

Hayward Area Placemaking

August, 2019



Prepared by: Northwest Regional Planning Commission

Hayward Area Placemaking

Pre-Placemaking Meeting: March 14th, 2019

Placemaking Charrette: May 14th, 2019

Placemaking Follow-Up Meeting: July 18th, 2019



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I. INTRODUCTION

In May of 2018, a Regional Insights on the Economy (RISE) event was held in Hayward with a focus on Placemaking and community attraction. The Sawyer County/Lac Courte Oreilles Economic Development Corporation (SCLCOEDC) requested a proposal from Northwest Regional Planning Commission (NWRPC) to facilitate Placemaking as a community engagement tool for improving public spaces. With assistance provided through West Central Wisconsin Regional Planning Commission (WCWRPC), NWRPC secured a contract with the SCLCOEDC to facilitate the process. This report summarizes the results of the 2019 **Hayward Area Placemaking** project, which brought residents, business owners, and special interests together to take a fresh look at key locations within the community.

The following summarizes the primary steps in Hayward’s 2019 placemaking project:

- On March 14, 2019, NWRPC met with key community stakeholders to discuss the placemaking project approach. The following overall goals and opportunities were identified:
 - Enhanced lakefront along RR Street
 - Year-round experience for visitors/residents
 - More inviting spaces
 - Keep & attract young people
 - More things to do for youth residents/visitors
 - Integrate more arts into community
 - Increase awareness of library/connect to downtown
 - Gathering place for seniors
 - Increase connections to lake/pedestrian mall
- On May 14th, 2019, nearly 60 residents, business owners, and other stakeholders attended a three and a half hour placemaking exercise/planning charrette facilitated by WCWRPC and NWRPC. SCLCOEDC relied heavily on social media, email lists, and word-of-mouth to invite participants. The workshop began with instruction in placemaking techniques, followed by site visits/evaluations and group brainstorming on action plan strategies for each node.
 - Wow factor vibrance/vitality
 - Attract & retain young families
 - Define Hayward’s brand
 - Make Hayward more pedestrian friendly (bikes)
 - More music/arts locations
 - Destination entertainment
 - Play off of history
 - Improve gateways
 - Permanent destination for farmer’s market
- NWRPC presented the exercise results at a follow-up workshop on July 18th, 2019. During this workshop, participants further prioritized and fine-tuned their placemaking action plan as well as discussed how to incorporate resources, priorities, and next steps. The final reported was then completed by NWRPC and provided to SCLCOEDC.

MAY 14
5:30PM-9:00PM
Veterans Community Center
10534 Main Street
Hayward, WI 54843

PLACEMAKING HAYWARD

COMMUNITY INSPIRATION NEEDED!
Join us on **May 14 (5:30pm - 9:00pm)** for a special placemaking exercise. Help us make Hayward an even better city to live, visit, work, and play.

Attendees will:

- ▶ Identify strategies to promote what we have and enhance the connections between key destinations.
- ▶ Explore and discuss potential improvements for key areas such as our downtown, Hayward City Beach, Shuss Pond, Sherman and Ruth Weiss Community Library & trails, Lumberjack Bowl, the corner of Hwys 27 & 63, and Hatchery Creek park.
- ▶ Collaborate on low-cost strategies and longer-term ideas


"Set the virtuous cycle in motion. Fired up!"
- comment from a placemaking workshop in Eau Claire

What is Placemaking?
Placemaking is the planning, design, and management of public spaces. Placemaking involves listening to and asking questions of the people who live, work, and play in a particular space to determine their needs and aspirations.

Everyone is welcome to attend. Meal provided. If you have questions, please contact: Bruce Paulson, Sawyer County/Lac Courte Oreilles EDC at 715-634-3618. Visit www.sclcoedc.com


If rain, event will be re-scheduled for May 21st at 5:30pm at Veterans Community Center - 10534 Main Street, Hayward.

Hosted by:






Together Progress

West Central Wisconsin Regional Planning Commission



NWRPC

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II. PLACEMAKING PRINCIPLES

a. What is Placemaking?

Placemaking is the planning, design, and management of public spaces. It transcends “place” to bring the “making” to the forefront. Placemaking involves listening to, and asking questions of the people who live, work, and play in a particular space, to determine their needs and aspirations. This information is then used to create common goals. The goals can evolve quickly into an action plan, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them. Simply put, placemaking allows people to make extraordinary improvements, both big and small, in their communities.

b. Benefits of a Great Place

We shape our public spaces, and afterwards they shape us. Great places have many far-reaching benefits.

- Places nurture and define community identity.
- Places benefit communities economically.
- Places promote a greater sense of comfort.
- Places draw a diverse population.
- Places create improved accessibility.
- Places foster frequent and meaningful contact.

c. What Makes a Great Place?

Great public spaces are where celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix. They are the “front porches” of our communities – libraries, parks, event centers, cafés, neighborhoods, downtowns, schools – where we interact with each other and government. When the spaces work well, they serve as a stage for our public lives.

What makes some spaces succeed while others fail? In part, it is having a variety or critical mass of things to do in one spot. When the space becomes more than the sum of its parts, it becomes a place. For example, an area in a park that has a fountain, a playground, somewhere for parents to sit in the shade, and a place to get something to drink or eat will attract people to stay there for more than a few minutes, and to later return. If the park had a library across the street, with an outdoor area that had storytelling hours for kids, and exhibits on local history, people would come to both the library and park, again and again. Then you physically and visually connect your park and library. Easy access to a bus stop or bike trail and proximity to residential areas are additional components that cumulatively add up to create a very successful place.

d. Function Before Form

Inherent to the second placemaking principle in the box above is that how a place is used is more important than the design of that place. Function should come before form. This is the primary difference between a placemaking effort and a beautification project. Placemaking goes beyond beautification and aesthetics by challenging communities to create, program, and maintain things to do. Great places are not only attractive, but need to have a purpose and should be linked to other great places.

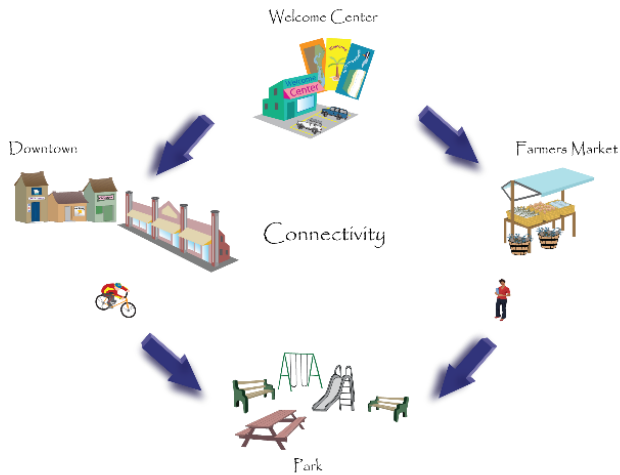
Principles of Placemaking

1. The community is the expert.
2. You are creating a place, not a design.
3. You can't do it alone.
4. They'll always say, “It can't be done”; don't it differently.
5. You can see a lot just by observing.
6. Develop a vision & inspire!
7. Use is more important than design; function before form.
8. Cluster a critical mass of things to do.
9. Connect and link your places internally and externally.
10. Start with simple, short-term solutions.
11. Money is not the issue.
12. You are never finished.

e. Four Key Attributes of a Successful Place

1. Access and Linkages

They are accessible and have linkages to other places;



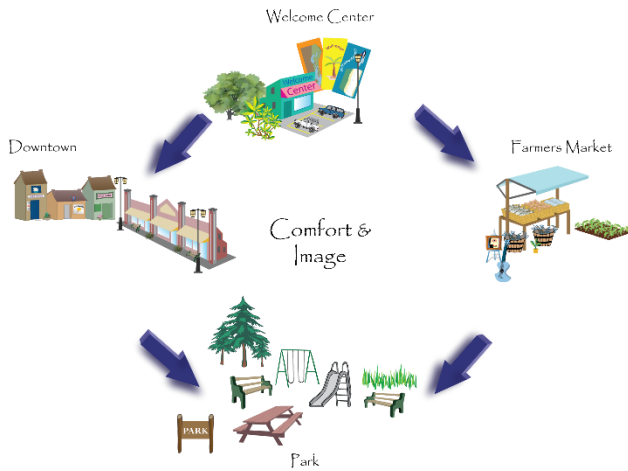
2. Uses and Activities

People use the space and are engaged in activities there;



