

# Agenda Item Report



**Winnebago County**

*The Wave of the Future*

DATE: *February 10, 2022*

TO: *Industrial Development Board (For February 25, 2022 Meeting)*

FROM: *Jerry Bougie, Director of Planning and Zoning*

RE: *Board Review an Action on 2022 Local Per Capita Economic Development Funding Applications*

## **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 2022, the County Board allocated \$209,000 for such purposes. The dollars are distributed by the IDB on a population per capita basis. For FY 2022 the per capita allocation equaled \$1.113. 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 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.

## **Requested Action:**

Each individual plan submitted is voted on separately by the IDB with a motion and a second.

(Note: this item does not require County Board action)

## **Committee Action:**

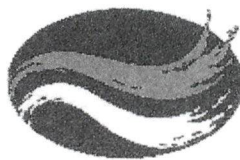
## **Attachments:**

2022 Per Capita Funding Allocations (Proposed) and Per Capita Funding Program Policies & Procedures

## 2022 Per Capita Funding Allocations (Proposed)

Municipality		2022 Allocations (\$1.113 per Capita)
City of Menasha		\$ 16,408.00
City of Neenah		\$ 30,008.00
City of Omro		\$ 7,331.00
City of Omro	\$ 4,020.00	
Town of Rushford	\$ 1,811.00	
Town of Poygan	\$ 1,500.00	
Greater Oshkosh Economic Development Corp (GO-EDC)		\$ 93,841.00
City of Oshkosh	\$ 73,280.00	
Town of Algoma	\$ 7,793.00	
Town of Black Wolf	\$ 2,742.00	
Town of Nekimi	\$ 1,597.00	
Town of Nepeuskun	\$ 832.00	
Town of Oshkosh *	\$ 1,397.00	
Town of Utica	\$ 1,497.00	
Town of Vinland	\$ 1,948.00	
Town of Winneconne	\$ 2,755.00	
Oshkosh Chamber of Commerce		\$ 1,397.00
Town of Oshkosh *	\$ 1,397.00	
Town of Clayton		\$ 4,697.00
Town of Neenah		\$ 4,085.00
Town of Omro		\$ 2,640.00
Village of Fox Crossing		\$ 21,413.00
Village of Winneconne		\$ 6,180.00
Village of Winneconne	\$ 2,785.00	
Town of Winchester	\$ 2,050.00	
Town of Wolf River	\$ 1,345.00	
<b>Total 2022 Allocation</b>		<b>\$ 188,000.00</b>
<b>Direct IDB Allocations</b>		<b>\$ 21,000.00</b>
East Central International Trade, Business & Economic Development Council (ITBEC)	\$ 11,000.00	
Oshkosh Convention & Visitors Bureau	\$ 10,000.00	
<b>GRAND TOTAL</b>		<b>\$ 209,000.00</b>

\* this community has 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@co.winnebago.wi.us](mailto:jbougie@co.winnebago.wi.us)

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



City of Menasha :  
\$16,408<sup>00</sup>

City of Menasha • Department of Community Development

February 9, 2022

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

**Re: Winnebago County 2022 Per Capita Economic Development Funding Program**

Dear Mr. Bougie and Winnebago County Industrial Development Board,

Enclosed please find the City of Menasha's 2022 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 2022 and greatly 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@ci.menasha.wi.us](mailto:sschroeder@ci.menasha.wi.us).

Respectfully,

Sam Schroeder  
Community Development Director  
City of Menasha



**CITY OF MENASHA 2021 FUNDING REQUEST**  
**Winnebago County Industrial Development Board**  
**Per Capita Fund Expenditure Plan**  
February 9, 2022

**Requested Level of Funding:**

**\$16,408.00**

**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 City's the commencement of the construction of the Brin, the redevelopment of the Banta Building, the new Racine Street Bridge, and the planning of the naturalization of the Lawson Canal.

**2021 Economic Review**

2021 was another year of progress, but also a year of surprises. Over a full year into the pandemic and almost every industry and development project is still plagued by shortage of labor, supply chain issues and rising cost of construction and general materials. The City of Menasha also lost another iconic landmark being the Whiting Paper Mill.

Through much of this doubt and continued concerns, Menasha did see positive change: commencement of the Racine Street Bridge, the commencement of the Brin Development Site, the commencement of the Banta Development Site, the city amended two of its 7 active TID in Winnebago County to spur additional development and improvements to the community. One of the amendments will also allow for the early closure of TID 10. The City continuously strategizes how to successfully manage our tax increment districts wisely for the greatest output for all of our partners. Staff also worked with various organizations through several different mechanisms to continue to advertise, market, recruit and maintain businesses within Menasha. The City, taking a stepped approach at the Comprehensive Plan, also updated both the Land Use and Transportation elements of the plan to direct staff and future development on the future plans of the community.

In 2021, the City of Menasha saw a growth of roughly \$7.9 million in new net construction with an overall increase equalized valuation of roughly \$36.8 million from 2020.

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

**Economic Development Outlook 2022**

Moving forward in 2022, 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 City and Fox Crossing have also worked diligently to create a small first step into cleaning up



noncontiguous borders and are hopeful for a signed Boundary Agreement in the month of February to spur additional development in both communities.

The Brin project will continue to take shape with an expected spring of 2023 completion creating an additional \$8 to 10 million in valuation. The Banta redevelopment project, creating an additional \$4 to 6 million in new valuation, alongside the completion of the new Racine Street Bridge and the future Oak Street extension to spur additional growth, are expected to be completed this fall. The City also has approved two additional downtown reuse projects expected to commence in the coming months and be completed by year end creating an additional \$5 million in value.

The City sees these developments as one of many in the coming calendar year and future years to come. We will keep a close eye strategizing the redevelopments of the Whiting Mill site and the Shopko Plaza site.

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

- Ensure the continued survival and growth of existing business. Conduct independent and joint business retention and expansion visits in the coming year.
- Continue to support the expansion of existing businesses and backfilling vacant space including but not limited to the former Albany Mill and 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 and/or expansion 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.
- Administer existing and future development agreements around large commercial development and new residential subdivisions.
- 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 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, Albany building and expansion of existing businesses.

**2022 IDB Per-Capita Fund Award Utilization**

\$2,000	Print Advertisement
\$0	Economic Development Programs
\$5,000	Economic Development Studies
\$1,000	Promotional Material
\$4,000	Business Retention and Expansion
\$4,408	Administrative Activities
\$0	Membership and Dues
<b>\$16,408.00</b>	<b>TOTAL</b>

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## Plan Submittal Form

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

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

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$4,000.00	\$2,000.00
2. Seed Money for Econ. Dev. Financing Programs(s)	\$150,000.00	\$0.00
3. Studies directly related to Econ. Dev. Programs/Projects	\$45,000.00	\$5,000.00
4. Other Promotional Programs (example: trade show booths)	\$6,000.00	\$1,000.00
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$33,000.00	\$4,000.00
6. Funding of Administrative Activities and/or Positions	\$65,000.00	\$4,408.00
7. Membership dues in Econ. Dev. Organizations	\$17,000.00	\$0.00
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$320,000.00	\$16,408.00



City of Neenah:  
\$30,008<sup>00</sup>

February 8, 2022

**CITY OF NEENAH 2022 FUNDING REQUEST  
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

**Requested Level of Funding: \$30,008**

**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 2021 added just over \$59 million of new tax base as compared to \$54 million added in 2020. This new investment tracks above the five-year average of \$48 million.

