

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

DATE: Tuesday, August 17, 2021
TIME: 10:00 a.m. or immediately following County Board
LOCATION: Wood County Courthouse, Room 114

1. Call meeting to order.
 2. Declaration of Quorum.
 3. Public Comments (*brief comments/statement regarding committee business*)
 4. Review Correspondence.
 5. Economic Development
 - a. Review 2022 economic development grant requests.
 - b. Review 2022 economic development budget.
 6. Requests for per diem for meeting attendants.
 7. Schedule next regular committee meeting.
 8. Agenda items for next meeting
 9. Schedule any additional meetings if necessary
 10. Adjourn
-

Join by phone

+1-408-418-9388 United States Toll
Meeting number (access code): 146 507 7188

Join by WebEx App or Web

<https://woodcountywi.webex.com/woodcountywi/j.php?MTID=mee2f40204b2cf79b566e85e63c719c4c>
Meeting number (access code): 146 507 7188
Meeting password: CEED0817

#	Pages	Wood County Proposed Economic Development Grant Requests for 2022	Description of project	Requested	CEED Approved
1	2-5	C2 Makerspace	Start-up lab prep	\$30,000.00	
2	6-13	Marshfield Economic Development Board	City Subdivision for Marshfield	\$80,000.00	
3	14-16	Marshfield Economic Development Board	Housing Economic Impact for Mfld	\$10,000.00	
4	17-19	Marshfield Economic Development Board	Lake Economic Impact for Marshfield	\$15,000.00	
5	20-26	City of Pittsville	Building Incentive Program	\$30,000.00	
6	27-37	City of Pittsville	LED Message Board	\$20,000.00	
7	38-43	City of Pittsville	Outdoor Recreational Rink-Shelter	\$5,000.00	
8	44-50	Heart of Wisconsin Chamber of Commerce	General Funding for Economic Dev	\$19,500.00	
9	51-53	HOW, MACCI, Visit WR & Visit Mfld	Marketing	\$4,000.00	
10	54-61	Marshfield Chamber Foundation	General Funding for Economic Dev	\$19,500.00	
11	62-73	Marshfield Municipal Airport (Roy Shwery)	General Funding for Economic Dev	\$10,000.00	
12	74-76	Town of Dexter Board	Informational Kiosk	\$2,850.00	
13	77-78	Town of Milladore	Blenker Road from Hwy 10 to Trestik DR	\$2,885.00	
14	79-80	Town of Milladore	Trestik Drive from Blenker Rd to Mayflower	\$4,129.45	
15	81-82	Town of Saratoga	Seed Money	\$15,000.00	
16	83-86	Town of Saratoga	Nepco Lake Rest Area	\$30,000.00	
17	87-88	South Wood County Airport Commission	General Funding for Economic Dev	\$10,000.00	
18	89-90	Wisc Rapids Area Convention & Visitors Bureau	State Fair Booth	\$3,000.00	
19	91-93	Village of Port Edwards	Dog Park	\$46,000.00	
20	94-97	Village of Port Edwards	Kayak Put-Ins	\$36,500.00	
21	98-99	Wood County Highway	Phase III ATV route/trail system	\$40,000.00	
		Total		\$433,364.45	



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: C2 Makerspace

Mailing Address: 10193 River Edge Lane

Marshfield, WI 54449

Street Address (if different): Makerspace will be located- 2000 W. 5th St. (UWSP at Marshfield campus)

Web Site: www.C2makerspace.com

Organization Telephone: 715-600-6107

Contact Person/Title: Karen Olson- MACCI or Kylan Hastreiter- Hastreiter Industries

Contact Person Telephone: 715-384-3454; 715-600-1261 Email: olson.karen@marshfieldchamber.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

The C2 Makerspace will be a hands-on learning space for students, entrepreneurs, and the community to create and collaborate through innovation and exploration. Cutting edge technology, tools, resources and equipment will guide individuals to career pathways and personal development to grow and retain future workforce in Wood County. Ten area schools, grades 5-12 along with Mid-State Technical College and UWSP at Marshfield will interact together with local business and industry to educate, train and guide students to high paying career options they didn't know existed. Entrepreneurial training, along with drone, robotic and other club formation will encourage and support future business start-ups fostering an Entrepreneurial Ecosystem as suggested in Wood County's REDI plan.

The need for workforce continues to be one of the top needs for businesses in our area.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

County funding would assist with start-up expenses for electrical and plumbing to the space donated by UWSP at Marshfield preparing for installation of equipment. Ten area schools have signed agreements to utilize and support the C2 Makerspace for their students, grades 5-12. Curriculum is being developed for various ages and levels of learning in five specific POD areas such as Engineering/Electronics, 3D printing, fabrication/laser and CNC as Manufacturing is the 3rd largest industry in our area. Estimates are to work with 2,500-3,000 students from 6th-12 grade, in 10 school districts each year (5th graders are included for extracurricular). Through field trips to the center, robotic clubs, summer camps, it is estimating 600 of these students or 20% will pursue jobs and or advanced education toward careers in STEM fields to include advance manufacturing. It is also estimated that The Center would create two small businesses a year due to the grant project. Future plans would be to add more equipment and expand the scope of training.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits		\$35,000	
Start-up lab prep	\$30,000	\$30,000	
Office Supplies & Expenses		\$15,000	WEDC State grant-\$95,000
Equipment		\$216,000	
Professional Services		\$3000	Fundraising -\$216,000
Misc. or Other		\$12,000	(In-kind donations-\$202,372 to date)
Total	\$30,000	\$311,000	\$311,000

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us



MAKERSPACE

What is C2 Collaborate & Create Makerspace?

C2 will be a hands-on learning space for students, entrepreneurs, and the community to create and collaborate through innovation and exploration. The C2 space, located in one central location, will open new doors and opportunities for all ages through interaction with community and industry experts. Equipped with cutting edge technology, tools, resources, and equipment to guide individuals to creatively explore career pathways and personal development which will foster innovation and critical thinking skills. C2 will help grow our future workforce in the area.

C2 Makerspace Facts

- **Fundraising goal of \$216,000**
\$25,000 has been given towards our goal, please consider joining our first "POD" Maker donor
- **C2 partners include:**
 - UW-Stevens Point at Marshfield
 - Mid-State Technical College
 - Marshfield Area Chamber of Commerce & Industry
 - Shiloh Bound
 - Hastreiter Industries
 - 10 area school districts
 - Other local business and industries
- **Donors will be recognized on a permanent donor wall**
- **Contributions to the C2 campaign are tax-deductible**
- **Open to the community by Early 2022**
 - located on UW-Stevens Point at Marshfield campus
- **Will help grow our workforce in Wood, Clark, and Marathon counties and surrounding area**
- **Employers can utilize C2 for training and development**

"Makerspace education also has the potential to empower young people to become agents of change in their communities" (NMC Horizon Report: 2015 K12 Edition, p.38)

You can help our community change lives!

Invest in your C2 Makerspace to provide education for future generations.

Fundraising for the Marshfield area Makerspace will continue through 2022. Funds raised during this time will go towards the creation of a Makerspace program and equipment. Equipment naming opportunities/donations are available and are listed below. All contributions will be recognized.

If you would like to begin your impact and are interested in naming a pod location or equipment, contact **Kylan Hastreiter** at **715-600-1261**. You may also contact the campaign coordinator **Sondra Hastreiter** at **715-600-6107** or email at **sondrah@shilohbound.com**.

EQUIPMENT / POD NAMING OPPORTUNITIES

**See map on backside of this brochure All donors will be recognized on the donor wall.*

C2 Champion\$5k+

Name on equipment, limited availability, first-come-first-serve opportunity

C2 Headquarters\$15k+

*Four available | *See map*

POD Maker Location\$25k+

(Six available) CNC Mill Pod, Engineering & Electronics Pod, 3D Printer Pod, CNC Lathe Pod, Fabrication & Laser Pod, Prep & Maintenance Pod

Major Donor Gift TBD

IMPACT GIVING OPPORTUNITIES

All donors will be recognized on a donor wall.

Friend up to \$99

Advocate\$100-\$499

Maker\$500-\$999

Creator \$1,000-\$2,499

Collaborator..... \$2,500-\$4,999

"The C2 program will give local businesses another resource to find, recruit, and train future employees."

— Marshfield Area Chamber of Commerce and Industry

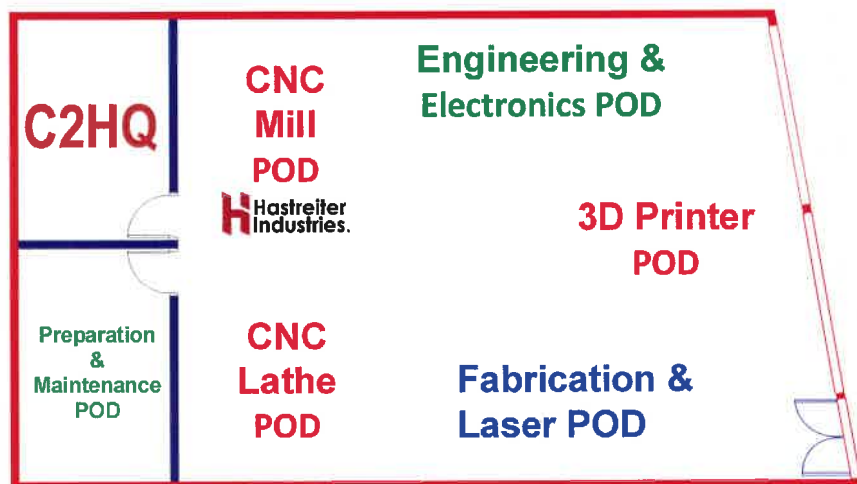
"I can't wait to have a space where I can go after school to work on projects, make a prototype, or just hang out with others that like to build things."

— Aiden, Marshfield High School student





MAKERSPACE POD MAP



COLLABORATE + CREATE MAKERSPACE

With "Creativity" and "Collaboration" all individuals have the opportunity to become who they are meant to be.

— C2 Vision Statement



CREATE YOUR IMPACT: Support the C2 Campaign Initiative

Donation Total: _____ Corporate Matching Gift: _____

In Memory / Honor of: _____
please circle one

Donor Information please print

Name _____ ☐ I would like to be listed as anonymous

Address _____ City, State, Zip _____

Phone _____ Email _____

Payment Info: ☐ Enclosed is my check, made payable to: **The C2 Makerspace-NCf**

☐ I'd like to make Annual Payments (Available for Annual Pledges of \$5,000 and above. Limited to 2021 and 2022 Pledges.)

☐ I will be making my gift by credit card or ACH at www.C2makerspace.com/donate

..... Hands-on learning for students, entrepreneurs and the community through innovation and exploration.



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Applicant Organization: Marshfield Economic Development Board

Mailing Address: 207 W 6th St, Marshfield, WI 54449

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: www.ci.marshfield.wi.us

Organization Telephone: 715-486-2075

Contact Person/Title: Josh Miller, Development Services Director

Contact Person Telephone: 715-486-2075 Email: josh.miller@ci.marshfield.wi.us

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Please see attached document for narrative – City Subdivision for Marshfield.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Please see attached document for narrative.

The outlined budget below is for the City Subdivision project and not the budget of the City or Economic Development Board.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			
Misc. or Other	\$80,000	\$1,526,000	Economic Development Board, Council, Marshfield Utilities, WW
Total	\$80,000	\$1,526,000	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**

Request Overview Narrative – City Subdivision for Marshfield

Housing is a critical component of Economic Development. The demand for workforce continues to grow, but without adequate housing options, potential candidates aren't able to relocate to Marshfield. We have heard many stories from Marshfield businesses, realtors, and builders where people were seeking to build in Marshfield, but there were not enough available homes or lots available to build on. When a potential candidate for a job comes to Marshfield and asks where the newest subdivisions are where people are building, and the answer is we haven't had a new subdivision in 13 years, that's pretty telling to the candidate that Marshfield isn't a growing community. A number of candidates have not accepted a job in Marshfield because they cannot find acceptable housing or they've had to purchase a home outside of the city. Not having available lots is definitely hurting the community and local businesses in terms of attracting workforce to the area. The City has tried a number of options to address the shortfall in available housing with varying degrees of success. The City is desperate for new lots and therefore must take on a more proactive role in meeting the housing needs.

Currently, there are approximately 207 vacant residential single and two-family lots remaining in the city. Of those, only about 17 lots are what would be considered "Desirable Subdivision" lots. A "Desirable Subdivision" lot is defined as a fully served lot in a subdivision that has been created since 2000 and does not include owner-retained lots. Over the past three years, an average of 14 new single-family homes have been built each year, adding a total of 42 new single-family homes. While some of those homes have been built on older lots or lots that don't fit into the "Desirable Subdivision" definition, we are still in a position of having fewer than two years of inventory to meet the demand for new single-family development.

The available inventory on the Multiple Listing Service (MLS) has continued to drop. In the summer of 2018, there were 104 homes for sale on the MLS, of which, 64 homes did not have an offer. In the spring of 2021, there were only 62 homes on the MLS, of which only 14 of those homes did not have an offer. There are over 5,000 single family dwelling units in Marshfield. Having only 14 homes available for sale, and none above \$250,000 is a staggering low number of available homes.

A few subdivisions in Marshfield opened up between 2006-2008. In 2008, the housing market crashed, leaving developers that made that investment in a bind as they sat with a lot of money tied up in infrastructure that wasn't being developed. Since then, the costs for new infrastructure have increased significantly and local developers are generally not able to take on the substantial cost of infrastructure. Additionally, because of the risks, developers have a difficult time getting financing for such projects.

The City has identified property that has already been subdivided into 23 lots. The property is on the west side of the city and has historically been farmed. The City is proposing to acquire the property, install the infrastructure, and sell the lots individually. The City has presold 13 of the lots (agreement to purchase the lot and a \$5,000 holding fee paid upfront). Once the City owns the property and installs the infrastructure, lots will be sold and include a Development Agreement that requires the following:

- Closing on lots by June 1, 2022

- Must start construction by June 1, 2023 (the Common Council could grant extensions)
- Minimum of 1,700 square feet (above ground finished) for single story homes
- Minimum of 2,100 square feet (above ground finished) for two story homes
- Minimum attached two car garage
- Minimum total assessed value of \$300,000 or market value of \$400,000
 - Developer will be charged a one-time fee of \$100 per \$1,000 that the original full assessment value of the home and property is below \$300,000 (Example: If the assessed value of the home and land are only \$275,000, developer will be charged a one-time fee of \$2,500). This would recoup the lost tax revenue to the City over a 10-year period.
 - Assessment ratio is below 80%, so homes that are worth \$400,000 would likely be assessed closer to \$300,000. This would have an impact on the ROI for the project, however staff feels that requiring homes over \$400,000 would limit the market for lots in this subdivision.
- Full basements (unless Common Council grants an exception)
- Agreement shall transfer with the property

One of the primarily components of the REDI Plan was to address the housing needs of the County. The goal was to improve and increase affordable, safe, quality housing for those living in Wood County. While the proposed City Subdivision does not directly offer affordable housing, providing more lots to higher end homes will ultimately free up homes in the lower price level. Additionally, these will be safe and high-quality homes. As long as lot and home inventory remain low, there is little mobility for those seeking affordable housing. Increasing the inventory will ultimately have an impact on affordable housing. Higher end homes provide a quicker return on investment for this specific project, but the City does have plans to address starter and affordable homes with other programs in the near future.

Return on Investment

The return on investment in the following table is an estimate based on the following assumptions:

- Average lot and improvement value of \$300,000 for the new homes
- Five homes are built per year until full build-out
- Tax rates stay the same
- Utility and Wastewater fees stay the same
- The lots sell for an average of \$45,000 each

Return on Investment					
Partner	Contribution	Year 2021	Year 2027	Year 2031	Annually
EDB – Presale of the lots = (12 lots x \$45,000 per lot)	\$900,000.00	\$540,000.00	-	-	-
EDB – Sale of remaining lots = (8 lots x \$45,000 per lot)	-	-	\$360,000.00	\$900,000.00	-
City (Common Council) - Taxes collected by 2027 (ROI)	\$378,000.00	\$0.00	\$145,140.00	\$395,035.00	\$70,725.00
Wood County - Taxes collected by 2027 (ROI)	TBD	\$0.00	\$80,995.20	\$220,448.80	\$39,468.00
Marshfield Utility Commission - 23 new customers (ROI - Average Annual Residential Electric Bill - \$55.00)	\$40,000.00	\$0.00	\$2,700.00	\$7,668.00	\$1,242.00
Wastewater - 23 new customers (ROI - Average Annual Residential Sewer Bill - \$393.00)	\$73,000.00	\$0.00	\$19,650.00	\$55,806.00	\$9,039.00
EDB – Sale of remaining lots = (3 lots x \$45,000 per lot)	\$135,000.00	-	\$135,000.00	\$135,000.00	-
Total	\$1,526,000.00	\$540,000.00	\$743,485.20	\$1,713,957.80	\$120,474.00

*ROI is gross revenue that does not factor in costs of services.

Based on minimum assessed values, the tax base created for the property once built-out would be at least \$6,900,000. There is significant demand for lots at this time and we anticipate that the development would be full within the first six years. Based on that assumption and a conservative build-out rate of 5 homes per year, the estimated taxes generated for just Wood County in the first six years would be just over \$80,000. Once the subdivision is completely built out, the County would recoup nearly \$40,000 per year in taxes.

In addition to the tax base, staff wanted to point out other factors as to why adding 23 new homes to the area provides a benefit to Wood County and the community as a whole. Below is a list of examples of additional community benefits for the new subdivision (These dollar estimates are based on conservative averages and discussions with local builders and bankers. Actual amounts will vary.):

- 23 homes for those either moving into the area or moving out of a home that would be available for someone else.
- The average household income needed to pay for a \$400,000 home is over \$100,000 per year (assumes a 20% down payment). This is nearly double the average household income in Marshfield.
- Employers will have a better chance at recruiting top recruits if there are desirable places to live. This subdivision is on the west side of the city, near the Adler Road trail, within walking distance to the UWSP – at Marshfield campus, and in the Washington Elementary School area. Workforce is one of our biggest challenges in the city right now and anything we can do to address housing should improve recruitment chances.

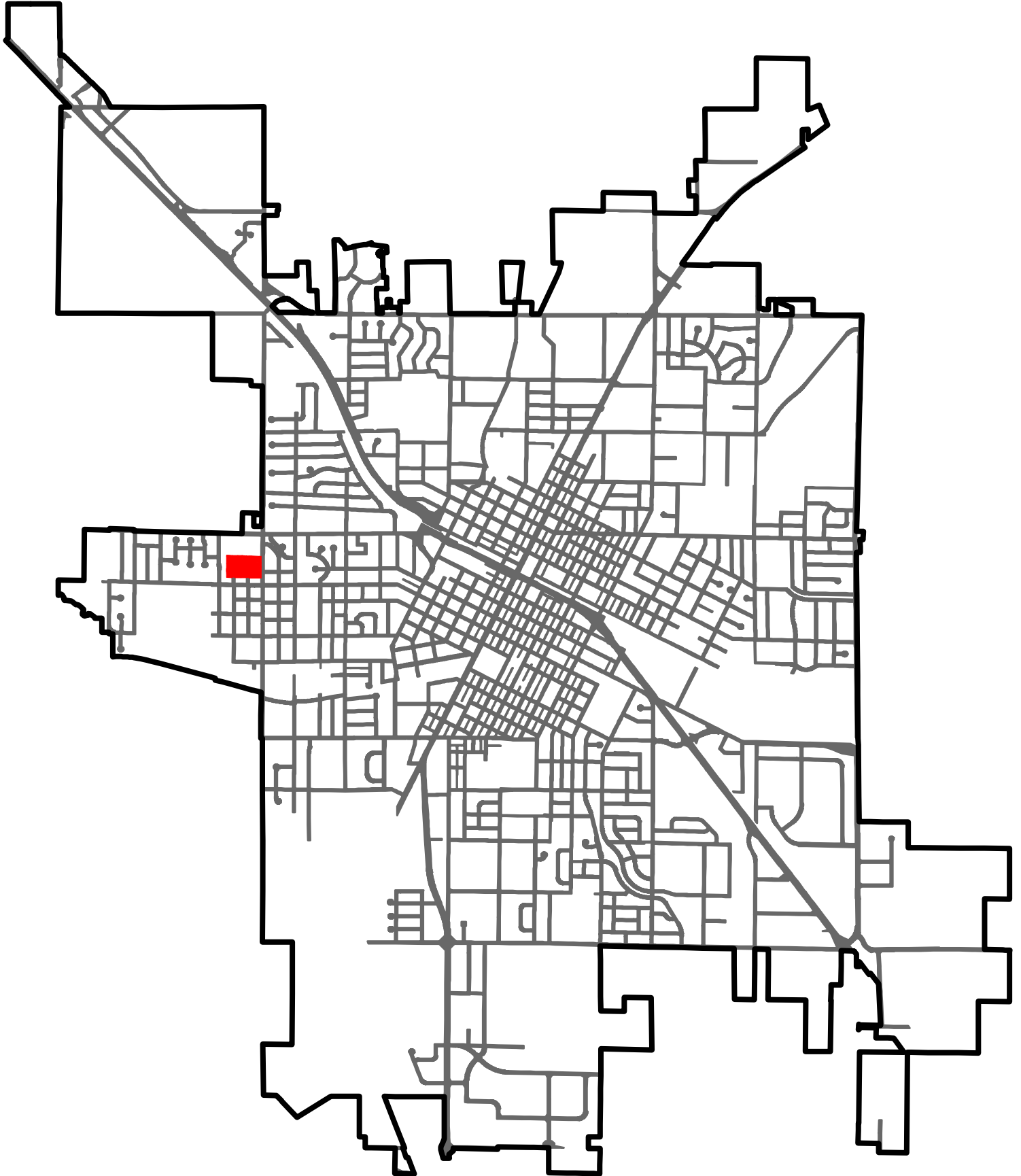
- In the Marshfield region, Marshfield Clinic Health System (MCHS) are onboarding 50 physicians/advanced practiced clinicians (APC) in 2021
 - Lowest salary range for these positions is in the upper \$200k
 - They have had 277 new hires of other support staff in 2021
- The subdivision will add 23 new utility customers. The City will be paying approximately \$75,000 to install the electrical service to the subdivision.
- A \$400,000 home will generate an estimated \$60,000 in payroll, income, and sales taxes per home (\$1,380,000 total) for the builders.
- Each home would have an estimated \$140,000 for local subcontractors such as electrical, plumbing, concrete, landscaping, and HVAC (3,220,000 total for the subdivision).
- Approximately 50% of the cost of each home will be in material costs (\$4,600,000 total for the subdivision).
- Outfitting a new home with new furniture and appliances costs an estimated \$12,000 per home (\$269,000 total for the subdivision)
- Estimated tax base created is \$6,900,000 (minimum assessed value – market value would be over \$9,000,000) after build-out, generating the following taxes annually:
 - \$70,000 - City
 - \$65,000 - School District
 - \$39,000 - County
 - \$7,500 - Technical School
 - \$181,500 - Total
- Lenders could get \$3,000-\$6,000 in fees for each home where lending was involved (\$69,000 - \$138,000 total).