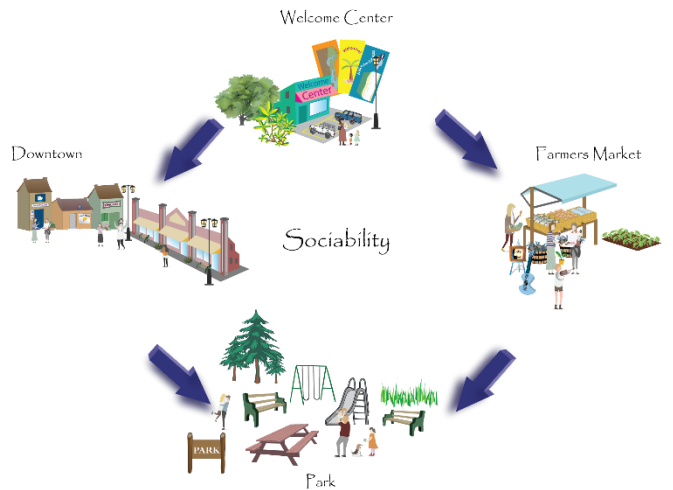
3. Comfort and Image

The space is comfortable and has a good image; and



4. Sociability

It is a sociable place – one where people meet each other and take people when they come to visit.



III. PLACEMAKING OPPORTUNITIES

a. Community Context

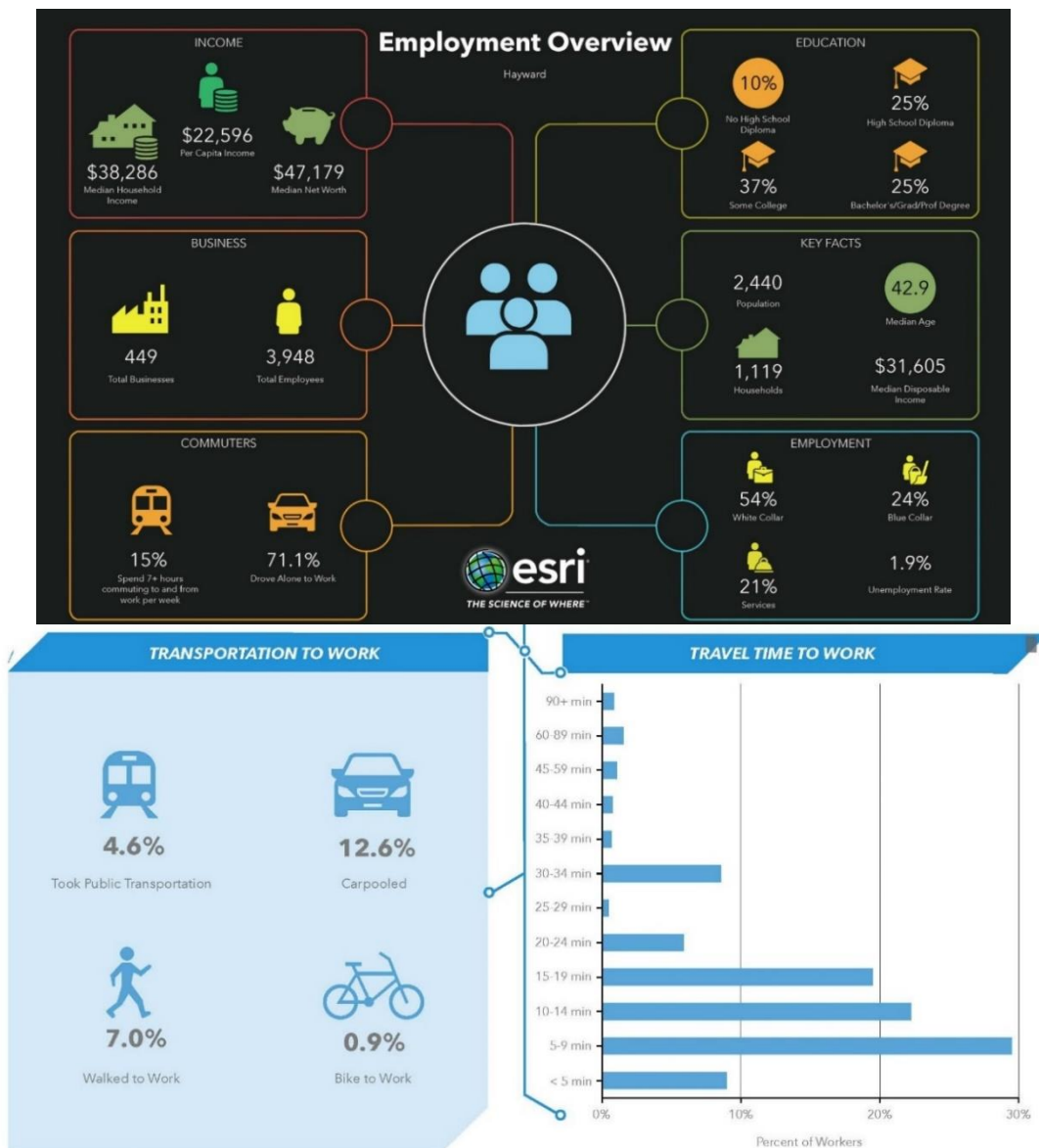
The public places in the City of Hayward serve not just City residents, but residents in the surrounding area, its workforce, and visitors.

Hayward Wisconsin Demographics (54843 ZIP Code)

- 11,487 Total ZIP Code Population
- 77.4% White, Non-Hispanic Population
- 17.5% American Indian
- Median age of 45.3 Years
- 12.8% of families with income below the poverty level

Source: 2017 ACS 5-Year Estimates (as of 8/19)

City of Hayward Demographics



Source: 2019 ESRI Demographics (as of 8/19)

b. Identifying Key Places in Hayward

Seven key places, or nodes, were prioritized as targets for the placemaking exercise by Hayward stakeholders during the pre-exercise meeting in March 2019. The following criteria were used in selecting the nodes:

- Importance and value to the community
- Smaller scale, which will allow each group to focus their efforts during the limited workshop time
- Easily identifiable and comprehensible
- Clear issues and/or opportunities available that are related to the community goals
- Transition zones (gateways, focal points, key intersection, or offers linkages to other places)

The seven selected nodes, as shown on Figure 1 are listed below, along with the key questions presented to placemaking teams assessing each node.

- #1 Lumberjack Bowl.** Key issues or questions included: This node is best known for the Lumberjack World Championships. Do you have ideas that would make this a four-season destination and/or enhance its role within the community?
- #2 City Beach.** Key issues or questions included: How should the function and/or target market of City Beach be different from other recreational opportunities in the area? What makes this node unique and what can be done to build up its unique role or assets?
- #3 Downtown/1st Block of Main Street.** Key issues or questions included: Downtowns can be especially challenging to plan for due to various reasons (e.g., historical buildings, mixed uses, parking/access, economic factors, land costs, many stakeholders).
- #4 Highway 27/63 Intersection.** Key issues or questions included: This the community's key intersection and the gateway to downtown for most travelers. What visual or aesthetic changes would make this area more welcoming and attractive?
- #5 Library Grounds.** Including Pond, Trails, Stage. Key issues or questions included: How should the function and/or target market of the Library Grounds be different from Shues Pond and other recreational opportunities in the area? What makes this node unique and what can be done to build upon its unique role or assets?
- #6 Hatchery Creek Park.** Key issues or questions included: Does Hatchery Park serve as a primary "gateway" and major trailhead for outdoor recreation? Is that a role it could or should play? How should the function and/or target market of Hatchery Park be different from other recreational opportunities in the Hayward area? What makes this node unique and what can be done to build upon its unique role or assets?
- #7 Shues Pond Park.** Key issues or questions included: Given its location, Shues Pond could be a neighborhood park, cater to a specific demographic/audience, or be a community gathering place. How should the function and/or target market of Shues Park be different from the Library Grounds and other recreational opportunities in the area? What makes this node unique and what can be done to build upon its unique role or assets and best utilize this space?

