

NONPROFIT 501 (C) 3

COMMUNITY & ECONOMIC DEVELOPMENT SUSTAINABILITY

Reimagine Redevelop Reinvest

### Connect with us:

- Community Engagement Calendar
- Surveys
- Capital Campaigns
- Investments



pricecountyunited.org





## Price County United Limited owns the Lionite Property

Changing the Future of Phillips....
What is YOUR VISION for this property?....





### **Board Members**

### Lynda Ludwig - President

Business/Entrepreneur

24 yrs Veterinarian

30 yrs Family business in International Corrugated Machine Industry

Connect Communities / Mainstreet America Lead for Phillips Area

Incremental Development / MIT Beyond Smart Cities

### Blake Pluemer - Vice President

38yrs in the packaging industry

Engineer

Vice President - Sales

VP of operations of a major international manufacturer

President of the Chain of Lakes Association, Price Ice - Hockey

### Cheryl Moore - Secretary / Treasurer

35 yrs in Public Finance

Accountant - 30yrs Accounting for an international company

Village President 20yr + for Catawba

Spearheaded and managed Public grants Kennan/Catawba Joint sewer commission



Introductions

Presenting: Lyn Ludwig - President Price County United Limited

Connect Communities / Mainstreet America
- Lead for the Phillips Area
North Country Veterinary Clinic - Veterinarian, Entrepreneur

International Business & Field Service - Corrugated Box Machinery 4<sup>th</sup> Generation Entrepreneur in Phillips - Wood products industries

Passionate about Creating a Vibrant Community for All Courses taken from MIT Beyond Smart Cities, Brownfield Conference 2022 & 2023 Oklahoma City & Detroit Incremental Development Alliance Wisconsin Mainstreet Association



The WHY?

Why did we

- 1. Create a Nonprofit
- 2. Purchase the Lionite Mill and other locations

Looking for SOLUTIONS to our CHALLENGES

Looking for Government bodies to create solutions

But it was not occurring at the rate we wanted to see

Grants were being missed

The reasons given:

Understaffed No funding Not worth it



### **Price County Has Some Challenges**

- 1. Declining workforce population 19-62yrs
- 2. 50% Population is 63yrs or older
- 3. Blight Idle properties
- 4. Poor health, early mortality, low income
- 5. Lack of housing
- 6. Government models
  - a. County board meetings only 8-5pm
  - b. City of Phillips serves multiple townships Elk, Worcester, Emery ...8000 people but
  - City proper is small area-approx. 1600 people carrying the tax and voting
  - Majority of business owners don't live in the City
- 6. Rural funding structures, historic disinvestments
- 7. Lack capacity technical expertise and skilled workforce for redevelopment tasks compared to large city City planners etc
- 8. Economic Development, City Administrators/Redevelopment Authority=>ABSENT



### **Solution:**

Collaborate and Compliment with the
County
City
Community
Northwest Regional Planning Commission (NRPC)
Better Together

### Create the NONPROFIT

Cross borders, governance structures are different

Bylaws and our reporting are transparent

More agile and able to compete for the NECESSARY FUNDING that is occurring NOW!!!

### **Goals to Create**

Local Wealth / Economic Prosperity
Complete Streets/Increase our Walking Scores
More vibrant spaces



### Timing is EVERYTHING!!!

- 1. PCUL, the Nonprofit is able to SECURE OWNERSHIP
- 1. Biden Infrastructure Funding --- LARGEST in our GENERATION ---- GRANTS
- 1. Nonprofits are able to secure funding LARGE amounts of funding and technical assistance vs always having to be a Government entity as the applicant





### Our mission

Our mission is to support community & economic development through community engagement and our activities include but are not limited to the preservation of our historic culture and buildings, supporting public recreation trails, remediation of brownfield sites, and all aspects of work to combat community deterioration.



