

COMMUNITY DEVELOPMENT AUTHORITY MEETING
CITY OF WISCONSIN DELLS
APRIL 21, 2015

Chairperson Borchner called the meeting to order at 5:15P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Chairperson Ben Borchner, Ald. Jesse DeFosse, Ald. Mike Freel, Shaun Tofson, Lisa Delmore, Joan Ragan, and John Campbell.

Others: City Clerk/Coordinator Nancy R. Holzem, City Treasurer Karen Hoekstra, Ald. Brian Holzem, Public Works Director David Holzem, Chuck Bongard from MSA, Dudley & Barbara Brown, Mercedes & Spencer McCoy, and Ed Legge from the *Dells Events*.
2. Motion by Campbell seconded by Delmore to approve the August 4, 2014 CDA meeting minutes. Motion carried unanimously.
3. The committee reviewed an application for a TIF Revolving Loan Fund submitted by Mercedes McCoy and presented by Chuck Bongard from MSA. The applicant is seeking a \$40,000 loan to assist with the renovation of 514 Broadway for commercial business (A Homespun Heart) and residential space upstairs. The application states the funds would be used as follows: \$7,000 for a rear entrance and handicap ramp, \$8,000 for exterior repairs, and \$25,000 to improve/remodel the upper level residence. Bongard stated that the expenses are eligible under the program guidelines however he did note that \$23,000 of the loan would be uncollateralized. Dudley Brown, father of the building owner, will be leasing the building for his business. He told the committee of his years of experience in the retail business and felt he could be an anchor store for the downtown. Chairperson Borchner questioned if this loan would be a good investment for the CDA. Borchner also questioned if the CDA was their last source of funding. Brown stated that the bank did not want to commit any additional funds for the renovation work. When asked if the project would still take place without the CDA loan, Brown replied, yes, but it would take an additional 3 years to complete. Borchner also expressed his concerns with the unprotected portion of the loan and questioned if this was the best use of the CDA's funds. Member Joan Ragan questioned what would be done first with the funds as she felt structural needs should be addressed first. Brown stated the windows and other exterior repairs as well as the handicap ramp and rear entrance would be taken care of first. Member Lisa Delmore noted the \$60,000 in improvements that they have already made to the building and stated the business would be a nice addition to that part of the city. Ald. Freel agreed and made the motion, seconded by Joan Ragan, to approve the RLF application for a \$40,000 with a personal guarantee from the applicant. Motion carried 6-1 with Borchner voting no.
4. The committee reviewed an application submitted for the housing repairs program. Homeowner application No. 50 is requesting \$150 for electrical repairs, \$400 for repairs to basement light fixtures, and \$7,000 to construct an additional bedroom in the basement due to a new baby being added to household. Use of the funds to construct

an additional bedroom in the basement was approved by the State due to space needs and the age of the children in the home. City Clerk/Coordinator Nancy Holzem stated that there is approximately \$51,000 available for home repairs with no other applications pending at this time. Motion by Delmore seconded by Ald. DeFosse to approve the \$7,550 loan application. Motion carried unanimously.

5. The committee was asked to review the draft façade improvement matching grant program guidelines that MSA presented today. The BID is currently working on design standards that will be used as part of the program.
6. No date was set for the next meeting.
7. Motion by Ald. Freel seconded by Shaun Tofson to adjourn. Motion carried unanimously.


Nancy R. Holzem/
City Clerk/Coordinator

City Attorney shall prepare a written notice to the applicant. The notice shall specify the following:

- (1) The default.
- (2) The action required to cure the default.
- (3) A date, not less than 30 days from the date of the notice, by which the default must be cured to avoid action based on the default.

SECTION 8 BUILDING FAÇADE IMPROVEMENT PROGRAM

8.1 PROGRAM SUMMARY

The Façade Improvement Program (FIP) is established to encourage property owners and tenants to make exterior building façade improvements and install new or improved signage. Attractive building façades support and encourage local businesses and help promote effective economic development initiatives in downtown Wisconsin Dells. These improvements have a significant effect on the attractiveness and marketability of the surrounding area and contribute to the overall vitality of the downtown corridor.

The goal of the FIP is to encourage business owners to reinvest in the downtown and connected neighborhood business areas. As such, the City of Wisconsin Dells is offering matching grants to assist with exterior renovations of these vital downtown properties.

