*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA - REVISED

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting of: **ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time: **Tuesday, February 1, 2022 at 5:15 p.m.**
Location: **City Hall, Council Chambers**
Members: Tom Neal (C) , Lisa Rasmussen, Sarah Watson, Becky McElhaney and Tom Kilian

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

1. Approval of the Minutes from 1/4/22
2. Presentation by Elizabeth Knight of Aplomb on Wausome campaign
3. Discussion and possible action on approving Economic Development Policies and Procedures between City of Wausau and MCDEVCO, Inc. (Stratz)
4. Update on 2022 marketing plan (Brodek, Fifrick)
5. Adjourn

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

This Notice was posted at City Hall and emailed to the Media on 1/31/22

Due to the COVID-19 pandemic, this meeting is being held in person and via teleconference. Members of the public who do not wish to appear in person may view the meeting live over the internet on the City of Wausau's YouTube Channel: **http://www.tinyurl.com/WAAMedia**, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at **https://tinyurl.com/WausauCityCouncil**. All public participants' phones will be muted during the meeting. Virtual attendees who wish to speak may only do so during the "Public Comment" portion of the agenda and they must register by **2:00 p.m. on the meeting day by emailing Liz Brodek at liz.brodek@ci.wausau.wi.us** with their phone number so they can be identified in the meeting software. Any person wishing to offer public comment who does not appear in person to do so, (or pre-register to speak virtually), may e-mail City Clerk **Kaitlyn Bernarde at clerk@ci.wausau.wi.us** with "EDC Public Comment" in the subject line prior to the meeting start. All public comments, either by email or in person, will be limited to items on te agenda at this

The Access Code is: 1461 00 7947 The Password is: p8mQtTmNS33

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in it's services, programs or activities. If you need asssitance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coodinator at (715) 261-6590 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event, the City of Wausau will make a good faith effort to accommodate your request.

Other Distribution: Media, Alderpersons, Mayor, City Departments

MINUTES

Economic Development Committee Meeting

Tuesday, January 4, 2022, at 5:15 P.M. | Neil at 5:15 P.M.

In Attendance

Members Present:	Tom Neal (C), Sarah Watson, Lisa Rasmussen, Becky McElhaney
Member Absent:	Tom Kilian
Others Present:	Mayor Rosenberg, Liz Brodek, Attorney Anne Jacobson, Randy Fifrick, MaryAnne Groat (Webex), Kevin Porter, Brit Samuels, Nick Patterson of T Wall Enterprises (Webex), Jerry Pruitt of Badger Liquor (Webex) and Lindsey Pearson of Badger Liquor (Webex)

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

Agenda Item 1 – Approval of the Minutes from 12/7/2021

Watson motioned to approve minutes, seconded by Rasmussen. Motion carried 4-0

Agenda Item 2 – Discussion and possible action on approving Planning Option Agreement with T Wall Enterprises, LLC for Riverlife Lots 6, 7, and 8 (Atty. Jacobson, Brodek)

Brodek explained at the last ED Meeting, the committee decided to give T Wall until March 1, 2022, to perform due diligence on the parcels and development negotiations would take place afterwards and within 60 days of the expiration date of the Planning Option Agreement. Development negotiations would need to be completed by May 1, 2022. Brodek explained the agreement the council put together reflects the terms as requested by the ED Committee and is similar to the Planning Option Agreement the city executed with Gorman & Co.

Rasmussen agreed that the Planning Option Agreement is exactly what the committee requested.

Rasmussen moved to approve the planning agreement. Seconded by Watson. Motion approved 4-0.

Agenda Item 3 – Discussion and possible action on approving First Amendment to Riverlife Condos Development Agreement (Atty. Jacobson, Brodek)

Brodek explained this amendment initially came back for amendment of commencement and completion dates. The original dates on the agreement were May 31, 2021, and June 30, 2022, respectively. Brodek explained a few other items were amended in the agreement at that time as well including the number of TIF payments (not amount), the date the city must complete the adjacent parking lot and sidewalks, easements for the water lines, soil management, temporary access to city owned land for construction purposes and a $50,000 cleanup grant to assist with the removal and disposal of contaminated soils from the property. Brodek stated the amendments were agreed upon after extensive negotiations by both parties, the City and Development Team. Brodek stated both parties are agreeable to the terms and ready to move forward with the agreement.

Rasmussen asked if the $50,000 grant is an additional investment or if it was still part of the original agreement. Brodek answered it is an additional $50,000 which assist with the cost of eradication but not satisfy the entire cost the developer will incur.

Rasmussen asked if the payments would now be five payments instead of two. Brodek answered yes.

Rasmussen then asked if the concept of the plan changed and what is happening with the amphitheater.

Brodek answered that the amphitheater was taken out of the agreement because it should come back as a separate proposal/agreement. She explained the language in the original agreement regarding the amphitheater was very vague and didn't contemplate any maintenance of the amphitheater, so it makes more sense for it to come back as a separate agreement if they choose to move forward with it. Brodek also explained there is a

specific implementation plan that still needs to come back to planning commission and it is unknown what that looks like at this point.

Rasmussen commented the amphitheater was part of the appeal of the proposal and wants the committee to continue to push for that amenity because it would be an enhancement to the complex and the riverfront in general.

Neal commented that it has been considered part of the vision but considered a separate partnership project the parameters of which have not been outlined. Neal asked Brodek if the footprint of the building still allowed the space for an amphitheater.

Brodek answered yes but the footprint of the building would need to be shifted from the South to the North to accommodate the amphitheater on the South side.

McElhaney asked where the money for the cleanup is coming from.

MaryAnne explained it hasn't been discussed specifically but it would be a TID eligible expense and could consider that as the financing source.

Rasmussen motioned to approve the agreement providing negotiations continue separately regarding the amphitheater and to make sure the building face the correct direction to accommodate it in planning. Seconded by McElhaney. Motion approved 4-0.

Agenda Item 4 – Discussion and possible action on approving sale of 9913/9915 Innovation Way in Business

Fifrick presented Badger Liquors request to purchase a 4.733-acre parcel of city-owned property in the Western section of the Wausau Business Campus. He stated Badger Liquor is offering $12,500 per acre for a total of $59,162.50. They are proposing the development of a 22,538 sq. ft. transfer depot and distribution center. Badger Liquor is not requesting any city assistance and the development is estimated to have an improvement value of $6.5 million for the new building. They also expect to hire additional employees in the future. Construction is expected to begin in Spring of 2022 and occupancy by September 2022.

Watson motioned to approve seconded by McElhaney. Motion approved 4-0.

