



CITY OF MARSHFIELD
MEETING NOTICE

SPECIAL MEETING
ECONOMIC DEVELOPMENT BOARD
BUDGET MEETING
Thursday, July 17, 2014
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 2015 economic development budget requests
5. Develop 2015 economic development budget
6. Possible adoption of 2015 economic development budget
7. Announce upcoming Board meetings
 - a. 2nd budget meeting (if necessary) – Thursday, August 7th at 3:00 p.m.
 - c. 3rd budget meeting (if necessary) – Thursday, August 21st at 3:00 p.m.
8. 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 17, 2014

RE: 2015 economic development budget

Attached for your review and consideration are all economic development budget requests that have been submitted for budget year 2015. The total requests received total \$274,246. 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. However, I did meet with both Karen Olson, Business Development Director – MACCI and Angie Dieringer, Executive Director – Main Street Marshfield, to go over all requests.

As you review the requests you will notice there are 4 “special project” requests that have a total combined ask of \$145,000. Staff feels these projects are all valid requests, but the detail for each of these areas would need to be worked out with and approved by the EDB prior to moving forward and any expenditure. Staff will be happy to explain these requests further during the meeting, but for the time being 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 dividend 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 2014 payment was received the actual amount was \$281,472 *(to better illustrate this for the Board, I have also included a copy of the 2014 Budget Tracker which identifies the various expenditure areas and funding sources)*. Because the utility dividend amount will not be determined until late 2014 or early 2015, 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 \$275,000 for 2015.

Lastly, because the budget process is just beginning for all of our partner organizations there remain a lot of unknowns. Aside from our local partner organizations we also have yet to begin the process with Wood County – who did provide \$30,000 in 2014 to support EDB efforts. 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.

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.

2015 Budget Request for EDB Funding

| | | EDB Funding | Total Organization Budget | Other Funding |
|--------------------------------|---|------------------|---------------------------|--|
| Requesting Organization | Wages & Benefits | \$81,071 | \$429,084 | |
| City | PL&ED Director - 165 hrs; City Planner - 90 hrs; Assistant Finance Director - 104 hrs. | (\$18,571) | (\$313,084) | City - \$294,513 |
| MS | Executive Director | (\$8,500) | (\$34,000) | BID - \$25,500 |
| MACFI | Business Development Director | (\$54,000) | (\$82,000) | MACCI/MACFI - \$28,000 |
| | Office Supplies & Expenses | \$7,750 | \$21,634 | |
| City | Printing and advertising costs | (\$1,000) | (\$6,884) | City - \$5,884 |
| MS | Marketing Expenses | (\$750) | (\$3,750) | BID - \$1,500; CVB - \$1,500 |
| MACFI | Marketing/Promotion/Advertising & Materials | (\$6,000) | (\$11,000) | Wood Co - \$3,500; MACCI/MACFI - \$1,500 |
| | Professional Services & Projects | \$148,500 | \$192,500+ | |
| *City* | Downtown Master Plan Implemnetation | (\$20,000) | (\$20,000) | |
| *City* | Housing Program(s) | (\$100,000) | (\$100,00)+ | City, County, Mflid Utilities and others = ? |
| MACFI | Research/report on 3 cities w/ successful ED programs | (\$500) | (\$500) | |
| *MACFI* | Site selector community critique | (\$5,000) | (\$5,000) | |
| *MACFI* | Entrepreneurial start-up loan program | (\$20,000) | (\$20,000) | |
| MACFI | E.D. media upates | (\$1,000) | (\$1,000) | |
| MACFI | Workforce Development Iniatives | (\$1,000) | (\$38,500) | Wood Co - \$4,500; MACCI/MACFI - \$33,000 |
| MACFI | Business & Entrepreneurial Support | (\$1,000) | (\$7,500) | Wood Co - \$4,000; SCORE/MACCI - \$2,500 |
| | Travel, Training & Dues | \$14,425 | \$31,570 | |
| City | PL&ED Director | (\$650) | (\$5,345) | City - \$4,695 |
| City | Travel and training for staff & board members | (\$3,000) | (\$3,000) | |
| MS | Executive Director | (\$400) | (\$850) | BID - \$450 |
| MACFI | Professional Development | (\$4,275) | (\$4,875) | MACCI/MACFI - \$600 |
| MACFI | Prospect/Client Visits & Trade Shows | (\$5,600) | (\$12,500) | Wood Co - \$5,000; MACCI/MACFI - \$1,900 |
| MACFI | Regional & County Development | (\$500) | (\$5,000) | Wood Co - \$2,100; MACCI/MACFI - \$2,400 |
| | Misc. or Other | \$22,500 | \$67,700 | |
| MS | Events and Promotions | (\$10,000) | (\$55,500) | Numerous other sources - \$45,000 |
| City | Job Service Center | (\$12,500) | (\$12,500) | |
| | TOTALS | \$274,246 | \$742,488+ | |

