



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary
Dawn Vick, Division Administrator

May 3, 2023

Honorable LaMont Jacobson
Marathon County Courthouse
500 Forest St
Wausau, WI 54403

RE: Incorporation of the Town of Rib Mountain, Marathon County, Case #21-CV-570

Dear Judge Jacobson,

The Incorporation Review Board has completed its review of the petition to incorporate the Town of Rib Mountain. The Board was established to review petitions for compliance with standards set forth by the legislature in s. 66.0207 Wis. Stats.

According to s. 66.0203(9)(e) Wis. Stats., the Board has three options upon reviewing the petition against the statutory standards. The Board may find that:

- 1) The petition as submitted is dismissed;
- 2) The petition as submitted is granted.
- 3) The petition as submitted is dismissed with a recommendation that a new petition be submitted to include more or less territory as specified in the Board's findings and determination.

The Board finds that this petition meets all of the required standards in s. 66.0207 Wis. Stats. Therefore, the Board grants the petition.

Sincerely,

Dawn Vick, Chair of the Incorporation Review Board, and
Administrator of the Division of Intergovernmental Relations

Enclosure: Determination of the Incorporation Review Board

cc:

Bill Goehring, Incorporation Review Board
Justin Nickels, Incorporation Review Board
Curt Witynski, Incorporation Review Board

Patrick Puyleart, Petitioners' Representative
Gaylene Rhoden, Rib Mountain Administrator
Mary Jdid, Alternate Petitioners' Representative

(The following entities are not receiving a full determination document. However, the determination document is available upon request, and may also be viewed at:

<http://doa.wi.gov/municipalboundaryreview>

Lynnae Kolden, Rib Mountain Clerk
Allen Opall, Rib Mountain Chair
Elizabeth Felkner, V Rothschild Clerk
Kaitlyn Bernarde, C Wausau Clerk
Robin Huempfer, T Weston Clerk
Andy Kurtz, V Marathon City Clerk
Bruce Jamroz, C Mosinee Clerk
William Bruening, T Mosinee Clerk
Alan Fochs, T Knowlton Clerk
Cynthia Worden, T Wausau Clerk
Cindy Bailey, V Maine Clerk
Alysia Seliger, T Rib Falls Clerk
Mary Kay Hagenbucher, T Cassel Clerk

Laurie Miskimins, Marathon County Planning
Dennis Lawrence, NCWRPC
Paula Brummond, City of Schofield Clerk
Pamela Brehm, V Weston Clerk
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Marlo Turner, T Stettin Clerk
Connie Nowak, T Berlin Clerk
Maya Sturzenegger, T Hewitt Clerk



DETERMINATION OF THE INCORPORATION REVIEW BOARD

May 3, 2023

In Re:

THE INCORPORATION OF THE TOWN OF RIB MOUNTAIN,
MARATHON COUNTY, WISCONSIN AS A VILLAGE

Case 21-CV-570

Patrick Puyleart, Representative of the Petitioners

Mary Jdid, Alternate Representative of the Petitioners



TONY EVERS
GOVERNOR

KATHY BLUMENFELD
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It is the function of the Incorporation Review Board to prepare findings and determine whether the territory petitioned for incorporation meets the applicable standards prescribed in Section 66.0207, Wis. Stats. The Incorporation Review Board members are appointed by Wisconsin's municipal associations. Membership of the Board is provided at Appendix A.

In summary, it is the DETERMINATION OF THE INCORPORATION REVIEW BOARD that when considering the petition under Section 66.0207, Wis. Stats.:

STANDARD 1 (a), Characteristics of the Territory –Met

STANDARD 1 (b), Territory Beyond the Core – Met

STANDARD 2 (a), Tax Revenue – Met

STANDARD 2 (b), Level of Services – Not Applicable

STANDARD 2 (c), Impact on the Remainder of the Town –Not Applicable

STANDARD 2 (d), Impact on the Metropolitan Community – Met

The facts and analysis supporting these findings are discussed in the body of this determination. The Determination of the Incorporation Review Board to the Circuit Court, as prescribed by s. 66.0203(9)(e)3, Wis. Stats., is as follows:

The Petition as submitted is granted.

Dated this 3rd day of May 2023,

Dawn Vick

Chair of the Incorporation Review Board

NOTICE OF RIGHT TO APPEAL

This Notice sets forth the requirements and procedures for obtaining review for those persons who wish to obtain review of the attached decision of the Board. Per s. 66.0209 (2), Wis. Stats., decisions of the Board are subject to judicial review under s. 227.52. Per s. 227.53 any person aggrieved by a decision of the Board is entitled to review. Per s. 227.53 (1) (a) 1., proceedings for review are instituted by serving a petition therefor upon the agency, either personally or by certified mail, and by filing the petition in the office of the clerk of the circuit court for the county where the judicial review proceedings are to be held. Per s. 227.53 (1) (a) 2m., an appeal must be filed within 30 days after mailing of the decision by the agency. Per s. 227.53 (1) (b), the petition shall state the nature of the petitioner's interest, the facts showing that petitioner is a person aggrieved by the decision, and the grounds specified in s. 227.57 upon which petitioner contends that the decision should be reversed or modified. Any petition for judicial review shall name the Incorporation Review Board as the Respondent. Petitions for review should be served on the Chairperson of the Board. The address for service is:

c/o Municipal Boundary Review
101 East Wilson Street, 9th Floor
PO Box 1645
Madison, WI 53701

Persons desiring to file for judicial review are advised to closely examine all provisions of Wis. Stat. ss. 227.52, 227.53 and 227.57 to ensure strict compliance with all requirements. The summary of appeal rights in this notice shall not be relied upon as a substitute for the careful review of all applicable statutes, nor shall it be relied upon as a substitute for obtaining the assistance of legal counsel.

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EXECUTIVE SUMMARY

This document constitutes the Findings and Determination of the Incorporation Review Board on the petition that was filed by residents of the Town of Rib Mountain to incorporate as a village.

The Town of Rib Mountain is shown on **MAP 1** in **APPENDIX C**, while **MAP 2** shows Rib Mountain in relation to its location within Marathon County. The entire Town of Rib Mountain is proposed to be a village and includes approximately 25.6 square miles of territory and 7,313 residents.

The defining feature of the Town of Rib Mountain is Rib Mountain, a four-mile-long ridge of ancient rock which dates to about 1.7 billion years. It is among the oldest geological features on earth, being able to weather time due to its composition of very hard metamorphic rock called quartzite. Rib Mountain rises 700 vertical feet, making it Wisconsin's highest stand-alone peak. A sister peak called Mosinee Hill is located southeast of Rib Mountain and rises roughly 400 vertical feet. Rib Mountain and adjacent lands are owned by the Wisconsin Department of Natural Resources (DNR) as Rib Mountain State Park, which is among Wisconsin's most visited state parks. Other significant environmental features in the Town are Nine-Mile County Forest, Lake Wausau, the Big Rib River, and the Wisconsin River. Having just one of these features would be a major draw; having all of them inside one community is extraordinary and makes the Town a premier outdoor tourist destination for Wisconsin residents as well as residents from other states such as Minnesota and Illinois.

The Town of Rib Mountain is also noteworthy due to the large amount of commercial and retail business activity along Rib Mountain Drive. The Town's location at the crossroads of I-39/USH 51 and USH 29 means that tremendous amounts of vehicle traffic move through the Town daily. As a result, many businesses have located along this corridor to provide shopping opportunities for visitors passing through and residents of the Wausau metropolitan area and the Central Wisconsin region.

The Town of Rib Mountain desires to become a village to preserve community identity, protect its future as an independent governmental entity, create permanent boundaries, gain full local control of zoning and land division, better finance capital and infrastructure projects, and facilitate the redevelopment of the Rib Mountain Drive commercial area.

Rib Mountain's incorporation process began with a newspaper notice on January 10, 2022, indicating Petitioners' intent to circulate an incorporation petition. After gathering sufficient signatures, a court hearing on the petition was held in Marathon County Circuit Court on October 11, 2022, where Judge LaMont Jacobson found the petition met the minimum area and population standards required by s. 66.0205, Wis. Stats. No neighboring communities or jurisdictions appeared in opposition to the petition.

On November 7, 2022, Petitioners submitted their incorporation review fee and supporting information to the Department of Administration which commenced the Incorporation Review Board's 180-day review period.

As part of its review, the Board held a public hearing on January 24, 2023, to hear from Petitioners, residents, and others. The Board also held meetings on April 6 and April 25, 2023, to discuss and analyze how the petition relates to the statutory standards.

In reviewing incorporation petitions, the Board has three statutory options for action, according to s. 66.0203(9)(e), Wis. Stats. The Board may determine:

- 1) The petition as submitted is dismissed.
- 2) The petition as submitted is granted, or
- 3) The petition as submitted is dismissed with a recommendation that a new petition be submitted to include more or less territory as specified in the Board's findings and determination.

This determination is organized into six sections, a section for each of the Board's statutory public interest standards in s. 66.0207, Wis. Stats.:

1). Characteristics of the Territory – Met

This standard requires the petitioned territory to be sufficiently compact and homogenous to function as a city or village. Factors include natural boundaries, the transportation network, employment, business, social and recreational opportunities, population distribution, and land use patterns.

Accessibility to, and within, the proposed village is good. Residents benefit from extensive social and recreational opportunities due to Rib Mountain's abundant outdoor recreation facilities. Shopping and economic opportunities are similarly extensive. Rib Mountain's natural areas are inextricably connected with the residents and the urban east side of the Town both socially and economically. The Board finds that this standard is met.

2). Territory Beyond the Core – Met

This standard requires that vacant and developable territory beyond the most densely populated square mile have the potential for substantial urban development within the next 3 years.

The proposed village has only 691 acres of vacant and developable territory subject to this statutory standard, which constitutes only 4% of the total territory beyond the core. The remaining territory is either publicly owned or waived from the standard due to steep slopes, wetlands and floodplains, and granite geology which prevent development. Given the minimal number of acres subject to the standard and the Town's great accessibility adjacent to USHs 51/39 and 29, the Board finds that this standard is met.

3). Tax Revenue – Met

This standard ensures that the proposed village has the capacity to raise sufficient tax revenue to function as a village without unduly burdening residents. Factors

considered include the proposed village's equalized value, current debt, the proposed budget, and the proposed tax rate.

Rib Mountain has a high equalized value, low debt, and low tax rate, already provides a high level of services, and Petitioners' proposed budget appears reasonable. The Board finds that this standard is met.

4). Level of Services – Not Applicable

This standard does not apply to this petition because no contiguous city or village filed a resolution with Marathon County Circuit Court indicating a willingness to annex and provide services to the proposed village territory.

5). Impact on the Remainder of the Town – Not Applicable.

This standard does not apply to this petition because there is no proposed Town of Rib Mountain remaining after incorporation. Instead, upon incorporation the entire Town of Rib Mountain would become a village.

6). Impact on the Metropolitan Community – Met

This standard requires the Board to make an express finding that the proposed incorporation will not substantially hinder the solution of governmental problems affecting the metropolitan community.

Rib Mountain has numerous intergovernmental agreements with its neighbors to provide services and collaborate with tourism and economic development. Incorporation does not appear to hinder the metropolitan community. In fact, incorporation could benefit the region by providing Rib Mountain with higher level tools to more effectively manage the huge amount of traffic moving through the area, to better manage its major outdoor recreation resources, to better manage the significant amount of retail and economic activity along Rib Mountain Drive, and to better manage the ongoing redevelopment of Rib Mountain Drive. No neighboring municipalities or groups are opposed to Rib Mountain's incorporation. The Board finds that this standard is met.

Having found that the petition meets all four of the applicable statutory standards in s. 66.0207, Wis. Stats., the Incorporation Review Board finds that the petition is granted.

The Board thanks Petitioners, and Town of Rib Mountain staff and elected officials for all their materials, presentations, testimony, and requested information, which greatly facilitated the Board's review. The Board congratulates Rib Mountain on meeting the required statutory standards for incorporation, along with the work and accomplishments of many individuals within the community over the decades which have ultimately led to this result.

FACTUAL BACKGROUND

Physical and Natural Boundaries

MAP 1 shows that Rib Mountain's eastern boundary is based on the Wisconsin River and Lake Wausau, while the Town's northern, western, and southern boundaries are based on political boundaries.

Political Boundaries

The Town of Rib Mountain was originally part of the Town of Weston. In 1905 the area west of the Wisconsin River was separated and following a series of name changes ultimately became the Town of Rib Mountain in 1930.

MAP 2 shows Rib Mountain's regional context, including the Towns of Mosinee to the south, Marathon to the west, Stettin to the north, and Lake Wausau and the Wisconsin River to the east. East of the Wisconsin River lay the Cities of Wausau and Schofield and the Village of Rothschild.

The entire Town of Rib Mountain is proposed as a village because Petitioners do not believe a remnant town could be financially viable on its own.

Economic Activity

Economic activity is examined to determine whether the proposed village area has these opportunities or whether residents must go elsewhere to meet their daily needs. Also, the presence of businesses, shopping, employment, and economic activity tends to show an urban character rather than rural.

APPENDIX B lists 200 businesses employing 3207 people. Among the businesses are outdoor gear, fitness centers, construction contractors and related businesses such as heating and air conditioning, plumbers, electricians, banks and financial advisors, insurance companies, tax specialists, health care providers such as dental, chiropractors, orthopedic surgeons, physical therapists, trainers, optometrists, technology businesses such as computer and cell phone, attorneys, all kinds of retail businesses such as Best Buy, Dicks Sporting Goods, many automotive specialists, among many others. Many of Rib Mountain's businesses relate closely to Rib Mountain's many outdoor recreation opportunities, for example equipment and gear retail and repair as well as health care and fitness.

The proliferation of business activity is due to Rib Mountain's location at the crossroads of I-39/USH 51 and USH 29 and the tremendous amount of vehicle traffic moving through this area. The scale of Rib Mountain's commercial activity greatly exceeds the needs of the Town's residents, instead drawing customers from throughout the Wausau metropolitan area, the broader Central Wisconsin region, visitors traveling through the area, and tourists coming to use Rib Mountain's recreation lands.

Rib Mountain is also home to State of Wisconsin regional service offices, including:

- Wisconsin Department of Transportation's Division of Motor Vehicles
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation's Division of State Patrol

Currently the Town is working to implement the *Rib Mountain Drive/TID 1 Master Plan and Corridor Study* (2021), an effort to improve the Rib Mountain Drive commercial area. Because this area was initially developed in the 1960s, many of the structures are aging. Also, the area was built in a car-centric fashion which falls short of today's multi-modal needs such as bicycles, pedestrians, e-bikes, e-scooters, and skateboards, among other means of personal transport which have emerged since the 1960s. Additionally, the area could relate better to Lake Wausau and the Wisconsin River in terms of stormwater management and as an amenity for recreation, viewing, and access. Finally, the plan hopes to expand the types of businesses to more than retail. Town leaders realize that online shopping is changing how people meet their needs. Town leaders want to be proactive to ensure Rib Mountain Drive's continued success. Thus far, a TID No. 1 has been created in 2020 but no TID funds have yet been expended. The Town recently completed an update to its zoning code which will help bring about the desired changes to the corridor.

Rib Mountain's four substantial natural features – Rib Mountain State Park, Nine Mile County Forest and Lake Wausau and the Wisconsin River – are also critical to the region's tourism economy, drawing hundreds of thousands of outdoor recreation enthusiasts from throughout Wisconsin and other states.

- Rib Mountain State Park

Rib Mountain is the third highest point in Wisconsin at 1942 feet above sea level and rising 700 feet above the surrounding terrain it is the highest stand-alone point in Wisconsin. The state park was created in 1927 from just 160 donated acres. The park's current size is 1600-acres, which accommodates 400,000 visitors annually.

Skiing has been an important activity since the park's beginning. During the 1930s the Civilian Conservation Corps (CCC) made numerous improvements for skiing such as clearing trees and building a chalet and rope tows. Rib Mountain was among the nation's first ski resorts, preceded only by Stowe in Vermont and Sun Valley in Idaho. In 2000 skiing at Rib Mountain expanded significantly when Granite Peak Ski Area took over ski operations under a 30-year lease. Granite Peak added runs, chairlifts, and a new base village. Considered to be a premier ski area in Wisconsin, Granite Peak draws 100,000 skiers annually from throughout Wisconsin and nearby states.

An ongoing expansion effort of Granite Peak will add an additional 125 acres to the ski area, including two new lifts and 8 new trails. To allow for this expansion, in December 2022 the Wisconsin DNR completed an update to Rib Mountain State Park's Master Plan. Ski area expansion was strongly supported by residents, area chambers of commerce, and many other stakeholder groups. Besides ski area expansion, the master plan update also adds mountain biking to Rib Mountain State Park, creates a multi-use trail circling the base of the mountain, and doubles the potential size of the park. **MAP 3** shows the location of the approved expansion areas.

- Nine Mile County Forest

Roughly 5000 acres in size, and owned and managed by Marathon County, Nine-mile provides visitors with many outdoor activities, including 45 kilometers of mountain biking trails, cross-country skiing, horseback riding, hiking, snowmobiling, snowshoeing, trout fishing, target and trap shooting, archery, and hunting. Numerous organized events are held at Nine-mile, such as mountain bike races, cross-country ski races, trail running races, and the Badger State Games, among many other events and competitions. Nine-mile is also intensively managed for sustainable forestry and wildlife habitat.

