

Community Change Grant
Phillips and Price County Engagement Survey

Walk and TALK tours 6/5/24 Wed 5:30-6:30pm meet at
Gowey Title across from Pick n Save
7/4/24 2hrs prior to Parade



**COMMUNITY
CHANGE GRANTS**

Environmental and Climate Justice

U.S. Environmental Protection Agency

Community - Driven Investments for Change
Help develop generations of future enjoyment and growth!
Price County United is applying for 20M grant this Spring 2024.
Skip to END and SUBMIT to SAVE your data. You can return multiple times.

Geographical reach



Index Page: What part of the survey would you like to review

- ☐ START from the TOP and I will proceed to the END
- ☐ INFORMATIONAL Section - describing the grant
- ☐ STRATEGY of redevelopment and visioning
- ☐ REDEVELOPMENT process
- ☐ AREA of redevelopment interest
- ☐ ELEMENTS to add in different areas Public / Private entities.
- ☐ WHAT you WANT to CHANGE/enhance or NOT CHANGE/preserve
- ☐ CALENDAR of engagement dates
- ☐ DEMOGRAPHICS to enter my age, gender, zip (Please enter ONLY ONCE) skip if returning
- ☐ CONTACT information for people wanting to lend a hand/invest/work for projects
- ☐ SUPPORT and PARTNERSHIPS organizations that would like to partner
- ☐ The END SUBMIT, contact for Price County United

Information

Price County United Limited is a local **non-profit organization** that is involved with community and economic development. We are submitting a **20M grant** for the Phillips area in **Spring 2024** that will provide increased resiliency, optimization of our natural assets and our historic mainstreet on Hwy 13. Our work in Phillips will continue **into the other communities** of the county. Our projects that we will shepherd through the process are required to be **completed in 3yrs**, involve community engagement, partnerships, improve the local economy, and **fulfill some if not ALL of the 6 objectives** of the grant as displayed above.

Defining the Process of Redevelopment (click and expand to review in detail)

The Ready process is mapped out as five sections
our community address questions

Working through each section will help
and evaluate various property redevelopment options.



5 steps to MAKE IT HAPPEN!!!

STRATEGY of redevelopment and visions

Our strategy is to create "**locally owned**" **gateways** to mainstreet to assist in our local economy and wellbeing. The designs will increase the diversity, density of activities downtown with "complete streets" that are **navigable by bicycle, pedestrian, and handicap accessible sidewalks**. Our goal is to improve our connectiveness and innovativeness. **This is a resiliency grant =>** You could ask yourself when suggesting designs and elements, will this help sustain Phillips throughout the years with the ups and downs that the community will face? Understanding the reason for the design will help you provide ideas that will meet these goals. We look forward to your comments.

The objectives for the Community Change Grant are:





The generational anchor to the lakefront and city center is **broken free** from idleness and inactivity. Let's hear it! What is the first thing that comes to mind when you hear that something is going to happen to LIONITE!!!



Changing the Face of Our Communities

.... What is YOUR Vision...We are LISTENING...Collecting perspectives in our SURVEY



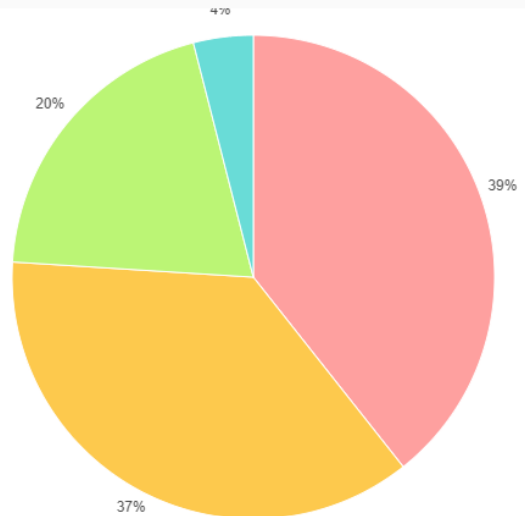
The generational anchor to the lakefront and city center is broken free from idleness and inactivity. Let's hear it! What is the first thing that comes to mind when you hear that something is going to happen to LIONITE!!!

Answers
What is it going to be? This website is not clear. We need more congestion in the small downtown area like a hoe in the head.
A large park along the lake with hike/bike trails.
I say bullshit... The owners don't care. It appears that they plan to just pay the property taxes and let it perpetually remain as it is, a blight on our community forever.
I am excited to get that big ugly building out of here! Open our community more, and I am excited to see the vision and hopefully bring some greatness to our community.
Yea!
Thank Goodness! What a waste of valuable lakefront property.
Finally!!
The property has unique potential. If the factory will never again be productive, it would benefit the community to remove it for another purpose.
Good. Time to upgrade Phillips! Revitalize and improve the community while increasing tourism business. There are so many lakes and yet very few public spaces to enjoy lakeside parks other than Elk park.
Always active event space :)
Make the lake more visible as soon as you turn into town around the Chamber of Commerce building so tourists get a more extended view of the lake. Would be nice if the LP tanks were cleaned up. The industrial aspects make it uninviting to stop currently. Create multiple opportunities for tourists to pull off and stretch legs (easy access pull off parking). Accessible hiking/walking/biking paths down around the lake. Not sure how but need a way to create opportunities for small businesses to pick up customers that stop here. Coming from a mellennial that moved out of the town, a brewery with a great view of the lake would be the dream (logger lager) (:
i am glad
Unightly area. Allow for snowmobile/atv access through the area. Allow businesses to develop tourist type restaurants and stores. Good area for wildflower gardens.
Get rid of the eyesore. How about a few pickleball courts?
So excited to have it cleaned up and changed into something beautiful and useful.
Excited to see change and something more environmentally friendly.
Unfortunately like many other businesses in Northern Wisconsin, this happened. I feel that there is not a lot to do for our youth in town. I

Answers
would love to see some sort of large sports complex to have indoor activities. You look at the place in Ashland, there are schools lining up to use the facilities from hours away. With that traffic more tourism dollars would be pumped in to our local businesses. Something with an indoor track, ball field, basketball courts. Maybe some coffee shops or a micro brew. Maybe some historical center that show cases our heritage of Price County.
Something both for the community and for tourists would be nice to see. We are a tourist town and need to draw people in. It would also be nice to promote health and fitness. Something similar to the MAC in Manitowish Waters looking over DuRoy. The MAC has a very nice fitness center with plenty of space and saunas in the locker rooms. We already have the school pool so we don't need that. But the gym in town is very undersized. If there are 5 people in there it is cramped. I've heard from multiple people that they don't go because there is no room or they leave early because a group of people show up. For the sauna, there are none that I know of in the area and the health benefits are amazing. For the tourists and locals a brewery or distillery would be cool. A bike and walking trail would be great to see. It's a long stretch but it would be cool if we could connect it to the trails in Manitowish or at least get a solid 50 miles or so. I sometimes drive to Manitowish just to bike their paved trails. I do ride the country roads around here too but they can be in poor condition and makes riding long distances tough.
I am very excited to hear this. I am ready to not see that building on my way into town everyday. I am excited to see a new and improved lot of land that will benefit our community.
Excited about the possibilities
Excited for the possibilities and positive change it could bring to our community.
I own Lake 11 Brewing in Medford and a couple residents of Phillips asked me about helping with a taproom or ideas for this space. I would be happy to talk more about ideas or helping out with this project.
Good.
Whose going to profit
Green space, water views, attractive setting
We are missing the view of the lake, but we are also missing long-term jobs.
I'm happy to see the cleanup being completed.
An opportunity to kick off a sustainable community upgrade. For the good of the citizens of not only Phillips but all of Price County

☒ ☒ ☒ Your response to movement at Lionite!!

Answer	Count
YES!!!	59
It is about time!!!!	55
What a relief!!	30
Other	6



What would you LIKE to see on the LIONITE property!!!

