

CHAPTER 5

IMPLEMENTATION PLAN

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5.1 ACTION PLAN

The following section features a compilation of economic development actions and strategies identified in **Chapter 4** that are likely to increase investment and economic activity in the Village based on its current market conditions (see **Chapter 2**) and based on its current assets and opportunities (see **Chapter 3**). Each action/strategy includes a completion timeframe (i.e. short-, mid- and long-term), covering the following topics:

- Organization & Administration
- Business Recruitment
- Public Events & Marketing
- Redevelopment Opportunities
- Infrastructure Improvements

Most of these actions require some cost. It is presumed that most could be supported by tax revenue from the Village's general fund. Where other sources of potential funding may exist, such as grant programs, these are noted. See **Appendix A** for more detail on specific funding strategies, as available at the time this plan was adopted.

"As Needed" Actions		Funding
II-1.2	Create More Parking. This can be accomplished by adding additional parking stalls to downtown Lyndon Station following the strategies outlined in Chapter 4 II-1.2 (A-C) on page 49.	CDBG, State Trust Fund Loan, TEA, TIF

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On-going Actions		Funding
ME-1	Expand the Village's Buy Local Campaign. The majority of business sales come from the local population, so this group should be encouraged to shop locally. See pages 44-45 for examples of activities that could be added to the campaign. There are also other small communities surrounding Lyndon Station that should be targeted for the Buy Local campaign as they are within the Village's trade area.	
ME-2.3	Add/update business websites and promote business reviews on major review sites (Google, Yelp, Urbanspoon, Trip Advisor). If businesses already have websites, verify the content includes keywords that would be found if someone used a search engine to look for the business. Also make sure the businesses have completely filled out profiles on search engines (e.g. Google). To encourage reviews, post stickers or posters at area businesses to encourage people to review local businesses.	
ME-2.4	Explore the possibility of getting Lyndon Station businesses on tourism-related websites. Work with the Dells Visitor and Convention Bureau, County, and State tourism websites to get local businesses marketed to more tourists. Stalker Paintball, in particular, should be added to the official Wisconsin Dells vacation guide. Additionally, work with nearby campground websites to list nearby attractions and food establishments in Lyndon Station on their websites.	
ME-3	Produce media advertisements. Traditional media is important, as not everyone gets their information from online sources. Businesses should market through multiple media sources in conjunction with special events on a quarterly basis. If this is too costly, take out a large ad space with space for smaller individual business ads in popular area newspapers: Juneau City Star Times, Mauston Newspaper, Juneau County Reminder Advertising, and the Juneau County Messenger.	JEM
ME-5.3	Market existing businesses to commuters by adding their name to DOT's Specific Informational Signs. Categories that can be included on these signs include gas stations, food, lodging, camping and attractions. However, there are additional requirements. Currently Martha's Lyndon Inn Restaurant can be added to the existing SIS sign on I-90/94.	
ME-6	Tourist Attraction Packaging that includes multiple activities or businesses at a reduced cost. The greater number of unique activities that could be combined the better chance to appeal to the Dells visitors. Consider looking into other smaller communities in close proximity to the Dells that could combine with Stalker Paintball (and/or others) to attract tourist and/or regional residents.	
ME-8	Expand the involvement of local businesses in Lyndon Station's community events and explore other events that the community could host. The Village should promote existing events on local media outlets to reach the regional population. See several marketing strategies on page 47. Other events that the community could consider hosting include art/mural installations, farmer's markets, concerts, movie nights and sidewalk sales.	JEM
SS-1	Follow general streetscaping guidelines when reconstructing streets in Lyndon Station. These general guidelines are found on page 50 and will address immediate streetscaping issues within the planning area.	
RO-1	Redevelop downtown sites. There are currently a limited number of traditional downtown businesses and services and several business types that are needed in downtown Lyndon Station (See Chapter 2). There are several sites that have been identified downtown for redevelopment that could take the most advantage of the demand gap in the Lyndon Station marketplace. These sites as well as details on the redevelopment opportunities can be found on pages 55 - 57.	State Trust Fund Loan, USDA, TIF
RO-2	Seek development of a restaurant at the interstate interchange that would appeal to commuters and interstate travelers such as Taco Bell, KRF, or a locally-run deli or bakery.	State Infrastructure Bank, State Trust Fund Loan, USDA, TIF, TEA

