

**This is a *preview* of the full application. To make edits, use the Edit button from the Applications page.**

## **Applicant Information (Community - Vibrant Spaces)**

\* Legal Entity Type

C Corporation ▼

\* Legal Name

Village of Ridgeway

Trade Name

\* Mailing Street Address

208 Jarvis Street

\* Mailing City

Ridgeway

\* Mailing County

Iowa

\* Mailing State

Wisconsin ▼

\* Mailing Zip Code

53582

\* Tax ID

39-1274650

\* Fiscal Year End Date

12/31

\* Website Url

www.ridgewaywi.gov

\* Community Phone

608-924-5881

## Community Roles

Role	First Name	Last Name	Title
Chief Elected ▼	Michele	Casper	President

## Project Contact Roles

Role	First Name	Last Name	Title
Project Conta ▼	Hailey	Roessler	Clerk/Treas
Legal Contac ▼	Hailey	Roessler	Clerk/Treas
Financial Cor ▼	Hailey	Roessler	Clerk/Treas
Performance ▼	Hailey	Roessler	Clerk/Treas
Contract Sign ▼	Hailey	Roessler	Clerk/Treas

\* W-9 Upload

[Download Blank W-9](#)

Read Only



[FY23-W-9 Upload-CDI-VS-Village of Ridgeway.pdf](#)

## Site Details (Vibrant Spaces)

\* Site Location

Provide the city/town/village, county, and street address of the site.

Village of Ridgeway Green/Water Tower, 601 Main Street, Ridgeway, WI 53582

\* Project NAICS [NAICS Code Lookup](#)

Provide the project NAICS.

92

\* Site Size

Provide the site size in square feet.

1400 (Village Green, 600 and 700 block Main)

Does the applicant currently own the property on which work is to occur?



Is the project on private property?



\* Project Start Date

Provide the start and end date.

06/2023

\* Project End Date

10/2023

## Supporting Documentation (Vibrant Spaces)

\* Resolution

Provide a signed resolution by the governing elected body authorizing the submittal of an application to the CDI-VS Grant Program.

Read Only



FY23-Resolution-CDI-VS-Village of Ridgeway.pdf

\* Map

Provide a map indicating the project location within community.

Read Only



FY23-Map-CDI-VS-Village of Ridgeway.pdf



FY23-Map-CDI-VS-Village of Ridgeway.pdf



FY23-Map-CDI-VS-Village of Ridgeway.pdf

## \* Photographs

Provide up to 15 photographs of the site and surrounding area. Include one picture showing the site in relationship to the surrounding properties and view from adjacent nearest roadway. Include one picture showing the site in its entirety.

Read Only



FY23-Photographs-CDI-VS-Village of Ridgeway.pdf

## \* Budget Narrative

Provide a narrative describing each line item included in the project budget.

Site Prep and enhancement includes village green landscaping, concrete patio installation, excavation, landscaping fabric, and wash stone installation around the water tower for easier maintenance and aesthetic improvement. Additionally, site enhancements and public space enhancements include solar safety lighting or hard wired lighting as appropriate throughout the area.

Larger line items in Public Space Enhancements are planned for as part of a DNR Land and Water Conservation Fund improvements project and include public parking areas for the village park/dog park and village green areas, porous paver sidewalk for access to the park, various stall and sidewalk improvements for ADA Access are part of the project.

Public Signage includes 16 Public Parking Signs for each parking stall in the village green parking area, public parking directional signage at the village green, and installation of two Military Ridge Trail and Depot Parking Signs (in inventory, provided by the DNR).

Infrastructure Improvements include addressing stray voltage at the Home Talent/Adult Baseball field, electrical safety concerns throughout the park, new LED ballfield lighting for the Home Talent/Adult Baseball field, and new infield mix and grading for the Little League Field. Requesting privacy fencing around the utilities, and concrete patio around a flagpole for the benches and tables on the green as an infrastructure expense.

Seasonal Equipment includes black circular picnic tables and benches, monument lighting, cedar planter boxes, and fire pit to enhance the patio and Village Green area.

\* Project Budget

Provide the following information: At the time of the application what is the project budget? How much of the budget is in hand or committed?

