



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

**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - AGENDA**

*** Amended Saturday, April 14, 2018 9:45 AM ***

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: April 17, 2018
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: February 20, 2018 & March 20, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
 - a. Chamber of Commerce Liaison
 - b. Fund 600 - Monthly Financials
 - i. Project Aluminum Expenses
 - c. Grant Tracking
 - d. Downtown Commercial Space Report
 - e. 117 East Madison Street, Maunasha Business Center
 - i. 2nd Electric Meter
 - ii. Sign-Kiosk Installations
 - f. 333 Portland Road, Phase 3 – Demolition
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
 - a. WORK GROUP PROGRESS REPORT
 - i. Project Neighbor (Building Contact Database) [by 4/10/2018, Angie Stinnett]
 - ii. Street Market Launch
 - iii. Brand Waterloo "Green Healthy" [Jeanette Petts / Sue Moe]
 - iv. Preferred Use(s) - 333 Portland Rd To Aid/Focus Parcel Marketing Efforts
 1. New business / Business Expansion Documents [Andrew Lewandowski]
 2. Attracting & Retaining Young People Follow-up [Andrew Lewandowski]
 3. Proposal: A Phased Approach For Reuse Of 333 Portland Road [Clerk/Treasurer]
 - b. April - May Implementation List (hand out at meeting)
6. NEW BUSINESS
 - a. "Local Businesses Day" Petition [Angie Stinnett]
 - b. Foreign Trade Zone #41 Graduate Student Draft Review
 - c. Connect Communities - Pop Up Shop Presentation [Sue Moe]
 - d. Acquisition Of Parcel For Future Residential Development PIN 290-0813-0544-089 (217 Maple Drive, Waterloo)
 - e. Bingo [Sue Moe notes: Huge draw. Reeseville and Columbus both hold bingo 1 day per week. They sell food, have a bar for 3 hours. Last week in Reeseville 178 people attended. This along with a market on a Sunday would be a huge draw.]
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
8. ADJOURNMENT

Mo Hansen

Mo Hansen

Clerk/Treasurer

Community Development Authority: Hermanson, Stinnett, Ziaja, Tuttle, Moe, Reynolds and Lewandowski

Community Development Committee: Ziaja, Thomas & Petts

Posted, Mailed and E-mailed: 04/12/2018

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.

CITY OF WATERLOO

BALANCE SHEET

MARCH 31, 2018

FUND 600 - COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	(6,759.77)	
600-13000	DUE FROM OTHER GOVERNMENTS	.00	
600-13101	ACCOUNTS RECEIVABLE PRIOR YEAR	.00	
600-18101	CONSTRUCTION IN PROGRESS CDA	.00	
		<hr/>	
	TOTAL ASSETS		(6,759.77)

LIABILITIES AND EQUITY

LIABILITIES

600-21100	VOUCHERS PAYABLE	.00	
600-26100	DEFERRED REVENUE	.00	
		<hr/>	
	TOTAL LIABILITIES		.00

FUND EQUITY

600-34300	FUND BALANCE	1,905.17	
	REVENUE OVER EXPENDITURES - YTD	(8,664.94)	
		<hr/>	
	TOTAL FUND EQUITY		(6,759.77)
			<hr/>
	TOTAL LIABILITIES AND EQUITY		(6,759.77)

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2018

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	100.00	100.00	500.00	(400.00)	20.00
	TOTAL PUBLIC CHARGES FOR SERVICE	100.00	100.00	500.00	(400.00)	20.00
<u>MISCELLANEOUS REVENUES</u>						
600-48-4850-000	DONATIONS LOCAL	.00	.00	1,000.00	(1,000.00)	.00
	TOTAL MISCELLANEOUS REVENUES	.00	.00	1,000.00	(1,000.00)	.00
<u>OTHER FINANCING SOURCES</u>						
600-49-4910-000	REVOLVING LOAN FUND REIMBURSE	.00	.00	50,000.00	(50,000.00)	.00
600-49-4921-000	TRANSFER FROM GENERAL FUND	.00	.00	4,710.00	(4,710.00)	.00
600-49-4928-000	TRANSFER FROM TID #2	.00	.00	4,750.00	(4,750.00)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	59,460.00	(59,460.00)	.00
	TOTAL FUND REVENUE	100.00	100.00	60,960.00	(60,860.00)	.16

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 3 MONTHS ENDING MARCH 31, 2018

FUND 600 - SPECIAL ACCTG COSTS

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5151-399 SPECIAL ACCTNG COSTS - MISC	200.00	200.00	.00	(200.00)	.00
TOTAL MAUNESHA BUSINESS CENTER	200.00	200.00	.00	(200.00)	.00
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	198.83	406.81	1,500.00	1,093.19	27.12
600-51-5162-222 MAUNESHA BUSINESS HEAT	169.46	329.02	900.00	570.98	36.56
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	46.17	92.44	500.00	407.56	18.49
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	800.00	1,600.00	1,200.00	(400.00)	133.33
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	136.67	136.67	850.00	713.33	16.08
TOTAL MAUNESHA BUSINESS CENTER	1,351.13	2,564.94	4,950.00	2,385.06	51.82
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220 PROJECT CDA PROGRAMS	6,000.00	6,000.00	56,010.00	50,010.00	10.71
TOTAL PLANNING AND CONSERVATION	6,000.00	6,000.00	56,010.00	50,010.00	10.71
TOTAL FUND EXPENDITURES	7,551.13	8,764.94	60,960.00	52,195.06	14.38
NET REVENUES OVER EXPENDITURES	(7,451.13)	(8,664.94)	.00	(8,664.94)	.00

City of Waterloo Grant Tracking

Sorted by Oversight Entity

4/12/2018 10:59 AM

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
???	EPA Environmental Remediation via County	?	333 Portland Rd site assessment phase 2	N/A	none; a direct EPA action	unknown	6/1/2018	no match	Partner with DNR & EPA to close out action	EPA clean-up completed
???	WEDC Site Assessment Grant	?	333 Portland Rd site assessment phase 2	in draft		unknown	6/1/2019	20% to 50% match; \$150k award max	Submit application	Need to secure WEDC award for site demo
Community Development Authority	DNR Municipal Flood Control	Y	203 E Madison St (Shore Restoration)	May 2016	10/4/2016	\$21,780	10/4/2018	50% local; accepted with no match decision	close-out grant	receive reimbursment; close out
Council	Idle Site Industrial Grnat	Y	333 W Madison St demo; site remediation, Movin' Out incentive, pedestrian bike path, bridge removal	Nov 2013	4/3/2014	\$584,000	3/31/2017	Private dollars invested need to be reported and invested	(1) complete grant compliance work with Baker Tilly; (2) see contract extension	Extended contract to 2019 through WEDC; Hawthorn & Storm dormant and remaining dollars unspent
Council	Transportation Economic Assistance Grant	?	Commercial Avenue extension for HIEP LLC project	in draft			12/31/2018	50% from TID #3	Submit	secure WisDOT funding
Public Works & Property Comm	2016 WisDOT Local Roads Improv. Program	Y	2016 Canal Road improvements	1/1/2016	1/1/2016		3/1/2018	50% match from TID #2	secure requested dollars from WISDOT	working with County & State to determine why dollars not yet in hand
Public Works & Property Comm	DNR Recycling	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	County Bridge/Culvert Aid	?	Mill/Cleveland Reconstruct	in draft				no match	Request aid	Request aid
Public Works & Property Comm	DNR Private Lead Service Line Program	Y	Private lead water system 2016-2019	June 2016	10/19/2016	\$300,000 -no daycares means foregoing 30k	12/31/2019	no match	Mail target properties encouraging 2018 replacements	Program active; coordinating with Waterloo Utilities to ensure public water lines updated along with private side
Waterloo Utilities	WPPI Annual Community Devevelopment Grant \$1000	N	TBD		2018 determined by Waterloo Utilities	\$1,000	annual	no match	forward project award ideas to Barry Sorenson for Utility consideration	2017 awarded to Chamber of Commerce

City of Waterloo Downtown Commercial Space Report

12:31 PM 4/12/2018

Report Date	Buildings	Above Ground SF	Occupied 1st Floor	% Occupied	Comm. 1st Floor	% Comm. 1st Floor	Res. 1st Floor	% Res. 1st Floor	Storage 1st Floor	% Storage 1st Floor	Vacant 1st Floor	% Vacant 1st Floor
2/21/2017	52	163,175	42	81%	29	56%	7	13%	6	12%	10	19%
4/12/2018	52	163,975	44	85%	31	60%	7	13%	6	12%	8	15%

