



**TWO
RIVERS**
WISCONSIN



AUGUST 2026

City of Two Rivers NEWSLETTER

A MESSAGE FROM THE CITY MANAGER



More Homes. More Families. A Stronger Two Rivers.

One of the questions I hear most often is, "How does Two Rivers start to grow after more than 30 years of population loss?" My answer is always the same: it starts with housing.

If we want to attract new families, support local employers, increase school enrollment, provide opportunities for seniors to downsize in Two Rivers, and

strengthen our tax base, we need places for people to live. That is why the City Council in July approved a one-year extension of Tax Incremental Financing District #9 (which was successful at getting VT Industries built).

While tax increment financing can sound technical, the purpose is simple. The one-year extension allows the City to capture about \$160,000 in additional value and invest it in preparing 24 acres near the high school for future residential development.

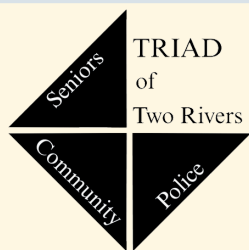
This is intended to become a new neighborhood with space for 35 to 40 single-family homes along with some component of multi-family housing. This is how we create more opportunities for families to call Two Rivers home.

I also want to address a question that has come up in the community. This is NOT a Section 8 housing development. The goal is to create attainable, market-rate housing for working families making less than \$100,000 per year. While developments like Sandy Bay Highlands have successfully added beautiful higher-end homes, we also know that many younger families, first-time homebuyers, and households earning less than \$100,000 per year are finding it increasingly difficult to purchase newer homes. Expanding housing options for those residents is essential if we want to continue growing our community. And we have to invest to make it happen, development won't just magically appear. We've been waiting for 20 years for residential development to occur around the high school. It's time we start doing things to make this happen.

This project also represents a new way of approaching residential development. Rather than the City acting as the long-term developer and being involved in marketing and selling individual lots, our role will be to prepare the land and partner with experienced private sector developers who will build and market the neighborhood.

Growth doesn't happen by accident. It requires planning, public-sector investment, and long-term commitment. By making these investments today, we are building the foundation for the next generation of Two Rivers and creating opportunities for more families to live in our community.

-City Manager Kyle Kordell



TRIAD TIPS:

T.R.U.S.T. Car Two Rivers Unique Senior Transportation

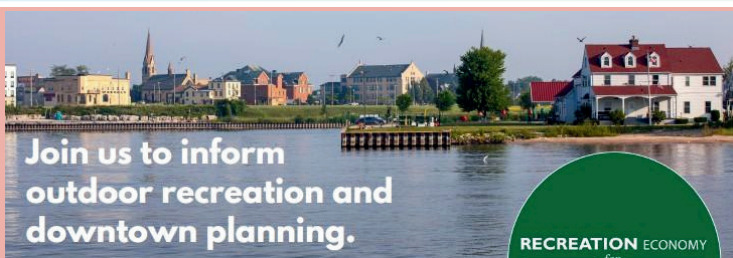
The Two Rivers Senior Center offers the TRUST car for transportation to shopping, appointments, or social events in Two Rivers. This service is provided to members of the Senior Center who live in Two Rivers.

The cost of membership to the Senior Center is \$20 per year. Members can purchase a TRUST card for \$15 either at the Senior Center front desk or directly from the drivers. Each card has 10 punches on it and each stop requires one punch. Payment can be made via cash or check.

All trips to and from the Senior Center are **FREE!**

Members must call to schedule a ride at least one day ahead of time. There are no same day rides available. Rides can be scheduled for anytime in the future.

For information or to schedule a ride, contact the Senior Center at 920-793-5596.



Join us to inform
outdoor recreation and
downtown planning.

TWO RIVERS, WISCONSIN

We're thrilled to have been selected into the Recreation Economy for Rural Communities program!

Community members are invited and encouraged to attend all or any part of this upcoming workshop. Participation is free. Advance registration is requested (not required) to help organizers plan appropriately.

Community Workshop

Tue., September 1 5:30-8:30 pm
Wed., September 2 9:00am-4:30pm
Woodland Dunes Nature Center
3000 Hawthorne Ave, Two Rivers, WI

Contact: Mike Mathis, Director of Parks and Recreation

Email/Phone: mikmat@two-rivers.org

Event details and registration:

<https://forms.office.com/r/Z1XGcm1WSN>

RECREATION ECONOMY
for
RURAL COMMUNITIES



**TWO RIVERS
WISCONSIN**



Scan to Register!