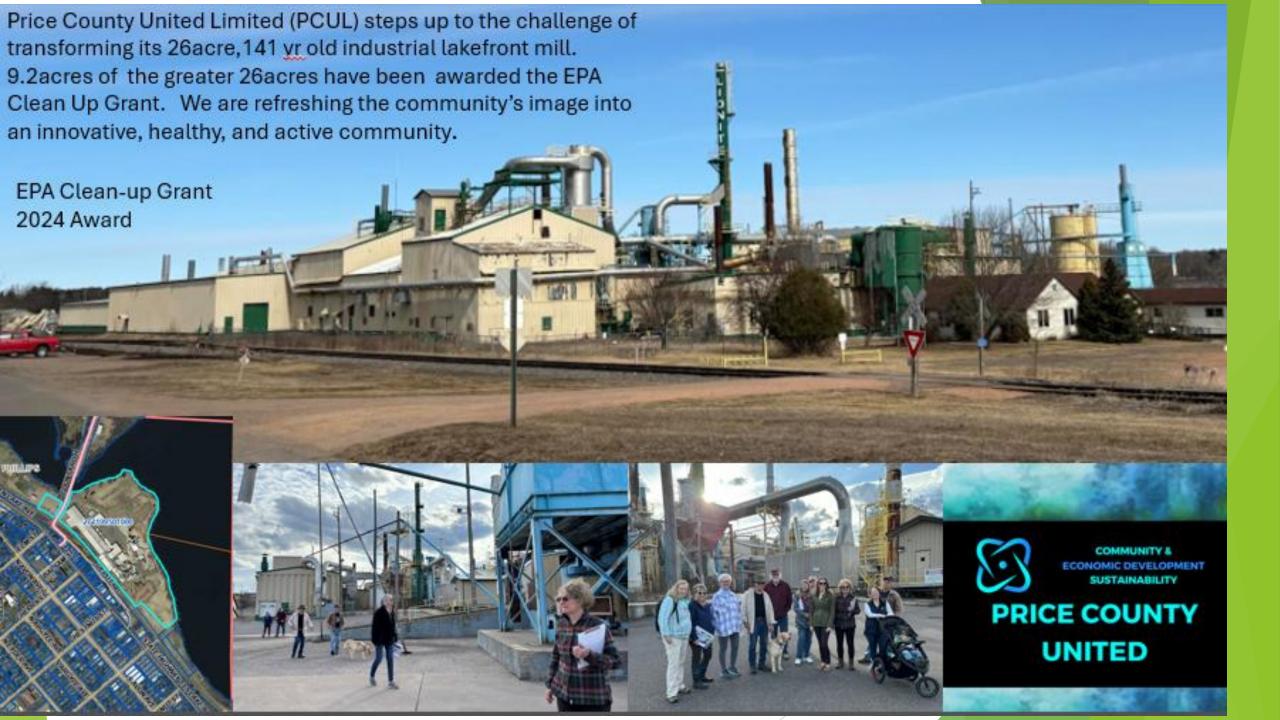
### Our history

Price County United was established in 2022 to create a means to change our built environment, add programming, and engage our communities in visioning their futures and provide resources to applying for the much-needed funding in our area. By collaboration of our communities and resources, we will have a more vibrant, thriving, sustainable community and continued economic prosperity.

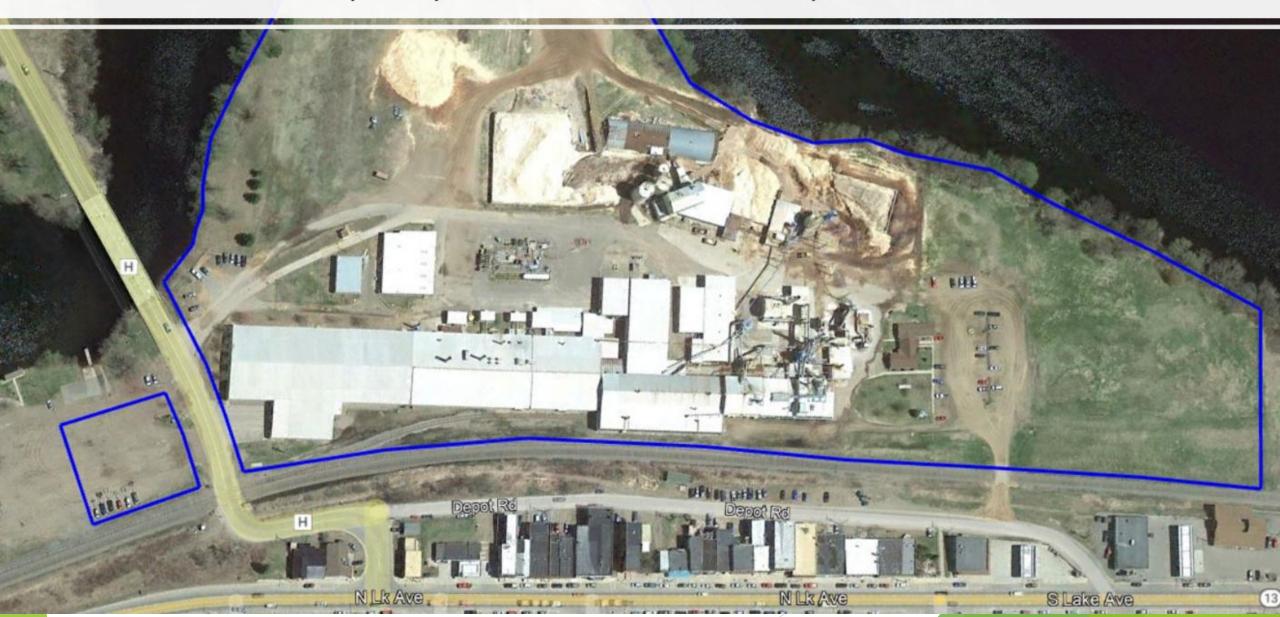
# Public Meeting for EPA Cleanup Grant 115 Depot Street Property Phillips, Wisconsin