Str_Name	Str_Direct	House_Num	Commercial	Residential	Storage	Vacant	Above Grade Sq. Ft.	Greater than 5k sq. ft.	Building Greater than 5k	Notes	Name
Madison	E	100	1				1,845				Tina Roth
Madison	E	104	1				4,570				Gregorio Ayala
Madison	E	108	1				3,024			seasonal	Hubred Properties
Madison	E	112				1	3,024				Hubred Properties
Madison	E	116	1				3,024				Emmanina LLC
Madison	E	120	1				3,800				MT Bar LLC
Madison	E	126			1		2,320				Mark Hurley
Madison	E	127	1				4,920				Van Stenberg
Madison	E	130	1				2,895				Mark Hurley
Madison	E	134	1				5,760	5,760	1		Graybryn Rentals
Madison	E	141				1	7,040	7,040	1		Jim Matheson
Madison	W	104				1	1,524				Laurie Otteson
Madison	W	112	1				3,708				Petersons
Madison	W	118		1			1,569				Sharon Burbach
Madison	W	120	1				611				Todd Strauss
Madison	W	122		1			440				Tom Hotmar
Madison	W	125	1				3,570				Avestar Credit Union
Madison	W	130		1			1,045				Larry Waldo
Madison	W	132	1				2,940				Devin Schumann
Madison	W	135	1				1,680				135 W Madison Street LLC / Steve Battenberg
Madison	W	139		1			2,400				Mark Sillman
Madison	W	141		1			2,880				Rachel Archie
Madison	W	144	1				3,307				NC Enterprises/Charles Lauren Eggert
Madison	W	151	1				6,400	6,400	1		Mary Hotmar
Madison	W	203	1				3,000				Ruthless LLC (Mad Street Pub)
Madison	W	210	1				6,426	6,426	1		F&M Bank
Madison	W	213			1		22,708	22,708	1		Hart Family Partnership
Madison	W	241	1				2,760				Ehlen Limited Partnership (Post Office)
Madison	W	300	1				3,228				WG Enterprises LLC / Dan Loeder
Madison	W	305	1				8,575	8,575	1		Neitzel Real Estate LLC
Monroe	N	103			1		3,393				Liz & LaRon Davis
Monroe	N	111	1				3,042				Scott Hartwig
Monroe	N	115			1		4,000				Scott Hartwig
Monroe	N	120	1				3,891				Tom Hotmar
Monroe	N	121	1				1,760				Burbach Properties LLC / Ray Burbach
Monroe	N	123	1				1,760				Burbach Properties LLC / Ray Burbach
Monroe	N	124			1		3,323				Milo Sillman
Monroe	N	129		1			7,500	7,500	1	33% residential 66% commercial	Sellnow Properties LLC / Keri Sellnow
Monroe	N	137	1				2,688				Dennis Frederick
Monroe	N	139	1				900				Officially 139 LLC / Tim Haldiman
Monroe	N	143	1				900				Officially 139 LLC / Tim Haldiman
Monroe	N	145				1	1,482				Joe Marceil
Monroe	N	147				1	1,482				Joe Marceil
Monroe	N	151	1				4,224				Laura Gorder
Monroe	N	163		1			1,360				Franklin Peot
Monroe	S	114	1				1,080				Jeni Quimby
Monroe	S	115	1				800			estimate	VFW
Monroe	S	119				1	300			sq ft estimate	Jeff Deegan
Monroe	S	121	1				5,556	5,556	1		Jeff Deegan
Monroe	S	122				1	1,128				Tom Bussan
Monroe	S	123				1	8,550	8,550	1		Lee Columbus
Monroe	S	200			1		6,571	6,571	1		Mark Hurley
SUM TOTAL			1								
TOTALS			31	7	6	8	186,683	85,086	10		

Mo Hansen

From: Mo Hansen <cityhall@waterloowi.us>
Sent: Tuesday, April 10, 2018 10:52 AM
To: Angie Stinnett
Cc: 'Waterloo Clerk/Treas Office'
Subject: FW: PROJECT NEIGHBOR -- RE: technology engineering consultation

Tracking:	Recipient	Read
	Angie Stinnett	
	'Waterloo Clerk/Treas Office'	Read: 4/10/2018 10:59 AM

Angie,

Thanks for your help in keeping watch over this project. This is a progress update in advance of the CDA-CDC meeting. I reached out to three IT people: Gabriel Elder, Kevin Pickering and Adam Griffin.

- Adam proposed at \$3,000
- Kevin passed.
- Gabriel's details are below. \$900 + \$200 per update (quarterly or less frequent...)

Because this generates productivity gains in our office, I will fit Gabriel's expense within the Clerk's budget. Affordable due to the fact we are using less and less paper and shrunk our copier charges. We will manage opt-ins, opt-outs in the Clerk's office. Why Gabriel? We need to get over the hump of assembling all of the publically available data; merge-purge it and removing duplicates to get to a launch stage.

Passive Opt-Ins: Since the February Election, one sign-up was added with the box displayed at Waterloo Utilities. From the April 3, 2018 Election, nine were added.

Mo Hansen

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

[MUNICIPAL WEBPAGE](#) | [INFO ALERTS SIGN-UP](#) |

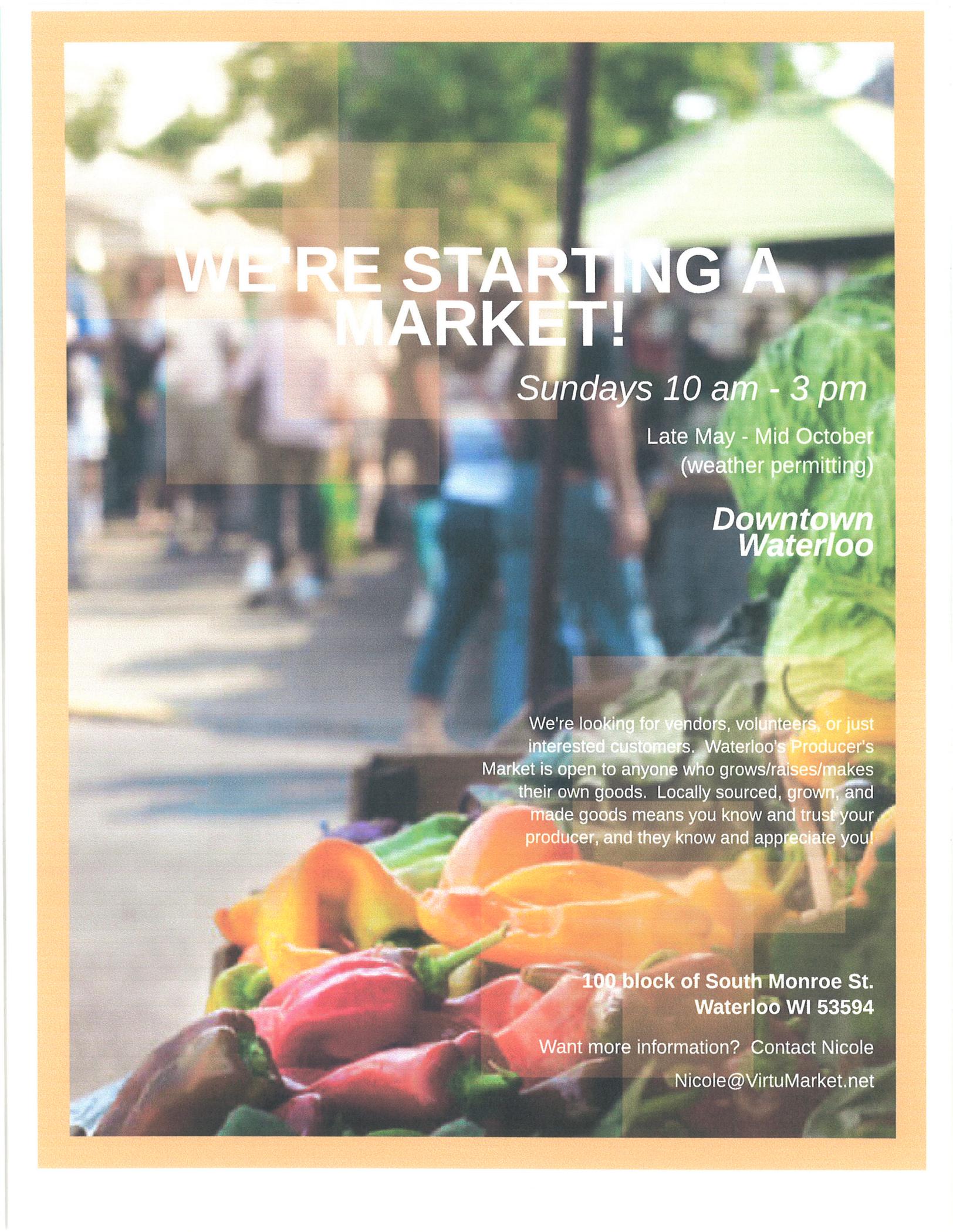


136 North Monroe Street • Waterloo, WI 53594-1198 • Fax: 920.478.2021

From: Mo Hansen [mailto:cityhall@waterloowi.us]
Sent: Tuesday, April 10, 2018 10:35 AM
To: 'Gabriel M. Elder' <gabriel@tekgnowsys.com>
Subject: RE: PROJECT NEIGHBOR -- RE: technology engineering consultation

I've available Wed – Friday anytime except 1-2 Friday.
-Mo

From: Gabriel M. Elder [mailto:gabriel@tekgnowsys.com]
Sent: Tuesday, April 10, 2018 10:04 AM

A vibrant outdoor market scene with people and fresh produce. The background is a blurred street market with people walking and stalls. In the foreground, there are baskets of fresh vegetables, including colorful bell peppers (red, yellow, orange) and green leafy vegetables. The overall atmosphere is bright and lively.

WE'RE STARTING A MARKET!

Sundays 10 am - 3 pm

Late May - Mid October
(weather permitting)

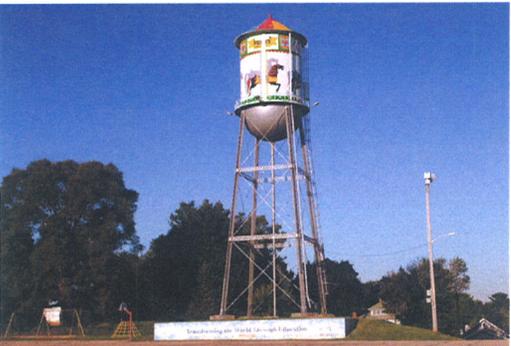
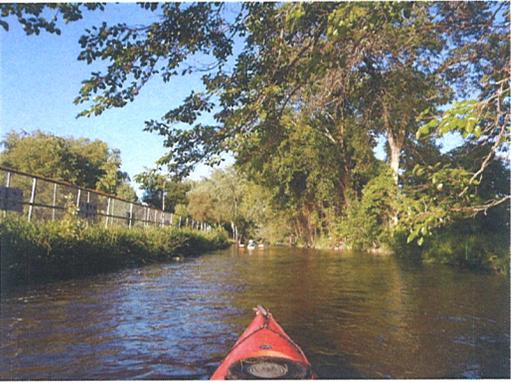
***Downtown
Waterloo***

We're looking for vendors, volunteers, or just interested customers. Waterloo's Producer's Market is open to anyone who grows/raises/makes their own goods. Locally sourced, grown, and made goods means you know and trust your producer, and they know and appreciate you!

**100 block of South Monroe St.
Waterloo WI 53594**

Want more information? Contact Nicole
Nicole@VirtuMarket.net

Grow with us!
Build your new home in Waterloo
and we will waive all
impact fees in the year of 2018.



Ernst Park
Waterloo, Ontario

Photo by Thomas Mundscha



Waterloo, A green and healthy place to live



New Business Evaluation:

Economic health:

For the company and CDA:

- What types of new businesses would this business attract to Waterloo?
- How will the new business collaborate with existing Waterloo businesses?
- How will the new business fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?***
- Are there current/potential plans to expand? If so, how and where?
- Will the business result in job loss/gain for the community? What types of jobs lost or gained?
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Will the business make infrastructure improvements (roads, bridges, power supply, etc)?
- Will the business participate in local business initiatives? If so, explain.

