



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

## A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

**Date:** June 18, 2019  
**Time:** 6:00 p.m.  
**Location:** Municipal Building, 136 North Monroe Street (room to be determined)

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: April 16, 2019; May (no quorum)
3. CITIZEN INPUT
4. CDA ORGANIZATIONAL MATTERS
  - a. Review of Ordinance #2019-03 CDA Composition, Procedures & Authority
  - b. Election Of Chair [§35-2 (C) municipal code]
  - c. Adopting An Annual Calendar
5. UPDATES & REPORTS
  - a. School District Liaison
  - b. Citizen Engagement/Outreach – Help Out Town Waterloo
  - c. Economic Development Plan Implementation Progress
  - d. Fund 600 Monthly Financials
  - e. Grant Tracking
  - f. RFP - Request for Proposals Performance Based Economic Development Services Expediting 2019 Project Progress
  - g. 333 Portland Road
    - i. One-Page Project Plan
    - ii. Cell Tower Ground Lease Agreement
    - iii. Geotechnical Site Work & Wetland Delineation
    - iv. Site Interest List
  - h. Impact Fee Review And Recommendations Report
  - i. Tax Incremental Finance Districts 1-4, Review
6. UNFINISHED BUSINESS
  - a. Discussion/Action - Identifying A Chamber Of Commerce Liaison
  - b. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council  
Note: [The Community Development Authority May Convene To Closed Session. The Statutory Exception For The Closed Session Is Wis. Statute 19.85(1)(E) "Deliberating Or Negotiating The Purchasing Of Public Properties, The Investing Of Public Funds, Or Conducting Other Specified Public Business Whenever Competitive Or Bargaining Reasons Requires A Closed Session." Upon Conclusion Of The Closed Session The Council Will Reconvene In Open Session.]
  - c. 203 East Madison Street, Completion Of Phase 4 (referred by Public Safety & Health Committee)
  - d. Considering Residential Condominiums As Single-Family Dwelling Units For Purposes Of Municipal Fee Waiving (additional Building Inspector information)
7. NEW BUSINESS

- a. Authorizing a Fund 600 expenditure not to exceed \$1,000 for development site promotions
- b. Implementing Paused Installation Of Letter-Board Sign (Mayor's referral)

## 8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

## 9. ADJOURNMENT

  
Mo Hansen  
Clerk/Treasurer

### **Community Development Authority:**

**Hermanson**, Stinnett, Reynolds, Lewandowski, Killary, Petts and Schoenwetter  
School District Superintendent Brian Henning as School District liaison

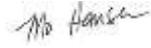
Posted, Mailed and E-mailed: 06/15/2019

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: April 16, 2019**

1. ROLL CALL AND CALL TO ORDER. The joint meeting was called to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Stinnett, Reynolds and Hermanson. Absent: non-voting member Brian Henning [two vacancies]. CDC members present: Petts and Thomas. Absent: none with one vacancy. Others present: Mayor Quimby; Ron & Tama Griffin; Diane Graff and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: March 19, 2019. MOTION: Moved by Stinnett, seconded by Thomas to approve the minutes with correction noted by Andrew Lewandowski via email. VOICE VOTE: Motion approved.
3. CITIZEN INPUT. none
4. UPDATES & REPORTS
  - a. School District Liaison. No report. Brian Henning was unable to attend.
  - b. Citizen Engagement/Outreach – Helping Out Town – Waterloo Update. In his absence Lewandowski submitted a written update.
  - c. Economic Development Plan Implementation Progress. Noted.
  - d. Fund 600 Monthly Financials. Noted.
  - e. Grant Tracking. Noted.
5. UNFINISHED BUSINESS
  - a. Discussion/Action - Identifying A Chamber Of Commerce Liaison. No action taken.
  - b. Discussion/Recommendation - 333 Portland Road Redevelopment Recommendation To Council. Ron Griffin submitted an offer to purchase land. Griffin described his interest in purchasing a segment of land. No action taken.  
Use Of 2019 Funding For Professional Services. By consensus the revised draft was approved. The Clerk/Treasurer was directed to post it to the website and distribute the opportunity broadly.
  - c. 203 East Madison Street, Completion Of Final Phase. No action taken.
  - d. Considering Residential Condominiums As Single-Family Dwelling Units For Purposes Of Municipal Fee Waiving. DISCUSSION: More information was requested. No action taken.
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. Quimby said she was interested in eliminating the Community Development Committee and filling vacancies. She asked about the current status of the Welcome Packets. None.
7. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Petts to adjourn. Estimated time: 7:35 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer



136 North Monroe Street, Waterloo, Wisconsin 53594-1198  
Phone (920) 478-3025  
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**ORDINANCE #2019-03**

**AMENDING SECTION 30-6 OF THE MUNICIPAL CODE ELIMINATING THE  
COMMUNITY DEVELOPMENT COMMITTEE AS A STANDING COMMITTEE AND  
AMENDING SECTION 35-2 COMMUNITY DEVELOPMENT AUTHORITY  
COMPOSITION AND PROCEDURES**

The Common Council of the City of Waterloo, Wisconsin does hereby ordain as follows:

**SECTION 1:** Section §30-6 Standing Committees is hereby amended follows:

§ 30-6 **Standing committees.**

30-6(A)(4) is struck.

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**SECTION 2:** Section §35-2 Composition and procedures [Community Development Authority] is hereby amended as follows:

§ 35-2 **Composition and procedures.**

- A. **Composition.** The CDA shall consist of seven resident persons having sufficient ability and experience in the fields of urban renewal, community development and housing. These persons shall serve as Commissioners of the CDA.
- B. **Appointment.** The Commissioners shall be appointed by the Mayor with the confirmation of the Common Council. Three of the Commissioners shall be members of the Common Council with an appointed chair who reports to the City Council, and shall serve during their term of office as board members. The first appointments of the four non-board members shall be for the following terms: one for one year and one each for the terms of two, three and four years. Thereafter, the terms of non-board members shall be four years and until their successors are appointed and qualified. Vacancies shall be filled for the unexpired term as provided for in this subsection.
- C. **Officers.** The CDA shall annually elect a Chairperson from among the Commissioners. The Council Chair shall serve as the vice chairperson. The City Planning Commission shall assist in performing the duties required by the CDA.
- D. **Compensation.** The Commissioners shall receive no compensation for their services, but shall be entitled to reimbursement for their actual necessary expenses, including local travel expenses included in the discharge of their duties.
- E. **Meetings, quorum and bylaws.** All meetings of the CDA shall be held in compliance with the provisions of the Open Meeting Laws of the State of Wisconsin. Four Commissioners shall constitute a quorum for the purpose of conducting its business and exercising its

powers and for all other purposes. Action may be taken by the CDA upon the affirmative vote of a majority of the Commissioners present at any meeting at which a quorum is present. The CDA may adopt and from time to time amend or repeal such bylaws or other rules or regulations not inconsistent with the applicable laws of this state and of this chapter, as it deems necessary in the performance and function of its duties; provided Common Council approval of such actions is first obtained.

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**SECTION 3:** Section §35-6 Statutory authority [Community Development Authority] is hereby amended follows:

**§ 35-6 Statutory authority.**

This chapter is enacted pursuant to § 66.1335, Wis. Stats. Insofar as this chapter may be inconsistent with § 66.1335, Wis. Stats., the statute shall control.

