

TO: FINANCE, INSURANCE & PERSONNEL COMMITTEE & CITY COUNCIL MEMBERS
FROM: CLERK/TREASURER, MO HANSEN
SUBJECT: MAYOR'S INTEREST IN ECONOMIC DEVELOPMENT SERVICES
DATE: JUNE 16, 2014

ECONOMIC DEVELOPMENT SERVICES

Mayor Thompson has expressed an interest in moving forward in acquiring economic development services. He has directed that the matter be taken up by the Finance, Insurance & Personnel Committee. Key elements related to this are:

- What is the scope of work for services sought?
- What are the municipal economic development priorities?
- How will the services be funded? What are our 2014 expenditure expectation?
- What might be budgeted through TIF or other sources to fund services?

BACKGROUND:

A contract for economic development services with Vierbicher & Associates was last renewed June 20, 2013 for six months. It expired in December of 2013. The City had paid the firm \$3,700 per month during the renewal period (or \$44,000 annually) with the expense charged to Tax Incremental District #2.

DECEMBER 2013 RECOMMENDATION

Last December I recommended that the contract be allowed to expire, and for the next several months various committees, commissions and boards:

- Evaluate activity to date
- Set priorities,
- Identify specific needs/skills needs to move forward on economic development
- Forward recommendations to the Council

From this process a five-year 2014-2018 Economic Development Action Plan can be considered and adopted by the Council to drive economic development activity going forward.

The prioritization process was jumbled and generated very little interest or attention to priority setting.

JUNE 2014 RECOMMENDATION

Below is a prioritized list to start the discussion of what a scope of work might be for economic development services. After visiting with Mayor Thompson on this topic, I am recommending that the following three projects concepts be given prioritization, and a scope of work document drafted for the Committee and the Council to consider on July 17, 2014.

1. 700-800 Commercial Ave -- Industrial development of 15 acres north of MetalWorx and Regius Rubber.
2. 333 Portland Road -- Industrial redevelopment of 17.87 acres.
3. 200-300 West Madison Street -- Commercial redevelopment, northern portion of the 200 & 300 blocks.

Site visuals and background information attached.

Report Criteria:
Vendor: Vendor No = 12590

2013 2012

Vendor: 12590 **VIERBICHER**
400 VIKING DRIVE
REEDSBURG WI 53959
Phone:
Contact:
Activation Date:
Termination Date:
Terms Code: Open Terms
Default Desc:
Std GL Acct:
Vendor Type: Normal
Rating:
1099 ID No:
Balance - 12/31/2013: .00

Totals Category	Year To Date	Prior Year
1099 Amount:	.00	.00
Purchases:	44,750.00	50,350.00
Adjustments:	.00	.00
Payments:	44,750.00	50,350.00
Discounts:	.00	.00
Discounts Lost:	.00	.00

Last	Date	Number	Amount
PO:			.00
Invoice:	12/10/2013	0000030	3,700.00
Check:	12/19/2013	41680	3,700.00