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Grantsburg Revitalization Operation

"GRO"

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Grantsburg, WI

Population1,341

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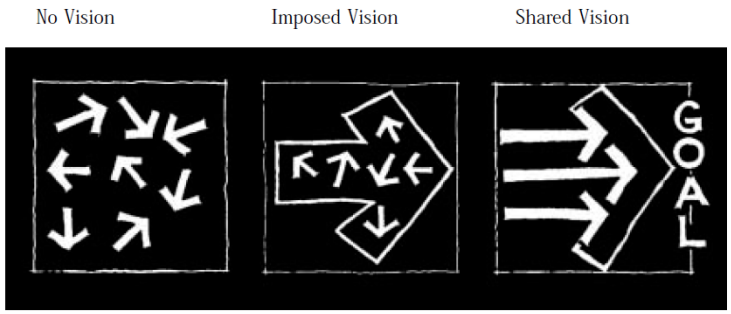
History of GRO

- Formed in Spring 2014
- Kicked off with “Design Team” Visit
  - Goal: **Identify Shared Community Vision**

UW-Extension
Community Vitality & Placemaking



No Vision	Imposed Vision	Shared Vision
• Groups move in various directions • No plan or coordination	• Plan w/out community involvement • Lots of energy expended • No forward movement	• Community planning • All groups acting in concert • Forward movement • Plans become reality

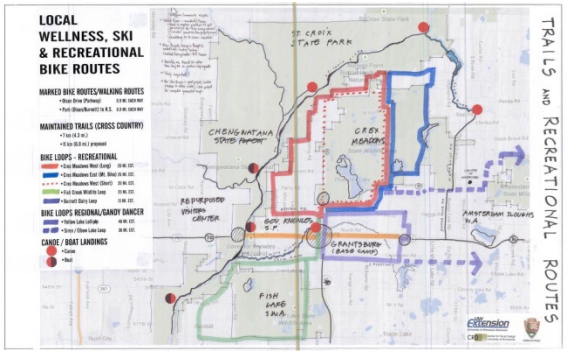
GRO Main Committee Members

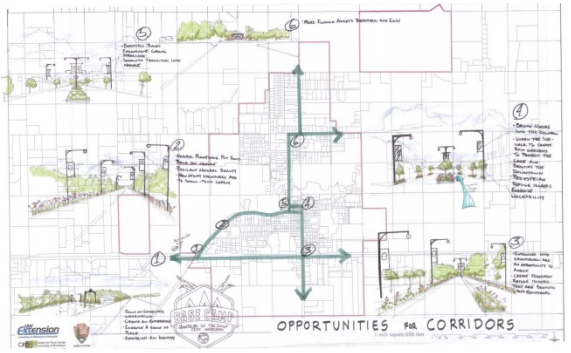
- Well rounded committee to represent many viewpoints
  - Village Board & Public Works Dept.
  - School Admin
  - Hospital Admin
  - Crex Meadows / Wildlife Rep
  - Service Business
  - Retail Business
  - Manufacturing Business
  - Farming
  - Library
  - Outfitter
  - County Extension
  - County Admin

Community's Shared Vision

Defined focus areas became subcommittees:

- Branding
- Natural Resources
- Highway 70
- Downtown
- Housing



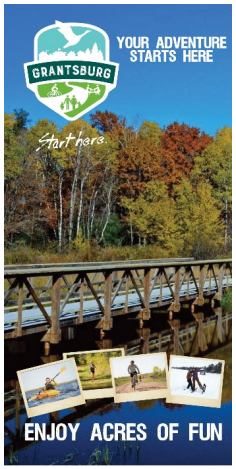


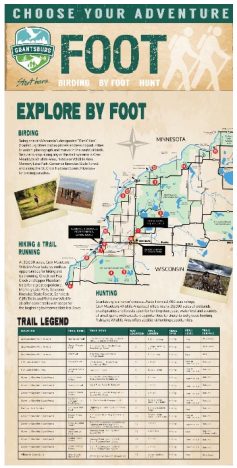
Branding

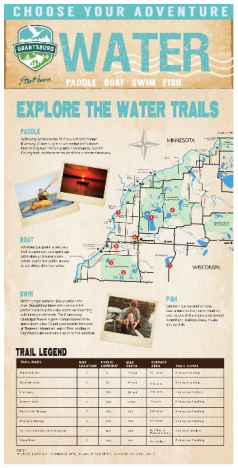
- New Logo
- New Tagline
- **Start Your ____ Here**:
  - Family
  - Business
  - Vacation
  - Outdoor Adventure

