



CITY OF MARSHFIELD

MEETING NOTICE

SPECIAL MEETING
ECONOMIC DEVELOPMENT BOARD
Monday, July 20, 2015
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order
2. Identify potential conflicts of interest
3. Receive citizen comments
4. Presentation of 2016 economic development funding requests
5. Develop and possibly adopt 2016 economic development budget
6. Adjourn to closed session under WI Statutes Chapter 19.85 (1)(e), "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." The closed session is requested to consider the possible purchase of land for a City housing subdivision.
7. Reconvene in open session
8. Action on matters discussed in closed session, if appropriate
9. Set date and time for 2nd budget meeting – if necessary
10. Announce next regular meeting date/time – Tuesday, August 4th @ 3:00 PM
11. Adjourn

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.



City of Marshfield Memorandum

TO: Economic Development Board Members
FROM: Jason Angell, Director of Planning & Economic Development
DATE: July 20, 2015

RE: 2016 Budget

Attached for your review and consideration are all economic development budget requests that have been submitted for 2016 funding consideration. The total requests received total \$343,555. The pages that follow consist of:

1. A summary sheet which groups all requests into various categories and totals each respective area. The left hand column indicates which organization has made the request (City, Main Street or MACCI Foundation).
2. Detailed budget sheets and supporting documents for each of the respective organizations that have submitted a request for consideration.

Please note that all requests are being presented to you as they were received. Neither City Administrator Barg nor I made any changes to any of the requests that were submitted.

As you review the requests you will notice there are several "special project" requests that have a total combined ask of \$183,600. These projects have been denoted with the understanding that although the funding is being requested to support these projects, no funding will be released until further details have been reviewed and approved by the Board. At the same time, in developing the additional detail the Board may determine that the requested funding can/should be adjusted in order to satisfy the project requirements. Therefore, at this time I would encourage you to consider these projects and associated funding requests as more of a place holder within the budget.

To help the Board Members better understand the requests that are being submitted for consideration, I am asking that each requesting organization be given 5-10 minutes to go through their requests. Questions of the respective organization could then follow, but I would ask that any adjustments not be made until all funding requests have been presented.

Funding for the economic development budget comes from the utility divided payment that is made to the City on an annual basis. The amount varies from year to year but is based on a formula that the City Council and Marshfield Utility Commission have agreed upon. Last year we estimated we would receive \$265,000 and the EDB used this figure as the "ceiling" for establishing the budget. When the 2015 payment was received the actual amount was \$268,000. Because the utility dividend amount will not be determined until late 2015 or early 2016, the EDB should use a conservative number when

developing the 2015 budget. Based upon years past, and knowing that this number can fluctuate each year, I would suggest that the EDB use a “ceiling” of \$268,000 for 2016. With this understanding the EDB will need to make the appropriate adjustments to **bring the requested funding amount down approximately \$75,000.**

The budget process is just beginning for our partner organizations so there remain a lot of unknowns at this time. Aside from our local partner organizations we also have yet to begin the process with Wood County – who did provide \$30,000 in 2015 to support EDB efforts. We do plan to make a similar request to Wood County for 2016 but have not included any of their funding in developing the attached budget. In the end someone has to take the lead and move forward, as it would be impossible for all of these agencies to come together to agree upon a budget that works for all.

Finally, just last month the EDB conducted a strategic planning session. It was through this meeting the Board set the following list of priorities to work on in hopes of making a “visual impact on the community” within the next 12 – 18 months:

- Housing
 - City Subdivision
 - ACE Academy
- Create and Economic Development Corporation
- Downtown Redevelopment
 - 200 Block
 - W. 2nd Street
- Recreational Opportunities
- Local Loan Program
 - Incubator/Makerspace

I would encourage Board Members to consider these areas when establishing the budget for 2016. If we are truly going to create a “visual impact” you need to make sure funding is provided in these respective areas. At the same time, you need to find the balance that allows our day-to-day operations in economic development to continuing moving forward and supporting our local business/community needs.

Should you have any questions, or desire more information, please do not hesitate to contact me. If additional information is requested I will make sure that it is provided to all members to assure as smooth of a budget process for all.