In addition to its statutory powers, the authority is further authorized, within the limits of the funds available for such purposes, to:

1. Call upon any department, board, commission or agency of the city for assistance and cooperation in the performance of the authority's duties and functions, and all city departments, boards, commissions and agencies are hereby authorized and directed to cooperate with, and furnish assistance to the authority in the performance of the authority's duties and functions.
2. Work with business, education, government, labor and citizens to:
  - a. Retain and expand existing business and commercial enterprises within the city.
  - b. Recruit new businesses and encourage the expansion and diversification of business and commercial enterprises within the city to expand local employment opportunities and the tax base.
  - c. Foster and facilitate economic development activities through cooperative efforts with area organizations, adjoining municipalities, the county, and the state.
  - d. Assist new and existing businesses through programs and resources which facilitate quality growth and development within the city.
  - e. Publicize and promote the business, employment, residential, educational, and recreational opportunities available in the city.
  - f. Foster, develop, and enhance a sense of community, a positive community image, and civic pride.
3. To identify itself as the community and economic development authority in anything other than contracts, resolutions, and financial reports.
4. The authority has the power to purchase and sell property, with consent of the City Council. With consent, the chair, or the chair's designee, shall have the powers to sign all documents required for purchase and sale of such property.

The authority in consultation with the city plan commission and other appropriate bodies and staff shall:

1. Prepare and periodically update an economic development plan and development strategy for use by the mayor and common council. In formulating said plan, the authority shall monitor and evaluate economic conditions in the city, identify economic problem areas, and prioritize any economic problems identified.
2. Consider alternative approaches to improving economic deficiencies in the city in problem areas identified.
3. Recommend specific programs and projects to allocate available city resources among the elements of the city's economic development effort.
4. Recommend items for inclusion in the annual city budget to implement the development strategy adopted by the common council.

The authority together with the Clerk/Treasurer, or the Mayor's designee, shall prepare an annual budget which shall be submitted as part of the general budget process, subject to Common Council approval. The budget shall include estimated revenues and expenses for on-going and contemplated projects involving any governmental funds directly tied to the authority, any governmental tax incremental finance district fund and all other projects and programs over which the authority has direct responsibility along with other ordinary and necessary expenses.

The CDA shall also prepare and file with the Mayor and Common Council a report of its activity for the preceding calendar year on or before August 1 of the following year.

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**SECTION 4:** This ordinance shall take effect and be in force after its passage and publication in a manner provided for by law.

**Acted on and adopted** at a regular meeting of the Common Council on May 16, 2019.

City of Waterloo

Signed  
Jenifer Quimby, Mayor

Attest:

  
Morton J. Hansen  
City Clerk/Treasurer

Date Adopted: May 16, 2019

Date Published: The Courier, May 30, 2019

# Waterloo Community Development Authority -- Annual Calendar

(update: May 16, 2019; reapproved by CDA: \_\_\_\_\_ )

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

|  |
|--|
| <b>JANUARY</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li><li>- finalize prior year Annual Report</li></ul>  |
| <b>FEBRUARY</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- align/modify CDA Progress Measures as needed</li><li>- submit Annual Report to City Council</li></ul>  |
| <b>MARCH</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- Push to closeout incomplete prior year items</li></ul>  |
| <b>APRIL</b> <ul style="list-style-type: none"><li>- Mayoral appointments</li><li>- Push to closeout incomplete prior year items</li></ul>   |
| <b>MAY</b> <ul style="list-style-type: none"><li>- CDA election of Chair and Vice Chair</li><li>- evaluate CDA Progress Measures</li></ul>   |
| <b>JUNE</b> <ul style="list-style-type: none"><li>- start future year budget submittal</li><li>- review of tax increment finance district progress</li></ul>   |
| <b>JULY</b> <ul style="list-style-type: none"><li>- review of tax increment finance district progress</li><li>- future year budget planning</li><li>- align CDA Progress Measures with budget planning</li><li>- reaffirm or jettison all active programs and projects</li></ul> |
| <b>AUGUST</b> <ul style="list-style-type: none"><li>- future year budget submittal to Finance, Insurance &amp; Personnel Committee, including tax incremental finance funds</li></ul>  |
| <b>SEPTEMBER</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li></ul>  |
| <b>OCTOBER</b> <ul style="list-style-type: none"><li>- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities &amp; <u>t</u>hreats (SWOT) exercise</li></ul>  |
| <b>NOVEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li></ul>   |
| <b>DECEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li><li>- review staff draft, Annual Report to City Council</li><li>- update calendar</li></ul>   |

City of Waterloo  
**Economic Development Strategic Plan Implementation Tracking**  
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**FOCUS: Industrial & Commercial**

| ITEM | GOAL  | ACTION   | GOAL/TASK METRICS                  | NOTES                      | PHASE / YEAR   |
|------|---|--|------------------------------------|----------------------------|--|
| IC1  | Ready 17 acre industrial site (333 Portland Rd) for reuse | Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation | Site ready with for reuse 1/1/2018 |                            | 2016 site research; 2017 remediation; 2018 marketing |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b>                    | <b>Assignee</b>            | <b>Notes</b>   |
|      | Acquire Site  | Completed  |                                    | Clerk/Treasurer            |  |
|      | EPA Site Rediation  | Completed  | 12/1/2017                          | Clerk/Treasurer            |  |
|      | Site Demo Funding   | Completed  | 12/1/2017                          | Clerk/Treasurer            |  |
|      | Site Demo Contractor Bidding                              | Completed  | 6/7/2018                           | Clerk/Treasurer            |  |
|      | Site Demo   | Completed  | 6/8/2018                           | Contractor                 |  |
|      | Close Out Open DNR/EPA Files                              | Completed  | 5/1/2019                           | EPA / DNR contractor       |  |
|      | Ready 17 acre industrial site (333 Portland Rd) for reuse | In Progress  | 5/1/2019                           | Clerk/Treasurer            |  |
|      | Publish Site Reuse RFP                                    | Completed  | 10/12/2018                         | Clerk/Treasurer            |  |
|      | Get eyes on Reuse RFP                                     | In Progress  | 4/1/2019                           | Clerk/Treasurer            | see site interest list                               |
|      | Wetland delineation                                       | Completed  | 6/15/2019                          | Clerk/Treasurer            | Heartland Ecological                                 |
|      | Preliminary geotechnical engineering                      | Completed  | 6/15/2019                          | Clerk/Treasurer            | SCS Engineering                                      |
|      | CDA / Council Select Re-use(s)                            | In Progress  | TBD                                | CDA / City Council         |  |
|      | Execute Developer Agreement                               | Not Started  | TBD                                | Clerk/Treasurer / Attorney |  |

**FOCUS: Downtown Commercial Activity**

| ITEM | GOAL  | ACTION   | GOAL/TASK METRICS   | NOTES   | PHASE / YEAR      |
|------|---|--|---|---|-------------------|
| DO4  | Recruit a full-service restaurant as anchor draw            | develop 3 concepts for building reuse as restaurants | Business recruited  | Approved Concept                              | ?????             |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b>   | <b>Assignee</b>                               | <b>Notes</b>      |
|      | Property owner outreach                                     | Deferred   |   |   |                   |
| ITEM | GOAL  | ACTION   | GOAL/TASK METRICS   | NOTES   | PHASE / YEAR      |
| DO5  | Define downtown as a family-friendly commercial destination | Establish Street Market                              | ID leadership; facilitate launch  | Municipal seed money forwarded to VirtuMarket | 2017-2020         |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b>   | <b>Assignee</b>                               | <b>Notes</b>      |
|      | ID Leadership   | Aborted  | 1/1/2018  |   |                   |
|      | Parks Dept. Concept Relaunch                                | In Progress  | Park Coordinator set last Thursday of month in Firemen's Park (May-Aug) | Gabe Haberkorn; Kris Paape; Jessica Pickel    | Measurable Goals? |

