



# From Stagnant to Splendid



Life comes **NATURALLY** here

# Olympia Fields & Olde Highlander Redevelopment



Life comes **NATURALLY** here



# Scotsland Resort – 1972 (Pre-Olympia)

## Olympia Resort History

OCONOMOWOC, WIS.

UNIVERSAL "MATCH" MILLWORKS

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- SKI ON THE HIGHLANDS
- GOLF COURSE
- TENNIS
- HEALTH SPA
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Complete rental equipment for Day/Night Skiing . . . 50 miles more country ski trails available . . . Superb moving facilities for up to 1000 persons . . . Call our Toll Free Number: 1-800-556-9373 or Contact your Local Travel Agent . . . So Close . . . Your Time Away Begins Today . . . Two hours from Chicago . . . About 30 minutes from Milwaukee and Madison

**Olympia**  
Olympia Resort Hotel, Spa and All Year Sports Village  
OCONOMOWOC, WISCONSIN

# History of Olympia

## 1970's The Resort

The 300-acre Olympia Resort, which was established in the early 1970's, included many of the amenities you would expect of a high-end resort of the time; a spa, several pools, many restaurants, 40,000 SF of conference space, its own 18-hole golf course, and the featured amenities were a ski hill and polo fields. In its earlier years, the resort also included a movie theater, a connected indoor mall and a Sentry grocery store. In the first decade of the 2000's, the property went through a foreclosure and the amenities were divided off, the movie theater ceased to function, and the mall was demolished. The ski hill and golf course were operated by another group. A subsequent foreclosure resulted in the ski hill & golf course being shut down & re-acquired by Edmond Baysari. When the ski hill stopped operating; it went from a full experience resort to a low-grade hotel and event venue. The 300-room hotel was again foreclosed upon in 2018.



**1971**

Scotland  
Planned  
Development  
Starts  
Construction

**1972**

Scotland  
Resort opens,  
including  
indoor mall  
and grocery  
store

**1980**

Baysari sells  
polo fields for  
Kmart &  
grocery store  
development

**1992**

Baysari loses  
resort in  
foreclosure.

**1995**

Eckert &  
investors buy  
from East  
Coast Bank

**1996**

Wangard  
Purchases  
Summit  
Center/Kmart

**2001**

Pabst Farms  
begins  
development.

**2005**

Grocery store  
relocates to  
Pabst Farms

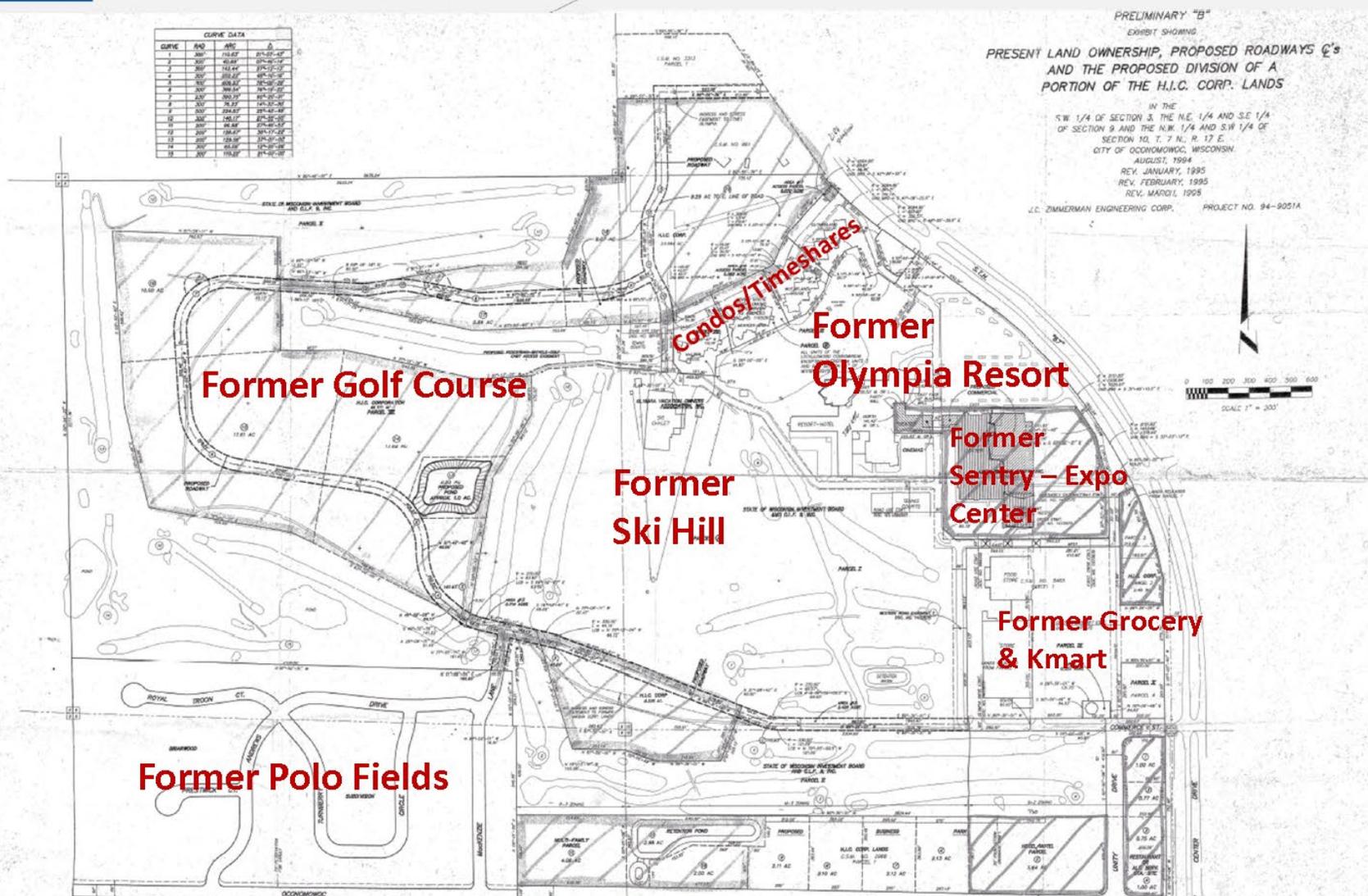
**2007**

After the original  
indoor mall and  
grocery fall into  
disrepair, the City  
orders Baysari to  
demolish the  
property.

**2010**

Goodwill and  
Planet Fitness  
move into  
retail center  
where former  
grocery was  
located

# SCOTSLAND – Initial Break-up 1995



Over the next several years, with two different City administrations we pushed forward with master planning and redeveloping the property.

## 2016

City initiates the Summit Avenue Corridor Study

## 2018

In January, Olympia Resort closes its doors permanently and falls into foreclosure.  
Sears (parent company of Kmart) files bankruptcy.  
Edmond Baysari dies in September, with no Will  
In November, Stewart Wangard acquires Olympia Resort.

## 2019

Kmart closes in early Spring 2019.  
Wangard Olympia Fields Master plan was approved by the city.

## 2020

Negotiations begin with the City for TIF.  
Architecture plans designed for multifamily component.