* 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 = \$145,000

2015 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 | \$54,000 | \$72,000 | | \$18,000 |
| Admin. O/H - support, facility, equipment, audits & etc. | | \$10,000 | | \$10,000 |
| Total | \$54,000 | \$82,000 | | \$28,000 |

| | 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 | \$600 | | |
| ED Training (WEDC/IEDC) | \$1,200 | \$1,200 | | |
| Memberships & Subscriptions | | | | |
| WEDA (Wis. Economic Dev. Assoc.) | \$405 | \$405 | | |
| Intl. Council of Shopping Ctrs-BDD | \$100 | \$100 | | |
| Intl. Economic Dev. Council-BDD | \$345 | \$345 | | |
| Transportation Dev. Assoc. | \$625 | \$625 | | |
| Wis. Downtown Action Council-BDD | \$100 | \$100 | | |
| Midwest Area Econ. Dev. Council-BDD | \$300 | \$300 | | |
| S/T | \$4,275 | \$4,875 | | \$600 |

| Special Committees/Projects | | | Wood Cty | MACCI/MACFI |
|--|----------|----------|----------|-------------|
| Community Redevelopment | | \$0 | | |
| <i>Research/report on 3 cities w/ successful ED programs</i> | \$500 | \$500 | | |
| <i>Hire site selector to perform community critique</i> | \$5,000 | \$5,000 | | |
| Real Estate - Commercial & Residential | | \$0 | | |
| <i>Community Spec building**</i> | | | | |
| <i>Develop "Shovel Ready" Land**</i> | | | | |
| Entrepreneurial Development | | \$0 | | |
| <i>Four \$5000 forgivable start-up loans</i> | \$20,000 | \$20,000 | | |
| | | \$0 | | |
| Economic Development media updates | \$1,000 | \$1,000 | | |
| Workforce Development Initiatives | \$1,000 | \$38,500 | \$4,500 | \$33,000 |
| <i>K-12 Career Development</i> | | | | |
| <i>K-12 Business Tours</i> | | | | |
| <i>Higher Education Career Development</i> | | | | |
| <i>Incubant Worker Collaboration</i> | | | | |
| | S/T | \$27,500 | \$65,000 | \$37,500 |
| 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 | \$600 |
| ICSC Regional Conf.-BDD | \$1,000 | \$2,000 | \$1,000 | |
| Wis. Tech. Council Entrep. Conf.-(2) | \$600 | \$1,700 | \$600 | \$500 |
| Bio International Conv. (or other national/state event) | \$2,000 | \$3,500 | \$1,500 | |
| Prospect/Client Recruitment Visits | \$400 | \$1,500 | \$500 | \$600 |
| Business Retention Visits | \$200 | \$600 | \$200 | \$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 | |
| Community Marketing publication | \$1,500 | \$3,500 | \$1,000 | \$1,000 |
| Properties brochure | \$150 | \$400 | \$250 | |
| Marshfield Business Park Maps | \$250 | \$500 | \$250 | |
| Yearly Economic Profile | \$600 | \$1,100 | \$500 | |
| BIO sponsorship/promotions | \$1,000 | \$1,500 | \$500 | |
| Marketing/Promotional Display Equipment | \$1,500 | \$2,000 | | \$500 |
| | S/T | \$6,000 | \$11,000 | \$5,000 |
| Regional & County Development | | | | |
| | | | Wood Cty | MACCI/MACFI |
| Central WI Days Event | \$0 | \$1,100 | \$400 | \$700 |
| Centergy Meetings/Cmtes/Alliances) | | \$3,400 | \$1,700 | \$1,700 |
| <i>Entrepreneurial Alliance</i> | \$250 | \$250 | | |
| <i>Health Care Alliance</i> | | \$0 | | |
| <i>Workforce Alliance</i> | | \$0 | | |
| <i>Tool Deployment (RFI, Salesforce, etc.)</i> | \$250 | \$250 | | |
| | S/T | \$500 | \$5,000 | \$4,500 |
| Business & Entrepreneurial Support | | | | |
| | | | Wood Cty | SCORE & MACCI |
| Promotion of Business Strategies | \$300 | \$2,300 | \$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 | \$200 | \$1,700 | \$1,000 | \$500 |
| | S/T | \$1,000 | \$7,500 | \$6,500 |
| TOTALS | \$44,875 | \$105,875 | | \$61,000 |