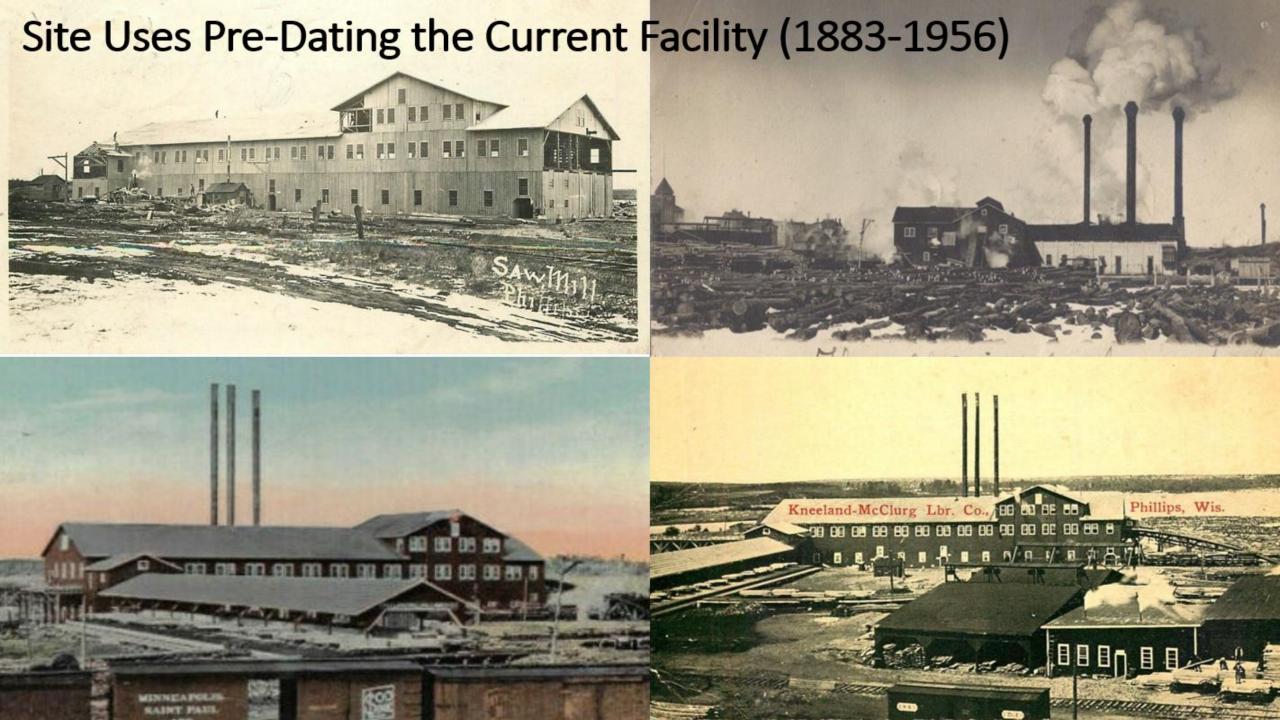
Hosted by Price County United Limited
City of Phillips Public Library
5:30 pm, Wednesday, Sept 4, 2024





## Property Location – 115 Depot Street





### Strategic Considerations

- Record amount of EPA Funding is available for FY22-FY26 through the Bipartisan Infrastructure Law (~ 5 times the amount of funding in previous years).
- In general, EPA grants can not be used to cleanup contamination for which there is a
  "financially viable responsible party." Hazardous building materials are an exception.
- It is not possible to get two EPA cleanup grants for the same "site." However, there is flexibility in how "sites" are defined, making it feasible to sometimes get 2 or more grants for one large property.
- Demolition is an eligible activity for EPA cleanup grants if hazardous building materials can not be removed except in conjunction with demolition, or if demolition of the buildings is necessary to safety access underlying soil/groundwater for environmental testing.

## General Grant Information

- \$95 million in total funding available for an anticipated 65 grants nationwide
- Three grant tiers available: ≤\$500K; \$500,001-\$2 million; \$2,000,001 to \$5M
- Only state or local units of government, tribes, and not-for-profit organizations are eligible for the grants
- No match required, but no "pre-award" costs are eligible for reimbursement.
- Standard 4-year project period (10/1/2024-9/30/2028) but most cleanup grant projects are completed within the first 1-2 years.
- All consultants or contractors performing work funded by the grant (at least for contracts >\$10,000) must be retained by grantee through a competitive RFQ or bid process compliant with federal/EPA procurement rules.