For the CDA only:

- Are there other possible industrial/commercial/residential uses for the proposed building site that are currently being explored?
- What is the long-term viability of this company?
- Will the business require a change in zoning? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?

Environmental health:

For the company and the CDA:

- What measures will the business take to reduce environmental impact and energy use?
- What are the anticipated utility needs?
- What are the estimated environmental impacts of the new development?
- What are the potential environmental risks of this business?
- Will the new business result in cleanup of brownfields/DNR remediation sites?
- Will new environmental protections be established as a part of the business development? (zoning considerations, purchase or transfer of development rights, etc)
- Will the business enhance the city park system?
- Will the business participate in local environmental initiatives? If so, explain.

Social Health/Identity:

For the company and the CDA:

- How does the identity of the new business fit into the model of “Green and Healthy”?
- Will the business improve and/or worsen support of the historic downtown? If so, explain.
- Will the business improve and/or worsen the support of agriculture that surrounds the city? If so, explain.
- Does the business plan to take part in community events? If so, explain.
- Does the business intend to join the Waterloo Chamber of Commerce?
- Will the business support local schools/library/learning institutions? If so, explain.
- Will the business create new social and/or cultural opportunities for Waterloo? If so, explain.
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- How will the business fit into planned city aesthetics?

Personal Health:

For the company and the CDA:

- How will the business affect physical/mental/spiritual health for Waterloo citizens?

- How will the business affect the safety/security of Waterloo residents and/or businesses?
- How will the business affect how public goods and services are provided?
- How will the business improve educational opportunities for citizens?

*** Based on the comprehensive 2008 city plan, needs include:

1. Restaurants:
 - a. Coffeeshop/bakery/specialty foodstore: could be paired with a specialty bookstore
 - b. Family restaurant with a low to average price point
 - c. Steakhouse/supper club/casual dining
 - d. Ethnic-casual dining like a Chinese or pizza restaurant with a mid to low price point
2. Retail establishments
 - a. Florists
 - b. Sporting goods stores that focus on either biking or paddling
 - c. Niche businesses that will attract outside visitors:
3. Professional services, specifically a lawyer, an accountant, an optometrist, and an additional dentist
4. Lodging, specifically a bed and breakfast
5. Photography studio
6. Auto repair
7. Rental of sporting goods (e.g.bikes)

Business Expansion Evaluation:

Economic health:

For the company and CDA:

- Will the expansion result in job loss/gain for the community?
- How will the expansion improve collaboration with other Waterloo businesses? How does the company currently collaborate with other businesses?
- How might the expansion fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?****
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?
- What is the assessed/estimated value of the current developed land of the business?
- What is the long-term viability of this company?
- Are there additional plans for expansion of this company in the near future?
- Will the expansion result in infrastructure improvements (roads, bridges, power supply, etc)?

For the CDA only:

- Are there other possible industrial/commercial/residential uses for the proposed building site that are currently being explored?
- What is the long-term viability of this company?
- Will the expansion require a change in zoning? If so, explain.
- What is the current yearly tax revenue from this company?

Environmental health:

For the company and the CDA:

- What measures will the business take to decrease environmental impact of the expansion? What measures does the business currently take to reduce environmental impact and energy use?
- What is the anticipated change in utility needs as a result of the expansion? What are the current utility needs of the company?
- What are the estimated environmental impacts of the expansion? What are the current environmental impacts of the company?
- What are the potential environmental risks of this business?
- Will the expansion result in improved environmental profile for the city through DNR remediation or removal of brownfields?
- Will environmental protections be established as a result of the expansion? (zoning considerations, purchase or transfer of development rights, etc)
- Will the expansion enhance the city part system?
- Does this business plan to participate in local environmental initiatives as part of the expansion? Do they currently participate in environmental initiatives? If so, explain.

Social Health/Identity:

For the company and the CDA:

- What is the current identity of the company? What is its mission and/or vision? Will the expansion result in changes to this? If so, explain.
- Will/does the current business and/or the expansion improve or worsen support of the historic downtown? If so, explain.
- Will/does the current business and/or the expansion improve or worsen the support of agriculture that surrounds the city? If so, explain.
- Will the expansion increase the company's participation in Waterloo community events? How does the current business support community events?

- Is the business currently a part of the Waterloo Chamber of Commerce?
- Does/will the business and/or the expansion support local schools/library/learning institutions? If so, explain.
- Does/will the business and/or expansion create new social and/or cultural opportunities for Waterloo?
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- Will the expansion dramatically change the appearance of the current business aesthetically?

Personal Health:

For the company and the CDA:

- How does/will the business and/or expansion affect the physical/mental/spiritual health for Waterloo citizens?
- How does/will the business and/or expansion affect the safety/security of Waterloo residents and/or businesses?
- How does/will the business and/or the expansion improve and/or worsen how public goods and services are provided?
- How does/will the business and/or the expansion improve educational opportunities for citizens?

*** Based on the comprehensive 2008 city plan, needs include:

1. Restaurants:
 - a. Coffeeshop/bakery/specialty foodstore: could be paired with a specialty bookstore
 - b. Family restaurant with a low to average price point
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2. Retail establishments
 - a. Florists
 - b. Sporting goods stores that focus on either biking or paddling
 - c. Niche businesses that will attract outside visitors:
3. Professional services, specifically a lawyer, an accountant, an optometrist, and an additional dentist
4. Lodging, specifically a bed and breakfast
5. Photography studio
6. Auto repair
7. Rental of sporting goods (e.g.bikes)

Mo Hansen

From: Angie Stinnett <angie.stinnett@yahoo.com>
Sent: Wednesday, March 28, 2018 9:51 AM
To: Mo Hansen; Michael Hermanson
Subject: Fw: Re: Petition
Attachments: 4102-MX-M1100_20180321_100052.pdf

Good morning,
please add the "Local Businesses Day" petition to the CDA/CDC agenda for our April 17th meeting. This is one of the projects coming out of the WPS 8th grade Civics' class study. They don't have a specific date named in the petition but I have asked for that information and will update you when I have it. :)
I believe some of the students will be attending the meeting.
Thank you
Angie

----- Forwarded Message -----

From: Samantha Sherman <shermsam000@students.waterloo.k12.wi.us>
To: Angie Stinnett <angie.stinnett@yahoo.com>
Sent: Wednesday, March 21, 2018, 4:36:29 PM CDT
Subject: Re: Petition

Here is our petition.

Thanks,
Samantha Sherman
Alyssa Baumann
Luke Fiedorowicz
Dayton Bronkhorst
Mrs. Poehnelt

101

Petition to Keep Local Businesses and Create a Local Businesses Day

Samantha Sherman, Alyssa Baumann, Dayton Bronkhorst, Luke Fiedorowitz

Petition summary and background	We want to help keep local businesses and create a local businesses day. We want the local business day to be the first Saturday of every April. We want to keep local businesses because they create a sense of community.
Action petitioned for	We, the undersigned, are concerned citizens who urge our leaders to act now to create a local business day and keep local businesses in Waterloo.

Printed Name	Signature	Comment	Date
Alyssa Jaehnke	Alyssa Jaehnke	—	3/20/18
Makenzie Brennig	Makenzie Brennig	—	3/20/18
Nicole Bronkhorst	Nicole Bronkhorst	—	3/20/18
Kailee Rahn	Kailee Rahn	—	3/20/18
Kaylee Bostwick	Kaylee Bostwick	—	3/20/18
Micole Holzappel	Micole Holzappel	Restaurant	3/20/18
Chris Holzappel	Chris Holzappel	—	3/20/18
Kristine Zaewick	Kristine Zaewick	Coffee Shop	3/20/18
Kyle Fugate	Kyle Fugate	—	3/20/18
Charlye Marx	Charlye Marx	—	3/20/18
Chelsea Kienitz	Chelsea Kienitz	—	3/20/18
Bob Wallin	Robert Wallin	Clothing Store	3/20/18
Faithy Wallin	Faithy Wallin	—	3/20/18

Date	Comment	Printed Name	Signature
3/20	Great idea!	Angela Langstad	Angela Langstad
3/20	I do the Proprietary	Samantha Jordan	Samantha Jordan
3/20	Awsome	Jessy Oliver	Jessy Oliver
3/20	I like it	Blake Hueber	Blake Hueber
3/20	very enthusiastic!	colin meyer	colin meyer
3/20	Good Jobs!	LEE FIEDOROWICZ	Lee Fiedorowicz
3/20	Good Jobs?	Samantha Salun	Samantha Salun
3/20	\$\$\$ of luck ♡	Samantha webb	Samantha webb?
3/20	maybe # Candy store great job!	Carrie R. Best	Carrie R. Best
3/20	great job!	Harli Dorris	Harli Dorris
3/20	_____	Bryce Melchior	Bryce Melchior
3/20	_____	Lexie Yeth	Lexie Yeth
3/20	_____	Gaby chairez	Gaby chairez
3/20	_____	Deeana Lira	Mu Seer
3/20	_____	Autumn mozhur	Autumn mozhur

Date	Comment	Printed Name	Signature
3/20	_____	Jan Ritter	Jan Ritter
3/20	_____	Kaden Riny	Kaden Riny
3/20	_____	Ethan Boschke	Ethan Boschke
3/20	sport store	Affanio	duh
3/20	_____	Sarah Spies	Sarah Spies
3/20	MCDONALDS	Michaela Riege	Michaela Riege
3/20	SUPER MARKET	DAVE ZASTROW	Dave Zastrow
3/20	Clothing Store	Jeanne Zastrow	Jeanne Zastrow
3/20	_____	Chris Fiedorowicz	Chris Fiedorowicz
3/20	Coffee Shop	Leah Kepecky	Leah Kepecky
3/20	Starbucks	Brenna Hebner	Brenna Hebner
3/20	Clothing store	Tess Bundell	Tess Bundell
3/20	Target	Cobelia Ellis	Cyru Ellis
3/20	clothing store	Reina Degler	Reina Degler
3/20	coffee shop	Taylor Kautz	Taylor Kautz

