

PO Box 2808
112 Otter Ave, 3rd Floor
Oshkosh WI 54903-2808



Oshkosh - 920-232-3340
Fox Cities - 920-727-2880
FAX - 920-232-3347

Winnebago County
Industrial Development Board

The Wave of the Future

February 10, 2023

To: Winnebago County Industrial Development Board

From: Jerry Bougie, IDB Coordinator

Re: Meeting regarding 2023 Per Capita Economic Development Funding

Attached, is the information and funding applications for the IDB's annual Per Capita Economic Development Funding for the local communities/organizations in the County.

The County Board approved \$172,542.00 for the IDB's FY 2023 funding as part of its annual budget process. This is a reduction of \$36,458.00 from prior budget years, a 17.5% decrease. Therefore, the Per Capita Local Economic Development Grants for 2023 have been reduced accordingly, from \$1.13 per capita in 2022 to 90 cents per capita for 2023. Likewise, the two direct IDB funding allocations for the East Central ITBEC and Oshkosh CVB have been reduced as well on a prorated basis.

Please note that restoring funding to prior years' levels for any one or more recipient applicants will require the IDB to take action to transfer funding from its reserve funds to its operating grants account to cover this. This is at the sole discretion of the IDB to take such action.

Thank you, and see you at the meeting next Friday.

Agenda Item Report



Winnebago County

The Wave of the Future

DATE: February 8, 2023

FROM: Jerry Bougie, Planning Director, IDB Coordinator

RE: Board review and action on 2023 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: Winnebago County IDB Meeting date: 02/17/23

Action taken: _____ Vote: _____

Other Committee: N/A Meeting date: _____

Action taken: N/A Vote: _____

County Board: N/A 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 2023, the County Board allocated \$172,542.00 for such purposes. The dollars are distributed by the IDB on a population per capita basis. For FY 2023 the per capita allocation equaled 90 cents per capita. There are also two economic development entities that receive a standard grant award that is not based on the per capita allocation. 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 opportunities or has a viable economic development program.

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. 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 2023 County Board Budget deliberations.

Attachments:

2023 Per Capita Funding Allocations (Proposed) and Per Capita Funding Program Policies and Procedures.

2023 Per Capita Funding Allocations

<u>Municipality</u>	<u>2023 Allocations</u> <u>(\$0.90 per Capita)</u>
City of Menasha	\$ 13,722.00
City of Neenah	\$ 24,953.00
City of Omro	\$ 4,025.00
City of Omro	\$ 3,280.00
Town of Rushford *	\$ 745.00
Greater Oshkosh Economic Development Corp (GO-EDC)	\$ 81,407.00
City of Oshkosh	\$ 60,236.00
Town of Algoma	\$ 6,234.00
Town of Black Wolf	\$ 2,188.00
Town of Nekimi	\$ 1,201.00
Town of Nepeuskun	\$ 652.00
Town of Oshkosh *	\$ 1,102.00
Town of Poygan	\$ 1,158.00
Town of Rushford *	\$ 745.00
Town of Utica	\$ 1,224.00
Town of Vinland	\$ 1,596.00
Town of Winneconne	\$ 2,364.00
Town of Winchester	\$ 1,616.00
Town of Wolf River	\$ 1,091.00
Oshkosh Chamber of Commerce	\$ 1,102.00
Town of Oshkosh *	\$ 1,102.00
Town of Clayton	\$ 3,938.00
Town of Neenah	\$ 3,331.00
Town of Omro	\$ 2,120.00
Village of Fox Crossing	\$ 17,110.00
Village of Winneconne	\$ 2,288.00
Total 2023 Allocation	\$ 153,996.00
Direct IDB Allocations	\$ 18,546.00
East Central International Trade, Business & Economic Development Council (ITBEC)	\$ 9,273.00
Oshkosh Convention & Visitors Bureau	\$ 9,273.00
GRAND TOTAL	\$ 172,542.00

* these communities have elected to share their allocation with more than one entity.



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@winnebagocountywi.gov

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***".

2023 Allocation:
\$13,722⁰⁰



City of Menasha • Department of Community Development

February 9, 2023

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

Re: Winnebago County 2023 Per Capita Economic Development Funding Program

Dear Mr. Bougie and Winnebago County Industrial Development Board,

Enclosed please find the City of Menasha's 2023 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 2023 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	\$2,000
2. Seed Money for Econ. Dev. Financing Programs(s)	\$0	\$0
3. Studies directly related to Econ. Dev. Programs/Projects	\$65,000	\$0
4. Other Promotional Programs (example: trade show booths)	\$6,000	\$1,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$33,000	\$5,000
6. Funding of Administrative Activities and/or Positions	\$70,000	\$5,722
7. Membership dues in Econ. Dev. Organizations	\$17,000	\$0
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)		\$13,722



CITY OF MENASHA 2023 FUNDING REQUEST
Winnebago County Industrial Development Board
Per Capita Fund Expenditure Plan
February 9, 2023

Requested Level of Funding: **\$13,722.00**

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 reconstruction of the Brin Development, the redevelopment of the former Banta Building, the former Anchor Bank Building and the former Faith Technology Headquarters, the replacement of the new Racine Street Bridge, and the development of the naturalization of the Lawson Canal.

2022 Economic Review

2022 was another year of progress. While conversations of the health concerns of the pandemic are discussed less and less, the economy is certainly still feeling the aftershock in supply chain issues, contractor and labor shortages, high costs of construction, and high interest rates.

Through much of this doubt and continued concerns, Menasha has seen positive change: the Racine Street Bridge took its shape, the former Faith Technology building was completed, the Banta and the Anchor Bank sites are nearing completion, the Brin building is rising out of the ground, the City actively worked with the Village of Fox Crossing to take one of many steps in cleaning our boundaries up, and the City closed another one of our active TIF Districts. The City continuously strategizes how to successfully manage our tax increment districts wisely for the greatest output for all of our partners. The City was also award three major grants: EPA community Wide Brownfield Site Assessment Grant, Wisconsin Neighborhood Investment Grant for the implementation of the Water Street project and a Community Foundation Grant to support the Lawson Canal naturalization.

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

In 2022, the City of Menasha saw a growth of roughly \$19.7 million in new net construction with an overall increase equalized valuation of roughly \$68.4 million from 2021.

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

Economic Development Outlook 2023

Moving forward in 2023, with the help of Winnebago IDB, the City of Menasha plans to continue to grow diversity in our community. This year, 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.