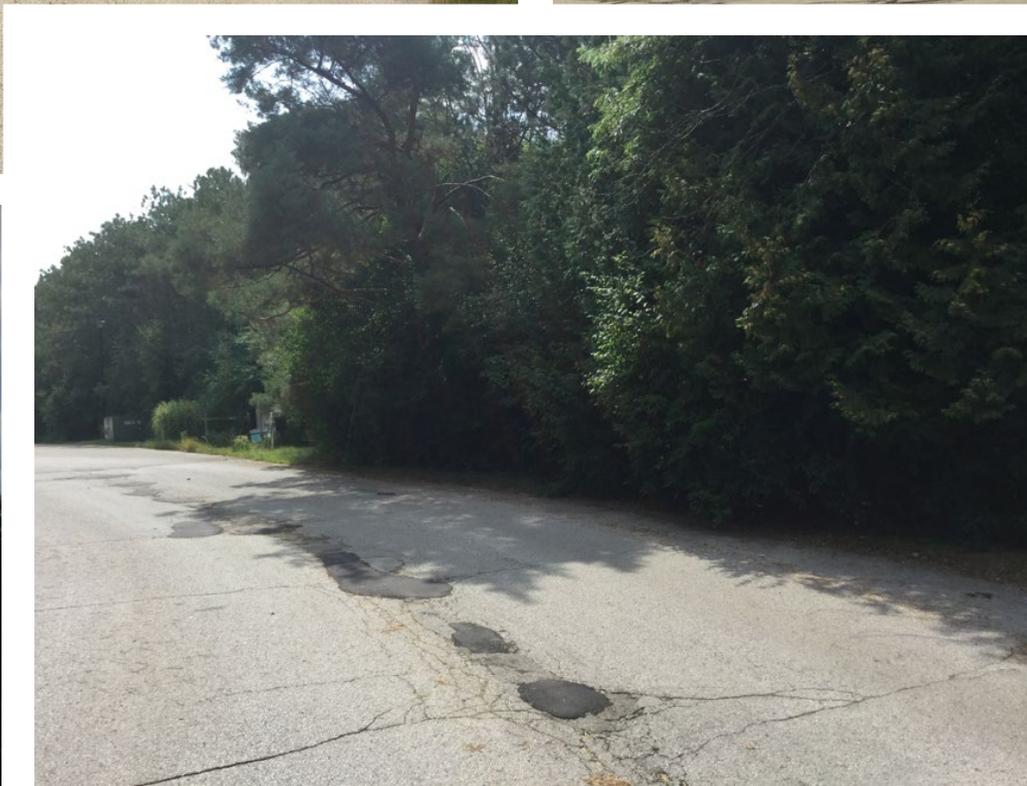
## 2021

February 2021 – The City approves a TIF plan with commitment to replace all infrastructure including access roads and underground utilities and provides funding to demolish the resort.  
March 2021 – City acquires Baysari land by eminent domain.  
April 2021 - The heirs of the Baysari estate hired Prairie Trust to liquidate the remaining 240+ acres.  
May 2021 - Demolition of Olympia Resort and start of site preparation and infrastructure installation.  
May 2021 – City started Phase I of Infrastructure replacement, ROW relocation  
October 2021 Wangard starts first building pad for the Locklyn.