During the May 14th placemaking exercise, a team of 6 to 10 individuals was assigned to each of the above seven nodes. Attendees were also instructed that the exact boundaries of each node were flexible. The evaluation of the key nodes began with an individual exercise where each participant rated the node (or place) on the following four attributes:

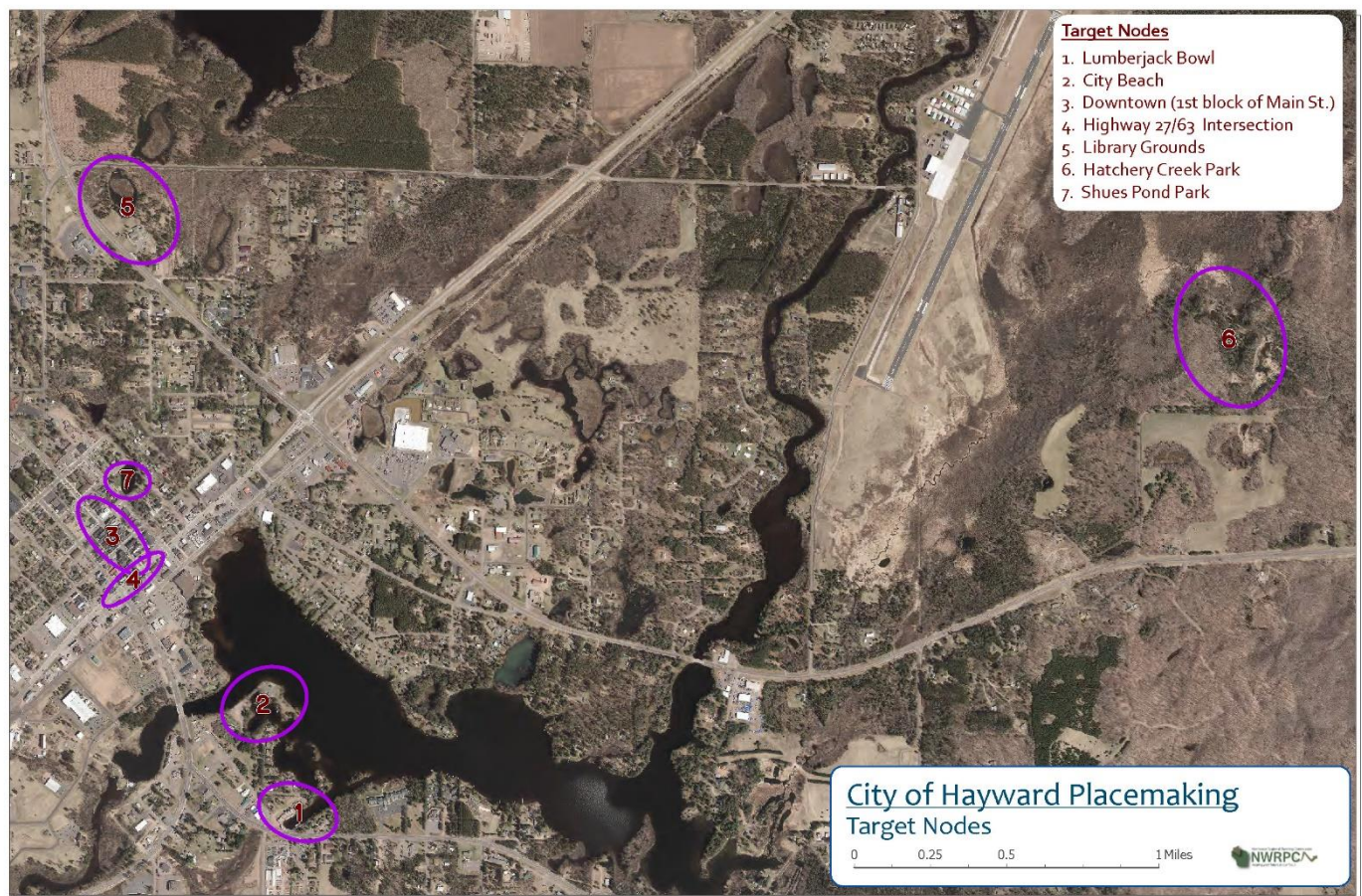
- **Comfort & Image** – overall attractiveness, feeling of safety, cleanliness/quality of maintenance, and comfort/places to sit
- **Access & Linkages** – visibility from a distance, ease in walking to the place, and clarity of information/signage

HAYWARD AREA PLACEMAKING

- Uses & Activities – mix of stores/services/things to do, frequency of community events/activities, overall busy-ness, and economic vitality
- Sociability – number of people in groups, evidence of volunteerism, sense of pride and ownership, and presence of children and seniors

Following the initial rating, group members worked together to identify what they liked about the node and recommendations for making short-term and long-term improvements. Facilitators also provided a number of supplemental questions specific to each node. In order to encourage specific ideas during the workshop, participant teams were instructed to view the spaces within their nodes as internally connected “rooms,” then focus on areas within each node with the most impact or potential. Participants again formed teams for each node during the July 18th follow-up workshop as they fine-tuned their action plan.

Figure 1: Targeted Placemaking Nodes in Hayward



c. Evaluation of Key Nodes

The following assessments were performed by the groups at the May 14th workshop. The reported issues and opportunities are a potential starting point and are further expanded upon in the action plan.

NODE #1: Lumberjack Bowl

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2	Attractive and feels safe. Somewhat clean, though some maintenance needed. Rated somewhat low at 1.86 for comfort.
Access & Linkages	2.17	Overall, easy to walk to. Moderate visibility, but rated 1.5 for clarity of information and signage. Close to town. Need for bike accessibility.
Uses & Activities	1.89	Moderate-to-low mix of things to do, frequency of events and businesses. Does add to quality of life and has large capacity for potential four-season events.
Sociability	2.5	Room for improvement in presence of all ages and higher evidence of volunteerism and community pride.

Issues

- Maintenance and Comfort**
 The group identified a number of recommendations to improve the comfort and overall attractiveness of Lumberjack Bowl including new bleachers, awning, bike racks, ADA accessibility, and fencing.



- Good Visibility, but Needs Better Signage**
 Potential for increased lighting. Parking and signage are lacking. Adding signage on existing bike trail is recommended as well as the potential for a “Story Walk” including logging and fishing.
- Underutilized**
 More things to do are needed to bring people together at the Lumberjack Bowl. Limited use at night and winter.

Opportunities

- Plenty of Space and Opportunities for Improvements**
 The space available at Lumberjack Bowl is an asset, with the possibility of adding four-season events. The venue has a rich history that could be built upon. The group discussed improvements in parking/signage, seating, becoming more social-media friendly, as well as the potential for a historical museum. Suggestions for opportunities for more use of the stadium included things such as ice-skating, music and entertainment, yoga/wellness, sport shows, and youth programming.

NODE #2: City Beach

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	3.07	Safe and clean, and “overall attractive”, but scored slightly lower in the comfort of places to sit. Nice playground, picnic tables, parking and has an attractive and inviting bridge.
Access & Linkages	1.57	Pedestrian friendly, but visibility and clarity of signage rated very low (1.29 and 1.14, respectively). Also has a low connectivity to other nodes identified.
Uses & Activities	1.91	Need for increase in mix of uses and frequency of community events.
Sociability	2.18	Some sense of pride and ownership. Limited evidence of volunteerism. Not many people using the place in groups, although node does appeal to variety of age groups.



Issues

- **“Best Kept Secret”**

There is a need for increased visibility of City Beach. The beach and park are currently a “best kept secret” which leaves the node underutilized. There are currently no signs for the beach on roads, bike paths, or ATV trail and the site’s location on a peninsula in Lake Hayward limits connective potential to some other nodes. There is also a need for additional garbage containers and lighting.

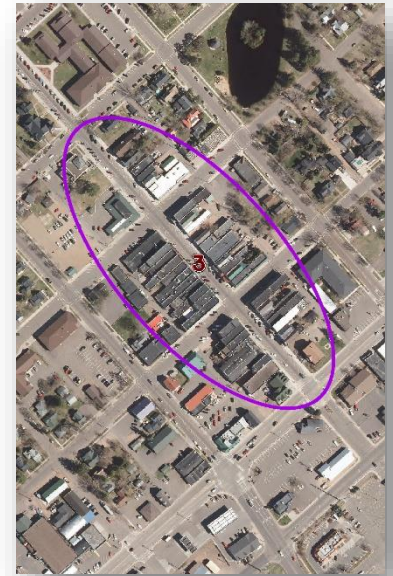
Opportunities

This unique setting offers easy lake access to people who might not otherwise have the opportunity to experience it. Additional recreation opportunities such as swimming lessons, sand volleyball and a disc golf course could increase activity at the beach. Having a lifeguard on duty could appeal to more family use and add an element of safety to the beach. Use could further be enhanced by adding additional boat docks/piers and improving the existing ones. The extension of the bike path from the Lumberjack Bowl through painted art, such as duck footprints, could connect these nodes and offer a much-needed linkage to City Beach. A large pavilion with electricity could appeal to groups for events.