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

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**FOCUS: Promotion**

| ITEM | GOAL                             | ACTION                                  |                 | GOAL/TASK METRICS                                       | NOTES            | PHASE / YEAR |
|------|----------------------------------|---|-----------------|---|------------------|--------------|
| PRO1 | Coordinated external advertising | Coordinate local businesses advertising |                 | Measurable retail sales increases linked to ad campaign | Approved Concept | ????         |
|      | <b>Task</b>                      | <b>Status</b>                           | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>     |              |
|      | No action                        | Deferred                                |                 |   |                  |              |

| ITEM | GOAL   | ACTION   |   | GOAL/TASK METRICS                                 | NOTES  | PHASE / YEAR |
|------|--|--|---|---|--|--------------|
| PRO2 | Marketing databases & outreach to market area          | PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities |   | 12 creative digital/social media outreach efforts |  | 2019-2020    |
|      | <b>Task</b>  | <b>Status</b>  | <b>Due Date</b>                                   | <b>Assignee</b>                                   | <b>Notes</b>   |              |
|      | Concept review   | Completed  |   | Working Group                                     | Stressed need for opt-in                                   |              |
|      | Set-up sign-up box                                     | Completed  |   | Clerk/Treasurer                                   | Used at elections; utility commission and other locations' |              |
|      | Assemble public data                                   | Completed  | 4/10/2018   | Clerk/Treasurer                                   | Voters, property owners, dog owners, others                |              |
|      | Create outreach communications                         | Completed  | 4/30/2018   | Clerk/Treasurer                                   | Mill / Cleveland contacts; Street Market; Park Events      |              |
|      | Update data & create outreach communications 2019-2020 | In Progress  | Scott Quimby programmer pro-bono work in progress | Clerk/Treasurer                                   | Quimby programmer updating data                            |              |

**FOCUS: Aesthetics & Infrastructure**

| ITEM | GOAL                           | ACTION   |                 | GOAL/TASK METRICS   | NOTES   | PHASE / YEAR             |
|------|--------------------------------|--|-----------------|---|---|--------------------------|
| AES1 | Community wide Spring Clean-up | Promote a coordinated two weekend Spring clean-up period |                 | 40 volunteer hrs. for public spaces; less than 5 blight causing properties post event | Approved Concept                                | First two April weekends |
|      | <b>Task</b>                    | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>                                    |                          |
|      | No action                      | Deferred   |                 |   | Parks Clean-up April 27, 2019, light attendance |                          |

| ITEM | GOAL   | ACTION   |                 | GOAL/TASK METRICS                                   | NOTES            | PHASE / YEAR |
|------|--|--|-----------------|---|------------------|--------------|
| AES2 | Improve downtown aesthetics & pedestrian amenities | Adopt a pot planter program on bridges and Veterans Park |                 | Five additional planters in each of the next 4 yrs. | Approved Concept | ?????        |
|      | <b>Task</b>  | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                                     | <b>Notes</b>     |              |
|      | No action  | Deferred   |                 |   |                  |              |

| ITEM | GOAL  | ACTION                                 |                 | GOAL/TASK METRICS          | NOTES            | PHASE / YEAR |
|------|---|--|-----------------|----------------------------|------------------|--------------|
| AES3 | Implement planned bike connections from local & regional connectivity plans | Fund parks development plans for paths |                 | One path segment each year | Approved Concept | ?????        |
|      | <b>Task</b>   | <b>Status</b>                          | <b>Due Date</b> | <b>Assignee</b>            | <b>Notes</b>     |              |
|      | No action   | Deferred                               |                 |                            |                  |              |

| ITEM | GOAL  | ACTION  |                 | GOAL/TASK METRICS                          | NOTES            | PHASE / YEAR |
|------|---|---|-----------------|--|------------------|--------------|
| AES4 | Offer free garden space, surplus produce to food pantry | Re-establish seasonal public community garden space |                 | Make available ten garden plots each March | Approved Concept | ?????        |
|      | <b>Task</b>   | <b>Status</b>                                       | <b>Due Date</b> | <b>Assignee</b>                            | <b>Notes</b>     |              |
|      | No action   | Deferred  |                 |  |                  |              |

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Economic Development Strategic Plan Implementation Tracking

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**FOCUS: Communication & Organizational Capacity**

| ITEM | GOAL  | ACTION  |                 | GOAL/TASK METRICS             | NOTES  | PHASE / YEAR |
|------|---|---|-----------------|-------------------------------|--|--------------|
| ORG1 | Engage residents with expanded online presence                        | Expand social media with focus on new residents |                 | 2,000 FB likes by August 2018 | As of 4/18 FB likes: City=870; WRT+676; Parks 644                | 2016-2020    |
|      | <b>Task</b>   | <b>Status</b>                                   | <b>Due Date</b> | <b>Assignee</b>               | <b>Notes</b>   |              |
|      | Weekly use of FB  | On Going  | On-going        | Mo, Gabe, Kelli               | DP & Library page also exists; all purposefully not coordinated. |              |
|      | Promote use of Waterloo Events Button                                 | Maintain or discontinue button??                | 8/1/2018        | Kelli, Mo                     | 6/2019 - Alder Rhynes testing calendar alternatives              |              |
|      | Repair former High School sign and Install Downtown To Promote Events | Hold pending funding                            |                 | ???                           | Signage purchased from the School District is in storage         |              |

| ITEM | GOAL                                       | ACTION   |                 | GOAL/TASK METRICS                            | NOTES                                | PHASE / YEAR |
|------|--|--|-----------------|--|--------------------------------------|--------------|
| ORG2 | Make available New Resident Welcome Packet | Annually update digital and printed welcome material |                 | 100% of new residents reached by August 2018 |                                      | 2016-2020    |
|      | <b>Task</b>                                | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                              | <b>Notes</b>                         |              |
|      | 2017 Packets Assembled & Distributed       | Completed  | 12/31/2017      | Library Staff                                | Approximately 50 packets distributed |              |
|      | 2018 Packets Assembled & Distributed       | Completed  | 12/31/2018      | Library Staff                                | Material from a variety of sources   |              |
|      | 2019 Packets Assembled & Distributed?      | Unknown  | 6/1/2019        | Library Staff                                | Material from a variety of sources   |              |

| ITEM | GOAL  | ACTION                          |                 | GOAL/TASK METRICS        | NOTES  | PHASE / YEAR |
|------|---|---------------------------------|-----------------|--------------------------|--|--------------|
| ORG3 | Maintain community market data for businesses on City website | Quarterly update of information |                 | 3000 page views annually | Page views less than goal  | Quarterly    |
|      | <b>Task</b>   | <b>Status</b>                   | <b>Due Date</b> | <b>Assignee</b>          | <b>Notes</b>   |              |
|      | Update econ. dev. webpage                                     | Completed                       | 12/31/2017      | Clerk-Treas Staff        |  |              |
|      | Update econ. dev. webpage                                     | On-going                        | 12/31/2018      | Clerk-Treas Staff        | LocationOne Link on Municipal Page; need to implement WEDC recommendations |              |

| ITEM | GOAL  | ACTION                  |                 | GOAL/TASK METRICS                                 | NOTES                        | PHASE / YEAR                     |
|------|---|-------------------------|-----------------|---|------------------------------|----------------------------------|
| ORG4 | Broaden funding sources for economic development capacity | Explore funding options |                 | New support dollars source in 2017, 2018 and 2019 |                              | One new funding source each year |
|      | <b>Task</b>   | <b>Status</b>           | <b>Due Date</b> | <b>Assignee</b>                                   | <b>Notes</b>                 |                                  |
|      | 2017 discussions  | Completed               | 12/31/2017      | Clerk-Treasurer                                   | No from Junginger Foundation |                                  |
|      | 2019 discussions  | On-going                | 2/19/2019       | Clerk-Treasurer                                   | RFP for consulting services  |                                  |

**FOCUS: Housing**

| ITEM | GOAL                              | ACTION                                   |                 | GOAL/TASK METRICS  | NOTES            | PHASE / YEAR |
|------|-----------------------------------|--|-----------------|--|------------------|--------------|
| HOU1 | Incentivize new home construction | Waive all fees for new home construction |                 | Development agreement(s) with residential builder/developers | Approved Concept | 2019-2020    |
|      | <b>Task</b>                       | <b>Status</b>                            | <b>Due Date</b> | <b>Assignee</b>  | <b>Notes</b>     |              |
|      | Consider continuing for 2019      | Completed                                | 12/31/2018      | City Council   |                  |              |

