

Date Mailed: _____

Julie Barthels
Winnebago County Clerk
112 Otter Ave, PO Box 2806
Oshkosh, WI 54903-2806
(920) 232-3430

NOTICE OF COMMISSION, BOARD OR COMMITTEE MEETING

NAME OF COMMISSION BOARD OR COMMITTEE: Winnebago County Industrial Development Board

DATE OF MEETING: Friday, March 1, 2024

TIME OF MEETING: 1:00PM

PLACE OF MEETING: David Albrecht Administration Building
112 Otter Ave, Room 119
Oshkosh, WI
In Person or via Microsoft Teams*

* All interested persons wishing to be heard may appear in person or via Microsoft Teams using the meeting information below. A direct link to the Microsoft Teams Meeting is available on the Winnebago County Meetings and Agenda calendar on the above indicated date.

Join Microsoft Teams Meeting:

<https://us02web.zoom.us/j/84446026256?pwd=ditUeGZjOFo2Ri85cTRQK1ljRlFhUT09>
https://teams.microsoft.com/l/meetup-join/19%3ameeting_MzY5NzU3NGUtZDRjZS00M2E2LWJkNTQtMTk5YjA5YmI1NDI1%40thread.v2/0?context=%7b%22Tid%22%3a%22ccb3a056-d9cd-4691-9d4e-b5d2ccbabd8b%22%2c%22Oid%22%3a%229182b81e-1bd4-40ce-bfb6-7755d9a0a7b1%22%7d

- **Meeting ID:** 844 4602 6256
- **Passcode:** 138927

SUBJECT MATTER OF MEETING

1. Approval of minutes from December 13, 2023, IDB meeting.
2. Public comments on agenda items.
3. Board review and action on 2024 local Per Capita Economic Development Funding applications.
4. Next meeting.
5. Adjournment.

This meeting is also being posted as a committee meeting for Highway Dept.

The Committee reserves the right to take up any item on the agenda at any time after the meeting commences.

***Upon request, provisions will be made for people with disabilities upon 24 hours prior notice to the Office of the County Clerk.
Phone Number: (920) 232-3430.***

Winnebago County Industrial Development Board

Minutes for December 13, 2023 Meeting

David Albrecht Administration Building, Room 119

112 Otter Avenue, Oshkosh, WI

Board Members Present: Rob Keller (Chair), George Dearborn (Vice-Chair), Tom Egan, Morris Cox, Jon Doemel, Mary Anne Mueller, Bryan Stafford

Board Members Excused: Andy Buck, Nate Gustafson, Amber Hoppa, Elizabeth Hartman

Others Present: Jerry Bougie, Tricia Rathermel, Art Rathjen, Brian Noe, Dana Woods, Reporter from Oshkosh Herald, Adam Dorn, Julie Rosenau

Board Chair Rob Keller called the meeting to order at 1:00 pm.

1. Approval of Minutes from November 8, 2023 IDB meeting.

Morris Cox moved to approve the November 8, 2023 minutes. Jon Doemel seconded the motion. Motion passed 6-0.

2. Public Comment on agenda items. Chair Keller noted there were no comments from the public.

3. Board review and action on proposed Winnebago County IDB Revolving Loan Fund Manual (Schedule A).

Jerry Bougie indicated this item is a follow-up to previous IDB discussions on the proposed Loan Fund manual that was prepared with the assistance of Greater Oshkosh Economic Development Corporation (GO-EDC). Jerry Bougie and Tricia Rathermel summarized the intent and purpose of the new loan program and indicated that the details of the loan manual have been finalized between GO-EDC and the County and the Loan Manual is ready for IDB approval. It was discussed that the loan program will be a true countywide funding/financing program, available to businesses in both rural and urban areas of the County. Further discussion pursued. Jon Doemel made a motion to approve the Winnebago County IDB Revolving Loan Fund Manual. Motion seconded by Morris Cox. Motion passed 6-0.

4. Board review and action to enter-into a 3-year contract with Greater Oshkosh Economic Development Corporation to administer the Winnebago County Revolving Loan Fund Program. Jerry Bougie reported that the proposed contract with GO-EDC is set-up as a 3-year contract to administer the new loan program. He referred to section 2.4 of the loan manual that describes how GO-EDC would be compensated for their services per the contract. In essence the loan applicants would be incurring the costs of GO-EDC's fees through loan origination and loan closing fees and through post-closing fees that

would pay GO-EDC 50% of the interest earned on outstanding loans. Discussion pursued. Morris Cox made a motion to approve the 3-year contract with GO-EDC to administer the Winnebago County IDB Revolving Loan Fund Program. Motion was seconded by Jon Doemel. Motion passed 6-0.

5. Discussion and potential action on the Town of Omro 2023 Per Capita Economic Development Funding for \$2,120.00. Jerry Bougie reported that this item has been tabled by the Board at two previous meetings. Discussion pursued. Tom Egan made a motion to approve the 2023 funding allocation of \$2,120.00 for the Town of Omro. Morris Cox seconded the motion. Motion passed 6-0.

Board member Bryan Stafford arrived to the meeting via Zoom.

6. Update on Per Capita Economic Development Funding Program. Jerry Bougie summarized this issue as it was discussed at the last meeting. He indicated the 2024 proposed funding letters have gone out to the local communities recently, and therefore, the funding program will remain status quo for 2024, excluding funding to the Oshkosh CVB and ITBEC, whereby those two entities will not be funded in 2024. As a result, overall funding levels will be higher for the communities next year. Rob Keller reported that an in-depth discussion in a workshop session on any potential changes to the funding program in 2025 and beyond will be held by the IDB sometime this Spring, after the 2024 funding allocation meeting in later February/early March. This way it will help minimize confusion on the funding program with the local communities by separating the two meetings. Jerry indicated the local communities and economic development groups in the county will be invited to the workshop meeting with the IDB to provide input on how the program is working and any potential changes that might improve the program.
7. Next meeting and adjournment. Jerry Bougie said he would inventory the Board on the next meeting, which will be to address the 2024 funding applications. Tom Egan made a motion to adjourn the meeting. Morris Cox seconded the motion. Motion passed 7-0. Meeting was adjourned at 1:33 pm.

Submitted by,

Jerry L. Bougie, Recording Secretary

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: February 20, 2024

FROM: Jerry Bougie, Planning Director, IDB Coordinator

RE: Board review and action on 2024 local per capita economic development funding applications.

General Description:

The IDB provides annual Economic Development Grants to the Local communities and economic development organizations on a per capita basis, and the recipient communities and organizations prepare and submit plan applications to request funds to assist in financing their local economic development efforts.

Action Requested:

Motion to approve the individual local plan applications for funding. (Note: this item does not require any review or action by the County Board)

Procedural Steps:

(Show each level of committee and board approval needed, with meeting dates.)

Committee Jurisdiction: <u>Winnebago County IDB</u>	Meeting date: <u>03/01/24</u>
Action taken: _____	Vote: _____
Other Committee: <u>N/A</u>	Meeting date: _____
Action taken: <u>N/A</u>	Vote: _____
County Board: <u>N/A</u>	Meeting date: _____

Background:

The County Industrial Development Board has been providing grant funding for local economic development programs and projects in the County since the early 1980's. The County Board at budget time allocates funding to the County Industrial Development Board for the purpose of providing funding assistance to local economic development programs throughout the County. In FY 2024, the County Board allocated \$170,000.00 for such purposes. The dollars are distributed by the IDB on a population per capita basis. For FY 2024 the per capita allocation equaled \$.99 cents per capita. Each town, city and village in the County is potentially eligible for the funding, however, IDB policies indicate that a recipient community is required to demonstrate that they are utilizing the funding for an eligible economic development program or project. If not, they have the opportunity to allocate their funding share to another community or economic development organization in the County that provides job and economic opportunities for their residents.

Policy Discussion:

Most unincorporated towns allocate their funding shares to another community or economic development entity in the County that provides job opportunities for their town residents' and/or the community or economic development entity that has a viable and established economic development program that would benefit their resident's. Communities or economic development entities that retain and receive allocations from the local towns are then notified of their total funding allocations for the given year and are required to submit plans to the IDB on how they intend to utilize their funding for that year. These plans are reported on by each recipient community or economic development entity to the IDB at an annual meeting early in the year. The Board reviews the individual plans to ensure the proposed plans are in accordance with the eligible funding policies established by the IDB and subsequently voted on by the IDB. **FISCAL IMPACT:** There is no additional fiscal impact, as the funding was approved as part of the 2024 County Board Budget deliberations.