The City continues to market industrial sites in the fourth expansion area of the Southpark Industrial Center and assists with expansion efforts in all areas of the City. Notable industrial growth in 2021 included an expansion to the Xeric Web Drying Systems facility and approval of a 21,000 square-foot expansion of Horseshoe Beverages, in addition to a number of smaller remodels and small additions that continue to expand Neenah's strong industrial base. Staff responded to over a dozen inquiries through the year in addition to conducting a ½ dozen business retention visits. Anticipated for 2022 is the construction of the Horseshoe Beverage building expansion, an expansion to the Amcor Innovation Center, and several new retail projects including the construction of a Club Car Wash and a Bergstrom Lincoln show room.

With assistance of IDB, the City developed the S. Commercial Street Corridor Plan. The S. Commercial Street corridor is a commercial district in the center of the City which suffers from lack of significant investment, blighted properties, and a high degree of obsolescence. The Plan provides a vision for the revitalization of the commercial corridor and provides recommendations for redevelopment sites, improves pedestrian and bicycle infrastructure to and within the corridor, and creates a sense of place where the corridor becomes a destination rather than a drive-through corridor.

Neenah was also the recipient of a significant gift in 2021 in the form of The Plaza at Gateway Park. The multi-million dollar community amenity was funded almost exclusively by a local philanthropist and a number of generous donors. The Plaza provides a unique winter experience with the main focal point being a Rockefeller-sized ice rink that will function as a community plaza during the warm weather months. A number of large employers in the community have expressed their support for the facility not only as a community amenity, but also as an additional tool to assist with their talent attraction efforts.

Lastly, Neenah continued to experience growth in its multi-family market in 2021 with completion of the Cobblestone Creek apartment project which will add \$4 million to the county's tax base and provides 51 new residential units to the community. The \$14 million Solaris on Main apartment project in the downtown is very near completion with occupancy of the 71 units to begin in February 2022. Also, construction of a \$9 million, 39-unit mixed-use downtown development began in late-summer 2021 with occupancy expected in late summer 2022.

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 2021, the IDB funds assisted with administrative tasks associated with economic development including IEDC training, retention visits with area businesses, response to site information requests from a



number of businesses, economic development studies and expansion projects for several manufacturing and commercial facilities.

### **2022 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 2022, 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 Downtown Plan in collaboration with Downtown business owners, property owners, and other important stakeholders.
- 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.
- Complete wetland mitigations of City-owned land in the Southpark Industrial Center in order to improve the marketability and development potential of those sites.

### **2022 City of Neenah Industrial Development Grant Budget**

• Print Advertising	\$ 1,000.00
• Economic Development Studies	\$ 13,008.00
• Promotional Materials Design/Printing	\$ 3,000.00
• Business Recruitment/Retention Expenses	\$ 5,000.00
• Economic Development Administrative Activities	\$ 4,500.00
• Membership Dues	\$ 3,500.00
<b>Total</b>	<b>\$ 30,008.00</b>

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

## Plan Submittal Form

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

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

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$4,120	\$1,000
2. Seed Money for Econ. Dev. Financing Programs(s)	\$25,750	
3. Studies directly related to Econ. Dev. Programs/Projects	\$51,500	\$13,008
4. Other Promotional Programs (example: trade show booths)	\$2,100	\$3,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$41,200	\$5,000
6. Funding of Administrative Activities and/or Positions	\$29,900	\$4,500
7. Membership dues in Econ. Dev. Organizations	\$29,900	\$3,500
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$184,470	\$30,008



City of Omro:  
\$7,331<sup>00</sup>

February 11, 2022

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 2022 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,

A handwritten signature in cursive script that reads "Stephanie Hawkins".

Stephanie Hawkins  
Community Development Director  
[shawkins@omro-wi.com](mailto:shawkins@omro-wi.com)  
920.685.7000  
205 S Webster Ave  
Omro, WI 54963





## **2022 Per Capita Funding Summary**

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2022:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	\$4,020.00
Town of Rushford	\$1,811.00
Town of Poygan	\$1,500.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$7,331.00\*. 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 2022 Budget**

The Omro Area Development Corporation will be focusing on the following objectives in 2022:

1) Continue promoting the Industrial Park 2) Continue to work at filling current vacancies in commercial and industrial buildings; 3) Continue to promote tourism and traffic along the Fox River and in Downtown Omro; 4) Support 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 2022 Winnebago County Per Capita Funding Program

Project Description	Total Cost	Cost Covered by IDB Funding	Other Funding Sources
Marketing of Omro -Industrial Park Mailings and Post Cards -In Person Visits to Developers/Planners -Info Packets to Prospective Buyers -Print Ads in Trades Publications -Include Properties on-line <a href="http://www.futureomro.org/available-properties">www.futureomro.org/available-properties</a> and through Score Realty -Promotion through new City Welcome signs	\$25,000	\$3,131	City of Omro, OADC, Future Omro-Chamber Main Street Program, Business Improvement District
Community and Economic Development Position (Support to Market the Industrial Park and the City of Omro)	\$50,743 +benefits	\$4,200	OADC, Business, Improvement District, City of Omro
TOTAL COSTS	\$75,743	\$7,331	

### Past Use of Funds and Results

The Omro Area Development Corporation (OADC) was generously granted \$5,802.00 from the Winnebago County Industrial Development Board in 2021. 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 and her 2 assistants have partial funding, and work 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 a key focus in 2021. The Park Covenants was updated and placed on file with the Register of Deeds. The City partnered with a local realtor and attended conventions to promote available space in the park. Through these efforts half the available were sold within the last year. With few spaces available, 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 2021 we were able to hold 38 events. Even with COVID variables, visitors continued to travel to Omro and provide area businesses additional exposure to a larger market. 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 2022 and beyond.





GREATER OSHKOSH ECONOMIC DEVELOPMENT CORPORATION  
100 N MAIN ST, SUITE 104, OSHKOSH, WI 54901

Greater Oshkosh  
Economic Devpt. Corp.  
\$93,841<sup>00</sup>

February 8, 2022

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

**RE: Winnebago County 2022 IDB Per Capita Economic Development Funding Program**

Dear Mr. Bougie,

This letter serves as the application and supportive documentation for Greater Oshkosh Economic Development Corporation's request for funding from the Winnebago County Industrial Development Board. Our application is for the 2022 Winnebago County Industrial Development Per Capita Funding in the amount of \$93,841.00.