Agenda Item 5 – Adjourn

Watson motioned to adjourn, seconded by McElhaney. Motion approved 4-0

SEPT 2021 - JAN 2022

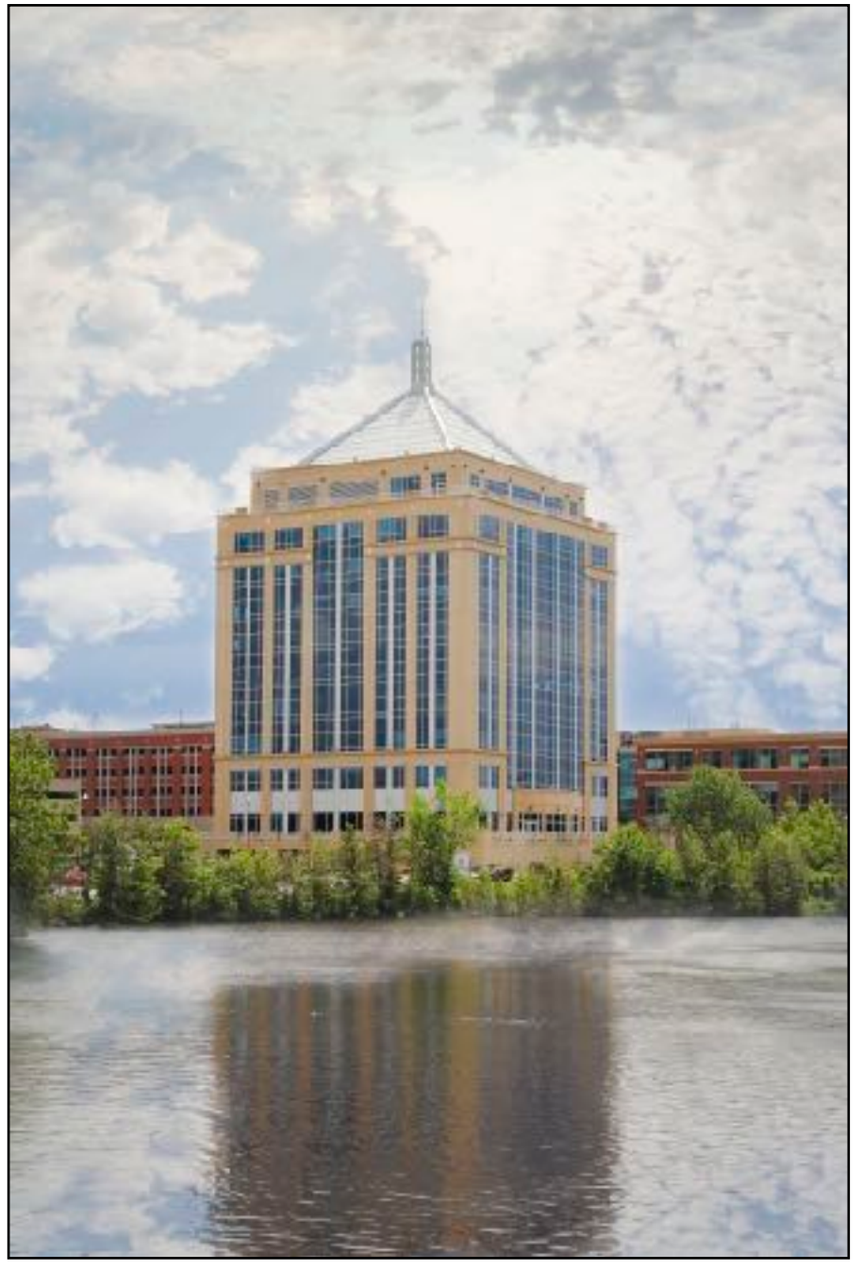
CAMPAIGN SUMMARY

February 1, 2022

Prepared by: Elizabeth Knight, Aplomb PR

OUR GOAL

- Position the City of Wausau as an ideal place to live, work, raise a family, start/ grow a business, or retire
- Main tactics used:
  - Two new MWS features
  - Social media



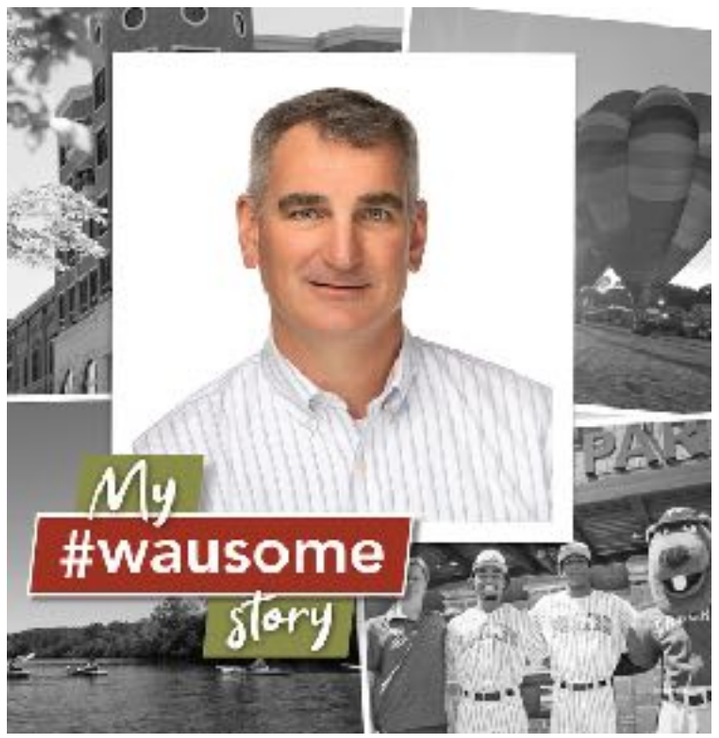
FEATURED STORIES

Aplomb PR

MY WAUSOME STORY

- October: Ed Giallombardo (West Side Tasty Treat)

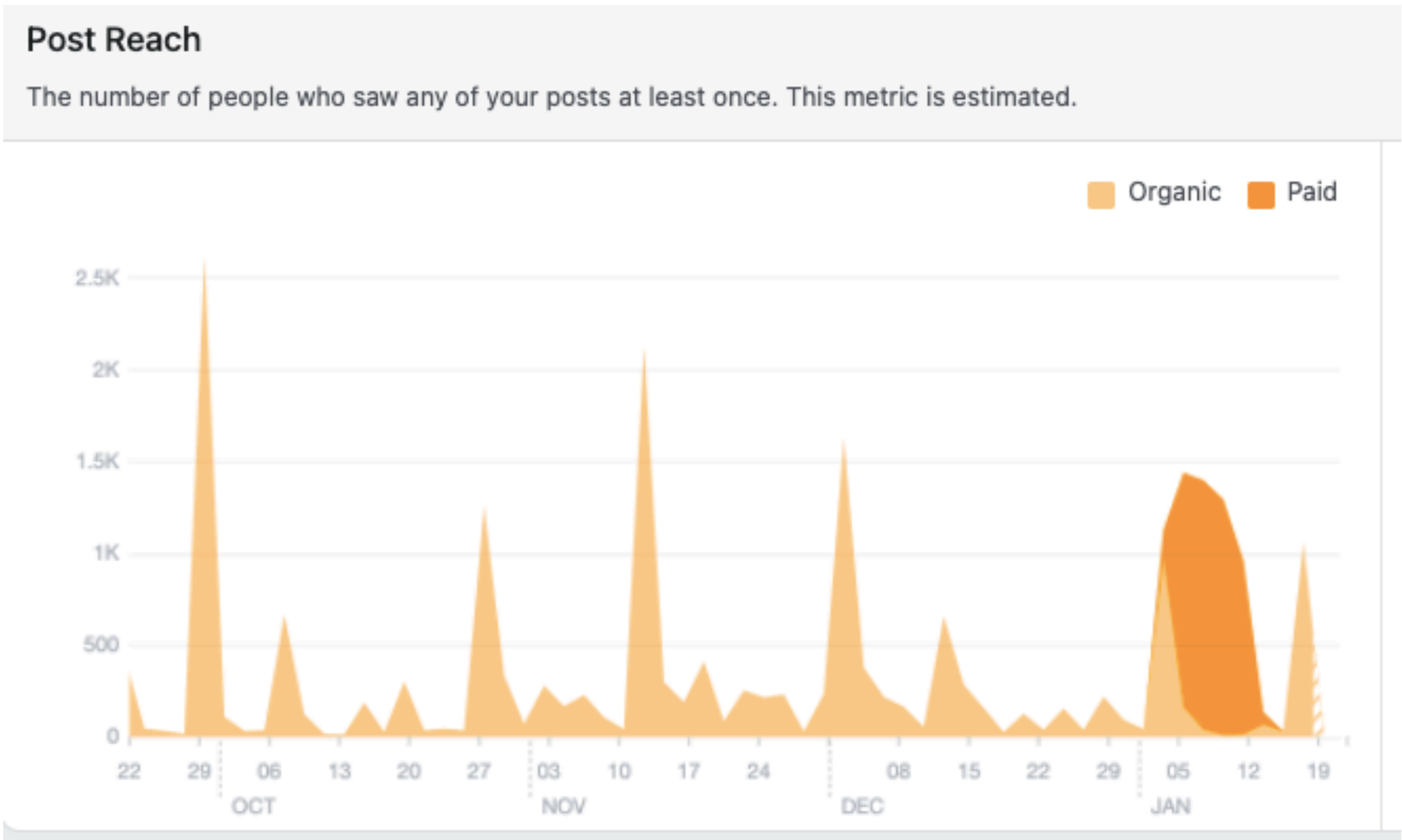
- December: Ben Reif (Wausau Coated)



