

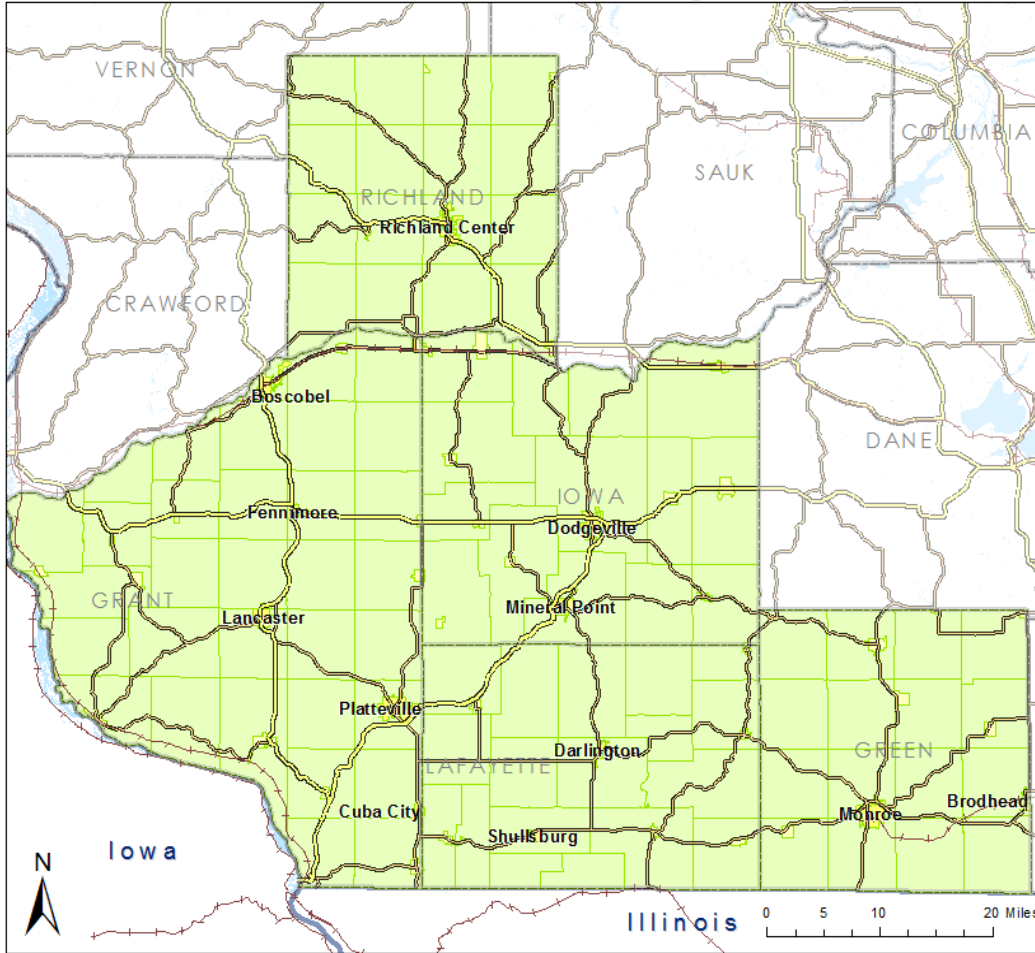
SWWRPC 2020



50 Years!!

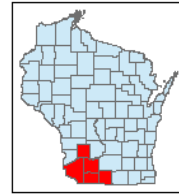


SWWRPC Regional Map



Legend

- Counties
- Railroads
- Cities
- Towns
- Villages
- State Boarder
- Rivers and Lakes



January 07, 2014
Source: SWWRPC Inventory, WI DNR, WI DOT,
US Census, US National Atlas
This map is neither a legal nor a political survey,
and is not intended to be one. SWWRPC and its respective
members make no warranty.