These numbers do not include any multiplier effect as dollars that are earned in the community are spent in the community. Overall, there is a significant financial and community benefit to opening up the City Subdivision. There will be an increase in tax base, additional sales tax revenue, addition of temporary jobs for skilled labor, sales for local material suppliers and retail stores, revenue for local financial institutions, and increase in recruitment opportunities. Additionally, having a new subdivision in the community signifies Marshfield is growing.

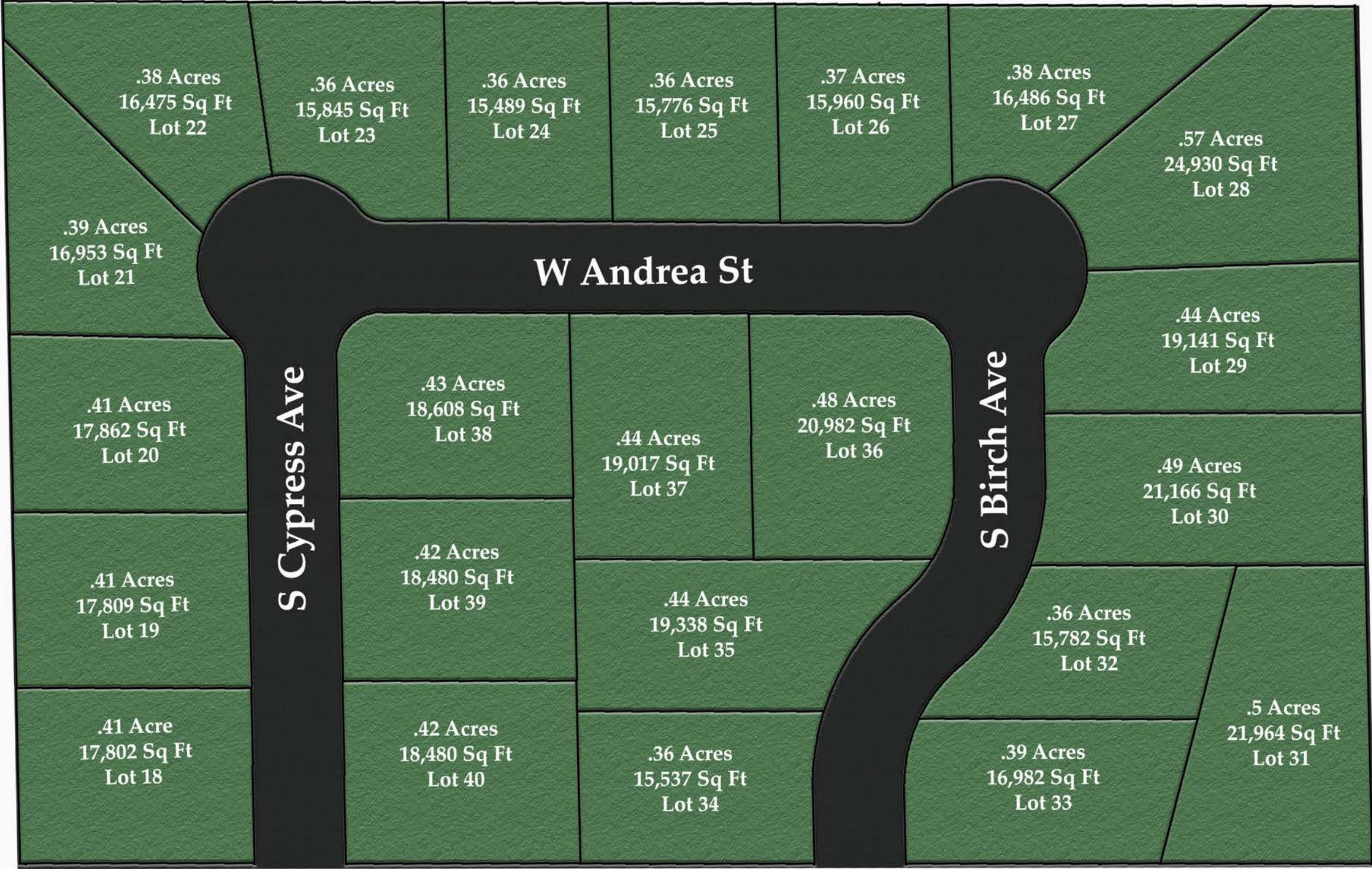
The City's current investment, based on established assumptions, would be about \$378,000. The Return on Investment for the City in the first 6 years is estimated at approximately \$145,000. Over 10 years is estimated at \$395,000 (with the above assumptions). Any contribution from Wood County would help to reduce the overall cost to the City.

The Economic Development Board is respectfully requesting a total of \$80,000 (\$40,000 per year for two years) from the CEED Committee to assist with the City Subdivision project.

Daniel's Addition Subdivision Location Map



0 0.375 0.75 1.5 Miles





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Mailing Address: 207 W 6th St, Marshfield, WI 54449

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: www.ci.marshfield.wi.us

Organization Telephone: 715-486-2075

Contact Person/Title: Josh Miller, Development Services Director

Contact Person Telephone: 715-486-2075 Email: josh.miller@ci.marshfield.wi.us

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

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(If you require additional space, attach separate sheet.)

Please see attached document for narrative Housing Economic Impact for Marshfield.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

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Please see attached document for narrative.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services	\$10,000	\$78,000	MACCI Business Development Director, Action Plan
			Main Street, WFP, Façade, Makerspace
Misc. or Other		\$132,158	
Total	\$10,000	\$210,158	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

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Request Overview Narrative – Housing Economic Impact for Marshfield

Housing is a critical factor in economic development. The lack of housing can be a detriment in attracting critical workforce to the area. Over the past few years, Marshfield has been experiencing a shortage of housing options, specifically single-family housing. As budgets become tighter, municipalities have an obligation to ensure investments they make in the community have a return on investment for the taxpayers.

Recently, due to a critically low inventory of available single-family lots, the City of Marshfield has made a commitment to invest in infrastructure to open up 23 residential lots on the west side of the city. While that was an important first step in addressing the lot shortage, the City will likely have to continue to make investments in infrastructure for new housing to keep up with the demand. The past four years, there have been an average of 14 single-family homes constructed annually. For the City to continue to support investments in housing, it is important for the Common Council to understand the local economic impact of new housing developments.

The Economic Development Board is proposing to commission a study in the economic impact of new homes in the City of Marshfield. Similar studies have been done by the National Association of Home Builders years ago for larger metropolitan areas, but the studies are outdated and don't account for development and material costs in our area.

One of the primary components of the REDI Plan was to address the housing needs of the County. The goal was to improve and increase affordable, safe, quality housing for those living in Wood County. The proposed study will help demonstrate the economic impact that type of housing will have for the City of Marshfield.

Return on Investment

While this study won't directly provide a return on investment, determining the economic impact of a new housing development in the City will help the elected officials understand the need to support future investments in housing. Providing affordable, safe, and quality housing is vital for a community to continue to grow. Understanding the economic impact of housing is necessary to illustrate that an investment in housing is a justifiable investment to the taxpayers. If the study is completed, the data collected in this analysis could be used by other communities in Wood County and the region as they look to address their own housing needs.

The Economic Development Board is respectfully requesting \$10,000 from the CEED Committee to complete an economic impact analysis of building 100 new single-family homes in the Marshfield area.



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Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

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Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Marshfield Economic Development Board

Mailing Address: 207 W 6th St, Marshfield, WI 54449

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: www.ci.marshfield.wi.us

Organization Telephone: 715-486-2075

Contact Person/Title: Josh Miller, Development Services Director

Contact Person Telephone: 715-486-2075 Email: josh.miller@ci.marshfield.wi.us

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Please see attached document for narrative – Lake Economic Impact for Marshfield.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Please see attached document for narrative.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services	\$15,000	\$78,000	MACCI Business Development Director, Action Plan
			Main Street, WFP, Façade, Makerspace
Misc. or Other		\$132,158	
Total	\$15,000	\$210,158	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**

Request Overview Narrative – Lake Economic Impact for Marshfield

Marshfield is one of a few communities its size in Wisconsin that does not have any significant natural body of water. Water can be an important factor in being able to attract workforce to the community. A number of executives at some of our largest employers do not live in the Marshfield area. Having a nearby lake would provide opportunities to attract top-notch recruits to the area and encourage people to spend more time and money in Marshfield and the region. The desire for a lake has come up quite a bit in the past few years and about 7 years ago, the City worked with students from UWSP on a class project to determine the feasibility of a lake. The students identified a few potential locations in Wood County and a cost estimate.

The City of Marshfield's Economic Development Board (EDB) is proposing to commission a study to determine the economic impact of a man-made lake in the Marshfield area. A new lake has the potential to provide significant recreational and tourism opportunities, increase tax base, increase in recruitment for local businesses, and add more options for new housing. This request is to develop the overall economic analysis and impact a lake would have on Wood County and the Marshfield area.

One of the primary components of the REDI Plan was to address the housing needs of the County. The goal was to improve and increase affordable, safe, quality housing for those living in Wood County. While the proposed City Subdivision does not directly offer affordable housing, providing more lots to higher end homes will ultimately free up homes in the lower price level. Additionally, these will be safe and high-quality homes. As long as lot and home inventory remain low, there is little mobility for those seeking affordable housing. Increasing the inventory will ultimately have an impact on affordable housing. Higher end homes provide a quicker return on investment for this specific project, but the City does have plans to address starter and affordable homes with other programs in the near future.

Understanding the economic impact of a lake is the first step towards the development of that lake. One of the core initiatives in the REDI Plan is to establish Wood County as a vibrant and diverse community to live, grow, work, and play. What better way to address that overall initiative than explore what the impact would be of a new area such as a lake that would be another way to attract people to the area to live, grow, work, and play.

Return on Investment

While this study won't directly provide a return on investment, determining the economic impact of a new lake in the area will lend support in future studies as to the feasibility of a new lake and a specific site for the lake. If it's a feasible project in the future, depending on the cost and timeframe of development, the return on investment could be significant. The study would help us assess overall economic impact a new lake would have and that would help to determine the future return on investment. This would likely lead to a future study as to the feasibility of a lake.

The Economic Development Board is respectfully requesting \$15,000 from the CEED Committee to complete an economic impact analysis of creating a new lake in the Marshfield area.



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

*Questions regarding eligible funding or this application should be directed to:
Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us*

All applications are due by 4:30pm on July 9th, 2021.
Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: City of Pittsville
Mailing Address: P.O. Box 100, Pittsville, WI 54466
Click here to enter text.
Street Address (if different): 5318 First Avenue
Web Site: pittsvillewi.com
Organization Telephone: 715-884-2422
Contact Person/Title: Tami Hahn, City Clerk/Treasurer
Contact Person Telephone: 715-884-2422 Email: cofpitts@tds.net

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

The City of Pittsville is asking to continue the collaboration with Wood County to maintain and enhance our quality of life and strengthen economic development in the County.

Our funding request will support our successful residential building incentive program which began on January 1, 2019 to address the housing needs. Our incentive strategy promotes development of new housing.

Please reference the attached incentive explanation.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

County funding would allow our incentive program to grow and be able to provide additional residential units in the city. This in turn grows the tax base for both the city and Wood County.

Overall, a larger tax base means a lower tax rate which will enhance economic development.

2019 & 2020 were very successful. Then the COVID pandemic hit and the building market came to a standstill. We feel that the “great migration” will happen soon and building market will rebound strong with pent up demand due to COVID.

See attached.

Funding Request Summary – Program/Project
(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			\$25,000 from '20 WC Grant.
Misc. or Other			Awarded not received \$25,000 from '21 WC Grant.
Total	\$30,000.00	\$103,137.12	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting *Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us*

BUILDING INCENTIVES IN THE CITY OF PITTSVILLE

(Approved at the August 20, 2018, September 18, 2018, October 16, 2018 and March 19, 2019 council meetings)

Parcel #31-00666, City owned Lot on Fourth Street

The city currently owns a residential lot, #31-00666, “City of Pittsville S27 T 23 R3E Iverson’s Park Lane Add Lot 2. The City would donate this lot for a single-family home or a duplex to be built. (104’ x 132’)

A \$5000 duplex incentive is available ONLY for this particular lot currently owned by the city. Not eligible for this incentive if built on any other lot. Paid out after substantial completion is determined. Maybe eligible for the building incentive with CDA. (TBD by CDA)

A rear yard fence is required if a duplex is built.

The single-family home or duplex must be built within one year of lot ownership.

The home/duplex must be completed within one year from the commencement of construction.

A basement is not required.

A minimum of three bedrooms for a single-family home.

Spec Home Development Agreement

The city would donate an additional lot, maximum lot cost is \$15,000 and the lot must be within the TIF District.

A “Spec Home Development Agreement” is ONLY available to commercially licensed contractors to build a spec home. Qualifying lots must be within the TIF District.

\$35,000.00 in “seed” money is available ONLY to commercially licensed contractors to build a spec home within the TID BOUNDRIES. The “seed” money will be interest free until the house sells (at that time the \$35,000 is due back to the city) or up to two years from when the house is finished but doesn’t sell, if over two years, the seed money is due back to the city plus interest at the rate of prime +1%.

The home must be built within one year of receiving the “seed” money.

The home must be completed within one year from the commencement of construction.

A basement is not required. A minimum of three bedrooms.

Not eligible in conjunction with the other incentives listed.

BUILDING INCENCTIVE WITH THE CDA

On October 16, 2018, the council agreed to partner with the CDA to provide anyone interested in building a new home within the City of Pittsville. The incentive is 4% of the assessed value up to \$150,000 and 3% for above \$150,000 with a maximum of \$6000. The city will cover half and the CDA will cover half of the total incentive. Incentive is paid out after substantial completion is determined. This incentive maybe eligible in combination with the city owned lot on Fourth listed above. (TBD by CDA)

Completed - City
gained 2 Duplexes.

DEMOLITION INCENTIVE WITH NEW STRUCTURES

Parcel specific to 31-00416, 31-00404, 31-00396A and 31-00044.

\$6,000 When demolition is complete, to grade and flat.

Up to \$6,000 towards the new structure when complete.

“Up to” means 4% of assessed value up to \$150,000 and 3% for above \$150,000 with a maximum incentive payout of \$6000, payable upon the determination of substantial completion.

Estimated Projections for City of Pittsville's Building Incentive Grant				
Assessed Values on lots given Building Incentives				
No considerations for TID Values				
2020 Tax Rates were used Constant thru 2024				
Values do not speculate additional homes other than the proposed duplexes in 2021				
Parcel #		January 2020 Values		
Rademan 1st Spec 31-00742		\$ 216,900.00		
31-00011B		\$ 297,300.00		
31-00723		\$ 109,600.00		
31-00747		\$ 15,700.00		
31-00746		\$ 15,700.00		
31-00666 (Duplex)		\$ 2,400.00		
31-00665 (Duplex)		\$ 10,000.00		
Rademan 2nd Spec 31-00730		\$ 14,900.00		
31-00672 (Duplex)		\$ 9,200.00		
	TOTAL	\$ 691,700.00		
Parcel #		January 2021 Values		
Rademan 1st Spec 31-00742		\$ 220,700.00		
31-00011B		\$ 297,300.00		
31-00723		\$ 227,700.00		
31-00747		\$ 250,200.00		
31-00746		\$ 303,500.00		
31-00666 (Duplex)		\$ 82,000.00		
31-00665 (Duplex)		\$ 10,000.00		
Rademan 2nd Spec 31-00730		\$ 194,600.00		
31-00672 (Duplex)		\$ 9,200.00		
	TOTAL	\$ 1,595,200.00		
Parcel#		January 2022 Values		
Rademan 1st Spec 31-00742		\$ 220,700.00		
31-00011B		\$ 297,300.00		
31-00723		\$ 232,700.00		
31-00747		\$ 250,200.00		
31-00746		\$ 303,500.00		
31-00666 (Duplex)		\$ 250,000.00		
31-00665 (Duplex)		\$ 250,000.00		
Rademan 2nd Spec 31-00730		\$ 216,900.00		
31-00672 (Duplex)Darr		\$ 9,200.00		
31-00106C Peters		\$ 200,000.00		
	TOTAL	\$ 2,230,500.00		
	Jan-23	\$ 2,230,500.00		
	Jan-24	\$ 2,230,500.00		

	With the assessed values from the previous page we estimated the tax revenue to be:			
	(Used the 2020 tax rates as a constant)			
	\$25,000 Initial Investment		\$103,000 Initial Investment	None
	Wood County at \$4.89/thousand		Local at \$9.39/thousand	School @ \$8.66/thousand
2020	\$ 3,382.42		\$ 6,495.06	\$ 5,990.12
2021	\$ 7,800.53		\$ 14,978.93	\$ 13,814.43
2022	\$ 10,907.15		\$ 20,944.40	\$ 19,316.13
2023	\$ 10,907.15		\$ 20,944.40	\$ 19,316.13
2024	\$ 10,907.15		\$ 20,944.40	\$ 19,316.13
Totals	\$ 43,904.40		\$ 84,307.19	\$ 77,752.94
	76% recovery			
	Values are estimated without any TID considerations, our TID terminates in 2022.			
	The city has paid out \$118,500 in incentive funds in 2019 & 2020.			
	Original estimated tax rates were higher.			
	From 2019 to 2020 tax rates decreased:			
	County by \$1.06/thousand			
	Local by \$3.28/thousand			
	School by \$1.64/thousand			

CITY OF PITTSVILLE							
BUILDING INCENTIVE FUNDS							
2019							
City funds to start account			\$103,000.00				
Paid Out Incentives				-\$53,000.00			
Reimb from sold Spec Home			\$35,000.00				
2020							
Paid Out Incentives				-\$65,500.00			
W/C Grant Received			\$25,000.00				
Reimb from 2nd sold Spec Home			\$35,000.00				
2021							
Estimated Paid Out Incentive				-\$50,000.00	if 3rd spec home is built in the fall		
W/C granted awarded not received			\$25,000.00				
Estimated EOY balance			\$54,500.00				



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

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Applicant Organization: City of Pittsville

Mailing Address: P.O. Box 100, Pittsville, WI 54466

Click here to enter text.

Street Address (if different): 5318 First Avenue

Web Site: pittsvillewi.com

Organization Telephone: 715-884-2422

Contact Person/Title: Tami Hahn, City Clerk/Treasurer

Contact Person Telephone: 715-884-2422 Email: cofpitts@tds.net

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

The City of Pittsville would like to partner with Wood County to replace our current traditional marquee sign with an 8' x 10' LED Message Board. Currently the letters need to be manually inserted. They are plastic and most are cracked and becoming unusable. The messages are changed a few times per month. Upgrading to a programmable digital sign will allow multiple messages per day, increasing the effectiveness. An LED digital sign will allow for Day of Advertising, increasing marketing opportunities for area businesses and organizations. We will be able to inform residents and nonresidents alike that the city is a vibrant and diverse community to live, grow, work and play within Wood County.

See attached sheet.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Included in attached sheet.

Funding Request Summary — Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – <i>e.g. grants, volunteers, donations</i>
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			The city has built the brick surround, installed
Misc. or Other			electricity and pays monthly power bills.
Total	\$20,000.00	\$6,000.00	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**

LED Message Board

The City of Pittsville would like to partner with Wood County to replace our current traditional marque sign with an 8' x 10' LED Message Board. Currently the letters need to be manually inserted. They are plastic and most are cracked and most are becoming unusable. The messages are changed a few times per month. Upgrading to a programmable digital sign will allow multiple messages per day, increasing the effectiveness. An LED digital sign will allow for Day of Advertising, increasing marketing opportunities for area businesses and organizations. We will be able to inform residents and nonresidents alike that the city is a vibrant and diverse community to live, grow, work and play within Wood County.

The comparison is staggering. The existing marque offers, on average, one message per week. With the upgraded LED sign, a person can read a new message every 5 seconds, the capacity to deliver 720 messages per hour or 120,960 per week. The approach to the sign has approximately 14 seconds of optimal viewing, giving the potential of 3 messages per vehicle.

- Supports branding efforts (Wood County REDI Plan)

A digital sign will be able to use graphics, as opposed to just text. Messages that include logos/brands are more effective. Branding is important for creating an awareness of what Wood County has to offer to a broader region, driving an increase in demand for housing and commercial opportunities.

- Promotes the Arts, cultural assets and entertainment (Wood County REDI Plan)

The increase in messaging capacity will be used to highlight the arts, cultural assets and entertainment in and around Pittsville. Increased awareness and participation will benefit the quality of life in Wood County which drives desirability to live, work and do business in the county.

- Supports Recreation and Tourism (Wood County REDI Plan)

Pittsville is centrally located in the Yellow River Recreational Corridor and already promotes many of the surrounding recreational assets on our website. Effective messaging will be used to better promote these assets and events, particularly at Lake Dexter, North Wood and Powers Bluff County parks as well as ATV, snowmobile, biking and hiking trails. With roughly 10,000 overnight stays in North Wood and Lake Dexter County Parks, an increase in effective marketing will capture more tourism dollars, sales tax and demand for commercial real estate.

