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This guide is intended to be used as a tool to help individuals open a business in the New Richmond area. This guide does not include everything one might need to know and business owners are encouraged to seek advice from city/township/state/federal agencies, as well as from their attorneys and accountants.

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This guide is provided by the New Richmond Area Chamber of Commerce & Visitors Bureau. Portions of this guide are reprinted from the 2003 Business District Market Analysis. The full analysis is available at the Chamber office and website (www.newrichmondchamber.com), the Friday Memorial Library and the City Economic Development office.

Good Reasons To Open A Business In New Richmond

- City of New Richmond population increased 23.6% between 1990-2000 (2000 US Census)
- City of New Richmond population increased 10.17% between 2000-2003.
- New Richmond is a fast growing community located in the fastest growing county in the state of Wisconsin (by percentage, 26%). It is the 28th fastest growing county in the United States (by new housing starts).
- New Richmond reaches a primary target market of 21,795 people (within a 10 minute drive) and a total primary/secondary target market of 42,153 people (within a 15-20 minute drive). (2004 estimated numbers, updated in 2005)
- Median household income (2000–2001 CACI)
 - \$46,394 primary trade area
 - \$42,790 primary and secondary trade area
 - \$54,930 St. Croix County
 - \$42,226 Statewide
- Median age
 - New Richmond = 34.5 years
 - St. Croix County = 35.0 years
 - State of Wisconsin = 36.0 years
- Equalized property values
 - City of New Richmond – 12% increase from 2002 to 2003
 - \$23.8 million in new residential construction values (land and improvements from '02 to '03)
 - 15% increase in residential values – '02 to '03
 - 10% increase in commercial values – '02 to '03, including \$7.2 million in new construction (land and improvements).
- Average household size in the primary trade area is 2.63, and 2.61 in the secondary trade area. (2.49 Statewide)
- Wisconsin Indianhead Technical College offers specialized training for your employees.
- The Small Business Development Center, St. Croix EDC and UW-Extension are valuable business resources.
- St. Croix County Job Center (Workforce Resource) can help staff your business.
- New Richmond School District
 - ❖ High A.C.T scores
 - ❖ Extensive Advanced Placement program
 - ❖ Alternative School program
 - ❖ Strong elective and vocational programs
 - ❖ Extensive extracurricular activities and student outreach programs

This information and statistics are from the 2003 Business District Market Analysis. The full report is available at the New Richmond Area Chamber of Commerce & Visitors Bureau office and website, Friday Memorial Library and City office.

Sources: Wisconsin Department of Agriculture~~U.S. Census Bureau~~CACI-ACORN~~Wisconsin Department of Revenue

The Chamber Can Help Your Business

Chamber Mission Statement: *The New Richmond Area Chamber of Commerce & Visitors Bureau, Incorporated, advocates the interests of its members to promote economic and community development.*

Chamber Membership Benefits and Opportunities:

- **Studies and Reports:** The Chamber works to provide information, resources and tools to the business community to help our members make better business decisions. Samples include:
 - 2003 New Richmond Business Market Analysis
 - 2003 Downtown Report Card
- **Property Listing:** Find a home for your business! The Chamber keeps a list of business properties that are for sale or lease.
- **Referrals:** The Chamber office answers thousands of calls/emails for information annually and we promote our Chamber members!
- **Chamber Brochure Wall:** FREE advertising opportunity to promote your business in the Chamber office.
- **Chamber Window Display:** FREE advertising opportunity to promote your business in the Chamber windows.
- **Chamber Website:** Free listings on the Chamber website (alphabetically and by business category) and FREE LINKS to your website.
- **Newsletter:** A monthly newsletter connecting the business community to the latest business news and developments. It features a monthly column celebrating member news and awards ~ free.
- **Newsletter Inserts:** Bargain priced advertising opportunities to promote your business and introduce new products/services to your fellow business community. Produce a flyer for insertion in the newsletter. (\$100 for members, \$200 for non-members).
- **Membership List:** We provide a free membership list to members only.
- **Membership Mailing Labels:** The Chamber will supply you with membership mailing labels for your special event, promotion or announcement. (\$45 members only)
- **Relocation and Visitors Kits:** Over 400 relocation and visitor kits, with member business information, were distributed in 2005.
- **Gift Certificates:** Chamber gift certificates purchased at the Chamber office make great gifts and prizes for employees, family and friends. Anyone can purchase a gift certificate, for any dollar amount. Certificates may be redeemed only at Chamber member businesses. In 2005, gift certificate purchases surpassed the \$30,000 mark at the Chamber and that total was a direct benefit for Chamber members.
- Discount rates to Chamber workshops and seminars.