Note:

(2) Special Projects (3 cities Research/Report and Hiring Site Selector for Community Critique) account for \$25,500 of budget request.

** Community Economic development projects for consideration

Proposed 2015 Economic Development Projects/Action Plan From MACCI Foundation Business Development Director:

Business Attraction/Marketing:

1. Attend/represent Community at identified conferences & events:
 - ICSC (shopping Centers)
 - BIO-Technology (or other National/State convention per EDB)
 - Entrepreneurs
 - Centergy events related to regional economic development
 - WEDA's Governor's conference
 - Other industry sector show/event (ie: Process Expo, Site Selector's Guild and/or Medical Device Manufacturing- partner with existing businesses)
 - Develop list of target businesses/industry sectors for attraction and formulate marketing campaign for them
2. Website updates/additions as needed in areas of Economic Development & Properties
3. Promote Regional RLF to businesses
4. Create specific marketing materials and utilize various media to promote Marshfield
 - Annual Economic Development report
 - Marshfield's updated economic profile
 - Ads in trade publications as agreed upon (Business news, others)
 - Flyers and marketing tools/equipment for trade shows, mailings etc.
5. Hire site selector to perform a community critique
6. Respond to site selector requests
7. Assist with and attend Ribbon cuttings, ground breakings and other promotions
8. Speak to various groups and participate in programs related to Economic Development efforts (such as Leadership Marshfield ED Day, organizational groups-YPs, Kiwanis etc.)

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 businesses
3. Consider minimum of 4- \$5000 forgivable grants for new business start-ups per year to help offset downpayment or other costs

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 Ag, Transportation and Energy

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

Real Estate:

1. Continue to market and keep current database of available properties (through Locate in Wisconsin site, local websites, and ICSC events).
2. Assist with appropriate recommendations of housing study action plan

Technology & Innovation:

1. Work with Marshfield Clinic Data Center to market/promote available space to possible tenants
2. Update contacts and issues regarding existing IT for Marshfield businesses and for future attraction of business (Technology committee)

Other:

- Research/report on a minimum of three thriving cities successful in economic development
- Assist and work with ED partners to advance other initiatives brought forward by the EDB Board
- Participate in Shovel ready sites program
- Work with developers/contractors/City to develop spec. building

