



## Winnebago County Industrial Development Board

*The Wave of the Future*

### **Winnebago County IDB Per Capita Grant Funding Program Policies & Procedures**

**Approved by IDB November 21, 2024**

**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.

#### **Definitions:**

1. **Communities:** means cities, villages, and towns within Winnebago County.
2. **Economic Development Entity:** an organization that is established by a governing body or business group of a community or communities in Winnebago County with its mission to provide economic development services for the municipality or area it has been established to serve.
3. **Housing:** the provision of sufficient housing (single or multifamily) that allows individuals and families with affordable housing options. For practical purposes, the applicability of this term will be at the discretion of the recipient community/economic development entity and the IDB.
4. **Recipient Community or Economic Development Entity:** One that has indicated interest in applying directly for funding through this program in a given year (or has been approved for funding by the IDB in a given year).

#### **Policies:**

1. **Funding levels:** Funds allocated annually on a per capita population basis to each community in Winnebago County. The level of per capita funding will 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 one or more of the following:
  - a) a community that expends tax levy dollars for economic development purposes.
  - b) a community that is a primary employment center in the county providing substantial employment opportunities for county residents.
  - c) a community or group of communities that have an area or areas that have development potential due to its proximity or potential availability of key economic development features such as highways/transportation corridors, developable land areas, utilities (water, sewer, internet, etc), workforce/entry level housing, tourism related activities, other quality of life features, etc.

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. Recipient communities may roll over funds to up to three (3) years to bank funds to support a larger eligible project.
5. Two or more communities may collectively make a joint application to support a larger eligible project.
6. 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.
7. Regional Economic Development Activities. The IDB shall have the discretion to allocate a portion of per capita funding dollars for County and/or regional level economic development entities or activities.

**Eligible Projects/ Programs:**

1. Marketing efforts to promote economic development, including print material, social media, interactions with economic development prospects, and other marketing and economic development efforts designed to enhance business, tourism and housing growth.
2. Seed money for economic development financing programs.
3. Studies directly related to economic development programs or projects.
4. Funding of administrative activities and positions specifically related to economic development. Documentation should be included indicating how the activities or position(s) are directly linked to economic development and the per capita funding program mission statement.
5. Membership dues for participation in recognized economic development organizations.
6. Housing Studies.
7. Other marketing and economic development efforts designed to enhance business and tourism growth.

**Ineligible Projects/ Programs:**

1. Accessory (incidental) projects, such as signage, parking lots, maintenance, landscaping and other general site improvements.
2. 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 recipient communities and economic development entities indicating a desire to apply for per capita funds. This letter will include:
  - Any Communities that have indicated a desire to allocate their funding share to your community or economic development entity via the Statement of Intent.
  - Total proposed eligible funding share.
  - Due date and other instructions 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. Recipient Communities that are viable and 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 from other communities.
  - Plan shall outline your strategy and objectives.
  - Plan shall outline your budget for the proposed project/ programs.
  - Plan shall also describe prior year's use of funds and documentation of tangible results.
  - Additional supporting information/ documentation may be attached.
  - Any plan submittal received after the designated due date, as outlined in the plan submittal request letter, may become ineligible for funding.
  - Plans shall be submitted by hand, mailed, faxed, or emailed to:

Jerry Bougie, IDB Coordinator  
Winnebago County Planning Department  
112 Otter Ave  
Oshkosh WI 54903-2808  
FAX: 920-232-3347  
EMAIL: [jbougie@winnebagocountywi.gov](mailto:jbougie@winnebagocountywi.gov)
4. Following receipt of expenditure plan submittals, the County will notify all eligible applicants of the next scheduled meeting of the Winnebago County Industrial Development Board where the plan submittals will be reviewed 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, recipient communities/economic development entities 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”***.