

**CITY OF MERRILL  
Redevelopment Authority (RDA)**

**Tuesday, November 11<sup>th</sup>, 2014 at 8:00 a.m.  
Location – City Hall Council Chambers 1004 East 1<sup>st</sup> Street**

**AGENDA**

Voting RDA Members: Bill Bialecki, Ryan Schwartzman, Amanda Kostman, Wally Smith, Karen Karow, Jill Laufenberg, and David Hayes

1. Call to order
2. Introduction of new RDA Commissioner Amanda Kostman (Replacing Ralph Sturm who resigned)
3. Consider approval of meeting minutes from September 9<sup>th</sup>, 2014
4. Update and discussion of potential Idle Industrial Site Redevelopment Program grant application to Wisconsin Economic Development Corp. for property located in Tax Increment District No. 9 (Wisconsin River frontage east of North Center Ave. bridge)
5. Update and discussion of Downtown Revitalization Program - potentially from Park Street on the east to Old City Hall area on west
6. Next RDA meeting
7. Public Comment
8. The RDA may convene in closed session per Wis. Stats. Sec. 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 to consider:  
  
Potential property acquisitions to facilitate redevelopment opportunities in Tax Increment District No. 6 (Downtown), No. 3 (East Side), and No. 9 (Wisconsin River area)
9. Adjournment

Agenda Prepared by RDA Secretary Kathy Unertl  
Reviewed by RDA President Bill Bialecki

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*Date and time agenda was posted:* \_\_\_\_\_ *Posted by:* \_\_\_\_\_

**City of Merrill  
Redevelopment Authority (RDA)**

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**Tuesday, September 9<sup>th</sup>, 2014 at 8:00 A.M.  
City Hall Council Chambers**

RDA Present: Bill Bialecki, Ryan Schwartzman, David Hayes,  
Ralph Sturm, and Jill Laufenberg

RDA Absent: Karen Karow and Wally Smith

Others: Alderpersons Chris Malm and Dave Sukow, City Administrator Dave Johnson, City Attorney Tom Hayden, Finance Director Kathy Unertl, Mary Rajek from Redevelopment Resources, Mike Morrissey from Morrissey Consulting, City Building Inspector/Zoning Administrator Darin Pagel, Community Development Program Administrator Shari Wicke, Dean Feske from AECOM, and Tonia Speener from Clark Dietz, Inc. - Engineers

**Call to Order:** Chair Bialecki called the meeting to order at 8:00 a.m.

**Approval of meeting minutes from June 24th, 2014:**

**Motion (Schwartzman/Laufenberg) to approve the meeting minutes. Carried.**

**Consider recommendation on proposed development agreement by and between the City of Merrill, Wisconsin and Clark Cup-N-Cone (Tax Increment District No. 3 – East Side):**

Redevelopment project includes property purchase and clean-up, façade improvements, some interior building improvements, and future additional food-preparation equipment. Objective is year-round instead of seasonal business on this highly visible property.

Unertl and Schwartzman advised that financing is through Merrill Federal Savings & Loan Association and a \$45,000 CWED low-interest loan. Schwartzman advised that he recommended a TIF development incentive be requested at the Merrill Community Development Committee. The proposed \$10,000 TIF development incentive will help move site redevelopment forward quicker.

**Motion (Schwartzman/Laufenberg) to recommend the proposed development agreement by and between the City of Merrill, Wisconsin and Clark Cup-N-Cone at 2802 East Main Street (Tax Increment District No. 3). Carried.**

**Update on potential bids for sale/redevelopment of former ranger station parcel (110 East 10<sup>th</sup> Street – Tax Increment District No. 7):**

City Administrator Johnson reported that two bids were received - \$7,501 and \$23,500. Neither bidder had immediate redevelopment plans for the site. Given the minimal bid amounts, Johnson will be recommending that the City's Board of Public Works reject the bids and that the City retain the buildings/site for summer Parks & Recreation Department use.

**Consider draft 2015 Tax Increment District (TID) operating budget and potential TID capital budget requests:**

Unertl emphasized with the expanded TID No. 3 tax increment generated from the new Wal-Mart, that it was now fiscally feasible and strategic to begin transferring TID funding from TID No. 3 to the "blighted area" TIDs – especially TID No. 6 (Downtown) and TID No. 8 (West Side).

In follow-up to the City's new Strategic Plan, Unertl advised that there is \$20,000 split among various TID Districts for proposed Housing Study. Unertl noted that all the TIDs have Personnel Services line items for wages/benefits of City employees working on TID-related projects.

**TID No. 3 (East Side)**

Since the Hwy 64/Pine Ridge Ave. infrastructure has not yet been accepted, the City has not yet paid the \$400,000 development incentive to Wal-Mart. Pending items include stormwater drainage issue from driveway to Wal-Mart across S. Pine Ridge Ave. Additional right-of-way is needed by McDonald's corner and the sidewalk needs to be reconstructed with ADA ramp toward State Highway 64.

**TID No. 4 (Thielman St. /N. Pine Ridge Ave.)**

The stormwater culvert replacement under Thielman St. is now planned for early 2015 bidding. Objective is to try to obtain more than one bid for this construction project.

City staff anticipates an announcement shortly related to the former Wal-Mart space.

**TID No. 5 (State Hwy 107/Taylor St Area)**

Proposed installation of new streetlights in this underserved area, including industrial park (i.e. Commerce Street by Russ Davis Wholesale has no streetlights).

**TID No. 6 (Downtown Area)**

Unertl noted that the 2013 City borrowing for the Courtview access project was \$137,500. Unertl suggested with the River Bend Trail development, that this was the time to move forward with downtown planning, including building facades along the Wisconsin River and City-owned public parking lot north of the railroad tracks. City staff and contractors continue to work on marketing the Lincoln House site for potential multi-story redevelopment.

### TID No. 7 (North Center Ave. Area)

Updates on environmental work related to former dry cleaner site were provided by Dean Feske from AECOM and Unertl. Wisconsin DNR has just approved a waiver to use AECOM, without bidding for environmental contractors, to continue environmental monitoring well and analysis work that the firm has been involved in for almost a decade. City would like to eventually recover State of Wisconsin reimbursements through the Dry Cleaner's Environmental Remediation Fund (DERF).