Like Rib Mountain State Park, Nine-Mile County Forest will also expand significantly as over 1500 acres are proposed to be added. The Wisconsin DNR, Marathon County, and many local organizations are working to ultimately connect Rib Mountain State Park with Nine-mile County Forest to create one seamless recreation experience as well as provide a corridor for wildlife to move through. **MAP 4** shows the approved expansion areas, which would increase the size of the park by roughly one-third.

The Town along with a local bicycle advocacy group, the Central Wisconsin Offroad Cycling Coalition, is working to develop the area of Nine-Mile and Rib Mountain State Park into a *Gold-Level Ride Center*, which is a recognition awarded by the International Mountain Bicycling Association (IMBA) to outstanding mountain bike trail facilities world-wide. If successful, this designation would dramatically increase the number of mountain bikers visiting the area and using the trails. Connection of Nine-Mile to the state park is a critical piece of becoming a *Gold-Level Ride Center*.

Lake Wausau and the Wisconsin River

MAP 1 shows the location of Lake Wausau and the Wisconsin River, which provide many water-based recreation activities such as swimming, boating, fishing, water-skiing, canoeing and kayaking, and ice-fishing. As mentioned, the ongoing effort to implement the *Rib Mountain Drive/TID 1 Master Plan and Corridor Study* (2021) will improve access and capitalize on the significant potential of these water amenities by adding walkways, piers, improved viewsheds, better stormwater management, among others.

Social Activity

Social patterns are examined to see whether the proposed village has a distinct social identity or whether residents go elsewhere to adjacent communities for social opportunities.

Social patterns are a very strong aspect to Rib Mountain's petition, as the area has a great many recreational activities available to residents, particularly outdoor recreational activities. Rib Mountain was named the number one place for young families to live in Wisconsin in 2019 by Lending Tree, possibly because Rib Mountain offers so much for families to do.

Recreation Facilities

The Town of Rib Mountain maintains six parks:

- Chellis Park (3 acres): neighborhood park with woodlands and wetlands, a picnic shelter, basketball court, playground equipment, open field area, and walking trail.
- Flax Lane Tot Lot (0.6 acres): neighborhood park with a half-sized basketball court, playground.
- Liberty Park: (14 acres): community park with a playground, picnic shelter, baseball diamond, basketball court, 2 tennis courts, 9-hole disc golf course, open fields, and woodlands.
- Doepke Recreation Area (37 acres): community park which includes a walking trail with fitness stations and boardwalks through wetlands, a playground, athletic fields, lighted hockey rink and recreational skating area, picnic shelter with restrooms and concessions, and a sledding hill.
- Rookery View Park (2 acre): boat launch onto Lake Wausau and the Rib River, sandy area for launching kayaks, and open field.
- Sandy's Bark Park (4 acres): fenced dog park with field area, walking path, and wetland.

In addition to Town parks, many other recreational facilities are located within the Town which are managed by the State, County, or other organizations and are available to Town of Rib Mountain residents. These include:

- Bluegill Bay County Park (68 acres): owned and operated by Marathon County, includes a boat launch onto Lake Wausau, shelter, restrooms, sand volleyball, walking trails, playground, and fishing piers.
- River Park (6 acres): the Wisconsin River pedestrian bridge connects Town of Rib Mountain residents to this park in the Village of Rothschild which includes athletic fields, ball diamond, a playground, an open-air shelter building with a concession kitchen, bike repair station, restrooms, and drinking fountain.
- Nine Mile County Forest: described previously.
- Rib Mountain State Park: described previously.
- Rib Mountain Golf Course: 9-hole course, driving range, and putting green at the base of Granite Peak Ski area.
- Rib Mountain Elementary School (5 acres): school grounds which include a playground, volleyball court, 2 tennis courts, a basketball court, and athletic fields.
- South Mountain School (25 acres): school grounds which include a playground, ice skating area, tennis courts, baseball diamond, soccer fields, and basketball courts.

The Town of Rib Mountain also has many miles of paved bicycle and pedestrian trails for transportation and recreation, including:

- Robin Lane Safe Routes to School: Connects Rib Mountain Elementary to Rib Mountain Drive.
- 51/29 Trail: runs north and south behind the Rib Mountain Drive commercial corridor. Includes a boardwalk section, shelter, and Fix-It-Bike Station.
- State Park Road Trail (Bone & Joint Trail): starts at CTH R and runs along State Park Road to the entrance of Rib Mountain State Park and to the top of Rib Mountain.
- Fritz Doepke Recreation Area Nature Trail: runs from CTH N into Doepke Park. Includes a bridge, boardwalk, and interpretative nature signage.
- Trillium Trail: provides north-south travel along the Town's east side.
- Route MB on the Wausau Region Bicycle Route System: connects Foxglove Road to Azalea Road to the Wisconsin River Bicycle/Pedestrian Bridge into the Village of Rothschild.

MAP 5 shows the location of these bicycle and pedestrian trails. The map shows these trails are located on the east side of the Town, along Rib Mountain Drive and around Rib Mountain State Park. **MAP 6** shows that many additional trails are proposed to be developed in the future, as shown in purple color. Among these new trails are the following:

- Separated trail along CTH KK, enabling access north-south
- Trail circling Rib Mountain State Park
- Trail connecting Rib Mountain State Park with Nine-Mile County Park
- Trillium Trail extended south to Stevens Point
- Trail connecting Rib Mountain and the Wausau metropolitan area west to Marshfield.

Recreation Programs

The Town of Rib Mountain has a summer recreation program for elementary aged students with activities including crafts, games, arts, educational visits, and field trips. The program draws an average of 60 students a day.

Organized Social Events & Celebrations

Rib Mountain has many organized activities, including:

- Valentine's Word Search Event
- Bike Safety Day at Rib Mountain and South Mountain Elementary Schools
- Rib Mountain Lion's Club Steak Fry
- Sandy's Bark Park Cleanup
- Ghidorzi Green and Clean Event
- Noon Optimists Youth Fisheree
- Marathon County Humane Society Annual Fundraiser 5K Run for Their Lives
- Faith Academy Color-a-thon 5K
- Rib Mountain Adventure Challenge – teams run, bike & paddle race
- Wausau 24-hour Run Event at Nine-Mile Recreation Area
- Southside Annual Rummage Sale

Community Groups, Social Clubs, and Churches

Rib Mountain has many social clubs, churches, and groups that provide recreational, social, community service and other opportunities for Rib Mountain residents as well as other area residents.

Due to Rib Mountain's extensive public recreation lands, many of the Town's social groups tend to be focused on outdoor recreation. Examples include:

- Friends of Rib Mountain State Park – group dedicated to enhancing programs and facilities at Rib Mountain State Park.
- Lake Wausau Association – group dedicated to protect, maintain, and enhance Lake Wausau and its surroundings.
- Central Wisconsin Offroad Cycling Coalition – described previously.
- Rib Riders Snowmobile Club – group that maintains 39 miles of trail within Rib Mountain which then connects to 790 miles of trails in other parts of Marathon County maintained by other area snowmobile clubs.
- Rib Mountain Ski Club - created in 1927 to promote downhill skiing.
- Rib Mountain Hiking Club – group that hikes in Rib Mountain State Park Tuesdays, Thursdays, and Sundays. The Club's Facebook page has 599 followers.
- IRONBULL – group that promotes outdoor adventure sports events in Central Wisconsin, such as the *Rib Mountain Adventure Challenge*, an annual running and biking race held since 2015.

Other community groups are the Rib Mountain Lions Club, active since 1970, and the Rib Mountain Community Improvement Foundation which funds improvements at Rib Mountain parks.

Eight churches are located within Rib Mountain, namely:

- Rib Mountain Lutheran Church
- Mountain of the Lord Lutheran Church
- Saint Andrew Lutheran Church
- Immanuel Baptist Church
- Church of Jesus Christ of Latter- Day Saints
- Mountain View Church
- Seventh Day Adventist Church, and
- Kingdom Hall of Jehovah's Witnesses

Topography

Rib Mountain's terrain is among the most dramatic in Wisconsin, with Rib Mountain and Mosinee Hill looming above the landscape and visible for miles. **MAP 7** shows the topography of the Town, including its steep slopes as well as lowland areas which tend to occur to the north, south, and along the Wisconsin River.

Drainage Basins

Town of Rib Mountain territory drains primarily into two watersheds: the Lower Rib River Watershed drains the northern part of the Town north of Rib Mountain, while the Mosinee Flowage Watershed drains remaining Town areas to the south. Both watersheds drain to the Wisconsin River and ultimately to the Mississippi River.

MAP 7 shows Rib Mountain has significant wetlands and floodplain areas, primarily at Nine-Mile County Forest in the Town’s southern half and north of North Mountain Road.

Transportation

The busy I-39/USH 51 freeway runs in a north-south direction along Rib Mountain’s east side and is the lifeblood of the many commercial businesses along Rib Mountain Drive. USH 29 runs in an east-west direction just north of the Town. Because of this unique location, Rib Mountain is a convenient stopping place for people driving between the Twin Cities and Fox Valley, or from Illinois and southern Wisconsin to the Northwoods. The Wausau metropolitan area is the last major urban area prior to reaching the Northwoods. As a result, many travelers utilize the commercial businesses along Rib Mountain Drive to stock up on food, gas, and needed supplies and equipment.

Other key highways in the Town are CTH N and NN running east-west through the Town and CTH KK running north-south. **TABLE 1** shows the tremendous amount of traffic moving through the Town along these highways.

TABLE 1: Traffic Counts for Major Roads

Location	Traffic Count
USH 51-STH 29E Interchange	62,800
USH 51-CTH NN Overpass	61,600
Rib Mountain Drive-USH 51 to Morning Glory	20,000
Rib Mountain Drive-Morning Glory Ln to Robin Ln	13,500
Rib Mountain Drive-Robin Ln to 17 th Ave	15,000

Rib Mountain has 59 miles of local Town roads which tend to serve residential development. These roads are generally interconnected but do dead-end or cul de sac in places because of the presence of Rib Mountain State Park, Nine-Mile County Forest, Bib Rib River, Lake Wausau, the Wisconsin River, or wetlands and floodplains. The Town’s comprehensive plan recommends that all areas of urban development should be inter-connected by streets and bike trails, so the issue of connection is an ongoing effort.

Regarding alternative modes of transportation, as mentioned previously residents do have existing paved bicycle and pedestrian trails on the east side of the Town, as shown by **MAP 4**. Additionally, many more trails are proposed for the future, as shown by **MAP 5**.

Schools

Boundaries of school districts are examined to determine how school district boundaries relate to the boundaries of the proposed village. The Town of Rib Mountain’s 1,131 students are served entirely by the Wausau School District. Two of the district’s schools, Rib Mountain Elementary and South Mountain Elementary, are located within the Town.

South Mountain Elementary School opened in 1997. The student population is 212, all of them residents of Rib Mountain. Currently the district is planning a \$5 million expansion to increase classrooms and update equipment.

Rib Mountain Elementary School opened in 1955. The student population is 198, all of them residents of Rib Mountain. The district is also planning upgrades to Rib Mountain Elementary, with total costs of \$158,000.

Rib Mountain students may also attend Faith Christian Academy's middle school and high school which are located within the Immanuel Baptist Church. Among the school's students, 283 are residents of the Town.

Incorporation of Rib Mountain will not impact schools.

Sanitary District

Rib Mountain Sanitary District serves about 80% of Rib Mountain's residents. **MAP 8** shows the approved sewer service area in blue color, which is the area that may potentially receive service, while the area that currently does receive sewer service is outlined in yellow. The map shows that both current and potential sewer service is primarily limited to the Town's east side. Environmental constraints on the west, south, and north sides of the Town such as granite geology, steep slopes, and wetlands make extending sewer and water service to these areas physically and economically unfeasible. In fact, 90% of all new development since 2014 has occurred within the sanitary district's service area, 117 of 130 total units.

Wastewater is sent to the Rib Mountain Metropolitan Sewerage District (RMMSD) which is located at the Town's southern boundary but is an entirely separate and independent jurisdiction. RMMSD also treats wastewater from the Villages of Weston, Rothschild, Kronenwetter, and City of Mosinee. The treatment plant was built in 1985, has undergone several upgrades since then, and still has capacity to serve future development within the approved service area. The RMMSD treatment facility's design flow is 4.41 million gallons per day (MGD) and the current average flow is about 2.7 MGD, which is approximately 60% of capacity.

Some Rib Mountain residents utilize private on-site sanitary systems. However, the Town's environmental constraints make these systems unfeasible. **MAP 9** shows how dire the situation is for private on-site sanitary systems in Rib Mountain. Areas shown in yellow color on the map are categorized as *Very Limited* for private systems, while areas in Brown color are categorized as *Poor*. Green color shows favorable conditions for private systems. Rib Mountain has none of these Green areas. The Town's granite geology means that there are no favorable locations for private on-site systems. As a result, few permits for private systems are approved and almost all residents utilize municipal sewer provided by the sanitary district.

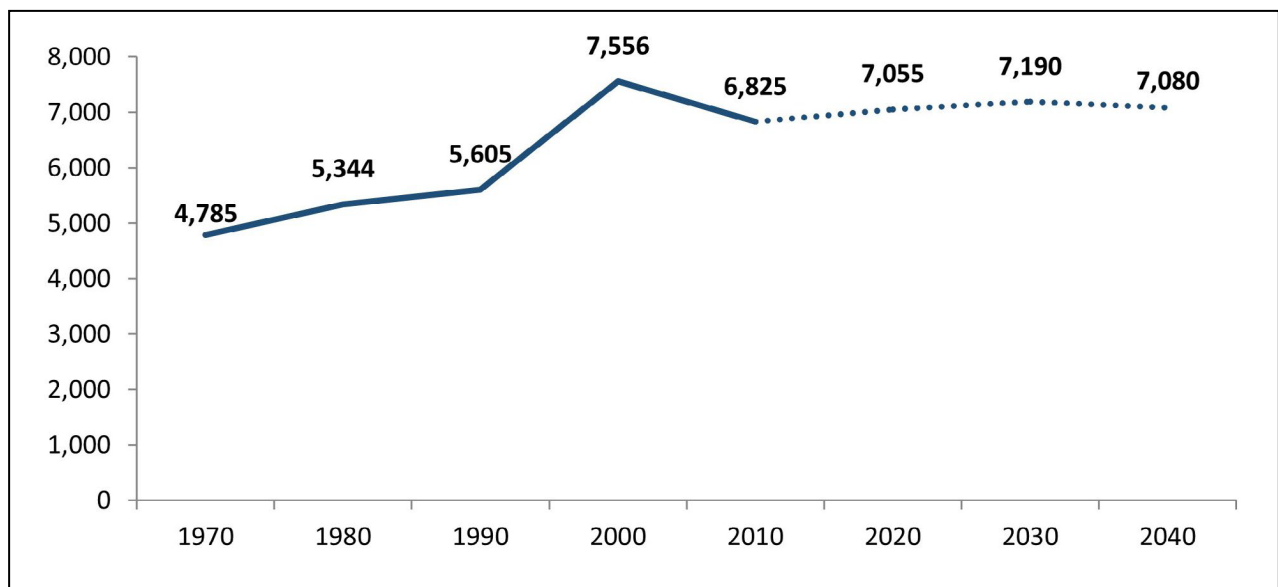
Residents within the sanitary district's service boundaries also receive municipal water. The district operates from four wells located along the Wisconsin River. Each well is 90 feet deep and produces 500 gallons per minute. The water supply is stored in a 500,000-gallon ground storage tank located on the east slope of Rib Mountain. Currently RMMSD is designing an upgraded water treatment plant to treat contamination from polyfluoroalkyl substances (PFAS). Completion is anticipated to occur by 2025. Granite Peak Ski Area is currently the system's largest water user due to snowmaking. However, this could change as the ski area is exploring alternate water sources.

Population

Population is examined to determine whether population density is high or low, and whether population is scattered unevenly or located in a more compact fashion.

Rib Mountain contains 7313 residents. **Figure 1** shows how the Town's population has changed over the past 50 years, increasing most rapidly from 1970 to 2000. However, since 2000 the Town's growth rate has greatly slowed, growing at only 0.1% annually in the 20 years since. Petitioners attribute this to most of the Town's developable lands having already been developed, and that the lands remaining are either publicly owned recreational lands, steep slopes, wetlands and floodplains, or granite geology which makes them physically or economically unfeasible to develop. As a result, instead of development occurring in Rib Mountain since 2000, development has occurred in other Marathon County communities such as Kronenwetter, Wausau, Marathon City, and other communities where environmental constraints are not an obstacle.

Figure 1: Rib Mountain Population



*In the 2000 Census, several subdivisions were included in the Rib Mountain data which were not actually a part of the Town, giving the appearance of a large population increase in the 1990s. This error in 2000 combined with the correction in 2010 results in the appearance of a population decline from 2000 to 2010.

Rib Mountain's overall population density is 286 people per square mile. **TABLE 2** shows that this is on the low end compared with recent incorporation petitions which have met this standard. However, Petitioners point out that subtracting out Rib Mountain's publicly owned recreational lands, which account for over 1/3 of the Town, makes the Town's population density increase to 402 persons per square mile. This is the same density as Lisbon, which the Board just recently approved.