The total project budget is \$414,681. The DNR has committed \$177,300 of federal land and water conservation fund monies. The village has obligated the \$177,300 in matching funds for the project. The village has also included line items in the 2023 budget for various other signage and park improvements to the area as needed and part of the general maintenance of village owned property. The village is requesting \$50,000 from WEDC CDI-VS grant monies to allow for aesthetic improvements and enhancements to make the improved space a great place to stay and hangout closer to the Main Street business district.

\* Cost Estimates

Provide cost estimates or current pricing of item from vendor(s).

Read Only



[FY23-Cost Estimates-CDI-VS-Village of Ridgeway.pdf](#)



[FY23-Cost Estimates-CDI-VS-Village of Ridgeway.pdf](#)



[FY23-Cost Estimates-CDI-VS-Village of Ridgeway.pdf](#)

## Site and Project Narratives (Vibrant Spaces)

## \* Current Physical Conditions

Describe the current physical conditions of the project site.

The village green, or “The Green” as it is known to residents, is nestled between the community park to the north and the 600 Block of Main Street to the south with businesses to the east and west. It is at the heart of the downtown business district that is home to a bank, post office, tavern eateries, a pizza pub, and furniture store. The green is public property and the site of the village water tower.

The green ultimately fails to be the community hub that its historical uses would suggest. The parking lot has been neglected and the turf of the green is worn and uneven. The Green has a lot of potential, but fails to be the spot you want to sit in and relax after grabbing food from a food truck or pizza from the pub. Ridgeway has a rich history, a one of a kind railroad depot museum (The Depot), adjacent to The Green that is sandwiched between the park and Main Street. It is the perfect place to refresh the sense of place missing in the downtown. The Green should offer a comfortable, attractive place for people to gather, visit frequently, participate in activities, and project a good image of the neighborhood. Installing improvements that can be tested and refined over the years allows the village to foster a sense of pride in the people who live and work in the surrounding area.

In contrast, the current physical appearance of The Green is a neglected lot in need of some landscaping, safety lighting, and wayfaring signage to foster its designation as park space and a place to relax and enjoy the shade. It is not clear how to navigate to The Depot or community park from Main Street. There

## \* Current Predominate Use

Describe the current predominate use(s) of the site and the current challenges/site issues.

The Military Ridge State Trail (the trail), a 40-mile multi-use trail in a former railroad corridor that runs from Fitchburg to Dodgeville, serves over 200,000 users annually and bisects the village of Ridgeway. The trail runs through the community park adjacent to The Depot that sits just north of The Green and shares a common parking area. Trail users frequent the green spaces and park in the parking lot trailhead. In the summer the green is used as a thoroughfare for trail users and in the winter, it is used by snowmobilers, also utilizing the trail. Snowmobilers site lack of lighting as a limiting factor to utilizing the space in and around the park and Village Green areas.

The Ridgeway Farmer's Market started on The Green, but quickly outgrew the space and operates in the community park around and in the shelter area just on the other side of the trail. The green currently hosts village wide garage sales and is a natural and visible gathering spot during parades. The water tower is located on the green, as are generator boxes, and other utility infrastructure in the southeast corner of The Green. These items are currently obstructed from view from some too closely planted spruce trees that are mostly suffering and losing their bottom branches, thus failing to serve their intended purpose. The limbs on all trees are all low and mowing/weed eating around the water tower and utility infrastructure is challenging. In the past, it was left to become an overgrown tangle of scrub trees and weeds. The flagpole, in the center of the green, hasn't had a flag flown for the better part of the last two decades and stands like a memorial to our famous ghost. There are no sidewalks or clear delineations between public or business usages. There is stress on local property owners whose private property gets treated as an extension of the public park. Snowmobilers stress the local turf and private drives and we are working with local snowmobile clubs with educational maps and materials. It would be beneficial to the recreators to have a nice area for parking right next to the trail in the community park where the farm market operates that is lighted for safety and visibility with sidewalks cleared for access to Main Street.

The green should operate as a logical thoroughfare to the park, but does not function as one since there is no signage. It is not arranged to provide a sense of comfort, safety, cleanliness, or clear access to and through public property.

