



Visions Northwest Regional Economic Development Group
A Division of the Wisconsin Business Innovation Corporation

AGENDA
10:00 AM to 12:00 PM – September 9, 2015
WITC - Hayward, WI

1. Call to Order
2. Roll Call
3. Introduction of Tim Weber, WEDC's New Regional Account Manager - Northwest WI Region
4. Approval of August 12, 2015 Meeting Minutes
5. Update on WEDC FY16 Base Funding Application and Contract
6. Capacity Building Grant Project Ideas
7. CEDS Project List Review
8. Visions Northwest Group Members Term List and Vacancies Discussion
9. Confirm Next Meeting Date
10. Adjourn

Partners:

I'm excited to announce that Tim Weber has accepted the position of WEDC's Regional Account Manager serving the Northwest WI Region. His official start date for the position is next Monday, August 24th. Tim is currently employed as WEDC's Tax Credit Program Manager, and will be transitioning into his new role over the next few weeks. He will be based in WEDC's Eau Claire office, and beginning on August 24th, Tim can be reached at 608-210-6772 or tim.weber@wedc.org. Please join me in welcoming Tim to WEDC's Economic & Community Development team!

Please also share this information with your staff and other partners I may have inadvertently missed in this email. Thank you!

Sincerely,

Patrick Drinan, CECD
Economic Development Director
Wisconsin Economic Development Corporation
201 W. Washington Avenue
Madison, WI 53703

Ph: 608-210-6770



Visions Northwest Regional Economic Development Group

A Division of the Wisconsin Business Innovation Corporation

MEETING MINUTES VISIONS NORTHWEST REGIONAL ECONOMIC DEVELOPMENT GROUP WITC - Hayward, WI August 12, 2015 – 10:00 AM

Meeting called to order at 10:16 AM by Chairman Kelly Klein.

1. **Roll Call:** Scottie Sandstrom – Representing Bayfield County, Kelly Klein – Representing Iron County, Ken Maki – Representing Sawyer County, Dale Kupczyk – Representing Economic Development Organizations, Renee Watcher – Representing Education (NorthWERD Group), Dale Heikkinen (via ITV) – Representing Price County and Mari Kay-Nabozny (via ITV) – Representing NWWIB [note: ITV units were experiencing technical difficulty throughout the meeting]

Members Absent: Andy Albarado – Representing Rusk County, Mike Spafford – Representing Washburn County, Brent McFarland – Tribal Representative, Geri Dresen – Representing Chambers of Commerce, Mike Bebeau – Representing Private industry (Xcel Energy)

Others: Marie Steenlage – WEDC CAM, Sheldon Johnson - NWRPC Staff, Myron Schuster - WBIC President, Crystal Rohde – Visions Northwest staff

Vacant Seats: Ashland County, Burnett County, Taylor County

2. Approval of May 20, 2015 Meeting Minutes

No quorum was present at the time for approval. No comments or changes were suggested to the 5-20-2015 minutes.

3. Discuss Changes in NWRPC Staffing for Visions Northwest

Myron Schuster explained to the group that Wayne Lindemans, former staff for Visions Northwest had retired from Northwest Regional Planning Commission, effective July 3, 2015. He introduced Crystal Rohde, staff member at NWRPC for the past 10 years, as Wayne's replacement, effective August 1, 2015. Crystal briefly introduced herself and the group welcomed her.

4. Update on WEDC FY16 Funding and Potential Capacity Building Grant Projects (Review "Minimum Requirements for Regions")

Myron Schuster stated that the Regional Leadership Council had met on July 9, 2015 and WEDC FY16 Funding was discussed. On July 22nd, email correspondence from Kathie Colbert at WEDC indicated that the WEDC Board approved a total of \$450,000 base funding (\$50,000/EDO) with no match required and would not be based on population. The email also stated that the WEDC Board approved a 10% increase in Capacity Building Grants to \$550,000. These grants are also available to other partners, not just EDO's. A copy of the email correspondence as well as the guidelines for the Capacity Building Grants was included in the meeting packets for the Visions members. Myron introduced the "Branding, Banding, Retaining and Expanding –

Minimum Requirements for Regions” document and explained that the five core functions listed are what each region is expected to commit to achieving. Myron told the group that it is not likely that all five core functions can be met at the \$50,000 base funding level and that the Visions group will need to discuss and then focus efforts on specific functions that the group thinks it can achieve at the level of funding received. Much time was spent by the group discussing Capacity Building Grants and how the goals set forth in the CEDS could align with projects that fit into the criteria for Capacity Building Grant Funding. Myron informed the group that the Capacity Building Grants are capped at \$50,000 per project and do require a match. It was decided that preliminary discussion on applications for Capacity Building Grant projects would be discussed more during agenda item 7. Ken Maki raised a question about the possibility of the Visions members meeting with the consultants at WEDC to help raise a voice for the Northwest Wisconsin Region. Marie Steenlage offered to verbalize to them that the group would like to meet with them. Although a timeline is unclear, it is assumed that a contract will be coming from WEDC within the next couple of weeks and will be on our next meeting’s agenda.