Our mission and objective as an organization is *to be 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 are articulated in our strategic plan for 2022. These values (listed below) 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.

After facing the challenges presented by the pandemic in 2020 & 2021, we start this year with goals that will continue to respond to the current economic climate as well as strengthen our region. We have reinforced our existing programs while remaining flexible in our ability to respond to changing landscapes. While we operate in our one-year plan and look towards stability in our economy, the Board of Directors will be defining strategic goals for the next three years continuing to focus on business retention, workforce initiatives, and leading the area in industry development.

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 2021 was used to conduct the following programs and initiatives:

- Partnership and sharing of information with municipal partners.
- Retention and addition of key employers in Winnebago County in response to COVID-19.

- Promotion and advancement of our area Industrial Parks.
- Securing USDA Grant to put Federal funds towards a Rural Revolving Loan Fund
- Continued execution of the Winnebago Catch-A-Ride program to assist in workforce transportation issues.
- Continual study of economic impact, workforce, trends, and issues in our area.
- Marketing, planning and promotional materials to promote Greater Oshkosh EDC, our programs, and surrounding communities.

Intended Use of Funds: In 2022, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds of **\$93,841.00** to provide for the following economic development activities:

- Marketing 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.
- Implementation and training on Business Retention & Expansion, Customer Resource Management, and Project Management Software.
- 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.
- Carry-on the involvement in workforce initiatives from education and assessing employer needs, addressing employment barriers, such as lack of transportation, through the Winnebago Catch-A-Ride program, as well as analyzing regional trends and needs through studies and interviews.
- Expanding the area and their strengths by continuing development and assisting the municipalities in Winnebago County.

The attached one-page financial summary (Plan Submittal Form) details how the 2022 IDB funds will be used/expensed by Greater Oshkosh; whereas the attached two-page overview provides a brief overview how 2021 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 at (920) 230-3326 or [tricia.rathermel@greateroshkosh.com](mailto:tricia.rathermel@greateroshkosh.com)

Cordially,



Tricia L. Rathermel  
President & CEO





GREATER OSHKOSH ECONOMIC DEVELOPMENT CORPORATION  
100 N MAIN ST, SUITE 104, OSHKOSH, WI 54901

## 2021 Accomplishments

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

- The organization **connected with 245** company leaders with in-depth conversations about trends/operations/workforce and supply chain issues.
- **Capital Catalyst III:** Greater Oshkosh EDC secured a third round of Capital Catalyst financial assistance for new businesses and entrepreneurs in the region. With this third round of funding, GO-EDC will need to provide \$250,000 in “new company capital” over 18 months.
- **Industrial Park Covenant Management:** Greater Oshkosh EDC continues management of this program as well as works to enhance covenant changes with Winnebago County.
- Greater Oshkosh administers the City-funded **Revolving Loan Fund (RLF)** in accordance with the approved program manual. Greater Oshkosh EDC seek creative ways to expand financing programs for all-sized businesses, including additional RLF's and riskcapital. Additionally, Greater Oshkosh will continue to **manage other finance programs**, including the collection of COVID-19 Emergency Response Loan(s), County Rapid Recovery Loan(s) and a new \$160,000.00 Rural Revolving Loan Fund (assisting rural businesses outside the Oshkosh city limits).

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

- **Gold Shovel:** To **boost site readiness and development preparedness**, Greater Oshkosh plans to pursue certification of sites in the county through the New North program ‘Gold Shovel’, demonstrating to businesses that a due diligence standard has been met (like the Aviation Business Park).
- Greater Oshkosh EDC will develop **customized proposals** to businesses interested in establishing a location within the region upon direct contact or referral from a reliable source.
- Partner 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 engages partners to support a skilled workforce in the greater Oshkosh area.**

- Greater Oshkosh EDC will continue to **evaluate workforce needs** of employers. The organization will also continue to brand the area as a prime destination for people to want to move here.
- **Winnebago Catch-A-Ride:** Greater Oshkosh plans to continue to seek financial sustainability for WCAR. The program has delivered over 7,100 rides to help people get to work since its inception.
- 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 will **identify workforce barriers** (including transportation issues, lack of affordable housing, and daycare options) and work with all partners to identify solutions.

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

- Continue 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.
- Continue to leverage the **transload** as an asset for aiding the shipping needs of business and industry.
- Partner with organizations to **remove blighted properties and restore such properties to attractive and better uses for the community.**
- Facilitated New North **Broadband Study** for Winnebago County to evaluate and determine the importance of this new utility to our county's infrastructure.
- **Identify opportunities to collaborate on targeted industry efforts** with partners including: the WEDC, the New North, and Northeast Wisconsin Regional Economic Partnership (NEWREP).

**Maintain 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.
- **Update and maintain a strong economic development website** for the greater Oshkosh community and continued promotion with diverse media platforms: social media, local, and regional media.
- Conduct 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**

**Greater Oshkosh -- Ongoing Activities**

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1. Continued effective outreach to all public stakeholders – the City of Oshkosh, Towns, Village of Winneconne, Winnebago County, and others defined as part of the Greater Oshkosh region.
2. Continue to connect with 200+ companies (annually) to address issues identified and establish benchmarks for providing solutions to area businesses.
3. Identify and evaluate market opportunities and requirements in the local and regional supply chains for identified industry clusters.
4. Continued collaboration with all educational and workforce-based partners.
5. 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).
6. Continue monitoring/quantify the present workforce needs of area employers.
7. Quarterly evaluation of the changing demographics and diversity in Greater Oshkosh.
8. 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.
9. Work with organizations to remove blighted properties and restore properties to more attractive/better uses for the community.
10. Maintain communication/marketing plans for external partners (weekly newsletter & webpage).
11. Promote all modes of transportation for Winnebago County (highways, rail, transit, commuter bus and aviation).
12. Maintain role/participation in NEWREP and other regional economic development initiatives.



## 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	12,210.00	2,562.00
2. Seed Money for Econ. Dev. Financing Programs(s)	—	—
3. Studies directly related to Econ. Dev. Programs/Projects	42,150.00	8,844.00
4. Other Promotional Programs (example: trade show booths)	4,100.00	860.00
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	111,880.00	23,474.00
6. Funding of Administrative Activities and/or Positions	211,033.50	44,278.00
7. Membership dues in Econ. Dev. Organizations	1,796.00	377.00
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a. Workforce Initiatives	35,085.00	7,361.00
8b. Regional Assistance	29,000.00	6,085.00
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	447,254.50	93,841.00



February 7, 2022

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 \$1,397.

#### **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 2022 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.

**Proposed Budget**

The Oshkosh Chamber economic development budget for 2022 is \$174,400. Attached is a copy of the economic development section of our 2022 Program of Work and related Budget. This outlines specific activities that the Oshkosh Chamber plans to implement, along with economic and business development services provided.

