

CONSERVATION, EDUCATION AND ECONOMIC
DEVELOPMENT COMMITTEE
AGENDA

DATE: Tuesday, March 19, 2019
TIME: 1:00 p.m.
LOCATION: Wood County Courthouse, Room 114

1. Call meeting to order.
2. Declaration of Quorum.
3. Discussion and consideration of becoming a member of the North Central Wisconsin Regional Planning Commission.
4. Discussion on the role of counties in economic development.
5. Public Comments (*brief comments/statement regarding committee business*)
6. Discussion of USDA REDI grant proposal and what "success" looks like for Wood County.
7. Discussion of 2020 economic development grant requests.
8. Adjourn

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
ECONOMIC DEVELOPMENT ACTIVITIES REPORT-JASON GRUENEGBERG

17th Avenue Property Rezoning – On February 19th I attended the Wood County Executive Committee meeting to make a request to have the County-owned property on 17th Avenue rezoned from Rural Residential to R-4. A resolution has been drafted by Corporation Counsel, Peter Kastenholz, and will be presented to the County Board for consideration at the March 19 meeting.

Central Wisconsin Economic Development Fund (CWED) – On February 20th I participated in the CWED Board of Director's meeting. Some of the agenda items included consideration of a new loan request, a loan modification request, action creating a loan review committee, financial updates, and committee and service provider updates.

Monroe County Economic Development Conference (MCED) – On February 27th and 28th I attended the MCED Conference with CEED Chair Ken Curry. The conference was a great opportunity to network with local, state and federal agencies, receive legislative updates, and attend a variety of presentations on topics including workforce, broadband, and housing issues, among many others.

Nekoosa Strategic Planning – On March 14th I met with the City of Nekoosa Strategic Planning Committee to continue implementing their strategic plan. Nancy Turyk from UWEX is leading this implementation effort and I will continue to participate by working on local housing issues and connecting them up with a variety of resources to assist in the implementation.

USDA Rural Economic Development Innovation (REDI) Grant – On March 6th I participated in a CEED Committee meeting that focused on drafting an application for a USDA REDI Grant. The grant application is focused on supporting multi-jurisdictional planning to overcome challenges and better leverage federal, state, local, and/or private funding. Wood County will be submitting an application focused on developing a county-wide economic development strategy. The due date is April 5, 2019.

North Central Wisconsin Regional Planning Commission (NCWRPC) – On March 8th I met with Dennis Lawrence, Executive Director of the NCWRPC. The purpose of the meeting was to discuss services that they could provide the County if we become a paying member of the RPC.

Central Wisconsin Economic Development Fund (CWED) Advisory Committee – On March 11th I participated in CWED Advisory Committee meeting that focused on making changes to the CWED Policy and Procedures Manual. The recommendations made at this meeting will be reviewed at a future Board of Directors meeting.

Rapids Rediscovered Housing Program – On March 11th I met with the city of Wisconsin Rapids Director of Community Development, Adam Tegen, and Wood County Treasurer, Heather Gehrt to discuss a possible housing incentive program for the city of Wisconsin Rapids. More details will be shared once the City fine tunes this program.

Wisconsin Housing and Economic Development (WHEDA) Authority Lender Small Business Forum – On March 12th I attended a WHEDA Lender Forum to learn more about loan guarantees that they offer for commercial loans working in cooperation with lenders and Revolving Loan Funds (RLF).

County Marketing Meeting with Convention and Visitor Bureaus (CVB) – On March 13th I met with the directors of the Wisconsin Rapids and Marshfield CVB's to initiate marketing for the Wood County ATV/UTV route and trail network.

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
ECONOMIC DEVELOPMENT ACTIVITIES REPORT-JASON GRUENERBERG

Ho-Chunk Marketing Meeting – On March 13th I met with Jim Webster, Executive General Manager of Ho-Chunk Gaming in Nekoosa. The meeting focused on shared goals of attracting more people/tourists to the area to improve the economy of the County. Some collaborative project ideas were shared and may be advanced in the future.

Heart of Wisconsin Chamber - Legislative Breakfast – On March 15th I attended the Legislative Breakfast held at Bull's Eye Country Club to receive updates from our local legislators.

Lean Process Improvement (LPI) and Renewable and Sustainable Grant(RSG) Applications – I am working with Supervisor Clendenning to finalize the LPI and RSG applications that will be presented to the Executive Committee at their April 2nd meeting. Additionally, proposed structures for a renewable and sustainable committee will be presented at the April Executive Committee meeting.

MINUTES
CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
TUESDAY, FEBRUARY 19, 2019
WOOD COUNTY COURTHOUSE, ROOM #115, WISCONSIN RAPIDS WI

Members Present: Kennth Curry, Robert Ashbeck, Mark Holbrook, Dave LaFontaine, Bill Leichtnam.

Staff Present:

Planning & Zoning Staff: Jason Grueneberg & Victoria Wilson

Others Present: Rick Bakovka (REGI), Adam Fischer (District 5 Supervisor), Jake Hahn (District 8 Supervisor), Scott Larson (Marshfield Chamber of Commerce, Executive Director), Nancy Turyk (UW Extension, Community Development Educator), Kelly Ryan (Incourage, CEO), Mark Speirs (Small Business Development Center, UWSP), Angel Whitehead (HOW-President), Bill Clendenning (District 15 Supervisor), Doug Machon (County Board Chairperson), Donna Rozar (District 2 Supervisor), Sue Kunferman (Wood County Health Department, Director), Dennis Polach (District 14 Supervisor)

Members Excused: Harvey Peterson

1. **Call to Order.** Chairperson Curry called the CEED Meeting to order at 1:00 p.m.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comment.** -Kelly Ryan from Incourage presented a letter of request to ask the CEED Committee to explore and consider membership in the North Central Wisconsin Regional Planning Commission. See attached document. (Attachment #1)

Bob Ashbeck questioned the grant map in the above referenced document from Kelly Ryan. Why are rural areas not being developed? Wisconsin Rapids, Marshfield and Nekoosa are being developed but the rural areas need help too. Rick Bakovka spoke to this question indicating that the rural municipalities don't have the resources to apply for these grants. Wisconsin Rapids and Marshfield have taken steps to be investment ready; as they have the resources and tools to do so. Wood County's Economic Development plan needs to be able to have some venue to provide resources to those rural municipalities. Bill Clendenning added towns get their backing from the Wisconsin Towns Association. For towns to increase their economic development, they need education. Towns are not necessarily trained to come to the County and ask for that money. We need to get behind our Towns Association and provide education to them. Jason Grueneberg indicated that the towns are not completely cut off from our staff resources. Staff in the office assists the rural towns on their comprehensive plans whereas the larger cities wouldn't be eligible for such assistance based on the current model in our office.