Join Now and be a Partner in the New Richmond Area Business Community!

Membership applications are available at the Chamber office or website.

City of New Richmond Contacts:

Civic Center: 156 East First Street	http://ci.new-richmond.wi.us	
Mayor David Schnitzler		715-246-4268
City Administrator - Dennis Horner		715-246-4268
City Clerk - Joe Bjelland		715-246-4268
Economic Planning Director - Bob Barbian		715-243-0407
City Assessor/Building Inspector – John Frisco		715-246-3736 (building and sign permits)
Police Chief - Mark Samelstad		715-246-6667
Fire Chief - Jim Vander Wyst		715-243-0425
New Richmond Area EDC – Jerry Brown		715-246-9475

City Council

Fred Horne	Ald. Dist. 1 Wards 1,2	715-246-6967
Jim Johnston	Ald. Dist. 2 Wards 3,4	715-246-6113
Roberta Dale-Wozniak	Ald. Dist. 3 Wards 5,6	715-246-0839
Rene Keating	Ald. Dist. 4 Wards 7,8	715-246-6259
Ron Volkert	Ald. Dist. 5 Wards 9, 10	715-246-3242
James Zajkowski	Ald. Dist. 6 Wards 11-13	715-246-6937

City Council meetings are held the second Monday of the month at the Civic Center.

The City of New Richmond is our primary focus and this local checklist is oriented toward new ventures within the city limits and properties within 1.5 miles of the city limits. If you are locating outside the city limits, you should contact the appropriate township clerk and county zoning office to determine what local zoning and permit requirements may apply to your business. Contacts in townships surrounding New Richmond are:

Star Prairie Township:

Felicia Germain, Town Clerk 246-6171

Stanton Township:

Sharon Balcereck, Town Clerk 248-3654

Erin Prairie Township:

Jackie Mitchell, Town Clerk 246-5514

Richmond Township:

Donna Ray, Town Clerk 246-5470

Village of Star Prairie:

Patsy Johnson, Clerk 248-7231

St. Croix County:

Steve Fisher, Zoning Administrator 715-386-4680

New Richmond Utilities:

Water & Sewer Utilities	Municipal utilities*	715-246-4167
Electric Service	Municipal utilities*	715-246-4167
Natural Gas Service	Xcel Energy - Business Solution Center	1-800-481-4700
Telephone Service/Cable/Internet	Frontier Communications-St. Croix, Inc.**	1-800-953-9335
	Rapid Cable	715-246-2145
	PressEnter! - Internet	715-246-7060

*Local Office: 156 East First Street

**Local Office: 154 East 2nd Street

Additional Business Resources:

UW-Extension, St. Croix County – Jim Janke	715-684-3301 ext. 5
Small Business Development Center – Steve DeWald	715-425-0620
St. Croix County EDC – Bill Rubin	715-381-4383

City of New Richmond Zoning Guideline Summary:

	<u>Setbacks:</u>			Minimum Lot Width	Minimum Lot Area	Maximum Building Height
	Front	Rear	Side			
Hwy Commercial Zone C1	30'	35'	10' 25' (2)	80'	9,600 sq ft	75' Principal building 40' Accessory building
Central Business District Zone C2	None	None	None	None	None	75' Principal building 40' Accessory building
Light Industrial I-1	30'	25'	10'	None	None	75'
General Industrial I-2	30'	15'	15'	None	None	75'

This table is a guide and worksheet for your notes. It is recommended that the relevant zoning authorities be contacted for the most current information.