2016 Budget Request for EDB Funding

		EDB Funding	Total Organization Budget	Other Funding
Requesting Organization	Wages & Benefits	\$68,855	\$310,417	
City	Director - 120 hrs; City Planner - 120 hrs.	(\$12,855)	(\$223,417)	City - \$210,562
MACFI	Business Development Director	(\$56,000)	(\$87,000)	MACCI/MACFI - \$31,000
	Office Supplies & Expenses	\$29,250	\$40,400	
City	Printing and advertising costs	(\$1,000)	(\$7,000)	City - \$6,000
MS	Marketing Expenses	(\$1,250)	(\$2,500)	BID - \$1,250
MACFI	Marketing/Promotion/Advertising & Materials	(\$2,000)	(\$4,000)	Wood Co. - \$2,000
*MACFI	Community Marketing Campaign	(\$25,000)	(\$26,900)	Wood Co. - \$1,400; MACCI/MACFI - \$500
	Professional Services & Projects	\$211,600	\$280,300+	
*City	Graphic design assistance - EDB Logo	(\$3,000)	(\$3,000)	
*City	"200 Block" Conceptual Design Assistance	(\$5,600)	(\$5,600)	
*City	"200 Block" Development	(\$100,000)	(\$100,000+)	Others TBD
*City	Development Corp. Legal Assistance	(\$10,000)	(\$10,000)	
City	Downtown Façade Improvement Program	(\$50,000)	(\$50,000)	
*City	Incubator/Makerspace Assessment	(\$20,000)	(\$20,000)	
MS	Public Art Installation	(\$1,500)	(\$3,000)	BID - \$1,500
*MS	Back Alley Improvement Program	(\$10,000)	(\$20,000)	MS - \$10,000
MACFI	Business & Entrepreneurial Support	(\$500)	(\$7,000)	Wood Co - \$4,000; SCORE/MACCI - \$2,500
*MACFI	Entrepreneurial Development	(\$10,000)	(\$10,000)	
MACFI	Workforce Development Initiatives	(\$1,000)	(\$51,400)	Wood Co - \$4,500; MACCI/MACFI - \$45,900
	Travel, Training & Dues	\$12,850	\$31,525	
City	Director - WEDA Conf.	(\$1,650)	(\$6,475)	City - \$4,825
MS	Executive Director	(\$750)	(\$1,500)	BID - \$750
MACFI	Professional Development	(\$4,300)	(\$5,500)	MACCI/MACFI - \$1,200
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	(\$12,500)	Wood Co - \$5,000; MACCI/MACFI - \$1,900
MACFI	Regional & County Development	(\$550)	(\$5,550)	Wood Co - \$2,600; MACCI/MACFI - \$2,400
	Misc. or Other	\$21,000	\$22,500	
MS	Flower Power & Third Tuesdays	(\$8,500)	(\$10,000)	Downtown Businesses - \$1,500
City	Job Service Center	(\$12,500)	(\$12,500)	
	TOTALS	\$343,555	\$685,142+	

* Indicates special project. Detailed proposals/descriptions will need to be prepared, presented and approved by the EDB and any other respective body before funding would be released. Total funding requested for these areas = \$183,600

2016 Budget Request for EDB Funding

Requested by: CITY - Development Services Department

	EDB Funding	Total Organization Budget	Other Funding
Wages & Benefits	\$12,855	\$223,417	
120 Staff hours @ \$59.75/hr - Jason: 120 reg. hrs.	(\$7,170)	(\$124,619)	City -\$117,449 (6%)
120 Staff Hours @ \$47.37/hr - Josh: 120 hrs. Comp Plan	(\$5,685)	(\$98,798)	City -\$93,113 (6%)
Office Supplies & Expenses	\$1,000	\$8,100	
Printing and advertising costs	(\$1,000)	(\$1,000)	
General office supplies		(\$7,100)	City
Professional Services	\$18,600	\$18,600	
Graphic design assistance - EDB Logo	(\$3,000)	(\$3,000)	
"200 Block" Conceptual Design Assistance	(\$5,600)	(\$5,600)	
Development Corp. Legal Assistance	(\$10,000)	(\$10,000)	
Conferences & Dues	\$1,650	\$6,475	
WEDA Gov. Conf. - Jason	(\$650)	(\$650)	
WEDA Fall Conf. - Jason		(\$650)	City
Trade show - Jason	(\$1,000)	(\$1,000)	
National Conf. (APA or IEDC) - Jason		(\$2,500)	City
APA Dues - Jason		(\$300)	City
IEDC Membership - Jason		(\$375)	City
Misc. or Other travels - Jason		(\$1,000)	City
Misc. or Other	\$135,500	\$135,500	
Downtown Façade Improvement Program	(\$50,000)	(\$50,000)	
"200 Block" Development	(\$100,000)	(\$100,000)	Other assistance TBD
Incubator/Makerspace development	(\$20,000)	(\$20,000)	Other assistance TBD
Job Service Center	(\$12,500)	(\$12,500)	
TOTALS	\$169,605	\$392,092	