Date	Comment	Printed Name	Signature
3-20-18	Culvers	Avery Skalititzky	Avery Skalititzky
3-20-18	—	Grace Neenty	Grace Martello
	—	Jordan Butzine	Jordan Butzine
	—	Emma Baumann	Emma Baumann
	—	JAMES	James
	—	Gareth	Gareth
	more expensive	Gabby	Gabby
	Faco bell	Landin Wollin	Sandy Wollin
	Culvers	Abbie Gier	Abbie Gier
	Restaurant	Abby Quamme	Abby Quamme
3/20/18	—	Gustavo Tamayo	Gustavo Tamayo
3/20/18	Sweet shop	Maximus Best	Maximus Best
3/20/18	more shops ymca	Jamie Strong	Jamie Strong
3/20/18	—	Kevin Baumann	Kevin Baumann
3/20/19	—	Maverick	Maverick

Date	Comment	Printed Name	Signature
3-20-18	To Have a Drugstore	Karen Baumann	Karen Baumann
3/20/18	to have drugstore	Kimberly Baumann	Kimberly Baumann
3-20-18	?	Howard K Baumann	Howard K Baumann
3-20-18	more food places	Stephanie Baumann	Stephanie Baumann
3-20-18	Ethan Baumann	Stairy Gvern	Ethan Baumann
3/20/18	beer taxes	Joe Redloff	Joe Redloff
3/20/18	Drug Store	Jackie Verges	Jackie Verges
3/20/18	more pizza places	Paul Skalitzky	Paul Skalitzky
3/20/18	restaurant restaurant	Connie S Hoffmann	Connie Hoffmann
3/20/18	food-pizza	Tyler Schneekirk	BS
3/20/18	pharmacy	Kendria Peterson	Kendria Peterson
3/20/18	restaurants/pharmacy	Dense Haupt	Dense Haupt
3-20-18	B.P.	Bleesken Robert	Robert Bleesken
3/20/18	_____	Robert Schrock	Robert Schrock
3/20/18	_____	Mike Neitzel	Michael Neitzel

Date	Comment	Printed Name	Signature
3/20/18	—	Katrina Freund	Katrina Freund
3/20/18	Donut shop	Chloe Sier	Chloe Sier
3/20/18	—	Rylee Vinney	Rylee Vinney
3/20/18	—	Eve Quanne	Eve Quanne
3/20/18	Snack Shop	Mia Soto	Mia Soto
3/20/18	Sports store	Carson Ruffen	Carson
3/20/18	Sport store	Benny Marshall	Benny
8/10/18	Zarys	Zarys	Zarys
3/20/18	Cabela's	Kegan Layerstore	Kegan Layerstore
	Under armor	Jesse Christenson	Jesse Christenson
	Cub's	Cal Fresh	Cal Fresh
	Alex	Alex	Alex
	Misael	Mia Jahnke	Mia Jahnke
↓	Misael	Misael	Misael
	Adi	Adi	Adi

Date	Event Comment	Event Name	Signature
3-20-18	Car Wash Laundry mat	Dawn Weichert	Dawn Weichert
3-20-18	Fast Food Restaurant (PIZZA)	Helen Seer	Helen Seer
3-20-18	Pharmacy	Kay Radloff	Kay Radloff
3-20-18	Pharmacy	Debra Abel	Debra Abel
3-20-18	Pharmacy - Car Wash	Eileen Medenwaldt	Eileen Medenwaldt
3-20-18	Restaurants	Kell. Mountford	Kell. Mountford
3-20-18	Walmart	Angi Tenney	Angi Tenney
3-20-18	Pharmacy - Car Wash	GABE HABECKORN	GABE HABECKORN
3-20-18	Pharmacy	Shari Baumann	Shari Baumann
3-20-18	More Restaurants	Samantha Sireman	Samantha Sireman
3-20-18	More Food Places	ALESSA BAUMANN	ALESSA BAUMANN
3-20-18	Sporting Goods	Luke Fiedrowicz	Luke Fiedrowicz
3-20-18	food places	Dayton Bronkhorst	Dayton B

Abstract

Companies need to be more effectively engaged in the global marketplace. A tool to accomplish this goal is a Foreign Trade Zone (FTZ). Albeit, this tool already exists in this political geography, it is not entirely understood. To provide an integrated review of the concept, this paper draws on literature related to Foreign Trade Zones. In this paper is also explained the different zones and cost to set up a Foreign Trade Zone No. 41. This paper also shows the underlying need and potential directions for new research in this field.

Introduction

Foreign Trade Zones (FTZs) are locations in the U.S. designated by the Foreign Trade Zone Board where merchandise can be imported prior to formal entry and duty payment. (International Trade Administration, 2015). FTZs are being broadly used across the commercial scope, by importers because the use of FTZs offers significant competitive advantages to those who have learnt about this important trade. There are diverse benefits accumulated to those companies that operate within a FTZ area that will be mentioned **later**. There are laws and regulations FTZs need to compile with. As stated in the Foreign-Trade Zones Manual, 'the zones operate pursuant to the FTZ Act and two sets of regulations; the FTZ Board regulations (15 CFR 400) and U.S. Customs and Border Protection (CBP) regulations (19 CFR 146).' (Foreign-Trade Zones Manual, 2011). This section briefly introduces the entities with the interplay amongst the various laws, regulations and its enforcement to the zones.

FTZs encourage U.S. activity and jobs that compete with foreign markets. FTZ offers special incentives to companies depending on their operations including deferral or elimination of customs duties on imported components, reduction in merchandise processing and brokers' fees, elimination of duty deferral paperwork, address marking and packaging issues, and streamlining their supply chain. (Grantee of Foreign Trade Zone 41, 2015).

Waterloo offers opportunities for companies throughout its close proximity with strategic cities such as Madison, Milwaukee, Racine, Kenosha, Janesville, Rockford, Chicago, amongst others. Through accessibility to these cities, counties, etc., companies will be have opportunities to recruit not only a diversified workforce but also will have access to a diverse customers.

Companies need to be more effectively engaged in the global marketplace. A tool to accomplish this goal is a FTZ. Albeit, this tool already exists in this political geography, it is not fully understood. To provide an integrated review of the concept, this paper draws on literature related to FTZs that might benefit current or future business in **Waterloo**.

Entities and Regulation

Definition

Pursuant to the official website of the Department of Homeland Security, the Foreign-Trade Zone program was created by Congress in 1934 to expedite and encourage foreign commerce. They promote allowing duty or quota-free entry of imports to be paired with domestic goods for subsequent exportation. FTZs are secure areas under U.S. Customs and Border Protection (CBP) supervision that are generally considered outside CBP territory upon the zones' activation. These locations in the U.S. are designated by the FTZ Board where goods can be imported prior to formal entry and duty payment. It is important to mention that zone activity happens when the FTZ Board has designated certain sites or locations; consequently, it will have to be 'activated' by the CBP. (International Trade Administration, 2015). For instance, when merchandise in the zones are used for different purposes, such as storage or sorting, prior to being exported, such merchandise is not subject to any U.S. customs duties. Once the merchandise in the zones is imported from the FTZ into the U.S., the foreign buyer (importer) may choose to pay duty on the finished goods or the foreign components of the finished goods, **whichever is more affordable.**

According to the study 'Foreign Trade Zones in the United States' FTZs are being used to promote the increase of foreign direct investment, employment, exports and the facilitation of knowledge and technology transfer. In addition, it is believed that there is a correlation with 'the rest of the nation's economy by stimulating the use of local raw materials, and semi-finished goods as well as promoting the growth of ancillary industries.' (Seyoum & Ramirez,

2010). FTZs in many developed nations have been used as a policy instrument to attract foreign capital for export industries, and to make the maximum use of the country's comparative advantages. (Seyoum & Ramirez, 2010).

Lastly, FTZs are a tool being used to maintain and create employment. By encouraging the retention or shifting of production activity that might otherwise be conducted overseas, domestic employment is retained and created

Foreign-Trade Zones Act

The Foreign Trade Zones must comply by the Foreign-Trade Zones Act of 1934, which is the principal statute governing zones which has been codified in the United States Code (U.S.C.) as 19 U.S.C. §81a-81u. Every grantee and operator, and most users, should have a copy of the FTZ Act, updated with recent amendments.' (Foreign-Trade Zones Manual, 2011)

The Foreign-Trade Zones Act covers how and where zones are established, how they are administered and what may and not be done in them. (Hinkelman & Shippey, 2004).

United States customs procedures prior to the Foreign-Trade Zones Act of 1934 were inefficient, allowing any entity wishing to re-export goods throughout the United States would have to trudge through cumbersome customs requirements (Kanellis, 1995). For instance, since goods were under strict surveillance, it was not cost-efficient to have such merchandise approved for entry into the U.S. for re-exporting because of the length of time and the expensive accounting reports needed. Another example was products that had to convey the strict U.S health standards were being met even when the merchandise would never be consumed in the U.S. Thus, many firms were discouraged from stabilizing trans-shipment

centres within U.S. territory. (Kanellis, 1995) The Foreign-Trade Zones Act intended to get rid of some of the cumbersome customs requirements to improve operations and make them more globally competitive. Also, they intended to make the U.S the major transshipment point in the world, since the U.S. provides modern facilities and strategic locations to allow the firms to accomplish such goals. They will also promote job growth near U.S. customs ports of entry. (Kanellis, 1995).

Foreign Trade Zone Board

As mentioned above, FTZs are secure areas under U.S. Customs and Border Protection (CBP) supervision that are generally considered outside CBP territory upon activation. There are three entities involved in the FTZs, which are the FTZ Board, the CBP and the Grantee.

The first entity involved in FTZ is the Foreign Trade Zone Board (FTZB). The FTZB is the administrative group responsible for the establishment, maintenance, and administration of Foreign Trade Zones in the U.S. under the Foreign Trade Zone Act. The Foreign Trade Zones Board consists of the U.S. Secretary of Commerce, who is the chairman and executive officer of the Board, the Secretary of the Treasury, and the Secretary of the Army. (Hinkelman & Shippey, 2004)

For purposes of duty payment, Foreign Trade Zones are considered to be outside of the customs territory of the United States. The authority for reviewing, and approving applications to establish, operate and maintain Foreign Trade Zones, is granted by the Foreign Trade Zone Board, under the Foreign-Trade Zones Act of 1934, (FTZ Act) as amended (19 U.S.C. 81a-81u),

and the FTZ Board's regulations (15 C.F.R. 400) (Foreign-Trade Zones Manual, 2011). The FTZ Board also reports annually to the Congress for oversight of the FTZ program. (Kanellis, 1995) .