## Proposed EPA Grant Funded Activities

- Abate asbestos containing materials within the buildings
- Remove and appropriately manage "universal wastes"
- Demolish the buildings to the floor slabs
- Test soil beneath the floor slabs for contamination (via other grant programs)
- If soil beneath the slabs is determined to be "safe" to leave exposed at the surface, remove the floor slabs and foundations, crush, and stockpile on-site for future use as geotechnical fill during development.

## Future Activities

- Pursue other grant funding (including a potential second EPA Cleanup Grant) to address any remaining soil or groundwater contamination at the site.
- Pursue other funding that may be available for restoration of the natural habitat along the shoreline, and for trails or other public amenities.
- Refine development plans for the site (which could include commercial, residential, and public uses) with public input.

## Questions







Office of Environmental Justice & External Civil Rights





### **DECEMBER 7, 2023**



2023-12-07 14:05:03



Community Change Grants Notice of Funding Opportunity Webinar - December 7, 2023

2023

### Track I

### Community-Driven Investments for Change

Funding Available: approx. \$1.96 billion Number of Awards: approx. 150 Per Award Amount: \$10M - \$20M each

### Track II

### Meaningful Engagement for Equitable Governance

Funding Available: approx. \$40 million Number of Awards: approx. 20 Per Award Amount: \$1M - \$3M each

### **Technical Assistance**

- Community Change Technical Assistance Program
- Equitable Resilience Technical Assistance Program
- Thriving Communities Technical Assistance Centers (TCTACs)







### **Price County United Limited (PCUL)**

- = Nonprofit
- = Applying for the EPA Community Change Grant
- = \$20M
- = The Applicant MUST BE a Nonprofit

### **City of Phillips**

= Statutory Partner

EPA Community Change Grant - Track 1 - 20Million Application area - Zip 54555

The Environmental and Climate Justice Community Change Grant program (Community Change Grants), created by the Inflation Reduction Act, offers an unprecedented \$2 billion in grants under this Notice of Funding Opportunity (NOFO).

This historic level of support will enable communities and their partners to overcome longstanding environmental challenges and implement meaningful solutions to meet community needs now and for generations to come



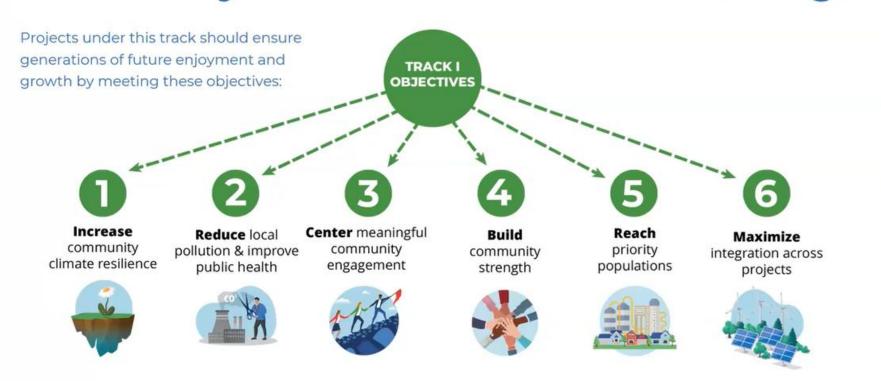
## **Community Strength Plan**

- Advancing environmental and climate justice requires bolstering the strength and economic prosperity of a community for the benefit of local residents, while also ensuring those residents can remain within the community and benefit from the investments over the long term.
- This plan should describe how the projects are intended to:
  - maximize the economic benefits of the projects for existing residents in the Project Area, and
  - avoid unintended consequences for existing residents in the Project Area including the displacement of residents in the Project Area.





### Community-Driven Investments for Ch



Note: Projects must be place-based and include a Project Area Map. They are not intended to be regional or state-wide projects, as described in Appendix A.

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## **Know Your Purpose!**

What are the priorities of the local community?

## Start with Why!

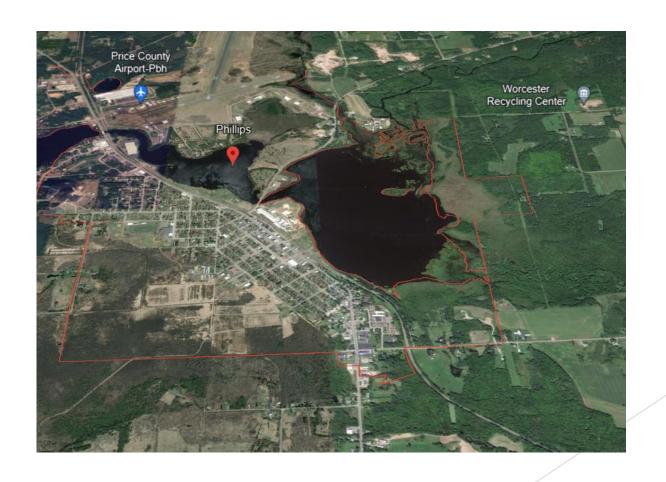
- Housing? Large-scale renewable-energy projects? Charging Stations? Open space?
- Understand the larger context (local plans, economic opportunities, capital follows capital!)
- Creating Public-Private-Partnerships (P3) to support revitalization or prioritize sites for redevelopment

Area wide review vs. end-use specific list?