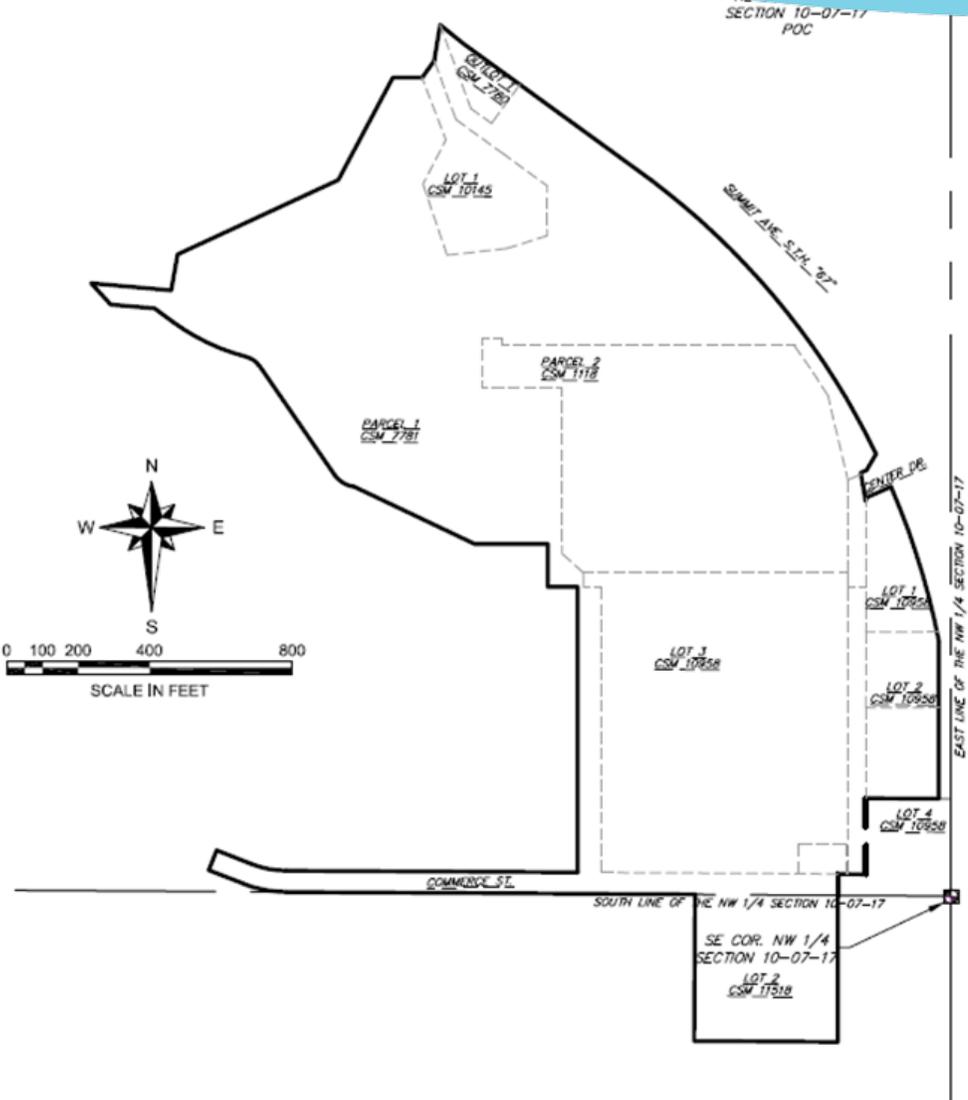






# TID #7 Area

Being part of the NW 1/4 of Section 10-07-17  
of Oconomowoc,



# Olympia Fields

Oconomowoc, WI

## Legend

-  Traffic Signal
-  67 Untitled Placemark



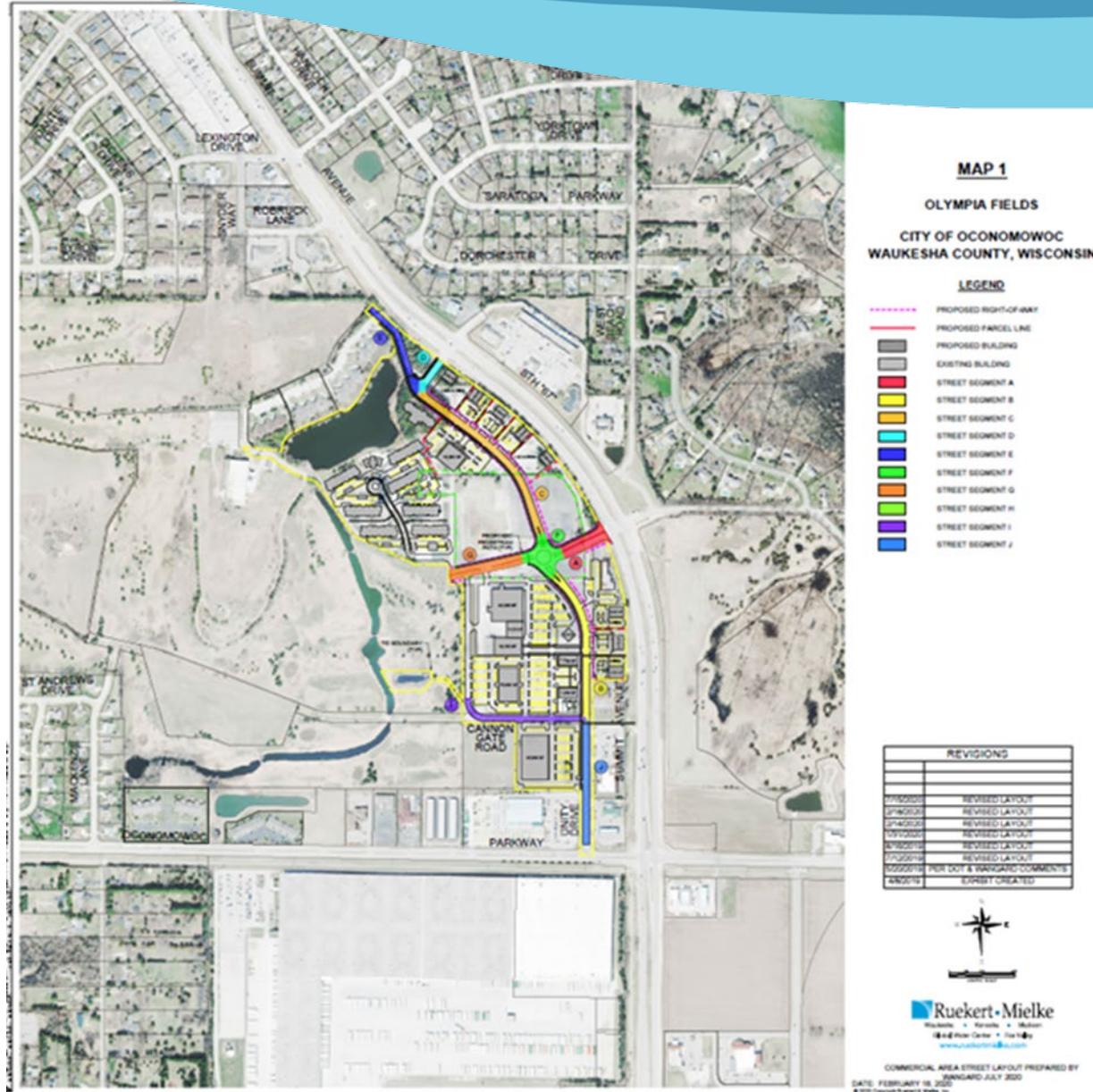
LEGEND		
USE TYPE	AREAS	ACREAGE
	1 & 1A	10.75
	2	0.25
	3	2.98
	4	1.24
	5	16.69
	6	19.61
	7	113.85
	8	19.64
	9	1.77
	10	12.08
	11	32.70
		17.50
<b>TOTAL ACREAGE</b>		<b>249.06</b>
30' RECREATIONAL TRAIL EASEMENT / LANDSCAPE BUFFER		
50' RECREATIONAL TRAIL EASEMENT / LANDSCAPE BUFFER		



# Proposed Redevelopment

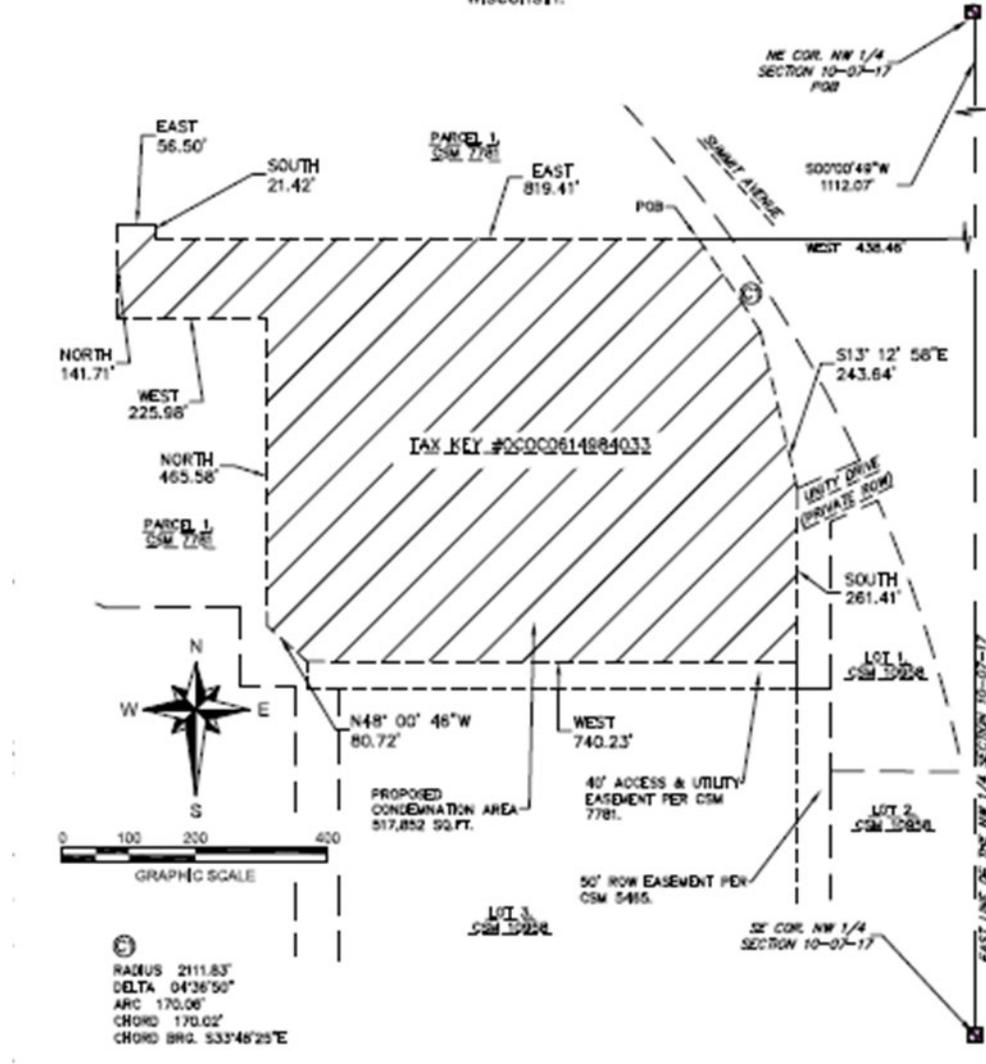


# Infrastructure Improvements



# Land Necessary - Condemnation

PROPOSED  
Being part of Parcel 2 C.S.M. 1118, located in  
Section 10, Township 7 North, Range 17 East, City of Occlesville,  
Wisconsin.



# Redevelopment Vision: Olympia Fields



After completion of the initial phase of “The Locklyn in 2022,” the Trustees of the balance of the Baysari estate to the west, sold their remaining land to the Neumann Companies (8/2023) for single-family development of the former Olde Highlander Golf Course.

## 2022

- September 2022 Roundabout Completed
- October 2022 Sendik’s Opens
- October 2022 - Olympia Clinical Building (Maxillofacial surgery) starts construction
- Dec 2022 Building 7 turn over (Fully Stabilized)

## 2023

- April 2023 - Oconomowoc VA Clinic starts construction.
- August 2023 - Landmark CU started construction on their New Corporate Store.
- August 2023 – Neumann purchases Baysari Trust property and starts earnestly on 350 Owner –Occupied Housing units at their Olde Highlander Development
- August 2023 – Unisource Center (Goodwill end of building) starts new face lift.
- October 2023 – Locklyn 2 (Buildings 8 & 9) start construction
- November 2023 – Mandel to purchase property from Neuman and start on Norden Range
- December 2023 – Olympia Fields Mixed Use starting

## 2024 - 25

- First Olde Highlander Lots start to be delivered
- Locklyn 2 Buildings come online
- Norden Range Buildings come online
- Olympia Fields Mixed-Use Building comes online