Attachments:

2024 Per Capita Funding Allocations (Proposed) and Per Capita Funding Program Policies and Procedures.

Winnebago County Industrial Development Board
2024 Per Capita Economic Development Funding Allocations*

<u>Municipality</u>	<u>2024 Allocations</u>	
	<i>(.9944 per Capita)</i>	
City of Menasha	\$	15,085
City of Neenah	\$	27,408
City of Omro	\$	3,611
Greater Oshkosh Economic Development (GO-EDC)	\$	88,382
City of Oshkosh	\$	66,613
Town of Algoma	\$	6,901
Town of Black Wolf	\$	2,408
Town of Nekimi	\$	1,318
Town of Nepeuskun	\$	716
Town of Poygan	\$	1,288
Town of Rushford	\$	1,644
Town of Utica	\$	1,351
Town of Vinland	\$	1,747
Town of Winneconne	\$	2,622
Town of Winchester	\$	1,774
Oshkosh Chamber of Commerce	\$	2,419
Town of Oshkosh	\$	2,419
Town of Clayton	\$	4,369
Town of Neenah	\$	3,648
Town of Omro	\$	2,362
Tow of Wolf River (US Internet match grant)	\$	1,203
Village of Fox Crossing	\$	19,008
Village of Winneconne	\$	2,505
Total 2024 Per Capita Funding Allocation	\$	170,000

****All allocations require approval by the Winnebago County Industrial Development Board***



Winnebago County Industrial Development Board

The Wave of the Future

Winnebago County IDB Per Capita Funding Program Policies & Procedures

Approved by IDB on November 15, 2012

Mission Statement: Provide funding assistance to enhance local economic development efforts, programs, and opportunities that directly foster local job creation, increased income and increases to the tax base which collectively better the overall economy of Winnebago County.

Policies:

1. Funds allocated annually on a per capita basis to each community in Winnebago County. The level of per capita funding shall be determined on an annual basis by the IDB.
2. Communities may retain all or a portion of its allocated funds provided the community demonstrates to the IDB that it operates a viable economic development program. A viable economic development program shall be defined as:
 - a) a community that expends tax levy dollars for programs and professional staffing for economic development purposes.
 - b) a community that is a primary employment center in the county providing substantial employment opportunities for county residents.
3. Communities may reallocate all or a portion of their funding shares in the following manner:
 - a) to other communities that have demonstrated a viable economic development program as defined in #2 above.
 - b) to other economic development entities that benefit their communities and/or the county as a whole.
4. All allocations and reallocations of funds shall be approved by the IDB and meet the mission, policies, and eligibility requirements of the per capita funding program.
5. **Regional Economic Development Activities.** The IDB shall have the discretion to allocate a portion of per capita funding dollars to County and/or regional level economic development entities or activities.

Eligible Projects/ Programs:

1. Brochures/Marketing Materials to promote economic development.
2. Seed money for economic development financing programs.
3. Studies directly related to economic development programs or projects.
4. Other Promotional activities such as booths at trade shows.
5. Interaction with business prospects through visitation.
6. Funding of administrative activities and positions specifically related to economic development. Detailed documentation shall be included indicating how the activities or position(s) are directly linked to economic development and the per capita funding program mission statement.
8. Membership dues for participation in recognized economic development organizations.
9. Other marketing and economic development efforts designed to enhance business and tourism growth.

Ineligible Projects/ Programs:

1. Residential projects and programs.
2. Accessory (incidental) projects, such as signage, parking lots, maintenance, landscaping and other general site improvements.
3. Websites, unless specifically designed for economic development purposes.

Note: All allocations of per capita funds are at the discretion of, and approved by, the Winnebago County Industrial Development Board.

PROCEDURES:

1. The County will mail out a Statement of Intent form (see attached copy) to all local communities in Winnebago County. This form describes whether your community intends to apply for the per capita funds **or** whether your community wishes to allocate your share to one or more nearby community(s) which operate a viable economic development program or to one or more economic development entities that benefit your community or the county as a whole.
2. Following the due date for submittal of the Statement of Intent, **the County will mail out a plan submittal request letter** to the communities indicating a desire to apply for per capita funds. This letter will include:
 - Any Communities that indicate a desire to allocate their funding share to your community via the Statement of Intent.
 - Total proposed eligible funding share.
 - Due date for plan submittal. The due date will be at least one (1) week prior to the next IDB meeting to allow the Board ample opportunity to review all plan submittals.

3. Communities that are viable economic development entities shall then **submit an expenditure plan** for the upcoming year which shall contain the following:

- Plan shall describe intended use of funds, including any proposed reallocations to other economic development entities.
 - Plan shall outline your strategy and objectives.
 - Plan shall outline your budget for the proposed project/ programs.
 - Plan shall also describe prior year's use of funds and documentation of tangible results.
 - Additional supporting information/ documentation may be attached.
-
- Any plan submittal received after the designated due date, as outlined in the plan submittal request letter, may become ineligible for funding.
 - Plans shall be submitted by hand, mailed, faxed, or emailed to:

Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Ave
Oshkosh WI 54903-2808
FAX: 920-232-3347
EMAIL: jbougie@co.winnebago.wi.us

4. Following receipt of expenditure plan submittals, the County will notify all eligible applicants of the next scheduled meeting of the Winnebago County Industrial Development Board where the plan submittals will be addressed for approval. *A representative from your community should be present at the IDB meeting to answer any questions by the Board regarding your community's proposal.*
5. Following IDB approval, communities are required to **submit an invoice** to Winnebago County for payment of the approved dollar amount. The invoice **MUST** indicate that the funds are for "***IDB per capita funding allocations***".

\$15,085⁰⁰



City of Menasha • Department of Community Development

February 19, 2024

Industrial Development Board
Attn: Jerry Bougie
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Re: Winnebago County 2024 Per Capita Economic Development Funding Program

Dear Mr. Bougie and Winnebago County Industrial Development Board,

Enclosed please find the City of Menasha's 2024 Per Capita Fund Expenditure Plan for the Winnebago County Industrial Development Board's review.

The City of Menasha looks forward to continuing our economic development efforts in 2024 and appreciates the support of the Industrial Development Board.

If you have any questions or concerns, please do not hesitate to contact me at by phone at 920-967-3651 or by e-mail at sschroeder@menashawi.gov

Respectfully,

Sam Schroeder
Community Development Director
City of Menasha

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$4,000.00	\$2,000.00
2. Seed Money for Econ. Dev. Financing Programs(s)	\$0.00	\$0.00
3. Studies directly related to Econ. Dev. Programs/Projects	\$65,000.00	\$0.00
4. Other Promotional Programs (example: trade show booths)	\$6,000.00	\$1,000.00
5. Interaction with Business Prospects (i.e., Meeting / Visiting / Hosting)	\$33,000.00	\$5,000.00
6. Funding of Administrative Activities and/or Positions	\$70,000.00	\$7,085.00
7. Membership dues in Econ. Dev. Organizations	\$17,000.00	\$0.00
8. Other Econ. Dev. Projects / Programs: Itemize below:	\$0.00	\$0.00
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (Note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$195,000.00	\$15,085.00



CITY OF MENASHA 2024 FUNDING REQUEST
Winnebago County Industrial Development Board
Per Capita Fund Expenditure Plan
February 19, 2024

Requested Level of Funding: **\$15,085.00**

Community Economic Profile

The City of Menasha continues to adapt, redevelop and build upon years of positive change. Menasha continues focuses much of its attention on existing development and new infill development in the Racine St/Valley Rd, Appleton St/441 Corridor, Oneida Street Corridor and Lake Park Squares areas. In addition to marketing these corridors for new and redevelopment, Menasha also continues to revamp our downtown which has seen a drastic evolution over the past decade and will only continue with the completion of the Brin Development, the replacement of the new Racine Street Bridge, the development of the naturalization of the Lawson Canal, the reconstruction and trail additional of Water Street, and the influx of businesses.

2023 Economic Review

2023 was another year of positive advancement. Overall with impacts of supply chain issues, contractor and labor shortages, high costs of construction, and high interest rates, developments continued to sharpen their pencils.

Through much of this doubt and continued concerns, Menasha has seen positive change: the \$33M Racine Street Bridge was completed, the Banta and the Harbor Lofts were completed adding an additional \$6M to \$8M in valuation, a new \$3M Kwik Trip was added near Calder Stadium, a \$1.5M facelift to spur additional tenant interest was completed to the plaza space north of Shopko, and we saw an influx of businesses adding 8 new businesses in our downtown core.

The City continuously strategizes how to successfully manage our tax increment districts wisely for the greatest output for all of our partners. The City continued efforts of the management of several key grants including spending roughly \$230,000 in EPA assessment funds to spur brownfield redevelopment.

Staff also worked with various organizations through several different mechanisms to continue to advertise, market, recruit and maintain businesses within Menasha.

In 2023, the City of Menasha saw a growth of roughly \$22.8 million in new net construction with an overall increase equalized valuation of roughly \$270 million from 2022.

All of these initiatives were made possible by the support of the Winnebago County Industrial Development Board Grant.

Economic Development Outlook 2024

In 2024 Menasha is celebrating its sesquicentennial or 150th anniversary. In those 150 years, Menasha has witnessed and been apart of a lot of change. Looking ahead at the next 150 years, we continue to look to be a very viable, growing and attractive community.

In 2024, with the help of Winnebago IDB, the City of Menasha plans to continue to grow diversity in our community. Similar to last year, prior to the lost of staff, the City plans to undertake a housing analysis to ensure the management of proper growth and maintain an adequate supply of workforce housing. This housing study will be added to the continued Comprehensive Plan update which is also anticipated to include updates to the Economic Development and Intergovernmental Cooperation chapters of the plan. In addition to these planning efforts, Menasha continues to invest in its public infrastructure and amenities as to capitalize on a desirable place to live and do business. In 2024 we will be working with the DOT to reconstruct Racine Street, we will be reconstructing Water Street including a new shorewall and trail connection from the Locks to the downtown in hopes to spur additional investment and connectivity with the help of a \$2M state grant, we will be working on Phase 2 of the Jefferson Park improvements, and we will commence on an \$8M Library renovation.