## City of Phillips Comprehensive Plan

5/14/24 5PM - Final Public Meeting prior to submission, 10yr plan Location: City Hall





#### CREATIVE CONNECTIONS & REDEVELOPMENT Phillips, Wisconsin **Northcentral Technical College** Providing hands on learning and marketable skills . Community Technology Center Job Center Academic Resource Center Elk Lake Park South Gateway **Phillips School** Setting for arts education, performance, and inspiration Lakefront community park Lake oriented commercial Direct lake access . Performing arts center . Existing recreation activity Lake-oriented activities . Art classes (K-12) . Community event site Bostrom Park access . Community givent signage · Improved parking Elk Lake North Gateway Inspiring and creative mixed-use Lake Duroy A. Innovation Center "New" Ibrary model - meet up location Sustainable design and features Self service cafe · Rotating art exhibits - basement level Lakeview business pads - incubators · Rooms with views · Programming day/night B. The Hive · Short term housing/Airbnb · Entrepreneur "Storefront" for school · Business model & program trial location D C. The Lofts on the Lake Mixed housing/retail/professional/ parking lower level Fred Smith's Wisconsin "Spark" Entrepreneur/ Concrete Park Inspiration Center School/Community Interface Established folk art site and \* Electronic signage for community . Preservation of concrete tolk art Connected to Philips downtown . Outdoor art installation and lakefront · After school programming. · Walking paths connecting to school · Hospitality venue - teaching model Hasting post game venue (80-100) · Airbnb - hospitality . Event - Fall Harvest Com Maze Potential Redevelopment Areas Destinations Parks Unifying Timber Art Features

## Phillips Visioning Project Scoping

Creating
Quality Spaces
Thriving Vibrant Economic Prosperity

- Localism
- Entrepreneur Ecosystem
- Workforce Ecosystem
- Functionality
- Connections
- HEALTHY LIVING
- Trail connections
- Resource and community connections



## Community Change Grant Phillips and Price County Engagement Survey



Community - Driven Investments for Change
Help develop generations of future enjoyment and growth!

Price County United is applying for 20M grant this Spring 2024.



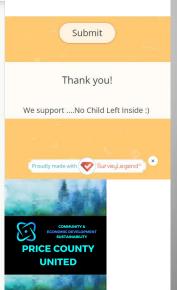


### Welcome to Adventure... Phillips, Wi



A chance at creating a Community Boat & Recreation Center like the one in Bellingham, WA as seen above, for Phillips, Wi.





## SURVEYS TO ENGAGE THE PUBLIC



### Welcome to Reimagine Price County!!!



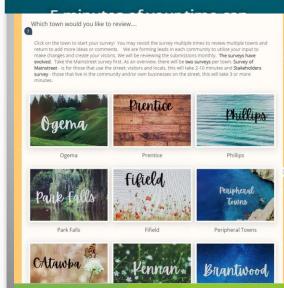
These surveys are to help analyze and reimagine our Price County mainstreets, city centers and public spaces. Your special knowledge and experience with our communities are valuable and we want to hear from you! Let's get started...

Reimagine Price County

### Welcome to Vibrant Public Places Survey for Phillips, Wi



Placemaking: The Art & Science of Creating Places where people want to be





### www.pricecountyunited.org

## Surveys Communication Platform

We are actively working on projects that will change the landscape of Price County! Some of these are the proposed Community Boat and Recreation Center in Phillips, Phillips Mainstreet parking and redesign to coordinate with the 2024/2025 State DOT resurfacing project and several brownfield sites. Check out our projects and how to get involved!





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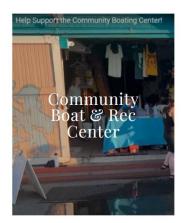


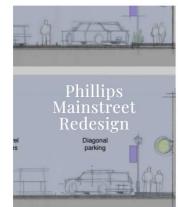


#### Price County United

Let me know if you have any questions! Send us an email!

I have a question







COMMUNTITY ENGAGEMENT

April 17, 2024

### Walking Tour Community Visioning / Design - future Phillips

Walking Tour of the redevelopment sites. South Gateway, Lakefront, North Gateway, Mainstreet.

Let's walk, talk, and re-vision some of thes...