## 2021 Initial Concept Rendering



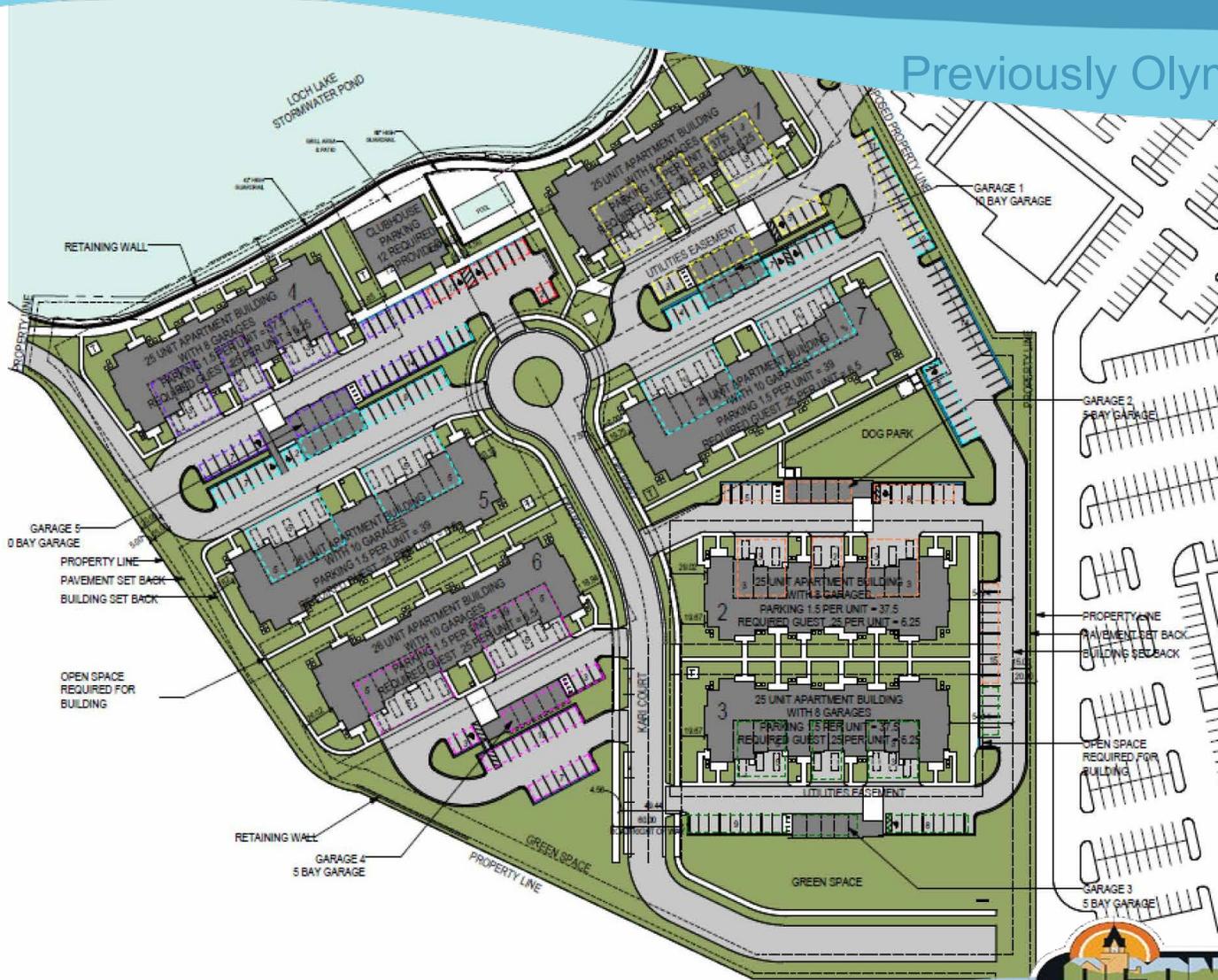
**59.4 Acres**

**\$16.4M Infrastructure**

**\$65M Developer Guarantee**

# Locklyn Apartments

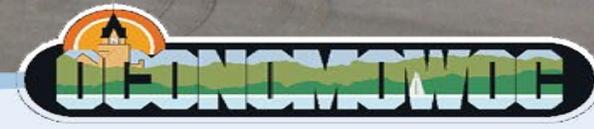
Previously Olympia Resort



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# Olympia Fields

Locklyn Apartments



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# OLYMPIA FIELDS

## MIXED-USE DEVELOPMENT OPPORTUNITIES AVAILABLE

Oconomowoc, WI



# Olympia Fields







# Olympia Fields



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# Olympia Fields



## New Additions



Sendiks



Landmark Credit Union



Veterans Clinic



Olympia Medical Clinic



Panera



Multi Tenant Retail Building



# Olympia Fields

## Elevate - Mixed-Use Building



OLYMPIA FIELDS | OCONOMOWOC, WISCONSIN | FRONT VIEW FROM OLYMPIA FIELDS DRIVE | 01.17.2024

The drawings, specifications, ideas, design and arrangements represented thereby are and shall remain the property of the architect. No part of shall be copied, disclosed to others or used in conjunction with any work or project other than the specific project for which they have been prepared and developed without the written consent of the architect. Visual contact with these drawings or specifications shall constitute conclusive evidence of acceptance of these restrictions. Written dimensions on these drawings shall have precedence over scaled dimensions. Contractors shall verify and be responsible for all dimensions and conditions on the job site, and this office must be notified of any variations from the dimensions and conditions shown by these drawings.