The long anticipated Brin project is anticipated to be completed by spring of 2024 creating an additional \$10 million in valuation. The City is diligently working with the Wisconsin DNR to gain approvals for the naturalization of the Lawson Canal and the infrastructure improvements to spur additional growth. We are also eager to see the completed analysis of the Menasha Locks that is being worked on by Fox Locks. The Whiting site continues to be invested from an environmental aspect in hopes that we can find a way to finance a new development on this underutilized blighted site.

The following is a list of projected economic development undertakings that will be enriched with the supported by the IDB grant:

- Ensure the continued survival and growth of existing business. Conduct independent and joint business retention and expansion visits in the coming year.
- Continue to support the expansion of existing businesses and backfilling vacant space including but not limited to the former the American Can Facility.
- Market the City of Menasha's brand as Your Place on the Water with both print and web based advertisement.
- Continue to implement the 2018 Downtown Vision Plan and the 2019 Water Street Corridor Study, looking to enhance and expand the commercial impact of the adjacent Downtown with connectivity to the Loop the Lakes trail system.
- Look at investing funds for key site acquisitions that are blighted and contributing to lack of development interest and depreciation of value.
- Market City/RDA owed properties for new high quality development.
- Continue to work closely with the realtor market and property owner to strategically analyze the vacant Shopko building to find a stable replacement and ensure the redevelopment meets the needs of the surrounding area. We are investigating a \$5,000 investment to create a conceptual redevelopment plan for the former Shopko site.
- Continue to strategically manage and market the existing TIF districts and review the need for future TIF districts.
- Administer existing and future development agreements around large commercial development and new residential subdivisions.
- Continue the administration of the EPA Brownfield Site Assessment Grant to support additional redevelopment opportunities.
- Represent the City of Menasha regionally on various outside agencies and boards such as the Fox Cities Regional Partnership, the Fox Cities Economic Development Board, Neighborhood Partners, NE Chapter American Planning Association, Fox Valley Transit Commission, Fox Cities Tourism Development Grants Committee, New North, etc.

- Coordinate with the WisDOT on the completion of the reconstruction of Racine Street.
- Continue to promote and create marketing materials directly targeting the use of Opportunity Zone Tax Credit for Menasha's redevelopment opportunities including: former Gilbert Paper Mill site, former Banta Mill site, Water Street Corridor, Becher Electric, Gunderson Cleaners, vacant downtown storefronts, and expansion of existing businesses.

2024 IDB Per-Capita Fund Award Utilization

\$2,000.00	Print Advertisement
\$0.00	Economic Development Programs
\$0.00	Economic Development Studies
\$1,000.00	Promotional Material
\$5,000.00	Business Retention and Expansion
\$7,085.00	Administrative Activities
\$0.00	Membership and Dues
\$15,085.00	TOTAL

\$27,408⁰⁰



February 20, 2024

**CITY OF NEENAH 2024 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$27,408

Community Economic Profile

Neenah has built a strong economic base, supported by a good business mix. Prominent companies dealing in paper products, printing, electronics, flexible packaging, cast metals, insurance, finance, and health care lead our economy. Construction activity in 2023 added just over \$111 million of new construction value as compared to \$119 million in 2022. This new investment tracks above the five-year average of \$73 million.

The City continues to market industrial sites in the fourth expansion area of the Southpark Industrial Center and assist with expansion efforts in all areas of the City. Notable industrial growth in 2023 included expansions at Construction Solutions of the Fox Valley and Rollmeister in Neenah's Southpark Industrial Center. Galloway Company, the state's leading manufacturer of dairy mixes, began the installation of a new evaporator that will significantly increase production capabilities for the company. Other notable growth included ThedaCare Regional Medical Center's completion of its \$100 million emergency department expansion, combined operation with Froedtert Health and announcement of its new graduate medical education program. In the retail sector, the re-occupancy of the former Shopko building reached 95% and included the construction of a new Noodles and Company on an adjacent outlot. The 201 West Wisconsin Avenue mixed-use project was completed in the downtown, adding 39 new residential units to the downtown as well as 4,000 square feet of retail and 7,000 square feet of new office space. Staff also responded to over a dozen inquiries throughout the year in addition to conducting a half-dozen retention visits with our business community.

Neenah also successfully closed Tax Incremental Districts (TIDs) 5 and 6. The two districts served as catalysts to more than \$44 million of new tax base and the retention and/or creation of more than 3,000 new jobs for the region. More than \$800,000 in funding was provided from the districts for the City's new affordable housing initiative and more than \$1 million in excess revenues was distributed to the four taxing jurisdictions that partnered with the City in the creation of the TIDs. Tax Incremental District 9 was also expanded in 2023 to accommodate additional industrial development planned in proximity of the original district boundaries.

Anticipated for 2024 is the continued expansion of Galloway Company and the completion of Edgewater Door's new manufacturing facility in the Southpark Industrial Center. Two other industrial projects are nearing announcement as is the creation of Tax Increment Districts 13 and 14, which are being created to support additional industrial development for the region. Neenah will also be undertaking a housing study to better understand our local market and to determine strategic steps to strengthen our overall housing market.

Lastly, Neenah continued to experience growth in its multi-family market with the continued construction of the Bridgewood Redevelopment. The project, which will redevelop the former Bridgewood Golf Course into 266 multifamily units over the next three to five years, will provide needed residential options for the community and will add over \$20 million to the tax base upon its completion.

All these business growth initiatives were supported by funds from the Winnebago County IDB. These funds supported professional economic development efforts in marketing, advertising, and business recruitment. In

2023, the IDB funds assisted with administrative tasks associated with economic development including IEDC training, retention visits with area businesses, responses to site information requests from several businesses, economic development studies and expansion projects for several manufacturing and commercial facilities.

2024 Economic Development Strategy

By creating an environment for growth, progress, and opportunity, the City of Neenah and its partner organizations have been successful in attracting high quality development projects to the greater Neenah community. Resourceful planning and management at the local government level should continue to produce excellent economic results in the future. Economic development activities in 2024, which will be enhanced with the funding made possible from the Winnebago County IDB, include:

- Support of economic development and marketing programs for all commercial and industrial business neighborhoods.
- Marketing industrial sites for sale in the fourth expansion of the Southpark Industrial Center.
- Managing capital development and marketing programs in all Tax Increment Districts and in the Neenah Central City Business Improvement District.
- Managing Downtown redevelopment initiatives; continuing a business recruitment program aimed at attracting residential, office, retail, and dining/entertainment uses, particularly in the Gateway Redevelopment Area.
- Developing a Housing Market Study to better position Neenah as a location for a mix of housing options attractive to a much-needed labor pool.
- Promoting sustainable practices in all economic development projects.
- Producing collateral materials to be used in community promotion and marketing efforts.
- Working cooperatively with our economic development partners on area-wide promotion and marketing efforts.

2024 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 1,250.00
• Economic Development Studies	\$ 11,658.00
• Promotional Materials Design/Printing	\$ 1,500.00
• Business Recruitment/Retention Expenses	\$ 4,500.00
• Economic Development Administrative Activities	\$ 5,000.00
• Membership Dues	\$ 3,500.00
Total	\$ 27,408.00

With a successful track record from past partnership efforts and with the continued support of the Winnebago County Industrial Development Board, the City of Neenah is committed to furthering the economic growth and vitality of our county. We look forward to working together with you in the coming year.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	4,500	1,250
2. Seed Money for Econ. Dev. Financing Programs(s)	26,250	
3. Studies directly related to Econ. Dev. Programs/Projects	56,650	11,658
4. Other Promotional Programs (example: trade show booths)	2,100	1,500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	10,000	4,500
6. Funding of Administrative Activities and/or Positions	33,000	5,000
7. Membership dues in Econ. Dev. Organizations	30,000	3,500
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	162,500	27,804

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. **Prior Year use of funds:** Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. **2023 use of funds:** Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



February 20, 2024

**CITY OF NEENAH 2024 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$27,408

Community Economic Profile

Neenah has built a strong economic base, supported by a good business mix. Prominent companies dealing in paper products, printing, electronics, flexible packaging, cast metals, insurance, finance, and health care lead our economy. Construction activity in 2023 added just over \$111 million of new construction value as compared to \$119 million in 2022. This new investment tracks above the five-year average of \$73 million.

The City continues to market industrial sites in the fourth expansion area of the Southpark Industrial Center and assist with expansion efforts in all areas of the City. Notable industrial growth in 2023 included expansions at Construction Solutions of the Fox Valley and Rollmeister in Neenah's Southpark Industrial Center. Galloway Company, the state's leading manufacturer of dairy mixes, began the installation of a new evaporator that will significantly increase production capabilities for the company. Other notable growth included ThedaCare Regional Medical Center's completion of its \$100 million emergency department expansion, combined operation with Froedtert Health and announcement of its new graduate medical education program. In the retail sector, the re-occupancy of the former Shopko building reached 95% and included the construction of a new Noodles and Company on an adjacent outlot. The 201 West Wisconsin Avenue mixed-use project was completed in the downtown, adding 39 new residential units to the downtown as well as 4,000 square feet of retail and 7,000 square feet of new office space. Staff also responded to over a dozen inquiries throughout the year in addition to conducting a half-dozen retention visits with our business community.

