



136 North Monroe Street
Waterloo, WI 53594
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www.waterloowi.us

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - 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: October 18, 2016
Time: 6:00 p.m.
Location: Municipal Building, Council Chambers, 136 North Monroe Street

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: Prior unapproved meeting minutes
3. CITIZEN INPUT
4. PROJECT UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Economic Development Strategic Plan -- Project Tracking
 - i. April Storefront Initiative
 - ii. Downtown Waterloo Street Market Initiative
 - iii. Find Your Path Here 2017
 - c. 203 East Madison Street Reuse Concept – Funding Update, Site Sign & Additional Grants
 - d. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study
 - e. Fund 600 - Monthly Financial Review
5. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks
6. NEW BUSINESS
 - a. Review Of Webinar On Downtown Economic Development, Tim Thomas
 - b. New Business Acknowledgement
 - c. WEDC DCI Grant Concept – Discussion On Downtown Fiber Optics Development Strategy, Jeanette Petts
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. 2016 Annual Report
8. ADJOURNMENT

Mo Hansen

Clerk/Treasurer

Community Development Authority: Ziaja, Hermanson, Stinnett, Norton, Tuttle, Moe and Reynolds
Committee Development Committee: Ziaja, Thomas and Petts
Posted, Mailed and E-mailed: 10/14/2016

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: September 20, 2016**

1. ROLL CALL AND CALL TO ORDER. Ziaja called the joint meeting to order at 6:00 p.m. in the Council Chambers of the Municipal Building. CDA Members present: Ziaja, Hermanson, Stinnett, Tuttle, Moe and Reynolds. Absent: Norton. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Diane Graff of the Courier and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: August 16, 2016. MOTION: Moved by Hermanson, seconded by Thomas to table approval of meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. PROJECT UPDATES & REPORTS
 - a. Downtown Sub-Committee
 - i. April Storefront Initiative. DISCUSSION: Moe said twelve pieces of artwork were being displayed at the Courier office storefront. She said Maureen Giese was having difficulty reaching Nick Sharrow, and a third exhibitor was checking out locations. Tuttle said she has reached out to artist groups she knows regarding display interest. No action taken.
 - b. 203 East Madison Street - Reuse Concept
 - i. Funding Update & Site Sign. DISCUSSION: Hansen said a DNR Steward Fund grant application was turned down and a DNR Municipal Flood Control application was pending with further approvals in the works. He said the grant was a 50% match and would have to be limited to the riparian area along the river banks. In reply to a Petts question, Hansen said a 30" x 30" sign for the site needed to be completed & installed. Tuttle requested crowdfunding to pay for site improvements. No formal take action.
 - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study. DISCUSSION: Hansen said Gisela Helder Sanchez-Lopez had started the internship; a UW-Whitewater advisor (Prof. Kashian) was meeting weekly with her; Hansen is checking-in weekly; and a finalized scope of work was in the meeting material. Hansen said the group would review a final work product before intern compensation would be issued. No action taken.
 - d. Downtown Waterloo Street Market Initiative. DISCUSSION: Hansen said no submittals had been received; a letter was sent to 35 downtown stakeholders; Shannon Koele, Kris Paape, a woman selling at the Lake Mills market and others were contacted. Petts suggested at-home moms might be a target group from which to recruit a manager. Tuttle suggested inserts at the library. Moe and others suggested inserts at the grocery store. Thomas mentioned a conversation with Tammy McIntosh and Melanie Degler. Reynolds said Anna Maenner may have food producer contacts. Hansen said he has yet to follow-up with the UW-Extension contact on outreach to other markets. Petts said the subcommittee was going to next meet once a submittal was received. No action taken.
 - e. Fund 600 - Monthly Financial Review. DISCUSSION: Hansen said the rental rates at the Mauneshia Business Center had been reduced, the phone and internet terminated; and contact made with Dave Zastrow at the Food Pantry on reducing equipment energy usage. He said WEDC had ruled out grant funding previously included as part of the 2017 budget submittal totaling \$50,000. No action taken.
5. NEW BUSINESS
 - a. Draft Economic Development Plan, Plan Support Phase. DISCUSSION: Hansen said Kelli Mountford had conveyed prior to W&K Day that the Chamber of Commerce Board was not interested in a Chamber business director hire as called out in the plan. Hansen said the communication was short as the Board was focused on its September event. He said Mountford was stepping down from the Board with the library taking on the event button and welcome packets projects. Petts, Thomas and others noted that no public acknowledgment of a new photography business had occurred. Petts asked that an acknowledgement task be added to the plan and that the business be formally welcomed. Ziaja said the Mayor would be the best person to welcome businesses. Moe said one-on-one personal welcomes would be beneficial. Prior Chamber photos run in the newspaper for similar acknowledgments were remembered. Tuttle said the CDA could do the acknowledgment. The general consensus was to work with all to arrive at a single method for welcoming businesses. Petts suggested naming and sending a CDA-CDC liaison to the Chamber of Commerce meetings. Tuttle volunteered. Tuttle asked if the plan needs further refinement? Thomas noted that many tasks listed had been started. Petts suggested Council plan approval was needed, but rather could be brought in as specific items evolved to an