- Supports Local businesses (Economic Development-Wood County REDI Plan)

Besides being a place that local businesses will be able to advertise, the sign's ability to increase engagement and use of community events and recreational assets will increase the number of people attracted to Pittsville. Those increased numbers will pay additional sales tax and increase the demand of commercial real estate, generating additional property tax revenue for the county

Highway counts of roughly 4000 vehicles per day with nearly 3,000 of those being vehicle passing through the area makes Highway 80 an important north/south corridor that passes through Pittsville. The next nearest north/south highway to the west is nearly 40 miles away (Hwy 12) and to the east is 15 miles away in Wisconsin Rapids. Additionally, Hwy 80 through Pittsville is roughly 40 miles from either

Interstate Highway (94 and 39) making State Hwy 80 an important middle route for travel “up north” destinations.

The City of Pittsville is working with North Central Wisconsin Regional Planning Commission on an outdoor recreational plan. The first phase, a recreational survey, is nearly complete with an outstanding response of over 220 surveys completed. People care about outdoor recreation in the Pittsville area.

We are working on associated fees for commercial advertising and citizen messaging. This will generate a revenue stream to aid in maintenance.

Modernizing and beautifying the main road through Pittsville creates the message that Pittsville is a prosperous small community making it more attractive to potential residents and businesses. A willingness to embrace new technology will be particularly attractive to younger families looking to locate to a small community.









8101 International Dr, Wausau, WI 54401 | 715-842-0402 | www.graphichouseinc.com

PROPOSAL

Proposal #: 27068

Proposal Date: 07/02/21
 Customer #: CRM015161
 Page: 1 of 5

SOLD TO:	JOB LOCATION:
CITY OF PITTSVILLE P.O. BOX 100 5318 FIRST AVENUE PITTSVILLE WI 54466	CITY OF PITTSVILLE P.O. BOX 100 5318 FIRST AVENUE PITTSVILLE WI 54466 REQUESTED BY: DENNIS TODD

Graphic House, Inc. (HEREINAFTER CALLED THE "COMPANY") HEREBY PROPOSES TO FURNISH ALL THE MATERIALS AND PERFORM ALL THE LABOR NECESSARY FOR THE COMPLETION OF:

QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	QUOTE #22294-A Single face non-lit letters on a rail and EMC in existing structure, routed 1/4" aluminum copy 14 3/4" "PITTSVILLE", painted with vinyl, 4" bottom mounting tube, install one 47 1/4" x 113 3/8" EMC (separate price for EMC) aluminum filler panels on sides and bottom, formed aluminum back panel, 3" lower base cap, sign is mounted on existing brick base, remove and dispose of old cabinet, field verify included, manufactured and installed		
1	QUOTE #22294-EMC (1) single face EMC message center, 3'-11 1/4" x 9'-5 3/8" unit, 10.0mm RGB 120 x 288 matrix, cell modem connection, manufactured. 5 years parts and 1 year labor warranty for digital message center.		

TOTAL PROPOSAL AMOUNT: \$28,700.00

TERMS: 75.0% DOWN, NET 30 DAYS UPON COMPLETION, 4% CONVENIENCE FEE ON CREDIT CARD PAYMENTS.
 (INTEREST OF 1.5% PER MONTH WILL BE ADDED TO PAST DUE ACCOUNTS)

THIS PRICE DOES NOT INCLUDE ELECTRICAL HOOKUP, PERMITS, ENGINEERING OR TAX UNLESS SPECIFICALLY STATED.

WHO OWNS PROPERTY THE SIGN WILL BE INSTALLED ON? _____

PART OF THIS PROPOSAL REQUIRES THE CUSTOMER TO FILL OUT A CREDIT APPLICATION (SEE ATTACHED).

ALL SIGNS ARE WIRED AT 120 VOLTS UNLESS THE CLIENT IDENTIFIES OTHERWISE IN WRITING.

ALL WARRANTIES WILL BE NULL AND VOID IF FINAL INVOICE IS NOT PAID IN FULL WITHIN 45 DAYS FROM INVOICE DATE.

CHECKS RETURNED FOR NON-SUFFICIENT FUNDS WILL BE SUBJECT TO AN ADDITIONAL \$50.00 FEE.

ELECTRICAL TO SIGNAGE IS NOT PART OF THIS QUOTE. FINAL ELECTRICAL HOOK UP IS CLIENTS RESPONSIBILITY. ALL SIGNS WIRED TO UL SPECIFICATIONS, UNLESS OTHERWISE NOTED.

COMPANY INITIALS _____

CUSTOMER INITIALS _____

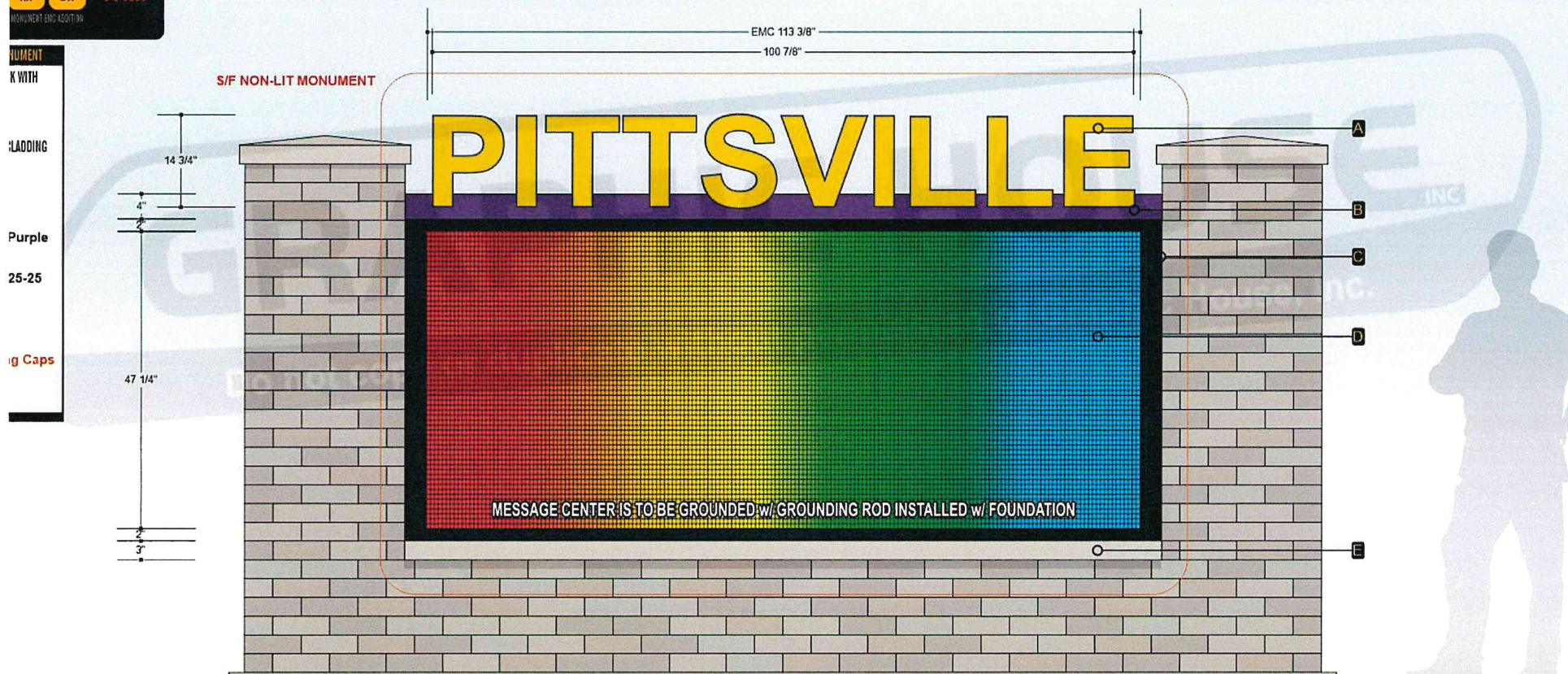
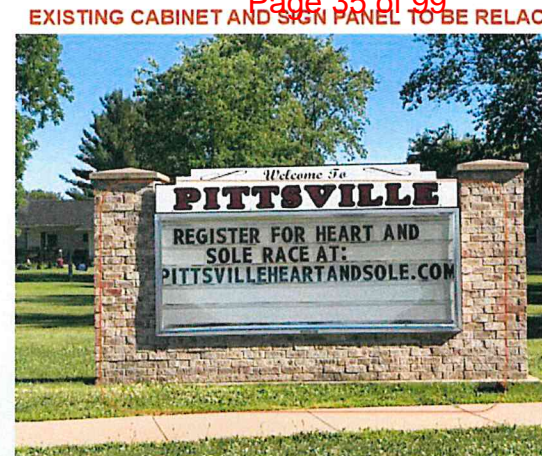
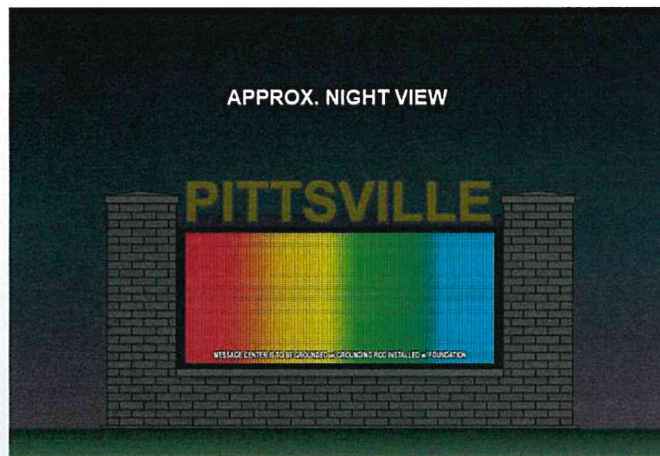
GRAPHIC HOUSE
SIGN FIRM

1976 ★ ★ ★

715-842-0402
www.graphichouseinc.com

QUOTE NUMBER 22294-B	JOB NUMBER XXX
PROJECT NUMBER XX	DESIGNER BR
REVISION 0-0-0000	

MONUMENT END ADDITION



IN WHICH THE SIGNAGE IS TO BE INSTALLED, THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

THIS IS AN ORIGINAL DESIGN CREATED BY GRAPHIC HOUSE, INCORPORATED. THE SUBMITTED DESIGN IS ORIGINAL AND IS PROTECTED UNDER COPYRIGHT LAWS OF THE UNITED STATES. YOU AGREE NOT TO COPY, PHOTOGRAPH, MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU OR ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF GRAPHIC HOUSE, INC. A DESIGN FEE OF NOT LESS THAN \$5000 WILL BE CHARGED BY ANYONE WHILE IN YOUR POSSESSION. THIS DOES NOT EXCLUDE ADDITIONAL COMPENSATION THAT MAY BE AWARDED DUE TO COPYRIGHT INFRINGEMENT.

RELEASE AUTH:

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EXISTING CABINET AND SIGN PANEL TO BE RELAC

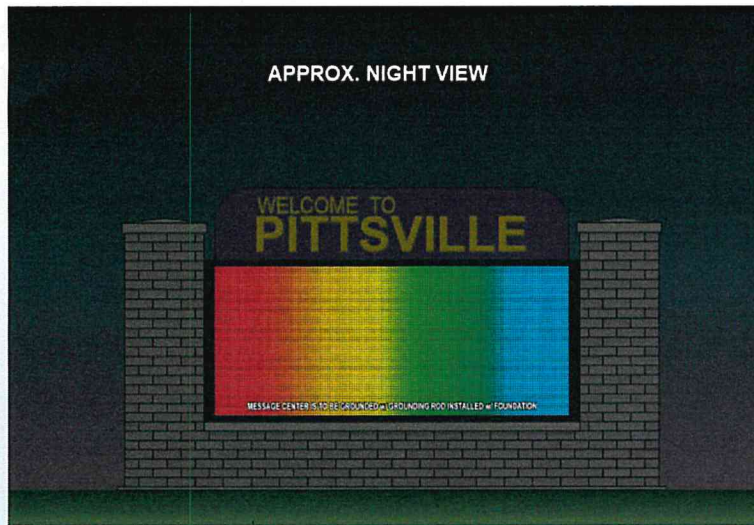
GRAPHIC HOUSE
SIGN FIRM

1976 ★ ★ ★

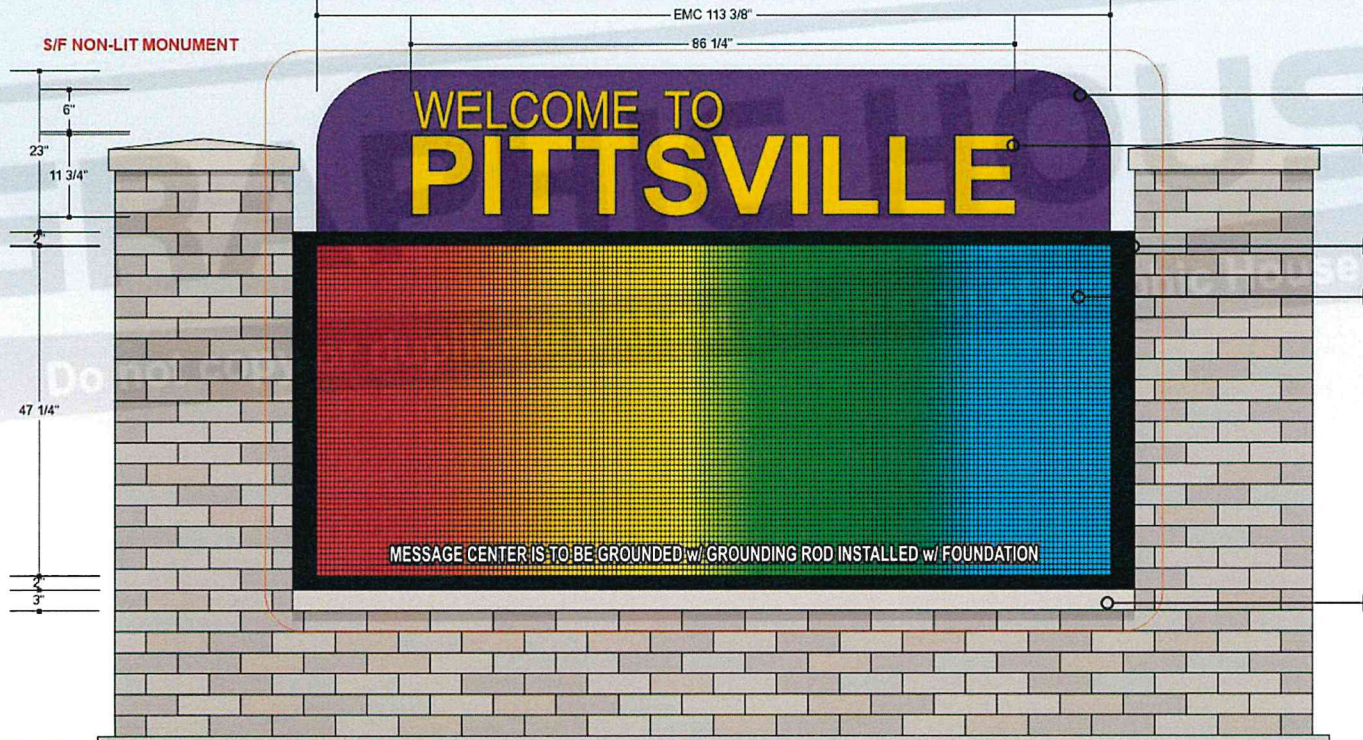
715-842-0402
www.graphichouseinc.com

QUOTE NUMBER 22294	JOB NUMBER XXX
PROJECT XX	DESIGNER BR
BY VISITOR 0-0-0000	

REVISIONS: 000000



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IN WHICH THE SIGNAGE IS TO BE INSTALLED, THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

IS AN ORIGINAL DESIGN CREATED BY GRAPHIC HOUSE, INCORPORATED. THE SUBMITTED DESIGN IS ORIGINAL AND IS PROTECTED UNDER COPYRIGHT LAWS OF THE STATES, TITLE 17 UNITED STATES CODE. YOU AGREE NOT TO COPY, PHOTOGRAPH, MODIFY OR SHARE DIRECTLY OR INDIRECTLY ANY OF THE FOREGOING HELD BY YOU AT ANY THIRD PARTY TO DO ANY OF THE FOREGOING WITHOUT THE WRITTEN CONSENT OF GRAPHIC HOUSE, INC. A DESIGN FEE OF NOT LESS THAN \$5000 WILL BE PAID BY ANYONE WHILE IN YOUR POSSESSION. THIS DOES NOT EXCLUDE ADDITIONAL COMPENSATION THAT MAY BE AWARDED DUE TO COPYRIGHT INFRINGEMENT.

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DEPOSIT INVOICE

Invoice #: DP27068

Inv Date: 07/02/21
Customer #: CRM015161
Page: 4 of 5

SOLD TO:	JOB LOCATION:
CITY OF PITTSVILLE P.O. BOX 100 5318 FIRST AVENUE PITTSVILLE WI 54466	CITY OF PITTSVILLE P.O. BOX 100 5318 FIRST AVENUE PITTSVILLE WI 54466 REQUESTED BY: DENNIS TODD

ORDERED BY	PO NUMBER	SALESPERSON	ORDER DATE	PAYMENT TERMS	DUE DATE
DENNIS TODD		MATT WOLLER	07/02/21	75.0% Due Upon Receipt	09/30/21

QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	QUOTE #22294-A Single face non-lit letters on a rail and EMC in existing structure, routed 1/4" aluminum copy 14 3/4" "PITTSVILLE", painted with vinyl, 4" bottom mounting tube, install one 47 1/4" x 113 3/8" EMC (separate price for EMC) aluminum filler panels on sides and bottom, formed aluminum back panel, 3" lower base cap, sign is mounted on existing brick base, remove and dispose of old cabinet, field verify included, manufactured and installed		
1	QUOTE #22294-EMC (1) single face EMC message center, 3'-11 1/4" x 9'-5 3/8" unit, 10.0mm RGB 120 x 288 matrix, cell modem connection, manufactured. 5 years parts and 1 year labor warranty for digital message center.		
TOTAL PROPOSAL AMOUNT			\$28,700.00
*** FINAL INVOICE AMOUNT MAY VARY UPON COMPLETION ***			
PLEASE PAY THIS DEPOSIT AMOUNT:			\$21,525.00



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: City of Pittsville

Mailing Address: P.O. Box 100, Pittsville, WI 54466

Click here to enter text.

Street Address (if different): 5318 First Avenue

Web Site: pittsvillewi.com

Organization Telephone: 715-884-2422

Contact Person/Title: Tami Hahn, City Clerk/Treasurer

Contact Person Telephone: 715-884-2422 Email: cofpitts@tds.net

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

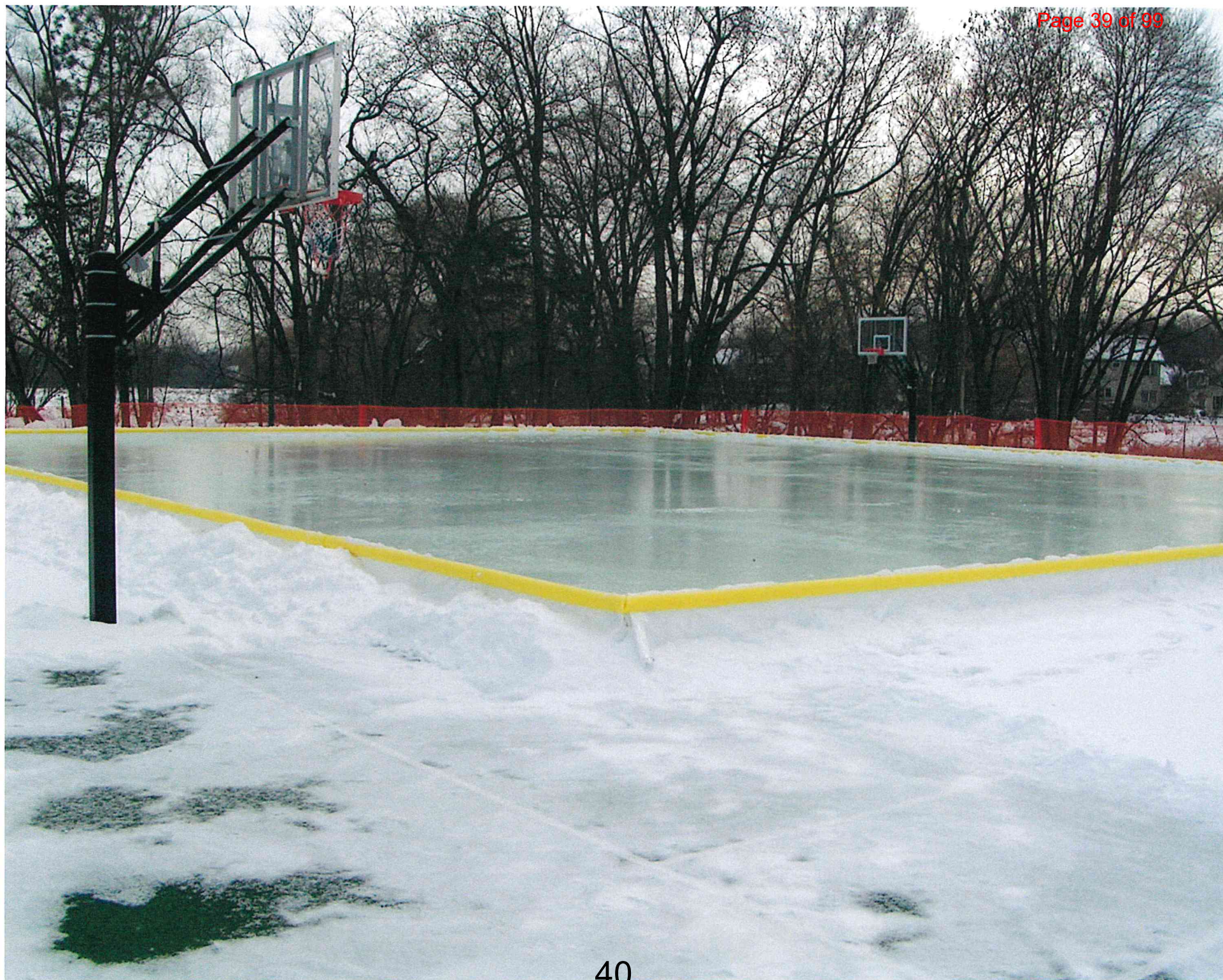
<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Provide an outdoor recreational Skating Rink, open shelter, planter and fencing.