Short Term Actions (2015-2018)		Funding
A-1	Form a working group/committee to carry out the economic development plan (with a 3-year commitment). This group should include representatives from the Village Board, the Lyndon Station Chamber of Commerce, local businesses and regional partners and will meet every quarter to discuss and push forward the actions in this plan. Consider asking this group to commit to a 3-year term of service, with expectations that projects will be initiated and completed within that period.	
A-2	Create a TID where public improvements are needed most and where the greatest potential is for redevelopment opportunities. Eligible projects to be funded by TIF include developer loans/grants/incentives, streetscaping features, street lighting, parking infrastructure, transportation improvements, utility improvements, promotion and economic development.	TIF (creation costs can be charged to the TID)
A-3	Create a Village revolving loan fund that can assist local businesses with non-employment related business investments. Eligible activities would include business expansion, marketing, or interior building improvements.	TIF, USDA, utility districts
ME-2.1	Establish a dedicated page on the Village website - and a link from the homepage menu - for local businesses. There is an existing page for local businesses, but it should be more prominent and provide more information. The new page should provide a direct link to the Chamber's Facebook page and website, add additional info about businesses (address, phone number, hours, etc.), add a page for planned community events/sales and coupons for local businesses.	
ME-4	Develop a logo for the Village that reflects its local assets and uniqueness which is simple, unique and easily recognizable. The Village should either hire a professional to create the logo, or to keep costs low, hold a community-wide or student design contest.	
ME-5.1	Enhance the group business sign to provide a stronger, unified message. Update the group business sign on I-90/94 and CTH HH by eliminating all except the most important information to direct drivers to businesses and consider having one consistent design theme to minimize confusion.	
ME-5.2	Create a sign that welcomes drivers to downtown Lyndon Station and place it near the interchange facing southbound traffic. The suggested location for this sign is just south of the overhead power lines on private property.	
ME-7	Create welcome packets for new residents which includes information about Lyndon Station's history, services, public/civic buildings and businesses. This will give the Village an opportunity to welcome the new residents and provide them with information about the Village.	sponsored businesses, Community Chamber
II-1.1	Improve Parking Efficiency. This can be accomplished by creating short-term parking stalls near businesses where people want to get in and out quickly (markets, florists, coffee shops) and creating smaller parking stalls for compact cars only. Another general strategy to try is to encourage alternative transportation options (see II-1.1 (C) on page 28).	CDBG, State Trust Fund Loan, TEA, TIF
II-1.3	Add signage to direct traffic to public parking areas. Public parking lots can often be difficult to find, especially for visitors to the community. Adding signs that direct traffic to these lots will help alleviate parking stress for visitors.	CDBG, State Trust Fund Loan, TEA, TIF
SS-2	Improve the Wisconsin Street (CTH HH) streetscape within downtown Lyndon Station to improve the overall character. There are numerous improvements that should be considered in the upcoming CTH HH reconstruction project. The following are recommended: (A) add decorative treatment (either to the sidewalk or parking areas) to distinguish the parking vs. sidewalk areas; (B) paint Lyndon Station's downtown light poles and attach banners to the light poles to create a cohesive feel and contribute to Village's distinct style; (C) add partial bumpouts to the CTH HH / US 12 intersection and ensure they can accommodate large trucks; (D) mark the crosswalk at the CTH HH / US 12 intersection using the ladder design; (E) incorporate benches and planters outside of the public sidewalk between Leo's Upper Bar and Hadlies Upper Dells Hotel and ensure the style and color matches the downtown light fixtures. Detailed descriptions of these recommendations can be found on pages 50 - 52.	CDBG, TIF, TEA

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Mid Term Actions (2019-2025)		Funding
A-4	Create a façade improvement grant program to encourage exterior building improvements. This program will fund preservation, restoration and maintenance within the downtown by providing matching grant funds or low-interest financing. Refer to the guidelines on page 44 when evaluating proposals.	TIF
ME-2.2	Create a website for the Lyndon Area Chamber of Commerce in order to grow the Chamber's online presence. This site should provide a calendar of events in Lyndon Station, business coupons, and business hours and contact information (This could be done in coordination with the Village website or be standalone.) To distribute the work required for this task, the website should be built so that Chamber members can access it and update their own information.	
SS-2	Improve the Flint Street (US 12) streetscape within downtown Lyndon Station to improve the overall character. There are numerous improvements that should be considered in the upcoming CTH HH reconstruction project. The following are recommended: (A) add decorative treatment (either to the sidewalk or parking areas) to distinguish the parking vs. sidewalk areas; (B) paint Lyndon Station's downtown light poles and attach banners to the light poles to create a cohesive feel and contribute to Village's distinct style; (C) add partial bumpouts to the CTH HH / US 12 intersection and ensure they can accommodate large trucks; (D) mark the crosswalk at the CTH HH / US 12 intersection using the ladder design; (E) incorporate benches and planters outside of the public sidewalk between Leo's Upper Bar and Hadlies Upper Dells Hotel and ensure the style and color matches the downtown light fixtures. Detailed descriptions of these recommendations can be found on pages 50 - 52.	CDBG, TIF, TEA
II-3	Extend fiber optic cable to Lyndon Station. This is important for business development in Lyndon Station, particularly in the industrial park. In order for Lemonweir Valley Telecom to extend their fiber-optic cable to Lyndon Station, they will need long term contracts with business owners that are able to generate enough revenue to make the investment worthwhile. If this does not occur, the Village could consider subsidizing the investment with TIF.	contracts with business owners, TIF
II-4	Develop a low-impact outdoor activity park. The Village should consider creating this park on the existing Village-owned recycling center because it is already owned by the Village, it is proximate to downtown, and it has vertical terrain. If this site is chosen, the Village should consider building a mountain bike trail on this site. The mountain bike trail would be the first of its kind in the Dells area. For any park activities the Village considers, it may be able to attract related businesses, such as equipment purchase and rental (e.g. a bike shop).	PeopleForBikes, RTA, Wisconsin Stewardship Program
II-5.1	Expand the industrial park by developing the 62-acre Village-owned parcel southeast of the park. This expansion will require the least amount of infrastructure improvements and is already owned by the village. DNR aerial photographic wetland delineation suggested significant wetlands in this area; however, a wetland delineation found far less. The Village needs to obtain concurrence of this finding from the DNR and/or the Army Corps of Engineers. After concurrence, the property can be subdivided. See pages 53-54 for park expansion concept.	State Trust Fund Loan, USDA, TIF

Long Term Actions (2026-2035)		Funding
II-5.2	Expand the industrial park by acquiring and developing the several privately-owned properties north of the industrial park (approx. 116 acres). This expansion will increase the visibility and accessibility of the park from CTH HH and I-90/94. An industrial park sign should be built on CTH HH. These factors will greatly improve the marketability of the park. See page 54 for the subdivision concept. There are several limiting factors to this particular expansion that should be further analyzed before this expansion occurs. These factors are described on page 55.	State Infrastructure Bank, State Trust Fund Loan, USDA, TIF, TEA