

West Central Wisconsin Regional Planning Commission

2025 Annual Report



INTRODUCTION

West Central Wisconsin Regional Planning Commission (WCWRPC) is a multi-county planning agency created under Wisconsin State Statute 66.0309. It was established in 1971 by executive order of the Governor based upon petition from the counties comprising the region. These counties include: Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix. WCWRPC is statutorily charged with the responsibility of planning for the physical, social, and economic development of the region. We provide technical assistance and advisory services on regional issues to local governments and organizations within the region and often serve as a coordinating agency for local and multi-jurisdictional programs and activities.

This annual report provides example projects for 2025. For a full list of projects completed in each county, please contact the Regional Planning Commission.

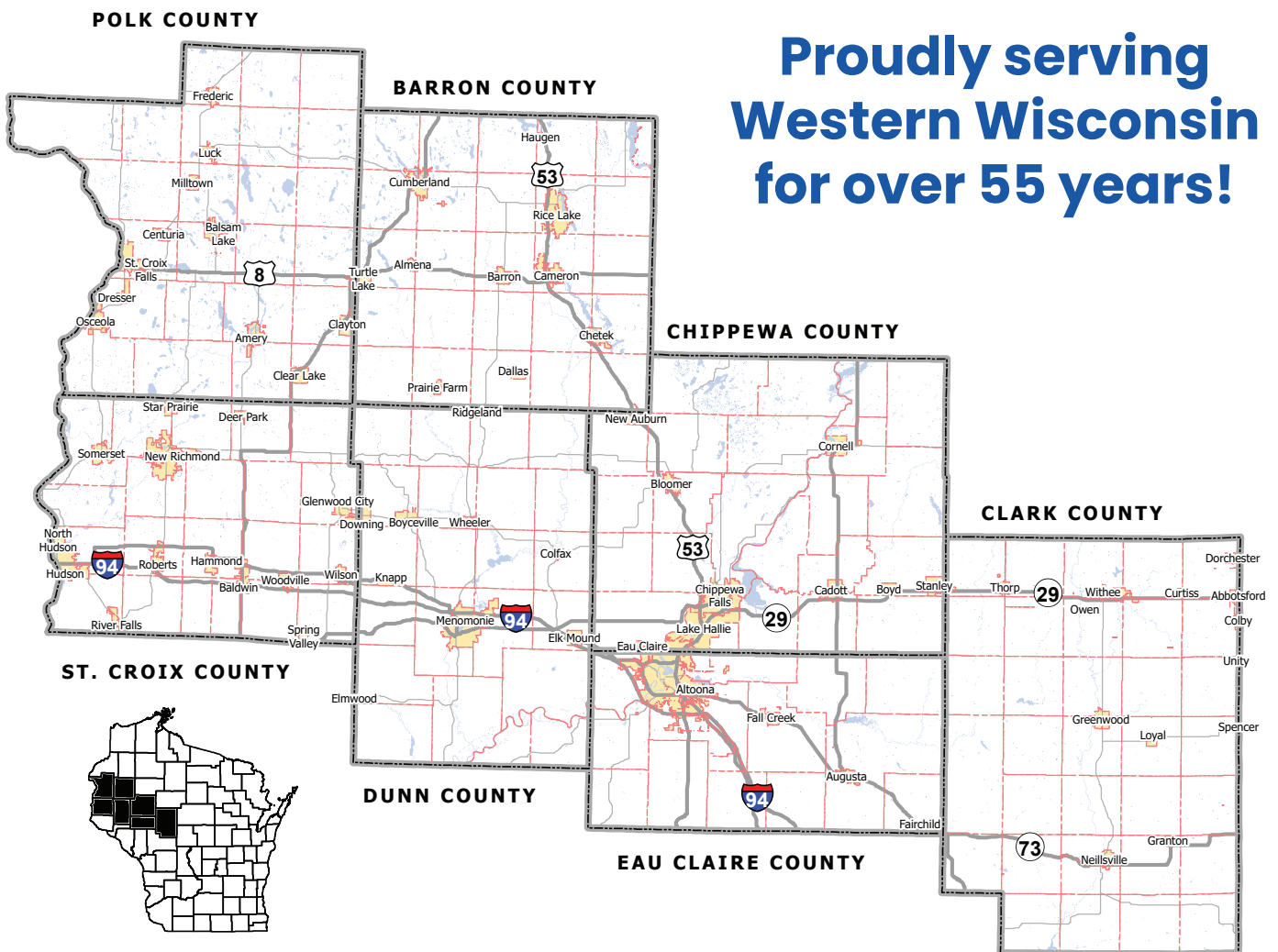


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1. EXECUTIVE DIRECTOR'S LETTER

On behalf of the West Central Wisconsin Regional Planning Commission (WCWRPC), we are pleased to share our 2025 Annual Report, highlighting a year defined by strategic progress, measurable outcomes, and continued collaboration across our seven-county region.

The past year represented both a point of transition and a period of accomplishment for the Commission. In 2025, WCWRPC balanced the delivery of core planning services with a strong focus on long-term regional alignment. This was particularly evident through the successful creation of the 2025–2030 Comprehensive Economic Development Strategy (CEDS). Commissioners served actively as the CEDS Strategy Committee, engaging in surveys, regional data review, partner outreach, and a comprehensive Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The adoption of the updated CEDS in September marked the culmination of this year-long effort and provided a shared roadmap to guide regional priorities related to housing, workforce development, infrastructure investment, and economic resilience.

Economic development outcomes remained strong throughout the year through our administration of the Regional Business Fund (RBF). By year's end, WCWRPC staff supported 45 business loans totaling approximately \$2.8 million, helping to create or retain more than 300 jobs while leveraging over \$41 million in private investment across the region. During 2025, the RBF successfully launched the Capital Catalyst Revolving Loan Fund program. This program was supported by a Wisconsin Economic Development Corporation (WEDC) grant which expanded borrower's access to funding needs and supported five borrowers with a total of \$500,000 loaned.

