

# OSCEOLA

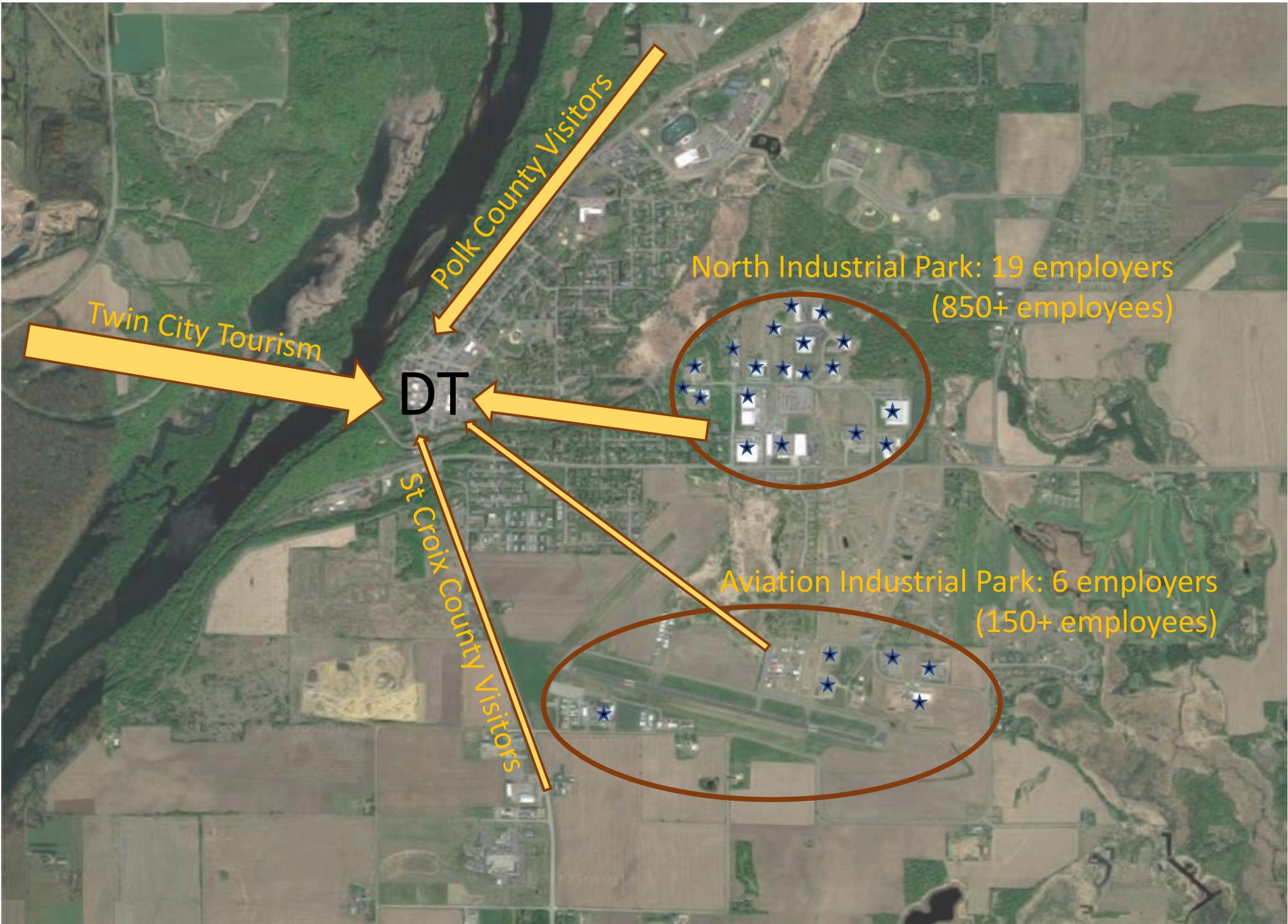
*Wisconsin*

## Village of Osceola

### **Locally Sourced