



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

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

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

**Date:** September 18, 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: August 21, 2018
3. CITIZEN INPUT
4. UPDATES & REPORTS
  - a. School District Liaison
  - b. Chamber of Commerce Liaison
  - c. Street Market Initiative
  - d. Grant Tracking, Including 203 East Madison Street Close-out
  - e. Project Neighbor
  - f. Local Business Day
  - g. Fund 600 - Monthly Financials
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. Implementation Tracking
  - b. Street Market – Request For Return Of Funding & Access To Purchased Supplies
6. UNFINISHED BUSINESS
  - a. FlipGrid CDA-CDC Review
  - b. Volunteer Development
  - c. 203 East Madison Street Addressing Safety Concerns
7. NEW BUSINESS
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
9. ADJOURNMENT

*Mo Hansen*  
Mo Hansen  
Clerk/Treasurer

**Community Development Authority:** Hermanson, Stinnett, Tuttle, Reynolds, Lewandowski, Osborn and one vacancy

**Community Development Committee:** Petts, Thomas & Osborn

School District Superintendent Brian Henning as School District liaison

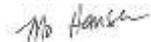
Posted, Mailed and E-mailed: 09/13/2018

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.

**A JOINT MEETING OF THE  
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY & WATERLOO COMMUNITY DEVELOPMENT COMMITTEE  
MEETING MINUTES: August 21, 2018**

1. ROLL CALL AND CALL TO ORDER. CDA Chair Hermanson called the joint meeting to order at 6:00 p.m. in the Municipal Building Council Chambers. CDA members present: Stinnett, Reynolds, Lewandowski, Hermanson and Osborn. Absent: Tuttle with one vacancy. CDC members present: Petts and Osborn with Thomas absent. Others present: Brian Henning, School District Liaison; and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: July 17, 2018. MOTION: Moved by Petts, seconded by Stinnett to approve the meeting minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
  - a. School District Liaison. Henning reported on the passage of the two school referenda.
  - b. Chamber of Commerce Liaison. No report as Tuttle was absent
  - c. Fund 600 - Monthly Financials. Noted.
  - d. Grant Tracking, Including 203 East Madison Street Close-out. Hansen said he was waiting on DNR reimbursement for 203 East Madison St; the Idle Sites Industrial grant was extended; notice of a WEDC site assessment grant was promised by Jason Scott, but remains pending at 333 Portland Road. Identifying Idle Sites grant expenditures generating the greatest return on investment was a priority.
  - e. Project Neighbor. Hansen said data was used for the election and Mill/Cleveland project.
  - f. Local Business Day. Stinnett asked for a list of attendees from the initial discussion.
  - g. 217 Maple Drive Lot Sale. Hansen said the closing date is August 30th.
  - h. Maunsha Business Center Cleaning Contract. Hansen said the contract was revised lowering costs.
5. ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRESS
  - a. Implementation Tracking. Noted.
  - b. Work Group Progress Report
    - i. Street Market – Request For Return Of Funding & Access To Purchased Supplies. Petts updated the group saying the Working Group met and Niki Tuttle did not attend. At that meeting Hansen was directed to send a letter to Tuttle. Hermanson said legal action is the path. Lewandowski said an action plan presentation was a possible course. Stinnett and Petts noted the months already passed with only one Tuttle report. Stinnett described vendors wanting to participate with no follow-up. By consensus Hansen was directed to send a 2<sup>nd</sup> letter with a specific deadline for response. Hermanson said Tuttle's inaction means involving law enforcement.
6. UNFINISHED BUSINESS
  - a. FlipGrid CDA-CDC Review. Lewandowski said he would resend the link asking for a test and report back.
  - b. Bingo. By consensus the group tabled indefinitely the question of Bingo involving the CDA.
7. NEW BUSINESS
  - a. 2019 Budget. Hansen and Hermanson noted the insertion of a \$25,000 request for tax levy to fund professional economic development services.
  - b. Volunteer Development. Lewandowski said he was interested in soliciting public ideas and would staff a table at school events. He said more involvement would be beneficial.
  - c. 203 East Madison Street Safety Concerns. The Police Department identified a safety hazard. No railing is in place. A temporary fence was installed. Stinnett suggested all take a look and report back.
  - d. Authorizing Action To Advance Redevelopment of 200 Block Of West Madison Street. Hansen requested funding for an appraisal of the former post office site. He said the site owner would be willing to sell to the City allowing for redevelopment and reuse of the site and the site to its east. Petts questioned the need for the expenditures. No action taken.
8. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. None.
9. ADJOURNMENT. MOTION: Moved by Stinnett, 2nd by Reynolds to adjourn. VOICE VOTE: Motion carried. Time: 7:58 p.m.