4. **Discuss Wood County Economic Development Mission, 2019 Budget and current grant funding process.**
 - Jason Grueneberg read the current Wood County Economic Development mission to give people an idea of what is currently in place. He states in order to move forward, we need to know where we are at. Is the mission statement still relevant? Mark Holbrook would like to see certain modifications made. Ken Curry questioned if staff should work on the mission statement or if the committee should have more involvement. Jason feels he would rather go through a process with the committee again if there is a lack of confidence in the current mission. Discussion followed. Chairman Curry asked that the mission statement be added as an agenda item to be re-tooled.

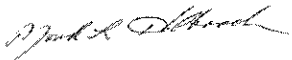
- Jason Grueneberg discussed the 2019 budget and gave a run down on what the Economic Development Budget looks like. \$5000 for ED promotion; \$2325 for mileage and conference; \$151,250 for grant funding. Dave LaFontaine expressed concern that \$5000 for staffing seems inadequate. Jason Grueneberg clarified that the \$5000 is for county promotion of ED. His salary from the ED is \$2325 and the rest of his salary is funded by other budgets. Jason spends about 50% of his time and Nancy Turyk spends about 33% of her time on ED. That being said, ED in the county is getting less than one staff person focused on ED. Chairman Curry states that if the committee goes to the board and asks for more money, they need to have a purpose and reasonable plan, in order to be successful. Bob Ashbeck gives mention to the infrastructure we now have with Highway 10 and how that can be utilized to get people to the area. Bill Leichnam asks why Wood County isn't growing like the Plover and Wausau areas. He feels the \$151,205 being spent is misappropriated. With our demographics, Wood County is not nearly where it should be. Mark Holbrook said outside of Human Services, everything else the county does should be involved in ED. Scott Larson spoke in detail of the differences between the northern end of the county versus the southern end along with the struggle each has with the workforce. Further discussion followed.
 - There has been discussion about the grant funding process. Opinions differ on this process as to whether it should be left as is or if the process needs changes. Currently if someone wants to request funds from the county, they need to fill out the application. The application is not publicized. Jason gave an overview of what the application looks like and then described the funding process. The application was put together by the last CEED committee. Jason feels the application is sufficient at this time but asks for input from others. Mark Holbrook doesn't think the process is very effective or efficient. He would like to know a lot more about what role County Government can participate in that would encourage the kind of economic development that he thinks this county needs. Discussion ensued.
- 5. Presentation and discussion on Wood County's current role and involvement in economic development.**
- Jason Grueneberg presented a power point on what the County is currently doing in terms of ED. See attached power point slides. (Attachment #2) Discussion was had on the Geospatial/Mapping resource the county provides. This is a widely used tool although not necessarily a marketed tool. Many people and businesses are aware of it and use it frequently. Bill Clendenning attested to the fact that he has heard a lot of positive talk on this resource.
 - The floor was opened up for questions. Dave LaFontaine made mention that the Highway investment of 5 years & 4 million dollars, was stopped after 3 years and they are no longer doing bonding. Jason will remove that item from the list.
 - Mark Holbrook tasked Jason to find 5 other counties in the nation that have taken a leadership role in ED in their communities and have been successful.
- 6. Consideration of opportunities, resources and process to develop an economic development plan for the County.**
- Nancy Turyk presented information on ED tools that could be useful in creating an ED plan for the county. Nancy handed out materials on Future Regions Initiative (Attachment #3) and Rural Economic Development Innovation (Attachment #4). Wood County could use either of these programs to assist in creating an Economic Development plan. The first of the two would come with a cost. The second is funded by the USDA for use by communities. If Wood County wishes to complete an application for the Rural Economic Development Innovation, it would need to do so quickly as the deadline is April 5th. There would need to be a sub-committee or brainstorming session. Jason agrees that if the County is going to write an Economic Development plan they will definitely need other resources, such as this, to help. Nancy indicated she listened to a

webinar on this and can share the link for others that may want to listen to it. Discussion followed on having a special meeting to discuss these options.

- Sue Kunferman spoke on the importance of Economic Development and how it relates to the overall health of people.
- Sue Kunferman requested that Wood County becoming a member of NCWRPC be added as an agenda item for the next meeting.
- Next schedule meeting is March 19th 2019 at 1:00pm.

7. Adjourn. Motion by Bob Ashbeck. Second by Bill Leichtnam. Meeting adjourned at 1:52 p.m.

Respectfully submitted,



Mark L. Holbrook, Secretary

Minutes by Victoria Wilson, Planning & Zoning Office

Review for submittal to County Board by Mark L. Holbrook (approved on March 11th, 2019 @9:18a.m.)

MINUTES
 CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
 WEDNESDAY, MARCH 6, 2019
 WOOD COUNTY COURTHOUSE, ROOM #114, WISCONSIN RAPIDS WI

Members Present: Kenneth Curry, Robert Ashbeck, Dave LaFontaine and Bill Leichnam.

Members Excused: Mark Holbrook

Staff Present:

Planning & Zoning Staff: Jason Grueneberg and Kim Keech.

UW Extension Staff: Nancy Turyk.

Others Present: Dist. #12 Supervisor Douglas Machon, Dist. #14 Dennis Polach, Dist. #15 Supervisor Bill Clendening, Rick Bakovka (Regional Economic Growth Initiative), Krista Coon (Heart of Wisconsin Chamber of Commerce), Karen Olson (Marshfield Area Chamber of Commerce Industry), Josh Miller (City of Marshfield) and Mark Spears (Small Business Development Center) .

1. **Call to Order.** Chairperson Curry called the CEED Committee Meeting to order at 1:04 p.m.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comment.** Rick Bakovka (Regional Economic Growth Initiative) asked the CEED Committee how and when the 2019 Economic Development funds will be released. Chairman Curry shared that it is a budgetary issue and the recipients will be given ample notice as to when the funds will be released.
4. **Discussion of USDA REDI grant proposal.** Nancy Turyk shared the purpose and benefits of the USDA REDI Grant application with a deadline date of April 5th. The purpose of the grant is to provide rural communities and regions for technical assistance to implement economic development planning projects. The Rural Economic Development Innovation (REDI) Initiative, USDA and the cooperators will score, review and select applications on a competitive basis. An optional one-page letter of interest to the Rural Development Innovation Center has been drafted by Wood County Board Chair Doug Machon.

Nancy Turyk reviewed the survey responses from the economic development stakeholders for consideration of the USDA REDI Grant proposal. The survey revealed the themes with the highest priority for Wood County is economic development, improving quality of life and supporting a rural workforce. Theme 1 results also revealed funding strategies to expand broadband, developing high speed connectivity and data on broadband presence/gaps. Other items highlighted in the survey were Wood County key strengths and challenges.

