

Winnebago County Industrial Development Board

Minutes for Meeting of October 11, 2018

County Administration Building, Room 119, 112 Otter Ave., Oshkosh, WI

Board Members Present: Rob Keller, Joel Rasmussen, Jim Wise, Mark Harris, Elizabeth Hartman, Mary Krueger, George Dearborn, Mary Anne Mueller

Board Members Excused: Shiloh Ramos, Ken Robl, Linda Kutchenriter

Others Present: Jerry Bougie, Rob Kleman, Chuck Hertel

Meeting Called to Order at 10:00 am by Chairman Rob Keller.

1. Approval of Minutes from February 14, 2018 Meeting.

Motion by Mary Krueger to approve the minutes as presented. Motion seconded by Mary Anne Mueller. Motion passed 8-0.

2. At 10:01 am, Mark Harris made a motion to convene into closed session, pursuant to Wisconsin State Statutes, Sec. 19.85(1)(g), for the purpose of conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the Board with respect to litigation which is likely to become involved. Joel Rasmussen seconded the motion. Roll Call vote: Rasmussen, aye; Wise, aye; Harris, aye; Hartman, aye; Krueger, aye; Dearborn, aye; Mueller, aye; Keller, aye. Motion passed 8-0. At 10:45 a.m. Mark Harris made a motion to reconvene into open session. Motion seconded by George Dearborn. Motion passed 8-0.

3. Election of Board Officers for 2 year terms.

Board Chair: Rob Keller opened nominations for election of Board Chairman. Joel Rasmussen nominated Rob Keller for Board Chair. Other nominations were requested. No other nominations were offered. Joel Rasmussen moved to elect Rob Keller as Board Chair. Mary Anne Mueller seconded the Motion. Motion passed 8-0.

Board Vice-Chair: Rob Keller requested nominations for election of Board Vice-Chair. Mary Anne Mueller nominated George Dearborn as Vice-Chair. Other nominations were requested. No other nominations were offered. Mary Anne Mueller moved to elect George Dearborn as Board Vice-Chair. Joel Rasmussen seconded the motion. Motion passed 8-0.

Board Secretary-Treasurer: Rob Keller opened nominations for Board Secretary-Treasurer. Mark Harris nominated Mary Krueger for Board Secretary-Treasurer. Other nominations were requested. No other nominations were offered. Mark Harris moved to elect Mary Krueger for Board Secretary-Treasurer. Joel Rasmussen seconded the motion. Motion passed 8-0.

4. Report on Wisconsin's application to Federal Housing and Urban Development for closeout of the Community Development Block Grant-Economic Development Revolving Loan Funds (CDBG-ED RLF's).

Jerry Bougie distributed a handout summarizing the State's proposal to closeout the CDBG-ED RLF programs in the state. Rob Kleman and Jerry Bougie reported that the state desires to close out the program due to HUD's concern that there are significant CDBG-ED dollars in revolving loan funds that aren't being used and are not being administered in accordance with HUD requirements. As part of the closeout proposal, each RLF program will need to return to the state their cash on hand and loan receivables balances within 2 years from the closeout start date which has not been established to date. The benefit for local communities is that all dollars paid back to state are eligible to those local communities as grant dollars for local economic development and public service related projects. More detail on the closeout program will be forthcoming from the state once the state receives approval from HUD and local communities are notified. Discussion pursued. Jerry and Rob will be reporting back to the Board on this when more information becomes available.

5. Review and Board action on proposed 2019 IDB Budget.

Jerry Bougie distributed a 2019 IDB budget breakdown. He indicated that this budget is funded annually by the County Board as a lump sum miscellaneous inter-fund transfer. Most of the budget is allocated to the local communities on an annual basis for their local economic development projects/programs. Discussion pursued. Joel Rasmussen moved to approve the IDB budget for 2019. George Dearborn seconded the motion. Motion passed 8-0.

6. Adjournment:

Mary Anne moved to adjourn the meeting, motion seconded by Mary Krueger. Motion passed 8-0. Meeting adjourned at 11:15 am.

Submitted by,

Jerry Bougie, Recording Secretary

2019 Per Capita Funding Allocations (Proposed)

January 7, 2019

Municipality	2019 Allocations (\$1.12 Per Capita)
City of Menasha	\$ 16,735.00
City of Neenah	\$ 29,273.00
City of Omro	\$ 11,395.00
City of Omro	\$ 3,986.00
Town of Nekimi	\$ 1,595.00
Town of Omro	\$ 2,561.00
Town of Poygan	\$ 1,481.00
Town of Rushford	\$ 1,772.00
Fox Cities Regional Partnership	\$ 2,343.00
Town of Clayton *	\$ 2,343.00
Greater Oshkosh Economic Development Corp (GO-EDC)	\$ 92,398.00
City of Oshkosh	\$ 74,978.00
Town of Algoma *	\$ 5,291.00
Town of Black Wolf	\$ 2,737.00
Town of Clayton *	\$ 2,343.00
Town of Nepeuskun	\$ 827.00
Town of Oshkosh	\$ 2,780.00
Town of Utica	\$ 1,484.00
Town of Vinland	\$ 1,958.00
Oshkosh Chamber of Commerce	\$ 2,500.00
Town of Algoma *	\$ 2,500.00
Village of Fox Crossing	\$ 21,312.00
Village of Winneconne	\$ 4,748.00
Village of Winneconne	\$ 2,741.00
Town of Winchester	\$ 2,007.00
Town of Neenah	\$ 4,001.00
Town of Winneconne	\$ 2,713.00
Total 2019 Allocation	\$ 187,418.00
Direct IDB Allocations	\$ 21,000.00
East Central International Trade, Business & Economic Development (ITBEC)(Winnebago Co Dues)	\$ 11,000.00
Oshkosh Convention & Visitors Bureau	\$ 10,000.00
GRAND TOTAL	\$ 208,418.00

* these communities have elected to share their allocations 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

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***".



February 4, 2019

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

Re: Winnebago County 2019 Per Capita Funding Expenditure Plan

Dear Mr. Bougie and Winnebago County Industrial Development Board,

Enclosed please find the City of Menasha's 2019 Per Capita Fund Expenditure Plan for the Winnebago County Industrial Development Board's review. I will also be e-mailing the document to you.

The City of Menasha looks forward to continuing our economic development efforts in 2019 and appreciates the support of the Industrial Development Board.

If you have any questions or concerns, please do not hesitate to contact me at by phone at 920-967-3650 or by e-mail at sschroeder@ci.menasha.wi.us.

Respectfully,

Sam Schroeder
Community Development Director



**CITY OF MENASHA 2019 FUNDING REQUEST
Winnebago County Industrial Development Board
Per Capita Fund Expenditure Plan**

February 4, 2019

Requested Level of Funding: \$16, 735.00

Community Economic Profile

The City of Menasha continues to adapt, redevelop and build upon years of positive change. With the fairly recent incorporations of the Village of Harrison and the Village of Fox Crossing, Menasha focuses its attention existing development and new infill development in the Midway Business Park, the 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 acquisition of the former Brin Theater and the former Banta RR Donnelley Publishing Facility.

2018 Economic Review

In 2018 the City of Menasha saw a growth of roughly \$12.5 million in new valuation with a projected increase in 2019. The City of Menasha has 8 active and healthy TIF districts with Winnebago County with 1 additional currently under review for in the Shopko Plaza vicinity and 1 being proposed to close early to create a housing program to battle Menasha's aging housing stock. In addition to managing the active TIF districts, staff worked with various organizations through several different mechanisms to continue to advertise, market, recruit and maintain businesses within Menasha. One of the new programs completed in conjunction with the Fox Cities Regional Partnership in 2018 was a business walk aimed to analyze the health of Menasha's Downtown District. Of the 27 business interviewed in roughly a one week period, 44% reported an increasing employment in 2018 and over 70% anticipated an increase in revenues. Menasha also completed our Downtown Vision Plan and started our Water Street Corridor Study to continue to proactively plan for our future in a practical and economic vital progression. All of these initiatives were made possible by the support of the Winnebago County Industrial Development Board Grant.

Economic Development Outlook 2019

Moving forward in 2019, with the help of Winnebago IDB, the City of Menasha hopes to do much of the same as previous years at a more aggressive approach. Throughout this past year the City has acquired/marketed several key redevelopment sites including the former Banta publishing facility, the former Brin Theater and the former City Hall site. Marrying these sites with past and present corridor studies, active marketing and capital opportunities such as TIF, Opportunity Zones, New Market, Menasha hopes 2019 to be the most progressive year of positive change and growth yet. In addition, to these core sites, Menasha continues to see growth and interest within our existing TIF districts and the need to analyze the possibility of the creation of new TIF districts to spur new and further redevelopment within our Municipal

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

- 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 complete the Water Street Corridor Study looking to enhance and expand the commercial impact of the adjacent Downtown and recently constructed Loop the Lakes trail system.
- Market City/RDA owed properties for new high quality development.
- Continue to strategically manage and market the existing TIF districts and review the need for future TIF districts:
 - Close TIF 5 early and with the last years increment and computer aid to support the creation of a Housing Program positioned to tackle Menasha’s aging housing stock.
- Administer existing and future development agreements around large commercial development and new residential subdivisions.
- Work with the Fox Cities Regional Partnership and Menasha Utilities on business retention visits.
- 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, Menasha Business Group, NE Chapter American Planning Association, Fox Valley Transit Commission, Fox Cities Tourism Development Grants Committee, etc.
- Coordinate with the Wis DOT on the completion of the USH 441 reconstruction project and the Racine Street Bridge Reconstruction.
- Commence a 2019 Hotel Study looking at the feasibility of a highway or boutique hotel in Menasha to draw and keep tourist and business associates within our community.
- Continue to promote and create marketing materials directly targeting the use of Opportunity Zone Tax Credit for Menasha’s redevelopment opportunities including: Brin Property, Water Street Corridor, Becher Electric, Germania Hall, former Anchor Bank building , former City Hall, Gunderson Cleaners, vacant downtown storefronts, former Third Street Market, former Fox Cinema Theater, Albany building and expansion of existing businesses.

2019 IDB Per-Capita Fund Award Utilization

\$2,000	Print Advertisement
\$0	Economic Development Programs
\$7,000	Economic Development Studies
\$1,000	Promotional Material
\$3,000	Business Retention and Expansion
\$3,735	Administrative Activities
\$0	Membership and Dues
\$16,735	TOTAL

Plan Submittal Form

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

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

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials	\$4,000	\$2,000
2. Seed Money for Econ. Dev. Financing Programs(s)	\$37,500	\$0
3. Studies directly related to Econ. Dev. Programs/Projects	\$20,000	\$7,000
4. Other Promotional Programs (example: trade show booths)	\$2,000	\$1,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$14,000	\$3,000
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions	\$25,000	\$3,735
7. Membership dues in Econ. Dev. Organizations	\$15,000	\$0
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)		\$16,735

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



February 1, 2019

**CITY OF NEENAH 2019 FUNDING REQUEST
WINNEBAGO COUNTY INDUSTRIAL DEVELOPMENT GRANT**

Requested Level of Funding: \$29,273.00

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 2018 declined slightly from 2017 with a total of just over \$40 million of new tax base added. This new investment tracks slightly below the five-year average of \$47 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. Industrial growth in 2018 was led by a Dayton Freight investment of \$5 million in their Bergstrom Road Distribution Center and a \$1 million addition at Galloway Corporation.

Perhaps the biggest news related to industrial development in 2018 was not a new project at all, but retention (in part) of an existing manufacturing giant. The City of Neenah's leadership team contributed significant time and effort assisting with the retention of Kimberly-Clark's Jacobson Road facility in the Village of Fox Crossing. In addition to retaining the existing jobs associated with this facility, the decision to stay will help cement Kimberly-Clark's presence in the Fox Cities along with the white collar and supply chain jobs that support the facility. All of those entities that assisted with this retention effort, including the Fox Cities Economic Development Partnership, Winnebago County and local representatives should be commended for recognizing the need to put parochialism aside and act in the best interest of the region

The City's Green Bay Road/Winneconne Avenue corridor is providing growth opportunities for commercial and residential development. Quarry Square Shops, LLC constructed a new \$1.2 million multi-tenant retail center along W. Winneconne Avenue and a D&D Car Wash will open a new \$600,000 facility this spring in the Westowne Redevelopment Area.

Lastly, Neenah continues to experience growth in its multi-family market with continuation of the Pendleton Park Apartments project, which added 48 new units in 2018 valued at over \$4 million, and the last phase of the Highlands senior apartment complex which invested \$2.5 million in its final 33 units. The Neenah Community Development Authority recently entered into a Letter of Intent to explore the feasibility of at least one new downtown housing development in 2019.

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 2018, 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. The funds were also utilized as part of an on-going effort to develop a municipally owned wetland bank.

2019 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 2019, 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.
- Managing the Downtown parking system and evaluating options to improve parking supply specifically for the Downtown employment centers.
- 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 Southpark Industrial Center in order to improve the marketability and development potential of those sites.
- Commissioning several economic development studies including an overall economic development strategy for the Department, market research along the S. Commercial Business Corridor and possible ingress/egress improvements to the Southpark Industrial Center.
- Continue towards the implementation of a municipally owned wetland bank.

2019 City of Neenah Industrial Development Grant Budget

• Print Advertising	\$ 2,000.00
• Economic Development Studies	\$ 12,773.00
• Promotional Materials Design/Printing	\$ 1,000.00
• Business Recruitment/Retention Expenses	\$ 5,500.00
• Economic Development Administrative Activities	\$ 4,500.00
• Membership Dues	\$ 3,500.00
Total	\$29,273.00

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

Plan Submittal Form

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

Please identify one or more of the following eight (8) Economic Development Eligible Funding Program(s) that best match your proposed project, and include the Total cost of each program (**Column 1**) and amount of IDB Per Capita funding you propose to allocated for each program (**Column 2**):

	<u>Column 1</u>	<u>Column 2</u>
Eligible Economic Development Project / Program	Total Cost (\$) of Project / Program	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Project/ Program
1. Brochures / Marketing Materials	\$4,000	\$2,000
2. Seed Money for Econ. Dev. Financing Programs(s)	\$25,000	\$0
3. Studies directly related to Econ. Dev. Programs/Projects	\$50,000	\$12,773
4. Other Promotional Programs (example: trade show booths)	\$2,000	\$1,000
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$40,000	\$5,500
6. Funding of Administrative Activities and/or Positions	\$25,500	\$4,500

7. Membership dues in Econ. Dev. Organizations	\$28,000	\$3,500
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in 2 nd column should equal your Per Capita Funding Request from IDB)	\$174,500	\$29,273

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available.
2. 2018 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) of the funding allocation for your proposed project and program(s) for the current year.