5. CEDS Status Review

Crystal Rohde reviewed the draft changes to the CEDS document. She notified the group that she changed the “look”, but the contents of the document remained unchanged from the previous draft they had received back in May. She asked for input/comments on the design and also reminded the group to supply pictures to help with creative efforts in producing the document. It was decided that the “Report Card” section would be removed and replaced with something different that aligned with the other items on the second page. Discussion occurred regarding the “Major Committed Projects of Regional Significance” section of the document. Crystal asked the group what their intentions were for that portion of the document. The group informed her that the section was intended for a list of committed projects supplied by counties, municipalities, Chambers of Commerce, Economic Development Organizations, etc. Crystal will draft a letter to send out the week of August 17th to those previously listed asking for a list of up to three projects that are currently “committed” (does not require that funds have been obtained yet) and set forth to happen within the next three years. Crystal will ask that the project lists are completed and returned within 10 days to allow time for compiling and incorporating into the CEDS document. The Visions group will then review the list (with recommendations from NWRPC about which projects are eligible for funding through the Economic Development Administration) and decide which projects they would like to “highlight” on the following page. Once the project section of the CEDS is complete it will be in a final draft format.

6. Strategic Planning Action Items Status

Crystal Rohde reviewed the goals set forth in the Action Plan in the CEDS and explained that Goal 1 (re: infrastructure) and Goal 2 (re: workforce development strategy) could lead to projects that would align with the criteria for the Capacity Building Grant guidelines. The group started with goal 1 and preliminary discussion took place about possible projects. The group decided that the focus would be on hard instead of soft infrastructure. Conversation was had about transportation (rail) and sewer/water being the main emphasis. Sheldon Johnson stated that there may be matching funds available from NWRPC Transportation (planning) funds depending on the scope of the project. Goal 2 was briefly discussed, but it was decided that the group would need more input from Mari Kay-Nabozny and would revisit the discussion when she was able to participate in the meeting. Due to time, goal 3 was not brought up, but revisiting these Action Items will be on the next agenda after the group generates more ideas on possible project ideas.

7. Next Meeting

Wednesday, September 9th, 2015 - 10 AM to 12PM, WITC - Hayward

8. Adjourn

Meeting Adjourned at 12:15 PM



REGIONAL ECONOMIC DEVELOPMENT
LEADERSHIP COUNCIL

FY16 - Key Strategic Partnership Application - Regional Economic Development Entities

DUE: Friday, September 11, 2015

Name: Wisconsin Business Innovation Corporation dba Visions Northwest Economic Development Group

Address: 1400 South River Street, Spooner, WI 54801

FEIN: 39-1850370

Contract Primary Point of Contact: Myron Schuster, President

Email: mschuster@nwrpc.com

Phone Number: 715-635-2197

Primary Point of Contact for Report Follow-up: (Name, email, phone number):

Crystal Rohde, Business Development Specialist

crohde@nwrpc.com

715-635-2197

Based on agreed upon collective capacities for all nine regions as a result of the January 2015 Prager Schneider study, please identify what and how your entity plans to achieve the following during this contract year (July 1, 2015 through June 30, 2016):

1. Assume the role of convener, facilitator and partner for all economic development entities in the region; this shall include but not be limited to: a) regular meetings with local and county EDCs and chambers of commerce; b) employing a regular communication vehicle such as a newsletter or scheduled e-mails; and c) issuing an annual state of the region report:

The Visions Northwest Regional Economic Development Organization intends to continue its partnerships in economic development by serving as the unifying group to coordinate efforts throughout the region. The current members within the Visions Northwest RDO represent local and county economic development, tribes, education, chambers of commerce, workforce development, private and public sector as well as county-appointed members from each of the 10 counties within the region. The Visions group will host a region-wide gathering and invite all local and county EDCs and chambers of commerce to attend. It also will continue to serve as the Community Economic Development Strategy (CEDS) committee working to accomplish goals and objectives set forth annually and provide regional stakeholders with access to the CEDS annual update.