Downtowns: Supporting and Cultivating a Thriving District**

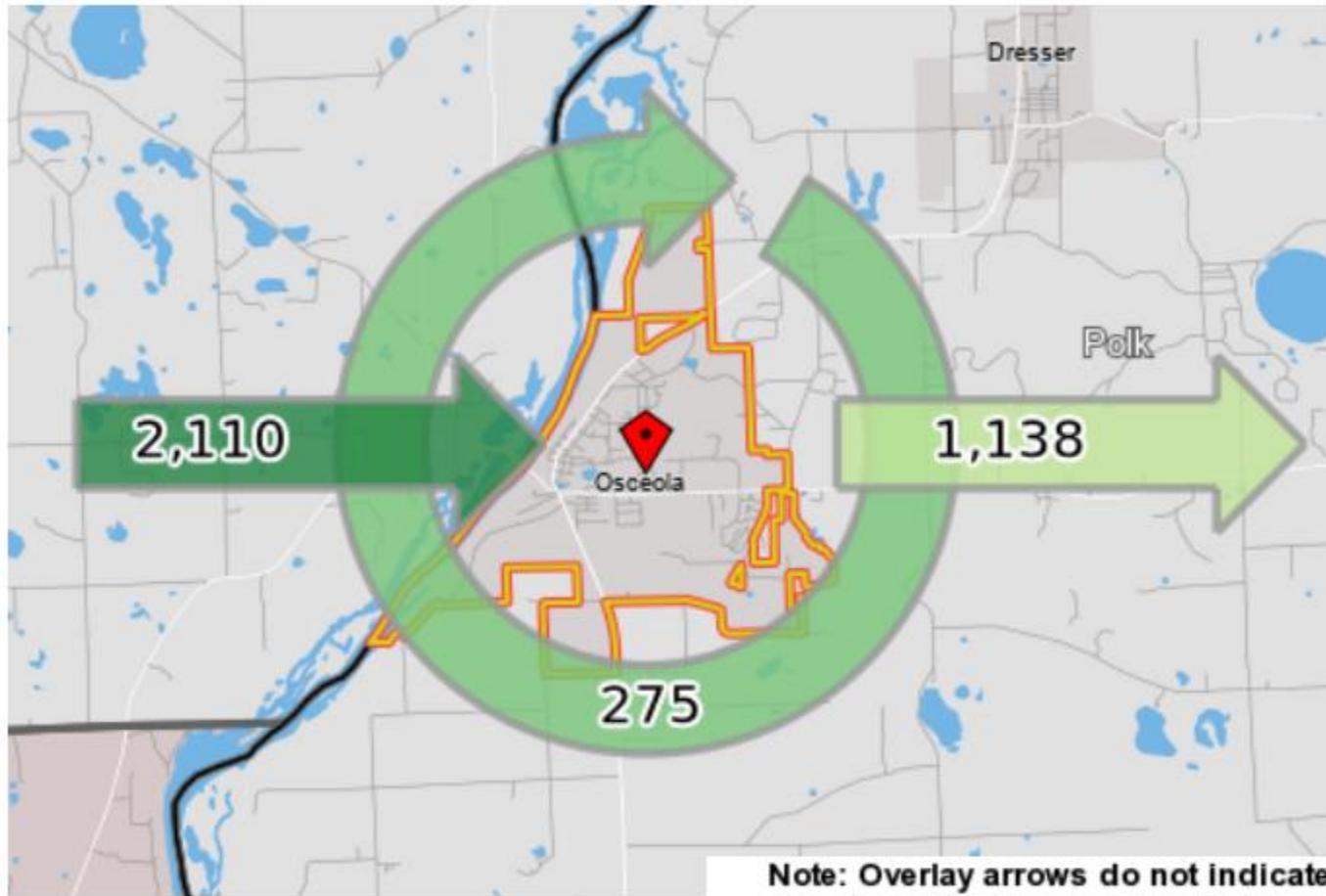