TABLE 2: Population Density

Community	Population Density (sq. mi.)
Harrison	1,572
Brookfield	1,482
Fox Crossing	1,174
Greenleaf	859
Somers	581
Greenville	570
Bloomfield	474
Lisbon	402
Rib Mountain (Exclusions)	402
Summit	316
Richfield	316
Rib Mountain (Overall)	286
Bristol	254

MAP 10 shows how Rib Mountain’s population is primarily clustered along the Town’s eastern side. As mentioned, the environmental constraints and publicly owned recreational land have prevented significant populations from locating in the Town’s western, northern, and southern areas.

Land Uses

Land uses are examined to determine whether the type of land uses within the proposed village tend to be urban or rural in nature. Wisconsin case law holds that to be considered compact and homogenous land uses should be urban rather than rural.

TABLE 3 shows Rib Mountain’s land uses. The most prevalent developed use is residential, at 13% of the total Town. This includes over 1041 acres of multi-family residential, which is more multi-family housing than most recent incorporation petitions the Board has reviewed. This shows the urban and intensive nature of land uses on the Town’s eastern side. Commercial and industrial uses are almost 700 acres or 4% of the total town. The most prevalent undeveloped uses are public recreational lands and woodlands, which comprise 62% of the Town. The ‘woodlands’ category also includes steep slopes, wetlands, and floodplains in the Town because trees tend to occur in these areas and North Central Regional Planning Commission (NCWRPC), which maintains this data, lumps these land types together under the category ‘woodlands’. Agricultural lands account for only 4% of the total Town, much less than many Wisconsin towns where agriculture is the dominant land use. Rib Mountain does not have a history of agriculture due to the Town’s granite geology.

TABLE 3: Existing Land Use (2015)

Category	Area	% of Town
Commercial	339.5	2.0%
Governmental	121.0	.7%
Industrial	331.0	2.0%
Multi-family Residential	1,041.0	6.0%
Single-family Residential	2,075.0	13.0%
Transportation	1,097.0	7.0%
Total Developed Uses	5,004.5	30.6%
Agriculture	675.0	4.0%
Outdoor Recreational	4,859.0	26.0%
Water	990.0	6.0%
Woodlands	4,919.0	30.0%
Total Undeveloped Uses	11,343.0	69.3%
Total Acres	16,347.5	100.0%

MAP 11 shows the location of these existing land uses. The red color indicates the commercial activity along Rib Mountain Drive and yellow color shows residential development. All remaining Town lands tend to be green color, which shows the publicly owned recreational lands and woodlands categories.

Financial Information

The Board examines whether “the present *and potential* sources of tax revenue appear sufficient” to provide village level services. Factors examined include equalized value, debt, proposed budget, and the current and proposed tax rate.

Equalized Value

TABLE 4 shows a total equalized value of \$971,169,600, with 56% of this being residential and a stunning 36% being commercial. This is significantly more commercial activity than most petitions the Board has reviewed, and it demonstrates the outsized impact that Rib Mountain Drive commercial activity has on the Town, making up over 1/3 of the Town’s total value. Undeveloped land uses, which constitute almost 70% of the Town’s area, make up only 4% of its value.

TABLE 4: Equalized Value

Property Class	Acres	Value	% of Total
Residential	2,577	\$698,733,100	59.00%
Commercial	559	\$239,276,100	36.00%
Manufacturing	1	\$175,200	0.40%
Agricultural	746	\$128,900	0.50%
Undeveloped	832	\$438,900	.16%
Ag Forest	686	\$1,121,400	.54%
Forest	2,598	\$10,957,800	3.90%
Other	16	\$1,254,800	0.00%
Total Real Estate	8,015	\$912,732,900	100.00%
Total Personal Property		\$19,083,400	
Total Equalized Value		\$971,169,600	

TABLE 5 shows how Rib Mountain compares favorably with similar-sized villages across the state, falling right in the middle.

TABLE 5: Comparison of Equalized Value

Municipality	Population	Equalized Value
C. Delafield	7,235	\$1,760,693,400
T. Middleton	6,759	\$1,550,479,300
T. Brookfield	6,789	\$1,442,189,900
V. Fox Point	6,733	\$1,268,599,700
T. Rib Mountain	7,070	\$971,169,600
V. Cottage Grove	7,070	\$906,457,000
T. Waterford	6,562	\$847,996,100
V. Lake Hallie	7,224	\$828,987,600
V. Buchanan	7,142	\$824,643,700
V. Algoma	7,002	\$798,364,500
V. Kimberly	7,422	\$679,562,800

TABLE 6 shows how Rib Mountain’s equalized value compares favorably with area cities and villages, having more equalized value than the Villages of Kronenwetter and Rothschild and the Cities of Mosinee and Schofield.

TABLE 6: Marathon County Area Equalized Values

Municipality	Population	Equalized Value
C Wausau	39,182	\$3,265,016,200
V Weston	15,837	\$1,402,109,500
T Rib Mountain	7,070	\$971,169,600
V Kronenwetter	8,402	\$741,690,200
V Rothschild	5,391	\$533,275,000
C Mosinee	4,220	\$539,780,200
C Schofield	2,205	\$265,067,700

Debt

Rib Mountain has \$6,640,000 million in debt. Given its high equalized value, the Town is only utilizing 13.6% of its statutorily allowed debt capacity. This means that the Town may potentially borrow \$48,558,480. If incorporated, the new village would assume Rib Mountain Sanitary District’s debt also. Recently Rib Mountain Sanitary District authorized \$3,000,000 for a new water treatment plant and the District also pays \$37,239 monthly to the Rib Mountain Metropolitan Sewerage District (RMMSD) for treatment. Users do pay a fee for service so there is a revenue stream to cover these expenses. Rib Mountain’s bond rating was “AA” in 2022, the second highest rating given.

Proposed Budget

TABLE 7 shows the Town’s existing and proposed general budgets. Existing revenues and expenditures are \$3,685,066 and proposed revenues and expenditures of \$3,696,633. Since the entire Town of Rib Mountain is proposed for incorporation, the existing budget and proposed budget are nearly identical. Roughly 1/3 of revenue comes from property

taxes, with Intergovernmental Revenues and Public Charges comprising another 1/3. Public Works and public safety are the biggest expenditure categories.

Rib Mountain's service level tends to be higher than many Wisconsin towns, with 13 full-time staff and 60 part-time staff providing a range of services more typical of a city or village. Specifically, Rib Mountain provides the following core services:

- Administration – includes full-time administrator, clerk, deputy clerk, treasurer, and deputy treasurer.
- Police – since 2020 Rib Mountain has contracted with Marathon County Sheriff's Department for a full-time police officer who works from dedicated space within the Rib Mountain Municipal Center. Total calls for 2021 for Rib Mountain were 6,699 and the Town has been meeting with the Sheriff's Department about possibly adding a second dedicated officer.
- Fire department – in 2014 Rib Mountain and the Village of Weston created the South Area Fire & Emergency Response (SAFER) District which serves Rib Mountain, the Village and Town of Weston, and Towns of Easton, Ringle, Guenther, and Stettin. SAFER provides service to 36,000 people across 300 square miles of territory with two stations, one of them located in Rib Mountain, and a staff of 12 full-time staff and 37 part-time paid-on-call staff. The total budget for operations for the SAFER District is \$2.84 million (FY 2022), and capital costs over the next five years is projected at \$12.2 million. Rib Mountain's shared cost of the SAFER district is set at 33%.
- Public Works – includes 6 full-time and 6 part-time employees, maintaining 80 miles of roads, culverts, ditches, and snowplowing with an operating budget of \$1.69 million.
- Parks & Recreation Department – maintains 6 parks with an annual operating budget of \$197,218.
- Planning & Zoning & Community Development – includes a full-time Director of Community Development and full-time Building Inspector/Zoning assistant.
- Sanitary District – includes 3 full-time and 3 seasonal staff with an annual operating budget of \$1.24 million.
- Assessor – contracted service
- Information Technology – contracted service for computer and network server systems, telecommunication, wireless phone systems, website and social media.

TABLE 7: Proposed Budget

	2022 Existing Town Budget	2023 Proposed Village Budget
General Fund		
Revenues		
Property Taxes	\$2,014,048	\$2,069,434
Other Taxes	\$15,475	\$16,000
Intergovernmental Revenues	\$604,863	\$623,459
Licenses and Permits	\$105,140	\$105,140
Fines, Forfeits, Penalties	\$1,500	\$1,500
Public Charges for Services	\$532,575	\$555,700
Intergovernmental Charges for Services	\$1,515	\$18,500
Miscellaneous Revenue	\$22,300	\$55,000
Other Financing Sources	\$146,650	\$161,900
Applied Fund Balances	\$227,000	\$90,000
Total Revenues	\$3,685,066	\$3,696,633
Expenditures		
General Government	\$841,836	\$751,243
Public Safety	\$805,644	\$909,996
Public Works	\$1,694,339	\$1,748,468
Culture, Recreation, Education	\$197,218	\$139,283
Conservation & Development	\$100,137	\$101,643
Contingency	\$45,892	\$46,000
Total Expenditures	\$3,685,066	\$3,696,633

Tax Rate

Rib Mountain's 2021 tax rate was \$3.37. **TABLE 8** shows Rib Mountain's tax rate over the years. The rate has been fairly consistent, and residents do not appear to be overly burdened with taxes. Petitioners estimate a 2023 tax rate of \$3.60. **TABLE 9** shows how this compares with other Marathon County cities and villages and shows that Rib Mountain's tax rate would be lowest.

TABLE 8: Tax Rate

Year	General Fund	Debt Service	Total
2012	\$2.03	\$1.19	\$3.22
2013	\$2.11	\$1.17	\$3.28
2014	\$2.19	\$1.14	\$3.33
2015	\$2.21	\$1.12	\$3.33
2016	\$2.22	\$1.25	\$3.47
2017	\$2.26	\$1.31	\$3.57
2018	\$2.42	\$1.31	\$3.73
2019	\$2.55	\$1.30	\$3.85
2020	\$2.09	\$1.23	\$3.32
2021	\$2.14	\$1.23	\$3.37

TABLE 9: Tax Rate Comparison

C Wausau	\$10.20
C Schofield	\$7.09
C Mosinee	\$7.72
V Weston	\$7.54
V Rothschild	\$6.97
V Kronenwetter	\$4.76
T Rib Mountain	\$3.49

CHARACTERISTICS OF THE TERRITORY - DETERMINATION

The standard to be applied is found in s. 66.0207(1)(a), Wis. Stats. and is as follows:

The entire territory of the proposed village or city shall be reasonably homogenous and compact, taking into consideration natural boundaries, natural drainage basin, soil conditions, present and potential transportation facilities, previous political boundaries, boundaries of school districts, shopping and social customs.

In addition to the statutory factors cited above, the Wisconsin Supreme Court in *Pleasant Prairie v. Department of Local Affairs & Development* held that the Department may also consider land-use patterns, population density, employment patterns, recreation and health care customs.¹

Transportation

Accessibility to the proposed village is very good, being located adjacent to USH 39/51 and just south of USH 29. Accessibility within the proposed village is adequate. Some local roads dead-end in places due to environmental constraints such as the steep slopes of Rib Mountain and Mosinee Hill, Lake Wausau and the Wisconsin River, and wetlands and floodplains. This situation is beyond the Town's control; however the Town is taking steps to address the issue. For example, the Town's comprehensive plan recommends that new and existing development be connected via bicycle and pedestrian trails.

Social Opportunities

Social and recreational opportunities are a strong aspect of Rib Mountain's petition. The Town has a variety of parks and social organizations typical of many Wisconsin communities such as Lions Club, churches, and annual community events. However, what really sets Rib Mountain apart is that it happens to be a major destination for outdoor recreation due to Rib Mountain State Park, Granite Peak Ski Resort, Nine-Mile County Forest, Lake Wausau, and the Wisconsin River. Just one of these outdoor resources would be a major draw, but to have all of them within one community is an extraordinary opportunity, and one which Rib Mountain residents appear to be taking full advantage of. Residents may choose from an amazing array of outdoor activities, and as a result they have created and are active with many social groups which are focused on outdoor recreation. In this way, Rib Mountain's outdoor recreational lands promote homogeneity among residents by providing shared social patterns and experiences among residents. While many users of these amenities come from elsewhere in Wisconsin and from other states, clearly Town residents are taking advantage of these amenities which lay so immediately close at hand.

Economic Opportunities

Economic activity is another strong aspect of this petition. **APPENDIX B** lists 200 businesses employing 3207 workers. These businesses clearly meet residents daily shopping needs and are geared towards meeting the needs of residents throughout north-

¹ *Town of Pleasant Prairie v. Dept. of Local Affairs & Development*, 113 Wis. 2d 327, 333-40, 334 N.W.2d 893 (1983).

central Wisconsin as well as visitors traveling through the area on their way to the north woods or between the Twin Cities and Green Bay/Fox Valley. The proposed village's outdoor recreation amenities are also significant drivers of tourism, drawing hundreds of thousands of visitors to the area. These tourism visits support a host of other businesses throughout the Wausau metropolitan region, such as hotels, restaurants, outdoor equipment sale and rental, and entertainment, among many others.

Other Jurisdictional Boundaries

The incorporation of Rib Mountain does not appear to impact or conflict with boundaries of existing jurisdictions such as Wausau School District and Rib Mountain Sanitary District.

Population Distribution

Rib Mountain's population density of 402 persons per square mile is less dense than many other successful petitions but is equal to Lisbon's density which the Board just recently approved. Rib Mountain's population is limited to the east side of the Town due to other parts of the Town being publicly owned recreational land or steep slopes, wetlands, and floodplains and granite geology which have prevented development.

Land Use

Urban land uses such as residential and businesses tend to be located along the Town's eastern side, while the remaining 70% of the Town consists of publicly owned recreational lands and wooded lands whose steep slopes, wetlands, and floodplains, and granite geology have prevented development.

Finding

Some of the factors examined under this standard, such as economic and social opportunities, are very strong and show compactness and homogeneity. Transportation also tends to be good as residents can move about the community using multiple modes, and this will further improve as the proposed bike and pedestrian paths are built. Other factors such as population density and urban land uses tend to be located on the east side of the Town due to other parts of the Town being publicly owned or having environmental constraints. How Rib Mountain has developed over the years may be the most beneficial and appropriate way for it to develop in terms of planning, conservation, resource maximization, and economic success. In fact, Rib Mountain's natural areas appear to be inextricably linked to the resident population's social patterns and of enormous importance economically not only to the Town but to the whole Wausau metropolitan area. For the reasons discussed above, the Board finds that on balance the proposed village is sufficiently compact and homogenous and that the Characteristics of the Territory standard in s. 66.0217(1)(a), Wis. Stats. is met.

TERRITORY BEYOND THE CORE - DETERMINATION

The standard to be applied for metropolitan communities is found in s 66.0207(1)(b), Wis. Stats. and reads as follows:

The territory beyond the most densely populated square mile as specified in s. 66.0205 (3) or (4) shall have the potential for residential or other urban land use development on a substantial scale within the next 3 years. The board may waive these requirements to the extent that water, terrain or geography prevents the development.

Waiver of Territory from Standard

The statute permits the Incorporation Review Board to waive certain territory from the standard to the “extent that water, terrain or geography prevents such development.”

In this case, Petitioners have requested waiver of territory from the standard due to publicly owned lands and environmental constraints of steep slopes, wetlands and floodplains, and granite geology, all of which prevent development of these lands. **MAP 12** shows the location of these areas, the publicly owned recreational lands in green color, and the steep slopes, wetlands, and floodplains areas in orange color, and areas that are already developed in purple color. **TABLE 16** shows the acreage breakdown for Territory Beyond the Core lands: 1805 acres, or 11%, are considered already developed. 7202 acres, or 42%, are publicly owned recreation lands and their approved expansion areas, and 1352 acres, or 8%, have environmental constraints.

Because the publicly owned lands are already considered developed due to their public ownership and use as public recreational lands, waiver of them is unnecessary. Because the Board has a long history of waiving wetlands, floodplains, and steep slopes from the standard, the Board agrees to waive the 1352 acres with environmental constraints.

TABLE 16: Territory Beyond the Core

Description	Acres	Percent
Core	5,507	33%
9-Mile County Forest & Expansion Area	4,037	24%
Rib Mountain State Park & Expansion Area	3,165	18%
Developed	1805	11%
Developable	691	4%
Development Limitations	1352	8%
Total	16,557	100%

Territory Subject to Standard

TABLE 16 shows that waiving the environmentally-constrained lands leaves 691 acres of developable territory subject to the statutory standard. These areas are currently agricultural lands, shown on **MAP 12** as the areas in white. **TABLE 17** shows how Rib Mountain’s 691 developable acres compares with other petitions which met this standard, showing that Rib Mountain’s developable acres are dramatically fewer.

TABLE 17: Developable Acres Comparison

Petition	Developable Acres	% of Total Village
Mount Pleasant	13,513	60%
Greenville	4,095	38%
Bristol	3,171	55%
Lisbon	2,459	14%
Summit	2,367	14%
Somers	1,991	25%
Fox Crossing	1,132	19%
Harrison	887	29%
Rib Mountain	691	4%

Petitioners indicate that even these 691 acres is an unrealistically high number of developable acres because many of these lands are inaccessible. **MAP 12** shows how many of these developable acres shown in white color are not proximate to any roads and are surrounded by and separated by areas with environmental constraints that would make building roads and other infrastructure to connect with them unfeasible from environmental and cost standpoints. As a result, the number of developable acres may only be 50% of the 691 acres shown in white color by **MAP 12**.

