



136 North Monroe Street
Waterloo, WI 53594
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**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: February 21, 2017
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: January 17, 2017
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Fund 600 - Monthly Financial Review
 - c. 2016 Grant Tracking Report
 - d. Renting Mauneshia Business Center
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING (includes 2016 project initiatives)
 - a. Status Updates
 - b. Clerk/Treasurer's "Next 28 Days Checklist"
6. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks
 - b. Street Market Initiative, Recruiting Manager Candidates
7. NEW BUSINESS
 - a. Considering A Council Recommendation To Authorize Submittal Of A Wisconsin Department Of Administration READI Grant Application With The Northwest Regional Planning Commission Serving As The Community Development Organization Partner
 - b. Considering A Council Recommendation Authorizing The Submittal Of A USDA Rural Business Development Grant
 - c. Annual Election of Community Development Officers (Chair & Vice-Chair)
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Next Meeting: March 21, 2017 at 6 PM
9. ADJOURNMENT

Mo Hansen

Clerk/Treasurer

Community Development Authority: Ziaja, Hermanson, Stinnett, Norton, Tuttle, Moe & Reynolds **Community Dev. Comm:** Ziaja, Thomas & Petts

Posted, Mailed and E-mailed: 02/14/2017

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: January 17, 2017**

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, Norton and Moe with Tuttle arriving late. Absent: Stinnett & Reynolds. CDC members present: Petts, Thomas and Ziaja. Absent: none. Others present: Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: Prior unapproved meeting minutes – May, June, July, August, October, November and December, 2016 (cancelled). MOTION: Moved by Hermanson, seconded by Thomas to approve the meeting minutes as listed and submitted. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison. DISCUSSION: In Tuttle's absence, Norton reported saying the Chamber noted four new Waterloo businesses: the Eastside Café, an art studio at 422 West Madison Street and two photographers. She also reported the welcome package concept was forwarded to Library Director Kelli Mountford; the Chamber is interested in planting/maintaining downtown planter locations along the downtown curbside; the Chamber annual meeting was February 22nd; and she said the group would meet January 18th. Sue Moe asked if the Chamber would be holding an Easter Egg Hunt again. Norton said she would check.
 - b. Fund 600 - Monthly Financial Review. DISCUSSION: Meeting material was reviewed.
 - c. 2016 Grant Tracking Report. DISCUSSION: Meeting material was reviewed.
 - d. Renting Maunasha Business Center. DISCUSSION: It was asked why it wasn't listed as being for rent? A long-term lease was suggested. Listing on municipal website was suggested. It was suggested that Parks Coordinator Gabe Haberkorn roll marketing this location in with other parks locations.
5. ECONOMIC DEVELOPMENT PLAN IMPLEMENTATION TRACKING (includes 2016 project initiatives)
 - a. Status Updates. Report reviewed.
 - b. Clerk/Treasurer's "Next 34 Days Checklist." Report noted.
6. UNFINISHED BUSINESS
 - a. "You Are Here" Kiosks. DISCUSSION: Norton said there are artistic ways of showing a map in the displays under consideration. The group discussed making Chuck Wolfgram's suggestion policy. Using the existing kiosk in the Park and one downtown was generally supported. No action taken.
 - b. Street Market Initiative, Recruiting Manager Candidates. DISCUSSION: Petts said the concept was not going to fly this year. It was said that the workload expected may be too much. It was asked if the RFP needs to be modified to make it more appealing to applicants. It was mentioned that a team approach may be a better route to go; stay at home moms were mentioned. Ziaja said he would call someone from an existing market. He suggested pitching a team concept. No action taken.
7. NEW BUSINESS
 - a. Draft 2016 Annual Report To Be Filed With the Mayor And Council Per §35-2 Of The Municipal Code. MOTION: Moved by Hermanson, seconded by Petts to accept the draft and to forward it to the City Council. VOICE VOTE: Motion carried.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Annual Election Of Officers, Date To Be Determined
9. ADJOURNMENT. MOTION: Moved by Thomas, seconded by Hermanson to adjourn. VOICE VOTE: Motion carried. Approximate time: 7:24 pm.