SOCIAL

Aplomb PR

POST REACH (IN THOUSANDS)



PAGE FOLLOWERS: 3,439

SOCIAL – PAID

Aplomb PR

Post details

Wausome
Favorites · December 2, 2021 ·

"Wausau was always the right place to start the business. And now, as we become a global company, Wausau remains the right place to be." - Ben Reif, President, Wausau Coated

What's so great about Wausau that Wausau Coated Products has been happy to call it home for the last 40 years? Ben shares his thoughts in this edition of My Wausome Story.

Read his story now https://bit.ly/3odg3Nq

WAUSAUDEVELOPMENT.COM
WCED > Wausome Stories > Ben Reif
When brands like George Clooney's Casamigos Tequil...
Learn more

8,531 People reached
820 Engagements
Boost again

Performance for your post

8,531 People Reached

209 Reactions, Comments & Shares

179 Like	42 On Post	137 On Shares
10 Love	5 On Post	5 On Shares
5 Comments	2 On Post	3 On Shares
15 Shares	15 On Post	0 On Shares

611 Post Clicks

22 Photo views	254 Link clicks	335 Other clicks

NEGATIVE FEEDBACK

2 Hide post	1 Hide all posts
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Reported stats may be delayed from what appears on posts

8,531 People reached
820 Engagements
Boost again

Boosted on Jan 5, 2022
By Elizabeth Meyer Knight
Completed

People Reached	4.8K
Link clicks	88

View results

SOCIAL – PAID

Aplomb PR

Post details

Wausome
Favorites · December 26, 2021 ·

"That's one thing that Wausau has taught me in the last decade or so of living here: If you want to make something happen, you can. There is so much opportunity."

Learn more about Ed Giallombardo's focus on building community, how he is doing it, and why his latest venture, purchasing West Side Tasty Treat, is filling a void in the Wausau community.

Read now
https://www.wausaudevelopment.com/Wauso.../EdGiallombardo.aspx

WAUSAUDEVELOPMENT.COM
WCED > Wausome Stories > Ed Giallombardo
Ed Giallombardo The plan wasn't necessarily to...
Learn more

3,913	313	Boost again
People reached	Engagements	

Performance for your post

3,913 People Reached

8 Reactions, Comments & Shares

6 Like	6 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

305 Post Clicks

0 Photo views	98 Link clicks	207 Other clicks

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

3,913	313	Boost again
People reached	Engagements	

Boosted on Jan 4, 2022
By Elizabeth Meyer Knight
Completed

People Reached	3.6K	Link clicks	91

View results

SOCIAL – ORGANIC

Aplomb PR

Post details

Wausome
Favorites · October 27, 2021 ·

Ed Giallombardo is what we call a Community Connector. He has been on a mission to make Wausau a more connected community through various projects. And now, he and his wife Marjorie have taken on their biggest challenge yet: owning a business. How are Ed and his wife remaining community focused as new owners of Wausau's West Side Tasty Treat? #wausome

Read his Wausome Story now: https://bit.ly/EdGiallombardo

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

4,523	589	
People reached	Engagements	Boost post

Performance for your post

4,523 People Reached

301 Reactions, Comments & Shares

203 Like	39 On Post	164 On Shares
67 Love	6 On Post	61 On Shares
12 Comments	1 On Post	11 On Shares
20 Shares	20 On Post	0 On Shares

288 Post Clicks

37 Photo views	119 Link clicks	132 Other clicks

NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

SOCIAL – ORGANIC

Aplomb PR

Post details

Wausome
Favorites · November 12, 2021 ·

Are you familiar with TCTeardrops LLC custom built camping trailers? Did you know they are produced right here in Wausau? Learn about how they got their roots here and why they are glad to call Wausau home: https://www.wausaudevelopment.com/WausomeS.../TCTeardrops.aspx

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

4,744	775	
People reached	Engagements	Boost post

Paula Webb Clark, Corey Barnes and 37 others — 4 Comments 9 Shares

Like Comment Share

Performance for your post

4,744 People Reached

276 Reactions, Comments & Shares

205 Like	38 On Post	167 On Shares
35 Love	3 On Post	32 On Shares
1 Wow	0 On Post	1 On Shares
25 Comments	5 On Post	20 On Shares
10 Shares	9 On Post	1 On Shares

499 Post Clicks

48 Photo views	114 Link clicks	337 Other clicks

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
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Reported stats may be delayed from what appears on posts

SOCIAL – ORGANIC

Aplomb PR

Post details

Wausome
Favorites · September 29, 2021 ·

"I loved living in Madison and experiencing everything it had to offer, but I did not feel engrained with the community. I felt more like a number, just a person who simply lived there. Wausau feels more like home. In Wausau, I feel like I am part of something bigger."

Read Kevin's Wausome Story here: http://bit.ly/2HtjfPg

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

3,397	606	
People reached	Engagements	Boost post

Performance for your post

3,397 People Reached

183 Reactions, Comments & Shares

123 Like	24 On Post	99 On Shares
36 Love	3 On Post	33 On Shares
20 Comments	1 On Post	19 On Shares
4 Shares	4 On Post	0 On Shares

423 Post Clicks

7 Photo views	197 Link clicks	219 Other clicks

NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

SOCIAL – ORGANIC

Aplomb PR

Post details

Wausome
Favorites · 6d ·

"I had never been to Wausau until a job interview brought me here. I remember driving over from La Crosse and being surprised to find such a hub of activity. It really wasn't what I was expecting at all."

