



Office of the Mayor
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PRESS RELEASE

For Immediate Release:
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Riverlife Park Dedication Another Milestone in Wausau's Revitalization

The City of Wausau, along with the Wausau Marathon County Parks Department, sponsors and stakeholders is pleased to announce the dedication of the new Riverlife Park, along the Wausau East Riverfront area north of WOW, Wausau on the Water - **Wednesday August 7th, 2019 at 10:00 a.m.**

"Last year at the Riverlife Illumination event, we dedicated the first phase of public amenities including the river wharf, public seating plazas and the extension of the River's Edge Parkway. I noted then that if the 400 Block was Wausau's living room, then our riverfront is our front porch. Dedicating these outstanding park amenities, which have been thoughtfully designed to be inviting to a variety of users of all ages, is yet another milestone for the City," noted Mayor Robert Mielke.

"The public response and reception of the new Riverlife Park has been quite amazing. I hear every day that our investment in this park is one of best things the City has ever done," said Mayor Mielke. The \$4.7mil Riverlife Park was funded with a combination of tax increment financing and private donations, along with grants from the federal, state and county government as well.

The new park and the entire area is the result of a decade long process of acquiring blighted properties, remediating environmental issues, and planning out a future waterfront that is lively, engaging and meaningful for our citizens. Earlier this year, the Greater Wausau Region Strategic Plan, which the City collaborated on with the Chamber of Commerce, highlighted recreation and park amenities as key opportunity for our entire region.

Last August the City started formal fundraising for sponsorship opportunities in the Riverlife Park and the response has been exceptional, with millions of dollars pledged from our local foundations, families, and businesses. There are still a few opportunities for sponsorship, including elements like a future planned games plaza and climbing wall which would be included in future phases. Tax deductible donations for sponsorship opportunities along the new Riverlife area can be made by check to the City of Wausau, c/o Community Development 407 Grant Street, Wausau, WI 54403 or to the Community Foundation of Northcentral Wisconsin at their website at www.cfncw.org (noting the Riverlife Park Fund).



RIVERLIFE TRAIL & PARK AREA SPONSOR OPPORTUNITIES



All donors will be recognized on a donor plaque. Specific sponsorship is also available by selecting from the menu here:

Riverlife Pedestrian Bridge \$675,000

Barker Stewart Island Plaza *(Committed)*

Adirondack Sitting Area \$450,000

Wharf *(Committed)*

Games Plaza, Green Space and Fountain

Fountain *(Committed)*

Games Plaza \$60,000

Riverfront Park and Play Area

Net Wave \$38,000

Sky Cabin, Walk and Slide \$685,000

Small Play Equipment Grouping *(Committed)*

Climbing Boulders *(Committed)*

Individual Play Equipment and Boulders
(Committed)

Riverfront Fitness Park

Climbing Wall \$125,000

Challenge Course \$123,000

Climbing Sphere \$59,000

Fitness Equipment Group *(Committed)*

Riverfront Bathroom and Concession Building

Building \$1,000,000

Overlook *(Committed)*

Riverfront Bike Share Program *(Committed)*

Landscaping *(Committed)*

Picnic & Umbrella Tables (23 available) \$5,500

Bench- along the trail & park (31 available) \$2,000

Brick- placed on the Trail near Bath and Concession Building \$250

Line Recognition on Donor Plaque \$250



Name: _____

Address: _____

Email: _____ Phone: _____

Please make your tax-deductible check payable to:

City of Wausau, c/o Community Development, 407 Grant Street, Wausau, WI 54403

or to the

Community Foundation of Northcentral Wisconsin online at www.cfoncw.org (noting the Riverlife Park Fund)

[City staff will contact you to finalize your sponsorship recognition wording and details]

Please Join Us

Riverlife Park Grand Opening

Wednesday, August 7

10:00 am-11:00 am

Ribbon cutting by Mayor Mielke



Wausau & Marathon County
**Parks, Recreation
& Forestry**

1400 N. River Dr.
Wausau WI