10/13/2020 Presentation





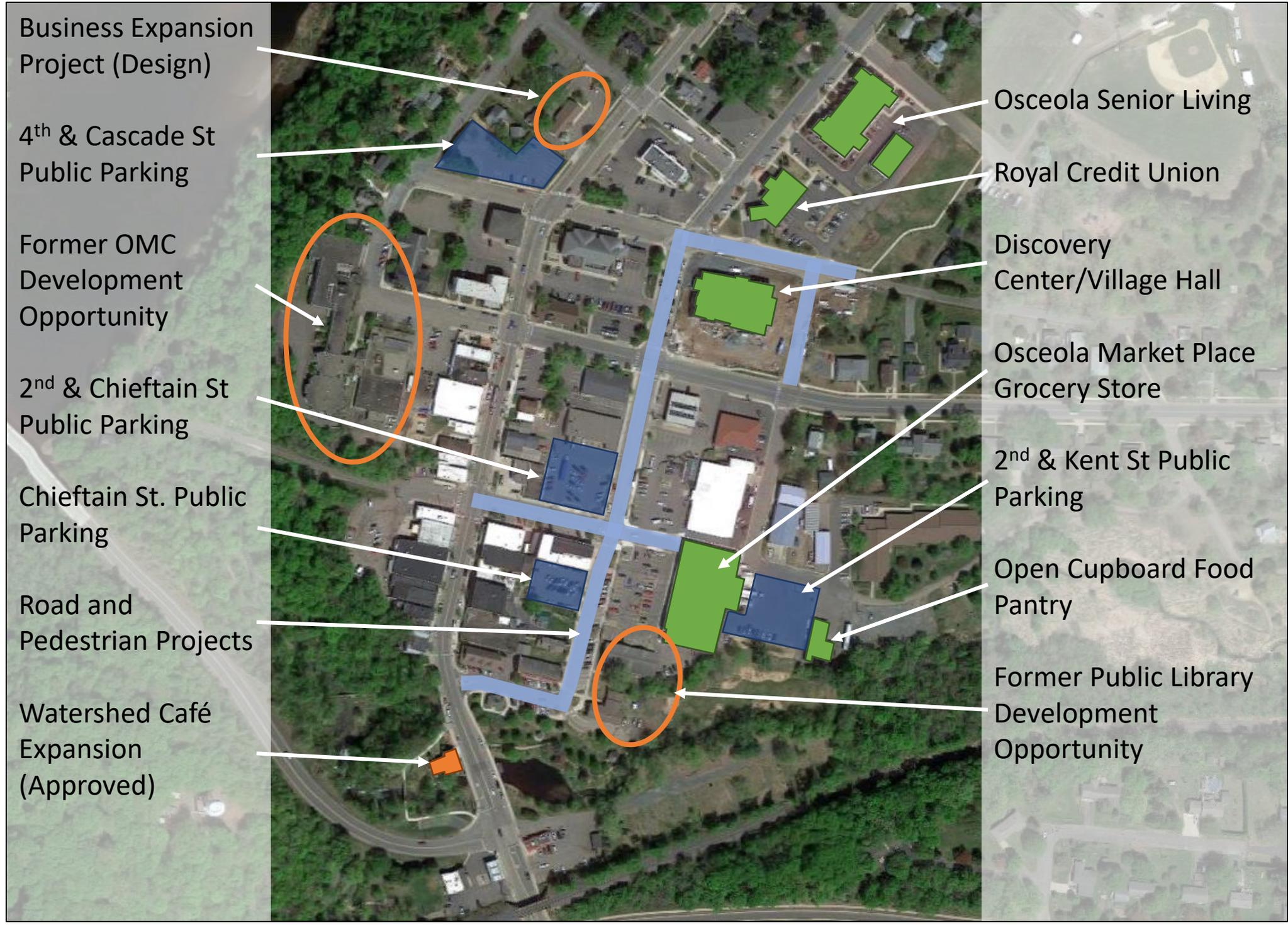
Village of Osceola – Daily Draw to Downtown