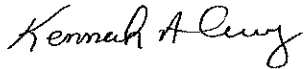
Nancy Turyk shared a list of tasks and leads for the USDA REDI Grant that needs to be completed. Items with assistance are to define make up of rural area (county, community, region), list of cooperatives (rural electric, credit unions, agriculture, etc.), letters of commitment and support (industry representation, business owners, local government, residents, education, community leaders, community champion), priority list, given REDI goals-what are strengths and challenges, and additional supportive information. Ranking community and regional issues was discussed and completed. A google documents will be created, shared and emailed for input to all economic development stakeholders. The deadline to submit information to Nancy Turyk is March 20th. The grant application will then be completed.

The consensus of the CEED Committee is to review the completed grant proposal application at the next committee meeting on April 3rd.

5. Adjourn.

Motion by Robert Ashbeck to adjourn at 1:47 p.m. Second by Dave LaFontaine. Motion carried unanimously.

Respectfully submitted,



Kenneth Curry, CEED Committee Chair
Minutes by Kim Keech, Planning & Zoning Office
Review for submittal to County Board by Kenneth Curry (approved on March 8, 2019 @ 8:39 a.m.)

February 19, 2019

Wood County
Conservation, Education & Economic Development Committee

Attn: Kenneth A Curry, CEED Committee Chair
CC: Doug Machon, Wood County Board Chair

We, the undersigned, are representatives of key organizations working to advance economic growth and prosperity in Wood County. Each of us and our organizations is committed to partnering to develop strong collaborations in order to effectively solve issues that our communities and regions face, recognizing that our work is interdependent – a healthy, educated citizenry is an essential component of a strong economy.

We write today to ask that the Wood County CEED Committee explore and consider membership in North Central Wisconsin Regional Planning Commission.

As demonstrated in the attached document, our region has had episodic membership in NCWRPC, most closely aligned with the need to demonstrate membership to increase competitiveness for grant resources. Our membership pattern aligns with grant dollars secured to assist with important infrastructure and community facilities in the region.

We believe NCWRPC membership would be valuable in many respects, including not only short and long-term funding for economic growth strategies, but also access to data, planning tools and leadership. Further, we believe by committing to NCWRPC membership, we are strengthening its' capacity and our relationship as a trusted partner seeking a common goal: a thriving economy.

We are available to discuss this request with your committee and/or members of the Wood County Board as needed. Thank you for your consideration.

Kelly Ryan
CEO
Incourage/Tribune

Jenny Resch
Director – Community and Economic Development
UW- Stevens Point

Rick Bakovka
President
REGI

Mayor Zach Vruwink
Mayor
City of Wisconsin Rapids

Adam Tegen
Director of Community Development
City of Wisconsin Rapids

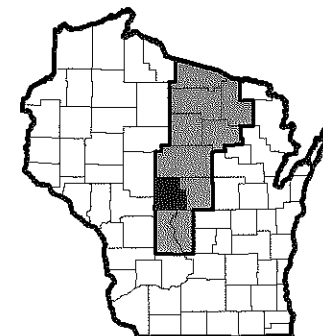
Steve Barg
City Administrator
City of Marshfield

Bob McManus
Mayor
City of Marshfield

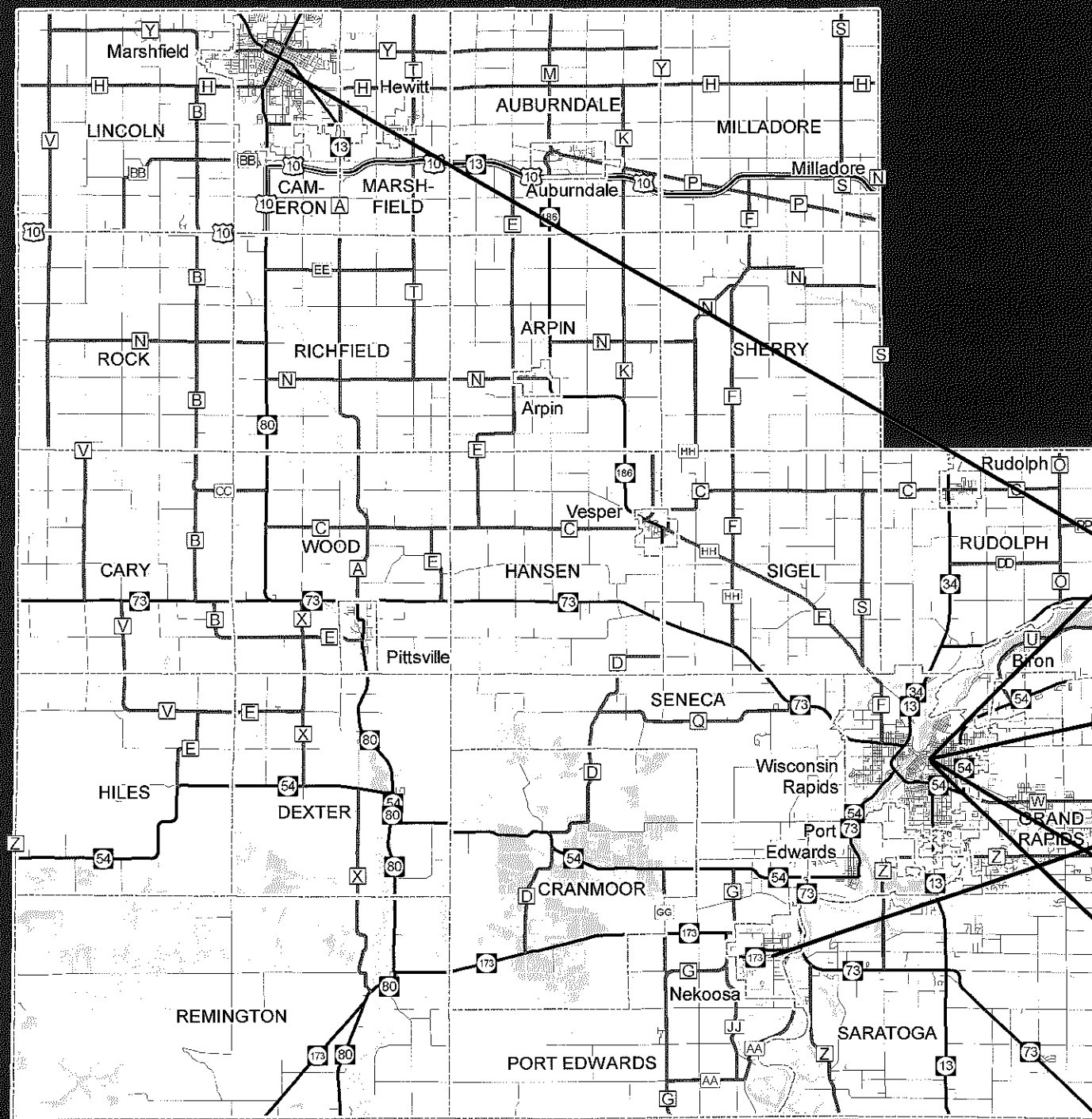
Sue Kunferman
Director
Wood County Health Dept.