Communities throughout west central Wisconsin advanced a wide range of planning initiatives in 2025. Multiple comprehensive plans were completed, with additional countywide efforts underway. Housing emerged as a key regional focus, highlighted by the St. Croix County Housing Study and roadshow series that brought local leaders together to discuss data-driven housing solutions and actionable next steps. Important planning efforts also continued in the areas of outdoor recreation, hazard mitigation, water quality, and sewer service. Each of these were supported by robust public engagement and intergovernmental coordination.

Transportation planning and Safe Routes to School programming continued to be central pillars of our work. The Chippewa–Eau Claire Metropolitan Planning Organization (MPO) advanced its 2055 Long Range Transportation Plan, while Safe Routes to School planning and implementation agreements promoted safer, healthier travel options for students and families throughout the region.

The Commission’s work in 2025 took place amid periods of uncertainty in federal and state funding environments. Through prudent financial management, diversified contractual revenue, and proactive coordination with partners, WCWRPC maintained organizational stability and continuity of services. Adoption of the 2026 budget reflected this careful balance of managing risk while remaining positioned to meet evolving community needs.

Equally important, 2025 reaffirmed WCWRPC’s role as a regional convener and trusted technical resource. Commissioners and staff remained deeply engaged with county boards, municipal leaders, partner agencies, peer planning organizations, and community stakeholders, thereby strengthening relationships and reinforcing the value of regional collaboration. In addition to our region-wide successes, the WCWRPC office underwent and completed a remodel with a celebratory open house in January, and hosted fellow Regional Planning Commissions for an Annual Summit in June.

As this report illustrates, 2025 was a year of achievement, transition, and progress, with WCWRPC closing out one regional economic strategy, launching another, and delivering meaningful results throughout the year. These accomplishments reflect the dedication of our Commissioners, staff, partners, and communities working together to support a resilient, connected, and prosperous region.

Thank you for your continued partnership and support!



Scott Allen

Executive Director

2025 Officers: John L. Frank, *Chair*
Louie Okey, *Vice Chair*
Joe Waichulis, Jr., *Secretary/Treasurer*

Barron County

Patti Anderson
Craig Fowler
Louie Okey*

Chippewa County

Chuck Hull
George Rohmeyer*
Joel Seidlitz

Clark County

Peter Kaz
Chuck Rueth
Joe Waichulis, Jr.*

Dunn County

Adam Accola*
Diane Morehouse
Carl Vandermeulen

Eau Claire County

Loralee Clark
John L. Frank*
Dane Zook

Polk County

Terry Hauer
Keith Karpenski
Sharon Kelly*

St. Croix County

Paul Berning
Daniel Hansen
Ryan Sicard*

**Together, we make a
difference in the region!**

**Executive Committee Members*

REMEMBERING CARL A. VANDERMEULEN

SEPTEMBER 24, 1944 - DECEMBER 11, 2025

The West Central Wisconsin Regional Planning Commission is deeply saddened by the passing of Carl Vandermeulen. Carl represented Dunn County and passionately served on the Commission since 2024. The Regional Planning Commission extends our condolences to those that had the privilege of knowing him and the legacy he has left behind.

A tribute to Carl can be found at <https://tinyurl.com/CarlVandermeulen>.

WCWRPC

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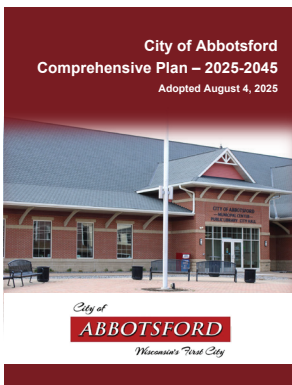
COMMUNITY DEVELOPMENT

Community development is engaging and empowering community members to enhance their socio-economic conditions, infrastructure, and environment. WCWRPC continues to support local governments and partners in preparing plans and programs that help make our communities and neighborhoods attractive and safe places to live, work and play.

COMPREHENSIVE PLANNING

Comprehensive Planning helps communities make coordinated, long-term decisions for their future, including how they grow. It brings together priorities for land use, transportation, housing, economic development, and environmental protection into a single framework and identified strategies for advancing the future vision of the community.

In 2025, WCWRPC assisted three communities with updating their local comprehensive plans. As Wisconsin Statutes are updated, the RPC continues to monitor legislative changes and ensures that community plans satisfy all State requirements.



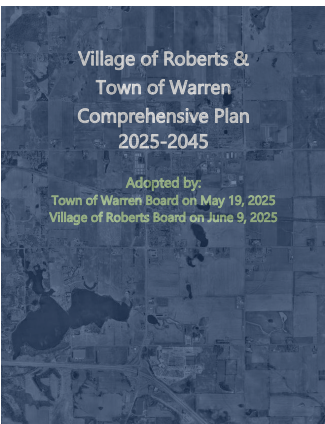
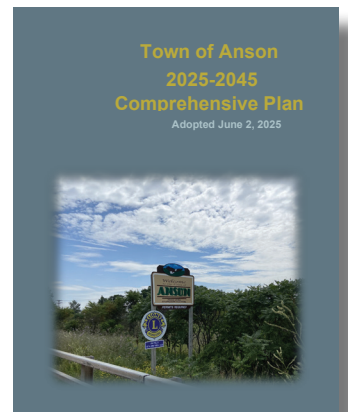
City of Abbotsford — Clark & Marathon Counties

The City of Abbotsford has experienced significant socio-economic changes since its last comprehensive plan in 2005. WCWRPC assisted the City in securing CDBG grant funding to update its plan and create a new vision for a desirable, safe, and growing hometown. WCWRPC worked with the City's Plan Commission to gain community input into the plan update through a bilingual (English and Spanish) web-based community survey, various focus groups, and an open house.