2016 Budget Request for EDB/City Funding

Requested by: Main Street Marshfield

	EDB/City Funding	Total Organization Budget	Other Funding
Marketing			
Downtown Directory Printing and Distribution	\$1,250	\$2,500	1250 (BID)
Travels & Dues			
Community Visits for Recruitment <i>(Marketing material & travel expense)</i>	\$750	\$1,500	\$750 (BID)
Events & Programs			
Flower Power	\$7,000	\$7,000	Volunteer Facilitation Through MSM
Third Tuesdays (Advertising Budget)	\$1,500	\$3,000	\$1500 (Downtown Businesses)
Downtown Master Plan Items			
Public Art Installations	1,500	3000	\$1500 (BID)
Back Alley Improvement Program	10,000	20,000	10,000 (RESERVE) Renderings from WEDC
Social Media Assistance	0	300	300 (BID)
Updating Design Guidelines	-	-	
TOTALS	\$22,000	\$37,000	

Proposed 2016 Economic Development Projects/Action Plan From MACCI Foundation Business Development Director:

Business Attraction/Marketing:

1. Attend/represent Community at identified conferences & events:
 - ICSC (Int. Council of Shopping Centers)
 - Entrepreneur's event
 - Centergy events related to regional economic development
 - WEDA's Governor's conference (2)
 - Industry sector show/events (1-2 per year such as Process Expo, Site Selector's Guild and/or Medical Device Manufacturing- partner with existing businesses)
2. Website updates/additions as needed in areas of Economic Development, EDB & Properties sections.
3. Promote Regional RLF and other incentives to businesses.
4. Create specific marketing materials and utilize various media to promote Marshfield such as:
 - Annual Economic Development report
 - Marshfield's updated economic profile
 - Yearly magazine focusing on Marshfield's strengths for economic development and workforce attraction
 - Ads in trade publications as agreed upon (Business news, others)
 - Flyers and marketing tools/equipment for trade shows, mailings etc.
5. Respond to site selector, local business, and state RFI requests.
6. Assist with and attend Ribbon cuttings, ground breakings and other business events.
7. Speak to various groups and participate in programs related to Economic Development efforts (such as Leadership Marshfield ED Day, organizational groups-YPs, Kiwanis etc.)
8. Work with marketing firm to develop consistent, industry targeted campaign including ads and flyers, website enhancements, social media etc. to attract new or relocating businesses as well as promote positive, good things happening in Marshfield community.
9. Partner with realtors and developers to market city's redevelopment priorities (as identified through updated Comp plan, MBRT, EDB and others).

Business Creation/Entrepreneurial:

1. Promote existing resources including grants and loans to start-up businesses. Assist in all aspects of business start-up planning; keep informed of local, regional, state and federal programs available to businesses; collect and track current demographic information.

2. Develop programs/seminars to assist new & existing businesses through SCORE and others.
3. Work with EDB and others to support entrepreneurial development (local RLF, contest to attract business start-ups, other)

Business Retention/Expansion:

1. Conduct 20 retention visits to include:
 - General Business trends
 - Future improvement plans
 - Significant workforce issues
 - City-related issues/concerns
 - Succession plan development
 - Related businesses to attract
2. Track businesses assisted with specific economic development requests/resources.
3. Work with partners to better support, grow and promote Marshfield's key industry sectors: Ag, BIO/Medical including labs, Metal Manufacturing etc.

Workforce:

1. Work with existing MACCI workforce programs, regional and state programs.
2. Work with education partners to enhance and promote programs to benefit businesses workforce needs.
3. Spousal referrals, resume sharing and community tours to attract workforce.

Real Estate:

1. Continue to market and keep current database of available properties (through Locate in Wisconsin site, local websites, and ICSC events).
2. Identify gaps in types/sizes of properties available and options to provide.

Technology & Innovation:

1. Work with Marshfield Clinic Applied Sciences Dept. and others to identify and assist with technology and innovation opportunities for the community.
2. Explore opportunities for Marshfield to become a prime location for data centers.