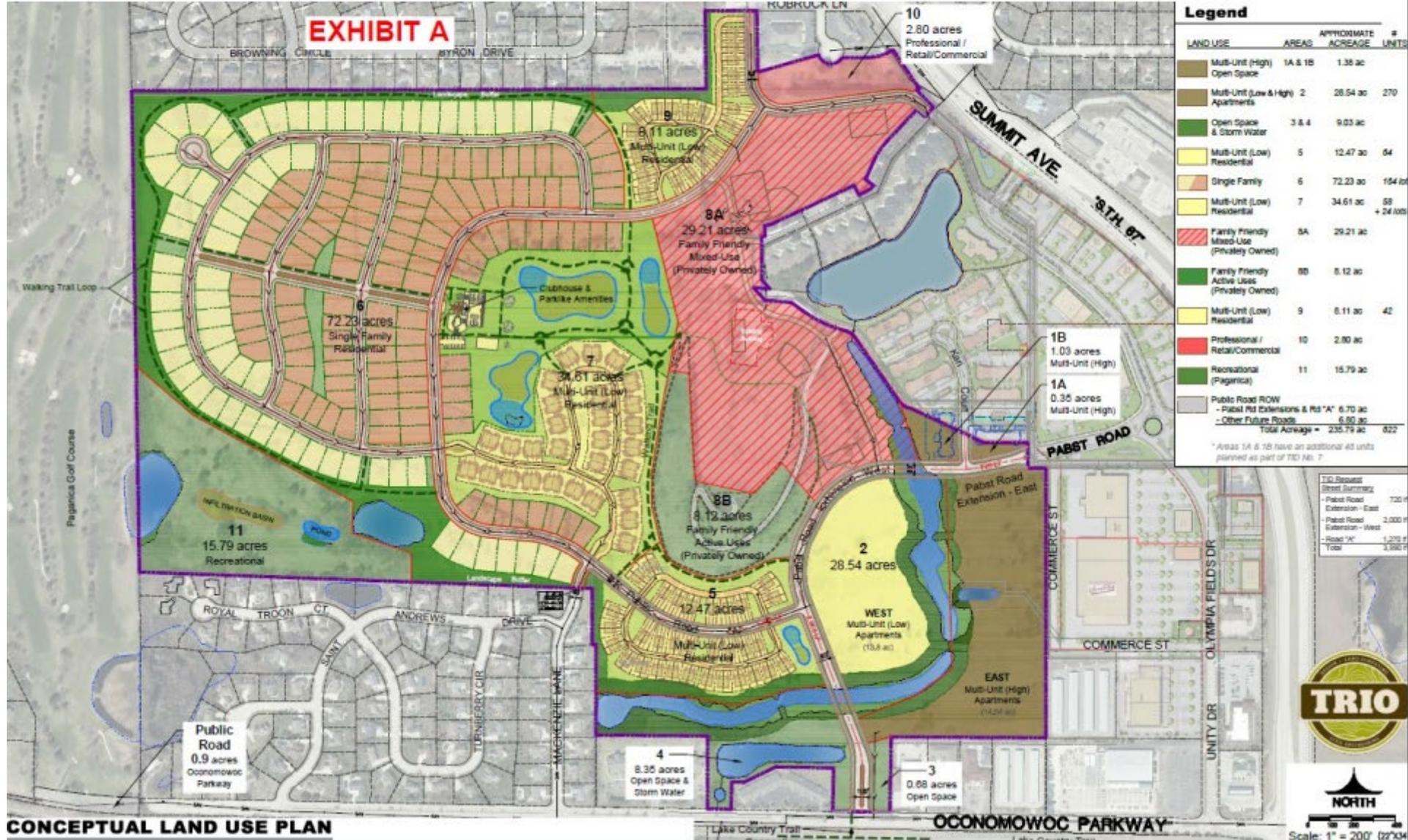
# OLYMPIA FIELDS

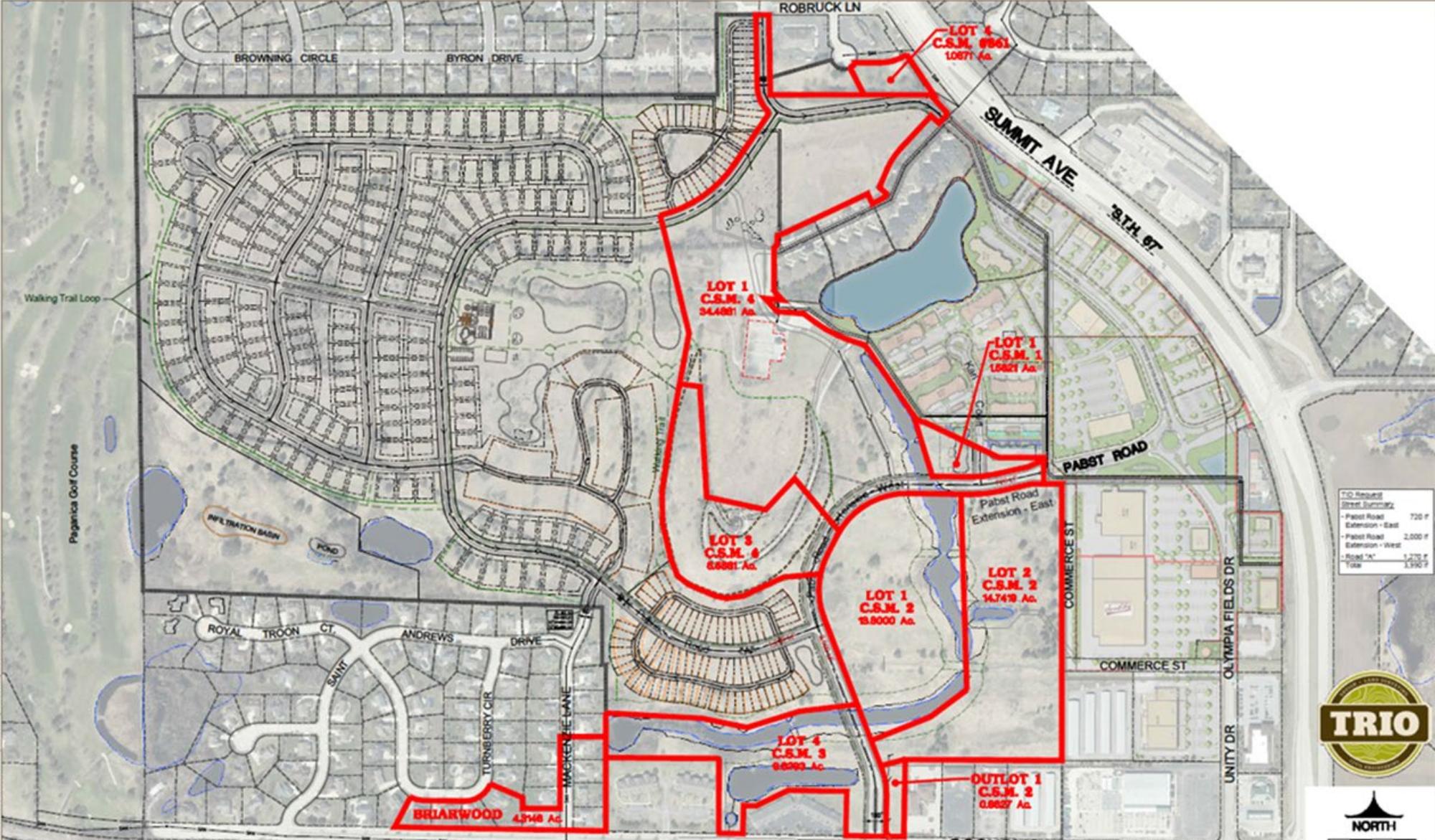




# Olympia – Olde Highlander

(236 Acres)