# Inflow & Outflow Job Counts



Source: 2017 Longitudinal  
Employer-Household Dynamics

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside



Business Expansion Project (Design)

4<sup>th</sup> & Cascade St Public Parking

Former OMC Development Opportunity

2<sup>nd</sup> & Chieftain St Public Parking

Chieftain St. Public Parking

Road and Pedestrian Projects

Watershed Café Expansion (Approved)

Osceola Senior Living

Royal Credit Union

Discovery Center/Village Hall

Osceola Market Place Grocery Store

2<sup>nd</sup> & Kent St Public Parking

Open Cupboard Food Pantry

Former Public Library Development Opportunity

Village of Osceola – Recent Downtown Improvements

1. INFRASTRUCTURE IMPROVEMENT – Roadway  
 TOTAL: \$1,600,000  
 LOCATION: River Street from E 3<sup>rd</sup> Avenue to end

2. INFRASTRUCTURE IMPROVEMENT – Roadway  
 TOTAL: \$850,000  
 LOCATION: Ridge Road realignment

3. INFRASTRUCTURE IMPROVEMENT – Roadway  
 TOTAL: \$500,000  
 LOCATION: Zindaus Street

4. INFRASTRUCTURE IMPROVEMENT – Parking  
 TOTAL: \$400,000  
 LOCATION: 2<sup>nd</sup> Avenue Parking Lot (behind west 100 block of N. Cascade Street)

5. INFRASTRUCTURE IMPROVEMENT – Pedestrian and non-motorized  
 TOTAL: \$500,000  
 LOCATION: Ridge Road south to 63<sup>rd</sup> Avenue

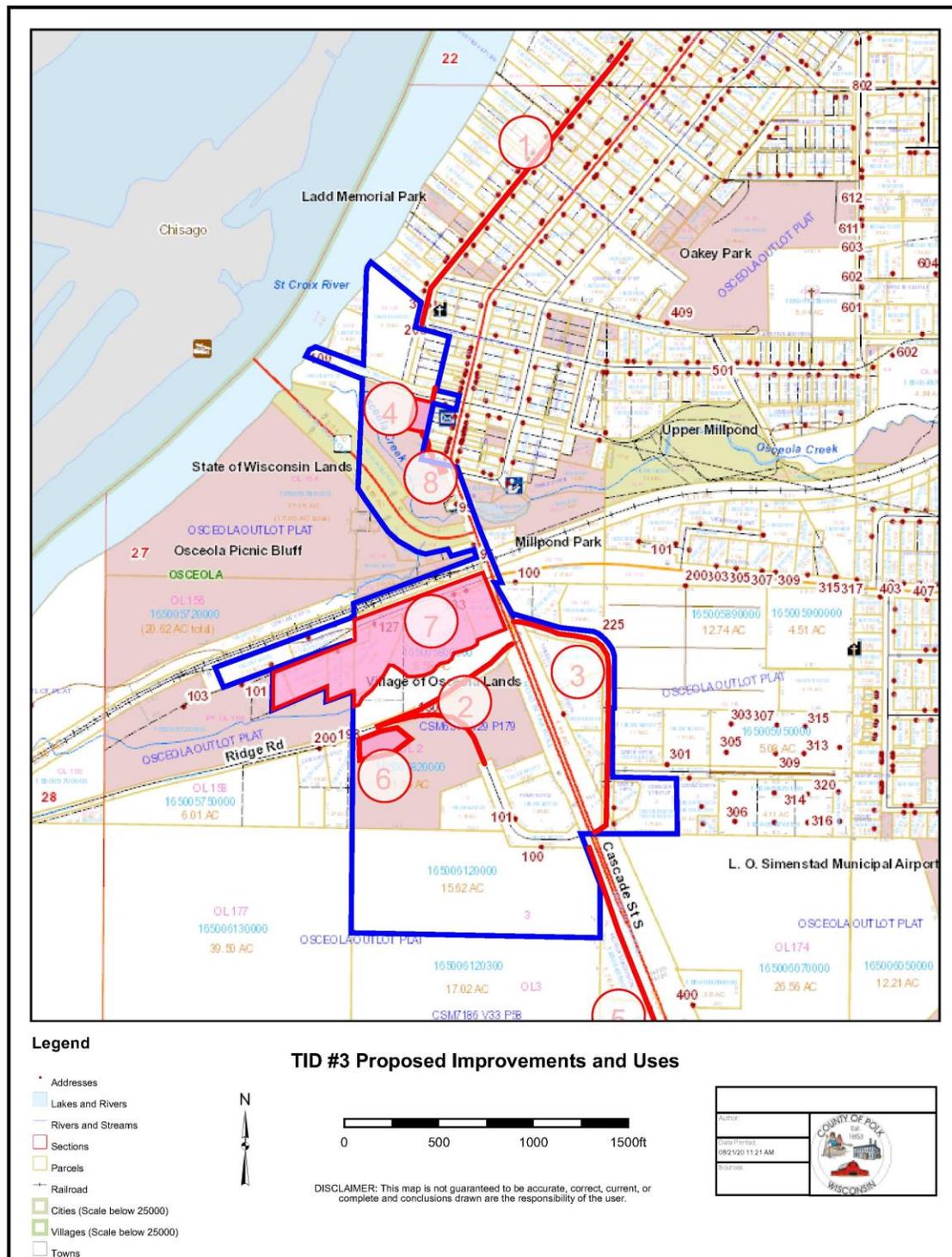
6. INFRASTRUCTURE IMPROVEMENT – Stormwater mitigation  
 TOTAL: \$300,000  
 LOCATION: Ridge Road Development Area