Other:

1. Assist and work with ED partners to advance other initiatives brought forward by the EDB Board.
2. Work with developers, contractors, City, others to develop spec. building and/or incubator, maker's space, or other.
3. Promote and partner with existing regional, county and state efforts for economic development.

***The City of Marshfield will be appropriately recognized as a partner when deemed necessary. The Business Development Director and Director of Planning and Economic Development will work together to identify specific opportunities.*

2016 Budget Request for EDB/City Funding

Requested by: MEDA/MACFI

	EDB/City Funding	Total Organization Budget	Other Funding	
			Wood Cty	MACCI/MACFI
Personnel				
Business Development Dir. Position	\$56,000	\$76,000		\$20,000
Admin. O/H - support, facility, equipment, audits & etc.		\$11,000		\$11,000
Total	\$56,000	\$87,000		\$31,000

	EDB/City Funding	Total Organization Budget	Other Funding	
			Wood Cty	MACCI/MACFI
Professional Development				
WEDA Governor's Conference-(2)	\$600	\$1,200		\$600
WEDA Fall Conference-BDD	\$600	\$1,200		\$600
ED Training (IEDC/MAEDC)	\$1,200	\$1,200		
Memberships & Subscriptions				
WEDA (Wis. Economic Dev. Assoc.)	\$400	\$400		
Intl. Council of Shopping Ctrs-BDD	\$100	\$100		
Intl. Economic Dev. Council-BDD	\$350	\$350		
Transportation Dev. Assoc.	\$650	\$650		
Wis. Downtown Action Council-BDD	\$100	\$100		
Midwest Area Econ. Dev. Council-BDD	\$300	\$300		
S/T	\$4,300	\$5,500		\$1,200

Special Committees/Projects			Wood Cty	MACCI/MACFI
Entrepreneurial Development		\$10,000	\$10,000	
Workforce Development Initiatives		\$1,000	\$51,400	\$4,500
	S/T	\$11,000	\$61,400	\$50,400
Prospect/Client Visits & Trade shows			Wood Cty	MACCI/MACFI
MAEDC Site Selector Conf.-BDD		\$800	\$1,500	\$700
Early Stage Symposium-(2)		\$600	\$1,700	\$500
ICSC Regional Conf.-BDD		\$1,000	\$2,000	\$1,000
Wis. Tech. Council Entrep. Conf.-(2)		\$600	\$1,700	\$600
1-2 Industry trade shows		\$2,000	\$3,500	\$1,500
Prospect/Client Recruitment Visits		\$400	\$1,500	\$500
Business Retention Visits		\$200	\$600	\$200
	S/T	\$5,600	\$12,500	\$6,900

Marketing/Promotion/Advertising & Materials			Wood Cty	MACCI/MACFI
Trade publication advertising	\$1,000	\$2,000	\$1,000	
Properties brochure	\$150	\$400	\$250	
Marshfield Business Park Maps	\$250	\$500	\$250	
Yearly Economic Profile	\$600	\$1,100	\$500	
Marketing campaign for community	\$20,000	\$21,400	\$1,400	
Marketing materials to support campaign	\$5,000	\$5,500		\$500
	S/T	\$27,000	\$30,900	\$3,900
Regional & County Development			Wood Cty	MACCI/MACFI
Central WI Days Event		\$1,200	\$500	\$700
Centergy Meetings/Cmtes/Alliances)		\$3,300	\$1,600	\$1,700
Farm Technology Days		\$500	\$500	
<i>Entrepreneurial, workforce, other</i>	\$300	\$300		
<i>Tool Deployment (RFI, Salesforce, etc.)</i>	\$250	\$250		
	S/T	\$550	\$5,550	\$5,000
Business & Entrepreneurial Support			Wood Cty	SCORE & MACCI
Promotion of Business Strategies		\$2,000	\$1,000	\$1,000
Entrepreneurial Counseling, Educ., Programs & Forums	\$500	\$2,500	\$1,000	\$1,000
Promotion of Business Loan & Incentive Programs		\$1,000	\$1,000	
Research, Identify & Develop Data Trends		\$1,500	\$1,000	\$500
	S/T	\$500	\$7,000	\$6,500
TOTALS		\$48,950	\$122,850	\$73,900

Note:

Special highlighted projects include Entrepreneurial development and overall marketing campaign for community