Applying the Petition to the Standard

To help determine whether Rib Mountain's developable territory has the potential for urban development within the next 3 years, the Board typically examines a variety of factors, including recent building activity, population growth trends and forecasts, accessibility, availability of services, and whether plans and studies anticipate development.

Recent Building Activity

A community's recent past development activity is often an indication of likely future development activity. To gauge recent past development activity, data such as building permits and new subdivisions are examined.

TABLE 18 shows that from 2003 to 2021, the Town issued building permits for 273 new housing units, an average of 14 per year. Only 30 private on-site sanitary permits were issued over these 21-years, or slightly more than 1 per year. This is consistent with Petitioners' contention that environmental constraints and granite geology makes private systems unfeasible. An average of 15 building permits for commercial uses are granted annually. This is more commercial activity than most past petitions reviewed by the Board, and it is consistent with the busy Rib Mountain Drive commercial corridor being Central Wisconsin's shopping area.

TABLE 18: Rib Mountain Building Permits

Year	New Homes	Sanitary Permit	Commercial
2003	20	0	15
2004	18	4	18
2005	15	0	20
2006	19	0	20
2007	13	0	29
2008	6	0	20
2009	2	0	9
2010	8	0	16
2011	10	4	9
2012	13	2	15
2013	17	3	6
2014	9	0	14
2015	19	0	17
2016	7	0	10
2017	19	6	7
2018	25	3	19
2019	25	3	12
2020	11	1	11
2021	17	4	22
Total	273	30	289
AVG	13	1	14

TABLE 19 shows how Rib Mountain’s residential building permit activity compares with incorporation petitions which met this standard and shows that Rib Mountain is at the low end, ahead of only Somers.

TABLE 19: Building Permit Comparison

Petition	New Residential Units
Harrison	133
Bellevue	99
Mount Pleasant	98
Richfield	80
Greenville	74
Kronenwetter	55
Fox Crossing	55
Lisbon	40
Bristol	31
Summit	23
Rib Mountain	13
Somers	5

Population

Population trends are examined because increased numbers of people coming into a community often correlates with increased urban development, for example houses for the newcomers to live in, businesses to serve their needs, schools to educate children, etc. **FIGURE 1** shows very little growth occurring in Rib Mountain since 2000, only a 0.1% annual population increase. Looking to the future, **TABLE 20** shows Department of Administration population projections and shows slow growth until 2030 after which population is expected to decline.

TABLE 20: Rib Mountain Population Projections

2020 WDOA Estimate	2025 Projection	2030 Projection	2035 Projection
7001	7,145	7,190	7165
% Increase	2.1%	0.6%	- 0.3%

Current Development Projects

The Board examines current development projects because the fact that they are underway means they will likely be completed within the next 3 years.

In Rib Mountain, one subdivision plat is in the process of being developed. Located on the Town's east side, this plat will ultimately include 49 lots and be served by municipal sewer and water.

Accessibility

The Board examines accessibility to the proposed village territory because the ease with which residents can come and go to employment, school, and other daily activities influences whether people choose to move to an area. As noted previously, accessibility within Rib Mountain and between Rib Mountain and other central Wisconsin communities is good.

Services

Services can have a bearing on whether people choose to move into an area, particularly municipal sewer and water service because that controls the type and density of new development. In Rib Mountain municipal sewer and water is provided only to the eastern side of the Town and partway along CTH NN. Areas to the west and south do not receive service and lie outside of the approved sewer service area. Due to environmental constraints, there are no plans to amend the sewer service area to include these areas. Similarly, these same environmental constraints make development with private on-site sanitary systems unfeasible.

Plans and Studies

Local plans, comprehensive plans, TID plans, and consultant studies, among others, can also help assess the potential for future development and whether development is anticipated and actively being prepared for. In Rib Mountain's case, extensive planning is underway to redevelop Rib Mountain Drive, including creation of a TID district and adoption of an updated zoning code. However, plans call for rural parts of the Town to remain rural. Rib Mountain's comprehensive plans from 1978, 1989, 2005, 2015, and 2022 have consistently cited the environmental constraints as the reason why these lands should remain rural and undeveloped. As a result, Rib Mountain's current comprehensive plan anticipates few acres are needed for new development. **TABLE 21**

shows that by 2025 only 10 additional acres are anticipated to be needed for residential development and 26 acres for commercial development.

TABLE 21: Estimated Land Demand in Acres

Category	Projected Additional Acreage			
	2025	2030	2035	2040
Agricultural	0.0	0.0	0.0	0.0
Residential	10.0	10.0	10.0	10.0
Commercial	26.0	26.0	26.0	26.0
Industrial	0.1	0.1	0.1	0.1

Finding

Much of Rib Mountain is wooded lands that are either publicly owned recreational lands or have environmental constraints such as steep slopes, wetlands and floodplains, and granite geology. As a result, much of the territory beyond the core is considered already developed or waived from the standard. Only 691 acres of agricultural lands are subject to the standard, and even a significant number of these acres are inaccessible and not developable.

Although the development factors the Board considers assessing the potential for substantial development appear to be low with this petition, because so few acres are subject to this standard, and because the town is mostly fully developed, the Board finds that the Territory Beyond the Core standard in s. 66.0217(1)(b), Wis. Stats. is met.

TAX REVENUE - DETERMINATION

The standard to be applied is found in s. 66.0207(2)(a), Wis. Stats., and provides as follows:

"The present and potential sources of tax revenue appear sufficient to defray the anticipated cost of governmental services at a local tax rate which compares favorably with the tax rate in a similar area for the same level of services."

The Tax Revenue standard helps ensure that the proposed village has the financial resources to function as an incorporated entity. Factors considered include equalized value, debt, proposed budget, and tax rate.

Equalized Value

TABLE 4 shows Rib Mountain's equalized value was \$971,169,600, with 56% being residential and an impressive 36% being commercial. The heavy impact of Rib Mountain Drive's commercial activity on the Town can especially be seen from its equalized value, constituting over 1/3 of the Town's total value. This is significantly more commercial activity than most incorporation petitions reviewed by the Board. Undeveloped land uses account for 4% of the Town's value.

TABLE 5 shows that Rib Mountain's equalized value compares favorably with similarly sized villages across Wisconsin, falling right in the middle. **TABLE 6** shows that Rib Mountain's equalized value compares favorably with Marathon County cities and villages, having more equalized value than the Villages of Kronenwetter and Rothschild and the Cities of Mosinee and Schofield.

Debt

Rib Mountain has only \$6.6 million in debt. Given its high equalized value, the Town is only utilizing 13.6% of its statutorily allowed debt capacity. This means that Rib Mountain may potentially borrow \$48,558,480 million.

If incorporated, the new village would assume Rib Mountain Sanitary District's assets and debts. Recently the district authorized \$3,000,000 for a new water treatment plant and the District also pays \$37,239 per month to the Rib Mountain Metropolitan Sewerage District for treatment. However, the district's customers do pay a fee for service, and have been doing so since 1985, so there is a well-established revenue stream to cover these expenses. Rib Mountain's bond rating was "AA" in 2022, the second highest rating given. The proposed village should be able to manage the combined debt of the existing Town and the sanitary district.

Proposed Budget

TABLE 7 shows the Town's existing and proposed general budgets. Rib Mountain employs 13 full-time employees and more than 60 seasonal employees who provide residents with a high level of services.

Tax Rate

TABLE 8 shows that Rib Mountain's tax rate over the years has been consistently low and **TABLE 9** shows that Rib Mountain's tax rate would be the lowest among Marathon County cities and villages.

Finding

Rib Mountain has a high equalized value, low debt, and low tax rate. It already provides a high level of services. Petitioners' proposed budget appears reasonable. For these reasons the Board finds that Rib Mountain clearly has the present and potential sources of revenue needed to function as a village at a favorable tax rate and that the Tax Impact standard in s. 66.0207(2)(a), Wis. Stats. is met.

LEVEL OF SERVICES - DETERMINATION

The standard to be applied is found in s. 66.0207(2)(b), Wis. Stats., and provides as follows:

The level of governmental services desired or needed by the residents of the territory compared to the level of services offered by the proposed village or city and the level available from a contiguous municipality which files a certified copy of a resolution as provided in s. 66.0203(6), Wis. Stats.

This standard does not apply because no contiguous municipality filed a resolution with Marathon County Circuit Court indicating a willingness to annex and provide services to the proposed village territory.

IMPACT ON THE REMAINDER OF THE TOWN -DETERMINATION

The standard to be applied is found in s. 66.0207(2)(c), Wis. Stats., and provides as follows:

“The impact, financial and otherwise, upon the remainder of the town from which the territory is to be incorporated.”

This standard does not apply because there is no Town of Rib Mountain remaining after incorporation. Instead, the entire Town of Rib Mountain is proposed to become a village.

IMPACT UPON THE METROPOLITAN COMMUNITY - DETERMINATION

The standard to be applied is found in s. 66.0207(2)(d), Wis. Stats. and is as follows:

The effect upon the future rendering of governmental services both inside the territory proposed for incorporation and elsewhere within the metropolitan community. There shall be an express finding that the proposed incorporation will not substantially hinder the solution of governmental problems affecting the metropolitan community.

The Board must make *an express finding* that the proposed incorporation will not substantially hinder the solution of governmental problems affecting the metropolitan community. Intergovernmental issues affecting the metropolitan community include stormwater, transportation, groundwater, housing, economic development, tourism, among others.

Factors examined include cooperation with municipal neighbors, adequate service levels, and area plans, among others.

MAP 2 shows Rib Mountain and its municipal neighbors which comprise the metropolitan area.

Intergovernmental Agreements

Examples of Rib Mountain's cooperation with its municipal neighbors and other area jurisdictions include:

- South Area Fire and Emergency Response (SAFER) District - collaboration between Rib Mountain and Village of Weston to provide fire and EMS to the region.
- Police protection – Rib Mountain coordinates with Marathon County for service above what the County routinely provides, currently contracting for 1 full-time officer.
- McCleary Bridge Agreement – Rib Mountain, the City of Wausau, and Marathon County coordinating maintenance of the McCleary Bridge.
- Recycle Outreach Cooperative Agreement – agreement between Marathon County and area communities regarding recycling.
- Trail maintenance agreement - Marathon County and Rib Mountain coordinate regarding maintenance of trails in the Town.

Economic Development

A great deal of collaboration has occurred, and continues to occur, in Marathon County regarding economic development. With its tourism and retail contributions, the Town of Rib Mountain is at the center of this activity. Examples include:

- Marathon County Development Corporation – facilitates new businesses. A Rib Mountain Board Supervisor currently serves as Vice President of this entity.

- Greater Wausau Region Economic Development Strategic Plan - commissioned by the Wausau Region Chamber of Commerce and Marathon County Development Corporation, this plan is tightly integrated into Rib Mountain's comprehensive plan and its redevelopment plan for Rib Mountain Drive.
- Central Wisconsin Alliance for Economic Development (Centergy) – a nonprofit regional marketing and economic development organization that fosters collaboration among private and public sector leaders throughout the five counties of central Wisconsin: Adams, Lincoln, Marathon, Portage, and Wood Counties. The organization collaborates on recruiting talented workers, regional brand development, business development, and promoting innovation and entrepreneurship. Rib Mountain is an active member of this organization.
- Greater Wausau Chamber of Commerce - Rib Mountain is an active member and a Town Board Supervisor serves on its board of directors.

Regulations

Incorporation will not impact extraterritorial authority because the Villages of Rothschild and Kronenwetter do not currently exercise their extraterritorial plat review authority. Other adjacent communities are Towns and so do not have extraterritorial authority.

Regarding zoning, the Town of Rib Mountain opted out of county zoning long ago and has administered its own zoning for many years. An incorporated Rib Mountain would assume responsibility over shoreland zoning and appears well-positioned to do so.

Marathon County would continue to regulate private on-site sanitary systems. However, Rib Mountain has a limited number of these systems.

Services

Rib Mountain already provides a high level of services to its residents and its SAFER District provides fire protection and EMS services to residents of other adjacent communities.

Finding

It appears that incorporation would not negatively impact the region. In fact, it appears that incorporation could benefit the region by equipping Rib Mountain with higher level tools to manage the huge amount of traffic moving through the area, to manage its major outdoor recreation resources, to manage the significant amount of retail and economic activity along Rib Mountain Drive, and to manage the ongoing redevelopment of Rib Mountain Drive. No neighboring municipalities or citizens groups are opposed to Rib Mountain's incorporation. As a result, the Board expressly finds that incorporation will not substantially hinder the solution of governmental problems affecting the metropolitan community and that the standard in s. 66.0207(2)(d), Wis. Stats. is met.

APPENDIX A: INCORPORATION REVIEW BOARD

The Incorporation Review Board was created by 2003 Wisconsin Act 171. It is charged with reviewing incorporation petitions forwarded by the circuit court in order to ensure that these petitions meet the public interest standards in s. 66.0207 Wis. Stats. The board advises the circuit court on whether incorporation petitions should be granted, dismissed, or resubmitted with new boundaries. The Board is also authorized to set and collect an incorporation review fee to pay for the costs of reviewing the petition. The Board has currently set the fee at \$25,000.

Members

Department of Administration Member and Chair

Dawn Vick, Chair of Incorporation Review Board
Administrator, Division of Intergovernmental Relations

Wisconsin Towns Association Member #1

William Goehring, Chairperson
Town of Sherman

Wisconsin Towns Association Member #2

Sharon Leair, Chair
Town of Genesee

Wisconsin League of Municipalities Member

Justin Nickels, Mayor
City of Manitowoc

Wisconsin League of Municipalities Member

Curt Witynski

Staff

Renee Powers
Erich Schmidtke

APPENDIX B: RIB MOUNTAIN BUSINESSES

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Red Robin	Accommodation and Food Service	225548 Rib Mountain Dr Wausau, WI 54401	Year	45
Rib Mountain Inn LLC	Accommodation and Food Service	227305 Boulder Ridge Cir, Wausau, WI 54401	Year	7
Rocky Rococo Pizza and Pasta	Accommodation and Food Service	226408 Rib Mountain Dr Wausau, WI 54401	Year	14
Ropa's Pizza	Accommodation and Food Service	225670 Rib Mountain Dr, Wausau, WI 54401	Year	15
Starbucks	Accommodation and Food Service	225428 Rib Mountain Dr, Wausau, WI 54401	Year	14
Subway	Accommodation and Food Service	226100 Rib Mountain Dr, Wausau, WI 54401	Year	15
Texas Roadhouse	Accommodation and Food Service	225400 Rib Mountain Dr Wausau, WI 54401	Year	120
Carmelo's Italian Restaurant	Accommodation and Food Service	149841 County Rd NN, Wausau, WI 54401	Year	35
The Garage	Accommodation and Food Services	152501 Morning Glory Ln Wausau, WI 54401	Year	10
4 Seasons Golf of Wausau	Arts, Entertainment, and Recreation	151411 Robin Ln Wausau, WI 54401	Seasonal	4
Be Well Yoga	Arts, Entertainment, and Recreation	151515 Robin Ln Wausau, WI 54401	Year	5
Blades & Boards	Arts, Entertainment, and Recreation	227075 Rib Mountain Dr, Wausau, WI 54401	Year	5
Burn Boot Camp	Arts, Entertainment, and Recreation	151411 Robin Ln Wausau, WI 54401	Year	3
Jonson Fitness & Wellness	Arts, Entertainment, and Recreation	226851 Rib Mountain Dr, Wausau, WI 54401	Year	3
Lift	Arts, Entertainment, and Recreation	227307 Rib Mountain Dr, Wausau, WI 54401	Year	2
Rib Mountain Golf Course	Arts, Entertainment, and Recreation	149841 County Road NN Wausau, WI 54401	Seasonal	20
State Park Speedway	Arts, Entertainment, and Recreation	147711 N Mountain Rd, Wausau, WI 54401	Seasonal	15
Visit Wausau CVB	Arts, Entertainment, and Recreation	227460 Shrike Ave Wausau, WI 54401	Year	4
Aires Heating & Cooling	Construction	152352 Starling Ln Wausau, WI 54401	Year	7
Albright Enterprises	Construction	151309 Kingfisher Ln, Wausau, WI 54401	Year	10
Dan Sillar's General Contractor	Construction	227880 Nuthatch Ln Wausau, WI 54401	Year	2
Denfeld Concrete Construction, Inc.	Construction	223464 Clover Rd Wausau, WI 54401	Year	7
Gilray Heating and Cooling Services	Construction	151820 Flameflower Rd Wausau, WI 54401	Year	2
Gustave A Larson Company	Construction	152638 Cloverland Ln Wausau, WI 54401	Year	3
Justin Gaffney Construction LLC	Construction	227037 Pintail Ln, Wausau, WI 54401	Year	1
Kramm Mechanical Design	Construction	152307 Starling Ave, Wausau, WI 54401	Year	5