***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.*

2015 Budget Request for EDB/City Funding

Requested by: Main Street Marshfield

| | EDB/City Funding | Total Organization Budget | Other Funding |
|-----------------------|------------------|---------------------------|---|
| Wages | \$8,500 | \$34,000 | 25,500 (BID) *See 4 point approach & ER Duties* |
| Marketing | | | |
| Update Website | \$500 | \$3,000 | \$1500 (BID), \$1000 (CVB or other fundraising) |
| Downtown Directory | \$250 | \$750 | \$500 (CVB or other fundraising) |
| Travels & Dues | | | |
| New Director Training | \$100 | \$200 | 100 (BID) |
| WDAC conference | \$300 | \$650 | \$350 (BID) |
| *Events & Programs | | | |
| Flower Power | \$5,000 | \$6,500 | 1500 (Fundraising) |
| Hub City Days | \$2,500 | \$34,000 | \$5,000 (Private Donations) \$22,000 (Fundraising) \$4,500 (CVB or Reserve) |
| Discover Downtown | \$1,000 | \$1,500 | \$500 (BID) |
| (2) Block Parties | \$1,000 | \$3,000 | \$1000 (Private Donations) \$1000 (BID) |
| Halloween | \$500 | \$1,500 | \$250 (BID), \$250 (Private Donations) \$500 (TBD) |
| Wagon/Buggy Rides | \$0 | \$1,500 | \$1000 (Private Donations) \$500 (TBD) |
| Holiday Parade | 0 | \$2,000 | \$500 (Private Donations) \$1500 (TBD) |
| Hot Chocolate Run | 0 | \$3,300 | \$2000 (Private Donations) \$800 (Fundraising) \$500 (TBD) |
| Hot Time in the City | \$0 | \$1,000 | \$500 (Private Donations) \$500 (TBD) |
| Annual Meeting | 0 | \$1,000 | \$500 (Private Donations) \$500 (TBD) |
| Reindeer Day | 0 | \$200 | \$200 (Private Donations) |
| TOTALS | \$19,650 | \$94,100 | |

Main Street Four Point Approach

Organization – Getting everyone working toward the same goal

Promotions – Selling the image and promise of downtown

Design – Getting the downtown into physical shape

Economic Restructuring – Strengthening the downtown economy

25% Organization

Fundraising

Volunteer Development

Promoting the Program

25% Promotions

Image Development

Special Events

Business Events

Tourism Development

25% Design

Building Improvements

Public Improvements

Signage and Awnings

Visual Merchandising

Historic Preservation Planning

25% Economic Restructuring

Studying and understanding the Market

Business Retention and Expansion

Business Recruitment

Real Estate Development

Executive Directors's Role in Economic Restructuring

25% of the ED's Job is dedicated to ER

1. Business Visits within BID District

Do 3 Business Retention Visits a week (a scheduled, sit down meeting to discuss specific concerns with the owner)

**Will submit Retention Log each quarter and give updates at EDB meetings*

**This does not include casual check ins which will be more spontaneous and frequent*

2. Business Consultations

Working with SCORE and referring potential downtown business owners to them as needed.

3. Business Recruitment/Community Visits

Contact a minimum of 10 potential new downtown businesses each quarter when vacancies exist in the downtown

Visit at least 2 other other Communities annually and visit with their Main Street Director

**Will submit Recruitment/Visit Log each quarter and give updates at EDB meetings*

5. Promotional Handouts

Keep the Downtown Directory updated and distributed throughout the area

Develop and distribute promotional materials for all MSM Events and other downtown events

6. Coffee with Main Street & Quarterly Educational Functions

Coffee with Main Street is an opportunity to develop open discussion among business owners, people from the community, and Main Street. To be held the 1st and 3rd Thursday of each month.

Quarterly Educational Functions with the intent to bring the community and downtown business owners together to learn more about a specific organization or topic. Speakers and topics will vary each quarter, but will focus on Economic Development for the down town.

Event location will vary, but will remain in downtown businesses. Topics may include: Business retention and expansion, marketing and business attraction, small business development, workforce development, etc.

7. Special Events

Hold 3-4 Public Events that are widely publicized throughout Central Wisconsin.

Developed to increase foot traffic downtown Marshfield so people will see it as a perspective place to open up business.

8. Implement Downtown Master Plan

Work with City and Consultant on Master Plan. Implementation process is TBD.



JOB DESCRIPTION

JOB TITLE: Executive Director, Main Street Marshfield

JOB DESCRIPTION

Coordinates all project activities within a downtown revitalization program to promote economic development.