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

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|  |                       |           |            |                 |                              |
|--|-----------------------|-----------|------------|-----------------|------------------------------|
|  | 2018 outreach efforts | Completed | 3/31/2018  | Sue Moe         | Flyer to real estate agents  |
|  | 2019-2020 Outreach    | On-going  | 12/31/2020 | Clerk/Treasurer | Need private sector partners |

| ITEM | GOAL   | ACTION   |                 | GOAL/TASK METRICS  | NOTES        | PHASE / YEAR |
|------|--|--|-----------------|--|--------------|--------------|
| HOU2 | Increase investment in improving existing housing stock focused along state highways | Market existing programs directly to property owners in targeted areas along state highways. |                 | 10% annual increase in residential projects per permitting application |              | ?????        |
|      | <b>Task</b>  | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>  | <b>Notes</b> |              |
|      | No action  | Deferred   |                 |  |              |              |

**FOCUS: Fostering Entrepreneurial Opportunity**

| ITEM | GOAL  | ACTION   |                 | GOAL/TASK METRICS       | NOTES            | PHASE / YEAR |
|------|---|--|-----------------|-------------------------|------------------|--------------|
| ENT1 | Provide easy access to locally based information for those starting, expanding or relocating a business | Create a "Doing Business in Waterloo" information set with charts describing ease of local development |                 | 500 page views per year | Approved Concept | ?????        |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>         | <b>Notes</b>     |              |
|      | No action   | Not Started  |                 |                         |                  |              |

| ITEM | GOAL   | ACTION  |                 | GOAL/TASK METRICS  | NOTES            | PHASE / YEAR |
|------|--|---|-----------------|--|------------------|--------------|
| ENT2 | Encourage business creation with annual opportunity for pop-up store fronts in empty | Spring pop-up store with graduated rental rents |                 | three pop-up stores each Spring until vacancy rates limit storefront options | Approved Concept | ?????        |
|      | <b>Task</b>  | <b>Status</b>                                   | <b>Due Date</b> | <b>Assignee</b>  | <b>Notes</b>     |              |
|      | No action  | Not Started                                     |                 |  |                  |              |

**FOCUS: 203 East Madison Street Redevelopment**

| ITEM  | GOAL  | ACTION                           |                 | GOAL/TASK METRICS   | NOTES   | PHASE / YEAR |
|-------|---|----------------------------------|-----------------|---|---|--------------|
| 2016A | Construct 2015 CDA-CDC concept plan for 203 East Madison Street | Construct concept plan in phases |                 | Riparian area completed by May 1, 2016  | Riparian area completed 2017  |              |
|       | <b>Task</b>   | <b>Status</b>                    | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>  |              |
|       | Contractor riparian area improvements                           | Completed                        | 1/1/2017        | Clerk-Treasurer   | need to close out DNR grant for this phase                                      |              |
|       | Install Permanent wooden fence for safety purposes              | Waiting For Spring Thaw          | 3/15/2019       | Public Works Dept.  | CDA-CDC votes at Nov 2018 meeting to proceed                                    | 2019         |
|       | Seek funding for remaining build-out per approved concept plan  | In Progress                      |                 | Call with Cheryl Housely on DNR Stewardship Fund grant opportunity dl May 2020<br>Clerk-Treasurer | Ayala's Market seeking project completion; Wisconsin DNR is lead funding target | 2019         |

AGENDA ITEM 5D NOTE  
GOING FORWARD FINANCIAL INFORMATION  
TO INCLUDE  
TAX INCREMENTAL FINANCE DISTRICT FUNDS  
AS WELL AS FUND 600

410 – District 1

412 – District 2

413 – District 3

414 – District 4

The tax incremental finance webpage is:

<http://www.waterloowi.us/your-government/economic-development/tax-incremental-finance>

# CITY OF WATERLOO

BALANCE SHEET  
MAY 31, 2019

## 600-COMMUNITY DEVELOP AUTHORITY

### ASSETS

|           |                  |           |           |
|-----------|------------------|-----------|-----------|
| 600-11100 | TREASURER'S CASH | 19,113.58 |           |
|           | TOTAL ASSETS     |           | 19,113.58 |

### LIABILITIES AND EQUITY

#### FUND EQUITY

|           |  |             |           |
|-----------|--|-------------|-----------|
| 600-34300 | FUND BALANCE                           | 20,172.05   |           |
|           | REVENUE OVER(UNDER) EXPENDITURES - YTD | ( 1,058.47) |           |
|           | TOTAL FUND EQUITY                      |             | 19,113.58 |
|           | TOTAL LIABILITIES AND EQUITY           |             | 19,113.58 |

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 2019  
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

|                                   | PERIOD ACTUAL                    | YTD ACTUAL | BUDGET | UNDER(OVER) | % OF          |
|-----------------------------------|----------------------------------|------------|--------|-------------|---------------|
| <u>PUBLIC CHARGES FOR SERVICE</u> |                                  |            |        |             |               |
| 600-46-4674-000                   | MBC BUILDING RENTAL              | 200.00     | 800.00 | 1,200.00    | 400.00 66.7   |
|                                   | TOTAL PUBLIC CHARGES FOR SERVICE | 200.00     | 800.00 | 1,200.00    | 400.00 66.7   |
| <u>MISCELLANEOUS REVENUES</u>     |                                  |            |        |             |               |
| 600-48-4850-000                   | DONATIONS LOCAL                  | .00        | .00    | 1,000.00    | 1,000.00 .0   |
|                                   | TOTAL MISCELLANEOUS REVENUES     | .00        | .00    | 1,000.00    | 1,000.00 .0   |
| <u>OTHER FINANCING SOURCES</u>    |                                  |            |        |             |               |
| 600-49-4926-000                   | TRANSFER FROM TIF (TID#1)        | .00        | .00    | 25,000.00   | 25,000.00 .0  |
|                                   | TOTAL OTHER FINANCING SOURCES    | .00        | .00    | 25,000.00   | 25,000.00 .0  |
|                                   | TOTAL FUND REVENUE               | 200.00     | 800.00 | 27,200.00   | 26,400.00 2.9 |

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING MAY 31, 2019  
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