Town of Anson — Chippewa County

WCWRPC worked with the Town of Anson on updating the Town's 2009 Comprehensive Plan. The Town's Plan Commission desired a plan that not only inventoried existing conditions but provided actionable steps that the Town could take to address concerns and meet its future vision.

Key challenges addressed in the plan included balancing preservation and growth, advocating against proposed transmission line upgrades, and improving downtown Jim Falls to be more of a destination. The updated plan includes several strategies to address these challenges, including partnering with the largest employer in the Town on a variety of projects to improve downtown.



Village of Roberts & Town of Warren — St. Croix County

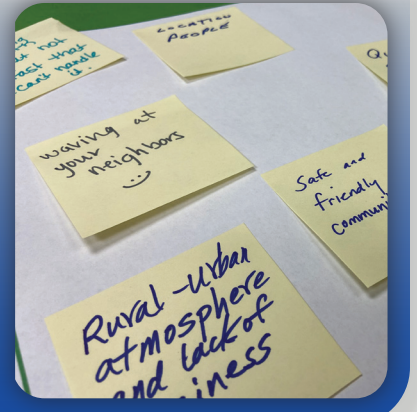
The Village of Roberts and Town of Warren, with assistance from WCWRPC, collaborated on an update of their joint comprehensive plan that was first adopted in 2002. The Town and Village have been working collaboratively to manage growth and development for years and share many of the same community interests, assets, and challenges but also have some unique differences. Maintaining a joint plan reiterates the collaborative spirit and dedication to working together for the best interests of both communities.

While the plan discussed several topics, key challenges addressed include managing growth & maintaining a "small town feel/character", improving downtown, addressing transportation challenges, and infrastructure capacity. The planning process began in 2024 and the plan was passed unanimously by the Town and Village Boards in May/June 2025.



Public Engagement Spotlight

The Village of Roberts and Town of Warren joint comprehensive plan is a strong example of intergovernmental cooperation, with two communities working together to guide their shared future. Early in the planning process, the Village and Town collaborated on a Visioning Workshop to identify key issues and opportunities. The joint plan works to address each of these issues, demonstrating how coordinated planning can align community goals, maximize resources, and create a more cohesive approach to growth and development across jurisdictional boundaries.



HOUSING STUDIES

Recognizing the importance of understanding housing needs within the region, WCWRPC continues to work with counties and communities to complete housing studies. Evaluating current and projected housing needs within a community by analyzing demographics, housing supply, affordability, and market trends helps a community to understand and prioritize actions to address the identified needs.

St. Croix County Housing Needs Assessment and Roadshow

Like many areas of Wisconsin and the Nation, St. Croix County is experiencing significant challenges in its housing market due to population growth, economic shifts, and evolving community needs. Recognizing a need to better understand the County's housing situation, St. Croix Economic Development Corporation partnered with public and private organizations to fund a countywide housing needs assessment. The project included significant public engagement including a countywide housing survey, housing forums, and several stakeholder interviews. The study was completed in September of 2025.

Below are the key recommendations from the study.



Recommendations:

County-Level Initiatives:

- ✓ Establish a St. Croix County Housing Task Force

Municipal-Level Initiatives:

- ✓ Identify and share information about public lands suitable for residential development
- ✓ Identify and share information about residential infill sites within the community
- ✓ Where applicable, utilize Tax Increment Financing (TIF) to create mixed-use development and utilize the Tax Increment District (TID) affordable housing extension to create an affordable housing fund

Employer & Community Partner Initiatives:

- ✓ Establish a revolving housing fund for St. Croix County
- ✓ Educate residents about wage and income levels in the county

Builder & Development Initiatives:

- ✓ Pursue public-private partnerships and other assistance programs
- ✓ Explore alternative construction methods

Priority Initiatives:

St. Croix EDC identified the following initiatives as priority actions to be taken in St. Croix County

- ✓ Establish a St. Croix County Housing Task Force
- ✓ Identify residential infill sites in each community
- ✓ Where applicable, raise awareness of TIF and how it can assist in development
- ✓ Educate people on wage and income levels

ECONOMIC DEVELOPMENT

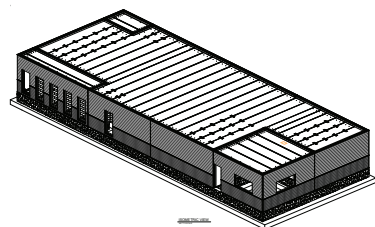
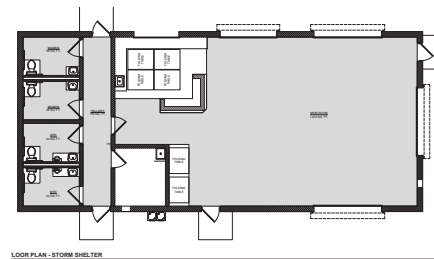
WCWRPC partners with area communities and other economic development organizations to foster a sustainable and diverse economy. Our economic development work has included assisting communities in the creation of Tax Incremental Districts as a local financing tool to support economic development, data analysis, and downtown revitalization efforts. We have also been integral in helping communities secure grant funding to implement a variety of community infrastructure projects.

COMMUNITY INFRASTRUCTURE FUNDING ASSISTANCE

WCWRPC supports communities across the region in identifying, securing, and managing funding for critical infrastructure investments. From water and wastewater systems to street projects and community facilities, we provide technical assistance to help local governments navigate complex funding programs and advance projects that strengthen community resilience and quality of life.

Village of Almena Safe Room — Barron County

WCWRPC worked with the Village of Almena to finalize an application for funding from the Federal Emergency Management Agency (FEMA) for the construction of a community safe room. The safe room will provide protection of targeted populations from tornados and other high wind events and will also provide shelter during extreme heat, extreme cold, and long-term power outage events. Construction of the shelter is expected to begin in 2026. It will feature an innovative storm shutter technology that will allow the safe room to also function as a community gathering space during normal weather.



