Memorandum

To: Common Council
From: Greg Keil, CDD
Date: January 16, 2014
RE: Winnebago County Industrial Development Board Per Capita Funds

For 2014 the Winnebago County Industrial Development Board has increased its per capita funding for economic development and now is $1.00 per capita for a total of $15,108. In most past years funding had been approximately $0.50 per capita. These funds must be spent in accordance with the attached program policies. It is my intention to include in the City of Menasha's funding plan submittal $2,500 for the Fox Cities Regional Partnership. This will bring the city's total 2014 contribution to the regional partnership to $20,000, which is the threshold amount for having a seat on its directing Board of Governors. The seat on the board would be held by Mayor Merkes.

140 Main Street | Menasha, Wisconsin 54952-3151 | (920) 967-3650 | Fax (920) 967-5272
www.cityofmenasha-wi.gov

WEBSITE ADDRESS:
www.winnebagobusiness.com

112 OTTER AVE PO BOX 2808
OSHKOSH WI 54903-2808

OSHKOSH 920-232-3340
FOX CITIES 920-727-2880
FAX 920-232-3347

Winnebago County
Industrial Development Board

The Wave of the Future

Winnebago County IDB Per Capita Funding Program Policies & Procedures

Approved by IDB on November 15, 2012

Mission Statement: Provide funding assistance to enhance local economic development efforts, programs, and opportunities that directly foster local job creation, increased income and increases to the tax base which collectively betters the overall economy of Winnebago County.

Policies:

1. Funds allocated annually on a per capita basis to each community in Winnebago County. The level of per capita funding shall be determined on an annual basis by the IDB.

2. Communities may retain all or a portion of its allocated funds provided the community demonstrates to the IDB that it operates a viable economic development program. A viable economic development program shall be defined as:
   a) a community that expends tax levy dollars for programs and professional staffing for economic development purposes.
   b) a community that is a primary employment center in the county providing substantial employment opportunities for county residents.

3. Communities may reallocate all or a portion of their funding shares in the following manner:
   a) to other communities that have demonstrated a viable economic development program as defined in #2 above.
   b) to other economic development entities that benefit their communities and/or the county as a whole.

4. All allocations and reallocations of funds shall be approved by the IDB and meet the mission, policies, and eligibility requirements of the per capita funding program.

5. Regional Economic Development Activities. The IDB shall have the discretion to allocate a portion of per capita funding dollars to County and/or regional level economic development entities or activities.

Eligible Projects/ Programs:

1. Brochures/Marketing Materials to promote economic development.
2. Seed money for economic development financing programs.
3. Studies directly related to economic development programs or projects.
4. Other Promotional activities such as booths at trade shows.
5. Interaction with business prospects through visitation.
6. Funding of administrative activities and positions specifically related to economic development. Detailed documentation shall be included indicating how the activities or position(s) are directly linked to economic development and the per capita funding program mission statement.
8. Membership dues for participation in recognized economic development organizations.
9. Other marketing and economic development efforts designed to enhance business and tourism growth.

Ineligible Projects/ Programs:

1. Residential projects and programs.
2. Accessory (incidental) projects, such as signage, parking lots, maintenance, landscaping and other general site improvements.
3. Websites, unless specifically designed for economic development purposes.

Note: All allocations of per capita funds are at the discretion of, and approved by, the Winnebago County Industrial Development Board.

PROCEDURES:

1. The County will mail out a Statement of Intent form (see attached copy) to all local communities in Winnebago County. This form describes whether your community intends to apply for the per capita funds **or** whether your community wishes to allocate your share to one or more nearby community(s) which operate a viable economic development program or to one or more economic development entities that benefit your community or the county as a whole.

2. Following the due date for submittal of the Statement of Intent, **the County will mail out a plan submittal request letter** to the communities indicating a desire to apply for per capita funds. This letter will include:
    - Any Communities that indicate a desire to allocate their funding share to your community via the Statement of Intent.
    - Total proposed eligible funding share.
    - Due date for plan submittal. The due date will be at least one (1) week prior to the next IDB meeting to allow the Board ample opportunity to review all plan submittals.

3. Communities that are viable economic development entities shall then **submit an expenditure plan** for the upcoming year which shall contain the following:
   - Plan shall describe intended use of funds, including any proposed reallocations to other economic development entities.
   - Plan shall outline your strategy and objectives.
   - Plan shall outline your budget for the proposed project/ programs.
   - Plan shall also describe prior year's use of funds and documentation of tangible results.
   - Additional supporting information/ documentation may be attached.

   - Any plan submittal received after the designated due date, as outlined in the plan submittal request letter, may become ineligible for funding.
   - Plans shall be submitted by hand, mailed, faxed, or emailed to:

Jerry Bougie, IDB Coordinator
Winnebago County Planning Department
112 Otter Ave
Oshkosh WI 54903-2808
FAX: 920-232-3347
EMAIL: jbougie@co.winnebago.wi.us

4. Following receipt of expenditure plan submittals, the County will notify all eligible applicants of the next scheduled meeting of the Winnebago County Industrial Development Board where the plan submittals will be addressed for approval. *A representative from your community should be present at the IDB meeting to answer any questions by the Board regarding your community's proposal.*

5. Following IDB approval, communities are required to **submit an invoice** to Winnebago County for payment of the approved dollar amount. The invoice **MUST** indicate that the funds are for ***"IDB per capita funding allocations"***.