Attest:



Mo Hansen
Clerk/Treasurer

CITY OF WATERLOO GRANT TRACKING

By Oversight Entity 2/14/2017 3:16 PM

LOO ID#	OVERSIGHT	GRANT NAME	GRANT ADMIN ID	FUNDING PROJECT(S)?	APP SUBMITTED	AWARD Y/N	AWARD AMOUNT	AWARD DATE	CLOSE OUT DATE	MATCH DETAILS	NEXT ADMIN DL	NEXT ADMIN ACTION	PROJ STATUS
2016-02	Community Development Authority	DNR Municipal Flood Control	MFC-28290-16	203 E Madison St (Shore Restoration)	May 2016	YES	\$21,780	10/4/2016	10/4/2018	50% local; accepted with no match decision			
2016-03	Community Development Authority	DNR Stewardship	-	203 E Madison St (whole concept)	May 2016	No							
2016-06	Community Development Authority	Junginger Foundation Ask	-	Seeking match for Muni Flood Control @ 203 East Madison Street	TBD								
2015-02	JCEDC & Public Works & Property Comm	EPA Environmental Remediation via County		333 Portland Rd site assessment phase 2	N/A	YES	unknown	7/7/1905		no match			Program Admin by Jefferson County Economic Development Consortium
2012-01	Parks Comm	DNR Waterloo Regional Trailhead Construction	RTA-648-14	Waterloo Regional Trailhead construction	2012	YES	\$45,000	7/5/1905	ASAP	50% local match	asap submit to DNR's Housely	(1) Complete Parks Comprehensive Outdoor Recreation Plan update; (2) submit final request and closeout to DNR	Waiting on Comprehensive Outdoor Recreation Plan
2016-01	Parks Comm	DOA CDBG-DR IKE Supplemental	CDBG-DR-IKE#16-07	720 W Madison St Phase 3 (remove river obstructions & river bank restoration)	Jan 2016	YES	\$107,375	1/21/2016	3/31/2017	no match	1/31/2016	Submit labor standards report	Construction done with reimbursebursement & close out to finish
2016-07	Parks Comm	Major League Baseball -BTF Grant		Ball diamond improvements	Fall 2016								Grant committee to reply in Feb. 2017
2016-04	Public Works & Property Comm	TBD USDA	-	Seeking match for Muni Flood Control @ 203 East Madison Street	TBD								
2016-05	Public Works & Property Comm	DNR Private Lead Service Line Program		Private lead water system 2016-2019	June 2016	YES	\$330,000	10/19/2016	10/19/2019	no match		Set up entire program; prioritize STH 19 properties	Set up entire program; prioritize STH 19 properties
2016-06	Public Works & Property Comm	DNR Recycling	RU-28290	General Fund contracted recycling expense & some compost site activities	10/01/2016	YES	\$11,737	TBD	12/31/2017	no match	2016 ACTUALS SUBMITTED	2016 ACTUALS SUBMITTED	Funded; recurring annual application and award
2017-01	Public Works & Property Comm	County culvert aid	-	DPW 2017 culvert replacement (ask: \$30,000)	TBD					no match		Contact County	Request aid
2017-02	Public Works & Property Comm	DNR Private Lead Service Line Program		Private lead water system 2017-2020	10/31/2016	tbd	\$200,000			no match			

CITY OF WATERLOO GRANT TRACKING

By Oversight Entity 2/14/2017 3:16 PM

LOO ID#	OVERSIGHT	GRANT NAME	GRANT ADMIN ID	FUNDING PROJECT(S)?	APP SUBMITTED	AWARD Y/N	AWARD AMOUNT	AWARD DATE	CLOSE OUT DATE	MATCH DETAILS	NEXT ADMIN DL	NEXT ADMIN ACTION	PROJ STATUS
2017-04	Waterloo Utilities	WPPI Annual \$1000		TBD		YES	\$1,000	1/1/2017		no match		propose project award ideas to Barry	Annually awarded by Utility Commission with Superintendent's recommendation
2014-01		Idle Site Industrial Grnat	ISR FY14-22204	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	YES	\$584,000	4/3/2014	3/31/2017	Private dollars invested need to be reported and invested	1/31/2016 Semi-Annual Report	Submit full reimbursement to WEDC	Close-out with all awarded dollars not spent
2017-03	Community Development Authority	DOA READI via Waterloo Community Foundation		TBD (1)training, (2)housing & (3)economic development	in draft							CDA & Council action; set partnership with CDO	Generate & submit application via foundation or qualifying "CDO"