**TID BOUNDARY MAP**  
**Olympia Hill Area 236 acres**  
 City of Oconomowoc, WI



**NORTH**  
 Scale: 1" = 200' (22'x34")  
 Scale: 1" = 400' (11'x17")  
 March 30, 2023

# Olde Highlander



**NORDEN**  
— RANGE —

THE FINEST IN LAKE COUNTRY LIVING

# Olde Highlander

Former Olde Highlander Golf Course



# Olympia – Ski Hill

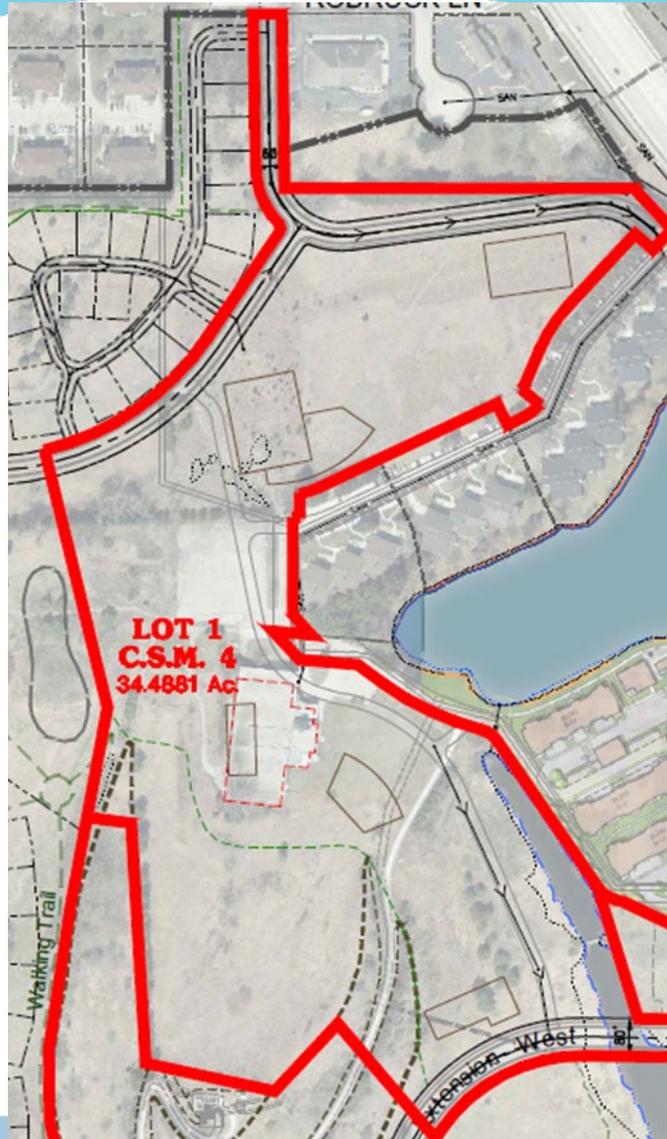
*Back in the Day...*



29.21 Acres  
Family Friendly Mixed Use

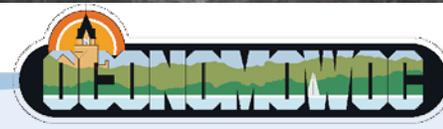
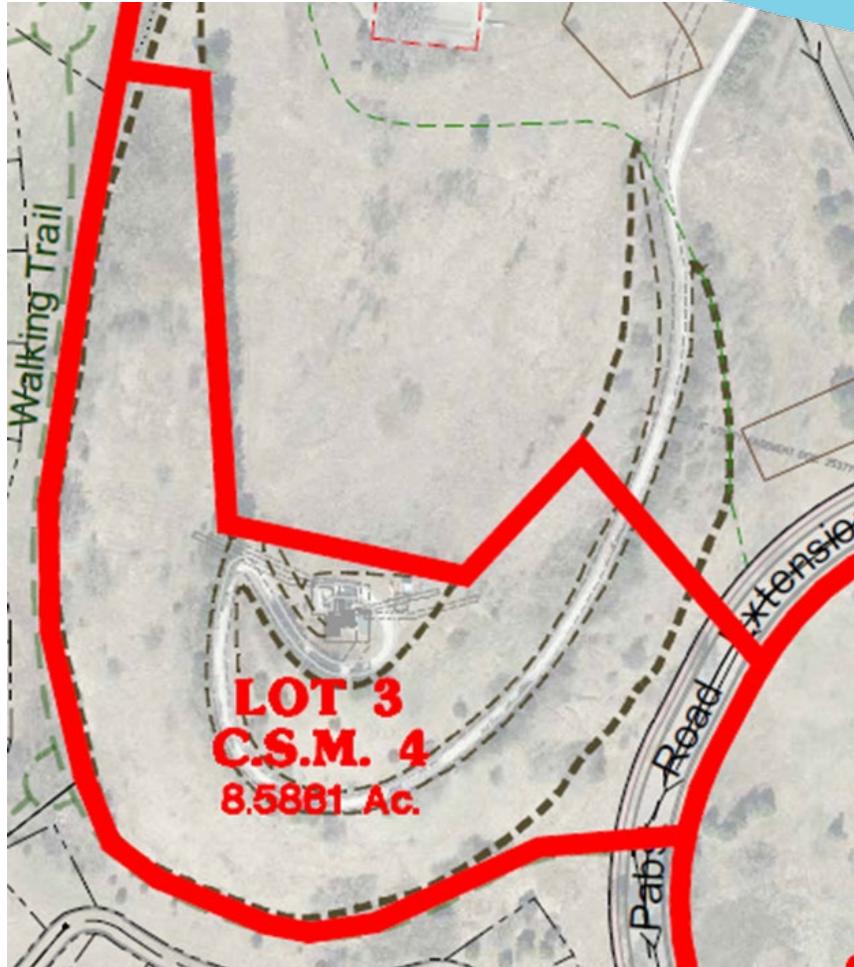


# Highlands at Olympia Sports Center



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# Highlands at Olympia Ski Hill



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# Olde Highlander

Vision for Former Olde Highlander Sports Complex



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# HOT FOR HOUSING

Why multiple local homebuilders and apartment developers see a major opportunity in Oconomowoc.

MILWAUKEE  
BUSINESS JOURNAL



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# The Municipality

LEAGUE  
OF WISCONSIN  
MUNICIPALITIES

November | 2025



Working Together

## Oconomowoc

SPOTLIGHT



### From Stagnant to Splendid *Olympia Fields Reinvigorates Blighted Southern Oconomowoc Acreage*

How do you revitalize a foreclosed 1970s resort, overgrown former golf course, and shuttered shopping center into a vibrant community with nearly 1,000 residential units?

Public-private partnerships with drivers who share common goals.

The teamwork is evident as the city's Olympia Fields/Olde Highlander Development is reporting more than \$100 million in tax improvement. The increased property value has occurred in just five years since the project began its momentum of what will likely be a decade-long endeavor to revitalize the once blighted area.

The ongoing success is the result of a strong public-private partnership between city staff and two developers – Wangard Partners and Neumann Development. Other key players that made each piece of this new residential-commercial district in the city possible include the state Department of Transportation, Oconomowoc Utilities, Wisconsin Economic Development Corporation (WEDC), and local officials' support.

"Encouraging the development and redevelopment of the former Olympia Resort area is critical to the continued growth and strategic business development goals for the City of Oconomowoc," said Mayor Robert Magnus.

#### Laying the Groundwork

Its inception began when City Director of Economic Development and Tourism, Bob Duffy, began to seek support to make the redevelopment achievable. Duffy authored a redevelopment plan for the area and creation of a tax incremental financing district with funds targeted at updating infrastructure and creating shovel-ready sites. He also sought support through WEDC's Idle Sites Redevelopment Program.

Together, each party untangled a mess of old private infrastructure, multiple easements and private agreements, and deteriorating structures among other challenges. The entire project area's exterior included former commercial development along Highway 67 anchored by a failed K-Mart. The underutilized shopping center got a complete update, now housing a premiere Sendik's location along with other national retailers.

The commercial strip expands south into a massive 300-acre piece that in its heyday held a golf course, ski hill, polo fields, expo center, and lodging resort.

The long-term goal of this conglomerate that makes up the Olympia Fields development is the creation of a successful mixed-use destination project. The project is in alignment with the city's

plans and goals, which will enhance the character of the STH67 corridor, will allow for additional retailers and attract customers, as well as provide additional housing opportunities to the community. The piece also conveniently sits a little more than a mile from I-94 for commuters going either to Madison or Milwaukee, as Oconomowoc is situated between the two metro areas.

#### A Residential and Commercial Destination

The numbers alone paint a picture of the potential the stakeholders saw in the rejuvenated area. To date, more than 600 units are in the Lockdyn and Nordon Range apartment developments and approximately 300 single-family homes are underway in the Olde Highlander subdivision.

On the burner is a mixed-use retail and multi-tenant development, Elevate. Elevate will offer 17,000 square feet of retail, 106 apartments, and nine townhomes.

"Olympia Fields is a prime example of working with a community to solve problems. Our approach was to first listen; then present alternatives, educate, and trust that the decision-makers would work with us to arrive at the right solution," said Matt Moroney, CEO, Wangard Partners.

While the residential and commercial development is highly visible today, another goal is to restore the former ski lodge into a high-end community gathering place, which is tentatively being called The Social.

The Social is proposed as an exciting family entertainment venue featuring year-round indoor and outdoor activities. The old ski hill fits in the mix for hiking, zip lines, and winter tubing and sledging. It could meet a huge interest in indoor activities with a reconfig inside to include pickleball, golf simulators, ax throwing, bowling, and food and drink offerings.

"Our vision for The Social is to transform the historic Olympia ski hill and chalet in Oconomowoc into a year-round destination that celebrates community, adventure, and local connections," reads the vision statement on [thesocialoconomowoc.com](https://thesocialoconomowoc.com).

#### Teamwork Revival

What began as a bold vision to revive a forgotten part of Oconomowoc has evolved into a model for strategic growth and community-driven planning. The Olympia Fields redevelopment is not just a story of new buildings and increased tax base – it's a testament to what can be accomplished through shared vision, persistence, and innovative partnerships. As future phases unfold, Olympia Fields promises to not only transform the landscape, but also to enrich the lives of residents, visitors, and businesses for generations to come.

# Embracing our Future

invest

promote

attract

+

**The Future**  
is not something  
we enter.  
**The Future**  
is something we  
create.



# Come Visit Us & Enjoy!



## Experience Ocon!

[www.visitoconomowoc.com](http://www.visitoconomowoc.com)



# Thank You!



**Bob Duffy**

Economic Development + Tourism Director

*[rduffy@Oconomowoc-wi.gov](mailto:rduffy@Oconomowoc-wi.gov)*



NEW RICHMOND  
COMMUNITY  
LIBRARY

Ehlers' 2026 Wisconsin Public Finance Seminar  
*General Session: Economic Development Case Studies*

# About the Presenter

## Mr. Noah Wiedenfeld

- City Administrator & Utilities Manager - City of New Richmond, WI
- 10+ years of service in New Richmond
  
- Master of Public Policy: Humphrey School of Public Affairs at the University of Minnesota
  - Community & Economic Development
  - Public & Non-Profit Leadership and Management
  
- Bachelor of Arts: UW-Eau Claire
  - Political Science
  - Geography



# Outline for Today's Conversation

- History
- Concept & Key Themes
- Stakeholders
- Action Steps
- Ownership & Funding Model
- Construction
- Questions





# Former Library

- Constructed in 1964
  - Service Population: 4,500
  - Today: 23,000 people
- One addition in 1989
- 11<sup>th</sup> smallest library in the State of Wisconsin (out of 380 libraries) in terms of square footage per service population
- Discussions began in **1998** about the need for a new library

**Talk of a New Public  
Library in  
New Richmond  
Since 1998**



# Location

- 4 acres
- School for 100+ years
- Within walking distance of schools, one block away from the historic downtown
- Gifted to the City by the School District for \$1 with restrictions in 2017





# What If...

- We could build a beautiful modern library
  - Meet additional community needs
  - Help revitalize downtown
  - Grow our local tax base
- 
- While also minimizing new debt, maintaining the ability to do other capital projects, and eliminating the need to conduct a significant capital campaign





## Reimagining the Public Library

- Libraries are not stand-alone buildings that serve as a repository for books and information – they're multi-purpose community spaces. The physical space in which the library is located must reflect this.



