

CONSERVATION, EDUCATION AND ECONOMIC  
DEVELOPMENT COMMITTEE  
AGENDA

DATE: Tuesday, July 16, 2019  
TIME: 1:00 p.m.  
LOCATION: Wood County Courthouse, Room 114

1. Call meeting to order.
2. Declaration of quorum.
3. Consent Agenda
  - a. Review/approve minutes from previous committee meetings.
  - b. Review monthly letter of comment.
4. Public Comments (*brief comments/statement regarding committee business*)
5. Land & Water Conservation Department
  - a. Open and approve low bid for Todd Bores's grassed waterway and rock crossing project.
6. Economic development budget discussion including membership in North Central Wisconsin Regional Planning Commission.
7. REDI Grant update and discussion.
8. Report and consideration of 2019 fund release for Alexander Field.
9. Report and consideration of 2019 fund release for State Fair Booth.
10. Adjourn

MINUTES  
 CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE  
 TUESDAY, JUNE 18, 2019  
 WOOD COUNTY COURTHOUSE, ROOM #114, WISCONSIN RAPIDS WI

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

Members Excused: None

Staff Present:

Planning & Zoning Staff: Jason Grueneberg and Kim Keech.  
 UW Extension Staff: Nancy Turyk.

Others Present: Dist.#8 Supervisor Jake Hahn, Dist. #14 Supervisor Dennis Polach, Dist. #15 Supervisor Bill Clendening, Rick Bakovka (Regional Economic Growth Initiative), Angel Whitehead (Heart of Wisconsin Chamber of Commerce), Scott Larson (Marshfield Area Chamber of Commerce) and Josh Miller (City of Marshfield).

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. **Consent Agenda.** The Consent Agenda included the following Items: 1) minutes of the Tuesday, May 21, 2019 and 2) monthly letter of comment from Jason Grueneberg.
  - a. Review/approve minutes: Minutes of May 21, 2019. No additions or corrections needed.
  - b. Review monthly letter of comment: No additions or corrections needed.

*Motion by Dave LaFontaine to approve and accept the May 21, 2019 CEED minutes and monthly letter of comment as presented. Second by Mark Holbrook. Motion carried unanimously.*

4. **Public Comment.** Jason Grueneberg shared that Justin Conner, Land Records Coordinator for Wood County has resigned and his last day of employment is Friday, June 21<sup>st</sup>.
5. **Budget discussion including membership in North Central Wisconsin Regional Planning Commission.** Joining the North Central Wisconsin Regional Planning Commission was discussed. Jason Grueneberg expressed that the North Central Regional Planning Commission should be a long-term commitment.

Jason Grueneberg shared that the 2019 Economic Development Budget is in the packet. Economic Development does not have any revenue. Economic Development total expenses for the 2019 budget is \$158,575.

Economic Development Expenses:

|  |           |
|--|-----------|
| Professional Services (county promotion)                   | \$ 5,000  |
| Contractual Services (WEDA dues & mileage/WEDA conference) | \$ 2,325  |
| Grants   | \$151,250 |

Jason Grueneberg asked the committee if Wood County should play some role in project grants such as bicycle trails. Jason Grueneberg asked to consider how the release of grant funds be disbursed. Should grant funds be competitive among partners or maintain same level, increase or decrease in grant funding? Grant Applications have not been sent to Economic Development partners for the 2020 budget year. 2020 is a transition year.

Consensus among committee members feel that Wood County should play some role in Economic Development but the question is how much. 2020-budget directive has not been released. Jason Grueneberg shared that the budget directive is not held the same across the board with other committees and departments.

Discussion followed.

*Motion by Robert Ashbeck to have Kenneth Curry share with the Wood County Executive Committee that the CEED Committee would like to ask for \$300,000 in funding in the 2020 Economic Development Budget and would like their feedback. Second by Dave LaFontaine. Motion carried unanimously.*

6. **REDI Grant update and discussion.** Jason Grueneberg shared that Wood County was notified on June 6<sup>th</sup> that the REDI Grant has been approved. The REDI Grant approved 47 projects. Wood County was the only municipality approved. Purdue University and University of Kentucky will contact Wood County to discuss economic development strategy. There should be a clearer picture over the next several months. The purpose of the grant is to provide rural communities and regions technical assistance to implement economic development planning projects.

7. **Report and consideration of 2019 fund release for HOW.**

Angel Whitehead gave a presentation on Heart of Wisconsin.

*Motion by Dave LaFontaine to approve the 2019 grant funding release to Heart of Wisconsin in the amount of \$19,500. Second by Mark Holbrook. Motion carried unanimously.*

8. **Report and consideration of 2019 fund release for Alexander Field.**

Agenda item moved to the July CEED meeting on Tuesday, July 16<sup>th</sup>.

9. **Report and consideration of 2019 fund release for Roy Shwery Field.**

Jeff Gaier gave a presentation on Roy Shwery Field airport.

