

TO: COMMUNITY DEVELOPMENT AUTHORITY & COMMUNITY DEVELOPMENT COMMITTEE
FROM: CLERK/TREASURER
SUBJECT: ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION
DATE: APRIL 18, 2017

NEXT 27 DAY CHECK LIST: - April 19 to May 16, 2017

| ID | IC1 Ready 17 acre industrial site (333 Portland Rd) for reuse | Notes | Status |
|-------|---|--|-----------|
| IC1.1 | Receive appraisal report and phase 2 site assessment report | Appraisal shows value at less than minus \$193,000; greater negative with pending site remediation added. | Completed |
| IC1.2 | Seek friendly condemnation or appraisal based acquisition | Property owner has 60 days from 3/24 to generate 2 nd appraisal, else jurisdictional offer will go forward on property. | 90% done |
| IC1.3 | Identify two partners to market property | Bird-dog Team invite sent: Updating aged list of industrial redevelopment contacts | 10% done |
| IC1.4 | Assemble marketing material for property | Task: work with all parties to arrive at highest, best site reuse. | 0% done |

| ID | DO1 Draw customer downtown with effective, creative signage. | Notes | Status |
|-------|---|--|-----------|
| DO1.1 | Distribute 2017 façade grant & interior build-out grant to all eligible businesses | Distribution completed, no pending applications | Completed |
| DO1.2 | Follow-up with phone calls to downtown businesses on interest in effective, creative signage highlighting grant opportunity | Bird-dog Team invite sent. Challenge: translating sign investment into increased sales | 5% done |

| ID | DO3 Fill vacant downtown spaces with interim phase of art work in windows. | Notes | Status |
|-------|---|---|---|
| DO3.1 | Connect Maureen Giese with property owner(s) (art work phase) | Sue Moe bird dogging artists and building owners. | |
| DO3.2 | Create a annually updated downtown vacancy | Distributed 2/21 | Completed |
| DO3.3 | Outline two programs for CDC-CDA, Council consideration based upon Canadian model and leveraging fiber optics | (1) Graduated rents. (2) Incentivized fiber to the facility; Charter provides cost estimates for fiber build-out; 123 S. Monroe low at \$16k; outreach to Lee Columbus. Bird-dog Team invite sent | (1) 25% drafted requires property owner buy-in (2) Quest team completes cost estimate for three target properties: |

| ID | DO5 Redefine downtown as a family friendly commercial destination. | Notes | Status |
|-------|---|---|-----------|
| DO5.1 | Take out newspaper ads for market champion (CDA expense) | Ad in papers 3/30 | Completed |
| DO5.2 | Pursue market manager recruitment as directed by CDA-CDC | Michelle Weihert a no-go; on 3/21 CDA-CDC agenda | 0% done |
| DO5.3 | Build contact database with subset "downtown stakeholder" Seek stakeholder input for achievable DO5 items | Need to ID project helpers; tie to STH 19 road construction communication, 3/29 rollout | 50% done |

| ID | ORG1 Engage residents with expanded online presence. | Notes | Status |
|--------|--|---|--------------|
| ORG1.1 | Build MailChimp contact database with 500 current email addresses [residents, home builders, developers, realtors & media] | Need to ID project helpers 3/29 rollout | 50% done |
| ORG1.2 | Publish 2017 April/May digital promotional items. | Bird-dog Team invite sent | 0% Completed |

| ID | HOU1 Incentivize new home construction. | Notes | Status |
|--------|---|--|----------|
| HOU1.1 | Feature FYPH 2017 in Jan/June digital promotional | Press releases run; Contacted Mike Valent (Treyburn Farms) and Nick Conrad (DeYoung Farm). | 75% done |

| ID | HOU1 Incentivize new home construction. | Notes | Status |
|--------|---|---|----------|
| HOU1.2 | 2 nd FYPH 2017 digital promotion focused solely on program with target audience: home builders, developers, realtors | Need digital launch ASAP Bird-dog Team invite sent | 10% done |

| ID | 2016A Construct 2015 CDA-CDC concept plan for 203 East Madison Street. – 2016 Add-on project | Notes | Status |
|---------|---|--|-----------|
| 2016a.1 | Conference call with US Dept. of Ag and WisDOT on grant options. | | Completed |
| 2016a.2 | One funding application submitted | Grant application needs to be drafted. | 50% done |
| 2016a.3 | Kunkel Engineering plan for next CDA-CDC meeting for review | In draft; before CDA-CDC 4/18 | 25% done |

| ID | 2016B Complete Foreign Trade Zone #41 feasibility study – 2016 Add-on project | Notes | Status |
|---------|--|---|-----------|
| 2016b.1 | Weekly intern status updates | Intern waiting on UW-Whitewater printing of surveys | Recurring |
| 2016b.2 | Facilitate intern meetings with local businesses | Survey in the works to include Trek and other regional export/import companies; progress very slow. | 50% done |

ADDITIONAL NOTES SINCE LAST TIME:

1. I'm struggling to get McKay Nursery and/or Sheehy trucking to talk about how they might benefit from a loan as part of the READI grant opportunity fit into Waterloo's plan.
2. A submittal was sent and a meeting held with a representative from PROJECT DISCOVER. No reply to date.
3. Two submittals for PROJECT DREXEL were routed to the Drexel Corporation. No reply to date.
4. An Idle site industrial grant amendment extending the time and allowing for greater flexibility in allocating dollars has been submitted to WEDC. Jason Scott reports that the WEDC staff that reviews amendments is slammed with projects – he anticipates 2-3 weeks before we hear back on our grant amendment.
5. In 2016 I suggested in draft planning documents additional staffing to implement the plan. This took the form of recommending a Chamber staff person or similar. 2017 means more time devoted to traditional Clerk/Treasurer matters like payroll, purchasing, alcohol beverage licensing, dog licensing, etc. This means fewer hours for economic development.