January 31, 2019

Winnebago County Industrial Development Board
c/o Jerry Bougie, Planning Department
112 Otter Ave
Oshkosh, WI 54903-2808
Fax: 920-232-3347
jbougie@co.winnebago.wi.us

Dear Jerry,

Attached you will find the City of Omro's 2019 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 black ink that reads "Linda K. Kutchenriter". The signature is written in a cursive style with a large initial "L" and "K".

Linda Kutchenriter
City Administrator-Treasurer
LKutch@omro-wi.com
(920) 685-7000



2019 Per Capita Funding Summary

The Omro Area Development Corporation (OADC) will be responsible for the Per Capita Funding received from the following communities in 2018:

<u>Municipality</u>	<u>Per Capita*</u>
City of Omro	3,986.00
Town of Nekimi	1,595.00
Town of Omro	2,561.00
Town of Rushford	1,772.00
Town of Poygan	1,481.00

These communities have a combined population that results in a total Per Capita eligible funding amount of \$11,395.00*. 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 2019 Budget

The Omro Area Development Corporation will be focusing on the following objectives in 2019: 1) Promote the Industrial Park; 2) Continue to work at filling any current vacancies in commercial and industrial buildings; 3) Continue to promote tourism and traffic along the Fox River and in Downtown Omro; and 4) Support Future Omro, Chamber-Main Street program's objectives of economic restructuring, organization, 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 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's 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 better understand the development process and standards.
- Revise the agreement between the OADC and the City of Omro.

Winnebago County Per Capita Funding Application

Budget for 2019 Winnebago County Per Capita Funding Program

Project Description	Total Cost	Cost Covered by IDB Funding	Other Funding Sources
Tourism Ads in Visitors Guides, Welcome Bags for New Residents and Visitors, Information Booth Materials	\$5,000.00	\$1,000.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
Marketing of Omro -Industrial Park Mailings and Postcards -In-person Visits to Developers/Planners -Info Packets to Prospective Buyers -Print Ads in Trades Publications - Include Properties on-line www.futureomro.org/available-properties and Google Ads	\$10,000.00	\$5,195.00	City of Omro, OADC
Discover Wisconsin Multi Media Campaign- Advertising and Kick Off Event	\$1,000.00	\$1,000.00	City of Omro, OADC, Future Omro Chamber-Main Street Program
Community & Economic Development Position (Support to Market the Industrial Park and the City of Omro)	\$84,918.00	\$4,200.00	OADC, Future Omro Chamber-Main Street Program, Business Improvement District, City of Omro
TOTAL COSTS	\$100,918.00	\$11,395.00	

Past Use of Funds and Results

The Omro Area Development Corporation (OADC) was generously granted \$9,852.00 from the Winnebago County Industrial Development Board in 2018. These funds enable us to meet the economic development and tourism goals of the OADC, City and downtown organizations.

The City is currently in the process of hiring a new Economic and Community Development Director after our previous Director, Dana Racine, resigned in the beginning of January, 2019. 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 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.

Winnebago County Per Capita Funding Application

Marine Tops, a long time business in the Main Street corridor, has recently completed their new building in the newest section of the industrial park. This new structure is part of a TIF created in 2017 that encompasses a portion of Main Street on the east end of the city and this "Phase 2" section of the park. Another TIF business success, Country Villa Assisted Living, is across from the industrial park and has almost filled its \$2.1 million, 24-bed facility, which provided job creation of approximately twenty positions including a full-time RN. Due to their success, a second phase of the building is currently being planned, which will bring in another 15 beds and add even more value to the TIF for future commercial and industrial infrastructure and incentives. This addition is possible due to an incentive for a PAYGO through the TIF. As the infrastructure was already in place due to a previous EDA grant, the success of the district is guaranteed with no risk to the city, and provides OADC with a great marketing opportunity for bringing in new business. This new district has already enabled us to pay for wetland delineation for the new section to assist Marine Tops and future businesses with DNR requirements.

Downtown storefront vacancy has continued to be a key issue for Omro, with one third of the entry level buildings sitting empty. In an effort to improve the business environment, the creation of a business repository which lists the inventory and status of each commercial and industrial parcel was developed in prior years and is continually updated.

In 2018, with funding from several community businesses and organizations (including the OADC and the city), Future Omro was able to provide handicap accessibility to a block of buildings on Main Street that houses the Mexican restaurant and a new micro-brewery. Providing this access not only opened their doors to those who were not able to enter in the past, but also enabled the brewery to obtain state building approval and fill an empty storefront on Main Street.

Thanks to partial funding by Winnebago County IDB in 2018, the OADC continues to work with Discover Wisconsin on an upcoming episode that features Omro! This segment will air in March and July of 2019 and October of 2020. Besides the television dates, the episode will also be featured on their website. The website gives the OADC and Future Omro opportunities to add events, blogs, pictures and links that will be available to their extensive viewer audience and provide Omro with a great location to bring tourists and businesses our way. We are planning to host a premier event in mid-March, at which time not only will community members and local organizations have the chance to view the program prior to airing, they will also have the opportunity to meet with our prospective replacement(s) for the Economic and Community Development Director prior to completion of the hiring.

With the help of our Economic and Community Development Department, Omro held over 20 events with an estimated 18,000 people in attendance, these events continue to bring visitors 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, 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 2019 and beyond.

February 4, 2019

TO: Jerry Bougie

FROM: Peter Thillman 
Vice-President Economic and Workforce Development

RE: Per Capita Funding Request Town of Clayton

The following is the IDB documentation for the Town of Clayton.

- 1.) Plan Submittal Form
- 2.) Highlights of 2018
- 3.) High level plan for 2019
- 4.) 2019 Budget.

Fox Cities Regional Economic Partnership 2018

- Business retention
 - The Partnership performs 123 annual business retention visits
 - Initiated Business Walks in Neenah and Menasha for small business inputs
 - Three BR&E visits resulted in expansions
 - From September to December 2019 spent considerable time and effort on the Kimberly-Clark Cold Spring Plant retention.
 - If Cold Spring had closed in the Fox Valley the economic impact would have been a total loss of 942 direct, indirect and induced jobs with an annual payroll of \$68 million (East Central Regional Plan Commission)
 - Cold Spring has over 250 Wisconsin based suppliers doing \$50+ million in annual sales
 - Hosted Resources for Manufacturers
 - 50+ attendees
 - Co-hosted with WEDC and the Oshkosh Chamber
- Business Attraction
 - Initiate and Vet Request for Proposals
 - Broadcast 17 requests in 2018 at the request of WEDC and New North
 - Initiated 3 Direct request resulting in expansions
 - Faith Technologies—Little Chute
 - NEW Coffee Roasters—Appleton
 - One still to be announced first quarter 2019
 - In 2019 have 2 site requests in process. Potentially 300 new jobs.
 - Engage with New North on Foreign Direct Investment initiate
 - Business attraction for companies looking to expand to North America
 - Targets mid-sized food manufacturers and auto supply chain
 - Direct market with site selectors
 - Face to face meeting scheduled for 2/8/19
 - Hosted Opportunity Zone information session
 - Brought communities, investors, contractors and developers together
 - Over 100 registrations and 25 walk ups
 - Led to discussions on a number of potential multi-million dollar projects
- Talent Development
 - Your Future Live
 - Host a two day job exploration event at the exhibition center
 - 2000 8th grade and high school students attend
 - Multiple industry sectors represented
 - Pulse Young Professionals
 - YP Week
 - Multiple events over the week touching thousands
 - Bazaar After Dark
 - The Signature “Place Making” event
 - Hosted at Little Chute, Neenah and Menasha

- 10,000 attendees at each event
- Talent Upload
 - Transition year to Fox Cities Days on Campus
 - Target engineering students at Michigan Tech
 - Target welders, LPNs, machinists and water tech at Bay de Noc Community College
- K-12 Assistance
 - Build an Educational Excellence award for K-16
 - Roll out spring 2020
 - Initiate a Business, Education and Government Leadership Council
- Family Friendly Workplace Initiative
 - Completed a comprehensive benefit study of area employers
 - Developing criteria for “certified” Family Friendly Workplaces

2019 Fox Cities Regional Partnership Initiatives

Business Retention

- Complete 120 BR&E visits
- Complete 3 Business Walks in partnership with Bazaar After Dark
- Complete Benefit Survey of Employers
- Complete Economic Outlook Survey
- Initiate Family Friendly Workplace Certification

Business Attraction

- Engage Foreign Direct Investment Consultant
- Visit Site Selectors quarterly
- Develop and Complete RFPs for projects (2 started in January)
- Jointly host two developer related events

Workforce Attraction

- Fox Cities Days on two campuses
- Explore Talent Reload with NEW Manufacturing Alliance
- Fox Valley 365 partnership

K-16 Workforce Development

- Establish Education, Government and Business Leader Roundtable
- Your Future Live Career Exploration Event
- Establish Excellence in Education Event
- Talent Upload reimagined

	<u>2019</u>
INCOME	
FCRP - Private Sector	475,000.00
FCRP - Public Sector	190,000.00
Program Income	204,500.00
Publications/Other Sales	<u>3,000.00</u>
TOTAL INCOME	872,500.00
EXPENSES	
Program Expenses	156,500.00
Publication/Other Exp	<u>3,000.00</u>
TOTAL DIRECT EXP	159,500.00
TOTAL INCOME LESS DIRECT EXP	713,000.00
INDIRECT EXPENSES	
Personnel Expense	586,000.00
Professional & Contracted Exp	16,692.00
Building/Equip Exp	33,738.00
Marketing Exp	35,082.00
Community Relations Exp	14,018.00
Travel Exp	9,500.00
Supplies Exp	<u>17,970.00</u>
TOTAL INDIRECT EXP	<u>713,000.00</u>
NET INCOME/(LOSS)	<u><u>-</u></u>

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	\$35,082.-	\$2343.-
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)		
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions		
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$35,082. -	\$2343

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



January 31, 2019

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

RE: Winnebago County 2019 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 2019 Winnebago County Industrial Development Per Capita Funding in the amount of \$92,398.00.

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 by our five values we use as guideposts which were set forth in our updated three-year strategic plan in 2017. These values are listed below and expanded upon in the enclosed documents.

- **Leadership:** We will act 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 act in open and transparent ways to serve the public's interests.
- **Innovative:** We will act in creative and flexible ways to stimulate achievement.
- **Collaboration:** We will continually act as a connector in our community.

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 2018 is detailed in the 2018 Highlights (enclosed), but some of the key items that were accomplished that the IDB Funds were used for include:

- Marketing, planning and promotional materials to promote Greater Oshkosh EDC and our surrounding communities.
- Retention and addition of key employers in Winnebago County.
- Development of the Catch-A-Ride program to assist in workforce transportation issues.
- Promotion of our area Industrial Parks.
- Continual study of economic impact, workforce, trends, and issues in our area.



Intended Use of Funds: In 2019, Greater Oshkosh EDC will apply Winnebago County Per Capita Industrial Development funds of \$92,398.00 to support the following economic development activities:

- Marketing of our area as a strong place to live, work, and build your business and supply chain. (\$4,788 – staff time and materials)
- Increasing access to capital by continuing to find ways to support our established businesses and startup businesses in Winnebago County. (\$7,182 - staff time and loan management)
- Implementation and training on new Business Retention & Expansion, Customer Resource Management, and Project Management Software (\$3,591 - staff time and acquisition)
- 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. (\$12,568 - staff time)
- Maintaining administrative support of current and developing programs. (\$50,000 – staff time)
- Membership and engagement in economic development organization. (\$1,197 – membership dues)
- Continued involvement in workforce initiatives from education and assessing employer needs, to daycare development and transportation issues, as well as surveying the community's trends and needs through studies and interviews. (\$4,788 - staff time)
- Expanding the area and their strengths by continuing development and assisting the towns in Winnebago County. (\$8,284 - staff time)

In the enclosed document you will find our 2018 Highlights and the many ways in which the 2018 IDB funds were utilized. The staff at Greater Oshkosh and myself would like to thank you and the members of the Winnebago County Industrial Development Board for supporting our organization and working with us to drive the economy in our area forward.

Please let me know if you have any questions.
(920) 230-3321 / jason.white@greateroshkosh.com

My Best,

A handwritten signature in blue ink that reads "Jason E. White".

Jason E. White
President & CEO

Encl: Greater Oshkosh EDC 2017-2020 Strategic Plan
Encl: Greater Oshkosh EDC 2019 Objectives
Encl: Greater Oshkosh EDC Ongoing Initiatives
Encl: Greater Oshkosh EDC 2018 Highlights
Encl: Links to Annual Report, Midyear Report, Brochures, and 2018 Videos



Greater Oshkosh Economic Development Corp. *2017 – 2020 Strategic Plan*

The following initiatives were set forth in the 2017-2020 Strategic Plan:

Initiative One: Business Retention & Expansion

A healthy and vibrant local economy depends on the well-being of a community's existing firms. The reasons are many:

- Forty to eighty percent of all new jobs are created by existing firms.
- Businesses that stay competitive are more likely to remain in the community and expand.
- Retaining an existing business is generally easier than recruiting a new firm.
- Firms considering relocating to an area will talk with existing firms. Odds are better of attracting new firms if existing ones are happy with the community.

Initiative Two: Workforce Development (Talent Retention & Attraction)

The single greatest influencing factor as to how quickly the Greater Oshkosh economy will grow is workforce and talent development. The population of the Greater Oshkosh region is not growing at a fast pace, and a better match is needed for growing the pipeline of graduates entering into careers of demand by area employers. Due to its unique private-public collaborative structure, Greater Oshkosh is focused on being the connector among business, education and government in facilitating the solutions for our community's workforce needs.

Initiative Three: Entrepreneurial Growth

Greater Oshkosh believes in helping our own businesses grow and striving to keep them here. Our region has many high-growth, high-value, and mature business and industry. To become a more sustainable region, however, the greater Oshkosh needs to continue cultivating a culture of entrepreneurship and innovation, while growing a pipeline of new companies that want to start and grow in our community, including graduating students.

Initiative Four: Targeted Industry Development

In order to build upon the core strengths of greater Oshkosh and achieve diversity within the economic base of the community, Greater Oshkosh will lead targeted industry development, collaborate with complementary partners to achieve such aims, and be resourceful in anticipating new and innovative opportunity. The target segments primarily focus on manufacturing, IT, and aviation, but also downtown redevelopment, economic improvements in areas of economic distress, and blight elimination.