Neenah also successfully closed Tax Incremental Districts (TIDs) 5 and 6. The two districts served as catalysts to more than \$44 million of new tax base and the retention and/or creation of more than 3,000 new jobs for the region. More than \$800,000 in funding was provided from the districts for the City's new affordable housing initiative and more than \$1 million in excess revenues was distributed to the four taxing jurisdictions that partnered with the City in the creation of the TIDs. Tax Incremental District 9 was also expanded in 2023 to accommodate additional industrial development planned in proximity of the original district boundaries.

Anticipated for 2024 is the continued expansion of Galloway Company and the completion of Edgewater Door's new manufacturing facility in the Southpark Industrial Center. Two other industrial projects are nearing announcement as is the creation of Tax Increment Districts 13 and 14, which are being created to support additional industrial development for the region. Neenah will also be undertaking a housing study to better understand our local market and to determine strategic steps to strengthen our overall housing market.

Lastly, Neenah continued to experience growth in its multi-family market with the continued construction of the Bridgewood Redevelopment. The project, which will redevelop the former Bridgewood Golf Course into 266 multifamily units over the next three to five years, will provide needed residential options for the community and will add over \$20 million to the tax base upon its completion.

All these business growth initiatives were supported by funds from the Winnebago County IDB. These funds supported professional economic development efforts in marketing, advertising, and business recruitment. In

2023, the IDB funds assisted with administrative tasks associated with economic development including IEDC training, retention visits with area businesses, responses to site information requests from several businesses, economic development studies and expansion projects for several manufacturing and commercial facilities.

2024 Economic Development Strategy

By creating an environment for growth, progress, and opportunity, the City of Neenah and its partner organizations have been successful in attracting high quality development projects to the greater Neenah community. Resourceful planning and management at the local government level should continue to produce excellent economic results in the future. Economic development activities in 2024, which will be enhanced with the funding made possible from the Winnebago County IDB, include:

- Support of economic development and marketing programs for all commercial and industrial business neighborhoods.
- Marketing industrial sites for sale in the fourth expansion of the Southpark Industrial Center.
- Managing capital development and marketing programs in all Tax Increment Districts and in the Neenah Central City Business Improvement District.
- Managing Downtown redevelopment initiatives; continuing a business recruitment program aimed at attracting residential, office, retail, and dining/entertainment uses, particularly in the Gateway Redevelopment Area.
- Developing a Housing Market Study to better position Neenah as a location for a mix of housing options attractive to a much-needed labor pool.
- Promoting sustainable practices in all economic development projects.
- Producing collateral materials to be used in community promotion and marketing efforts.
- Working cooperatively with our economic development partners on area-wide promotion and marketing efforts.

2024 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 1,250.00
• Economic Development Studies	\$ 11,658.00
• Promotional Materials Design/Printing	\$ 1,500.00
• Business Recruitment/Retention Expenses	\$ 4,500.00
• Economic Development Administrative Activities	\$ 5,000.00
• Membership Dues	\$ 3,500.00
Total	\$ 27,408.00

With a successful track record from past partnership efforts and with the continued support of the Winnebago County Industrial Development Board, the City of Neenah is committed to furthering the economic growth and vitality of our county. We look forward to working together with you in the coming year.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	4,500	1,250
2. Seed Money for Econ. Dev. Financing Programs(s)	26,250	
3. Studies directly related to Econ. Dev. Programs/Projects	56,650	11,658
4. Other Promotional Programs (example: trade show booths)	2,100	1,500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	10,000	4,500
6. Funding of Administrative Activities and/or Positions	33,000	5,000
7. Membership dues in Econ. Dev. Organizations	30,000	3,500
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	162,500	27,804



\$3,611⁰⁰

January 15th, 2024

Winnebago County Industrial Development Board
c/o Jerry Bougie, Planning Department
PO Box 2808
Oshkosh, WI 54903-2808

Dear Jerry,

Attached you will find the City of Omro's 2024 Per Capita Fund Expenditure Plan for review and consideration by the Industrial Development Board.

Should you have any questions regarding the application, please feel free to contact me directly.

Sincerely,

Stephanie Kromm

Stephanie Kromm
Community & Economic Development Director
skromm@omro-wi.com
920.685.7000
205 S Webster Ave
Omro, WI 54963



2024 Per Capita Funding Summary

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2024:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	\$3,611.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$3,611*. This money will be used to promote the Omro Industrial Park, Omro's downtown commercial development, as well as market the overall city of Omro.

*This amount subject to approval by the Industrial Development Board

2024 Budget Objectives for the Omro Area Development Corporation

In the upcoming fiscal year, the Omro Area Development Corporation (OADC) is set to focus on specific objectives aimed at fostering economic growth and revitalization within the community.

The key goals for 2024 are outlined as follows:

Occupancy of Commercial and Industrial Spaces:

Continuously work towards filling existing vacancies in commercial and industrial buildings.

Tourism and Traffic Promotion:

Sustain efforts to promote tourism and enhance foot traffic along the Fox River and in Downtown Omro.

City Economic Restructuring Support:

Support the city's economic restructuring initiatives, emphasizing organization, design, and promotions to revitalize and reinvest in Omro, thereby contributing to overall economic growth in the entire city.

To achieve these objectives, the OADC has outlined a strategic plan:

- Market Analysis and Expansion:
- Stay informed about existing business needs in Omro to facilitate future expansion plans.
- Actively market available buildings and sites for sale or lease.
- Promote the expansion of the Omro Industrial Park both locally and beyond.
- Financial Assistance and Loan Program:
- Establish a revolving loan program to provide financial support to businesses with development needs.
- Multimedia Promotion Campaign:

- Execute a comprehensive multimedia campaign, utilizing online advertising, printed materials, flyers, brochures, billboards, welcome signs, and media advisories to market and promote Omro.

Collaborative Partnerships:

Continue collaborative efforts with the City of Omro, area business and community organizations, surrounding communities, and Winnebago County to enhance the economic development landscape in the community.

Online Presence and Communication:

Utilize the City of Omro's website and social media platforms as effective recruitment tools for new businesses and as a source of information for existing businesses.

Agreement Revision:

Revise the agreement between the OADC and the City of Omro to ensure alignment with current objectives and strategies.

These outlined strategies collectively aim to propel Omro towards sustained economic development and growth in the coming year.

Budget for 2024 Winnebago County Per Capita Funding Program

Project Description	Total Cost	Cost Covered by IDB Funding	Other Funding Sources
Community and Economic Development Position (Support to Market the Industrial Park and the City of Omro)	\$50,743 +benefits	\$3,611.00	OADC, Business, Improvement District, City of Omro
TOTAL COSTS	\$50,743+	\$3,611.00	

Past Use of Funds and Results

Annually, a portion of these funds is allocated specifically for the salary of the Economic and Community Development Director. This position, unique to Omro, operates within the city but is financially backed to represent business-related organizations and their respective boards, namely the Omro Area Development Corporation and the Business Improvement District. The collaborative efforts among these entities position Omro as a model for unified progress, and the ongoing funding from the Winnebago County Industrial Development Board remains vital for sustaining this valuable partnership.

In 2023, significant attention was once again directed towards the Industrial Park. With just one remaining lot available for purchase in the park, the emphasis shifted towards collaborating with

lot owners to ensure adherence to the covenants regarding timelines for breaking ground. Due to the limited availability of properties, the city has engaged in discussions to explore potential expansion opportunities.

The Economic and Community Development Department played a significant role in facilitating approximately 30 events in 2023, drawing an estimated attendance of 15,000 people.

Additionally, Omro actively engages in promoting itself through various channels such as magazines, newspapers, online platforms, guides, radio spots, and joint business advertising. The city also provides a comprehensive visitors' guide and two city newsletters.

The positive progress witnessed throughout Omro, partly attributed to the Per Capita Funding Program, continues to propel the community forward, offering increased opportunities each year. As the community looks ahead to 2024 and beyond, there is an anticipation of sustaining successful development projects, with the overarching goal of solidifying Omro as a "Great Place to Live, Work, and Do Business."



\$ 88,382.00

February 20, 2024

Mr. Jerry Bougie
Director – Planning and Zoning Department
Winnebago County
112 Otter Avenue
Oshkosh, WI 54903-2808

RE: Winnebago County 2024 IDB Per Capita Economic Development Funding Program

Dear Mr. Bougie,

GOEDC is proud to continue to serve Winnebago County with a regional approach to economic development. We value the relationship we have throughout the region and directly with the municipalities that allocate funding to GOEDC through the IDB per Capita program. We appreciate your consideration of our application for funding allocation of \$88,382 for 2024.

As we reflect on 2023, we see the impact of rising interest rates and inflation on our businesses and employees. Rising cost of living including housing is restricting the prosperity of our region. Regardless, our businesses have shown strong performance and the opportunity to grow with access to workforce and resources.

The investments Greater Oshkosh EDC received in 2023 supported our key economic development in Winnebago County like BR&E visits, site selection, project management and business consulting. The staff at GOEDC held over 200 touchpoints within the business community and completed 24 in-depth visits. We also made an increased investment in workforce development areas including childcare, creating 146 new childcare spots out of the collaborative Dream Up! Grant.

Intended Use of Funds: In 2024, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds to provide ongoing economic development efforts with specific focus on:

- Development and implementation of strategy to increase housing inventories specifically for the region's workforce.
- Promotion of our area as a strong place to live and work to grow the population.
- Promotion of Oshkosh Aviation Park at Wittman Regional Airport for business attraction and expansion to grow the sector.
- Support of the planning process for BEAD funding for broadband infrastructure.
- Launch and promote Winnebago County RLF to businesses, municipal staff and officials, and partners.
- Host educational and informational sessions for elected officials and municipal staff related to economic development issues.