Attest:



Mo Hansen  
Clerk/Treasurer

# CITY OF WATERLOO

BALANCE SHEET

AUGUST 31, 2018

## FUND 600 - COMMUNITY DEVELOP AUTHORITY

### ASSETS

|           |                                |          |             |
|-----------|--------------------------------|----------|-------------|
| 600-11100 | TREASURER'S CASH               | 6,916.44 |             |
| 600-13000 | DUE FROM OTHER GOVERNMENTS     | .00      |             |
| 600-13101 | ACCOUNTS RECEIVABLE PRIOR YEAR | .00      |             |
| 600-18101 | CONSTRUCTION IN PROGRESS CDA   | .00      |             |
|           |                                | <hr/>    |             |
|           | TOTAL ASSETS                   |          | 6,916.44    |
|           |                                |          | <hr/> <hr/> |

### 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 | 5,011.27 |             |
|           |                                 | <hr/>    |             |
|           | TOTAL FUND EQUITY               |          | 6,916.44    |
|           |                                 |          | <hr/> <hr/> |
|           | TOTAL LIABILITIES AND EQUITY    |          | 6,916.44    |
|           |                                 |          | <hr/> <hr/> |

**CITY OF WATERLOO**  
 DETAIL REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 8 MONTHS ENDING AUGUST 31, 2018

**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

|                                   | PERIOD<br>ACTUAL                 | YTD ACTUAL | BUDGET<br>AMOUNT | VARIANCE  | % OF<br>BUDGET |          |
|-----------------------------------|----------------------------------|------------|------------------|-----------|----------------|----------|
| <u>PUBLIC CHARGES FOR SERVICE</u> |                                  |            |                  |           |                |          |
| 600-46-4674-000                   | MBC BUILDING RENTAL              | 200.00     | 900.00           | 500.00    | 400.00         | 180.00   |
|                                   | TOTAL PUBLIC CHARGES FOR SERVICE | 200.00     | 900.00           | 500.00    | 400.00         | 180.00   |
| <u>MISCELLANEOUS REVENUES</u>     |                                  |            |                  |           |                |          |
| 600-48-4850-000                   | DONATIONS LOCAL                  | .00        | .00              | 1,000.00  | ( 1,000.00 )   | .00      |
| 600-48-4860-000                   | SALE OF CITY PROPERTY            | 25,822.30  | 25,822.30        | .00       | 25,822.30      | .00      |
|                                   | TOTAL MISCELLANEOUS REVENUES     | 25,822.30  | 25,822.30        | 1,000.00  | 24,822.30      | 2,582.23 |
| <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               | 26,022.30  | 26,722.30        | 60,960.00 | ( 34,237.70 )  | 43.84    |

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 8 MONTHS ENDING AUGUST 31, 2018

**FUND 600 - SPECIAL ACCTG COSTS**

|  | PERIOD<br>ACTUAL | YTD ACTUAL | BUDGET<br>AMOUNT | VARIANCE     | % OF<br>BUDGET |
|--|------------------|------------|------------------|--------------|----------------|
| <u>MAUNESHA BUSINESS CENTER</u>                |                  |            |                  |              |                |
| 600-51-5151-399 SPECIAL ACCTNG COSTS - MISC    | .00              | 369.60     | .00              | ( 369.60 )   | .00            |
| TOTAL MAUNESHA BUSINESS CENTER                 | .00              | 369.60     | .00              | ( 369.60 )   | .00            |
| <u>MAUNESHA BUSINESS CENTER</u>                |                  |            |                  |              |                |
| 600-51-5162-221 MAUNESHA BUSINESS ELECTRIC     | 104.95           | 1,339.02   | 1,500.00         | 160.98       | 89.27          |
| 600-51-5162-222 MAUNESHA BUSINESS HEAT         | 10.56            | 422.12     | 900.00           | 477.88       | 46.90          |
| 600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER  | 46.48            | 326.18     | 500.00           | 173.82       | 65.24          |
| 600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA | 100.00           | 2,600.00   | 1,200.00         | ( 1,400.00 ) | 216.67         |
| 600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN | 281.77           | 2,873.44   | 850.00           | ( 2,023.44 ) | 338.05         |
| TOTAL MAUNESHA BUSINESS CENTER                 | 543.76           | 7,560.76   | 4,950.00         | ( 2,610.76 ) | 152.74         |
| <u>ENGINEERING AND ADMINISTRATION</u>          |                  |            |                  |              |                |
| 600-53-5310-215 ENG & ADMIN PROF FEES          | .00              | 7,121.25   | .00              | ( 7,121.25 ) | .00            |
| TOTAL ENGINEERING AND ADMINISTRATION           | .00              | 7,121.25   | .00              | ( 7,121.25 ) | .00            |
| <u>PLANNING AND CONSERVATION</u>               |                  |            |                  |              |                |
| 600-56-5630-220 PROJECT CDA PROGRAMS           | 200.00           | 6,659.42   | 56,010.00        | 49,350.58    | 11.89          |
| TOTAL PLANNING AND CONSERVATION                | 200.00           | 6,659.42   | 56,010.00        | 49,350.58    | 11.89          |
| TOTAL FUND EXPENDITURES                        | 743.76           | 21,711.03  | 60,960.00        | 39,248.97    | 35.62          |
| NET REVENUES OVER EXPENDITURES                 | 25,278.54        | 5,011.27   | .00              | 5,011.27     | .00            |