Not only will this add outdoor recreation, it will improve visual interest to the currently underdeveloped green space downtown.

Wood County has found that participation in outdoor recreation can lead to a better quality of life, retaining and attracting residents and visitors. Physical and mental health can be improved by recreating outdoor spaces.



Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Developing outdoor recreation will grow the economy and strengthen the quality of place in Central Wisconsin. You cannot get closer to "Central Wisconsin" than Pittsville, the exact Geographical Center!

Downtown business surrounds the skating rink location. Business will grow by bringing activities in for people to do.

Funding Request Summary — Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			Asking for donations.
Misc. or Other			See the brief cost Attachment.
Total	5000.00	15,800.00	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**

Green Space Enhancement

2020 Installed planter for \$1,400

Proposing for future installment:

Open Shelter \$5,000

Cement Slab for open shelter \$2,000

Fencing behind Shelter \$1,300

Skating Rink \$3,500

Water, Labor, Maintenance \$4,000

Total Estimate \$15,800

6/15/2021

Outsunny 13' x 11' Wooden Gazebo Canopy Outdoor Sun Shade Shelter w/ Steel Roof Solid Wood Black & Natural | Aosom

OUTDOOR SUMMER SALE / Up to 60% off + New Subscriber 10% off

SHOW NOW >

Aosom

Search by name or SKU

Sale

Gazebo Outsunny Chicken coop Shed Pergola

Home Goods

Health & Beauty

Outdoor

Pet Supplies

Sports

Tools

Toys & Hobbies

Home > Outdoor > Outdoor Shade > Gazebos

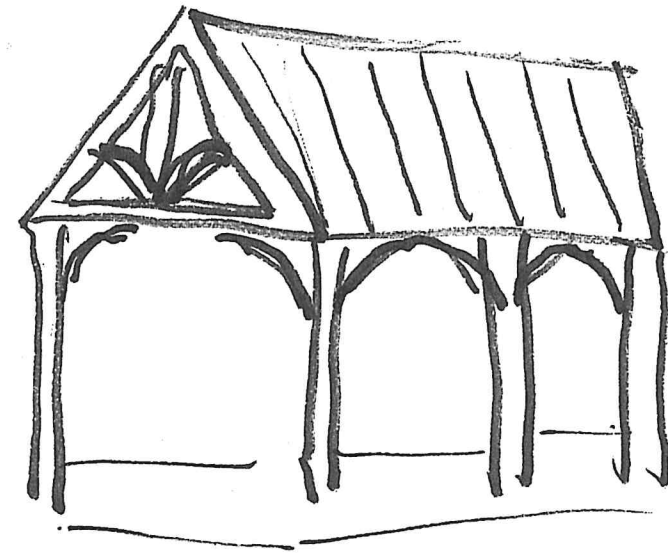
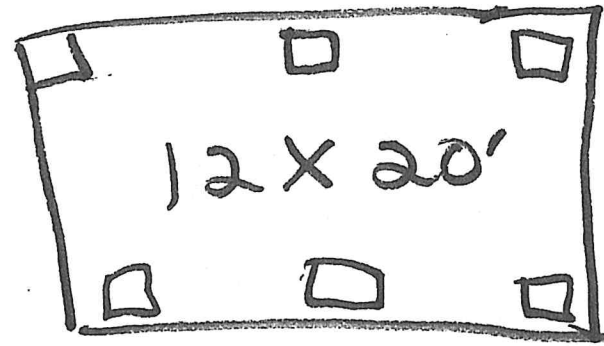


12' x 20'



Outsunny 13' x 11' Wooden Outdoor Patio Gazebo Canopy with Solid Wood Frame, Water & Sun Resistant Slanted Roof

nice link



Cement Slab
Printed concrete - Brown
Copper colored roof @ overhang
Curved brackets + curved
Side Arches in gable end.

Chris Buchanan — Pittsville
715-498-2913



Wood County Planning & Zoning Office
 Courthouse - 400 Market Street
 P.O. Box 8095
 Wisconsin Rapids, WI 54495-8095
 Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30 pm on July 9th, 2021.

Completed applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Heart of Wisconsin Chamber of Commerce

Mailing Address: 1120 Lincoln Street, Wisconsin Rapids, WI 54494

Click here to enter text.

Street Address (if different): [Click here to enter text.](#)

Web Site: wisconsinrapidschamber.com

Organization Telephone: 715-423-1830

Contact Person/Title: Angel Whitehead, President

Contact Person Telephone: 715-422-4861 Email: president@wisconsinrapidschamber.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach a separate sheet.)

[illegible]

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full-time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

Funding Request Summary – Program/Project

(If you require additional space, attach a separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – <i>e.g. grants, volunteers, donations</i>
	Requested Funding	Total Organization	
Wages & Benefits	\$0.00	\$98,00.00	\$98,000.00
Office Supplies & Expenses	\$0.00	\$10,000.00	\$10,000.00
Professional Services	\$8,000.00	\$65,000.00	\$73,000.00
Conferences & Dues	\$2,500.00	\$17,600.00	\$20,100.00
Marketing	\$8,500.00	\$15,500.00	\$24,000.00
Misc. or Other	\$500.00	\$2,000.00	\$2,500.00
Total	\$19,500.00	\$208,100.00	\$227,600.00

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us**

Attachment #1 - Request Overview

Through partnerships and coordinated efforts, the Heart of Wisconsin Incubator (Foundation) and the Heart of Wisconsin Chamber of Commerce respectfully request \$19,500.00 to continue to enhance the economic development mission for Wood County. The goal of a developed a diverse and sustainable economy in Wood County aligns with the mission for the Heart of Wisconsin.

Our mission at the Heart of Wisconsin is to strengthen the economy and enhance quality of place. We promote and encourage growth in the southeast area, which includes many communities such as Nekoosa, Grand Rapids, Biron, Saratoga, Port Edwards, Wisconsin Rapids, Pittsville, and others totally eleven municipalities. The efforts of the HOW Incubator (Foundation) and the Chamber continue to grow to address the needs in the County. These initiatives have the organization working with local, regional, and state programs that engage in education, businesses, and the communities to retain and attract skilled talent to the County.

Additionally, these efforts are propelled with marketing, promotions, and advertisements for tourism. The additional collaborative efforts, with the Marshfield Area Chamber of Commerce and Industry, Visit Marshfield, and the Wisconsin Rapids Area Convention & Visitors Bureau, work on maximizing the benefits to all of Wood County. This year with the guidance of the REDI Grant we are focusing on entrepreneurial ecosystems, broadband, promotion for county-wide assets.

2020 South/East Wood County Funding Request

Attachment #2 – Return on Investment

Business & Entrepreneurial Support

In partnership with the Marshfield Chamber, the Heart will continue previous efforts and focus on goals that directly relate to the Entrepreneurial Ecosystem. Additionally, these organizations offer support to all businesses in the Wood County area.

Establish an Entrepreneurial Ecosystem in Wood County through support, communication, and collaboration.

- Facilitate, promote, and develop growth in businesses through access to Revolving Loan Funds for local entrepreneurs.
- Continue to facilitate information for ALL businesses in the area.
- Provide counseling, training, forums, and programs to entrepreneurs to assist with business formation and growth with the county.
 - Specific sessions on business issues such as Human Resources, Transportation, and Housing with local and state elected officials.

Additional Business Support Activities

- Participate in Hatch Events, a community-based start-up pitch platform that encourages entrepreneurs to launch or grow new companies in Central Wisconsin. This platform exposes entrepreneurs to the local communities and gives them the opportunity to receive cash prizes for winners to expand or start their business.
- Continue to lead and facilitate Business Retention and Expansion Visits. These visits include learning and assessing business needs and growth within Wood County.
 - Develop and execute a single Business Retention and Expansion program with Chambers in Wood County.
- Host local Leads Group. The Leads Group consists of local businesses that shared leads with other members and expose information on their businesses. There are currently 25 members.
- Continue to host network development events to continue the promotion and growth of local businesses.
- Help grow and expand the Economic Development Roundtable with Wood County to coordinate initiative communications.

Key Metrics for 2022

Assist 40 entrepreneurs resulting in new business start-ups.

ROI – New businesses increase the tax base and retain quality business professionals in the area.

Visit 25 local businesses to better understand key issues driving business decisions and provide them with resources for growth.

ROI – Businesses stay in Wood County and continue to do business.

Provide 12 training events resulting in 100 Wood County residents reporting increased knowledge on training topics.

ROI – Wood County residents increase knowledge to produce a higher quality workforce to support the growing industries.

Workforce Development

It is essential to have a stable workforce active in Wood County. Providing collaborative programs to the youth, entry-level, and senior workforce is crucial to engaging in Wood County. Many of these efforts align with the Entrepreneurial Ecosystem as well.

Development of Workforce in Wood County.

- Continue the growth with K-12 educators and influencers to develop career opportunities to encourage businesses to engage along with post-secondary education.
- Coordinate career awareness programs through the local area schools with local businesses in attendance.
 - Facilitate Student Bus Tours that are geared toward local businesses to have the youth develop a better understanding of industries that give them opportunities within the community.
 - Promotion of job shadowing opportunities and apprenticeships with local high schools and Mid-State Technical College. Students receive opportunities to view the community and make decisions that allow them to gain the skills necessary to contribute to our local economy in the future.
 - Develop a new partnership with local school districts to assess needs in schools and communities, including broadband.
- Continue to partner with post-secondary educators to address issues within the area regarding workforce needs.
 - Support partnership between Incourage and the University of Wisconsin-Stevens Point with the Tribune Building.
 - Promote Mid-State Technical College programs that feature local manufacturers and local industry needs in the business community including Culinary, Manufacturing, and Nursing.
 - Assist with Broadband Strategy within the REDI Grant for developing infrastructure.
- Collaborate with Workforce Development, Higher Education & Business Leaders in the area to promote new career opportunities and learning as needed in the area businesses from Business Retention and Expansion visits.
 - Evaluate current workforce initiatives.
 - Contribute/host job fairs and information sessions that attract and retain quality workers.
- Promote and participate in the Regional Central to Success initiative. The premise of Central to Success is to coalesce fragmented talent attraction efforts throughout the region and state to address the deep shortage of a skilled workforce by identifying candidates from outside of Wisconsin to fill open positions here and to retain skilled workers who are in our region.

Key Metrics for 2022

Assist in the development of the technology infrastructure with collaboration on the taskforce and at minimum one grant opportunity.

ROI – Individuals will have the needed resources to live and do business in Wood County.

Bring awareness to 400 area students and 100 teachers of careers available in the region and community.

ROI - These programs promote the local businesses community to students and the opportunity for work and a place to make it their home.

Marketing/Promotion/Advertising

Implement strategic economic development marketing and supporting branding efforts within the service area by leveraging existing local, regional, and state marketing assets and developing new initiatives.

- Marketing activities include collaboration with regional and state entities such as Centergy, and Wisconsin Economic Development Corporation (WEDC) with newly launched websites, marketing toolbox, social media, print, and others. The goal is to promote the region, attract businesses, retain, and develop talent.
- Continue partnership with Marshfield Area Chamber Commerce & Industry and other organizations to arrange for the exposure of Wood County properties to national retailers with Locate In Wisconsin and local real estate agents.
- Promote and produce area quality of life events videos and materials that give exposure not only to the businesses but attract potential new residents, all of which help continue growth in the county.
- Attend and represent the County with conferences such as Entrepreneur event, WEDA's Governor's Conference and Legislative Days, Centergy regional events such as Central Wisconsin Days, Broadband and Opportunity Zones.
- Continue to develop targeted campaigns including ads and flyers, website enhancements, social media to attract new or relocating businesses, as well as promote activities happening in the Wood County area.
 - Reconvene SHOP LOCAL BUY LOCAL group to help promote the small businesses by hosting small business Saturday event and shopping promotions.
 - Promote and produce the local quality of life events that give exposure not only to the businesses but the continued growth in the community.
 - Respond and connect site selectors, local businesses, and RFI requests.
 - Provide in-office hours for community members to acquire area maps, snowmobile maps, information on trails, chamber gift certificates, and much more.
 - Participate with local media sources and outlets to develop material that promotes South Wood County which includes personal invitations from the organization to the County for participation with local media such as interviews on the local news station, invitations to exclusive information releases, ribbon cuttings, and more.
 - Ads and featured articles in publications such as the Business News and others.
 - Develop video content that markets Wood County.
- Speak on economic development with groups such as Rotary, Young Professional groups, Community Leadership Program, etc.

Key Goals for 2022

Increase visits to digital platforms representing Wood County by 15% resulting in the attraction of 35 qualified workers to Wood County employers.

ROI - The tax base is increased by the population growth with increased spending from visitors.

Provide support for the marketing toolkit in a collaborative effort.

ROI – Visitors and Residents will spend dollars locally.

Regional & County Development

- Continue collaborative work with the local, county, and regional stakeholders to align and coordinate economic development strategies.
- Assist and coordinate efforts regarding broadband and opportunities with partners.
- Help facilitate and attend, in conjunction with Centergy, MACCI, WEDA, and local businesses with pro-Wood County issues that are discussed with local, state, and federal representatives and agencies. Specific events include Central Wisconsin Days and Legislative Day.
- Support additional funding at the state level for educational systems
- Host Legislative Breakfast to facilitate communication between elected officials and citizens.
- Continue partnerships with WEDC on marketing and growing local businesses and promote the county within the supply chain program.
- Produce marketing material that grows the state marketing efforts to attract new talent to Wisconsin, Central Wisconsin, and finally to Wood County.
- Continue support for the Rural Economic Development Fund and state budget support for the Broadband coverage expansion.
- Collaborate with the State of Wisconsin, regional and county partners to enhance broadband coverage,

Key Metrics for 2022

Have 80 residents, businesses, and municipal representatives from Wood County participate in Central Wisconsin Days and Legislative Breakfast to discuss pro-Wood County issues.

ROI – Wood County is promoted as a business-friendly community that is actively supporting business and community needs.

This summary highlights just some of the many efforts that the organization is involved in. We would appreciate the continued support for economic development in the Southeast portion of Wood County as we provide economic development service to this area. We have also been involved with the REDI Grant Process to align our initiatives with the County's new direction.



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8466 or jgruenberg@co.wood.wi.us

Applicant Organization: Heart of Wisconsin Chamber of Commerce, Marshfield Area Chamber of Commerce & Industry, Visit Wisconsin Rapids, and Visit Marshfield

Mailing Address: 1120 Lincoln Street, Wisconsin Rapids, WI 55494

Street Address (if different):

Web Site: [Click here to enter text.](#)

Organization Telephone: [Click here to enter text.](#)

Contact Person/Title: Angel Whitehead, President & Scott Larson, President

Contact Person Telephone: 715-422-4861 Email: president@wisconsinrapidschamber.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the Wood County Wisconsin Rural Economic Development Plan. The Plan can be found at <https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Please see attachment #1

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Please see attachment #1

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$0.00	\$3,000.00	\$3,000.00
Office Supplies & Expenses			
Professional Services			
Conferences & Dues			
Marketing	\$4,000.00	\$8,000.00	\$2,000.00
Misc. or Other			
Total	\$4,000.00	\$11,000.00	\$5,000.00

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2020. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8466** or jgrueneberg@co.wood.wi.us

2022 Wood County Funding Request

Attachment #1 - Request Overview

The Heart of Wisconsin Chamber of Commerce, Marshfield Area Chamber of Commerce & Industry, Visit Wisconsin Rapids and Visit Marshfield in collaboration is requesting \$4,000.00 to support video and/or photograph production for Wood County Marketing Toolkit

To support Wood County's economic development mission and the goals of the REDI Grant, the combined organizations would produce and market Wood County promotional pieces with specific marketing collateral. These efforts will create awareness and stimulate additional growth in Wood County. Additionally, these efforts will elevate current promotions as a tourism destination and potential for relocation meeting several objectives and strategies identified within the REDI Grant. This would include updating collateral, photos, video to demonstrate the quality of life amenities in Wood County that can be used by all as part of developing a branding strategy and book. (REDI Plan Branding Strategy 1.5-1.7)

The toolkit could include videos, social media graphics, photos, and joint communications. Videos would be short induration for social media and website. Photos would be engaging content with people and families thriving in Wood County.

This toolkit would be used to drive traffic to partner websites through links and social media. Topics could include Recreation, Education/Sports, Workplace, and local activities.

Return on Investment

The Toolkit would be used by the four Wood County entities listed on the application, but also by Wood County, the Central Wisconsin Tourism Association, Centergy and any other strategic partner. The toolkit could also be utilized on state platforms such as Travel Wisconsin, <https://www.travelwisconsin.com/>. The funding would contribute to an increase in visitors, community recreation use, and general sales increase for local businesses and potential attraction of talent.

Listed below are data point regarding tourism.

- Tourism had a \$22.2 billion impact on the state's economy in 2019.
- Wisconsin's tourism industry achieves a Return on Investment of 8 to 1: \$8 in tax revenue per \$1 promotional spend.
- In 2019, 113.2 million visitors spent \$13.7 billion in Wisconsin.
- The tourism economy generated \$1.6 billion in state and local revenue taxes. Without tourism, each Wisconsin household would pay an additional \$687 to replace traveler taxes to maintain existing services.
- Tourism directly and indirectly supports more than 202,000 jobs in Wisconsin. One out of every 18 jobs in Wisconsin is supported by visitor spending.
- Visitor spending grew to \$13.7 billion in Wisconsin in 2019.

* Information from Travel Wisconsin industry.travelwisconsin.com/research/the-power-of-tourism

Key Goals for 2022

- Increase visits to partners websites by 10% resulting in the attraction of more visitors and recreation use.
- Provide support for marketing toolkit in a collaborative effort.

ROI – Visitors and Residents will spend dollars locally.



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Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Marshfield Area Chamber Foundation Inc.

Mailing Address: 700 South Central Avenue, Marshfield WI 54449

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: www.marshfieldchamber.com

Organization Telephone: 715-384-3454

Contact Person/Title: Scott Larson, Executive Director

Contact Person Telephone: 715-384-3454 Email: larson.scott@marshfieldchamber.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Please refer to attachment #1

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Please refer to attachment #2

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$0.00	\$120,100.00	\$120,100.00
Office Supplies & Expenses	\$0.00	\$6,000.00	\$6,000.00
Professional Services	\$8,000.00	\$72,000.00	\$80,000.00
Conference & Dues	\$2,500.00	\$6,000.00	\$8,500.00
Marketing	\$8,500.00	\$13,500.00	\$22,000.00
Misc. or Other	\$500.00	\$1,000.00	\$1,500.00
Total	\$19,500.00	\$218,600.00	\$238,100.00

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting *Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us*

2022 North/West Wood County Funding Request

Attachment #1 – Request Overview

By coordinating efforts with northern and western Wood County economic development partners, the Marshfield Area Chamber Foundation in collaboration with the Marshfield Area Chamber of Commerce & Industry requests \$19,500 to continue to support Wood County's economic development mission of fostering a business friendly environment with a skilled workforce, maintaining and enhancing our quality of life, creating awareness of recreation opportunities and promoting the County as a tourism destination. This year's efforts will have a prominent focus on workforce, marketing and broadband.

These efforts promote and encourage growth in the northern and western Wood County area, which includes communities such as Marshfield, Auburndale, Hewitt, Milladore and Pittsville, just to name a few. Specifically, these initiatives foster the mission through the organization working with local, regional, and state programs that engage in education, businesses, and the communities to retain and attract skilled talent to the County.

Additionally, these collaborative efforts with the Heart of Wisconsin Chamber Foundation/Heart of Wisconsin Chamber of Commerce, Visit Marshfield and the Wisconsin Rapids Area Convention & Visitors Bureau are supported with marketing, promotions, and advertisements for tourism benefits to all of Wood County.

2022 North/West Wood County Funding Request

Attachment #2 – Return on Investment

(1) Workforce Development

It is essential to have a stable and growing workforce active in Wood County. Providing collaborative programs to the youth, entry level, and senior workforce are crucial to engaging in Wood County. In addition, many of these efforts align with the Entrepreneurial Ecosystem.

Continue the growth with K-12 influencers to develop career opportunities to encourage businesses to engage along with post-secondary education.

- Coordinate career awareness programs through the local area schools with local businesses in attendance.
 - Facilitate youth developing a better understanding of local businesses and the opportunities available through either student bus tours or virtual programming.
 - Promotion of job shadowing opportunities and apprenticeships with local high schools and Mid-State Technical College. Students receive opportunities to view and make decisions that allow them to gain the skills necessary to contribute to our local economy in the future. Programming such as:
 - Assess broadband needs of districts and communities.
 - DWD Youth Apprenticeship - available to high school juniors and seniors to gain vocational experience.
 - Health Career Connections - available to high school juniors and seniors to gain experience in healthcare careers.
 - Reality Store - program exposes 8th grade students to real-life work scenarios and the expenses that go along with those scenarios.
 - Construction Day Tour – available to high school students to gain experience career opportunities in the construction and trade industries.
 - (Rescheduled) Career Expo – available to high school sophomores to explore various career clusters through hands-on activities to help open their minds to the potential career of their future.
 - (Rescheduled) Power of Ag Tour – available to high school sophomores to gain agricultural careers experiences (especially non-traditional careers). Conducted in conjunction with the Career Expo.
 - Continue to partner with NCWWDB to grow Heavy Metal Tour in the Wood County area.
- Continue to collaborate with area universities and technical colleges to develop and enhance workforce development programs and incumbent worker training opportunities
 - Support the partnership with the University of Wisconsin-Stevens Point, MSTC and industry to develop an innovation center (C2 Makerspace) promoting STEM.
 - Promote Mid-State Technical College programs that feature local manufacturers and local industry needs in the business community including Hospitality, Nursing, Metal Fabricating and Transportation.
- Collaborate with Workforce Development, Higher Education & Business Leaders in the area to promote new career opportunities and learning as needed by area businesses from Business Retention and Expansion visits.
 - Evaluate current workforce initiatives.
 - Contribute/host job fairs and information sessions that attract and retain quality workers.