NODE #3: Downtown ~ Main Street

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.5	This area generally feels pleasant, safe and secure. There is room for improvement in the quality of maintenance (i.e. benches, buildings, fountain) and comfort of places to sit.
Access & Linkages	2.52	Downtown Main Street is overall easy to access and has high walkability (3.0). It lacks safe and easy connectivity to some of the other nodes due to heavy traffic along US Highway 63.
Uses & Activities	2.75	Rates high in overall busyness of the area and definitely contributes to the economic vitality of Hayward. Overall, there is a good variety of stores and character throughout the node. Additional community events in downtown could increase use and visitation.
Sociability	2.42	There is a mixed presence of young and older generations utilizing the node and some evidence of volunteerism. People are convening in groups and there is a sense of pride and ownership.



Issues

- **Improve Access and Vacant Space**

There needs to be an improved way to access the downtown area across US Highway 63. Seasonally heavy traffic volume impairs connectivity and crosswalks continue to be a challenge throughout this node. There are currently many empty, unused spaces in the downtown area. Beautification projects to activate these spaces could further enhance the vibrancy of Main Street and the downtown node.

Parking and Pedestrian Traffic

The current design of this node leaves little space for pedestrian traffic to flow. Single side parking and/or expanded sidewalks was discussed.

Opportunities

- **Enhance Existing Variety and Character**

Main Street’s variety and character serve as major assets to the community. The addition of an outdoor space for music/entertainment is something the group felt was an opportunity. There are also many visual and potentially functional additions that could be added to improve this node that wouldn’t come at a high cost. Many maintenance projects were recommended including cleaning benches (and adding additional ones), fixing the fountain, sidewalk cleaning, and “sprucing up” of some of the existing buildings. The group discussed kid-friendly additions to the node including the creation of fish statues for children to sit on, a log for logrolling, a chalkboard patio, as well as a fishing station. Murals on large brick building spaces that include historical themes such as logrolling and fishing could add to the character of downtown. The group also discussed a change to open container laws to allow visitors to carry alcoholic beverages along Main Street during community events. A recommendation to create a branded “Hayward Arts District” between Main and Dakota Streets was also discussed.



NODE #4: Highway 27 & Highway 63 Intersection

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	1.45	Overall attractiveness (1.10) of the node and comfort of places to sit (1.00) rated very poor. The node is somewhat clean and maintained, but also rated low in safety.
Access & Linkages	2.18	Relatively good visibility, though clarity of signage ranked poor (1.5). Relatively easy to walk to and is somewhat connected to other nodes.
Uses & Activities	1.78	Moderately busy area, but ranked low in mix of things to do and frequency of events.
Sociability	1.39	Not a good location for gatherings. Does not currently exhibit much of a sense of pride and ownership.



Issues

- **Safety**
The intersection currently is not very pedestrian-friendly. Although this node does connect to some of the other nodes, there is a need to improve safety because of the high volume of traffic. Doing a traffic study, rerouting traffic, adding skywalks, pavement treatments and noise reduction were all discussed among the group as potential solutions.

Opportunities

- **Reimagine Space from Parking to Green**
Although parking is limited in the downtown area, recommendations were made to reframe this space from parking space to green space and a social area. Adding some creative seating and an area focused on young children to attract families were discussed.
- **Improve Signage**
The group felt that the current signage does not reflect all that Hayward represents. The addition of LCO, fishing, biking, and a marquee sign with weekly events was recommended as well as featuring the Lumberjack World Championships and the Birkie.
- **Hub for all Nodes**
This area could serve as a hub for all of the nodes identified through this process and provide signage and maps.



NODE #5: Library Grounds

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.94	Overall attractiveness of the node rated very high. Very safe area and mostly clean and maintained, with the potential for an improvement in comfort of places to sit.
Access & Linkages	2.11	Low visibility and clarity of signage. Relatively easy to walk to and is somewhat connected to other nodes.
Uses & Activities	2.64	Moderately busy area, but ranked somewhat lower in mix of things to do and frequency of events. This area is underutilized, but does-promote quality of life.
Sociability	3.07	This is a great location for gathering of groups and exhibits high evidence of volunteerism. There is a strong presence of multi-generational use and a sense of pride and ownership in this node.

Issues

- **Underutilized**

This facility is not currently utilized to its full potential. This is a space that is quiet; a place for reflection and introspection. It's also educational and observational of area's natural habitats including a variety of microclimates (woods, rain garden, butterfly, prairie). The site also offers physical opportunities – hiking, snowshoe, running. Considering the proximity to town and variety of things to do at this node, there needs to be more awareness of this node.



Opportunities

- **Map Improvements, Signage**

The map at entry needs to be corrected. Signage needs to be improved on the city maps to Library Nature Trail (including entrances). Large signage in front of library and at gateways to nature center/trails is needed. Improvements to signage inside the Library are also needed. A pedestrian crossing on Hospital Road between Library Trail and Hospital Trails was recommended.



- **Marketing**

An increase in marketing efforts of the trails and library grounds through the chamber and mapping was recommended as well as a potential for alternative uses such as weddings and photo opportunities. Increasing the number of adult/family/children's programming on the trails was also discussed.

NODE #6: Hatchery Creek Park

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.18	The area is somewhat attractive, generally safe, and offers some comfort of places to sit. There is room for improvement in the cleanliness and maintenance of this node.
Access & Linkages	1.23	This node is not connected to other nodes and has low visibility. The clarity of information/signage and walkability to Hatchery Creek Park is also very poor.
Uses & Activities	2.53	Somewhat busy area, and ranked in the middle of the road for a mix of things to do and frequency of events. The consensus was that the area does add to the economic vitality and quality of life for the Hayward area.
Sociability	2.44	There is a higher evidence of volunteerism at this node. This has potential for more group gatherings and multi-generational use.

Issues

- Signage**
 This node has potential to be the “Gateway to the Outdoors” or “Hayward’s Outdoor Playground”, but there needs to be signage to educate people that it exists. Directional signs are needed, but could also include interpretive signage at the node. Information at a downtown focal point about what activities are available at Hatchery Creek Park was recommended. The bike path could be expanded from Chippewa Trail through Wheeler Road to Hatchery Creek Park to improve linkage to this node.
- General Maintenance and Upkeep**
 The building needs improvements including glass windows, ventilation, and better-quality interior lighting. The cleanliness of the bathrooms needs to be addressed and the bridge could use renovation. Security cameras were also recommended as a safety and monitoring feature.



Opportunities

- Untapped Potential for More Activities**
 There are many things that could be done at this node that wouldn’t come at a high cost. Some of the recommendations included:

<ul style="list-style-type: none"> • Kids playground • Fitness course • Phenology • Fishing • Yard games • Pickle ball 	<ul style="list-style-type: none"> • Dog park • Camping • Sledding • Garden • Yurt
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- Marketing**
 Considering this area can accommodate large groups and has potential for a variety of activities, the node needs to be marketed to larger audience. If it were designated as an official park, this could open up funding opportunities and create more awareness as well.

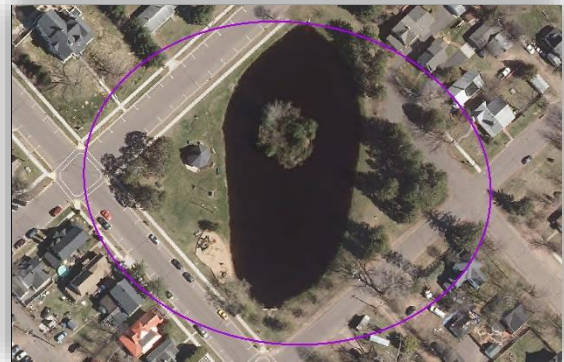
NODE #7: Shues Pond Park

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.13	The area is somewhat attractive, mostly safe, but offers few comforts of places to sit. Cleanliness and maintenance could be improved.
Access & Linkages	2.15	Although this node is easy to walk to, it has low visibility and clarity of signage. Given its central location in the city there is some connectivity to other nodes.
Uses & Activities	1.94	There is a low frequency of community activities here and it is a greatly underutilized space. It does offer somewhat of a mix of things to do and does contribute to the economic vitality and quality of life.
Sociability	2.34	There is a very high evidence of volunteerism at Shues Pond Park. The sense of pride in the park is low as well as the number of people using the space in groups. There is a presence of children/seniors here.