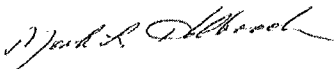
*Motion by Dave LaFontaine to approve the 2019 grant funding release to Roy Shwery Field in the amount of \$7,500. Second by Robert Ashbeck. Motion carried unanimously.*

The next regular CEED meeting is scheduled for Wednesday, July 3, 2019 at 9:00 a.m. at the Wood County Courthouse in Conference Room #114.

A special CEED meeting is scheduled for Tuesday, July 16, 2019 @ 1:00 p.m. on Economic Development at the Wood County Courthouse in Conference Room #114.

10. **Adjourn.** Kenneth Curry declared the meeting adjourned at 3:02 p.m.

Respectfully submitted,



Mark Holbrook, CEED Committee Secretary

Minutes by Kim Keech, Planning & Zoning Office

Review for submittal to County Board by Mark Holbrook (approved on July 3, 2019 @ 9:48am)

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

**Central Wisconsin Economic Development (CWED) Board of Directors** – On June 19<sup>th</sup> the CWED Board of Directors met to review 1 loan request, review 1 loan modification, review 1 request for payment plan, receive committee reports, and discuss the transition of administrative service providers.

**Rural Economic Development Innovation Grant** – On July 1<sup>st</sup> we had a conference call with Purdue University staff to initiate working with them and staff from the University of Kentucky to develop an economic development strategy for Wood County. The next conference call will be held near the end of July.

Purdue staff shared the proposal that they, along with the University of Kentucky, submitted to the USDA explaining what their participation in the REDI Initiative would entail. The proposal is included as an attachment to this report.

**Small Community Forum – Nekoosa** – A Small Community Forum / Regional Workshop will be held at the Nekoosa Community Center on Wednesday, September 11<sup>th</sup>. The purpose of the forum is “for you, your neighbors, colleagues, and friends to discuss the challenges and opportunities of economic growth, education for the 21<sup>st</sup> century, civic issues, and life in Wisconsin’s small (and mighty) communities.” A pamphlet providing more details is attached to this report.

**Conservation, Education, and Economic Development Committee Fall Bus Tour** – The CEED Fall Bus Tour will be held on Friday, October 4<sup>th</sup>, 2019. Although this is still a few months away, we are asking that you block off this day on your calendar to participate in this tour that highlights successful projects that Wood County has participated in. There is no cost to the tour and lunch will be provided. More details can be found in the attachment to this report, along with information on how to reserve your spot.

## EXECUTIVE SUMMARY

**Cooperators:** Purdue University and the University of Kentucky

**Project Title:** The Rural Economic Development Innovation (REDI) Initiative

**Geographic Location:** North Central and Southern Regions of the U.S.

### I. Project Background

The proposal calls for a joint initiative between Purdue University and the University of Kentucky to coordinate and implement the Rural Economic Development Innovation (REDI) Initiative in two regions of the U.S. – the South and the North Central regions. Combined, the two regions represent 25 of the nation’s 50 states and encompass 78 percent of the nation’s nonmetropolitan counties (i.e., 1,544 counties).

Three university-based organizations will spearhead the REDI effort in the two regions -- the Purdue Center for Regional Development (PCRD), the Purdue Extension Community Development Program, and the University of Kentucky’s Community and Economic Development Initiative of Kentucky (CEDIK). Both Purdue and Kentucky have a strong record of performance when it comes to supporting and advancing community, economic and regional development activities within their respective states and beyond. Moreover, team members have developed strong, trusting relationships with the North Central Regional Center for Rural Development and the Southern Rural Development Center, two organizations that will serve as key conduits for tapping the expertise of Extension professionals who will be invited to be part of our REDI effort. Finally, the Purdue and Kentucky team has collaborated with State USDA Rural Development offices in both regions of the country since 2009 and are committed to engaging USDA RD representatives in all facets of our REDI work in the North Central and Southern regions.

### II. Project Objectives

The objectives of the REDI Initiative in the U.S. North Central and Southern regions are as follows:

1. **Select Sites and Build Regional Teams:** Engage eight multi-jurisdictional sites to take part in the REDI Initiative in the Southern and North Central regions of the country.  
DONE
2. **Gather Regional Information:** Introduce the REDI teams to the five themes associated with the Agriculture and Rural Prosperity report and garner public input on which of the five themes reflect important needs/opportunities in the region. Furthermore, produce an in-depth snapshot of the region, drawing on a variety of public and proprietary data sources.