The Brin project is anticipated to be completed by early fall of 2023 creating an additional \$8 to 10 million in valuation. The Banta Lofts redevelopment project, creating an additional \$4 to 6 million in new valuation and the Harbor Lofts redevelopment project (Anchor Bank Building), creating an additional \$2 million in new valuation is expected to be completed this spring of 2023. 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.

Being awarded its first EPA Brownfield Site Assessment Grant, the City sees this as an opportunity to make many of the existing brownfield redevelopment sites more marketable. One of these sites particularly includes the former Whiting site. This site having environmental concerns and a large financial undertaking is a top priority for the City. The EPA dollars allow the city to be educated on the current site condition and provide liability exemptions from possible concerns.

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.
- Market City/RDA owned 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.
- Continue to strategically manage and market the existing TIF districts and review the need for future TIF districts:
 - With the developer defaulting on the terms of the redevelopment of the Shopko Plaza building, strategize on the closing of TIF 14.
 - Analyze the former Whiting Paper Mill site for future development and the City's ability to work with the County to acquire and redevelopment the vacant and deteriorating property and the need for a possible new TIF district. Work with the EPA to test the site to understand site redevelopment constraints.
- 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 the Racine Street Bridge.

- 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, Germania Hall, Gunderson Cleaners, vacant downtown storefronts, and expansion of existing businesses.

2023 IDB Per-Capita Fund Award Utilization

\$2,000	Print Advertisement
\$0	Economic Development Programs
\$0	Economic Development Studies
\$1,000	Promotional Material
\$5,000	Business Retention and Expansion
\$5,722	Administrative Activities
\$0	Membership and Dues
\$13,722.00	TOTAL

2023 Allocation:
\$24,953⁰⁰



February 3, 2023

**CITY OF NEENAH 2023 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$24,953

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 2022 added just over \$109 million of new construction value as compared to \$59 million in 2021. This new investment tracks above the five-year average of \$59 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 2022 included the expansion of the Amcor Innovation Center along with several smaller remodels and additions. Staff responded to over a dozen inquires through the year in addition to conducting a ½ dozen retention visits with our business community.

Anticipated for 2023 is the continued expansion of Galloway Company, completion of Theda Care's new emergency department expansion and other hospital renovations (an \$100 million investment) and several new retail projects including the completion of a Noodles and Company, re-occupancy of the former Shopko building, and a Club Car Wash. The completion of the 201 West Wisconsin Avenue project will occur in early 2023, bringing new residential, retail and office space to Neenah's Downtown.

With assistance of IDB, the City developed Neenah Next – A Plan for Downtown Neenah. The Plan provides a vision for the continued growth and development of the city center including recommendations for redevelopment sites and improvements to pedestrian and bicycle infrastructure to and within the downtown, both of which will continue the positive momentum the downtown has benefited from over the past three decades.

Lastly, Neenah continued to experience growth in its multi-family market with the announcement 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 of 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 2022, 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 a number of businesses, economic development studies and expansion projects for several manufacturing and commercial facilities.

2023 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 2023, 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.

2023 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 1,250.00
• Economic Development Studies	\$ 9,203.00
• 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	\$ 24,953.00

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	4500	1250
2. Seed Money for Econ. Dev. Financing Programs(s)	26250	
3. Studies directly related to Econ. Dev. Programs/Projects	55000	9203
4. Other Promotional Programs (example: trade show booths)	2100	1500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	41300	4500
6. Funding of Administrative Activities and/or Positions	30000	5000
7. Membership dues in Econ. Dev. Organizations	30000	3500
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)	189150	24953



2023 Allocation:
\$4,025⁰⁰

February 9th, 2023

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 2023 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 Development Director
skromm@omro-wi.com
920.685.7000
205 S Webster Ave
Omro, WI 54963

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	\$50,743+ benefits	\$4,025.00
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)		



2023 Per Capita Funding Summary

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2023:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	\$3,280.00
Town of Rushford	\$745.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$4,025*. 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

Intentions for the 2023 Budget

The Omro Area Development Corporation will be focusing on the following objectives in 2023:

1) Continue to work at filling current vacancies in commercial and industrial buildings; 2) Continue to promote tourism and traffic along the Fox River and in Downtown Omro; 3) Support the City and Future Omro Chamber-Main Street program's objectives of economic restructuring, organizing, design, and promotions to revitalize and reinvest in Omro which will strengthen overall economic growth in the entire city.

The following is how we intend to achieve our objectives:

- Keep informed on existing business needs in Omro to nurture future expansion plans.
- Market existing buildings and sites which are for sale or lease.
- Market the Omro Industrial Park's expansion both within and outside Omro.
- Provide a revolving loan program to assist businesses with development needs.
- Market and promote Omro through a multimedia campaign that involves on-line advertising, printed advertising, flyers, brochures, billboards, welcome signs, and media advisories.
- Continue to work with the City of Omro, Future Omro Chamber-Main Street Program, Omro Business Improvement District, surrounding communities and Winnebago County to enhance the economic development picture in the community.
- Continue to utilize City of Omro, OADC, and Future Omro websites as a recruitment tool for new businesses and as a source of information for existing businesses.
- Update the Omro Industrial Park's covenants to help City Council, the OADC board and prospective buyers understand the development process and standards.
- Revise the agreement between the OADC and the City Omro.

Budget for 2023 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	\$4,025.00	OADC, Business, Improvement District, City of Omro
TOTAL COSTS	\$50,743+	\$4,025.00	

Past Use of Funds and Results

The Omro Area Development Corporation (OADC) was generously granted \$7,331.00 from the Winnebago County Industrial Development Board in 2022. These funds enabled us to meet economic development and tourism goals of the OADC, City and Downtown organizations.

Annually, a portion of these funds are allocated to the Economic and Community Development Director salary. This position is unique to Omro as it is a city position, but the employee has partial funding and works on behalf of 3 business related organizations and their boards, including the Omro Area Development Corporation, the Business Improvement District, and the “Future Omro” Main Street/Chamber Organization. The collaboration of these 4 entities enables Omro to move forward in a cohesive manner that is envied by other communities and organizations. The funding from the Winnebago County Industrial Development Board is crucial in continuing this special partnership.

Per Capita funding has contributed to promotion of Omro’s downtown as well as promotion of available resources to these downtown businesses. The business repository continues to be updated. This was created years prior in an effort to improve the business environment and lists the inventory and status of each commercial and industrial parcel. With these efforts, Omro’s downtown has seen a substantial increase in occupancy and currently there is only one vacant building in the district.