**Prior Year's Use of Funds**

Attached is a copy of the Oshkosh Chamber annual report of economic and business development activities for 2021 summarizing specific results.

Should you need additional information, please feel free to contact me directly at 920-303-2265, extension 14.

Sincerely,



Rob P. Kleman  
Senior Vice President, Economic Development  
Oshkosh Chamber of Commerce

Cc: John Casper, President and CEO, Oshkosh Chamber of Commerce  
Joan Woldt, Chair, Oshkosh Chamber Board of Directors  
Tom Belter, Chair, Oshkosh Chamber Economic Development Advisory Council



# **Oshkosh Chamber of Commerce 2022 Economic and Workforce Development Strategic Plan**

## **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. Provide support and assistance to existing Oshkosh area companies.
2. Monitor the progress of economic development program activities, deliverables, metrics and tactics.
3. Organize semi-annual investor relations progress/update events.
4. Conduct annual economic development fund-drive with the goal of raising \$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 2021.
    - 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 ICSC Global Real Estate Trade Show in May 2022.
  7. Develop and implement a plan and leasing model to utilize 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 Regional Economic Partnership (NEWREP) and continue membership on the NEWREP Board.
  3. 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.

- **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. Investigate the feasibility of creating an Explore Oshkosh Concierge Program to assist in employee recruitment.
2. Partner with the Oshkosh Area SHRM in hosting a spring Future HR Conference.
3. Investigate the feasibility of a multi-employer consortium childcare initiative.
4. Investigate the feasibility of developing an apprenticeship program with the Oshkosh Correctional Institute.

- **Strategic Objective** – Continue the process of identifying and developing community leadership.

Programs:

1. Manage and conduct the Leadership Oshkosh program.
  - Facilitate/continue fundraising and non-profit adjunct board components to Leadership Oshkosh
2. 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.



### FINANCIAL ASSISTANCE

#### LOCAL SUPPORT

- **\$334,500 deployed in 43 emergency local business assistance loans**
- The Oshkosh Chamber partnered on the Winnebago County Rapid Recovery Loan Program, and created and administered its own Bar and Restaurant Emergency Loan program to assist businesses that were negatively impacted by the COVID-19 pandemic.
- **405 local jobs Retained** – Facilitated the retention of existing jobs

#### STATE SUPPORT

- **\$375,000 distributed to local businesses** through WEDC and assisted by Oshkosh Chamber letters of support
- 150 support letters written for local small businesses applying for the “We’re All IN” grant program
- 398 Oshkosh businesses received a total of \$995,000
- **14 Main Street Bounce Back Grant** business support letters from the Oshkosh Chamber
- \$140,000 in total Main Street Bounce Back Grant awards

### OSHKOSH CHAMBER OPPORTUNITY MANAGEMENT PORTFOLIO

- 74 Business Cases
- 27 start ups
- 14 project wins
- 27 site tours provided
- 200 calls relating to business/market support inquiries

### \$45.4 MILLION IN NEW COMMERCIAL & INDUSTRIAL CONSTRUCTION

- 2nd in Fox Valley Region
- Wisconsin Department of Revenue data

### OSHKOSH UNEMPLOYMENT RATE FOR OCTOBER 2021 WAS 2%

- Down from 14.3% in April of 2020
- 34,630 city residents working in Oct. 2021 vs. 33,029 Oct. 2020 (UP 1,601)
- Employment above Pre-pandemic levels
- 40,748 people employed by Oshkosh companies

### 10 AMPLIFY OSHKOSH EVENTS COORDINATED

- 900 individuals participating since 2013
- Increased annual sponsorships by 50%

### OSHKOSH CHAMBER CLIENT SUPPORT

- **Merge Urban Development**  
57,000 square feet  
5 story mixed use complex  
Oshkosh Food Co-op  
60 residential units  
Oshkosh Chamber identified client  
Referred to City of Oshkosh  
Project completed
- **Mackson Corners**  
74 multi-family units  
Fitness center  
Under construction
- **Chic-fil-A**  
Market support  
Project completed and open for business
- **MDS Communications**  
Market support  
Site location assistance
- **Towneplace Suites by Marriott**  
Developer support  
103 room extended stay hotel  
Project under construction
- **Dunkin Donuts/Baskin Robbins/Pizza @ Hwy 21**  
Developer support  
Open for business
- **Popeyes**  
Developer support  
Under construction
- **Former Oshkosh Northwestern Building**  
Developer support for sale of building  
Five site tours provided
- **U Bloom**  
Site selection assistance  
Relocated and open for business
- **Salvation Army**  
Temporary location during construction  
Site selection assistance  
Site identified and relocated
- **Gibson Social Club**  
Developer support  
Open for business in Downtown Oshkosh
- **Lincoln Labs**  
New technology business  
Market support

## 2022 Program of Work & Budget

<b>Department: Economic Development</b>
<b><u>Strategic Priority</u></b>
<b>Enhance Economic Growth in our Community</b>
<p><b>Strategic Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Focus 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.</li> <li>2. Promote local economic growth through new business recruitment, expansion and retention including start-up and entrepreneur support.</li> <li>3. 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.</li> </ol>

Program/Activity	Budget		Owner	Other Dept./Committees Needed	Organization Goal	Completion Date
	Revenue	Expenses				
Consultant Services to entrepreneurs, start-ups and emerging businesses including incubator space in the lower level of the Chamber office. (Note 1)	\$0	\$0	Rob Kleman	EDAC	#1, 2	On-going
Conduct semi-annual Investor Relations Events	\$0	\$ 500	Rob Kleman	EDAC	#1, 2, 3	September 2022
Fund Drive (Note 2)	\$70,000	\$0	Rob Kleman	EDAC	#1, 2, 3	April 2022
Oshkosh Chamber On-Line Property Database Update (Note 3)	\$0	\$1,000	Rob Kleman	Board of Directors	#2	On-going
"Monthly Economic Development News Podcast	\$0	\$1,200	Rob Kleman	EDAC	#1, 3	Monthly; On-going



