



**TWO
RIVERS**
WISCONSIN

**City of Two Rivers
2023 State of the City Report
February 5, 2024**

Infrastructure Investments

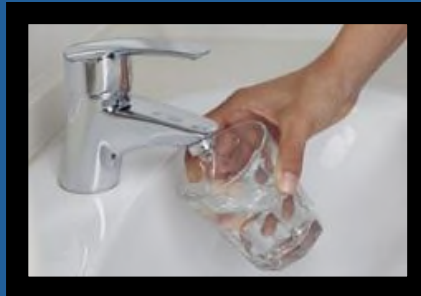
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2023 infrastructure work included:

- Asphalt resurfacing of portions of Zlatnik Dr. and 18th Street, near the beach
- Reconstruction of Lincoln Street, 17th to 22nd
- Construction of a portion of the new, off-street segment of Mariners Trail along East Street

Infrastructure Investments



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City of Two Rivers
Lead Service Removals
2017-2023

Year	Project Type		Total
	Scattered	Street	
2017	43	54	97
2018	74	64	138
2019	130	34	164
2020	10		10
2021	21	92	113
2022	55	31	86
2023	15	40	55
			0
Totals	348	315	663

Investment in utility infrastructure in 2023 included continued efforts to “get the lead out” of our water system (about 1,500 lead service laterals, out of just over 5,000 total services, remain)



...and installation of a new screw press at the wastewater treatment plant, a \$2 million project

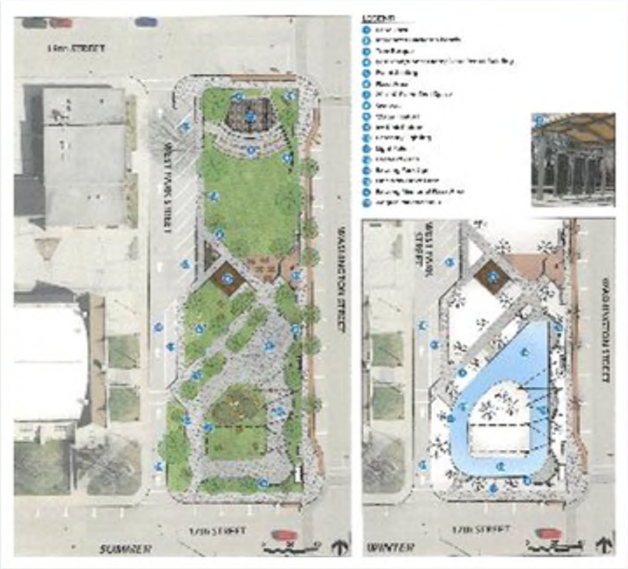
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Investing in Community Quality of Life AND a Vital, Active Downtown



Central Park West 365. 2023 was the year that our community brought to fruition a dream born in early 2021. What started out as discussion of where to place a new splash pad and a new outdoor skating rink soon became an ambitious plan for redeveloping Two Rivers premiere outdoor gathering space into an active, year-round venue for outdoor events and activities in the heart of downtown. Project price tag was initially put at \$1.6 million.



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Schmitt Family announces \$100,000 commitment for
Schmitt Brothers Stage

7 naming gifts totaled \$359,000
21 other major gifts (\$5k+) totaled \$227,500
87 other individual donations totaled \$80,000
Paver purchases (276 total) brought in \$118,900
Vibrant Spaces Grant from WEDC added \$50,000
TOTAL FUNDS RAISED: Over \$835,000

Following a City commitment of \$500,000 and the award of a \$300,000 challenge grant by the West Foundation, the entire Two Rivers community stepped up in a big way in support of Central Park West 365

Central Park West 365 *Downtown...Year-Round*

**Ice Skating
Ribbon:
\$65,000**

**Two Rivers
Rotary and a
Private Donor**



Two Rivers Rotary and a private donor committed \$65,000
to the synthetic skating loop

2023 State of the City Report



Between January 2022 and July 2023, thanks to great work by our City crews and general contractor Vinton Construction, the project was completed



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From its dedication the weekend of July 15-16 through Two Rivers' Fall festivals, the park was a hub of activity

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Those activities have continued into the Winter, with the first-ever Cool City Christmas celebration and winter ice skating at the Rotary Skating Loop



*Central Park West 365
...Downtown, Year-'Round*



Investing in Community Quality of Life



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2023 also saw completion of a new destination playground at Neshotah Park, constructed at a cost of \$400,000. This is the first of many improvements planned at the park, following a new Master Plan developed and adopted in 2023