Learn more about what surprised Hannah about Wausau by reading her #Wausome Story
https://www.wausaudevelopment.com/Wauso.../HannahSchommer.aspx

Performance for your post

2,049 People Reached

61 Reactions, Comments & Shares

37 Like	21 On Post	16 On Shares
10 Love	4 On Post	6 On Shares
13 Comments	5 On Post	8 On Shares
1 Shares	1 On Post	0 On Shares

169 Post Clicks

24 Photo views	50 Link clicks	95 Other clicks

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

WAUSOME.COM

Aplomb PR

TOP 10 PAGE VIEWS (SEPT 20, 2021 – JAN 20, 2022)

1	Page	Pageview	Unique Pa	Avg. Time
2	/WausomeStories.aspx	645	485	81.65
3	/WausomeStories/BenReif.aspx	501	254	71.03
4	/WausomeStories/EdGiallombardo.aspx	417	217	80.84
5	/WausomeStories/KevinPorter.aspx	205	135	77.28
6	/WausomeStories/TCTeardrops.aspx	159	102	51.72
7	/WausomeStories/WilliamHarris.aspx	156	117	52.03
8	/WausomeStories/UrbanCottage.aspx	77	59	31.47
9	/WausomeStories/RyanGallagher.aspx	76	66	38.44
10	/WausomeStories/DanKimmWeber.aspx	69	59	46.82
11	/WausomeStories/LoreenRon.aspx	62	45	50.77

TOTAL PAGE VIEWS: 4,602
UNIQUE PAGE VIEWS: 3,612

TOP 15 LOCATIONS (SEPT 20, 2021 – JAN 20, 2022)

1	Region	City	Pageviews
2	Wisconsin	Wausau	1643
3	Illinois	Chicago	250
4	Virginia	Ashburn	212
5	(not set)	(not set)	169
6	Wisconsin	Weston	122
7	Wisconsin	Milwaukee	117
8	Wisconsin	Madison	106
9	Kansas	Coffeyville	98
10	Quebec	Longueuil	82
11	Wisconsin	Kronenwetter	68
12	Minnesota	Minneapolis	57
13	Wisconsin	Stevens Point	44
14	Wisconsin	Mosinee	43
15	Wisconsin	Rothschild	42
16	Wisconsin	(not set)	40

FUTURE OPPORTUNITIES

- Library of stories now built, continue to leverage and share
- Continue producing My Wausome Story content
- Continue engaging social media audience, ramp up social media strategies by incorporating video, reels
- Redesign wausome.com landing page

City of Wausau and MCDEVCO, Inc.

Economic Development Policy and Procedures Manual

Community Development Block Grant (CDBG) Lending

Introduction

The City of Wausau's Economic Development strategy is to capitalize a diverse funding mechanism to be loaned to participating businesses looking to start or expand in Wausau. The loans, seeded by Community Development Block Grant (CDBG) capital, are loaned to participating businesses based on financial gap, credit worthiness and job creation for low and moderate income persons. The City of Wausau's revolving loan funds operate under these award considerations.

The National Objective of benefiting low and moderate income persons 24 CFR (570.208 (a)) is met by assisting businesses that create jobs in low and moderate income neighborhoods, businesses assisted are low and moderate individuals and/or the jobs created or retained by the assisted business is filled and available to low and moderate income persons.

The City of Wausau follows the Code of Federal Regulations 570.209 **Guidelines for evaluating and selecting economic development projects.** The City of Wausau utilizes MCDEVCO, Inc. a non-profit 501(c)(3) as the underwriter who complies with and uses these said guidelines for administering the loan program. Included in the criterion for meeting the public benefit standard is at least one full-time equivalent, permanent job per $35,000 of CDBG funds is used requirement.

Citizen Advisory Committee Members

The City of Wausau's Community Development Department organizes a Citizen Advisory Committee whose role is to make recommendations for policy guidelines to steer forward Economic Development projects and sustain the revolving loan fund to create jobs, eliminate blight and increase opportunities in Wausau. The Citizen Advisory Committee has been in place since 1980 and term limits are six years. The Committee is made up of citizens, alderpersons, business persons, teachers, bankers, hospital administrators, grant facilitators and a representative from one of our area high schools. The committee is a diverse representation in gender, age, socioeconomic level and ethnicity.

Any changes in the Revolving Loan Fund programming are considered and approved by the standing Citizen Advisory Committee. The Citizen Advisory Committee approves the decision to administer the funds through an underwriting organization, approve interest rate changes and other guideline policies and procedures that evaluate and select economic development projects for Wausau.

Management

The City of Wausau entered into an original agreement March 1st 1990, by and between the City of Wausau and MCDEVCO, Inc. to implement a stable and secure underwriting process to ensure compliance with CDBG guidelines and public benefit measures are recorded and on file. Annual assistance by year that MCDEVCO, Inc. administrates and authorizes is estimated to be approximately $2 Million.

MCDEVCO is a non-profit organized to undertake community activities including the revolving loan funds and has demonstrated a strong ability to successfully administer, under the appropriate federal regulations and in coordination with the Community Development Department of the City of Wausau a revolving loan program.

The original agreement with MCDEVCO directed funds to be used primarily for the purpose of large business and industrial within the City of Wausau's industrial park land. An underwriting committee was established under MCDEVCO including bankers, chief financial officers, industry leaders, alderpersons; Certified Public Accountants and Community Development staff serve an ex-officio function on the committees.

On March 17, 2008 a second agreement was entered into by the City of Wausau and MCDEVCO to develop a micro loan fund to assist a broader spectrum of businesses under the same purpose of benefiting low and moderate income persons through job creation commitments.

Each of the loan programs have separate committees with the Micro loan fund and Minority Business loan funds having representatives from the Commercial/Retail/Industrial loan fund committees. The applications require a business plan, sources and uses statement, tax returns, financial statements, a working and/or estimated budget with cash flow, and letters of commitment from bank institutions identifying approval of lending amounts from their particular institutions.

Eligible Activities

The following types of activities are eligible for use of the City of Wausau RLF funds:

- Property Acquisition
- Site Improvements
- Building Construction
- Building Renovation
- Purchase and Repair of Machinery and Equipment
- Training Opportunities

Businesses at any stage are welcome to make applications through MCDEVCO or the Community Development office at the City of Wausau. The following examples are types of financial assistance used to encourage job creation results:

- Companion or Second Loan
- Direct Loans (at favorable interest rates and terms)

Loan Program Assistance Categories:

- Wausau (CDBG)
- Wausau (Non-CDBG)
- Micro
- Minority
- Incubator

MCEVCO has different loan underwriting committees to evaluate and approve/disapprove the different loan funds. Members on each committee represent different sectors of the business community, a representative from the City of Wausau, and MCDEVCO staff(ing).

New and expanding businesses qualify:

- Commercial
- Retail
- Professional
- Industrial

Application Process

1. Either start-up and/or expanding businessperson(s) meets with the Community Development staff or with MCDEVCO, Inc. for an initial interview to enable us to get an understanding of the business and their financial requirements.
2. Staff (Community Development or MCDEVCO) reviews and/or provides technical assistance to prepare business plan, provide site-location assistance, funding mechanisms available, and provides business with directions for next steps in the process that would lead up to an application filed with MCDEVCO.
3. Community Development staff approves next step in process by authorizing MCDEVCO to move forward with the review process/underwriting evaluation of the project.

Review Process

1. MCDEVCO and/or Community Development staff, other city staff, outside consultants; as necessary, will review the submitted application materials and contact applicant for additional materials, if necessary.
2. An underwriting review meeting is conducted with the corresponding MCDEVCO committee.
3. Appropriate modifications are made to the application and/or development process.
4. The underwriting committee makes a decision to fund the request based on HUD guidelines, strength of the project, and likelihood of the commitment as well as all general underwriting standards.
5. MCDEVCO staff notifies the applicant of the loan committee action. The loan request will either required additional information or be approved or denied. If approved, applicant will receive a commitment letter from MCDEVCO, Inc. outlying the terms of the loan that will need to be signed and returned before the loan can be closed. Loan closing documents that relate to MCDEVCO will be prepared and loan closing where applicable will be coordinated with the lead lender.