Mo Hansen

From: Mo Hansen <cityhall@waterloowi.us>
Sent: Thursday, January 19, 2017 4:02 PM
To: Waterloo Clerk/Treas Office
Cc: parks@waterloowi.us
Subject: Marketing Maunesha Business Center / Gabe steps up

TO: Community Development Authority, City Council and Mayor

Following-up on the January 17th CDA-CDC agenda item: "Renting the Maunesha Business Center." Parks Coordinator Gabe Haberkorn is willing to market the Maunesha Business Center at 117 East Madison Street to generate revenue for Fund 600 to cover building operational expenses -- along with the multiple parks facilities he is already responsible for. Currently [Tucker's Truck Driving Academy](#) is the lone facility renter using space approximately one week a month for classroom training. The Waterloo City Band practices at this location and stores instruments, sheet music, band stands and chairs on the first level. The [Waterloo-Marshall Food Pantry](#) uses the lower level.

Gabe said he is OK with revenue and expenditures going to Fund 600 for now (as opposed to Fund 225 "Parks.") He may want to revisit that question in the future. We are trying to move towards improved municipal website tools to give those interested in renting municipal facilities easier access to information along with appealing visuals.

Thank Gabe, for taking on this additional item. We all need to join with Gabe to spread the word that Waterloo has public facilities available for public use.

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

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City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 2/14/2017 3:59 PM

FOCUS: Industrial & Commercial Development

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE		PROGRESS REPORT
								NOTES		
IC1	IN-PROGRESS condemnation proceedings	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue grants for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018	Clerk/Treas	CDA	2016 site research; 2017 remediation; 2018 site marketing	TID #3 plus staff time		Appraisal and Phase 2 Site Assessment work done. Scheduling meeting on friendly condemnation.
IC2	APPROVED CONCEPT	Comprehensive vacant property marketing	List available properties on site selector websites (LoopNet, LocatelnWisconsin, etc)	Listings on a minimum of 3 site selector websites as of 1/1/2017	Clerk/Treas	JCEDC	Begin 1/1/2017 quarterly updates thereafter	\$1,000 per year plus staff time		
IC3	APPROVED CONCEPT	Target/Recruit business start-ups in growing sectors	Convene pro bono real estate team to guide assembly of materials tied to specific parcels	One growing sector business located by 6/1/2018;	Clerk/Treas	JCEDC	Convene team by 1/1/2017; one sector outreach each quarter	\$1,000 per year plus staff time		

FOCUS: Downtown Commercial Activity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE		PROGRESS REPORT
								NOTES		
DO1	IN-PROGRESS program renewed	Draw customers downtown with effective, creative signage.	Continue matching façade grant program	3 municipal façade grants per yr.	Clerk/Treas	CDA, Property owner	2016-2020	\$5,000 per year plus staff time		CT revising application info after Fin. Comm. 2016 program modifications
DO2	APPROVED CONCEPT	Facilitate redevelopment of key downtown locations	work with owners to explore in-fill redevelopment	Building permits for four targeted locations.		CDA, Property owners	One location per calendar year	Waiving all permit fees		Sellnow property approved for residential on 1st floor; other requests likely
DO3	IN-PROGRESS artwork phase in progress	Fill vacant downtown spaces with interim phase of art work in windows	Establish program to recruit downtown tenants, focused on local existing businesses	90% occupancy	CDA	Property owners	2016 Program Development, 2017 Program funding & roll-out	TBD		Sue Moe connecting displays with property owners. One displayer to date
DO4	APPROVED CONCEPT	Recruit a full service downtown restaurant as an anchor draw	Develop 3 concepts for building reuse as restaurants	Market study 2017; one project building permit in 2018	CDA	Property owners	2017-2020	TBD		
DO5	IN-PROGRESS searching for manager champion	Redefine downtown as a family friendly commercial destination	Establish recurring weekly Street Market	2016-2017 identify leadership team/manager; market launch 2017	CDA	Clerk/Treas	2016 ID market champions; 2017 launch market; 2018 build sustainability	2016- 2017: \$6,000		Candidate withdraws re-open search for manager candidates

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

2/14/2017 3:59 PM

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
FOCUS: Waterloo Promotion									
ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
PRO1	APPROVED CONCEPT	Coordinated external advertising	Coordinated advertising by local businesses	Measurable retail sales increases linked to ad campaign		JCEDC	2017 test campaign; 2018 follow-up campaign	TBD	
PRO2	APPROVED CONCEPT	Marketing databases & monthly outreach to market area	Build digital market area lists for monthly Waterloo promotional initiatives or opportunities	12 creative digital/social media outreach efforts	Clerk/Treas		2017 test campaign; 2018 follow-up campaign	TBD	Mail Chimp email list needs to be rebuilt and added to. Emails, robo-calls & social media, in part, generates sizable # of early voters for Nov. election