20 S. Court St. Platteville, WI 53818
608-342-1214
www.swwrpc.org



Southwestern Wisconsin Regional Planning Commission

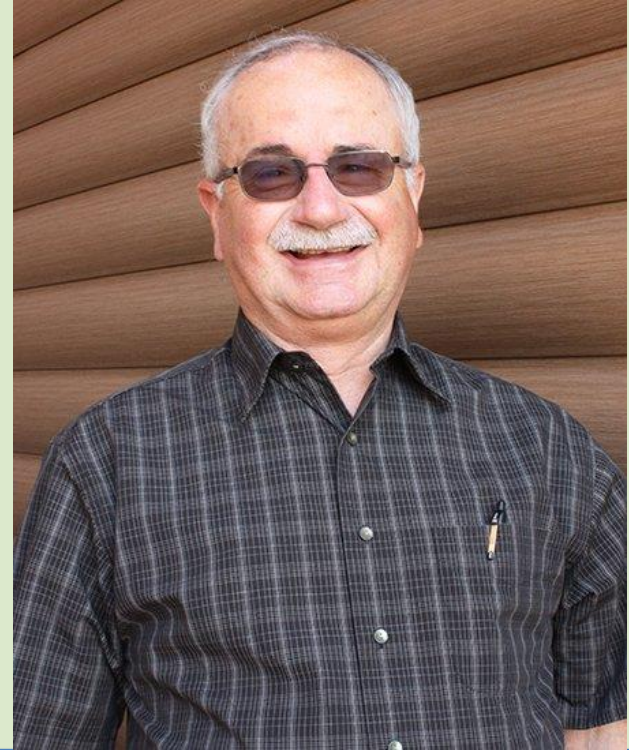
Founded: 1970

- Grant
- Green
- Iowa
- Lafayette
- Richland

Richland County Commissioners



Marty
Brewer



Staff



2020 Annual Budget: \$776,553

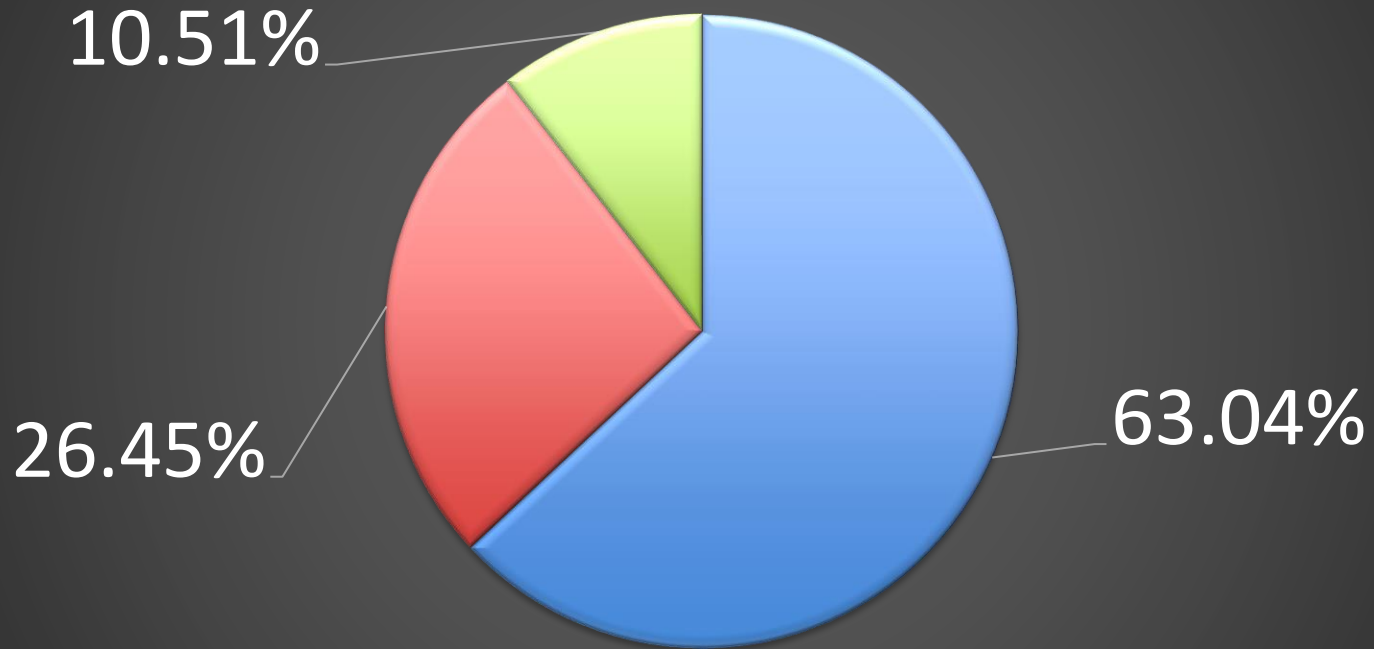
2020 Annual Budget: \$776,553

- Richland County Cost: \$0.96 per person

2020 Annual Budget: \$776,553

- Preliminary 2021 budget: \$743,450
- 4.25% reduction
 - Strategic staffing
 - Lean overhead
 - -11% increase in health insurance premiums

2021 SWWRPC Funding Sources



■ Grants

■ Contracts

■ Counties

How do we serve?

How do we serve?

- Funding acquisition

How do we serve?

- Funding acquisition
- Strategy and data analysis

How do we serve?

