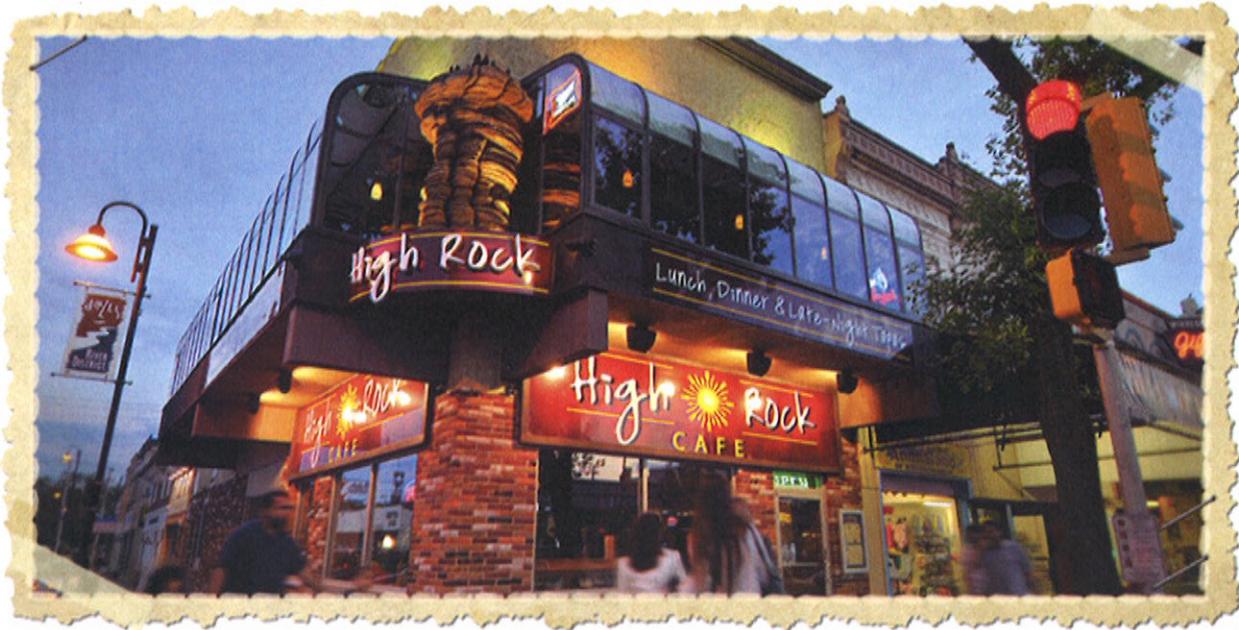


City of Wisconsin Dells

in Columbia, Sauk, Adams & Juneau Counties



ECONOMIC DEVELOPMENT- REVOLVING LOAN FUND PROGRAM

BUILDING FAÇADE IMPROVEMENT PROGRAM

MANUAL OF POLICIES AND PROCEDURES

Adopted TBD, 2014

For more information contact:

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PROGRAM SUMMARY

The Wisconsin Dells Building 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, which has money budgeted for the program from a Tax Increment District (TID) that includes the area. 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.

The City has set aside \$100,000 to be used for the FIP. The program will be operated on a 12-month trial period to begin upon City Council approval on or before October 1, 2014 after which it will be re-evaluated. Applications will be considered on an as-needed basis.