Grant funds will be offered by the City of Wisconsin Dells CDA. Successful grant recipients will receive a 50% match reimbursement of all eligible project costs to the amount approved by the Wisconsin Dells Community Development Authority, with a total grant amount not to exceed \$10,000. Applications will be considered on a first-come first-served basis.

8.2 ELIGIBILITY

Property owners of service or commercial/mixed-use structures and building tenants, with current leases of greater than five years in length, located within the target area, are eligible for funding. Governmental entities and public and quasi-public authorities are ineligible for funding. The property's real estate taxes and all other payments due to the City must be current as of the date of the application, or the application shall be denied.

A property (or contiguous properties held by the same owner) may only receive one (1) grant award within a sixty (60) month period. The applicant is also responsible for 100%

of all non-eligible project costs. The intention is to award only one (1) grant of \$10,000 maximum per building. Leaseholders / tenants must provide a signed Building Owner Consent Form from the property owner. The building / property owner will be required to sign the Grant Agreement and sign off on the improvements to real property prior to receipt of FIP reimbursement dollars.

The program is intended to assist projects that promote retail activities, create an attractive environment, encourage neighborhood character and architectural design, use quality materials, and incorporate good design concepts.

In order to qualify, applicants cannot start on their project until after receiving the necessary approvals. If work begins before application or approval, the City cannot fund the project through the FIP.

TARGET AREA

Properties located in the Downtown Business District along the Broadway Street Corridor

Properties north of Washington Avenue and south of Wisconsin Avenue on the following blocks:

- | | |
|------------------------------|----------------|
| Lacrosse Street | Capital Street |
| Eddy Street | Bowman Road |
| Superior Street / River Road | Vine Street |
| Oak Street | Race Street |
| Elm Street | Church Street |
| Cedar Street | |

8.3 GRANT AMOUNTS AND COSTS

GRANT AMOUNT

The program will reimburse successful applicants and provide a "dollar for dollar" in matching funds on the project once the project is complete. The minimum grant is \$1,000 and the maximum grant is \$10,000 per property (or contiguous properties held by the same owner). The grant limits mean, for example, that a grant could be used to pay for \$1,500 of a \$3,000 project (50/50 match) or \$10,000 of a \$20,000 project (maximum grant amount), or \$10,000 of a \$30,000 project.

ELIGIBLE COSTS

Grants may be used for comprehensively restoring or substantially beautifying or enhancing the entire facade or elevation of a commercial building. Eligible activities include uncovering and restoring historical facades, removing existing facade materials

and replacing them with more appropriate and attractive designs and materials and other detailing which leads to a substantially enhanced appearance. Applicants are encouraged to have plans for proposed improvements prepared by a design professional.

Although not eligible for funding on their own, the following may be funded by the applicant's matching portion as part of a more comprehensive facade improvement: windows, doors, exterior cleaning, tuck-pointing, painting (exterior surfaces only), exterior lighting, shutters, gutters and awnings. The program will fund projects that significantly improve the visual appearance of the property from the street. Design and permit fees associated with the construction are not eligible project costs. No grant dollars may be spent on signage, nor are these dollars to be considered part of the applicant's match requirement, though the CDA encourages applicants to address signage as part of their overall facade improvement strategy.

With all grant-funded projects, restoration is preferable to renovation. Restoration is the attempt to return the facade to its original appearance through the use of authentic materials and the faithful replication of the building to conditions shown in old photos or records. Renovation projects should be sensitive to the historic appearance of the building, but may include modern materials and design elements.

Other facade features eligible to be restored, renovated or constructed with grant dollars include:

- Other Architectural features incl. decorative walkways and permanent planters
- Facade accents (fixed assets) such as fencing, molding and/or roof accents

The City of Wisconsin Dells Community Development Authority reserves the right to determine the eligibility of all items in a project's scope of work. This determination shall be conclusive and final. All grant-funded improvements must be permanent and fixed in type and / or nature. Improvements must meet all City code requirements including the Signage Ordinance, the Downtown Dells Design Guidelines, zoning, building and safety codes. The applicant must obtain and pay for all necessary permits.