The Industrial Park was again a key focus in 2022. The city partnered with a local realtor and attended conventions to promote available space in the park. Through these efforts all but one lot has sold in the park. The city is now looking into expansion of the park.

With the help of the Economic and Community Development Department, Omro typically holds around 30 events annually with an estimated 18,000 of people in attendance. In 2022 we were able to hold 34 events. Omro also provides a visitors’ guide, 2 city wide newsletters, advertising in several area magazines, newspapers and guides, radio spots, and joint business advertising.

Thanks, in-part to the Per Capita Funding Program, progress throughout Omro continues to advance in a positive manner with more opportunities available to all each year. We look

forward to continuing successful development projects and making Omro a “Great Place to Live, Work and Do Business” throughout 2023 and beyond.

2023 Allocation:
\$ 81,407⁰⁰



February 6, 2023

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

RE: Winnebago County 2023 IDB Per Capita Economic Development Funding Program

Dear Mr. Bougie,

We greatly appreciate the ongoing support of the Industrial Development Board through the Per Capita Development Program. We are proud to partner with many municipalities in Winnebago County and provide a regional approach to development. We appreciate your consideration of our application for funding allocation of \$81,407 for 2023.

The mission and objective for Greater Oshkosh EDC has been to serve as *“the leading economic development organization in the Greater Oshkosh area driving collaboration, existing business development, attraction, and business startups”*. This is completed utilizing our five core values as guideposts which were reaffirmed by our Board of Directors last year in our 2022 strategic plan. Specifically, the values we are committed to are as follows:

- **Leadership:** We will function as leaders in the community for economic growth and quality of life.
- **Responsiveness:** We will serve with efficiency, effectiveness and with an orientation to achieving results.
- **Accountability:** We will function in open and transparent ways to serve the public’s interests.
- **Innovative:** We will serve in creative and flexible ways to stimulate achievement.
- **Collaboration:** We will continually function as a connector in our community.

In 2022, Winnebago County businesses continued to show their resiliency facing ongoing workforce challenges and record inflation rates. Our main focus remains on business retention and removing barriers to access workforce. However, we also looked forward working with our educational institutions and community partners to cultivate a future workforce.

The investments Greater Oshkosh EDC received last year were put towards initiatives that moved economic development forward in Winnebago County. The work Greater Oshkosh EDC accomplished in 2022 was used to conduct the following programs and initiatives:

- Partnership and sharing of information with municipal partners.
- Promotion and advancement of our area Industrial Parks.

- Successfully re-launched Business Retention Evaluation (BRE) visits to engage businesses regarding current climate and local trends impacting employers and employees.
- Continued execution of the Winnebago Catch-A-Ride program to assist in workforce transportation issues.
- Facilitation of studies on workforce trends and broadband infrastructure.
- Marketing, planning and promotional materials to promote Greater Oshkosh EDC, our programs, and surrounding communities.

Intended Use of Funds: In 2023, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds to provide for the following economic development activities:

- Promotion of our area as a strong place to live, work, and build your business and supply chain.
- Continue providing access to capital by finding ways to support our established businesses and startup businesses in Winnebago County and promotion of Rural RLF program.
- Maintain business retention and expansion activities for existing, local industries and manufacturers, prospecting new businesses to our area, workforce recruitment/quality of life initiatives and diversification of new industries and manufacturers.
- Provide administrative support of current and developing programs.
- Continue membership and engagement in state and federal economic development organizations, connecting programs to local businesses and entities.
- Carry-on the involvement in workforce initiatives from education and assessing employer needs, addressing employment barriers, as well as analyzing regional trends and needs.
- Enhancing the area and its strengths by continuing development and assisting the municipalities in Winnebago County.

The attached one-page financial summary (Plan Submittal Form) details how the 2023 IDB funds will be used/expensed by Greater Oshkosh; whereas the attached two-page overview provides a brief overview how 2022 IDB funds were utilized.

The staff at Greater Oshkosh and Board 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,

Tricia Rathermel
President & CEO
Greater Oshkosh EDC



2022 Accomplishments

Greater Oshkosh EDC led regional economic development, driving existing business growth, investment attraction, and start-ups.

- The organization connected with 300 company leaders learning about current business state and future needs for success in the region.
- Provided access capital opportunities to growing and expanding businesses. In total, \$642,000 in loans and grants were issued through the loan programs administered by Greater Oshkosh EDC. These projects totaled over \$2.3 million in new net investment throughout our region. The newly launched Rural Revolving Loan Fund attracted 10 inquiries for business support on projects throughout the rural communities.
- Connected businesses to other funding sources and incentives.
 - Assisted Village of Winneconne and Winneconne Coffee Co in authoring a Community Development Investment Grant.
 - Provided technical support and wrote letters of acknowledgement for 73 applications to the Main Street Bounce Back Program, resulting in \$650,000 in grant funding awarded to local businesses. Winnebago County received a total of \$2.2 million through this statewide program.
- Provided ongoing support, technical support, and program administration for recipients of the Oshkosh Emergency Response Loan and Winnebago Rapid Recovery Loan Covid-19 programs from prior years.

Greater Oshkosh EDC pursued a targeted industry approach to strengthen the competitiveness of core industries in the greater Oshkosh area.

- Promoted the aviation industry through collaborative effort and rebranding of Oshkosh Aviation Park. Continued outreach with collective promotion of greater Oshkosh region as a place for travel, business, and residence at the 2022 EAA AirVenture Oshkosh event.
- Greater Oshkosh EDC developed customized proposals to businesses (18 created in 2022) interested in establishing a location within the region upon direct contact or referral from a reliable source.
- Partnered with commercial real estate brokers, developers, and property owners to build an inventory of available commercial/industrial sites and buildings available within the greater Oshkosh community.

Greater Oshkosh EDC engaged partners to support a skilled workforce in the greater Oshkosh area.

- Coordinated local participation and distribution of results for three key studies regarding workforce including labor shed benefit analysis, childcare impact on workforce, and broadband accessibility. Attended additional training and educational opportunities to be experts on these topics.
- Winnebago Catch-A-Ride: Greater Oshkosh plans to continue to seek financial sustainability for WCAR. The program has delivered over 3,000 rides in 2022 and has now completed over 10,000 rides in the life of the program to help people get to work.
- Further commitment to working hand in hand with community and regional organizations to enhance Winnebago County as a diverse, inclusive, and welcoming community to people of all races, backgrounds, cultures, and religions.
- Greater Oshkosh EDC continued to identify workforce barriers and work with all partners to identify solutions.