FOCUS: Community Aesthetics & Infrastructure

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
AES1	APPROVED CONCEPT	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	Clerk/Treas	CDA	First two April weekends	TBD	11/13/16 CT seeking volunteers committee
AES2	APPROVED CONCEPT	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.		Clerk/Treas	2017 = 5; 2018=10; 2019 = 15; 2020 20	TBD	
AES3	APPROVED CONCEPT	Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	Clerk/Treas	CDA	2016 - Riverwalk Dev (W. Madison to Edison).; 2018 - Waterloo / Watertown Phase 1 (Trek to downtown)	TBD	
AES4	APPROVED CONCEPT	Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	Parks Comm.	Clerk/Treas	2017 - 2020	< \$100	

FOCUS: Communication & Organizational Capacity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE	PROGRESS REPORT
								NOTES	
ORG1	IN-PROGRESS weekly posts	Engage residents with expanded online presence	Expand social media with focus on new residents	2,000 FB likes by August 2018	Clerk/Treas	Clerk Asst.	2016-2020	\$500 per year	Facebook, LinkedIn, Google+ accounts operational; weekly use; working with FB consultant on streamlining for library

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 2/14/2017 3:59 PM

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
ORG2	APPROVED CONCEPT	Make available New Resident Welcome Packet	Annually update digital and printed welcome material	100% of new residents reached by August 2018	Library	Waterloo Water & Light	2017 planning; 2018 implement		9/15/16 Kelli Mountford to lead
ORG3	APPROVED CONCEPT	Maintain community market data for businesses on City website	Quarterly update of information	3000 page views annually	Clerk/Treas		Quarterly	Staff time	11/13/16 Realtors looking have home buyers looking for home sellers
ORG4	APPROVED CONCEPT	Broaden funding sources for economic development capacity	Explore options for community foundations and other private organizations to fund economic development capacity	New support dollars source in 2017, 2018 and 2019	Clerk/Treas	Chamber, CDA, JCEDC	One new funding source each year	New net revenue for specific goal	
ORG5	APPROVED CONCEPT	Increase organizational capacity	Unknown	Unknown	Unknown	Unknown			

FOCUS: Housing

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
HOU1	IN-PROGRESS planning program launch	Incentivize new home construction	Reconstitute "Find Your Path Here" Program	Development agreement(s) with residential builder/developers	CDA	City	2016: Program planning; 2017: Implement	Waive permits & impact fees for revenue neutral 2017	CT assembling lists of builders, real estate agents for program notification
HOU2	APPROVED CONCEPT	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	CDA	JCEDC, Project Home, USDA	2016 program planning; 2017 Implement with focus on STH 19 construction area.	Marketing material \$1,000 per year and staff time.	

FOCUS: Fostering Entrepreneurial Opportunity

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	EXPENSE		PROGRESS REPORT
							PHASE / YEAR	NOTES	
ENT1	APPROVED CONCEPT	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	Clerk/Treas	JCEDC	Roll out second quarter of 2017 with annual updates thereafter	Staff time	
ENT2	APPROVED CONCEPT	Encourage business creation with annual opportunity for pop-up store fronts in empty storefront	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	CDA	JCEDC	Four quarter 2016 program planning; Spring 2017 pop-up launch	Staff time	

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 2/14/2017 3:59 PM

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE NOTES	PROGRESS REPORT
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FOCUS: 2016/2017 Add-On Projects

ITEM	STATUS	GOAL	ACTION	GOAL METRICS	LEAD	SUPPORT	PHASE / YEAR	EXPENSE NOTES	PROGRESS REPORT
2016A	GRANT AWARD RECEIVED FOR RIPARIAN AREA	Construct 2015 CDA-CDC concept plan for 203 East Madison Street	1. Apply for grants for match. 2. See match in other forms (TIF, donations, etc.) 3. Engage engineering firm for scope of work and bid docs. 4. Install sign	Riparian area completed by May 1, 2016	CDA	Clerk/Treas	Riparian area completed by May 1, 2016	Staff time	CT proposing USDA grant to match existing grant
2016B	INTERNSHIP WORK IN PROGRESS	Conduct feasibility study for how Waterloo can benefit from Foreign Trad Zone 41	UW-Whitewater grad student conducting study.	Report reviewed by CDA-CDC and	CDA	Clerk/Treas		Staff time +\$1,500 stipend	Intern conducting 100 area business surveys to as aprt of study