CARLETON A. FRIDAY  
MEMORIAL LIBRARY

# New Richmond Community Library & Archway Residences



**ISG**  
Architecture  
Engineering  
Environmental  
Planning  
[ISGinc.com](http://ISGinc.com)

# Concept & Key Themes

- Public-Private Partnership
- Complementary uses
- Housing
- Outdoor amenities
- Downtown revitalization
- Walkability
- Flexibility
- Financial sustainability
- Forward-looking solution



T H R E E S I X T Y<sup>o</sup>  
REAL ESTATE SOLUTIONS, LLC



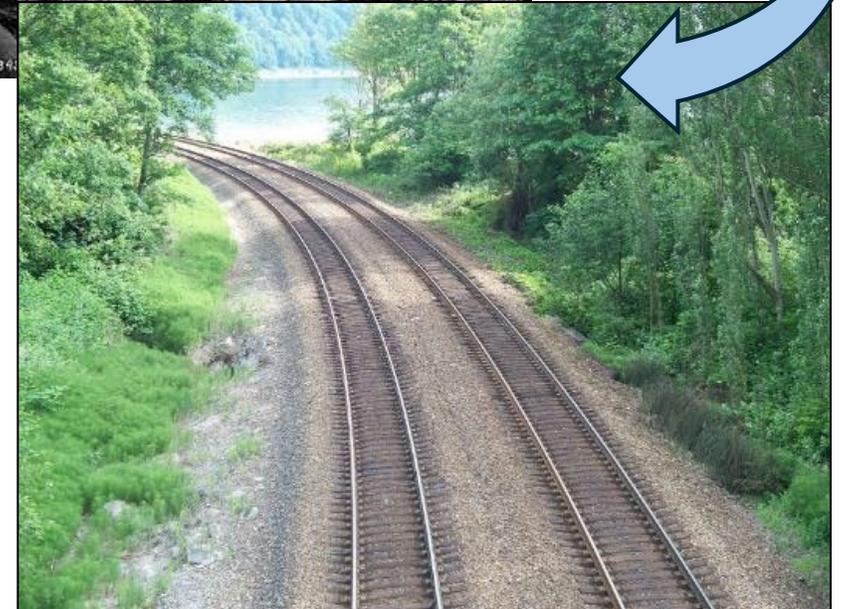
# Several Stakeholders & Decision Makers

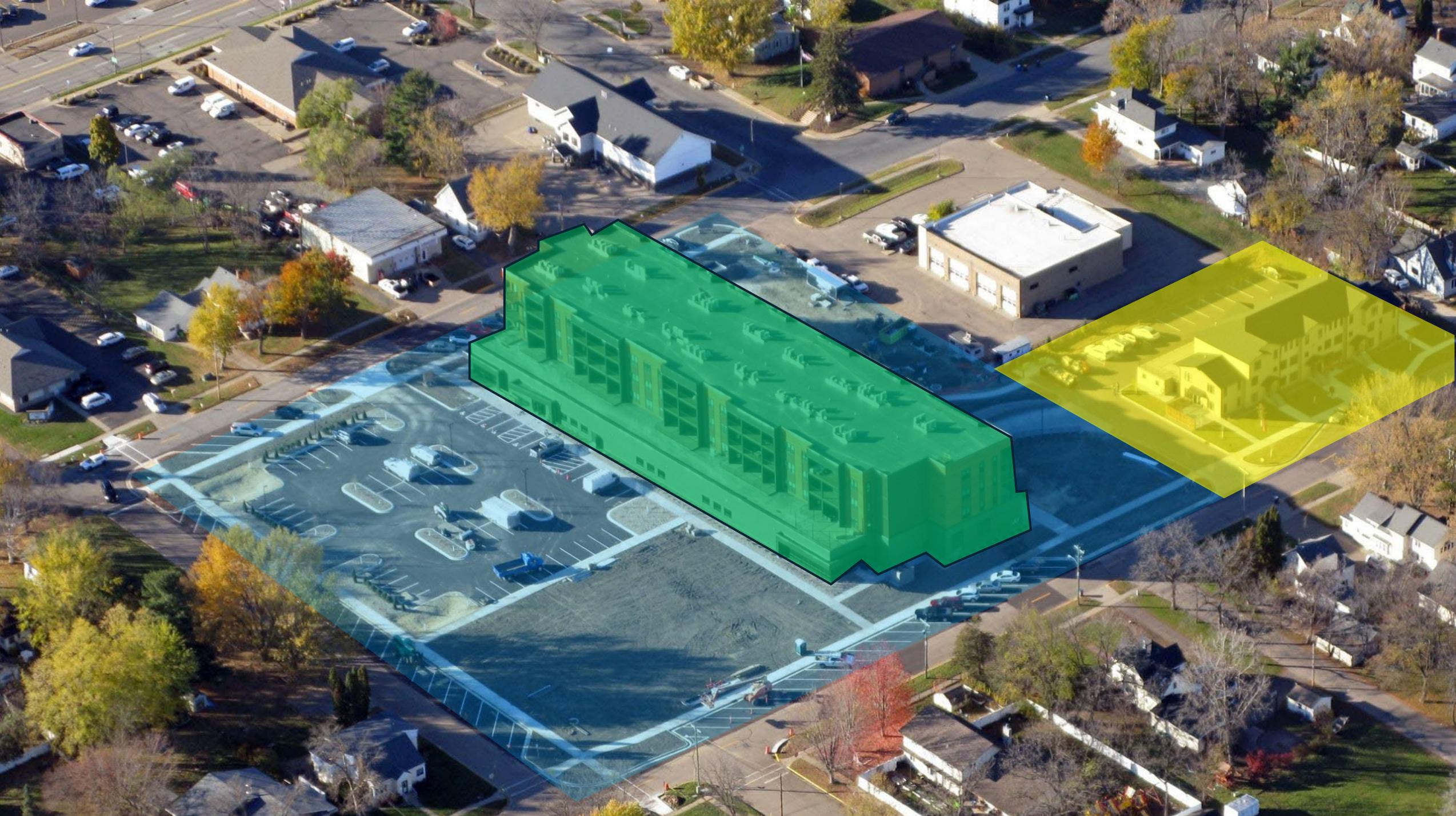
- City Council
- City Staff
- Private Developer
- Architect/Engineer
- Library Board
- School Board
- Plan Commission
- Joint Review Board
- Coffee Shop Tenant
- Prospective Donors
- Community Development Authority
- Surrounding Neighborhood
- Legal Counsel
- Bond Counsel
- Financial Advisor
- Underwriters
- Contractors
- Sub-Contractors
- Media