EDA Investments

Wood County, Wisconsin



North Central Wisconsin
Economic Development District



Wisconsin Rapids - 1979
Public Works
\$850,000 Grant

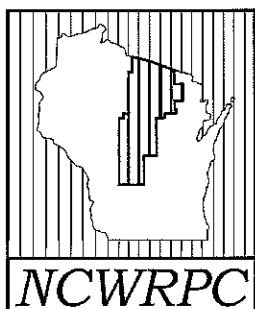
Marshfield - 1985
Technical Assistance
\$15,000 Grant

Wisconsin Rapids - 1989
Technical Assistance
\$60,000 Grant

Nekoosa - 2005
Public Works
\$1,200,000 Grant

Wisconsin Rapids - 2007
Public Works
\$1,500,000 Grant

Heart of Wisconsin - 2008
Technical Assistance
\$100,000 Grant



North Central Wisconsin Regional Planning Commission

715-849-5510
www.ncwrpc.org

210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Planning Services Offered

The NCWRPC offers technical assistance in the areas of land use, economic development, geographic information systems (GIS), transportation, and intergovernmental cooperation. Assistance can include anything from answering a question, to creating a project from start to finish, or aiding with a particular piece of a planning process. Feel free to contact us at any time; we are ready to help you and your community.

MEMBER

Comprehensive Plans

Assist with the development of comprehensive plans or the updating of existing plans to position your community for the future.

Hazard Mitigation Plans

Assistance with county, tribal, and local government Hazard Mitigation Plan process in accordance with FEMA regulations.

Bicycle and Pedestrian Plans

Identification of existing neighborhood conditions to determine how bikeable and walkable your community is, and form implementation strategies to increase bike and pedestrian options. We can also help with Safe Routes to School plans.

Outdoor Recreation Plans

Needs driven park planning addresses how well your parks and trails meet community needs by analyzing facilities, surveying the public, and recommending solutions.

Redevelopment Plans

Downtown, riverfront, neighborhood, and brownfield plans created at the scale and depth your community desires.

Natural Resource Plans

A variety of different plans and assistance including Farmland Preservation Plans, Land and Water Resource Management Plans, and other natural resource related plans.

Economic Development

Assistance to communities and economic development corporations with planning strategies including data gathering and analysis, market and retail analyses, feasibility studies, and brownfield remediation planning.

GIS and Mapping

Assistance with all geographic information systems (GIS) and mapping related needs including mapping of addresses, parcels, critical facilities, and recreational amenities, as well as land use inventories.

Zoning

Assistance writing and updating zoning codes and maps, design guidelines, and form based codes to meet community standards.

Transportation Assistance

A variety of transportation related topical assistance including road rating, pavement management, and wayfinding assistance.

Your Partner

The NCWRPC has been assisting counties, cities, villages, towns, and tribes throughout the region for over 40 years. We are your planning and community development specialists.

Grant Assistance

Research, writing, and administration of all types of community grants through state and federal government departments and programs as well as foundations.

SERVICES

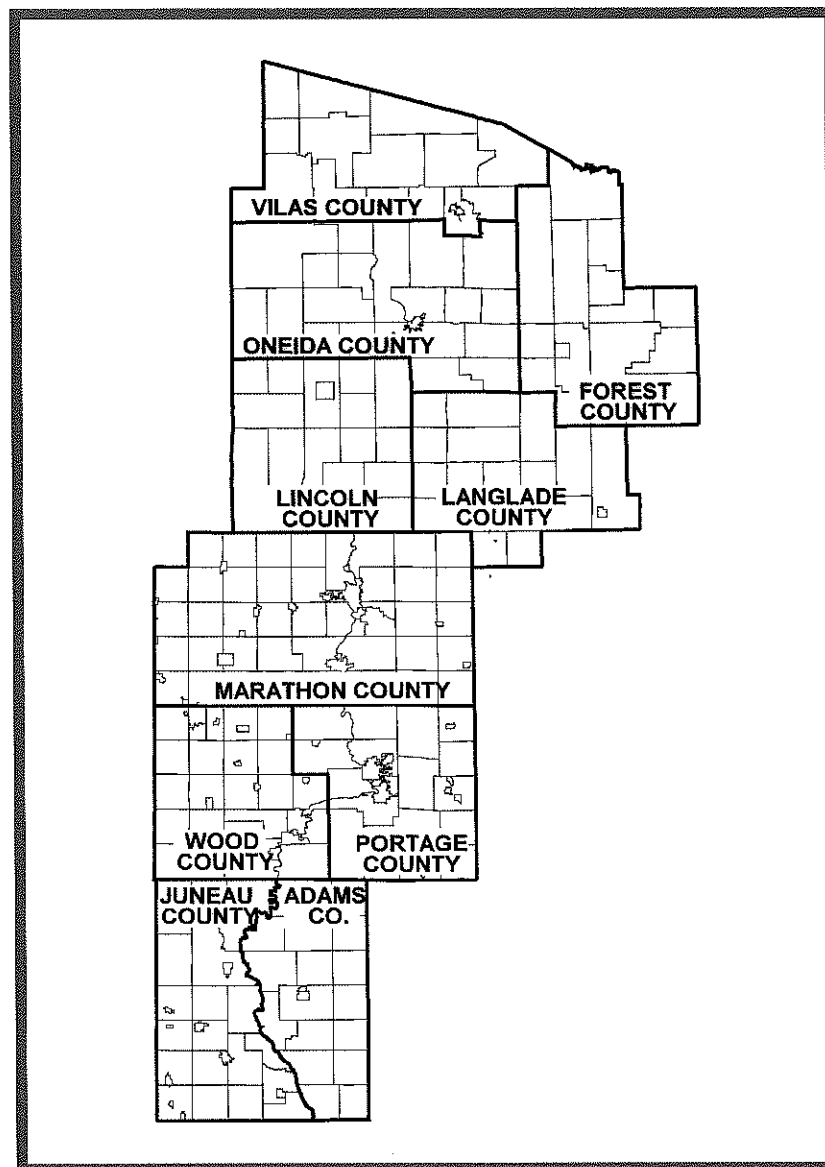


NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Serving the Region Since 1973!