Answers
Mixed housing like apartments or condos with open gathering area and a walking /bike trail.
Public green space, enhance outdoor activity access, or a pedestrian-only area of shops, restaurants, and/or gathering spaces. Utilize the area as a place for all to enjoy and benefit.
Clean up
Continued walking trails along with mixed use (business/residential).
A fun resort like hotel with a small water park inside for guests on those rainy days!
something that would either employ or generate income...like a super one market or something
Multi unit housing suitable to fill gap needed for workers at local businesses. Create an environment suitable for families as well as singles. Locate start of a bike path to Prentice. Finish cleaning up site of contaminants, if necessary.
Expansion of the existing disc golf course. More trees.
Bike path Upscale hotel - Hampton Inn Multi-family housing Bike path to Prentice via Fred Smith, D. on to Marshfield Wedding Venue Recreation Center with rubberized walking track City Hall overseeing Wedding Venue, recreation center Food Truck area Brewery called "THE MILL" upscale motel - familiar Bike path
At the least some sort of lakeshore park with boat docking ability for both residents and non-residents.
An RV Park may be OK, but they tend to turn into eyesores.
A new resort/motel would be nice. I realize it is floodplain, but there are ways around that according to my conversations with the DNR and other state agencies.
I would like to see a mixed use with an anchor hotel resort type of a property to help drive the hospitality industry. We have an incredible opportunity to bring our community out of the "dark ages."
I think another boat landing would be a great addition(either that or fix the boat landing on Duroy). Something to present recreation and

Answers
open up the beautiful view to the water.
Multi family housing units to support local industries' shortage for workers. Upscale motel for visitors. Boat house/rentals.....kayaks, canoes. Start of a bike path running to Prentice or further.
1. Craft Beer Brewery & Brew Pub/Supper Club with landscaped trail down to the lakefront, including 8-10 lighted boat slips 2. 4-Plex Theater 3. Zip Line
More community and public space for weekly flea markets, events, relaxing, etc.
I would love to see some form of eco-friendly hotel with an apartment extension. Of course, you might be thinking that sounds like a lot to fit in that area, but in all reality that factory was HUGE!!! It would economically enable our businesses to get people to spend money on our town, since we don't export many goods other than tourism. The companies that are the big exporters, however, are looking to hire new workers, but don't have anywhere for them to live. That's why some affordable, smaller apartments would be very nice, especially on the water. I would also like to see that the trail running through Lionite Park could get extended down the rest of that riverbank, and potentially even further. If this were to be what ended up happening, I think it would be amazing to have a rooftop ""lounge"" of sorts that could have greenery and food, and just be open to the public to be able to enjoy a meal on the water.
A park, walking trails. Utilize the property's beauty. Developed with green space in mind.
Reopen boat launch Trampoline Park Indoor rec center with basketball or volleyball courts to utilize over winter Swimming area(s) Walking trail near waterfront I suppose parking (always a major problem)
A Phillips-Medisize manufacturing campus like they have in Eau Claire or New Richmond, WI. OR, a L& M Fleet Supply store!!! Something that would bring jobs to the area.
Community space including a boat launch, parking, and boat/trailer storage area. This would alleviate the issues at the boat landing during community events at the park.
Recreational activities (biking, hiking, pickleball/tennis courts.) Benches, quiet areas. Gathering area.
Green space with native plantings, walking path, recreational space plus areas for nature lovers and bird watchers.
Community recreational and entertainment type of redevelopment area that takes advantage of the lakefront property
Public event center or rec center, Community area for people to gather
Green space park with renewable energy considerations

Answers
Some industry utilize the railroad access
Possibly condos. Bike trail, recreational facilities, boat house.
New manufacturing company to bring jobs back to the community.
Green space for families. ""Quiet"" boat launch for non-motorized kayaks and canoes, etc. Picnic pavillions, pickleball courts, modern kids' playground, shoreline fishing.
Resort
Green space. Possibly a community garden. Kayak launch area and continuation of the walking path.
Lakeside version of a ski hill chalet. Bar/brewery adjacent, food, fireplace in the winter, family friendly large slider-windowed-wall (so it can be opened in the summer) view of the lake. Have events, giving travelers a happening instead of just a destination.
Hiking/walking/biking paths down around the lake. Places to have a meal and relax. Nature Less obstructed view of the lake.
A community center that provides space for various activities and classes (i.e. art classes, foreign language, martial arts, yoga, etc.) for both children AND adults.
Community garden. Dog park.
Public multi- use space developed.
A couple thing come to mind when I think about what could be put there. First, there is a housing crisis in Phillips and apartment building to house families would be a great idea. Also apartments that are vacant at the time or when someone moves can be rented out for tourist to stay, seasonal hunters etc. until the apartment has a renter again so it continues to make money as well. Kayak, bike, and other rentals would be great continuous money coming to the community and people won't always have to pack all their stuff or for those that don't have space to put those items like a garage if they were to purchase them they can also enjoy the activities and the beautiful scenery of the area. I'd love a walking/ bike trail down that way. I'm honestly hoping not to see too many building there blocking the scenery as that is one of the main reasons we chose to raise our kids here it's beautiful and we love the outdoors. However, if buildings need to be put down there I just hope they create jobs for the community.
A decent hotel - there isn't one in the county. When there are events where do people stay?
Some that benefits the community not those outside of it.
Pickleball courts. A beach, maybe. But with its history that might not work. A bike path. Benches.
Boat landing, walking and biking trail. Kayaking, paddle board etc, rentals, beach.

Answers
Boat landing, walking and biking trails, beach, kayak and paddle board rentals.
-Open water access -PublicField house to access multiple sporting type events...year round
Above
Fitness center similar to The MAC Brewery or distillery Longer distance biking/walking trails
Brewery, trendy and upscale building with outdoor seating
Fishing piers added.
Not sure
Parking, play ground, boat landing.
Library along with cafe/coffee shop / area to watch your children / grandchildren play while you enjoy the wildlife and water view. trail systems and water sports available with plenty of green parking
Family-friendly bike/walking paths and local shops that take advantage of the potential beauty that is the chain of lakes. Boardwalks and docks available to take advantage of this area. There is real potential to clean up this eyesore and make it focal point of the city.
Condos. Recreation center. Building with indoor seating, outdoor seating in summer. Also used for yoga, Strong Bodies classes.
This area could become a park with walking paths, marina, boat club with a seasonal ice cream and sandwich shop. Part of this area could be used to build condominiums.
Rec Center, including Fitness & Wellness Center
This area could become a park with a marina, walking paths, kayak, sailboat rentals and condominiums.
Phillips is a diamond in the ruff. I would not to lose the fabulous small town atmosphere that brought me here. Any developments should reflect that. Perhaps a boat snowmobile and atv facility with a combined casual restaurant.
I think an activity such as minigolf, bumper cars, or an arcade type thing would be perfect for this property. The location right next to the park would bring in a lot of families.
Housing to the south portion. Group of condos/townhouses with lake access. Not many, maybe 20 units or so. Make it a "condo association" that prevents short term rentals (Air BNB) Restaurant /city center in the middle. green space/park to the north. Move the parking lot from Elk Lake Park to the Lionite property to expand the park we've already invested in and is so great.

Answers
continue the trail from Elk Lake Park to the Lionite property. City community center YMCA
Some green space, a picnic area, walking trail, community center, day care both child and adult. Anything that doesn't spoil the view of the lake. The lake is such an asset and to have that view open again is exciting to think about.
Green space, walking trail, picnic area, community center, day care both child and adult. A multi-generational use area. Buildings that make a light footprint and that do not interfere with the view of the lake. Maybe some signage similar to what is at the concrete park explaining the historical nature of the property as it relates to Phillips.
hiking trails, boat launch and parking for boaters. Affordable housing.
Extend trails, more parks and perhaps a library/bistro area for people to read while overlooking the lake, gardens, etc.
Some housing (not too tall) Access to water
A taphouse, wine tasting & coffee house on the boardwalk. Also a kayak, canoe & bike rental, repair place. The boardwalk would connect to other hiking, biking trails throughout the city.
Classy townhouses (not too tall), walking path/water access with chairs & benches, low level event center with large windows,
Community, public access to lake and ground activities, biking & walking trails along the lake
I think an entertainment area would work for this area. Have it as rentable spaces for restaurants, taproom/brewery, gift shops, outdoor sports retail.... The restaurants and taprooms facing the water and the retail to the Main Street side of the property. If housing is an issue put some apartments on the top floor. Some of the spaces can be rented out by local artists and having a performance space for winter performances and community theater. If there is room, you could incorporate a community garden area.
An indoor kids park for rainy and cold days. It's difficult to find things to do with young kids, especially in winter. Additional recreation areas with information about the history and culture of the area.
Indoor kids park. Outdoor recreation area
Boat docks and a large pier for fishing off of. A pavilion with bathrooms and places to sit and enjoy the lake view. A business that would rent out fishing boats, pontoons, ski boats, kayacks, canoes. also someone that could fix boats and motes. A place to store boats for winter. More boat and trailer parking.
A boat landing. We need affordable housing, but not sure it could be affordable and waterfront. Maybe some small industrial company, but that takes away from the waterfront as well.