implementation point requiring Council action. Tuttle and others called for a document useful for tracking progress. Ziaja said he would give monthly CDA-CDC Progress Reports to the Council. Petts said repeatedly reporting would encourage support. Thomas asked if a moratorium on fees to encourage new home construction was something worth considering? Reynolds said using the Find Your Path Here label would help promote the idea. Hansen suggested "Find Your Path Here" and "2017." Waiving both impact fees and building permit fees was discussed. MOTION: Moved by Hermanson seconded by Tuttle to recommend to Council the waiving of impact fees and building permit fees for single family new home construction for at least the 2017 calendar year with an annual performance review. VOICE VOTE: Motion passed unanimously. MOTION: Moved by Petts, second by multiple members to name Nicole Tuttle as the CDA-CDC liaison to the Waterloo Chamber of Commerce. VOICE VOTE: Motion carried.

- b. "You Are Here" Kiosks. DISCUSSION: Stinnett said the 4-H group doesn't have time to produce the kiosks brought to the group's attention on August 16th before winter snow cover; a quote from McKay Nursery could be provided, but the question was what is the project budget? Hansen asked if a general request for donated work could be put out to the public? A high school shop class was mentioned as a possible candidate. General interest was mentioned for advertising the opportunity for constructing and donation the kiosks. Stinnett offered to identify plans. Petts said wood specifications could be included in the plans. Stinnett said the 4-H may revisit the project is it is spring of 2017. BY CONSENSUS: The matter was tabled with an update on options for construction of the kiosks to take place at the next meeting.

6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. ## Petts asked for follow-up on a WEDC DCI grant opportunity.

7. ADJOURNMENT. By unanimous consent the meeting adjourned. Approximate time: 7:30 pm.

Attest:



Mo Hansen
Clerk/Treasurer

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
101 S. Webster Street
Box 7921
Madison WI 53707-7921

Scott Walker, Governor
Cathy Stepp, Secretary
Telephone 608-266-2621
Toll Free 1-888-936-7463
TTY Access via relay - 711



October 4, 2016

► REQUIRES IMMEDIATE ACTION ◀
Municipal Flood Control
Grant# MFC-28290-16
Grant Amount: \$21,780.00

Morton Hansen, City Clerk/Treasurer
City of Waterloo
136 N Monroe St
Waterloo, WI 53594

Dear Mr. Hansen:

Congratulations! On behalf of the Governor, we are pleased to forward to you a grant agreement for financial assistance for the following project: *Shore Restoration @ 203 Madison St.*

The agreement to the above referenced grant award is attached. It is your responsibility to assure that all permits required are obtained prior to proceeding with this project. The attached documents detail the cost eligible for payment reimbursement and the conditions of this award.

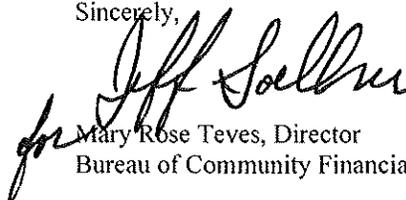
Please review the agreement and return the original signed by the authorized official **within 30 days of this letter's date** to Jeff Soellner at the Bureau of Community Financial Assistance, 101 S Webster St, Madison, WI 53707. The second copy is for your file. Funds will be encumbered when the signed agreement is returned. Please read the items checked below. They apply to your project and grant award.