Please note that the following metrics will be used as examples as you complete the quarterly draw requests: Meeting counts, annual agenda, and communication items listed; submit to WEDC the email distribution list used for this outreach purpose and copy of annual report. No need to complete this metric section at the time of the application.

2. Conduct a marketing effort on behalf of the region and its partners which brands the region internally and tells the story of the region's economy externally:

Visions Northwest appreciates that a marketing effort on behalf of the region is needed; however, for it to be effective, it also costs money. Given the current funding structure, Visions Northwest intends to mainly focus its efforts on the other priorities set forth in the Prager Schneider study throughout FY2016. As for "telling the story of the region's economy externally", Visions Northwest will utilize the new "Northwest Wisconsin Region's Vision for Prosperity" (CEDS document) as a marketing piece to provide to regional stakeholders. Visions Northwest will also continue to promote, coordinate, and assist partners and extended enterprise via information sessions regarding WEDC initiatives such as the "In Force Network" and "Locate In Wisconsin". The website domain of the Visions Northwest RDO will continue to be dedicated to a regionally specific "Locate In" site selection tool at least through February, 2016. At that time, the Visions Northwest group will decide if the annual cost of the regionally specific website is necessary and effective.

Please note that the following metrics will be used as examples as you complete the quarterly draw requests: plan documents, collateral samples, creative work samples, web analytics. No need to complete this metric section at the time of the application.

3. Conduct, cause to be conducted or coordinate the conduct of regular business retention and expansion initiatives throughout the region and coordinate the input of results to a standard platform which can interface effectively with WEDC and its platform:

Visions Northwest, along with its partners, will continue to strive to be the leaders in business retention and expansion initiatives within the Northwest Region of Wisconsin. Visions Northwest will work closely with the Northwest Regional Planning Commission as well as expand the use of Northwest Regional Economic Development Funds to encourage business start-up and expansion throughout the region. The group and its partners will visit businesses within the region on a frequent basis and continue to support individual county efforts. Visions Northwest will include retention visit counts for itself and its partners including local EDOs and chambers of commerce in the quarterly reports.

Please note that the following metrics will be used as examples as you complete the quarterly draw requests: Retention visit counts, identification of local partners conducting the visits. No need to complete this metric section at the time of the application.

4. Compile, maintain, retrieve, access, commission and/or link to, and share, data related to the region's and state's economy for purposes of responding to Requests for Information, educating elected officials and board of directors, demonstrating growth trends and metric outcomes, validating initiatives and providing data to partners and anyone else making inquiry:

Through the use of WEDC targeted business and economic development initiatives such as emsiDeveloper, Visions Northwest will prepare readily accessible (downloadable) and

up-to-date quarterly reports on the economic state of the region as well as county specific. Visions Northwest will also provide user-defined reports to eligible entities that make requests for data. Members of the Visions Northwest RDO comprise the Comprehensive Economic Development Strategy Committee and intend to use the 5-Year CEDS as a vehicle to educate elected officials and other economic development partners on the state of the region's economy as well as the key industries/clusters and growth trends.

Please note that the following metrics will be used as examples as you complete the quarterly draw requests: Specific data reports, volume counts. No need to complete this metric section at the time of the application.

5. Refer partners to the appropriate experts in those areas listed below which you are not doing internally and demonstrate the ability of partnering with colleagues and peer groups in initiatives related to these services, or identify the work that your entity is directing in the following areas through reports shared with your board of directors:
 - a. Business Attraction and Promotion (site selector involvement)
Refer partners to various site selector/consultants primarily in the Twin Cities area
 - b. Workforce and Talent Development
Continue to work with the Northwest Wisconsin Workforce Investment Board (NWWIB) on projects and referrals
 - c. Business Retention, Expansion, and Entrepreneurship (incubation, mentoring, capital formation, networking)
Utilize the Northwest Wisconsin Enterprise Center Network, Regional Loan Funds and the Wisconsin Rural Enterprise Fund
 - d. International (FDI, exporting)
Continue to utilize partnerships with UW-Stout's ExporTech Program
 - e. Sector Development (defining and pursuing the development of current and target sectors)
Pursue development of primary industry sectors as defined in the CEDS document
6. Additional Comments:

Signed: _____
(Name) (Date)

Mailing Address: _____



Capacity Building Grant

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Capacity Building Grants

Program Description:

Capacity Building (CB) Grant funds assist local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state of Wisconsin. The primary use of the funds is for assessments of the economic competitiveness of the area; development of a Comprehensive Economic Development Strategy; and support of strategies that will benefit the recipient organizations and their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.

