

CITY OF WASHBURN

QUARTERLY NEWSLETTER



Summer 2021

FROM THE MAYOR'S DESK

Up For a Challenge?

If you've ever had to call an ambulance, you know that the last thing you want to think about is if someone will be available to respond. The people who do respond are our own community members who go through training and then get paid \$2/hr. to be on call plus a small stipend when they respond to a call.

With COVID, there have been fewer EMTs able to respond, combined with more calls coming in. This means that we need people to "answer the call" of becoming an EMT in our community so that someone is available to answer the call when you need help. Look for information coming soon on a recruitment event in July.

NATIONAL RECOGNITION

The WI Lake Superior Scenic Byway has been designated as a National Scenic Byway! There will be a ribbon cutting ceremony and celebration at the Northern Great Lakes Visitor Center on Sept. 15th at 3:00 PM. More at lakesuperiorbyway.org.



Community Branding Update

Thanks to everyone who has participated in the Community Branding process including the committee working with UW-Madison's Division of Extension and everyone who filled out the survey. Both the survey results and the "Washburn Area Trade Area Analysis" documents are on the city's website at cityofwashburn.org/community-branding. This is just part of the work that has been done; the final deliverable of this process will be a Community Brand Book that will describe the "brand pillars" upon which our community is built and illustrate them using photos and text.

Once we have a cohesive image of "who we are" as a community, we can then work towards sharing it with others. It will be helpful in attracting people to stop and enjoy the amenities here and spend money at our local businesses. This is important because when people from outside of our community spend time (and money) in Washburn, it benefits our entire community in multiple ways. First, for each dollar spent at a local business, that dollar is recirculated many times within our community by paying for wages and goods; then in turn, the employees of those businesses spend money on groceries, gas, lumber, restaurant meals, entertainment, etc.

Another thing that developing a community brand can do is strengthen our sense of pride in our community. In a few years we'll have a new look to the downtown with better sidewalks, decorative lighting and finally we'll be able to have lighted holiday decorations. Some of the people who stop and spend time in Washburn may even decide it's a nice place to live and they may choose to move here. That helps our schools, our tax base, and helps fund our water utility which is underutilized due to a large percentage of households not being connected to it. It's a win-win! Stay tuned for more on this and other city-related items on the "Mayor of Washburn" Facebook page.

- Mayor Mary Motiff

QUESTIONS? JOIN ME AT NORTH COAST COFFEE FOR "COFFEE WITH THE MAYOR" ON SATURDAY, JULY 10TH AT 9:00 AM.

City of Washburn Zoning Code

Did you know that soft sided structures like the one pictured here are not allowed in the City of Washburn? We have seen some of these structures popping up in residential areas and would like to remind people that all sheds and garages require a permit. Before the City takes enforcement action in residential areas,

we wanted to give everyone a chance to make changes to make it right. We encourage you to contact

City Hall if you have questions on the zoning code and remind everyone to please apply for a permit before you purchase a structure or begin any sort of construction. It can save a lot of time and headaches later on.

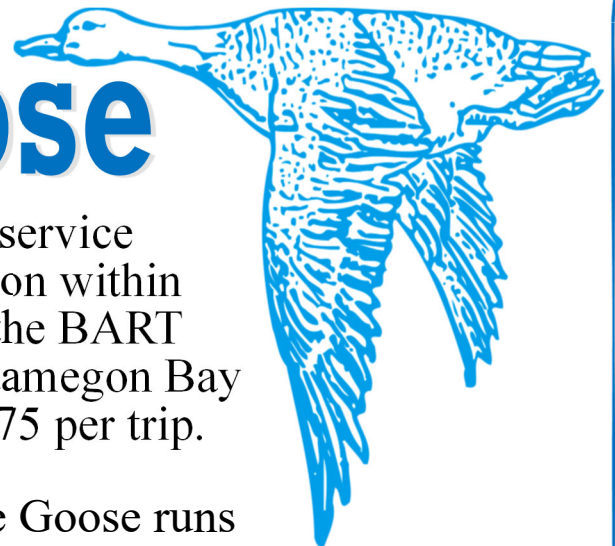


City Hall: 715-373-6160, ext 3 or 4

<https://cityofwashburn.zoninghub.com/>

The Blue Goose

The “**Blue Goose**” is a public transportation service offering rides to anyone needing transportation within the Washburn area. It can also “fly” you to the BART bus stop if you have to travel to other Chequamegon Bay Communities. Fees range from \$0.75 to \$2.75 per trip.



The Blue Goose runs from 8:45 AM to 4:15 PM, Monday to Friday except on major holidays.

Call **BART** to schedule your ride.

BART dispatch: 715-682-9664

<http://www.bartbus.com/>

[route-4---washburn-blue-goose.html](http://www.bartbus.com/route-4---washburn-blue-goose.html)