Grant Award Time Period: October 4, 2016 through October 4, 2018. All project activities must occur within this time period to be eligible costs for reimbursement.

Additional forms, program guide, property acquisition guidance, and ch. NR 199, Wis. Adm. Code may be down-loaded from the following grant web site for your assistance throughout this project: <http://dnr.wi.gov/aid/munfloodcontrol.html>

Please contact Jeff Soellner, Grant Manager, at 608-267-7152, e-mail: jeffrey.soellner@wisconsin.gov regarding questions related to this grant project other than permit requirements.

Sincerely,


Mary Rose Teves, Director
Bureau of Community Financial Assistance

Enclosure(s)

C: Michele Staff - WT/3

MUNICIPAL FLOOD CONTROL GRANT PROGRAM
 GRANT AWARD and AMENDMENT DOCUMENT

Note: This document is authorized by s. 281.665, Wis. Stats., and ch. NR 199, Wis. Adm. Code. Acceptance of this document is mandatory. Failure to return this signed document to the Department of Natural Resources will result in the denial of grant funds. The information contained on this document will be used for reimbursement eligibility for the Municipal Flood Control Grant Program.

TYPE OF PROJECT	TYPE OF ACTION	TYPE OF AGREEMENT
X Municipal Flood Control	X Grant Award Grant Amendment	Local Assistance Grant and/or X Development Grant

PART 1. GRANT ADMINISTRATION DATA

Grant Number MFC-28290-16	Grant Award Start Date October 4, 2016	Grant Amendment Number	Grant Amendment Date
Project Name Shore Restoration @ 203 Madison St.			Total Grant Amt. \$21,780.00
Grantee (city, village, town, metropolitan sewerage district) City of Waterloo			
Grantee Authorized Contact (Name and Title) Morton Hansen, City Clerk/Treasurer			
Street address 136 N Monroe St		Grant Period Start Date October 4, 2016 End Date October 4, 2018	
City, State, Zip Code Waterloo, WI 53594			
Grantee Authorized Contact Information Contact Phone: (920)478-3025 Contact E-mail: CITYHALL@WATERLOOWI.US Contact Fax Number:		DNR Region South Central Region	

PART 2. ELIGIBLE PROJECT STATE COST- SHARE

	Original Award	Amendment Amount	Amended Total
➤ Riparian restoration of flood control project in waterway:	\$21,780.00		
TOTAL COST:	\$21,780.00		

PART 3. SCOPE OF GRANT

SCOPE: The purpose of this Municipal Flood Control Grant is to provide funding for and authorize cost-share reimbursement by the Department for the following project scope

The property at 203 East Madison Street in downtown Waterloo, WI has a crumbling retaining wall and a challenging 135 foot shoreline on the Maunasha River. With grant will be used to restore the riparian area to native wetland plantings, stabilize the shoreline and eliminate current safety concerns at the site and do so in an esthetically pleasing way to compliment the downtown activities.

DNR will be able to cost share at 50% for the following eligible costs;
 Riparian Restoration cost to restore or enhance the natural beneficial uses and value of the watercourse and restore natural vegetative streambank to the natural function of the watercourse.
 Engineering costs will be eligible for this grant.

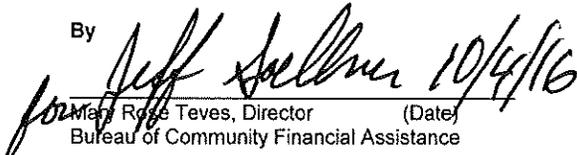
DNR approval of the final engineering plan is needed prior to the start of any work on this site. All needed permits must be in place prior to any construction as well. The project must be in compliance with your floodplain ordinances as well.