Laufenberg questioned the timing for Pine Ridge Restaurant development incentive payments. Unertl verified that the \$10,000 next payments would be in 2016 and 2017 when the new building is generating tax increment (i.e. no 2015 amount).

### TID No. 8 (West Side Area)

Now that the Hurd – Superseal development incentive is a grant rather than a loan, Unertl will be recommending borrowing the \$200,000.

Based upon exterior renovation work, it is unclear what is happening with 1502 West Main Street redevelopment project (Mark Raymer) or when it might be completed. Unertl has included potential \$25,000 development incentive in the 2015 budget.

As of end of May 2014, the \$200,000 loan from 2013 to Merrill Area Development Corp. (MADC) for 201 South Prospect Street site has been repaid to the City of Merrill. The City has also paid off the Zastrow's development incentive to MADC (TID No. 4).

### TID No. 9 (Wisconsin River/South Center Ave. Area)

Bids are pending for demolition/clean-up of the former Anson-Gilkey property buildings. Sturm strongly recommended getting performance bond to ensure that demolition work is completed in timely manner in contrast to Lincoln House demo. Sturm disagreed that the extreme winter temperatures should have prevented equipment operation.

Unertl advised that potential demolition/environmental work at DC Motors parcel that the City of Merrill is condemning was missed in the draft budget. Estimated \$150,000 to \$200,000 range to remove this "blighted" building. City staff will be reviewing potential State environmental grant funding options.

**Next RDA meeting:** At the call of the RDA Chair.

**Public Comment:** None.

**Adjournment:**

**Motion (Schwartzman/Hayes) to adjourn the meeting at 8:50 a.m. Carried.**

Minutes prepared by RDA Secretary Kathy Unertl



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## BRINGING NEW LIFE TO IDLE INDUSTRIAL SITES IN WISCONSIN

Redeveloped idle industrial sites can again become generators for economic development and an improved quality of life for the cities and communities where they are located. The Wisconsin Economic Development Corporation's (WEDC's) **Idle Industrial Site Redevelopment Program** helps communities pursue this opportunity.

### HOW IT WORKS

The Idle Industrial Site Redevelopment Program offers grants of up to \$1,000,000 to Wisconsin communities for implementation of redevelopment plans for large industrial sites that have been idle, abandoned, or underutilized for a period of at least five years.

Approved projects can use funds for demolition, environmental remediation or site-specific improvements defined in the redevelopment plan to advance the site to shovel-ready status or enhance the site's market attractiveness. This program is an annual competitive process.

### ELIGIBILITY REQUIREMENTS

Grants may be made to cities, villages, towns, redevelopment authorities, community development authorities, or other government entities for idle industrial sites exceeding 10 acres in size where redevelopment is impeded due to existing site conditions.

Preference will be given to sites that are located in high-density urban areas or in central business districts.

An approved redevelopment plan demonstrating strong potential for significant measurable economic benefits, such as increased generation of property taxes and the creation of full-time permanent jobs, will increase the competitiveness of a proposed project.

### LEARN MORE ABOUT THE IDLE INDUSTRIAL SITE REDEVELOPMENT PROGRAM

For more information about becoming eligible for the Idle Industrial Site Redevelopment Program, contact a Wisconsin Economic Development Corporation (WEDC) Community Account Manager. Or call 855-INWIBIZ (toll free).

Identify the Community Account Manager by region at:  
<http://inwisconsin.com/cams>

**Jason Scott** (Community Account Manager Team Leader)  
Tel. (608) 210-6790  
email: [Jason.Scott@wedc.org](mailto:Jason.Scott@wedc.org)

**Marie Steenlage** (Northwest)  
Tel. (608) 210-6755  
email: [marie.steenlage@wedc.org](mailto:marie.steenlage@wedc.org)

**Naletta Burr** (Northeast)  
Tel. (608) 210-6830  
email: [naletta.burr@wedc.org](mailto:naletta.burr@wedc.org)

**Mark Tallman** (Southwest)  
Tel. (608) 210-6852  
email: [mark.tallman@wedc.org](mailto:mark.tallman@wedc.org)

**Kathryn Berger** (Southeast)  
Tel. (608) 210-6822  
email: [kathryn.berger@wedc.org](mailto:kathryn.berger@wedc.org)

# WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

## Idle Industrial Sites Redevelopment Prospect Data Sheet

(All application materials must be received by WEDC no later than November 21, 2014)

A. GRANT REQUEST		
Grant Request: \$	Applicant Match: \$	Total Project Cost: \$
Project Size:		
<input type="checkbox"/> Contiguous site is greater than 5 acres, but less than 10 acres		
<input type="checkbox"/> Contiguous site exceeds 10 acres		
Name of WEDC Community Account Manager:		

B. APPLICANT INFORMATION	
Legal Name:	NAICS:
Applicant Type: <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village <input type="checkbox"/> County <input type="checkbox"/> Other Public Body:	
FEIN #:	(Submit Completed W-9 as a separate document)
Address:	
City, State, Zip:	
Tele. #:	Fax #:
Internet Address: www.	