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Lark Welding and Fabrication	Construction	223400 County Road Kk Wausau, WI 54401	Seasonal	1
Patriot Log Home Building/Consultation/Sales	Construction	152586 Parrot Ln Wausau, WI 54401	Year	2
Rembrandt Cleaning	Construction	227501 Rib Mountain Dr, Wausau, WI 54401	Year	8
RMJ Construction	Construction	150548 Bluejay Ln Wausau, WI 54401	Year	2
Scherrer Construction Company	Construction	151411 Robin Ln Wausau, WI 54401	Year	35
ServiceMaster	Construction	225005 Lilac Ave, Wausau, WI 54401	Year	30
Southport Engineered Systems	Construction	151411 Robin Ln Wausau, WI 54401	Year	4
American Family Insurance	Finance and Insurance	227088 Rib Mountain Dr, Wausau, WI 54401	Year	7
BetterLife	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	5
BMO Harris	Finance and Insurance	225065 Rib Mountain Dr, Wausau, WI 54401	Year	12
Clements Insurance Agency	Finance and Insurance	151577 Kingfisher Ln, Wausau, WI 54401	Year	7
CoVantage Credit Union	Finance and Insurance	151220 Baltimore Ln, Wausau, WI 54401	Year	35
Edward Jones	Finance and Insurance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Financial Design Group	Finance and Insurance	226126 Hummingbird Rd Wausau, WI 54401	Year	3
Freiberg Investments & Insurance	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
Heights Finance	Finance and Insurance	225764 Rib Mountain Dr, Wausau, WI 54401	Year	2
Koble Investments, LLC	Finance and Insurance	224770 Zinnia Dr, Wausau, WI 54401	Year	4
Liberty Income Tax	Finance and Insurance	227424 Rib Mountain Dr Wausau, WI 54401	Year	5
Onemain Financial	Finance and Insurance	151516 County Road NN Wausau, WI 54401	Year	2
Peoples State Bank	Finance and Insurance	227212 Rib Mountain Dr, Wausau, WI 54401	Year	15
Provident Insurance Group	Finance and Insurance	227310 Rib Mountain Dr, Wausau, WI 54401	Year	4
Radant Insurance Agency	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
State Farm	Finance and Insurance	152051 Wren St Wausau, WI 54401	Year	2
Wachholz Investments & Insurance	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	3
Active Family Chiropractic	Health Care and Social Assistance	227080 Rib Mountain Dr, Wausau, WI 54401	Year	7
Aspen Dental	Health Care and Social Assistance	226041 Rib Mountain Dr, Wausau, WI 54401	Year	15

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Aspirus Plastic Surgery	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	7
Associated Orthodontists	Health Care and Social Assistance	152136 Fiddlehead Ln, Wausau, WI 54401	Year	7
Azura Memory Care	Health Care and Social Assistance	226446 Hummingbird Rd, Wausau, WI 54401	Year	15
Big Brothers Big Sisters	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	7
Biolife	Health Care and Social Assistance	226901 Rib Mountain Dr Wausau, WI 54401	Year	75
Bone and Joint Clinic	Health Care and Social Assistance	225000 Hummingbird Rd Wausau, WI 54401	Year	45
Bradley Chiropractic Physical Therapy	Health Care and Social Assistance	151515 Robin Ln Wausau, WI 54401	Year	3
Doctors of Physical Therapy	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	4
Gilge Chiropractic	Health Care and Social Assistance	151515 Robin Ln Wausau, WI 54401	Year	5
Rib Mountain Eye Care	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	3
Shine Chiropractic	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Szmanda Dental	Health Care and Social Assistance	227071 Hummingbird Rd, Wausau, WI 54401	Year	15
The Caring Tree	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	15
Therapies Plus	Health Care and Social Assistance	225656 Rib Mountain Dr, Wausau, WI 54401	Year	4
TLC Home Care	Health Care and Social Assistance	152545 Parrot Ln, Wausau, WI 54401	Year	7
Wellington Place	Health Care and Social Assistance	149500 County Rd NN, Wausau, WI 54401	Year	15
AT&T	Information	226061 Rib Mountain Dr, Wausau, WI 54401	Year	7
Cellcom	Information	226512 Rib Mountain Dr, Wausau, WI 54401	Year	15
Charter Spectrum	Information	152440 Valley Inn Way, Wausau, WI 54401	Year	7
Cricket Wireless	Information	225683 Rib Mountain Dr, Wausau, WI 54401	Year	3
Habush Habush & Rottier	Information	227110 Harrier Ave, Wausau, WI 54401	Year	35
Rhyme	Information	227500 Rib Mountain Dr, Wausau, WI 54401	Year	4
TDS	Information	227048 Rib Mountain Dr, Wausau, WI 54401	Year	16
U.S. Cellular	Information	226435 Rib Mountain Dr, Wausau, WI 54401	Year	7
Accentu	Other Services	152303 Starling Ln, Wausau, WI 54401	Year	5
Ana's SeWIng Studio	Other Services	225675 Rib Mountain Dr, Wausau, WI 54401	Year	1

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Badger State Collision & Auto Sales	Other Services	150515 County Rd NN, Wausau, WI 54401	Year	6
Bella Nails	Other Services	151919 Tanager Ln Wausau, WI 54401	Year	10
Bliss Nails & Spa	Other Services	226231 Rib Mountain Dr Wausau, WI 54401	Year	2
By the Blade Hair Studio	Other Services	151543 Robin Ln, Wausau, WI 54401	Year	2
Car Buff's	Other Services	225903 Rib Mountain Dr, Wausau, WI 54401	Year	35
Discount Tire	Other Services	225931 Rib Mountain Dr, Wausau, WI 54401	Year	20
Fancy Nails	Other Services	227095 Rib Mountain Dr, Wausau, WI 54401	Year	3
Fantastic Sams	Other Services	225734 Rib Mountain Dr, Wausau, WI 54401	Year	7
Gloss Nail Bar	Other Services	225750 Rib Mountain Dr, Wausau, WI 54401	Year	3
Hey Hey Vacay Travel Consultants	Other Services	224801 Lakeshore Dr, Wausau, WI 54401	Year	2
Hiorns Piano Services	Other Services	150725 County Road NN Wausau, WI 54401	Year	1
Imperial Tattoo	Other Services	227424 Rib Mountain Dr, Wausau, WI 54401	Year	2
Jerry's ToWIng	Other Services	225390 Swan Ave, Wausau, WI 54401	Year	3
Jiffy Lube	Other Services	152460 Valley Inn Way, Wausau, WI 54401	Year	8
Lighthouse Hair Salon	Other Services	151670 County Road NN Wausau, WI 54401	Year	2
Mobil 1 Lube Express	Other Services	225903 Rib Mountain Dr, Wausau, WI 54401	Year	3
New Life Ink	Other Services	227307 Rib Mountain Dr, Wausau, WI 54401	Year	2
Piano Inspirations	Other Services	223802 Lady Slipper Ln Wausau, WI 54401	Year	1
Psychic Solutions	Other Services	151677 County Road NN Wausau, WI 54401	Year	1
Red Woof Pet Resort	Other Services	224661 Lilac Ave Wausau, WI 54401	Year	3
Ryder Truck Rental	Other Services	225441 Lilac Ave Wausau, WI 54401	Year	3
Schmidt's ToWIng & Body	Other Services	152353 Starling Ln Wausau, WI 54401	Year	3
Sew Smart	Other Services	227207 Rib Mountain Dr, Wausau, WI 54401	Year	3
Sola Salon's	Other Services	226820 Rib Mountain Dr, Wausau, WI 54401	Year	4
Sue's Mane Attractions Hair Studio	Other Services	151543 Robin Ln, Wausau, WI 54401	Year	2
T Pro Nails	Other Services	2026170 Rib Mountain Dr, Wausau, WI 54401	Year	3

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
The Barbershop	Other Services	225640 Rib Mountain Dr, Wausau, WI 54401	Year	5
The Tanning Studio	Other Services	226811 Rib Mountain Dr, Wausau, WI 54401	Year	4
The UPS Store	Other Services	225780 Rib Mountain Dr, Wausau, WI 54401	Year	6
Thumbdrive Graphics	Other Services	227151 Partridge Ave Wausau, WI 54401	Year	1
Vanden Boomen Burial Vaults	Other Services	152324 Cloverland Ln Wausau, WI 54401	Year	3
Waltco Inc.	Other Services	152554 Cloverland Ln Wausau, WI 54401	Year	2
Yach's Body & Custom Inc.	Other Services	152746 Menton Lane, Wausau, WI 54401	Year	6
Architectural Products of WI	Professional, Scientific, and Tech Services	227400 Rib Mountain Dr Wausau, WI 54401	Year	6
Cox & Associates Architects and Planners	Professional, Scientific, and Tech Services	222512 Starflower Dr Wausau, WI 54401	Year	3
Dirks Group LLC	Professional, Scientific, and Tech Services	151101 County Road NN Wausau, WI 54401	Year	15
Equity Design Group	Professional, Scientific, and Tech Services	227521 Harrier Ave Wausau, WI 54401	Year	3
Fairway Independent Mortgage Company	Professional, Scientific, and Tech Services	227523 Harrier Ave Wausau, WI 54401	Year	2
Findorff	Professional, Scientific, and Tech Services	226890 Harrier Ave, Wausau, WI 54401	Year	6
Grischke Law	Professional, Scientific, and Tech Services	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
H&R Block	Professional, Scientific, and Tech Services	225659 Rib Mountain Dr, Wausau, WI 54401	Year	30
Keller Inc.	Professional, Scientific, and Tech Services	224575 Lilac Ave, Wausau, WI 54401	Year	16
MBE CPA's	Professional, Scientific, and Tech Services	224700 Zinnia Dr, Wausau, WI 54401	Year	15
Perspektive Media	Professional, Scientific, and Tech Services	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Severson Appraisal	Professional, Scientific, and Tech Services	223578 Clover Rd Wausau, WI 54401	Year	3
Sobek Architects	Professional, Scientific, and Tech Services	151677 County Rd NN, Wausau, WI 54401	Year	5
Harvey Sierk Realtors - RE/MAX	Real Estate, Rental and Leasing	227403 Rib Mountain Dr Wausau, WI 54401	Year	2
Novus Home Mortgage	Real Estate, Rental and Leasing	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
180 degree cuts Market	Retail Trade	227307 Rib Mountain Dr, Wausau, WI 54401	Year	4
AAA	Retail Trade	225434 Rib Mountain Dr, Wausau, WI 54401	Year	6
ABC Liquor and Smoke Shop	Retail Trade	225611 Rib Mountain Dr, Wausau, WI 54401	Year	4
Aldi	Retail Trade	225805 Rib Mountain Dr, Wausau, WI 54401	Year	8

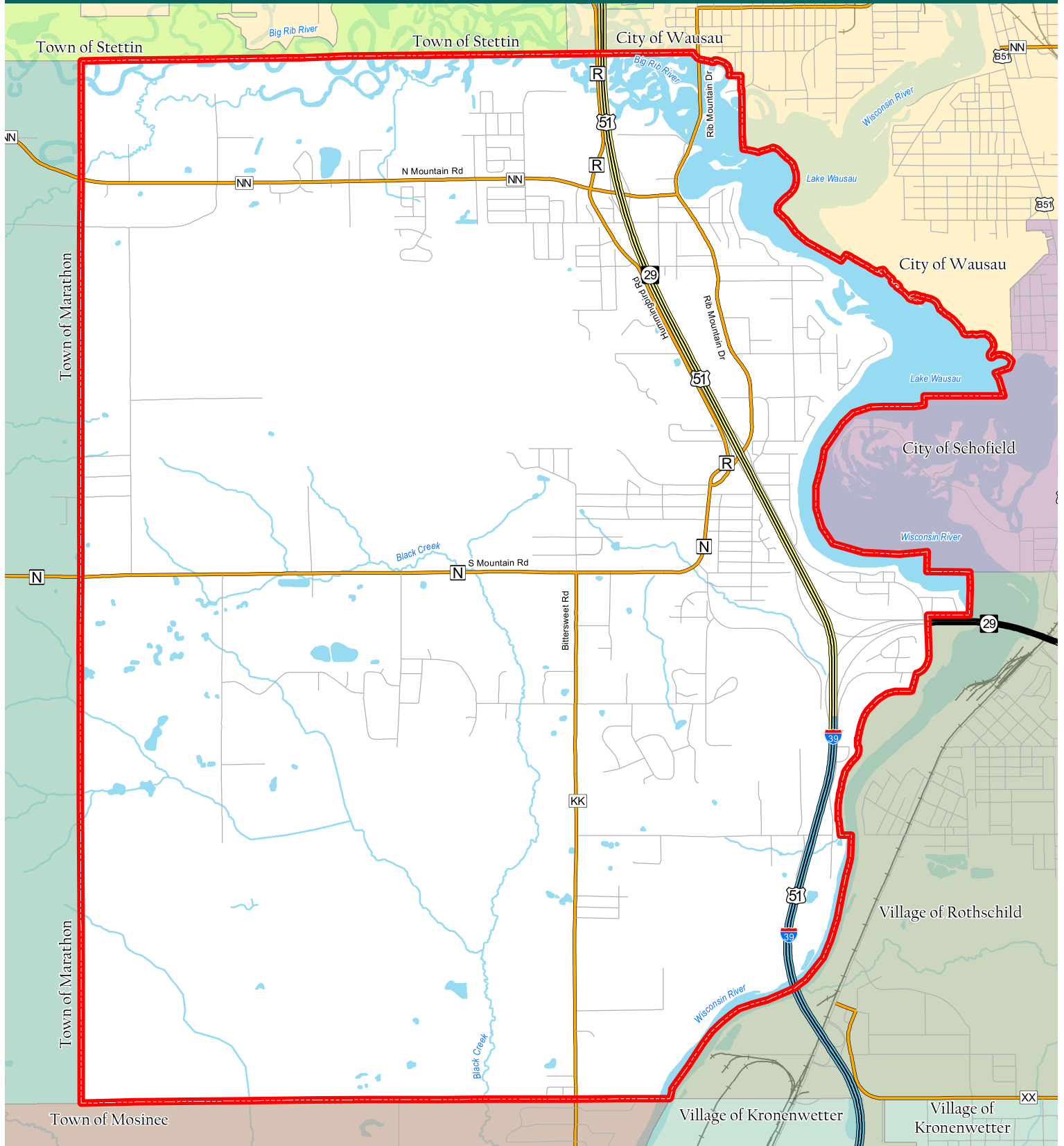
Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Barnes & Noble	Retail Trade	226810 Rib Mountain Dr, Wausau, WI 54401	Year	48
Bath & Body Works	Retail Trade	226566 Rib Mountain Dr, Wausau, WI 54401	Year	20
Batteries Plus Bulbs	Retail Trade	225651 Rib Mountain Dr, Wausau, WI 54401	Year	7
Bed Bath & Beyond	Retail Trade	226675 Rib Mountain Dr, Wausau, WI 54401	Year	30
Best Buy	Retail Trade	226480 Rib Mountain Dr, Wausau, WI 54401	Year	50
Buckle	Retail Trade	226736 Rib Mountain Dr, Wausau, WI 54401	Year	17
CBD American Shaman	Retail Trade	225696 Rib Mountain Dr, Wausau, WI 54401	Year	3
Cosmo Prof	Retail Trade	225742 Rib Mountain Dr, Wausau, WI 54401	Year	2
Dicks Sporting Goods	Retail Trade	225600 Rib Mountain Dr, Wausau, WI 54401	Year	53
Dollar Tree	Retail Trade	152520 Valley Inn Way, Wausau, WI 54401	Year	15
Dunham's Sports	Retail Trade	226464 Rib Mountain Dr, Wausau, WI 54401	Year	15
El Mercadito Mexican Grocery	Retail Trade	227121 Rib Mountain Dr, Wausau, WI 54401	Year	7
Fourstar Salon Supplies	Retail Trade	225648 Rib Mountain Dr, Wausau, WI 54401	Year	4
Game Stop	Retail Trade	226031 Rib Mountain Dr, Wausau, WI 54401	Year	7
GNC	Retail Trade	226582 Rib Mountain Dr, Wausau, WI 54401	Year	3
GoodWill	Retail Trade	152500 Morning Glory Ln, Wausau, WI 54401	Year	14
Hobby Lobby	Retail Trade	226727 Rib Mountain Dr, Wausau, WI 54401	Year	35
Jim Kryshak Jewelers	Retail Trade	226500 Rib Mountain Dr, Wausau, WI 54401	Year	3
Joann Fabric	Retail Trade	226830 Rib Mountain Dr, Wausau, WI 54401	Year	15
Kay Jewelers	Retail Trade	226445 Rib Mountain Dr, Wausau, WI 54401	Year	5
King's Campers	Retail Trade	224701 Lilac Ave, Wausau, WI 54401	Year	30
Kocourek Chevrolet	Retail Trade	152200 Morning Glory Ln Wausau, WI 54401	Year	30
Kocourek Hyundai	Retail Trade	152201 Morning Glory Ln Wausau, WI 54401	Year	25
Kocourek Volkswagen	Retail Trade	152201 Morning Glory Ln Wausau, WI 54401	Year	15
Kohl's	Retail Trade	226700 Rib Mountain Dr Wausau, WI 54401	Year	110
KWik Trip	Retail Trade	225451 Rib Mountain Dr, Wausau, WI 54401	Year	35