Greater Oshkosh EDC provided the tools and resources to ensure greater Oshkosh area is prepared to address economic development opportunities.

- Continued to explore the advantages that the Foreign Trade Zone, Opportunity Zones, New Markets Tax Credit, historic tax credits and others will improve our county/community/region.

- Continued to leverage the transload as an asset for aiding the shipping needs of business and industry.
- Partnered with organizations to remove blighted properties and restore such properties to attractive and better uses for the community.
- Hosted educational sessions on MS4 Permitting and basics of Economic Development skills targeting local leaders to prepare the region for future development.

Maintained Greater Oshkosh EDC as an innovative, flexible, and entrepreneurial organization.

- Maintain effective marketing and communication plans. Generate return on investment measures for marketing campaign and demonstrate the quantitatively/qualitatively impact for business partners.
- Establish a scorecard for internal utilization and education focused on measurable outcomes as well as provide purposeful data to investors.
- Maintain a strong economic development website for the greater Oshkosh community and continued promotion with diverse media platforms: social media, local, and regional media.
- Expand effective outreach to public stakeholders, including the City of Oshkosh, Winnebago County, Townships, Village of Winneconne, City of Omro, Townships, and others within the region.
- Collaborate with local organizations and development partners on webinars that highlight business development programs / educational topics.

2023 and Ongoing Activities

- Maintain effective outreach to all public stakeholders – the City of Oshkosh, Townships, Village of Winneconne, Winnebago County, and others defined as part of the Greater Oshkosh region.
- Continue to connect with 300+ companies (annually) to address issues identified and establish benchmarks for providing solutions to area businesses.
- Identify and evaluate market opportunities/requirements in the local and regional supply chains for identified industry clusters.
- Continued collaboration with all educational and workforce-based partners.
- Identify ways to connect employers to their assorted services as well as assist in developing innovative and forward-thinking programs to expand the workforce (regionally).
- Continue monitoring/quantify the present workforce needs of area employers.
- Quarterly evaluation of the changing demographics and diversity in Greater Oshkosh.
- Consistently be aware of available commercial/industrial sites and buildings available within the region and partner with commercial real estate brokers, developers, and property owners.
- Work with organizations to remove blighted properties and restore properties to more attractive/better uses for the community.
- Maintain communication/marketing plans for external partners (weekly newsletter & webpage).
- Promote all modes of transportation for Winnebago County (highways, rail, transit, commuter bus and aviation).
- Maintain role/participation in NEWREP and other regional economic development initiatives.
- Update organizational website to better deliver development information and technical assistance to current and prospective businesses.
- Continue efforts to implement programs that will allow for all communities in Winnebago County to have incentives through the form of access capital.
- Coordinate with Winnebago County staff on programs that can impact the business climate throughout Winnebago County.

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	\$11,237	\$2,678
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)	\$6,500	\$1,302
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$131,000	\$24,335
6. Funding of Administrative Activities and/or Positions	\$225,000	\$41,725
7. Membership dues in Econ. Dev. Organizations	\$1,796	\$332
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a. Workforce Initiatives	\$35,000	\$6,675
8b. Regional Assistance	\$22,000	\$4,360
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$432,533	\$81,407

2023 Allocation:
\$ 1,102⁰⁰

OSHKOSH

CHAMBER of COMMERCE

February 8, 2023

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 \$1,102.00.

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 2023 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,

A Five Star Accredited Chamber of Commerce

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 2022 summarizing specific results.

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

Sincerely,



Colan Trembl
Economic Development Director
Oshkosh Chamber of Commerce

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

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)	Site Selctors Event - \$2,000	
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	Prospect Development Activities - \$54,000	\$1,102.00
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)	\$56,000	\$1,102

Oshkosh Chamber of Commerce

2023 Strategic Plan

The Oshkosh Chamber of Commerce is an independent and the 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.

MISSION

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

Strategic Priorities to Achieve our Mission

Enhance Economic Growth in our Community

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.

- **Strategic Objective** – Continue efforts of the Economic Development Advisory Council to focus specifically on projects and locations within the area that will enhance the community's appeal as a desirable place to do business and help drive future business success.

Programs/Tactics:

1. Hire an Economic Development Director to oversee & implement the economic development services program.
2. Provide support and assistance to existing Oshkosh area companies.
3. Monitor the progress of economic development program activities, deliverables, metrics and tactics.
4. Organize semi-annual investor relations progress/update events.

5. Conduct annual economic development fund-drive with the goal of raising a minimum of \$70,000.

- **Strategic Objective** – Promote local economic growth through new business recruitment, expansion and retention including start-up and entrepreneur support needed to make Oshkosh a great place for business.

Projects/Tactics:

1. Continue the Oshkosh Chamber's web-enabled building and sites database.
2. Provide financial resources and support to area businesses.
 - Ensure that "gap" financing is available for new and existing businesses to foster investment and job growth.
 - Continue to administer the OAEDC Revolving Loan Fund.
 - Explore opportunities with the OAEDC RLF Committee to develop a plan to further capitalize the fund.
 - Coordinate marketing, assist with loan applications, loan review committee meetings, loan documents, monitoring loan payments, monitoring loan recipient financial status, monitoring fund balance, and other reporting requirements for OAEDC.
 - Work closely with the Wisconsin Economic Development Corporation (WEDC), WHEDA, DOA, and other state and federal sources that can provide support and assistance to Oshkosh area companies.
3. Provide direct consultative services to over 100 businesses annually.
4. Provide market information, data and services to economic development inquiries.
5. Coordinate the activities of the Amplify Oshkosh Information 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).
 - Explore potential grant opportunities.
 - Amplify IT Conference - November 2022.
 - Coordinate the Ideas Amplified bi-monthly speaker/networking series.
 - Complete development activities for new Amplify website and Mobile App.
 - Coordinate Amplify IT Leadership Academy program.
6. Attend the annual trade shows:
 - ICSC Global Real Estate Trade Show in May 2023.
 - Site Selector Trip to Dallas
7. Continue leasing open office space in the Chamber building as business incubator space.

- **Strategic Objective** - Work with key stakeholders to establish an image that tells the business story focusing on why the area is a great place to conduct and grow business.

Programs/Tactics:

1. Coordinate economic development activities with Goedc as needed.
2. Continue to be an active member of the 18 County Northeast Wisconsin – New

North.