Answers
Water view, native plants along the lake shore, invasive species control, playing fields, paved bike/walk trail
Walking/biking trail, brewery, rec center including pickle ball courts
Pickleball Courts (indoor?)
Something unique that draws people to visit or live- unique hotel (tranquil spa with sauna/steam/massages/salt room or mini indoor water park or indoor/outdoor hot tub / pool that can be run year round). Affordable town homes that would allow pets. Small café or specialty coffee shop / ice cream shop / candy store / restaurant - open 7 days a week.
A place for kids/teens to hang out that is SAFE, with some adult supervision. As a teen growing up in Phillips, we routinely would drive all the way to Medford to the bowling place, because there was a game room and pool room, and kids under 18 were allowed. It kept us out of trouble, and gave us something to do. (And also spend some \$\$\$.)
Beautiful Garden space and paved walkways, seating, gazebo areas with a view. More boat launches.
Building properties for businesses that could provide services for people who choose to engage by utilizing the property and trails created to enjoy the space. Businesses could include but not limited to a brewery or taphouse, a coffee shop w/library or workspace. Trails that would incorporate the existing trail system and go around the town to connect other parts of the town like the high school, ball fields and the Elk Lake Park trail system.
Ideally, another business to offer employment opportunities in the community. If not business, then multiunit long term residential offerings (ie: condos or long-term yearly rentals), but not short-term rentals. When tourists can find a place to stay but new employees can not, it is an issue.
- the Lionite space should be transformed into a space that makes Phillips a destination (not just a town to get through on the way up north). Some ideas: - beautification of shoreline (and good stewardship of green spaces) - a cultural and financial hub—an enterprise that will bring in significant year round revenue (i.e., craft brewery with healthy [clean label] dining. The cultural component honors the history of Phillips—perhaps keeping and incorporating the grain tower as part of the new construction - retail space with Wisconsin/Up North/ Northwoods items (perhaps a Starbucks or other local coffee house attached) - good branding and PR to accompany the development! Examples of naming: "The Mill at Phillips" Examples of town slogans: "Phillips. Breathe Easy." "Phillips. A Breath of Fresh Air."

What would you NOT LIKE to see on the LIONITE property!!!

Answers
Heavy industry or residential-only development. Left as-is
No toxic, polluting businesses No vacation rentals (example, AirBnB, VRBO)
Another factory
What you have planned
Another industrial site
Low-income housing.
The property is very visible, and this would not be very appealing to those transiting or living in our community.
Just look at Elk Lake (formerly Lionite) Park. It is not well kept and has been an eyesore at times.
Another manufacturing business that is ugly! We need something that will bring tourists and recreational seekers!
HOUSING!!! We want open areas, not eye sores.
Industrial complex.....waste of a beautiful waterfront
Private property or development
Another factory, heavily Private property, or already available public amenities. That lot is practically in the center of town, and having a factory there was such an eyesore, and there are so many better things that could be there that could actually engage the community. However, we are a small town, and to me it would seem counterintuitive to create another thing that already exists (library, pool).
Too much massing of condos, development.
Housing (even though this community needs housing), but not at the waterfront! Would love all waterfronts to remain useable, public green space!
A recycling center or the heap of scrap that is there now.
Not anything industrial! Preferably no housing unless it fits the site without distracting from it.
Apartment building, strip mall.
Industrial development
Condos, Private housing,
Residential or commercial lots

Answers
The crap left there now
Vacant land not used for businesses or a recreation draw for visitors.
Dog park. Condos. Skateboard park.
Gas station or bank
A leveled empty space.
Anything that isn't inviting to single travelers. Some venues, whether or not they mean to, are to "locals only". Others, are so family friendly, young childless couples feel so strange not having kids, they never return.
Gravel parking lots Industrial businesses Clutter
Anything that does not enrich the community or provides enrichment to only a few.
Homes or rental properties.
Please don't block the scenery!
Something that only benefits those who come to Phillip's briefly and not something that helps jobs, or housing
Any signs that it was a factory. No smokestack.
Industrial building. Anything that is not environmentally friendly.
Industrial buildings.
Housing that keeps the lake closed off as it is now.
I wouldn't like more boutiques and shops that overcharge. No new library.
Apartments
Condos
no rise building/ apartment as you would be defeating the view from main street / hwy 13.
Chain restaurants with no local appeal or commitment to our community
Another factory, parking lot
Factory or parking lot
Phillips will never be able to compete with Hayward or Eagle River so don't even try. Definitely no chain type facilities. That simply would

Answers
not be compatible with the rest of the town.
LIONITE. I think keeping it green would be wonderful.
The LIONITE buildings!!!!
a Boat house if its only a boat house. Call it a community rec center, and it has a spot to store boats and I support it.
A bunch of AirBNB's without ""permanent"" residents.
Low rent housing
Heavy industry
Heavy Industry
casino or commercial retail
Tall buildings
The buildings to continue to deteriorate or have manufacturing start up again that truly defaces the beautiful lakeshore the property has.
Big buildings that block the water
Ugly buildings blocking views of lake frontage. Private access only would be so sad. No Factories, factories belong in industrial sites!
vacant land
Nothing industrial. Local businesses only. Preferably no national franchises or chain stores.
Private homes
Manufacturing, invasive plants
Condos, lake shore housing
Left to rot!
A factory, gas station, bar, or something that won't be able to sustain business and will be vacant again.
More housing developments.
Vacant buildings/eye sores/trash.
A skate park, hockey/ice rink or a bump park. There already is a hockey/ice rink in Price county! There is also a small skate park/bump park for biking. I feel there are much better ways to utilize this space. I also do not feel that ""affordable"" housing would be a great way

Answers
to utilize such a great piece of property.
Plain green-space. It would be beautiful, but it doesn't solve any of the issues facing our community. Definitely not a productive use of the space.
And again, not short-term rentals.
<ul style="list-style-type: none"> - One more greasy bar and grill/tavern. Fried food is all we have. Let's evolve into healthy culinary choices! - One more financial institution. How many banks does a town need?? - A gas station, attorney office, or other business that does not draw visitors to Phillips as a "destination location"

Upload images you would like to see on the FUTURE Lionite site!!!



WPA
Main Entrance
Santaguin Recreation Center
Santaguin





Lionite is ONE of MANY redevelopment areas. The Community Change Grant application is going to address Lionite and these other sites to create a sustainable community and increase Phillips future resiliency. Let's begin...

Answer choices	Count	Percentage
Duroy boat landing. Beaches.	1	25
Okay!	1	25
Keep your focus on the Lionite property to start with to avoid scope creep.	1	25
Will there be other board members appointed/voted in to aid in determining how the grant money will be distributed/spent. Will there be subcommitties formed to accomplish this?	1	25

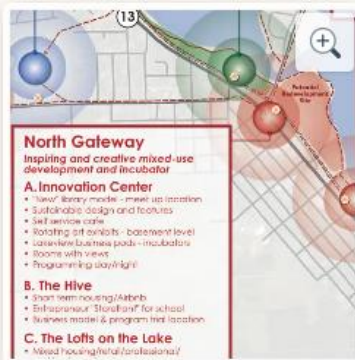
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AREA of redevelopment interest

These are project AREAS that are being looked at. As we develop the areas we will provide more detail. You will be able to CLICK on the AREA and we will dive deeper into the details. (A feature we will use soon!) Please add your perspective and recommendations!!! Diverse perspectives and thoughtful input welcome!!!