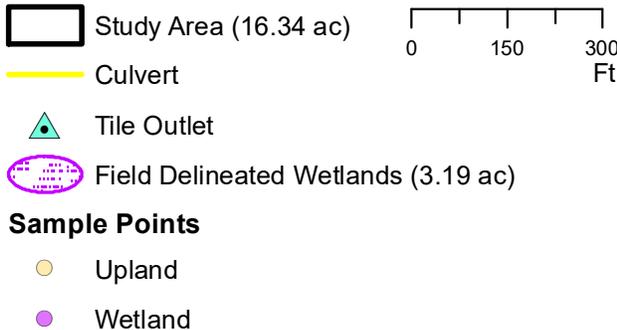
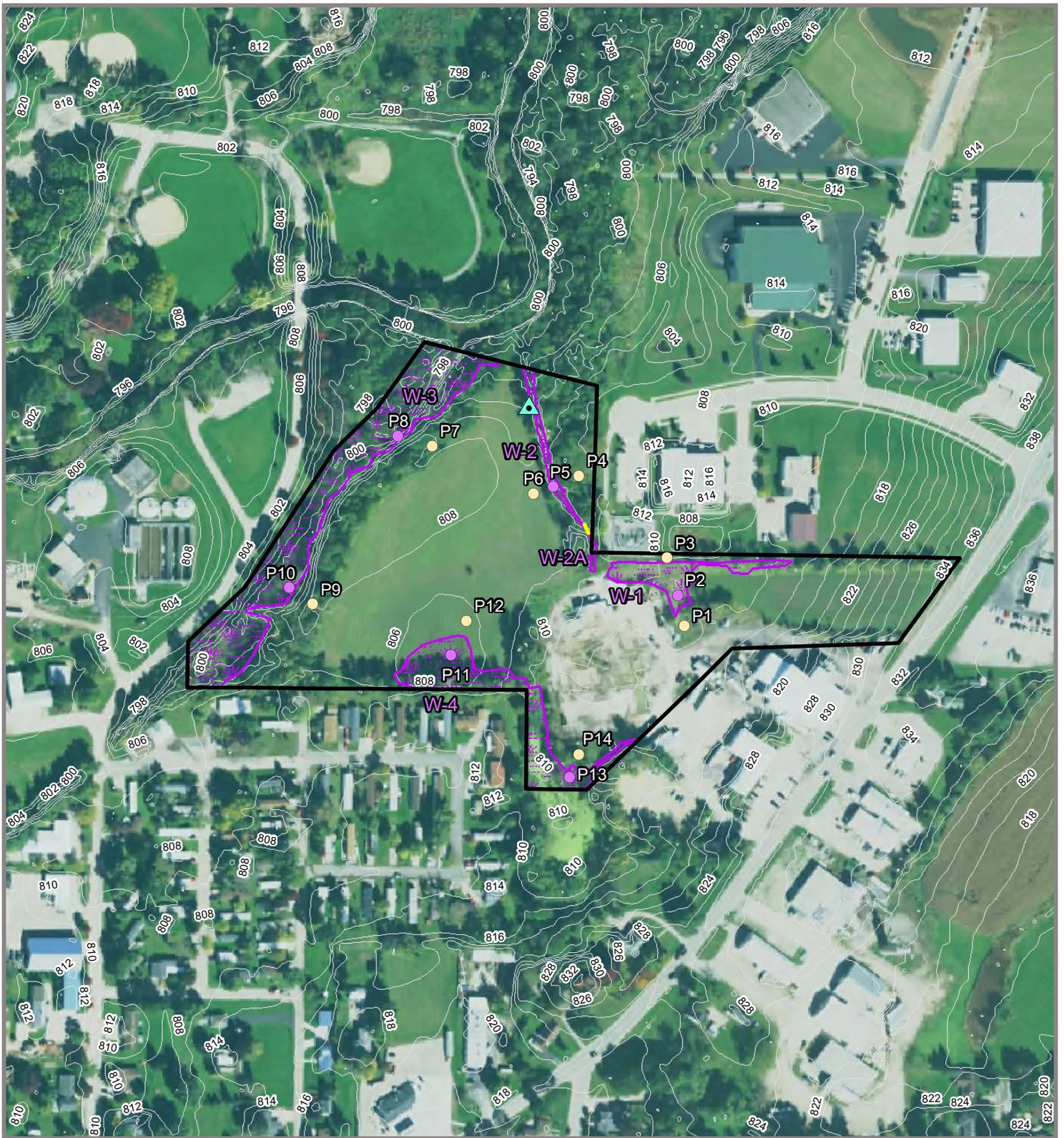
|  | PERIOD ACTUAL | YTD ACTUAL  | BUDGET    | UNDER(OVER) | % OF |
|--|---------------|-------------|-----------|-------------|------|
| <u>DEPARTMENT 5130</u>                         |               |             |           |             |      |
| 600-51-5130-211 ATTORNEY ATTORNEY FEES         | .00           | 262.50      | .00       | ( 262.50)   | .0   |
| TOTAL DEPARTMENT 5130                          | .00           | 262.50      | .00       | ( 262.50)   | .0   |
| <u>MAUNESHA BUSINESS CENTER</u>                |               |             |           |             |      |
| 600-51-5162-221 MAUNESHA BUSINESS ELECTRIC     | 24.81         | 120.67      | 1,500.00  | 1,379.33    | 8.0  |
| 600-51-5162-222 MAUNESHA BUSINESS HEAT         | 20.81         | 598.85      | 900.00    | 301.15      | 66.5 |
| 600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER  | 72.23         | 261.45      | 500.00    | 238.55      | 52.3 |
| 600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA | .00           | 490.00      | 750.00    | 260.00      | 65.3 |
| 600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN | .00           | 125.00      | 750.00    | 625.00      | 16.7 |
| TOTAL MAUNESHA BUSINESS CENTER                 | 117.85        | 1,595.97    | 4,400.00  | 2,804.03    | 36.3 |
| <u>PLANNING AND CONSERVATION</u>               |               |             |           |             |      |
| 600-56-5630-220 PROJECT CDA PROGRAMS           | .00           | .00         | 22,800.00 | 22,800.00   | .0   |
| TOTAL PLANNING AND CONSERVATION                | .00           | .00         | 22,800.00 | 22,800.00   | .0   |
| TOTAL FUND EXPENDITURES                        | 117.85        | 1,858.47    | 27,200.00 | 25,341.53   | 6.8  |
| NET REVENUE OVER(UNDER) EXPENDITURES           | 82.15         | ( 1,058.47) | .00       |             |      |

**City of Waterloo Grant Tracking**

5/16/2019 2:10 PM

by Clerk/Treas.

| Oversight                    | Grant Name  | Award (Y/N) | Funding What Project(s)  | Application Submitted? | Award Date | Award Amt   | Est. Close Out | Local Match?  | Next Admin Action  | Project Status  |
|------------------------------|---|-------------|--|------------------------|------------|---|----------------|---|--|---|
| ???                          | <b>Public Service Comm. Energy Innovation Grant</b>               | Y           | Electric lights and fixtures upgrades in City Hall, Fire Dept., Public Works bldg., Firemen's Park and Library | completed              | 9/27/2018  | \$50,000 + \$10,000 in Focus on Energy incentives | 12/13/2019     | 26,033  | Schedule work with project consultant                              | Waiting on granting of state waiver   |
| Moved to CDA                 | <b>WEDC Site Assessment Grant</b>                                 | Y           | 333 Portland Rd site assessment phase 2  | Submitted 5/1          | TBD        | The ask amount is \$113,333                       | 12/31/2018     | 50% local; may need special resolution to document this | Submit for reimbursements  | Moving towards close out seeing if any additional expense may be rolled into this grant   |
| Moved to CDA                 | <b>Idle Site Industrial Grant</b>                                 | Y           | 333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal            | Nov 2013               | 4/3/2014   | \$584,000   | 12/31/2019     | Private investment                                      | URGENT Identify developer for Phase 2 work @ 333 W. Madison Street | WEDC saying expenditures don't sufficiently align with original contract budget; may need to amend budget furthering reimbursement delays |
| Public Works & Property Comm | <b>DNR Recycling</b>  | Y           | General Fund contracted recycling expense & some compost site activities                                       | 10/01/2017             | TBD        | \$11,737  | annual         | no match  | Submit future year grant app by May 1                              | Funded; recurring annual application and award  |
| Public Works & Property Comm | <b>County Bridge/Culvert Aid</b>                                  | Y           | Mill/Cleveland Reconstruct   | 5/1/2018               | 2020       | smaller than needed for 2018 budget               | 2020           | none  | Figure out budget gap for project and set up next year receivable  | Formally request aid after project done in 2020 using actual costs  |
| Public Works & Property Comm | <b>DNR Private Lead Service Line Program</b>                      | Y           | Private lead water system 2016-2019  | June 2016              | 10/19/2016 | \$300,000 -no daycares means foregoing 30k        | 12/31/2019     | no match  | URGENT Community outreach to all lead properties not in program    | Program active; coordinating with Waterloo Utilities to ensure public water lines updated along with private side                         |
| ???                          | <b>USDA loan &amp; grant, multi-year storm water improvements</b> |             | Potential funding for storm water improvements for 333 Portland Rd; Edison St; Adams St                        | TBD                    | TBD        | TBD   | TBD            | Yes. Likely 80% loan 20% muni grant                     | Phone call with Tammy at Kunkel Engineering Group                  | Consulting with Tammy at Kunkel Engineerign Group on advisability of submitting.  |