2017 ANNUAL REPORT

OUR SERVICE AREA

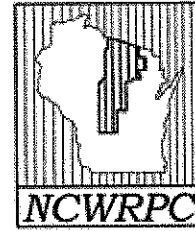


REGIONAL FACTS:

2017 Population (DOA Estimate):	440,037
Square Miles:	9,325
Counties:	10
Cities:	22
Villages:	41
Towns:	196
Tribal:	4
Total Governmental & Tribal Units:	273

NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

210 McClellan Street, Suite 210, Wausau, Wisconsin 54403
Telephone: (715) 849-5510 Fax: (715) 849-5110
Web Page: www.ncwrpc.org Email: staff@ncwrpc.org



SERVING ADAMS, FOREST, JUNEAU, LANGLADE, LINCOLN, MARATHON, ONEIDA, PORTAGE, VILAS AND WOOD COUNTIES

Summer 2017

NCWRPC 2017 Annual Report

To the Citizens and Elected Officials of North Central Wisconsin:

On behalf of the North Central Wisconsin Regional Planning Commission (NCWRPC), I am pleased to provide you with the **2017 Annual Report**. When you look at what this small organization has accomplished for the Region, I think you will be impressed. As you will see throughout this 44th *Annual Report*, NCWRPC staff has completed many regional and local level projects, many in partnership with numerous agencies, organizations and communities.

This report is prepared to provide interested citizens and local officials with an overview of the activities undertaken by the NCWRPC over the last year. In addition, the report meets the requirements as outlined in Wisconsin Statute 66.0309(8)(b) for annual report preparation. Also included in this report is information for the North Central Wisconsin Development Corporation (NCWDC), our economic development organization responsible for managing two revolving loan funds.

We look forward to continuing to serve the Region by providing planning services to address the issues and needs of North Central Wisconsin. I'd also like to thank you for your continued support of the NCWRPC over these many years. Please feel free to contact Dennis Lawrence, our Executive Director, at 715-849-5510, Extension 304, or dlawrence@ncwrpc.org should you have any questions regarding the *Annual Report* or the NCWRPC.

Respectfully Submitted,

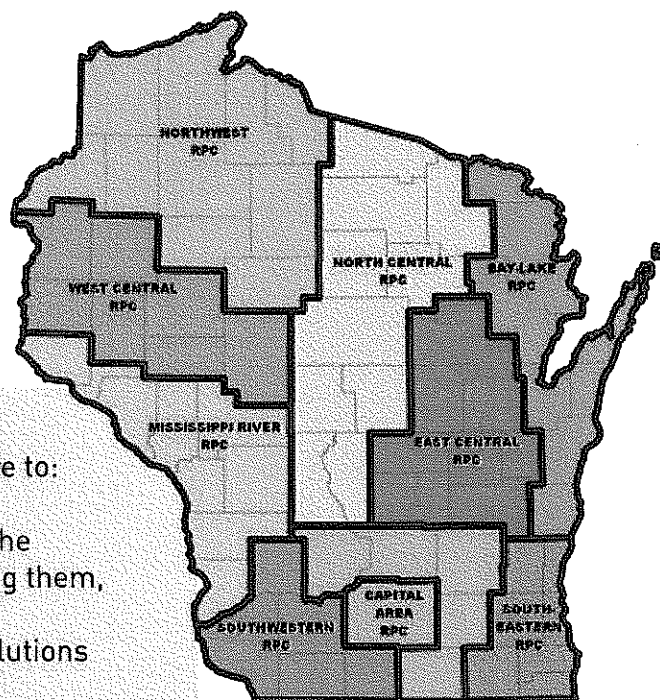
A handwritten signature in cursive script that reads "Paul Millan".

Paul Millan
NCWRPC Chairperson

PURPOSE & HISTORY

The North Central Wisconsin Regional Planning Commission (NCWRPC) was created in 1973 under Wisconsin Statute 66.0309 as a voluntary association of governments for the purpose of preparing plans for the physical development of the Region and its communities; to conduct research; to serve as a data center; and serve as a forum for communication, cooperation and coordination among federal, state, regional, and local interests; and to provide technical services to its membership.

Regional planning commissions provide assistance throughout the state. NCWRPC is one of nine regional planning commissions in Wisconsin; while nationwide there are about 500 similar type regional organizations.



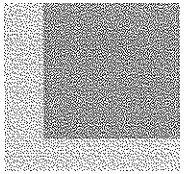
The goals of the NCWRPC are to:

- Help communities meet the planning challenges facing them,
- Identify strategies and solutions to planning issues.
- Provide cost-effective planning services to our members.

MISSION STATEMENT:

In an advisory capacity to local units of government and tribes, the NCWRPC offers cost effective, specialized planning services and expertise that support responsible development of the Region's economic, social, natural, and human-built environments. The NCWRPC also provides leadership and a regional forum for the creation of cooperative responses to shared opportunities and the challenges facing the counties and communities of the ten-county Region.

IMPACT



LEVERAGING DOLLARS:

To keep membership contributions low, additional dollars are secured from other sources to fund the organization. A simple Return on Membership (ROM) analysis shows that every membership dollar provided to the NCWRPC leverages additional dollars. In 2017, for every 1 dollar the NCWRPC received from membership it directly leveraged another 3.4 dollars from grants and local projects.

PUBLICATIONS:

Annually the NCWRPC prepares and publishes several planning documents. The NCWRPC also publishes a quarterly print newsletter, NCWRPC NEWS, which is sent to over 1,100 people, including county supervisors, chief-elected officials, clerks and many other interested parties throughout the region, state and nation. In addition, the NCWRPC electronically distributes Economic Development NEWS, which is focused on economic and community development issues.

A list of plans, reports and other information is available at the NCWRPC website. See www.ncwrpc.org.

FEDERAL AND STATE RELATIONSHIPS:

NCWRPC is an independent area-wide planning agency that is governed by an appointed board, called a Commission, and serves the towns, villages, cities, tribes, and counties within the Region. In addition, there are two long-standing relationships with the U.S. Department of Commerce, Economic Development Administration (EDA), and with the State of Wisconsin Department of Transportation (WisDOT) that support planning.

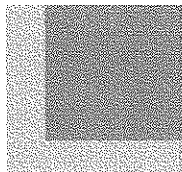
Since 1980 the NCWRPC has maintained EDA designation as an economic development district. As such, the NCWRPC receives an annual economic development planning grant to provide local economic development assistance and prepare a regional report called a Comprehensive Economic Development Strategy (CEDS). WisDOT designated the NCWRPC as a rural transportation planning region in 1975. As such, the NCWRPC receives a planning grant annually to provide transportation planning assistance to support the state transportation work program.

TYPES OF ASSISTANCE:

NCWRPC is a regional planning and economic development agency, which provides assistance to local governments throughout the ten-county Region in the areas of economic development, geographic information systems (GIS), intergovernmental cooperation, land use planning, and transportation. The NCWRPC supplements existing staff, or takes the lead where there is no staff. The goal is to not duplicate efforts but rather provide an effective system of planning to fit each community's need.

The NCWRPC undertakes both regional and local planning projects. Regional Accomplishments are highlighted on page 5 and Local Assistance projects are highlighted by county on pages 8 and 9.