3. **Conduct Capacity-Building Workshop:** Provide the REDI teams with the tools and processes needed to build a sound strategic plan, one that serves as a blueprint for the community and economic advancement of the region over the next five years.
4. **Develop the REDI Plan:** Guide each team in the development of a multi-year plan that outlines major goals, key objectives and strategies, and details an action plan for building a vibrant and sustainable region over the long-term.
5. **Seek Public Input on the Regional Plan and Finalize Plan:** Assist each team to host a series of focus group sessions to gain buy-in by residents, agencies and organizations in the regional plan. This is to ensure that public input and feedback is carefully considered prior to finalizing the regional plan.
6. **Explore Funding Opportunities:** Work with a variety of federal, state local and philanthropic organizations to share information with the REDI teams on sources of funding that align with the major goals of their strategic plans.
7. **Develop Sound Evaluation Plan: Performance Metrics:** Design and implement an evaluation plan that will produce metrics for detailing the short, intermediate and long-term outcomes of the REDI program in the targeted sites. This will include the leveraging (direct and indirect) by the REDI teams resulting from their engagement in the program.

Objectives 1 through 4 represent the technical assistance support that the Purdue/Kentucky team will provide as part of the “planning phase” of the project, while objectives 5 through 7 focus on the assistance our team will provide as part of the “implementation phase” of the initiative. The following sections provide in-depth information on each of the seven objectives.

### III. Technical Assistance: Planning Phase

- *Objective 1: Select REDI Sites and Build Regional Team*

This objective has been completed by USDA Rural Development in partnership with its cooperators.

- *Objective 2: Gather Regional Information*

#### Preparing Data Snapshots Tailored to Each REDI Site

Both the Purdue and Kentucky team have significant experience producing user-friendly data reports that focus on a variety of topics that align with the five themes delineated in the Agriculture and Rural Prosperity Task Force report. Drawing on public data from multiple federal sources (such as Census Bureau, Bureau of Labor Statistics and Bureau of Economic

Analysis) as well as proprietary data products (such as Emsi, Chmura Economics and Burning Glass), the Purdue/Kentucky team can develop data reports tailored to the information needs of each REDI site. These could include general reports on the demographic and economic profile of the region, housing, workforce, broadband access, health care, and more.

Once each REDI sites has developed a preliminary list of which of the five themes it intends to examine in the survey, the Purdue/Kentucky team will produce data reports that align with each of these themes. Once completed, the reports will be distributed to the members of each REDI team.

- *Objective 3: Conduct Capacity-Building Workshop*

The ability of newly formed REDI teams to develop a quality community and economic development plans can be bolstered through sound training. The Purdue/Kentucky team proposes to conduct an on-site two-day intensive training in each REDI site. The purpose of the training will be to equip REDI teams with the knowledge, skills and tools they will need during the process of producing a region (multi-jurisdictional) plan. The topics to be covered during the training would include the following:

- 1) Selecting Your REDI Themes: Synthesis of Information Collected: The first portion of the workshop will provide an opportunity for the regional REDI team to reflect, synthesize and discuss the valuable information generated from the data profiles and the survey of local residents. It is at this time that the team will be guided through a process of determining which of the five Agriculture and Rural Prosperity themes should be selected, on a preliminary basis, for inclusion in its regional plan.
- 2) Discovering Your Local Assets: REDI team members will be introduced to two approaches for uncovering the mix of local assets that could be mobilized to support and carry out their regional plan. The first is *Asset-Based Community Development* (ABDC) framework and the second is the *Community Capitals Perspective* (discussed further in section VII on the Theory of Change). The ABCD approach urges communities to rediscover the resources and talents in their localities -- resources that can be activated to address opportunities and challenges in their communities. The Community Capitals model states that the lifeblood of any community can be linked to the presence and strength of seven community capitals, resources that can be invested to advance the long-term well-being of communities. The seven community capitals are natural, cultural, human, social, political, financial, and built.
- 3) Key Elements to the Development of a Sound Regional Plan: A template for building a quality regional plan will be examined in this portion of the workshop. Local REDI teams will learn about how to create goals, develop objectives, select strategies, and produce an achievable timeline for implementing the various components of the plan. This portion of the workshop will build on the topics addressed above (i.e., REDI themes and local assets).

- 4) Coalition Development and Network Planning: In this portion of the workshop, the REDI team will learn the process of formalizing relationships with collaborators in a region, partnerships that are vital to the success of any strategic plan.
- 5) Exploring Programs that Align with the REDI Themes: The local REDI team will be introduced to a variety of programs that the Purdue/Kentucky has produced or adapted that align with the REDI themes the local team has selected for inclusion in its plan. A partial list of the programs/strategies that the local team could consider is outlined in the table below. More information on these and other programs/resources is provided in the appendix.