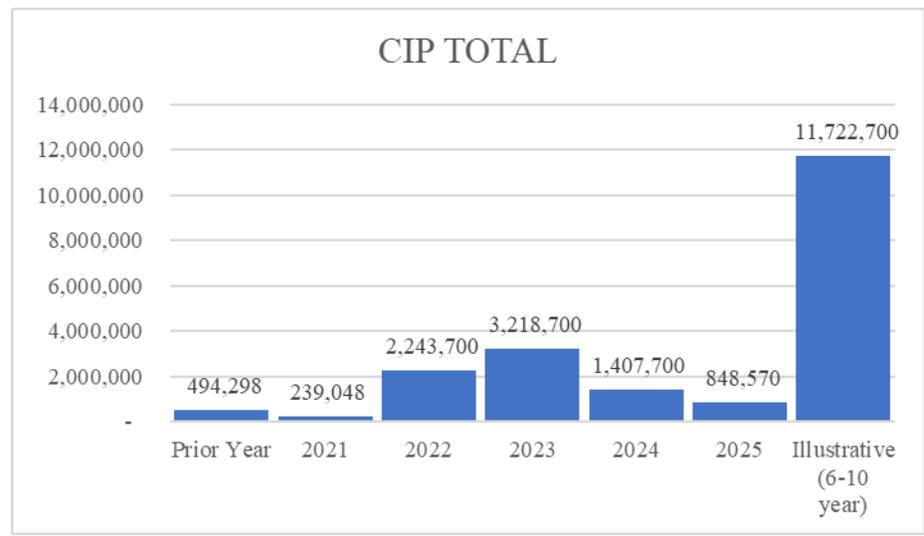
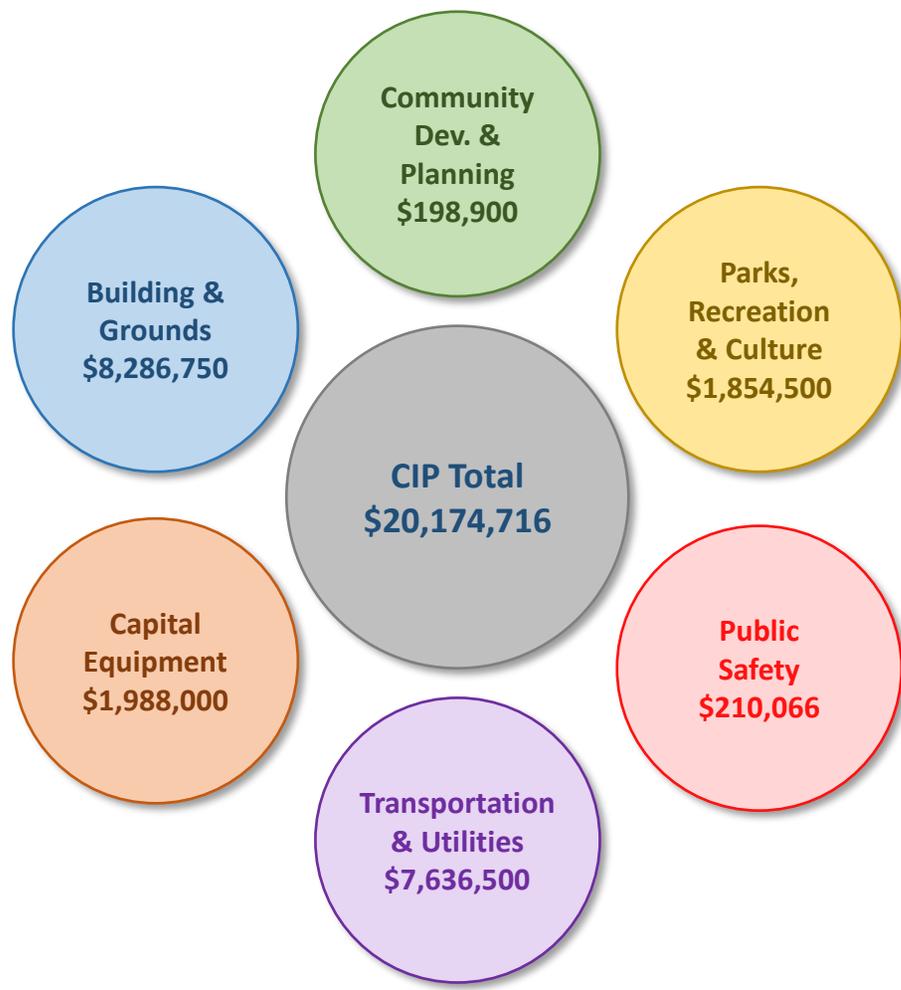
7. DEVELOPMENT PLANNING – Depot Road  
 TOTAL: \$75,000  
 LOCATION: Depot Road (STH-35 west to terminus)