Issues

- General Maintenance and Upkeep**
 The gazebo needs to be cleaned, there are no garbage cans, and there is currently a problem with geese in the park. A reliable and consistent maintenance schedule that includes garbage pickup was recommended. The addition of year-round bathrooms could be an asset to this park.
- Accessibility for Seniors**
 The park is not highly accessible to persons with disabilities or the elderly even though it is located in close proximity to the senior center. Creating accessible pathways and additional seating were recommended by the group.



Opportunities

- Community Gathering Place**
 This park is a public green space right in the heart of downtown Hayward and has the potential for multi-use community gatherings such as movies, music, ice-skating, “Art in the Park” and others. The addition of a fountain with lights, music, and flowers could add to the attractiveness and vibrancy of this node. The current playground is great for small children, but many visitors to the community do not know that the park exists. Adding signage and historical information at the two corners nearest Main Street might attract more people to Shues Pond Park.

IV. ACTION PLAN

a. Action Plan Recommendations

The following action items are based on the top recommendations as identified by participants in the May and July, 2019 events. Some recommendations overlap multiple nodes. The Lighter, Quicker, Cheaper (LQC) approach to placemaking focuses on simple, low-cost, solutions to improving quality of life in the community and relies on community volunteers, business owners, artists and staff to construct or implement the improvements. For each recommendation, participants were asked to identify if it was a LQC strategy, a general timeline, and potential resources for implementation. Not all recommendations were provided timelines or resources. Generally, short-term activities can be accomplished within three years, while longer-term activities may require more time.


Node #1: Lumberjack Bowl				
	Recommendations	LQC?	Timeline	Potential Resources
Node #1: Lumberjack Bowl	1. Improve façade/curb appeal as it is the gateway to Hayward from this end of the City <ul style="list-style-type: none"> • Identify as historic • Include Lumberjack Bowl Signage on Sculpture • Add international flags row 		Short-term	<ul style="list-style-type: none"> • Cable-Hayward Area Arts Council – Art • Northland Area Builders Association - Building
	2. Create lumberjack/historical theme photo opportunity for social media use <ul style="list-style-type: none"> • Lumberjack characters (reenactors) • “Selfie” opportunity 		Short-term	<ul style="list-style-type: none"> • Cable-Hayward Area Arts Council – Art • Northland Area Builders Association - Building
	3. Create amphitheater for music and entertainment use <ul style="list-style-type: none"> • Explore high school hockey, pond hockey, ice-skating • Contact park center, radio stations about HS concerts 		Long-term	<ul style="list-style-type: none"> • Park Center • Radio Stations • Agent/Music
	4. Create a museum of the history of Hayward and the Lumberjack Bowl <ul style="list-style-type: none"> • Contact Sawyer County Historical Society for ideas • Contact LCO 		Long-term	<ul style="list-style-type: none"> • Sawyer County Historical Society • Lumberjack World Championships Memorabilia • Community/families
	5. Improve infrastructure including stadium, ADA, shade, lighting, walkway around water <ul style="list-style-type: none"> • Explore planting trees • White lights • Stadium bowl roof • Connect with bike path 		Long-term	<ul style="list-style-type: none"> • Northland Area Builders Association • Hayward Community Schools

Node #2: City Beach				
	Recommendations	LQC?	Timeline	Potential Resources
Node #2: City Beach	1. Increase visibility with more attractive, low-maintenance signage. <ul style="list-style-type: none"> • Include a new name • Use same sign vendor as Node 4 	X	Short-term	<ul style="list-style-type: none"> • “Donated by” plates under signs (Hwy 27 & B, Beach) • City of Hayward – Room Tax • Department of Transportation (DOT) for permission
	2. Install a large pavilion with electricity and lights to attract group events		Medium-Long-term (3 years or less)	<ul style="list-style-type: none"> • Naming rights • Northland Area Builders Association • Area non-profits • USDA Loan
	3. Lifeguards and swim classes		Long-term	<ul style="list-style-type: none"> • College work study programs
	4. Install buoys for swimming limitations	X	Short-term	<ul style="list-style-type: none"> • College work study programs
	5. Increase opportunities for outdoor recreational use <ul style="list-style-type: none"> • Sand volleyball court • Move kids’ playground and keep the court near the playground • Disc golf • Basketball court – chain nets • Horseshoe court • Bocce court • Giant chess 		Short-term (except basketball court)	<ul style="list-style-type: none"> • Donations • Public Works Department
	6. Better location for boat dock(s) and increase amount	X	Short-term	<ul style="list-style-type: none"> • DNR/Stewardship Fund • City of Hayward Room Tax

Node #3: Downtown				
	Recommendations	LQC?	Timeline	Potential Resources
Node #3: Downtown	1. Create an outdoor space for entertainment • Bank parking lot or lot on Dakota	X	Short-term	<ul style="list-style-type: none"> • Chamber's Stage • Partner with American Birkebeiner
	2. Beautification of Downtown area including repainting, fixing-up, and landscaping • Explore the addition of an Archway Entrance	X	Medium-term	<ul style="list-style-type: none"> • Grants • Business Improvement District • Partner with private business owners
	3. Turn an empty space into kid's space – including activities, seating, photo opportunities, bike racks		Medium-Term	<ul style="list-style-type: none"> • Grants • Business Improvement District • Partner with private business owners
	4. Allow open containers during community events • Food truck parking		Short-term	<ul style="list-style-type: none"> • Work with City Council on policy change
	5. Murals on building sides		Medium-term	<ul style="list-style-type: none"> • High School Arts Department
	6. Signage	X	Short-term	<ul style="list-style-type: none"> • City Council • Business Improvement District • Business Owners • Urban Planner/Artist

Node #4: Hwy 27 & Hwy 63 Intersection					
	Recommendations	LQC?	Timeline	Potential Resources	
Node #4: Hwy 27 & Hwy 63 Intersection	1. Reframe space from parking to green space & social area <ul style="list-style-type: none"> • Seating, gardens, trees for separation from road • Enclose space with seating around the perimeter and trees 		Start to add greenspace immediately, then expand and improve over time	<ul style="list-style-type: none"> • City planning/zoning • Public forums/townhalls • Couderay Waters Regional Land Trust (CWRLT) to design greenspace • Namekagon River Partnership • Garden Club 	
	2. Improve safety <ul style="list-style-type: none"> • Study to calm traffic • Pedestrian accident prevention 		Long-term	<ul style="list-style-type: none"> • Department of Transportation (DOT) 	
	3. Improve/expand signage to include more: <ul style="list-style-type: none"> • LCO -Fishing – Biking • Marquee branded with weekly events (right at corner) • Lumberjack, Birkie • Small signage on street side 		Short-term: create handout/ brochure with maps Medium-term: Small signage Long-term: Marquee signage	<ul style="list-style-type: none"> • Lions • American Birkebeiner • Fishing has no boundaries • Chequamegon Area Mountain Bike Association (CAMBA) • LCO Tribal Gov't • Cable-Hayward Area Arts Council 	
	4. Four-season – multi-use of space <ul style="list-style-type: none"> • Music • Food truck days • Farmer's Market • Ice Rink <p style="color: red; text-align: center;">(NOTED AS HIGH PRIORITY)</p>	X	Short-term (start inviting music/farmers market)	<ul style="list-style-type: none"> • Chamber • Rec Center • The Park 	
	5. Hub for all nodes with signage and map <ul style="list-style-type: none"> • Handout maps • Walking Tour • Event (farmer's market) – get coupon or notification following event at different node. 	X	Short-term: Paper maps/brochure Long-term: signage	<ul style="list-style-type: none"> • Local Artisans • Cable-Hayward Area Arts Council 	
	6. Roundabout DOT with fountain inside			Long-term	<ul style="list-style-type: none"> • Department of Transportation (DOT)
	7. International bridge becomes permanent			Long-term	<ul style="list-style-type: none"> • City • American Birkebeiner