+ Event Details

#### 5:30pm

5:30p Gowey Title 6:30 BW University 165 Cty Rd F, Phillips, Wi

April 10, 2024

### Walking Tour Community Visioning / Design - future Phillips

Walking Tour of the redevelopment sites. South Gateway, Lakefront, North Gateway, Mainstreet.

Let's walk, talk, and re-vision some of thes...

+ Event Details

#### 5:30pm

5:30pm Meet at Gowey Title across from Pick N Save



### **Reimagine Price County**

...you need to IMAGINE it to CREATE it!!!







http://www.surveylegend.com/s/3b8b

Chamber & School Websites Paper Copies Found at: Libraries, Chambers

### Take our Main Street/City Center Survey!

Choose any or all towns. Submit multiple times.

### Our Goal:

Create a collaborative network of communities that allow people to work, live, play & exchange ideas in vibrant communities with thriving economies. Ved themelus



















### Community Engagement

### Surveyed the Community

- Newspaper
- Radio
- Handouts during **Parades**
- **Business postings**
- Internet



Price County Marketing and Branding Campaign on Hwy 51

## **Visual Guide to Current** Marketing, Branding & Reimagining Price County.





• South of Merrill right side Northbound 60,000 + impressions/week



PRENTICE • PARK FALLS PHILLIPS WORK - LIVE - PLAY PRICE COUNTY



### **Price County Billboard**

 South of Tomahawk left hand side until June then right side until April 50,000 + impressions/week







Electronic Sign South of Tomahawk on Hwy. 51 • 6 slots available for 6 seconds!!!

- Right side 70,000 + impressions/week
- \$500 for 3 weeks or \$1,500 for 3 months!









Heart of Price County

Active! Northwoods

Recreation

Healthy!

Lakes Local food products





## Changing the Future of Phillips.... What is YOUR VISION for this property?....



### HOW to STAY INFORMED

www.pricecountyunited.org

Continue engaging in the SURVEY found on the website ...... new details added weekly

Meeting dates to be announced on our website -

WALK & TALK Site Tours

4/10 & 17 Wednesdays 5:30 - 6:30pm

Meet at Gowey Title across from PickNSave

4/17/24 Wed 6:30-7:30pm

Location: BW University 0.1ml on F on left, by Harbor View



### **PHILLIPS**

### DOWNTOWN & LAKEFRONT VISION

Potential catalytic redevelopment and enhancements

### **NORTH GATEWAY**

Community activity hub and downtown gateway at key community intersection

### ELK LAKE PARK

Lake access and lakefront gathering area

### SOUTH GATEWAY

Welcoming, image-making place and downtown gateway

Highway 13

### LAKEFRONT REDEVELOPMENT (LIONITE SITE)

"MAIN STREET" CORE BLOCK Enhanced downtown core and corridor

Major redevelopment site connecting downtown to Duroy Lake, activating the lakefront, and refreshing the community's image

Duroy Lake









# Gateway Developments to Historic Mainstreet

North Gateway

West Gateway Mainstreet



Lakefront Gateway - East

South Gateway



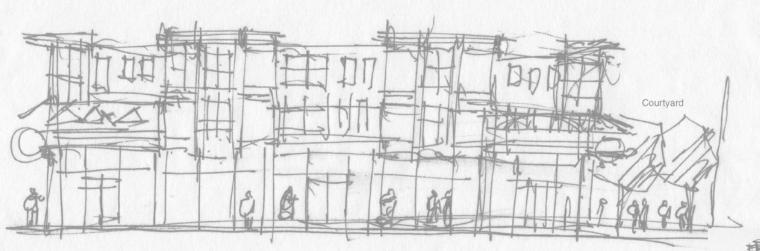


## Benefits of a Brownfields Inventory

- Knowing what you have empowers you to act!
  - ALLOWS you to be proactive in redeveloping brownfields
  - SUPPORTS the prioritization of sites for beneficial reuse
  - IDENTIFIES potential human health and environmental risks
  - ASSISTS in marketing sites for redevelopment
  - PROVIDES a valuable land use planning tool
  - AIDS in decision-making when allocating public resources

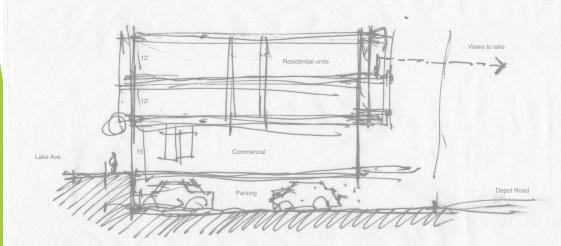








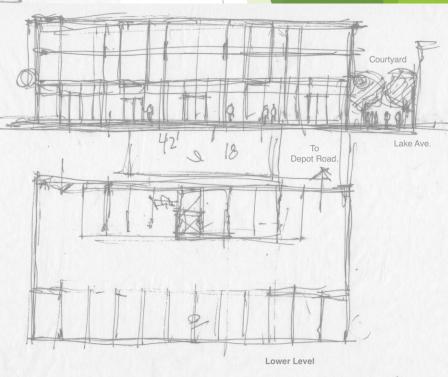
Lake Ave



## Lofts on Lake

Professional anchor

- Medical
- Outdoor recreational retail
- -Condo and suites upper level
- -Retail
- Restaurant