City of Waterloo  
**Economic Development Strategic Plan Implementation Tracking**  
8/16/2018 3:36 PM

**FOCUS: Industrial & Commercial**

| ITEM | GOAL  | ACTION   |                 | GOAL/TASK METRICS                  | NOTES                                       | PHASE / YEAR   |
|------|---|--|-----------------|------------------------------------|---|--|
| IC1  | Ready 17 acre industrial site (333 Portland Rd) for reuse | Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation |                 | Site ready with for reuse 1/1/2018 |   | 2016 site research; 2017 remediation; 2018 marketing |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                    | <b>Notes</b>                                |  |
|      | Acquire Site  | Completed  |                 | Clerk/Treasurer                    |   |  |
|      | EPA Site Rediation  | Completed  | 12/1/2017       | Clerk/Treasurer                    |   |  |
|      | Site Demo Funding   | Completed  | 12/1/2017       | Clerk/Treasurer                    | Awarded; waiting on WEDC contract           |  |
|      | Site Demo Contractor Bidding                              | Completed  | 6/7/2018        | Clerk/Treasurer                    | submit deadline 7/17/18                     |  |
|      | Site Demo   | Not Started  | 6/8/2018        | Contractor                         | Council may award demo contract 7/19/18     |  |
|      | Close Out Open DNR/EPA Files                              | Not Started  | 7/30/2018       | EPA contractor                     |   |  |
|      | Ready 17 acre industrial site (333 Portland Rd) for reuse | In Progress  | 9/1/2018        | DPW & Waterloo Utilities           | Barry & Chad locating sizing water & sewer  |  |
|      | Publish Site Reuse RFP                                    | Not Started  | 8/1/2018        | Clerk/Treasurer                    | Incorporate CDA Business Evaluation Outline |  |
|      | CDA / Council Pick Developer                              | Not Started  | TBD             | CDA / City Council                 |   |  |
|      | Execute Developer Agreement                               | Not Started  | TBD             | Clerk/Treasurer / Attorney         |   |  |

**FOCUS: Downtown Commercial Activity**

| ITEM | GOAL   | ACTION                                 |                 | GOAL/TASK METRICS              | NOTES  | PHASE / YEAR |
|------|--|--|-----------------|--------------------------------|--|--------------|
| DO1  | Draw customers downtown with creative business signage | Continue matching façade grant program |                 | One location per calendar year |  | 2016-2020    |
|      | <b>Task</b>  | <b>Status</b>                          | <b>Due Date</b> | <b>Assignee</b>                | <b>Notes</b>                                   |              |
|      | 103 N. Monroe Awarded                                  | Completed                              | 1/15/2018       | Clerk/Treasurer                | Improvements all interior nothing sign related |              |

| ITEM | GOAL   | ACTION                             |                 | GOAL/TASK METRICS | NOTES                  | PHASE / YEAR |
|------|--|------------------------------------|-----------------|-------------------|------------------------|--------------|
| DO3  | Fill vacant downtown spaces with interim phase art work in windows | work with existing property owners |                 | 90% occupancy     | 4/2017 occupancy @ 85% | 2016-2020    |
|      | <b>Task</b>  | <b>Status</b>                      | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>           |              |
|      | Property owner outreach  | Completed                          | 1/1/2018        | Sue Moe           |                        |              |