- a. Participate with the New North booth at the annual EAA Adventure.
3. Regional Economic Partnership (NEWREP) and continue membership on the NEWREP Board.
4. Continue to be an active member of the Wisconsin Economic Development Association (WEDA) and continue as a member of the WEDA Board, Legislative Committee and Chairmanship of the Wisconsin Economic Development Institute Board of Directors.

Talent & Workforce Readiness

The Oshkosh Chamber of Commerce is the driver in aligning educational outcomes and workforce readiness of our future labor pool. We will assist area business in retaining, recruiting and engaging a diverse and talented pool of employees. We understand the needs of the community and then educate and motivate potential leaders to commit themselves to address those needs through a variety of leadership roles. Employers are faced with two critical workforce development issues: the lack of a qualified workforce to meet their existing employment requirements (Skills Gap) and the shortage of people caused by a demographic shift. The education and talent development programs and support done within the Oshkosh Chamber is the lynch pin to creating partnerships and collaborative programming between Oshkosh education communities and area businesses. The Education and Talent Development department collaborates with the Oshkosh Area Public Schools, Lourdes Academy, Valley Christian, Fox Valley Technical College, University of Wisconsin Oshkosh, regional associations and Oshkosh Chamber employers to create education and talent development programs that strengthen the existing workforce development system, open the lines of communication between education and business and address the critical workforce dilemmas faced by our community.

- **Strategic Objective** – Develop the organizational infrastructure to support the Talent & Workforce Development Department.

Programs/Tactics:

1. Hire an Education & Talent Development Director to oversee and implement the Education and Talent Development program.
2. Broaden the funding sources for the Talent & Workforce Development Program beyond membership investment.
 - Secure \$20,000 financial support from the Oshkosh Area School District.
 - Seek funding opportunities from the area private school systems.

- Seek other funding opportunities from granting organizations and Foundations.

- **Strategic Objective** - Collaborate with schools to coordinate career exploration at the middle and high school levels.
 Programs/Tactics:
 1. Partner, recruit and orchestrate with counselors citywide 8th grade career/high school exploration fair.
 2. Partner, recruit and orchestrate juniors in high school personal finance classes structured career exploration tours with area employers.
 3. Recruit employers and high schools and manage partnerships for Project G.R.I.L.L.

- **Strategic Objective** - Partner with the Oshkosh schools in preparing students for the world of work (academic and career planning) by offering real-life work experiences.
 Programs/Tactics:
 1. Partner with SHRM and area employers on offering resume and interviewing skills workshops within the personal finance classes in high school.
 2. Market and recruit employers interested in participating in fall and spring Interviewthons – where high school students interview for real jobs.
 3. Facilitate soft skills training citywide to 8th grade and high school personal finance classes.

- **Strategic Objective** - Coordinate and support Partners at Learning (PALs) employer/community/school partnerships.
 Programs/Tactics:
 1. Recruit employer/community partners for public schools.
 2. Coordinate an annual partner forum for sharing best practices.
 3. Function as the administrator for the program within the Oshkosh Chamber.

- **Strategic Objective** - Create talent attraction initiatives that develop a human resource pipeline to sustain and develop business growth for the Oshkosh Chamber business community.
 Programs/Activities:
 1. Co-sponsor area Job Fair(s) with Fox Valley Workforce Development Board.
 2. Partner with the Oshkosh Area SHRM in hosting a spring Future HR Conference.

- **Strategic Objective** – Continue the process of identifying and developing community leadership.
 Programs/Tactics:
 1. Manage and conduct the Leadership Oshkosh program.

- i. Facilitate/continue fundraising and non-profit adjunct board components to Leadership Oshkosh
2. Re-establish the Youth Leadership Oshkosh program (start date to be determined). Fee will be \$200 per student.
3. Retain and attract young talent and leadership, while providing young professionals with opportunities to connect with one another through social opportunities, professional development and community service initiatives.
 - i. Chamber staff liaison to Propel.
 - ii. Promote Propel Events.
 - iii. Promote Propel members.

OSHKOSH

CHAMBER of COMMERCE

Oshkosh Chamber Opportunity Management Portfolio

- 83 business cases
- 200 calls relating to business/market support inquiries
- 31 start-ups
- 22 site tours provided
- 17 project wins

Financial Assistance

LOCAL SUPPORT

- **Approved and closed 3 loans** totaling \$108,000, leveraged over \$1 million in private investment, and created 18 new jobs through the Oshkosh Chamber (OAEDC) Revolving Loan Fund
- The Oshkosh Chamber RLF has closed 38 loans, leveraged over \$7.6 million in private investment and created over 300 new jobs since 2004

STATE SUPPORT

- **58 Main Street Bounce Back Grant** business support letters from the Oshkosh Chamber
- \$580,000 in total grant awards

\$44.1 Million In New Commercial & Industrial Construction

- 2nd in Fox Valley 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

- **Coordinated benefits survey** of local area manufacturers
- Supported regional **Child Care Provider Survey**
- Financial support for update to Imagine Oshkosh Downtown Plan

9 Amplify Oshkosh Events Coordinated

- 900 individuals participating since 2013
- Hired Education and Talent Director
- Hired Economic Development Director

2022 Economic Report

Oshkosh Chamber Client Support

Merge Urban Development

- Mackson Corners
- 74 Multi-family units
- Oshkosh Chamber identified client
- Referred to City of Oshkosh
- Project under construction

Chic-fil-a

- Market support
- Project completed and open for business

Towneplace Suites by Marriott

- Developer support
- 103 room extended stay hotel
- Project completed and open for business

Dunkin Donuts/Baskin Robbins/Pizza @ Hwy 21

- Developer support
- Open for business on Oshkosh Ave

Popeyes

- Developer support
- Open for business'

Support for Former Oshkosh Northwestern Building

- Developer support

Salvation Army (Temporary location During Construction)

- Site selection assistance
- Site identified and relocated

MDS Communication

- Market support
- Site location assistance
- Open for business in new location downtown

Oshkosh Tiki's

- Business plan support
- Financing provided through Oshkosh Chamber RLF
- Open for business

Teriyaki Madness

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

Thunderbird Bakery Expansion

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














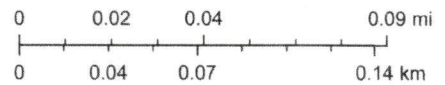
Site Map



2/7/2023, 4:01:19 PM

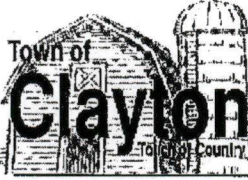
1:2,759

- | | |
|--|--|
|  Adjacent Counties |  Navigable - Permanent (checked) |
|  Lakes, Ponds and Rivers |  Navigable - Intermittent (checked) |
| Navigable Waterways | |
|  Navigable - Permanent (unchecked) |  Navigable - Stream (checked) |
|  Navigable - Intermittent (unchecked) |  Tax Parcel Boundary |
|  Navigable - Stream (unchecked) |  Road ROW |
| |  Municipal Boundary |



Winnebago County GIS, Imagery Date: April 2020

2023 Allocation:
\$3,938⁰⁰



8348 County Road T
Larsen, WI 54947

February 10, 2023

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

Re: Intent to Apply and Application for the 2023 Winnebago County, Industrial Development Board (IDB) Per Capita Funding Program Grant.

