



Tribune: more than a building

In 2012, Incourage purchased the former *Daily Tribune* headquarters on the banks of the Wisconsin River in downtown Wisconsin Rapids. From the beginning, the Tribune (tribunebuilding.org) has been about much more than redeveloping a building.

The Tribune represents hope and change for our community. Through a user-centered process that engaged over 2,000 residents to date, the Tribune's design reflects resident priorities and capitalizes on community assets.

It will serve as a community accelerator – accelerating economic growth and opportunity, environmental sustainability, learning, creativity, and networks for community benefit.

The Tribune will be a model for sustainable development in the community, integrating green systems and features throughout the interior and surrounding site. It will be the City's first LEED (Leadership in Energy and Environmental Design) certified building and is currently on track to achieve LEED Gold certification.

The Tribune will also incorporate art throughout the indoor and outdoor spaces. A grant from ArtPlace America will fund permanent artwork to be incorporated directly into the design. Each art installation will highlight an important community theme as determined by residents.

When complete, the Tribune will be a beautiful space that will breathe new life into our downtown and be a spark for future development. However, before the Tribune has even opened its doors, we see important impact and exciting progress. Survey results indicate that those that participated in the Tribune process are more optimistic, feel more informed and engaged, have a greater desire to invest locally, and a stronger sense of attachment to the community and each other.

The Tribune has been and will continue to be squarely focused on shaping a community that works well for all.