Node #5: Library Grounds				
	Recommendations	LQC?	Timeline	Potential Resources
Node #5: Library Grounds	1. Large “kiosk” map signage that is uniform among all nodes <ul style="list-style-type: none"> • Internal “gateways” – indicating entryways and map of grounds with key areas • Improvement and increased plant signage (identification) 	X	Short-term: Plant signage Medium-term: Map of grounds Long-term: Large kiosk map	<ul style="list-style-type: none"> • Grants • City/Town • Fundraising • Garden Club
	2. Marketing of site, trails, library – at chamber and hospital <ul style="list-style-type: none"> • Showcase alternate uses including weddings/photo opportunities 	X	Short-term	<ul style="list-style-type: none"> • Library Staff • CWRLT Staff • Cable Natural History Museum
	3. Classroom and trail improvements <ul style="list-style-type: none"> • Classroom-Increase seating, lighting, & access • Trim weeds • Trail maintenance – more frequently • Widening/brushing back/tree hazards 		Short-term: Trail maintenance Long-term: Classroom improvements	<ul style="list-style-type: none"> • Nature Trail Committee
	4. Trail programming to be expanded; opportunities to other organizations (American Birkebeiner, Ventures, etc.) <ul style="list-style-type: none"> • Ventures – trail improvements – for wheelchair • Available to school & other organizations • Seasonal local experts give trail tours • Booklet – for adult & children – seasonal • Audio – connected to nodes w/ history of library & plant ID/trivia & seasonal 		Short-term: open to schools, etc., local expert tours Medium-term: Booklet Long-term: Wheelchair/trail improvements, audio connectivity	<ul style="list-style-type: none"> • Cable Natural History Museum • CWRLT • Library
	5. Comfort Zone (additional seating including tables) <ul style="list-style-type: none"> • Current benches – trim/easier access and maintenance • More “shade” areas – shade/cover on pergola – new one • Gazebos • Solar power for classroom lighting • Deck and library perimeter and access to classroom 		Short-term: Current benches, shade cover on pergola Medium-term: New benches, solar power Long-term: Deck and library perimeter	<ul style="list-style-type: none"> • Boy Scouts • High School Technical Education Class

Node #6: Hatchery Creek Park				
	Recommendations	LQC?	Timeline	Potential Resources
Node #6: Hatchery Creek Park	1. Phenology/signage/way-finding	X	Short-term	<ul style="list-style-type: none"> • Need minimal funds for signs • SCLCOEDC • Signage in downtown 
	2. Expand available activities <ul style="list-style-type: none"> • Micro-hatchery • Dog park (bags and fence) • Yard games • Camping (revenue for county) • Sledding on the big hill • Fishing • Walking/fitness path • Art walk • Kid's playground (natural) • Disc golf <p>Outside of town, but can be a draw IF visitors know it is there – this gives another option for things to do in area (i.e. come to town from resort, spend day, park can occupy pets and kids while others shop). This could be a multi-dimensional park creating experiences for locals and visitors:</p> <ul style="list-style-type: none"> • Dog Park + Trails • Sledding + Playground • Ski/Firepit + History/signage 		Short-term	<ul style="list-style-type: none"> • County (grants available if county park) • “Friends of the Park” • Chequamegon Area Mountain Bike Association (CAMBA) • American Birkebeiner
	3. Designate as an official park (opens up funding)	X	Short-term	<ul style="list-style-type: none"> • County
	4. Expand bike path from Chippewa Trail via Wheeler Road to Hatchery Creek Park			<ul style="list-style-type: none"> • Department of Transportation (DOT) • Town of Hayward
	5. General upkeep and maintenance <ul style="list-style-type: none"> • Building needs glass windows, ventilation and improved interior lighting • Cleanliness of bathrooms • Bridge needs renovation 			<ul style="list-style-type: none"> • County

Node #7: Shues Pond				
	Recommendations	LQC?	Timeline	Potential Resources
Node #7: Shues Pond	1. Reliable/consistent maintenance that includes garbage pickup and updating the gazebo <ul style="list-style-type: none"> Concrete power washed Garbage cans – permanent Clean up trees and island – lights on island 	X	Short-term	<ul style="list-style-type: none"> Groups (rotary, lions, etc.) Volunteers Ventures City of Hayward
	2. Year-round bathrooms that are heated and well-ventilated		Medium-term	<ul style="list-style-type: none"> DNR Grants
	3. Accessible pathways – including paved walking trails for seniors		Medium-term	<ul style="list-style-type: none"> DNR Grants Knowles-Nelson Stewardship
	4. Signage and history at two corners nearest main street	X	Short-term	<ul style="list-style-type: none"> Grant for historical marker Logging businesses High School Technical Education Department Local artist(s)
	5. Fountain with lights, music, and flowers		Medium-term	<ul style="list-style-type: none"> Local landscapers Master Gardeners Garden Clubs
	6. Music and Art in the Park <ul style="list-style-type: none"> Show movies 	X	Short-term	<ul style="list-style-type: none"> Local performers
	7. Ice-skating, paddleboats, swing sets	X	Short-term	<ul style="list-style-type: none"> Parks grants

It is notable that many of the above priorities involve connecting key destinations in the community. Participants recognize that wayfinding and linkages are not just directional signage. Keep in mind all of the important aspects of having strong linkages, such as:

- Are your linkages safe, convenient, connected, and accessible to everyone?
- Are your linkages and destinations visible? Do they entice and make you want to walk down the block? Do you have gateways, landmarks, or unique features that tell you that “you are here” and add to a sense of place?
- Do you incorporate other visual cues (e.g., breadcrumbs), such as pavement treatments, lighting, banners, landscaping, public art, and amenities? Can you incorporate logos, branding, and messaging into other wayfinding elements, not just your signage?

Again, it is important to keep in mind that the action plan is a list of recommendations; plans can change over time. In some cases, the community may need to perform additional study and research to determine a specific site, costs, or how best to implement a recommendation. There will be many details to work through, and it may be later decided that some recommendations are not feasible. Priorities are relative and may also change based on available resources. New placemaking ideas or a new twist on an existing idea may arise. Don't ignore these new ideas or other resources just because they are not in your action plan. When evaluating new ideas, continue to strive for a community consensus and encourage improvements that are consistent with the vision and recommendations within this report.

b. Downtown Revitalization Ideas

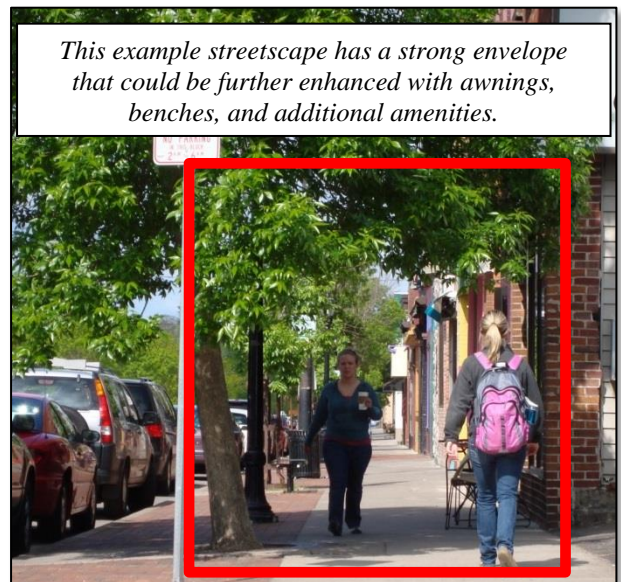
Like any great place, a vibrant downtown Hayward must have a critical mass of things to do—uses & activities, linkages, comfort/image, and sociability. In addition to the placemaking action plan, the following are some other revitalization ideas that may be worth exploring.

Planning, Buildings, and Facades

- Develop a downtown revitalization plan. Re-define the roles, desired uses, brand, and geographic extent of your downtown. Build on assets and differentiate from other commercial areas. Consider A-Street/B-Street concepts.
- Strive for vertical mixed-use downtown with commercial on first floor and residential above. Higher-density residential development and other key anchor community services located in or near downtown can be an important market. Provide upper-floor incentives.
- Maintain the continuity of the façade wall when possible and add other “breadcrumbs” that make downtown interesting, while connecting places. Explore creative uses for vacant buildings that bring people downtown.
- Transform a vacant parcel into public space with performance area/art displays that can be used for various community events.
- Establish a historical or architectural district. Promote use of historic tax credits.
- Develop and implement a signage plan and program to include wayfinding, gateways and entries, billboards and marketing displays and other amenity identifiers. Signage elements should be consistent with the community brand.
- Develop or update comprehensive plans that support the creation of quality places; incorporate standards in zoning regulations that support the creation of quality places.