REGIONAL PROGRAMS



REGIONAL ECONOMIC DEVELOPMENT PLANNING:

NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) that analyzes the regional economy and identifies potential economic development projects. This report maintains the Region's eligibility for U.S. Department of Commerce, Economic Development Administration public works programs. Other federal and state programs utilize this plan as well. NCWRPC also prepares grant applications to bring funding into the Region to promote growth.

NORTH CENTRAL WISCONSIN DEVELOPMENT CORPORATION:

NCWRPC provides management assistance for two multi-county revolving loan funds operated by the North Central Wisconsin Development Corporation, which provide financing to a variety of businesses throughout the Region. One fund was created through a grant from HUD, while the other was established through USDA-RD intermediary lending program. Increasing jobs and expanding the local tax base within the region are the primary goals of this program.

REGIONAL TRANSPORTATION PLANNING:

NCWRPC provides local transportation assistance with the Wisconsin Information System for Local Roads (WISLR), and represents North Central Wisconsin on state level transportation planning committees to help bring more dollars for the repair and construction of our transportation infrastructure. The NCWRPC also provides on-going assistance to the Wausau Area Metropolitan Planning Organization (MPO).

REGIONAL LAND USE PLANNING:

NCWRPC is responsible for the development of a regional comprehensive plan for the ten county Region. The Regional Comprehensive Plan was adopted in 2004, the first regional plan under the state's new planning law, and was last updated in 2015. NCWRPC also prepares other regionally focused plans from time to time.

REGIONAL DATA AND MAPPING CENTER:

NCWRPC is a depository for a variety of demographic information for the area, including U.S. Census data. In addition, the NCWRPC also maintains a Regional GIS database and computerized mapping system, including digital orthophotography. County Profiles are also prepared and updated as needed. Also, in partnership with WEDC, NCWRPC prepares quarterly economic development reports for each county in the Region using EMSI, a specialized economic development software.

REGIONAL ACCOMPLISHMENTS - 2017

- Coordinating initial efforts for the 2020 WROC air photo project, similar to previous efforts in 2005, 2010 and 2015. As part of this effort, also working to secure state and federal grants to reduce costs for county and local projects.
- Provided staff assistance to the North Central Wisconsin Stormwater Coalition, which serves thirteen communities throughout the Region.
- Continued to provide assistance to the 13 county Northeast Wisconsin Emergency Management Region to ensure that communication interoperability addresses both local and regional concerns.
- Prepared the Comprehensive Economic Development Strategy (CEDS) Annual Performance Report to maintain the Region's Economic Development District designation, as defined by the U.S. Economic Development Administration (EDA).
- Maintained and developed a Regional Mapping Information System, Census and Demographic Information, and a Planning Library for the region.
- Continued to coordinate the North East Wisconsin Public Safety Communication (NEWCOM) organization to promote better emergency service communication throughout a 16 county Region.
- Continued a partnership with WEDC to provide EMSI economic development modeling tools to communities within the Region.
- Maintained designation as a rural transportation planning Region by WisDOT to coordinate transportation strategies on a regional basis.
- Prepared an online presence for the Nicolet-Wolf River Scenic Byway in Forest, Langlade, Oneida and Vilas Counties. Previously prepared the Corridor Management Plan to the Wisconsin Department of Transportation (WisDOT) to obtain designation.
- Completed numerous urban-rural boundaries throughout the Region with WisDOT.
- Completed a Regional Bicycle and Pedestrian Plan for the ten county area. Funded in part by WisDOT, this effort inventoried existing trails and routes, and recommended a framework for future development in the Region.
- Provided assistance to the US Census Bureau related to regional demographics and mapping for the upcoming 2020 Census.
- Provided staff assistance to the North Central Wisconsin Development Corporation.

NCWRPC is involved in various other Regional efforts throughout the year that are not mentioned above.

LOCAL ASSISTANCE

NCWRPC provides members with assistance in the following five areas:

ED

ECONOMIC DEVELOPMENT

NCWRPC provides communities with assistance in a variety of other economic development related studies, including preparing detailed economic development plans that examine the local economy, assess local trends and identify strategies to spur development. In addition, the NCWRPC provides grant writing and administrative assistance to communities that are seeking funds from the U.S. Department of Commerce, Economic Development Administration, as well as a variety of other grant programs, including WEDC, DNR, WisDOT, and USDA-Rural Development. We also provide economic modeling software assistance.

GIS

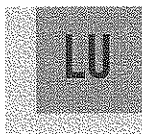
GEOGRAPHIC INFORMATION SYSTEMS

NCWRPC maintains an extensive digital mapping database for the Region. In addition, the NCWRPC has access to a wide array of data, including U.S. Census and American Community Survey, Economic Census, State Employment and Labor Information, and other specialized data sets. In addition, we assist with preparing County Land Information Plans and various grant applications for digital imagery. Custom data sets and maps can also be created for communities on request or as part of larger planning efforts. In addition, we coordinate efforts related to regional and statewide air photo acquisition.

IGOV

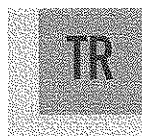
INTERGOVERNMENTAL COOPERATION

NCWRPC is available to conduct specialized studies on request. Over the years, a wide range of studies have been completed on subjects such as merging ambulance services, community consolidation, economic impact analysis, and boundary agreements. Many of these projects include a regional focus because they involve multiple units of government.



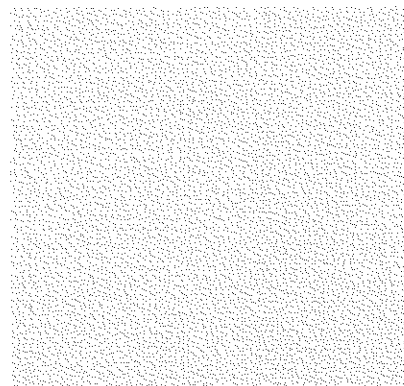
LAND USE

NCWRPC prepares a variety of natural resource based plans for communities, including outdoor recreation plans, all hazard mitigation plans, land and water resource management plans, sewer service area plans, wellhead protection plans, and wildfire protection plans, among others. In addition, the NCWRPC assists local governments in the preparation of comprehensive plans under Wisconsin's Comprehensive Planning Law, as well as assistance with zoning and land division ordinances that implement local plans.



TRANSPORTATION

NCWRPC prepares specialized transportation studies including: highway corridor studies, long-range urban area plans, parking studies, county-wide bicycle planning, Safe Routes to School plans, and grant writing for various WisDOT funding sources. In addition, the NCWRPC assists local governments in a variety of areas, including the preparation of local road improvement programs. These road plans provide a capital improvement schedule for upgrading local roads and help local units obtain Local Road Improvement Program (LRIP) funding for road reconstruction projects. Pavement rating and other assistance with the Wisconsin Information System for Local Roads (WISLR) program is also available.