C. LOCAL GOVERNMENT CONTACTS	
<b>Primary Contact:</b>	
Name:	Title:
Address (if different):	
Phone:	Email:
<b>Highest Elected Official:</b>	
Name:	Title:
Address (if different):	
Phone:	Email:
<b>Official Authorized to Sign Contracts:</b>	
Name:	Title:
Address (if different):	
Phone:	Email:
<b>Individual to Receive Grant Payments:</b>	
Name:	Title:
Address (if different):	
Phone:	Email:
<b>Reporting Contact:</b>	
Name:	Title:
Address (if different):	
Phone:	Email:

D. SECONDARY CONTACT (e.g. consultant, developer, partner, as applicable):	
Name:	Title:
Organization:	
Explain Role:	
Address:	
City, State, Zip:	

Tele. #:	Fax #:
Email Address:	

<b>E. INITIAL ELIGIBILITY</b>
<p>Please answer the following to demonstrate eligibility:</p> <p><b>Yes No</b></p> <p><input type="checkbox"/> <input type="checkbox"/> 1. <input type="checkbox"/> The property is larger than 5 acres and has had over 25 years of industrial usage.  <div style="text-align: center;">-OR-</div> <input type="checkbox"/> The property is larger than 10 acres and has had over 25 years of commercial usage.</p> <p><input type="checkbox"/> <input type="checkbox"/> 2. The property has been vacant or underutilized for more than five years.</p> <p><input type="checkbox"/> <input type="checkbox"/> 3. The applicant owns the targeted site or can demonstrate the legal ability to access the property and perform the work proposed in the application.</p> <p><input type="checkbox"/> <input type="checkbox"/> 4. Grant funds will not be used for environmental work occurring on properties in which the current owner is also a causer who possessed or controlled the contaminant(s) on the site.</p> <p><input type="checkbox"/> <input type="checkbox"/> 5. I certify that WEDC financial assistance is needed to ensure the project will happen in Wisconsin.  Explain:</p> <p style="text-align: center;"><b>Contact your Community Account Manager for eligibility information if any answers in Section C</b></p>

<b>F. SITE DETAILS</b>		
Project Location: <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village Of:	County:	
Project Street Address:	Site Size (Acres):	
Current Zoning:	Proposed Zoning:	
Is the project located in a TID? <input type="checkbox"/> Yes <input type="checkbox"/> No    If yes, creation date: <a href="#">Click here to enter a date.</a>		
The party that likely caused environmental contamination on the subject property is unknown, cannot be located or is financially unable to pay for the cost of the cleanup. <input type="checkbox"/> Yes <input type="checkbox"/> No		
Does the applicant currently own the site? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If no, how do you have or expect to obtain ownership or access to the property?		
<input type="checkbox"/> Condemnation	Timeframe:	
<input type="checkbox"/> Tax Delinquency	Timeframe:	
<input type="checkbox"/> Purchase (attach purchase agreement or option)	Timeframe:	
<input type="checkbox"/> Development Agreement	Timeframe:	
<input type="checkbox"/> Other:	Timeframe:	
If applicant will not own the property, what entity will/does?		
Current Site Ownership:	Phone:	Email:

<b>G. REDEVELOPMENT NARRATIVES (reference Required Supporting Documentation as needed)</b>
<p>1. <b>Project Objectives:</b> Provide a clear, accurate, and concise summary of the project, the project goals and objectives, and how the project will directly or indirectly promote economic development of the area and support community revitalization. The summary should include the needs to be addressed, the proposed scope of work, total investment, projected impact on jobs and tax base and any other factors of significant impact. Supporting documentation may be referenced as to precise location in the application materials and attached (e.g. letters of support, testimonials from concerned interests, summaries of market and/or planning study data, demographic data). <i>(Two page limit)</i></p> <p>2. <b>Need for Assistance:</b> Describe the nature and scope of the site's challenges (physical, social, financial, institutional, and/or other). Clearly and concisely justify the need for grant funding that cannot be met by the private sector alone (e.g., traditional financing, equity investment or donor support), local public</p>

sector support (e.g. RLF financing, TIF financing and/or public borrowing) or a reduction in the scope of the project. *(Two page limit)*

3. **Site Background:** Describe the site location, history and significance of the site, past and current ownership and usage, any known contamination and causers, reasons for underutilization, and area and people to be impacted by the proposed project. Describe how this project aligns with any planning processes that have been completed relating to this site and include any redevelopment plans specifically referencing the site as Supporting Documentation. *(Two page limit)*
4. **Project Implementation:** This section should provide a clear overview of the redevelopment strategy and project vision, and a well-conceived overall approach to the project, including details demonstrating that the project will be implemented in a way that will achieve the program's goals and objectives. Information provided should include the following *(four page limit)*:
  - An implementation plan and quarterly schedule that details past and planned activities through one year past completion, including milestones and factors that might affect the schedule (e.g. permitting, planning, site control actions, site assessments, environmental cleanup), including strategies to address potential obstacles.
  - A description of the means by which the applicant has or expects to obtain ownership or access to the property, as well as descriptions of intended property transactions that will occur over the next five years.
  - Evidence of market viability (e.g. market data from a published source), marketing plans and descriptions of how the project is positioned for continued success after the end of the grant period.
5. **Project Viability:** Provide information that includes the following *(two page limit)*:
  - Describe and demonstrate that the applicant is able to implement project activities consistent with the project's scope, scale and projected outcomes, and sustain the project as described in the application.
  - Include name, role and qualifications of key individuals responsible for implementation of the project, including ownership percentage for any individual owning more than 20% of the project.
  - Describe the partnerships developed and demonstrate that the partner has sufficient and relevant experience and success in development and/or business operation similar to that being conducted under the proposed project. Include a partnership or other agreement between the applicant and the project partner that includes a description of the roles and the relationship between the applicant and the project partner in Supporting Documentation. The agreement should address topics such as ensuring that: detailed records documenting long-term job creation, appropriate expenditures of grant funds will be provided regularly; the grantee will play a substantive role in the project and will actively monitor the partner(s)' activities to ensure compliance with WEDC program requirements; and all parties will cooperate with WEDC monitoring efforts. As evidence of the project partner's financial viability, individuals owning 20% or more of the project may be required to submit a signed and dated personal financial statement and may be subject to credit check. WEDC funding shall not exceed 30% of eligible project costs.
6. **Project Financing:** The applicant must include an acceptable financial plan for the project that demonstrates that the project has all financing needed to complete construction and to sustain the project for at least 1 year after completion. Supporting documentation that clearly demonstrates financial feasibility includes firm financial commitment letters from a lending institution or government entity. Financial statements consisting of income statements, balance sheets and cash flow projections may support project viability. Describe each line item in Section N, Proposed Project Budget, itemized by funding source. The financial plan should also demonstrate that the financial estimates are grounded in solid assumptions, attaching any cost estimates or bidding conducted for costs listed in the project budget, or an explanation of the basis for all costs as Supporting Documentation. *(Two page limit)*

<b>H. PROJECTED ECONOMIC DEVELOPMENT</b>	
How many full-time jobs will likely be created at the project site:	Average wage:
Project site:	
Current Assessed Value:	Projected Assessed Value:
A detailed justification of these estimates should be provided in the Economic Development Potential narrative requested above.	