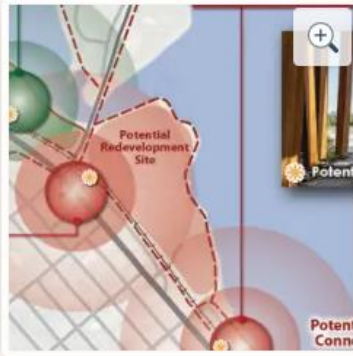
North Gateway



South Gateway



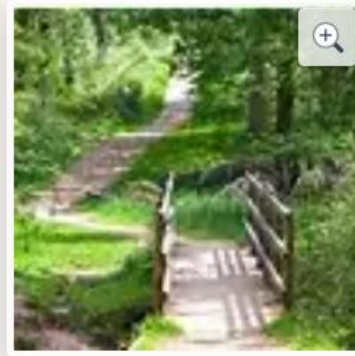
West Gateway



Lakefront Gateway



Asphalt trails



Dirt trails



Overview

Add comments here referencing location: i.e. North Gateway - pop ups, foodie venues

Answers
At this time, I think the focus of the grant should be on creating trails and green spaces. Don't believe that additional retail space is necessary as we already have empty store Front downtown and good offerings of businesses in our community. Having a trail system, other paved or and gravel, allows more people to enjoy the outdoors. It will also help develop more groups of people who are active Outdoorsman and think of Phillips as a place to be.
All Main Street should be retail and hospitality, no title companies or lawyers to revitalize main town
Dirt & Asphalt trails, Innovation Center / Lakefront Gateway
A combination of the rise in youth sports programs and senior/retired activities along with combining the schools to one building, our community is dire need of another gym/indoor recreational space. Whether this means something like a field house or a smaller version, enough for 2 full courts and bathrooms would be the simplest solution. However, this could be expanded to include additional class rooms to be rented out for use. Additionally an indoor playground for small children in the winter months would be extremely popular. Another vital need in the community is a child care center, especially for pre-school kids. There is currently no public daycare facility, it is only in-home care and they are limited to the number of kids they can take and hours. The Lionite site is a great piece of property to be on the lake, I also feel this would make a great space for a campground with showers, basketball/volleyball court, there is probably enough room to even have a baseball field, including walking & biking trails. This would bring a ton of money into the city with its easy access to down town.
The downtown development areas should remain taxable. We should not be dictating what happens on private property outside of the right-of-way. The existing city parking lot is often barely used and if it is, it is by neighboring rental properties or business owners. Develop areas that have already been identified in the city recreation plan. Such as the Bostrom Park boat landing on Duroy.
It would be great to have paved, marked parking at Elk Lake Park and paved, marked parking on the Lionite side of H for vehicles with boat trailers. A longer non motorized trail system would be great. I don't think more downtown parking is necessary at this point. The only times I have trouble finding parking are over a busy holiday weekend. We also have a nice library with good parking already, I don't think it's necessary to build something new.
It is a nice tap house where people can have a snack, a cold local brewery beer, and a beer garden where you can play bags, horseshoes, outdoor seating, card games, just any outdoors games. you can have live music on the weekends. nothing too crazy for music. easy listening. A place where you can have a business meeting or any other meetings.
Navigation under the County H bridge is difficult due to low clearance making it difficult to access Duroy by water to enjoy any new development.
Dog park and walking trails Move Hilgys out of city proper to the outskirts on the south side of town.
South Gateway

Answers
<p>Brewery Sidewalk to Bostrom Path on with lakefront views Farmers' market Building with multiple seasonal shops Food Trucks</p>
<p>Two areas I feel is being neglected by both the current property owners and this organization are 1) The south entrance to the City of Phillips on State Highway 13 (STH 13); and 2) The area currently occupied by the former Eastmart convenience store and the Belan building.</p> <p>1) The former Sears store and Warga's, even with the residing of the latter, are eyesores and could very well be developed into something that is more welcoming to those coming to the area.</p> <p>I realize Warga's is a going concern, but it could be relocated into a less visible location, perhaps in the former Ford dealership.</p> <p>2) As for Eastmart/Belan both could be razed, and a parking area created to allow for more people to shop downtown. Something similar to the retaining wall near Krist Oil could create a mirrored look for the downtown.</p> <p>Also, for this area a three-lane entrance from County Road H onto STH 13 with dedicated lanes for south and north access onto STH 13.</p> <p>In addition, this may be unacceptable to some, but the former Freight House building should also be razed to allow for additional parking and a less restrictive and safer view north for traffic. Increased motorhome traffic from the existing campground on County Road H and a possible one at the former Lionite property would definitely benefit from this.</p>
trees and trails, water access
Residential condos, bike trail, lakefront facilities.
Thursday night music in the park has been a popular event. Suggest growing that to including weekend long series.
Would like to see a renovation of the soccer field. An addition of a "pavilion" or roofed outdoor open air or semi enclosed for a farmers market or flea market might be nice
I love the library/cafe idea, honestly I really love all the ideas except for the Air bnb. As I explained with Lionite we need housing for people who already live and work here. That needs to come before tourists as their are other air bnbs and motels already in the area.
In the North Gateway I would like to see the Express Mart Building removed and made into a green space with tables where down town workers and visitors could have lunch. Make the Belan building part of the Chamber of Commerce with a brief history of the "Mill" area

Answers
along with historical pictures and a place to buy food.
First and foremost, the lake front property is what need to be addressed. That is the biggest deterrent to the area at present. I understand the need for improvement on the north and south gateway's the Lake property needs the most attention NOW
Tearing down gas station and improving the back and facade of many of the buildings on the east side of Lake Avenue.
Focus should start with the Lionite/lakefront property first.
<p>South gateway is a good location for boat house. If out on Hwy H, it will be difficult for kids to access.</p> <p>New bigger northwoods style building with lots of windows to replace Gowe and to house the Chamber, a bakery, and coffee house.</p>
In reviewing these proposals, I see may of them to be idealist, vs realistic. They may increase the beautification of the downtown community, but that has little to do with increasing the resiliency of our city.
For example, having the pop-outs on Hwy 13. Many of the bars & restaurants I've spoken with have not interest in them, as they already do not have enough manpower to staff the inside crowds. Similarly, as a patron of these establishments, sitting out on the street right next to the heavy (not to mention noisy and smelly) traffic is of no appeal.
As a business owner, I need more parking in proximity to downtown (handicap accessible preferred), not more space to sell my products. And NOT reverse diagonal parking!!! Our community is aging and they already have difficulty with the current parking (being able to just pull into a spot). Making it harder on them isn't helpful.
<p>- as you enter from the north you should see beautiful and seasonal welcome signage; complete with Northwoods landscaping and trees, flowers, plants!</p> <p>- the second sight should be a significant destination enterprise (like an interactive community center with info, rentals, healthy snack foods, cultural displays, restrooms, seating, with windows windows windows overlooking an inviting and beautifully landscaped shoreline</p>

Upload your drawings/buildings/maps/styles you think would work best in these AREAS...what would improve our spaces...what would be of best and highest use for the specific area. i.e. South Gateway = Tourism/Chamber /Bostrom park access



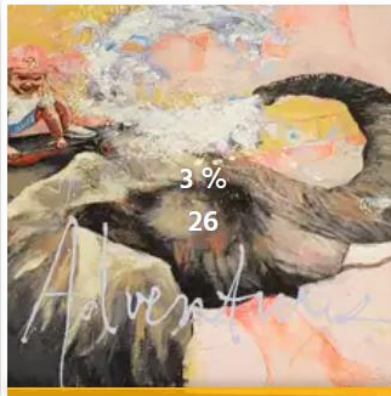
ELEMENTS to add in different areas

These are the examples of elements of the projects we are proposing. **CLICK on all the elements you like!** You may add photos of elements that you like at the end so we may add to our projects.

Click on ALL that you like. Public Elements...