JOB RESPONSIBILITIES

- Attend Board of Directors & Committee meetings
- Coordinate the activities of the Main Street program committees. Make sure Committees are meeting on a regular basis and provide support for the committee members.
- Manage all administrative aspects, including maintaining an appropriate data system for record keeping, purchasing, preparing reports, documenting all physical changes and tracking improvements. Retaining information on job creation and business retention, and submitting information to the State Main Street program on a monthly basis.
- Supervise support staff: Administrative Assistant, interns and clerical volunteers.
- Develop strategies for downtown economic development. With the committees and Board of Directors creating an annual action plan focused on the four areas of: design, promotion, organization, and economic restructuring.
- Develop and conduct public awareness and education programs. Through speaking engagements, media interviews and appearances, keeps the program highly visible.
- Provide advice and guidance to individual tenants or property owners regarding property improvements.
- Provide advice and information, assess and encourage joint involvement in the downtown community's promotional events -- marketing, special events, business recruitment, parking management, beautification, etc.
- Help build strong, productive working relationships with appropriate public agencies at the local, regional, state and national levels.
- Coordinate and recruit an active volunteer force.
- Participate in appropriate community organizations.
- Write Main Street Ink monthly newsletter
- Email weekly update to Board of Directors summarizing the weeks activities and meeting "take-aways"
- Make sure all Common Council performance benchmarks are attained and properly reported.
- Be heavily involved with all Main Street special events and activities.
- Administer the City PROW ordinance. Provide PROW advice and guidance to shop operators.
- Attend 3 of the 4 quarterly State Main Street seminars. Report any ideas and discussion items that may be useful or of interest to the Board.
- Monitor the availability of potential grants for Main Street. Apply for grants that could be advantageous.
- Act as the face and voice of Main Street Marshfield.

JOB REQUIREMENTS

- Dynamic self-starter
- Excellent oral and written communication skills
- Marketing or advertising skills highly desirable
- Knowledge of downtown public and private issues
- Good organization skills
- Historic preservation skills desired
- Microsoft Powerpoint Presentation abilities
- Experience in administrative management
- Administrative and general computer proficiency with Microsoft Office, Quickbooks and Downtown Diva programs.
- Grant writing capabilities

ECONOMIC RESTRUCTURING

ECONOMIC RESTRUCTURING GOAL:

To strengthen and broaden the economic base of the downtown.

ECONOMIC RESTRUCTURING OBJECTIVES:

- I. Collect & interpret market data. Work with Wisconsin Main Street Program and MEDA to update and collect data.
- II. Continuous implementation of business retention & recruitment.
- III. Encourage the development of Apartments/Residences in the Downtown
- IV. Work with the City of Marshfield to update the Downtown Master Plan as it is a guide to direct our Main Street future development and growth.

PLAN OF ACTION:

I. Continue to collect & interpret market data.

- A) Analyze available market survey information to determine:
 1. the downtown's current image as perceived by different consumer groups in our market area, and
 2. The reasons why certain groups do and don't find downtown attractive
- B) Continue to inventory downtown's current business mix and track annually by category.
- C) Identify downtown's target markets
- D) Identify services, products, and public amenities which will enhance the downtown's attractiveness to the identified target markets.
- E) Continue to promote business clusters as they become available downtown.

II. Continue to conduct a business retention & recruitment program.

- A) Update retention, expansion, and recruitment plans to fill the gaps identified. Use Downtown Master Plan Market Analysis as guiding document.

- B) Assist business and property owners with any grant opportunities as they become available.
- C) Work with State of Wisconsin Business Specialist and local Realtors for referrals and updates on business needs.
- D) Continue system for referrals to fill vacancies in downtown properties. (Contact with Realtors Association, etc).
- E) Help identify and promote state and city, national and private grant funds to assist with downtown redevelopment.
- F) Review of Retail/Service space needs and how upper floor revitalization can fill our retail, service and housing needs

III. Develop and maintain (Main Street) Downtown Residence Improvements

- A) Share information and concerns of both business and residential sectors in the Main Street district.
- B) Develop a system for referrals to fill vacancies in apartment rentals of downtown commercial properties. (Contact Apartment Association)
- C) Implement changes to accommodate these concerns.

COMMITTEE: Economic Restructuring

OBJECTIVE: To establish and implement a business recruitment and retention program.

