

APPENDIX A

FUNDING STRATEGIES

Most actions within this plan require some cost. It is presumed that most could be supported by tax revenue from the Village's general fund; however, there are other sources that can help offset or cover the cost to fund specific actions as noted in **Chapter 5**. This appendix provides detail on those specific funding strategies, as available at the time this plan was adopted.

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
GENERAL ECONOMIC DEVELOPMENT			
<i>Community Development Block Grant Program</i>			
* Awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate incomes. Examples of eligible activities include: constructing, reconstructing, rehabilitating and/or acquiring buildings; purchasing equipment; acquiring property; job training.	\$1,000,000. Max award per job created or retained is \$35,000/job. The assisted business must demonstrate match of at least 50% of total project.	No deadlines. Applications reviewed as they are received.	Wisconsin Department of Administration
<i>Economic and Community Development Partnership Program</i>			
* Awarded to projects that help further development in communities served by Alliant. Examples of projects include downtown revitalization, housing needs assessment, start-up costs for local leadership program, etc.	40% of costs of up \$5,000	Applications reviewed monthly.	Alliant Energy
MARKETING & EVENTS			
<i>Joint Effort Marketing (JEM) Grant</i>			
* Offers cash and guidance to implement promotions and events. Advertising and promotional costs are covered under this grant program. Eligible expenses include: email marketing, print and broadcast ads, direct mail, publicity, and billboards.	\$39,550	3 annual deadlines: January 1, April 1, and September 1.	Wisconsin Department of Tourism

Appendix A Funding Strategies

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
INFRASTRUCTURE OPPORTUNITIES			
<i>Community Development Block Grants (CDBG)</i>			
* Public Facilities (PF) funds must directly benefit low-to-moderate income (LMI) households. Eligible activities include critical infrastructure projects, downtown enhancements, libraries, fire stations, etc.	*PF: Maximum award is \$500,000. Typical grant award is \$300,000-\$500,000 (or 25% - 50% of total project cost). 50% local match required.	*PF: Annual basis - next deadline is 5/29/2015	Wisconsin Department of Administration
* Public Facilities for Economic Development (PFED) funds improvements to public facilities such as water systems, sewerage systems, and streets which will principally benefit businesses; and as a result will induce businesses to create jobs and invest in the community.	*PFED: Maximum grant for any single application is \$10,000 for each job created/retained or \$750,000. 50% - 70% match required plus private investment.	*PFED: No deadline-may be submitted at any time.	
<i>State Infrastructure Bank</i>			
* Program operates similar to a bank and offers a range of loans and credit options to help finance eligible surface transportation projects. This program offers the ability to undertake transportation projects that would otherwise go unfunded or experience substantial delays.	No maximum (though program is currently funded at \$1,875,000). A 50% local match is required.	No deadline - applications are on a first come, first served basis.	Wisconsin Department of Transportation
<i>State Trust Fund Loan</i>			
* Loans may be used for public purpose projects such as school repairs, improvements, energy efficiency and building renovation, local infrastructure such as roads, town halls, airports, water, stormwater, and/or sewerage systems, trucks, emergency vehicles, TIF projects, economic development and downtown revitalization projects.	No limit except General Obligation or other borrowing limits set by statute.	No deadlines. Rolling applications.	Wisconsin Board of Commissioners of Public Lands
<i>Transportation Economic Assistance (TEA)</i>			
* Eligible grant activities include road, rail, harbor and airport projects that help attract employers to Wisconsin or encourage business to remain and expand in the state.	Maximum award is 50% of project costs. Grants of up to \$1 million are available. A 50% local match is required.	No deadline - applications are on a first come, first served basis.	Wisconsin Department of Transportation

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
BUSINESS RECRUITMENT			
<i>Business & Industry Loan Guarantees</i>			
* Given to businesses which save or create rural jobs. Borrowers can be public or private. Can be used for the purchase of land, equipment, buildings, tourist and recreation facilities and housing development.	80% guaranteed for loans of \$5 million or less; 70% guaranteed for \$5 - \$10 million; 60% guaranteed for \$10 - \$25 million	Applications accepted on an ongoing basis.	USDA Rural Development
<i>Economic Development, Enterprise Zone, and Jobs Tax Credits</i>			
* Available to assist Wisconsin businesses that have major expansion projects or are relocating major business operations from other states to WI. Tax credits earned through job creation, job retention, capital investment, employee training, and supply chain purchases from Wisconsin Vendors	Variable; based on job creation/retention, training costs, capital investment made.	No deadline.	Wisconsin Economic Development Corporation
<i>Rural Business Enterprise Grants</i>			
* Program finances the development of small and emerging business enterprises in rural areas. Grants may be used for acquisition and development of land, construction of buildings, machinery, roads, utilities, the creation of rural distance learning programs, technical assistance for businesses, industrial park improvements.	Statutory limit is \$1,500,000	Deadline likely to be Jan 31.	USDA Rural Development
<i>Worker Training Grants for WI Transportation, Logistics & Distribution Occupations</i>			
* Grant provides financial and technical assistance to businesses to meet their labor needs in partnership with worker training organizations throughout the state. Grant may be used for any training related expenses.	\$400,000	Deadline likely to be September 30.	Wisconsin Department of Workforce Development

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
PARKS & RECREATION			
<i>PeopleForBikes Community Grants</i>			
* Funds bicycle infrastructure projects such as bike paths, lanes, trails, and bridges, mountain bike facilities, bike parks and pump tracks, BMX facilities, end-of-trip facilities (bike racks, storage), and more.	50% of projects up to \$10,000.	Spring Awards - May 31, 2015. Fall Awards - December 4, 2015.	PeopleForBikes
<i>Recreational Trails Aid (RTA) Program</i>			
* Eligible costs include: maintenance or restoration of existing trails, development or rehabilitation of trailside/trailhead facilities and trail linkages, construction of new trails and property acquisition for trails.	Up to 50% of project costs.	Deadline likely to be May 1.	Wisconsin Department of Natural Resources
<i>Wisconsin Stewardship Program</i>			
* Priorities are nature-based, outdoor recreation projects. Funding is available for land acquisition, development, and renovation for outdoor recreation projects. Funds may also be used for facilities that support these activities (i.e. parking, restroom, shelter facilities). * Eligible development projects may include (but are not limited to): hiking or biking trails, cross-country ski trails, camping areas and picnic areas.	Maximum grant award of 50% of project costs. The typical award is \$50,000 - \$250,000. 50% match required.	Annual basis - next deadline is 5/1/2015	Wisconsin Department of Natural Resources