APPLICANT ELIGIBILITY SUMMARY

Property owners of service or commercial/mixed-use structures and building tenants, with *leases of greater than one year 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 thirty-six (36) month period. The applicant is also responsible for 100% of all non-eligible project costs and 100% of all project costs in excess of \$20,000. The intention is to award only one (1) grant of \$10,000 maximum per building. *Leaseholders / tenants must provide a letter of authorization from the property owner.*

PROPERTY ELIGIBILITY REQUIREMENTS

Properties that are used in whole or part for service or commercial activities are eligible for funding. Tax-exempt properties are not eligible. 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

Eddy Street

Superior Street / River Road

Oak Street

Elm Street

Cedar Street

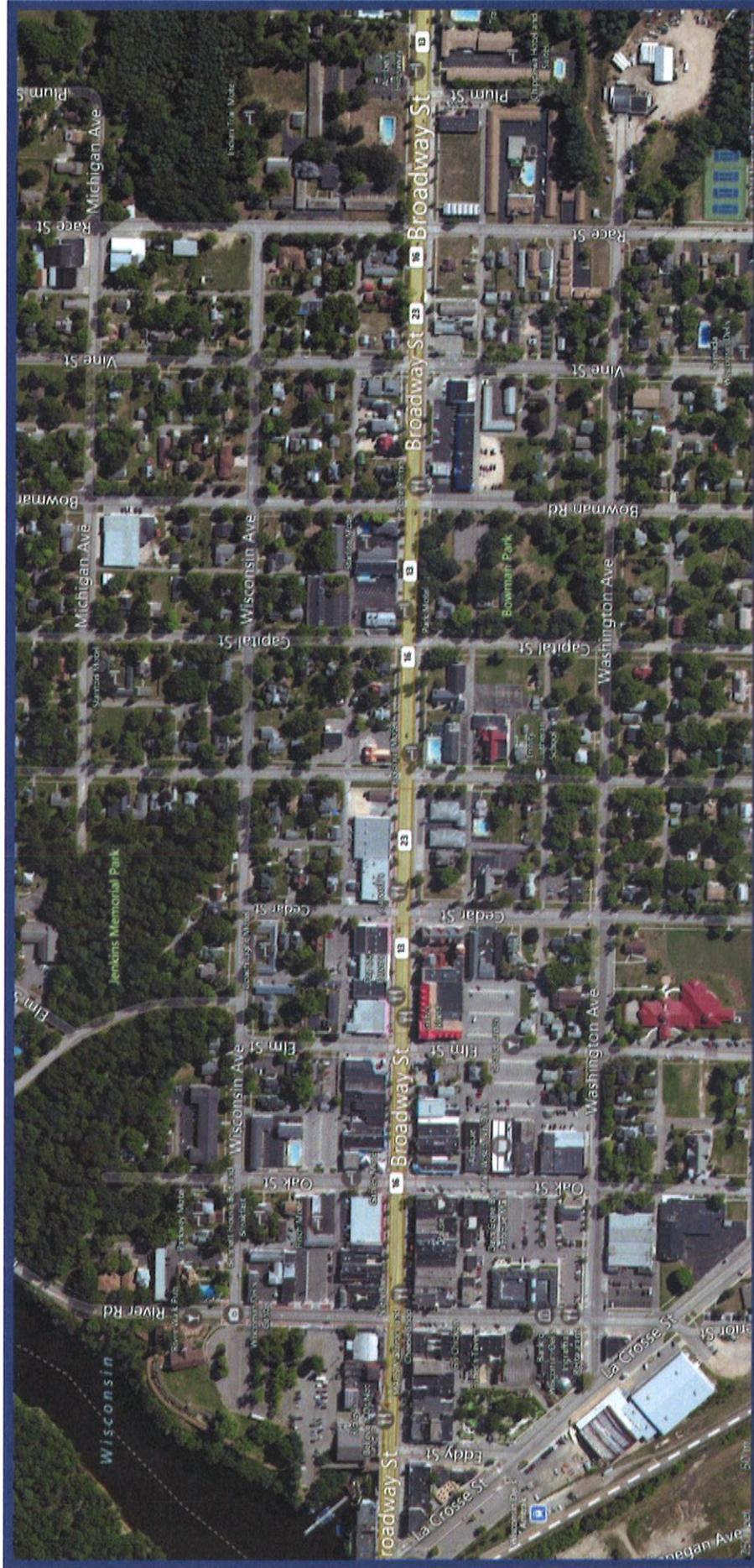
Church Street

Capital Street

Bowman Road

Vine Street

Race Street



The map located above identifies the area in greater detail. Businesses located outside of this core, target area will not be eligible for funding unless approved for eligibility by the City Council.