RECR is a joint program of federal
and regional partners >>>



Northern Border
Regional Commission



WHY THE CITY TRIED PAID PARKING AT NESHOTAH BEACH THIS SUMMER



This summer, the City of Two Rivers is trying a limited 10-day Paid Parking Pilot Program at Neshotah Beach. As the pilot comes to a close, many residents have asked why the City chose to test paid parking in the first place.

The answer is simple: to determine whether a modest user fee can help reduce the financial burden on local property taxpayers while continuing to maintain one of Wisconsin's premier public beaches.

Neshotah Beach is one of Two Rivers' greatest community assets. It attracts thousands of residents and visitors each summer who enjoy its beautiful shoreline. That popularity is something to celebrate. But it also comes with significant costs.

Every year, the City invests substantial resources (tens of thousands of dollars) into maintaining the beach, including restroom cleaning, trash collection, beach grooming, and parking lot maintenance.

Up until now, all of those costs have been paid by Two Rivers property taxpayers, even though many beach visitors come from outside the community. The purpose of the pilot was to explore whether a modest parking fee on busy summer days could allow those who directly use the beach to contribute toward its upkeep.

The pilot was intentionally limited. Paid parking was implemented for only 10 high-demand days and only in two beach parking lots. The majority of public parking around Neshotah Beach remained free throughout the summer, giving both residents and visitors multiple no-cost parking options.

The pilot is about more than revenue. It allowed the City to collect valuable information about parking demand, lot occupancy, usage patterns, operating costs, and public feedback. That information will help City leaders evaluate whether paid parking is a practical and effective tool for the future.

No decisions have been made regarding future years. Once the pilot concludes, City staff will prepare a report for the City Council summarizing the results. The Council will use that information to determine whether any changes should be considered going forward.

Whether the paid parking ultimately continues or not, the goal remains the same: to ensure Neshotah Beach continues to be a beautiful, well-maintained destination while balancing the costs of providing that experience in a way that is fair to both resident taxpayers and those who choose to enjoy this exceptional public resource.

The Great
Neshotah Beach
 August 29-30
Campout

Join Us for the Ultimate Family Camping Experience!
 Celebrate National Beach Day with a night of fun, community, and outdoor adventure at Neshotah Beach!

What to Expect:

- Live Music
- Campfire Fun
- Activities & Games
- Concessions Available

Pre-Registration:
\$45 per family
 (2 tents max per family)

Space is limited to 75 families.

Registration is required prior to event.

Register at TRreconnect.com or the Two Rivers Parks and Recreation Office.

Check in is 6pm, check out is 10am. Rain date is September 5. This is a tent only camping event. Tents will be set up in designated areas to create a safe and organized camping experience by the shore. Participants must bring their own tent and any necessary camping gear. No open flames or cooking equipment will be allowed on the beach. This is a family-friendly event and alcohol is not allowed. A limited amount of first-come, first-serve parking will be available for campout cars in Beach Parking Lot 3 (first lot past the Rotary Pavilion). Once filled, participants must find parking in other lots, on surrounding streets, or at Walsh Field.

This family-friendly event is led by Two Rivers Parks & Recreation.

Scan the QR code to register

Contact the Two Rivers Parks & Recreation Department for questions at (920) 793-5592 or ashhag@two-rivers.org

TWO RIVERS PADDLE PALOOZA 2026

SATURDAY
SEPTEMBER 12, 2026
11 AM

@ VET'S PARK BOAT LAUNCH

MARK YOUR CALENDARS FOR OUR 3RD ANNUAL PADDLE PALOOZA CELEBRATION! ACTIVITIES INCLUDE A DRIFT & JAM GROUP FLOAT WITH MUSIC, FREE KAYAK RENTALS (12-5), KAYAK GAMES AND RACES, FOOD, AND A SUNSET PADDLE TO WRAP UP THE DAY!

ITINERARY

11:00
start time, arrive to sign up for float

12:00
drift & jam group float

12:00-5:00
open kayak lending window

2:00-5:30
food and beverage sales. Stay and hang out!

3:00-4:00
kayak games

5:45
arrival time for sunset paddle

6:30-8:00
sunset paddle

SAME DAY WALK-UP REGISTRATION ONLY

EXPLORETWORIVERS.COM

