

MEETING NOTICE
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission

COMMITTEE MEMBERS: *Alice Connors (Chair), Jerry Bougie (Vice Chair), Sam Kaufman, Brian Smith, Jake Woodford, Vacant*

Place: Virtual

Date: Wednesday, July 6, 2022

Time: 1:00 PM

Meeting Link: <https://meet.goto.com/590801549>

Phone Number: United States: [+1 \(669\) 224-3412](tel:+16692243412)

Access Code: 590-801-549

Please contact the East Central office if you are unable to attend and arrange for an alternate to be present.

AGENDA

- 1. Welcome and Introductions**
- 2. Roll Call**
 - A. Introduction of Alternates, Staff, and Guests
- 3. Approval of Agenda / Motion to Deviate**
- 4. Public Comment**
- 5. Approval of the Minutes of the January 5, 2022 Economic Development Committee Meeting**
- 6. Announcements and Updates**
- 7. Business / Action Items**
 - A. Election of Chair and Vice Chair
- 8. Informational / Discussion Items**
 - A. Staff Report
 - i. WEDC – Mainstreet Bounceback Grants Program
 - ii. CARES Act Grant
 - iii. Planning Partnership Grant
 - B. Economic Development Hub Demonstration
 - C. County Roundtable Discussion (*as time permits*)

9. Upcoming Meetings

- A. **Economic Development Committee Meeting:** *The next Economic Development Committee meeting will take place on Wednesday, October 5, 2022 at 1:00 p.m. Further details will be forthcoming.*
- B. **Commission Meeting:** *The next Commission meeting will be held on Wednesday, July 27, 2022 at 10:00 a.m. at City of New London City Hall. An agenda and meeting materials will be forthcoming.*

10. Adjourn

Any person wishing to attend this meeting or hearing, who, because of a disability, requires special accommodations should contact the East Central Wisconsin Regional Planning Commission at (920) 751-4770 at least three business days prior to the meeting or hearing so that arrangements, within reason, can be made.

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission

COMMITTEE MEMBERS: Alice Connors (Chair), Jerry Bougie (Vice Chair), Allen Buechel, Brian Smith, Ruth Winter, Jake Woodford, Vacant

Place: Virtual

Date: Wednesday, January 5, 2022

Time: 1:00PM

AGENDA

1. Welcome and Introductions

Ms. Kraemer Badtke welcomed attendees to the meeting and called the meeting to order at 1:00 P.M.

2. Roll Call

Committee Members Present:

Alice Connors, Chair Calumet County
 Allen Buechel..... Fond du Lac County
 Aaron Jenson (Alt. for Brian Smith) Waupaca County
 Ruth Winter..... Menominee County
 Karen Harkness (Alt. for Jake Woodford)..... Outagamie County

Committee Members Absent:

Jerry Bougie, Vice Chair (Perm. Alt. for Jon Doemel) Winnebago County

ECWRPC Staff and Guests Present:

Melissa Kraemer Badtke Executive Director
 Kevin Englebert Assistant Director
 Sara Gilbert Associate Planner
 Leann Buboltz..... Administrative Coordinator

A. Introduction of Alternates, Staff, and Guests

Mr. Englebert announced the ECWRPC staff in attendance.

3. Approval of Agenda / Motion to Deviate

Ms. Harkness motioned to approve the agenda, Mr. Jenson seconded the motion. The motion passed unanimously.

4. Public Comment

There was no public comment.

5. Approval of the Minutes of the October 6, 2021 Economic Development Committee Meeting Minutes

Ms. Harkness motioned to approve the minute as presented, Mr. Buechel seconded the motion. The motion passed unanimously.

6. Announcements and Updates – None.

7. Business / Action Items

A. New Business

- i. Approval of the 2022 Work Program & Budget - 1500 Element – Economic Development Program, Economic Development portion of the work program is divided into three distinct categories: The Planning Partnership Grant (1510-1520), the Main Street Bounceback Grants Program (1530), and the CARES Act Grant (1560-1565). An overview of these Work Program areas was presented by Mr. Englebert. The breakdown of the Work Program is available upon request.

Mr. Buechel motioned to approve the 2022 Work Program & Budget – 1500 Element Economic Development Program, Mr. Jenson seconded the motion. The motion passed unanimously.