CONDITIONS: MFC-28290-16, Shore Restoration @ 203 Madison St., City of Waterloo

1. This award is subject to the provisions of section 281.665, Wis. Stats., and chapter NR 199, Wis. Adm. Code.
2. All eligible expenditures shall be completed in accordance with the grant award specifications. The grant specifications may not be changed without advance approval from the DNR grant program manager. An alteration in funding for this grant award may be granted with a grant amendment from the DNR grant manager only and depends on funding available and maximum funding allowed by section 281.665, Wis. Stats.
3. Grantee shall immediately notify the DNR grant manager of any change in the status or purpose of the grant.
4. The project shall be completed in accordance with chapter NR 199, Wis. Adm. Code.
5. The project shall be in compliance with chapter NR 199, Wis. Adm. Code and section 281.665, Wis. Stats., before any payment is made.
6. The grantee shall obtain all permits or approvals required by law to complete the project.
7. Appraisers for acquisition shall be State of Wisconsin Licensed and Certified "Residential Appraisers" or "General Appraisers" and meet all applicable state laws and rules for appraisers. Acquisitions with fair market value of more than \$200,000 require 2 appraisal reports with DNR supplemental requirements.
8. Grantee shall acquire and manage property acquired in accordance with all applicable state, local and federal laws, rules and regulations.
9. Grantee shall provide a plan to the DNR grant manager for approval for long term management of the acquisition property prior to final payment.
10. Grantee shall prohibit using the property as security for any debt unless the department previously approves the incurring of the debt.
11. Grantee shall prohibit closing the purchased property to the public except where the department has determined that closure is necessary to protect wild animals, plants or other natural features.
12. Grantee shall provide the department access to land acquired with a Municipal Flood Control Grant to monitor compliance or carry out any management activity necessary to ensure the public's rights and safety.
13. Amendments to this award shall be in writing and agreed to and signed by both the grantee and the Department of Natural Resources, Bureau of Community Financial Assistance DNR grant program manager for the Director.
14. Grantee may sell or transfer the property to a third party other than a creditor of the grant recipient with the prior written approval of the department. All restrictions shall remain with the property and subsequent owners.
15. Grantee shall record acquisition property together with the grant agreement and the required deed restriction in the office of the register of deeds of each county in which the property is located.
16. Grantee violation of essential provision of the grant agreement, interest in or title of the acquired property shall vest in the state, without necessity of reentry.
17. Grantee shall retain all documentation related to this project for four years following the completion of the project. The grantee must provide all grant documentation to the department upon request.
18. Grantee shall abide by any special conditions required by this grant agreement.
19. Grantee understands:
 - Funds awarded are for the specific cost as indicated within the grant application and project description.
 - State funds may NOT be used as local match for this grant project.
 - Duplication of cost through other funding sources is considered fraud.
 - The project as defined in the grant application and project description is eligible for a one time grant award.
 - The grantee is not eligible for additional grant awards for the same project during future rounds of grant applications.
 - NO funds may be awarded to acquire property through the "Power of Eminent Domain" and if the grantee should need to pursue the acquisition of property identified in this grant agreement that the awarded funds will not be paid by the department.
 - Only the eligible cost as defined within chapter NR 199, Wis. Adm. Code and identified in this grant award may be reimbursed to the grantee under this award with the required proof of payment of the eligible cost.

FOR THE SECRETARY

By


Mary Rose Teves, Director (Date)
Bureau of Community Financial Assistance

Signature of Authorized Representative (Date)

FTZ Internship Scope of Work

September 19, 2016

MUNICIPAL PURPOSE:

The City of Waterloo seeks to foster and facilitate the creation of family supporting jobs and additional sustainable means for local and area businesses to lower their cost of business expense through strategic use of Foreign Trade Zone #41 (FTZ #41). It further seeks to bring any and all national, regional or local private sector partners to the “Waterloo economic development table” to thoroughly examine the feasibility of strategic use of FTZ #41 with an affirmative consensus leading to a Phase 2 step -- not included as this scope of work – “Arriving at an Executable Concept.”

STUDY PURPOSE:

Present information -- from an FTZ industry perspective -- to allow for an informed discussion among an between municipal staff and identified partners and potential partners for a “Go or No-Go” decision on proceeding to Phase 2 noted above.

SCOPE OF WORK:

Written Report at end of an estimated 75 -90 day period.