PROJECT: Continuous implementation of retention, expansion, and recruitment plan to fill the gaps identified.

| TASKS NECESSARY TO COMPLETE PROJECT | PERSONS RESPONSIBLE: | START DATE: | END DATE: | BUDGET |
|--|---|--------------------|------------------|---------------|
| 1. Review identified gaps in downtown mix. | Tom, Jason, Karen, Nate, Nick, Angie, Scott | Ongoing | Ongoing | |
| 2. Focus on 2-3 business gaps | Tom, Jason, Karen, Nate, Nick, Angie, Scott | Annually | Annually | |
| 3. Examine current businesses for possible expansions. | Tom, Jason, Karen, Nate, Nick, Angie, Scott | Ongoing | Ongoing | |
| 4. Develop and provide gift bags for new prospects | Joint w/MACCI with Images Magazine | Ongoing | Ongoing | |
| 5. Show new businesses around town. Point out benefits of being downtown. | Angie, Karen, Jason | Ongoing | Ongoing | |
| 6. Talk with other Main Street Directors & Chambers on businesses that are aggressive for growing rapidly. | Karen, Angie | Ongoing | Ongoing | |

COMMENTS: Use Downtown Master Plan of the Comprehensive Plan as guiding document.

COMMITTEE: Economic Restructuring

OBJECTIVE: To establish and implement a business recruitment and retention program.

PROJECT: Actively coach and market the downtown businesses in light of new retail and other development.

| TASKS NECESSARY TO COMPLETE PROJECT | PERSONS RESPONSIBLE: | START DATE: | END DATE: | BUDGET |
|--|--|-------------|-----------|--------|
| 1. Develop working relationships to continually develop new businesses in the community. | Cindy, Tom, Jason, Karen, Nate, Nick, Angie, Scott | Ongoing | Ongoing | -0- |
| 2. Review and update process and outcome of programs through contact with Economic Development groups. | Karen, Angie Main Street Board | Ongoing | Ongoing | |

COMMENTS:

Reestablish and continue working with CDA, MACCI, MEDA and all City Departments and local realtors on development issues RE: Downtown Redevelopment Plan.

Actively market

- Coaching
- Success
- Identity
- Image

COMMITTEE: Economic Restructuring

OBJECTIVE: To review goals for the future of the downtown

PROJECT: Update Downtown Master Plan.

| TASKS NECESSARY TO COMPLETE PROJECT | PERSONS RESPONSIBLE: | START DATE: | END DATE: | BUDGET |
|---|-----------------------------|--------------------|------------------|---------------|
| 1. Work with City and/or consultant on Master Plan | Angie, Karen, Jason | Ongoing | Ongoing | |
| 2. Work with subcommittee to find out the future needs and wants for the downtown | Angie, Karen, Jason | Ongoing | Ongoing | |
| 3. Present findings to City Council and Main Street Board | Karen, Angie, Jason | Ongoing | Ongoing | |
| | | | | |
| | | | | |

COMMENTS:

COMMITTEE: Economic Restructuring

OBJECTIVE: To obtain new retail

PROJECT: Shark Tank Competition

| TASKS NECESSARY TO COMPLETE PROJECT | PERSONS RESPONSIBLE: | START DATE: | END DATE: | BUDGET |
|---|---|-------------|-----------|--------|
| 1. Work with local entrepreneurs who have an idea for a retail or food business in the downtown | Cindy, Tom, Jason, Karen, Nate, Nick, Angie | | | |
| 2. Host a competition in which entrepreneurs would present their idea to a panel | Sub-committee | | | |
| 3. Continue to work with winner to help them open their storefront | Karen, Jason, SCORE, Angie | | | |
| | | | | |
| | | | | |

COMMENTS:

Develop a contest to help entrepreneurs who would like to start a business in the downtown. We are looking for retail or food/restaurant type businesses.