Business pods/centers



Art Displays



Community Boat Storage



Cafes



Boat/Rec Center



Affordable Housing



Healthy Food Options



Climbing/Bouldering Gym



Community Spaces



Dirt Trails



Northern Style Architecture

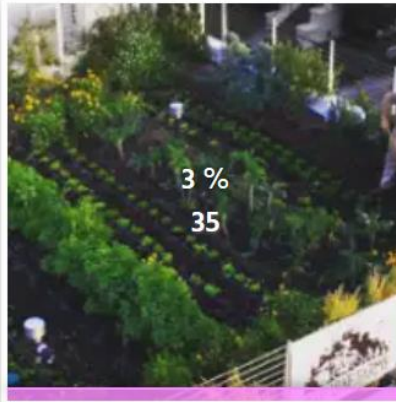


Fitness/Rec Center



2 %
18

Child Care



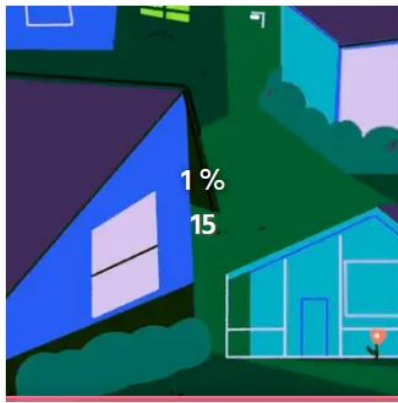
3 %
35

Gardens



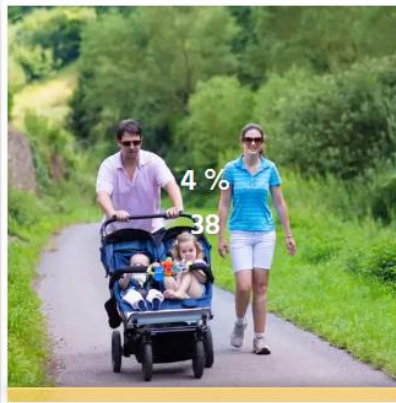
4 %
43

Green Landscaping



1 %
15

Diverse Housing Options



4 %
38

Stroller/Wheelchair Paths



1 %
13

Bike Bump/Skate Park



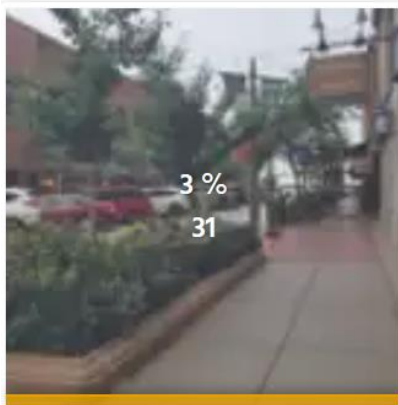
Creative Spaces



Children Engagement



Green indoor Sunrooms



Green Mainstreet Options



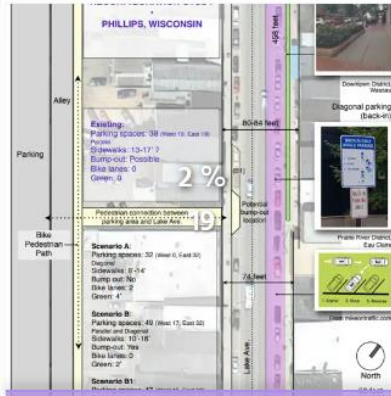
Bump Park



Bump out on Mainstreet



Skate/Hockey Rink



Complete Street/Parking



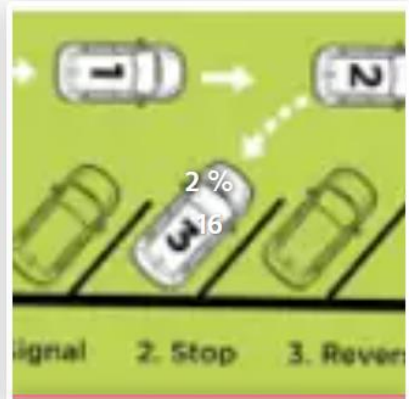
Child Care/Library combo



Meeting Rooms



Asphalt Trails



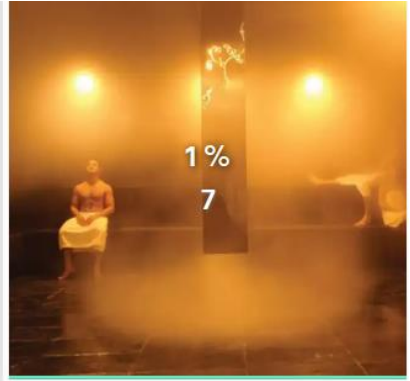
Parking lots /Styles



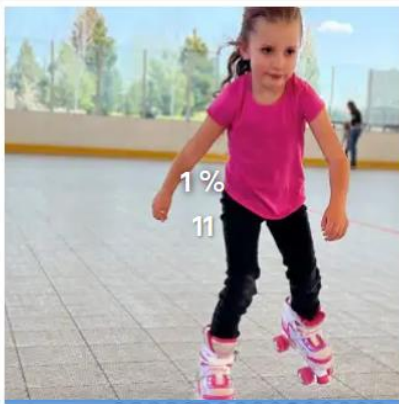
Dining-Sophisticated Options



Library enhancements



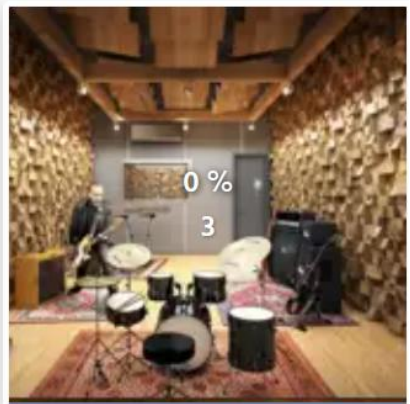
Steamroom



Roller Rink



Outdoor Engagement Areas



Sound/Screening Rooms



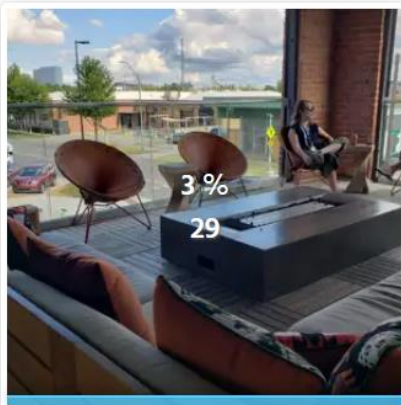
Design Labs



Hockey Rink



Kitchen class space



Indoor/Outdoor space



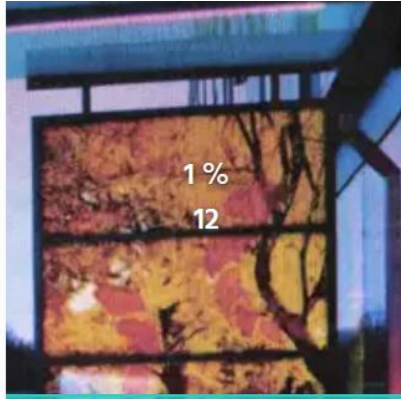
Sauna



Screening/Sound Rooms



Pickleball Courts



Solar panels / Art



Bike Bump Park



Curling Rink



Skateboard Scooter



Outdoor Rec



Roofline/2nd floor Rec



Wood Ceiling Rec

Comments welcome on PUBLIC/COMMUNITY elements you would like to see

Answers
I would prefer to see the money put towards activities or build things that Foster indoor activities on cold days. We don't need more cafes restaurants or retail spaces. That's taking away from other people's businesses at this time. We need something that is unique and different to both our communities and surrounding communities so that people are willing to travel to visit them.
Food, retail, book stores, dance studio etc
Was only able to make one selection above. Would like to see a coffee shop that serves healthy options and has work / study / conversation spaces. Would also love an open farmers market building for spring / summer so locals and small farmers could sell their product. Dirt or paved trails for bikers / walkers. More greenery / plants along the main street & comfortable seating areas.
(the above options does not allow me to choose more than one option) Indoor/Outdoor rec, meeting rooms, indoor ice rink, trails, child care, fitness/rec center, healthy food options, store fronts, indoor farmers market
Would like to see a better outdoor hockey rink that would also offer open skating opportunities.
More outdoor dining opportunities and meeting places would be wonderful. Childcare is a huge need.
I think your nutz
I believe that affordable housing funded by ""tax paying dollars"" does not belong on or near waterways, there are plenty of options elsewhere.
INDOOR Pickleball courts with reservation/1 hr time limit capability. Our winters are long and the courts by the school are always full! There is an entire population of
More bike trails/CC trails could bring/keep people in our area. We travel to take advantage of other areas' trails, and then have dinner and make a day of it. Once people come for them, they need nice places to eat and stay. Hockey and curling people travel for events and would bring people to the area, especially in winter months when a lack of snow hurts our local economy.
INDOOR Pickleball Courts with ability to reserve 1 hour time slots! We have long winters so indoor courts would be available year-round, and the courts by the school are always full so reservations would be helpful.
I would absolutely love to see more walking/bike trails in the area.
Some of these ideas were tried in the past and have failed. We currently have some of these businesses so are you going to compete with them or help them to expand/develop? If you expand with too many similar businesses, you will put all of them out of business. If you put in some of these community activity centers, are you competing with a local business? Part of todays society is all social media and how do you get those people to enjoy the outdoors again.
Dog park.

Answers
Asphalt bike and hiking trails alongside county road W from Downtown through the town of elk.
The whole Lionite building should be torn down. The space is in a flood plain. The area should be used for recreation purposes only.
Came to phillips in 1958 and there was 1600 souls. the latest population is about the same. WATCH the growth curve. Phillips is NOT a vacation hot spot like Hayward or Minoqua and trying to make it so will be a very long and hard haul.
Disc golf
Bike and skate area needs to be separate from every other pedestrian area so the elderly and disabled do not feel intimidated.
Community spaces for classes and activities for adults. A beautiful downtown that will attract tourists (think Minocqua).
All of the above would be great additions to our community. I think about how my kids always have to either bowl or go to the pool for their birthday parties because there's not a lot of others options. Unless you go out of town. The roller rink/ ice skating rink/ rock climbing I love all of those ideas. Especially for activities to do during rain/ winter days. Healthy food... yes! Daycare definitely is a crisis in price county as a whole so that would be great to have as an addition to the community especially since all of our home daycares are always full with the rare occasional openings. I love the idea of walking trails, gardens, art and feel it should all be put together as a botanical gardens situation that would be a gorgeous addition to Phillips and something my family, and tourists would enjoy. Another thing that currently we have to travel to attend.