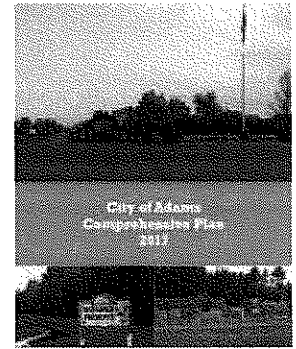


SELECTED ACCOMPLISHMENTS BY COUNTY - 2017

NCWRPC prepares numerous projects throughout the region each year. The projects reflected below are for those completed within our eight full member counties. Note that we do have local members in the other two counties, but those communities and projects are not listed below.

ADAMS COUNTY

- ✓ Initiated County Comprehensive Plan Update
- ✓ Census Boundary Annexation Survey
- ✓ County All Hazard Mitigation Plan FEMA Grant Application
- ✓ City of Adams Comprehensive Plan
- ✓ Town Comprehensive Plans for Adams, Easton, and Preston
- ✓ Online County Records System
- ✓ Completed Road Ratings for Village of Friendship and Town of Rome



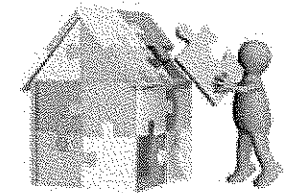
FOREST COUNTY

- ✓ County Land and Water Resource Management Plan
- ✓ County All-Hazard Mitigation Plan FEMA Grant Application
- ✓ County GIS & Mapping Assistance
- ✓ Census Boundary Annexation Survey
- ✓ County Land Information Plan assistance
- ✓ Economic Development Loan to Local Business
- ✓ Nicolet - Wolf River Byways Website Development
- ✓ Completed Road Ratings for the County, the City of Crandon, and the Towns of Crandon, Lincoln, and Nashville



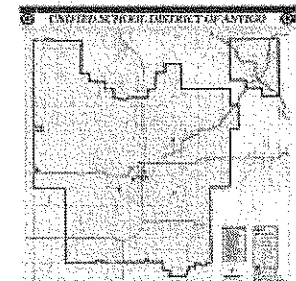
JUNEAU COUNTY

- ✓ County Housing Study
- ✓ County Outdoor Recreation Plan
- ✓ Census Boundary Annexation Survey
- ✓ Town of Lemonweir Comprehensive Plan
- ✓ County All Hazard Mitigation Plan
- ✓ City of Mauston Outdoor Recreation Plan
- ✓ Updated County Land Use Coverage



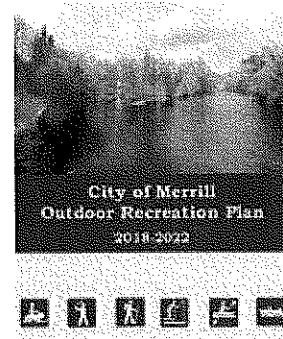
LANGLADE COUNTY

- ✓ County All Hazard Mitigation Plan FEMA Grant Application
- ✓ Land Records and GIS Assistance
- ✓ County Outdoor Recreational Map
- ✓ Antigo School District Maps
- ✓ Updated County Land Use Coverage
- ✓ Census Boundary Annexation Survey
- ✓ City of Antigo Comprehensive Plan Update
- ✓ Completed Road Ratings for Towns of Antigo, Elcho, Rolling, and Upham



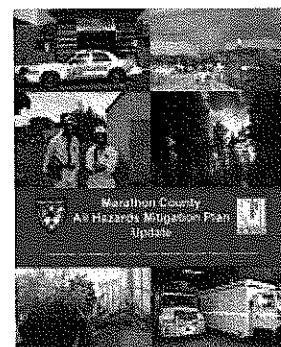
LINCOLN COUNTY

- ✓ County Land and Water Management Plan
- ✓ City of Tomahawk Comprehensive Plan
- ✓ County Outdoor Recreation Plan
- ✓ County Hazard Mitigation Plan
- ✓ Merrill Outdoor Recreation Plan
- ✓ City of Tomahawk TAP Grant Application
- ✓ Completed Road Ratings for the City of Tomahawk and the Towns of Birch, Harding, King, Merrill, and Tomahawk



MARATHON COUNTY

- ✓ Villages of Brokaw & Maine and Town of Texas Planning Assistance
- ✓ County All Hazard Mitigation Plan
- ✓ Towns of Ringle & Mosinee Comprehensive Plan Updates
- ✓ Town Comprehensive Plans for Mosinee and Spencer
- ✓ Villages of Schofield and Spencer Outdoor Recreation Plans
- ✓ Wausau Metro Sewer Service Area Plan
- ✓ Villages of Stratford and Spencer Comprehensive Plan Updates
- ✓ Town of Rib Mountain Comprehensive Plan Update
- ✓ Completed Road Ratings for the Villages of Brokaw, Kronenwetter, and Marathon City and the Towns of Harrison, Johnson, Wausau, Weston and Wien



ONEIDA COUNTY

- ✓ Online County Survey Records System
- ✓ Rhinelander/County Airport Website Assistance
- ✓ Census Boundary Annexation Survey
- ✓ Safe Routes to School Grant Application for MHLT Elementary School
- ✓ Town of Hazelhurst Comprehensive Plan Update
- ✓ County All Hazard Mitigation Plan
- ✓ Completed Road Ratings for the Towns of Lake Tomahawk, Pelican, and Stella



VILAS COUNTY

- ✓ County All Hazard Mitigation Planning FEMA Grant Application
- ✓ Lac du Flambeau Workforce Training & Development Center Feasibility Study
- ✓ Developing County Bike & Trail Plan Study
- ✓ Census Boundary Annexation Survey
- ✓ Updated County Land Use Coverage
- ✓ Safe Routes to School Grant for Lac du Flambeau Elementary School
- ✓ Economic Development Loan to Local Business



In addition, throughout the year, staff attends various meetings, responds to inquiries, creates and updates websites, and completes numerous projects not mentioned above.

AUDITED 2017 FINANCIAL STATEMENTS

The NCWRPC is funded from three basic sources. These are federal and state grants, local contracts, and a local membership fee (levy) based on equalized valuation of member governments. Below is the December 31, 2017 Statement of Net Position:

ASSETS:

Cash and Investments.....	1,319,640
Restricted Cash.....	593,291
Grants and Projects Receivable.....	67,036
Member Levy Receivable.....	215,169
Prepaid items and deposits.....	15,256
Net Pension Asset.....	-
Capital Assets.....	10,037

TOTAL ASSETS:**\$2,220,429**

Deferred Outflows.....**\$181,652**

LIABILITIES:

Accounts Payable.....	-
Accrued and other Liabilities.....	33,690
Unearned Revenues.....	1,321
Deposits Held for Others.....	593,291
Compensated Absences.....	96,746
Net Pension Liability.....	24,007

TOTAL LIABILITIES:**\$749,055**

Deferred Inflows**\$293,695**

Deferred Member Levy.....	215,169
Invested Capital Assets.....	10,037
Restricted for Pension Benefits.....	78,526
Reserved and Unrestricted Funds:	1,349,294

NET POSITION:**\$1,359,331**

Schenck, LLC prepared the Audit. A copy of the complete Audit Report is available for review at the NCWRPC Office.