- Promote and participate in the Regional Central to Success initiative. The premise of Central to Success is to coalesce fragmented talent attraction efforts throughout the region and state to address the deep shortage of a skilled workforce by identifying candidates from outside of Wisconsin to fill open positions here, and to retain skilled workers already in our region.

Key Metrics for 2022

Bring awareness to 600 area students of careers available in region and community.

ROI - These programs promote the local businesses community to students and the opportunity for work and a place to make it their home.

Assist in development of the technology infrastructure with collaboration on taskforce action and at minimum one grant opportunities.

ROI – Individuals will have the infrastructure and knowledge to conduct life needs to live in Wood County.

(2) Marketing/Promotion/Advertising

Implement strategic economic development marketing and supporting branding efforts within the service area by leveraging existing local, regional, and state marketing assets and developing new initiatives.

Continue to develop targeted campaigns including ads, flyers, videos, website enhancements and social media posts to attract new or relocating businesses, as well as promote things happening in northwestern Wood County area.

- Promote and produce area quality of life events videos and materials that give exposure not only to the businesses but attract potential new residents, all of which help continue growth in the county.
- Develop video content that markets Wood County.
- Continue SHOP LOCAL BUY LOCAL efforts to help promote the small businesses by hosting small business Saturday event and shopping promotions.
- Respond and connect site selectors, local businesses, and RFI requests.
- Provide access points for community members & visitors to acquire area visitor guides, maps to attractions, snowmobile & ATV trail maps and much more.
- Help promote small business by hosting Small Business Saturday and other small business shopping promotions.
- Marketing activities include collaboration with regional and state entities such as Centergy, and Wisconsin Economic Development Corporation (WEDC) with newly launched websites, marketing toolbox, social media, print, and others. The goal is to promote the region, attract businesses, retain, and develop talent.
- Continue partnership with Heart of Wisconsin Chamber and other organizations to arrange for the exposure of Wood County properties to national retailers with Locate In Wisconsin and local real estate agents.
- Attend and represent the County with conferences such as ICSC, Entrepreneur events, WEDA's Governor's Conference, Centergy regional events; such as, Central Wisconsin Days and Developer familiarization tours.
 - Create and distribute economic profile, which includes local and regional collected data.

- Personal invitations to the County for participation with local media such as interviews on the local news station, invitations to exclusive information releases, ribbon cuttings and more.
 - Ads and featured articles in publications such as the Business News and others.
- Speak on economic development with groups such as Rotary, Young Professional groups, Community Leadership Program, etc.

Key Goals for 2022

Increase visits to digital platforms representing Wood County by 10% resulting in the attraction of 35 qualified workers to Wood County employers.

ROI - The tax base is increased by the population growth with increased spending from visitors.

Provide support for one recreation marketing video in a collaborative effort.

ROI – Visitors and Residents will spend dollars locally.

(3) Business & Entrepreneurial Support

In partnership with the Heart of Wisconsin Chamber, the Marshfield Chamber Foundation will continue previous efforts and focus on goals that directly relate to Entrepreneurial Ecosystem. Additionally, these organizations offer support to all businesses in the Wood County area.

Establish an Entrepreneurial Ecosystem in Wood County through support, communication, and collaboration.

- Facilitate, promote, and develop growth in businesses through access to Revolving Loan Funds for local entrepreneurs.
- Continue to facilitate information for ALL businesses in the area.
- Provide counseling, training, forums, and programs to entrepreneurs to assist with business formation and growth with the county.
 - Specific sessions on business issues such as Broadband, Human Resources, Transportation, and Housing with local and state elected officials.
 - Customer Experience Training
- Coordinate data collection and analysis through the use of tools like DWD's Wisconomy economic and labor market information website.
 - Develop general economic profile data.
 - Specific data available upon request
- Continue to facilitate local youth entrepreneurs with programs and funding opportunities.

Additional Business Support Activities

- Participate in Hatch Events, a community-based start-up pitch platform that encourages entrepreneurs to launch or grow new companies in Central Wisconsin. This platform exposes entrepreneurs to the local communities and gives the opportunity to receive cash prizes for winners to expand or start their business.
- Continue to lead and facilitate Business Retention and Expansion Visits. These visits include learning and assessing business needs and growth within Wood County.
 - Develop and execute a single Business Retention and Expansion program with Chambers in Wood County.

- Continue to host network development events to continue the promotion and growth of local businesses.
- Help grow and expand the Economic Development Roundtable with Wood County to coordinate initiative communications.

Key Metrics for 2022

Assist 40 entrepreneurs resulting in new business start-ups.

ROI – New businesses increase the tax base and retain quality business professionals in the area.

Assist 250 entrepreneurs start or expand businesses in Central Wisconsin SCORE district.

ROI – New Businesses start in Wood County and existing businesses continue to grow.

Visit at least 20 local businesses to better understand key issues driving business decisions and provide them with resources for growth.

ROI – Businesses stay in Wood County and continue to do business.

Provide at least 4 training events resulting in 100 Wood County residents reporting increased knowledge on training topics.

ROI – Wood County residents increase knowledge to produce a higher quality workforce to support the growing industries.

(4) Regional & County Development

- Continue collaborative work with local, county, and regional stakeholders to align and coordinate economic development strategies.
- Assist and coordinate efforts regarding broadband and opportunities with partners.
 - Participate in the formation of a Digital Equity Solutions Team (DEST)
 - Participate in the identification of infrastructure gaps and learn from and implement successful community service expansions.
- Help facilitate and attend, in conjunction with Centergy, HOW, WEDA, and local businesses with pro-Wood County issues that are discussed with local, state, and federal representatives and agencies. Specific events include Central Wisconsin Days and Legislative Day.
- Support targeted funding for educational systems
- Facilitate communication between elected officials and citizens.
- Continue partnerships with WEDC on marketing and growing local businesses and promote the county within the supply chain program.
- Produce marketing material that grows the state marketing efforts to attract new talent to Wisconsin, Central Wisconsin, and finally to Wood County.
- Continue support for the Rural Economic Development Fund and state budget support for the Broadband coverage expansion.
- Collaborate with the State of Wisconsin, regional and county partners to enhance broadband coverage,

Key Metrics for 2022

Have 80 residents, businesses, and municipal representatives from Wood County participate in Central Wisconsin Days and Legislative Breakfast to discuss pro-Wood County issues.

ROI – Wood County is promoted as a business-friendly community that is actively supporting business and community needs.

This summary highlights just some of the many efforts that the organization is involved in. We would appreciate the continued support for economic development in the Northwestern portion of Wood County as we provide economic development service to this area. We have also been involved with the REDI Grant Process to align our initiatives with the County's new direction.



Wood County Planning & Zoning Office
 Courthouse - 400 Market Street
 P.O. Box 8095
 Wisconsin Rapids, WI 54495-8095
 Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Marshfield Municipal Airport, Roy Shwery Field

Mailing Address: 400 West 29th Street, Marshfield, WI 54449

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: <http://www.flymfi.com>

Organization Telephone: 715-384-3149

Contact Person/Title: Jeff Gaier, Airport Management

Contact Person Telephone: 715-384-3149 Email: jeff@duffysaircraft.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Marshfield Municipal Airport and the South Wood County Airport are doorways into the County. They allow for the transfer of people and goods within the county to anywhere in the world. The airports are used by businesses, organizations and individuals for their activities. The airports are transportation tools that help benefit the communities they support and in turn the county. Marshfield along with South Wood County Airport is asking for your continued support of this economic tool for the county. Wood County is the only county in Wisconsin that has two airports with runways and instrument approaches capable of landing and taking off of jet aircraft and larger aircraft. South Wood County Airport and Roy Shwery Field are again asking for your help and assistance maintaining the airports. Roy Shwery Field is asking for \$10,000 contribution towards this goal.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

The airport provides a trickle effect. When someone flies into the community, they are spending money in the community. This may be from fuel sales at the airport, restaurants in the communities, hotels in the communities, car rental agencies, etc. They may be visiting a business and purchasing products from that business. At Marshfield donor parts go out. Those aircraft purchase fuel, require transportation to the hospital. By aircraft coming into the communities, it supports the businesses and employees they visit. There is a further trickle effect as the businesses and employees spend money in the community at shopping locations, grocery stores, recreational activities, events and schools. Aviation is a valuable tool for economic development of a community.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			
Misc. or Other			
Total	10,000		

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us**



Marshfield Municipal Airport,
Roy Shwery Field
Activity Report For The Month of
D e c e m b e r 2 0 2 0



Flight Operations at the airport, (a departure or landing), for this month **2020**

Jet	Turbo Prop	Twin	Single	Helicopter	Light Sport	Total
6	24	2	178	128	24	362

Flight Operations at the airport, (a departure or landing), for this month last **2019**

Jet	Turbo Prop	Twin	Single	Helicopter	Light Sport	Total
8	16	8	186	168	4	390

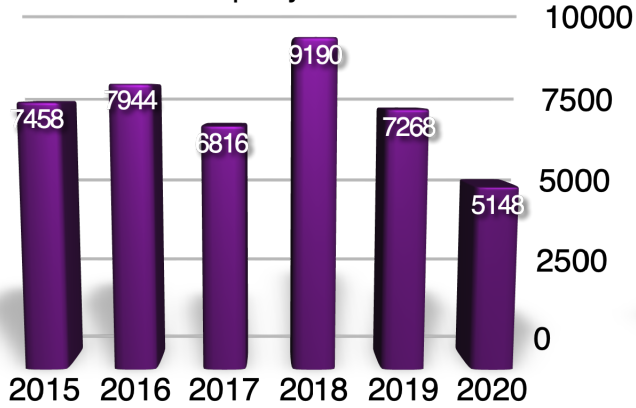
Six Year Comparison Of Operations

Year	2015	2016	2017	2018	2019	2020
Jet	126	208	158	160	150	92
Turbo Prop	210	342	222	330	282	244
Twin	88	102	118	150	104	50
Single	4278	4550	4450	4990	4262	2832
Helicopter	2956	2548	1638	3350	2206	1742
Light Sport	222	194	230	210	264	188
Total	7458	7944	6816	9190	7268	5148

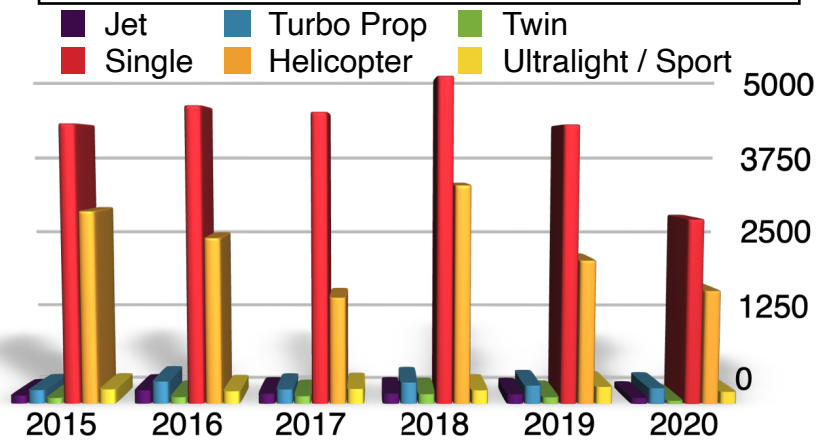
All information in this report is estimated based on the activity at the airport for the month. An Operation is considered a take off or a landing.

Operations Totals Over The Past Six Years

Totals per year to date

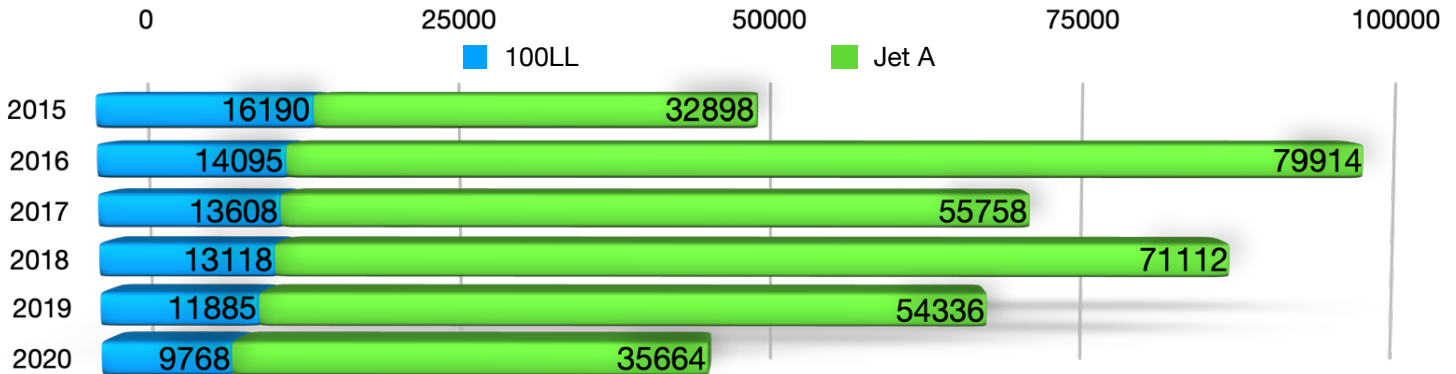


Types Of Aircraft That Have Visited Marshfield Per Year



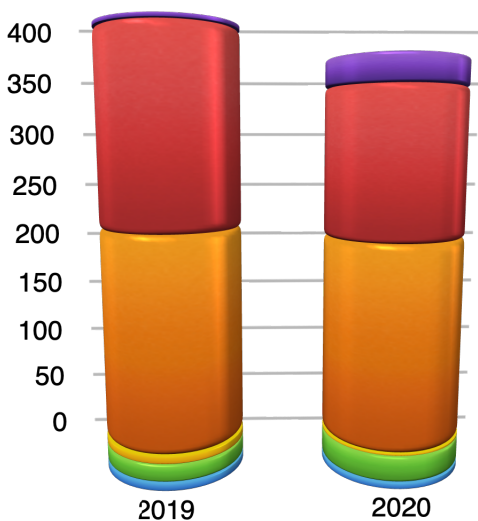
Fuel Sold

Year	2015	2016	2017	2018	2019	2020	Sold This Month
100LL	16190	14095	13608	13118	11885	9768	731
Jet A	32898	79914	55758	71112	54336	35664	3611



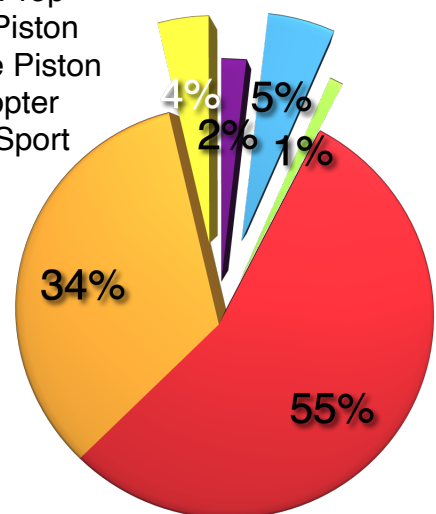
This Month Compared To The Same Month Last Year

Jet Turbo Prop Twin Piston
 Single Piston Helicopter Light Sport



Percentage Of Operations ByType of Aircraft

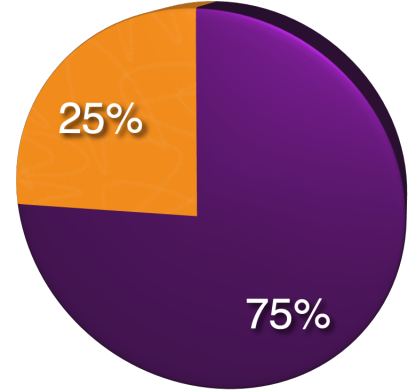
Jet
 TurboProp
 Twin Piston
 Single Piston
 Helicopter
 Light Sport



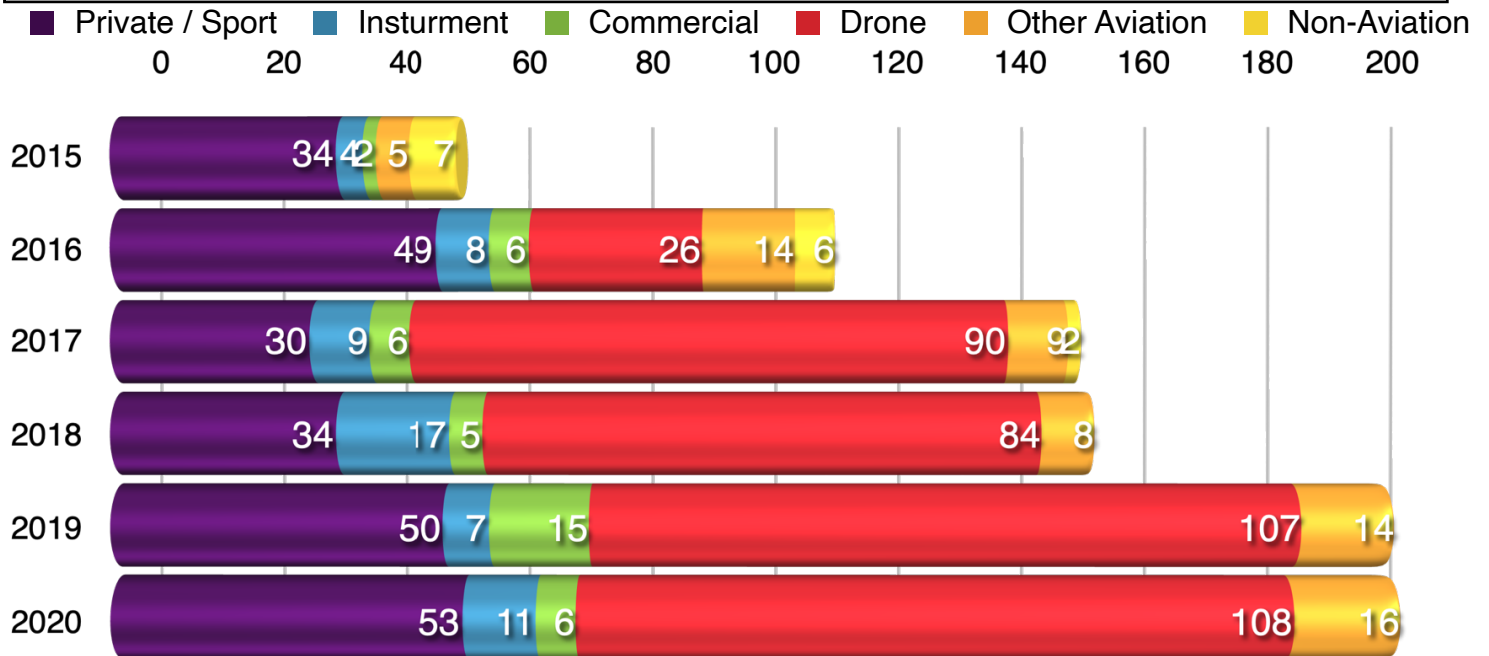
Local Traffic and Transient Traffic						
Year	2015	2016	2017	2018	2019	2020
Transient	2612	3116	2304	3164	2062	1312
Local	5268	4828	4512	6026	5947	3836

Percentage Of Local And Transient Traffic For This Year

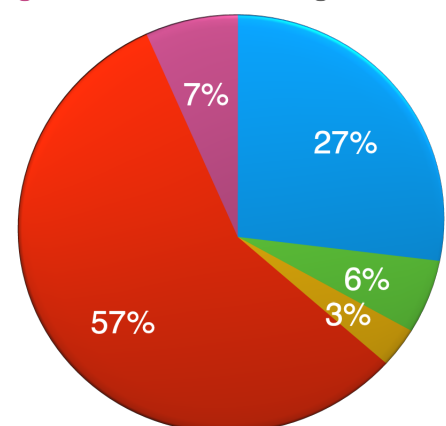
- Local Traffic
- Transient Traffic



Federal Aviation Administration Computerized Aviation Exams. Provided by Duffy's Aircraft at the Marshfield Airport. The Only FAA Testing Site in Central and Northern Wisconsin.



- Private & Sport
- Commercial
- Other Aviation
- Instrument
- Drone
- Non-Aviation



Conference Room Use - The conference room at the airport is free on an appointment basis. People, Groups or Organizations who would like to use the conference room contact Jeff at the airport to schedule the use and time. The room was used this month by the Airport Committee and a local Boy Scouts troop

Summery of the month

Unusually warm temperatures helped keep traffic somewhat active for this time of year.

Flight training was still active this month.

This time of year is most certainly slow due to the weather and temperatures.

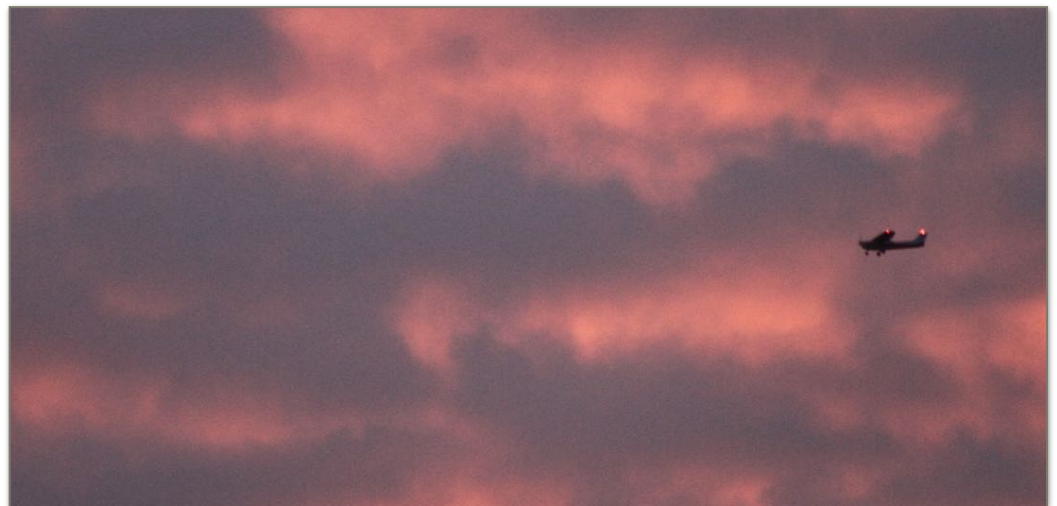
Some business traffic was in this month.