Northern Wisconsin State Fairgrounds Safe Room — Chippewa County

With funding assistance from the Federal Emergency Management Agency (FEMA), the Northern Wisconsin State Fair Association was able to construct a safe room at the fairgrounds in Chippewa Falls. WCWRPC assisted with the grant application which was awarded in 2023 and continued to administer grant funds through project completion which occurred in 2025.

Hillcrest Estates Safe Room — Eau Claire County

The West Central Wisconsin Regional Planning Commission entered into an agreement with the City of Altoona to provide administration services for a \$1.2 million Federal Emergency Management Agency (FEMA) grant to construct a community safe room at Hillcrest Estates Mobile Home Park in Altoona. The safe room will be approximately 5,600 square feet in size and will provide life safety protection to 890 mobile home park residents and their guests, as well as local staff, during tornado and high wind events. In 2025, the designs for the safe room and the bidding process for the general construction contract were completed. The construction phase of the project will commence in mid-2026 with substantial completion expected by the end of the year.

Town of Fremont Fire Station — Clark County

In 2023, the Town of Fremont was awarded a Community Development Block Grant – Public Facilities (CDBG-PF) to fund the construction of a new fire station. The Town contracted with WCWRPC to administer the grant award and ensure compliance with all grant requirements. Construction of the fire station was completed in mid-2025. The project includes a community room that is available to residents and organizations for meetings and events.



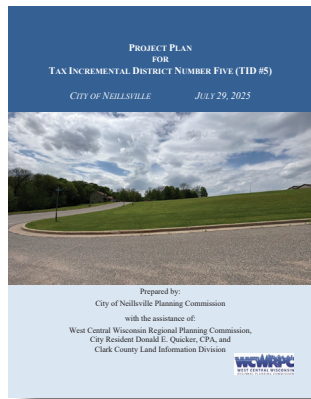
WEST CENTRAL WISCONSIN COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY UPDATE

In March 1980, the West Central Wisconsin Regional Planning Commission was designated as an Economic Development District by the Economic Development Administration (EDA) of the U.S. Department of Commerce. This designation allows WCWRPC to receive EDA funding to conduct and support economic development activities throughout the region.

As a part of its ongoing work with the EDA, every 5 years the West Central Wisconsin Regional Planning Commission updates its Comprehensive Economic Development Strategy (CEDS). The CEDS provides a blueprint for economic development for the 7-county region, including broad-based input from the public sector, community leaders, local and regional economic development organizations, institutions of higher education, workforce development and private individuals.



In 2025, WCWRPC updated its CEDS for the 2025-2030 time period with its strategy including two major frameworks under which regional goals for economic development have been established. The People-Centric framework features goals related to Business & Workforce Attraction, Workforce Training and Quality of Place. The Place-Centric framework has goals focused on Infrastructure, Energy & Innovation and Business Support & Development. The Commission will make progress on these goals over the next 5 years through its continuing partnerships with communities and organizations throughout the region.



CITY OF NEILLSVILLE TAX INCREMENTAL DISTRICT #5 — CLARK COUNTY

Tax Increment Financing (TIF) is one of the most powerful economic development tools available to local governments in Wisconsin. TIF offers a mechanism for financing public investment through public-to-private sector cooperation. In 2025, WCWRPC assisted the City of Neillsville to prepare a Project Plan for Tax Incremental District (TID) Number Five, a mixed-use TID designed to support additional development in the southwest area of the City. The increased development that is anticipated to occur as a result of TID #5 will increase the employment, workforce, and tax base of the City, while helping to address the City's housing needs.

OTHER ECONOMIC SUPPORT

The West Central Wisconsin Regional Planning Commission maintains a presence on the management committee of the St. Croix Valley Business Innovation Center, which provides incubation services to businesses in Western Wisconsin. The Commission's involvement on the committee helps to provide the support that businesses need to thrive in this growing part of the state. In Fall 2025, the Commission had 2 representatives on a judging panel for business mini-grants being awarded by the Innovation Center, which included funds of up to \$9,000 for several businesses in the western part of the region.



Broadband Alliance - provided coordination and outreach support for this multi-agency partnership.

Lightcast Analysis & Coordination - utilized Lightcast (formerly EMSI), a web-based data analysis tool to assist with economic development studies and provide support to communities and regional partners.





REGIONAL BUSINESS FUND, INC.

Regional Business Fund, Inc. (RBF, Inc.) is a non-profit economic development corporation whose purpose is to promote business and economic development in west central Wisconsin by providing business financing tools.

RBF, Inc. offers low-interest loan funds to businesses that expand within the region, diversify the economy, add new technology, revitalize buildings in the region's downtowns, create or retain quality jobs, and increase private capital investment in the region.

RBF, Inc. is managed by a Board of Directors consisting of representatives from each of the seven counties in the region and contracts with WCWRPC to administer the loan programs.

LOAN PROGRAMS

- » **Revolving Loan Fund**
- » **Capital Catalyst Revolving Loan Fund**
- » **Growth Loan Fund**
- » **Micro Loan Fund**
- » **Façade Loan Fund**
- » **EDA Revolving Loan Fund**
- » **EDA CARES Revolving Loan Fund**
- » **Technology Enterprise Fund**

BORROWER SPOTLIGHT:

Authentic Mental Health Expands in Chippewa Valley



Founded in 2022 by Melissa Jenneman, Authentic Mental Health, LLC provides compassionate, evidence-based care to individuals, couples, and families with a special focus on the perinatal period and major life transitions.

After outgrowing its downtown Eau Claire space, the practice purchased and renovated a larger building on Eddy Lane in early 2025. The expansion was supported in part by a \$77,000 loan through RBF's Capital Catalyst program, helping create a welcoming environment where clients feel seen, heard, and supported.