**Heartland**  
ECOLOGICAL GROUP INC

**Figure 6. Field Delineated Wetlands**

333 Portland Road  
Project #20190197  
T8N, R13E, S05  
C Waterloo, Jefferson Co, WI

NAIP Year 2017  
Data: Jefferson Co; HEG 6/4/2019

City of Waterloo  
333 Portland Rd Re-Use Interest List

| ENTITY                                 | DESCRIPTION  | STATUS  | SUBMITTAL ITEM  | DATE               | NOTES   |
|--|--|---|---|--------------------|---|
| RTG Enterprises LLC                    | Purchase easterly-most 782.86 feet of parcel as shown on 4/15/2019 vacant land offer to purchase                                       | concept submitted                                     | Offer to purchase land  | 4/15/2019          |   |
|  |  |   | Map markings showing area of interest                             | 7/20/2017 (approx) |   |
|  |  |   | Expansion floor plan & east elevation                             | 7/20/2017 (approx) |   |
|  |  |   | Wiredata.com report for 341 Portland Rd                           | 7/20/2017 (approx) |   |
| New Cingular Wireless PCS, LLC         | Proposing ground lease for 75 x 75 ground lease of high ground along STH and gravel access lane to substation driveway                 | concept submitted                                     | multi-page plan set   | 5/15/2019          |   |
| Custom Plastics Industries             | Seeking 3-4 acres to construction 20,000 sq. ft. \$1 million business expansion near STH and gravel access lane to substation driveway | dialogue  | verbal concept presented  | 5/1/2019           |   |
| Jay Lang Group                         | Seeking to construct storage units on available buildable ground   | concept submitted                                     | verbal concept represented to Mayor May 2019 after 2017 submittal | 5/10/2019 (approx) |   |
| Midwest Storage & Warehouse and Lipari | Contemplating a partnership to construction 50,000 sq. ft. \$5 million business expansion  | dialogue  | interest expressed in person and via email;                       | 5/9/2019           |   |
| PROJECT American Farm Rubber site      | City of Waterloo site selection submittal for 35,000 sq. ft. \$8 million facility 35+ FTE jobs   | site selection proposal submitted to business by city | none  | 5/20/2019          | If a next step site visits first week of June |
| Parker Dow                             | Seeking land for incremental expansion of adjacent manufactured home area  | dialogue  | none  | 7/10/1905          |   |

**Status Steps**

|                                |
|--------------------------------|
| Dialogue                       |
| Concept Submittal              |
| Concept Approval               |
| Draft Developer's Agreement    |
| Approved Developer's Agreement |
| Permits / Construction         |



This report to the CDA omits the appendix consisting of many reference pages from earlier 2006 & 2008 Impact Fee reports. This report with the appendix can be view at: <http://www.waterloowi.us/your-government/economic-development/186-impact-fees>

**136 North Monroe Street**  
**Waterloo, WI 53594**  
**Phone: (920) 478-3025**  
**Fax: (920) 478-2021**  
**[www.waterloowi.us](http://www.waterloowi.us)**

# City of Waterloo Impact Fee Review and Recommendations

June 2019

Mo Hansen  
Clerk/Treasurer

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## 1. INTRODUCTION

What are Impact Fees?



Impact fees are fees collected in order to pay for the capital costs to construct, expand or improve public facilities which are necessary to accommodate land development. The imposition of impact fees is intended to ensure that public facilities are adequate to meet the development needs of the City and that new development pays a proportionate share of new, expanded or improved facilities required by such development. Impact fees are determined at the time of development approval and are generally payable in full, at an annually adjusted rate then in effect, at the time of issuance of any building permit.

Waterloo Timeline.

The City Council adopted Chapter 380-50 Impact Fees on March 16, 2006, creating four impact fees (Stormwater, Public Works, Parks & Recreation and Sanitary Sewer). On March 5, 2009 the chapter was amended adding a fifth (Water), and updated to conform with changes to state statutes at that time.

On October 4, 2018 at the request of the Water & Light Commission, the City Council repealed the Water Impact Fee (Fund 205). The Clerk/Treasurer's office is in the process of closing out this fund with final accounting entries addressing a fund balance carried over. Fee amounts are calculated based on a Residential Equivalent Unit which equates to 5,000 sq. ft. of project.

The four Impact Fees with current Residential Equivalent Unit (REU) charges are:

- Fund 201 Stormwater – \$233 per REU
- Fund 202 Public Works – \$512 per REU
- Fund 203 Parks & Recreation – \$354 per REU
- Fund 204 Sanitary Sewer – \$827 per REU

The Clerk/Treasurer's office administers the impact fees. The Building Inspector works with the Clerk/Treasurer's office to collect the fees at the time building permits are issued.

Because of slow growth, the City of Waterloo has not carried out a review of its impact fees. This document serves that purpose. Going forward, an annual review is recommended.

Reference Material Listed.

Along with the applicable Wisconsin States Statutes, the following comprises the reference documents for this report and are included in the appendix.

1. Public Facilities Needs Assessment, Schreiber/Anderson Associates, January 12, 2006
2. Public Facilities Needs Assessment, Schreiber/Anderson Associates, December 2008
3. 2006-2018 audited financial statements, select pages
4. Ordinance #2006-02 Creation of Impact Fees; Ordinance #2009-03 Amendment of Impact Fees; and Ordinance #2018-07 Repealing the Water Impact Fee

**2. EXECUTIVE SUMMARY**

1. Formalize a strategy of encouraging private investment in Waterloo by reducing the cost of building rescinding existing impact fees, effective January 1, 2020.
2. Establish a target growth rate of 2%, over a rolling three-year average, using the state DOR net new construction calculation to measure the rate of growth before considering recreating impact fees.
3. Prepare future planning documents with new development and future fees in mind.
4. Strike chapter 380-50 of the municipal code.
5. Schedule annual reviews.

**3. 2006-2018 REVENUE & EXPENDITURES**

Using audited figures for 2006-2018, the following is a summary of accounting transactions for this period.

2006 projected costs far exceed actual revenue collected by a sizable margin. Allocated costs from the original 2006 facility assessment, and the 2009 facility assessment (for water), are listed below as well as actual fee amounts collected during the 2006-2018 period.

| <b>Impact Fee</b> | <b>Original Fee Collection Projections</b> | <b>Fees Collected 2006-2018 (audited)</b> |
|-------------------|--|---|
| Parks & Rec.      | \$123,600                                  | \$17,323                                  |
| Public Works      | \$179,100                                  | \$25,055                                  |
| Sanitary Sewer    | \$266,300                                  | \$40,606                                  |
| Storm Sewer       | \$81,000                                   | \$11,405                                  |
| Water             | \$276,675                                  | \$27,972                                  |
| <b>TOTAL</b>      | <b>\$926,675</b>                           | <b>\$122,361</b>                          |

## Fee Allocation.

Fees collected do not come close to meeting or exceeding the estimated 2006 assessment needs, nor actual municipal expenditures incurred over the fee's lifetime.

The water impact fee created in 2009 was based on the installation of a water tower, which has not gone forward in the planning process. Water Impact fees collected are allocated in a manner similar to the Sewer and Public Works fees, an assumed percentage of improved water infrastructure for Knowlton Street/McKay Way improvements. Additionally water fees are allocated for water supply capacity for STH 19 as well as for improvements for the expansion of Commercial Avenue -- rather than for a water tower.