Mo Hansen

Subject: FW: City of Waterloo follow-up

-----Original Message-----

From: jdietrich@nwrpc.com [mailto:jdietrich@nwrpc.com]

Sent: Thursday, February 09, 2017 1:02 PM

To: Mo Hansen <cityhall@waterloowi.us>

Cc: City of Waterloo, Mayor <mayor@waterloowi.us>; Bob Thompson Traveling <zip53594Mayor@hotmail.com>; sjohnson@nwrpc.com

Subject: Re: City of Waterloo follow-up

Mo -

Thank you for the summary.

I was able to speak with Dave Pawlisch and Lisa Marks, who both indicated that our organization acting as the CDO for your project was not an issue. I was hoping that would be the case, but its always good to check beforehand.

I have not been able to speak with Sheldon Johnson, our Executive Director, just yet. I have CCd him on this message for informational purposes.

After reading you summary below, if the project relied on the job creation from the software company, the seasonal employment of the nursery should not be a problem. The verification of household income status is necessary for both the housing and job creation, of course, but I don't believe that will be a significant challenge. For example, individuals that come straight from college, or who are currently underemployed, would count as LMI persons and households. We can pontificate on that later.

What is your timeline to have a letter of intent approved by the City for the project? Would this be something that might require a special meeting, and if so, when would you anticipate doing so?

My cell number is 608-387-4341, if you would like to reach me.
Otherwise, I will be back in my office on Monday, February 13th.

Have a great day!

V/R,

Jeff Dietrich
Loan Program Manager
NWRPC
715-635-2197

On 2017-02-09 09:51, Mo Hansen wrote:
Jeff,

Thanks for your call back on the possibility of partnering with the City of Waterloo on a READI grant application. I understand you are at a WHEDA conference with access to Lisa Marks and Dave Pawlisch. Please reach out to them to see if they view your organization as a good fit for administering a City of Waterloo READI award. Here is an tentative outline of loans I am contemplating for the letter of intent.

1. WORKFORCE HOUSING.

- We are the home of McKay Nursery. For generations they have provided workforce housing for seasonal employees. The company needs to rehab and improve this housing stock to better compete for a mobile workforce. Our school district is well known for providing great educational opportunities for migrant families. McKay Nursery understands it needs to improve its workforce housing to compete in the labor market. Additionally, in your call you highlighted the benefits of thinking county-wide. Thinking outside of our municipal boundaries, I will also reach out to the neighboring Village of Marshall (pop. 3,800) located in Dane County to see if they have LMI housing in need of rehab.

2. ECONOMIC DEVELOPMENT.

- We are the home of Ascent, a new IT company being incubated by Trek Bicycle. This company is growing, creating family-supporting jobs. The building it leases needs interior rehab to accommodate a growing workforce. They currently have approximately 35 employees; are filling six positions immediately and are looking to add 10-12 in twelve months. [note: need ideas for how to accomplish LMI for 51% of the jobs].

3. WORKFORCE TRAINING.

- We are the home of Sheehy Mail Carriers and Tuckers Truck Driving Academy. As is the case nationwide, the demand for trained over-the-road drivers is high. By providing CDL licensing training, we can build the supply.

STRATEGY TO LAND AN AWARD AND IMPLEMENTATION.

- a. Move quickly on letter of intent to DOA. With your OK after you talk with Shelton, I will make calls to confirm the 1-3 above and then draft a Letter of Intent for your review.
- b. It is my understanding each award needs a 50% project match. Excluding match, I am guessing at this point that our grant request would be between \$500,000 and \$750,000. It is understood that a 10% administrative fee would apply for grant administration.
- c. We would seek to have short loan terms (3-4 years) to defederalize the dollars quickly.
- d. Once DOA is out, we would plan to transfer CDO work to a local qualified CDO.

Mo Hansen
Clerk/Treasurer
City of Waterloo

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Northwest Regional Planning Commission

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About Us

The Northwest Regional Planning Commission (NWRPC) was created in 1959 by local units of government of Northwest Wisconsin. It is the oldest planning commission in Wisconsin and one of the first multi-county planning commissions in the nation. The Commission is a cooperative venture of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties and the tribal nations of Bad River, Red Cliff, Lac du Flambeau, Lac Courte Oreilles, and St. Croix.