DOT TAP Application submitted - Announce 4/24 \$1.5M Complete Street Bike/Pedestrian Trail



Daying rucks, dry moorage, storage for boats/publishourd,



Delate Tour of the season than Delect Rich Cole - Harmony Claudragner city of Man Delect Rich Cole - Harmony Claudragner city of the State Sity of hillips Jerry Greek Streets Cole - Harmony Cole - Harm



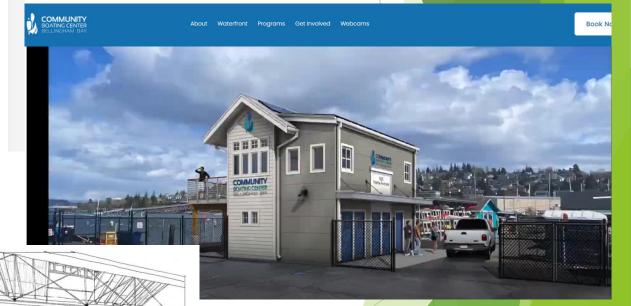
About Waterfront Programs Get Involved Webcams





Proposed
Boathouse/ Recreation
Center on Waterfront

Bellingham, Wa Example Mentors Community Boat Center



#### Phase 1

The Wheelhouse Building

Phase one will conclude with the completion of the Wheelhouse Building and the utility work. We are closing in on this target of \$1.5M with \$12M in pledged support. The Wheelhouse building is set to be ready when we open for the 2024 season!

See our progress below!

\$1,300,000

WHEELHOUSE BUILDING

\$55,000

#### Phase 2

#### Accessible Boating Equipment

We will deliver new tools of impact, including adaptive equipment to better serve community members with physical disabilities and upgrade to electric safety boats to eliminate fossil fuels from our operations. The full activation of these resources will await the completion of the Port Of Bellingham's Small Watercraft Dock in 2025. By that time we expect to fulfill our dream to have a fully accessible campus, dock, and fleet!

\$80,000

FLEET UPGRADES

\$65,000

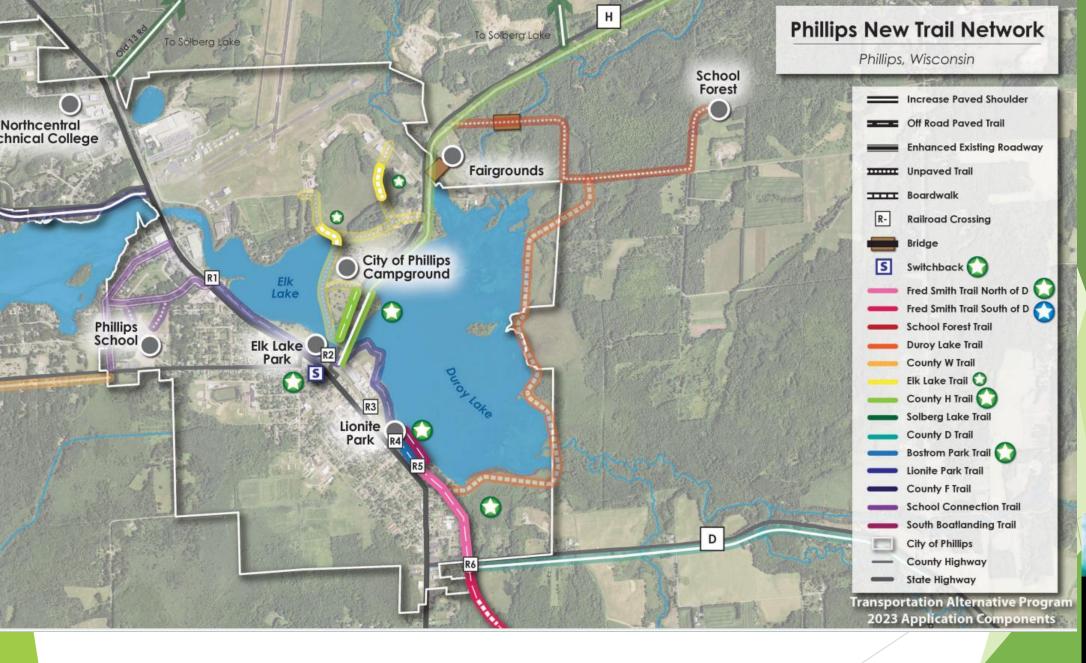
FACILITIES UPKEEP













The Ready process is mapped out as five sections Working through each section will help and evaluate various property redevelopment options. our community address questions