RLF Servicing Fees (OAEDC)) (Note 4)	\$6,000	\$0	Rob Kleman	Board of Directors	#2	On-going
Recapitalize RLF (Note 5)	\$0	\$0	Rob Kleman	EDAC	#2	On-going
Amplify Oshkosh: Membership & Investor Schedule (Note 6)	\$27,500	\$0	Rob Kleman	Amplify Consortium & Engagement Committee	#2	On-going.
Ideas Amplified & Member Mixer Networking Series (Note 7)	\$2,000	\$4,000	Rob Kleman	Amplify Consortium & Marketing Comm.	#2	September 2022; On-going
Amplify Oshkosh – Amplify IT Conference (Note 8)	\$18,000	\$8,000	Rob Kleman	Amplify Consortium & Marketing Comm.	#2	November 2021
Amplify Oshkosh – 1. Skills/Talent 2. Mktg/Events 3. Website/Social 4. Fundraising	\$0	\$1,000	Rob Kleman	Amplify Consortium	#2	On-going
Amplify Oshkosh IT Leadership Academy (Note 9)	\$0	\$0	Rob Kleman	Amplify Consortium & Skills and Talent Committee	#2	September 2022
Amplify Website/Hosting	\$0	\$1,000	Rob Kleman	Amplify Website Committee	#2	On-going
Amplify logistics/Meetings, Misc.	\$0	\$500	Rob Kleman	Amplify Consortium	#2	Monthly; On-going
Support Workforce/Talent Development Committee	\$0	\$0	Rob Kleman	Amplify Consortium PIE Council	#1, 3	On-going
WEDA/ICSC Membership	\$0	\$700	Rob Kleman	Board of Directors	#2, 3	On-going
Business Counseling – SCORE (Note 10)	\$0	\$0	John Casper	Board of Directors	#2	On-going



ICSC Annual RECON Trade Show(Note 11)	0	2,500	Rob Kleman	EDAC	#1,2,3	May 2022
Economic Development Admin/Staff/program		\$154,000				
<b>Total</b>	<b>\$123,500</b>	<b>\$174,400</b>				

Note #1. Chamber is investigating the feasibility of renting office space for start-up companies.

Note #2. The annual economic development fund-drive will be conducted by contracted staff and Sr. VP of Economic Development.

Note #3. The Chamber will engage an intern to work with real estate community to update the Oshkosh Chamber's On-line Building and Sites Database.

Note #4. This is a 5% service fee for OAEDC loans based on outstanding portfolio balance (\$120,000) on September 30 of fiscal year for prior year servicing activities.

Note#5. Staff will investigate new sources of funds to recapitalize the Chamber's RLF.

Note #6. Continue implementation of the membership structure for Amplify Oshkosh 2 Platinum Sponsors @ \$5,000 each, 5 Gold Sponsors at \$2,500 each and 5 Silver Sponsors @ \$1,000 each. Assistance to be provided by Amplify Oshkosh Consortium Members.

Note #7. This is based on holding 5 in person Ideas events and 3 Member Mixers.

Note #8. The plan is to hold an in-person event on November 16, 2021 at UW Oshkosh.

Note #9. We are working with the NEW Digital Alliance to investigate grant opportunities for this program.

Note #10. The Chamber provides office space and administrative/clerical support to the SCORE office.

Note#11. Staff will attend the annual ICSC RECON Event scheduled for May of 2022.

## 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)	ICSL REAL ESTATE TRADE SHOW \$2,500	
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	PROSPECT DEVELOPMENT ACTIVITIES \$87,000	\$1,397
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.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$89,500	\$1,397

Town of CLAYTON:  
\$ 4,697<sup>00</sup>

## TOWN OF CLAYTON – 2022 WINNEBAGO COUNTY IDB APPLICATION

### GOLD SHOVEL PROJECT DESCRIPTION

February 10, 2022

The Town of Clayton proposes 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 an eighteen county area. The Gold Shovel program is designed to identify both publicly and privately owned sites throughout the New North region which 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 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.

Once approved, New North markets the Gold Shovel certified sites within the region at no charge as part of its program. For example, sites are automatically entered into the State of Wisconsin's online *Locate In Wisconsin* property database and are featured on New North's website. In addition, advertising campaigns, newsletters, direct marketing, and other communication efforts throughout the year promote Gold Shovel sites to real estate brokers, developers, and site selectors (regional, national, and international).

The four town-owned parcels are located south of USH 10, immediately west of Clayton Avenue as shown on the included map. The site contains approximately 31.1 acres. This site is a perfect candidate for the Gold Shovel program. These properties offer great opportunities for new business development based on their proximity to, and high visibility from, the USH 10 corridor; easy access via USH 76 and existing and future frontage roads; availability of utilities as well as amenities like the Friendship Trail. The site is also completely within the Town of Clayton's Tax Increment Finance District No. 1.







**Town of Clayton – Summary of CY 2021 use of IDB Grant Funding**  
**Highways 10/76 Corridor Master Plan**

The Town developed the Highways 10/76 Corridor Master Plan and adopted the plan as part of the Town's Comprehensive Plan.

The Town used a committee comprised of Town Residents, Engineers, Real Estate Developers, and Town Leaders to create the Master Plan. During the planning stages, the Town worked with the Wisconsin Department of Transportation to gain access points along State Highway 76 for prospective development between Shady Lane and Highway 76.

The attached adopted plan has helped the Town Leaders work with a prospective developer on an approximate \$110,000,000.00 project that will consist of a variety of single and multifamily housing, parks, trails, and a small business park within the subject area. The funds awarded to the Town in CY 2021 were used to offset the cost (\$18,000.00) of funding the development of the Highways 10/76 Corridor Master Plan.

This plan has also attracted several other prospective developers to the area and has led to the decision to develop the "Gold Shovel" project described for CY 2022 funding.

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PLAN COMMISSION RESOLUTION  
No. 2021-001

RECOMMENDATION OF THE TOWN OF CLAYTON PLANNING COMMISSION TO ADOPT AND  
AMENDMENT TO THE TOWN OF CLAYTON COMPREHENSIVE PLAN 2016-2036

WHEREAS, the Wisconsin Legislature has established a "Comprehensive Planning Law" which requires a local governmental unit to develop a Comprehensive Plan in accordance with Wisconsin Statutes s.66.1001, and

WHEREAS, the Town of Clayton Plan Commission has been delegated the responsibility by the Town Board of the Town of Clayton to update and/or amend as required, the existing Comprehensive Plan consistent with the requirements specified by law, and

WHEREAS, the Town of Clayton has deemed in the best interest of the Town, to amend its Comprehensive Plan to address the needs of the Town of Clayton, and

WHEREAS, the Town of Clayton has requested the assistance of Cedar Corporation in the preparation of the *Highways 10 & 76 Corridor Land Use Master Plan*, and

WHEREAS, the *Highways 10 & 76 Corridor Land Use Master Plan* was developed with input from Town Staff, a Steering Committee, the Town of Clayton Plan Commission, interested residents and property owners of the Town of Clayton, and other interested agencies, and

WHEREAS, copies of the *Highways 10 & 76 Corridor Land Use Master Plan* have been made available to the residents and property owners of the Town of Clayton at the Town Hall, and

WHEREAS, the Town of Clayton has determined that the *Highways 10 & 76 Corridor Land Use Master Plan* shall be included as part of the Comprehensive Plan for the Town of Clayton, and

WHEREAS, this Comprehensive Plan amendment better identifies the location of land use along the Highway 10 and 76 corridors, makes recommendations for future development in the Town of Clayton through the use of text, tables, and maps, and

WHEREAS, Wisconsin Statutes s.66.1001(4)(b) requires that the Plan Commission or other body of a local governmental unit recommend adoption or amendment of a Comprehensive Plan by adopting a Resolution by majority vote of the entire Commission;

NOW, THEREFORE BE IT RESOLVED by the Town of Clayton Plan Commission to recommend to the Town of Clayton Town Board, approval of the *Highways 10 & 76 Corridor Land Use Master Plan* and amend *Town of Clayton Comprehensive Plan 2016-2036* plan for its inclusion by ordinance.

