces that made the project possible. Dale was not only the originator of the idea—he was the individual who transformed it into reality through years of hands-on involvement, problem-solving, and unwavering commitment to community safety.

For many years, the safety of children walking or biking along a busy state highway was a major concern. Dale recognized this danger and became the leading advocate for a safe, accessible trail to connect homes, schools, and neighborhoods. He championed the effort from its earliest conceptual stages through the complex process of land acquisition, technical review, and ultimately construction.

The historical and community significance of Dale's contribution is substantial. The trail exists today because he navigated critical challenges that would have halted the project without his persistence. His advocacy reflects the values and priorities of Richland Center—safety, community wellness, and long-term investment in public infrastructure.

## Contributions Supporting the Naming

Dale's contributions were both extensive and essential:

### 1. Leadership in Land Acquisition and Legal Coordination

Dale spent hundreds of hours working directly with landowners, coordinating with state and federal agencies, and guiding the project through complex Wisconsin DOT and Federal Highway Administration processes. Over 30 different agencies were worked with or thru to see this be a reality.

### 2. Securing Funding Through Grants and Partnerships

Dale authored and secured multiple **state and federal grants** to significantly reduce the project's local financial burden. Furthermore, he collaborated with the **Joan Woodman Orton McCallum**

**Foundation** and their generosity and supported a variety of community fundraising efforts, ensuring the project was both financially viable and community-supported.

### **3. Vision, Passion, and Long-Term Project Stewardship**

Unlike many who “have an idea,” Dale continued to champion the trail through years of development. He maintained the momentum of a multi-year effort that could easily have stalled without his drive. Even as the project reached completion, he continued serving as a steward, including overseeing the blacktopping scheduled for this summer of 2026.

### **4. Commitment to Community Safety and Youth**

The origin of Dale’s passion was a genuine concern for the safety of local children. This project stands as a direct investment in the wellbeing of the young people of Richland Center, easing daily risks and improving access for generations to come.

## **Why the Name Is Appropriate**

The trail is a tangible representation of Dale’s work, values, and service to Richland Center. His contributions meet and exceed the City’s criteria for naming public assets based on:

- **Historical and community significance -**
- **Major contributions of an individual**
- **Long-term impact on safety and infrastructure**
- **Broad community benefit**

This naming would not only recognize his past efforts—it would honor a legacy of proactive leadership and community service that will benefit residents for decades. We believe that beyond the safety for the students the community will also utilize this trail in the future for walking and biking, thus the Community Wellness in the naming. Dale served the city of Richland Center for decades as the Electric Utility Administrator and has shown his love and concern for our city in many additional ways beyond this trail. I can think of no one or other organization more deserving of a naming right.

## **Conclusion**

The **Dale Bender Community Wellness Trail** is a fitting and meaningful name for this important public asset. Without Dale’s vision, persistence, and hands-on leadership, this trail would not exist. Naming it in his honor ensures that the Richland Center community acknowledges the extraordinary dedication of a citizen who cared deeply about the safety and wellbeing of others—and who turned that care into lasting action.