The Grantee is a public or private corporation to which the privilege of establishing, operating or maintaining the zones has been given by the FTZ Board. (Hinkelman & Shippey, 2004). The Grantee may execute a contract with another party, usually in the private sector, for the operational management of the zone. It is also feasible to have different tenants to lease a space or to construct buildings in the zone. In turn, the Grantee would physically manage their operations in the buildings. Others, may pay an operator a fee for handling their merchandise and performing related services. (Foreign-Trade Zones Manual, 2011)

U.S Customs and Border Protection

The second entity involved in the FTZ is the U.S. Customs and Border Protection. Pursuant to the official website of the Department of Homeland Security, the U.S. Customs and Border Protection (CBP) has two main responsibilities: to transfer the merchandise into and out of the FTZ, and to collect the revenue of such activities. The Port Director of CBP, is charged with overseeing zone activity as the local representative of the Foreign-Trade Zones Board. The Director controls the admission of merchandise, handling and dispositions of merchandise, and removal of merchandise from the zone. In addition to the enforcement of the Foreign-Trade Zones Act, the Port Director enforces the proper laws normally enforced by CBP that are relevant to Foreign-Trade Zones. Zones are supervised by FTZ Coordinators (i.e., CBP Officers, Import Specialists, Entry Specialists or Agricultural Specialists, etc.) through compliance reviews

and visits. The security of the zone must meet certain requirements. (Official website of the Department of Homeland Security, 2017)

The principal interest and concern of the CBP in FTZs is control of merchandise moving to and from the zone, the protection of the revenue, and to ensure that zone procedures are in compliance with the FTZ Act and all laws and regulations pertaining to zone use. (Foreign-Trade Zones Manual, 2011).

The Grantee

Lastly, as defined in 15 CFR 400.2, a Grantee is a public or private corporation. The privileges of establishing, operating and maintaining a FTZ, must be granted by a Grantee. (Port of Milwaukee, 2016) Some of the principal responsibilities of a Grantee includes make and maintain annual reports in accordance with the provisions of 15 CFR 400.46(a), (b); permit the creation of buildings necessary to carry out approved zone projects in accordance with 19 U.S.C. §81m and 15 CFR 400.28(a) (6); make written applications to the Port Director for approval of a new operator pursuant to 19 CFR 146.7(e), (f); in case the Grantee is acting as the operator, the Grantee will make an application or must provide concurrence to a request for activation, de-activation or reactivation. (Foreign-Trade Zones Manual, 2011)

In the state of Wisconsin, there are three designated grantees:

1. Grantee: Port of Milwaukee - FTZ No. 41
2. Grantee: Brown County, Green Bay - FTZ No. 167
3. Grantee: Dane County, Milwaukee - FTZ No. 266.

The Port of Milwaukee - FTZ No. 41, focuses primarily on the 12 counties in Southeastern Wisconsin, which includes, Fond du Lac, Sheboygan, Dodge, Washington, Ozaukee, Jefferson, Waukesha, Milwaukee, Rock, Walworth, Racine, and Kenosha. The Port of Milwaukee is one of over 200 Foreign Trade Zone Grantees that are located in the United States and Puerto Rico. (Grantee of Foreign Trade Zone 41, 2015). Thus, the City of Waterloo is under the jurisdiction of the Port of Milwaukee as the Grantee, or administrator of Foreign Trade Zone No. 41.

Operators and Users

An operator is a corporation, partnership, or person that operates in a FTZ or FTZ subzone under the terms of an agreement with the Grantee (19 CFR 400.2(q)) (Foreign-Trade Zones Manual, 2011). In some zones, the grantee may also be the operator, and for CBP purposes, the term “operator” includes a Grantee that operates its own zone (19 CFR 146.1(b)). The activation of a zone requires the execution of an operator’s bond on a CBPF 301. (Foreign-Trade Zones Manual, 2011). The bond insures the principal’s agreement to comply with the pertinent laws, and CBP regulations and delineates the particular responsibilities of the operator. (Foreign-Trade Zones Manual, 2011).

A user is a corporation, partnership, or person that uses a zone under agreement with the Grantee or operator for storage, handling, processing, or manufacturing of merchandise in zone status, whether foreign or domestic (15 CFR 400.2(t) and 19 CFR 146.1(b)) (Foreign-Trade Zones Manual, 2011). Users often own the merchandise handled by operators. However, a user may also be an operator (i.e., handling its own merchandise) (International Trade Zone Board,

n.d.). In subzones, the operator and user are usually the same entity. They may be permitted by the Grantee to construct their own buildings structures in which they conduct their own business, according to the provisions of 19 U.S.C. §81m and 15 CFR 400.28(a)(6). Users can be referred as well. (Foreign-Trade Zones Manual, 2011).

Inside Foreign Trade Zones

The type of FTZ warehousing more suitable for firms, will depend on the type of operations and needs the firm might have. The FTZs are classified as zones, which are General Purpose as default since 1934. It is important to distinguish between the two different frameworks for Grantees to manage such zones because each one has different characteristics that might be more suitable to certain companies or operators and users.

A General-Purpose Zone (also referred to as a warehouse, industrial park or port) is a multi-use Foreign Trade Zone site designated for use by multiple users engaged on multiple activities that may include storage, distribution, testing, repacking and repair. Manufacturing may take place in a general-purpose zone with prior permission by the FTZ Board (International Trade Zone Board, n.d.). There is no limitation on the number of firms that can operate in a General-Purpose Zone. The zones were created to encourage local firms to compete internationally by allowing them with special customs related services to the business community. General-Purpose zone sites, however, must be located within 60 miles or 90 minutes driving time of the outer limits of the customs port of entry (International Trade Zone Board, n.d.). Applicants include state and local agencies or public type corporations.

The applicants who apply the most are the port authorities and economic development agencies. (International Trade Zone Board, n.d.). The main benefit for the firm leasing space

within a General-Purpose Zone are the costs that come along with the space are shared amongst firms rather than any single firm covering all the expenses related to such leasing. Firms can also avoid the investment related to building, operating and maintaining their warehouse. General-Purpose Zones are helpful to those companies who import or export finished goods, parts or components. They are also suitable for those who need a storage for a short period of time. The General Purpose Warehouses offer firms with certain services for instance, packaging, and inventory control, amongst others.

The Special Purpose (subzones) were created in 1952 and its function of each type of zone hasn't changed ever since. (Kanellis, 1995). A subzone, is a special-purpose zone established as part of a zone project for a limited purpose or specific activity that cannot be accommodated within an existing zone. (Port of Milwaukee, 2016). In other words, the subzone receives all the benefits of the General-Purpose Zone, only when operations cannot be accommodated within an existing General-Purpose Zone. The subzone could be created inside an existing facility, which in turn, the firms wouldn't have to incur costs such as building a warehouse, and also wouldn't have to pay the start-up costs or substantial changes in a company's operations. In principle, Special Purpose are single-firm manufacturing sites. Most common users of a Special Purpose Zone are manufacturing plants, and distribution facilities that are not geographically clustered to other industrial and commercial spaces. In general, Subzones work better for large companies, and are considered very expensive to afford for most business. Automobile makers are a good example of the type of company that uses this type of zone.

There are two frameworks for Grantees to manage their zone sites: the Traditional and the Alternative Site Framework (ASF.) The ASF is 'an optional approach' to designation and management of the zone sites, allowing greater flexibility and responsiveness to serve single-

operator/user locations (Port of Milwaukee, 2016). The 12 counties under the jurisdiction of the FTZ No. 41 would be considered part of the ASF. The goal of the ASF is to lower costs for companies doing business in the city, saving them considerable time and resources by eliminating much of the required application, and subsequent approvals process and facilitating more rapid entry into the FTZ program.

TSF and ASF sites, including Magnet and Usage-Driven/Subzone, must be located within or 'adjacent' to CBP port. That is within 60 miles or 90 minutes driving from the borders of a port of entry (15 CFR 400.11(b)(2)). (Foreign-Trade Zones Manual, 2011)

Benefits

Foreign Trade Zones provide significant advantages for U.S.-based firms. These include duty deferral, customs duties are paid only if and when goods are transferred out of the zone and into U.S. Customs territory; duty elimination, no duties are paid on merchandise exported from an FTZ; and duty reduction: FTZ users may elect to pay duties at either the rate of the foreign inputs used or the rate applied to the finished product, either is often lower. This FTZ benefit can be used in combination with cash flow savings, delayed duty payments, and the possible benefits of inverted duty (International Trade Administration, 2015).

FTZs provide significant economic benefits for the United States, including job creation and retention. FTZs provide a competitive advantage for U.S.-based manufacturing and distribution operations. As a result, jobs that otherwise might be located overseas are created and retained in the United States. Another benefit includes increased exports, the elimination of duties on exported merchandise makes U.S.-based companies more competitive in export markets. Increased investment is yet another benefit to FTZs encourage multinational firms to

establish U.S.-based operations, attracting foreign investment to the United States. These firms are also more likely to utilize U.S.-made components, providing added stimulus to local and regional economies (Grantee of Foreign Trade Zone 41, 2015) Regardless the industry, there are several benefits that a company can get from being part of the Foreign Trade Zone. In a hypothetical example, if a company wants to import small components as part of a bigger machine, they can at a more affordable price. A propeller tariff or duty is 6% when it is imported. When it is within the entire motor of a machine the tariff is only 2%. A company that is part of the Foreign Trade Zone can save a considerable amount of money if it were paying only 2%. A company in a FTZ can import the propeller to the zone, not paying any tariffs or duty, build the motor and then export the entire motor. Another benefit is for goods that do not enter the U.S. market, but rather stay in the FTZ, thus are not actually sold here, companies do not need to pay any duties. As we can see almost every type of company can benefit from the FTZ because of the program's diversified benefits.