Dear Mr. Bougie:

Please consider this letter as the Town's 2023 Industrial Development Board (IDB) Per Capita Funding Program Application. Based on the County's Per Capita Funding Allocations documents, the Town of Clayton has been allocated \$3,938.00.

2023 IDB Grant Proposal:

The Town Board has directed the Administration to apply for the Town's 2023 (IDB) Per Capita Funding Program allocation and to forward those funds to the Fox Cities Chamber of Commerce & Industry, Fox Cities Regional Partnership economic development program (for program details please see the Chamber's website at www.foxcitieschamber.com). The Town Board believes that the Chamber's Fox Cities Regional Partnership program meets the Winnebago County Industrial Development Board's Policy (3. b) which allows Communities to reallocate all, or a portion, of their (IDB) Per Capita Funding allocation to other economic development entities that benefit their Communities and/or the County as a whole. The Board believes that the Fox Cities Regional Partnership program will benefit the Town of Clayton by encouraging and fostering economic development within the greater Fox Valley Region. These activities will likely benefit the Town both directly and indirectly.

2022 IDB Grant Results:

The Town of Clayton proposed to utilize its 2022 Winnebago County IDB funding allocation to offset costs associated with seeking "Gold Shovel" certification status for four (4) parcels of town-owned land located in a distinct area along the USH 10 corridor.

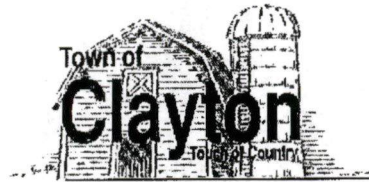
The Gold Shovel site designation program was developed and is managed by New North, the designated Regional Economic Development entity for the eighteen-county area. The Gold Shovel program is designed to identify both publicly and privately owned sites throughout the New North region that are suitable for industrial and commercial development.

The program's goal is to gather uniform site information which increases the quality of site documentation, and subsequently the marketability of the site. Knowing this information up front

8348 County Road T - Larsen, WI 54947

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

Email - clerk@townofclayton.net | Web Page - www.claytonwi.govoffice3.com



8348 County Road T
Larsen, WI 54947

helps brokers, site selectors, developers, and companies expedite their search, allowing these particular sites to stand out against the competition. Gold Shovel certification provides a level of assurance that the site is suitable for development and that few, if any, hoops need to be jumped through to start a new business project.

The Gold Shovel program requires that each site be vetted for critical information pertaining to its conditions and development potential. A series of detailed maps and other information on environmental characteristics, utilities, zoning, and the like are prepared and verified by an engineer and a third-party reviewer.

These properties have been planned for as part of the new Town of Clayton Business Park. The Town's recent (2021) comprehensive plan amendment brought forth a new vision for the 10/76 highway corridor. This vision not only includes significant industrial and commercial expansion, but also a workforce-supporting set of planned residential neighborhoods, mixed-use commercial centers, and highly values public spaces and trails. As indicated in the comprehensive plan, the Town of Clayton Business Park would seek *"commercial uses of high quality (corporate offices, medical offices, etc.) that are regional in nature, serving a market broader than just the Town of Clayton. "Big Box" types of stores are not desired in this setting and requiring that all development occur under a Planned Unit Development (PUD) condition will help to ensure the quality of the development and its buildings.*" By promoting these sites through the Gold Shovel program, the Town and County will ultimately see increases in jobs, tax base, and economic growth.

Costs totaled \$6,500 to prepare and certify the site through the Gold Shovel Program. \$6,000 to have the Town's consultant gather information, prepare the necessary maps and narrative, and certify and submit the application. The remaining \$500 is associated with the Gold Shovel program application fees. The \$4,697 in IDB funds offset the Town's costs.

Should you have any questions relative to this application, please feel free to call or e-mail me.

Sincerely,

Kelly Wisniewski
Town Administrator

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		
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:	Defer funds to Fox Cities Chamber of Commerce	\$3,938.00
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)		

2023 Allocation:
\$ 3,331⁰⁰



1600 Breezewood Lane Neenah, WI 54956

Bob Schmeichel, Chairman 920-729-5995
David Bluma, Supervisor 920-636-8340
Brooke Cardoza, Supervisor 920-727-1750
Jim Weiss, Supervisor 920-727-1952
Tom Wilde, Supervisor 920-725-0014
Ellen Skerke, Administrator-Clerk-Treasurer 920-725-0916

February 10, 2023

Jerry Bougie
IDB Coordinator
jbougie@co.winnebago.wi.us

RE: Winnebago County IDB Per Capita Funding Program Application

Jerry

Attached is the Town of Neenah's application for Winnebago County 2023 Per Capita Economic Development Funding.

Sincerely,

Ellen Skerke
Administrator-Clerk-Treasurer

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	32,963 ⁰⁰	3331.00
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)	32,963 ⁰⁰	3331.00

1- Prior Year Use of Funds

Over the past few years, Town of Neenah has received IDB funds to utilize toward the development of approximately 70 acres of land that the Town owned. The Town successfully sold 37 acres in 2020 and continues to work with the developer to engineer a plan for utilities including sewer, water and stormwater through a shared stormwater pond. The funds were used to partially fund engineering costs related to these activities.

2- 2023 Use of Funds

In 2023, the Town plans on continuing the process of securing utilities including sewer, water and stormwater utilities to the parcels along Oakridge and Tullar Road. The Town is in the design phase for a complete road reconstruction of Oakridge Road from the Town limits near Green Bay Road west to CTH CB roundabout. Road improvements will make the parcel on the north side of Oakridge Road more desirable and will enhance this corridor between the Town of Clayton and City of Neenah.

The intended use of the Winnebago County 2022 Per Capita Economic Development Funding of \$3,331 will be to partially fund engineering work required to continue to work on utility planning and design.