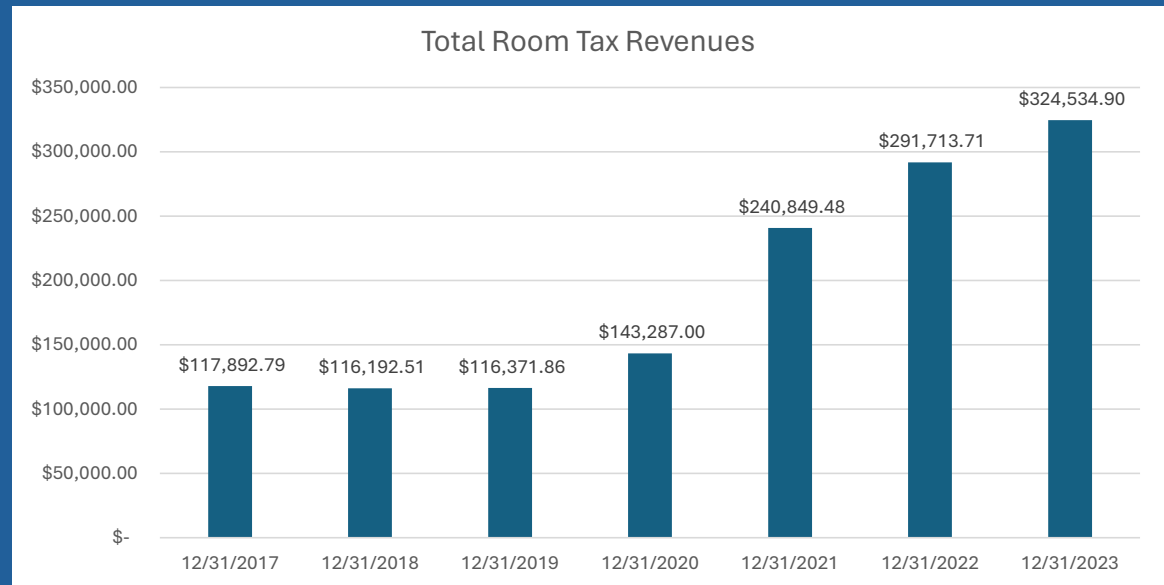
Tourism Development

Tourism continued to grow in importance to the local economy in 2023. Room tax revenues totaled \$320,000, up more than 150 percent from just 4 years ago.

Explore Two Rivers, Inc. was established as our local 501(c)6 tourism entity.

Joe Metzen came on board January 15, 2024 as TR's new Tourism Director

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Room tax revenues up more than 175% in 4 years

Two Rivers is Welcoming Joe Metzen as New Tourism Director

[Two Rivers, WI] Pleased to announce Joe Metzen as the new Tourism Director to lead the City of Two Rivers Explore Two Rivers. Look to [Explore Two Rivers](#), for information about events, places to shop, dine, and to plan your itinerary to visit the City of Two Rivers.

"I am thrilled to welcome Joe Metzen as our new Tourism Director. Among a pool of highly qualified candidates, Joe's track record in strategic marketing, board collaboration and community relations set him apart. I am confident he will hit the ground running on day one," said Joy Krieger, Chair of the Explore Two Rivers Board of Directors. Metzen will start this position on January 15, 2024.



Metzen is a co-founder of the Spirit of the River monument located on Mariners Trail. He has worked with cultural institutions, non-profits, and businesses in the Lakeshore area.

Please welcome Joe Metzen as the new Director to Explore Two Rivers. If you would like to contact him, he can be reached at: jmetzen@two-rivers.org or (920) 793-7200.

New Single-Family Residential

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6 new homes were constructed in 2023 at the City-developed Sandy Bay Highlands conservation subdivision. There are currently two spec homes available: one recently completed, the other under construction.

The City hopes to construct Phase 3, opening up 13-15 more homesites, in 2024



Value of Existing Residential Properties

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Existing Home Values Increased 19 Percent in 2023

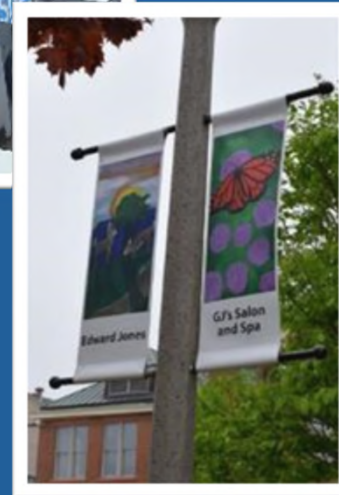
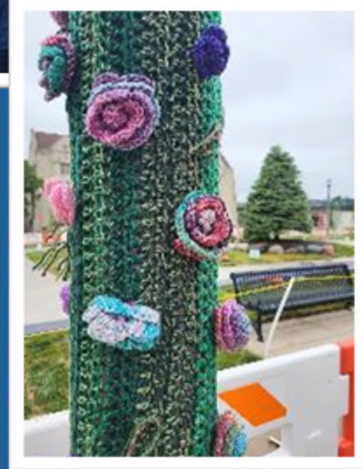