incourage

Tribune Renderings & Plans



ROOFTOP LOUNGE



CREATIVE WORKSHOP



MEETING ROOM



GAME ROOM



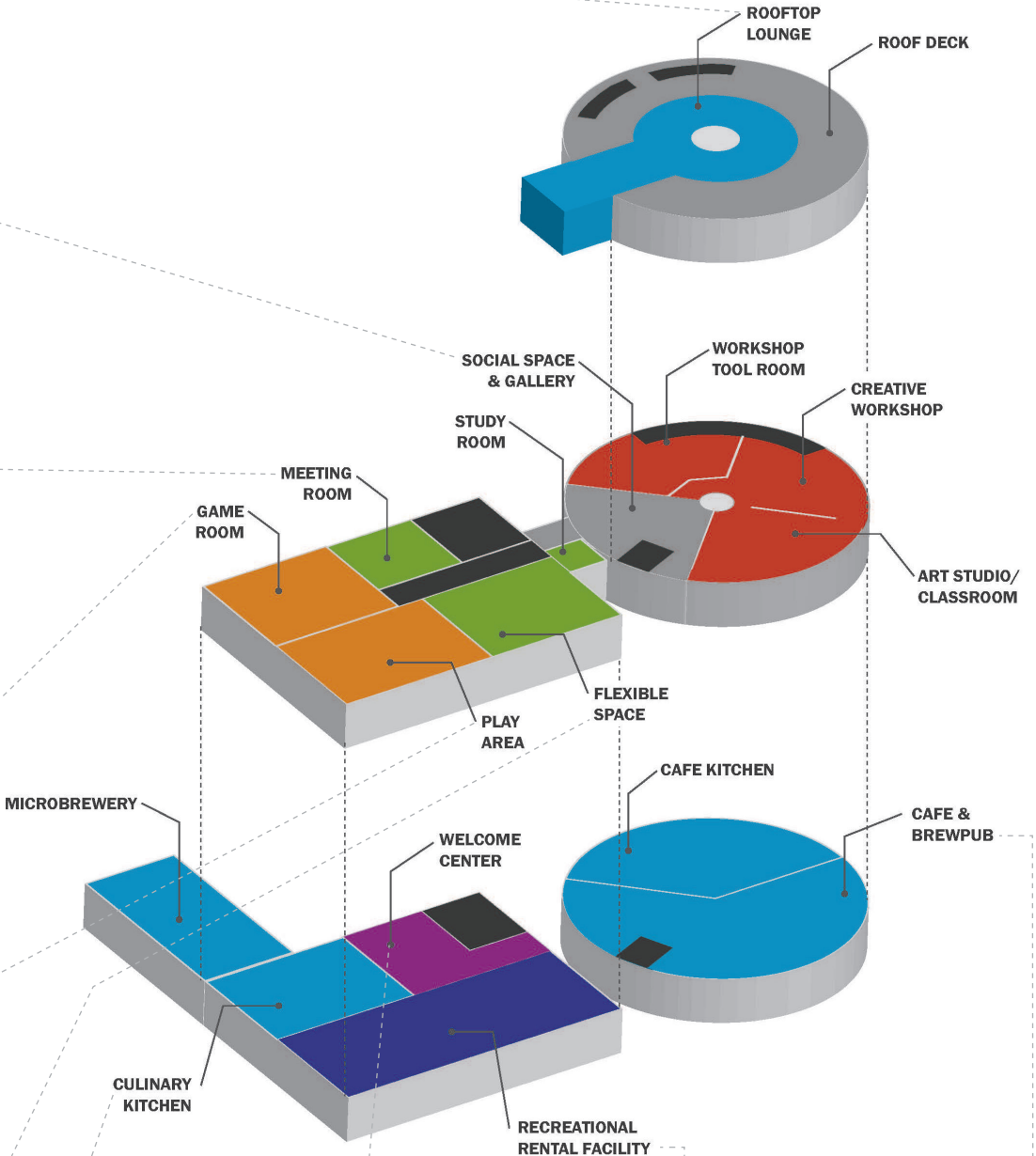
PLAY AREA



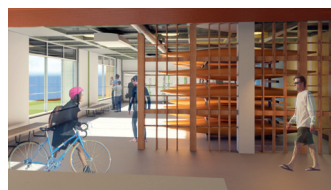
FLEXIBLE SPACE



CULINARY KITCHEN



WELCOME CENTER



RECREATIONAL RENTAL FACILITY



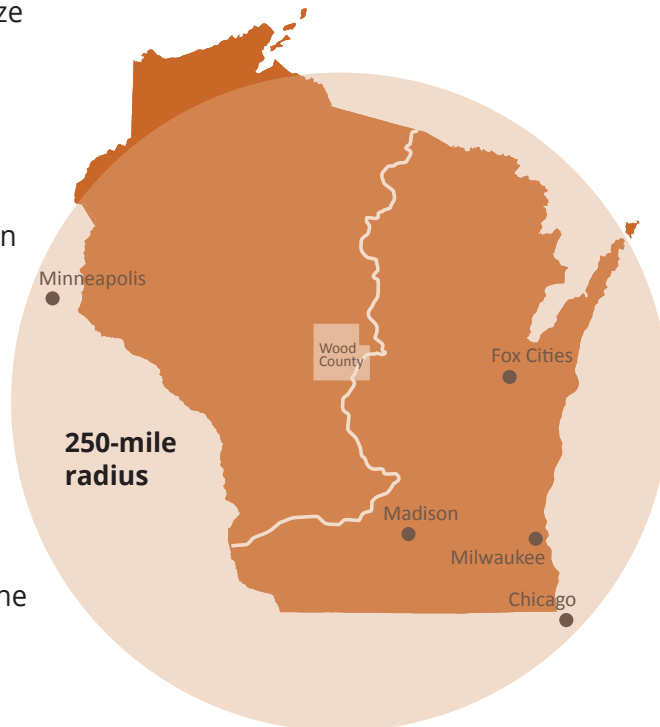
CAFE / BREWPUB

Economic Impact

At its core, the Tribune is a community enterprise focused on cultivating entrepreneurs and growing a strong and inclusive local economy. It will provide tools necessary for area entrepreneurs, such as technical training and financial support, helping them grow successful businesses from the start.

All of the jobs within the Tribune will receive wages and benefits consistent with industry targets, with the goal that everyone receives a living wage. Additionally, the enterprises within the Tribune will create economic benefits that will ripple throughout the region, including:

- **Microbrewery** will train and employ local talent to create house brews for sale in the cafe and other restaurants or retail outlets, as well as provide workforce development and training opportunities for breweries throughout the state.
- **Cafe** will feature local food and target both a regional clientele as well as travelers. It will serve indoors year-round and on the outdoor rooftop deck and patio overlooking the river – providing the first opportunity to experience riverfront, outdoor dining in the downtown area. As a central connector to the region’s food economy, the cafe will provide training and mentorship for food entrepreneurs in the community.
- **Culinary Kitchen** will lease commercial kitchen space to local food entrepreneurs for production of small batch food items for sale, custom food processing orders, and catering services. Coaching and consultation will also be available to assist culinary entrepreneurs with business planning and development of a base of local food suppliers that can distribute product to individual and institutional customers within a 250-mile radius.
- **Creative Workshop** is a “makerspace” that will capitalize on a strong local presence of skilled trades, support for the arts, and telecommunications infrastructure. It will provide a shared work-space in which entrepreneurs and artisans can share technology, equipment, and knowledge to spawn new businesses, develop projects, and test new design concepts.
- **Recreational Rentals and Gift Shop** will provide a place downtown to rent canoes, kayaks, and other equipment for recreation on the underutilized Wisconsin River and surrounding trails, as well as offer local products and art for sale.



BUILDING HISTORY & PROPERTY SIGNIFICANCE

- **Location:**
220 First Ave S.
Wisconsin Rapids WI
54495
- **Size:** 20,000 sq ft, unique mid-century modern, round structure design
- **Original Grand Opening:**
May 1960
- **Historic local significance:**
Former home to the local newspaper and radio station, founded by William F. Huffman. The building is centrally located along the Wisconsin River. Though historically perceived as a ‘working’ river, used only for paper production and private enterprise, a new narrative is being shaped through the Tribune.

Frequently Asked Questions

Why will it cost \$14 million?

Compared to new construction, renovating an existing, older building is more expensive, and nearly every inch of the Tribune is designed for specific use. For example, in addition to housing basic spaces like a conference room and youth areas, the Tribune will also house a microbrewery, culinary kitchen, cafe/brewpub, creative workshop, and recreational rental, per residents' expressed priorities. In addition, the two kitchens and microbrewery feature a lot of costly equipment. Residents also prioritized a building that was as sustainable as possible and could educate our community. We're proud that the Tribune is on track to achieve LEED Gold status - the City's first LEED certified building. Of the \$14M, approximately \$4M is allocated to the building's and site's green features.

Why is it taking so long?

The Tribune is not a traditional development. In traditional development, the developer makes the decisions and investments (if not made by another private investor(s)), construction takes place, and revenue is used for profit. The process to realize what residents envisioned for use of the Tribune was both a benefit and a challenge. It was a lengthy, inclusive, and educational process. Beginning with nearly 1,000 ideas, final components and uses weren't agreed upon until a year into the process. The ideas had to then be 'market tested' to assure they were not only what residents wanted but would also be viable. From there, an operating model could begin to be structured and fund development/financing efforts could commence. Seeking public and philanthropic funding from outside the community provides a different set of challenges, including: aligning mission interest with project needs, lengthy and varying timelines for application, and desire to see local financial commitment.

Will it compete with other businesses?

Following resident input and prioritization, market testing occurred for all components within Tribune and it was determined that demand existed and all were viable. For more than a decade, our work has focused on building a strong and inclusive local economy. Our intent is not to compete with other downtown businesses. We have been in conversations with and have the support of many of our downtown neighbors. They look forward to additional traffic downtown, which will positively impact their businesses. Further, in 2015, an economic study commissioned by REGI (Regional Economic Growth Initiative) and funded by WEDC (Wisconsin Economic Development Corporation) recommended investment and regional collaboration to realize a "Central Place" as a driver of new opportunity and a vibrant, thriving economy. The study indicated that the building blocks for our community's "Central Place" exist in downtown Wisconsin Rapids, with the Tribune identified as one of the building blocks.

How can I contribute?

To donate, visit TribuneBuilding.org/give. In order for InCOURAGE to ask funders outside of our area to invest in the Tribune Building Project and south wood County, we need to show that we, as community members, are willing to invest in ourselves. Your donation is more than simply an investment in a building. It's an investment in the 2,000+ people who committed time and energy in the process. It's an investment that represents hope and change. It's an investment that provides opportunities for education and learning, including support for entrepreneurs. It's an investment that will breathe new life into our downtown and be a spark for future development. If you are interested in making a multi-year pledge, please contact us. Every dollar counts.

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