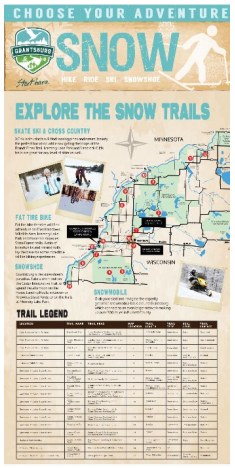
Natural Resources: Trail Kiosks

- Completed 2 kiosks; one located on Hwy 70 at stoplight; one at Memory Lake Park
- Promote our trails, waterways, campgrounds, hunting land & more









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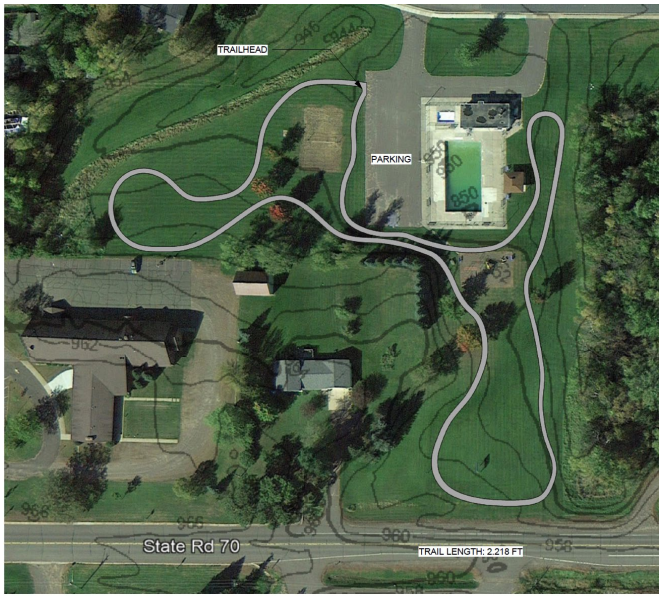
Natural Resources: Wood River Clearing

6 miles of windy riverway cleared by volunteers from downtown Grantsburg to the St. Croix National Scenic Riverway

Community Outdoor Recreation (COR)

- Swimming Pool Park Enhancement Project
  - Fitness Trail
  - Splash Pad – fundraising now
  - Playground – phase 3



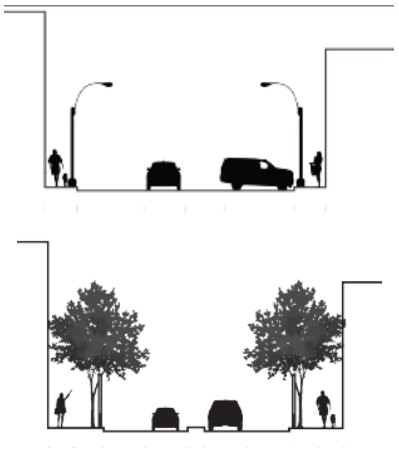
Downtown:
Capstone Program

UW-Madison Landscape Architecture Student
Year Long Project: Saige Henkel

- Focus areas:
  - Identify gateways and create sense of community (Hwy 70)
  - Connect Crex Meadows to Hwy 70 and enhance Memory Lake Park
  - Develop downtown streetscape design (+implementation and maintenance plan)

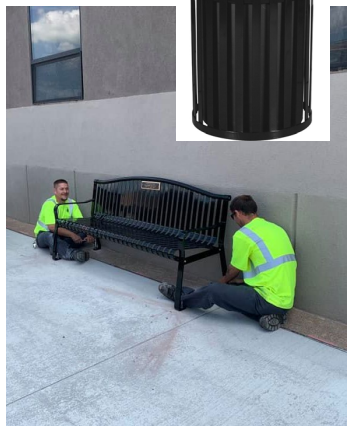
Downtown Streetscape

- Visual anchors
- Street lights
- Green spaces
- Safe crossings
- Building façade
- Retain parking
- Diversify businesses



Community Development Block Grant

- Project Cost: ~$1million
  - Grantsburg Village responsible for 50%
- Summer 2019
- Included Madison Ave improvements (main street)
  - New streets
  - New sidewalks
  - New crosswalks
  - New street lights
  - Stormwater improvements
  - In Kind: benches, garbage receptacles, etc.