- *Objective 4: Develop the REDI Plan*

With “on the ground” guidance from Extension and USDA RD colleagues in the states that are home to the eight REDI sites, the local REDI team will focus on the development of a regional plan. The plan will build on the knowledge and skills gained as a result of the two-day intensive workshop. It is expected that the plan will require the team to meet on a regular basis over the course of several months. The Purdue/Kentucky team will be available to provide feedback at various points in the plan’s development. Once a final draft of the plan is completed, it will be submitted to the Purdue/Kentucky team for its review. The Purdue/Kentucky team will provide

| REDI Theme                                 | Purdue/Kentucky Programs/Resources  |
|--|---|
| Achieving e-Connectivity for Rural America | <ul style="list-style-type: none"> <li>• Digital Ready Businesses</li> <li>• Intelligent Community Framework</li> </ul>   |
| Developing the Rural Economy.              | <ul style="list-style-type: none"> <li>• First Impressions</li> <li>• Business Retention &amp; Expansion</li> <li>• Community Economic Assessment Program</li> <li>• MIT Entrepreneurial Ecosystem</li> <li>• Regional Industry Clusters: Understanding Your Comparative Strengths</li> <li>• Economic Gardening</li> </ul> |
| Harnessing Technological Innovation        | <ul style="list-style-type: none"> <li>• RISE: Regional Innovation for Startups and Entrepreneurs</li> <li>• Precision Agriculture: Unmanned Aerial Vehicles (UAVs) &amp; Imaging Technology</li> </ul>   |
| Supporting a Rural Workforce               | <ul style="list-style-type: none"> <li>• Work Ready Communities</li> <li>• IN Work: Skills for Tomorrow’s Workforce</li> <li>• Skills for Success: Manufacturing Workforce Development</li> <li>• Retail Workforce Program</li> </ul>   |
| Improving Quality of Life                  | <ul style="list-style-type: none"> <li>• Coalition Development and Network Planning</li> </ul>  |



|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Community Design</li> <li>• Enhancing the Value of Public Spaces</li> <li>• Disaster Ready Communities</li> <li>• Community Financial Resiliency</li> </ul> |
|--|--|

feedback and recommendations for improving the plan and a conference call will be set-up with the local REDI team to review and discuss the feedback. The local team will revise its plan based on that feedback.

- *Objective 5: Seek Public Input on the Regional Plan and Finalize Plan*

It is essential that the REDI team's strategic plan be shared with the public in order to gain buy-in and support. The Purdue/Kentucky team proposes to conduct a webinar targeted to the REDI teams that will detail the protocol for organizing and conducting a successful focus group meeting. This will include guidelines for ensuring that a diversity of individuals with different needs and perspectives are on the list of invitees.

Once the webinar is completed, the Extension and USDA RD partners will assist each REDI team in determining the number of focus group meetings to be conducted, the people and organizations to invite, and the timeline for completing the sessions. Once the focus group meetings are completed, the USDA RD/Extension partners will guide the REDI team in studying the input from local residents and determining changes needed in the regional plan.

#### **IV. *Technical Assistance: Implementation Phase***

With a regional plan in place, the focus will move to assisting the REDI teams in implementing and tracking impacts of their plans.

- *Objective 6: Explore Funding Opportunities*

Some aspect of the REDI team's strategic plan can be pursued with little, if any, financial resources. However, if portions of the regional plan calls for projects that require significant resources – such as expansion of the housing stock, new community facilities, improvements in the broadband infrastructure, or workforce development training for incumbent or displaced workers – then finding funds to support the planned investments will be critical. The Purdue/Kentucky team will organize a webinar(s) that details federal funding opportunities from such agencies as USDA Rural Development, USDA Rural Utilities Services, Economic Development Administration, U.S. Department of Health and Human Services, and more. Representatives from federal agencies that invest in community and economic development projects/programs targeted to rural America will be part of the panel of presenters.

Next, the Purdue/Kentucky team will work with Extension partners in the REDI sites to identify state funding opportunities for the REDI team and provide information on these funding sources and contact persons.

## Beginner's Guide to Grant Writing

Representatives of the eight REDI teams will be asked to participate in the Beginner's Guide to Grant Writing workshop hosted by the Purdue/Kentucky team. The program will help participants learn how to write effective grant proposals and navigate the grant process. The program will serve as an excellent skill builder for beginner and intermediate grant writers. Participants will come to the workshop with an idea for a grant proposal (related to their strategic plan) and leave with a completed proposal outline. The Purdue/Kentucky team will then work with the REDI teams to complete their respective proposals and have them peer reviewed. Feedback from grant writing professionals will be provided to each team and the teams will have the opportunity to polish their proposals.

Another aspect of the grant writing workshop will focus on funding that might be available from various foundations that align with the regional plans of the REDI teams. Both free and fee-based foundation sites will be reviewed and participants will have the opportunity to explore these sites during the workshop.

- *Objective 7: Develop Sound Evaluation Plan: Performance Metrics*

Performance metrics are a key component of a strategic plan. Each participating region will identify an internal evaluation plan prior to the implementation phase that includes the processes or instruments used to measure change, the timeline for collecting data, and the anticipated short-, medium- and long-term outcomes. Within the two-year project period, there is likely only time for regions to realize short-term outcomes. However, these short-term outcomes should lead to longer-term impacts if the region successfully implements the strategic plan. The table below highlights both the proposed evaluation instruments as well as preliminary performance metrics for participating regions.