Loan Evaluation Criteria

1. Applicant's equity position must be at least 10% by the time the project is completed.
2. Loans will be in a junior collateral position to the major source of project financing, unless the city of Wausau RLF proceeds are the only source of funds.
3. In some cases, loans involving equipment and UCC filings MCDEVCO will be in the first position to the major source of project financing. This arrangement will be agreed upon with the major source of lending before the loan is closed.
4. Term of the loan shall coincide with the term of the private portion of the loan, unless the loan is needed for equity requirements placed by the conventional funding source.
5. The interest rate of the direct RLF loan will be set by the needs of each individual project, but consistency is managed by the members of the underwriting committee of MCDEVCO.
6. The applicant must meet standard underwriting criteria.
7. Jobs created/retained during the term of the loan must equal to at least one job per $35,000 loaned out. Committee recommends one job per $25,000 in funding assistance unless special circumstances arise. These circumstances would include a large number of jobs to be created verses public benefit as determined by the underwriting committee.
8. Provisions of Loan Evaluation Criteria may be waived for applicants with projects under $5,000.
9. Under special circumstances, the Community Development Department, or the underwriting committee may approve funds in excess of the maximum loan amount if unforeseen or additional costs must be incurred to complete the rehabilitation project or to make the structure decent, safe and sanitary.

Criteria for Funding Projects

1. In accordance with the standards for evaluating public benefit, the recipient of CDBG funds must document that at least one full-time equivalent, permanent job per $35,000 of CDBG funds used ideally documented after one year the funds were applied.
2. At least 51% of all of the jobs created through the use of CDBG capitalized funds results in the hiring to be made available or direct hire of low and moderate income individuals pursuant to 24 CFR 570.208 (a) (4). The determination of income levels will be pursuant to HUD Section Eight guidelines.
3. Prior to approval of a loan request the RLF underwriting committee will make a determination that the proposed loan is deemed necessary or appropriate pursuant to HUD guidelines through an analysis that is to accompany any request or recommendation for approval by the RLF underwriting committee.
4. No applicant may be denied a loan on the basis of race, color, national origin, religion, age, handicap, sexual orientation, familial status or sex. All advertisement and promotion of this program will emphasize this civil rights provision and the targeting criteria established to promote affirmative action. The program is also bound by agreements established between MCDEVO and the City of Wausau, reviewed and revised to reflect that commitment.

5. All loans for construction must meet the requirements of the Davis-Bacon Act as amended (40 U.S.C. 2700-276a.5) and Section 3.
6. The RLF underwriting committee shall not approve loans made for adverse environmental effects such as construction within a wetland or floodplain as determined by soils mapping, USGS studies or other accepted means if adverse effect would be caused by that construction. Also, no project shall be approved with results in the alteration of the wetland, without prior consultation with, and consent of the US Department of Natural Resources (DNR).
7. Applicants must comply with all federal, state and local laws and regulations concerning air and water quality, non-discrimination laws, fair housing and as outlined in our agreements.

Specifically, the 570.209 Guidelines for evaluating and selecting economic development projects is used as a guide to evaluate whether or not CDBG funds are applied to a project and decides funding for each project by determining:

1. That project costs are reasonable;
2. That all sources of project financing are committed;
3. That to the extent practicable, CDBG funds are not submitted for non-Federal financial support;
4. That the project is financially feasible;
5. That to the extent practicable, the return on the owner's equity investment will not be unreasonably high;
6. That to the extent practicable, CDBG funds can be disbursed on a pro rata basis with other finances provided to the project.

Use of Economic Development Loan Fund Payments

1. All loan funds (principal plus interest) returned to the City of Wausau in satisfaction of a Repayment Agreement are considered program income for Community Development Block Grant and will be used for any eligible Community Development Block Grant Economic Development type activity.
2. Up to 15% of the program income received can be used towards administration type activities.
3. Up to 5% of the program, income received can be used by MCDEVCO towards administration type activities.
4. To administer the loan program for the City of Wausau, MCDEVCO will receive 3% of the loan portfolio towards administration type activities.

Leveraging Other Funding Sources

1. Whenever a project is funded by other gap funding sources, the funding sources are identified in the initial application process for MCDEVCO's underwriting committee to evaluate.
2. The underwriting committee also evaluates other funding sources to determine whether or not the public benefit (jobs created/retained per dollar amount) is consistent with past projects. Other sources typically include cash collateral from family/friends, tax incremental financing dollars, line of credit sources from banks and equity from assets being included in the project.
3. The business asking for funding also must supply information about past funding sources applied to the business including any CDBG funding that was applied for or previously accepted.

Approved this 7/31, 2017 by:

City of Wausau:

Robert B Mielke

Robert B. Mielke, Mayor

Toni Rayala, City Clerk

MCDEVCO, Inc

JEFFREY [illegible]RINY, PRESIDENT

EXEC. DIRECTOR

City of Wausau and MCDEVCO, Inc.

Economic Development Policies and Procedures

Community Development Block Grant (CDBG) Lending

Introduction

The City of Wausau's economic development strategy is to capitalize a diverse funding mechanism to be loaned to participating businesses looking to start or expand in the City of Wausau. The loans, seeded by Community Development Block Grant (CDBG) capital, are loaned to participating businesses based on financial gap, credit worthiness and job creation for low and moderate-income persons. The City of Wausau's revolving loan funds operate under these award considerations.

The National Objective of benefiting low and moderate income persons 24 CFR (570.208 (a)) is met by assisting businesses that create jobs in low and moderate income neighborhoods, business owners assisted are low and moderate individuals and/or the jobs created or retained by the assisted business are filled and available to low and moderate income persons.

The City of Wausau follows the Code of Federal Regulations 570.209 **Guidelines for Evaluating and Selecting Economic Development Projects.** The City of Wausau partners with MCDEVCO, Inc., a non-profit 501(c) (3) as the underwriter who complies with and uses these said guidelines for administering the loan program. Included in the criterion for meeting the public benefit standard whereas at least one permanent, full-time equivalent job is created/retained per $35,000 of CDBG funds is used.

Citizen Advisory Committee Members

The City of Wausau's Community Development Department organizes a Citizen Advisory Committee whose role is to make recommendations for policy guidelines to steer forward economic development projects and sustain the revolving loan fund to create jobs, eliminate blight and increase opportunities in the City of Wausau. The Citizen Advisory Committee has been in place since 1980 with term limits of six years. The committee is a diverse representation in gender, age, socioeconomic level, and ethnicity. The City will maintain a current list of committee members, updated annually and/or as needed.

CDBG funding allocations are considered and recommended by the standing Citizen Advisory Committee and presented to the City Council via the City's Finance Committee. ~~Any changes in the Revolving Loan Fund programming are considered and approved by the standing Citizens Advisory Committee.~~ The Citizen Advisory Committee approves the decision to administer the funds through an underwriting organization, reviews other guidelines, policies, and procedures for evaluating and selecting economic development projects for Wausau.