ANNUAL LEVY RATE:

By state statute the membership charge or levy rate cannot exceed 0.003% of equalized value. In 2000 the NCWRPC rate was set at 0.00275%, by 2017 that rate was reduced to 0.000915% - less than one third of the statutory limit. Since 2000, the rate has been reduced several times.

NORTH CENTRAL WI DEVELOPMENT CORP.

The NCWRPC with the support of its counties, area economic development corporations, private lenders, and others, established the North Central Wisconsin Development Corporation (NCWDC). The NCWDC is a 501(c)3 non-profit corporation, staffed by the NCWRPC, to manage a multi-county loan fund. The two funds currently operated are the Regional Revolving Loan Fund and the Community Development Fund.

An eleven member Board of Directors provides oversight to the NCWDC, which includes one person from each of the counties in the Region, along with one representative from the NCWRPC. The current Board of Directors is displayed below:

Adams County	Daric Smith	Marathon County	Jim Warsaw
Forest County	Bev Collins, Pres.	Oneida County	Roger Luce
Juneau County	Terry Whipple	Portage County	Todd Kuckkahn
Langlade County	Angie Close, VP	Vilas County	Bob Egan
Lincoln County	Ken Maule	Wood County	Zach Vruwink
NCWRPC	Craig McEwen, Sec./Tres.		

In addition, there is a five person Loan Review Committee that reviews and makes the final funding decision on each loan application. The current members are: Bev Collins, Dan Daubert, Ken Maule, Linda Prehn, and Bill Vanden Heuvel.

Although a small fund, since 1995, the NCWDC has made over 20 loans and created or retained over 445 jobs in the Region. As of the end of 2017, there are 2 active loans in the portfolio.

The Statement of Financial Position is below:

Assets:	USDA-RD IRP Funds	\$177,659	
	HUD Funds	\$369,269	
	RBEG Funds	\$ 12,918	
	Loans Outstanding	<u>\$ 82,324</u>	
			\$642,170
Liabilities:	Accrued Interest	\$ 911	
	IRP Note Payable	<u>\$136,641</u>	
		\$137,552	
Net Assets:	Restricted - IRP	\$ 57,224	
	Unrestricted	<u>\$447,394</u>	
		\$504,618	
Total Liabilities and Net Assets:			\$642,170

Schenck, LLC prepared the Audit for the NCWDC.
A copy is available for review at the NCWRPC Office.

COMMISSIONERS

An appointed commission oversees the activities of the executive director and the organization. As detailed in Wisconsin statute, three commissioners from each member county govern the NCWRPC. One is selected directly by the County (C), one directly by the Governor (G), and the third is a Joint (J) selection between the County and Governor. Term ending is also displayed. Commissioners serve until reappointed or replaced. Commissioners listed are current as of December 31, 2017.

NCWRPC officers are: Paul Millan, Chairperson; Richard Bakovka, Vice-Chairperson; and Edmund Wafle, Secretary – Treasurer.

Adams County

Rocky Gilner, C (6/18)
Richard Bakovka, G (6/22)
Peter Hickethier, J (6/20)

Forest County

Bucky Dailey, C (1/20)
Paul Millan, G (1/18)
William Connors, Jr., J (1/22)

Juneau County

Edmund Wafle, C (6/19)
Kenneth Winters, G (6/23)
Jerry Niles, J (6/21)

Langlade County

Ronald Nye, C (1/20)
Angela Close, G (1/22)
Paul Schuman, J (1/18)

Lincoln County

William Zeitz, C (6/19)
Loretta Baughan, G (6/21)
Frank Saal, Jr., J (6/23)

Marathon County

Catherine Wineman, C (6/21)
Daniel Guild, G (6/23)
Craig McEwen, J (6/19)

Oneida County

Thomas Rudolph, C (1/20)
Ted Cushing, G (1/22)
Harland Lee, J (1/18)

Portage County

None Participating

Vilas County

Kim Simac, C (6/19)
Jay Verhulst, G (1/23)
Charles Rayala, III, J (1/21)

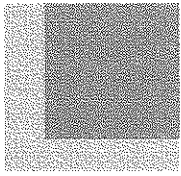
Wood County*

Gerald Nelson, C (6/23)

In addition, by Wisconsin Statute, the Secretary of the Wisconsin Economic Development Corporation (WEDC) - Mark R. Hogan - is an ex-officio officer of the NCWRPC.

* Note: Although the county appoints the commissioners, the county is not the financially participating member. Each local member contributes individually.

PROFESSIONAL STAFF



Dennis Lawrence, EDFP, AICP, Executive Director

Dennis started with the NCWRPC in 1992 and became Executive Director in 1997. He has a bachelor's degree in public administration from UW-La Crosse and a master's degree in urban planning from UW-Milwaukee. He is a member of the American Institute of Certified Planners (AICP) and is also certified as an Economic Development Finance Professional (EDFP). Dennis provides overall management to the organization and works in all areas of planning.

Alexander Brown, Planner

Alexander started with the NCWRPC in 2017. He has a bachelor's degree in political science and environmental studies and a master's degree in urban and regional planning from UW-Madison. Alexander works mainly in the areas of land use and community development.

Andrew Faust, GISP, Senior GIS Analyst

Andy has worked with the NCWRPC since 1995. He has a bachelor's degree in urban and regional studies from UW-Oshkosh. He is also certified as a Geographic Information System Professional (GISP). Andy works in the areas of GIS and intergovernmental cooperation.

Fredrick Heider, AICP, Planner

Fred has worked with the NCWRPC since 2004. He has a bachelor's degree in natural resources from UW-Stevens Point and is a member of the American Institute of Certified Planners (AICP). Fred works mainly in the areas of land use and transportation.

Darryl Landeau, AICP, Senior Planner

Darryl has worked with the NCWRPC since 1993. He has a bachelor's degree in natural resources from UW-Stevens Point and a master's degree in urban studies from Mankato State University. He is a member of the American Institute of Certified Planners (AICP). Darryl works mainly in the areas of transportation and land use.

Eric Sonnleitner, Planner

Eric started with the NCWRPC in 2017. He has a bachelor's degree in natural resources and land use from UW-Stevens Point. Eric works mainly in the areas of land use, community development and GIS.

Pam Winkels, Office Assistant

Pam started with the NCWRPC in 2015. She has a bachelor's degree in graphic communications from St. Norbert's. She provides program support, staff support, and general office assistance.



NORTH CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION
44th Annual Report

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Website: www.ncwrpc.org