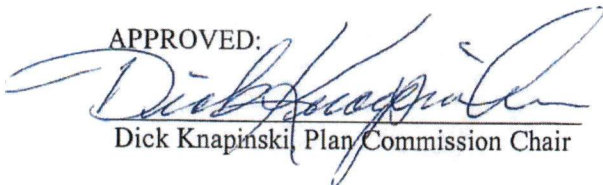
Adopted this 08<sup>th</sup>, day of September, 2021

Motion for adoption moved by Commissioner Nemecek

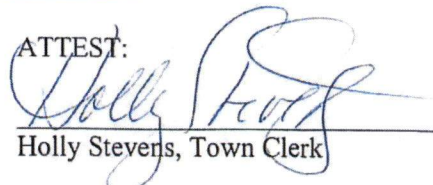
Motion for adoption seconded by Commissioner Haskell

Voting Aye: 6 Nay: 0 ABSENT: 1

APPROVED:

  
Dick Knapinski, Plan Commission Chair

ATTEST:

  
Holly Stevers, Town Clerk



**ORDINANCE NUMBER 2021-006**  
**TOWN OF CLAYTON, WISCONSIN**

**AN ORDINANCE APPROVING AND ADOPTING THE HIGHWAYS 10 & 76  
CORRIDOR LAND USE MASTER PLAN TO THE TOWN OF CLAYTON  
COMPREHENSIVE PLAN 2016-2036**

WHEREAS: pursuant to the provisions of Section 62.23(2) and (3) of the Wisconsin Statutes, the Town of Clayton is authorized to prepare and adopt a Comprehensive Plan for the Town's vision of the future growth and development of the community as defined in Section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS: the Town Board of the Town of Clayton, Wisconsin, has previously adopted written procedures designed to foster public participation in every stage of the preparation of the comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS: the Town of Clayton, through its Plan Commission and through community participation, with the assistance of Cedar Corporation, has prepared, developed and drafted a "Recommended" *Highways 10 & 76 Corridor Land Use Master Plan* to amend the Town of Clayton Comprehensive Plan; and

WHEREAS: the Town of Clayton Plan Commission has, by majority vote of the entire Plan Commission, as recorded in its official minutes, adopted a Resolution recommending to the Town Board the adoption of the document entitled "*Highways 10 & 76 Corridor Land Use Master Plan*", a copy of which is on file in the Office of the Town Clerk and is posted on the Town's web site; and

WHEREAS: the Town of Clayton Plan Commission has previously held a Public Hearing to solicit further input on the proposed *Highways 10 & 76 Corridor Land Use Master Plan* as required under the provisions of Section 66.1001(4)(d) of the Wisconsin Statutes;

NOW THEREFORE, that the Town Board of the Town of Clayton, County of Winnebago, State of Wisconsin, does hereby ordain as follows:

**SECTION 1:** That the "*Highways 10 & 76 Corridor Land Use Master Plan*" be, and by the same hereby is, authorized, adopted and approved as part of the Comprehensive Plan of the Town of Clayton, Wisconsin, pursuant to the provisions of Section 66.1001(4)(c) of the Wisconsin Statutes and shall serve as part of the Comprehensive Plan of the Town of Clayton, Wisconsin, from the effective date of this Ordinance.

SECTION 2: That a true, correct and complete copy of the Comprehensive Plan shall be maintained in the Office of the Town Clerk of the Town of Clayton and shall be available for public inspection during all regular business hours of that Office.

SECTION 3: That the appropriate officers and officials of the Town of Clayton be, and by the same hereby are, authorized to take all such other and further action as they shall deem necessary or appropriate, under and pursuant to the provisions of Section 66.1001 of the Wisconsin Statutes, to implement and carry out the terms and provisions of the Comprehensive Plan for the effective growth and development of the Town of Clayton as envisioned under and pursuant to the Comprehensive Plan.


SECTION 4: That all Ordinances or parts of Ordinances in conflict herewith be, and by the same hereby are, repealed.

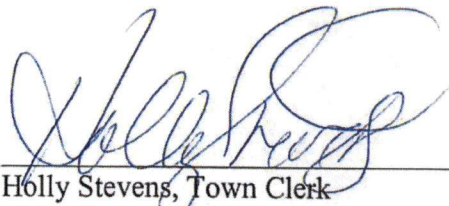
SECTION 5: That this Ordinance shall take effect immediately upon the passage and publication of the same as made and provided by law.

Adopted this 15<sup>th</sup>, day of September, 2021

Vote: Yes: 5 No: 0 Absent: 0

ATTEST:

  
\_\_\_\_\_  
Russell D. Geise, Chair

  
\_\_\_\_\_  
Holly Stevens, Town Clerk

## Plan Submittal Form

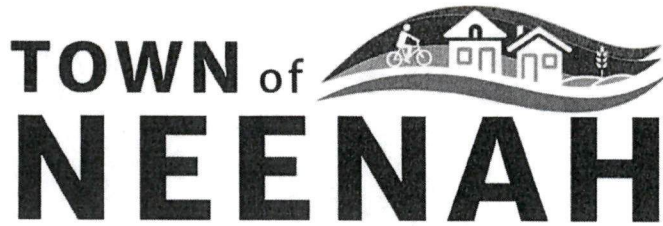
Please fill out the form below and return with your application.

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:		
8a. Gold Shovel Project	\$ 6,500	\$ 4,697
8b.		
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 6,500	\$ 4,697



Town of Neenah  
\$4,085<sup>00</sup>



1600 Breezewood Lane Neenah, WI 54956

Bob Schmeichel, Chairman	920-729-5995
Glenn Armstrong, Supervisor	920-722-3355
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 11, 2022

Jerry Bougie  
IDB Coordinator  
[jbougie@co.winnebago.wi.us](mailto: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 2022 Per Capita Economic Development Funding.

Sincerely,

Ellen Skerke  
Administrator-Clerk-Treasurer

Town of Neenah  
2022 Per Capita Funding Plan Submittal

**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- 2022 Use of Funds**

In 2022, 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 \$4,085 will be to partially fund engineering work required to continue to work on utility planning and design.