Streetscape, Design, and Use

- Downtowns are the historic heart of most communities. Celebrate your history in many different ways.
- Install murals in currently blank spaces to increase vibrancy and build creative sense of place downtown.
- Make downtown a safe, people-friendly space. Create a welcoming “Pedestrian Envelope” downtown through landscaping, lamp posts, on-street parking and parklets, benches, public art, awnings, and architectural elements that offer protection and create a comforting, pedestrian-scale environment.
- Until new tenants are identified, use art, historical displays, etc., to avoid empty windows; keep it interesting and maintain downtown continuity for pedestrians.



Business Retention and Attraction

- Develop & maintain a list of available properties, along with structural needs and space profiles. Obtain owner permission to market the list.
- Identify any supply/demand gaps and niche opportunities in current retail or services market. Develop a quality, targeted recruitment package for potential new businesses and regional stores, including the space profiles, market information, financial incentives, and planned revitalization efforts.
- Redevelop a building as a small business incubator or encourage other services/organizations to locate downtown.
- Establish a business mentoring program. Promote available training, financing assistance, and seed capital programs.

Programming

- Promote continuity in hours and days of operation for businesses. Continue to market the entire downtown as a destination.
- Participate in the WEDC Connect Communities program.
- Start a chamber, downtown business association, Main Street program, etc.
- Offer downtown programming, entertainment, and events year-round. Explore cost-sharing and assistance options, such as the RBF, Inc. façade loan program, establishing a community façade or business loan/grant program, tax increment financing, business improvement district, façade design assistance, tenant improvement incentives or rent abatement, crowdfunding, various infrastructure grants, etc.
- Work with business owners and local officials and residents to create “Fabulous Fridays” type events. These could include a weekly destination and cultural event or concert, revitalizing the streets of downtown after hours throughout the summer months. The nearby community of Ironwood, Michigan has successfully instituted a summer series using this model called “First Fridays.”
- Develop a brand. Outstanding destinations have a strong brand and a successful, vibrant retail core. In the “Era of the Brand”, Hayward must find a way to differentiate from other destinations in northern Wisconsin.

UW-Extension has a webpage with a variety of downtown revitalization tools and resources at: <https://cced.ces.uwex.edu/downtown-and-business-district-economic-development/downtown-revitalization/>

c. Placemaking the Community Brand

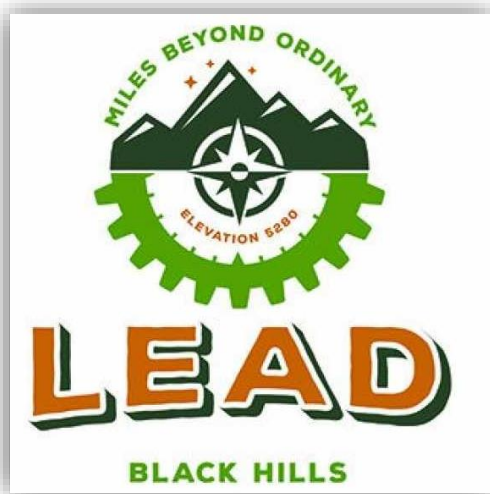
During the May 14th Placemaking Exercise, attendees were asked to participate in a basic community identity exercise. The following image shows graphical representations of word frequency that give greater prominence to words that appeared more throughout the responses. The chart reflects the top responses by number of votes.



Top Responses	Votes
Outdoors/Northwoods/ Nature/Wilderness (ESCAPE)	29
Family Friendly/Playful	22
Historical/Roots/Culture	18
Active and Healthy/Activities	18

Thematic elements identified in this exercise could serve as a foundation for a more formalized community branding process. Creating a community brand typically involves developing communications and promotional materials, typographic standards and other brand elements that weave together the complex narrative of a community's history, people, place and culture. A truly successful community brand would creatively curate product and content in ways that enhance livability and attract more visitors. Placemaking a brand is not limited to adding a logo and/or tagline to signage, banners, pavement treatments, or sidewalks. It is important to remember that a brand can influence a place in many different ways, such as:

- landscaping, plantings, and materials
- general colors, themes, and styles
- uses, activities, services, and programming
- behaviors and how people come together
- wayfinding, linkages, and breadcrumbs
- community and land use planning
- marketing, messaging, and advertising
- Creating a “sense of place” and “sense of ownership” which can increase community buy-in and capacity for place-building projects



d. Getting Started

The placemaking exercises and this report are a great first step. But now, residents need to get started making their places.

Implementation of placemaking activities requires leadership. It is suggested that a formal body (i.e. Hayward Placemaking Steering Committee) be established to guide implementation. It is recommended that this body be inclusive, with representation from key stakeholder groups including, the business, arts and tourism/recreation communities as well as local government and the public. Key individuals involved in the placemaking exercise may also be invited to participate on the steering committee.

- The “placemaking committee” could do any or all of the following:
 - form sub-committee and work groups to tackle specific projects or nodes;
 - primarily be focused on advocacy and coordination of projects, while various community organizations “adopt a node” or take on certain responsibilities;
 - promote consistency in design, messaging, branding, and wayfinding;
 - take the lead in coordinating resources and fundraising for placemaking projects;
 - ensure that volunteer efforts are recognized and successes are celebrated; and,
 - take a “hands-on” role for specific projects and initiatives.

Taking action and showing accomplishment can build momentum, promote volunteerism, nurture community pride, and lead to bigger things. One way to get a quick start to implementing your placemaking action plan is to focus on lighter, quicker, cheaper (LQC) projects and activities that can be accomplished fast and won’t “break the bank.” During the follow-up workshop, each work group was asked to identify their LQC plan recommendations. The results are included as part of the action plan table.

Forming an Action Team

Human capital is one of the Hayward community’s most valuable assets. Take inventory – identify the builders, artists, community advocates and creative entrepreneurs in your community and assemble an action team. This volunteer group will help you define the goals and mission and would provide skills and resources to aid in placemaking implementation.



V. MANAGING YOUR PUBLIC SPACES

Public spaces that have the four key placemaking attributes do not occur by accident. While the appropriate design and physical features of the space are important, proper management is even more critical to their ongoing success. The principal public space management tasks are:

MAINTENANCE: The more used and loved a public space is, the more maintenance it requires. This is especially true for interactive amenities. But regular cleaning and repair of the facility more than repays the cost. Prompt attention to items that could be easily deferred, such as the removal of weeds or graffiti, says that someone is in charge, that the facility is respected, and that the public is protected. Landscaping may require special attention if gardens are extensive, or if rare plants are present. Trees need pruning to stay healthy in an active public place and tree-trimming may be required to improve visibility or access.



During the placemaking effort, a number of potential maintenance issues were noted, such as building maintenance, garbage pickup and general upkeep of the area. Some of the recommended maintenance issues are more costly, such as Hatchery Creek gazebo improvements, stadium improvements to Lumberjack Bowl and downtown façade improvements. Prior to large investments, the long-term maintenance costs should be fully considered. Such expenses may be part of a municipal capital improvements plan and/or a dedicated maintenance fund is established, with regular budget, fundraiser, or use rental contributions. In other cases, volunteers and community groups may “adopt” a place, much like the popular Adopt-A-Highway program.

SECURITY AND HOSPITALITY: If a space is well-designed and active, security can be comforting without being intrusive. Active public spaces are, to a large extent, self-policing. The more people feel secure in a space, the more users the space attracts, and the more secure the space will be. Security guards and maintenance workers who are friendly, informed, and helpful can make people feel “hosted” and “welcomed,” without feeling the need to be “protected.”

PROGRAMMING: “Programming” refers to the wide variety of planned activities and to all of the facilities and equipment related to them: furnishing the space appropriately, for example, with chairs or tables that can easily be rearranged; creating a program to allow vending carts; producing a small performing arts event or annual beer/wine garden; conducting a historical re-enactment or walking tour; revolving public art displays; or operating a specialty market. Programming a public space successfully is an entrepreneurial art, but does not necessarily imply intensive staffing. It can be something as simple as providing benches or installing an exhibit. It can also be retail operations that are contracted to vendors, whether with carts, space for an outdoor cafe, or through retail operations in the buildings that open out to the public space. Programming can be undertaken by community services, businesses, and organizations that may be given the responsibility for operating a portion of or a specific facility within a park or public space. Programming should also be year-round.