Downtown:
Brickfield Brewing Opened Sept 2018

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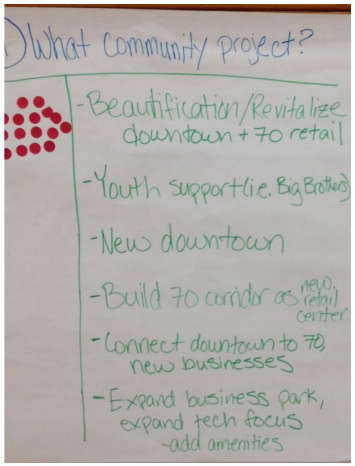
Downtown:
Brickfield Brewing
Opened Sept 2018

Community Shared Vision – Overwhelmingly wanted beautification / revitalization of downtown (renovating or razing buildings)



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BRICKFIELD Brewing

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Downtown
New Businesses since 2018

1. Diamonds in the Ruff (pet groomer)
2. The Pink Squirrel (vintage/occasional store)
3. Burnett Custom Cakes
4. Timber Ghost Realty
5. Bont Chiropractic – now Burnett County Law Enforcement Citizens Auxiliary
6. Teaze Hair Salon
7. The We Are Network (media network)
8. Blueberry Special Boutique (women and girls clothing & accessories)
9. Legenderry Auto (classic car restoration)
10. Stone Family Wreath Company
11. Ascend Coffee & Wine Bar

Façade Improvements – Brickfield Brewing & New Business: Blueberry Special Boutique

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Façade Improvement

New Business & Façade Improvements – Diamonds in the Ruff

Façade Improvements - Hummer's Rendezvous Bar & Event Center

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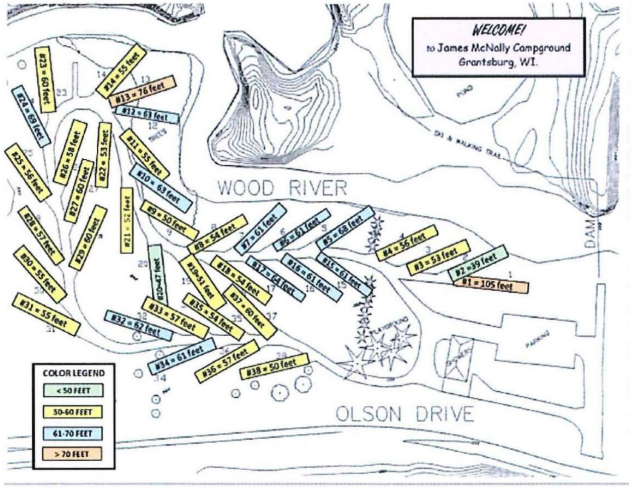
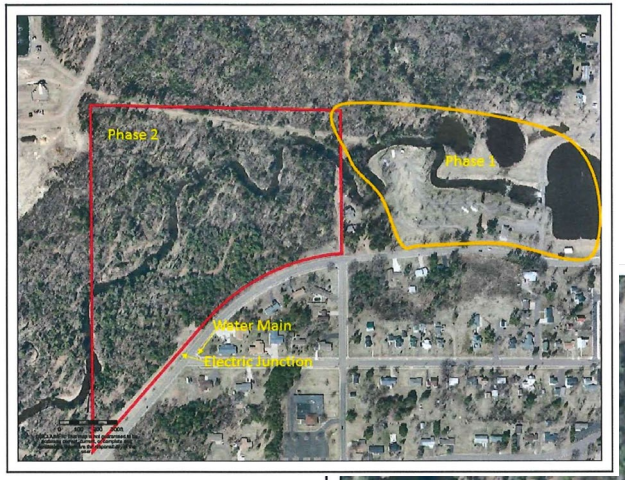
New Business & Façade Change: The Pink Squirrel (vintage/occasional store)

New Business & Building Restoration: Ascend Coffee & Wine Bar

Downtown: Campground





Phase 1: Add more sites to current campground
Phase 2: Add 30+ sites to new area

Goal: complete by summer 2023

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Housing

- County - $5,000 Grant to do a Housing Market Analysis
- Local investors developed 2 sets of duplexes along Wood River in downtown Grantsburg
- Recent land use approval for housing development starting summer 2021.

Highway 70

- Goal: create sense of community when driving through Grantsburg
  - Safe Crosswalks
  - Sidewalks
- Finished project:
  - Wayfinding signs to direct people downtown

Community Spirit: Fire Hydrants

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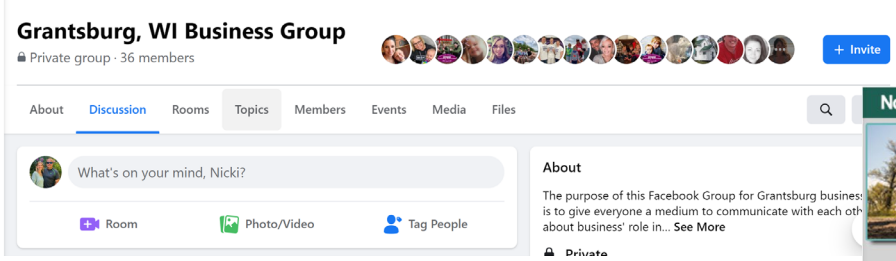
Grantsburg is part of WEDC “Connect Communities” program



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Facebook:
www.facebook.com/grograntsburg

Communication to business owners via Facebook group

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