Management

The City of Wausau entered into an original agreement March 1, 1990, by and between the City of Wausau and MCDEVCO, Inc., to implement a stable and secure underwriting process to ensure compliance with CDBG guidelines and public benefit measures that are recorded and on file. Annual assistance by year that MCDEVCO administrates and authorizes, through all funding sources, is estimated to be approximately $2 Million.

MCDEVCO is a non-profit company organized to undertake community activities including the revolving loan fund and has demonstrated a strong ability to successfully administer a revolving loan program, under the appropriate federal regulations and in coordination with the Community Development Department of the City of Wausau.

The original agreement with MCDEVCO directed funds to be used primarily for the purpose of large business and industrial development within the City of Wausau's industrial park land. A loan underwriting committee was established under MCDEVCO to include bankers, chief financial officers, industry leaders, alderpersons, Certified Public Accountants and Community Development staff who serve an ex-officio function on the committee.

On March 17, 2008, a second agreement was entered into by the City of Wausau and MCDEVCO to develop a micro loan fund to assist a broader spectrum of businesses under the same purpose of benefiting low and moderate-income persons through job creation commitments.

Each of the loan programs utilizes the same application ~~with separate~~ and the same loan underwriting committee~~s with the Micro Loan Fund and Minority Business Loan Fund having separate committees from the Commercial/Retail/Industrial Loan Fund committee~~. The applications require a business plan, sources and uses statement, tax returns, financial statements, a working and/or estimated budget with cash flow, and letters of commitment from their financial institutions identifying approval of lending amounts. ~~from their particular institutions~~. Also required by the applicant is a commitment for hiring low-to-moderate-income employees per HUD guidelines. Hiring forms by the applicant to be completed bi-annually until required full-time/part-time equivalent employees are hired. After that, reporting will be annually for a total of three years as long as the business has met its initial hiring goal.

Eligible Activities

The following types of activities are eligible for use of revolving loan funds:

- Property Acquisition
- Site Improvements
- Building Construction
- Building Renovation
- Purchase and Repair of Machinery and Equipment
- Working Capital

Businesses at any stage are welcome to make applications through MCDEVCO or the Community Development office at the City of Wausau. The following examples are types of financial assistance used to encourage job creation results:

- Companion or Second Loan
- Direct Loans (at favorable interest rates and terms)

Loan Program Assistance Categories:

- Wausau (CDBG)
- Wausau (non-CDBG)
- Micro
- Minority
- Incubator

MCDEVCO has a ~~different~~ loan underwriting committee to evaluate and approve or deny the different loan applications. Members on the ~~each~~ committee represent different sectors of the business community, a representative from the City of Wausau, and MCDEVCO staff.

MCDEVCO will maintain a current list of loan committee members, updated annually and/or as needed.

New and expanding businesses that may qualify:

- Commercial
- Retail
- Professional
- Industrial

Application Process

1. Either startup and/or expanding ~~businessperson(s)~~ owner(s) meet with Community Development staff or MCDEVCO, Inc. for an initial interview ~~to enable us to get~~ to gain an understanding of their business and financial ~~requirements~~ need.
2. ~~Staff (Community Development or~~ MCDEVCO reviews and/or provides technical assistance to prepare a business plan, provides site-location assistance, discusses funding mechanisms available, and provides the business with direction for their next steps in the process that would lead to an application filed with MCDEVCO.
3. ~~Community Development staff approves the next step in process by authorizing MCDEVCO to move forward with the review process/underwriting evaluation of the project.~~

Review Process

1. MCDEVCO, ~~and/or Community Development staff, other city staff, outside consultants; as necessary~~, or an approved representative, will review the submitted application materials and contact applicant for additional materials, if necessary.
2. ~~An underwriting review meeting is conducted with the corresponding MCDEVCO committee~~. Once the completed application/documentation is received, MCDEVCO staff will evaluate the total package and prepare ~~with~~ their recommendation/denial. Staff will call a review meeting with the loan underwriting committee to present the proposal. The applicant is requested to attend such meeting to discuss their proposal.
3. ~~Appropriate modifications are made to the application and/or development process.~~
4. The loan underwriting committee approves or denies funding ~~makes a decision to fund~~ the request based on HUD guidelines, ~~strength of the project~~ project strength, and likelihood of the hiring commitment as well as all general underwriting standards. Community Development staff also sit on these committees for authorization that the project qualifies under CDBG regulations.
5. MCDEVCO staff notifies the applicant of the loan committee's action. The loan request will either require additional information or will be approved or denied. If approved, the applicant ~~with~~ will receive a commitment letter from MCDEVCO, Inc. ~~outlying~~ outlining the terms of the loan ~~that will~~ which needs to be signed and returned before the loan can close. ~~Loan closing documents that relate to~~ MCDEVCO will ~~be~~ prepare~~d~~ loan closing documents and a l~~oan~~ closing ~~where applicable~~ date and place will be coordinated with the lead lender, if appropriate.
6. If the loan is denied, MCDEVCO will prepare denial letter and notify the client of the committee's decision. The application is filed ~~away~~ and ~~kept~~ retained for at least one year from denial date.

Loan Evaluation Criteria

1. Applicant's equity position must be at least 10% by the time the project is completed.
2. Loans will be in a junior collateral position to the major source of project financing unless ~~the city of Wausau RLF~~ revolving loan fund proceeds are the only source of funds.
3. In some cases, MCDEVCO will be in ~~the~~ first position to the major source of project financing for loans involving equipment and UCC filings. This arrangement will be agreed upon with the major lending source before the loan is closed.
4. Term of the loan shall coincide with the term of the private portion of the loan, unless the loan is needed for equity requirements placed by the conventional funding source.
5. The interest rate of the direct RLF loan will be set by the needs of each individual project, but consistency is managed by the members of the loan underwriting committee of MCDEVCO.
6. The applicant must meet standard underwriting criteria.
7. Jobs created/retained during the term of the loan must equal at least one permanent full-time (2 part-time equal 1 full-time) equivalent job per ~~$25,000~~ $35,000 of CDBG funds loaned out, unless special circumstances arise. These circumstances could include a large number of jobs to be created versus public benefit as determined by the underwriting committee.
8. Provisions of Loan Evaluation Criteria may be waived for applicants with projects under $5,000.
9. Under special circumstances, the Community Development Department or the loan underwriting committee may approve funds ~~in excess of~~ greater than the maximum loan amount if unforeseen or additional costs ~~must be~~ are incurred to complete the rehabilitation project or to make the structure decent, safe and sanitary.

Criteria for Funding Projects

1. In accordance with the standards for evaluating public benefit, the recipient of CDBG funds must document that at least one permanent full-time equivalent job per $35,000 of CDBG funds used, which will ideally be documented between six months and one year after the funds were applied. Job reporting documentation will be provided by MCDEVCO to the applicant. During a pandemic or down swing in the economy, the loan client may write a letter explaining the reason for being unable to comply with the job requirement and commit to becoming compliant as soon as possible ~~– a letter from the loan client can state not being able to comply with the hiring but the fact that they will become compliant as soon as possible~~.
2. At least 51% of all of ~~the~~ jobs created through the use of CDBG ~~capitalized~~ funds must result in the hiring to be made available for direct hire of low and moderate income individuals pursuant to 24 CFR 570.208(a)(4). The determination of income levels will be pursuant to HUD Section Eight guidelines, as updated annually.
3. Prior to approval of a loan request the ~~RLF~~ loan underwriting committee will make a determination that the proposed loan is deemed necessary or appropriate pursuant to HUD guidelines through an analysis that is to accompany any request or recommendation for approval by the ~~RLF~~ loan underwriting committee.
4. No applicant may be denied a loan based on race, color, national origin, religion, age, handicap, sexual orientation, familial status, or sex. All advertisement and promotion of this program will emphasize this civil rights provision and the targeting criteria established to promote affirmative action. The program is also bound by agreements established between MCDEVCO and the City of Wausau, reviewed and revised to reflect that commitment.