8. PARK/DEVELOPMENT IMPROVEMENTS – Cascade Falls Board Walk  
 TOTAL: \$350,000  
 LOCATION: Cascade Falls trail head to 2<sup>nd</sup> avenue parking lot

9. DEVELOPER ASSISTANCE  
 TOTAL \$2,000,000  
 LOCATION: Various Locations

TOTAL Proposed Projects: \$6,575,000  
 Financing and Admin: \$2,300,000  
**TOTAL Expense: \$8,875,000**





Village of Osceola 2021-2025 Capital Improvement Program (Village Investment in \$, * Denotes Cost Share of Project)									
Project No.	Project Title	Prior Year (2020)	Planned						Total
			2021	2022	2023	2024	2025	Illustrative (6-10 year)	
BG	Buildings & Grounds	38,750	57,500	842,500	302,500	595,500	427,500	6,022,500	8,286,750
CE	Capital Equipment	425,000	66,500	483,200	236,000	60,000	182,300	535,000	1,988,000
CD	Community Development & Planning	7,700	7,700	62,700	22,700	7,700	7,700	82,700	198,900
PR	Parks, Recreation & Culture	-	18,500	33,000	3,000	80,000	60,000	1,660,000	1,854,500
PS	Public Safety	8,848	7,848	98,800	6,000	11,000	27,570	50,000	210,066
TU	Transportation & Utilities	14,000	81,000	723,500	2,648,500	653,500	143,500	3,372,500	7,636,500
<b>CIP Total</b>		<b>494,298</b>	<b>239,048</b>	<b>2,243,700</b>	<b>3,218,700</b>	<b>1,407,700</b>	<b>848,570</b>	<b>11,722,700</b>	<b>20,174,716</b>

