



# MARKET PROFILE

// 2022 - 2023 //

Since its inception in 2002, the Wausau River District, Inc. has been living its mission of promoting and facilitating economic vitality and historic preservation, with a focus on Business Development, Residential Development and Placemaking.

As a nationally accredited Main Street America program, Wausau River District focuses on a comprehensive, holistic, and long-term Four Point Approach to downtown vitality: Promotion, Design, Economic Vitality and Organization.

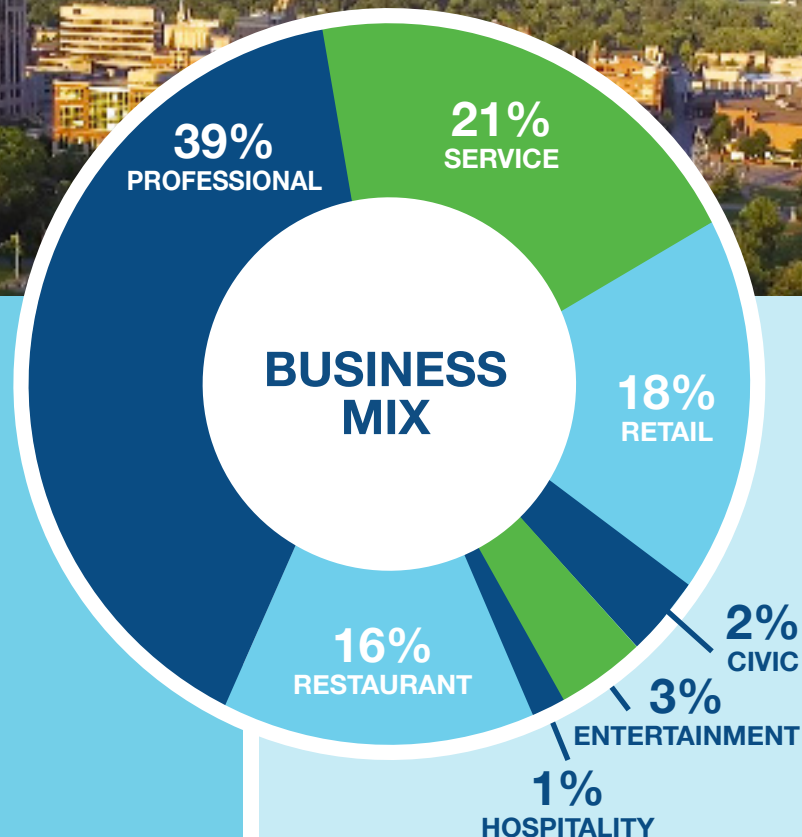
## // AVAILABLE WRD BUSINESS SERVICES //

- Weekly Promotional Email Newsletter
- Neighborhood Meetings
- Design Assistance
- Sign Grant Program
- Social Media Assistance
- Business Insight Team
- Promotional Roundtables
- Cooperative Marketing Budget of \$50,000+



## // DISTRICT BY THE NUMBERS //

- 200+ Businesses
- 4 Net New Businesses
- 32 Properties Improved:
- \$5.7M in Private Investment
- \$1.3M in Public Investment
- 3% Commercial Vacancy Rate
- 706 Volunteer Hours Valued at \$21,000





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DAVE KALLAWAY PHOTOGRAPHY

## // DISTRICT BY THE NUMBERS //

**160,000+** Total Event Attendance with a  
**\$12.9M** Estimated Economic Impact  
**1950** Residents Within a 1/2 Mile  
**93/100** Walkability Score

Unique, localized event programming is a vital component to Wausau River District’s mission. Events attract residents and visitors to our historic District, encouraging engagement with small businesses, local non-profits, and public spaces.

In addition to Wausau River District event programming, several major destinations and amenities drive visitors to the District:

- Leigh Yawkey Woodson Art Museum: 50,000
- Grand Theater: 132,000
- Jefferson Street Inn: 19,000
- Athletic Park: 50,793
- Marathon County Public Library: 130,000
- Center for the Visual Arts: 18,000
- Wausau Whitewater: 1,685
- Marathon County Historical Society: 17,825

*Numbers represent annual estimated visitors.*

## // 20+ YEARS OF PROGRESS //

- 163** Net New Businesses
- 1,179** Jobs Created
- \$106+** Million in Private Investment
- \$33+** Million in Public Investment
- 34** Housing Units
- 308** Buildings Rehabbed
- \$1 - \$3.21** Private Leverage Per Public
- \$41.92** Average Annual Public Spending Per Capita