Greater Oshkosh Economic Development Corp. 2019 Objectives

1. Continue expansion of an internal Business Retention and Expansion (BR&E) process with a client tracking and follow up system. (#1)
2. Distribute the next \$250,000 round of Greater Oshkosh Capital Catalyst funding for local startups in high-tech growth sectors. (*Specifically: Advanced manufacturing, IT/Software Development, Medical Devices/Research, Energy/Biosciences, Aviation/Aerospace, and Agriculture/Food Processing.*) (#3)
3. Continue prospecting for potential businesses for the Industrial Parks through requested RFIs, and outreach. (#4)
4. Supported quality of life initiatives to brand the area as a prime destination to attract talent, selling the various selling attributes for people to want to move here. (#3)
5. Facilitate conversations and offer solutions to downtown parking concerns for employers/workers. (#3)
6. Partner with stakeholders to address gaps in second shift daycare support. (#3)
7. Partner with stakeholders to implement and execute a successful Catch-A-Ride program in Winnebago County to help people get to work. (#3)
8. Continued involvement with poverty-reduction initiatives and partnerships such as POINT. (#3)
9. Continue to support the international export assistance for businesses with the University of Wisconsin Oshkosh Small Business Development Center. (#1)
10. Continued execution of 2018-2020 GROW EDC Capital Campaign for Greater Oshkosh's operating and program budget. (OD)
11. Expand development of a scorecard for internal utilization and education focused on quantifiable and measurable outcomes as well as provide results-oriented data to investors.* (OD)
12. Continue to utilize cutting edge marketing resources (i.e. social media channels) and keep strong relationships with local and regional media. (OD)
13. Implement a process to evaluate the return on investment and exit timeline for new local and regional initiatives proposed for Greater Oshkosh's involvement. (OD)

*Continued development of an impact scorecard includes, but not limited to: Projects completed/in progress; Jobs added; Jobs retained; Capital investment made; Commercial and Industrial properties sold; Business visits (BR&E); Current business; growth investments made; Entrepreneurial assistance provided; Entrepreneurial investments made; Prospect site visits made to Greater Oshkosh; Open projects by sector & type; Completed projects by sector & type; Paid and organic marketing impact



Greater Oshkosh Economic Development Corp. *Ongoing Activities*

1. Consistent focus on the values upon which the organization was founded: leadership, responsiveness, accountability, innovative, and collaboration.
2. 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.
3. Committed to continue to achieve the goal of connecting with 150 companies annually to address issues identified and establish benchmarks for providing solutions to area businesses.
4. Administer, maintain and seek creative ways to expand financing programs for all-sized businesses, including, but not limited to, the Greater Oshkosh Revolving Loan Fund and Greater Oshkosh Capital Catalyst Fund.
5. Identify and evaluate market opportunities and requirements in the local and regional supply chains for identified industry clusters.
6. Continued collaboration with and recognition of the value and respective niches of all our education and workforce-based partners.
7. Greater Oshkosh will continue to take an active interest in seeking ways to connect employers to their various services as well as assist in developing innovative and forward thinking programs to develop the workforce needed for Greater Oshkosh businesses.
8. Greater Oshkosh will continue to quantify the present workforce needs of area employers.
9. Continued evaluation of the changing demographics and diversity in Greater Oshkosh and the region, as well as its impact on workforce and employer demands.
10. Partner with commercial real estate brokers, developers, and property owners to consistently be aware of available commercial/industrial sites and buildings available within the Greater Oshkosh community.
11. Partner with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.
12. Retention and growth of staff to accomplish the organization's goals and objectives.
13. Develop, implement and maintain marketing and internal and external communication plans.
14. Utilize developed marketing plans and organic media to increase the awareness of Greater Oshkosh's comprehensive services and to reflect a positive image of doing business in the Greater Oshkosh area.
15. Through updated marketing materials and online resources, Greater Oshkosh will utilize Locate in Wisconsin and network with our list of nearly 100 real estate professionals to market an inventory of available sites and buildings in the Greater Oshkosh area.
16. Recognize the role, purpose and involvement of Greater Oshkosh EDC in participating in Interstate 41 corridor and other regional initiatives.



Greater Oshkosh Economic Development Corp. *2018 Highlights*

Initiative One: Business Retention & Expansion

- Business Retention and Expansion (BR&E) outreach: Greater Oshkosh EDC exceeded the organization's goal of 150, by connecting with 211 companies in 2018.
- With the conclusion of the Initiative 41 Department of Defense grant, Greater Oshkosh EDC's Director of Strategic Initiatives has a new role focused on Business Retention & Expansion efforts, as well as the organization's fundraising efforts. The team consists of four full-time staff and three part-time staff.
- Continued availability of gap financing to second stage businesses through the Greater Oshkosh Revolving Loan Fund. Greater Oshkosh EDC administers, maintains and seeks creative ways to assist businesses in their growth and expansions through the Greater Oshkosh Revolving Loan Fund and other available financing options throughout the state.
- Supported the UWO SBDC efforts to retain an International Trade Consultant that will help guide companies through the logistics of selling and buying goods on the global market.
- Partnered with 117 real estate brokers and developers to identify commercial and industrial sites and buildings around our area.
- Received 43 requests for property searches in 2018.
 - Total Properties Submitted: 244
 - Total Buildings Submitted: 132
 - Total Sites Submitted: 112
 - Searches completed for existing businesses: 16
 - Searches completed for business attractions: 27
- Very involved in projects with, but not limited to, New Hydraulics, Extreme Customs, Oshkosh Plating, 4imprint, and Dynamic Drinkware in 2018. The organization has also started work on several business expansions in 2018 that carry over into 2019.



Initiative Two: Workforce Development (Talent Retention & Attraction)

- Performed analysis on an ongoing basis related to area economic and employment trends.
- Greater Oshkosh EDC has ongoing collaborations with and recognizes the value and respective niches of all our education and workforce-based partners. The organization continues to connect employers and workforce to their various services.
- Held recurring meetings with Fox Valley Technical College Business & Industry Services staff to discuss opportunities and employment needs of companies and discussed ways to troubleshoot these issues and connect FVTC staff as appropriate.
- Represented Oshkosh on the Poverty Outcomes Initiatives (POINT) task force to help nonprofit organizations take a more data driven approach to reducing poverty in our region.
- Continue to partner with the Oshkosh/Winnebago County Housing Authority to assist in opportunities to utilize either their facilities or partner with other organizations to create daycare options for second shift workers with young children.
- Served on the Winnebago County Transportation Committee and GO-Transit Strategic Planning Committee to help employers find ways to assist their employees who do not have a reliable transportation option to get to work.
- The GO-EDC Foundation, Inc., a 501(c)(3) charitable nonprofit organization, is continually focused on creating economic opportunity in distressed parts of Oshkosh, including removing blight, engaging in workforce development, and extending financial capital for businesses looking to invest or locate in such areas.

Partnered with organizations to remove blighted properties and restore such properties to more attractive and better uses for the community, particularly within areas of economic distress.



Initiative Three: Entrepreneurial Growth

- Worked with the UW Oshkosh Small Business Development Center to assist entrepreneurs in necessary business and financial resources. This partnership is key to the success of the Greater Oshkosh Capital Catalyst fund and to keeping our entrepreneurial spirit strong in the greater Oshkosh community.
- Supported the gBeta accelerator program in northeast Wisconsin. A program that is part of the nationally ranked gener8tor program, based out of Madison and Milwaukee.
- Greater Oshkosh EDC continues to administer the first entrepreneur focused financing program in the New North, developed in July 2016. The Greater Oshkosh Capital Catalyst program makes \$250,000 available to start ups in high technology growth sectors via loans and grants.
- Since the Greater Oshkosh Capital Catalyst fund began, the program has supported seven startup companies through \$250,000 in loans and grants.
- In July 2018, Greater Oshkosh EDC was awarded a second award from the Wisconsin Economic Development Corporation, as well as a match from the City of Oshkosh Revolving Loan Fund and Chamco, Inc., to keep the Capital Catalyst Program moving forward.
- Startups assisted include: Fifth Ward Brewery (agriculture/food processing), Mission Move (IT), Upright Kids (advanced manufacturing), ICARUS Devices (aviation/aerospace), Bee Bella (agriculture/food processing), RG Manufacturing (advanced manufacturing), and Roberts Defense (advanced manufacturing).
 - With the Greater Oshkosh Capital Catalyst funding received, the above businesses have: purchased equipment, expanded their products nationally to nearly 500 retailers – including Whole Foods, been featured on the cover of national industry magazines, surpassed distribution expectations, acquired the two largest school districts in the country as their customers, and developed key partnerships to move their products forward.
- The Greater Oshkosh Revolving Loan Fund continues to support business expansions and relocations in the greater Oshkosh area. Two loans were made from this program in 2018, with another approved in 2018 that will be closed on in 2019.



Initiative Four: Targeted Industry Development

- Worked with the Village of Winneconne on outreach for their additional industrial park land by developing a property flyer and updated their community profile statistics marketing piece.
- Involved in the facilitation of the Wittman Regional Airport Tenant Advisory Group. This group consists of airport stakeholders, tenants, and businesses and acts as a representation of all the tenants on the airport.
- Advocated for the design of a new taxiway to the Aviation Business Park which is going forward in 2019.
- Worked collaboratively with the City of Oshkosh to complete objectives as a part of the DoD/OEA Initiative I-41 Aerospace-Aviation Grant:
 - Greater Oshkosh met with project collaborators and manufacturers throughout the region during the 18 months to complete the tasks and deliverables set forth by the grant framework.
 - The primary grant deliverable remainder of the quarter was the coordination/recruitment of local businesses for the development of an MRO and Additive Manufacturing Cluster. The creation of these clusters is intended to initiate and support/increase capacity for regional networking among airports and aviation businesses.
 - Additionally, grant deliverables included Greater Oshkosh hosting two talent recruitment events: February 2018, at Menominee Nation Arena, and July 2018, at EAA AirVenture. Over 28 companies and 300 guests participated at the talent recruitment events.
 - A best practice lunch and learn series was also coordinated by Great Oshkosh over the 18-month grant period to provide local business leaders and manufacturers educational opportunities to hear from experts in the field of aviation, additive manufacturing, MRO repair and working with the Federal Government as a qualified contractor. Over 250 guests attended one of the programs as a part of the Lunch in Learn Series, hosted throughout the entire Fox Valley region.
 - A final report with program deliverables and industry improvements is required to the City of Oshkosh for completion early February 2019.



Organizational Outreach & Development

- A total of over 82 organizations have invested approximately \$575,000 in the fourth year of Greater Oshkosh Economic Development Corporation's existence. New commitments for the GROW EDC campaign, as well as 96% retention rate of our partners renewing their investment, represents outstanding support for our programmatic efforts and activities focused on business growth, expansion and retention within the greater Oshkosh region.
- With two-thirds of our investment support received from private partners and one-third from public partners, support for Greater Oshkosh will total over \$1.7 million over the next three years. While our board members and staff remain encouraged with projects and efforts already achieved to date, we recognized there is more to be accomplished within the region. We look forward to working with community leaders to help move our city and region forward.
- Social media:
 - Facebook: 840 (27.8% increase)
 - Twitter: 428 followers (16.6% increase)
 - LinkedIn: 480 followers (45.5% increase)
- Continue to partner and contract with a marketing agency to further build brand awareness, reach targeted audiences and communicate our message effectively.
- Continually deliver e-Newsletters that goes out to nearly 300 investors and 810 stakeholders and partners.
- Represented Greater Oshkosh EDC at a booth at the Oshkosh State of the City Event – March 19th, 2018 and Insight's InDevelopment Conference – March 13th, 2018.
- Hosted the following events:
 - Wake Up With Winneconne (in partnership with the Village of Winneconne)
 - Heavy Hitters Manufacturing Meet-Up at the Ballpark (in partnership with Envision Greater Fond du Lac)
 - Power Forward: Manufacturing Night at the Wisconsin Herd Game (in partnership with Envision Greater Fond du Lac)
 - Transload Terminal Ribbon Cutting (in partnership with Watco Companies and the City of Oshkosh)
 - Greater Oshkosh EDC Open House
 - Roaring Forward: Year End Event at The Howard
- Developed and distributed a [midyear report](#). Annual report will be available soon.
- Created a [video](#) highlighting business growth and expansion.
 - Fire Escape
 - Watco Companies/Transload Terminal
 - Oshkosh Corporation's global headquarters project
- Created a [video](#) on the Greater Oshkosh EDC team.



Links to:

2017 Annual Report: https://greateroshkosh.com/wp-content/uploads/GreaterOshkosh_2017AnnualReport_Final.pdf

2018 Midyear Report: https://greateroshkosh.com/wp-content/uploads/GreaterOshkosh_2018-Midyear-Report_P6.pdf

GO-EDC Foundation, Inc. Brochure: https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/FoundationBrochure_online.version.pdf&hl=en

GROW EDC Campaign Brochure: https://docs.google.com/viewerng/viewer?url=http://greateroshkosh.com/wp-content/uploads/InvestLevelsDoc_P10.pdf&hl=en

GROW EDC Capital Campaign Video: <https://youtu.be/E37ONooPk9w>

2018 Greater Oshkosh Highlights Video: <https://youtu.be/oM3Isx69pvo>

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	\$10,000	\$2,394
2. Seed Money for Econ. Dev. Financing Programs(s)	\$30,000	\$7,182
3. Studies directly related to Econ. Dev. Programs/Projects	\$15,000	\$3,591
4. Other Promotional Programs (example: trade show booths)	\$10,000	\$2,394
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$37,500	\$8,978
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions	\$130,000	\$50,000
7. Membership dues in Econ. Dev. Organizations	\$5,000	\$1,197
8. Other Econ. Dev. Projects / Programs: Itemize below: DIVERSIFICATION OF INDUSTRY AND RECRUITMENT	\$15,000	\$3,590
8a. WORKFORCE INITIATIVES	\$20,000	\$4,788
8b. REGIONAL ASSISTANCE	\$15,000	\$8,284
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$287,500	\$92,398

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



January 30, 2019

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 Algoma, the following outlines our intended use of these funds. The Town of Algoma allotment is for a total of \$2,500.