| ITEM | GOAL   | ACTION   |                 | GOAL/TASK METRICS  | NOTES            | PHASE / YEAR |
|------|--|--|-----------------|--------------------|------------------|--------------|
| DO4  | Recruit a full-service restaurant as anchor draw | develop 3 concepts for building reuse as restaurants |                 | Business recruited | Approved Concept | 2017-2020    |
|      | <b>Task</b>                                      | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>    | <b>Notes</b>     |              |
|      | Property owner outreach                          | Deferred   |                 |                    |                  |              |

| ITEM | GOAL  | ACTION                  |                 | GOAL/TASK METRICS                | NOTES   | PHASE / YEAR |
|------|---|-------------------------|-----------------|----------------------------------|---|--------------|
| DO5  | Define downtown as a family-friendly commercial destination | Establish Street Market |                 | ID leadership; facilitate launch | Municipal seed money forwarded to VirtuMarket | 2017-2020    |
|      | <b>Task</b>   | <b>Status</b>           | <b>Due Date</b> | <b>Assignee</b>                  | <b>Notes</b>                                  |              |
|      | ID Leadership   | Completed               | 1/1/2018        | Nicole Tuttle                    | No vendors as of 7/16/18                      |              |
|      | Provide relaunch support                                    | In Progress             | 1/1/2018        | Everybody                        | Request for return of disbursed funds         |              |

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

8/16/2018 3:36 PM

**FOCUS: Promotion**

| ITEM | GOAL                             | ACTION                                  |                 | GOAL/TASK METRICS                                       | NOTES            | PHASE / YEAR |
|------|----------------------------------|---|-----------------|---|------------------|--------------|
| PRO1 | Coordinated external advertising | Coordinate local businesses advertising |                 | Measurable retail sales increases linked to ad campaign | Approved Concept | 2017-2020    |
|      | <b>Task</b>                      | <b>Status</b>                           | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>     |              |
|      | No action                        | Deferred                                |                 |   |                  |              |

| ITEM | GOAL  | ACTION   |                 | GOAL/TASK METRICS                                 | NOTES  | PHASE / YEAR                                |
|------|---|--|-----------------|---|--|---|
| PRO2 | Marketing databases & outreach to market area           | PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities |                 | 12 creative digital/social media outreach efforts | Data assembly task outsourced to Gabriel Elder (4/15)      | 2017 test campaign; 2018 follow-up campaign |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                                   | <b>Notes</b>   |   |
|      | Concept review  | Completed  |                 | Working Group                                     | Stressed need for opt-in                                   |   |
|      | Set-up sign-up box                                      | Completed  |                 | Clerk/Treasurer                                   | Used at elections; utility commission and other locations' |   |
|      | Assemble public data                                    | Completed  | 4/10/2018       | Clerk/Treasurer                                   | Voters, property owners, dog owners, others                |   |
|      | Merge/ de-dup data                                      | Completed  | 4/30/2018       | Gabriel Elder                                     | Completed in June 2018                                     |   |
|      | Create outreach communications                          | In Progress  | 4/30/2018       | Clerk/Treasurer                                   | Mill / Cleveland contacts; Street Market; Park Events      |   |
|      | Capture opt-in, opt-out info for recurring data refresh | In Progress  | 5/31/2018       | Clerk/Treasurer                                   |  |   |

**FOCUS: Aesthetics & Infrastructure**

| ITEM | GOAL                           | ACTION   |                 | GOAL/TASK METRICS   | NOTES            | PHASE / YEAR             |
|------|--------------------------------|--|-----------------|---|------------------|--------------------------|
| AES1 | 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 | Approved Concept | First two April weekends |
|      | <b>Task</b>                    | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>   | <b>Notes</b>     |                          |
|      | No action                      | Deferred   |                 |   |                  |                          |

| ITEM | GOAL   | ACTION   |                 | GOAL/TASK METRICS                                   | NOTES            | PHASE / YEAR                          |
|------|--|--|-----------------|---|------------------|---------------------------------------|
| AES2 | 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. | Approved Concept | 2017 = 5; 2018=10; 2019 = 15; 2020 20 |
|      | <b>Task</b>  | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                                     | <b>Notes</b>     |                                       |
|      | No action  | Deferred   |                 |   |                  |                                       |