2023 Allocation:
\$ 2,120⁰⁰

Town Officials Serving You:

Brian Noe, Chairman

Steve Disterhaft, Supervisor

Mark Krings, Supervisor

Beth Jackson, Treasurer

Dana Woods, Clerk

Bruce Roskom, Planning Commission Chair



4205 Rivermoor Road

Omro, WI 54963

(920) 685-2111

www.townofomro.us

February 9, 2023

Industrial Development Board

Attn: Jerry Bougie

Winnebago County Planning Department

112 Otter Street

Oshkosh, WI 54903-2808

Re: Winnebago County 2023 Per Capita Economic Development Funding Program

Dear Mr. Bougie and Winnebago County Industrial Development Board,

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

If you have any questions or concerns, please do not hesitate to contact me by phone at 920-279-3181 or email at chairman@townofomro.gov.

Respectfully,

A handwritten signature in black ink, appearing to read "Brian Noe".

Brian Noe

Town Chairman

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	1000.00	500.00
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	3200.00	1620.00
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)	4200.00	2120.00

Prior Year Use of Funds:

The Town of Omro began a Study of the Highway 21 Corridor on the East side of the City of Omro. Recognizing the increasing development pressure will only increase with the impending Highway 21 improvements scheduled to be in coming years the Town began work to plan the orderly development of the area surrounding Hwy 21.

The Town of Omro partnered with UW Oshkosh to conduct a survey of residents and property owners to collect data on how residents and landowners in this area would like to see this area developed to help determine what types of commercial development would be supported by the community.

The town has met with the Wisconsin Department of Transportation to coordinate the towns plans in this area with future upgrades to highway 21.

After reviewing existing land uses in the corridor area, and identifying those areas likely to be developed, the town is in the process of reviewing future updates to the comprehensive plan to allow development in those areas in an orderly manner. We were able to review the results of the surveys conducted and identify several common desires of residents, and what types of developments the community would be supportive of. We were also able to identify what issues residents and landowners wish the town to further regulate to make those developments compatible with existing developments.

2023 use of funds:

The Town of Omro is requesting to use this year's allocation of funds to assist in the continuation of the Highway 21 Corridor Study. The Town is working to study what changes should be made to the Town's Future Land Use plan that will allow for compatible commercial developments. The Town's Planning Commission will begin the process of identifying development standards to be applied to this area, that address the concerns with development of these areas, and provide some level of certainty to developers wishing to develop in the highway 21 corridor area.

The town is also looking to partner with the Town of Algoma Sanitary District in the promoting the development of this area and utilizing the utilities and infrastructure that can serve it. Together we hope to encourage development that can provide services to the town and surrounding communities as well as local employment opportunities.

Additional planning for future utility extensions required to serve the corridor will also begin, so work can be coordinated with future highway 21 upgrades and provide for more economical development of these areas.

We also will continue to interact with the Wisconsin Department of Transportation as we develop are plans to coordinate our plans with theirs. This will help provide the required access for development of this area while allowing regional transportation to not be negatively impacted by local development. We also hope to explore opportunities to provide trails and alternate means of travel within the corridor to provide additional access to businesses that can connect to the rest of the community, in hopes of making development of the corridor more attractive and accessible to more people.

All of these efforts are being undertaken to allow for an promote orderly and compatible development that encourages business growth within the Town that benefits not just the town but the surrounding communities.

2023 Allocation:
\$17,110⁰⁰-



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

January 30, 2023

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

RE: 2023 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 \$17,110 for local economic development efforts to Fox Crossing in 2023. The Village will 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 2023 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.

2022 saw new projects, including the start of the new Neenah High School, which is anticipated to be completed by the end of this year. Some of the other projects include the former Clearwater Paper warehouse, a new mixed-use apartment complex, a smaller apartment complex, various smaller commercial projects including business expansions and reuse of a former office building for apartments.

The future of the portion of the previously operating paper mill is still being addressed. Other office buildings that are being marketed for reuse are the former SCA Tissue office building along U.S 10 and the Pitney Bowes building on American Drive.

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.



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

2023 Allocation:
\$2,288⁰⁰

February 10, 2023

Mr. Jerry Bougie
Winnebago County IDB Coordinator
P.O. Box 2808
Oshkosh, WI 54903-2808

Dear Mr. Bougie:

Thank you for your capable administration of Winnebago County's Per Capita Economic Development Funding Program. As requested, I am providing a brief summary of our prior year use of funds and our intended use of funds this year.

Prior Year Use of Funds

In 2022, paid \$5,500 in membership dues to the Greater Oshkosh Economic Development Corporation, a regional economic development agency. We used the balance of our funding for my time as Economic Development Director and professional services related to the marketing and redevelopment of the remnant waterfront parcel on the southwest corner of the Wolf River bridge.

Intended Use of 2023 Funds

In 2023, we anticipate paying \$5,500 in membership dues to the Greater Oshkosh Economic Development Corporation, a regional economic development agency. We plan on supplementing IDB funds to support efforts to redevelop the remnant waterfront parcel on the southwest corner of the Wolf River bridge. We remain optimistic that with the utility easements settled related to a new gas line installed in 2022 and a new low pressure water transmission line to be installed in early 2023 that we can make substantive progress toward the redevelopment of this important community resource. We will also have engineering review expenses related to a proposed subdivision near the Winneconne Middle School and High School campus.

If you have any questions regarding our past or current use of IDB funds, please don't hesitate to call me.

Best regards,

David Porter
Village Administrator

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 2023 IDB funds.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Dearborn Jr.", written over a horizontal line.

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

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	750	500
2. Seed Money for Econ. Dev. Financing Programs(s)	3000	500
3. Studies directly related to Econ. Dev. Programs/Projects	5000	1000
4. Other Promotional Programs (example: trade show booths)	1000	500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	1000	500
6. Funding of Administrative Activities and/or Positions	55000	13510
7. Membership dues in Econ. Dev. Organizations	3000	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)	68750	17110

2023 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 2023 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 2023, as it has in previous years. The Village understands that governmental funding is becoming more challenging for all local governments and even with the over \$4000 reduction in per capita funding for 2023, the Winnebago County per capita funds 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 2022 will continue in 2023

Business & Industrial Retention and Expansion

- 2022 was a year of construction for some major new projects and the end of a major industrial paper facility, Clearwater Paper. 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.
- One major success story in 2022 was the announcement of a new use of a portion of the former Clearwater Paper facility in the Village for warehousing. The future of the portion of the previously operating paper mill is still being addressed. 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 promotion efforts. These include the former SCA Tissue office building on McMahan 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. The previous major successes included the SECURA insurance headquarters, Cobblestone Hotel, WOW Logistics, WIU Clinic and Sports Medicine Clinic (OSMS).
- The Villages Business retention efforts assess business and industrial needs and concerns. New site visits were proposed in 2022. Previous visits have proven to be very productive. Retention visits in 2022 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 McMahan 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 which is under construction in the Village has begun to encourage new development surrounding the site. Staff anticipates not only new housing but new commercial uses in the area. The Village will be extending public utilities to the area which will support this development.
- 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 2023 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.