1. Maintaining commercial confidentiality where necessary, identify and describe how Wisconsin manufacturers are benefiting from FTZ #41. [Q: Will any manufacturer share any info???
2. Survey and understand Waterloo and regional business opportunities related to FTZ development.
3. Identify two or more typical models of FTZ development focusing on how the models relate to Waterloo.
4. Identify and further investigate multiple, 2016 examples of FTZ development from across US, that might be reproducible in Waterloo (i.e. [1] Third party operated FTZ warehousing benefiting local and regional manufactures. [2] Manufacturer on-site FTZ warehousing, or [3] other identified example deemed viable by the author.).
5. As part of an informal survey of industry representatives, develop contacts within the US FTZ industry which may self-identify as potential project partners.
6. Review and provide author’s conclusions on (a) technically feasibility, (b) potential for private sector profitability, and (c) potential for community direct, or in-direct benefit.

WORK PRODUCT:

Written feasibility study (PDF) containing author’s conclusions and a distillation of generalized conclusions from multiple private sector professionals familiar with Foreign Trade Zone benefits to communities and manufacturers. Final draft to be reviewed by Waterloo Community Development Authority prior to submittal by an academic adviser. The study is to conclude with an appendix documenting contacts and outreach made during the internship.

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000	MBC BUILDING RENTAL	.00	1,500.00	6,000.00 (4,500.00)	25.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.00	1,500.00	6,000.00 (4,500.00)	25.00
<u>OTHER FINANCING SOURCES</u>					
600-49-4921-000	TRANSFER FROM GENERAL FUND	.00	.00	32,335.00 (32,335.00)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	32,335.00 (32,335.00)	.00
	TOTAL FUND REVENUE	.00	1,500.00	38,335.00 (36,835.00)	3.91

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 9 MONTHS ENDING SEPTEMBER 30, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE	.00	342.48	300.00 (42.48)	114.16
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	335.16	1,936.01	2,700.00 763.99	71.70
600-51-5162-222	MAUNESHA BUSINESS HEAT	9.90	478.20	1,200.00 721.80	39.85
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	44.13	354.04	525.00 170.96	67.44
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	595.20	893.00 297.80	66.65
600-51-5162-341	MAUNESHA BUSINESS INTERNET	.00	660.00	821.00 161.00	80.39
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUP	.00	28.99	50.00 21.01	57.98
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	924.48	900.00 (24.48)	102.72
	TOTAL MAUNESHA BUSINESS CENTER	463.59	5,319.40	7,389.00 2,069.60	71.99
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	301.00	200.00 (101.00)	150.50
	TOTAL PLANNING AND CONSERVATION	.00	301.00	200.00 (101.00)	150.50
	TOTAL FUND EXPENDITURES	463.59	5,620.40	7,589.00 1,968.60	74.06
	NET REVENUES OVER EXPENDITURES	(463.59)	(4,120.40)	30,746.00 (34,866.40)	(13.40)

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Community Development Investment Grant Program

Community Development Investment Grant Program

Program Goal:

The goal of the Community Development Investment (CDI) Grant Program is to incent downtown community development in the state of Wisconsin.

This program supports the following WEDC Strategic Pillar and Focus Area:

Community and Economic Opportunity: Community Development

Program Description:

The program will support urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts. Funded activities should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

Eligibility Requirements:

Municipalities (including counties, cities, villages and towns), tribal entities and other governmental authorities designated by a municipality to apply on its behalf will be eligible to receive grant assistance under the following restrictions:

- Grant recipients must provide a minimum 3:1 match investment in project costs
- No more than 30 percent of the match investment may consist of other state and/or federal grant sources
- Applicants must provide a signed resolution by the governing elected body authorizing the submittal of an application to the CDI Grant Program
- Applicants may only receive one CDI Grant per fiscal year
- The project must be ineligible for an award under WEDC's Brownfield Grant program.
- An applicant that was impacted by an event that has resulted in a State or Federal Disaster Declaration within the 24 months prior to submitting an application may receive funds for mitigation or preparedness planning^{Share} and will receive additional considerations including the following:
 - WEDC may reduce or waive the match requirements
 - Applicants must demonstrate that all other funding mechanisms (CSBG, WI Disaster Fund, FEMA, etc.) have been evaluated and fully utilized before applying for WEDC CDI Grant funding.