GRANT AMOUNT

Grants will be provided in an amount up to 50% of the total project cost, to a maximum of \$10,000 per street facing facade. Maximum amounts would range to \$10,000 for a single facade, \$20,000 for a building with two facades. The owner / tenant must use private, non-City funds to match the City's Grant. Confirmation of available funds will be required prior to approval. Examples would include:

- Bank Commitment Letter
- Certification of Available Credit (Credit Statement)
- Certification of Available Cash (Bank Statement)

Or:**GRANT AMOUNT**

The grant will provide a "dollar for dollar" in matching funds on the project. 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). A maximum of \$5,000 of grant funds may be spent on signage.

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 as part of a more comprehensive facade improvement: windows, doors, exterior cleaning, tuckpointing, 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/are not eligible project costs.

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 exterior architectural features including decorative walkways and permanent planters
- Facade accents such as fencing, molding and/or roof accents to support the facade

The City of Wisconsin Dells and/or its Community Development Authority reserve 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 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
- Furnishings, trade fixtures, display cases, counters, or other items taxed as personal property

GRANT REQUIREMENTS

Projects must be started within 30 days of approval (or no later than May 15 if awarded during the winter months) and completed within 120 days. Extensions to the 120-day completion period may be granted for inclement weather, or the ordering of special building materials. The applicant must request an extension in writing. The City will notify the applicant in writing of its approval or denial.

OR

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 and 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. Extensions to the six (6) month completion period may be granted for inclement weather 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 loan 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. A copy of the property lease agreement (if applicable)
- B. Written approval from the property owner / landlord using the **attached form**
- C. Photographs of the facades to be improved including a narrative identifying any known defects
- D. 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 ?? (Downtown Design Standards Overlay District applicable?)

- E. Detailed cost breakdown and timeline of the proposed improvements using the **attached form**

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 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 grant is for *reimbursement* of approved costs, provided that the following conditions are met:

- 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.

Approved by the City Council of the City of Wisconsin Dells on this XXth day of August, 2014, by a vote of X for, X against, and X abstaining.

Brian Landers, Mayor

Nancy Holzem, City Clerk / Administrative Coordinator

**City of Wisconsin Dells, Wisconsin
TID No. 2 TID Project Plan Amendment
Time and Responsibility Schedule**

ITEM 4

JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5						1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30
														31						

Date	Activity	Responsibility
	Prepare Draft TID Project Plan Amendment	City/PFM
	CDA Meeting to review Preliminary TID No. 2 Project Plan Amendment and set date of Public Hearings	CDA/ City/PFM
	Modify TID Project Plan Amendment as Needed	PFM
	Mail TID Public Hearing Notices to all taxing entities	City/PFM
	Publish Notice for CDA TID Public Hearings <i>(Class II)</i>	City
	Joint Review Board Organizational Meeting <i>(Latest date 14 days after notice of Public Hearing)</i> <i>[Class I notice at least 5 days prior to meeting]</i>	Joint Review Board
	Public Hearing on TID Amendment <i>(At least 7 days after last insertion of Public Notice)</i>	CDA
	CDA Meeting – Adopt resolutions approving TID Project Plan Amendment for TID No. 2 and submission of TID Project Plan Amendments to Common Council for approval.	CDA
	Common Council Meeting - Adopt resolutions approving Project Plan Amendment.	Common Council
	Approval of TID Amendment by Joint Review Board <i>(Not more than 30 days after Common Council approval)</i> <i>[Class I notice at least 5 days prior to meeting]</i>	Joint Review Board
	Notification to City of Joint Review Board Approval of TID Amendment <i>(Within 7 days of action)</i>	Joint Review Board
	Submit TID Amendment Base Year Packages to WI Dept of Revenue	Clerk/PFM
	WI Dept of Revenue TID Amendment Certification	WI Dept of Revenue

THE KIND, NUMBER AND LOCATION OF PROPOSED PUBLIC WORKS

The City of Wisconsin Dells intends to implement a number of public works and improvement projects that will positively impact development in the amended TID #2. All costs are stated in current prices and are preliminary estimates. The City reserves the right to increase the costs to reflect inflationary increases and other unforeseen or uncontrollable circumstances between 2006 and the time of construction/implementation.

