



OFFICE  
OF THE  
MAYOR

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## City launches new website

WISCONSIN RAPIDS, WI – The City of Wisconsin Rapids will launch its new website, [wirapids.gov](http://wirapids.gov), at noon on Tuesday, July 30. The updated site aims to enhance public communication, improve access to city services, and streamline digital interactions with residents. City staff email addresses will also transition to the new domain.

The Wisconsin Rapids Common Council approved funding for the new website at its Sept. 9, 2024 meeting. Since then, a cross-departmental staff work group has collaborated with the website vendor, CivicPlus, to design and develop the new platform. Over the course of 10 weeks this summer, City staff built out site content, drawing on feedback from department heads, elected officials, community members, and local leaders.

Key features of the new website include:

- A City calendar on the homepage highlighting public meetings, bridge lighting schedules, tax deadlines, and City Hall closures.
- Improved communication tools, such as a general feedback form, a tool for reporting non-emergency public property issues, and a simplified contact form for reaching City departments.
- Clarified permitting processes, with detailed pages and direct links for construction-related applications.

“When I ran for mayor, one of my objectives was to build exceptional customer service and public communications at the City of Wisconsin Rapids. Providing consistent, clear, accessible information and offering simple ways to contact staff are priorities for me, and the new website is an important tool for supporting those priorities,” said Mayor Matt Zacher.

Mayor Zacher went on to say, “I appreciate the input we received from the public, which helped us understand the user experience. Thank you to staff for providing feedback and information for the website, and, most of all, embracing significant change. Finally, I’d like to thank the staff group who devoted many hours, in addition to their enthusiasm and expertise, to this important project. I am proud of the exceptional work of our staff.”

To explore new features and view instructional videos, residents are encouraged to visit the City’s official Facebook page at [facebook.com/WIRapids](https://facebook.com/WIRapids) or the Wisconsin Rapids Community Media YouTube channel at [youtube.com/@WisconsinRapidsCommunityMedia](https://youtube.com/@WisconsinRapidsCommunityMedia).

As with any major transition, some technical issues may arise during the initial launch period. Users experiencing difficulties are encouraged to use the “Contact Us” form found in the website footer, or email [mayor@wirapids.gov](mailto:mayor@wirapids.gov), and include a screenshot if possible. City staff will work promptly to resolve issues.

The previous domain, [wirapids.org](http://wirapids.org), and associated email addresses will redirect to the new [wirapids.gov](http://wirapids.gov) domain for a limited time following the launch.

**Matt Zacher, Mayor**

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