The attached one-page financial summary (Plan Submittal Form) details how the 2024 IDB funds will be used/expensed by Greater Oshkosh; whereas the attached one-page overview provides a brief overview of how 2023 IDB funds were utilized.

The staff and Board of Directors at Greater Oshkosh EDC would like to thank you and the members of the Winnebago County Industrial Development Board for supporting our organization and collaborating with us to drive the economy in our area forward.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Tricia Rathermel".

Tricia Rathermel
President & CEO
Greater Oshkosh EDC

Encl: Greater Oshkosh EDC 2023 Accomplishments

2023 Accomplishments

GOEDC is connected to the existing businesses in the area and supported their growth:

- Staff coordinated over 200 business touch points connecting existing businesses with resources and knowledge.
- Held 24 in depth business retention and expansion visits.
- Developed new program manual for Winnebago County Revolving Loan fund to extend capital for business growth projects.
- Continued program management and business support for Winnebago County COVID-19 Rapid Recovery Loans with 14 businesses successfully completing payments in the year.
- Provided project facilitation and connections to resources for six industrial expansion projects located within City, Village, and Townships in Winnebago County.
- Helped three businesses relocate for business expansion into vacant commercial spaces.

GOEDC was a leader in efforts to maintain and grow our workforce:

- Actively participated in Dream Up! Grant cohort to expand childcare offerings in greater Oshkosh region.
- Created 146 new childcare spots in existing and new businesses.
- Held first childcare and early education career day for rural high schools to recruit workforce.
- Ongoing program management and collaboration on transportation solutions to support employment transportation.
- Support for rural broadband expansion and grant applications to reach NW portion of county.
- Worked with NEW Construction Alliance to promote new construction workforce career pathways and FVTC's new Construction Training Center in Oshkosh

GOEDC extended support and financial resources to entrepreneurial businesses:

- Secured additional grant funding from WEDC for Capital Catalyst and USDA for Rural Revolving Loan programs to support entrepreneurs, early growth, small, and emerging businesses.
- Disbursed 3 loans totaling \$188,000 with net new investment of \$1.98 million.
- Supported entrepreneurship through acquisition with the transfer of a local aviation business to a new owner.
- Joined WEDC in diverse, rural, and small business outreach survey discussions to gain information about gaps and how to improve services for the Wisconsin business community.

GOEDC proactively enhances the region for Targeted Industry and Community Development:

- Promoted the greater Oshkosh region as a destination to both individuals and businesses during EAA AirVenture Oshkosh.
- Responded to 32 site selection requests: 12 local and 20 regional or statewide with 2/3 of inquiries requesting more than 50,000 square feet of space.
- Supported Vibrant Spaces grant match for Downtown Oshkosh Business Improvement District.
- Celebrated 5-year anniversary of Public Transload, holding an event to educate more regional businesses on the possible use and benefit of the system.
- Hosted the Indevelopment Event with Oshkosh as the host city to showcase development opportunities in the region.
- Assisted with rural broadband expansion plans to reach northwest areas of Winnebago County through collaboration with Waupaca and Waushara Counties.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$7,000	\$1,530
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)	\$7,000	\$1,530
5. Interaction with Business Prospects (i.e., Meeting / Visiting / Hosting)	\$175,000	\$38,257
6. Funding of Administrative Activities and/or Positions	\$145,000	\$31,698
7. Membership dues in Econ. Dev. Organizations	\$2,296	\$502
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a. Workforce Initiatives	\$40,000	\$8,744
8b. Regional Assistance	\$28,000	\$6,121
8c.		
TOTAL \$ (for items 1 – 8) (Note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$404,296	\$88,382

Your report must also address the following two statements (on a separate sheet of paper/cover letter) ...

1. **Prior Year Use of funds:** Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. **2024 Use of funds:** Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e., jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



\$2,419.00

February 22, 2024

Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Street
Oshkosh, WI 54903-2808

Dear Jerry:

Per your letter relating to the County's Per Capita funding program designating the Oshkosh Chamber of Commerce as the recipient of funds from the Town of Oshkosh, the following outlines our intended use of these funds. The Town of Oshkosh allotment is for a total of \$2,419.00.

Intended Use of Funds

This funding will be utilized to support ongoing activities relating to accomplishing our economic development objectives and more specifically our prospect development and existing business development efforts. The Oshkosh Chamber economic development staff works with over 500 clients that include nearly 100 business cases on an annual basis. These clients require specific economic development staff support relating to site selection, market analysis, business plan counseling, business financing support, and demographic informational needs. We have attached our 2024 Economic Development Program of Work detailing work plans to be accomplished. We will allocate this IDB funding specifically to help us accomplish our prospect development activities.

Scope and Objective

Our program focuses on a number of key economic development components to accomplish its objectives including:

- **Business Attraction**
- **Existing Business Development**
- **Marketing and Promotion**
- **Entrepreneurship**
- **Digital Technology (IT) Cluster Development**
- **Regional Partnerships**
- **Workforce Development**

Our economic development staff attends trade shows, including the ICSC Real Estate Trade Show to market our area, the Commercial Association of Realtors of Wisconsin (CARW) Events, provides access to incentives and other business financing programs,

manages the Oshkosh Area Economic Development Corporation's (OAEDC) Small Business Revolving Loan Fund, manages and supports a number of targeted industry cluster initiatives including Digital Technology (Amplify Oshkosh), Advanced Manufacturing, and Workforce Development. The economic development staff also provides an array a prospect and client development services that are focused on job growth, workforce and business attraction/retention, and tax base growth.

We also work closely with regional and statewide partners such as New North, Inc., the Fox Valley Workforce Development Board, Inc., the Northeast Wisconsin Regional Economic Development Partnership (NEWREP), the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Economic Development Association (WEDA), and the NEW Digital Alliance to deliver needed resources to area businesses. Our overarching goals are to expand the local tax base and create jobs. Our area has been a leader in the region in new construction and low unemployment rates for many years. See attached.

Prior Year's Use of Funds

Attached is a copy of the Oshkosh Chamber annual report of economic and business development activities for 2023 summarizing specific results.

Should you need additional information, please feel free to contact me directly at 920-303-2265, extension 20.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Colan Trembl', with a stylized, sweeping underline.

Colan Trembl
Economic Development Director
Oshkosh Chamber of Commerce

Cc: Rob Kleman, President and CEO, Oshkosh Chamber of Commerce
Mike Pack, Chair, Oshkosh Chamber Board of Directors
Tom Belter, Chair, Oshkosh Chamber Economic Development Advisory Council

Oshkosh Chamber of Commerce

2023-24 Strategic Plan

The Oshkosh Chamber of Commerce is an independent and exclusive membership and business advocacy organization in the Oshkosh area. The Oshkosh Chamber actively works to promote and cultivate a thriving business climate while protecting and advancing the interest of its members and the community as a whole. The Oshkosh Chamber represents the Oshkosh area business community and works on its behalf and in conjunction with other community-based partners to provide a positive business environment and improve the community's quality of life. The Oshkosh Chamber is organized to enhance the economic well-being of its members addressed through a compelling strategic plan that is fueled exclusively by our membership. The Oshkosh Chamber's Strategic Plan aligns with its four pillars of Value Creation. They include: Economic Development; Education and Talent Development; Advocacy for Business and Industry; and Member Programs and Services.

MISSION STATEMENT

To provide leadership and to serve and represent our members so their businesses and our community will prosper.

Strategic Priorities to Achieve our Mission

Economic Development

The Oshkosh Chamber of Commerce will be a leader in promoting the area's business attributes. We will ensure that a sound private-sector driven economic development effort that works toward building an environment that is conducive to economic growth and expansion of business in Oshkosh is in place.

Economic Development

- **Strategic Objective 1: Accelerate Oshkosh Area Business Investment and Growth**
We will provide financial, consulting and/or data analysis services to advance the sustainability and growth of more than 100 new, existing and prospective Oshkosh area business clients per year.

Implementation Projects and Initiatives:

1. Provide direct consultative services including information, resource connections, data and services to 100 businesses annually.
2. Provide market information, data, and services to economic development inquiries.
3. Develop an efficient alternative to the Oshkosh Chamber's web-enabled building and sites database.
4. Provide financial resources to area businesses through the OAEDC Revolving Loan Fund while exploring to further capitalize the fund. Coordinate marketing, assist with loan applications, loan review committee meetings, loan documents, monitoring loan payments, monitor loan recipient financial status, monitor fund balance, and other reporting requirements for OAEDC.
5. Provide ongoing support, guidance and communication with the OAEDC Revolving Loan Fund clients throughout the entire duration of the loans.
6. Work closely with the Wisconsin Economic Development Corporation (WEDC), Wisconsin Housing and Economic Development Authority (WHEDA), Department of Administration (DOA), and other state and federal sources to provide support for Oshkosh area business projects.
7. Continue leasing open office space in the Chamber building as business incubator space/DAV support.
8. Conduct annual economic development fund drive with the goal of raising a minimum of \$70,000.