- Park & Recreation – \$17,323
  - Allocated for Capital Fund expenses for new park space at 720 West Madison Street
- Public Works – \$25,055; Sanitary Sewer – \$40,606; and Storm Sewer – \$11,405
  - Allocated for Capital Fund expenses for STH 89 and Knowlton Street/McKay Way Improvements
- Water Impact Fees are allocated to update capacity relating to water supply for the Knowlton Street/McKay Way improvements; STH 19 improvements; the extension of extension of Commercial Avenue. NOTE: The working assessment documents has not been updated to reflect these facility needs. Going forward updates should be considered annually.
  - \$14,088 for water system improvements for Knowlton Street/McKay Way & STH 19
  - \$13,884 for water system improvements for the extension of Commercial Avenue

The water fee was repealed in 2018, in part, due the lack of updated assessment information. This highlights the need for future assessments to be flexible to adapt to changing community growth opportunities.

2019 allocation amounts are estimated as interest earned monthly may result in slightly different figures.

| Fees Collected & Expenditures by Year |               |               |               |              |               |               |               |              |              |               |               |            |               |                    |                       |
|---------------------------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|------------|---------------|--------------------|-----------------------|
|                                       | 2006          | 2007          | 2008          | 2009         | 2010          | 2011          | 2012          | 2013         | 2014         | 2015          | 2016          | 2017       | 2018          | TOTAL<br>2006-2018 | as of<br>June<br>2019 |
| <b>REVENUE</b>                        |               |               |               |              |               |               |               |              |              |               |               |            |               |                    |                       |
| 201 - Stormwater                      | 1,794         | 956           | 1,546         | 437          | 862           | 3             | 222           | 227          | 456          | 1,901         | 242           | 3          | 2,756         | 11,405             | 23                    |
| 202 - Public Works                    | 3,937         | 2,100         | 3,404         | 959          | 1,888         | 5             | 488           | 498          | 1,004        | 4,182         | 532           | 3          | 6,055         | 25,055             | 50                    |
| 203- Parks & Rec                      | 2,721         | 1,451         | 2,349         | 664          | 1,307         | 3             | 338           | 344          | 695          | 2,892         | 369           | 3          | 4,187         | 17,323             | 35                    |
| 204 - Sanitary                        | 6,352         | 3,388         | 5,623         | 1,575        | 3,051         | 8             | 789           | 804          | 1,622        | 6,752         | 859           | 3          | 9,780         | 40,606             | 80                    |
| 205 - Water                           | 0             | 0             | 0             | 1,393        | 2,787         | 5             | 726           | 738          | 1,482        | 6,172         | 785           | 0          | 13,884        | 27,972             | 114                   |
| <b>TOTAL REVENUE</b>                  | <b>14,804</b> | <b>7,895</b>  | <b>12,922</b> | <b>5,028</b> | <b>9,895</b>  | <b>24</b>     | <b>2,563</b>  | <b>2,611</b> | <b>5,259</b> | <b>21,899</b> | <b>2,787</b>  | <b>12</b>  | <b>36,662</b> | <b>122,361</b>     | <b>302</b>            |
|                                       |               |               |               |              |               |               |               |              |              |               |               |            |               |                    |                       |
| <b>EXPENDITURE</b>                    |               |               |               |              |               |               |               |              |              |               |               |            |               |                    |                       |
| 201 - Stormwater                      | 0             | 2545          | 1532          | 0            | 0             | 0             | 1520          | 0            | 0            | 600           | 2401          | 0          | 0             | 8,598              | 2,830                 |
| 202 - Public Works                    | 0             | 4,995         | 3,962         | 0            | 0             | 0             | 3,334         | 0            | 0            | 1,400         | 5,257         | 0          | 0             | 18,948             | 6,157                 |
| 203- Parks & Rec                      | 0             | 3,605         | 2,583         | 0            | 670           | 0             | 1,636         | 0            | 0            | 775           | 3,816         | 0          | 0             | 13,085             | 4,273                 |
| 204 - Sanitary                        | 0             | 495           | 14,065        | 0            | 0             | 0             | 5,436         | 0            | 0            | 2,250         | 8,527         | 0          | 0             | 30,773             | 9,913                 |
| 205 - Water                           | 0             | 0             | 508           | 186          | 0             | 0             | 0             | 4,925        | 0            | 700           | 7,716         | 0          | 0             | 14,035             | 14,051                |
| <b>TOTAL EXPENDITURE</b>              | <b>0</b>      | <b>11,640</b> | <b>22,650</b> | <b>186</b>   | <b>670</b>    | <b>0</b>      | <b>11,926</b> | <b>4,925</b> | <b>0</b>     | <b>5,725</b>  | <b>27,717</b> | <b>0</b>   | <b>0</b>      | <b>85,439</b>      | <b>37,224</b>         |
| Notes                                 |               |               |               |              |               |               |               |              |              |               |               |            |               |                    |                       |
| REV greater than EXP                  | 14,804        | -3,745        | -9,728        | 4,842        | 9,225         | 24            | -9,363        | -2,314       | 5,259        | 16,174        | -24,930       | 12         | 36,662        | 36,922             | -36,922               |
| Net Change in Fund Balance            | 14,804        | -3,745        | -9,728        | 4,842        | 9,225         | 24            | -9,363        | -2,314       | 5,259        | 16,174        | -24,930       | 12         | 36,662        | 36,922             | -36,922               |
| Fund Balance Beginning of Yr          | 0             | 14,804        | 11,059        | 1,331        | 6,173         | 15,398        | 15,422        | 6,059        | 3,745        | 9,004         | 25,178        | 248        | 260           |                    |                       |
| <b>Fund Balance End of Yr</b>         | <b>14,804</b> | <b>11,059</b> | <b>1,331</b>  | <b>6,173</b> | <b>15,398</b> | <b>15,422</b> | <b>6,059</b>  | <b>3,745</b> | <b>9,004</b> | <b>25,178</b> | <b>248</b>    | <b>260</b> | <b>36,922</b> |                    | <b>0</b>              |

#### 4. CITY COUNCIL IMPACT FEE WAIVERS

A part of an effort to encourage private investment and the creation of new housing stock, the City Council has waived all fees, including impact fees, for the construction of single-family housing for calendar years 2017-2020.

#### 5. IMPACT FEE RECOMMENDATIONS

- ✓ At its June 6, 2019 meeting the City Council waived impact fees for the multi-million dollars School District renovation.
- ✓ Two prior City Council legislative acts have been unanimously approved waiving fees, including impact fees from 2017 until 2020 for all single-family home construction.
- ✓ The Community Development Authority has been weighing the merits of waiving all fees, including impact fees for the construction of condominium homes.
- ✓ No current or pending capital plans include projects involving the development of land related to future residents. The community is primarily addressing the maintenance of existing facilities which would not be qualifying fee expenses.
- ✓ Growth is not foreseen by way of population growth estimates. The Wisconsin Department of Administration Demographic Services Center has projected the City's population increasing from 3,333 in 2010 to 3,362 in 2018 an increase of 0.87% over eight years, or 0.11% per year.

GOAL: Encourage private investment in the community to stimulate growth.

- Strategy – Reduce the cost of building in Waterloo compared to other communities.
  - Implementation Action – Rescind current impact fees.

The general theme of reducing fees to encourage private investment has not been formalized. Recognizing this theme, the recommendation is to rescind all impact fees effective January 1, 2020, setting a target benchmark growth goal of 2% using the state DOR net new construction calculation over a rolling three-year average, before consideration of new fees is again contemplated.

Five Action Steps.

1. Formalize a strategy of encouraging private investment in Waterloo by reducing the cost of building rescinding existing impact fees, effective January 1, 2020.
2. Establish a target growth rate of 2%, over a rolling three-year average, before reconsidering recreating impact fees.
3. Prepare future planning documents with new development and future fees in mind.
4. Strike chapter 380-50 of the municipal code.
5. Schedule annual reviews.

Below is additional background information describing in detail the parameters relating to impact fees.

#### Authority To Impose Under Wisconsin Statutes.

In 1993, Wisconsin Act 305 created Section §66.55 (now §66.0617) of the Wisconsin Statutes, which provides the authority for cities, villages and towns to impose impact fees on new development for recovering capital costs of public facilities. The statute specifies the type of facilities for which impact fees may be imposed and prescribes the procedural requirements for impact fee ordinances enacted by a municipality.