MARKETING AND PROMOTION: Promoting events and activities that take place in the public space is an important adjunct to programming, particularly for a space being built or programmed for the first time. The most successful public spaces can reach a point where the space is so well-known and sought-after that no marketing is necessary. But for many spaces, and especially early in a new public-space management program, a commitment to marketing and promotion is needed. Like programming, this can be provided by a community organization or contracted out, often as part of the publicity for a larger district.

VI. RESOURCES

The following is a brief overview of some potential technical, funding, and partnership resources that the Hayward area can use during the implementation of its placemaking strategy. **This list is a supplement to those partnership resources identified in the action plan.** This list is also meant to be a starting point, and is not inclusive of all potential resources. For questions regarding this resource list and other funding opportunities, please contact Northwest Regional Planning Commission.

TECHNICAL INFORMATION

- **Project for Public Spaces, Inc.:** www.pps.org Various information from the placemaking experts.
- **Partners for Livable Communities:** www.livable.com Information from a non-profit organization promoting quality of life, economic development, and social equity.
- **West Central Wisconsin Regional Planning Commission's Plan Implementation Guide for West Central Wisconsin:** <http://wcvrpc.org/Regional-Comprehensive-Plan.html> Information about enhancing and managing public spaces in both a local and regional context.
- **The Better Block:** <http://betterblock.org/> Better Block Foundation is a 501(c)3 nonprofit that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods.
- **National Endowment for the Arts' creative placemaking grants:** [Our Town](http://www.arts.gov/grants-organizations/our-town/grant-program-description) (<http://www.arts.gov/grants-organizations/our-town/grant-program-description>)
- **Northwest Wisconsin Regional Economic Development Fund: FAÇADE LOAN PROGRAM** <https://www.nwrpc.com/879/Northwest-Regional-Economic-Development->
- **Wisconsin Main Street Program:** <http://wedc.org/mainstreet> A comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Annually communities join the program and receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.
- **Sawyer County/Lac Courte Oreilles Economic Development Corporation:** <http://sclcoedc.com/> Serves the local communities and businesses of Sawyer County as a facilitator and convener, bringing together interested parties to collaborate on initiatives and projects.
- **Congress for the New Urbanism:** www.cnu.org A leading organization promoting walkable, mixed-use neighborhood development, sustainable communities and healthier living conditions.
- **Federal Highway Administration:** http://safety.fhwa.dot.gov/speedmgt/traffic_calm.cfm The FHA maintains a traffic calming website that includes a searchable library of reports and a link to the Institute of Transportation Engineers traffic calming seminar's toolbox of traffic calming measures.
- **Artists in Storefronts:** <https://www.facebook.com/Artists-In-Storefronts-269477373124132/> This Twin Cities organization provides ideas on how to use art to help revitalize or add energy to vacant storefronts.
- **ARTS Wisconsin.** <https://www.artswisconsin.org/resources/creative-economy-resource-center/creative-placemaking/> Resources and strategies for creative placemaking.
- **University of Wisconsin-Extension:** <http://fyi.uwex.edu/downtown-market-analysis/> UWEX maintains a web-based Downtown and Business District Market Analysis toolkit with economic development data, studies, and guidance.

FUNDING OPPORTUNITIES

- **Wisconsin Department of Transportation:** Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars. Key programs that could be utilized for the development of nearby road or bridge improvements are listed below.
 - General Transportation Aids return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs.
 - Local Roads and Local Bridge Improvement Programs assist local governments in improving seriously deteriorating roads and bridges.
 - The Surface Transportation Program uses allocated federal funds for the improvement of federal-aid-eligible rural and urban roads and streets.
 - The Traffic Signing and Marking Enhancement Grants Program provides funds to local governments for signage improvements to improve visibility for elderly drivers and pedestrians.
 - The Transportation Alternatives Program (TAP) allocates federal funds to transportation improvement projects that “expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment.” Eligible projects include trail facilities, overlooks, safe-routes-to-school, and viewing areas. A number of safe routes and pedestrian/bike connectivity projects proposed in the action plan may qualify for TAP funding.
- **Wisconsin Department of Natural Resources (WDNR)** provides technical assistance, assessment support, and funding to local governments for shoreland management and outdoor recreation activities, including trails, paths, routes, and other infrastructure for related alternative modes of transportation, such as biking, walking/hiking, canoeing/kayaking, and boating. Some programs that the City may want to consider include:
 - Local Assistance Stewardship Grant Program includes five grant programs for outdoor, nature-based recreational activities: Aids for the Acquisition and Development of Local Parks (ADLP); Urban Green Space (UGS) grants; Urban Rivers (UR) grants; Acquisition of Development Rights (ADR); Land and Water Conservation Fund (LWCF); and Recreational Trails Act (RTA).
 - Clean Water Fund Program funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Low-interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department.
 - River Management and Planning Grants River management and planning grants are available from the WDNR for various river protection and conservation efforts. Municipalities may also partner with Lake Districts and Lake Association to tap into additional funding sources.
 - The Remediation and Redevelopment Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The WDNR “Green Team” can help local communities navigate this process and explore potential grant funding options and brownfield liability exemptions.
 - Knowles-Nelson Stewardship Program Grants. These grants help fund land acquisition and recreational development statewide.

- **Wisconsin Economic Development Corporation (WEDC)** nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. Programs that could potential provide financial assistance for downtown revitalization and placemaking efforts include the Community Development Investment Grant Program, Connect Communities Program, and Main Street Program. Some of the proposed downtown streetscape and redevelopment projects would potential qualify for WEDC funding.
- **Wisconsin Department of Administration:** <http://doa.wi.gov/section.asp?linkid=242&locid=173>; Manages Community Development Block Grant (CDBG) programs for economic development, housing, community development planning and infrastructure improvements. Some examples of eligible public facilities projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, streetscapes, and community centers, depending on grant eligibility, target population, and/or job creation potential.
- **Wisconsin Department of Tourism.** <http://industry.travelwisconsin.com/> Ready, Set Go! Program provides grant funding for communities in securing competitive sporting events. The Joint Effort Marketing (JEM) grant program provides partnership funding to help non-profit Wisconsin organizations promote tourism in their area.
- **Wisconsin Housing and Economic Development Association (WHEDA):** www.wheda.com; Resources to help families and small businesses.
- **Tax Incremental Financing (TIF)** can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. In July, 2019, they Hayward City Council approved a **Business Improvement District (BID)** as a way to help finance improvements and marketing for the core commercial district of Hayward.
- **Northwest Regional Planning Commission & Northwest Wisconsin Regional Economic Development Fund:** provides information on various funding sources and grant writing support including the downtown façade loan program.
- **USDA-Rural Development** has financial programs supporting essential public facilities and services like community centers, water and sewer systems, housing, health clinics, emergency service facilities and electric and telephone service.
- **National Endowment for the Arts** has grants available to fund the creation of art and creative placemaking projects, specifically with the Art Works and Our Town grants.
- **Historic Tax Credits** are available for repair of homes and income-producing buildings (or buildings within historic districts) on the National Register of Historic Places. The requirements of this program are sometimes misunderstood—the construction requirements only apply if the building owner intends to claim the tax credits. More information can be found at www.wisconsinhistory.org.

OTHER FUNDRAISING AND/OR STRATEGIC PARTNERSHIPS

The Hayward area is fortunate to have many interest groups and civic-minded residents and businesses. Involving a diversity of stakeholders early during any design and development process will not only result in a better design, but is crucial to fundraising efforts and future programming support. The following are a few roles that partners may play:

- The Sawyer County/LCO Economic Development Corporation hosted the placemaking planning effort and formed a strong core partnership team. To make positive change, local champions must bring together additional community partners to identify specific resources for each action plan recommendation. The action plan offers a starting point by identifying many such key partners.

- Local businesses and interest groups could all be called upon to assist with fundraising and programming efforts. The action plan contemplates a variety of programming and events with which existing organizations, school groups, and clubs share responsibilities or take the lead.
- Property owners and nearby residents are often vital to successful implementation, programming and upkeep of public places. Many of the recommendations involve city-owned land or right-of-way, which requires coordination with the City of Hayward. Other strategies involve land owned by private businesses and organizations, such as downtown businesses. Service organizations can also adopt certain places to assist with maintenance.
- Sponsorships and other fundraising methods could be considered (e.g., adopt-a-bench, corporate-naming).