20-30 Tract Home development from \$100,000 - \$200,000 homes
A community garden would be nice. It could potentially involve community volunteers, along with NTC, local middle and high school students. Boy and Girl Scouts could earn merit badges. We could also work with law enforcement and the Courts to bring in both adult and juvenile offenders sentenced to community service.
There was talk about improving blighted houses. If that becomes a reality, perhaps involving tech ed students from the high school to complete some of the work would be a win/win situation.
Pickle ball courts indoor/outdoor
So many of these ideas focus on recreation (which I love!) but that again do not directly improve our Phillips' long term resiliency as a self-sustaining community. It appeals to the tourists more than the residents. While it's nice for Phillips to be tourist destination, we need to support our residents, as we need more skilled workers and professionals. Without residents, we can't support the tourists.
And while I did select "Affordable Housing" it is because I believe we do need more long term housing in our area. It does not have to be affordable (I'm fine with some high-end condos), but available for long-term use instead of short-term.
- <input type="checkbox"/> Emulate places that are thriving (ie Door County, Paoli, WI)
- <input type="checkbox"/> Open up the entrance to Cty Rd H: a softer curve off of Lake St; improved view to lake, enhanced green space, leads gracefully to destination at former Lionite building (ex., craft brewery and shopping)

Answers
- <input type="checkbox"/> How to overcome low service providers? What needs to be improved first?
- Increased bandwidth/Wi-Fi
- More housing
- Monument business (cash cow)
- Improve recreation spaces or increase business
-
- <input type="checkbox"/> Start a Phillips Foodie page on IG & FB
- <input type="checkbox"/> Multi use facility named The Mill at Phillips (at old Lionite property)
- <input type="checkbox"/> Rename Senior Dining to something more inviting (ex., Six-Oh Bistro)
- <input type="checkbox"/> Open up intersection of Lake St and Cty H. A pleasing, gentle curve down and across RR tracks (with a better track pad too!)
- <input type="checkbox"/> Incentivize landlords (and homeowners?) to improve property with a \$5000 matching gift or loan.
- <input type="checkbox"/> Appoint a housing czar for Phillips to review and keep improvements on track (someone with a creative and can-do spirit!)
- <input type="checkbox"/> Clear away scrub trees along shore and improve shoreline
- <input type="checkbox"/> If possible, lay a new 4-lane road thru Phillips. Option B: a new 2-lane road
- <input type="checkbox"/> Identify, promote, and build a town centerpiece that is a significant revenue draw

Upload your photos of PUBLIC/COMMUNITY elements you would like to see here!



Click on all that you like. These are Private business ELEMENTS that support Public community ELEMENTS. Public Private Partnerships (P3) work together so they perform higher and work together synergistically.



Markets - Open Space



Bookstore New/Used



Shoe Store



Bakery



Coffee Shop



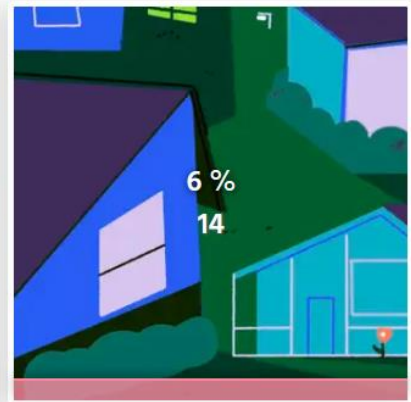
Business pods



Housing Affordable



Store Pop Ups



Housing diversity



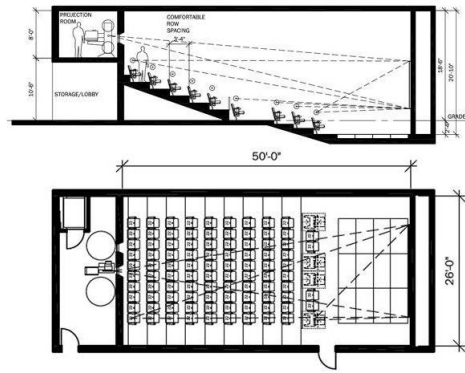
Markets - Open Dinning

Click on all that you like. These are Private business ELEMENTS that support Public community ELEMENTS. Public Private Partnerships (P3) work together so they perform higher and work together synergistically.

Comments welcome on PRIVATE/BUSINESS elements you would like to see

Answers
Children's Museum would be nice to have to take kids to.
I think that affordable housing is an issue. Beyond that I feel like our community offers a nice array of businesses.
Open market space would be good for flea markets / farmers markets in the spring & summer & as I mentioned before locals and small farmers could sell their products. A coffee shop / bookstore combination would be another idea.
As far as open market, a better location for the farmers market would be ideal. Perhaps in the lakefront area.
In order for local businesses to thrive, more affordable housing needs to be made available for local people Who want to live here and work here full-time.
Brewery with outdoor seating
I think your nutz
I'm in agreement with cleaning up the Linonite land site but am concerned that the smaller up north feeling of the Northwoods will be lost if it becomes too commercialized like other northern communities such as Minocqua and Eagle River.
A micro-brewery/wine bar/coffee bar, conference center, interesting shops
I think Price County could support a winter market along the lakeshore with pop-up shops and cafes for the weeks in between Thanksgiving and Christmas.
Hate the look of food trucks. Have an area for the vendors to come to one area and have ample seating with rain protection. Don't want the local businesses to get hurt! Maybe offer a grant to some of the local businesses to upgrade their buildings.
Where are employment possibilities?
Breweries Multiple seasonal shops Food Trucks Farmers' Market
A place for an improved and expanded farmers market.
There is a severe housing shortage preventing people from moving to the community. We need affordable, attractive housing to attract young and middle aged professionals.
A supper club with a micro-brewery would be nice.
Zip Line - including child play area with youth Zip Line, 6-8 station adult Zip Line course
we need the private sector to invest also... the city can't afford it all.