<b>I. LEGAL INFORMATION</b>	<b>YES/NO</b>
Has the applicant, or any owner, officer, subsidiary or affiliate, been involved in a lawsuit in the last 5 years?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Has the applicant, or any project owner, officer, subsidiary or affiliate, ever been involved in a bankruptcy or insolvency proceeding or are any such proceedings pending?	<input type="checkbox"/> Yes <input type="checkbox"/> No
In the last 5 years, has the applicant, or any owner, officer, subsidiary or affiliate, been charged with a crime, ordered to pay or otherwise comply with civil penalties imposed, or been the subject of a criminal or civil investigation?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does the applicant, or any project owner, officer, subsidiary or affiliate, have any outstanding tax liens?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Applicant certifies that they have completed a similar background review of the developer or any pass through recipient	<input type="checkbox"/> Yes <input type="checkbox"/> No
Please attach a detailed explanation of any YES responses.	

<b>J. REGULATORY INFORMATION (if applicable)</b>		
DNR Project Manager Name and Address:	Telephone Number:	
	Fax Number:	
	Email Address:	
Indicate the various WDNR case numbers or BRRTS #'s that have been assigned to the project site:		
1)	2)	3)

<b>K. STATE REQUESTS FOR BID OR PROPOSAL</b>
Are you aware of any State of Wisconsin request for bid or request for proposal to which the applicant or any project owner intends to respond or to which the applicant or has recently responded? <span style="float: right;"><input type="checkbox"/> Yes <input type="checkbox"/> No</span>
If yes, please provide the following: <ul style="list-style-type: none"> <li>a. Identify the bid or request for proposal (e.g., bid number, or general description or title).</li> <li>b. Identify the state agency or public entity to which you are submitting the bid or proposal.</li> <li>c. Explain the status of the bid or proposal (e.g., recently submitted; considering submission; in current negotiations).</li> </ul>
Please note that if you answer "yes", WEDC may not be able to discuss potential financial assistance until the request for bid or request for proposal process has been completed.

**L. REQUIRED SUPPORTING DOCUMENTATION CHECKLIST**

Please include the following attachments in the appendix and clearly identify each document:	Included ✓	Attachment #
1. A map and aerial image indicating the project location within its municipal jurisdiction and any specially designated federal, state or local economic or taxation zone encompassing the project site. Photographs of the site and surrounding area.	<input type="checkbox"/>	
2. List of previous site owners/occupants from a Phase I Assessment or a title search.	<input type="checkbox"/>	
3. Statement declaring that a search was conducted to determine if the parties that caused contamination are unknown, or if known, are no longer in existence or have no ownership interest in the property, or that state funds will not be used for environmental remediation on the site if there is a known viable causer.	<input type="checkbox"/>	
4. Copies of all Phase I and II Environmental Assessments performed on the project property.	<input type="checkbox"/>	
5. Also identify and provide copies of any subsequent environmental reports or correspondence produced that are relevant in demonstrating the progress of any environmental activities at your project site.	<input type="checkbox"/>	
6. A copy of the redevelopment plan for the site.	<input type="checkbox"/>	
7. A copy of any cost estimates or bidding conducted for costs listed in the project budget, or an explanation of the basis for all costs.	<input type="checkbox"/>	
8. A copy of the agreement or document under which the applicant has or expects to obtain ownership or access to the property.	<input type="checkbox"/>	
9. Documentation that demonstrates the success of obtaining firm financing (e.g. commitment letters from lending institutions, municipal resolutions for financing or TID creation).	<input type="checkbox"/>	
10. Partnership or other agreement between the applicant and project partner(s) that includes a description of the roles and the relationship between the applicant and the project partner.	<input type="checkbox"/>	
11. Individuals owning 20% or more of the project may be required to submit signed and dated personal financial statement.	<input type="checkbox"/>	
12. Statements from community, public and economic development leaders that support the project proposed for funding.	<input type="checkbox"/>	
13. Please list any other relevant documentation you have provided with your application, along with the page number: a) b) c) d) e)	<input type="checkbox"/>	
	<input type="checkbox"/>	

**M. CERTIFICATION STATEMENT**

*This application, and the information being submitted to WEDC, is true and correct to the best of my (our) knowledge. This also certifies that:*

1. The applicant certifies that to the best of its knowledge and belief, the information being submitted to WEDC is true and correct.
2. The applicant understands submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.
3. The applicant certifies that it is in compliance with all laws, regulations, ordinances and orders of public authorities applicable to it.
4. The applicant certifies that it is not in default under the terms and conditions of any grant or loan agreements, leases, or financing arrangements with its other creditors.
5. The applicant understands this application and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin’s Public Records Law, § 19.31 et seq. The applicant will mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the applicant if it receives a public records request for materials marked confidential.
6. The applicant certifies that WEDC is authorized to obtain a credit check and Dun and Bradstreet on the applicant, the business and/or the individual(s).
7. The recipient of the Idle Industrial Sites Grant funds shall enter into a contract with WEDC that may require, at the discretion of WEDC, a personal or business guarantee from any private owner of the site with more than 20% ownership interest.
8. The recipient of Idle Industrial Sites Grant funds shall provide WEDC with semi-annual performance reports, financial reports, and schedules of expenditures compiled by a qualified independent third party.
9. Funds received for remediation under the Idle Industrial Sites program shall not replace funds from any other source including Agri-Chemical, Petroleum Environmental Cleanup Act and the Superfund.
10. Funds received under the Idle Industrial Sites program shall not be used for environmental remediation costs where there is a known viable causer of contamination with ownership interest in the property.
11. The applicant certified that it has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project. Adverse material impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory interventions or inadequate capital to complete the project.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
*(Authorized Representative)*