| REDI Objectives   | Evaluation Instrument/Process   | Short-Term Outcomes  |
|---|---|--|
| Objectives 2 & 3:<br><br>Gather regional information and conduct capacity building workshop | <ul style="list-style-type: none"><li>• Pre- and post-survey to gauge changes in knowledge after exposure to data snapshots</li><li>• Disseminating rural task force priority theme survey</li><li>• Coalition development and network planning</li><li>• Exploring REDI theme programs</li></ul> | <ul style="list-style-type: none"><li>• Improvement in knowledge</li><li>• Number of respondents &amp; response rate</li><li>• Formal partnership agreement for diverse REDI team</li><li>• Implementation of at least one program</li></ul> |
| Objectives 4 & 5:<br><br>Develop REDI Plan and seek public input                            | <ul style="list-style-type: none"><li>• Feedback by the public on the region's REDI plan.</li><li>• Formal review of strategic plan by external team</li></ul>  | <ul style="list-style-type: none"><li>• Number of opportunities for public input</li><li>• Number of objectives or activities changed as a result of public feedback</li></ul>   |

|   |   |   |
|---|---|---|
|   |   | <ul style="list-style-type: none"> <li>• Plan passes external review</li> <li>• Formal adoption of strategic plan by REDI team</li> </ul>   |
| Objective 6:<br><br>Explore funding opportunities | <ul style="list-style-type: none"> <li>• Pre- and post-survey to measure changes in grant writing skills</li> </ul> | <ul style="list-style-type: none"> <li>• Number of newly trained grant writers in region</li> <li>• Number of new regional funding proposals submitted post-workshop</li> <li>• Number of proposals funded</li> </ul> |

In the long-term, outcomes will vary based on the priorities the region selects. For example, a region prioritizes e-connectivity then success will be measured as the number of new households adopting broadband or number of new miles of dark fiber installed. Or, if a region selects supporting a rural workforce, outcomes could include an increased labor force participation rate, lower employment turnover, lower out-commuting, or higher annual wages. As expected, the regional strategies will dictate the specific medium- and long-term outcomes. In all instances, we anticipate the regions will be successful in attracting both public and private investment, and leveraging existing assets. Both the funding source and purpose of funds will be tracked as an additional measure of performance.

In addition, the Purdue/Kentucky team will also conduct an external evaluation based on the progress of all eight participating regions. The Purdue/Kentucky team will connect regularly to review region-specific evaluation data, secure quarterly updates from REDI regions, and secure feedback from local Extension and USDA RD colleagues to advise any needed adaptations as well as next steps. Near the conclusion of the REDI project, the Purdue/Kentucky team will identify where and why certain regions perform better than others – information that can inform any next phases of the REDI project, including criteria that would improve the selection of regions, determine the optimal REDI team composition, and strategies/activities that would increase the degree of public input, and more.

## V. Maintaining Momentum

Turnover of membership can disrupt the ability of the REDI team to achieve the major goals and outcomes outlined in its strategic plan. In reality, the departure of team members is a normal occurrence for most community-minded organizations since individuals leave a team due to job changes, family obligations, sickness/death, burnout or other factors. However, minimizing the negative effects of member turnover is possible through succession planning. The Purdue/Kentucky team will conduct a webinar for the REDI team once their regional plan has been developed. The webinar will examine the team's succession planning readiness and provide the REDI team with strategies for minimizing disruptions when member departures occur. It is this type of proactive planning will help keep the work of the REDI team on track.

### About the Small Community Forums

The Forums provide resources and a venue for you, your neighbors, colleagues, and friends to discuss the challenges & opportunities of economic growth, education for the 21st century, civic issues, and life in Wisconsin's small (and mighty) communities.

If you live in, work in, or help shape your small community and/or region, please attend this Forum. You'll connect, network, and talk with representatives from a variety of statewide resources and discuss with your regional neighborhood what your community needs and can do to grow and thrive into the future.

#### Who should attend?

Everyone who cares about your community's future—residents, community leaders, elected officials and staff, volunteers, business leaders, educators, local and regional economic development staff, representatives of civic and planning organizations, and more.

#### Find information on the sponsors at:

Arts Wisconsin  
[www.artswisconsin.org](http://www.artswisconsin.org)

League of Wisconsin Municipalities  
[www.lwm-info.org](http://www.lwm-info.org)

United States Department of Agriculture  
[www.rd.usda.gov/wi](http://www.rd.usda.gov/wi)

University of Wisconsin—Extension  
<https://cced.ces.uwex.edu/>

Wisconsin Downtown Action Council  
[www.wisconsin downtown.org](http://www.wisconsin downtown.org)

Wisconsin Economic Development Corporation  
<https://inwisconsin.com>

Wisconsin Rural Partners  
[www.wiruralpartners.org](http://www.wiruralpartners.org)

### Registration Info

Registration fee is \$20.00 per person.

Coffee/rolls and lunch included in registration.