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Lambs Fresh Market	Retail Trade	227250 Rib Mountain Dr, Wausau, WI 54401	Year	104
Lane Bryant	Retail Trade	226180 Rib Mountain Dr, Wausau, WI 54401	Year	15
Lens Crafters	Retail Trade	226011 Rib Mountain Dr, Wausau, WI 54401	Year	6
Maurices	Retail Trade	226590 Rib Mountain Dr, Wausau, WI 54401	Year	16
Men's Warehouse	Retail Trade	226550 Rib Mountain Dr, Wausau, WI 54401	Year	14
Michael's Crafts	Retail Trade	226507 Rib Mountain Dr Wausau, WI 54401	Year	35
Miracle Ear	Retail Trade	227085 Rib Mountain Dr, Wausau, WI 54401	Year	3
NFP Gear	Retail Trade	227307 Rib Mountain Dr, Wausau, WI 54401	Year	4
Nice As New	Retail Trade	227850 Rookery View Dr Wausau, WI 54401	Year	16
OfficeMax	Retail Trade	226436 Rib Mountain Dr, Wausau, WI 54401	Year	33
Old Navy	Retail Trade	226625 Rib Mountain Dr, Wausau, WI 54401	Year	38
Peak Nutrition Club	Retail Trade	226821 Rib Mountain Dr, Wausau, WI 54401	Year	3
Perfect Indoor Comfort	Retail Trade	152352 Starling Ln, Wausau, WI 54401	Year	4
Pet Smart	Retail Trade	226641 Rib Mountain Dr, Wausau, WI 54401	Year	32
Petco	Retail Trade	225720 Rib Mountain Dr, Wausau, WI 54401	Year	35
Plato's Closet	Retail Trade	225680 Rib Mountain Dr, Wausau, WI 54401	Year	14
R Store	Retail Trade	151400 County Road Nn Wausau, WI 54401	Year	4
Rainbow Play Systems of Central WI	Retail Trade	152315 Starling Ln, Wausau, WI 54401	Year	3
Rib Mountain Cycles	Retail Trade	226241 Rib Mountain Dr Wausau, WI 54401	Year	2
Rib Mountain Glass	Retail Trade	226211 Woodduck Ln Wausau, WI 54401	Year	34
Rib Mountain Greenhouse	Retail Trade	149521 County Rd N, Wausau, WI 54401	Seasonal	2
Rib Mountain Liquor & Tobacco	Retail Trade	227165 Rib Mountain Dr, Wausau, WI 54401	Year	3
Rib Mountain Marine	Retail Trade	1220 Flieth St Wausau, WI 54401	Year	7
Rib Tobacco Shop Plus	Retail Trade	226051 Rib Mountain Dr, Wausau, WI 54401	Year	3
Rogan's Shoes	Retail Trade	226190 Rib Mountain Dr, Wausau, WI 54401	Year	32
Sam's Club	Retail Trade	226200 Rib Mountain Dr, Wausau, WI 54401	Year	140

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Scrub's Boutique and More	Retail Trade	226831 Rib Mountain Dr, Wausau, WI 54401	Year	3
Sleep Number	Retail Trade	225440 Rib Mountain Dr, Wausau, WI 54401	Year	4
Slumberland Furniture	Retail Trade	226303 Rib Mountain Dr Wausau, WI 54401	Year	31
Spencer's	Retail Trade	226570 Rib Mountain Dr, Wausau, WI 54401	Year	6
T.J. Maxx	Retail Trade	226450 Rib Mountain Dr Wausau, WI 54401	Year	50
The Store	Retail Trade	151101 County Road Nn Wausau, WI 54401	Year	3
The Vapour Lounge	Retail Trade	225691 Rib Mountain Dr, Wausau, WI 54401	Year	2
U Bake	Retail Trade	225758 Rib Mountain Dr, Wausau, WI 54401	Year	3
Ulta Beauty	Retail Trade	226701 Rib Mountain Dr, Wausau, WI 54401	Year	35
Vapor Bar	Retail Trade	227155 Rib Mountain Dr, Wausau, WI 54401	Year	3
Verlo Mattress Mall	Retail Trade	226881 Rib Mountain Dr, Wausau, WI 54401	Year	5
Walmart	Retail Trade	226100 Rib Mountain Dr, Wausau, WI 54401	Year	400
Wild Birds Unlimited	Retail Trade	226021 Rib Mountain Dr, Wausau, WI 54401	Year	3
Granite Peak Ski Resort	Skiing Centers & Resorts	227200 Snowbird Ave, Wausau, WI 54401	Seasonal	200
ABF Freight	Transportation and Warehousing	226307 Woodduck Ln Wausau, WI 54401	Year	10
Saia LTL Freight	Transportation and Warehousing	152530 Redtail Ln Wausau, WI 54401	Year	15
Rib Mountain Sanitary District	Utilities	224505 Lilac Ave, Wausau, WI 54401	Year	6
Schwan's Home Services	Wholesale Trade	152306 Cloverland Ln Wausau, WI 54401	Year	14

APPENDIX C: MAPS

MAP 1	Proposed Village Boundaries
MAP 2	Rib Mountain's Metropolitan Community
MAP 3	Rib Mountain State Park Expansion Areas
MAP 4	Nine-Mile County Forest Expansion Areas
MAP 5	Existing Bicycle and Pedestrian Trails
MAP 6	Proposed Future Bicycle and Pedestrian Trails
MAP 7	Topography
MAP 8	Sewer and Water Service
MAP 9	Soil Limitations on On-Site Sanitary Systems
MAP 10	Population Distribution
MAP 11	Existing Land Uses
MAP 12	Developable Territory



- Proposed Village Boundary**
- Transportation**
- Interstate
 - U.S. Highways
 - State Highways
 - County Highways
 - Local Roads
 - Railroad

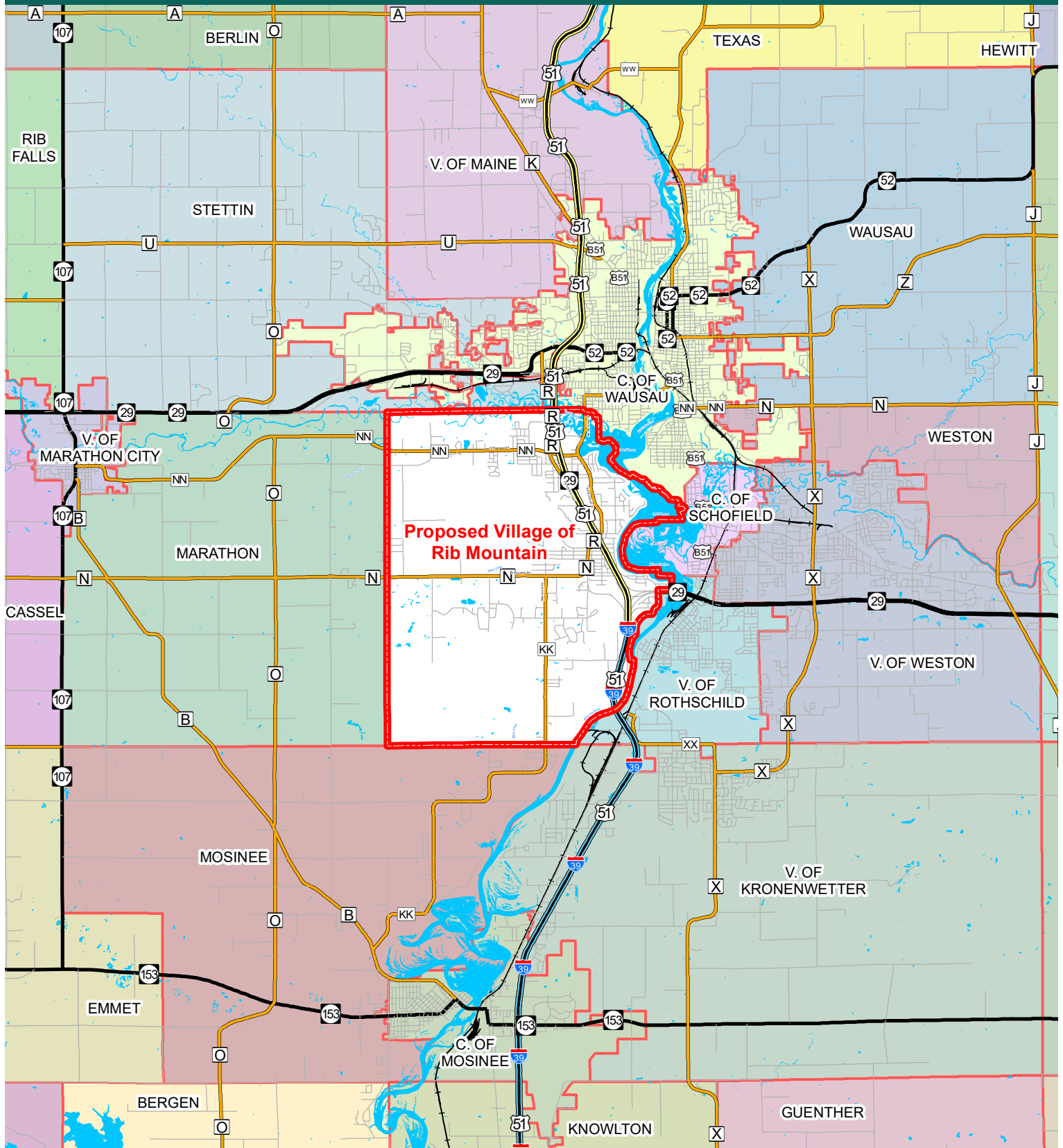
Source: WI DNR, Wis DOT, NCWRPC

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



**North Central
Wisconsin Regional
Planning Commission**

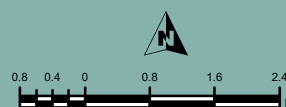
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- Proposed Village Boundary**
- Water**
- Transportation**
- Interstate
 - U.S. Highways
 - State Highways
 - County Highways
 - Local Roads
 - Railroad

Source: WI DNR, Wis DOT, NCWRPC

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



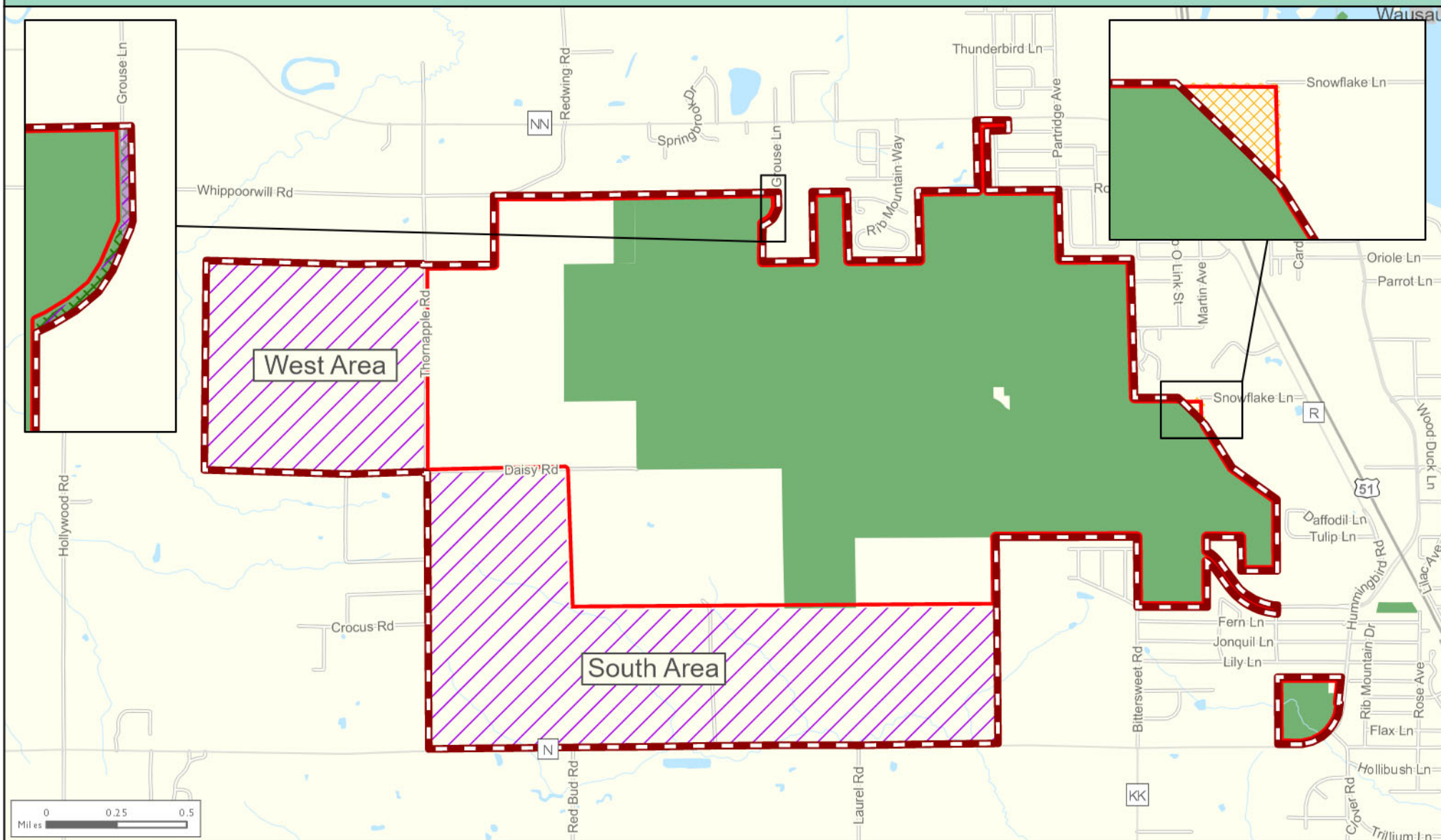
**North Central
Wisconsin Regional
Planning Commission**

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Rib Mountain State Park

REAL ESTATE ACTION ITEMS

DRAFT

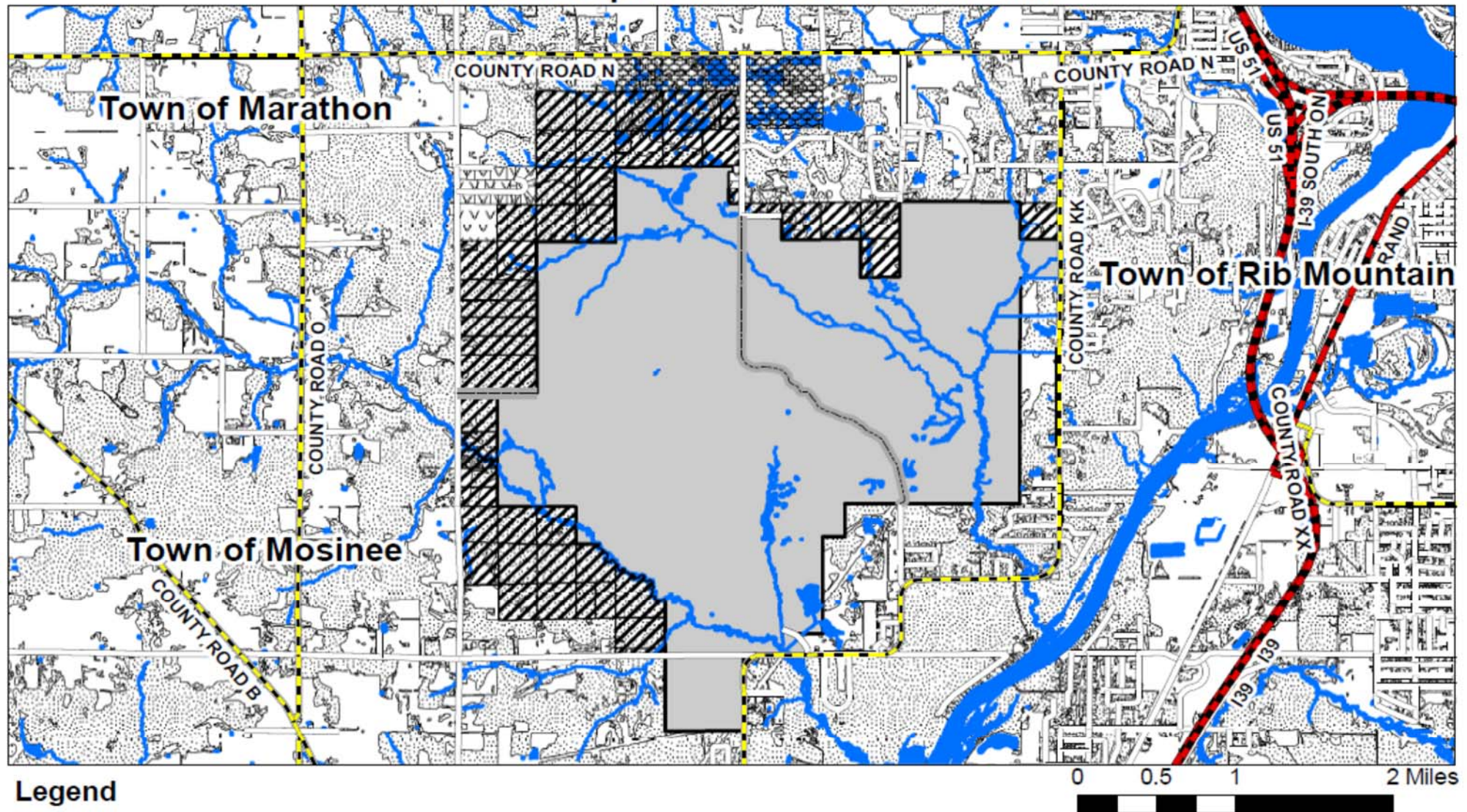


MAP G

- | | | |
|---|--|---------------------------------------|
| DNR Fee Title | DNR Easement (Closed to Public Access) | Proposed Project Boundary Contraction |
| DNR Fee Title (Closed to Public Access) | Current Project Boundary | Proposed Project Boundary Expansion |
| | Proposed Project Boundary | |