NWRPC provides a variety of community and regional services focusing on economic, community and business development, transportation, land use, coastal and environmental resources.

The region that NWRPC serves has a combined area of 10,927 square miles and a population of approximately 179,000. It consists of a mix of governmental units forming a complex matrix of overlapping and adjoining jurisdictional boundaries comprised of 10 counties, 230 units of local government (185 towns, 31 villages and 14 cities), 5 tribal units of government and one Metropolitan Planning Organization (MPO).

Northwest Regional Planning Commission's Mission Statement

Working cooperatively with Counties, Local Units of Government, Tribal Nations and other regional organizations comprising the District, Northwest Regional Planning Commission will assist in improving and enhancing the economic conditions in the area to provide a positive economic impact and improve the region's economic prosperity. Northwest Regional Planning Commission will be a leader in community development, coordination of government services, and educating the public on regional projects and impacts.

Why Choose NWRPC?

- Over 50 years experience in the Region
- Proven track record
- Well-qualified staff
- Well connected to State and Federal agencies
- Established relationship with State and Federal elected representatives
- Familiar with State and Federal grants and programs
- Recipient of numerous State and National awards

Mailing Address:
Northwest Regional Planning Commission
1400 South River Street
Spooner, WI 54801
info@nwrpc.com



Rural Business Development Grants (RBDG)

What does this program do?

RBDG is a competitive grant designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities.

Who may apply for this program?

Rural public entities including, but not limited to:

- Towns
- State agencies
- Nonprofit Corporations
- Federally recognized Tribes
- Communities
- Authorities
- Institutions of Higher Education
- Rural Cooperatives

What is an eligible area?

RBDG funds must be directed for projects benefitting rural areas or towns outside the urbanized periphery of any city with a population of 50,000 or more. **Check eligible areas.**

How much funding is available?

There is no maximum grant amount for enterprise or opportunity type grants; however, smaller requests are given higher priority. Generally, grants range from \$10,000 up to \$500,000. There is no cost sharing requirement. Total opportunity type grant funding is limited statutorily to up to 10% of the total RBDG annual funding.

How may funds be used?

Enterprise type grant funds must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports, or product/service improvements
- Acquisition or development of land, easements, or rights of way; construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities

- Pollution control and abatement
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

Opportunity type grant funding must be used for projects in rural areas and they can be used for:

- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

Rural Business Development Grants (RBDG)

How are applications evaluated for competitive funding?

RBDG applications compete at the state office level, which are dependent on appropriations.

All applications are evaluated based on:

- Evidence showing job creation to occur with local businesses;
- Percent of nonfederal funding committed to the project;
- Economic need in the area to be served;
- Consistency with local economic development priorities;
- Experience of the grantee with similar efforts; and
- Other factors described in the current Notice of Solicitation of Applications (NOSA), if one is published.

How do we get started?

Applications are accepted through USDA Rural Development's **local or State offices** once per year. Applicants are advised to view program information specific to your **local or State office** to learn about local application timelines, concept paper requirements, etc.

Grant awardees will need to complete required paperwork and comply with the terms and conditions of the award. Contact your **local or State office** for details.

Who can answer questions?

Contact your **local office**.

What governs this program?

- Basic Program – **7 CFR Part 4280, Subpart E**
- This program is authorized by the Consolidated Farm and Rural Development Act (ConAct)

What governed the predecessor programs of RBEG and RBOG, as well as all awards given before FY 2015?

- RBEG Basic Program - **RD Instruction 1942-G**
- RBOG Basic Program - **7 CFR Part 4284**
- This program was authorized by the Consolidated Farm and Rural Development Act (ConAct)

Why does USDA Rural Development do this?

This program provides grants for rural projects that finance and facilitate development of small and emerging rural businesses, help fund distance learning networks, and help fund employment related adult education programs. To assist with business development, RBDGs may fund a broad array of activities.

NOTE: Because citations and other information may be subject to change please always consult the program instructions listed in the section above titled "What Law Governs this Program?" You may also contact **your local office** for assistance. You will find additional forms, resources, and program information at www.rd.usda.gov. *USDA is an equal opportunity provider, employer, and lender.*