



MARKETING MINUTE

September 2016

New Businesses!

Welcome to our September Issue of the Marketing Minute. We are very excited about several of the new developments happening on the south end of New Richmond. As you may have heard construction has started on a new ALDI, Taco Bell, and Jimmy Johns. What you may not have heard is our recent groundbreaking ceremony for East Suburban Resources (ESR), previously known as St. Croix Industries. Below is a picture of the proposed 15,000 sq. ft. building to be built in our Business & Technical Park – across from Phillips Medisize. Their former location was a building next to the St. Croix County Health Center. We are excited to have ESR staying here in our community! ESR is a private nonprofit agency supporting adults with intellectual and developmental disabilities, and other special needs. Their program helps them gain meaningful employment that allows them to fully participate in the larger community. Just this past year, I have been asked to be on an advisory group to support ESR and their mission. I am honored to be a part of this advisory group and look forward to their new facility in New Richmond!

Beth Thompson, Community Development Director



Downtown New Richmond Business Spotlight

Halos

I wanted to write a piece on a newer storefront in our downtown call “Halos”. Halos is a non-profit organization helping families of the St. Croix Valley area cope with child loss. Halos of the St. Croix Valley is run by parents who have lost a child themselves and want to be there for those parents that need the love and support of someone who truly understands what they are going through.

Let’s give Kelli Espiritu a warm welcome to our downtown area and a huge thank you for starting such an amazing non-profit organization. Six months after saying their goodbyes to their son, Kelli knew she had to help other parents facing the tragic loss of a child. In memory of their son Max, Kelli and her husband Barry founded Halos with a mission to provide financial, emotional, physical, and long-term support services to families in need, so that his precious life could bless the lives of others.

Memorial service assistance can include: a casket, cremation costs, headstone or urn costs, personalized memorial cards, angel gowns, memorial luncheons, and balloon release services. Other types of support could include: hand & foot molds, faiths lodge retreat assistance, little angel baskets and much much more.

Kelli and the Halos organization are looking for volunteers, so if you have a few extra hours to spare, this is the organization you will want to help. If you are interested, please stop in and visit with Kelli, contact her at 651-705-4256, or visit their website at www.halosofthestcroixvalley.com. Halos are here to help ... please pass on the word!

- Beth Thompson, Community Development Director



Come Grow
With Us



MARKETING MINUTE

Featured Property

This month's featured property is a .92 acre parcel located in the northwest corner of the intersection of Doman and Meridian Drive.

- *Check out this spectacular location!
- * Well established area offering excellent exposure
- * Currently zoned Z3 Multi Use/ Corridor District
- * Area is developed to include an appealing mix of commercial, professional and residential uses
- * Full City services available
- *Asking price \$129,900



Please contact Beth Thompson at 715-246-4268 or email at bthompson@newrichmondwi.gov for pricing and additional details.

Elections

This General Election will be held Tuesday, November 8, 2016, for President, U.S. Senator, U.S. Representative, even-numbered Wisconsin State Senate seats, all Wisconsin Assembly seats, and all District Attorneys.

Absentee ballots for this election will be available by mail starting September 22, 2016. If you mail in your application for absentee, you must mail a copy of your driver license along with the request. If you wish to vote in the Clerk's office, you can do that starting on October 24, 2016. You will need to show an acceptable photo ID before an absentee ballot can be issued. Absentee ballots are available for anyone who is unable or unwilling to appear at the polling place on Election Day, will be 18 years of age or older on Election Day and who has resided in the City of New Richmond for at least 28 days before the election. The elector must be registered to vote as well. In order to register to vote you must be U.S. citizen, be 18 years or older on election day, and have lived in the City of New Richmond for at least 28 days prior to election day. You cannot vote if you have been judged incompetent or if you have already voted in that election.

If coming to the polls you will also need to show an acceptable photo ID such as a Wisconsin driver license, U.S. passport, military ID, or free Wisconsin state ID card before you can cast a ballot at this election. If you don't have a photo ID, you can obtain one free from the Department of Motor Vehicles. Stop in to your local DMV with your birth certificate (or a certified copy of your birth certificate), Social Security card, and a current utility bill, and the DMV will issue a photo ID for you. If you have any questions about acceptable documents to bring to the DMV to obtain your photo ID, please call them (1-800-924-3570)

For any voting related questions, please visit www.myvote.wi.gov

New Richmond Cemetery App

In April of 2016, the City of New Richmond took over operations at the New Richmond Cemetery. This was a new endeavor, one that required City staff to quickly educate themselves on best practices and begin putting in place a cemetery management system. One problem that was immediately discovered was communicating grave locations between staff, the public, and visitors. When you tell a person their loved one is located in Lot 123 in Sec 5, it isn't helpful. This was when the City knew we would need to map out our cemetery and create a way for the public to have easy access to the burial information and locations. After months of development and the help of a seasonal GIS Technician, the City of New Richmond was happy to launch our cemetery application on Monday, August 29. This application is now accessible from the City's homepage and will give the public the ability to search by name, clicking on gravesites for information, and even seeing which lots are currently available for purchase. This application will save hundreds of hours of searching for headstones, answering questions, and flipping through dozens of spreadsheets.

Please visit our website and use the Cemetery App for any inquires.