- **Strategic Objective 2: Identify and Drive New Business Opportunities**

We will identify and provide support to key projects, local site opportunities and/or national prospects that further drive business investment and growth (Economic Development Advisory Council)

Implementation Projects and Initiatives:

1. Focus efforts of the Economic Development Advisory Council (EDAC) on a minimum of 4 key projects and locations to further position Oshkosh as a desirable place to do business and open opportunities for future business investment.
2. Provide support and assistance to existing and prospective Oshkosh area developers.
3. Organize semi-annual investor relations progress/update events.
4. Attend annual national site selection trade shows including the ICSC Global Real Estate event in May 2024 and the NEWREP Site Selector event in Atlanta in November 2023.
5. Coordinate the activities of the Amplify Oshkosh Digital Technology Consortium
 - Continue to refine and implement a long-term funding plan:
 - Continue to implement the annual Investor Engagement Program (Platinum, Gold and Silver levels) and explore potential grant opportunities.
 - Coordinate Amplify IT Conference in April 2024.
 - Coordinate the Ideas Amplified bi-monthly speaker/networking series.

- **Strategic Objective 3: Further the Visibility and Positive Business Image of Oshkosh.**

- **We will engage with local, regional and State economic development stakeholders to further develop the visibility and positive business image of Oshkosh within the State and the Region.**

Implementation Projects and Initiatives:

1. Maintain active membership and engagement in New North (18 County Northeast Wisconsin Economic Development group.
2. Maintain active membership and engagement in Northeast Wisconsin Regional Economic Partnership (NEWREP) (i.e. NEWREP Board membership).
3. Maintain active membership and engagement in the Wisconsin Economic Development Association (WEDA).
4. Provide local and state economic development monthly updates to the Oshkosh Chamber marketing staff to publicize to the Chamber's members or public.
5. Coordinate economic development activities with GOEDC as needed.
6. Participate in the EAA booth with other local partners.



2023 Economic Report

Oshkosh Chamber Client Support

Oshkosh Chamber Opportunity Management Portfolio

- 72 business cases
- 170 calls relating to business/market support inquiries
- 35 start-ups
- 16 site tours provided
- 15 project wins

Financial Assistance

LOCAL SUPPORT

- **Approved and closed 2 loans** totaling \$45,000, leveraged over \$260,000 in private investment, and created 13 new jobs through the Oshkosh Chamber (OAEDC) Revolving Loan Fund
- The Oshkosh Chamber RLF has closed 38 loans, leveraged over \$7.7 million in private investment and created over 300 new jobs since 2004

STATE SUPPORT

- **Provided 81 Main Street Bounce Back Grants** support letters to area businesses before it's closing - continuing support and communication to recipients
- \$810,000 in total grant awards

\$57.3 Million In New Commercial & Industrial Construction

- 3rd in Northeast WI Region according to the Wisconsin Department of Revenue

Economic Development Marketing

- Attended Dallas Site Selector Event with New North, NEWMA and other area Chambers
- 15 site selection consultants
- Attended 35 trade show events since 2010

Business Intelligence

- Supported and helped distribute a \$75,000 "Dream Up!" childcare grant to local child care providers in an effort to improve their operations
- Support for the WEDI statewide childcare study & report
- Financial support for update to Imagine Oshkosh Downtown Development Plan

7 Amplify Oshkosh Events Coordinated

- 925 individuals participating since 2013
- Record breaking attendance at several events

Merge Urban Development

- Mackson Corners and Brio Building
- Oshkosh Chamber identified client
- Referred to City of Oshkosh
- Currently planning third and final phase

Mr. Brews Tap House

- Market support
- Project under construction

TRU Hotel by Hilton

- Developer support
- 90 room, four story hotel
- Project under constructed

The Homie Hub - Intergenerational Enrichment Center

- Site selection assistance
- Market support

Support for Former Oshkosh Northwestern Building

- Developer support

Thunderbird Bakery Expansion

- Market/Business plan support
- Financing provided through Oshkosh Chamber RLF

PARM

- Market support
- Financing provided through Oshkosh Chamber RLF
- Open for business on Oshkosh Ave

Rhyme

- Site selection assistance
- open in new location on Jackson Street

Takiza Mexican Cuisine

- Finance and business plan support
- Site selection assistance
- Open for business on S. Koeller

Foodies Mediterranean Grill

- Planned construction on corner of Snell and Jackson
- Developer support



\$4,369⁰⁰



8348 Hickory Ave
Larsen, WI 54947

Town of Clayton – Summary of 2023 use of IDB Grant Funding

The Town delegated the allocated funds to the Fox Cities Chamber of Commerce & Industry, Fox Cities Regional Partnership economic development program.

2024 Use of Funds

The Town intends to use our allocated funds to offset the funding of our Administrator position. This position conducts the majority of the economic development activities for the Town. These activities include but are not limited to, meeting with developers interested in purchasing the Town-owned parcels located within the Town of Clayton TID #1, working with the appointed Broker, Colliers, on marketing the Town-owned parcels located within the Town of Clayton TID #1, and executing of improvements to public facilities located within the Town.

In 2023, those efforts, particularly in the sale & development of Town-owned properties located within the Town of Clayton TID #1, have resulted in TID growth of \$10.5 million and is projected to double to approximately \$21 million. The Administrator is also the primary point of contact for developers looking to build within the Town on any parcels, not just on Town-owned parcels of land. A multi-tenant commercial development was completed in 2023 that has added approximately 5 new tenant businesses on that West American Drive site. Nearing completion is the new headquarters for National Lighting Electrical Services, Inc. with approximately 30 employees already working out of that building with more to follow upon completion in 2024. Both of these developments were on former Town-owned parcels with the Administrator being the point of contact for both the sale of property and the developers during the construction phases.

In addition to the commercial projects completed or nearing completion in TID #1, there has been an explosion of interest in housing construction within the Town. In 2023, a new subdivision was proposed, Phase I platted, and is currently under construction. Phase II has already been shown to the Town and is expected to be up for plat review in early 2024. When all 3 phases are completed, it is estimated to bring a value of \$150 million in tax base and create an additional 150 lots, not counting the multi-family buildings being developed within that subdivision. Without the guidance and facilitation of the Administrator, that development, and any future expansion within TID #1, will not be possible.

Due to the proximity of the new Neenah High School, Appleton International Airport, and the other Fox Cities amenities, the time and attention of the Administrator in the economic development function cannot be understated. The projected growth of the Town, based on our industrial and residential development & interest shown in 2023 alone, requires a dedicated focus the Town has not experienced before. We anticipate this focus to be an additional responsibility and focus of the Administrator position until such time the Town can support a full-time economic development position.

8348 Hickory Ave – Larsen, WI 54947

Phone – 920-836-2007 | Fax – 920-836-2026

Email – clerk@claytonwinnebagowi.gov | Web Page – www.townofclayton.net

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e., Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions	\$ 85,000.00	\$ 4,369.00
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (Note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 85,000.00	\$ 4,369.00



1600 Breezewood Lane Neenah, WI 54956

Robert Schmeichel, Chairman 920-729-5995
David Bluma, Supervisor 920-636-8340
Brooke Cardoza, Supervisor 920-727-1750
James Weiss, Supervisor 920-727-1952
Thomas Wilde, Supervisor 920-427-9912
Ellen Skerke, Administrator-Clerk-Treasurer 920-725-0916

February 20, 2024
2024 IDB Plan submittal Form

Prior Year Use of funds:

Town of Neenah allocated their 2023 IDB Funds to Future Neenah. Future Neenah used the funds for a "Pay It Forward" program. The program was used on three occasions at three different retail businesses in Neenah to produce an immediate infusion of cash into the businesses.

2024 Use of funds:

Town of Neenah is requesting the 2024 allocation of IDB Funds in the amount of \$ 3,648 to complete a feasibility study for a parcel of land that is owned by the Town of Neenah. The feasibility study will be to determine the viability of land use for a solar farm, either for wholesale purposes or as a community based solar power farm. The community based solar power farm concept is fairly new for the State of Wisconsin, however, is being used in other states and could be an exciting opportunity to introduce to this area.

Installation of a solar farm would create job opportunities for the development and operation of the facility, jobs including engineers, technicians, and installation teams. The jobs provide both employment and contribute to economic growth.

Depending on how the facility is structured, it may not be a direct impact to the Town of Neenah's tax base, however, could result in revenues through a long-term lease or utility revenue.

A community based solar farm would provide direct benefits to the individuals and businesses and an opportunity for cost savings on the energy usage, an investment opportunity with a socially responsible component, and tax benefits for individuals through various tax credits or incentives,

Robert Schmeichel
Town Chairman

Town of Neenah

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	\$ 5,000	\$ 3,648
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e., Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions		
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (Note: total in Column 3 should equal your Per Capita Funding Request from IDB)		

Prior Year Use of Funds:

After making application for 2023 funds and going through a lengthy review of that application including an initial denial of it, the committee agreed to award the requested funds to the Town in December of 2023.

As was explained in previous meetings, the Town of Omro might not have a full-time paid planning staff. However, it is fortunate enough to employ - as part-time Plan Commission Chair - (so it's clear we DO PAY for the planner's service to the town) a retired professional planner who lives in the town and works with the town's administration to carry out town planning and economic development activities.

As many of you are aware, the Town has been working to prepare for improvements that will be made to the Highway 21 corridor, which will inevitably attract more development in that area. The focus of the planning for this area has been the area East of the City of Omro where roundabouts will be constructed at two intersections in the Town.

Having cataloged existing land uses within the highway corridor, and utilizing our 2022 IDB allocation to help fund a survey to seek community input on what types of development is desired in that area, the Town had begun review of the current future land use plan in that area to prepare for updating the land use plan to coincide with development within the Highway 21 corridor.