RBF LOAN DISTRIBUTION & ECONOMIC DEVELOPMENT IMPACTS

2025

Polk County

\$54,500 loaned
 2 businesses
 1 start-up
 4 jobs created or retained
 \$112,000 leveraged

Barron County

\$435,311 loaned
 6 businesses
 3 start-ups
 24 jobs created or retained
 \$1,197,222 leveraged

Chippewa County

\$495,000 loaned
 9 businesses
 2 start-ups
 49 jobs created or retained
 \$2,074,430 leveraged

Region Totals

\$2,844,015 loaned
 45 businesses
 18 start-ups
 311 total jobs created or retained
 \$40,946,166 leveraged

Clark County

\$375,000 loaned
 4 businesses
 2 start-ups
 16 jobs created or retained
 \$19,843,397 leveraged

St. Croix County

\$467,894 loaned
 8 businesses
 4 start-ups
 46 jobs created or retained
 \$5,467,591 leveraged

Dunn County

\$435,310 loaned
 4 businesses
 1 start-up
 72 jobs created or retained
 \$8,242,500 leveraged

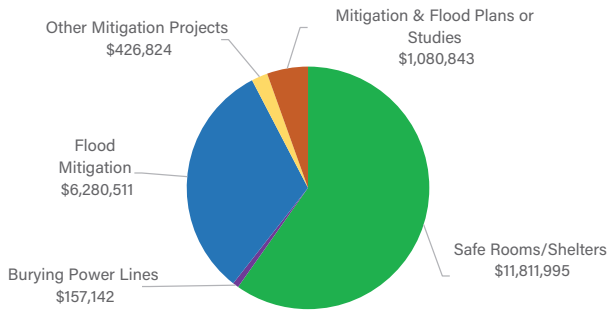
Eau Claire County

\$581,000 loaned
 12 businesses
 5 start-ups
 100 jobs created or retained
 \$4,009,026 leveraged

ENVIRONMENTAL SERVICES & COMMUNITY RESILIENCY

WCWRPC's strong geographic information systems (GIS) mapping services and unique multi-county role is well-suited in helping our counties and communities tackle multi-jurisdictional environmental challenges and protect our shared resources.

HAZARD MITIGATION PLANNING

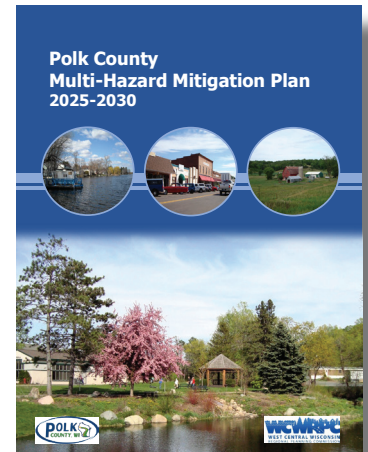


Hazard mitigation plans are a prerequisite for certain Federal and State grant programs. WCWRPC continues to facilitate the regular update of these plans for every county in the region as well as provide guidance and support on related grant funding. The plans have helped secure over \$19.7 million in Federal grant funding flood, infrastructure hardening, and other mitigation grant funding, such as the two safe room projects noted early in this report. The chart to the left illustrates the distribution of Federal Mitigation Grants for the WCWRPC Region, focusing on different types of infrastructure and planning projects. The majority of grant funding supported safe rooms/shelters and flood mitigation projects, both of which are critical to strengthening regional preparedness.

Polk County Hazard Mitigation Plan Update & Hub Site

In 2025, mitigation plan updates were underway or being wrapped-up for five counties, including the completion of Polk County's hazard mitigation plan update. The 2025 update was prepared with the financial support of Hazard Mitigation Grant Program (HMGP) dollars disbursed by the Federal Emergency Management Agency (FEMA) through Wisconsin Emergency Management.

This hazard mitigation plan evaluated the County's risks, vulnerabilities, and capabilities related to natural disasters, along with identified appropriate mitigation strategies. In conjunction with the plan update, WCWRPC staff assisted with the creation of an ArcGIS Hub Site to serve as a GIS-based focal point for plan contents and key elements, such as community sub-plans, overviews of main hazards, and a download link for the full document. In addition, the Hub Site included pages dedicated to predominant hazards discussed in the plan and incorporated related interactive web-maps. Link to the Hub Site: www.hazard-mitigation-planning-polkowi.hub.arcgis.com.



WATER QUALITY PLANNING

Eau Claire River Watershed Nine-Key Element Plan

In 2025, WCWRPC secured Wisconsin DNR surface water grant funding to facilitate the update of the Eau Claire River Watershed's Nine-Key Element Plan focused on reducing non-point phosphorus runoff and sedimentation. Continuing assistance was also provided to Lake Altoona to study the impacts of visitor spending. Planning for the creation of a web-based, regional surface water resource clearinghouse also commenced in 2025.

Sewer Service Area (SSA) Planning

SSA Plans are water-quality plans for larger urban areas that anticipate future sanitary sewer needs while discouraging encroachment upon environmentally sensitive areas that would adversely impact water quality. WCWRPC continues to serve as the SSA Plan Administrator for the Chippewa Falls-Eau Claire urban area, including the review of proposed sewer extensions for SSA Plan conformance. Updates to the SSA Plans for the Chippewa Falls-Eau Claire, Menomonie, and Hudson urban areas are also underway and scheduled for completion in 2026.

Rain to Rivers of Western Wisconsin — Stormwater Education & Outreach

WCWRPC continues to contract with Rain to Rivers of Western Wisconsin to assist with education and outreach efforts related to stormwater best management practices. WCWRPC oversees regular meetings and trainings, and is responsible for creating graphics and media ads such as the welcome sign graphic, shown below. This sign will be installed for future display at Lake Wissota's boat launch in the Town of Lafayette off of County Highway X.