2015 Budget Request for EDB Funding

Requested by: CITY

| | EDB Funding | Total Organization Budget | Other Funding |
|--|--------------------|----------------------------------|--|
| Wages & Benefits | \$18,571 | \$313,084 | |
| 165 Staff hours @ \$58.47/hr - Jason: 120 reg. hrs. & 45 hrs. Comp Plan | (\$9,648) | (\$122,069) | City -\$112,421 (8%) |
| 90 Staff Hours @ \$42.24/hr - Josh: 90 hrs. Comp Plan | (\$3,802) | (\$88,198) | City -\$83,396 (4%) |
| Revolving Loan Fund Administration - Brenda: 104 hrs @ \$51.30/Hr | (\$5,121) | (\$102,817) | City - \$97,696 (5%) |
| Office Supplies & Expenses | \$1,000 | \$6,884 | |
| Printing and advertising costs | (\$1,000) | (\$1,000) | |
| General office supplies | | (\$5,884) | City |
| Professional Services | \$20,000 | \$30,000 | Economic Development Budget |
| Downtown Master Plan Implemnetation | (\$20,000) | (\$20,000) | |
| Comp Plan Design Assistance | | (\$10,000) | City |
| Conferences & Dues | \$650 | \$5,345 | |
| WEDA Gov. Conf. - Jason | (\$650) | (\$650) | |
| WEDA Fall Conf. - Jason | | (\$600) | City |
| National Conf. (APA or IEDC) - Jason | | (\$2,500) | City |
| APA Dues - Jason | | (\$250) | City |
| IEDC Membership - Jason | | (\$345) | City |
| Misc. or Other travels - Jason | | (\$1,000) | City |
| Misc. or Other | \$115,500 | \$115,500+ | |
| Travel and training for staff & members | (\$3,000) | (\$3,000) | |
| Housing Program(s) | (\$100,000) | (\$100,000)+ | Additional funding sources would be identified/determined based upon the project(s) created. |
| Job Service Center | (\$12,500) | (\$12,500) | |
| TOTALS | \$155,721 | \$470,813+ | |

Account #: 205-5673008-089000

| | |
|-------------------------------|------------------|
| Utility Dividend Payment | \$281,472 |
| Wood County Contribution | \$30,000 |
| Budget Resolution No. 05-2014 | \$28,000 |
| Total | \$339,472 |

| 2014 Approved Budget Breakdown | Approved 2014 Budget | Bud. Res. 05-2014 | Expenses to Date | Balance |
|---|-----------------------------|--------------------------|-------------------------|---------------------|
| Revolving Loan Fund - Administration | \$4,968 | | 3,054.50 | 1,913.50 |
| Grant Writer Position | \$50,000 | | 4,275.75 | 45,724.25 |
| Business Development Director Position | \$54,000 | | 13,500.00 | 40,500.00 |
| Business Development Expenses | \$17,000 | | | 15,486.88 |
| Professional Development | \$4,000 | | 395.00 | |
| Prospect/Client Visits & Trade Shows | \$5,000 | | 385.83 | |
| Special Committee/Projects | \$2,000 | | | |
| Marketing/Promotion/Advertising & Materials | \$4,800 | | 300.00 | |
| Regional & County Development | \$0 | | | |
| Business & Entrepreneurial Support | \$1,200 | | 432.29 | |
| Main Street Marshfield | \$7,500 | | | 7,500.00 |
| Flower Power | \$5,000 | | | |
| Downtown Directory | \$500 | | | |
| Discover Downtown | \$1,000 | | | |
| Travel/Education | \$1,000 | | | |
| Community Development Authority | \$0 | | | |
| Planning & Economic Development Dept. | \$80,971 | \$20,000 | | 100,438.76 |
| Wages & Benefits (120 hours) | \$6,871 | | | |
| Office Supplies & Expenses | \$500 | | | |
| Downtown Master Plan | \$20,000 | | | |
| Property Maintenance Standards | \$3,000 | | | |
| Travels - WEDA Conf. | \$600 | | 532.24 | |
| Façade Program | \$50,000 | \$20,000 | | |
| North Central Community Action Plan | \$14,000 | | | 14,000.00 |
| Job Service Center | \$12,500 | | 4,214.68 | 8,285.32 |
| Board Member Travel & Training | \$0 | \$2,000 | | 339.65 |
| Michalski WEDA | | | 885.98 | |
| Dickrell WEDA | | | 774.37 | |
| Professional Services | \$0 | \$6,000 | | -1,700.00 |
| YMCA | | | 6,000.00 | |
| MSA - Housing Study Presentation (\$1,700) | | | 1,700.00 | |
| TOTALS | \$240,939 | \$28,000 | \$36,450.64 | \$232,488.36 |
| | \$268,939 | | | |

Commitments made as of 5/1/14