

CHAPTER 7: EDA PROGRAM CRITERIA & REGIONAL PROJECT INVENTORY

INTRODUCTION

The mission of the EDA is to lead the federal economic development agenda by promoting innovation and competitiveness preparing regions for growth and success in the global economy. The overall guiding principle is to improve the conditions for economically distressed areas of the country.

PROGRAM HIGHLIGHTS

A summary of EDA programs is listed below:

- ***Economic Adjustment Program*** predominantly supports three types of grant activities for strategic planning, project implementation, and revolving loan funds. Activities may include creation/expansion of strategically targeted business development and business financing programs, construction of infrastructure improvements, and industry research and analysis.
- ***Short-term Planning Grants*** assist in economic development planning and implementation, multi-jurisdictional efforts, and programs designed to create and retain permanent jobs and increase incomes.
- ***Technical Assistance Program*** grants often support feasibility studies on potential projects such as industrial parks and business incubators, or for the development of revitalization or tourism plans.
- ***Public Works Program*** supports locally developed projects targeting long term economic self sufficiency. Examples of past projects include infrastructure investments that improved or provided water or sewer facilities, rail spurs, and technology related infrastructure.

EDA Investment Guidelines

The EDA has identified investment priorities and guidelines to evaluate and compare applications. Applications for project funding are evaluated on their ability to meet or exceed the following investment guidelines:

- Be market-based and results driven.
- Have strong organizational leadership
- Advance productivity, innovation, and entrepreneurship.
- Look beyond immediate economic horizon; anticipate economic changes, and diversifies the local and regional economy.
- Demonstrate a high degree of commitment by exhibiting high degree of matching funds, leadership and support at the local level, and cooperation.

Eligibility

Each EDA regional office determines project eligibility, but it is generally based upon an averaged 24 month unemployment rate and per capita income (PCI). The grant rate is the maximum percent of funding for a project that is provided by federal grant. Table 50 shows where the EDA has determined grant rate eligibility of counties in the East Central Region.

In the East Central Region, Menominee County falls within the 70 percent Grant Rate Eligibility category. Shawano, Marquette, and Waushara counties fall within the 50 percent category.

Table 50. EDA Grant Rate Eligibility

Maximum Grant Rate	Distress Criteria	County Eligibility
80%	Federally Declared Disaster Area	
80%	24 month unemployment rate of at least 225% of the U.S. average and PCI of not more than 50% of the U.S. average	
70%	24 month unemployment rate of at least 180% of the U.S. average and PCI of not more than 60% of the U.S. average	Menominee
60%	24 month unemployment rate of at least 150% of the U.S. average and PCI of not more than 70% of the U.S. average	
50%	Projects in all other eligible areas; 24 month unemployment rate of at least one percentage point above the U.S. average or PCI of not more than 80% of the U.S. average	Marquette Shawano Waushara

Source: U.S. Economic Development Administration, <http://www.eda.gov/InvestmentsGrants/Application.xml>

EAST CENTRAL REGION PROJECT INVENTORY RESULTS & ASSESSMENT

Each year, East Central distributes a Project Inventory Survey to gather information about future projects at the local level pertaining to planning, community and economic development, and capital and public works improvement. The questionnaire asks communities to provide a list of economic development projects for the next three years. The project information provides insight into the needs of communities within the region. Table 51 lists all of the projects submitted for this CEDS Annual Report.

A total of 81 projects are listed in Table 51. Calumet County has the most projects with 16. Fond du Lac County has 13 projects followed by Outagamie with 12. Nine projects were regional in nature. The projects generally break out into the following categories:

Development /Redevelopment – Commercial, Downtown, TIF:	21.3%
Transportation:	18.8%
Community Facilities :	16.3%
Industrial/Business Park Development/Redevelopment:	16.3%
Utility Projects (water, sewer, electric, or stormwater):	11.3%
Planning	10.0%
Business Assistance/Development (RLF, Entrepreneurs):	<u>6.3%</u>

100.0%

Project Scoring Criteria

Each project listed in Table 51 has been assessed and categorized using a set of criteria developed by staff, with the assistance of the CEDS Strategy Committee (Appendix K). The purpose of the criteria, scored out of 60 points, is to assist the Commission in targeting resources where they will be most beneficial and in line with EDA funding guidelines. A project's score does not necessarily dictate what projects the Commission will concentrate on for a given year. It may be the case that, after looking at higher scoring projects in a given year, they all may have the resources to move forward with little East Central involvement. In this case, Commission resources would be more effectively spent on lower scoring projects that provide economic benefits but lack the resources to move forward.