Program Goal:

CB Grant funds assist local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state. CB Grant funding will generally be provided for projects that will serve as models that can be replicated across the State of Wisconsin.

This program supports the following WEDC core strategy:

Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention, and expansion.

Eligibility Requirements:

Local and regional economic development groups may use the funds for purposes that meet goals such as:

- Local or regional assessments of the economic competitiveness of the area (e.g. workforce, infrastructure, sustainability, export capacity and competitiveness).
- Development and implementation of a Comprehensive Economic Development Strategy.
- Initiatives that will benefit the organizations or their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.
- Implementation or replication of successful pilot programs or economic development best practices.

CB funding will not be provided for existing or ongoing operational costs, staff salaries, or costs incurred prior to receiving a CB award.

WEDC may take the following into account when evaluating CB Grant applications:

- The likelihood the proposed effort will result in long-term benefits to the organization or its members
- The degree to which the organization can influence state or regional economic conditions (e.g. number of localities served, membership size)
- The extent to which the problem has been approached through regional collaboration with other economic development groups and other local jurisdictions
- The financial need demonstrated by the applicant
- The extent to which the proposed effort can be replicated throughout Wisconsin

WEDC may require project match depending on the project's attributes.

Incentives and Available Funding (FY15): \$500,000

The incentives in this program are grants generally up to \$50,000.

Expected Outcomes and Deliverables:

The program is expected to support a minimum of eight projects.

Performance Reporting:

Performance metrics will be measured through self-reports, most often quarterly, from the recipient. The final success will be determined by the specific outcome identified in the project proposal.

Application and Awards Process:

Applicants for a CB Grant are required to complete an application through an account manager. The application will be assigned to an underwriter and go through the management review process.

County	Unit of Government	Project/Description	Proposed Year of Implementation	Estimated Cost	Jobs Created/ Retained	Key Implementer(s)
Bayfield	City of Washburn	Sale and Development of City owned property south of Omaha Street	2016	\$1,000,000	15	City of Washburn
Bayfield	City of Washburn	West End Park Development	2017	\$5,000,000	0	City of Washburn
Bayfield	City of Washburn	Marina Improvements	2015	\$5,000,000	10	City of Washburn
Burnett	Burnett County Development Association	Broadband Expansion - Fiber to House	2017	\$5,000,000	100	Sirentel, Town Government, Village Government
Burnett	Burnett County Development Association	Webster Sewer Project	2016	\$900,000	5	Village of Webster
Burnett	Burnett County Development Association	Siren Fire Station	2016	\$2,000,000	10	Siren Fire Association
Douglas	Douglas County	Parkland Industrial Park - International Metallica Corporation (IMC)	2017	\$3,000,000	100	Douglas County, City of Superior, IMC
Douglas	Douglas County	Fairgrounds Parking Lot	2017	\$25,000,000		Douglas County, City of Superior
Douglas	Douglas County	Kestrel (at the Fairgrounds)	2017	\$100,000,000	400	City of Superior, Douglas County, Kestrel
Iron	Iron County Development Zone	Hurley Industrial Park Expansion North of Hwy 77 - Develop commercial and industrial lots	2017	\$1,500,000	60	Iron County Resource Development Association
Iron	Iron County Development Zone	Grocery store redevelopment - grocery and hotel development	2016	\$1,000,000	50	City of Hurley
Iron	Iron County Development Zone	Non-motorized Trail Expansion from Hurley to Montreal - hook up with train in Michigan	2017	\$1,500,000	20	City of Hurley, City of Montreal
Iron	City of Hurley	County Highway D Utility Project - City project connecting Hwy 77 with County Highway D	2015	\$900,000		
Iron	City of Hurley	County Highway D Road Project - City project connecting Hwy 77 with County Highway D	2017	\$1,200,000		
Iron	City of Hurley	Non-motorized Trailhead Project - Connecting Trail from Ironwood Michigan to Wisconsin Trail System	2016	\$20,000		
Price	City of Phillips	Street and water/sewer replacement - Beebe and Jackson Streets	2015	\$1,000,000	0	
Price	City of Phillips	Street and water/sewer replacement - Flambeau Ave	2016	\$1,500,000	0	
Price	City of Phillips	New Well	2016	\$1,600,000	0	
Price	City of Park Falls	5th Avenue Reconstruction to include Sewer, Water, Curb, Gutter, Surface, Sidewalks and Intersections	2016	\$2,600,000		City of Park Falls
Price	City of Park Falls	Downtown Revitalization and Reconstruction to include Sewer, Water, Curb, Gutter, Re-surface Street and Street Amenities	2017	\$1,600,000		City of Park Falls
Price	City of Park Falls	Industrial Park Development to include Erosion Control, Clearing and Grubbing, Sewer, Water, Hydrants, Storm Sewer, Grading, Roads, Asphalt Paving (12 Lots) (80 acres)	2018	\$1,800,000		City of Park Falls