Fuel sales are at the lowest they have ever been. That is due to COVID.

This has been the best year for aviation computerized exams. 194 exams were completed at the airport.

Trickle Effect - These are businesses that we know of that have been utilized by the patrons of the airport this month. They spend money in Marshfield and the surrounding communities. This information is gathered from conversations we have with the pilots and passengers. There are many more locations and business that do benefit from the airport each month. These are just the ones we were informed about from the people discussing their time at Marhsfield.

Marshfield Hotel / Libby McNeal's
 Holiday Inn / The Rivers
 Woodfield Inn / Logjam
 Baymont Hotel
 Blue Heron / West 14th
 Marshfield Clinic & Marshfield Medical Center
 Festival Foods
 The Kitchen Table
 Target
 Walmart
 Menards
 Fleet Farm
 Subway
 Chips
 Little Casears
 Hardees
 The Store
 Nasonville Dairy
 El Mexical
 Nutz Deep II
 Crabby Daves
 Daily Grind
 Kentucky Fried Chicken
 Weber's Farm Store
 Central Cafe
 Melody Gardens
 Enterprise Rental Car
 Associated Sales and Leasing / USAVE Auto Rental

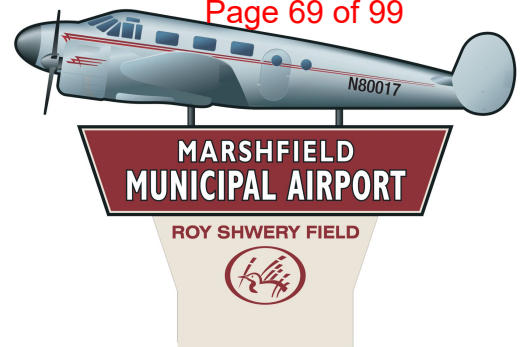


Individuals and Businesses That Have Utilized The Airport In Some Form Or Way This Month
--

Duffy's Aircraft Sales and Leasing Inc.	Austin Pickhard	Daniel Acker
Life Link III - Marshfield - Med Flight	Tara Bhat	Stephen Kornacki
Wheelers Chevy Olds Pontiac Cadillac Inc.,	Ryan & Jamie LaSee	Benjamin Finley
Dan Wheeler	Bob Lee	Elliot Winger
Duffy Gaier	Medford Flying Club	Jarrod Thorton
Bob Gaier	TASAir LLC	Barry Herwald
Jeffrey & Elizabeth Gaier	TTX Air LLC	Cirrus Design Corp.
Howard Joling	Mayo One (Medflight Helicopter from Eau Claire)	Robert Wallace
David Wells	Medevac (Medflight Wausau)	Krist Transport LLC
Don Halloran	Life Link III (Medflight New Richmond - Helicopter)	Associated Auction and Liquidation Co.
Dana Fern	Life Link III (Medflight Minneapolis - Fixed Wing)	YSO NOS LLC
David Vance	Life Link III (Medflight from Anoka, MN - Helicopter)	Festival Foods
Jeron Hiller	Valley Medical (- Fixed Wing Medflight Iron Mountain, MI)	
Dan Hiller	Spirit Transport - (Med Flight Mosinee, WI)	
Troy Rens	PetJet LLC	
Howard Rand	Civil Air Patrol (Stevens Point)	
Dan Reis	Robert Glab	
Custom Fabrication and Repair	Karl Kemper (Becher - Hoppe Associates)	
Brian Barnett	Three Amigos Aviation LLC	
Bruce Reynolds	Central Wisconsin Aviation	
Thomas Pue	Gunderson Lutheran Medlink Air (La Crosse Medflight)	
Bob Thill	Progressive Air LLC	
Justin Smith	State of Wisconsin (Donor Flights)	
Dale Mar Enterprises	Adam Fuller	
Wayne Short	Robert Komro	
Jim Shires	Dylan Zenner	
Wausau Flying Service		
Rhineland Flying Service		
LJ Aviation		
Roehl Transport		
Austin Kopp		



Marshfield Municipal Airport, Roy Shwery Field Activity Report For The Month of J u n e 2 0 2 1



***2020 Data from March to April data in this report may not be correct due to no meetings in 2020 because of Covid-19**

Flight Operations at the airport, (a departure or landing), for this month **2021**

Jet	Turbo Prop	Twin	Single	Helicopter	Light Sport	Total
14	24	6	340	178	36	598

Flight Operations at the airport, (a departure or landing), for this month last **2020***

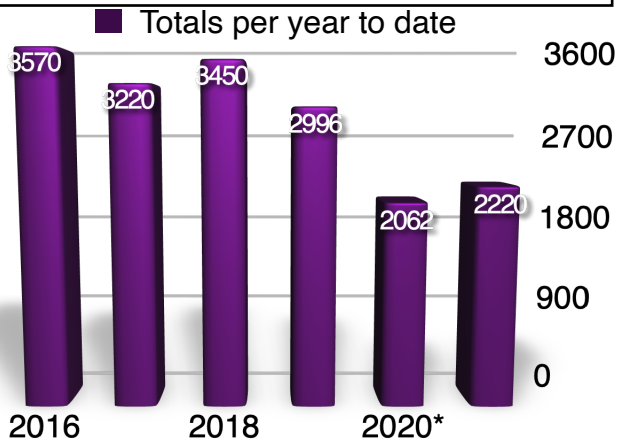
Jet	Turbo Prop	Twin	Single	Helicopter	Light Sport	Total
12	42	4	440	268	26	792

Six Year Comparison Of Operations

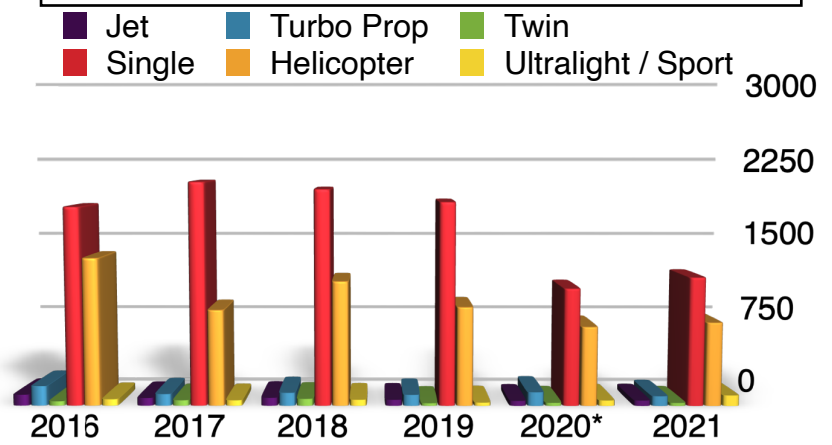
Year	2016	2017	2018	2019	2020*	2021
Jet	102	72	74	56	46	50
Turbo Prop	180	108	120	102	126	90
Twin	40	50	64	24	28	28
Single	1828	2055	1988	1872	1082	1184
Helicopter	1360	885	1148	912	730	770
Light Sport	60	50	56	30	50	98
Total	3570	3220	3450	2996	2062	2220

All information in this report is estimated based on the activity at the airport for the month. An Operation is considered a take off or a landing.

Operations Totals Over The Past Six Years

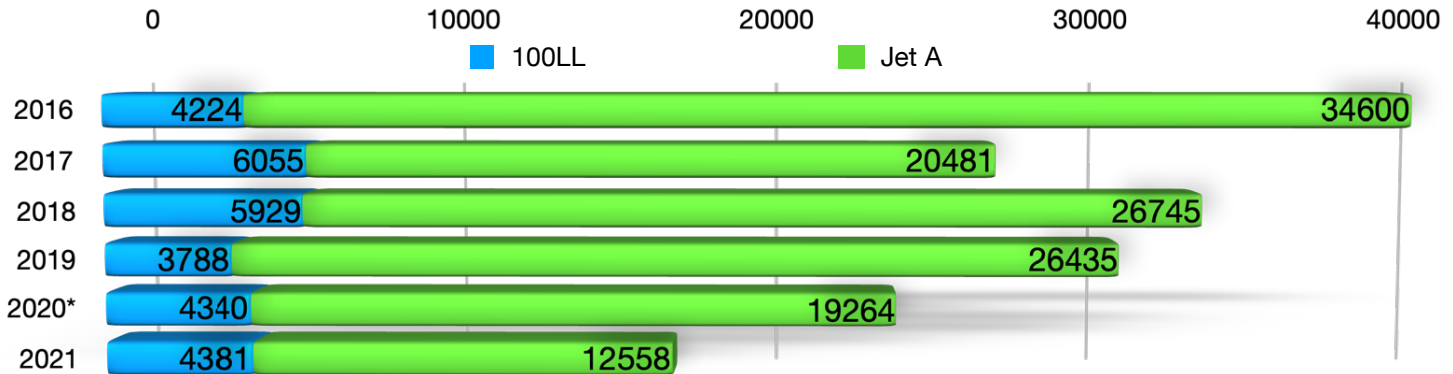


Types Of Aircraft That Have Visited Marshfield Per Year

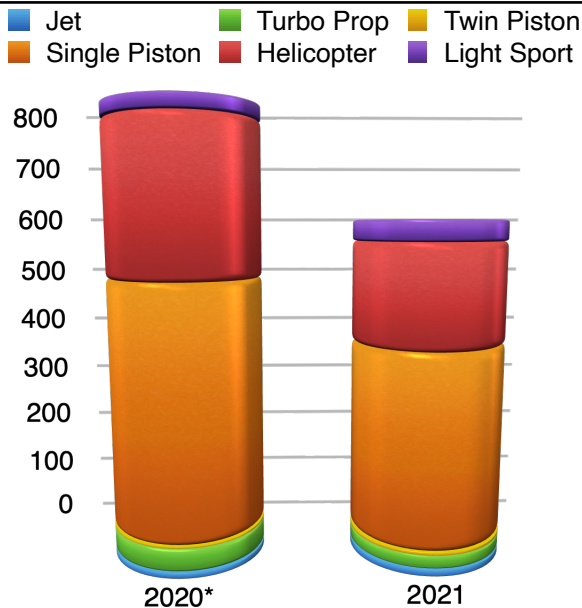


Fuel Sold

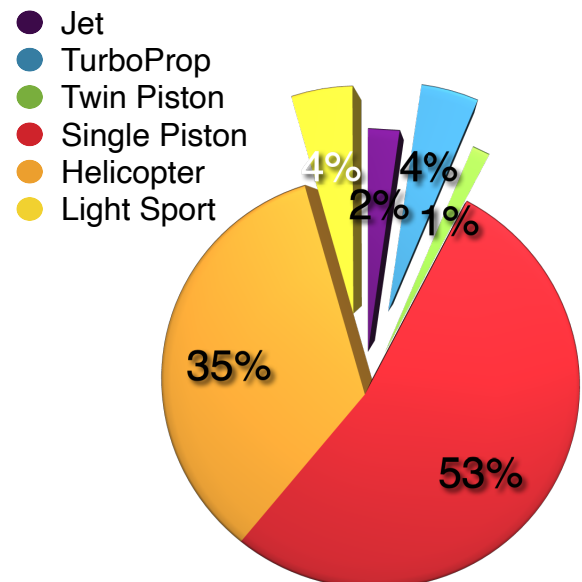
Year	2016	2017	2018	2019	2020*	2021	Sold This Month
100LL	4224	6055	5929	3788	4340	4381	1073
Jet A	34600	20481	26745	26435	19264	12558	3280



This Month Compared To The Same Month Last Year



Percentage Of Operations ByType of Aircraft

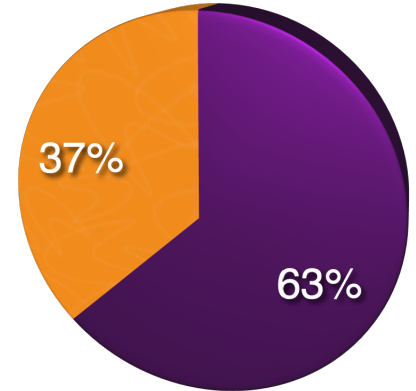


Local Traffic and Transient Traffic

Year	2016	2017	2018	2019	2020*	2021
Transient	1577	934	1098	792	642	818
Local	1993	2286	2352	2204	1420	1402

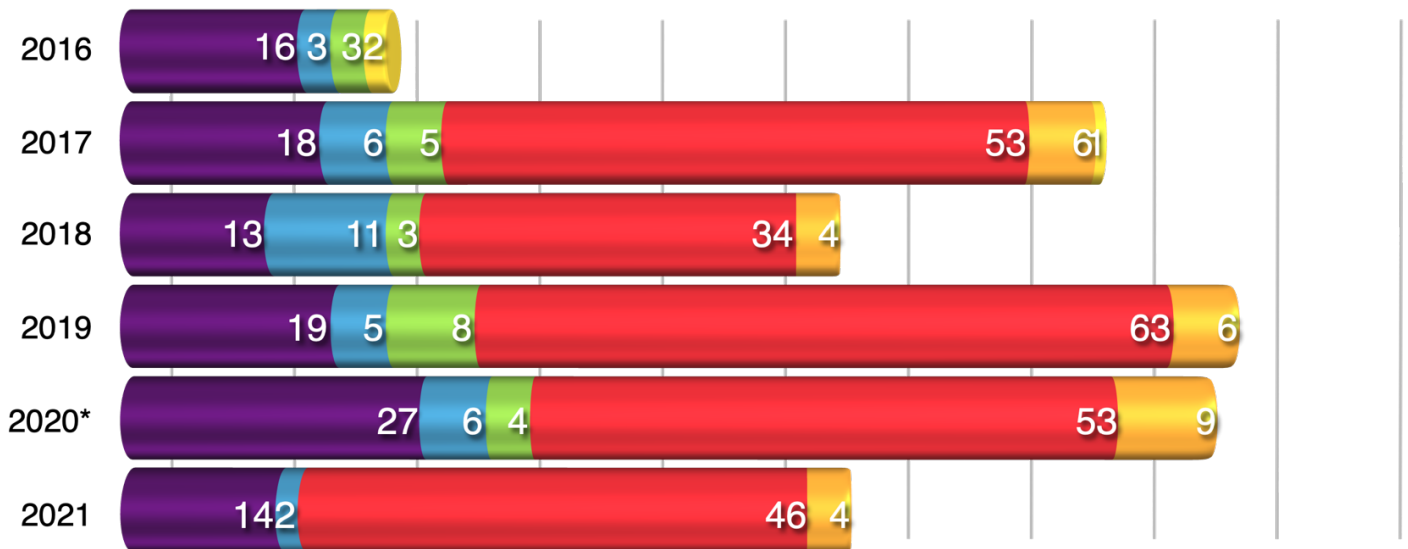
Percentage Of Local And Transient Traffic For This Year

- Local Traffic
- Transient Traffic

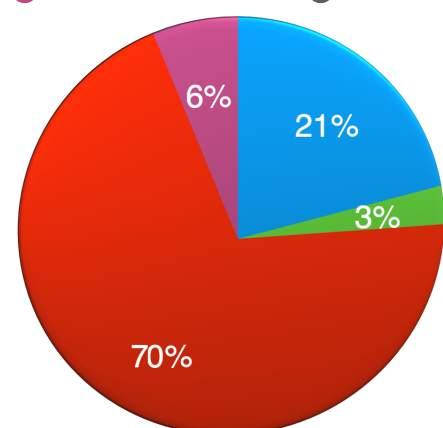


Federal Aviation Administration Computerized Aviation Exams. Provided by Duffy's Aircraft at the Marshfield Airport. The Only FAA Testing Site in Central and Northern Wisconsin.

- Private / Sport
- Instrument
- Commercial
- Drone
- Other Aviation
- Non-Aviation



- Private & Sport
- Commercial
- Other Aviation
- Instrument
- Drone
- Non-Aviation



Conference Room Use - The conference room at the airport is free on an appointment basis. People, Groups or Organizations who would like to use the conference room contact Jeff at the airport to schedule the use and time. The room was used this month by:

The Marshfield Airport Committee, Central Wisconsin Apple User Group, a local Boy Scouts troop, EAA Chapter 992

Summery of the month

- ✈ Activity was hit and a miss at times this month due to the weather. The extreme heat and pop up showers made for some challenges flying
- ✈ Business traffic is seeing an increase, but still not anywhere near where it was the years prior.

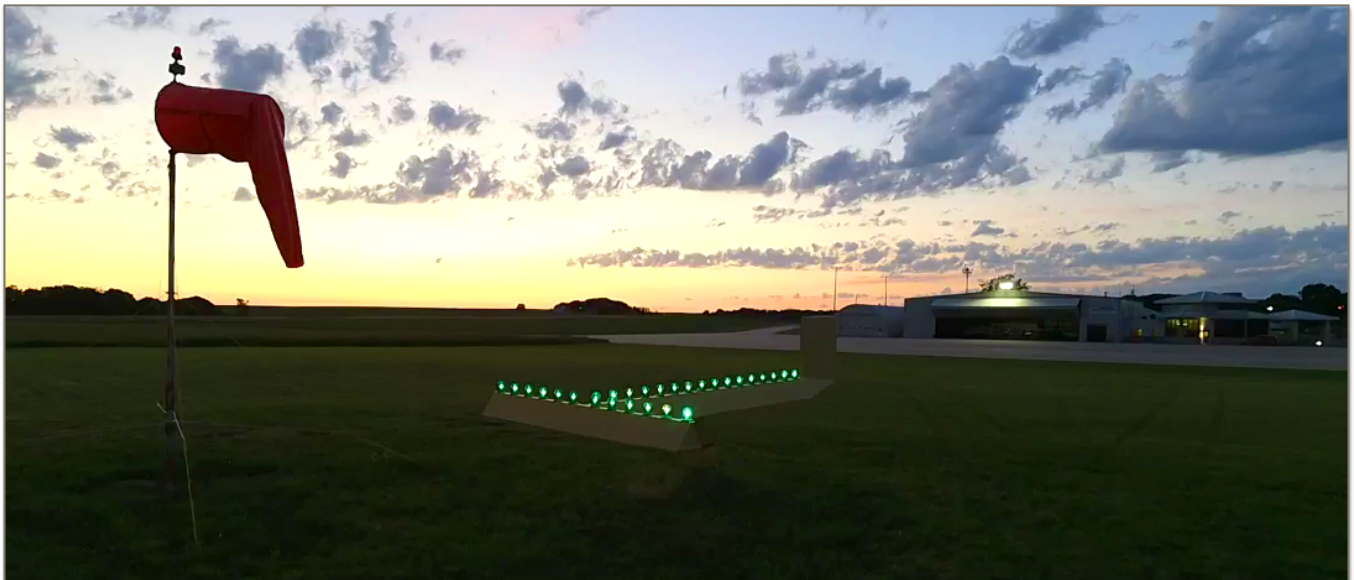
Trickle Effect - These are businesses that we know of that have been utilized by the patrons of the airport this month. They spend money in Marshfield and the surrounding communities. This information is gathered from conversations we have with the pilots and passengers. There are many more locations and business that do benefit from the airport each month. These are just the ones we were informed about from the people discussing their time at Marhsfield.

Marshfield Hotel / Libby McNeal's
 Holiday Inn / The Rivers
 Woodfield Inn / Logjam
 Baymont Hotel
 Blue Heron / West 14th
 Marshfield Clinic & Marshfield Medical Center
 Festival Foods
 The Kitchen Table
 Target
 Walmart
 Menards
 Fleet Farm
 Subway
 Chips
 Little Casears
 Hardees
 The Store
 Nasonville Dairy
 El Mexical
 Nutz Deep II
 Crabby Daves
 Daily Grind
 Kentucky Fried Chicken
 Weber's Farm Store
 Central Cafe
 Melody Gardens
 Enterprise Rental Car
 Associated Sales and Leasing / USAVE Auto Rental



Individuals and Businesses That Have Utilized The Airport In Some Form Or Way This Month
--

Duffy's Aircraft Sales and Leasing Inc.	Link III (Medflight Minneapolis - Fixed Wing)
Life Link III - Marshfield - Med Flight	Life Link III (Medflight from Anoka, MN - Helicopter)
Wheelers Chevy Olds Pontiac Cadillac Inc.,	Civil Air Patrol (Stevens Point)
Dan Wheeler	Robert Glab
Duffy Gaier	Ryan Cox
Bob Gaier	Festival Foods
Jeffrey & Elizabeth Gaier	Brad Honish
Howard Joling	Jeff Casper
David Wells	Tara Bhat
Don Halloran	Eldon Klassen
Dana Fern	Evan Hanson
David Vance	Linus Snyder
Jeron Hiller	Karl Salmon
Dan Hiller	Brady Hupf
Troy Rens	Jason Laramée
Howard Rand	Robert Hoffman
Dan Reis	Keelin Wicka
Custom Fabrication and Repair	Dan Fredrickson
Brian Barnett	Elina Jouppi
Thomas Pue	Nicholas Rees
Bob Thill	Matthew Reams
Wausau Flying Service	Joseph Nix
Rhineland Flying Service	Alicia Heinrich
LJ Aviation	Allie Eckes
Roehl Transport	Robert Bethard
Austin Kopp	Terry Endries
Ryan & Jamie LaSee	
TASAir LLC	
TTX Air LLC	
Mayo One (Medflight Helicopter from Eau Claire)	
Medevac (Medflight Wausau)	
Life Link III (Medflight New Richmond - Helicopter)	
Life	





Wood County Planning & Zoning Office

Courthouse - 400 Market Street

P.O. Box 8095

Wisconsin Rapids, WI 54495-8095

Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:
Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization:	Town of Dexter Board
Mailing Address:	8479 Dexter Wood Road, Pittsville, WI 54466
Street Address (if different):	
Web Site:	
Organization Telephone:	715-884-1280
Contact Person/Title:	Dan Schooley - Board Chairman
Contact Person Telephone:	7152138665 Email: dn_schooley@yahoo.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

We are requesting that an outdoor informational kiosk be purchased and installed at the registration areas of Dexter and North Wood County Parks. These kiosks will contain current event information as well as local business literature to educate campers and visitors of the amenities in the park AND in the surrounding communities. We would hope that this would drive business into Pittsville and Dexter where people could purchase groceries, gas and food. They would also inform guests about additional outdoor recreational activities in the area (disc golf, kayak launch, Farmer's markets, 4th of July celebration, summer baseball and softball tournaments as well as a host of other events). We want to educate non-local residents and keep them abreast of other activities in the local communities surrounding the park areas.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

County funding of kiosks in Dexter & Richfield Park areas will educate campers and visitors about the local amenities and outdoor recreation activities available. This type of education will increase awareness of available options and encourage return visitors to our area. This will add value to the local businesses in Dexterville (Lakeside Cantina) and Pittsville (Subway, Baum's Mercantile and the Pittsville Cafe to name a few). It would enable us to keep campers and other visitors to the park informed of current local events in the area. Again, this will bring repeat non-local people back to the area to spend money and time in our communities and all they have to offer.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			Volunteers have agreed to install at no cost
Misc. or Other	2850.00		
Total	2850.00		

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met. This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**



Wood County WISCONSIN

Page 76 of 99

PARKS AND
FORESTRY
DEPARTMENT

July 8, 2021

Dan Schooley
Chairman, Town of Dexter
Pittsville Business Group Member

Dear Mr. Schooley,

This letter is to show support for the Pittsville Business Group's proposed business kiosk construction project, to be located within North Wood County and Dexter County Parks. These parks are tourist destinations for visitors from throughout Central Wisconsin, and beyond. Providing a kiosk that highlights the different businesses in this area would be mutually beneficial.