# Continue to Grow Through Health Pandemics

- Regional Planning Efforts
- Down Development Plans
- Redevelopment Planning
- Developed Tax Increment District



- Trail Enhancements
- Special Event Promotion
- Increased Park Benches/Tables
- Tripled Garbage Bins
- Relaxed Permit Requirements
- Food Trucks & Parklets
- Curbside Pickup
- Caution on Larger Events

- **Osceola Chamber**
- **Mainstreet**
- Businesses
- School District
- Citizenry
- Other Governments
- Social Distance
- Farmer's Market

- Social Distancing
- Remote Meetings
- Boosting Free Internet
- Staff Flexibility/PTO
- Supporting Remote Interactions

- Increasing Investment. Not Tightening Belts
- Conservative Revenues (Flat at Best)



# Going Above and Beyond



**First Impressions**

**Online Coaching  
Bottom Line Results**

**Rebound and Rebuild Virtual Boot Camp**

Hey [name],  
This 10-session locally focused program is designed to help you take the right steps for your business to survive and thrive in this pandemic.

**SMALL BUSINESS  
Resources**

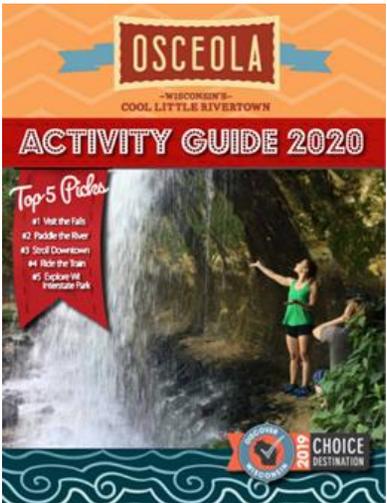
**LOCAL HEALTH  
Updates**

**TAKEOUT/  
CURBSIDE/  
DELIVERY  
Restaurants &  
Businesses**

**REMOTE WORKING  
Tools**

## On a Normal Year

<b>Picnics to Go</b>	<b>Doe on the Go</b>
<b>Osceola Town Calendar</b>	<b>Light Up Osceola</b>
<b>Osceola Spring Fling</b>	<b>Chamber Activities Calendar</b>
<b>Celebrate Osceola</b>	<b>Ribbon Cuttings</b>
<b>Osceola Harvest Bazaar</b>	<b>Osceola Doc Walks</b>
<b>Valley Brew Fest</b>	<b>Bird City Celebration</b>



**OSCEOLA**  
-WISCONSIN'S-  
COOL LITTLE RIVERTOWN

**ACTIVITY GUIDE 2020**

**Top 5 Picks**

- Visit the Falls
- Paddle the River
- Stroll Downtown
- Ride the Train
- Enjoy a Picnic at Intermediate Park