Marathon County Forest: Nine Mile Forest Unit

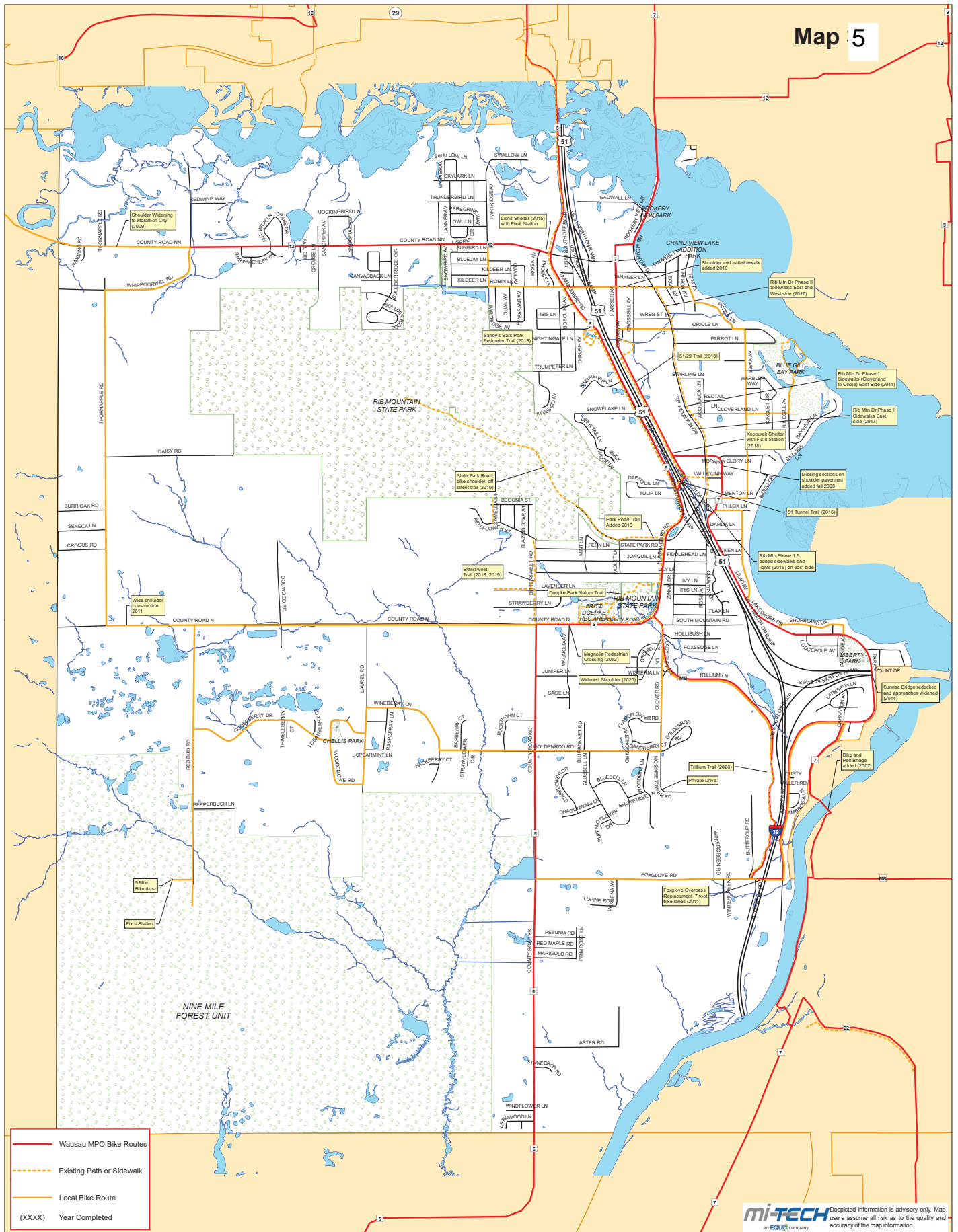
Potential Acquisition Zone for 2021-2035



Legend

- | | | |
|--|--|---|
|  Current Ownership |  Wooded Areas |  Town Roads |
|  Potential Acquisition Zone (2021-2035) |  Lakes/Ponds |  County Roads |
|  Potential Connector Acquisition (Rib Mt. State Park/9 Mile) |  Streams/Rivers |  State & US Highways |
|  No Purchase Zone (Developed/Agriculture) |  County Forest Roads | |

Total Potential Acquisition Acreage (w/ Rib Mt. Connector): 1,834 acres 02/26/2020



Date: 3/9/2022

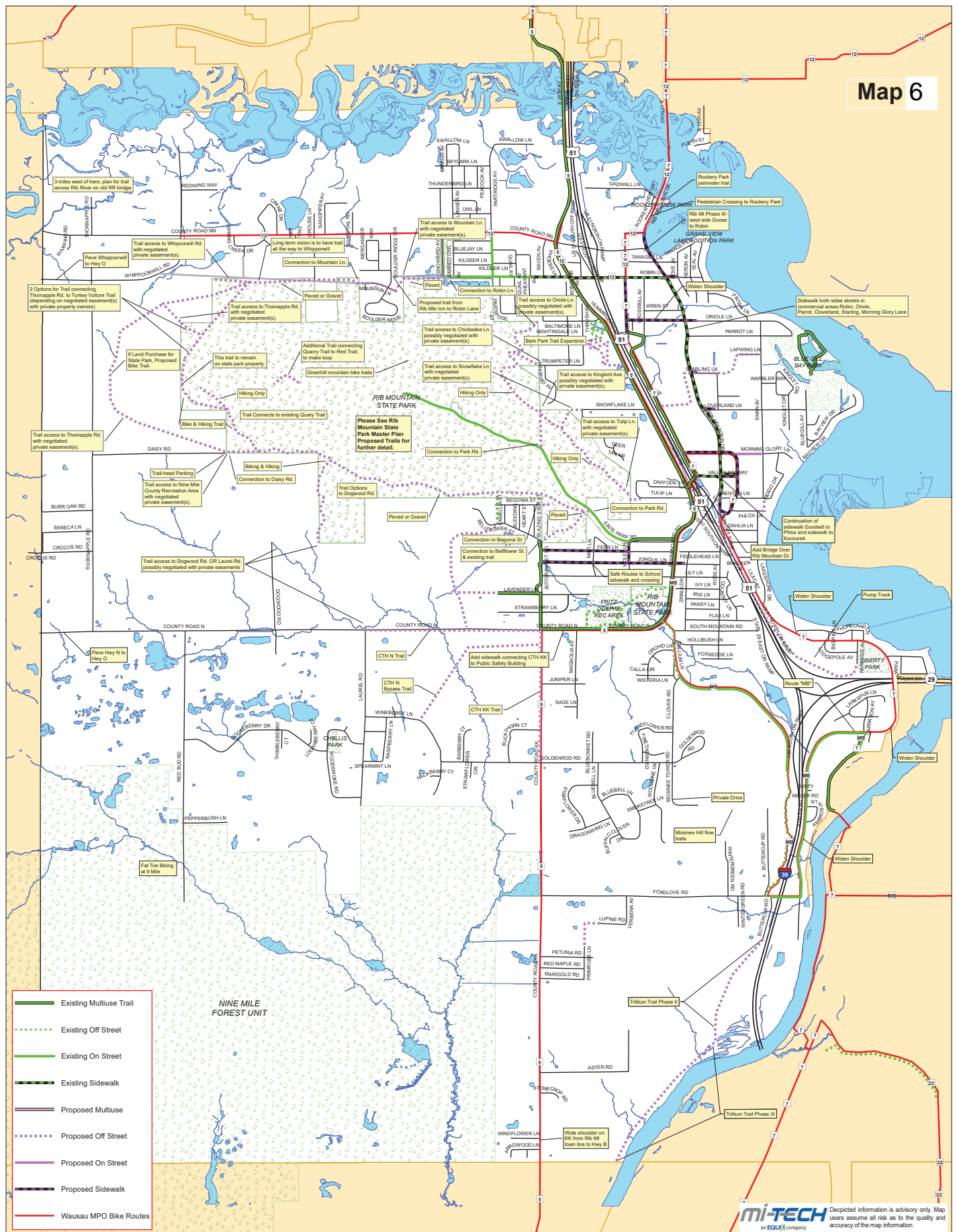


Existing Rib Mountain Bicycle and Pedestrian Routes



0 0.25 0.5 1 Miles

mi-TECH an EQUUS company Depicted information is advisory only. Map users assume all risk as to the quality and accuracy of the map information.



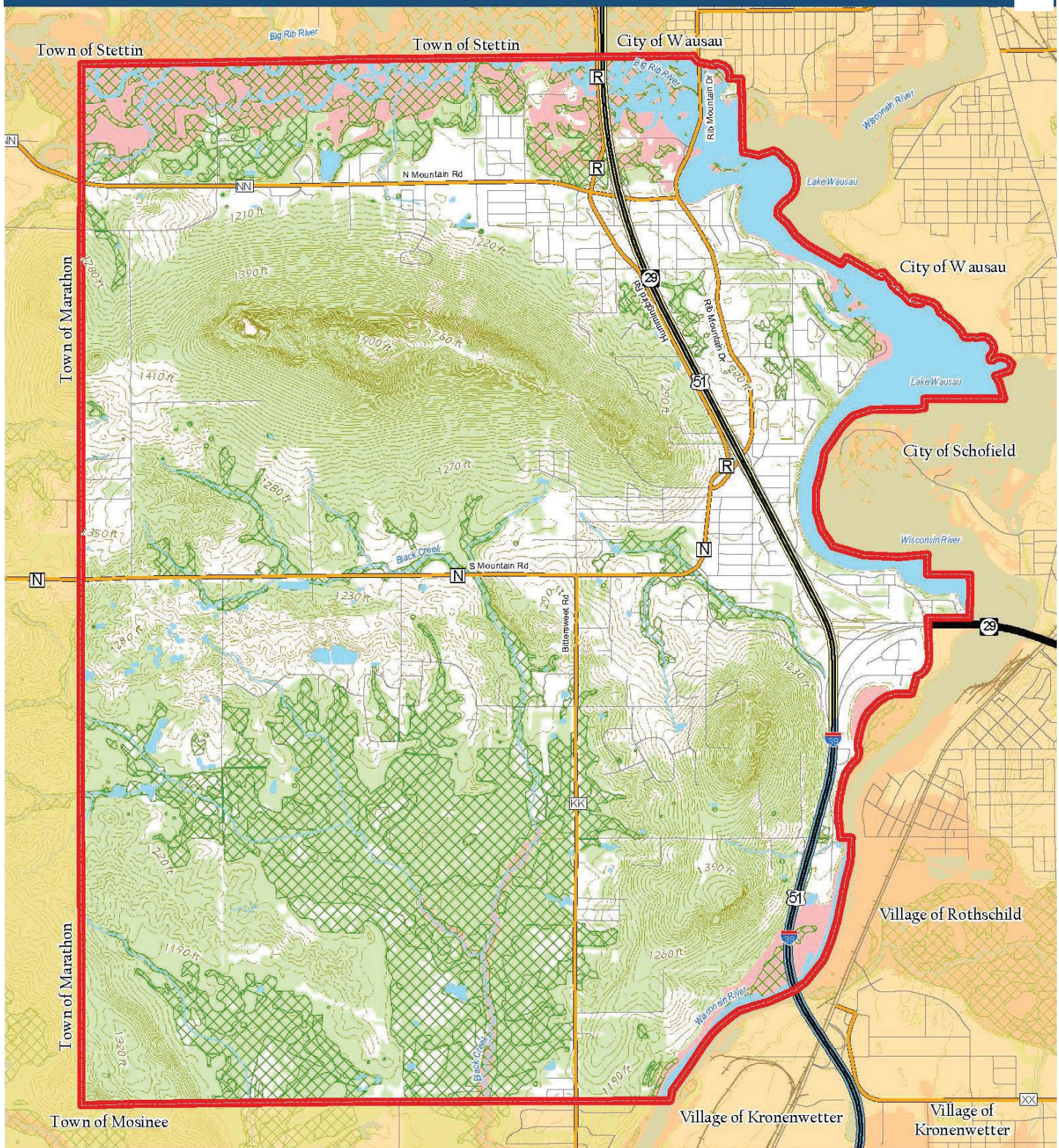
Date: 3/9/2022



Proposed Rib Mountain Bicycle and Pedestrian Routes



0 0.25 0.5 1 Miles



- | | |
|---|--|
| — Town Boundary | — Railroad |
| Roads | Natural Features |
| — Interstate | ■ Woodlands |
| — U.S. Highways | ■ Wetlands |
| — State Highways | ■ Floodplain |
| — County Highways | — Contours 10ft |
| — Local Roads | ■ Water |