Ordinance overview:

The City of New Richmond does not require a general business license as a condition of doing business in the city but does require that businesses comply with city ordinances governing zoning, traffic and street entrances, building codes, public utilities, storm water control, signs and so on. Some specific occupations or businesses that have their own permitting process include:

- Direct Sellers: Peddlers, canvassers, solicitors
- Christmas Tree sales
- Bowling Alleys
- Theaters and amusement halls
- Games of skill or amusement
- Intoxicating Liquors
- Billards and pool tables
- Cigarette sales
- Dances and Dance Halls
- Taxi Cabs and Taxi Drivers

For state licensing information contact the Wisconsin Department of Commerce 1-800-435-7287

Government Agencies

Federal: Internal Revenue Service 800-829-3676

Social Security Administration. 1-800-772-1213

- **Federal Employer Identification Number** - Not required if you are a sole proprietorship and have no employees, in which case your personal social security number is used to identify the business.
- **Social Security (FICA) Taxes for Sole Proprietors** - A sole proprietor pays social security taxes quarterly during the year based on estimated income.

State of Wisconsin Department of Revenue, 608-266-2776.

- **Wisconsin Withholding Tax Identification Number** - Not required if you are a sole proprietorship and have no employees.
- **Wisconsin Seller's Permit/Sales Tax Number** - The sale of almost all products and many services requires you to collect and pay sales tax to the state. Manufacturers and wholesalers may be exempt.
- **Consumers Use Tax Permit** - The purchase of property outside the state and consumed, used, or stored in Wisconsin can require the payment of a use tax.

Secretary of State, 608-266-5653

- **Business Name Registration** - If you use your personal name for the business, no registration is required.
- **Business License** - Certain businesses and professions in Wisconsin must be licensed to operate. Permit Information Center, 1-800-HELP-BUS.

Public Health Sanitation, 715-836-5362, or your county health department

- **Health Inspection** - If your business involves the sale of food or lodging, the Health Department is usually involved with inspecting and permitting your operation.

Department of Commerce, 608-266-3151

- **Safety & Buildings** - Employers must inform workers about toxic substances, infections agents and pesticides in the work place. Also, any major remodeling of structures will require that plans be submitted to the Department of Commerce for approval, in addition to the local building permit process.

State of Wisconsin www.wisconsin.gov/state/home

Wisconsin Department of Revenue www.dor.state.wi.us
2135 Rimrock Road, P.O. Box 8902, Madison, WI 53708-8902
608-266-2776 Fax: 608-267-1030

Wisconsin Department of Commerce www.commerce.state.wi.us
201 West Washington Avenue, P.O. 7970
Madison, WI 53707-7970
800-435-7287 608-266-1018

Wisconsin Department of Financial Institutes (DFI) www.wdfi.org
(Wisconsin Corporations must file articles of Incorporation with the DFI)
345 West Washington Avenue, P.O. Box 7846 ,Madison, WI 53707
608-261-9555

Employee and Employment Practices

State: *Equal Rights*

Department of Workforce Development www.dwd.state.wi.us
Division of Equal Rights
201 East Washington Avenue, Room A 300, Madison, WI 53702
608-266-6860

Unemployment Insurance

DWD
Division of Unemployment Insurance
P.O. Box 7942 , Madison, WI 53707
608-261-6700

Workers Compensation

DWD
Division of Workers Compensation
P.O. Box 790, Madison, WI 53707
608-266-3153

Wisconsin Job Center www.workforceresource.org
West Central Wisconsin Workforce Resource
240 Wisconsin Drive, Suite 110, New Richmond, WI 54017-2606
715-246-6790

Small Business Development Center www.uwrf.edu/cbe/sbdc
UW-River Falls
410 South 3rd Street , River Falls, WI 54022
715-425-0620

Wisconsin Indianhead Technical College www.witc.edu
1019 South Knowles Avenue, New Richmond, WI 54017
246-6561

Federal:

Social Security Administration www.ssa.gov
800-772-1213

**US Department of Labor
Employment Standards Administration,
Wage & Hour Division**
200 Constitution Avenue N.W.
Washington, D.C. 20210
202-219-8305
or in Madison: 608-264-5221
www.dol.gov/dol/esa

New Richmond Business Market Analysis

Section 1 – Current Situation

After an initial meeting in January of 2002, the Community Planning and Resource Committee, an ad-hoc committee of the New Richmond Area Chamber of Commerce and Visitors Bureau, was formed to look into the issues facing the existing retail and service business community. It was also formed to encourage new business development. By late May, the committee had identified ten major issues that could be researched through a market study. These issues in random order are as follows:

- Planning for commercial development around the Highway 64 bypass
- Concern about the negative impacts of continued sprawl development
- Fostering the economic vitality of three distinct business areas (North, Central and South)
- Involving local businesses in planning for economic growth
- Strengthening the community's ability to attract appropriate businesses
- Coping with the challenges of rapid change while retaining a local identity.
- Drawing customers from outside the City of New Richmond to our business community
- Capturing new customers from the residential growth occurring in the area
- Portraying a professional image to the business community.
- Effectively reaching consumers

Section 2 – Business Mix Comparison

This section analyzes the mix of retail and service businesses in New Richmond and provides a comparison with seven other similar communities in Wisconsin, Minnesota, Illinois, and Missouri. The analysis will be used later in this study as part of the determination of business expansion and recruitment opportunities.

Section 3 – Size and Shape of Trade Area

This section describes the size and shape of the trade area for New Richmond businesses. It defines the boundaries that will serve as the basis for further analysis in this report.

Section 4 – Demographic and Customer Characteristics

This section provides key economic, demographic and lifestyle data for the primary and secondary trade areas as defined in Section 3. This data and the trends they reveal are important as they have a direct impact on the measurement of potential sales of retail goods and services.

Section 5 – Economic Characteristics

This section summarizes key economic data about New Richmond and its business districts. This data is presented to provide background data on the health of the local and regional economy.

Section 6 – Local Consumer Attitudes

This section summarizes focus group findings from sessions conducted in the community in 2003. Four groups of consumers were studied to assess opinions and emerging trends related to the business community.

Section 7 – Analysis of Retail Opportunities

This section of the report provides detailed information on consumer demand and supply (competition) for specific retail business categories. The purpose is to identify potential market opportunities for business expansion or recruitment.

Section 8 – Analysis of Restaurant Opportunities

This section of the report provides detailed information on consumer demand and supply (competition) for specific restaurant business categories. The purpose is to identify potential market opportunities for business expansion or recruitment.

Section 9 – Conclusions and Recommendations

The full analysis will be available on the Chamber website: www.newrichmondchamber.com



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Cardiac Rehab	Physician referral required 715-243-7230
Cardiology	Physician referral required 715-246-6911
Family Practice	715-246-6911
Gastroenterology	715-246-6911
Gynecology	715-243-7277
Hematology	Physician referral required 715-243-7247
Internal Medicine	715-246-6911
Mammography	715-243-7241
Neurology	Physician referral required 715-243-7277
Obstetrics	715-243-7277
Oncology	Physician referral required 715-243-7247
Ophthalmology	800-846-1877
Orthopedics	800-423-1088
Pediatrics	715-246-6911
Physical Therapy	715-243-7255
Podiatry	715-243-7277
Pulmonary Functions	Physician referral required 715-243-7230
Sleep Studies	Physician referral required 715-243-7230
Surgery	Physician referral required 715-246-6911
Urology	Physician referral required 715-243-7277