Costs

There are several requirements and fees that might discourage some companies to be part of the FTZ program. Regarding the cost for companies to become part of the FTZ No. 41, there are two fees that the Grantee-Port of Milwaukee charges. There is a one-time application fee for anyone who wishes to become, and get approved, as a new zone user/operator by the FTZ No 41. This application fee is \$3,500 USD for a Usage-Driven Site, under the Alternative Site Framework (ASF) with Minor Boundary modifications (MBMS). (Official Website of the City of Milwaukee, n.d.) Technically, any new zone within the 12 counties are considered as MBMS because the Port of Milwaukee, as the Grantee had already received approval for certain sets of

acres. Since the Grantee manages the zones as an ASF, the Grantee has been approved to use 2,000 acres within the zones. So when the Grantee is submitting an application of MBMS on behalf of another company, it is then considered a Minor Boundary to the approved acreage limit. Generally, all the applications are going to be \$3,500 USD, for the MBMS, because that covers any type of zone that wants to be established. One advantage to applying as a new zone with the MBMS is that the application will have a fast track process. It takes less than 30 days to get approval by the FTZ-Board.

There is a yearly fee that also has to be paid by the Grantee. This fee depends on company size, and number of employees. If the company has less than 300 employees, including employees overseas, the yearly fee is \$4,000 USD. If the company has more than 300 employees, then this fee is \$6,600 USD. (Official Website of the City of Milwaukee, n.d.).

There are some other fees that a company can incur, but those are company specifics. There are additional costs associated with any of the software, and potential security upgrade that each zone will need in order to operate their zones. It can be very expensive, especially the companies have a pre-existing security infrastructure or a lack of it.

According to the Grantee, there was a company that spent \$200,000 USD upgrading their security and inventory system. This company was already making improvements in their operations. However, using the zone helped them considerably through cost savings they got and the company earned the return on investment within the first year.

The application fee for a Magnet Site, and for a Sub Zone (Non ASF Application) is \$7,000 USD. (Official Website of the City of Milwaukee, n.d.). However, the FTZ-Board is trying to limit the usage of the Magnet Site because with the ASF, it is easier to go through the process of a regular Usage Drive Sites or Sub Zones. If it is considered feasible, an advantage is

that there will be an operator who does the reporting, then has agreement with multiple users.

The TSF involves an extra application fee to the FTZB, and it is a much longer process.

Particularly, the FTZ-Board has to re-establish the legalities that would allow the companies to set up a zone outside the service area.

There are certain industries that cannot create a zone, because it is determined that those industries have a negative impact on the U.S. industry climate. For instance, the sugar, the textiles, and printing ink industries are on the restricted list to create a zone.

Other than the time required for approval, there are also several processes that need to be in place. For instance, all employees that will be working in the FTZ must have a background check. During the process of reviewing the application and the securing the warehouse, the company is also subject to random checks. A customs officers may call in, and they may ask for specific information, for instance, where a piece of equipment is located. The employees of the company should be able to find it immediately. Otherwise, they are subject to further investigation.

Becoming part of a FTZ could be expensive up front, thus each company should do a feasibility study to determine their savings and their possible return on investment. The Port of Milwaukee charges the one-time application fee, and the yearly fee, but there are other costs incurred in becoming part of a FTZ. However, the Port of Milwaukee does offers some grants to help companies partially with the start-up costs. There are funds available to help companies apply for FTZ. The company will have to invest in some of the fees related to the application, but they can match the amount the Grantee puts into it helping with the costs. There are funds available to help companies to apply for FTZ.

Companies Using Foreign Trade Zone #41

Some of the companies using the Port of Milwaukee Foreign Trade Zone are Kohler Co., Broan NuTone, and Hospira. The Kohler Company applied and was approved as Subzone 41M. (Grantee of Foreign Trade Zone 41, 2015). Kohler Co. uses the weekly entry benefit because of the many imports they have. Since there are many fees relating to importing, such as processing, customs, and brokers fees. By being part of the FTZ, Kohler Co. instead of paying all those accumulated fees every time they have a shipment, can combine all the shipment fees weekly into one weekly fee shipment. If you have a high volume of shipments coming through, that is a good indicator of the aspects of becoming part of the FTZ program. Another advantage of being part of the FTZ, such as Kohler Co, is the streamlined process through customs because they don't have to be delayed by customs while checking all the cargo. Usually, it's the higher volume companies who benefit most from a FTZ.

Broan NuTone located in Hartford, WI was activated and approved for production by U.S. customs and Border Protection in December 2015. Lindner Logistics applied for a General Purpose Zone and was approved as FTZ No 41 Site 14 by the Foreign Trade Zone Board. CNH Industrial, the plant in Racine County, WI has been an active FTZ since 2009. Generac, a manufacturer of home backup generators and other power products has been approved as a FTZ operator since the beginning of 2015. Hospira, now a Pfizer Company, a provider of generic injectable drugs and infusion technologies based in Pleasant Prairie, WI has been an approved FTZ site since 2011. Mercury Marine has been making world-class outboard and sterndrive boat motors since 1939. Mercury Marine has been an approved FTZ operator since 1998. (Grantee of Foreign Trade Zone 41, 2015).

Surprisingly, there are companies who could benefit from such trade, which are not using the FTZ. This is the case of Trek Bicycle Corporation, with its headquarters in Waterloo, Wisconsin, and consisting of 1,700 dealers across North America and subsidiaries in Europe and Asia as well as distributors in 90 countries worldwide. 99% of Trek bicycles are manufactured outside of the United States, in countries including the Netherlands, Germany, and China (Umhoefer, 2014).

Waterloo Outlook

Waterloo is a city in Jefferson County in the U.S. state of Wisconsin, located at the intersection of Wisconsin Highway 89 and Wisconsin Highway 19 in northwestern Jefferson County. You might think that being located in the middle of the state of Wisconsin would not have some benefit. That might be mistaken. Waterloo has access to a different workforce as well as customers.

Wisconsin seems to have bright opportunities for the manufacturing industry as the announcement of the Apple supplier Foxconn announced the investment of \$10B to create its new manufacturing facility in the U.S. promising to create as many as 13,000 direct jobs and potentially 22,000 indirect positions within Wisconsin.

(<https://www.foxbusiness.com/politics/apple-supplier-foxconn-invests-10b-in-wisconsin>)

Foxconn investment is the project is Wisconsin's largest economic development project by a foreign-based company in U.S. history as measured by jobs.

Current administration

Current Trump administration blueprint also calls for specific funding to be set aside for rural communities (\$50 billion), apprenticeship and workforce training, as well as an unspecified number of transformative, “next-century-type” showcase projects (\$20 billion).

<https://www.curbed.com/2018/2/12/17003730/trump-infrastructure-plan-funding-road-congress>.

The following table shows companies that import and/or export and that could benefit from the FTZ program.

Firm	SIC	Employees
Atlas-Mike's Bait Co., Inc.	2091	10
Ball Corp.	3411	150
Hard and Soft Fishing, Inc.	3949	22
Integrated Process Engineers & Constructors, Inc.	3556	40
Jones Dairy Farm	2011	240
Master Drive, Inc.	3568	15
Nasco	3089	460
Norland	3845	10
Opportunities, Inc.	3089	124
Topcon Agriculture Americas	3596	130
Create-A-Pack Foods, Inc.	2035	175

G & V Machine Co., Inc.	3599	100
HeatTek, Inc.	3567	50
Trek Bicycle Corp.	3751	940

Conclusion

Today, international trade is crucial to the global economy and is accountable for a significant extent of the growth and profitability in the industrial settings. The Foreign Trade Zone is an excellent economic development program that is a draw to bring businesses into the United States and Wisconsin because of the diverse benefits offered. FTZ primary purpose is to incorporate communities, counties, or regions in global supply chains to make them more competitive. In turn, it retains and creates new jobs. Companies can take advantage of the program by enabling goods to be imported, processed, value-added to and reshipped without incurring domestic taxes. In turn, such taxes that are eluded by using the FTZ will be countervailing by the secondary industry divisions and labour taxes. While start-up costs may be expensive, in the long run paying these expenses, can be beneficial and worth the investment. The issue of whether companies are effectively engaged in the global marketplace and how engaged is the community to play such constructive role can be solved with FTZs. The transportation system enables companies to get products to market with cost efficiency. However, this can be a massive struggle for businesses in the Midwest. Foreign Trade Zones' engagement in the global economy can keep Wisconsin competitive.

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POP-UP SHOPS Viroqua, WI

Every Vacant Storefront is an Opportunity



The **Driftless Area** or **Paleozoic Plateau** is a region in the American Midwest noted mainly for its deeply carved river valleys. The region's peculiar terrain is the result of its having escaped glaciation in the last glacial period.

Viroqua is a community of under 5,000 residents with a diverse culture and history. Viroqua is attractive to tourists for its beautiful scenery and silent sports and to young families for quality healthcare, art, music scene and diverse education options.





Philosophy







–
**A strong and thriving
downtown is essential to a
strong community.**

2014: shops closing in downtown district

The retail landscape was looking dismal for holiday shopping. What to do?



What is a Pop-Up Shop?

It can be anything you want it to be. Let your creative juices flow.





TO DO LIST

Negotiate with landlords

Create applications and
selection committee for
POP-UP SHOPS

Educate the public about
POP-UP SHOPS

GOALS

Drive Traffic Downtown

Empower Entrepreneurs

Create Organization

Visibility

APPLICATION PROCESS

Application and \$25 fee

Selection Committee

Detailed application
requirements beneficial.

EXPECTATIONS

Consistent Hours

Working with a business
educator/mentor

Participation in events

TO
CORNER

Local
Driftless Area
Products
artisan soaps and mo

made
by
hand

FOR





Meet Cowboy Joe.

Owner of the Kickapoo Valley Guest Ranch and spouse of Cowboy David who makes amazing cakes, muffins, scones and cookies.

Looking to expand their bakery with a retail location.

Meet Jaali.

Young entrepreneur who makes amazing dolls and toys for young people. Jaali's Dollies already had an online presence with a website and Etsy shop.



Both businesses
signed up to be part
of the **Pop-Up Shop**
effort for 2016



Grand Openings were HUGE successes for both Pop-Ups

Jaali sold every doll in her shop on opening day.

Cowboy Joe sold so many cakes and tasty treats that he had to close for a few days to bake and hired two staff members.