Rain to Rivers Members

City of Altoona	City of Rice Lake	Town of Washington
City of Chippewa Falls	City of River Falls	Eau Claire County
City of Eau Claire	Village of Lake Hallie	Chippewa County
City of Hudson	Town of Eagle Point	
City of Menomonie	Town of Lafayette	

WELCOME TO LAKE WISSOTA

This project was realized through a partnership between the Lake Wissota Improvement and Protection Association, Township of Lafayette, Chippewa County Land Conservation and Forest Management, and the Wisconsin Department of Natural Resources.



This informational signage was developed through a grant provided by Rain to Rivers of Western Wisconsin.

Preserving Lake Wissota's Legacy — Together, for Tomorrow

Hard surfaces such as this parking lot, driveways, and roofs do not allow water to soak into the ground, increasing runoff into our lake. The runoff carries oil, gas, and dirt into the lake and raises the temperature of the water. To address this, we used Wisconsin Department of Natural Resources Healthy Lakes practices and grant money to help us create diversions, rain gardens, infiltration areas, remove invasive plants and replace them with native plants.



These simple practices decrease the runoff by capturing it, allowing the water to soak into the ground and filtering out pollutants while also adding beauty and wildlife habitat to the area.

You can do it too!

Find out more at lakewissota.org and healthylakeswi.org



Diversions

A diversion best practice redirects runoff to a dispersion area where it collects and soaks into the ground, instead of running downhill into the lake.

Several diversions with rocks were installed to slow water down and help keep it in place to minimize erosion.



Rain Gardens

Rain gardens capture and infiltrate runoff, allowing about 30% more water to soak into the ground than conventional lawn, and can be used with any soil type.

Two rain gardens were installed to capture stormwater, filter out pollutants, and protect lake habitat.



Infiltration

Infiltration practices help capture, clean, and filter runoff underground. This prevents pollutants or sediment from reaching nearby lakes, rivers or streams.

Large rock infiltration pits were installed to help capture runoff from the parking lot and keep it in place.



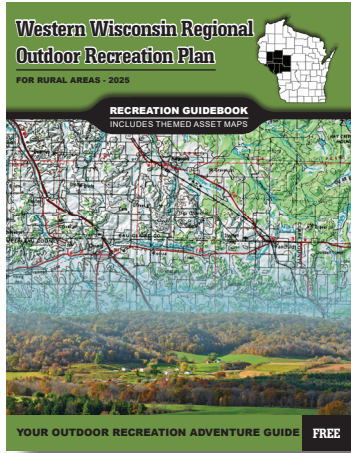
Native Plants

Native plants improve wildlife habitat, slow runoff water, and promote the natural beauty of the shoreline through a mix of grasses, wildflowers, shrubs and trees.

Native plants were installed to improve water quality and enhance the view of Lake Wissota at the site.

OUTDOOR RECREATION PLANNING

Western Wisconsin Regional Outdoor Recreation Plan



The Regional Outdoor Recreation Plan (RORP) is a signature project of the Northwestern Wisconsin Community Network with the WCWRPC performing a key coordinating role in securing funding and project coordination. Made possible through support from a United States Department of Agriculture (USDA) Rural Business Development Grant (RBDG) and the Rural Partners Network (RPN), this effort presents a groundbreaking step for the eight counties of Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Pepin, and Trempealeau.

The planning process began in mid-2024 and unfolded over a year-long period. A steering committee, composed of representatives from all eight counties, guided the work. Professional support came from the WCWRPC, Mississippi



River Regional Planning Commission, Bluebird Consulting, and Visit Eau Claire. Implementation involves adopting the plan at the county level, launching regional branding and marketing campaigns, investing in infrastructure upgrades, supporting small businesses, and monitoring progress through a structured evaluation framework.

The plan positions the Region to compete effectively for state, federal, and philanthropic funding, ensuring that outdoor recreation continues to be a driver of prosperity and quality of life.



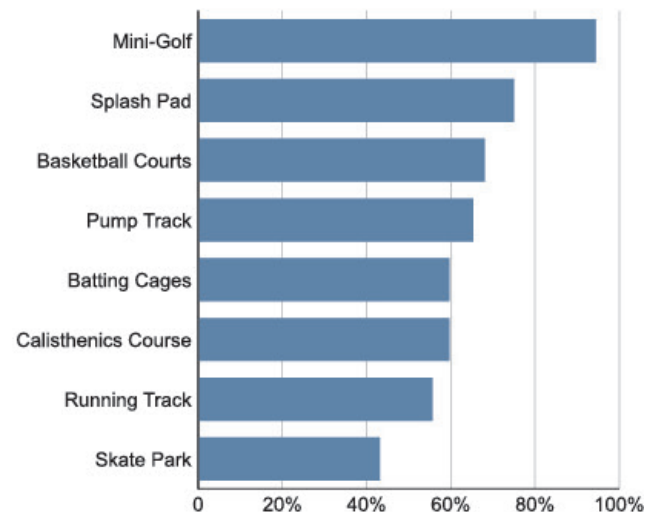
Barron County and City of Chippewa Falls (Chippewa County) Outdoor Recreation Plans

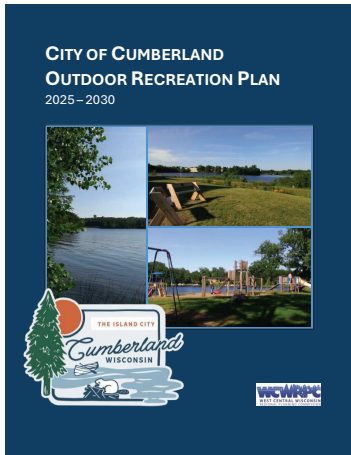
The City of Chippewa Falls and Barron County Comprehensive Outdoor Recreation Plans were completed with professional support from the West Central Wisconsin Regional Planning Commission. The plans include an extensive recreation asset inventory and documents several strategies and desired park improvements over the next five years. The Chippewa Falls Outdoor Recreation Plan began in February 2025, was completed in December 2025, and adopted in January 2026.

One unique effort of the planning process of the Chippewa Falls plan included the development of a student survey for children attending the Chippewa Falls Area Unified School District.