Eligible activities include:

- Building renovation
- Historic preservation
- Demolition
- New construction
- Infrastructure investment

Eligible projects are:

- Development of significant destination attractions
- Rehabilitation and reuse of underutilized or landmark buildings
- Infill development
- Historic preservation
- Infrastructure efforts, including disaster prevention measures, providing substantial benefit to downtown residents/property owners
- Mixed-use developments (not exclusively residential)

Activities ineligible for grant assistance or match include, but are not limited to:

- Past costs
- In-kind contributions
- Indirect construction costs (a.k.a. "soft" costs)

WEDC will take the following into account when considering a CDI Grant:

- Impact on the community
- Financial justification
- Previous planning efforts
- Readiness to proceed
- Involvement of public-private partnerships
- Other factors determined by WEDC

Incentives and Available Funding (FY17): \$3,000,000

The grants will be limited to 25 percent of eligible project costs up to \$250,000.

At least 50% of the funds will be awarded to cities/towns under 50,000 in population per U.S. Census data.

Funds will be awarded through an ongoing application process.

Expected Outcomes:

The program is expected to assist 20 communities and achieve 10:1 leverage ratio and result in tax base increases.

Performance Reporting:

Program performance will be measured by the following metrics:

Share

- Increased job creation or retention as documented by the recipient
- Leveraged investment as reported and documented by the recipient
- Increased tax base demonstrated by changes in assessments
- Project specific gains (e.g. square feet of space rehabbed, number of improved facades, etc.) as documented by the recipient
- Number of studies, market analysis reports, other documentation depending on the project submitted to state upon completion

Grant recipients will be required to submit semi-annual fiscal and narrative reports until the project is completed. The final report shall include details on the above metrics. In addition, all projects will be reviewed to ensure compliance with contract deliverables.

Application and Awards Process:

Applicants for a Community Development Investment Grant Program should complete an application through a regional economic development director. The application will be assigned to an underwriter and projects will go through the award review process.

For more information on application review, internal process and award distribution, please refer to WEDC's award administration policies and procedures.

From: Jeanette Petts [mailto:jeanette.petts@yahoo.com]
Sent: Thursday, September 22, 2016 7:13 AM
To: Mo Hansen <cityhall@waterloowi.us>
Subject: RE: CDA-CDC meeting follow-up /

Wow! So we should plant this seed and get some discussion on this. We should maybe get this on the agenda, with the Chairs approval of course, and start thinking. I think its prudent we get this onto the Strategic Plan, too, as a potential downtown commercial development goal. You?

Jeani

Here is my follow-up on your comment/question about WEDC CDI grants at this week's meeting.

1. BACKGROUND. Matt at Fort Atkinson received a CDI award in May of 2016.
http://www.dailyunion.com/news/article_a5b27740-1e99-11e6-8826-b35c0a715dc7.html

2. FROM WEDC ON CDI-> Jason Scott and Mary Gage want the high-lighted items below. Something cued up, ready for success. We don't have that. So how do we get there?

The Community Development Investment (CDI) Grant Program has become an open application process again, meaning grant applications can be submitted throughout the year. For FY17, grants of up to \$250,000 will be awarded for shovel-ready, high-impact, community-driven development efforts that will likely be a catalyst for additional investment in downtown districts of the community. A local unit of government or tribal entity must be the applicant. However, they do not need to own the site. Award funds are limited to 25 percent of eligible costs including demolition, rehabilitation, construction, infrastructure or site-specific improvements.

3. GETTING THERE (... in as few words as possible...). (a)Focus: Identifying & incentivizing anchor uses for two or three anchor buildings with intent for catalytic downtown ripple effect. (b) Current stakeholders won't drive success. Outside investment needed. (c) It takes a vision that developers/growing businesses can buy-in to. [example... partnering with a developer to: connect & subsidize fiber optics (huge bandwidth) to the IDed anchor buildings/parcels; recruiting businesses – and jobs – that need huge bandwidth; layering in local job training to match businesses' talent needs...]

4. MY GRAND STATEMENT. "With leadership this gets done in three years." 10/2016 to 10/2017 means road construction which means partner recruiting time. 2017-2018 selected developer acquires properties. 2018-2019 structural renovations & reuse.

5. WHICH PROPERTIES? 123 South Monroe Street [former Community Building]; and 213 West Madison Street [warehousing across from F&M Bank].

Mo Hansen
Clerk/Treasurer
City of Waterloo
office: 920.478.3025
CityHall@Waterloowi.us

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