Answers
I think there are a lot of questions in the community about who will own the Lionite property, what it would take to invest there, which properties/projects would get chosen etc.
I'd like to see the ability for existing business on Hwy 13 to apply for a grant to improve their business. Example... somewants to purchase the Wells Fargo bank and applies for a grant to improve the plumbing and electric inside the business to make it financially able to open a new business at reduced cost. Example 2... A business on Hwy 13 applies for a grant to do a face lift to the outside of the building- paint, new siding, brick facade etc.
Brewery/taproom, restaurants, live entertainment, creative spaces and some retail.
As a small business owner, I am familiar with many of the barriers for establishing a new business in the area. Having a niche store type (book store, shoe store) is for the most part unsustainable. We need to better support the businesses we do have before adding new business that would be in direct competition to them.





Diverse perspectives and thoughtful input welcome!!! Tell your friends and people connected with the area to engage in our projects. You may come back throughout the project process to continue to engage with the projects. We encourage multiple perspectives and ideas. Come back to put your thoughts on planning...designing.... building...and uses of the buildings

Rebuilding eyesore areas is great, but focus should also be placed on trying to fill spaces that are currently empty. If storefronts aren't full, why did there need to be more parking. It's not parking that begets business, it's better

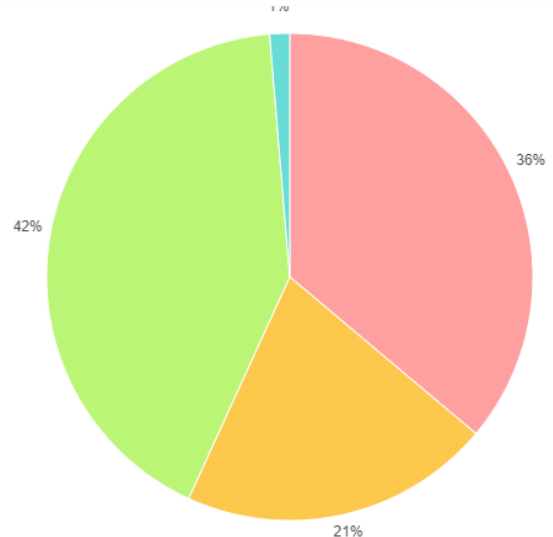
Covered boat slips w/docks along the lake that could be leased by Price County Residents only (along with docks for general public use as well). With out-of-town folks buying up our waterfront real estate at high prices, it's becoming more and more difficult

Board should have more than 3 members.

- [] Saying "A rising tide lifts all boats!" Apply to a healthier community will create healthier citizens by proximity. "A rising tide lifts all boats" is an aphorism associated with the idea that an improved economy will benefit all partic

What things do you love/like about Phillips!!

Answer	Count
● Small town	82
● Historic Character	47
● Natural setting - lakes, forest	95
● list all the things you love below	3



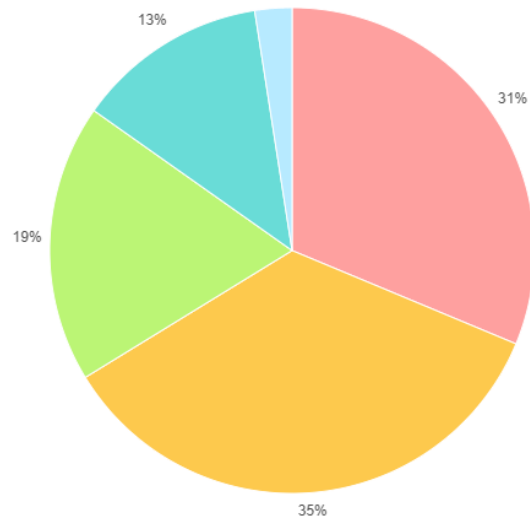
List all the things you would like to STAY the same

Answers
I think we have a lovely public library and it doesn't need to be moved. I also think the focus should be on developing more green spaces, but not replicating things that are already found in the city or in our current Park system. Elk Lake Park is already a fantastic resource for our community.
The natural setting
Keeping the natural elements like the scenery of the lakes from main street and the trees, plants, grass. Restoring as many buildings as possible to keep the historical architecture of Phillips - but modernize the interiors.
Leave downtown businesses alone. They should not be dictated by government.
Small town feel and freindly.
Green space
Everything
Natural setting
Small town "up North" atmosphere. The waterways are not overdeveloped as of yet, and not to commercialized.
Keep the relaxed, small town feel with lots of open space and no big box stores/few or no chains
Natural setting (with trails to explore)
downtown feel and businesses
The city park is awesome. Just need to keep it that way and make it even more useable by partnering with the Lionite site.
small town feel, historic character, natural settings - focus on the lake/water
All of it!
13- H Use the VIEW!!
Small town vibe, community connected. Keep our already established recreation areas, maybe enhance them a bit, but not overboard.
Old fashioned northwoods town character....Old store fronts.... It is a dying element on the Northwoods!
Minocqua and Hayward are getting too congested and modernized (there's a good and a bad way to modernize)
Please do not turn this area into another Minaqua or Eagle River area.
Outdoor activities, outdoor concerts, hometown feel.
friendly people
Heritage

Answers
Historic buildings downtown, public access to parks and water.
Character of a small town, scenery
It's quiet and quaint while it would be nice to create more of a destination I'd be careful to make sure it stays supported with locally owned businesses. Dollar stores...large chains and franchisees have little commitment to the long term community.
While change is neccessary it would be important to keep in mind that an influx in tourism brings traffic and congestion. A study to understand the cities capacity to grow with it (roads, utilities ect) would be important.
Only thing I can say is keep the green ,otherwise everything needs to change to bring in some population that will stay.
Make the park larger, more room for kids to play.
I love that we are a community who works together to take care of each other.
- a strong sense of place - renewing Phillips should not come at the cost of the identity of the town, but should brighten and showcase the best parts of us!!

What things do you NOT like about Phillips?

Answer	Count
Vacant businesses	76
Blight - dilapidated buildings, paint peeling, no siding	85
Lack of trails - dirt and asphalt	45
Walking in traffic	31
list all the things you do NOT like below	6



List all the things you would like to CHANGE

Answers
I think we have to use caution and be realistic about creating businesses in which there won't be people to work them. We have a pretty good business base in our community and need to keep employees where they are to keep those businesses going. Adding businesses that require a number of employees, or that duplicate things such as coffee shops cafes and Retail space, is not necessary. The resources should be used elsewhere where there are gaps in our community, not to replicate or take away from existing things.
Get rid of the drugs in the schools
all the drugs
Finding purpose for abandoned buildings and renovating / modernizing the exterior and interior of existing buildings. Add more greening to main street with additional plants.
There is no convenience, you have to drive to every destination if you were running errands, there is no central space.
drinking water is bad take floride out and other bad chemicals water should be tested
Extend the walking trail to Bostrom Park and around airport road.
Better cell phone reception. Better area roads Additional shopping opportunities Lionite plant remediation More mid income modern housing, homes and rentals Improved snowmobile and UTV access and trail routing
Condem old buildings or sell them and make use of them. Vacant housing sell them or fix them up to rent or own. I I
lack of housing for younger adults that are nice apartments/condo like homes. Many of the apartment buildings are for low income and newer developments are suited for 65+ community.
Safer pedestrian crossings on Lake Ave.
Town looks old & run-down, too many empty businesses, current business fronts look to be in very rough shape, sidewalks are in crumbles. It is losing its small-town charm.
Lake Ave is way too congested. Moving traffic away from the Main drag to other businesses off Lake Ave in some way would be helpful (some one-way streets perhaps)?
More pedestrian friendly, trails, more diverse restaurants, wine bar!
I tried to purchase an older building but the amount of investment into it was twice the purchase price and then get punished with a high taxes on my improvements. No Thanks!!! Phillips needs to be cleaned up and renovated. Downtown is empty and Price county in general is lifeless. We want more quality businesses, higher end restaurant, tap house, and interesting public events(which is getting