| ITEM | GOAL  | ACTION                                 |                 | GOAL/TASK METRICS          | NOTES            | PHASE / YEAR                                |
|------|---|--|-----------------|----------------------------|------------------|---|
| AES3 | Implement planned bike connections from local & regional connectivity plans | Fund parks development plans for paths |                 | One path segment each year | Approved Concept | 2016 - Riverwalk Dev; 2018 Trek to downtown |
|      | <b>Task</b>   | <b>Status</b>                          | <b>Due Date</b> | <b>Assignee</b>            | <b>Notes</b>     |   |
|      | No action   | Deferred                               |                 |                            |                  |   |

| ITEM | GOAL  | ACTION  |                 | GOAL/TASK METRICS                          | NOTES            | PHASE / YEAR |
|------|---|---|-----------------|--|------------------|--------------|
| AES4 | Offer free garden space, surplus produce to food pantry | Re-establish seasonal public community garden space |                 | Make available ten garden plots each March | Approved Concept | 2017 - 2020  |
|      | <b>Task</b>   | <b>Status</b>                                       | <b>Due Date</b> | <b>Assignee</b>                            | <b>Notes</b>     |              |
|      | No action   | Deferred  |                 |  |                  |              |

City of Waterloo  
**Economic Development Strategic Plan Implementation Tracking**  
8/16/2018 3:36 PM

**FOCUS: Communication & Organizational Capacity**

| ITEM | GOAL   | ACTION  |                 | GOAL/TASK METRICS             | NOTES   | PHASE / YEAR |
|------|--|---|-----------------|-------------------------------|---|--------------|
| ORG1 | Engage residents with expanded online presence | Expand social media with focus on new residents |                 | 2,000 FB likes by August 2018 | As of 4/18 FB likes: City=870; WRT+676; Parks 644   | 2016-2020    |
|      | <b>Task</b>                                    | <b>Status</b>                                   | <b>Due Date</b> | <b>Assignee</b>               | <b>Notes</b>  |              |
|      | Weekly use of FB                               | On Going  | 8/1/2018        | Mo, Gabe, Kelli               | DP & Library page also exists; all purposefully not coordinated.                              |              |
|      | Promote use of Waterloo Events Button          | On Going  | 8/1/2018        | Kelli, Mo                     | Asked Chamber (7/10/18) to assist. Task: invite other sites to use/promote community calendar |              |

| ITEM | GOAL                                       | ACTION   |                 | GOAL/TASK METRICS                            | NOTES                                | PHASE / YEAR |
|------|--|--|-----------------|--|--------------------------------------|--------------|
| ORG2 | Make available New Resident Welcome Packet | Annually update digital and printed welcome material |                 | 100% of new residents reached by August 2018 |                                      | 2016-2020    |
|      | <b>Task</b>                                | <b>Status</b>  | <b>Due Date</b> | <b>Assignee</b>                              | <b>Notes</b>                         |              |
|      | 2017 Packets Assembled & Distributed       | Completed  | 12/31/2017      | Library Staff                                | Approximately 50 packets distributed |              |
|      | 2018 Packets Assembled & Distributed       | Completed  | 12/31/2018      | Library Staff                                | Material from a variety of sources   |              |

| ITEM | GOAL  | ACTION                          |                 | GOAL/TASK METRICS        | NOTES  | PHASE / YEAR |
|------|---|---------------------------------|-----------------|--------------------------|--|--------------|
| ORG3 | Maintain community market data for businesses on City website | Quarterly update of information |                 | 3000 page views annually | Page views less than goal  | Quarterly    |
|      | <b>Task</b>   | <b>Status</b>                   | <b>Due Date</b> | <b>Assignee</b>          | <b>Notes</b>   |              |
|      | Update econ. dev. webpage                                     | Completed                       | 12/31/2017      | Clerk-Treas Staff        |  |              |
|      | Update econ. dev. webpage                                     | On-going                        | 12/31/2018      | Clerk-Treas Staff        | LocationOne Link on Municipal Page; need to implement WEDC recommendations |              |

| ITEM | GOAL  | ACTION                  |                 | GOAL/TASK METRICS                                 | NOTES                        | PHASE / YEAR                     |
|------|---|-------------------------|-----------------|---|------------------------------|----------------------------------|
| ORG4 | Broaden funding sources for economic development capacity | Explore funding options |                 | New support dollars source in 2017, 2018 and 2019 |                              | One new funding source each year |
|      | <b>Task</b>   | <b>Status</b>           | <b>Due Date</b> | <b>Assignee</b>                                   | <b>Notes</b>                 |                                  |
|      | 2017 discussions  | Completed               | 12/31/2017      | Clerk-Treasurer                                   | No from Junginger Foundation |                                  |
|      | 2018 discussions  | Not Started             | 12/31/2018      | Clerk-Treasurer                                   |                              |                                  |

