

**TO:** COMMUNITY DEVELOPMENT AUTHORITY & COMMUNITY DEVELOPMENT COMMITTEE  
**FROM:** CLERK/TREASURER  
**SUBJECT:** ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION  
**DATE:** JUNE 20, 2017

**NEXT 28 DAY CHECK LIST: - June 20, 2017 to JULY 18, 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	Municipal title to property 6/23. EPA tentatively scheduled on site same day	Completed
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
IC1.5	EPA to carry out site remediation		0% done
IC1.6	Submit and execute building demolition using WEDC grant	Grant is 50% match,	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	Who makes the calls? 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	<b>Completed</b>
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 cost estimate <b>Completed</b>

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	<b>Completed</b>
DO5.2	Pursue market manager recruitment as directed by CDA-CDC	Michelle Weihert a no-go; on 3/21 CDA-CDC agenda; Amanda Wermuth a no-go 5/16	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. Delayed 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 <sup>nd</sup> FYPH 2017 digital promotion focused solely on program with target audience: home builders, developers, realtors	Need digital launch ASAP. Tim constraints. 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	Riparian improvement phase approved by City Council with match dollars; next bid docs. Junginger Foundation replies no to funding request	25% done

ID	2016B Complete Foreign Trade Zone #41 feasibility study – 2016 Add-on project	Notes	Status
2016b.1	Weekly intern status updates	Intern has approval to mail survey (6/15) preparing mailing.	Recurring
2016b.2	Facilitate intern meetings with local businesses	Survey to include Trek and other regional export/import companies; progress very slow.	50% done

#### ADDITIONAL NOTES SINCE LAST TIME:

1. READI GRANT. 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. Ready to terminate pursuing READI grant opportunity.
2. PROJECT DISCOVER IS A GO. The city council approved a development agreement for construction of a 25,000 sq.ft. building valued at \$3,500,000 in TID #3. This project has consumed much of my economic development time.
3. PROJECT DREXEL. Two submittals for PROJECT DREXEL were routed to the Drexel Corporation. No reply to date. June 15<sup>th</sup> met with Katie Sackett of Wisconsin & Southern Railroad and John Sheehy to see what step can be taken to market Sheehy acres south of cemetery south of Fischer Rd
4. IDLE SITES GRANT. An Idle site industrial grant amendment extending the time and allowing for greater flexibility in allocating dollars has been approved by the City Council. Craig Ellsworth owner of Waterloo Tech Center will submit

request for \$100,000 in funding from this funding source for interior improvements to ensure that ASCEND continues to grow jobs in Waterloo.

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.