Answers
better).
Move Hilgys out of city proper to the outskirts south of town.
Poor pay that doesn't match places within one hour. Lack of quality housing.
Connecting highway 13 with the lake shore would be great. Any way you can make a bike or walking trail all along the lake would be great. Even better if it could connect to a nice gathering area at the Lionite site.
Do not want to see Hwy 13 used as an ATV trail
Too many ATV and UTV idiots on the roads not obeying rules
Bill Boards south of Phillips Trashy businesses - first impression Roads & sidewalks #1 Bad impression
Lack of safe parking downtown.
The town looks run down, brighten it up a bit.
Remove billboards from south of town! Poor road condition....ie Rt 13 and H in particular. Reflects on community in general and discourages bikers from using. Not to mention dangerous.
The good old boy gang that prohibit growth and new business
add coffee shops with character, more walking/hiking trails along water. another fishing pier.
one way traffic downtown with green space enhancements
Still feels too much like a workers basic errands area. Square store/gas station/bar/restaurant with parking in front. Auto centric, and boring.
There are not many things for people to do unless they are into outdoor sports (i.e. fishing and hunting). I would like to see more activities and classes for adults and teens. There are also a lot of rundown homes and buildings. The road going through downtown is an eyesore and needs to be re-paved. We need more housing that is affordable but NOT low income.
Vacant businesses and curb appeal to the downtown area can be improved. There is a gem with the chain of lakes...taking advantage of that should be the focal point. I love your idea and fully support this.
Need better way to cross Hwy 13, especially if re-vamping the lakefront. Multiple bump-outs thru downtown would slow traffic & create green space or outdoor dining options. Then have close public parking available with good signage to "catch" travelers.

Answers
I would like to see less police stops, I was here over opening fishing to visit, 4 times through town and 4 stops observed just myself in one afternoon. Really ????
People who live in bigger cities do not drive this slow so I am sure they are not purposely and excessively speeding and being crazy. Lets be kinder to tourists and people passing through.
There is a saying that I would love Price Co NOT to be associated with "Come on vacation , leave on probation". I am from here and come to visit family. Police follow a lot of people. Friend just told me she worked late at tax season , (until 8pm) a police car followed her all the way home. Is this really necessary ?
Hoping health care gets better. Used to be much better. Now its very limited and have to drive quite far for specialists.
Would be nice if there were stores open later and longer on weekends for those who work all week.
Due to the cold climate indoor facilities are needed for public fun, activities and stimulation. Quaint places that draw people out and stay open.
To see another grocery store. a few more clothing stores with clothes for all age groups.
A yearround indoor area for kids to hang out. Maybe a skating rink, game room, or activity center.
*Revitalize and upgrade our theater complex. *It's would be a great pull if it was attractive and updated on the outside and inside, and updated digitally to get new release movies. *Add beautiful hanging petunia baskets in the summer to downtown light poles. The dark 'Phillips' banners are a waste of money and are ugly. *I'd like to have beautiful gardens and sitting spaces on the courthouse lawn/square. I'd like to add a decent hotel/year round water park with convention space. *I would add to the type of jobs to be more than service industry type; some kind of business industry niche, or technology related niche, something with future growth potential.
New, sustainable businesses that support the community's lifestyle and needs. More long-term housing so businesses can bring in new employees.
- build community pride by highlighting the best of Phillips! - make Phillips a destination versus a simple pass-thru town - build community confidence by identifying and enhancing the best features and benefits (i.e., safety, nature, easy/relaxed lifestyle)

What is your gender?

Answer

☒ Female

☒ Male

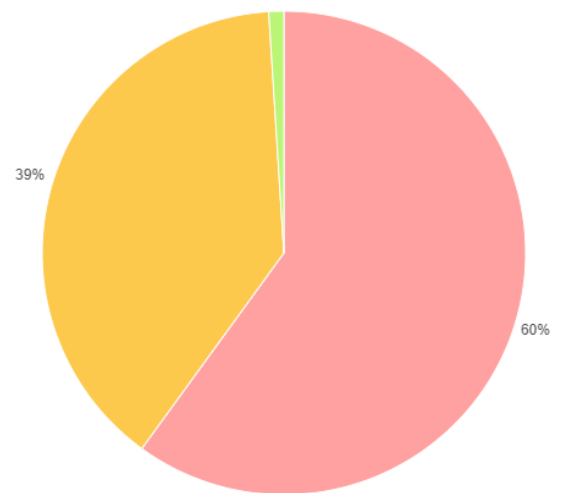
☒ Other

Count

60

39

1



☒ ☒ What age group are you in?

Answer

☒ 4-12

☒ 13-18

☒ 19-35

☒ 36-55

☒ 56-65

☒ 66-105

Count

0

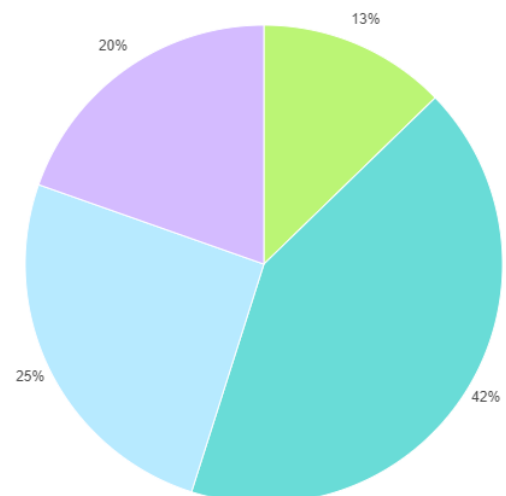
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13

43

26

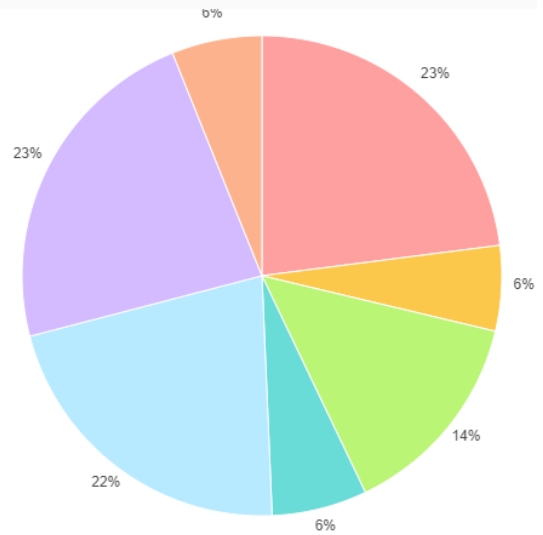
20





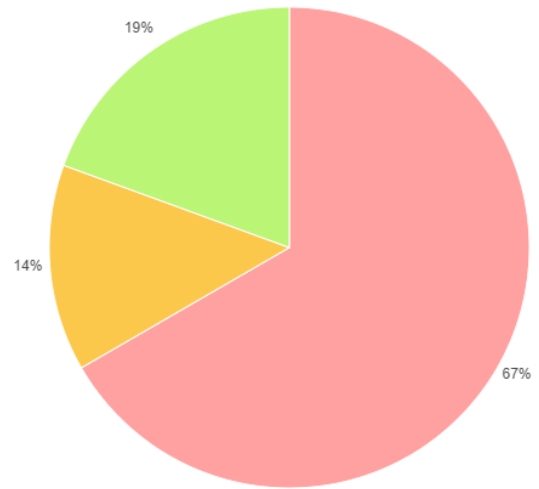
How do you engage with Phillips? 54555 zip code

Answer	Count
Live	68
Own second home/cabin	17
Work	42
Visit the area	19
Use the grocery store	64
Shop and use services	68
Own a business	18



What zip code do you live in

Answer	Count
54555	72
Price County zip code other than 54555	15
Other area outside of Price County, type zip here	21



Contact Name - business or individuals

18 contacts on the survey

Perhaps reach out to the Lions Club, Downtown businesses.

Good luck 🍀 The Philips area wilderness is sooo lovely, it would be great to see the town follow suit.