In 2021 and 2022, the village issued Jose's Authentic Mexican food truck a transient merchant permit to operate at The Green. Jose's employees indicated the space wasn't accommodating to customers. While the truck was busy and frequented by area residents, there was nowhere for people to stay and

## \* Project Description

In less than 100 words, describe the project and goals as a brief overview.

Refresh The Green into an anchor space in the downtown that fosters a comfortable and safe environment, an attractive place for people to gather, visit frequently, and participate in activities and uses that collectively add up to a strong sense of community and a vibrant image of the neighborhood.

Transform an underutilized lot into a vital place through seating, landscaping, and revamped pedestrian circulation patterns to enhance relationships between the surrounding businesses and the activities going on in the public spaces.

## \* Multiple Improvements

Describe how the project will incorporate multiple improvements within or associated with one public space.

The village green and business district of Main Street would be visually enhanced in conjunction with sitewide improvements to the community park. All areas are contiguous and improvements serve to make the whole area safer and more accessible to all user groups. Improvements are geared toward immediate visual or safety impact that can encourage more widespread community uses and attendance. The community park will see electrical safety concerns addressed, new ballfield lighting, parking lot grading, and a retention wall added for structural integrity south of the newly installed village dog park just north of the ballfields in the village park.

The parking area in front of the depot will be addressed and an Americans With Disabilities Act (ADA) compliant parking stall added as well as an ADA compliant sidewalk will be installed by the Depot to allow all individuals to enter the park and attend events.

The Vibrant Spaces Grant would allow for entry beautification to the park through additional lighting, planter boxes, and other site enhancements beyond safety concerns to the village green and 600/700 block of Main Street. The Vibrant Spaces Grant would allow for the creation of a sense of place.

Landscaping the lot would change the perception of The Green from an abandoned area to a gathering place. Signage would be added to make it clear where people can go and what they can do. The entire corridor would have an aesthetic promoting gathering. The downtown business district (600/700 Main Street) would have flags installed seasonally, signage improvements and planter boxes maintained seasonally. The Green would have planter boxes, flags, pavilion, picnic tables, benches, lighting and signage. Parking upgrades for the park and green would enhance access for all groups and facilitate movement in/out of the park during events.

Main Street is a county operated road and scheduled for a complete reconstruction in 2025-2026.

This future project will address stormwater infrastructure, curb and gutter installation, water and sewer infrastructure as well as sidewalk rehabilitation and new construction on the south side of Main Street and around the Village Green. The village and county are working together and currently

## \* Multiple User Groups

Describe how the project will attract multiple user groups and activities to the space.

Addressing accessibility concerns allows for all differently abled individuals, aging individuals, and their families to attend markets, the Easter egg hunt, and the Ridgeway Holiday Celebration. Making the Green and community park a safe and welcoming environment minimizes risk to families and makes it easier to push a stroller, walk a dog, and help all members of your family navigate the area. Having a sidewalk that can be cleared by the village UTV in the winter makes Main Street accessible for snowmobilers to stop and warm up. Additionally, it makes the dog park accessible in the winter for residents walking their dog to the park, trail, or dog park.

## \* Pedestrian-Oriented Public Space

Describe how the project will create a visible and pedestrian-oriented public space.

One of the main project goals is to transform an underutilized lot into a welcoming green gathering place for community residents and business district pedestrians in the heart of the downtown. It is highly visible and in need of an upgrade to facilitate maintenance and make it a showpiece for the downtown. Preparing an area for gathering and hanging out with anticipated sidewalk installation in 2025 integrates the park and downtown. Most importantly, it restores The Green into a community hub from a disconnected mess. While it would be wonderful to install a sidewalk prior to 2025, the scope of the Main Street project determines that sidewalks must wait until the road is fully reconstructed or it will need to be torn out and re-done within a couple years.

## \* Public and Private Partnerships

Describe the public and private partnerships, created or enhanced, to carry out the project.

The DNR (owners/operators of the Military Ridge State Trail), The Friends of the Military Ridge State Trail (owner/operators of The Depot) are excited for the expansion of access for trail users year-round. Just discussing visual aesthetic improvements has inspired other improvements through the trail corridor in the village by other stakeholders.