8. Informational / Discussion Items

A. Staff Report – Mr. Englebert

- i. Planning Partnership Grant Update
Staff met with the Village of Greenville to discuss a business expansion project and met multiple times with the City of Brillion and their consultants to discuss EDA funding for the Brillion Iron Works site. Staff also attended the Small Community Forum in Weyauwega with State of Wisconsin officials to brainstorm solutions to economic problems for small and rural communities and attended the Wisconsin Broadband Summit hosted by UW-Extension as well. In addition, staff recently completed the 2021 CEDS Annual Performance Report and submitted the report to EDA. Several organizations requested and received EMSI reports over the last quarter including the Fox Valley Workforce Development Board, Appleton International Airport, and the Waupaca County Economic Development Corporation. East Central staff also continued to meet with regional stakeholders regarding economic development efforts. This included participating in the Fox Cities Economic Development Professionals (FCEDP), Northeast Wisconsin Regional Economic Partnership (NEWREP), NEW North Local Partner meetings, and the Oshkosh Weekly Partners meetings over the past few months. East Central leadership staff met with the new Waushara County Administrator and Zoning Director to discuss Commission and economic development initiatives. Lastly, staff traveled to Menominee County to meet with the new President of Menominee Tribal Enterprises (MTE) and tour the MTE sawmill. Discussions are ongoing about MTE seeking EDA funding for sawmill and site improvements.
- ii. CARES Act Grant Update
Disaster Recovery and Resiliency Plan Mr. Englebert shared that to date, staff have completed 31 stakeholder interviews to gain insight about COVID-19 economic impacts to various industries throughout our region. An additional project that we are working on is our Economic Development Data Hub. It contains data, graphs, wages and maps that show various indicators that can be displayed on one regional dataset that we'd like to make public later this year. Mr. Mike Zuege-GIS Manager will give a presentation to this committee.
Technical Assistance Downtown Walkabouts As part of East Central's CARES Act award, \$60,000 was identified to go towards a small business and community technical assistance program. We hired Ayres Associates to assist us. Eight communities were chosen to take part in visioning sessions, downtown walkabouts, zoning consultations and project collaborations. Ultimately, we received good feedback from the communities.

B. WEDC – Mainstreet Bounceback Grants Program

The Main Street Bounceback Grants Program officially launched on August 9, 2021 and will be open through June 30, 2022. A cumulative total of \$6 million will be available to make grant awards in our region. If all grants are administered, East Central would receive approximately \$170,000 to reimburse our expenses to run the program and to award approximately 600 grants in our region. Committee members acknowledged that staff has done a phenomenal job administering the program and assisting others.

C. County Roundtable Discussion

Mr. Buechel – FDL County - shared that the 2009 \$50 million loan to Mercury Marine and a 2014 \$6 million loan to Lions Laundry have been paid back completely. Mercury is about to embark on another expansion, which will give them 3 million sq. ft under roof.

9. Upcoming Meetings

- A. **Economic Development Committee Meeting:** The next Economic Development Committee Meeting will take place on Wednesday, April 6, 2022 at 1:00 p.m. Further details will be forthcoming.
- B. **Commission Meeting:** The next Commission meeting will be held on Friday, January 28, 2022 at 10:00 a.m. Further details will be forthcoming.

10. Adjourn

Ms. Connors adjourned the meeting, with the time noted at 1:34 p.m.

TO: Economic Development Committee
FROM: Kevin Englebert, Deputy Director
DATE: June 28, 2022
RE: Economic Development Program Update

This year has been a very busy year for the economic development program. Below are some recent updates regarding our top initiatives.

Main Street Bounceback Grants Program

The Main Street Bounceback Grants Program continues to be in high demand in the East Central region. In late May, the regional partners were contacted by WEDC about extending the program through the end of 2022, which subsequently occurred. The program was originally scheduled to close on June 30, 2022. We have now well surpassed our original tranche of \$3 million for the East Central region, and we have received a total of at \$7.5 million so far in funding for awards and administration.

In March, we made a minor revision to our region’s eligibility criteria, which was approved by WEDC. Due to high program demand, beginning March 1, 2022, applications for spaces under 400ft² were placed on a waiting list for funding. This applied to all applications that were in process and had not yet received final approval as well as any new applications we received until June 1, 2022. Beginning on June 1, WEDC revised program eligibility rules statewide so properties under 400ft² are no longer eligible for the program.

During the two months that our waitlist rule was in effect, we placed a total of 15 applications on the waitlist. East Central staff performed a second review of the applications on the waitlist at the end of June and corresponded with applicants to verify that they are still operating in their locations. We will be awarding grants as soon as we hear back from those applicants.

The table below reflects grant inquiries, applications, and awards funded as of 6/27/2022 in the East Central region.

East Central Main Street Bounce Back Program Status Update June 27, 2022	
Inquiries Received	1,068+
Applications Received	666
Applications Approved	554
Applications Funded	554
Applications Denied	37
Total Amount Approved to Date	\$5,540,000
Administrative Reimbursement to ECWRPC to Date	\$138,500
Total Available for the Main Street Bounce Back Program for the East Central Region	\$7,500,000
Percent of the Main Street Bounce Back Program Allocation Administered to Date	75.8%

The following table shows grant awards by county to date within the East Central region.