# Several Action Steps

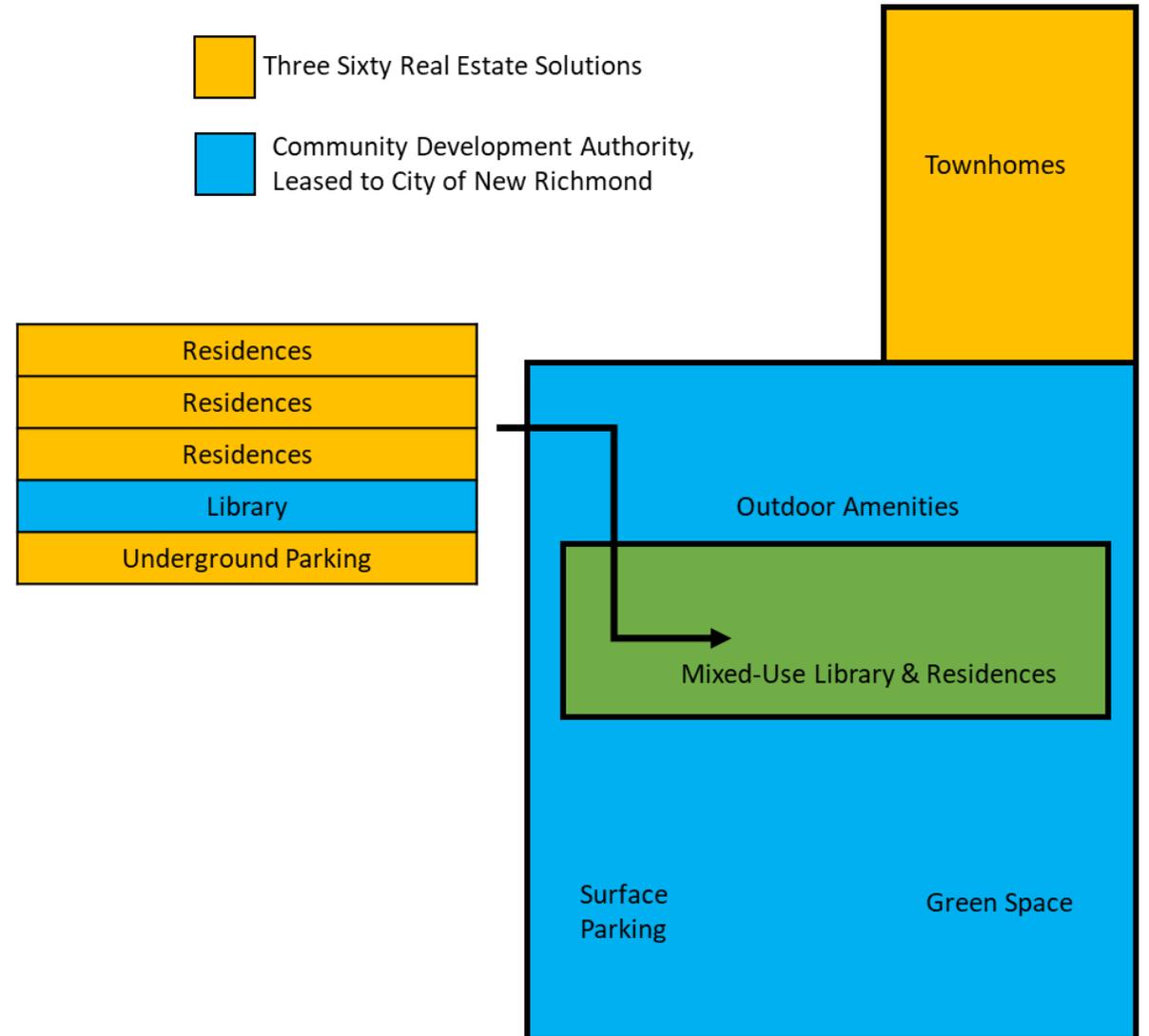
- Community Engagement
- Request for Qualifications
- Pre-Development Agreement
- Cost Estimates
- Certified Survey Map & Condo Plat
- Tax Increment District
- Site Plan & Stormwater Management Plan
- Phase I Environmental Site Assessment
- Condo Declaration & Bylaws
- Development Agreement
- Cooperative Agreement
- Leases Agreements





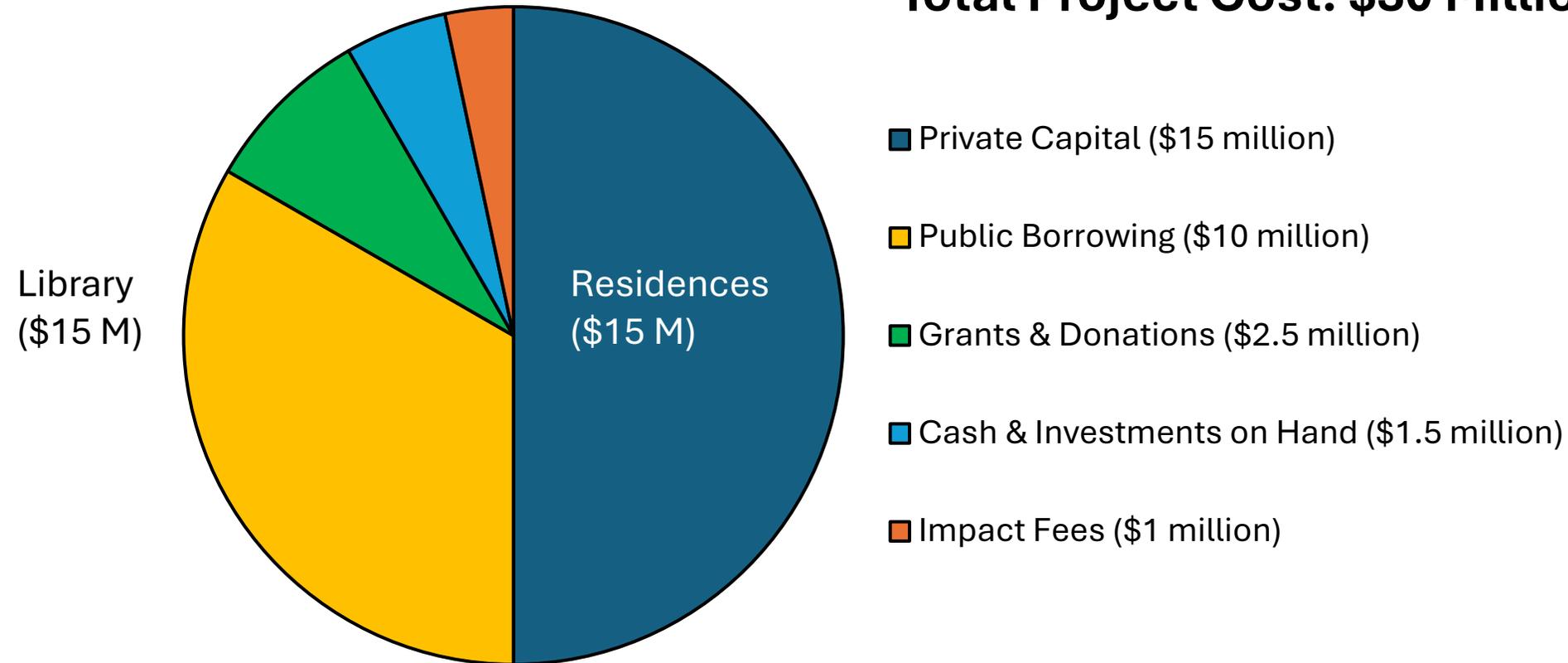
# Ownership

- Townhome parcel sold from City to private developer
- Community Development Authority owns outdoor space and library, leases to City
- Private developer owns and manages the apartments and underground parking



# Funding Model

**Total Project Cost: \$30 Million**













NOW LEASING ONLINE

MODERN LIVING MEETS community connection



ARCHWAY A MODERN HOME ABOVE with wisdom below

GATE 1

LEARN EXPLORE CONNECT  
Future Home of the New Richmond Community Library

ALL VISITORS MUST REPORT TO THE OFFICE PRIOR TO ENTERING SITE





ARCHWAY  
RESIDENCES

450  
1 800 888 8888









Room Closed

B

Informational card

Informational card

ON A  
HUNDRE  
GOLD WIRE

ON A  
HUNDRE  
GOLD WIRE



# Questions & Answers

- Thank you!
- Contact Information:
  - Noah Wiedenfeld, New Richmond City Administrator
  - Email: [nwiedenfeld@newrichmondwi.gov](mailto:nwiedenfeld@newrichmondwi.gov)
  - Phone: 715-243-0422