#### Eligible Facilities.

The impact fee statute allows the use of impact fees for a variety of public facilities projects. Impact fees may be used to pay for the proportionate share of capital costs of highways, traffic control facilities, sewerage facilities, storm water facilities, water supply facilities, parks facilities, solid waste and recycling facilities, fire protection facilities, law enforcement facilities, emergency medical facilities and libraries. However, impact fees may not be used for the purchase of vehicles and equipment or for school district facilities.

#### Eligible Costs.

Impact fees may only be used to fund capital costs of public facilities, which are defined as the cost to construct, expand, or improve public facilities. Eligible costs may include land, legal, planning, engineering, and design costs.

Impact fees may not be used for operation and maintenance costs or to correct existing deficiencies in the public facilities for which they are imposed. Existing deficiencies may include:

- Facilities or portions of facilities that need to be replaced due to age or obsolescence.
- Improvements made to existing facilities to meet state or federal requirements or utilize improved technology.
- Facilities or portions of facilities that result in an improved design standard, or the difference between the future design standard, as it would apply to current population, and the actual existing facility.

The share of the costs to new development versus existing development must be computed based on defined service level standards. If new facilities are needed to meet certain service level standards, then a portion of the total capital costs may need to be allocated to meet an existing deficiency when determining the amount of total costs that are eligible to be recovered through the imposition of an impact fee.

#### Determining the Fee Amounts.

The impact fee law requires that impact fees must bear a rational relationship to the need for new, expanded or improved public facilities. This means that impact fees should not be charged to new development if that development is not likely to create a demand for a specific type of facility for which an impact fee is imposed. It also means that the amount of the impact fee should be based on a reasonable estimate of the demand that a new development will create for public facilities. For services that serve both residential and nonresidential properties, such as fire protection, this requires finding a reasonable basis for determining the amount of capital costs of facilities are required for residential versus nonresidential development.

State law also dictates that impact fees cannot exceed the proportionate share of the capital costs required to serve new development as compared to existing development. Each facility must be analyzed to determine the share of the facility that is needed to provide the established service level to the existing development versus the excess facility space that is available to serve new development. The same service level should be applied to both existing and new development when determining if there is a portion of facilities that are needed to provide the desired service level to existing development.

#### Waterloo's Growth Prognosis.

Net new construction growth rates have been less than 1% for an extended number of years. The economic development focus is to spur private investment. Renewing a schedule of impact fee at this time runs counter to an objective of stimulating private investment. A community that is not growing at a rate greater than 1% cannot artificially anticipate future capital needs based on unseen growth.

To generate growth, municipal investment has to be targeted on generating growth. The community has an abundance of facilities, equipment and vehicles with which to provide municipal services.

### 5. PERIODIC REVIEW

An annual review of the growth rates as measured by the net new construction calculation associated with state levy limits is recommended.

### 6. APPENDIX

Reference Material Attached.

Along with the applicable Wisconsin state statutes, the following comprise the reference documents for this report and are included in the appendix.

1. Public Facilities Needs Assessment, Schreiber/Anderson Associates, January 12, 2006
2. Public Facilities Needs Assessment, Schreiber/Anderson Associates, December 2008
3. 2006-2018 audited financial statements, select pages
4. Ordinance #2006-02 Creation of Impact Fees; Ordinance #2009-03 Amendment of Impact Fees; and Ordinance #2018-07 Repealing the Water Impact Fee

MEETING MATERIAL NOTE -- AGENDA ITEM 5i  
Tax Incremental Finance Districts 1-4, Review

Saturday, June 15, 2019 -- 1:16:31 PM

At this time I don't have this item completed. It will be presented Tuesday night in printed form and posted online as soon as it is available.

-Mo Hansen

**mhansen@waterloowi.us**

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**From:** Chris Butschke <CButschke@safebuilt.com>  
**Sent:** Thursday, May 09, 2019 8:42 AM  
**To:** mhansen@waterloowi.us  
**Subject:** RE: Question from Waterloo Community Development Authority meeting

6400 square feet.  
Commercial fee schedule  
BLDG= \$1344.00  
Erosion Control= \$350.00  
ELEC= \$466.00  
PLBG=\$466.00  
OS sewer and H2O= +/- \$100.00  
HVAC=\$466.00  
OCC= \$280.00  
TOTAL= \$3472.00

For comparison purposes  
a recent 2017 Waterloo new single-family home  
valued at \$323,000 had total fees of \$2,300.

Impacts: Impact fees =  $2682 \times 4 = \$10,728.00$   
Sanitary Sewer Connection??  $853.97 \times 4 = \$3415.88$ ?? not sure how many laterals based on REU 4 units.  
Driveway \$75.00

This would be a ballpark number do to items not known. Number of laterals would be an unknown?  
Thank you,  
Chris Butschke  
City of Waterloo Building Inspector

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**From:** mhansen@waterloowi.us <mhansen@waterloowi.us>  
**Sent:** Thursday, May 9, 2019 8:07 AM  
**To:** Chris Butschke <CButschke@safebuilt.com>  
**Subject:** FW: Question from Waterloo Community Development Authority meeting

Chris,  
A quick estimates gets us past this question...

- 4- unit condo building
- 1600 sq. ft. living space per unit
- Something like this text found on Zillow...

Estimated completion early June. Building #2 of Freedom Townhomes. Limited time remaining to choose interior finish colors! Located in one of Sun Prairie's most popular neighborhoods. Features include beautiful high quality finishes, west facing bedrooms w/sunset view, open layout w/spacious kitchen, gas fireplace, bedroom level laundry, high efficiency tankless water heaters. 2 heated underground parking stalls w/private entry to each unit. Low down payment possibilities. Condo fee of \$170/month includes water/sewer!

-Mo

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**From:** Chris Butschke [<mailto:CButschke@safebuilt.com>]  
**Sent:** Wednesday, April 17, 2019 9:13 AM

To: [mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)

Subject: Re: Question from Waterloo Community Development Authority meeting

Yes sorry. If you give me some areas of projects I can work up the numbers.

Thanks,  
Chris

Sent from my iPad

On Apr 17, 2019, at 8:48 AM, "[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)" <[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)> wrote:

Chris,  
Thanks for the reply. We are at a 60/40 split in Waterloo.  
-Mo

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From: Chris Butschke [<mailto:CButschke@safebuilt.com>]

Sent: Wednesday, April 17, 2019 8:29 AM

To: [mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)

Subject: Re: Question from Waterloo Community Development Authority meeting

Hi Mo,

My permit fees are based on the square footage of the project. I do not have a way to transfer estimated cost to square footage. The current split

For contract is 80/20 I believe.

Thank you,  
Chris

Sent from my iPad

On Apr 17, 2019, at 7:44 AM, "[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)" <[mhansen@waterloowi.us](mailto:mhansen@waterloowi.us)> wrote:

Chris,

As you are aware, Waterloo currently waives all fees for new single-family residential construction. An individual representing an investor groups has contacted me asking if condominium development could also be waived.

During the Community Development Authority discussion on this topic, Alders Tim Thomas, Jeanette Petts and Angie Stinnett are asking for estimates for how much SAFEbuilt's inspection fees might be. I attempted to answer that fees are really dependent upon the specific project, but they are seeking rough estimates – just for the SAFEbuilt expense incurred by the City. Below I have three hypotheticals:

1. \$300,000 single-family dwelling
2. \$800,000 four-unit condo single structure, with legal parcels for each dwelling
3. \$1,600,000 eight-unit condo single structure, with legal parcels for each dwelling

Your estimates are appreciated.

Mo Hansen | Clerk/Treasurer | [City of Waterloo](http://City of Waterloo) | 920.478.3025