Town of Needham

2-10-2022

## 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**):

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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)		4,085.00
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.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)		



**Town Officials Serving You:**

*Brian Noe, Chairman*

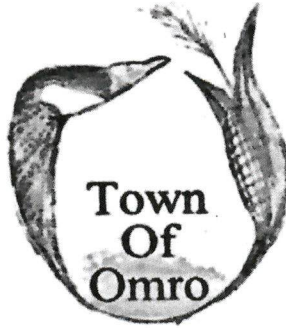
*Steve Disterhaft, Supervisor*

*Mark Krings, Supervisor*

*Beth Jackson, Treasurer*

*Dana Woods, Clerk*

*Bruce Roskom, Planning Commission Chair*



Town of Omro  
\$2,640<sup>00</sup>

**4205 Rivermoon Road**

**Omro, WI 54963**

**(920) 685-2111**

**[www.townofomro.us](http://www.townofomro.us)**

February 11, 2022

Industrial Development Board

Attn: Jerry Bougie

Winnebago County Planning Department

112 Otter Street

Oshkosh, WI 54903-2808

Re: Winnebago County 2022 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](mailto:chairman@townofomro.gov).

Respectfully,

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

Brian Noe

Town Chairman

**Prior Year use of**

The Town of Omro was allowed to allocate prior year funds to the US Internet that will extend fiber optic internet through and within the Town of Omro. They used these funds to prepare and successfully obtain additional state grant dollars to assist in offsetting costs of extending services through the town that would otherwise not be financially feasible.

**2022 use of funds**

The Town of Omro is requesting to use this year's allocation of funds to assist in completing a Highway 21 Corridor Study to assist in planning activities and economic development of that area of the Town of Omro. This study will focus on an area from the East side of the City of Omro city limits to the Town of Algoma town line for an area one half mile North and South of Highway 21.

The town continues to face increasing development pressures, which are sure to increase as our area grows and proposed State Highway 21 improvements scheduled for 2026 are completed. We plan to survey residents, and business interests on how this area should be developed in the future, so planning can be done to allow for orderly development that provides for the highest and best use of the land and is compatible with the already developed area. Additionally, we hope to identify development that could provide for not only local jobs, but also services desired by residents in the area, so future efforts can be made to promote development in this area that benefits not only the town, but the surrounding communities.

This will further assist the town in planning for future utilities and infrastructure to support this development. It will further help us coordinate with WISDOT plans for Highway 21 improvements currently in the design phase.

While much of this work will be done by current town committees, we are currently exploring working with UW-Oshkosh, to assist us with conducting surveys and collection data that will go into this study, and potentially partner with them on future planning activities. We will also be utilizing Winnebago County GIS mapping data, in performing the analysis of current land use, and zoning, and parcel information in this area.

Upon conclusion of this study the town will then be able to look to update the comprehensive land use plan to better reflect the desired development of this area. The town will then also be able to use this information to seek and promote the types of development desired in this area.

## 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	240. <sup>00</sup>	240. <sup>00</sup>
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects	4260. <sup>00</sup>	2200. <sup>00</sup>
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.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	4500. <sup>00</sup>	2640. <sup>00</sup>





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

Village of Fox Crossing:  
\$21,413<sup>00</sup>

January 31, 2022

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

RE: 2022 Winnebago County Per Capita Funding Program

Dear Jerry:

The Village of Fox Crossing continues to appreciate the Winnebago County IDB funding grant program which can provide up to \$21,413 for local economic development efforts to Fox Crossing in 2022. The anticipated end to the covid-19 pandemic did not occur in 2021 so the funding for this year continues to be very important. The Village used 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 2022 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.

2021 saw a number of new projects including the start of the new Neenah High School, some of the other projects included expansions of existing businesses and industries. They included KC, Essity, Bergstrom, Pierce, and Modern Sheet Metal. It continues to be difficult to quantify new job creation in 2021 but many existing establishments have seen a return of employees to the offices and facilities.

The Village will continue to use its website to provide information on industrial sites within the Village. In 2021, the Village reestablished an online GIS presence. This allowed for dramatically improved information distribution. 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 100 million dollars of new development in the Village not including new residential development.

Staff will continue to prepare appropriate grants, create new TIDs, utilize low interest loans and grants when appropriate and provide regulation flexibility to assist existing and attract new businesses and industries. The most recent TID, TID #5 is anticipated to create over

January 31, 2022

\$20,000,000 in new mixed use development. The issuance of a building permit for 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 2022 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 2022 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

## **2022 WINNEBAGO COUNTY PER CAPITA FUNDING APPLICATION 2022 VILLAGE OF FOX CROSSING ECONOMIC DEVELOPMENT PROGRAM**

### **Overview**

The Village of Fox Crossing has adopted, as a part of its 2022 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 2022 as it has in previous years. The Winnebago County per capita funds continue to be a very positive stimulus for economic development efforts in the Village which directly benefit the Village, County, regional and State economy.

### **The following economic development programs will continue, expand or be developed in 2022 *Business & Industrial Retention and Expansion***

- Following another very interesting year, that continued to require the reexamination of how to promote economic development, the Village intends, subject to the continued impact of the covid-19 pandemic, to again conduct in person retention visits. In addition, the Village will reestablish 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 2021 was the announcement of a new use of the Clearwater Paper facility in the Village. This was accomplished through direct contacts with the State of Wisconsin and Clearwater Paper.
- Village staff, and the Village Board anticipate 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 will encourage and support sites for new development.
- The Village will build upon its many successes using a combination of TIDs, 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, WIU Clinic and the most recent medical facility, Orthopedic and Sports Medicine Clinic (OSMS).
- Business retention efforts assess business and industrial needs and concerns. New site visits are proposed in 2022. Previous visits have proven to be very productive but unfortunately could not occur in 2021 due to the covid-19 pandemic. We hope that these retention visits can occur sometime later in 2022 which will provide the Village with information about issues and concerns of local businesses and industries which the Village can assess and determine how these concerns can be addressed.
- 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 four current districts. TID#1, the Community First Credit Union Development, TID#2, the McMahon Business Park Development, and TID#3, SECURA Insurance. There is one new 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 which is now 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 development that is anticipated to create over \$20,000,000 in new value in 2022. 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 to be located 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. Unfortunately the covid-19 pandemic continued to delay the benefits of these facilities in 2021 but this is expected to change for the better in the later part of 2022.
- In 2022 Village staff intends to redevelop its marketing program for both new and infill commercial industrial development. For the balance of 2022 online promotion is anticipated to be the most effective way of accomplishing this through an improved web presence through graphic information on line maps. Staff hopes to begin to meeting later in the year with current business and industries discuss what additional assistance the Village can provide.

#### ***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 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 new internet map server that 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.