**FOCUS: Housing**

| ITEM | GOAL                              | ACTION                                   |                 | GOAL/TASK METRICS  | NOTES                       | PHASE / YEAR |
|------|-----------------------------------|--|-----------------|--|-----------------------------|--------------|
| HOU1 | Incentivize new home construction | Waive all fees for new home construction |                 | Development agreement(s) with residential builder/developers | Approved Concept            | 2017; 2018   |
|      | <b>Task</b>                       | <b>Status</b>                            | <b>Due Date</b> | <b>Assignee</b>  | <b>Notes</b>                |              |
|      | Consider continuing for 2019      | Not Started                              | 12/31/2018      | City Council   |                             |              |
|      | Outreach efforts                  | Completed                                | 3/31/2018       | Sue Moe  | Flyer to real estate agents |              |
|      | Outreach efforts                  | On-going                                 | 5/31/2018       | Clerk/Treasurer  | August 30 closing           |              |

| ITEM | GOAL | ACTION |  | GOAL/TASK METRICS | NOTES | PHASE / YEAR |
|------|------|--------|--|-------------------|-------|--------------|
|------|------|--------|--|-------------------|-------|--------------|

City of Waterloo  
Economic Development Strategic Plan Implementation Tracking

8/16/2018 3:36 PM

|      |  |  |  |                 |              |
|------|--|--|--|-----------------|--------------|
| HOU2 | 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 |                 | 2016-2020    |
|      | <b>Task</b>  | <b>Status</b>  | <b>Due Date</b>  | <b>Assignee</b> | <b>Notes</b> |
|      | No action  | Not Started  |  |                 |              |

**FOCUS: Fostering Entrepreneurial Opportunity**

| ITEM | GOAL  | ACTION   | GOAL/TASK METRICS       | NOTES            | PHASE / YEAR |
|------|---|--|-------------------------|------------------|--------------|
| ENT1 | 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 | Approved Concept | 2016-2020    |
|      | <b>Task</b>   | <b>Status</b>  | <b>Due Date</b>         | <b>Assignee</b>  | <b>Notes</b> |
|      | No action   | Not Started  |                         |                  |              |

| ITEM | GOAL  | ACTION  | GOAL/TASK METRICS  | NOTES            | PHASE / YEAR  |
|------|---|---|--|------------------|---|
| ENT2 | 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 | Approved Concept | Four quarter 2016 program planning; Spring 2017 pop-up launch |
|      | <b>Task</b>   | <b>Status</b>                                   | <b>Due Date</b>  | <b>Assignee</b>  | <b>Notes</b>  |
|      | No action   | Not Started                                     |  |                  |   |

**FOCUS: 203 East Madison Street Redevelopment**

| ITEM  | GOAL  | ACTION                           | GOAL/TASK METRICS                      | NOTES                        | PHASE / YEAR                               |
|-------|---|----------------------------------|--|------------------------------|--|
| 2016A | Construct 2015 CDA-CDC concept plan for 203 East Madison Street | Construct concept plan in phases | Riparian area completed by May 1, 2016 | Riparian area completed 2017 |  |
|       | <b>Task</b>   | <b>Status</b>                    | <b>Due Date</b>                        | <b>Assignee</b>              | <b>Notes</b>                               |
|       | Contractor riparian area improvements                           | Completed                        | 1/1/2017                               | Clerk-Treasurer              | need to close out DNR grant for this phase |

**FOCUS: Foreign Trade Zone #41 Feasibility Study**

| ITEM  | GOAL  | ACTION                                       | GOAL/TASK METRICS                            | NOTES                      | PHASE / YEAR   |
|-------|---|--|--|----------------------------|--|
| 2016B | Conduct feasibility study IDing how Waterloo benefits                             | UW-Whitewater grad student conducting study. | Review study to determine "Go, No Go" status | Draft available April 2018 |  |
|       | <b>Task</b>   | <b>Status</b>                                | <b>Due Date</b>                              | <b>Assignee</b>            | <b>Notes</b>   |
|       | Conduct feasibility study for how Waterloo can benefite from Foreign Trad Zone 41 | Completed                                    | 11/1/2017                                    | Clerk-Treasurer            | Project ended. Report only mininally helpful in advancing conept |