The 79 respondents provided critical feedback on preferred park spaces and activities, along with the opportunity to help guide a major renovation and redevelopment of Marshall Park and its recreation amenities.

To the right is a bar chart displaying the results of the student survey's regarding which preferred improvements they would like to see at Marshall Park are displayed in the chart to the right.





City of Cumberland Outdoor Recreation Plan — Barron County

With the guidance of a steering committee of diverse stakeholders and a community survey, WCWRPC facilitated the update of Cumberland's 2015 Outdoor Recreation Plan. In addition to identifying recommendations for each City park, the Plan supports the efforts of the recently formed Cumberland Area Trails Alliance to enhance multi-modal connections to nearby public recreation areas. The Plan also supports the redevelopment of the Library Lake area as a new downtown park with a small marina, which was an idea that grew from the WCWRPC-led placemaking charette in 2015.

Below is a flyer of Library Lake that WCWRPC staff helped create to provide a visual representation of the actionable results tied to the placemaking workshop in 2015 and the next steps. The Beaver Dam Lake Management District is actively fundraising for the dredging of Library Lake, which is needed for improved boat access to downtown Cumberland.

**Please Help Bring Library Lake Back to Life,
and Restore Lake Access to Downtown Cumberland!**

PHASE 2: Library Lake Dredging 2024

North + Southeast Dredging Areas 6 7

Removing 1,000 dump trucks (150 train cars) of cattails and years of accumulated sludge will provide better boat access to Downtown Cumberland, improve fish spawning habitat, create new fishing opportunities, and enhance shoreline health.

Grove Street Bridge 8

Channel clearing opens Downtown Cumberland to all boat traffic (including pontoons), especially during upcoming Summer 2025 Main Street (Highway 63) construction / closure.

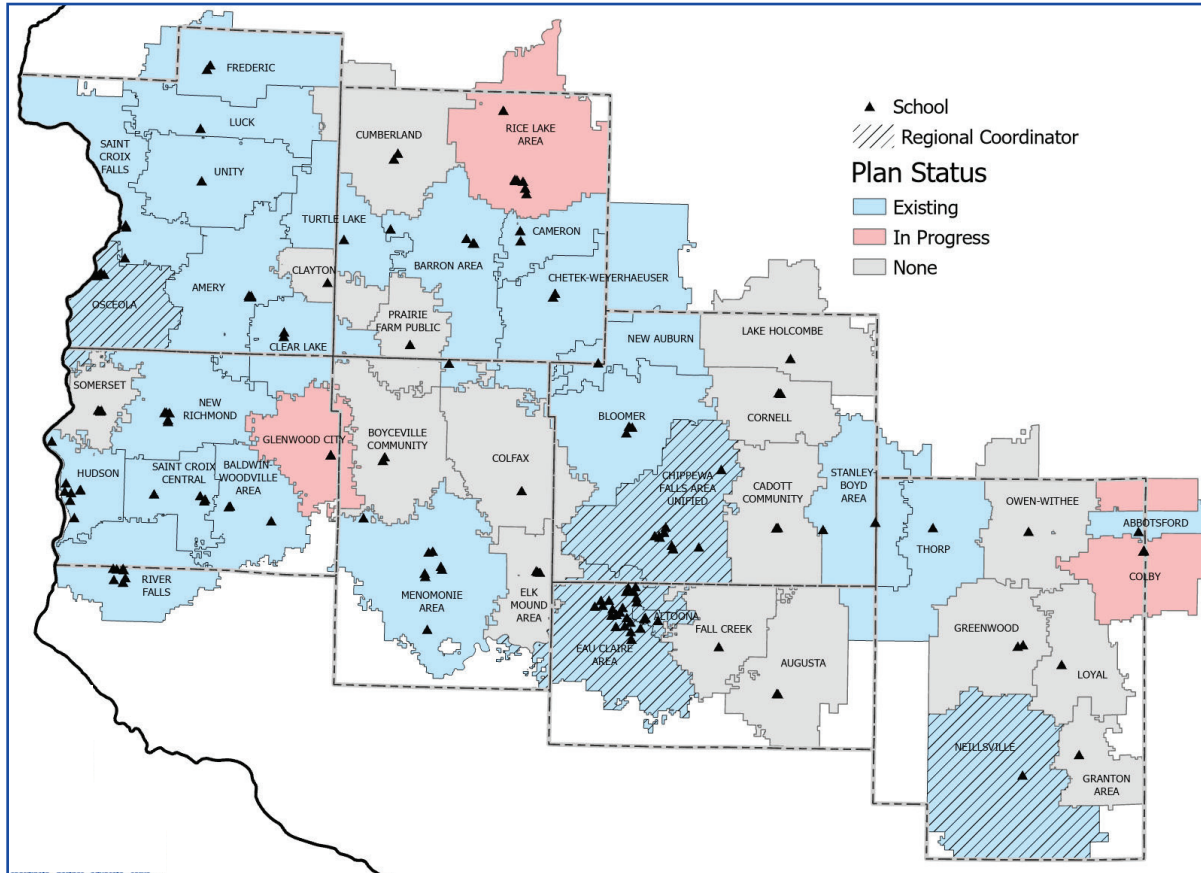
CONTINUING PROGRAM SUPPORT

The following are programs that receive continuous support from the West Central Wisconsin Regional Planning Commission:

- ▶ Chippewa Falls Area Unified School District Safe Routes to School Plan Implementation
- ▶ Eau Claire Area School District Safe Routes to School Plan Implementation
- ▶ MioVision Camera intersection analyses and speed studies conducted for Metropolitan Planning Area
- ▶ Rain to Rivers Coordination and Implementation
- ▶ Collaboration with Disaster Ready Chippewa Valley, Inc.
- ▶ Participation with two working groups for regional passenger rail

SAFE ROUTES TO SCHOOL (SRTS)

The West Central Wisconsin Safe Routes to Schools (WCWSRTS) is a multi-county program funded through the U.S. Department of Transportation's Transportation Alternatives Program (TAP). This program aims to promote walking and bicycling to schools and through enforcement, safety improvements, education, and incentives. Below is an updated map from fall of 2025 displaying each school district within the region and the status of their Safe Routes to School Plan, identifying whether one exists, is in progress, or if there is no existent plan.