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 is extending 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.

2023 Village of Fox Crossing Economic Development Budget

Project/Program	Total Amount	Per Capita Share
1. Brochures/Marketing Materials	\$ 750	\$ 500
2. Seed Money for Economic Development Financing Programs	\$ 3,000	\$ 500
3. Studies Related to Economic Development/Projects	\$ 5,000	\$ 1,000
4. Other Promotional Programs	\$ 1,000	\$ 500
5. Interaction with Business Prospects	\$ 1,000	\$ 500
6. Funding Administrative Activities	\$55,000	\$ 13,610
7. Membership Dues in Economic Development Organizations	\$ 3,000	\$ 500
8. Other Economic Development Projects	\$ 0	\$ 0
Total Expenditures	<u>\$85,860</u>	
Total Per Capita Share		<u>\$17,110</u>

General Village Funds **\$68,750**

Winnebago County Per Capita Funds
(\$.90 Per Capita for the Village) **\$17,110**

Total Projected Economic Development Expenditures **\$85,860**

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

2022 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

\$47,252

\$21,403

\$66,559**2022 Economic Development Results****Community Promotion**Advertising & Promotion

During 2022, 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 AnalysisStaff 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 virtually participate in the limited local and regional efforts to promote the region for new and existing commercial and industrial development. The challenging state and national economy did not help to local efforts has some success. 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 2022.

Development has included the ongoing construction 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 2022 have shown a positive trend upward which we anticipate will continue to improve in 2023.

Job Creation and Retention

New job creation numbers are difficult to quantify. In 2022 tracking any job creation has continued to be been 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 will begin to relocate and create jobs within and surrounding its location in the Village and surrounding areas.

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		
7. Membership dues in Econ. Dev. Organizations	\$ 11,000.00 East Central ITBEC Dues WCA	Tourism; Discover Wisconsin, digital marketing, etc.
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)		



INVOICE

DATE: January 11, 2023

Jerry Bougie
Winnebago County Planning Department
PO Box 2808
Oshkosh, WI 54903-2808

DESCRIPTION

AMOUNT DUE

East Central ITBEC

2023 East Central ITBEC Budget Allocation \$11,000

TOTAL DUE: \$11,000

Please make check payable to East Central ITBEC.

Thank you.

cc: County Clerk

FOR OFFICE USE ONLY:

Amount Paid: _____

Check No.: _____

Date: _____

Return yellow copy with payment

1.5% charge after 30 days from invoice date.



2023 Allocation:
\$ 9,273⁰⁰—

100 North Main Street
Suite 112
Oshkosh, WI 54901
920-303-9200

www.DiscoverOshkosh.com

January 31, 2023

Jerry Bougie
Winnebago County Industrial Development Board
PO Box 2808
Oshkosh, WI 54903

Dear Mr. Jerry Bougie:

Tourism continues to recover in Winnebago County. Lifest has grown to become the 2nd largest event in Winnebago County, second only to AirVenture. The economic impact of Lifest is over \$5 Million dollars and over 100,000 people attend. We are working closely with County Staff to generate more events at Sunnyview Expo & grounds—including the PGI Fireworks event and the new SAE BAJA event. We also work closely with County Staff at Wittman Regional Airport—and are looking forward to another successful year of EAA AirVenture and promoting aviation year round. The economic impact of AirVenture is over \$170 Million dollars over 5 counties.

The dollars received from the Industrial Development Board in the past years have gone to offset costs of marketing Winnebago County as a destination. The total indicated in the “Plan Submittal Form” is \$40,000. This is a portion of our total marketing budget—but, it reflects the cost of printing and designing our Visitor Guide. In addition, OCVB Staff continues to work and collaborate with ITBEC and their initiatives.

The Convention & Visitor’s Bureau is proud to promote Winnebago County and is appreciative of this partnership.

If there are questions or more information is needed, please contact me at any time.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Albright", written over a horizontal line.

Amy Albright
Executive Director
Oshkosh Convention & Visitor’s Bureau
amy@discoveroshkosh.com



100 North Main Street Suite 112
Oshkosh, WI 54901
920-303-9200

www.VisitOshkosh.com

Winnebago County Industrial Development Board

The Oshkosh Convention & Visitors Bureau (OCVB) is the official destination marketing organization for Winnebago County, committed to support and enhance the economic impact of tourism through events, service, sales, and marketing. The OCVB is a private, not-for-profit corporation funded by hotel/motel room tax assessed by local ordinance.

The OCVB only receives room tax dollars collected from Oshkosh, not all of Winnebago County.

Marketing

- Winnebago County Events featured on our website/event calendar
- Mention of Winnebago County in editorials
- Tourism Events/Annual Report—announcement of Winnebago County economic impact numbers and employment in the tourism industry
- Market attractions and events in Winnebago County through social media, website, print marketing, radio and PR.
- Market trail system. (River Walk, WIOUWASH Trail, Lake Butte des Morts Causeway, Terrell's Island.)

Sales

- Market and sell all Winnebago County Boat landings as major fishing tournaments choose the waters in Winnebago County/Butte des Morts for fishing events
- Sell and market Sunnyview Expo and Winnebago County Park as a venue for events

Visitor Guide

- The Visitor Guide is our print fulfillment piece, showcasing all of Oshkosh for tourists. We market Oshkosh and the County in all aspects of our Guide.
- Attractions, sports and recreation opportunities within Oshkosh and all of Winnebago County are listed in the Guide.
- Distribute 30,000 copies of our annual Visitor Guide to include all of Winnebago County. The Guide is also available online at www.discoveroshkosh.com

East Central ITBEC Board

The Oshkosh CVB participates with the East Central ITBEC Board representing Winnebago County. Partnerships include Fond du Lac, Calumet and Winnebago County.

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	\$ 40,000	\$ 10,000
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		
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)	\$ 40,000	\$ 10,000

(9273.00)