*Space is limited so register early!*

### Register Online

[https://www.wiruralpartners.org/  
community-forums](https://www.wiruralpartners.org/community-forums)

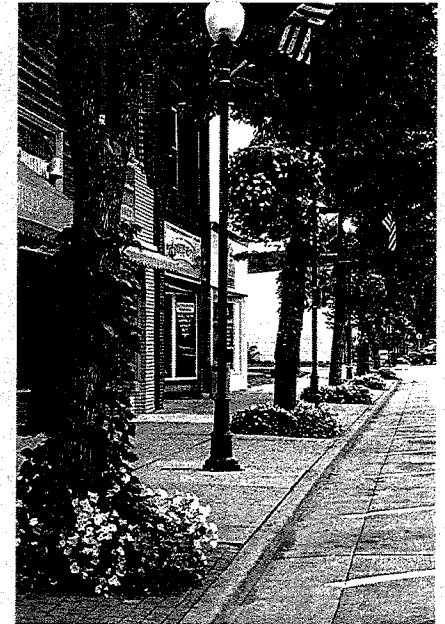
Pay online or register online and bring a check to the forum made payable to:

Wisconsin Rural Partners

### Questions?

Contact Anne Katz at  
[akatz@artswisconsin.org](mailto:akatz@artswisconsin.org)

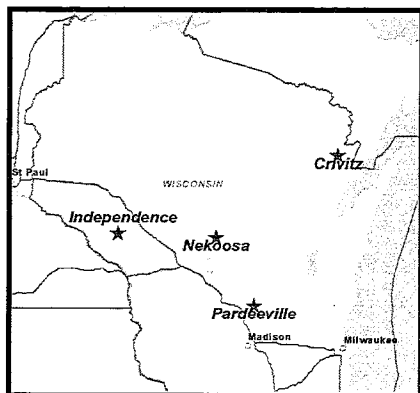
## Small Community Forums



## Regional Workshops

*Helping Wisconsin's  
Small Cities, Villages,  
and Towns Thrive*

# Locations



## Crivitz

**Thursday, August 8, 2019**

Crivitz Village Hall  
800 Henriette Avenue

## Independence

**Wednesday, August 21, 2019**

Independence Opera House  
23688 Adams Street

## Pardeeville

**Wednesday, August 28, 2019**

Pardeeville Village Hall  
114 Lake Street

## Nekoosa

**Wednesday, September 11, 2019**

Nekoosa Community Center  
416 Crestview Lane

## Business Outlook

*Network, Learn and Exchange Ideas*

### Agenda:

**7:30-8:00**

**Registration, Coffee & Rolls**

**8:00-9:15**

### **Speed Networking with Resources**

*Like speed dating but with representatives from state and federal resources. They'll bring information and business cards and you can bring your projects, questions and contact information. Resources will be listed at (<https://www.wiruralpartners.org/community-forums>).*

**9:15-10:00**

### **Local Case Studies**

*Stories that provide examples of the good work going on in the community.*

**10:15-10:45**

### **Wisconsin by the Numbers**

*Matt Kures or Tessa Conroy of the Community Economic Development Program at the University of Wisconsin-Madison/Extension will talk through economic and demographic data analyzing the strengths and weaknesses of our communities. They will provide us with a better understanding of our rural communities.*

**10:45-12:00**

### **Roundtable Discussions**

*The theme this year is "Business Outlook" but as always we will have the opportunity for broad-ranging discussion groups.*

**12:00-1:00**

### **Lunch**

*Time to share a meal and network.*

**ARTS**  
WISCONSIN

**LEAGUE**  
OF WISCONSIN  
MUNICIPALITIES

**USDA**



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

**WISCONSIN**  
DOWNTOWN  
ACTION COUNCIL

**WISCONSIN ECONOMIC**  
DEVELOPMENT CORPORATION

**WISCONSIN**  
RURAL PARTNERS

## CEED Tour

(Conservation, Education and  
Economic Development  
Committee)

Please join us on an informa-  
tive and educational tour

We will be visiting a CREP  
(Conservation Reserve En-  
hancement Program) site at  
Glen Peplinski's land

See how soil types affect an  
On-Site Waste Water  
Recycling system

Visit the newly constructed  
Wenzel Plaza

Tour the new Hewitt's Meats  
processing facility and retail  
store-lunch is included

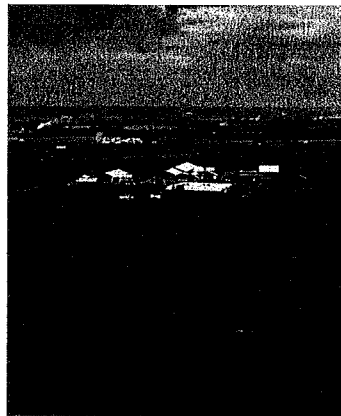
Visit the site of the proposed  
Coulee Industrial Sand Mine

Weather permitting, tour the  
field research projects at UW-  
Marshfield Ag Research  
Station (North Station)

**This is an all day event  
7:45am to 3:00pm**

*Save the Date*

**Friday  
October 4, 2019**



Please RSVP by  
Monday, September  
23rd to:

Victoria Wilson—Wood  
County Planning and  
Zoning

Email:  
vwilson@co.wood.wi.us

Or 715-421-8466



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

## **2019 Wood County Economic Development Funding Request**

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

Applicant Organization: South Wood County Airport Commission  
 Mailing Address: 3620 1<sup>st</sup>. St. South Wisconsin Rapids

Street Address (if different):

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

Organization Telephone: 715-423-0330

Contact Person/Title: Jeremy Sickler

Contact Person Telephone: 715-423-0330 Email: [jsickler@wirapids.org](mailto:jsickler@wirapids.org)

### ***Wood County Economic Development Mission Statement:***

***Through collaboration and coordinated planning efforts with local and state partners, the Wood County CEED Committee will grow our economy by,***

- \*fostering a business friendly environment with a skilled workforce,***
- \*maintaining and enhancing our quality of life,***
- \*creating awareness of recreation opportunities,***
- \*and promoting the County as a tourism destination.***

**Request Overview** - Provide a summary overview of your program or project and explain how it is consistent with the Wood County Economic Development Mission Statement.

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

Alexander Field has experienced activity levels which are unparalleled in its history. The region has become a tourist destination for transient golfers. Those who choose private air travel expect and rely equipment and services for their aircraft. South Wood County Airport Commission has recognized these needs and is actively acquiring the most critical equipment. This equipment is in most cases expensive. Recently a fuel truck and lavatory service cart were purchased. Purchase of a ground power unit was just approved – cost of \$35,000. The Wood County contribution allows the Commission to consider purchase of equipment which it may not be able to afford without it. The Commission has also established successful partnerships with local tourism and economic development entities to further accommodate these needs.

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

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

The economic impact of the transient aircraft activity at Alexander Field is hard to quantify. The measurable metric has been fuel sales which continue to rise. As a result, a new part time position was established to assist in aircraft ground servicing. The regional economic impact of Sand Valley's employees and guests is becoming glaringly apparent. Success story testimonials are being heard from local businesses including transportation, food and beverage, lodging, and retailers. Aircraft crews spend their time in the community while their passengers patronize Sand Valley. This results in significant dollars spent in the aforementioned businesses. Continued investment in amenities and service offerings at the airport assures repeat patronage as well as potentially attracting guests which choose to land at other airports.

**Funding Request Summary – Program/Project**

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

|                                       | <b>Requested Funding</b> | <b>Total Organization Budget</b> | <b>Other Funding – e.g. grants, volunteers, donations</b> |
|---------------------------------------|--------------------------|----------------------------------|---|
| <b>Wages &amp; Benefits</b>           |                          | Please see financial statements  |   |
| <b>Office Supplies &amp; Expenses</b> |                          | Please see financial statements  |   |
| <b>Professional Services</b>          |                          | Please see financial statements  |   |
| <b>Conferences &amp; Dues</b>         |                          | Please see financial statements  |   |
| <b>Misc. or Other</b>                 | \$10,000                 | Please see financial statements  |   |
| <b>Total</b>                          | <b>\$10,000</b>          | <b>\$220,869</b>                 |   |

**Project Reporting Requirement** - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2018. Funding will not be released to the applicant prior to the reporting requirement being met.

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





**SOUTH WOOD COUNTY AIRPORT**  
Jeremy Sickler, Airport Manager

## **Annual Summary**

### **Airport Development:**

State Aid hangar development project: Funding for a large Commission hangar has been secured. Demand from large transient aircraft for hangar space is increasing. The hangar will be approximately 15,000 square feet and have a door clear height of 28 feet and will accommodate the largest aircraft we have hosted. Approximate cost \$2.1M with construction commencing fall 2019.

Federal Aid taxiway project: A full length parallel taxiway to the long runway was designed in 2018. The project commenced on May 6 and construction is underway. This project was eligible for federal funding because of the increased volume and size of aircraft utilizing Alexander Field. LED lighting and signage will be installed as part of this project. Approximate cost \$2.8M

State Aid apron/taxiway project: As aircraft activity increases, parking space has been precious. Demand justified State investment in expansion of the apron area. the project commenced in May of 2018 and was completed May of 2019. Apron space was quadrupled. This project included significant stormwater mitigation and new apron lighting. A second apron access point was constructed as part of this project as well. This access point will tie into the aforementioned taxiway. Approximate cost \$2.6M

State Aid runway 02/20 pavement overlay and lighting project: The long runway - 02/20 - was milled and overlaid with new asphalt. This delayed the inevitable reconstruction by 7-10 years. Reconstruction will close the runway for operations for the entire summer when it happens. New LED lighting and signage was installed as part of this project. Approximate cost \$1.2M.

Federal Aid electrical vault building construction project: Several hundred new runway and taxiway edge lights were installed as part of the projects. The two old regulators which were in the basement were not deemed adequate. Four brand new regulators are necessary and the basement electrical room is not big enough. A new electrical vault building and is being constructed to accommodate the new electrical system. Approximate cost \$130,000.