Economic Impact

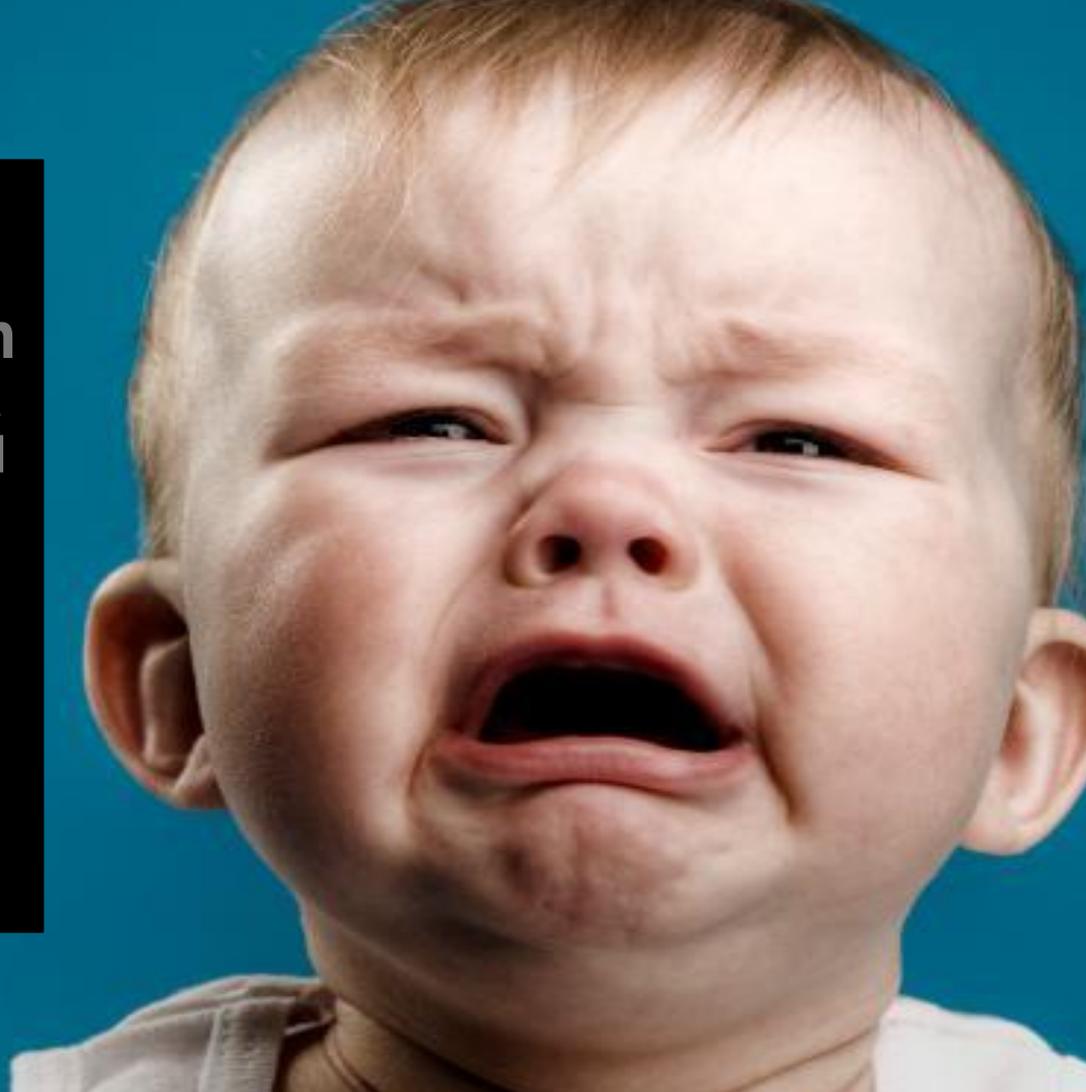
NEW things create interest. All shops downtown benefit.

More traffic downtown creates more visibility for the district

Downtown buildings are kept up and look fresh

The Chamber/Main Street is regarded as a community partner in a new way and an economic driver.

SOMETIMES things do
not go according to plan
AND HANDLING
CHALLENGES
MAKE US
STRONGER





Potential Issues

→ Personalities-the Human Factor

We have encountered success and failure with shared spaces

→ Property Issues

Properties that have been part of the program in the past have been for sale and there is always a possibility that they will transact. We have also encountered properties that had asbestos, flooding issues, mold, etc.

—
Viroqua's Pop Up Shop effort has been a game changer for the downtown..

**To date 11 businesses have
been part of the program.**

Community Quotes

Pop-Up Shops are an economic development powerhouse. Low cost, low risk, high impact.

Becky

Pop-Up Shops have created more foot traffic downtown. Immediate difference.

Ericka

Pop-Up Shops have put Viroqua on the map and we are proud to share with other communities!

VCMS Board President

—

Viroqua's Pop-Up Shop effort has been a game changer for the our downtown. What are some of the things that have come from this success?

New promotions

New relationship with City

Bringing Diversity

—
We got a little carried away in 2017 and decided to fill all remaining storefronts in our Business District.

One of the most exciting things about the 2017 program was that it was more comprehensive than ever AND..we had the most skilled entrepreneurs in the history of the program.

YES 8 NEW POP-UP SHOPS



2017 Participants

→ **Co.Starters Participants**

9 week bootcamp that gives participants a business plan and education and experience needed to open a business.

→ **Shop owners from other places!**

We have our very first VETERAN business owner from La Crosse, who is hoping to have a permanent second location in Viroqua.

Meet Rebecca and Laura.

Two ladies who had never met before the Pop-Up shop program. Rebecca had books and toys, Laura had toys and clothes. Together, they are the Red Caboose Boutique.



The Mac Guy

Matthias Minning, a former Apple employee who services Apple products and sells and guarantees gently used products. He also offers classes!



Full Circle Supply

Successful eco-bulk business in La Crosse who wants to give Viroqua a try. The enthusiasm has been tremendous.





Promotion Strategy

- **70% Social Media**
Facebook/Instagram
- **Relationships/Events**
 - Wine Walk
 - Twinklefest
 - Small Business Saturday
 - Grand Openings
- Newspaper
- E-newsletter
- Radio/TV

—
In 2017 we did a “Coming Soon” campaign with donated 11x17 signs in black and white and some candid shots of cute kids. The Coming Soon signs also appeared in shop windows to amp up the excitement.



—

Promotion should be fun, should be light, should be interesting. Encourage existing businesses to cooperate with Pop-Ups, they will be glad they did. What is old, can be new and vice-versa.

**YES YOU CAN TOTALLY DO
THIS IN YOUR COMMUNITY!**

—
We are proud of our
Historic Downtown in
Viroqua. It is bustling, full of
life and love.

COME SEE US!



Pop up presentation

Things they have done

- Viroqua boasts the largest street market in the state
- There Downtown has restored historical buildings -Restored Theater
- They host several Parades per year that run thru there downtown
- Large planters with flowers that business owners take care of
- Scenic destinations where people can come and take Pics. They have a Rainbow house painted the colors of the rainbow that people stop and take pics in front of
- Murals painted downtown
- Music. They have bands that play up to 6 days per week.
- Good quality food.
- Renewable energy resources
- Clean the windows. Dirty widows a huge negative to the downtown

What they had

- In 2014 they had a ton of vacant stores
- Did a listening session with the owners of the vacant stores downtown
- They decided to trial 3 month popup stores
- Some of the landlords would give the store rent free for those 3 months to the pop up store
- Some charge ½ rent.
- If for free they could use it as a tax write off
- They paired the store over with someone who had the same type of personality
- Personalities have a huge impact
- That store owner would help out the new pop up owner to make them successful

Their Goals

- Drive traffic downtown
- Create Entrepreneurs
- Create visibility of new stores
- New things create interest
- Downtown buildings are kept up and looking fresh
- Having a thriving downtown helps other businesses within the city
- Use biggest spaces available to showcase your pop up stores.
- They split some of the buildings in half to cut down on rent so pop up stores could actually afford to have a store.

Getting started

- How did they get started
- They had a budget of \$1500.00
- Each pop up applicant would pay a \$25.00 application fee (now \$50)

- Pop up store had to be open for a min. of 8 hours per day and a min of 5 days per week
- Pop up applicants had to agree to work / mentor with current store owner
- Participate in downtown events to help make them successful
- They received free Chamber of Commerce sign up during the trial period
- Wave all permits from city to allow them to open \$ free
- Helped make sure buildings were up to code
- Trail 3 month periods Oct-Dec or early summer
- Pop up applicants fill out application
- A board reviews the applications to make sure the new businesses will fit in the downtown
- Board consists of people from the CDA, CDC, Chamber, City Hall, Library ...
- If you have 3 clothing store you don't really want a 4th. Go for something that is different, but that people say they want.

Getting people interested

- How to generate interest
- They took 11x17 black and white pics of kids from the community holding signs that said COMING SOON and placed them in the store front windows. Parents would be so proud of those photos that they would share the pics on social media.
- Use social Media- Facebook, Instagram, Linked in snap chat. 70% of the business generated was because of social media
- Advertise in newspapers, TV's e newsletters and radio
- 75% of the new store owners are woman
- Hold Grand Opening events
- Have small business Saturdays
- Do events such as wine walks. Huge success. Sell 300 tickets for \$25.00 a ticket. Most sell out instantly
- Businesses owners provide wine and appetizers and hand out % off coupons for future visits
- Art walks
- Beer walks
- 75% of the businesses that have done pop up shops have stayed.

- Get grants from WEDC

Mission:

- To advance and maximize opportunities in Wi for businesses, communities and people to thrive in a globally competitive environment.

Vison:

- Leveraging talented professionals and strategic partnerships, WEDC aspires to be a leading and widely respected state economic development organization, helping Wi elevate its quality of life and long term economic prosperity for all residents

and also

CO.STARTER.COM

Built for Communities for Communities

CO.STARTERS helps communities build vibrant entrepreneurial ecosystems by equipping them with the best tools and resources needed to support starters of all kinds. Building on our initial grassroots efforts with starters in Chattanooga, Tennessee, CO.STRATERS now has a global reach with thousands participating in our programs annually.

Mo Hansen

From: Blair Ward <JBlairW@jeffersoncountywi.gov>
Sent: Thursday, March 29, 2018 4:13 PM
To: 'Mo Hansen'; Connie Freeberg
Cc: City of Waterloo, Mayor; Benjamin Wehmeier
Subject: RE: DSH Real Estate - PIN 290-0813-0544-089 (217 Maple Drive, Waterloo)

Mr. Hansen:

The applicable language from the Jefferson County Tax Foreclosure policy is as follows:

The Finance Committee may offer sale of the land to the municipality where the foreclosed property is located, at the cost of the delinquent taxes and interest. Note: If any property is sold to the municipality, it shall be approved by County Board action. Notice may be given to any other state and local agencies that may be interested in the property.