### 2022 Village of Fox Crossing Economic Development Budget

Project/Program	Total Amount	Per Capita Share
1. Brochures/Marketing Materials	\$ 1000	\$ 500
2. Seed Money for Economic Development Financing Programs	\$ 7,000	\$ 3,000
3. Studies Related to Economic Development/Projects	\$ 5,000	\$ 2,500
4. Other Promotional Programs	\$ 1,000	\$ 500
5. Interaction with Business Prospects	\$ 1,500	\$ 1,000
6. Funding Administrative Activities	\$54,000	\$ 13,413
7. Membership Dues in Economic Development Organizations	\$ 3,500	\$ 500
8. Other Economic Development Projects	\$ 0	\$ 0
Total Expenditures	<b><u>\$73,000</u></b>	
Total Per Capita Share		<b><u>\$21,413</u></b>

General Village Funds **\$51,587**

Winnebago County Per Capita Funds  
*(\$1.1165 Per Capita for the Village)* **\$21,413**

**Total Projected Economic Development Expenditures \$73,000**

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

### 2021 Village of Fox Crossing Economic Development Expenditures

#### Administrative Funding

#### Community Promotion

Advertising & Promotion (1) \$ 9,365.86

#### Business Retention & Expansion

Staff Assistance \$51,487  
 Development Information \$ 7,546



General Village Funds	\$45,245.86
Winnebago County Per Capita Funds	\$21,314.00
<b>Total Economic Development Expenditures</b>	<b><u>\$68,398.86</u></b>

## **2021 Economic Development Results**

### **Community Promotion**

#### Advertising & Promotion

During 2021, the Villages advertising was limited to the Village's web site, promotional materials, letters, phone calls and GIS online map promotion. Regional promotional efforts were very limited and during 2021.

### **Development Information and Market Analysis**

#### Staff Assistance

The Village Manager, Community Development Director, Associate Planner and Community Development Intern are all directly involved in economic development. Staff made every attempt to 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.

During 2020 OSMS an orthopedic medical facility was opened and a reasonable number of new single family homes were constructed. Current retail and motel facilities were stressed this year but there were no failures. Existing TIDs are still being marketed and there were inquiries 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 2021.

Development has included completion of the new administrative building for Community First Credit Union, WOW Logistics, a major addition to the McMahon Office building, Cobblestone Hotel, Wisconsin Institute of Urology Clinic, Precisions Instrumentations, and a new expanded probation and parole building. 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, staff has worked on the development of the new Convention Center to promote conventions in the Fox Cities. This continued to be an issue in 2021. We hope to ride out the current situation and emphasize this effort in 2022 with the both the Convention and Visitors Bureau and the Room Tax Commission to promote new tourism projects. Room tax collections in 2021 have shown a positive trend upward which we anticipate will continue to improve in 2022.



### Job Creation and Retention

New job creation numbers are difficult to quantify. In 2021 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 projected 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

In addition to these jobs, the Kimberly Clark Cold Spring Road Plant was also expanded. These higher end jobs have also expand the need for other services and have increased the need for support industries further creating new jobs in Fox Crossing and the Fox Valley area. The Village anticipates that as we begin to control the pandemic many, remote jobs will return to these facilities. As mentioned before we did lose the Clearwater paper jobs but we believe that some new jobs will return in the reuse of this facility for a new purpose in late 2022.

## Plan Submittal Form

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

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

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$ 1,000	\$ 500
2. Seed Money for Econ. Dev. Financing Programs(s)	\$ 7,000	\$ 3,000
3. Studies directly related to Econ. Dev. Programs/Projects	\$ 5,000	\$ 2,500
4. Other Promotional Programs (example: trade show booths)	\$ 1,000	\$ 500
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$ 1,500	\$ 1,000
6. Funding of Administrative Activities and/or Positions	\$ 54,000	\$ 13,413
7. Membership dues in Econ. Dev. Organizations	\$ 3,500	\$ 500
8. Other Econ. Dev. Projects / Programs: Itemize below:	\$ 0	\$ 0
8a.		
8b.		
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 73,000	\$ 21,413



# 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](http://www.winneconnewi.gov)

Village Winneconne:  
\$6,180<sup>00</sup>

February 11, 2022

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 2021, we were allocated \$6,160 inclusive of funds allocated by the Town of Winchester and the Town of Wolf River. We paid \$5,500 in membership dues to the Greater Oshkosh Economic Development Corporation. The balance -- \$660 -- was used to offset the portion of my time spent as our Economic Development Director. We made significant progress toward community consensus around the redevelopment of the Village-owned riverfront parcel across the street from our Municipal Center. Ayres and Associates led a visioning session with Main Street business owners and produced a site plan -- including green space, a restaurant, and multi-family residential -- that is serving as the basis for ongoing community conversations.

## Intended Use of 2022 Funds

In 2022, we anticipate receiving \$6,180 inclusive of funds allocated by the Town of Winchester and the Town of Wolf River. Once again, we will use \$5,500 for membership dues to the Greater Oshkosh Economic Development Corporation. We anticipate using the balance -- \$680 -- for costs associated with redeveloping the Village-owned waterfront parcel. Redevelopment efforts likely will include Village improvements to a public greenspace, potential incentives for the developer, and coordination with the DNR to amend two cap maintenance plans.

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



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<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		\$ 680.00
7. Membership dues in Econ. Dev. Organizations	\$5,500.00	\$5,500.00
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)		\$ 6,180.00



## Oshkosh Convention & Visitors Bureau

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

Oshkosh CVB:  
\$10,000<sup>00</sup>

[www.VisitOshkosh.com](http://www.VisitOshkosh.com)

February 11, 2022

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

Dear Mr. Jerry Bougie:

Tourism continues to recover in Winnebago County. One example of the success of tourism and events in Winnebago County is Lifest. This festival has grown to become the 2<sup>nd</sup> 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 thrilled to be welcoming Lifest back—and are working closely with County Staff to generate more events at Sunnyview Expo & grounds.

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 and publications like Fishin' & Crusin' and the Lighthouses of Winnebago County. In addition, OCVB Staff works with ITBEC on promoting the Endless Shores website and other initiatives of ITBEC.

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,

Amy Albright

Executive Director

Oshkosh Convention & Visitor's Bureau

[amy@visitoshkosh.com](mailto:amy@visitoshkosh.com)



## Oshkosh Convention & Visitors Bureau

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

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### **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 Oshkosh CVB only receives room tax dollars collected from Oshkosh, not all of Winnebago County.*

#### **Marketing**

- All Winnebago County Events featured on our website
- Mention of Winnebago County in most editorials
- Tourism Breakfast/Annual Report—announcement of Winnebago County economic impact numbers and employment in the tourism industry
- Markets all attractions and events in Winnebago County through social media, website and print marketing
- The OCVB is the major entity marketing our trail system. (River Walk, WIOUWASH Trail, Lake Butte des Morts Causeway, Terrell's Island) We now have a completed map and video on our website of the trail system and are working an even more comprehensive trail guide that we will be marketing this spring & summer.

#### **Sales**

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



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<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	\$ 40,000.00	\$ 10,000.00
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.		
<b>TOTAL \$ (for items 1 – 8)</b> (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 40,000.00	\$ 10,000.00