5. All loans for construction must meet the requirements of the Davis-Bacon Act as amended (40 U.S.C. 2700-276a.5), Section 3, procurement, and environmental reviews.
6. The ~~RLF~~ loan underwriting committee shall not approve loans made for adverse environmental effects such as construction within a wetland or floodplain as determined by soils mapping, USGS studies or other accepted means if adverse effect would be caused by that construction. Also, no project shall be approved which results in the alteration of ~~the~~ wetland, without prior consultation with, and consent of, the U.S. Department of Natural Resources (DNR).
7. Applicants must comply with all federal, state, and local laws and regulations concerning air and water quality, non-discrimination laws, fair housing and as outlined in our agreements.

Specifically, the 570.209 **Guidelines for Evaluating and Selecting Economic Development Projects** is used as a guide to evaluate whether or not CDBG funds are applied to a project and decides funding for each project by determining:

1. That project costs are reasonable.
2. That all sources of project financing are committed.
3. That to the extent practicable, CDBG funds are not submitted for non-Federal financial support.
4. That the project is financially feasible.
5. That to the extent practicable, the return on the owner's equity investment will not be unreasonably high; and
6. That to the extent practicable, CDBG funds are disbursed on a pro rata basis with other finances provided to the project.

Use of Economic Development Loan Fund Payments

1. As per 24 CFR 570.504, all loan ~~funds~~ repayments (principal plus interest) returned to ~~the City of Wausau~~ MCDEVCO in satisfaction of the ~~Repayment~~ Loan Agreement are considered ~~program income~~ revolving loan funds (RLF) for CDBG and will be used for additional eligible Community Development Block Grant economic development type loans. MCDEVCO will manage the CDBG RLF of which loan proceeds will be placed in an interest-bearing account. All earned interest will be used towards additional loans. MCDEVCO will report all RLF activities to the City of Wausau on a quarterly basis, at a minimum, which will include the following:
    a. Loan repayments received during the quarter;
    b. Loan repayments expended during the quarter;
    c. Bank interest received during the quarter;
    d. Balance of revolving loan fund.

    All revolving loan funds must be drawn down and utilized towards new loans/approved expenses before any new CDBG funding can be requested. Once this agreement is terminated, any unused funding left in the RLF will be returned to the City of Wausau Community Development. Any outstanding loans in repayment will be turned over to the City for servicing and collection.

2. As per 24 CFR 570.206, up to a total of 20% of the RLF payments received can be used toward administration type activities as follows:
    a. 15% will be available to MCDEVCO for administration activities: i.e., salaries and benefits, rent, supplies, training, utilities, advertisement, etc. specifically towards CDBG activities.

b. 5% will be available to the City of Wausau Planning, Community and Economic Development Department for administration activities: i.e., salaries and benefits of city staff working in CDBG Economic Development loan activities, training, supplies, etc. associated with CDBG Economic Development activities.

3. As per 24 CFR 507.203(c), MCDEVCO may charge up to a 3% Processing/Underwriting fee toward each CDBG loan closed. This represents the time associated with ~~the~~ application processing, underwriting, and closing processes. If a particular loan takes more time to perform these activities than the 3% represents and timesheets are reflective of those expenses, MCDEVCO may allocate the actual time expended towards that loan as a product delivery cost. These additional costs must be approved by Community Development staff prior to the allocation approval.

4. ~~To administer the loan program for the City of Wausau, MCDEVCO will receive 3% of the loan portfolio towards administration type activities.~~

Leveraging Other Funding Sources

1. Whenever a project is funded by other gap funding sources, the funding sources are identified in the initial application process for MCDEVCO's loan underwriting committee to evaluate.
2. The underwriting committee also evaluates other funding sources to determine whether or not the public benefit (jobs created/retained per dollar amount) is consistent with past projects. Other sources typically include cash collateral from family/friends, tax incremental financing dollars, line of credit sources from banks and equity from assets being included in the project.
3. The business ~~asking for~~ requesting funding must also supply information about past funding sources applied to the business including any CDBG funding that was applied for or accepted previously.

Job Reporting

1. As part of the promissory note between MCDEVCO and the approved business, the business must agree to create at least one permanent full-time equivalent job per $35,000 of CDBG funds used. At least 51% of those jobs created must be available to low and moderate income households pursuant to 24 CFR 570.208(a)(4). The recipient agrees to report the jobs created/retained on the form provided to recipient by the City of Wausau (through MCDEVCO). The reporting timeframe will be identified in the promissory note – typically at 6-months after disbursement, at one-year after disbursement and then annually for a total of three years of reporting. If the business does not meet their hiring goals, the business will continue to provide job reports bi-annually until those required jobs have been filled.
2. MCDEVCO will ~~reach out to~~ contact the recipient ~~on an annual basis~~ to request these job reports. The City of Wausau will update the reporting forms to ensure the proper HUD income limits are being utilized, as the amounts are updated annually.
3. MCDEVCO will collect ~~the~~ job information from the recipient and will, in turn, report back to the City of Wausau all jobs that were created, the income levels and demographics of the job(s) recipient ~~of the job(s)~~ on a quarterly basis. The City of Wausau will use the data from the job reports ~~these reports~~ to enter data into the federal reporting system IDIS.

4. Once the recipient has successfully created and hired for the required jobs and IDIS has been properly updated, ~~the recipient and~~ MCDEVCO will no longer need to report to the City of Wausau but will keep those reports until the loans are paid in full.

Loan Servicing

1. MCDEVCO will be responsible for collection of documentation required by each loan recipient after loan closing and disbursement. MCDEVCO will also ~~work with~~ educate the clients as to how ~~the~~ loan repayments are to be repaid to MCDEVCO (i.e., monthly statement, coupons, automatic withdrawal, etc.). MCDEVCO will report to Community Development any issues ~~they are having~~ with the receipt of such items as well as the revolving loan fund balance (see above under Use of Economic Development Loan Funds).
2. MCDEVCO and Community Development will meet quarterly to discuss any delinquencies related to loan repayments or documentation non-compliance. Community Development may assist with outreach to delinquent loan recipients ~~to try to get them~~ to encourage and/or assist in getting them in compliance. If all attempts are ~~not~~ unsuccessful, MCDEVCO can turn the file over to their attorney's office for assistance in calling the note due, filing a civil judgement, claiming equipment of which MCDEVCO has filed an UCC on, etc. in order to collect on the promissory note.

These policy and procedures are hereby accepted and approved on this _____, 2022 by:

City of Wausau:

_____
Katie Rosenberg, Mayor

_____
Kaitlyn Bernarde, City Clerk

MCDEVCO, Inc.

_____
Todd Nagel, Board President

_____
Kimm Weber, Executive Director

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

RESOLUTION OF THE ECONOMIC DEVELOPMENT COMMITTEE

Approving Economic Development Policies and Procedures for Community Development Block Grant Lending between City of Wausau and MCDEVCO, Inc.