INELIGIBLE COSTS

The cost of new construction, repair or replacement of a roof, work to an alley facade, work that principally involves minor repairs, painting or maintenance, billboards, landscaping or paving are not eligible under the grant program. Grant funds shall not be used for any of the following:

- Expenses incurred prior to application approval and grant award
- Site plan, sign or building permit fees
- Wages paid to applicant or applicant's dependents
- Signage, furnishings, trade fixtures or display cases / counters

8.4 REQUIREMENTS AND PROCESSING STEPS

GRANT REQUIREMENTS

Improvements must be completed within six (6) months of the award of the grant or the City's obligation to reimburse shall terminate. All requests for reimbursement must be made within nine (9) months of the award of the grant, or applicant shall be deemed to have waived any right to reimbursement and no reimbursement shall be made. One six (6) month extension to the six (6) month completion period may be granted for inclement weather, extenuating circumstances (as determined by the CDA) or the ordering of special building materials, provided that the grant recipient requests an extension in writing prior to expiration of the completion period.

The owner/tenant shall comply with all applicable provisions of the Wisconsin Dells General Ordinances concerning equal employment opportunity and affirmative action programs and practices in connection with the construction work being completed using grant funds. The owner / tenant shall assist and actively cooperate with the City in obtaining the compliance of contractors with such provisions of the Ordinances, and with the rules, regulations and relevant orders issued by the City pursuant to such provisions of the Ordinances.

In order to qualify, applicants cannot start on their project until after receiving the necessary approvals. If work begins before application or approval, the City cannot fund the project through the FIP.

PROCESSING STEPS

Step 1- Applications must be submitted along with a \$100 non-refundable fee to:

Wisconsin Dells Revolving Loan Fund – Façade Improvement Program
c/o City of Wisconsin Dells
Attention: Nancy Holzem, Clerk / Administrative Coordinator
300 La Crosse Street
Wisconsin Dells, WI 53965

Checks should be made payable to the Wisconsin Dells CDA RLF.

Applications must include the following:

- A. Written approval from the property owner / landlord using the Building Owner Consent Form

- B. Photographs of the facades to be improved including a narrative identifying any known defects
- C. Renderings or drawings to scale including a display board of the actual samples of the products and / or materials to be used in the sign or façade and a written project narrative identifying the project components

Note: All projects will be evaluated by the CDA and take into consideration colors, materials composition, and façade improvement themes consistent with the Downtown Dells Design Standards Overlay District (if applicable)

- D. Project Narrative including detailed cost breakdown and timeline of the proposed improvements

Step 2 - A City staff member will visit the site to review and discuss the proposed improvements to perform a preliminary review to determine how well the project meets the program objectives and requirements. If the proposal meets the requirements of the FIP, a Conditional Letter of Eligibility will be sent to the owner / tenant. This letter may require modifications or changes to the original proposal.

Step 3 – The City will schedule a CDA Meeting to include a formal review of the application and proposed project in greater detail. During this review, the applicant may be asked to provide additional or clarifying information, and / or to make modifications to the proposal. The CDA will then approve or deny the project.

Step 4 - Following approval by the CDA, City Staff and the City's Attorney will prepare and furnish the applicant with the Grant Agreement.

Step 5 - The applicant must sign the grant agreement and return it to the City.

Note: The Grant Agreement must also be signed by the landlord / building owner.

Step 6 - The applicant must obtain all required permits for the required work. The applicant must display the sign provided by the City on the site indicating "Financing provided in part by the City of Wisconsin Dells Façade Improvement Grant Program."

Step 7 - The applicant pays for the completed construction work and submits paid receipts and lien waivers from the contactors to the RLF Administrator.

Step 8 - Following a final inspection, the RLF Administrator authorizes a check for the approved amount subject to both parties completing a Close-Out Form confirming project completion and full disbursement of funds.

Note: The following conditions must be met prior to fund disbursement:

- The grant recipient must submit a written signed statement that contains a list of all contractors and suppliers who worked on the approved project and confirmation that the work has been completed in accordance with the approved application.
- The grant recipient must submit final unconditional lien waivers from all contractors and suppliers.
- The grant recipient must supply proof that the improvements passed all final inspections and meets all City of Wisconsin Dells code requirements.

The City may also take those steps the City deems appropriate under the circumstances to verify the information provided and completion of the project as approved.

Note: The disbursement of RLF funds will only be to the maximum amount authorized in the original Grant Agreement or 50% of the Total Project Cost, whichever is less.

Attachments:

- Target Area Map
- Building Owner Consent Form
- Façade Improvement Program Application