Printed Name:

Title:

**M. PROPOSED PROJECT BUDGET**

USES OF FUNDING**	SOURCES OF FUNDING* (TIF, In-kind, DNR, CDBG, USDA, Developer, etc.)						TOTAL
	WEDC	SOURCE #1 NAME:	SOURCE #2 NAME:	SOURCE #3 NAME:	SOURCE #4 NAME:	SOURCE #5 NAME:	
Acquisition							\$
Building Renovations							\$
Remediation							\$
Site Improvements:							\$
- Streets							\$
- Sewer/Water							\$
- Public Space							\$
- Parking							\$
- Other:							\$
Demolition							\$
Other:							\$
<b>SUBTOTAL</b>	\$	\$	\$	\$	\$	\$	\$

*\*Please provide the following for the sources listed above*

Source	Source Name:	Contact Name:	Contact Title	Email Address	Phone Number
1.					
2.					
3.					
4.					
5.					



City of Merrill GIS

TID No. 9 (Former Anson-Gilkey/Page Milk area)

DISCLAIMER: The City of Merrill Does not guarantee the accuracy of the material contained here in and is not responsible for any misuse or misrepresentation of this information or its derivatives.



SCALE: 1" = 170'



Print Date: 10/31/2014

## City of Merrill, Wisconsin Downtown Revitalization Program

**Program Purpose:** Merrill's revitalization program aims to *renew and re-energize the central downtown (riverfront) district* so that the area will produce greater economic benefit to the community.

**City Goals:** Objectives to be realized from this program (of investing in both private and public improvements) include *support for individual businesses, the community's economy, elimination of blight and creating developments to improve the downtown's overall image* as a full service destination in which to live, work and play.

**Project Goals:** Via the above mentioned investments the planned improvements are intended to serve existing businesses and attract new additional business and people into the downtown district to *increase tax base, jobs and incomes.*

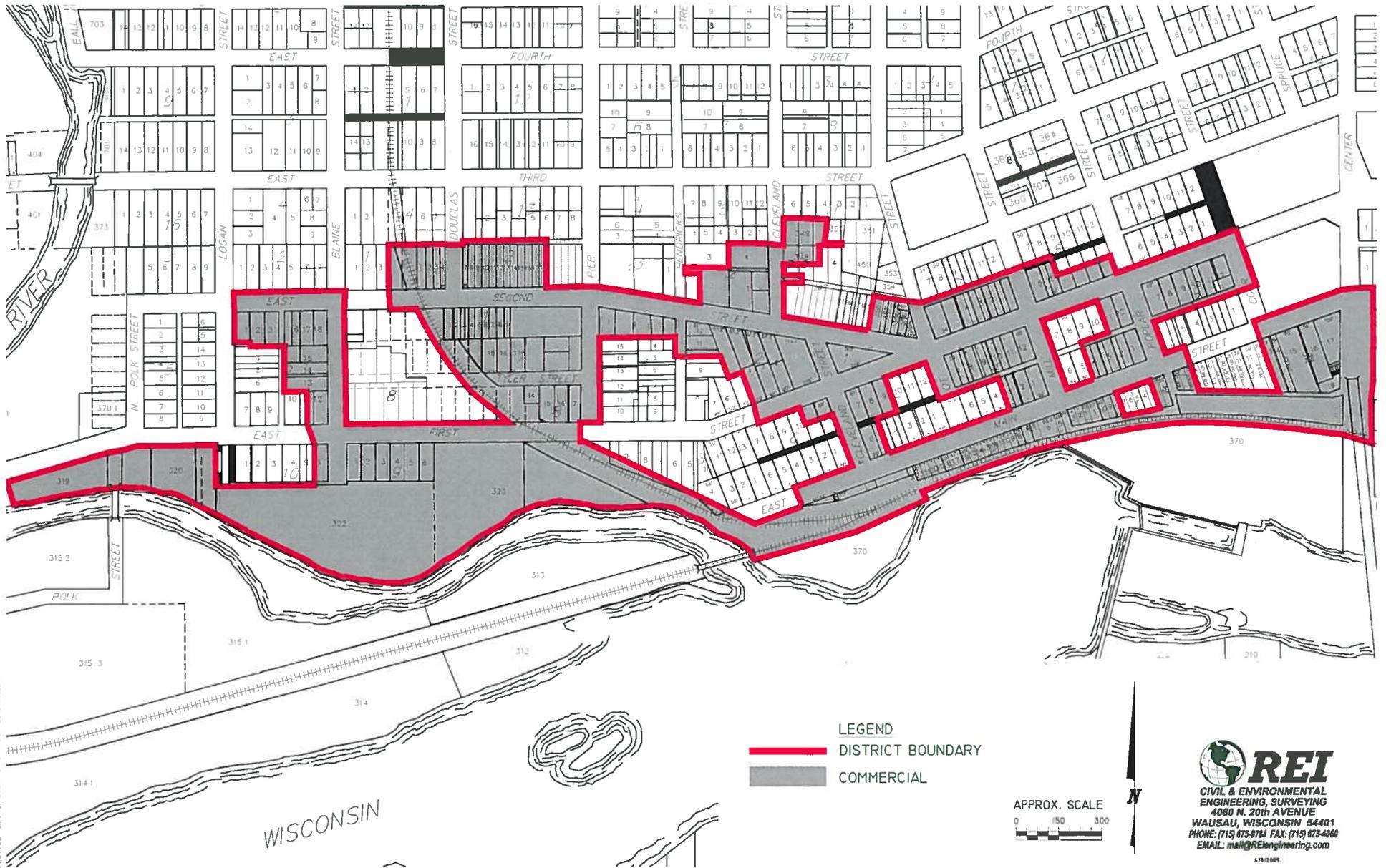
**Downtown Activities:** Program activities, in concert with continuing building inspection and zoning administration services, are designed to add vitality to the downtown. Several new initiatives, when undertaken, will aid district renewal. These include:

- Establish and delineate a downtown 'Revitalization Area' wherein improvements and amenities are to be dedicated and focused,
- Initiate a downtown property owner and business tenant working group to partner with the City,
- Expand TIF District 6 to include the above 'Revitalization Area',
- Create an Historic Overlay (zoning) District onto the area to guide and support program objectives,
- Establish a customized commercial rehabilitation and business financing (grant and loan) program for the district, and
- Seek outside individual or organization to manage all downtown events, festivals, farmer's market, performances and other community activities within downtown district spaces.