Wood County Parks and Forestry Department would assist in identifying the location for these kiosks and assist in developing the terms of use for the kiosks.

Please do not hesitate contacting me with any further concerns/questions.

Sincerely,

Chad Schooley

Chad Schooley
Director
Wood County Park and Forestry Department



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095
Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Town of Milladore
Mailing Address: 2905 County Road P;
Milladore, WI 54454
Street Address (if different): 3720 County Road P; Milladore, WI 54454
Web Site: townofmilladore.com
Organization Telephone: 715-457-3106
Contact Person/Title: Connie Milz/town chair
Contact Person Telephone: 715-457-3106 Email: TOMchair21@gmail.com

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

Project: Blenker Road from Highway 10 to Trestik Drive. The Town of Milladore needs to continue to improve our roads as we go forward. We would like to ask for help with the crack sealing on one of the roads we have on our five-year plan. The road we are asking help with is part of a project to save our blacktop surfaces so our residents have good access to Highway 10. This project will be a benefit to individuals in the unincorporated community of Blenker, Village of Milladore, and Town of Milladore. We have reviewed this 4-part project with Struck & Irwin Paving, Inc. When we are able to get this project funded, we will complete the other portions of the project in the coming years. They are: Trestik Drive from Blenker Road to Mayflower Road, Mayflower Road from pavement condition change 400 feet north of Trestik Drive to Yellowstone Road, Mayflower Road from Yellowstone Road to County Highway H. NOTE: Trestik runs thru our town parallel to Hwy. 10.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

As we continue to improve our road system, we will continue to attract new home owners. One of the eighteen towers for broadband will be placed in our town in section #13. These eighteen towers are being placed in Wood County because of two grants the county received for broadband. We feel this will give our residents the option of working from home. In recent months some individuals have found that they could not continue their jobs because of the slow or lack of internet service. With our new tower we believe that people will want to work from home but need a good system of roads to use when getting supplies to support life in the home. All four of the projects we have planned will support residents as they travel to the unincorporated town of Blenker for gas and basic household goods. As smaller farms sell land to larger farmers there is a building site for homes that is desirable for individuals that enjoy quiet country life.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$2,885.00	\$95,506.90	none
Office Supplies & Expenses	NA		
Professional Services	NA		
Misc. or Other	NA		
Total	\$2,885.00	\$95,506.90	

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

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Organization Telephone: 715-457-3106
Contact Person/Title: Connie Milz/town chair
Contact Person Telephone: 715-457-3106 Email: TOMchair21@gmail.com

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Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

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Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$4,129.45	\$95,506.90	
Office Supplies & Expenses	NA		
Professional Services	NA		
Misc. or Other	NA		
Total	\$4,129.45	\$95,506.90	

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Applicant Organization: Town of Saratoga

Mailing Address: 1120 State Highway 73S., Wis. Rapids, Wi. 54494

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: saratogawisconsin.org

Organization Telephone: 715-325-5204

Contact Person/Title: Clerk, Heidi Kawleski

Contact Person Telephone: 715-570-0901 Email: saratogaclerk@wctc.net

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

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This request is for "seed" money for the down payment on the purchase of approximately 200 acres of land for economic development along Highway 13/73 as a corridor for retail / commercial / housing development. This acreage would be intricately linked to the building of an "ATV / UTV Trailhead" linking Jackson & Clark County on the west, Marathon & Portage County on the north and east, Sauk County on the south, in effect availing more than 150 contiguous trail miles in Central Wisconsin with Wood County at the center. The TRAILHEAD would also include a Wood County Park / Town of Saratoga NATURE PRESERVE or natural area, ideally along the 10-Mile Creek, as well as the development of mid-priced housing in a rural setting. All of this development is intended as a public / private venture illuminating future economic growth near our "solar" developments. To achieve this ambitious goal, we also seek funding for an advertising and promotional campaign designed to sell the idea that solar, nature and housing can comfortably and positively co-exist. This venture is entirely consistent with Wood County's Economic Development Mission Statement in that it fosters a business-friendly environment along the road between Alexander Field and the golf and trap-shooting amenities in the Town of Rome. The housing, recreation and tourism opportunities enhance quality of life and the whole plan promotes Wood County as a unique and desirable tourist destination in the center of the state.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

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There can be no better R.O.I. than the foresight of committees (CEED), counties (WOOD), and communities (SARATOGA) collectively identifying the “renewable and sustainable” potential when solar is partnered with outdoor recreation and housing for millennials.. The combination of the Wood County Solar Project and the Saratoga Solar Project have led residents and visitors alike to identify Wood County as the “Solar Center” of Wisconsin. This will inspire the development of retail, recreation and housing development in South Wood County just as health care brought economic development to North Wood County. Additionally, tourism potential on and along the Wisconsin River and “at the Elbow” headwaters of Lake Petenwell generates significant momentum as we build a post-pandemic economic development initiative in the center of the state. The possibilities are endless for those who have the insight to plan wisely and think broadly. While it is impossible at this time to project or quantify business-starts, full-time jobs, hotel rooms booked and an increasing number of customers at eating and shopping establishments, these will inevitably follow the development of the housing units and the trailhead and nature preserve.

Professional Services	Marketing	\$5,000	
Misc. or Other	Land down paymt.	\$10,000	
Total		\$15,000	

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Applicant Organization:

Mailing Address:

Street Address (if different):

Web Site:

Organization Telephone:

Contact Person/Title:

Contact Person Telephone:

Email:

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Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			
Misc. or Other			
Total			

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Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the Wood County Wisconsin Rural Economic Development Plan.

Nepco Lake is one of many shining jewels that Wood County, Wisconsin has to offer both tourists and residents. While Wood County owns and operates a very nice park on the east side of Nepco, good public access points are lacking on the west side of the lake.

The Town of Saratoga proposes to enhance a parcel on Southshore Drive to provide not only a refreshing gathering point, but also to serve as a rest area for outdoor enthusiasts for kayaking, canoeing, paddle boarding, fishing/ice fishing and biking. We envision a quaint picnic area that will include a small shelter with picnic tables, restroom facilities, a walking path to the edge of the high embankment with a few benches to take in the views, a stairway to the water's edge where kayaks and canoes could be banked, a parking lot near the road and a bike rack. The design of Saratoga's new Nepco Lake Access point will also provide an environmentally friendly way of handling trash and debris generated by visitors. Most importantly, it would serve as a safe destination for lake users to stretch, have a picnic, or rest.

The 2022 Wood County Economic Development Funding for improvements to a parcel on the west side of Nepco Lake will be used to maintain and enhance quality of life, raise awareness of recreational opportunities and promote Wood County as a tourist location. Establishing usable public access points around Nepco Lake would designate South Wood County as a water-recreation destination and contribute to fulfillment of the Wood County Rural Economic Development Initiative's branding objective. We are eager to assist in promoting Wood County as a vibrant and diverse area to live, grow, play and work.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible.

The COVID-19 pandemic ignited a realigning of priorities for so many people. Locally and across the United States, people are reevaluating how and where they would like to live and work. While Wood County has experienced a continual decrease in population over the last decade, this trend may be reversed by positioning and promoting the area as a place where families, remote employees, and young professionals can live, work, and recreate comfortably. Many people are no longer captivated by the appeal of living in metropolitan areas and instead are discovering solace in rural and small-town settings. Many have made permanent lifestyle changes to accommodate this realigning of priorities. Wood County and the Town of Saratoga could capitalize on this growing desire to have space, to be a part of nature and to recreate away from the masses. Adding access points around Nepco Lake and creating a lakeside picnic and rest area could serve to meet the growing desire for outdoor recreational hotspots.

The return on investment in this project will be realized in both short-term and long-term gains. Tourists -- in the area on a day trip, for a weekend or for an extended vacation -- and local residents alike will be able to enjoy Nepco Lake in greater numbers and with easier access from many locations. Wood County hotels, gas stations, restaurants and other businesses will benefit from increased tourist traffic, and friends and family members visiting area residents will discover greater reasons to stay. Attractions like Sand Valley Golf Resort, Trap Shooters, Ag Days, State of Wisconsin Ski Show, Cranberry Festival and others offer a broad range of recreation and entertainment options. Enhancing Nepco Lake with additional access points and an improved rest- and picnic area sends a loud and clear welcoming message and positions the area as desirable for those seeking a new locale or simply a vacation or recreation destination. When people have a reason to stay, they will spend money here and find reasons to return.

Establishing Nepco Lake as a recreational destination might inspire entrepreneurial endeavors, the kind that bring culture and jobs and creativity to a community; a local kayak, canoe, or paddle board rental shop, or a bistro, antique shop, craft store, café or deli. Each will provide additional tax base and contribute to the local economy.

Long-term economic benefits will be realized by slowing the exodus of residents from the area and attracting new families and young professionals seeking a lifestyle that can be offered here. Quality-of-life opportunities attract and retain people to an area permanently, positively impacting the property tax base and the overall culture of the community. More opportunities to recreate outside aligns with the Wood County Community Health Improvement Plan's (CHIP) objective to improve health outcomes.

The requested funding will help the Town of Saratoga create a small oasis on the west side of Nepco. This in turn will contribute to establishing Wood County as a vibrant and diverse community to live, grow, work, and play.



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Applicant Organization: South Wood County Airport Commission

Mailing Address: 3620 1st. St. South Wisconsin Rapids

Web Site: <https://www.wirapids.org/departments/?fDD=27-0>

Organization Telephone: 715-423-0330

Contact Person/Title: Jeremy Sickler

Contact Person Telephone: 715-423-0330 Email: jsickler@wirapids.org

Request Overview

Thus far in 2021, Alexander Field has experienced a bounceback from the unusually low activity level in 2020. Those who choose private air travel expect and rely on equipment, facilities, and services for their aircraft. South Wood County Airport Commission has reacted to these needs as best as possible based on current funding levels. The Wood County contribution has been critical in Commission purchases of equipment which it may not otherwise be able to afford. Terminal modernization and renovation is an ongoing effort which the County contribution has propelled. The Commission has also established successful partnerships with local tourism and economic development entities to further accommodate these needs. As the Airport continues to diversify, establishing a welcoming and lasting first impression is critical. The Commission appreciates previous contributions and thanks you for your consideration for 2022.

Return on Investment

The economic impact of the transient aircraft activity at Alexander Field is hard to quantify. The measurable metric has been fuel sales which continue to perform well. The County contribution will be more important this year than ever before. Airport revenue was down 50% during 2020. The regional economic impact of Sand Valley's employees and guests is becoming glaringly apparent. Alexander Field serves as the door to the community for many of these visitors and employees. Success story testimonials are being heard from local businesses including transportation, food and beverage, lodging, and retailers. Aircraft crews spend their time in the community while their passengers patronize Sand Valley. This results in significant dollars spent in the aforementioned businesses. Continued investment in amenities and service offerings at the airport assures repeat patronage as well as potentially attracting guests which have the choice to land at other airports. Aside from Sand Valley patrons, several other community businesses are utilizing the airport including 9 Dragons, Sonoco, Ocean Spray, and ERCO.

Funding Request Summary – Program/Project

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			
Office Supplies & Expenses			
Professional Services			
Conferences & Dues			
Misc. or Other	\$10,000		
Total	\$10,000	\$305,083	

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Applicant Organization: Wisconsin Rapids Area Convention & Visitors Bureau (WRACVB) on behalf of Central Wisconsin Tourism Association (CWTA).

Mailing Address: 131 2nd Street N. Wisconsin Rapids, WI 54494

Street Address (if different): [Click here to enter text.](#)

Web Site: <https://centralwisconsin.com/> and <https://www.visitwisrapids.com/> and <https://visitmarshfield.com/>

Organization Telephone: 715-422-4650

Contact Person/Title: Meredith Kleker, Executive Director, WRACVB

Contact Person Telephone: 813-842-5579 talk or text **Email:** mkleker@VisitWisRapids.com

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Wisconsin State Fair Booth - The Wisconsin Rapids Area Convention & Visitors Bureau and Visit Marshfield, along with our Central Wisconsin Tourism Association (CWTA) partner Stevens Point collaborate each year to staff a booth in the Wisconsin Products Pavilion at the annual Wisconsin State Fair in West Allis. We are requesting \$3000 to assist with expenses for the booth and insurance. Our organizations provide staffing and travel expenses for the 11 days as well as set-up and clean-up.

Our WI State Fair booth directly promotes the central place initiative in the Wood County Rural Economic Development (REDI) plan (strategy 2.1), promoting arts, cultural assets and upcoming entertainment. Additionally, we promote the county's outdoor recreation opportunities and provide maps for trails and water access (strategy 3.1). Through consistent annual presence at the Wisconsin State Fair and new strategies to engage visitors like the social media "Say Cheese" app used in 2019, we actively represent Wood County as a vibrant and diverse community to live, grow, work and play (REDI branding strategy 1.)

Attendance at State Fair in 2019 set a record with over 1 million people visiting. Our central location in the state, and abundant, naturally distanced outdoor recreation position Wood County as an ideal place to visit. Aside from the economic impact in spending and taxes, visitors help by creating jobs, inspiring innovative businesses, and assuring quality of place amenities (like parks, wildlife areas, trails, and open spaces.) Please help us continue to encourage tourism and create awareness of the opportunities in Wood County at the Wisconsin State Fair in 2022.

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Due to the health pandemic, there was no WI State Fair in 2020. We will be participating this year August 5th - 15th, 2021.

In 2019 County funding helped us promote Wood County as a destination face to face to over 100,000 at the Wisconsin State Fair. Average daily attendance was over 102,000 and our center location in the air-conditioned Wisconsin Products Pavilion is one of the most popular places to visit. We distributed roughly 2,200 Visitor Guides and collected over 500 qualified email leads using a new photo app. Additionally, the fair had 5.4 million website page views. Using WI Department of Tourism numbers, based on literature distributed and emails collected at a conservative conversion rate of 20% (# of trips to our area), the 2019 booth at the State Fair generated the following economic impact:

20% of 2717 contacts = 543 trips x 3 (avg. # of people in a trip)	= 1629 Visitors
80% of visitors here for day (1303) at \$64 (avg. spend / day visitor)	= \$83,405
20% overnight stays (326) at \$144 (avg. spend / visitor / night)	= \$46,915
\$130,320 in Direct Visitor Spending in Wood County	\$52 to \$1 R.O.I. (ratio of dollars spent in Wood County vs. grant spending)

Funding Request Summary – Program/Project

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	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits			We use paid staff & volunteers for the 11-day event.
Office Supplies & Expenses	\$300. (updated displays)	\$1,000 (new pull-up displays)	Promotional materials, (guides/ maps etc.) provided by organizations & tourism entities.
Professional Services	\$200.	\$200.	Expo/Display Items, Wi-Fi, cleaning & supplies
Misc. or Other			We use room tax dollars as available for additional funding.
Total	\$3,000.	\$6,200.	

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Economic Development Funding

Request

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Applicant Organization: Village of Port Edwards
 Mailing Address: 201 Market Ave, Port Edwards WI 54469
 Click here to enter text.
 Street Address (if different): Click here to enter text.
 Web Site: Click here to enter text.
 Organization Telephone: 715-887-3511
 Contact Person/Title: Raymond D "Boz" Bossert, Village Administrator
 Contact Person Telephone: 715-315-0304 Email: villageadmin@port-edwards.org

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In 2021 the Village partnered with a civic organization, Scentrails Inc., to establish a Dog Park. The Village of Port Edwards has an existing Disc Frisbee Course. We had a section of land adjacent to the course that was a great place for a Dog Park. In the future, we plan to connect this Dog Park to the Disc Frisbee course, since this is a perfect place for owners and their pets to take advantage of the walk trails along the Course and creates a destination spot for both activities. In our research the closest Dog park is in Rome or Stevens Point (20+ min drives) and we feel this addition to our Village and the Region (of over 25K residents and many owning dogs) will provide a destination for Pet owners to take advantage of this facility and the opportunity to connect it to a active event such as trail walks at our Ripple Creek park Location.

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This facility will become a draw from residents as well as those that would like to travel and have a safe and secure place to exercise their Dogs. The connection to the Frisbee course gives us the opportunity to market this venue as a dual-purpose event that includes exercise for the Dogs as well as a place adjacent to exercise with your pets on a leisurely walk along the 2 miles of trails and participate in the disc frisbee or just enjoy the trails. The draw would be active marketing and advertisement on numerous pet friendly sites (free of charge) that highlight these locations to avid pet owners. Also, this venue with other Disc frisbee courses locally could be pooled into a tournament event to draw other Wisconsin and other state participants. The Village would provide the land and existing structures, some minor signage and new fencing would be required, as well as some agility obstacles in the fenced area for the pets.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$10,000	\$22,500	20 Volunteers (at \$15 p/hr) for three days = \$7200
Office Supplies & Furniture	\$1000	\$1000	
Professional Services	\$10,000	\$15,000	
Misc. or Other	\$25,000	\$25,000	Fencing and Signs
Total	\$46,000	\$63,500	

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This reporting requirement can be coordinated by contacting *Jason R. Gruenberg*, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us

Existing Fence 4-6' tall

New Fence 4-6' tall

Gates

1 door or double

Fence

screening

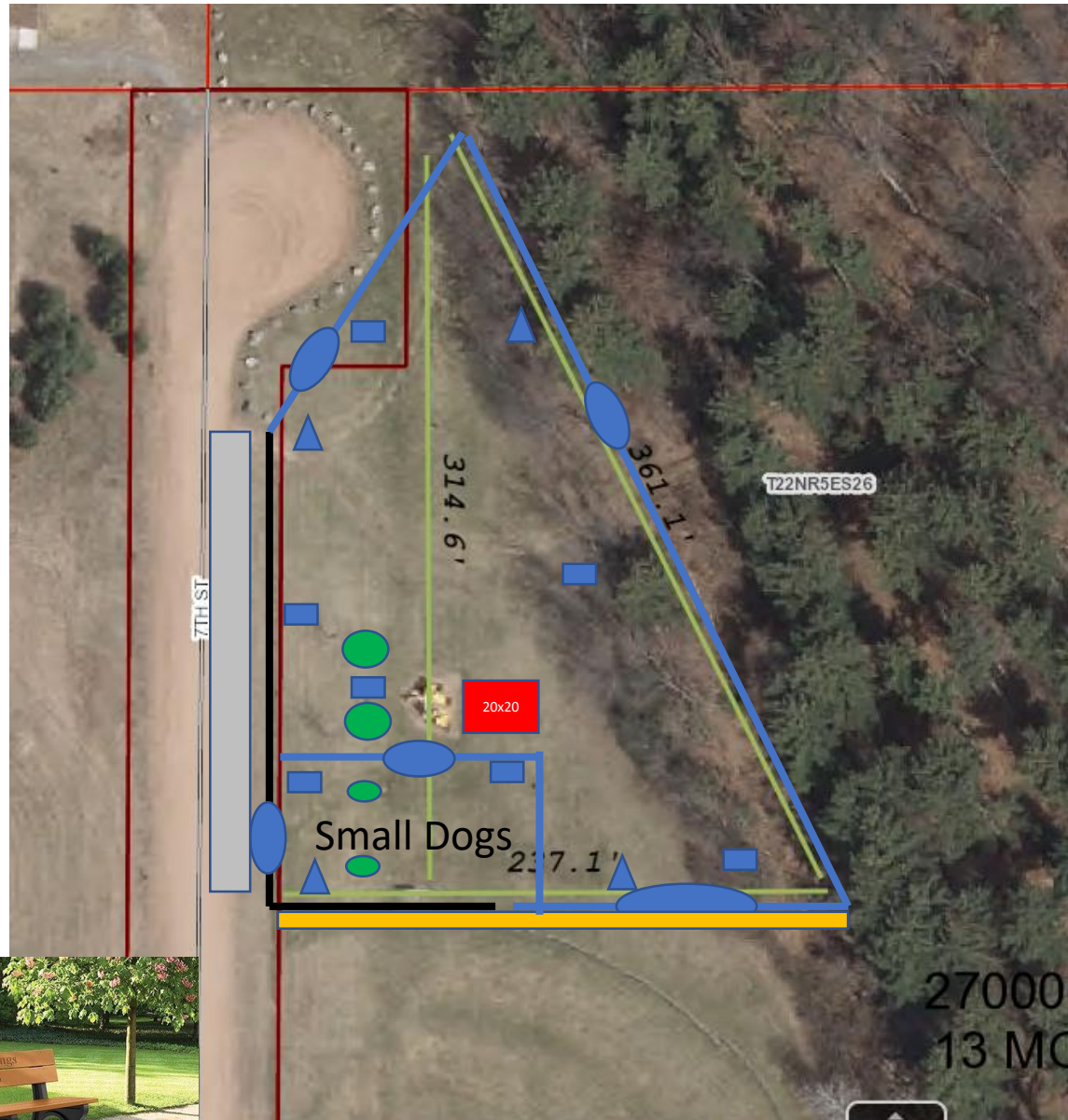
Gravel for parking

Bench

Pet Waste receptacle

Future Shelter

Tree



94 Playground will stay for now



Wood County Planning & Zoning Office

Courthouse - 400 Market Street

P.O. Box 8095

Wisconsin Rapids, WI 54495-8095

Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization:	Village of Port Edwards
Mailing Address:	201 Market Ave, Port Edwards, WI 54469
Street Address (if different):	
Web Site:	
Organization Telephone:	715-887-3511
Contact Person/Title:	Raymond "Boz" Bossert/ Village Administrator
Contact Person Telephone:	715-315-0344 Email: villageadmin@port-edwards.org

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

<p>KAYAK PUT-INS in PORT EDWARDS AS A PUBLIC-PRIVATE PARTNERSHIP</p> <p>Establishing Kayak inputs along NEPCO lake and The Wisconsin River in Port Edwards. This will be a Private/Public partnership that will involve small business's, a corporate sponsor and a government entity to ensure sustainability. This initiative addresses the Improving Economic development and Quality of Place Goals of the REDI Plan.</p> <p>The Village of Port Edwards has approached DOMTAR to establish three Kayak Inputs in the Village. The Village working with DOMTAR will (1) create a recreational use permit, (2) jointly build out the sites and working with a local small business (Northward Peddle, Paddle Inc.) (3) will provide a community resource to groups and individuals in our community. The sites will be safe and secure areas, they will be patrolled by the Village, maintained by the partnership and offered to all those with like interests. We foresee the lack of many active local Kayak Put-Ins will assist in the draw to these locations by locals and out of County visitors alike. The success of the recreational agreement with DOMTAR on the 5 miles of Bike trails has been a great asset to the Village and County as part of the 100+ miles of trail network. We foresee this expanded partnership, including a small business with expertise in this activity, will only improve the recreational asset for our community and County. The draw to visitors and guests in our County cannot be overstated. The Wisconsin River and our lakes are a great asset and need to be properly opened up for public use. Having a triad, public-private partnership, will not only ensure success in establishing these sites, but longevity in maintaining them for the good of the community. The sites will include, parking, seating, trails, trash receptacles, bulletin boards to post information and in some cases possibly lighting and cameras for security.</p>
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Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

Expanding our deficient County Kayak put-ins along our lakes and rivers will provide a boost to the Leisure and Hospitality business's, the fourth largest employment sector in the county, accounting for over 7 percent of total employment or 2,762 jobs. Between 2000 and 2018, this sector decreased by 4 percent, compared to the state's growth rate of 19 percent. Building an asset to improve this sector will possibly add not only Jobs but external visitor interest to our County.