County	Unit of Government	Project/Description	Proposed Year of Implementation	Estimated Cost	Jobs Created/Retained	Key Implementer(s)
Rusk	City of Ladysmith	Enterprise Center upgrades and Barnett and Gustafson Road rebuilds	2016	\$910,000	10	Al Christianson for City of Ladysmith
Rusk	City of Ladysmith	Ed's Machine Shed - Wisconsin's Plow Museum	2015	\$280,000	0	Al Christianson for City of Ladysmith
Rusk	City of Ladysmith	Street Reconstruction	2017	\$2,000,000	0	Kurt Gorseger for City of Ladysmith
Taylor	UW-Extension/County Board	Rib Lake Development Foundation is considering expanding Industrial Park to accommodate business growth	2017	n/a	14	Rib Lake Development Foundation/Taylor County
Washburn	City of Shell Lake	Snow Removal Equipment Building (Airport)	2015/2016	\$600,000	20	WI Bureau of Aeronautics and FAA
Washburn	City of Spooner	Third Street water main loop. This project will improve water quality and flow in an older area of town that presently does not meet current standards	2016	\$85,000	0	Water Utility
Washburn	City of Spooner	North Industrial Park land acquisition and development	2017-2018	\$3,500,000	25	Spooner City Council
Washburn	City of Spooner	Well 6	2019	\$750,000	0	Water Utility

VISIONS NORTHWEST GROUP MEMBERS TERM LIST

Name	Email	Representing	Term	Expires
		Ashland County		7/2016
		Ashland County Alt		
Scottie Sandstrom	scottie@bayfieldcountyedc.com	Bayfield County		
Mark Ables-Allison	MarkAA@bayfieldcounty.org	Bayfield County Alt		
		Burnett County		7/2016
		Burnett County Alt		
David Minor	dm@superiorchamber.org	Douglas County	1	7/2016
Doug Finn	dgfinn@douglascountywi.org	Douglas County Alt		
Kelly Klein	kelly@ironcountywi.com	Iron County	1	7/2015
		Iron County Alt		
Dale Heikkinen	daleh@pctcnet.net	Price County	1	7/2015
Robert Kopisch	rkopisch@centurytel.net	Price County Alt		
		Rusk County		
Andy Albarado	aalbarado@ruskcountywi.us	Rusk County Alt	1	7/2014
Ken Maki	kmaki@midwestforestproducts.com	Sawyer County	1	7/2016
		Sawyer County Alt		
		Taylor County		7/2016
		Taylor County Alt		
Mike Spafford	washburncodvcp@centurytel.net	Washburn County	1	7/2016
		Washburn Cty Alt		
Brooks Bigjohn	bbigjohn@ldftribe.com	Tribes	1	7/2014
Brent McFarland	bmcfarland@ldftribe.com	Tribes Alternate		
Richard Jack	rjack@ldftribe.com	Tribes Alternate		
Geri Dresen	gdresen@live.com	Chambers	1	7/2014
		Chambers Alt		
Dale Kupczyk	dkupczyk@ashlandareadevelopment.org	EDC's	1	7/2015
		EDC's Alt		
Renee Watcher	rwatcher@uwsuper.edu	Education	1	7/2014
Peter Nordgren	pnordgre@uwsuper.edu	Education Alt		
Mari Kay-Nabozny	mkay@nwcep.org	NW WIB	1	7/2015
Bruce Lindgren	bfindg@cheqnet.net	NW WIB alt		
Mike BeBeau	michaels.bebeau@xcelenergy.com	At large #1	1	7/2015
		At large #2		
		At large #3		
		At large #4		
Crystal Rohde	crohde@nwrpc.com	WBIC – Visions Mgr		
Myron Schuster	mschuster@nwrpc.com	WBIC - President		
Tim Weber	tim.weber@wedc.org	WEDC non-member		