The Town continues to communicate with Wisconsin DOT to coordinate Town plans with upgrades within that area.

The Town has been working with Algoma Sanitary District #1 to develop plans for long term utility improvements that will be required to serve and support development in that area.

While not located directly within the HWY 21 corridor the Town has also collaborated with Wisconsin Tubing to assist them with site plan development and review. These opportunities will allow them to expand their existing operation and construct additional storage capacity, as well as reconfigure an existing building to add new products to their production capabilities.

2024 use of funds:

The Town of Omro is requesting to retain and use its 2024 IDB funding to assist in the continuation of Highway 21 Corridor planning activities, and to complete a review of changes that may need to be made to the Town's comprehensive plan to better facilitate development in the area. This will also involve the completion of development standards which can be applied to that area to address the development-related concerns and provide some level of certainty to those wishing to develop in the Highway 21 Corridor area.

The Town is continuing to collaborate with Algoma Sanitary District #1 to install additional utility infrastructure through the intersections being constructed as part of the scheduled State DOT upgrades to better facilitate development needs without having to cross the highway after construction is completed. We also continue to work with the district in planning for the anticipated need for additional utilities on that area as further development occurs.

The town will also continue to work with Wisconsin Tubing to encourage and assist in future phases of growth and expansion of their current facilities.

While some might not consider farming to be industrial or economic development, the Town is looking to work with Milk Source Dairy to develop a plan for road improvements to serve their operation - an operation which provides numerous jobs to the local area, not only through direct employment, but also through the utilization of services provided by other local businesses.

While some might not consider housing to be economic development, the Town continues to plan for and provide opportunity for housing developments. This not only serves the Town, but also benefits surrounding communities by providing homes for employees working there.

In closing, although the Town of Omro does not have a full-time dedicated paid planning department, its administration and Plan Commission members take very seriously our obligation to plan for, and facilitate, orderly and thoughtful future development, as well as providing for economic development. We respectfully request we be provided with our 2024 per capita allocation so we can be allowed to continue to dedicate resources to these important activities.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$500.00	500.00
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	\$2000.00	\$1862.00
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$200.00	
6. Funding of Administrative Activities and/or Positions	\$1200.00	
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	3900.00	2362.00



Community Development Department
2000 Municipal Drive, Neenah, WI 54956
www.foxcrossingwi.gov
Phone (920) 720-7105 Fax (920) 720-7116

February 2, 2024

Mr. Jerry Bougie
IDB Coordinator
Winnebago County Planning Department
448 Algoma Blvd
Oshkosh, WI 54903-2808

RE: 2024 Winnebago County Per Capita Funding Program

Dear Jerry:

The Village of Fox Crossing continues to appreciate the Winnebago County IDB funding grant program, which will provide \$19,008 for local economic development efforts to Fox Crossing in 2024. The Village will continue to use these funds to enhance its economic development efforts. These funds are combined with other Village funds to promote and support economic development in the Village of Fox Crossing, Winnebago County and the region. These efforts have continued to support both the expansion of existing, and the attraction of new, industries and businesses in the Village.

The Village of Fox Crossing adopted, as a part of its 2024 Annual Operating Budget, various fund accounts for economic development including, a specific account for the IDB per capita allocation. The IDB funds are an integral part of this effort.

In 2023 new projects were completed the new Neenah High School and some additional smaller projects. One major success story in 2023 was the announcement of a new use of a portion of the former Clearwater Paper facility in the Village for warehousing. We also attracted some smaller offices and some expansions and reuses of existing buildings.

Staff continues to address the reuse of other buildings including the former Kimberly Clark office building on North Lake Street the Pitney Bowes office building on American Drive and the former SCA Tissue office building on McMahon Drive. This is an ongoing issue in many communities.

Village staff and the Village Board continue to pursue attracting new industries and businesses along with encouraging infill in areas. The current extensions of water and sewer utilities along major collectors to the new Neenah High School and to the Town of Clayton have encouraged and supported sites for new development.

The Village will build upon its many successes using a combination of TIDs, grants, promotion, high quality of life and development flexibility. The Village continued to update its promotional materials for economic development and spent time exploring reuse potentials for a few major closed facilities. The Village has begun to conduct its own in person retention visits. In addition, the Village also works with the Fox Cities

Economic Development Partnership. The Village conducts various in person expansion programs that incorporate tools and incentives to retain existing businesses and industries and support their expansion

The Villages Business retention efforts assess business and industrial needs and concerns. New site visits are proposed in 2024. Previous visits have proven to be very productive. Retention visits in 2023 and have provided the Village with information on issues and concerns of local businesses and industries. The Village has and will continue to assess and determine how these concerns can be addressed. The Village has promoted the use of state bounce back grants through the State of Wisconsin which have been awarded to a number of local businesses and will support an pursue other such programs as they become available.

The Village will continue to use its website to provide information on industrial sites within the Village. The Villages online GIS map continues to be an effective tool for economic promotion. The Community Development Department intends to update its market analysis and conduct an accompanying survey in 2022. The Village will also continue to be directly involved in regional economic development efforts in Winnebago County and the Fox Cities. The Village feels that these regional organizations, as well as others of regional import, help to promote the region and maximize the impact of the limited funds available for economic development promotion.

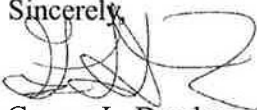
The above development and others occurring in the last few years has created over 400 million dollars of new development in the Village not including new residential development.

Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries. The most recent TID, TID #5 is anticipated to create over \$20,000,000 in new mixed use development. The ongoing construction of the new Neenah high school in the Village has further invigorated new development in the southwestern portion of the Village. The Village will continue to work with all regional economic development entities to promote new development opportunities in the Village and the region.

The Village of Fox Crossing appreciates its allocation of IDB Funds for economic development. These funds always leverage a substantial amount of additional funds that jointly promote the entire region. The award of the IDB funds for 2023 will allow the Village, along with all the other eligible entities in Winnebago County, to continue to maintain and expand its economic vitality.

Attached is the Village's application for 2024 IDB funds.

Sincerely,



George L. Dearborn Jr., AICP
Director of Community Development



2024 WINNEBAGO COUNTY PER CAPITA FUNDING APPLICATION FOR THE VILLAGE OF FOX CROSSING ECONOMIC DEVELOPMENT PROGRAM

Overview

The Village of Fox Crossing has adopted, as a part of its 2024 Annual Operating Budget, various fund accounts for economic development. The Village's local economic development activities are enhanced with county, regional and state economic development programs. These regional efforts have helped to encourage local and regional economic development. The Winnebago County per capita funds are blended with local funds and augment the Village's ongoing economic development efforts in 2024, as it has in previous years. The Village appreciates the restoration of some funding of the per capita funds for 2024. The per capita funds from Winnebago County continue to be a very positive stimulus for economic development efforts in the Village, County, regional and State economy.

The following economic development programs in 2023 will continue in 2024

Business & Industrial Retention and Expansion

- 2023 saw the completion and occupancy the new Neenah High School. Although this is not an industrial or commercial activity it has fostered new demand for supporting services.
- One major success story in 2023 was the announcement of a new use of a portion of the former Clearwater Paper facility in the Village for warehousing. The reuse of the warehouse was accomplished through direct contacts with local, regional and the State of Wisconsin.
- The reuse of other buildings in the Village is also being addressed through marketing and other promotional efforts. These include the former SCA Tissue office building on McMahon Drive, a Kimberly Clark office building on North Lake Street and the Pitney Bowes office building on American Drive.
- Village staff, and the Village Board continue to pursue attracting new industries and businesses along with encouraging infill in areas. The current extensions of water and sewer utilities along major collectors to the new Neenah High School and to the Town of Clayton have encouraged and supported sites for new development.
- The Village will build upon its many successes using a combination of TIDs, grants, promotion, high quality of life and development flexibility. The Village is continuing to acquire land for regional detention ponds to ensure the ability expand and improve roads and provide for storm water buy-in for development of smaller commercial lots. Cobblestone Hotel, WOW Logistics, WIU Clinic and the Sports Medicine Clinic (OSMS).
- The Village continued to update its promotional materials for economic development and spent time exploring reuse potentials for a few major closed facilities. The Village has begun to conduct in person retention visits with the Fox Cities Economic Development Partnership. In addition, the Village conducts various in person expansion programs which incorporate tools and incentives to retain existing businesses and industries and support their expansion
- The Villages Business retention efforts assess business and industrial needs and concerns. New site visits were proposed in 2023. Previous visits have proven to be very productive. Retention visits in 2023 and have provided the Village with information on issues and concerns of local businesses and industries. The Village has and will continue to assess and determine how these concerns can be addressed. The Village has promoted the use of State bounce back grants through the State of Wisconsin which have been awarded to a number of local businesses and will support an pursue other such programs as they become available.