Projects were scored based on information provided on the project inventory forms; thus submitted projects without all items provided may have received a lower score than if all fields had been completed. Table 51 presents projects by county, sorted by score.

Potential Regional Initiatives

The CEDS Strategy Committee, in cooperation with East Central Staff, has developed several regional projects they believe are valuable to improving the regional economy. As these projects are in early stages of development, they are listed here to guide future actions taken by the Committee, with the hope that some will reach the point where they are ready to pursue EDA funding. Potential regional initiatives, as identified in 2008, are listed below:

- Entrepreneurial League;
- Paper/Forest Products Sector Study/Plan of Action;
- Business Incubator, based on Racine Model;
- Green Industries Assessment/Study; and
- Assessing the Impact of Immigration and its impact on the regional economy.

Table 51. 2008 Community Projects Within the Region

ID	County	Score	MCD	Project	Jobs Created
Calumet County					
1	Calumet	33	C Appleton	Southpoint Commerce Park Expansion: Phase VI	700
2	Calumet	17	C New Holstein	Additional Highway Street Lighting at Hwy 52 & 32	unknown
3	Calumet	14	C Chilton	Uptown Development & Revitalization	unknown
4	Calumet	14	C Chilton	Downtown Development & Revitalization	unknown
5	Calumet	12	C Chilton	Business Park Expansion	unknown
6	Calumet	11	C Brillion	Stormwater Improvements and Dam assessment near Deer Run Golf Course	unknown
7	Calumet	11	C Brillion	Industrial Park Development north of Hwy 10	unknown
8	Calumet	11	C Chilton	Waste Water Treatment Plant Expansion	unknown
9	Calumet	9	V Potter	Public Transportation & Economic Studies	unknown
10	Calumet	8	C New Holstein	Park Avenue Building Restoration	unknown
11	Calumet	7	C New Holstein	Aquatic Center Construction	unknown
12	Calumet	5	C Brillion	Recreational Facility Improvements (Bike Trail System and Community/Senior Center)	unknown
13	Calumet	5	C Brillion	Purchase new Fire Truck Pumper & firefighting equipment	unknown
14	Calumet	4	C Brillion	Expansion of Municipal Building	unknown
15	Calumet	4	C Brillion	Reconstruction of Hwy 10 within city limit	unknown
16	Calumet	4	C New Holstein	New Fire Truck Pumper	unknown
Fond du Lac County					
17	Fond du Lac	30	C Fond du Lac	Fox Ridge Business Park Improvements	unknown
18	Fond du Lac	22	County	Aeronautic Industrial Park Development	300
19	Fond du Lac	15	C Fond du Lac	Develop Comprehensive Plan, including a strategy plan for downtown and BID	unknown

Table 51. 2008 Community Projects Within the Region, cont.

ID	County	Score	MCD	Project	Jobs Created
20	Fond du Lac	15	Fond du Lac County	Develop elements for Comprehensive Plan	unknown
21	Fond du Lac	14	V North Fond du Lac	Develop Northgate Business Park	unknown
22	Fond du Lac	13	Fond du Lac County	Countywide Entrepreneurship Program	unknown
23	Fond du Lac	12	V North Fond du Lac	TID 2 Downtown Redevelopment & Waterfront Resort and Convention Center	unknown
24	Fond du Lac	12	V North Fond du Lac	Extend water to industrial park and mobile home park	unknown
25	Fond du Lac	12	C Ripon	Develop Ripon Business Park	unknown
26	Fond du Lac	10	V Campbellsport	Downtown revitalization and blight elimination	unknown
27	Fond du Lac	10	V Fairwater	Main Street revitalization and preservation	unknown
28	Fond du Lac	10	C Fond du Lac	Arts & Entertainment District Redevelopment (area around former Retlaw Theater Building)	unknown
29	Fond du Lac	10	C Ripon	Develop Comprehensive Plan	unknown
30	Fond du Lac	10	C Ripon	Redevelop downtown infrastructure and buildings	unknown
31	Fond du Lac	10	C Ripon	Redevelop West 23 Commercial District (TID 6 Redevelopment)	unknown
32	Fond du Lac	8	V Oakfield	Downtown Revitalization	unknown
Green Lake County					
33	Green Lake	11	C Markesan	John, Main, Manchester & Margaret St. Utility & Street Rehabilitation Project	n/a
34	Green Lake	9	C Green Lake	Central Business District Revitalization (RLF for retail businesses)	unknown
35	Green Lake	8	C Green Lake	Lake Street Water, Sanitary Sewer, Storm Sewer Project	unknown
36	Green Lake	8	C Green Lake	Mill Street Reconstruction	unknown
37	Green Lake	6	C Green Lake	Athletic Field Park Improvements (storm sewer drainage)	unknown

Table 51. 2008 Community Projects Within the Region, cont.