The Statute does not obligate the City to complete all of the proposed projects listed. Also, should the needs of the City change, the City reserves the right to increase particular project costs to the extent that other others are reduced or not implemented, without amending this Plan.

For public works and improvement projects that would benefit both property within the District and outside the District, the District will contribute to the cost proportionate to the project's anticipated benefit to development within the District.

A description of each project is provided below. Please refer to the previous Project Plan for project locations.

Detailed List of Project Costs

1. Site Improvements and Construction of Utility Extension: Fort Dells Property

The City may fund the improvement of sites within the District. The work includes but is not limited to demolition and removal of concrete tower base, fill, grading, landscaping, and parking. The municipality will also fund the extension of sanitary sewer and water to the Fort Dells property. The project includes extending water and sewer in the Fort Dells area to spur development.

2. Automotive Bridge spanning Hulbert Creek

The City may fund the construction of a bridge spanning Hulbert Creek.

3. Parks and Recreation Development/Improvements

The City may fund a portion of the improvements to the proposed park at Hulbert Creek as permitted by the Statute. This may include construction of a multi-modal trail that will run parallel to Hulbert Creek.

4. CTH "H" Upgrade

The portion of this county trunk highway that serves the district may be upgraded through the partial use of TID funds.

5. Lage Road (Old Hwy. 12) Utilities and Upgrade

The City may fund street upgrades along sections of Lage Road located within the District. This improvement is designed to alleviate traffic flows by widening streets, and adding curb and gutter. This will also include the replacement/expansion of sanitary sewer and water, and the upgrade of existing electrical utility lines within the District. This project is needed in order to remove barriers to development within the District.

6. Storm Sewer at STH 13 & CTH H

The City may fund the construction of a storm sewer at Highway 13 and H.

7. Trout Road Utilities and Upgrade

The City may fund street upgrades along sections of Trout Road located within the District. This improvement is designed to alleviate traffic flows by widening the streets, and adding new curb and gutter. The City may also fund the replacement/expansion of sanitary sewer and water. This project is needed in order to remove barriers to development in the District.

8. Wastewater Treatment Facility Upgrade

The City may fund a portion of the upgrade to the wastewater treatment facility. With the added development expected in the District, upgrades to the WWTF will be needed.

9. Equipment Additions – General

The City may fund a portion of the purchase of public works equipment. Proposed development within the District will require enhancement of public service capabilities, capabilities that are currently adequate but will not remain so under growth anticipated with the TID's development activities.

10. Equipment Additions - Protection Services

The City may fund a portion of the purchase of an ambulance, squad car, and fire truck. Proposed development within the District will require enhancement of public service capabilities, capabilities that are currently adequate but will not remain so under growth anticipated with the TID's development activities.

11. Expansion of Lift Station and Force Main (Trout Road Area)

Commercial development originating within the TIF district will result in higher wastewater flows. TID funds may partially defray the replacement and relocation of an aging sewer lift station and force main.

12. TID Administration

The City may use TID funds to cover the additional costs associated with administering the TID. Examples of these activities include bookkeeping, accounts management, record keeping, written reports to the DOR, and reporting to the City.

13. Jones Road Utilities and Upgrade

The City may fund street upgrades along sections of Jones Road located within the District. This improvement is designed to alleviate traffic flows by widening the street. The City may also fund the replacement/expansion of sanitary sewer and water. This project is needed in order to remove barriers to development in the District.