Intended Use of Funds

This funding will be utilized to support ongoing activities relating to accomplishing our economic development objectives and more specifically our trade show/prospect development efforts. The Oshkosh Chamber economic development staff works with over 500 clients that include over 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 2019 Economic Development Program of Work detailing work plans to be accomplished. We will allocate this IDB funding specifically to help us accomplish our trade show prospect marketing 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**
- **Regional Partnerships**
- **Workforce Development**

Our economic development staff attends trade shows, along with the Site Selector's Guild annual conference and ICSC Real Estate Trade Show to market our area, provides access to incentives and other business financing programs, manages Winnebago County's CDBG Revolving Loan Fund and the Oshkosh Area Economic Development

A Five Star Accredited Chamber of Commerce

Corporation's (OAEDC) Small Business Revolving Loan Fund, manages and supports a number of targeted industry cluster initiatives including Information Technology (Amplify Oshkosh), Advanced Manufacturing, and Workforce Development.

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), the New North IT Alliance, The Northeast Wisconsin Chambers Coalition (NEWCC) and the I-41 Corridor Partners 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. See attached.

Proposed Budget

The Oshkosh Chamber economic development budget for 2019 is \$253,570. Attached is a copy of the economic development section of our 2019 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 2018 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
Tom Belter, Chairman, Oshkosh Chamber Economic Development Advisory Council

Oshkosh Chamber of Commerce

2019 Economic Development

Program of Work

Implement Targeted Industry Initiatives

- Coordinate the activities of the Amplify Oshkosh Information Technology Consortium
 - Maintain dedicated staff who will focus efforts on Amplify Oshkosh programs and activities.
 - Provide administrative and coordination activities for the Amplify BIG EVENT conference that is scheduled for November 9, 2018.
 - Provide administrative and coordination activities for Ideas Amplified speaker/networking series throughout the program year.
 - Provide support and coordination activities for the Amplify Consortium and committees including Skills and Talent, Marketing and Events, Website/Social Media and Fundraising committees.
 - Assist and support Amplify development activities including the development of a paid membership system including corporate and individual memberships and a payment structure for Ideas Amplified events.
 - Continue to explore potential grant opportunities.
 - Continue development of the Amplify IT Leadership Academy with implementation beginning in January of 2019 with the goal of a cohort of 15 participants.
 - Complete development activities for new Amplify website.
 - Attend, support and participate in Strategic Partner initiatives such as Women in Technology (WIT), Northeast Wisconsin IT Alliance, and Association of Information Technology Professionals (AITP).

Drive Business Attraction through Development of External Marketing Mechanisms

- Continue to build strong corporate real estate relationships via participation at the annual ICSC Spring RECON event and regional real estate deal making events in Chicago and Milwaukee. Make 10 new contacts for Oshkosh.
- Participate in the CARW (Commercial Association of Realtors of Wisconsin) annual event.
- Attend and participate in the Site Selectors Guild annual conference scheduled for March 2019.
- Be an active partner in the I-41 Corridor Marketing Collaborative that includes representatives from the Green Bay Chamber, Fox Cities Chamber, Fond du Lac County Economic Development Corp., New North, and GOEDC.
- Participate in Initiative 41 activities being led by the East Central Regional Planning

Commission.

- Respond to 500 Oshkosh business/client inquiries.
- Assist over 100 business cases.
- Continue the Oshkosh Chamber's web-enabled building and sites database.
- Coordinate economic development advertising programs in appropriate publications.

Support Existing Business Development Efforts

- Continue to provide support and assistance to existing Oshkosh area companies.
- Coordinate the Oshkosh Chamber Economic Development Advisory Council Key Account Call Program with Oshkosh area CEO's.
- Support Oshkosh Chamber membership retention efforts with the goal of making 100 contacts in 2018/19.
- Continue to be an active member of the 18 County Northeast Wisconsin Regional Economic Partnership (NEWREP) and continue membership on the NEWREP/New North Advisory Committee.
- Support NEWREP and Chamber Coalition efforts to develop a Northeast Wisconsin International Trade Conference in the Spring of 2019.
- Continue to be an active member of the Wisconsin Economic Development Association (WEDA) and continue Senior VP of Economic Development efforts as a member of the WEDA Board, Legislative Committee and Chairmanship of the Wisconsin Economic Development Institute Board of Directors.

Foster Local Entrepreneurial and Emerging Business Development

- Create a welcoming environment for entrepreneurs; start-up businesses and emerging businesses so that individuals interested in developing a business have the resources and tools available to do so.
- Continue to provide direct consultative services to 100 entrepreneurs, start-ups and emerging businesses.

Encourage Growth and Expansion of High Wage/Family Sustaining Jobs

- Continue to lead efforts for Amplify (IT) and support Workforce/Talent Development Initiatives.
- Work closely with the Fox Valley Workforce Development Board regarding workforce development initiatives for Oshkosh based companies and employees.
- Work with the Fox Valley Workforce Development Board on rapid response projects and grant opportunities pertinent to Oshkosh employers.
- Continue to support the efforts of the newly formed Oshkosh Chamber Housing Task Force designed to explore avenues to support new and innovative housing development options in Oshkosh.
- Participate in planning efforts of the Insight/WPS Housing Conference scheduled for November 7th at Lambeau Field in Green Bay.

Provide Incentives and Resources for New and Existing 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
- Continue administration of the Winnebago County Industrial Development Board’s (IDB) CDBG-RLF program per agreement with Winnebago County
- Work closely with Winnebago County IDB relating to the CDBG-RLF Close Out program and the potential development of a new County RLF Program which could possibly managed and administered by the Oshkosh Chamber/OAEDC RLF Committee
- 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 and IDB programs.
- 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

Organizational

- Continue to coordinate the Oshkosh Chamber’s Bi-monthly Economic Development Advisory Council meetings.
- Complete strategic planning efforts with the Oshkosh Chamber Board and Economic Development Advisory Council.
- Ensure that the Oshkosh Chamber has the resources to provide sustained leadership in economic development in Oshkosh and the surrounding area and to be a collaborative partner with other economic development partners in an effort to provide exceptional results.
- Investigate additional funding sources including grant opportunities that will support the Oshkosh Chamber’s economic development efforts.
- Continue to support the activities of the Downtown Oshkosh Business Improvement District (BID).
- Provide office space and administrative support to the BID.
- Support and participate in the planning activities for the City’s Sawdust District Strategic Plan
- Monitor the progress of economic development program activities, deliverables, metrics and tactics through the Oshkosh Chamber’s Economic Development Advisory Council.
- Organize quarterly investor progress update events to communicate the results of Chamber economic development activities.
- Conduct annual economic development fund-drive with the goal of raising \$75,000.
- Continue coordination of the monthly Oshkosh Chamber “Taking Care of Business” promotional radio show.

2019 Program of Work & Budget

Department: Economic Development

Strategic Priority

Enhance Economic Growth in our Community

Strategic Objectives:

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.
2. Promote local economic growth through new business recruitment, expansion and retention including start-up and entrepreneur support.
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.

Program/Activity	Budget		Owner	Other Dept./Committees Needed	Organization Goal	Completion Date
	Revenue	Expenses				
Consultant Services to entrepreneurs, start-ups and emerging businesses (Note 1)	\$0	\$0	Rob Kleman	EDAC	#1, 2	On-going
Key Account Call Program	\$0	\$0	Rob Kleman	EDAC	#2	May 2019; On-going
Conduct quarterly Investor Relations Events	\$0	\$ 500	Rob Kleman	EDAC	#1, 2, 3	September 2019
Fund Drive (Note 2)	\$75,000	\$0	Rob Kleman	EDAC	#1, 2, 3	April 2019
Trade Shows – ICSC, CARW, Site Selectors Guild (Note 3)	\$0	\$6,000	Rob Kleman	Marketing	#2	May 2019
I41 Corridor/New North Regional Marketing (Note 4)	\$0	\$1,000	Rob Kleman	Board of Directors	#1, 2	On-going

Oshkosh Chamber On-Line Property Database Update (Note 5)	\$0	\$1,000	Rob Kleman	Board of Directors	#2	On-going
“Taking Care of Business” Radio Show	\$0	\$3,000	Rob Kleman	EDAC	#1, 3	Monthly; On-going
RLF Servicing Fees (OAEDC & Winnebago County) (Note 6)	\$3,300	\$0	Rob Kleman	Board of Directors	#2	On-going
Recapitalize RLF (Note 7)	\$0	\$0	Rob Kleman	EDAC	#2	On-going
Amplify Oshkosh: Membership & Investor Schedule (Note 8)	\$25,000	\$1,000	Rob Kleman Alyssa Wilsnack	IT Consortium	#2	On-going.
Ideas Amplified Networking Series (Note 9)	\$11,500	\$6,300	Rob Kleman Alyssa Wilsnack	IT Consortium EDAC Marketing	#2	September 2019; On-going
Amplify Oshkosh – IT Culture Conference (Note 10)	\$29,000	\$19,000	Rob Kleman Alyssa Wilsnack	IT Consortium	#2	November 2018
Amplify Oshkosh – 1. Skills/Talent 2. Mktg/Events 3. Website/Social 4. Fundraising	\$0	\$0	Rob Kleman Alyssa Wilsnack	IT Consortium	#2	On-going
Amplify Oshkosh IT Leadership Academy (Note 11)	\$63,400	\$60,520	Rob Kleman Alyssa Wilsnack	IT Consortium	#2	September 2019
Amplify Oshkosh Strategic Partners: WIT, IT Alliance, AITP	\$0	\$0	Rob Kleman Alyssa Wilsnack	IT Consortium	#2	On-going
Support Workforce/Talent Development Committee	\$0	\$0	Rob Kleman Alyssa Wilsnack	IT Consortium PIE Council	#1, 3	On-going
NEWREP Membership	\$0	\$250	Rob Kleman	Board of Directors	#2, 3	On-going
NEW International Trade Conference (Note 12)	\$0	\$0	Rob Kleman	Board of Directors EDAC	#2	April 2019
Community Image Campaign (Note 13)	\$0	\$10,000	John Casper	Board of Directors	#1, 3	On-going

Housing Task Force/WPS Housing Conference	\$0	\$0	Rob Kleman	EDAC	#1, 3	December 2018
Sawdust District Strategic Planning Task Force	\$0	\$0	John Casper Rob Kleman	EDAC	#1, 3	On-going
Support BID & provide office space. (Note 14)	\$0	\$0	John Casper	Board of Directors	#2, 3	On-going
Business Counseling – SCORE (Note 15)	\$0	\$0	John Casper	Board of Directors	#2	On-going
NationJob (Note 16)	\$0	\$0	John Casper	Board of Directors Marketing Member Services	#1, 2, 3	On-going
MRA & Fox Valley Wage & Salary Survey	\$0	\$0	Mark Halfen	Member Services	#1, 2	October 2018; On-going
Administration/Staff		\$145,000				
Total	\$207,200	\$253,570				

Note #1. Chamber will be implementing a fee-for-service Business Consulting Program.

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

Note #3. Chamber staff will attend the 7th annual Site Selectors Guild Annual Conference in Salt Lake City, UT in March 2019 and attends the ICSC Spring Deal making Event in Milwaukee and the annual RECON event in Las Vegas.

Note #4. The I-41 corridor partners are not planning a Fam Tour in 2018 but are planning joint marketing efforts.

Note #5. We will hire intern support to work with real estate community to update the Oshkosh Chamber's On-line Building and Sites Database.

Note #6. This is a 5% service fee for OAEDC loans based on outstanding portfolio balance (\$66,000) on September 30 of fiscal year for prior year servicing activities.

Note #7. Staff will investigate new sources of funds to recapitalize the Chamber's RLF.

Note #8. Plan to begin implementation of a new membership structure for Amplify Oshkosh 6 Corporate Sponsors @ \$5,000 each and 20 Corporate Memberships @ \$1,000 each. Assistance to be provided by Amplify Oshkosh Consortium Members. Budgeting \$25,000 in 2019 to account for first year ramp up of efforts with goal of \$50,000 in 2020.

Note #9. This is based on holding 5 Ideas Amplified Events including the Annual Celebration event in May.

Note #10. Proceeds from the Amplify Oshkosh event are used to help underwrite the Talent and Education Coordinator Salary.

Note #11. This is a new program with a proposed timeline for first cohort of March 2019 – August 2019 – 16 Students at \$3,900 each. The Program budget includes Revenue of \$63,400 and Expense of \$60,520 of which \$20,000 is being allocated for Chamber staff support.

Note #12. NEWREP submitted a grant request that identified the Oshkosh Chamber as the lead administrator to plan an International Trade Conference. We budgeted this to be revenue neutral.

Note #13. The Board pledged \$30,000 to be paid over a 3-year period (\$10,000/year). This pledge is contingent upon funds raised to fully implement the Community Image Campaign and a selection of a marketing firm.

Note #14. The Chamber will provide the Downtown BID office space and administrative support services as an in-kind contribution.

Note #15. The Chamber provides office space and administrative/clerical support to the SCORE office.

Note #16. Revenue earned through the NationJob program is reflected in the Member Services department budget in the Affinity Programs line.

**OSHKOSH CHAMBER ECONOMIC DEVELOPMENT
PROGRAM OF WORK PY 2018 (October 2017 – September 2018)
YEAR END REPORT**

Drive Business Attraction through Further Development of External Marketing Mechanisms

- Continued to lead and coordinate the activities of Amplify Oshkosh and assisted in the continued development of the Amplify brand. Coordinated 12 Amplify Consortium meetings. More than 150 meetings were coordinated by Chamber staff relating to Ideas Amplified events, the CollaborateIT and Culture IT events, other sub-committee activities and the development of the new Amplify Leadership Academy. Began the development of a new Amplify membership program and secured two new Platinum members.
 - Led the coordination and planning for six Ideas Amplified events. Secured sponsorships for each of the six events and coordinated venues and speakers for the events.
 - October 2017
 - Sponsor – Shea Electric and Communications
 - Speakers – Amy Pietsch (FVTC) and Tina Schuelke (CMCC)
 - Location – The Rise and Grind
 - Attendance - 60
 - December 2017
 - Sponsor – IT Pro’s
 - Speakers – Cathy Durham and James Jackson – Capital Valuation Group
 - Location – Menominee Nation Arena
 - Attendance – 75
 - January 2018
 - Sponsor – Oracular, IS
 - Speaker – Nicole Peterson, Oshkosh Area School District
 - Location – Fletch’s Tap House
 - Attendance – 100
 - March 2018
 - Sponsor – Plain Old Dev Ops
 - Speaker – David Gundlach (OASD) and Tina Schuelke (CMCC)
 - Location – Oblio’s
 - Attendance – 75
 - May 2018 Celebration Event
 - Sponsors – Bank First National, Nutanix and TEALS
 - Location – Fox River Brewing Company
 - Attendance - 150

- September 2018
 - Sponsor – Oracular and Arty's
 - Speaker – Casey Niemuth, PODO
 - Location – 100 Block 7th Floor
 - Attendance – 75
- Successfully coordinated the 2017 Amplify CollaborateIT event that took place on November 14, 2017 at the UW Oshkosh Alumni Welcome and Conference Center. Secured 17 cash sponsors (up from 15 in 2016) and an additional 12 in-kind contributors. Secured keynote speaker and six additional panel/breakout session speakers including representatives from Microsoft, the Milwaukee Bucks and IT Pro's/Madison. Also coordinated event logistics and venue. Attendance was 175 people.
- Began coordination of the 2018 Amplify IT Culture Conference that was scheduled for November 9, 2018 at the UW Oshkosh Alumni Welcome and Conference Center. Secured 22 cash sponsors and an additional 9 in-kind contributors. Secured eight new sponsors in 2018.
- Continued coordination of established Amplify committees including: Website and Social Media; Development/Engagement; Marketing and Events; Skills and Talent; and the broader Amplify Consortium committee.
- Amplify was selected as a finalist for the 2017 statewide CEDA award for best Economic Development Initiative.
- Continued planning and development work for a WEDC Capacity Building grant for Amplify. 5 planning meetings were held.
- Continued to represent Amplify at the Northeast Wisconsin IT Alliance meetings. Also attending and supporting Strategic Partner initiatives such as Women in Technology (WIT), and the Association of Information Technology Professionals (AITP). Staffed a booth at the annual AITP Technology Hub Conference in Appleton.
- Completed work with Oracular and Stellar Blue on a new event registration system.
- Began efforts to create the Amplify IT Leadership Academy designed to enhance the skills and marketability of mid-level IT Managers. The goal of the Academy is to build the IT talent pipeline with CIO level talent. Currently working with UW-Oshkosh on the development of a cohort based curriculum to support the program. The program will begin in late spring of 2019 and the goal is to have 12-15 students annually.
- Began work with the Amplify website Committee on the development of an

updated Amplify website and mobile app through Oracular.

- Attended the 7th Annual Site Selectors Guild in Cincinnati, OH in March 2018 to promote opportunities in Oshkosh to 44 of the world's leading site selectors. Attended networking reception and round table speed networking session and made 30 new contacts.
- Attended the annual ICSC/CARW (Commercial Association of Realtors of Wisconsin) Real Estate event in Milwaukee in April 2018. 300 regional brokers and developers attended this event. Provided a Fact sheet on Oshkosh for the event program and participated in roundtable discussions with regional brokers and developers.
- Attended the Annual ICSC Global Real Estate Trade Show in Las Vegas in May of 2018.
 - 20 meetings with prospective developers and businesses in two days
 - Met with representatives of a number of Big Box retailers regarding opportunities in Oshkosh.
 - Met with representatives of Horizon Group regarding opportunities in Oshkosh.
 - Met with Phillips Edison Group who owns the Fair Acres Shopping Center.
 - Met with Madison area developer interested in Oshkosh from a commercial and residential perspective.
 - Met with Mid America representatives about opportunities in Oshkosh.
 - Discussed opportunities in Oshkosh with retailers/restaurants at their trade show booths including Dunkin Donuts, Moe's, Panda Express, Jersey Mikes, KFC, Popeyes, Chipotle, BIG 5 Sporting Goods, and CVS Health.
 - Met with reps from a number of regional real estate firms including Mid-America Real Estate, Founders 3, and CBRE and other local and regional site selectors regarding opportunities in Oshkosh. These firms represent most Big Box retail that would include the likes of Kohl's, Sam's Club, COSTCO, Meijer, and others that are targets for Oshkosh.
 - Met with Retail Strategies, Buxton Company and The Retail Coach regarding retail recruitment opportunities for Oshkosh.
- Assisted or managed the response of 121 business cases and held over 250 meetings relating to these cases.
 - 49 Site location and property sales
 - 37 Financing
 - 33 General market research/data support
 - 30 Business expansion
 - 28 Startup based or new to area
 - 4 Large Scale Commercial/Industrial
- Managed the vacant Building and Sites database located at www.oshkoshchamber.com. 147 properties are listed.

- Continued very successful monthly “Taking Care of Business” Promotional Radio Show and held 12 shows throughout the program year with various guests
 - October 2017 – Tina Schuelke, CMCC/Amplify
 - November 2017 – Judy Hebert, Flowers & Leaves, LLC
 - December 2017 – Tom Belter, EDAC Chair
 - January 2018 – Greg Miller, NEWREP International Consultant
 - February 2018 – Tom Skoglund, Roberts Defense
 - March 2018 – Carey Sharpe, The Howard
 - April 2018 – Nicole Peterson, OASD and Alyssa Wilsnack, Oshkosh Chamber
 - May 2018 - Ken Osmond, Planet Perk
 - June 2018 – Dick Knapinski, EAA
 - July 2018 – Chris Golem, Dynamic Drinkware
 - August 2018 – Dan Shea, Shea Electric and Communications
 - September 2018 – Megan Bartelt, Carrot and Kale and Cassie Daniels, BID
- Assisted with the Project Oshkosh marketing campaign relating to the retention of the Oshkosh Corporation Corporate HQ in Oshkosh. This included numerous meetings with GOEDC staff and Quill Creative staff.
- Provided support and input for the Imagine Oshkosh Central City Investment Strategy.
- Provided support and input to the City of Oshkosh for its Sawdust District Strategic Plan. Attended 4 planning committee meetings.
- Provided 40 real estate site tours.
- Continued to work closely with the Masters Group regarding their purchase and redevelopment plans for the Aviation Plaza site. Masters purchased the site in October 2013. Chamber staff is currently working with the Masters Group on the potential for them to develop a large scale restaurant on their site. 15 phone conferences were held with Mr. Masters and other members of his development team relating to this site and future plans. Also assisting Mr. Masters on communication with the City of Oshkosh planning department relating to the Airport Overlay Zoning requirements and TIF related questions.
- Continued to communicate with brokers representing Meijer and Woodman’s regarding the potential purchase of land in Oshkosh. There continues to be interest in various sites in Oshkosh.
- Continued partnership with the I-41 Corridor partners. Participated in four strategic planning meetings relating to future direction and organizational structure of the partnership. The group is considering a joint partnership with Livability along with New North, Inc.

- Participated in Initiative 41 activities being led by the East Central Regional Planning Commission. Attended eight planning meetings. Results were released by TIP Strategies in February.
- Initiated conversations with leadership of a large Oshkosh employer regarding the retention of their operations in Oshkosh.
- Assisted Shea Electric and Communications with their site search efforts. Identified 15 properties for consideration and they purchased the former Jay Manufacturing building at 3175 Atlas Avenue.
- Assisted Bank First with their site search for a new office location in Oshkosh. Provided 20 different options and they ultimately purchased a site at the intersection of Oshkosh Ave. and Koeller Road.
- Identified a major Iowa based housing/commercial development prospect (Merge Development) through our referral channels that ultimately could result in a new \$32 million development at the corner of Jackson and Marion Road. A community wide tour was provided to this prospect in September of 2018 and they have been referred to the City of Oshkosh and are considering a number of Opportunity Zone sites.

Support Existing Business Development Efforts

- Continued to provide day to day support for existing Oshkosh companies. Answered over 200 calls relating to business/market support inquiries.
- Initiated the Oshkosh Chamber Housing Task Force which was created to address housing related issues in the Oshkosh Area. Four Task Force meetings were held and this group will continue its efforts in 2019. Participated on the planning committee for the Northeast Wisconsin Workforce Housing and Development Conference which was held at Lambeau Field on November 7, 2018.
- Partnered with the Fox Cities Chamber and GOEDC to plan and coordinate the Real Resources for Manufactures event in May that included presentations from WEDC and WMEP. 50 people were in attendance.
- Began planning efforts with the Fox Cities Chamber on a joint event relating to the promotion of our Opportunity Zones. The event is scheduled to take place in the late fall of 2018 with anticipated attendance of 50 people.
- Supported the re-activation of the Northeast Wisconsin International Business Development program through NEWREP and other local Chambers and EDO's from the region. Financial contributors include NEWREP, Wisconsin Public Service Corp, Fox Cities Chamber, Envision Greater Fond du lac, Progress Lakeshore, Waupaca Chamber of Commerce, and the Oshkosh Chamber.

- Coordinated one face to face meeting and one conference call with two separate local businesses and International Trade Consultant.
- Included International Trade Consultant in January 2018 Radio Show.
- Held two meetings with local bank including the Chicago representative for EX/IM Bank.
- Assisting on planning committee for a Regional International Trade conference that could take place in the spring of 2019.

Foster Local Entrepreneurial and Emerging Business Development Projects

- Assisted 28 start-up business cases.

Provide Incentives and Resources for New and Existing Businesses

- Continued marketing and loan servicing activities relating to the Winnebago County Industrial Development Board's (IDB) CDBG-RLF program per the Oshkosh Chamber's agreement with Winnebago County. This included the collection of financial statements and insurance documents, on-site visits and other servicing requirements for IDB loan clients.
 - 2018 Agreement was re-signed in January
 - Conducted on-site visit with RLS Machining and collected CDBG forms and financials
 - Assisted with final payoff legal documentation for Royer, Inc.
 - Attended four IDB meetings and working closely with the Winnebago County Planning Department of the CDBG RLF Close-Out program.
- The Oshkosh Chamber received payoffs from Green3, LLC in October 2017, Fire Escape in November of 2017, and Tamara's in December 2017, and Bar 430 in July of 2018. Coordinated all Satisfaction of Mortgage, UCC Filings and Promissory Note satisfaction statements with OAEDC's legal firm.
- Coordinated all Satisfaction of Mortgage, UCC Filings and Promissory Note satisfaction statements with OAEDC's legal firm for previous payoffs prior to October 1, 2018 including Ski's Meat Market, Darabosh Accounting, Adventure Games and LaVaque Professional.
- Since its inception in 2004 the OAEDC RLF has closed 28 loans, leveraged \$6.1 million in private investment and created or retained 270 jobs in the Oshkosh area.
- Continued loan servicing activities for 4 existing OAEDC RLF loan clients.
- The BID distributed one recruitment fund grant in 2018 totaling \$2,500 and leveraging total investment of \$100,000
 - \$2,500 to Carrot and Kale for their expansion at 110 Algoma Blvd.
 - Since its inception in 2003 the BID grant program has distributed 56 grants

totaling over \$267,000, leveraged over \$4.5 million in private investment and created 365 jobs.

- Made five referrals to WEDC for possible support of Oshkosh Chamber clients.

Organizational

- Secured record commitments relating to the Oshkosh Chamber's economic development fund drive. We had 78 contributors including the Towns of Algoma, Oshkosh and Black Wolf.
- Coordinated six bi-monthly Oshkosh Chamber Economic Development Advisory Council meetings.
- Continued to be an active member of the 18 County Northeast Wisconsin Regional Economic Partnership (NEWREP). Chamber Senior V.P. of Economic Development completed term as NEWREP Board President at the end of December 2017.
- Continued to be an active member of the Wisconsin Economic Development Association (WEDA) and continue Senior VP of Economic Development efforts as a member of the WEDA Board, Legislative Committee and Chairmanship of the Wisconsin Economic Development Institute Board of Directors.
- Represented the Oshkosh Chamber and Oshkosh community at over 75 separate meetings as a member of the WEDA Board, WEDA Legislative Committee, WEDA CEDA Awards Committee, NEWREP Board of Directors, New North IT Alliance and the I-41 Collaborative Marketing Group among others.

LOCAL AREA COUNTY UNEMPLOYMENT STATISTICS (LAUS) December 31, 2018

COUNTY	EMPLOYMENT December 31, 2017	EMPLOYMENT December 31, 2018	CHANGE 2018 VS 2017	UNEMPLOYMENT RATE(AUGUST 18)	UNEMPLOYMENT RATE(SEPT 18)	UNEMPLOYMENT RATE(OCT 18)	UNEMPLOYMENT RATE(NOV 18)	UNEMPLOYMENT RATE(DEC 18)	UNEMPLOYMENT RATE (DEC 17)
Winnebago	91,525	90,704	(821)	3.0	2.3	2.4	2.3	2.3	2.4
Outagamie	101,478	101,633	155	2.9	2.3	2.4	2.3	2.5	2.5
Fond du Lac	56,278	56,011	(267)	2.9	2.1	2.2	2.2	2.2	2.2
Brown	138,463	138,791	328	2.9	2.3	2.4	2.3	2.3	2.4
Calumet	27,363	27,420	57	2.5	2.2	2.2	2.2	2.1	2.3
Waupaca	25,683	25,346	(337)	3.0	2.5	2.6	2.6	2.7	2.7
Waushara	11,227	11,249	22	3.0	2.7	2.8	2.8	3.4	3.5
Sheboygan	61,317	60,727	(590)	2.5	2.1	2.2	2.2	2.1	2.2
Manitowoc	40,301	39,364	(937)	3.0	2.5	2.6	2.6	2.9	3.0
Door	13,978	14,000	22	2.6	2.3	2.5	3.0	3.9	4.0
Rock	82,438	80,824	(1,614)	3.3	2.8	2.8	3.5	2.8	2.8
Eau Claire	57,783	57,582	(201)	2.6	2.2	2.3	2.2	2.4	2.4
La Crosse	66,716	66,192	(524)	2.6	2.1	2.2	2.2	2.3	2.3
Dane	316,199	314,484	(1,715)	2.3	1.9	2.1	2.0	1.9	1.9
Milwaukee	456,966	450,437	(6,529)	4.1	3.5	3.3	3.3	3.0	3.1
Wisconsin	3,048,640	3,023,932	(24,708)	3.1	2.6	2.6	2.6	2.6	2.7
United States	153,602,000	156,481,000	154,223,000	3.9	3.6	3.5	3.5	3.7	3.9

Seasonally adjusted (NO) for U.S. and WI
Employment is by month (not annually)

LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS) December 31, 2018

CITY	EMPLOYMENT December 31, 2017	EMPLOYMENT December 31, 2018	CHANGE 2018 VS 2017	UNEMPLOYMENT RATE (SEPT 18)	UNEMPLOYMENT RATE (OCT 18)	UNEMPLOYMENT RATE (NOV 18)	UNEMPLOYMENT RATE (DEC 18)	UNEMPLOYMENT RATE (DEC 17)
Oshkosh	34,636	34,325	(311)	2.4	2.5	2.4	2.3	2.3
Appleton	39,564	39,620	56	2.5	2.6	2.6	2.5	2.6
Fond du Lac	22,573	22,466	(107)	2.3	2.5	2.4	2.3	2.4
Neenah	13,968	13,843	(125)	2.7	2.4	2.3	2.3	2.3
Green Bay	53,420	53,547	127	2.6	2.6	2.5	2.5	2.7
Manitowoc	15,682	15,318	(364)	2.8	2.8	2.7	3.0	3.0
Sheboygan	24,997	24,756	(241)	2.3	2.4	2.5	2.4	2.5
Beloit	16,603	16,278	(325)	3.2	3.3	4.8	3.2	3.3
Janesville	32,731	32,090	(641)	3.1	2.9	3.6	2.8	2.8
Eau Claire	39,306	39,169	(137)	2.2	2.3	2.2	2.2	2.2
La Crosse	29,551	29,319	(232)	2.2	2.4	2.4	2.3	2.4
Wausau	19,578	19,568	(10)	2.6	2.6	2.6	2.4	2.5
Madison	154,210	153,374	(836)	2.0	2.1	2.0	1.9	1.9
Milwaukee	267,273	263,454	(3,819)	3.8	3.7	3.7	3.3	3.5
Wisconsin	3,048,640	3,023,932	(24,708)	2.6	2.6	2.6	2.6	2.7
United States	153,602,000	156,481,000	2,879,000	3.6	3.5	3.5	3.7	3.9

Seasonally adjusted (NO) for U.S. and WI
Employment is by month (not annually)

New Construction Summary Since 2008

- Green Bay \$428 Million
- Oshkosh \$413 Million
- Appleton \$367 Million
- Fond du Lac \$276 Million
- Neenah \$161 Million

- Source: Wisconsin Dept. of Revenue (DOR)

Plan Submittal Form

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

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

<u>Column 1</u>	<u>Column 2</u>	<u>Column 3</u>
Eligible Economic Development Programs / Projects	Total Cost (\$) of Program / Project	Amount (\$) of your proposed IDB Funding to offset (partially or entirely) the Total cost of each Program/ Project
1. Brochures / Marketing Materials		
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)	SITE SELECTORS GUILD \$3,500 ILSC KELON TRADE SHOW \$2,500	
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	F41 PARTNERSHIP + CAR-W REAL ESTATE MARKETING \$1,000 \$7,000	\$ 2,500
		Continued next page...

6. Funding of Administrative Activities and/or Positions		
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 7,000	\$ 2,500

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



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

January 28, 2019

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

RE: 2019 Winnebago County Per Capita Funding Program

Dear Jerry:

The Village of Fox Crossing continues to be appreciative of the opportunity to use IDB funding to support its economic development efforts in 2019. The funding, for this year is \$21,312, will allow the Village to continue its economic development efforts. These funds are combined with other Village funds to promote and support economic development in the Village of Fox Crossing. These efforts have resulted in both the expansion of existing, and the attraction of new, industries and businesses including a new motel, office building and business expansions.

The Village of Fox Crossing adopted, as a part of its 2019 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. The Village was very successful in creating new jobs in the Village and surrounding areas. The Village will continue to use its website to provide information on industrial sites within the Village. The Community Development Department intends to update its market analysis and conduct an accompanying survey in 2019. 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.

Some of the examples of success in 2018 include the completion and occupancy of Community First Credit Union, Wisconsin Institute of Urology, Department of Corrections, Copart Incorporated Vehicle Auction Facility, Cobblestone Hotel, and other small additions and remodeling projects for commercial and industrial development. The above development has created over 62 million dollars of new development in the Village not including new residential development, which totaled over 12 million dollars of 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 substantially completed work on the new full


January 28, 2019

10/41/441 interchange and second bridge structure has fostered increased interest in economic development in the Village and the region. The Village will 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 2019 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 2019 IDB funds.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Dearborn Jr.", written in a cursive style.

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

**2019 WINNEBAGO COUNTY PER CAPITA FUNDING APPLICATION
2019 VILLAGE OF FOX CROSSING ECONOMIC DEVELOPMENT PROGRAM**

Overview

The Village of Fox Crossing has adopted, as a part of its 2019 Annual Operating Budget, various fund accounts for economic development. The Village's local economic development activities are augmented 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 2019 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 2019:
*Business & Industrial Retention and Expansion***

- The Village's retention and expansion programs incorporate tools and incentives to retain existing businesses and industries and support their expansion. Village staff, and the Village Board participated in a multi-party effort to retain the Kimberly Clark Cold Spring Road Plant in the Village. This successful effort will not only retain this facility but will also generate expansions at this same location.
- Business retention efforts assess business and industrial needs and concerns. These site visits have proven to be very productive. The site visits have been conducted in cooperation with the Fox Cities Regional Partnership. These visits have and are anticipated to continue to provide information on the success of retention efforts. They also 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 the creation of tax increment financing districts, (TIDs). The Village now has three current districts. TID#1, the Community First Credit Union Development, TID#2, the McMahan Business Park Development, and TID#3, SECURA Insurance. There is one 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 87 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. TID#3 the SECURA Insurance complex is anticipated for completion in 2019 and the new round-about is now completed providing access to the complex off of 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, further benefiting new development. Since TID#4 has been created the Village will continue strive to find another development that could take advantage of this location. As will all the other TIDs they are pay as you go "PAGO" TIDs so no funds are expended if a project does not occur.
- 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 continuing work on the new full 10/41/441 interchange and second bridge structure is now nearing completion with final work being completed this year. This has fostered increased interest in economic development in the Village and the region. The Village will work with all regional economic development entities to promote new development opportunities in the

Village and the region.

- The opening of the new convention center in Appleton which the Village is supporting through room tax funds and the new Sports Complex in Grand Chute is anticipated to further promote more motel growth and increase tourism expenditures in the region.
- In 2019 Village staff intends to update its local market analysis and conduct an economic development survey. This survey and analysis will be used to encourage businesses and industries to locate and expand in the Village. Previous surveys have proven to be very helpful in attracting new business and industry.

Regulation Reform

- The Village continues to use its zoning ordinance to provide more flexibility for new industrial and commercial development. The Village is now working on the codification of its ordinances to further 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 will continue to improve and extend public infrastructure. 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 continues to pursue the re-establishment of its internet map server that provides information on the location of industrial sites and other site-specific information. This will augment 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. The Village anticipates incorporating incentives within the Village's new zoning ordinance to both support and attract sustainable businesses.

2019 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	\$ 3,500	\$ 2,500
4. Other Promotional Programs	\$ 0	\$ 0
5. Interaction with Business Prospects	\$ 1,000	\$ 500
6. Funding Administrative Activities	\$53,000	\$ 14,812
7. Membership Dues in Economic Development Organizations	\$ 3,000	\$ 0

8. Other Economic Development Projects	\$ 5,000	\$ 0
Total Expenditures	<u>\$73,500</u>	
Total Per Capita Share		<u>\$21,312</u>

General Village Funds		\$52,188
Winnebago County Per Capita Funds <i>(\$1.12 Per Capita for the Village)</i>		\$21,312
Total Projected Economic Development Expenditures		<u>\$73,500</u>

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

2018 Village of Fox Crossing Economic Development Expenditures

Administrative Funding

Community Promotion

Business Retention & Expansion

Advertising & Promotion (1)	\$ 9,365.86	Staff Assistance	\$51,487
		Development Information	\$ 7,546

(1) Included membership in Fox Cities Economic Development Partnership, which contributes to the New North Economic Development Partnership, all of which are involved in promotion of the entire region. Also includes preliminary study of potential TID 4 creation

General Village Funds	\$45,245.86
Winnebago County Per Capita Funds	\$23,153.00
Total Economic Development Expenditures	<u>\$68,398.86</u>

2018 Economic Development Results

Community Promotion

Advertising & Promotion

The Village of Fox Crossing continued advertising and promotion of the community through a number of different mediums, using promotional materials, letters, site visits and improvements to the economic development portion of its website. The Village contributed to regional promotional efforts conducted by the Economic Development Partnership. The Village also hosted various meetings that promoted existing businesses and industries.

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 actively participated in local and regional efforts to promote the region for new and existing commercial and industrial development. The improving state and national economy coupled with local successes in existing and new development has increased in residential, commercial and industrial development.

One new TID and the expansion of an existing TID were created in 2018. TID #1 was expanded to assist in the construction of new Cobblestone motel on the corner of County CB and West American Drive. This project will increase tax values by five million dollars. The second new TID, TID #4 was for a new women's care facility. This development was anticipated to create 9-13 million dollars in new tax base. Although the TID was created the project did not materialize due to unforeseen circumstances, but the TID was created and the land is still being marketed for another project.

The ongoing new commercial and industrial developments, which include both new corporate headquarters and expansion of existing developments, continued in 2018. 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. The SECURA Insurance building is still under construction and will be completed and occupied in 2019. 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. Staff also prepared a number of maps showing areas for development and assisted potential developers in their efforts to find appropriate sites for development, both within the Village and in surrounding areas.

Grants & Tourism

In addition to the Village's direct economic development efforts, staff has worked on the development of the new Convention Center that will promote conventions in the Fox Cities. Staff also works with the both the Convention and Visitors Bureau and the Room Tax Commission to promote new tourism projects.

Job Creation and Retention

New job creation numbers are difficult to quantify but we do know that we have created or retained many jobs in 2018. Some of the projected new jobs are estimated below:

Community First Credit Union 200 jobs

WOW Logistics 60 jobs.

Cobblestone 40 jobs estimated

Urology Center 16 estimated

In addition to these jobs, the Kimberly Clark Cold Spring Road Plant was retained with potential expansion of this facility, and the probation and parole facility was relocated to a larger new building with potential job expansions. These higher end jobs will 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. Additional jobs will be created when SECURA insurance building is completed in 2019.

Analysis

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	\$3,500	\$2,500
4. Other Promotional Programs (example: trade show booths)	\$ 0	\$ 0
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	\$1,000	\$ 500
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions	\$53,000	\$14,812
7. Membership dues in Econ. Dev. Organizations	\$3,000	\$ 0
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a. TID ANALYSIS	\$15,000	\$ 0
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$73,500	\$ 0

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.

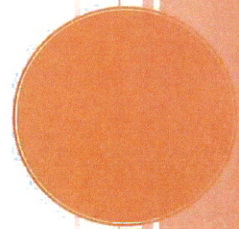
2019 IDB PER CAPITA FUNDING ALLOCATION APPLICATION

Village of Winneconne



Administrator Mitchell W. Foster

1/4/2019



2019 IDB Per Capita Funding Allocation Application

Village of Winneconne

Dear Members of the Winnebago County IDB, Winneconne Village Board, and taxpayers of the Village of Winneconne:

Please find enclosed, the Economic Development activities that occurred in 2018 and those that are slated to occur in the calendar year 2019.

2018 in Review

Last year the Village dedicated \$16,099.71 towards economic development within the Village boundaries and to support the surrounding outlying taxing districts.

The Village received \$11,511 in IDB per capita funding allocations for 2018. These funds were dedicated in the following manner:

- Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village), \$10,668.06
- Comprehensive Plan Update with ECWRPC \$5,500
- Contracted Services with GO-EDC \$5,500
- NET BUDGETTED FUNDS \$20,668.06
- 2018 IDB AWARDED FUNDS \$11,511
- VILLAGE FUNDED PORTION \$9,157.06

The focus of this work was to promote the economic development of Winneconne and the surrounding area. Funds in 2018 were used for the following programs;

- Administer CDBG revolving loan fund for businesses that are expanding operations including; Midwest Specialty, Multi-Conveyor, and the Village Pub with \$115,420.55 in loans and a balance of \$457,009.90 available;
- Administer downtown façade improvement loans with \$57,000 available;
- Administer Tax Incremental District #5 project plan including the planning and reconstruction of Main Street (STH 116) in the district;

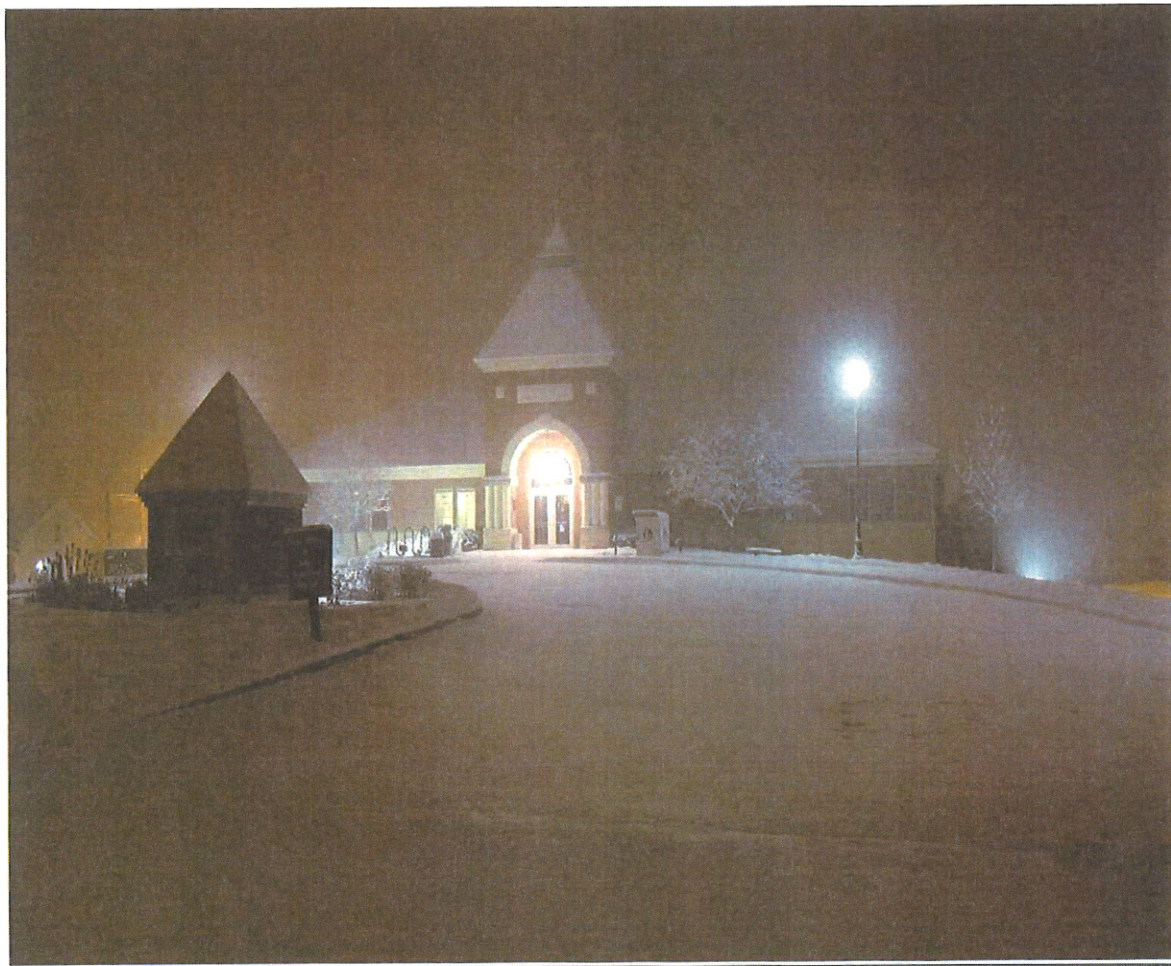
- Administer Tax Incremental District #3 including planning and reconstruction of Main Street (STH 116) and potential development opportunities in the district;
- Collaborate with Winneconne Community School District and local industry, manufacturing and business for career expo/class visits (increase awareness for high school students to understand options available in the surrounding community);
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Continue to work with GO-EDC on Business Retention and Expansion (BR&E) activities as well as an Industrial Development awareness activity;
- Coordinated the acquisition of fifteen (15) additional acres for the Industrial Park;
- Increase awareness of surrounding community businesses.



The below efforts will benefit the Village moving forward by replacing tax base (proposed for removal by STH 116 project), new or expanded business opportunities, as well as water, sewer, and road replacements within the Village;

- Main Street Reconstruction \$2,200,000.
- Commercial Development Potential \$7,500,000

The Village provided a 1.5 to 1 match in taxpayer dollars from the General Fund to support the Economic Development Plan. All funds were used to pay wage, benefits, and materials costs for products created by the Department and used toward promotion or expansion of the Village and surrounding community economies.



2019 – Incremental Steps to a Better Future

Due to a dramatic drop in revenue for a third straight year from the Department of Transportation, we are required to be more frugal and diligent in our activities for 2019. As such, we are partnering with other organizations even more this year to expand our capacity as well as to keep us on a sustainable trajectory.

The Village is proposing to receive the following 2019 allocations;

Village of Winneconne	=	\$2,741
<u>Town of Winchester</u>	=	<u>\$2,007</u>
NET ALLOCATION	=	\$4,748

These funds are to be dedicated in the following manner:

- Wage and benefit portion for director (Village Administrator acts as Economic Director for the Village) \$7,461.44
- Marketing and Wayfinding Design Services \$2,500.00
- Agreement with GO-EDC \$5,500.00
- NET BUDGETTED FUNDS \$15,461.44
- 2019 IDB PROPOSED FUNDS \$4,748.00
- VILLAGE FUNDED PORTION \$10,713.44

The focus for 2019 is to continue the good work accomplished in 2018, promoting the economic development of Winneconne and the surrounding area. Funds in 2019 will be used for the following programs;

- Administer CDBG revolving loan fund for businesses that are expanding operations including; Midwest Specialty \$112,000 in loans and a balance of \$457,000 available. Once program is dissolved by state, reallocate funds for more comprehensive use;
- Administer façade improvement program grant (focused on downtown properties) with \$57,000 available;
- Develop community-wide fiber network that would benefit the Village and Town of Winneconne;
- Increase infrastructure improvements of new Industrial Park property;

- Continue to respond to RFI's and explore potential of building speculative buildings in industrial park to fill needed supply;
- Help coordinate "Business After Hours" style events for community businesses (within and beyond the Village limits);
- Market the Village of Winneconne for new business opportunity and existing business expansion potential;
- Help facilitate discussions with Main Street businesses about the creation of a "Connect Communities" program;
- Meet and cooperate with local community groups to promote the region;
- Improve Business Retention and Expansion program so that it is digital and better data attached;
- Help largest property owner work with DNR to allow for development of 35+ acres for residential/commercial purposes;
- An amount of \$5,500 will be paid to GO-EDC for their work on behalf of the Village which will be continuing in 2019;
- Update Comprehensive Plan for community with focus on long-term sustainable growth;
- Work with WEDC/Wisconsin DNR on redevelopment of contaminated sites that will be affected by the Highway 116 Bridge Project;
- Replace existing signage around community for better wayfinding for tourists, residents, and industrial park businesses;
- Working with selected developer on waterfront site in Winneconne for a Hotel.



Thank you for your trust in the Village of Winneconne and the expenditure of IDB per capita funds towards Economic Development. This program gives smaller communities like Winneconne the opportunity to grow and prosper in more ways than we could on our own.

Sincerely,

Handwritten signature of Mitchell W. Foster in blue ink.

Mitchell W. Foster, MPA

Administrator

Village of Winneconne

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	\$ 2,500	0
2. Seed Money for Econ. Dev. Financing Programs(s)	0	0
3. Studies directly related to Econ. Dev. Programs/Projects	0	0
4. Other Promotional Programs (example: trade show booths)	0	0
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)	0	0
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions	\$ 7,461.44	0
7. Membership dues in Econ. Dev. Organizations	\$ 5,500	\$ 4,748
8. Other Econ. Dev. Projects / Programs: Itemize below:	0	0
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$ 15,461.44	\$ 4,748

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.

TOWN OF NEENAH
Winnebago County
1600 Breezewood Lane, Neenah, Wisconsin 54956

Bob Schmeichel, Chairman 920-729-5995
Brooke Cardoza, Supervisor 920-727-1750

Glenn Armstrong, Supervisor 920-722-3355
Jim Weiss, Supervisor 920-727-1952
Ellen Skerke, Clerk/Treasurer 920-725-0916

February 4, 2019

Jerry Bougie
Winnebago County Industrial Development Board
PO Box 2808
112 Otter Ave.
Oshkosh, WI 54903-2808

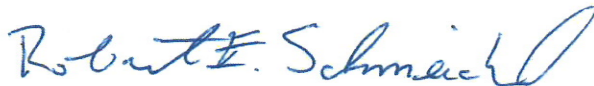
Jerry:

Please accept the attached Plan Submittal Form for the Town of Neenah for the 2019 Per Capita Funding Allocation. The Town of Neenah owns several parcels of property that are currently zoned agriculture and are farmed by a local farmer. However, the location of the properties and ability to develop them are attractive to the Town of Neenah for multiple reasons including an economic impact directly to the Town of Neenah and potential economic development activities to enhance the entire area.

The Town owns approximately 70 acres along the Main Street / Oakridge Road corridor between the City of Neenah and Town of Clayton, just off highway 41 near Oakridge Road and Tullar Road.

The IDB funds would be used to assist the Town of Neenah in the economic development process and to conduct a study directly related to these properties and how they can best be utilized to enhance the immediate area and economic growth in the Town of Neenah and surrounding communities.

Sincerely



Robert Schmeichel
Town Chairman

Town of Neenah
2019 Per Capita Funding Plan Submittal

1- Prior Year Use of Funds

In prior years the Town of Neenah has allocated their per capita funds to both Future Neenah and The Fox Cities Chamber of Commerce, Fox Cities Regional Partnership.

2- 2019 Use of Funds

In 2019, the Town of Neenah will hire both East Central Wisconsin Regional Planning Commission and a Commercial Real Estate Professional to assist in the development of the approximate 70 acres of land which the Town of Neenah currently owns.

The land is located near Oakridge Road and Tullar Road with access off of Interstate 41 and along the Main Street / Oakridge Road corridor between the City of Neenah and Town of Clayton. Attached is a map highlighting the property.

The objective for future development is to create business or light industrial growth which creates jobs and adds to the Town of Neenah tax base. There is potential for residential development on portions of the property. The property is currently zoned agriculture and is in defined "mixed use" within our Comprehensive Plan.

The strategy is for ECWRPC to study the area and make recommendations for development. The Town will also hire a Professional Commercial Developer to market the property. The marketing plan will include:

- Publishing a brochure detailing specific amenities of the property
- Advertise the property for sale
- Introduce the property to other commercial brokers and City and State officials
- Conduct small direct mail campaigns

The intended use of the per capita funds of \$4,001 is to partially fund the Professional Commercial Developer Fees.

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	6% of Land Sales estimated \$ 39,000-45,000	\$ 4,000.00
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions		
7. Membership dues in Econ. Dev. Organizations		
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	estimate \$39,000 - 45,000	4,001.00

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.

January 29, 2019

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

Dear Mr. Bougie:

Please find attached the East Central International Trade, Business, and Economic Development Council's (ITBEC) application for an IDB per capita economic development funding allocation.

The request is for \$11,000 to pay Winnebago County's 2019 annual membership dues in the East Central ITBEC.

The East Central ITBEC received \$11,000 of IDB dollars in 2018 that was used as payment for Winnebago County's membership dues.

If you have any questions or need additional information, feel free to contact me.

Sincerely,



Bill Korrer
Field Service Representative
Wisconsin Counties Association

korrer@wicounties.org

715-367-3603 cell

715-356-4472 landline

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)		
		<i>Continued next page...</i>

6. Funding of Administrative Activities and/or Positions		
7. Membership dues in Econ. Dev. Organizations	\$11,000 ⁰⁰	\$11,000 ⁰⁰
8. Other Econ. Dev. Projects / Programs: Itemize below:		
8a.		
8b.		
8c.		
TOTAL \$ (for items 1 – 8) (note: total in Column 3 should equal your Per Capita Funding Request from IDB)	\$11,000 ⁰⁰	\$11,000 ⁰⁰

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

1. Prior Year use of funds: Summarize prior year use of funds and tangible economic development results such as jobs, tax base, tourist/consumer spending, etc. (please provide the best information you have available).
2. 2019 use of funds: Detail intended use of funds for the current year and the strategy and objectives to accomplish including potential tangible economic impacts (i.e. jobs, tax base, consumer spending, etc.) from the funding allocation for your proposed project and program(s) for the current year.



INVOICE

DATE: January 7, 2019

Jerry Bougie
Winnebago County Planner
112 Otter Avenue
Oshkosh, WI 54901

DESCRIPTION

AMOUNT DUE

East Central ITBEC

2019 East Central ITBEC Budget Allocation \$11,000

TOTAL DUE: \$11,000

Please make check payable to East Central ITBEC.

Thank you.

cc: County Board Chair

FOR OFFICE USE ONLY:

Amount Paid: _____

Check No.: _____

Date: _____

Return yellow copy with payment

1.5% charge after 30 days from invoice date.



Oshkosh Convention & Visitors Bureau

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



www.VisitOshkosh.com

January 28, 2019

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

Dear Mr. Jerry Bougle:

Tourism continues to flourish in Winnebago County! In the packet provided there is a POWER OF TOURISM IN WINNEBAGO COUNTY sheet that gives an overview of the impact of tourism in our county. One example of the success of tourism and events in Winnebago County is Lifest. This festival has grown to become the 2nd largest event in Winnebago County, second only to AirVenture. The economic impact of Lifest is over \$5 Million dollars and over 90,000 people attended.

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 used in the "Plan Submittal Form" is \$300,000—which is what our marketing budget is annually. The request for \$10,000 helps cover cost of publications that include our Visitor's Guide, 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,

A handwritten signature in cursive that reads "Amy Albright".

Amy Albright
Executive Director
Oshkosh Convention & Visitor's Bureau
amy@visitoshkosh.com

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	total marketing \$300,000 Guide / Brochures - \$30,000	\$10,000
2. Seed Money for Econ. Dev. Financing Programs(s)		
3. Studies directly related to Econ. Dev. Programs/Projects		
4. Other Promotional Programs (example: trade show booths)		
5. Interaction with Business Prospects (i.e. Meeting / Visiting / Hosting)		
		<i>Continued next page...</i>



Oshkosh Convention & Visitors Bureau

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

www.VisitOshkosh.com

Winnebago County Industrial Development Board

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

The 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

Visitor Guide

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

East Central ITBEC Board

The Oshkosh CVB sits on the East Central ITBEC Board representing Winnebago County. After a full strategic plan, ITBEC released a collaborative marketing project entitled Endless Shores. Partnerships include Fond du Lac, Calumet and Winnebago County. This project maintains a website featuring itineraries for travelers to stay and play around Lake Winnebago.



TRAVEL
WISCONSIN
.COM

THE POWER OF
WISCONSIN TOURISM

THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- Tourism had a \$20.6 billion impact on the state's economy in 2017, up \$631 million, or 3.2% from \$20 billion in 2016.
- The total seven-year growth of tourism activity is up more than \$5.8 billion, a nearly 40% increase from \$14.8 billion.
- Visitor growth topped 110 million in 2017, a seven-year increase of 17.5 million.
- The tourism economy generated \$1.5 billion in state and local revenue and \$1.2 billion in federal taxes. Without tourism, each Wisconsin household would pay an additional \$660 to maintain existing services.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, a seven-year addition of more than 23,255 jobs to the state's total employment, an increase of 13.5%.

Sources:
Longwoods International: *Tourism Advertising Evaluation and Image Study*

Tourism Economics: The Economic Impact of Tourism in Wisconsin

WINNEBAGO COUNTY

Oshkosh, Wisconsin's Event City, and Winnebago County ranked 12 out of 72 Wisconsin counties for traveler spending in 2017.

From music festivals and fishing tournaments to athletic competitions and meetings, Oshkosh continues to be a sought-after destination because of our focus on flexible, affordable and always creative options for leisure and business travelers. Annually, Oshkosh hosts more than 1,000 events and welcomes more than one million visitors. In 2017, Oshkosh built the Menominee Nation Area, which is home to the Wisconsin Herd. We feature world-class museums, the state's oldest operating theater building, a downtown hotel and convention center on the Fox River and an Expo Center with extensive grounds. Oshkosh has options for nearly every budget.

VISITOR SPENDING

- Visitor spending in Winnebago County remained strong at \$240.7 million in 2017.
- Total business sales in Winnebago County were \$496.4 million in 2017.

JOBS

- 4,806 jobs with a total personal income of \$131.8 million were supported by visitors to Winnebago County last year.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, a seven-year addition of more than 23,255 jobs to the state's total employment.
- Largely comprised of small businesses, travel and hospitality jobs that can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

TAX REVENUE

- Visitors to Winnebago County generated \$30.6 million in state and local taxes during 2017.

COMMUNITY DEVELOPMENT BLOCK GRANT

RLF-ED CLOSE PROGRAM

CLOSEOUT REPORT AND
APPLICATION TRAINING





AGENDA

- RLF-ED Closeout Report
- Project Eligibility
- Applications
- Other Requirements
- Questions

CLOSEOUT REPORT

Please Complete All Fields			
Unit of Government Name			
<i>Chief Elected Official</i>		UGL's Duns Number	
Chief Elected Official	Title		
Address	City	State	Zip Code
Telephone	Fax	E-Mail	
<i>Preparer of Report</i>			
Name of Person who Prepared Reports	Title	Consulting Firm	
Address	City	State	Zip Code
Telephone	Fax	E-Mail	
<i>Contact Person for CDBG-CLOSE</i>			
Name of Person to Receive Notification From DEHCR	Title	Consulting Firm	
Address	City	State	Zip Code
Telephone	Fax	E-Mail	

CLOSEOUT REPORT

FINANCIAL REPORTING OF REVOLVING LOAN FUND (RLF) - CURRENT LOANS

Unit of General Local Government:
 Reporting Period: 10/1/2017 - Current

	Business Name	Beginning Date of Loan	End Date of Loan	Interest Rate	Original Loan Amount	Total Loan Repayments from 10/1/17 to Present	Outstanding Loan Balance
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
Total					\$ -	\$ -	

CLOSEOUT REPORT

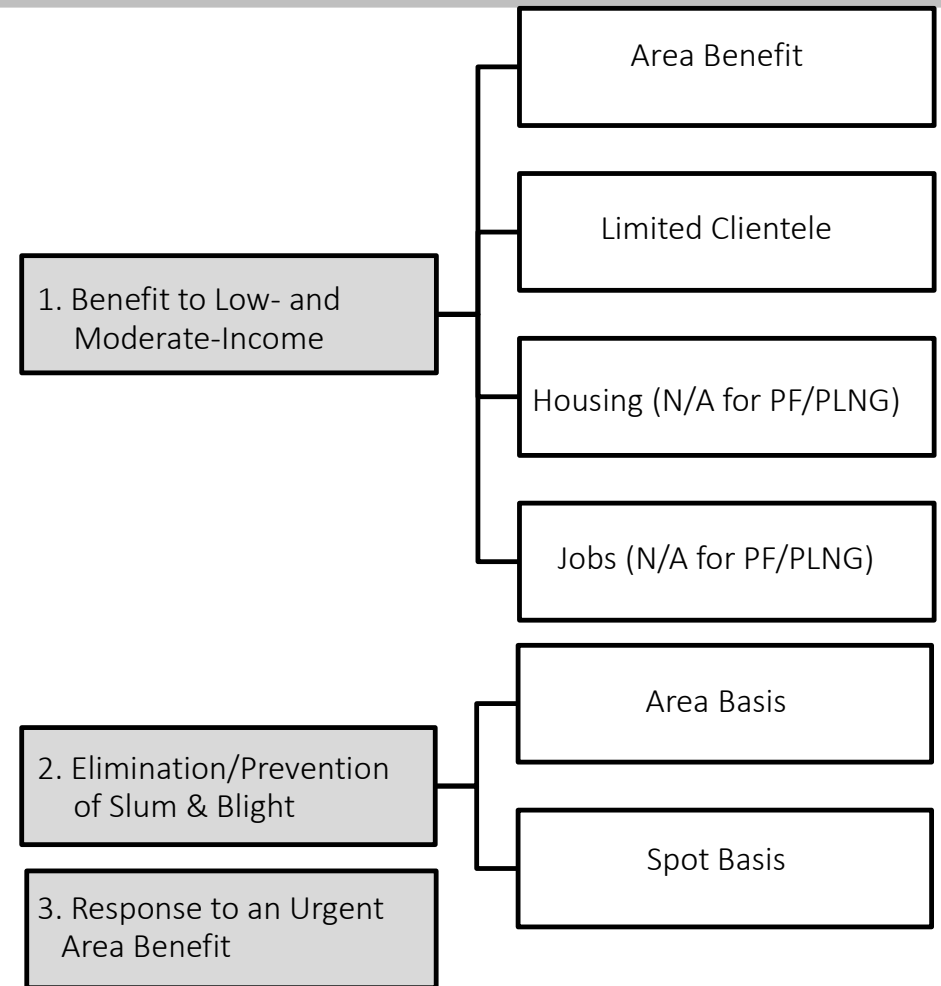
Division of Energy, Housing and Community Resources

Cash Control Register 10/1/2017 - Current

Description	Date	Debits	Credits	Balance
Balance as of 10/1/2017				\$ 100,000.00
SAMPLE 1				\$ 100,000.00
Loan to Bob's Hardware	11/5/2017	\$ 50,000.00		\$ 50,000.00
SAMPLE 2				\$ 50,000.00
Bank Interest	1/1/2018		\$ 35.42	\$ 50,035.42
SAMPLE 3				\$ 50,035.42
Loan repayment from Bob's Hardware	2/1/2018		\$ 1,000.00	\$ 51,035.42
SAMPLE 4				\$ 51,035.42
Administration Fee	2/15/2018	\$ 182.00		\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42
				\$ 50,853.42

NATIONAL OBJECTIVE QUALIFICATION

- Must be an Eligible CDBG Activity
- Must meet 1 of 3 CDBG National Objectives:
 1. LOW- AND MODERATE-INCOME (LMI) BENEFIT
 2. SLUM & BLIGHT (SB)
 3. URGENT LOCAL NEED (ULN) *[PF Only]*
- LMI Projects given priority



INCOME SURVEYS



**COMMUNITY DEVELOPMENT BLOCK GRANT
COMMUNITY DEVELOPMENT PROGRAM**

INCOME SURVEY GUIDE

HUD LMI SUMMARY DATA VS. INCOME SURVEY DATA

*HUD Low- and Moderate-Income Summary Data (LMISD)
must be used to “maximum extent feasible”*

*State can accept LMI data from income survey
if justified and if sound methodology applied*

INCOME SURVEY: WHY SURVEY?

- HUD LMI Summary Data (LMISD) not available
 - All or part of service area not coterminous with local government or census block/tract boundaries
 - HUD LMISD not available for particular local government
- HUD LMI Summary Data (LMISD) believed to be inaccurate/not representative:
 - Recent economic and/or population changes
 - U.S. Census American Community Survey (ACS) 5-Year Estimates high margin of error
 - Other factors

INCOME SURVEY: PROCESS AND METHODS

Utilize and Follow CDBG Income Survey Guide

Linked on CDBG-Public Facilities Program and CDBG-Planning Program websites under Application Materials [see “Additional Reference Materials”]:

<https://doa.wi.gov/Pages/LocalGovtsGrants/CDBGPublicFacilitiesProgram.aspx>

AND <https://doa.wi.gov/Pages/LocalGovtsGrants/CDBGPlanningProgram.aspx>

Consultation with DEHCR throughout the process is strongly recommended.

INCOME SURVEY PROCESS AND METHODS (CONTINUED)

- Determine Beneficiaries
- Determine Service Area/Survey Area
- Select Survey Type: Census Survey vs. Random Sample Survey
 - Census Survey *required* for ≤ 200 families; also allowed for > 200 families
 - Random Sample Survey allowed (*but not required*) for > 200 families
 - Random Sample Surveys *Only*: Must use randomizing methods/processes; maximum 20% oversample

INCOME SURVEY PROCESS AND METHODS (CONTINUED)

- Prepare Survey Instrument & Correspondence/Publicity Documents; Maintain Records
- Distribute Survey; Maintain Records
 - Mail, Phone, Online/Web-based, Email, In-Person/Door-to-Door
- Track Responses; Maintain Records
- Make “Best Efforts” to Obtain Responses; Maintain Records
- Achieve Minimum Response Rate
 - Census Surveys with ≥ 100 families: minimum 80% response
 - Census Surveys with < 100 families and ALL Random Sample Surveys: Use Sample Size Calculator at: <https://www.surveysystem.com/sscalc.htm>

INCOME SURVEY PROCESS AND METHODS (CONTINUED)

- Consult DEHCR if minimum response rate cannot be achieved to determine if exception may be allowable and considered
 - *Must demonstrate “Best Efforts” for distributing survey and soliciting/collecting responses*
 - *Results must be methodologically sound, reasonably valid and reliable*
 - *Lack of planning is not an acceptable justification for an exception*
 - *Exception must be pre-approved by DEHCR prior to Application*

INCOME SURVEY PROCESS AND METHODS (CONTINUED)

- Complete Survey Tracking Sheets, Map(s) and Income/LMI and Race/Ethnicity Tabulation Forms
- Submit documentation to DEHCR
 - Pre-approval prior to CDBG Application submission *strongly* recommended
 - Must submit all required documentation with the CDBG Application, as specified in Income Survey Guide and CDBG Application

CDBG INCOME SURVEY GUIDE RECENT CONTENT UPDATES

- Time Period Survey Data are Valid (initiated on or after 7/1/14)
- Emphasis on Sound Methodology
- Distribution Efforts Guidance Updates
- Response Rate Exception Requests – DEHCR Pre-Approval *Required*
- Survey Form Template Updates
- Survey Income Tabulation Form Updates
- Survey Race/Ethnicity Demographics Tabulation Form Updates

CDBG INCOME SURVEY GUIDE RECENT CONTENT UPDATES (CONTINUED)

- Application Submission Documents List Updates
- Recordkeeping List Updates
- Contact Information and Response Type Tracking Example Updates
- Income and Race/Ethnicity Demographics Tracking Example Updates
- Response and Distribution “Best Efforts” Tracking Example Updates
- Project Area Map & Survey Area Map Updates

CDBG INCOME SURVEY GUIDE TOOLS

- Appendix A: Income Survey Form Example
- Appendix B: Income Survey Announcement Letter Example
- Appendix C: Income Survey Results Income Tabulation Form and Race/Ethnicity Tabulation Form AND Examples
- Appendix D: Survey Tracking List Examples
 - Distribution Methods and Contact Information Tracking Examples
 - Response Tracking Examples
 - Income and Race/Ethnicity Tracking Examples
- Appendix E: Service Area Map Examples

Questions?



CDBG CLOSE PROGRAMS

- Public Facilities (PF)
- Planning (PLNG)
- Public Facilities Economic Development (PFED)
- Economic Development (ED)
- Public Service (PS)
- Housing (HSG)

APPLICATION REQUIREMENTS

- Contact DEHCR
 - Confirm project's eligible activities
 - Confirm project meets a national objective
 - Receive approval of service area determination and survey methodology, if required
- Complete proper CLOSE program application

APPLICATION REQUIREMENTS ATTACHMENTS

- Attachments
 - Citizen Participation Plan
 - Public Hearing
 - Minimum 14 day public notice
 - 2nd hearing will be required during project implementation
 - Service Area Demographic Profile
 - Fair Housing Ordinance
 - Potential Fair Housing Actions
 - Required during project implementation

APPLICATION REQUIREMENTS ATTACHMENTS CONTINUED

- Slum and Blight Certification, if required
- Relocation Plan/Anti-Displacement Policy
- Authorizing Resolution for Application Submission
- Statement of Assurances
- Lobbying Certification
- Excessive Use of Force/ Barring Entrances and Exits for Non-Violent Civil Rights Demonstrations Policy
- Acquisition, Relocation and Demolition Questionnaire, if required
- Business or sub-grantee information
- Maps, project costs, plans, income survey data, if required

CDBG PROGRAM REQUIREMENTS

Upon Award:

- Award Acceptance
- Pre-Agreement Documents
- Execution of Grant Agreement
- CDBG Implementation Training
- Compliance with Grant Agreement & current Implementation Handbook (posted on website)
 - Policies/Regulations
 - Reporting & Recordkeeping Requirements
 - Project Milestones/Deadlines and Processes

CDBG PROGRAM REQUIREMENTS

Non-compliance may result in cancellation of grant and/or payback of CDBG funds

CDBG PROGRAM REQUIREMENTS

Procurement: Implementation Handbook, Chapter 3; 24 CFR Part 85.35-.36

- Grant Administration, Engineering, Planning, Construction
 - Contractor Clearance
- Follow Federal/State competitive procurement requirements and local policies for contracts to be funded with CDBG
 - If requesting CDBG funds for Engineering or Grant Administration, MUST COMPETITIVELY PROCURE!
- Follow local policies for procurement/purchasing/contracting when using other funds only

Improperly procured goods/services/contracts are not eligible

- Compliance with equal opportunity provisions

CDBG PROGRAM REQUIREMENTS

Environmental Review: Implementation Handbook, Chapter 4

- Process of reviewing a project for its potential environmental impacts to determine whether it meets federal, state and local environmental standards.
- UGLG may not commit any HUD assistance or non-HUD funds until the ER has been approved.
 - Exceptions may be granted
- Project Classification
- Project Review
- Public Notice
- Document Submittal

CDBG PROGRAM REQUIREMENTS

Acquisition/Relocation: Implementation Handbook, Chapter 5

- Must follow Federal, State and local regulations
 - Uniform Relocation and Real Property Acquisition Act of 1970, as amended (URA)
 - Chapter 32, Wisconsin Statutes and Adm. Code Ch. 92, Wisconsin Administrative Code
- Real Property
 - Acquisition (including easements), rehabilitation, demolition
- Displaced Persons (persons/businesses/personal property)
- Voluntary Acquisition
- Involuntary Acquisition
- Relocation Benefits

CDBG PROGRAM REQUIREMENTS

Financial Management: Implementation Handbook, Chapter 8

- Financial management system with appropriate controls
- Separate, non-interest bearing account (or separate account register) for CDBG funds

CDBG PROGRAM REQUIREMENTS

Labor Standards: Implementation Handbook, Chapter 7

- Contracts for construction, alteration, or repair of a public building or public work, as well as contracts financed in whole or in part from federal funds
- Must follow Federal, State and local regulations
 - Davis-Bacon and Related Acts
- Wage Decision
- Contracting
- Contractor Clearance
- Classification Rates
- Overtime Pay

CDBG PROGRAM REQUIREMENTS

Reporting: Implementation Handbook, Chapter 9-10

- Annual, semi-annual and final reporting requirements
 - Semi-annual report and summary/Completion report and summary
 - Environmental Review
 - Fair Housing Actions
 - 2nd Public Hearing
 - MBE/WBE
 - Labor Standards
 - Section 3
 - Employee Self-Certification (only PFED and ED)
 - Single Audit

Questions?



Thank you for your time and participation.

Please direct any questions to the following email address:

DOACDBG@Wisconsin.gov