**Proposed District Improvements:** A variety of small scale and impact-type developments will enhance Merrill's downtown riverfront district. Examples of improvements to be considered include ornamental street lights and accent lighting; landscaping and green space; angled parking; street, alley and parking pavement, 'bump outs', other infrastructure; land acquisition/disposition; benches, baskets and banners and other special features.

**Implementation:** Downtown public revitalization and renewal activities are to be initiated, planned and managed by city staff and consultant advisors.

# TAX INCREMENT DISTRICT #6 - DISTRICT BOUNDARY



DRAWING FILE: J:\NEW\TOWNSHIP\REBRILL TID 6\DOWNTOWN\TAX\TID 6\DWG\TID 6.DWG DATE: 10/10/09 LAYOUT: TID 6.DWG  
 PLOTTED: APR 06, 2009 2:20PM PLOTTED BY: 10209

**REI**  
 CIVIL & ENVIRONMENTAL  
 ENGINEERING, SURVEYING  
 4080 N. 20th AVENUE  
 WAUSAU, WISCONSIN 54401  
 PHONE: (715) 675-8784 FAX: (715) 675-4060  
 EMAIL: mail@REIengineering.com

4/6/2009



BY PATRICIA MITCHELL AND  
CHARLES ABERNATHY, ICMA-CM

# MAIN STREET PURSUITS

How to make downtown the place to be

In our opinion, a downtown area is one of the most important impressions for a visitor evaluating a tourism experience or a location decision. A main street and surrounding downtown area can convey the character, economic vibrancy, and the “mood” of a community. The development and implementation of programs to enhance the attractiveness and vitality of a community’s downtown is the responsibility of elected officials and administrators and should receive considerable attention.

The Main Street Program (Main Street®), established in the early 1980s by the National Trust for Historic Preservation and now a subsidiary of that organization, is economic and community development in its best form. It is a place-based program where a community’s assets are analyzed and an economic development program built from those assets. It is more importantly a place-making form of economic development.

The physical environment is created through attention to visual appeal and historic preservation, and with them, a community is created where people want to live in or near. The conception of place-making can create viable economic development with a hometown feel that



The Artwalk in Morganton, North Carolina, transforms a downtown pedestrian alley as a temporary art gallery.

community members enjoy, and which visitors find appealing as a destination place for shopping and vacations.

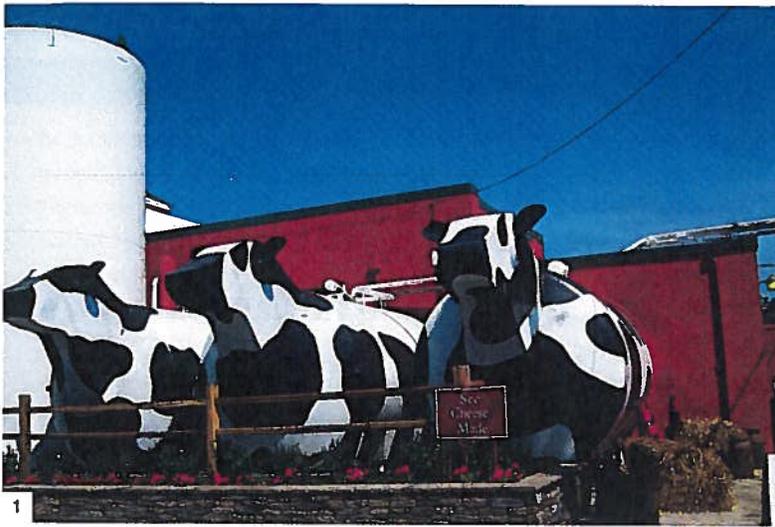
The purpose of this article is to suggest a broader context to downtown development through place-making economic development and specifically through the Main Street Program, a program now found in 46 states. Downtown business districts and downtown development authorities certainly have their place in enhancing commerce or improving the ability of merchants to increase sales.

The Main Street Program broadens the opportunity to create place, to enhance the visual appeal of communities, and to engage in various forms of preservation. We will demonstrate this approach through photos of Main Street® communities, specifically looking at street and sidewalk enhancements (streetscaping), façade treatments, transportation improvements, and historic preservation.

It is our intent that local government managers will be enticed to further explore the potential of a Main Street® or Small Town Main Street Program and

## TAKEAWAYS

- › Find out how supporting Main Street development can build a community’s downtown vitality.
- › Find out that downtown revitalization is incremental change that takes place one block at a time...leading to a community’s future.



1



2

1. Visual appeal of painted milk tanks leading into the Ashe County, North Carolina, cheese factory. 2. Streetscape and transportation enhancements create a vibrant downtown in Statesville, North Carolina. 3. Burke County, North Carolina, courthouse located on the city square is an icon for Morganton. 4. Wayfinding signage placed in Marion, North Carolina, directs visitors to amenities and services.

begin to think conceptually about placemaking as an important component of an economic development plan.

Main Street® is three things: 1) a proven approach for the revitalization of downtowns, 2) a network of interrelated communities, and 3) a well-respected national program with support services to membership communities. The program advocates an all-inclusive method of downtown revitalization focusing on organization, design, economic restructuring, and promotion.

### Transportation Enhancements and Streetscaping

Streetscaping is an important factor in revitalization. Through visual appeal, outdoor benches, widened sidewalks, and walkable community improvements, visitors and residents are encouraged to walk the downtown area enjoying a community's amenities and providing merchants with ready-made customers.