The Land and Water Conservation Fund Program is a federal program administered by the Wisconsin Department of Natural Resources (DNR) and encourages the creation of high-quality outdoor recreational opportunities. This program has committed \$177,300 from the Federal Land and Water Conservation fund for the village's community park improvements. The village has committed \$177,300 in matching funds to these park improvements. Project construction is anticipated July through September 2023. The Green improvements are also planned for summer 2023.

Business owners would expand their clientele to dog owners having take-out on The Green, families enjoying the park, and bike and snowmobile traffic diverted into Main Street. Owner/operator of The Ridge Bar and Grill, Kim Akins, locally known as "the main street dog mom" is actively fundraising for the village dog park improvements and has donated money to facilitate the village's efforts toward park improvements and events. BadgerMart, Ayer's Furniture, Hi Point Steakhouse, and other area businesses donate thousands of dollars of funds, goods, time, or other materials to the volunteer driven Park & Recreation Commission events and activities.

Addressing concerns from the business owners to the east and west of the green that community members treat their private property as if it were public is foremost in the improvement planning efforts. Installing a new public parking area at the park alleviates pressure to business owners during events and frees up main street parking. Thoughtful signage promoting public spaces and pedestrian

\* Ongoing Maintenance

Once the project is completed, describe the plan for ongoing project maintenance.

The Green, community park, and Military Ridge trail corridor is mowed and monitored by village staff, with the recent addition of a permanent, part-time position to two other full-time public works individuals. Village staff will continue to mow and maintain the green, and tend to the trees and other vegetation installed at the green. Village staff will put up and take down the flags/poles along Main Street. Village staff will plant and maintain the flowers in the boxes along Main Street.

\* Key Products Incorporated

Provide images of key products to be incorporated into the space, images or renderings of the proposed design, and layout of the space.

Read Only



[FY23-Key Products Incorporated-CDI-VS-Village of Ridgeway.pdf](#)



[FY23-Key Products Incorporated-CDI-VS-Village of Ridgeway.pdf](#)



[FY23-Key Products Incorporated-CDI-VS-Village of Ridgeway.pdf](#)

\* Positive Community Investment

Discuss any community plan, community document and/or letters of support that have identified the project as a positive community investment.

Read Only



[FY23-Positive Community Investment-CDI-VS-Village of Ridgeway.pdf](#)



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\* Vibrancy of Community

Discuss how the project will enhance the vibrancy of the local community.

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The immediate visual impact of the lot transformation will be clear and apparent. Transforming the scrubby spruce trees into a privacy screen with planters of colorful flowers, raising a flag, and people gathering on the patio will be a stark contrast to the desolate ghost lot. Through the village's example, surrounding community members are prompted to maintain and improve their lots and all residents of Main Street can look out and be proud of their surroundings.

## \* Benefit Adjacent Businesses

Discuss how the project will benefit adjacent businesses.

Having clear wayfinding signage to an inviting space to stop, rest, and ultimately navigate and enjoy our downtown for market goers, trail users, and recreators increases foot traffic to downtown businesses. Increasing customer traffic and providing an inviting place for them to stick around for a longer period of time brings further opportunities for Main Street to have more business. Customers traveling to the area for that perfect bedroom set from Ayer's Furniture have somewhere else to go and unwind in an accommodating green space before heading back home, or a spot to sit while waiting for the restaurant to open for lunch. A more vibrant downtown space increases everyone's likelihood to recommend our unique scenic community as a place to live, work, and play to other shoppers and recreators.

There are two business buildings on Main Street that are not operational and another large central lot with multiple buildings for sale. If we can make improvements to our downtown for safety and functionality it will promote

## \* Increased Community Engagement

Describe the potential of the project to lend to more events being held in the community or potential for additional community engagement.