14. Bonds Issuing Fees

The City may use TID funds to cover additional costs associated with the issuance of bonds.

15. Grantsmanship, Planning, Mapping, and Economic Development

The City may prepare community plans, sponsor grant applications for public improvement projects, and complete planning as necessary to accommodate and/or enhance development activities in the District. Also, the City may update their current maps or conduct other mapping projects to better serve the district.

16. Construction of Multi-modal Bridges over Hulbert Creek

The City may fund the construction of multi-modal bridges over Hulbert Creek.

17. Organizational, Computerization, and Legal Services

The City may prepare, review, and submit to the Department of Revenue all documents required for the TID. The City may upgrade existing office equipment as needed to perform these tasks. The City may also defray legal costs associated with the TID if needed.

18. Loop Water Main from CTH "H" to Jones Road

Due to increased levels of development on property located within the District, the quantity of water demanded will increase. Maintaining adequate flows for domestic and fire protection will be essential. The best way to accomplish this is through the replacement and looping of water mains.

19. Loop Electric from USH 12 to Trout Road

The City may fund the upgrade of existing lines within the District. With new development in the area, there will be a need for additional street lighting and upgrading of the present utilities.

20. Parks and Recreation

The City may fund a portion of additional parks and recreation development associated with the District as permitted by the Statute.

21. Electrical Substation Upgrade

The City may fund a portion of the upgrade to the Sauk County substation. With added development expected within the District, upgrades to the substation may be needed.

22. Sauk County Water Tower, New Water Tower, Well

The City may fund a portion of the maintenance and improvements to the Sauk County Water Tower. The City may fund a portion of the costs associated with a new water tower and well if it benefits development in the District.

23. Airport Improvements

The City may fund a portion of improvements to the airport. Expected development within the District may present increased transportation needs.

24. Sidewalk Construction

The City may fund a portion of the construction of sidewalk along a portion of Highway 13 in the District.

25. Landscaping

The City may fund the improvement of the area around Highway 13 and within private developments. Improvement may include landscaping, signage, decorative lighting, and other amenities that will foster quality development in the District.

26. Develop and Implement Public Transportation System (proposed)

Due to increased commercial development expected to occur within the district additional demands will be placed on the City's public transportation system. The City may partially fund the development required for a public transportation system.

27. Development Incentive

The municipality may fund direct financial incentives for development of the District. The municipality may enter into agreements with property owners or developers for the purpose of sharing costs in order to encourage the improvements will directly benefit the District. Also, such incentives will help assure that sufficient tax base is generated which in turn will help cover improvement costs.

28. Land Acquisition/Relocation

The municipality may fund the acquisition of land to further the development of the District. In the event developed property is acquired in order to further the development activity in the District, the municipality will fund any associated relocation expenses.

29. Industrial/Business Park Studies, Business Retention/Expansion Studies, Economic Development Strategy Plans, and Marketing Plans

The City may prepare industrial/business park studies, business retention/ expansion studies, economic development strategy plans, and marketing plans as necessary to accommodate and/or enhance economic development activities in the District.

30. Revolving Loan Fund

The City may create a revolving loan fund as necessary to accommodate and/or enhance economic development activities in the District.

Table 1 indicates the estimated total cost of each project and the proportion that is anticipated to benefit development within the District.

All of the customary expenses are considered in these estimates, including but not limited to: legal fees, engineering fees, architectural fees, surveying and mapping fees, inspection, construction costs, materials and apparatus, restoration work, permits, reports, judgments, claims for damages and other incidental expenses.

Map 1:

TID Boundary

Legend

-  TID #2 Boundary (approximate)
-  TID #2 Parcels



TID #2 Project Plan Amendment

City of Wisconsin Dells, Wisconsin

DRAWN BY: TP	DATE: 6/5/2006
PROJECT NO.: 065062	FILE NAME: TIDMAP2.MXD