**Revitalization Ready** 

Understand Needs

Community Needs and

Concerns

Project Goals Site Inventory

Community Engagement Community Needs/Concerns

Collect Information



Reuse Assessment

Environmental Impact Land Use/Infrastructure

Market Study

Opportunities and Constraints

Evaluate Information



Reuse Plan

Reuse Vision

Risks and Liabilities Viability and Feasibility Disposition Strategy

Define Path Forward



Reuse Implementation

Strategy

Risk Management Investment Package

Site Investigation and Cleanup

Property Disposition

Make it Happen



Reuse Implementation

Leverage Resources Support/Facilitate Reuse Operation/Management



## Clear Methods for Engagement & Transparency

## NOFO Highlights:

- Methods to involve diverse community participation.
- Transparent mechanisms to provide meaningful accountability to community needs and preferences.
- Community communication channels before, during, and after project implementation.

See NOFO Section I.G for complete requirements



## Things to consider during plan development

- A multifaceted approach fosters broader awareness and participation.
- Keep in mind accessibility and select a range of approaches that provide access to all community members.



#### Communication

Website Social media Newsletters Flyers Webinars



#### Consultation

Townhalls Focus Group Surveys



#### Coordination

Summits Networking TA



#### Collaboration

Working Group Task Force



Community Change Technical Assistance Webinar Series







#### PHILLIPS Let's MAKE it HAPPEN!!!





Gateway Developments to Historic Mainstreet

North Gateway

West Gateway Mainstreet







### **Work Groups**

Capital Campaign Fundraising/Investing

**Business Recruitment** 

**Economic Development** 

Youth/Workforce Retention

Community Development/Social Capital

Housing

**Trails** 

Environmental

Marketing

Health and Wellness Advocacy

Community Engagement

Legal

Architecture

Complete Streets, Safe Streets

Mainstreet

Entertainment/Hospitality/Music/Culture

Urban Economics, City Planning, Design

Stormwater Runoff / Water Technical Assistance

Environmental Justice/Climate Justice

Government

#### **POSITIVE ENERGY**

**Dispel Misinformation** 

Direct to the Source for ACCURATE INFORMATION





Let's CREATE what WE WANT Phillips to look like!!!

PRICE COUNTY	UNITED LIIMITED	
9/4/24 Comm	unity Engagement	
Name	ср	
email		
Check ALL Are	as of Interest that YOU would like	e to Contribu

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Capital Campaign Fundraising/Investment

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**Economic Development** 

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Community Development/Social Capital

Housing

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Reimagine Redevelop Reinvest

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- Community Engagement Calendar
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pricecountyunited.org



# Supplemental

Information

#### **Community Development Services** Targeted Neighborhood Human Expand Human Redevelopment Conservation and Empowerment Economic Services Rehabilitation to Effect Opportunities Change Roads Strenathen Quality of Places Transit Seizes Green Pedestrian Sewer and Water Orientation and Blue Opportunities Sustainable Mixed Use Optimizes **Quality Places** Stormwater Management Infrastructure Human with a strong sense of place rooted Investment Esp. Scale Form In human scale form and that Garbage Collection/ Complete Streets Safe, Comfortable, Recycling attracts activity and talented workers Sociable, Green Enhances and contributes to regional Street Lights Transportation Lots of Choices in **Economic Prosperity** Recreation, Housing. Connections Police and Fire Transportation. 10 Builds on **Entertainment** Arts and Respects Historic Schools Culture Structures **Uses Tactical** - Gas, Electric, Activities for Civic Business Diversification Other Utilities Innovation and Technology Engagement and Global Connections Business Attraction Capital Attraction Entrepreneurship Development Talent repressions Workforce and Retention Attraction and Retention **Economic Development Services**



# **Key Dates**

Date	Event
November 2023	Applications Open
March 2024	Initial Award Selections
May / June 2024	Anticipated Start of Period of Performance for Initial Selections
November 2024	Applications Close

Contact us at CCGP@epa.gov with any questions.

Please also check the <u>website</u> for additional webinar information and frequently asked questions.





- Other City Departments
- Government agencies: federal, state, and local
- Regional economic development and planning
- Neighborhood associations and other community groups
- Environmental justice organizations
- Real estate development professionals
- Banks/lenders

- Chamber of Commerce/business owners
- Non-profits
- Environmental and planning consultants
- Colleges and universities
- Open Space Advocates/Parks
- Affordable Housing Advocates
- Others



#### The objectives for the Community Change Grant are:









