

RICE LAKE

DEVELOPMENT GUIDE

APRIL 2008



The following document is a general guide that should be used when managing potential growth opportunities in the City of Rice Lake. In Rice Lake there are many companies, organizations, and individuals who work together to encourage growth opportunities for existing and new participants in our local economy.

In order to facilitate and to assist those who want to help, the Rice Lake Area Chamber of Commerce has assembled this simple guide. It provides a summary of participants in the community, what their role may be, and how to contact them.

If you have any questions about the information within this document, or have updated information, please feel free to contact the Chamber office so we can make the appropriate edits.

Thanks you to all who continue to make this one of the greatest communities for business and families.

Thank You,

Rice Lake Area Chamber of Commerce
(715) 234-2126

CONTACT

There are many who wish to assist with the growth in Rice Lake. The following is a listing of active **Participants** in Economic Development In Rice Lake Wisconsin. In addition to these organizations, there are many private service organizations available to assist. Contact information is provided later in the document.

- **City of Rice Lake - City Hall**
- **Red Cedar Development**
- **Rice Lake Area Chamber of Commerce**
- **Rice Lake Utilities**
- **Barron County Economic Development Corp.**
- **Rice Lake Main Street Association**
- **Real Estate Companies**
- **Developers**
- **WITC**
- **UW-Barron County Campus**
- **Utility Companies**
- **Suppliers**
- **Title Companies**
- **Accountants**
- **Financial Lenders**
- **Wisconsin Dept of Commerce**
- **Rice Lake School District**
- **Builders**
- **Cedar Mall**
- **Owner/Developers**
- **Many Others**

There are many ways that growth opportunities are presented or are initialized. Some are in casual conversation with business partners while others are formalized search and select decisions made by businesses looking to expand or relocate. The following are some of the methods initial contact may be made for developmental purposes:

1. Telephone call
2. Business or casual conversation
3. Email inquiry
4. Web site inquiry

If any of the participants listed are contacted in any way regarding opportunities in Rice Lake, we want to make sure we do the best we can to assist. On the following pages is a simple plan of action that should be used when handling contacts. It is intended to be simple, with a focus on managing the contact and ensuring information is provided as requested.



Initial Processing

1. Gather as much information as potential prospect offers.
2. Fill in **Inquiry Form** and provide copy to Chamber Staff - Chamber will create file for Inquiry. *The Chamber staff is directed to keep all contact information within the file, with only release to those who need to know to assist the contact. In order to properly manage the files, the Chamber has assigned a small-group subcommittee (Economic Development Subcommittee) to further facilitate the processing of requests.*
3. Occasionally initial contact may be directed straight to another participant for assistance if it is obvious who is available to assist. For example, if there is question about utility costs, the contact should be directed to Rice Lake Utilities for assistance. In all cases it is best if the Chamber is notified so the contact can be documented.

In addition to passing on inquiry Chamber may if appropriate:

1. Direct inquiry to website RLED.ORG
2. Provide general information package
3. Provide other general information regarding community as requested
4. Refer to the **Economic Development Subcommittee** for follow up.

Follow Up

Follow up may include: (Individual follow up is critical to building a positive relationship)

1. Chamber contacting participant to see if additional assistance is needed to provide information to inquiry.
2. Chamber encourages individual follow up by others to provide further assistance.
3. All follow up shall be completed promptly and in a professional manner.
4. Participants report general progress of inquiries to Chamber monthly.

Coordination with Participants:

The Chamber will keep a file on all inquiries. This file will be kept confidential to the full extent possible. When a participant provided information on a contact, the Chamber will start the file, and then periodically follow up to check on progress. In order to keep other participants informed of developmental progress, only an activity level will be provided. *For example, the Mayor may be provided a general summary indicating that there were 12 general inquiries in the past month, and 4 serious developmental inquires.*

Participants - Detailed Information

The Participants are categorized into various disciplines to assist others to know where inquiries may go to be processed.

The general categories include:

- 1. Industrial**
- 2. Retail**
- 3. Office/Professional/Service**

Under each of these headings is an assembly of various participants who are available to assist.

Industrial:

Red Cedar Development

City Hall

Retail:

Main Street Association

Real Estate Companies

Owner/Developers

City Hall

Office/Professional/Service:

Developers

Real Estate Companies

Main Street Association

Owner/Developers

City Hall

Detailed participant Information:

Rice Lake Area Chamber of Commerce

Karen Heram
37 S. Main St.
Rice Lake, WI 54868
715-234-2126

Rice Lake Economic Development

Bruce Markgren
P.O. Box 526
Rice Lake, WI 54868
715-234-7008

City Hall – 30 E. Eau Claire St. Rice Lake, WI 54868

Mayor – Dan Fitzgerald
715-234-4611, ext. 217
Administrator – Curt Snyder
715-234-3454, ext. 218
Clerk-Treasurer – Kathy Morse
715-234-7089, ext. 212
Community Development –
Harry Skulan
715-234-2025, ext. 223

Rice Lake Utilities

Scott Reimer
320 W. Coleman St.
Rice Lake, WI 54868
715-234-7004

Main Street Association

Kathy Wellsandt
P.O. Box 169
138 ½ N. Main St.
Rice Lake, WI 54868
715-234-5117

Wisconsin Dept. of Commerce

Bill Lehman
201 West Washington Avenue
Madison, Wisconsin 53703
(715) 656-3530
email: wlehman@commerce.state.wi.us
web site: <http://www.commerce.state.wi.us/>

Barron County Econ. Development Corp.

Mr. David Miller
P.O. Box 71
Barron, WI 54812
Phone: 800-529-4148
Fax: 715-637-3061
Email: david.miller@co.barron.wi.us

Wisconsin Indianhead Technical College -WITC

Craig Fowler, Campus Administrator
1900 College Drive
Rice Lake, WI 54868
(715) 234-7082 Ext. 5201
Fax 715-234-5172
Email: cfowler@witc.edu

University of Wisconsin -Barron County Campus

Dean Paul Chase, Campus Executive Officer
1800 College Drive
Rice Lake, WI 54868
(715) 234-8176 ext. 5402



Real Estate Companies

Alliance Realty

503 W. Knapp St.
Rice Lake, WI 54868
715-736-3600

Associated Realty

1111 W. Knapp St.
Rice Lake, WI 54868
715-234-2151

Coldwell Banker Brenizer Realtors

237 S. Main St.
Rice Lake, WI 54868
715-234-5010

Jenkins Realty

2060 – 22 ½ Ave.
Rice Lake WI 54868
715-736-7653

Kuula Real Estate

2644 – 27th
Mikana WI 54857
715-234-8136

Mid America Realty

437 N. Main St.
Rice Lake, WI 54868
715-234-2900

RE/MAX Advantage

1810 S. Main St.
Rice Lake, WI 54868
715-736-7600

Team Realty

1004 Hammond Ave.
Rice Lake, WI 54868
715-234-1991

Wood & Water Real Estate

2673 – 27th
Mikana WI 54857
715-234-2245

Financial Lenders

AgStar Financial Services

2912 Pioneer Ave.
Rice Lake, WI 54868
715-234-2114

Bank Mutual

2850 Pioneer Ave.
Rice Lake, WI 54868
715-234-6865

Citizens Community Federal

2460 S. Main St.
Rice Lake, WI 54868
715-234-8494

Community Bank of NW Wisconsin

407 W. Knapp St.
Rice Lake, WI 54868
715-234-5665

Dairy State Bank

16 S. Main St.
Rice Lake, WI 54868
715-234-9181

First National Bank of Barron

2961 Decker Dr.
Rice Lake, WI 54868
715-234-1399

Johnson Bank

2019 Cenex Dr.
Rice Lake, WI 54868
715-736-4700

Royal Credit Union

1421 S. Main St.
Rice Lake, WI 54868
715-234-3319

Sterling Bank

311 N. Main St.
Rice Lake, WI 54868
715-736-6150

US Bank

138 N. Main St.
Rice Lake, WI 54868
715-234-9121