- One of the most successful economic development tools used by the Village has been and continues to be creation of tax increment financing districts, (TIDs). The Village has five current districts. TID#1, the Community First Credit Union Development, TID#2, the McMahon Business Park Development, and TID#3, SECURA Insurance. There is one inactive TID, TID#4, which was planned for a medical facility which did not come to fruition. Three of these districts have helped to create over 95 million dollars in new development over the last four years. TID#1 was expanded to include a new motel, Cobblestone Hotel which is now open. TID#2 has also been successful with the construction of WOW logistics corporate headquarters, an expansion of McMahan Corporate headquarters and a new office building for probation and parole with an amendment for the new OSMS project was completed in 2020. TID#3 the SECURA Insurance complex was completed in 2019 along with a new round-about the addition of 4 lanes on County CB. Winnebago County will also reconstruct a section of County CB fronting on the SECURA development to a 4 lane highway, from County BB to East Shady Lane. The Village will also continue to pursue new development in TID#4. All of the Villages TIDs created so far are pay as you go "PAGO" TIDs so no funds are expended if a project does not occur. TID #5 was initiated in 2021 for a mixed use multiple family development that is anticipated to create over \$20,000,000 in new value over the next few years. It is located at the northwest corner of East Shady Lane and Clayton Avenue.
- Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries.
- The new Neenah High School is now completed and operating. The Village has been encouraging new development surrounding the site. Staff anticipates not only new housing but new commercial uses in the area
- The convention center in Appleton and the Sports Complex in Grand Chute which the Village is partially support with room tax funds is anticipated to further promote more motel growth and increase tourism expenditures in the region and have been very successful in promoting regional tourism for the region.
- In 2024 Village staff intends to expand its redevelop its marketing program for both new and infill commercial industrial development. Staff hopes to continue to meet with current business and industries and discuss what additional assistance the Village can provide and how they can help them.
- The Village also allocates funds as needed to promote new development. In addition a new revolving loan program has been instituted by the IDB which will be promoted by the Village to support and encourage new industrial development.

Regulation Reform

- The Village continues to modify its zoning ordinance to provide more flexibility for new industrial and commercial development. Recent changes include a zero setback overlay zone for older developments. All the ordinances have been codified for easy access to anyone. The Village will continue to streamline the development process. This has proven to be invaluable in encouraging business and industrial expansion and we anticipate these efforts will be even more valuable.

Industrial and Business Park Development

- The Village has and will continue to improve and extend public infrastructure. Of note is the extension utilities west on East Shady Lane and along Clayton Avenue. In addition, as noted before, the Village has extended water and sewer to the Neenah High School and surrounding property. The Village also uses TIDs, grants and low interest loans when appropriate. This has helped to encourage the expansion of existing industrial and business parks and encourage new development. The Village promotes and improves its parks on its website as well as state and

regional websites and other state local and regional promotional efforts as they become available.

Community Promotion

- The Village will continue to update its economic development portion of its website. The Village's internet map server provides information on the location of industrial sites and other site-specific information. This has augmented the present industrial park maps now on the Village's web site. The Village will continue its partnerships with the Winnebago County Industrial Development Board, New North, Wisconsin Economic Development Partnership, the Fox Cities Regional Partnership and other appropriate regional entities. The Village uses per capita funds coupled with other Village funds to support local business and industrial development along with potential financial contributions to appropriate regional entities that it deems most beneficial to the Village.
- The Village's Sustainability Committee continues to encourage the use of sustainable energy and other sustainable practices and has recently been awarded a grant to add an additional 100 KW of solar power at two locations on Village property.

2024 Village of Fox Crossing Economic Development Budget

Project/Program	Village Share	Per Capita Share
1. Brochures/Marketing Materials	\$ 750	\$ 500
2. Seed Money for Economic Development Financing Programs	\$ 5,000	\$ 1,000
3. Studies Related to Economic Development/Projects	\$ 5,000	\$ 1,000
4. Other Promotional Programs	\$ 1,000	\$ 500
5. Interaction with Business Prospects	\$ 2,000	\$ 500
6. Funding Administrative Activities	\$55,000	\$ 15,008
7. Membership Dues in Economic Development Organizations	\$ 3,000	\$ 500
8. Other Economic Development Projects	\$ 0	\$ 0
Subtotals	\$71,750	\$19,008

Winnebago County Per Capita Funds
(\$.9944 Per Capita for the Village)

\$19,008

Total Projected Economic Development Expenditures

\$90,758

This Budget does not incorporate additional funds that are spent for infrastructure improvements that are specifically made to support business and industrial expansions.

2023 Village of Fox Crossing Economic Development Expenditures

Administrative Funding

Community Promotion

Advertising & Promotion (1) \$ 2,705

General Village Funds

Winnebago County Per Capita Funds

Total Economic Development Expenditures

Business Retention & Expansion

Staff Assistance \$52,168

Development Information \$ 5,250

\$60,123

\$17,110

\$77,233

2023 Economic Development Results**Community Promotion****Advertising & Promotion**

During 2023, the Village again began site visits. Advertising was improved on the Village's web site, promotional materials were reviewed and improved and staff completed, letters, phone calls and GIS online map promotion. Staff also visited various vacant sites and meet with potential developers and brokers to promote the reuse of these sites.

Development Information and Market Analysis**Staff Assistance**

The Village Manager, Community Development Director, Associate Planner and Community Development Intern are all directly involved in economic development. Staff made every attempt to participate in local and regional efforts to promote the region for new and existing commercial and industrial development. Local successes in existing and new development were surprisingly robust given the worldwide economic situation.

Existing TIDs are still being marketed and there were inquires about potential new development. All the newer and ongoing new commercial and industrial developments, which include both new corporate headquarters and expansion of existing developments, continued in 2023.

Development has included the completion of the new Neenah High School, various residential developments and two major apartment complexes. This continued positive growth trend is due, in large part to our community promotion, incentives and effective cooperation with businesses and industries.

Development Information

Village staff continued to improve the website to encourage new economic development. The Village established an interactive GIS map that provides easy access to potential developers in their efforts to find appropriate sites for development, within the Village.

Grants & Tourism

In addition to the Village's direct economic development efforts. Completion and use of both the Fox Cities Convention Center and the Community First Champion center has brought both conventions and sports events to the Fox Cities. The Convention and Visitors Bureau and the Room Tax Commission to promote new tourism projects. Room tax collections in 2023 have shown a positive trend upward which we anticipate will continue to improve in 2024.

Job Creation and Retention

New job creation numbers are difficult to quantify. In 2023 tracking any job creation has continued to be challenging. We do know that the Village has both retained many industrial and commercial jobs and has expanded some. The Village does not yet have a large number of retail employers. Many major employers in the Village during the covid-19 period which continues have allowed most employees to work virtually. This has greatly reduced the number of employees working in the facilities recently constructed in the Village. Last year the Village projected the following new employment. We have no easy way to verify the current number of employees working in the Village due the employees working from home. We do know that we have created or retained many jobs beginning in 2019. We project the following number of new jobs as estimated below:

Community First Credit Union 200 jobs

WOW Logistics 60 jobs.

Cobblestone motel 40 jobs

Urology Center 16 jobs

SECURA Insurance 400 + jobs

Probation and Parole 40 jobs

OSMS orthopedics 25 jobs

The Neenah High School is now employing a major workforce that will both retain and create jobs within and surrounding its location in the Village.

There are many other smaller employers that also have created jobs in the community but are hard to quantify. We anticipate gaining more information on employment in 2024 during the anticipated site visits of employers in the Village.

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	1,250	500
2. Seed Money for Econ. Dev. Financing Programs(s)	6,000	1,000
3. Studies directly related to Econ. Dev. Programs/Projects	6,000	1,000
4. Other Promotional Programs (example: trade show booths)	1,500	500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	2,500	500
6. Funding of Administrative Activities and/or Positions	70,008	15,008
7. Membership dues in Econ. Dev. Organizations	3,500	500
8. Other Econ. Dev. Projects / Programs: Itemize below:	0	0
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	90,758	19,008

Your report must also address the following two statements (on a separate sheet of paper/cover letter)...

1. **Prior Year use of funds:** Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. **2023 use of funds:** Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



VILLAGE OF WINNECONNE

The Community of Opportunity

30 South First Street - P.O. Box 488 - Winneconne, Wisconsin 54986-0488 - 920-582-4381
www.winneconnewi.gov

\$2,505.00

ATT: Winnebago County Industrial Development Board

112 Otter Ave PO BOX 2808

Oshkosh Wisconsin 54901

Approval Committee,

Currently the Village of Winneconne is requesting \$2,505.00 in support of economic development support. Over the next fiscal year, the intent is to use these funds to support initiatives in growing the community through residential housing and industrial projects.

These funds will provide support to develop advertising products, showcasing the offerings my community has towards perspective developers and support the collective strategic goals of growth through collective outreach programs to acquire grants in support of development.

Last year these funds were used to assist with the cost of memberships and subscriptions to organizations to link the community to other experts and industry leaders. My intent is to grow on those established memberships, leveraging those assets in order to help expand the community through net new construction.

Thank you for the consideration and support as we work towards continuing the improvement of the Village of Winneconne, making it a community of opportunity.

Respectfully,

Logan Fuller

Village Administrator,

Winneconne, WI

Administrator@winneconnewi.gov

Plan Submittal Form

Please fill out the form below and return with your application.

Please identify one or more of the following Eligible Economic Development Program/Project(s) (**Column 1**) that best match your proposed use of the funds, and include the total cost of each program/project (**Column 2**) and amount of IDB Per Capita funding you propose to allocate for each program/project (**Column 3**):

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		\$ 1,000.00
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e., Meeting / Visiting / Hosting)		
6. Funding of Administrative Activities and/or Positions		\$ 1,505.00
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (Note: total in Column 3 should equal your Per Capita Funding Request from IDB)		\$ 2,505.00