## **Aircraft Activity Levels:**

Aircraft activity has increased tremendously, especially transient jet traffic. Accurate counts are hard to attain when the airport is not staffed around the clock. Based on aircraft counted during staffed times, 700 - 800 aircraft seems a reasonable estimate of transient aircraft during 2018.

## **Fuel Sales:**

Fuel sales have been the only metric which is accurately quantifiable. Below are year over year fuel sale percentage increases.

|       | 2016-2017 | 2017-2018 | 2018-2019 YTD |
|-------|-----------|-----------|---------------|
| Avgas | 93%       | 115%      | 92%           |
| Jet   | 278%      | 211%      | 122%          |
| Total | 187%      | 188%      | 113%          |

## **Other Airport Projects:**



## Wood County Planning & Zoning Office

Courthouse - 400 Market Street

P.O. Box 8095

Wisconsin Rapids, WI 54495-8095

## **2019 Wood County Economic Development Funding Request**

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

*Jason R. Gruenberg, Director at 715-421-8478 or [jgrueneberg@co.wood.wi.us](mailto:jgrueneberg@co.wood.wi.us)*

Applicant Organization: Marshfield Convention & Visitors Bureau

Mailing Address: 700 S. Central Ave.

Click here to enter text.

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

Web Site: [www.visitmarshfield.com](http://www.visitmarshfield.com)

Organization Telephone: 715-384-4314

Contact Person/Title: Matt McLean

Contact Person Telephone: 715-384-4314 Email: [mclean.matt@visitmarshfield.com](mailto:mclean.matt@visitmarshfield.com)

### ***Wood County Economic Development Mission Statement:***

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- \*fostering a business friendly environment with a skilled workforce,***
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- \*creating awareness of recreation opportunities,***
- \*and promoting the County as a tourism destination.***

Marshfield and Wisconsin Rapids work hard to promote all aspects of the county to visitors. One of the things we have found excellent for Wood County & Central Wisconsin is having a booth at the Wisconsin State Fair in West Allis. We have a strong presence to a natural audience. The opportunity to promote our County from attractions, parks, to numerous festivals has grown with visitors coming back yearly looking for our booth. We promote the Central Wisconsin State Fair, Maple Fall Fest, Cranberry Highway, Pumpkin Festival, tours and camping. We want to thank you again for the grant of \$2,500 for 2018 to help us with expenses for the booth, insurance and lodging.

Wood County is also a very affordable destination for people who attend the fair. We are next to the Cranberry booth which is a natural fit for Wood County. Marshfield and Wisconsin Rapids CVBs will again have a booth to promote our county at State Fair with our partner from Stevens Point helping staff volunteers and helping with costs.

Our main goals with the booth at the fair will line up very well with the County Economic Development Missions of creating awareness of recreation opportunities and promoting Wood County as a tourism destination.

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

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

In 2017, we had about 50,000 impressions on people walk by our booth, distributed roughly, 2,000 visitor's guides and other area literature from our CVB's including material on other activities and events. We collected roughly 1,500 email addresses that we were able to follow up on as well. The investment is small for the exposure we receive. Area businesses donate prizes for us to give away. Anytime travelers visit Wood County this definitely adds to the economic impact of the area thru accommodations, restaurants, gas stations and shopping. Visitors won't find us unless we promote our area. If any of the board get down to the State Fair in West Allis please look us up in the Wisconsin Special Products building. Using our number of pieces of literature passed out and emails collected in 2017 with a conservative estimate of 20% conversion rate and State Department of Tourism numbers we estimate the following economic impacts in 2018.

20% of 3,500 contacts = 500 trips (average trip size 3 people) = 1500 visitors

80% of visitors or 1200 daytrip visitors at \$58 per person = \$69,600

20% overnight or 300 visitors at \$180 per person = \$54,000

We estimate a direct visitor spending in Wood County to be an estimated \$123,600.

**Funding Request Summary – Program/Project**

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

|                                       | <b>Requested Funding</b>                             | <b>Total Organization Budget</b>           | <b>Other Funding – e.g.<br/>grants, volunteers, donations</b>    |
|---------------------------------------|--|--|--|
| <b>Wages &amp; Benefits</b>           |  |  |  |
|                                       |  |  |  |
| <b>Office Supplies &amp; Expenses</b> |  |  |  |
|                                       |  |  |  |
| <b>Professional Services</b>          |  |  |  |
|                                       |  |  |  |
| <b>Conferences &amp; Dues</b>         | <b>\$2500 to help with costs of state fair booth</b> | <b>\$5,000 budget for state fair booth</b> | <b>We receive volunteers and use staff for workers at event.</b> |
|                                       |  |  |  |
| <b>Misc. or Other</b>                 |  |  |  |
|                                       |  |  |  |
| <b>Total</b>                          | <b>\$2,500</b>                                       | <b>\$5,000 event budget</b>                | <b>We use room tax dollars for the additional funding needed</b> |

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