Committee Action:

Fiscal Impact: None

File Number:	**Date Introduced:**

FISCAL IMPACT SUMMARY				
COSTS	*Budget Neutral*	Yes☒ No☐		
	Included in Budget:	Yes☐ No☐	*Budget Source:*	
	One-time Costs:	Yes☐ No☐	*Amount:*	
	Recurring Costs:	Yes☐ No☐	*Amount:*	
SOURCE	*Fee Financed:*	Yes☐ No☐	*Amount:*	
	Grant Financed:	Yes☐ No☐	*Amount:*	
	Debt Financed:	Yes☐ No☐	*Amount*	*Annual Retirement*
	TID Financed:	Yes☐ No☐	*Amount:*	
	TID Source: Increment Revenue ☐ *Debt* ☐ *Funds on Hand* ☐ *Interfund Loan* ☐			

RESOLUTION

WHEREAS, The City of Wausau and MCDEVCO, Inc had originally entered into an original agreement on March 1, 1990 to implement a stable and secure underwriting process to ensure compliance with Community Development Block Grant (CDBG) guidelines and public benefit measures. This agreement is reviewed and updated as needed to follow current CDBG regulations.

WHEREAS, through a 2021 monitoring by Milwaukee HUD Community Planning Department Representative's it was discovered that the most recent policies and procedures (dated 6/17/13) needed to be updated to reflect additional regulations and terminology.

WHEREAS, the City's Economic Development Committee has reviewed and approved the required changes to the policies and procedures agreement between the City of Wausau and MCDEVCO.

WHEREAS, MCDEVCO's Board of Directors have reviewed and approved said updated policies and procedures agreement between the City of Wausau and MCDEVCO.

NOW THEREFORE BE IT RESOLVED by the Common Council of the City of Wausau that the proper city officials are authorized and directed to execute the updated Economic Development Policies and Procedures for Community Development Block Grant Lending between the City of Wausau and MCDEVCO, Inc.

Approved:

Katie Rosenberg, Mayor

Planning, Community and Economic Development
Liz Brodek, Development Director

TEL: (715) 261-6680
FAX: (715) 261-6808

TO: Economic Development Committee

FROM: Liz Brodek, Development Director

RE: Marketing Plan

Date: February 1, 2022

Background & The Problem to Solve

For several years, the Development Department has been tasked with marketing the City of Wausau. Throughout that time, this assignment has taken various forms, from more traditional marketing efforts to, most recently, a social media campaign and webpage. For recent marketing RFPs, only a small handful of responses were received. Each RFP only offered a year-long contract at most, which did not allow for long-term strategic planning or investment from respondents, which limits the efficacy of our investment.

As City Staff thought about the campaign's goal, questions of "what's the goal?" and "who is the audience?," were asked. As we examined the landscape of other organizations engaged in marketing in Wausau (namely, The Chamber, Greater Wausau Prosperity Partnership, Centergy, and the Convention and Visitors Bureau), we realized that no organization focuses on connecting community members to the community – there is a general focus on marketing Wausau to people beyond its borders. In short, we saw many organizations attracting but few, if any, focused on retaining.

We cannot expect to attract people to our community if we cannot retain who we have. Retention is an often overlooked but critical component to economic and workforce development. This marketing plan is intended to focus inward on our community to retain who we have by better connecting them to existing cultural, social, and civic assets in our community. Unlike similar strategies run through employers, this will focus on connecting people to their community without regard to employer or industry. As the City, we care most about whether people stay in our community, not which employer or industry they work for. Our goal with this plan is to provide an increased pool of people for all sectors of our economy.

In a recent International Economic Development Council (IEDC) webinar on marketing, several presenters noted that if a community is not marketing to itself – to its own citizens – it is failing. The people who live in a community are best positioned to be its best ambassadors, if they are aware of all it has to offer. This marketing plan is intended to bridge the gap of what we have and how people connect to it.

More historically, in 2010, the Knight Foundation conducted a Soul of the Community study in which Gallup surveyed 40,000 people in 26 communities nationwide over three years that studied drivers of attachment, or an emotional bond, to a community. The study consistently found that three drivers of attachment emerged as the main reasons people lived where they lived: openness (how welcoming a community is, the lead driver), aesthetics (how pretty it is), and social offerings (the amount and variety of how much there is to do). Our goal is to enhance these drivers and increase community attachment to Wausau.

As you know, the City of Wausau is currently undertaking its first strategic plan. The Steering Committee has identified several strategic priorities, the majority of which contain strategic objectives that focus on inclusivity and creating/enhancing a sense of belonging in our community (i.e. increase community attachment). A sense of belonging necessitates knowledge of community assets – it is impossible to belong to something you don't know about, understand, or feel a part of. This plan aims to create a better understanding of all our community has to offer and connect people to aspects of the community that facilitate a sense of belonging for them.

Planning, Community and Economic Development
Liz Brodek, Development Director

TEL: (715) 261-6680
FAX: (715) 261-6808

The Plan

A local philanthropist with a strong background in marketing and brand development noticed the lack of internal marketing as well. He worked with the Community Foundation in fall 2021 to establish a fund that will focus on creating awareness of Wausau's assets in the community. Currently, this project is funded at $200,000 with a plan to increase to $300,000 over the next two years or so. City staff has been in conversation with both Tim Parker, the President and CEO of the Community Foundation, and Ryan Gallagher, the donor of the fund, about this potential plan and forming a partnership with the City.

City Staff proposes investing $20,000 of the annually budgeted Development Department marketing budget in this donor-advised fund at the Community Foundation with a goal of hiring a person to execute this plan, for a period of at least three years. A project of this magnitude and scope with long-term goals requires a significant ongoing investment to establish baseline data (that does not currently exist) and prove feasibility. The City's funding on its own would not allow this project to happen. It is more reasonable and is most effective and efficient to contribute to an existing, well-funded effort without duplication.

The Community Foundation is the most logical partner for this plan for several reasons. Not only do they already hold a fund with the same focus that would quintuple our investment over three years, but it is a better "persona" to front this project as a private 501(c)3 organization, it is not subject to public bureaucracy that can slow program responses when immediate needs arise, it is not subject to political whims, it encompasses the region (and all economic development is regional), they often call themselves as a "Switzerland" – a balanced, neutral entity that focuses on impact for the best interest of all in the community.

This plan also capitalizes on the existing assets of past marketing campaigns, so previous investments are utilized and expanded upon. My Wausome Stories and Wausome.com will be incorporated into this larger, longer-term project. With an expanded budget that this partnership allows, we will be able to follow through on Aplomb's suggestions, presented at this Economic Development Committee meeting.

The Community Foundation and donor have agreed to allow the City Development Director an advisory role for both hiring and advising the position. A Memorandum of Understanding is currently being drafted to establish a binding connection that reflects this agreement. Being able to play this role allows the proposed public dollars to be monitored and guided by City Staff who are also closely involved in the formation of the City's strategic plan.

Next Steps

Sole source documentation for expenditures over $25,000 (this is a $20,000/year investment over three years = $60,000) must be approved by the Finance Committee. This item will be presented for approval at Finance on February 8, 2022. The MOU is expected to be finalized by the end of February at which point the job description would be developed and posted in March, interviews in April/May, with an expected start date in June or July. This position would present on project status in June or July 2023 (after 12 months of work), and annually thereafter.