According to the WI Department of Revenue annual sales study released in August, the City of Two Rivers' total equalized value jumped up by 16 percent in 2022, propelled by a 19 percent increase in the value of existing residential properties.

That increase in existing property values outpaced the rest of the county. County-wide, existing residential properties increased in value by 14 percent; the figure for the City of Manitowoc was 15 percent.

New construction in Two Rivers totaled a modest \$2.36 million.

Public Art



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The appearance of downtown TR was enhanced through the cooperative efforts of Two Rivers Main Street, the City and volunteers, including local artists whose works were featured on downtown banners and a legion of “Yarn Bombers”

There are already plans in place for art banners and yarn bombing of downtown TR once again in Summer 2024.

Public Art



Courtesy of our local Sister Cities group and supporters, new public art commemorating TR's friendship with the town of Domazlice, Czech Republic, was added to downtown

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New Developments to Look Forward to in 2024

Braun to Build New Truss Plant at TR Industrial Park

At its December 18, 2023 meeting, the Two Rivers City Council approved a development agreement with Athens Development, LLC, formerly the Truss Division of Braun Building Center.

The company will be investing about \$2.1 million in a new, 28,000 SF facility to be located on Brown's Drive in the Woodland Industrial Park. Construction will begin in the Spring of 2024, with completion and occupancy by early 2025.

The City of Two Rivers is pleased to welcome this family-owned, long-time area business to our community.



The development agreement provides for a grant of \$450,000, to be paid from Tax Incremental District No 14 over a term of up to 20 years, based on new property taxes generated by this development.

Watch for an upcoming announcement in February regarding another new project at the Woodland Industrial Park!

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New Developments to Look Forward to in 2024

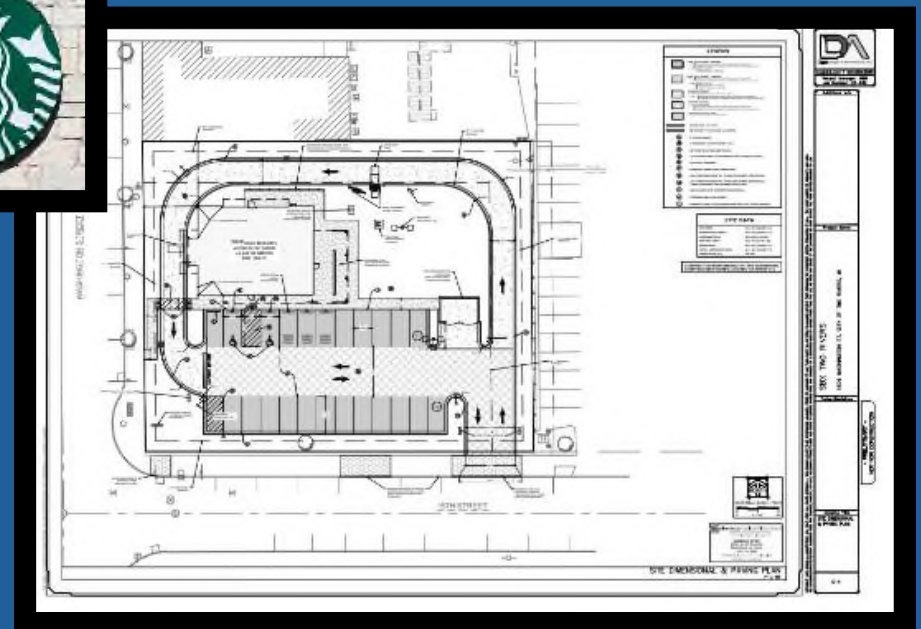


Proposed Battery Energy Storage System (BESS) Project by Tenaska at Woodland Industrial Park—Proceeding With the Planning Process in 2024, for Possible Construction Start in 2025