If the City of Waterloo is interested in purchasing this property for the cost of the delinquent taxes and interest, let me know and I will start the process.

Feel free to contact me if you have any questions or would like to discuss.

J. Blair Ward
Corporation Counsel
Jefferson County
311 S. Center Ave., Room 110
Jefferson, WI 53549
(920) 674-7135 main
(920) 674-7399 facsimile

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From: Mo Hansen [mailto:cityhall@waterloowi.us]
Sent: Thursday, March 29, 2018 1:33 PM
To: Connie Freeberg
Cc: Blair Ward; City of Waterloo, Mayor
Subject: RE: DSH Real Estate - PIN 290-0813-0544-089 (217 Maple Drive, Waterloo)

Connie,

Yes. Either the City of Waterloo or the CDA would be interested.

- What is the minimum price amount?
- Because this is a County to City transaction, can we legally forego transaction steps to minimize transaction costs?

Mo Hasen
Clerk/Treasurer
City of Waterloo



From: Connie Freeberg [<mailto:ConnieF@jeffersoncountywi.gov>]
Sent: Thursday, March 29, 2018 1:05 PM
To: cityhall@waterloowi.us
Cc: Blair Ward <JBlairW@jeffersoncountywi.gov>
Subject: DSH Real Estate - PIN 290-0813-0544-089 (217 Maple Drive, Waterloo)

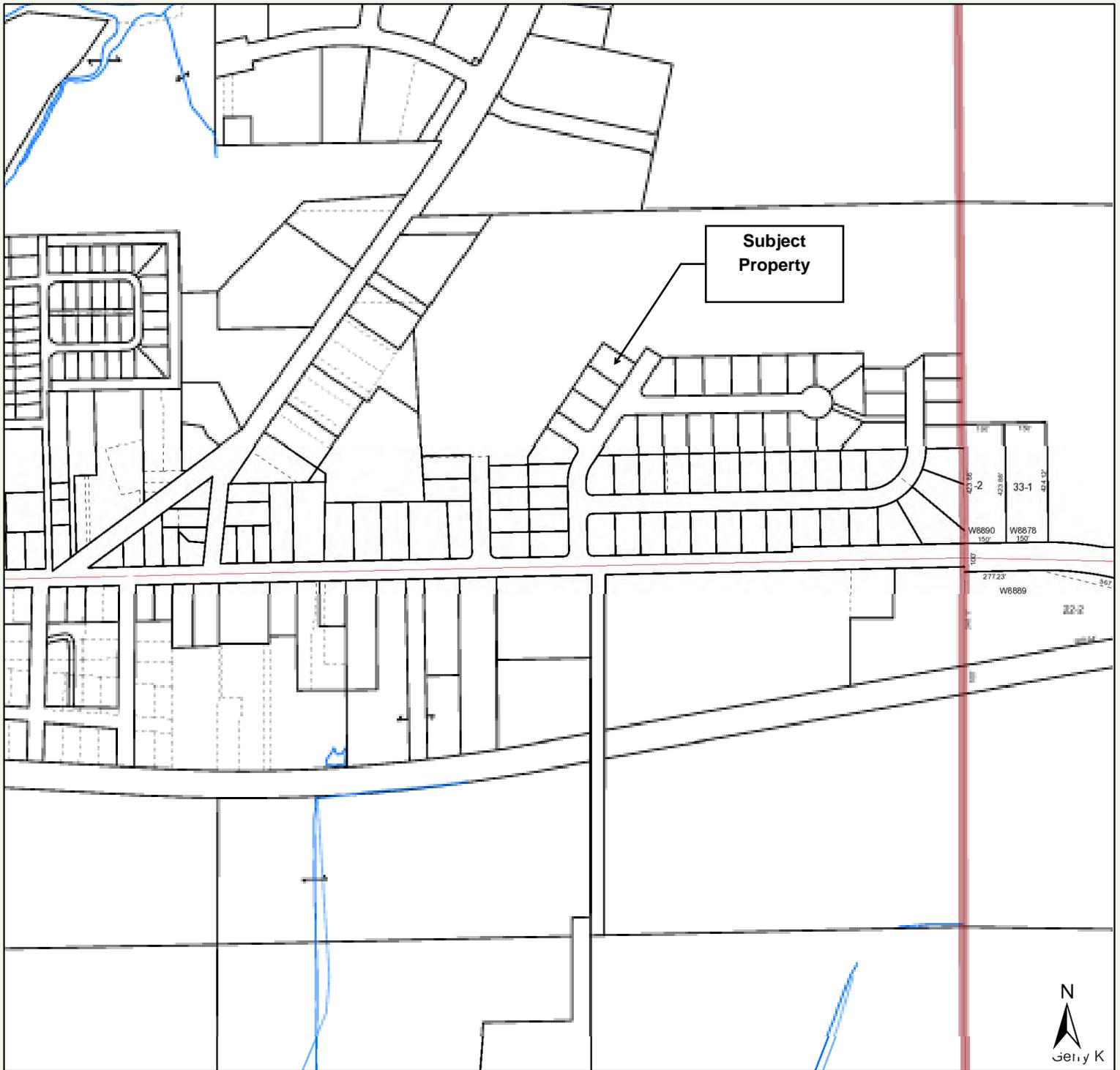
Mr. Hansen:

The former owner of the above property failed to meet the timeframe for purchase; therefore, let Corporation Counsel Ward (920-674-7135 or jblairw@jeffersoncountywi.gov) know if the City is still interested in purchasing the parcel.

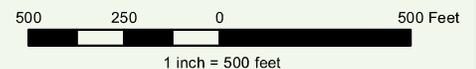
Constance J. Freeberg
Paralegal II/County Bd. Reporter
Corporation Counsel's Office
Jefferson County Courthouse
311 South Center Avenue, Rm. 110
Jefferson, WI 53549
(920) 674-7135 (main)
(920) 674-7399 (FAX)

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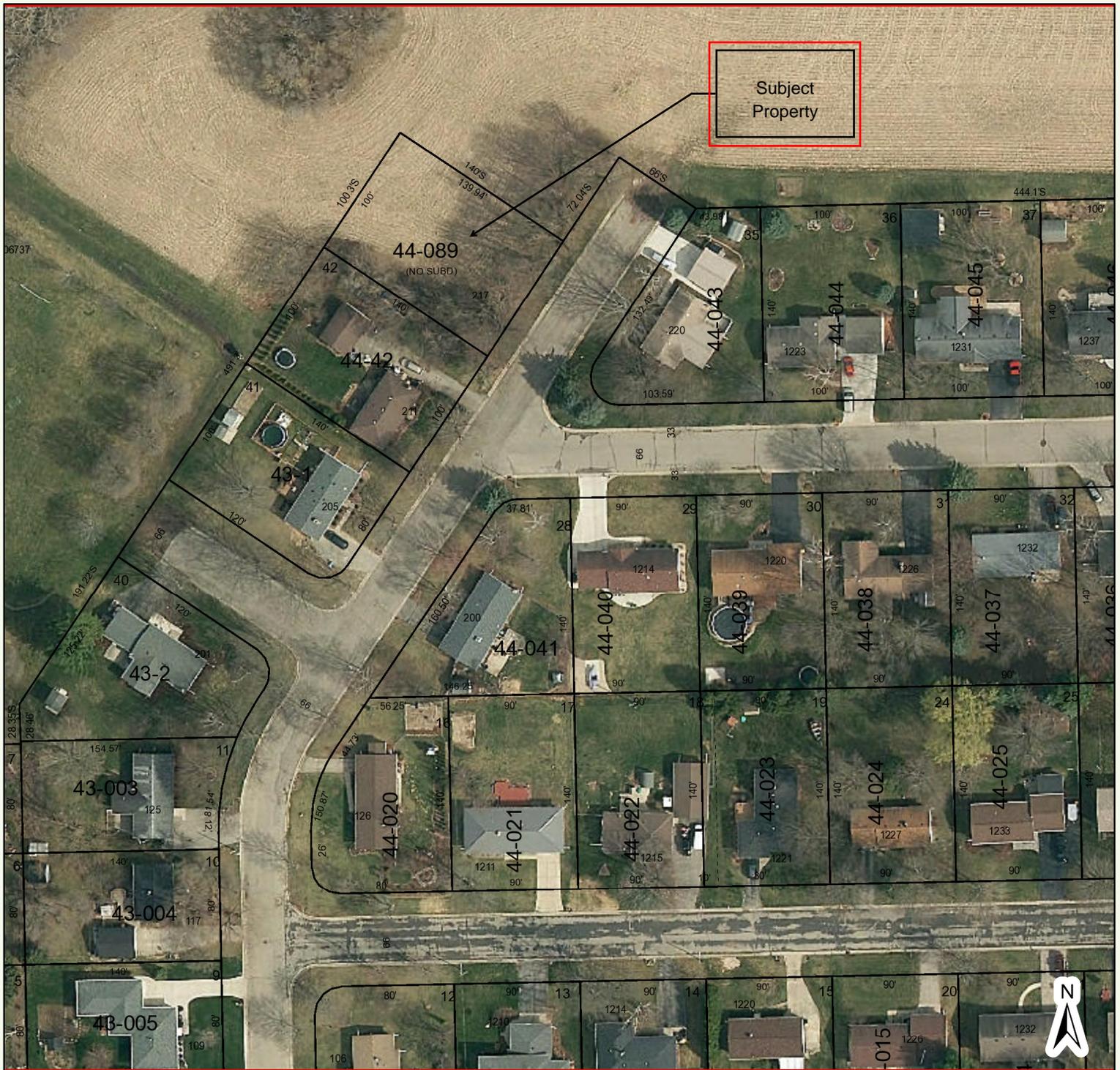
217 Maple Drive General Location



- Municipal Boundaries
- Road Right of Ways
- Streams and Ditches
- Parcel Lines**
- Section Lines
- Property Boundary
- Surface Water
- Old Lot/Meander Lines
- Map Hooks
- Rail Right of Ways
- Tax Parcels



217 Maple Drive Parcel Detail



Subject Property

- Municipal Boundaries
- Road Right of Ways
- Streams and Ditches
- Parcel Lines**
- Section Lines
- Property Boundary
- Surface Water
- Old Lot/Meander Lines
- Map Hooks
- Rail Right of Ways
- Tax Parcels