Such transportation enhancements as removing stoplights and creating attractive crossings and bump-outs for the planting of flowers and trees can create a slower pace and calmer feel to the main street area and encourage spending time in the comfortable environment.

Departments of transportation (DOTs) and district health departments

are often key partners in revitalization. For example, the North Carolina DOT agreed to the removal of traffic lights in downtown West Jefferson, and the Appalachian District Health Department helped fund such improvements as removing overhead utilities to make the area a more attractive walkable community, thus creating health benefits.

### Local Programs

It's good to be able to report that local programs designed to enhance the appearance and vibrancy of downtown areas are plentiful. Examples include establishing events and festivals to bring people and tourists to the downtown area. Marketing, branding, and promotions to encourage business activity are also typical. Resident advisory committees are critical components of each of these initiatives.

Local governments have established business associations with an economic development office focused solely on promoting the downtown business district. Some places are taking the aggressive and perhaps controversial step of providing incentives for the location of businesses into the downtown area (e.g., rental assistance or utility reduction programs).

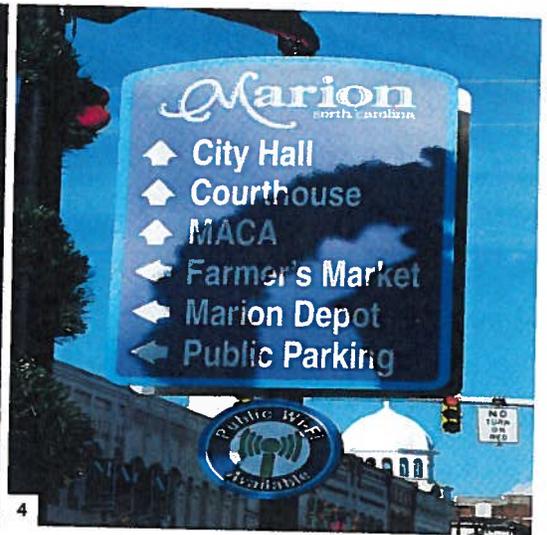
Facade renovation programs are often the centerpiece of a downtown reno-

vation program. These programs typically provide matching funds, oftentimes with a community-sponsored program or a Main Street® grant program.

Such improvements as painting, facade replacement, awnings, and window replacement can be eligible for these matching grant funds. Marion, North Carolina, which began implementing a facade program in 2011, has participated in 14 funded projects, where projects received 50 percent of project cost up to \$5,000. Here are some details about Marion's program:

- Matching funds are specifically tied to building improvements involving such structural improvements as windows, facade restoration, painting, and awnings
- Marion agreed to use its own public works crews to provide limited assistance with debris removal, historical research, and paint-scheme suggestions
- An application process and review committee were established with the review committee making recommendations regarding color schemes, creating historical accuracy, and maintaining consistency.

Broad participation in the process has occurred in Marion with county and city government, the economic development



## SOURCES OF INFORMATION

North Carolina Main Street Program:  
[www.nccommerce.com/rd](http://www.nccommerce.com/rd).

Ledbetter, D. (July 8, 2014). Discussion of West Jefferson Streetscape Project.

association, and the Downtown Business Association involved in funding and decision making.

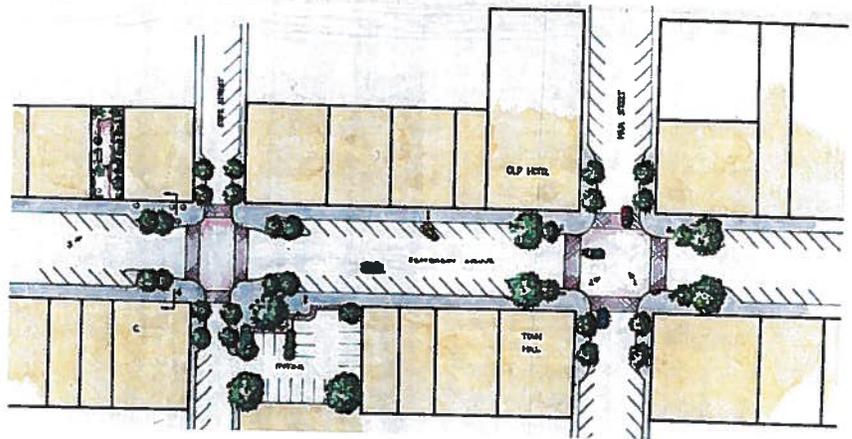
### Historic Preservation: Important Component of Main Street®

The preservation of a community's past is often an emotional commitment for a community. Well-preserved historic buildings are increasingly used as the anchor of local government activities.

As evidence, the Burke County, North Carolina, courthouse in Morganton and an old textile mill are anchors in historic preservation and activity. The courthouse houses a museum for Senator Sam Ervin of Watergate fame, who began his law career in the building.

### Place-Making as a Development Strategy

Using a community's assets for developing an economic strategy provides a logical approach to revitalization activity. Taking the asset-based strategy one step further and thinking about place-making provides a concept to create an environment where we want to work and play,



A drawing illustrating streetscape concepts from North Carolina State University's 2003 West Jefferson Design Charrette.

as well as attract others to our community. Today's busy society is often looking for an attractive and calming atmosphere in which to spend some leisure time.

The revitalization of small towns also makes economic sense. PlaceEconomics, a Washington-based consulting firm analyzing the economic impact of the North Carolina Main Street Program, determined that from its inception in 1980, \$2 billion has been invested by businesses and local communities and 4,700 new businesses created. It is estimated that "each year \$1.6 million in sales taxes are generated just from the net new businesses in Main Street® districts."

The North Carolina program operates a Main Street Solutions Fund, which is a legislatively appropriated grant program established in 2009, with \$1 million being appropriated for FY2015.

Main Street® is a proven strategy of place-making for economic development and quality-of-life activity. **PM**

#### ENDNOTE

1 *Decades of Success: The Economic Impact of Main Street in North Carolina*. Executive Summary. Prepared for the North Carolina Department of Commerce and the North Carolina Main Street Communities by PlaceEconomics, Washington D.C., February 2014



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# **It's Happening Downtown!**

## **Mainly Manitowoc seeks community feedback on future downtown revitalization efforts**

As part of a strategic planning process by the Board of Mainly Manitowoc, community input is being sought in an effort to establish a sustainable model to continue downtown revitalization efforts in Manitowoc. Feedback is needed to help identify priorities for downtown and to develop an organizational structure for effectively accomplishing these goals.

Since its formation in 2008, Mainly Manitowoc has been a leading force in downtown economic development during which there were 208 building rehabilitations, 33 buildings sold, 41 new businesses, 160 new jobs, and 6 expanded businesses leading to an additional 73 jobs. Private investment in the district has amounted to \$13.6 million.

Even with these impressive collaborative accomplishments, Mainly Manitowoc's Board of Directors announced in August that the organization was moving to hiatus status while remaining part of the Wisconsin Main Street Program. Both staff and office operations were suspended while the organization repositions itself for long-term financial sustainability and future growth. Mainly Manitowoc has relied on charitable contributions and fundraising events as its main source of income. In addition, the City of Manitowoc provided a 1:3 match on those contributions. This method of funding has shown to be unsustainable.

As a member of the Wisconsin Main Street Program, Mainly Manitowoc is a grassroots organization that promotes the overall economy and quality of life for the City of Manitowoc by engaging the community in an effort to preserve and revitalize the downtown through the Main Street Program's Four Point Approach. The Main Street Program is a comprehensive downtown economic revitalization program that uses business development, promotion, organization and historic preservation as tools for district vitality and growth.

**Surveys can be completed online by clicking [HERE](#).**

The survey will take approximately ten minutes to complete and will be available until November 7<sup>th</sup>.



The following survey is part of a strategic planning process by the board of Mainly Manitowoc. This group, along with other civic partners, is seeking community input as part of an effort to establish a sustainable model to continue downtown revitalization efforts in Manitowoc. Your thoughts are needed to help determine priorities for downtown and establish an organizational structure for effectively accomplishing these goals. Please share your thoughts by participating in the following 5-10 minute survey.

1. How often do you visit downtown Manitowoc?

- Once a week or more
- A few times per month
- About four times per year
- About once per year
- Rarely/never

2. Which of the following do you do when you visit downtown? (check all that apply)

- Work
- Dining
- Shopping
- Nightlife
- Special events
- Personal business (i.e. salon)
- Government
- Library
- Recreation
- Art & culture
- Religious
- Business purpose (legal, accounting)
- Other :

3. The following are characteristics commonly associated with high-performing downtown districts. Please indicate how you feel downtown Manitowoc is performing in each of these areas.

	Strong	Adequate	Needs Improvement
Businesses have appropriate and adequate hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage is sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Walking and biking to, in, and around downtown is easy and safe
- Driving to, in, and around downtown is easy and safe
- Older buildings are well preserved
- Downtown Manitowoc presents a positive image to visitors
- Businesses have attractive storefronts
- Housing and adjacent neighborhoods meet market needs
- Downtown has things to do for multiple age groups

4. Please indicate whether you feel these elements have improved or declined in the past decade.

	Improved	Stayed the Same	Declined	Don't Know
Businesses have appropriate and adequate hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage is sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking and biking to, in, and around downtown is easy and safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving to, in, and around downtown is easy and safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Older buildings are well preserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown Manitowoc presents a positive image to visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Businesses have attractive storefronts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing and adjacent neighborhoods meet market needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown has things to do for multiple age groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Which three destinations or businesses in downtown do you visit most frequently?

1

2

3

6. Please list three businesses or amenities that you feel are missing from downtown Manitowoc which you would visit if they were available.

1

2

3

7. If I do not come downtown, it's because (name the most influential factor):

- Lack of diverse shopping
- Lack of dining options
- Difficult to get there
- Difficult to park near destination
- Generally unappealing environment
- Concern for safety

- Lack of information/knowledge
- Not convenient to my work/home
- Other:

8. Which improvements are important to enhancing downtown Manitowoc in the next five years?

	Very Important	Somewhat Important	Not Important
More downtown residential options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More arts & culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More shopping choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More nightlife & entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More activities/amenities for families and children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More festivals & events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More convenient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More pedestrian & bicycle friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parks and active green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved access to/use of the lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More information/marketing of downtown shops and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaner & more beautiful downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More restored and renovated buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. The following are services that are often performed by downtown revitalization programs. Please indicate how necessary you feel each of these activities is to the future of downtown Manitowoc.

	Very Important	Somewhat Important	Not Important	Unsure
Sign & facade design guidelines, assistance & grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assistance to property owners on renovation projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic preservation workshops for building owners and contractors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streetscape planning & implementation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown gardens/planters, holiday decor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown art program (murals, public art, storefront gallery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advocacy/coordination of downtown planning & ordinance review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown ambassador program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional downtown cleaning & snow removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business at breakfast meetings/business networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Business recruitment & vacant space marketing

Assistance to new & relocating businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown market information & analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown open house, architectural tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown newsletters & website directory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awards & recognition for downtown achievements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown branding & marketing campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping events (Krazy Daze, Spring into Spring, First Friday)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown celebrations (Balloon Glow, HarvestFest, Tannenbaum)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Which of the downtown oriented programs or services do you feel is most critical for the future of downtown?

[Please Select]

11. Would you be willing to contribute your time or money to downtown revitalization efforts in the future? (Check all that apply)

- Yes, I would contribute financially
- Yes, I would volunteer my time
- No, I would not be interested in contributing

12. Which of these describes your relationship to downtown Manitowoc?

Check all that apply

- Property owner
- Business owner/manager
- Employee at downtown business
- Downtown area resident
- Manitowoc city resident
- Manitowoc area resident
- Visitor to Manitowoc

13. Which of the following includes your age?

- Under 25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 and over

14. Is there anything else you feel we should know?

15. If you would like to learn how you can be involved in future downtown revitalization efforts, please provide an email address where we can contact you.

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Submit