Neillsville Safe Routes to School Plan — Clark County

In spring of 2025, the West Central Wisconsin Safe Routes to School assisted the School District and City of Neillsville with developing their first SRTS plan, which was adopted in October 2025. Their first implementation projects include establishing a crossing guard program, participating in the Walk and Roll Challenge, and painting crosswalks along designated Safe Routes.



Colby Safe Routes to School Plan — Clark County

In a similar effort to Neillsville, the Colby School District also began developing their first SRTS plan in August of 2025. This plan centered around providing more spaces for students to walk or bike to school by reducing congestion surrounding the school. The District expressed interest in continuing their Safe Routes program and is exploring options to work with WCWSRTS to implement strategies.

2025 FINANCIAL REPORT

Balance Sheet (as of December 31, 2025)

ASSETS

Cash & Investments	\$1,030,834
Funds Earned but not Received	\$603,437
Prepaid Items	\$27,625
TOTAL ASSETS	\$1,661,901

LIABILITIES, DEFERRED INFLOWS OF RESOURCES, & FUND BALANCE

Liabilities

Funds Received but not Earned	\$1,836
Accrued Payroll and Withholdings	\$86,031
Due to other Governments	\$22,538
TOTAL LIABILITIES	\$110,405

Deferred Inflow of Resources

Unavailable Revenues	\$196,116
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Fund Balance

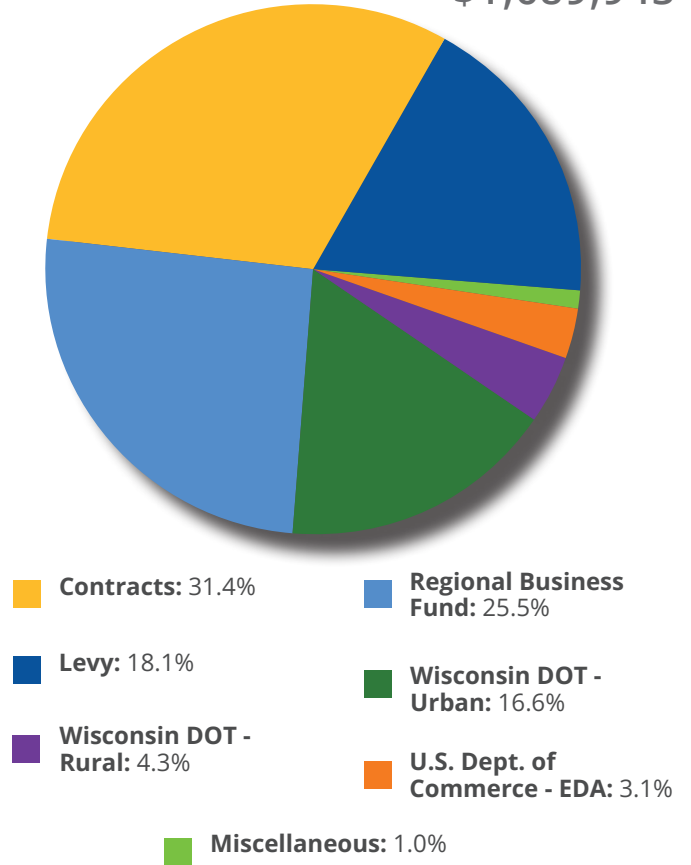
Non-spendable - Prepaid Items	\$27,625
Assigned	\$697,619
Unassigned	\$630,136
TOTAL FUND BALANCE	\$1,355,380

TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES & FUND BALANCE	\$1,661,901
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WCWRPC is funded by five basic sources including: 1) federal and 2) state grants, 3) administration of a regional business loan fund, 4) local contracts, and 5) a county membership fee (or levy) based on equalized valuations.

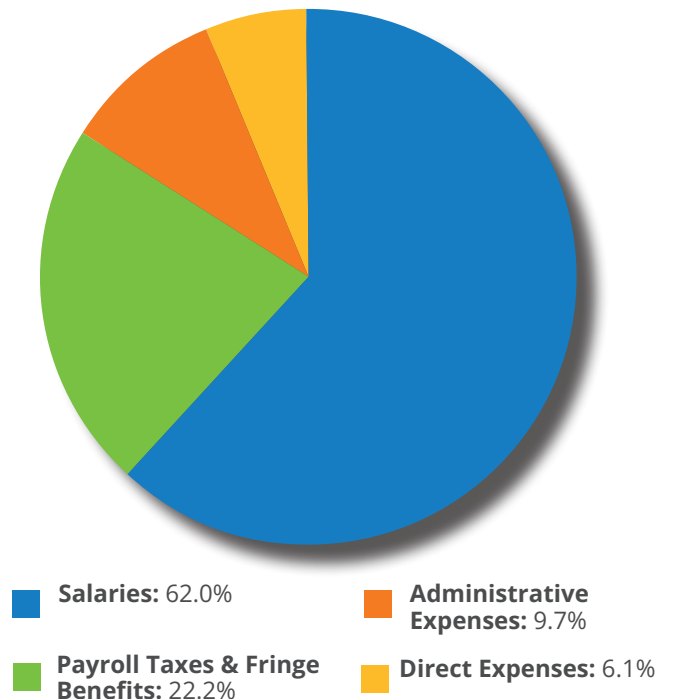
2025 FUNDING

\$1,689,943



2025 EXPENSES

\$1,825,579





**WEST CENTRAL WISCONSIN REGIONAL
PLANNING COMMISSION**

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