New Developments to Look Forward to in 2024

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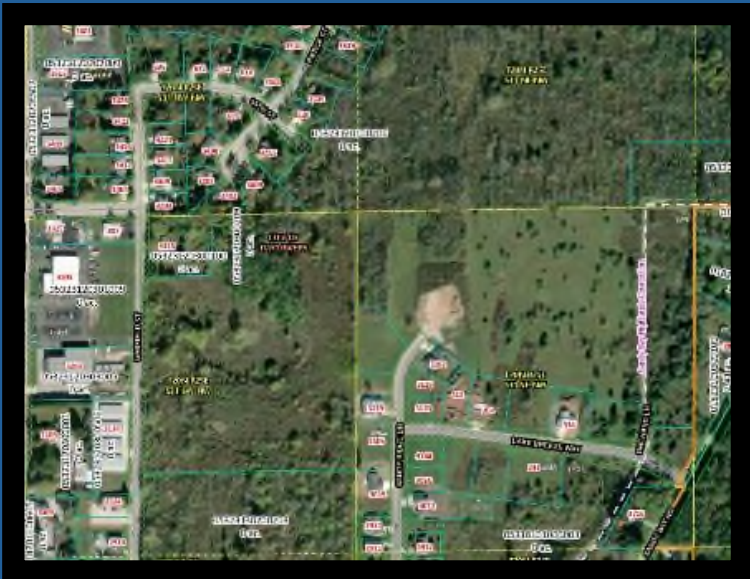
Starbucks Coming to 1509 Washington Street. Plans received approval in November 2023. Demolition of the former Schwarz's Pub/The Dock building slated for Spring 2024, followed by construction of a new 2,448 SF building with drive-through entering and exiting from 15th Street. Development is proceeding with no City financial assistance.

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New Developments to Look Forward to in 2024

Phase 3 of the Sandy Bay Highlands conservation subdivision with 13 to 15 more homesites



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New Developments to Look Forward to in 2024



West River Lofts, a 54-unit affordable family housing development proposed for vacant land near the former Eggers West plant on the West Twin River, is moving closer to reality.

The \$14 million project is being assisted with various State and Federal tax credits and grants. City Tax Incremental District No. 17 was created in 2022 to further address project funding needs with a \$500,000 pay-as-you go grant and \$400,000 in funding for shoreline improvements, including an improved public walkway.

The project has recently experienced a delays related to determining the responsible party for addressing PFAS contamination on the site.

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New Developments to Look Forward to in 2024



Gries
 A NEW BUILDING FOR
 CONFLUENCE LOFTS
 TWO RIVERS, WISCONSIN
 A-4.3

The Confluence, a \$17 million, 71-unit market rate apartment building is proposed for construction on the City-owned former Eggers downtown plant site.

City Tax Incremental District No. 16 was created to assist this project. Proposed TIF assistance is \$1.8 million, half borrowed by the City, the other half “pay as you go,” from TIF revenues created by the development.

A representative of developer CR Structures is scheduled to attend the February 19 City Council meeting, to provide an update on the project.

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New Developments to Look Forward to in 2024

More active discussion of plans to re-develop the historic Water Department “High Lift Building” as a trailhead and visitor information center, in tandem with efforts of Explore Two Rivers and the Shipwreck Coast National Marine Sanctuary