**2019 CHOICE DESTINATION**

**OSCEOLA**  
JOIN THE VIRTUAL COMMUNITY PICNIC BY ENTERING IN THE

**Picnic Photo Contest**

Grand Prize: \$100 gift certificate  
2nd & 3rd places: \$50 gift certificate

**How to Participate**

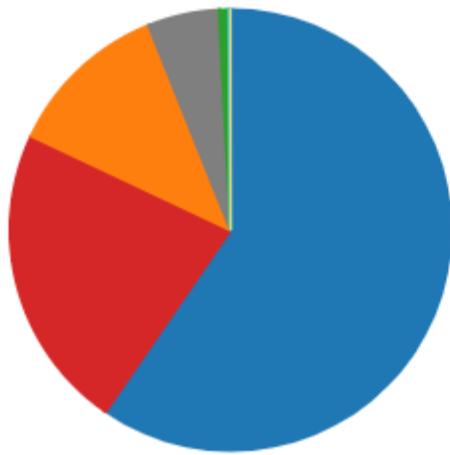
During the month of August, pick a picnic or order take-out from a restaurant downtown Osceola. Make sure to ask for a picnic to go. Find a spot to picnic, enjoy the picnic, post or upload your own backyard picnic pictures, and then post those pictures on social media using the hashtag #OsceolaPicnicsToGo to be entered in the contest!

<https://www.myosceolachamber.org/>

Village of Osceola – Would Not Be Here Without Them!

# Coordinated Efforts are Paying Off

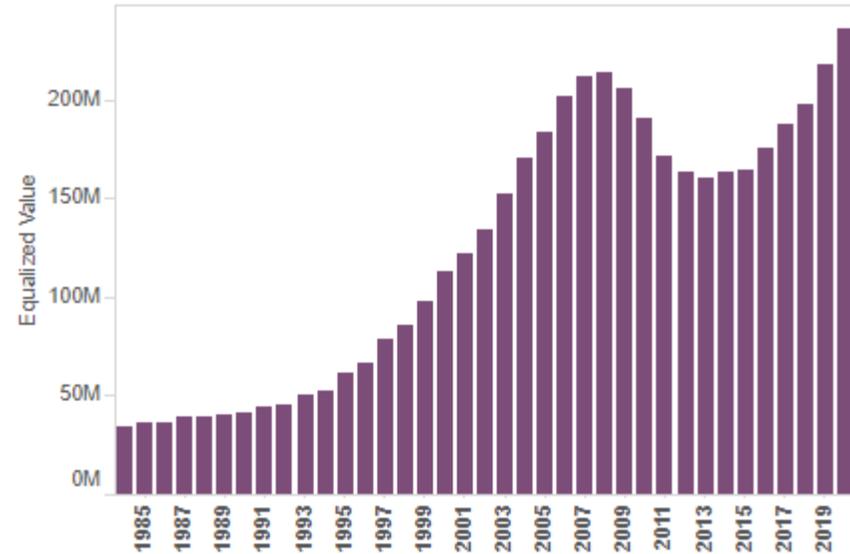
Village of Osceola (Polk) - 2020



Property Class

- Residential
- Commercial
- Manufacturing
- Personal
- Productive Fore...
- Undeveloped
- Agricultural
- Agricultural For...
- Other

Village of Osceola - (All) Property



Village of Osceola (Polk)

Property Class	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
(All)	163,085,800	163,085,800	160,882,300	163,545,700	164,552,200	175,612,500	187,296,700	197,982,500	218,082,400	236,492,300
Residential	85,644,900	85,644,900	82,933,400	83,787,900	89,227,100	97,013,700	103,781,500	111,599,900	127,780,600	140,896,200
Commercial	42,149,800	42,149,800	41,778,900	42,289,900	41,941,400	42,444,300	44,084,400	48,911,400	50,947,300	53,060,400
Manufacturing	20,590,700	20,590,700	21,278,800	22,005,900	21,436,500	22,353,600	24,648,600	24,912,500	26,435,200	28,195,700
Personal	9,685,900	9,685,900	9,902,400	10,355,000	10,847,900	11,904,000	12,869,200	10,779,200	11,123,400	12,399,500
Productive Forest L..	4,447,300	4,447,300	4,447,300	4,510,000	776,000	1,603,800	1,603,800	1,485,000	1,485,000	1,603,800
Undeveloped	521,700	521,700	506,200	563,800	289,400	258,900	276,700	258,500	276,600	301,000
Agricultural	45,500	45,500	35,300	33,200	33,900	34,200	32,500	36,000	34,300	35,700
Agricultural Forest	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0