The Arts, Entertainment, and Recreation opportunities in Wood County does not offer the arts and entertainment opportunities of larger cities, it compensates in this sector through its relatively extensive recreation economy. The sector has experienced significant growth in its Location Quotient in the past decade, growing 103%. If that rate of growth continues, the sector may become a driver for the county. This category has a Location Quotient of 0.67 in 2019. We foresee this initiative a important contribution to this potential growth.

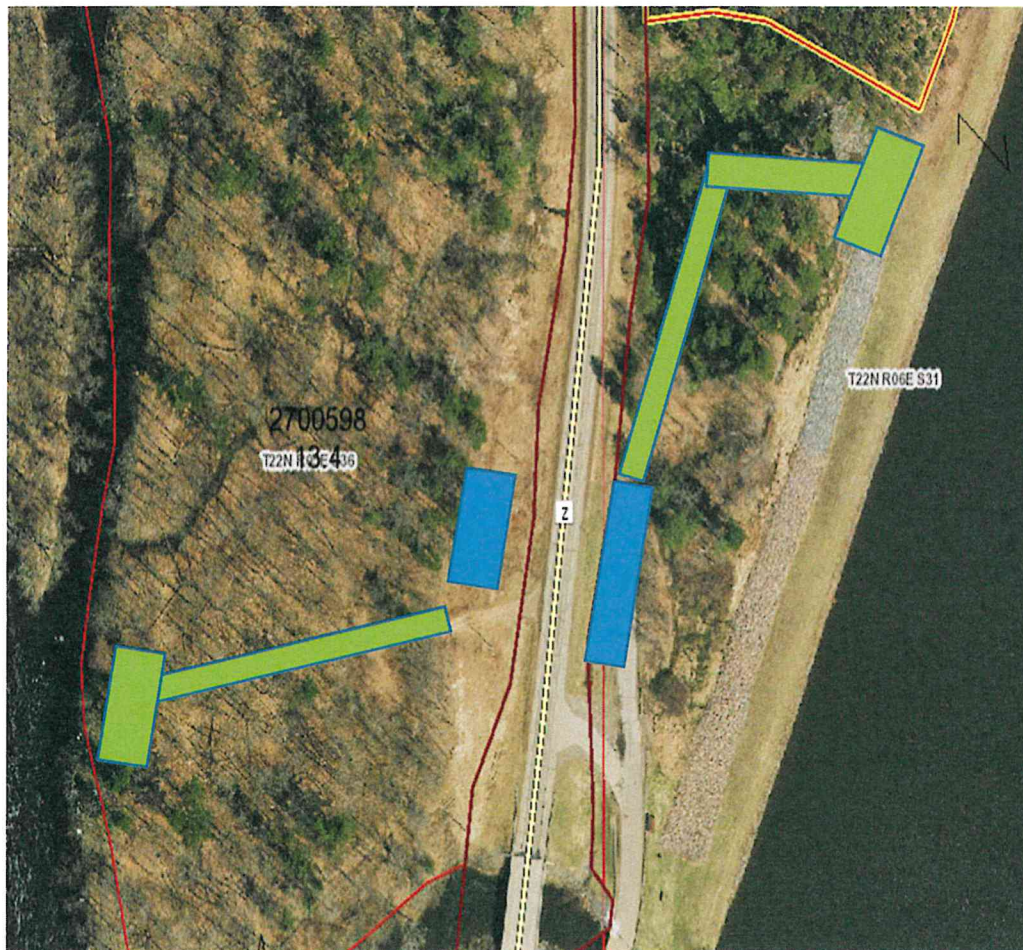
Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	\$5000	\$15,000	\$10,000
Office Supplies & Expenses	\$1500	\$2000	\$500
Professional Services	\$25,000	\$30,000	\$5000
Misc. or Other	\$5000	\$10,000	\$5000
Total	\$36,500	\$57,000	\$20,500

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This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**



Kayak Park NEPCO/Wisconsin River

Acreage: 1.5 Acres
Land Value: \$25,000
(Use Contract with DOMTAR)

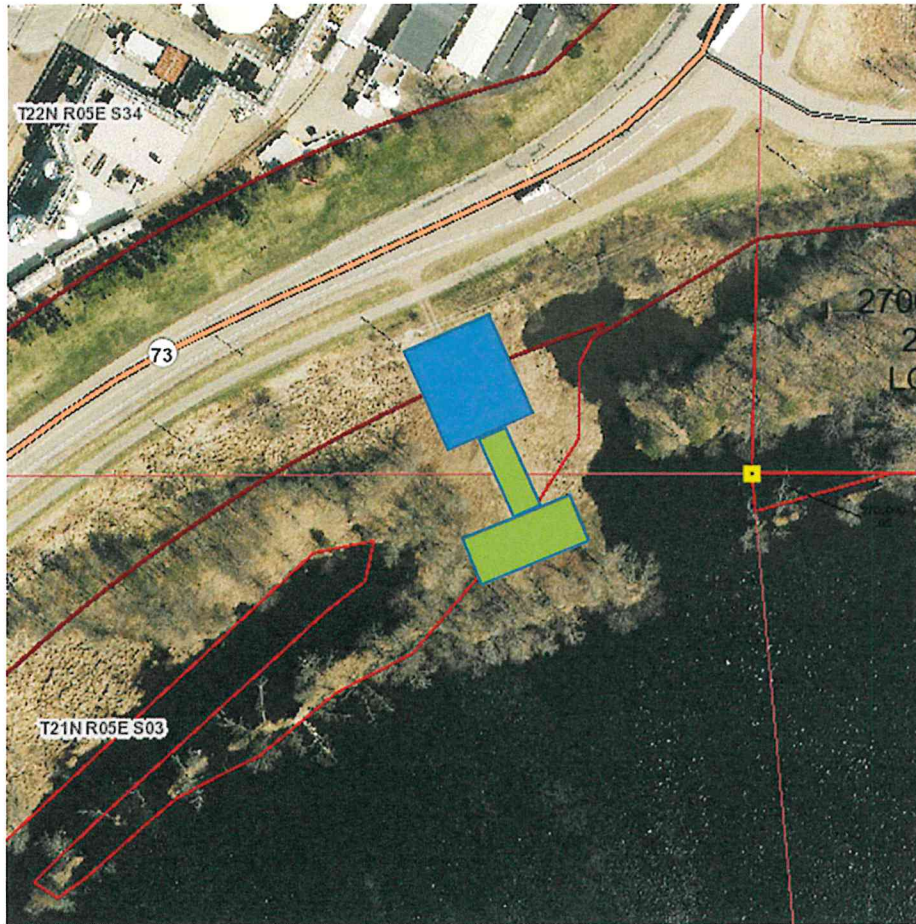
Facilities:
None

Renovations in past 5 years:

Description: Working proposal with DOMTAR
On kayak entry point, with walkway and parking
For both Wisconsin River and NEPCO lake

Future Improvements/Additions: Parking (Blue), Walking trails (Green), Launch pads (Green)
Possible Lighting at parking lots, Balusters to Block Trails from motorized traffic

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ERCO Park Kayak input Wisconsin River

Acreage: 1.5 Acres

Land Value: \$25,000

(Use Contract with DOMTAR)

Facilities:

None

Renovations in past 5 years:

Description: Working proposal with DOMTAR
On kayak entry point, with walkway and parking
For both Wisconsin River.

Future Improvements/Additions: Parking (Blue), Walking trails (Green), Launch pads(Green)
Possible Lighting at parking lots, Balusters to Block Trails from motorized traffic

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Wood County Planning & Zoning Office
 Courthouse - 400 Market Street
 P.O. Box 8095
 Wisconsin Rapids, WI 54495-8095
 Phone: 715-421-8466

2022 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

All applications are due by 4:30pm on July 9th, 2021.

Completed Applications should be emailed to Victoria Wilson at vwilson@co.wood.wi.us

Applicant Organization: Wood County Highway Department

Mailing Address: 555 17th Ave N, Wisconsin Rapids, WI 54494

Click here to enter text.

Street Address (if different): Click here to enter text.

Web Site: <http://www.co.wood.wi.us/departments/highway/>

Organization Telephone: 715-421-8875

Contact Person/Title: Roland Hawk/Highway Commissioner

Contact Person Telephone: 715-422-7400 Email: rhawk@co.wood.wi.us

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with and supports the *Wood County Wisconsin Rural Economic Development Plan*. The Plan can be found at

<https://wood.extension.wisc.edu/files/2021/04/Wood-County-REDI-Plan-FINAL-April-2021.pdf>

(If you require additional space, attach separate sheet.)

WC Highway Department in partnership with the WC Parks department are developing **phase III of an ATV route/trail system** which provides access to various low volume County Trunk Highways (CTH) classified as collectors or minor arterials. With assistance from WC Sheriff's Department determining which routes are safe for ATV traffic and in communities where ATV traffic is permitted to be on roads, these CTH have been identified and mapped adding **approximately an additional 145 miles of additional access**. Having identified these highways, WC Highway needs to begin the process of marking these routes so the traveling public can easily identify the routes accessible to these types of recreational vehicles. This project supports the Wood County Wisconsin Rural Economic Development Plan by improving the quality of place. These CTH can then be included on a County wide ATV Route/Trail System map created by the WC Parks and Forestry Department.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

County funding on Phase I and Phase II have created a mainline system providing access to many rural business and recreational activities. Expanding this access in 2022 with a clearly marked CTH system of access will allow community members and those in the neighboring counties more opportunity to connect with rural businesses and recreation areas. The highway department receives requests daily from community members and business owners requesting portions of CTH be open. County ATV funds have paid for route & trail signs, route maintenance, ATV camp sites, and provides leverage for other grants and matching funds.

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – <i>e.g. grants, volunteers, donations</i>
Wages & Benefits	\$25000	\$4375	Highway Dept. to supply \$4375 in labor & equip. while overlapping projects.
	Wages/Equipment		
Office Supplies & Expenses			
Professional Services			
Misc. or Other	\$15000	\$2625	Highway Dept. to solicit various signs from ATV clubs.
	Materials		
Total	\$40,000	\$7000	\$47,000

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2022. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**



Department Operating Budget Narrative

Account Number	Description	2022 Requested	2021 Budget	Difference		Change Justification 10% or greater change
				Amount	%	
38 - Transportation & Economic Development						
3801 - Transportation & Economic Development-Property Taxes						
Revenue / Funding Source						
3801-41110 - General Property Taxes - Trans and Econ Devel.						
267-3801-41110-???-000	41-000 - Taxes	261,000	261,000	0	0.00%	
3802 - Transportation & Economic Development Airport Grants						
Expense / Expenditure						
3802-56730 - Airport Aid						
267-3802-56730-???-710	710 - Grants, Donations, Contrib	0	0	0	0.00%	
3803 - Transportation & Economic Development Grants						
Expense / Expenditure						
3803-56750 - Transp & Economic Development						
267-3803-56750-???-219	219 - Prof Serv-Other	42,000	42,500	(500)	-1.18%	
267-3803-56750-???-313	313 - Postage	0	0	0	0.00%	
267-3803-56750-???-325	325 - Dues & Subscriptions	0	0	0	0.00%	
267-3803-56750-???-328	328 - Dues	325	325	0	0.00%	
267-3803-56750-???-331	331 - Mileage	3,000	3,000	0	0.00%	
267-3803-56750-???-710	710 - Grants, Donations, Contrib	200,000	215,175	(15,175)	-7.05%	
3804 - Transportation & Economic Development-CDBG						



Department Operating Budget Narrative

Revenue / Funding Source

3804-48110 - CDBG Loan Interest-Bank

267-3804-48110-???-000	48-000 - Miscellaneous Revenues	10	10	0	0.00%
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3804-48900 - Miscellaneous Revenue

267-3804-48900-???-000	48-000 - Miscellaneous Revenues	60,000	60,000	0	0.00%
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Expense / Expenditure

3804-56780 - CDBG-Other Professional Services

267-3804-56780-???-219	219 - Prof Serv-Other	60,000	60,000	0	0.00%
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3805 - Transportation & Economic Development-Jr. Fair

Expense / Expenditure

3805-56760 - Transportation & Econ-Junior Fair

101-3805-56760-???-720	720 - Grants & Donations	32,000	32,000	0	0.00%
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Total 38 - Transportation & Economic Development		16,315	31,990	(15,675)	#Error
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Department Operating Budget Detail

With Previous Year Comparison and Annual Estimate

	2022 Budget	% Change	2021 Budget	2021 Actual	2021 Estimate
38 - Transportation & Economic Development					
3801 - Transportation & Economic Development-Property Taxes					
<u>Revenue / Funding Source</u>					
3801-41110 - General Property Taxes - Trans and Econ Devel.					
41 - Taxes	261,000	0.00%	261,000	174,000	258,511
41-000 - Taxes	261,000	0.00%	261,000	174,000	258,511
3801-41110 - General Property Taxes - Trans and Econ Devel. Total	261,000	0.00%	261,000	174,000	258,511
Revenue / Funding Source Total	261,000	0.00%	261,000	174,000	258,511
3801 - Transportation & Economic Development-Property Taxes Total	(261,000)	0.00%	(261,000)	(174,000)	(258,511)
3802 - Transportation & Economic Development Airport Grants					
<u>Expense / Expenditure</u>					
3802-56730 - Airport Aid					
700 - Grants and Contributions	0	0.00%	0	0	
3802-56730 - Airport Aid Total	0	0.00%	0	0	
Expense / Expenditure Total	0	0.00%	0	0	
3802 - Transportation & Economic Development Airport Grants Total	0	0.00%	0	0	
3803 - Transportation & Economic Development Grants					
<u>Expense / Expenditure</u>					
3803-56750 - Transp & Economic Development					
200 - Contractual Services	42,000	-1.18%	42,500	42,500	42,500
219 - Prof Serv-Other	42,000	-1.18%	42,500	42,500	42,500
300 - Supplies and Expense	3,325	0.00%	3,325	699	836
313 - Postage	0	0.00%	0	11	11
325 - Dues & Subscriptions	0	0.00%	0	0	
328 - Dues	325	0.00%	325	325	325
331 - Mileage	3,000	0.00%	3,000	364	500
700 - Grants and Contributions	200,000	-7.05%	215,175	21,000	215,175



Department Operating Budget Detail

With Previous Year Comparison and Annual Estimate

	2022 Budget	% Change	2021 Budget	2021 Actual	2021 Estimate
710 - Grants, Donations, Contrib	200,000	-7.05%	215,175	21,000	215,175
3803-56750 - Transp & Economic Development Total	245,325	-6.01%	261,000	64,199	258,511
Expense / Expenditure Total	245,325	-6.01%	261,000	64,199	258,511
3803 - Transportation & Economic Development Grants Total	245,325	-6.01%	261,000	64,199	258,511
3804 - Transportation & Economic Development-CDBG					
<u>Revenue / Funding Source</u>					
3804-48110 - CDBG Loan Interest-Bank					
48 - Miscellaneous Revenues	10	0.00%	10	0	5
48-000 - Miscellaneous Revenues	10	0.00%	10	0	5
3804-48110 - CDBG Loan Interest-Bank Total	10	0.00%	10	0	5
3804-48900 - Miscellaneous Revenue					
48 - Miscellaneous Revenues	60,000	0.00%	60,000	0	30,000
48-000 - Miscellaneous Revenues	60,000	0.00%	60,000	0	30,000
3804-48900 - Miscellaneous Revenue Total	60,000	0.00%	60,000	0	30,000
Revenue / Funding Source Total	60,010	0.00%	60,010	0	30,005
<u>Expense / Expenditure</u>					
3804-56780 - CDBG-Other Professional Services					
200 - Contractual Services	60,000	0.00%	60,000	30	30,000
219 - Prof Serv-Other	60,000	0.00%	60,000	30	30,000
3804-56780 - CDBG-Other Professional Services Total	60,000	0.00%	60,000	30	30,000
Expense / Expenditure Total	60,000	0.00%	60,000	30	30,000
3804 - Transportation & Economic Development-CDBG Total	(10)	0.00%	(10)	30	(5)

3805 - Transportation & Economic Development-Jr. Fair



Department Operating Budget Detail

With Previous Year Comparison and Annual Estimate

	2022 Budget	% Change	2021 Budget	2021 Actual	2021 Estimate
<u>Expense / Expenditure</u>					
3805-56760 - Transportation & Econ-Junior Fair					
700 - Grants and Contributions	32,000	0.00%	32,000	32,000	32,000
720 - Grants & Donations	32,000	0.00%	32,000	32,000	32,000
3805-56760 - Transportation & Econ-Junior Fair Total	32,000	0.00%	32,000	32,000	32,000
Expense / Expenditure Total	32,000	0.00%	32,000	32,000	32,000
3805 - Transportation & Economic Development-Jr. Fair Total	32,000	0.00%	32,000	32,000	32,000
38 - Transportation & Economic Development Total	16,315	-49.00%	31,990	(77,771)	31,995



Department Operating Budget Summary

<u>Department: 38 - Transportation & Economic Development</u>	2022 Budget Summary					
	3801 - Transportation & Economic Development- Property Taxes	3802 - Transportation & Economic Development Airport Grants	3803 - Transportation & Economic Development Grants	3804 - Transportation & Economic Development- CDBG	3805 - Transportation & Economic Development-Jr. Fair	2022 Total
Revenue / Funding Source						
41 - Taxes	261,000					261,000
48 - Miscellaneous Revenues				60,010		60,010
Total Operating Revenues	261,000			60,010		321,010
Revenue / Funding Source Total	261,000			60,010		321,010
Expense / Expenditure						
200 - Contractual Services			42,000	60,000		102,000
300 - Supplies and Expense			3,325			3,325
700 - Grants and Contributions		0	200,000		32,000	232,000
Total Operating Expenditures		0	245,325	60,000	32,000	337,325
Expense / Expenditure Total		0	245,325	60,000	32,000	337,325
38 - Transportation & Economic Development Total	(261,000)	0	245,325	(10)	32,000	16,315



Department Operating Budget Summary

2022 Budget Summary	
Change %	2021 Budget
0.00%	261,000
0.00%	60,010
0.00%	321,010
0.00%	321,010
-0.49%	102,500
0.00%	3,325
-6.14%	247,175
-4.44%	353,000
-4.44%	353,000
-49.00%	31,990



Department Operating Budget Summary

<u>Department: 38 - Transportation & Economic Development</u>	2021 Budget Summary					
	3801 - Transportation & Economic Development- Property Taxes	3802 - Transportation & Economic Development Airport Grants	3803 - Transportation & Economic Development Grants	3804 - Transportation & Economic Development- CDBG	3805 - Transportation & Economic Development-Jr. Fair	2021 Budget
Revenue / Funding Source						
41 - Taxes	261,000					261,000
48 - Miscellaneous Revenues				60,010		60,010
Total Operating Revenues	261,000			60,010		321,010
Revenue / Funding Source Total	261,000			60,010		321,010
Expense / Expenditure						
200 - Contractual Services			42,500	60,000		102,500
300 - Supplies and Expense			3,325			3,325
700 - Grants and Contributions		0	215,175		32,000	247,175
Total Operating Expenditures		0	261,000	60,000	32,000	353,000
Expense / Expenditure Total		0	261,000	60,000	32,000	353,000
38 - Transportation & Economic Development Total	(261,000)	0	261,000	(10)	32,000	31,990