Ridgeway is host to a very popular outdoor farmers market that's held at the village park from May through October. While the park has concessions and seating to enjoy the market treats and listen to the music, adding additional seating in The Green would entice market goers to hang out right on Main Street and see the signs advertising coffee, Bloody Mary's or mimosas. The Green could be the perfect place to meet up with your friends from out of town and enjoy the summer weather while heading to the market, grabbing a drink, snacks, ice cream, or lunch from Main Street businesses. It is a great place to meet other bikers or hikers and hit the trail to Governor Dodge or Blue Mounds State Parks, it is just currently hard for them to easily find where to go! Through education and wayfinding people are more comfortable utilizing the space, sharing it with their friends and family, and businesses benefit from less stress and more customers. It increases the pride in the community, the engagement with your neighbors, and encourages the good will and heart that is already so apparent in this small village.

The Iowa County Snowmobile Alliance hosts an annual fundraiser and sausage contest along with a vintage sled show in Ridgeway. Opening up the green for a concessions area, fire pit, and gathering place would increase participation in the event. Ridgeway Home Talent and Little League could also utilize the space for their brat sale fundraisers if it was made more readily accessible.

Revitalizing The Green allows the Village to expand events to or already hosted on Main Street. Most events occur in the village park, but the Ridgeway Holiday Celebration is held on Main Street. In 2022, the light parade route was down Main Street. Downtown businesses participated in hosting separate event activities throughout the evening after the parade. The Green hosted spectators for the parade but was not utilized for activities because the space lacks gathering qualities. By updating the space, the holiday event can be expanded into The Green with activities like roasting

## Budget (Vibrant Spaces)

\* Budget      [Download Budget](#)

Download and complete the budget workbook, then upload your completed budget.

Read Only



[FY23-Budget-CDI-VS-Village of Ridgeway.xlsx](#)

## Information on Legal Proceedings

Check the box if applicant has been involved in a lawsuit in the last 5 years.

Check the box if applicant has been involved in a bankruptcy or insolvency proceeding in last 10 years, or any such proceedings are pending.

Check the box if applicant has been charged with a crime, ordered to pay or otherwise comply with civil penalties imposed, or been the subject of a criminal or civil investigation in the last 5 years.

Check the box if applicant has any outstanding tax liens.

## State Requests for Bid or Proposal

Check the box if you are aware of any State of Wisconsin request(s) for bid or request(s) for proposal to which the applicant intends to respond, or to which the applicant has recently responded.

Certification Statement

**THE APPLICANT CERTIFIES TO THE BEST OF ITS KNOWLEDGE:**

1. The information submitted to the Wisconsin Economic Development Corporation (WEDC) in this application, and subsequently in connection with this application, is true and correct.
2. The applicant is in compliance with laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.
3. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.
4. WEDC is authorized to obtain background checks including a credit check on the applicant and any individual(s) with 20% or more ownership interest in the applicant company.
5. The applicant has disclosed, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

## THE APPLICANT UNDERSTANDS:

1. This application and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, §19.31 et seq. The applicant may mark documents "confidential" if the documents contain sensitive information.

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

3. Authorization to Receive Confidential Information. The applicant hereby authorizes the Wisconsin Economic Development Corporation ("WEDC") to request and receive confidential information that the applicant has submitted to, including any adjustments to such information by, the Wisconsin Department of Revenue ("DOR") and the Wisconsin Department of Workforce Development ("DWD"), and to use such information solely for the purposes of assessing the applicant's performance for the duration of the economic development project and ensuring that WEDC is properly administering or evaluating economic development programs. With regard to the information contained in the DWD unemployment insurance files, WEDC may access the following for the 8 most recent quarters: the quarterly gross wages paid to the applicant's employees; the monthly employee count; and the applicant's FEIN, NAICS code, and legal and trade names. The applicant also authorizes WEDC to share information submitted to WEDC by the applicant with the DOR and DWD and to redisclose to the public the information received from the DOR and DWD used to evaluate the applicant's performance under their specific economic development program and the impact of WEDC economic development programs. Records exempted from public records law by Wis. Stat. § 19.36(1) will be handled by WEDC in accordance with that law.

\* I agree with the above Certification Statement.



\* Full Name

Hailey Roessler

\* Title

Clerk/Treasurer

\* Company Legal Name

Village of Ridgeway

I certify that incentive assistance is needed to ensure this project will happen in Wisconsin.



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