Two Rivers, Wisconsin Turning Our Face Back to the Water

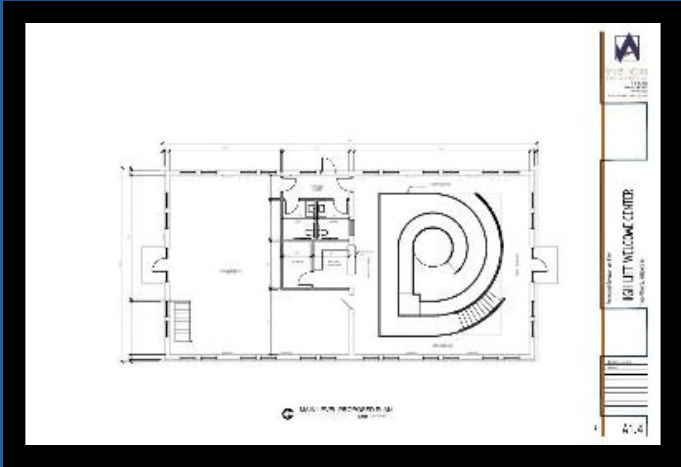
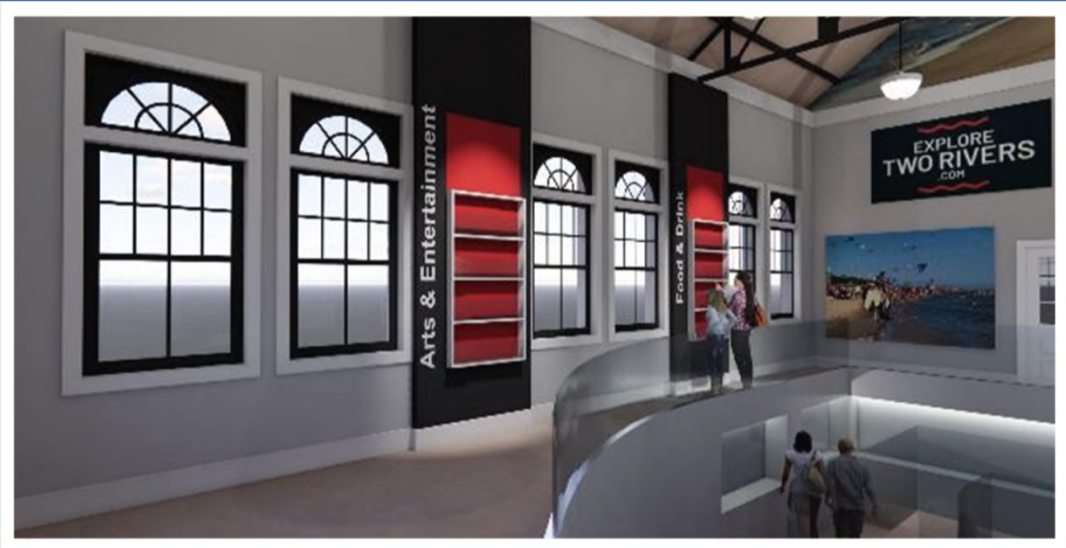
Two Rivers Investment Opportunity as Identified in NOAA’s Facility Strategy: Renovation of Historic Water Pumping Station as Visitor Center/Trailhead/Interpretive Center



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New Developments to Look Forward to in 2024



Floor Plan and Interior Views of Renovated High Lift Building



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New Developments to Look Forward to in 2024

2024 Infrastructure Investment

- **Roosevelt Avenue Reconstruction, 6th Street to 12th Street, Including All Utilities**
 - \$5 million project; bid award targeted for March 2024
 - Design includes eliminating parking on one side of the street, with parking lanes alternating sides over the length of the project—intended to encourage traffic calming, introduce more greenspace along this major collector street
 - Includes replacement of approx. 50 lead water service laterals
- **Lead Water Service Lateral Replacement—Scattered Sites**
 - Investment of About \$1.5 mm in City and County American Rescue Plan Act funds
 - Anticipate replacing about 200 lead services
- **Bike/Pedestrian Safety Project, Washington Street Bridge**
 - \$450,000 investment of local funds, from TID 12, Cobblestone Hotel TID
 - Will create a 10-foot wide bike/ped facility on the McDonalds side of the bridge, in place of the existing sidewalk, with crash barrier separating it from vehicular traffic
 - To be completed by City in advance of 2025 project by WisDOT that includes resurfacing all of Memorial Drive and re-decking the Washington Street bridge

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New Developments to Look Forward to in 2024

2024 Infrastructure Investment (continued)

- Phase 3 street and utility infrastructure for Sandy Bay Highlands Subdivision, 13-15 lots--\$1 million
- Extension of Brown's Drive at the Woodland Industrial Park, to serve a new building to be built in 2024 by Athens Development, the truss division of Braun Building Center--\$200,000
- Concrete pavement replacement, scattered, including downtown crosswalks-- \$135,000
- Replacement of defective sidewalks, scattered locations--\$50,000
- Continued improvements at Neshotah Park, consistent with the park master plan approved in 2023-- \$240,000 (\$120,000 City funded)
- Replacement of two 2007 DPW dump/plow trucks, funding split 2023/2024--\$500,000 total
- Replacement of the City's 2013 street sweeper, borrowing to be repaid from the storm water utility-- \$275,000
- Replacement of two Police Department patrol vehicles with new hybrid vehicles
- Automated Beach Condition Warning System (see next slide)

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New Developments to Look Forward to in 2024



SwimSmart Installation at Racine's North Beach

Room Tax Funds to Pay for New Beach Warning System

Another capital project planned by the City in 2024 is installation of an automated beach hazard warning system like the one shown at left.

Connected directly to the National Weather Service's Beach Hazard Warning System, the signs will provide beachgoers with vital information about beach hazard advisories in real time. Installations are planned at Neshotah Beach and at the "new beach" near the north pier.

Funds for this approximately \$30,000 project are being provided from room tax funds, administered by the City's Room Tax Commission.



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