Source: WI DNR, FEMA, NCWRPC

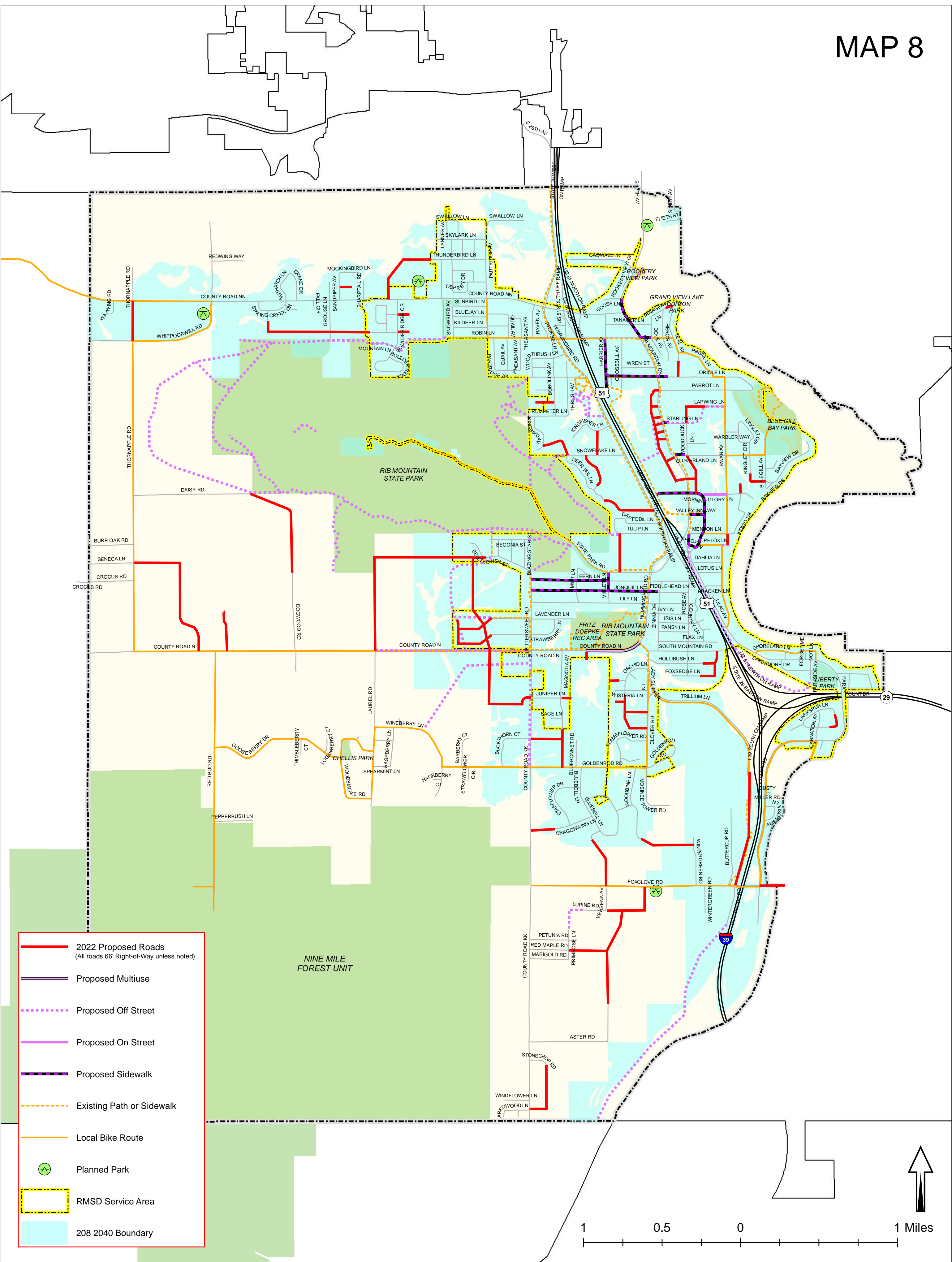
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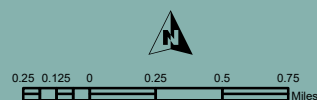
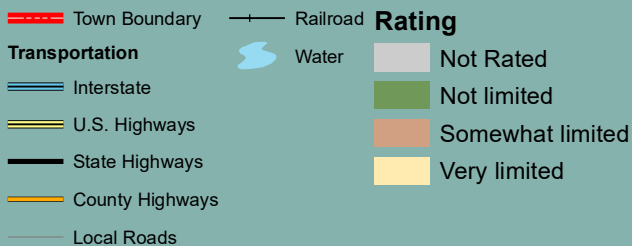
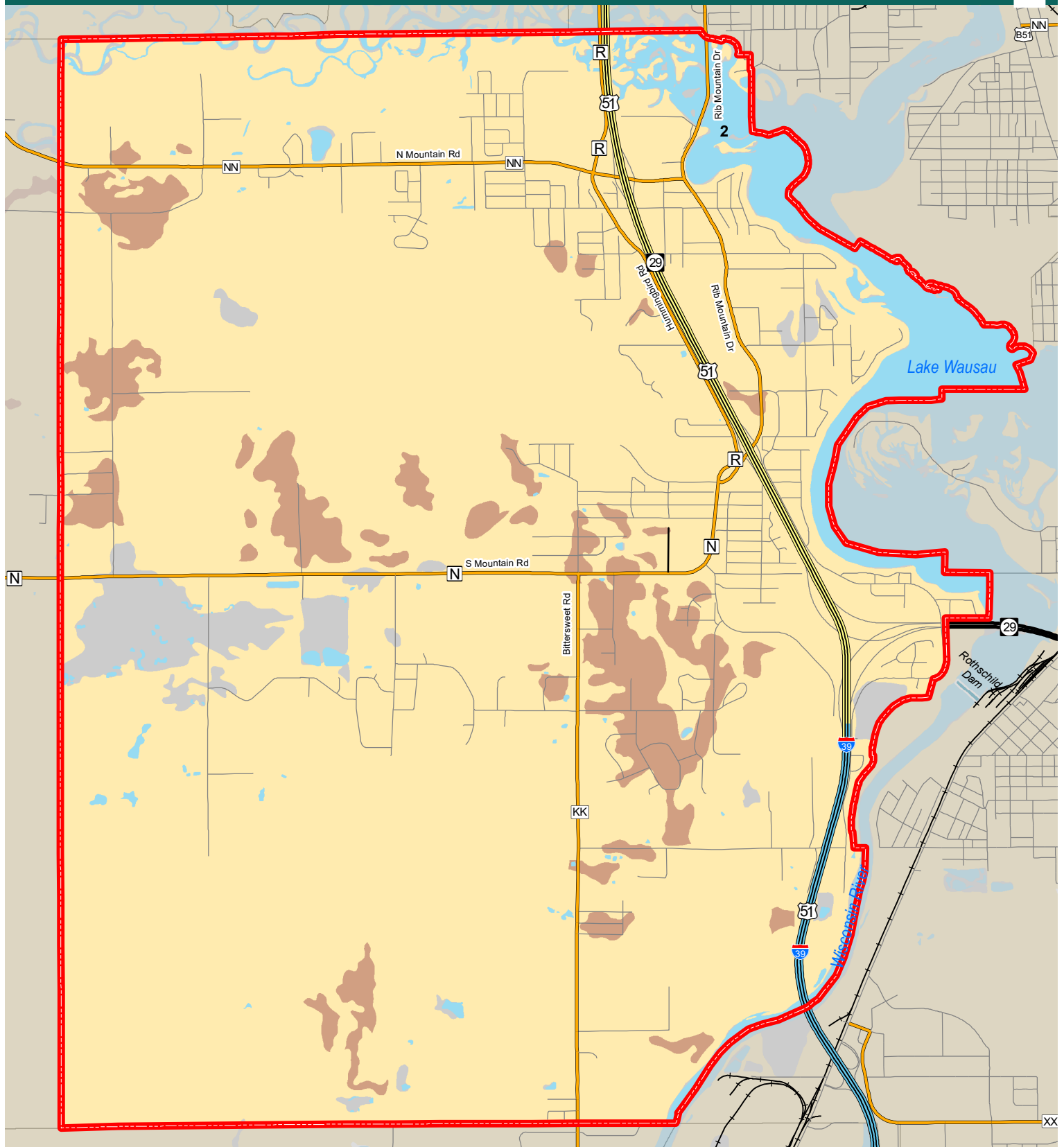


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MAP 8





Source: WI DNR, Wis DOT, NCWRPC

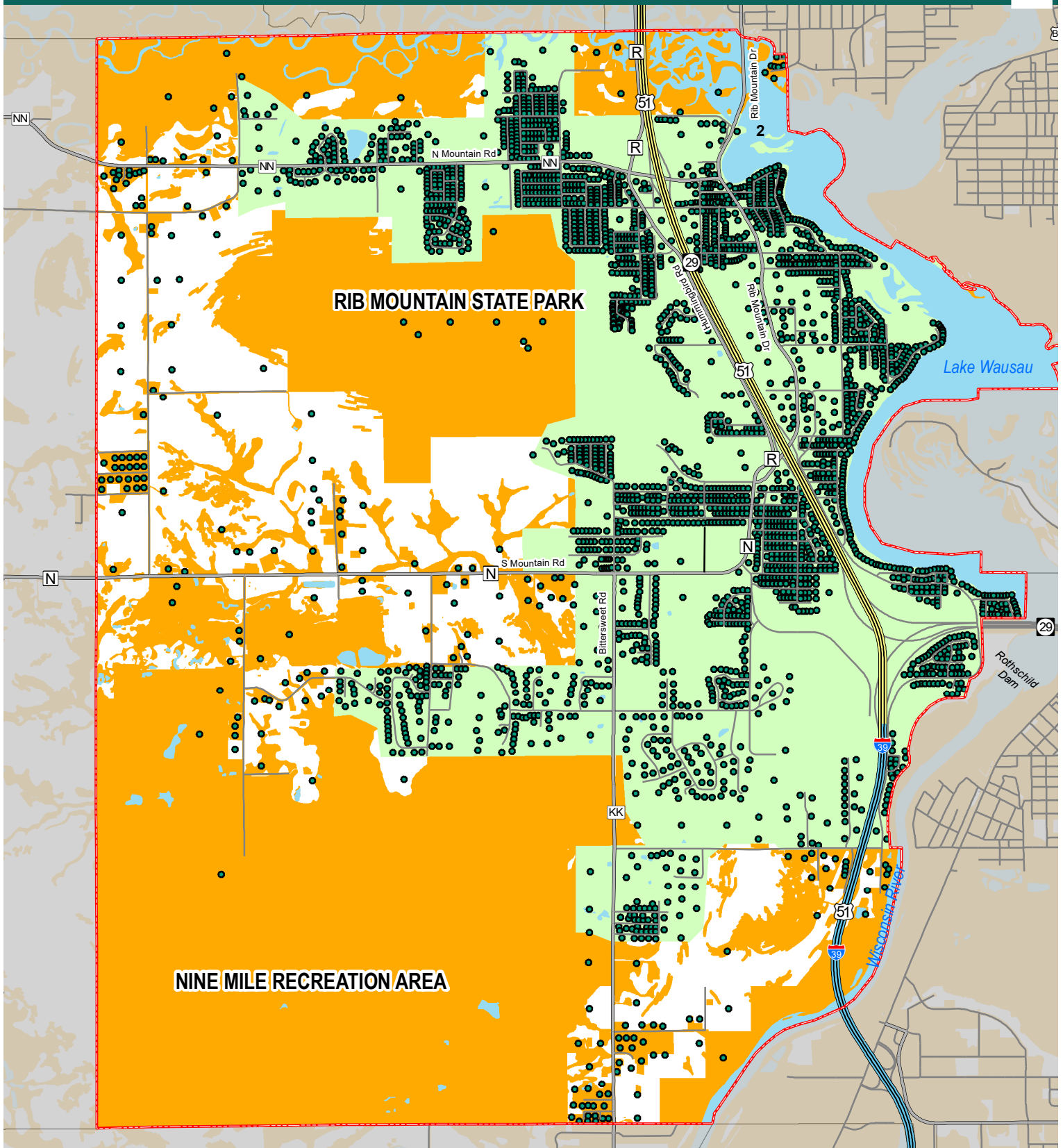
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- Town Boundary — Railroad
Transportation
== Interstate --- Water
== U.S. Highways --- Core Area
== State Highways --- Wetlands-Floodplain-Public Lands-
== County Highways --- Steep Slopes-Non Metallic Mine Sites
--- Local Roads ● Housing Units



Source: WI DNR, Wis DOT, NCWRPC

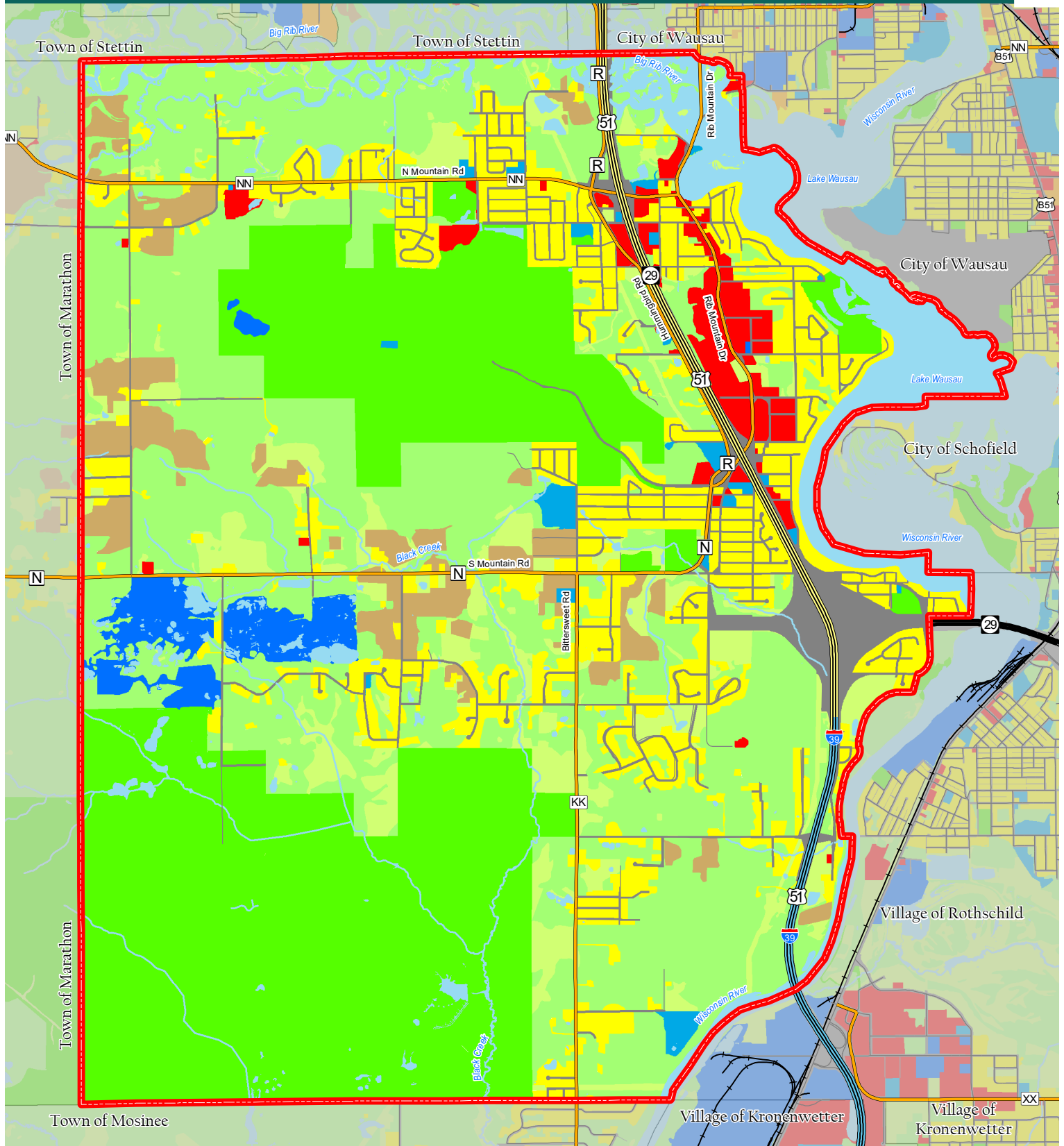
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--- Proposed Village Boundary

Transportation

- Interstate
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Railroad

Land Use

- Agriculture
- Commercial
- Cranberry Bog
- Governmental / Institutional
- Industrial
- Multi-Family
- Open Lands
- Outdoor Recreation
- Residential
- Transportation
- Woodlands
- Water

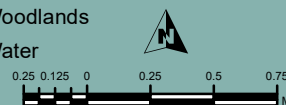
Source: WI DNR, Wis DOT, NCWRPC

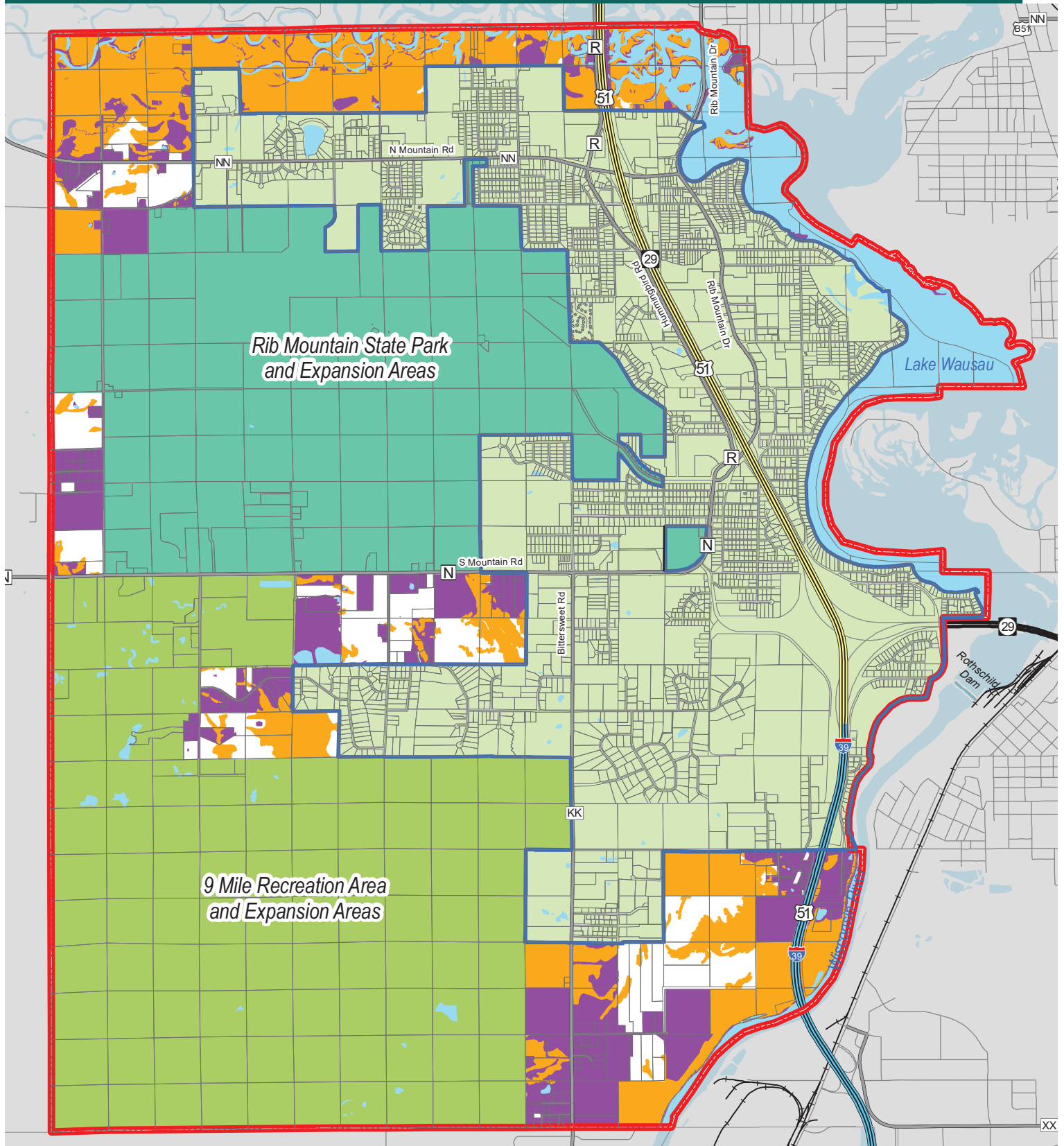
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- Town Boundary
- Interstate
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Railroad
- Water
- Rib Mountain Core
- Existing 9 Mile and Expansion Areas
- Rib Mountain State Park and Expansion Areas
- Areas Outside Core
- Developed
- Development Limitations
- Possible Development Areas
- Parcels

Development Limitations includes: Wetlands, Floodplain, Steep Slopes, MFL, Public Owned Lands, and Non-Metallic Mine Sites



Source: WI DNR, Wis DOT, NCWRPC
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