ID	County	Score	MCD	Project	Jobs Created
Menominee County					
38	Menominee	54	Tribal (College)	Forest Industry Innovation Center	160
Outagamie County					
39	Outagamie	29	V Hortonville	Expand and Upgrade Waste Water Treatment Plan	unknown
40	Outagamie	25	C Appleton	Former K-Mart Site Redevelopment	200
41	Outagamie	24	V Hortonville	New Fire Station	unknown
42	Outagamie	23	C Appleton	M&I Drilling Site Redevelopment	100
43	Outagamie	23	V Hortonville	Hwy 15 Bypass	unknown
44	Outagamie	18	C Appleton	Former Foremost Dairy Site Redevelopment	unknown
45	Outagamie	17	V Hortonville	New Village Municipal Center	unknown
46	Outagamie	15	C Seymour	Mainline Drive Extension	50
47	Outagamie	13	V Combined Locks	Develop High End Business Park	unknown
48	Outagamie	8	V Combined Locks	Transportation Improvement - develop controlled intersection at CTH CE and HH	unknown
49	Outagamie	8	C Seymour	Remodel Municipal Building	1
50	Outagamie	6	C Seymour	Remodel Police Department	unknown
51	Outagamie	5	C Seymour	Library Expansion	2
Shawano County					
52	Shawano	29	V Bonduel	Business Park Expansion	unknown
53	Shawano	22	V Bonduel	Install Signal Lights at Cecil St. & Express Way	unknown
54	Shawano	20	V Bonduel	New Village Hall/Community Center	unknown

Table 51. 2008 Community Projects Within the Region, cont.

ID	County	Score	MCD	Project	Jobs Created
55	Shawano	18	V Bonduel	Street Improvements	unknown
56	Shawano	17	C Shawano	Fiber Optic Installation	unknown
57	Shawano	16	V Bonduel	Develop recreational trail to connect with Mountain Bay Trail	unknown
58	Shawano	16	C Shawano	Industrial Park Expansion & Improvements	unknown
59	Shawano	16	C Shawano	Develop Business Park	unknown
60	Shawano	14	V Bonduel	Sidewalk Improvements	unknown
61	Shawano	13	Shawano County	Transportation Improvement on CTH A	unknown
62	Shawano	12	C Shawano	Create mixed use development at CTH B (TIF #6)	unknown
63	Shawano	9	C Shawano	Redevelopment of former post office	unknown
Waupaca County					
64	Waupaca	12	V Embarrass	Reconstruction of Hwy Y (High Street)	unknown
65	Waupaca	11	V Embarrass	Water and Sewer Replacement (High St/CTH Y)	unknown
Waushara County					
66	Waushara	43	V Coloma	Coloma Economic District Utility and Street Construction	150
67	Waushara	14	V Wild Rose	Downtown Improvement Project	unknown
68	Waushara	12	V Westfield	Road and utility reconstruction (TIF District: 2008)	n/a
69	Waushara	12	V Westfield	Road reconstruction and pedestrian improvements (TIF District: 2009)	n/a
70	Waushara	10	V Westfield	North Main St (TIF District: 2010)	n/a
Winnebago County					
71	Winnebago	32	C Appleton	Valley Fair Mall Site Redevelopment	500
72	Winnebago	17	C Omro	Industrial Park Expansion	unknown

Table 51. 2008 Community Projects Within the Region, cont.

ID	County	Score	MCD	Project	Jobs Created
Regional					
73	Regional	40	10 County Region (ECWRPC)	Economic Recovery Strategy for 2008 Floods	n/a
74	Regional	28	18 County Region	Regional Industrial Park Website	unknown
75	Regional	27	10 County Region (ECWRPC)	Promote sustainable forestry, workforce, and advanced manufacturing opportunities related to the timber industry (ECWRPC, Glacierland RC&D & DNR)	unknown
76	Regional	26	10 County Region (ECWRPC)	Develop a Regional PDR or TDR program for farmland preservation	unknown
77	Regional	21	10 County Region (ECWRPC)	Develop a Regional Revolving Loan Fund	unknown
78	Regional	20	10 County Region (ECWRPC)	Study Viticultural potential in Niagara Escarpment region	unknown
79	Regional	17	Fond du Lac and Oshkosh County	E-Connect (Entrepreneurs Connection)	unknown
80	Regional	13	10 County Region (ECWRPC)	Region-wide inventory of brownfields sites	unknown
81	Regional	11	18 County Region	Inventory and Assess telecommunications infrastructure	unknown

Source: ECWRPC, 2008