East Central Region County	Grants Approved	Funding Approved
Calumet County	28	\$280,000
Fond du Lac County	71	\$710,000
Green Lake County	32	\$320,000
Marquette County	10	\$100,000
Menominee County	1	\$10,000
Outagamie County	178	\$1,780,000
Shawano County	36	\$360,000
Waupaca County	55	\$550,000
Waushara County	19	\$190,000
Winnebago County	124	\$1,240,000

EDA CARES Act Grant

In February, we requested a 12-month extension for our \$400,000 EDA CARES Act grant. Over the past two years, we've had significant staff turnover which has impacted our ability to spend down the grant and achieve all grant activities. EDA offered all Economic Development Districts the ability to extend their grants and our extension was approved in June. Our new grant deadline is now June 30, 2022.

There are a few major components to the grant that still require more work. The first is the disaster recovery and economic resiliency plan. Recently, we hired a new planner, Colin Kafka. Colin's position will be split between transportation and economic development. Previous East Central staff have worked on this plan, conducted all of the stakeholder interviews, and drafted chapters for the resiliency plan. Colin will be synthesizing the disaster recovery and economic resiliency plan and bringing it to completion. Additionally, staff is almost finished with the economic development data hub. Mike Zuege will be presenting the data hub to the Economic Development Committee at the July meeting.

With approval of the CARES Act Grant extension, we were also approved for a second round of our economic development technical assistance program. This assistance will allow us to continue our partnership with Ayres to provide free technical assistance to communities in our region. This year we have enough funding for four day-long workshops with selected communities. There will be a competitive application for this assistance released in July. Applications will be scored in August and preparation for the visits will occur in September. We will be conducting the technical assistance workshops the week of October 10-14.

EDA Planning Partnership Grant

Over the past several months, there has been a flurry of activity regarding EDA grants. The American Rescue Plan Act (ARPA) provided EDA with \$3 billion in competitive grant funds for projects across the country. We have worked with applicants and prospective applicants throughout our region to apply for EDA grants. Typically, this involves project scoping, narrative and budget review, and issuing a letter of support for each application. In our region, the following applications were submitted for EDA ARPA grants:

Applicant	EDA ARPA Program	Type of Grant
Appleton International Airport	Economic Adjustment Assistance	Infrastructure
City of Brillion	Economic Adjustment Assistance	Infrastructure
City of Waupun	Economic Adjustment Assistance	Infrastructure
Fox Valley Workforce Development Board, Fox Valley Technical College, Goodwill	Good Jobs Challenge	Workforce Development
Menominee Tribal Enterprises	Indigenous Communities	Capital Equipment
Wisconsin Paper Council, State of Wisconsin (includes projects in our region)	Build Back Better Challenge	Capital Equipment, Infrastructure

The applications listed above are in addition to the two competitive CARES Act grants that were award in our region, to New North and Menominee Indian Tribe of Wisconsin (MITW). Staff will be monitoring the application status of these grants and assisting where necessary.

Recently, staff conducted a visit to MITW to meet with tribal planners and receive a tour of selected sites in Keshena. Staff will be assisting the tribe as they implement their CARES Act grant for economic development diversification planning activities. Staff have also recently participated in the Fox Cities Convention and Visitors Bureau Tourism Master Plan Steering Committee and the Fox Cities and Greater Outagamie County Regional Housing Strategy Steering Committee over the past several months. As we move forward into late summer and fall, we will be preparing for a full update of the Comprehensive Economic Development Strategy (CEDS) next year. We will also be looking to expand our analytical and data capabilities for the economic development program.

TO: Economic Development Committee
FROM: Kevin Englebert, Deputy Director
DATE: June 28, 2022
RE: Economic Development Data Hub

One work item that we've identified under the scope of our CARES Act grant is the development of an economic development data hub for the region. The data hub will be a one-stop shop for economic development data across our region when it is published. Over the past year, our GIS and economic development staff have been collecting data and creating dashboards to create the hub. The hub will host economic development data split in the following categories:

- Population (Age Cohorts, Working Population, Poverty)
- Households (Household Size, Income, Vehicle Access, Housing Sales)
- Education (Educational Attainment)
- Unemployment
- Broadband (Internet Connectivity, Internet Speeds)

In addition to hosting the data identified above, the hub will offer links to economic development resources. It will also host a link to our Comprehensive Economic Development Strategy (CEDS) and various reports and resources focused on economic development. For example, it will host a copy of the final report from the first round of our CARES Act Technical Assistance workshops. Mike Zuege will be present at the July Economic Development Committee meeting to demonstrate the data hub. Our hope is that the data hub will provide a relevant and engaging experience as well as provide much needed data for our region's stakeholders.