- Funding acquisition
- Strategy and data analysis
- Organizational Support & Capacity Building

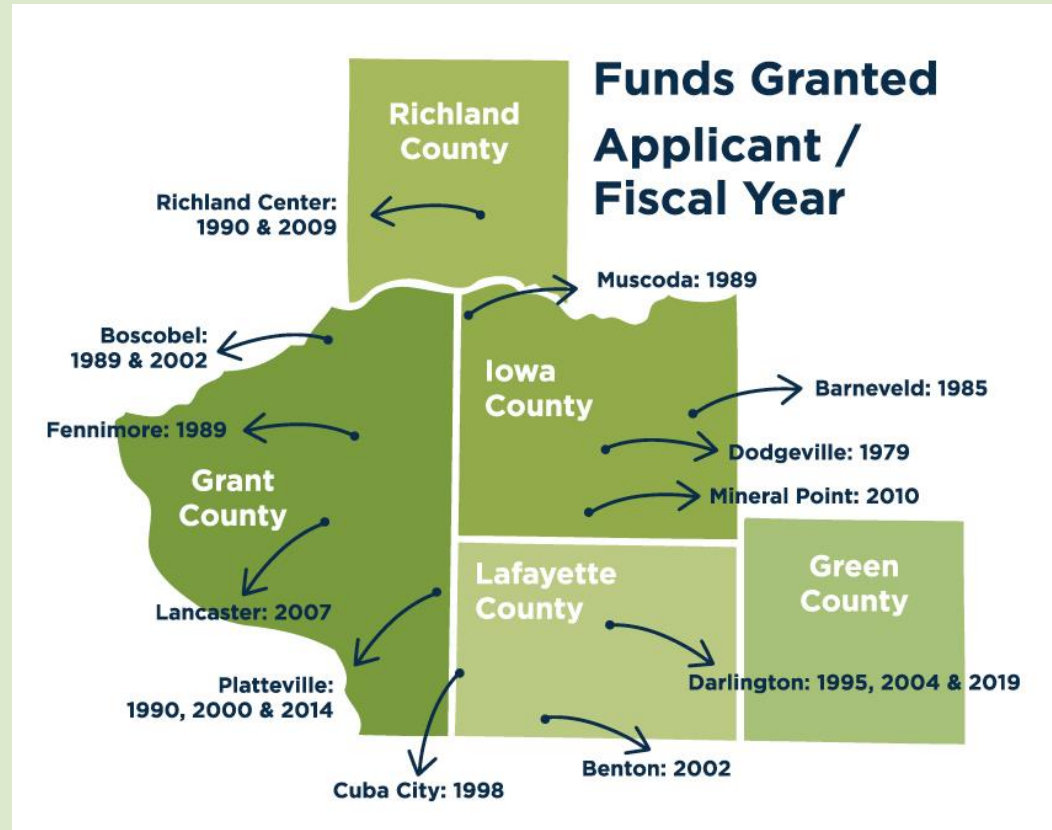
Funding acquisition

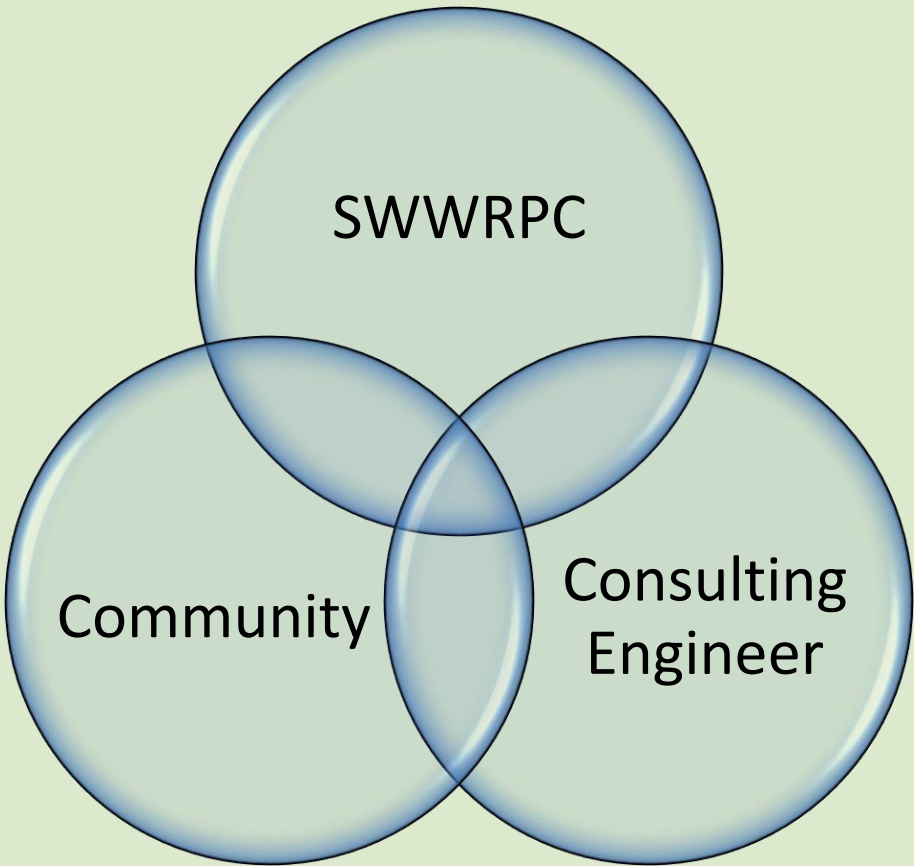


Grant Writing



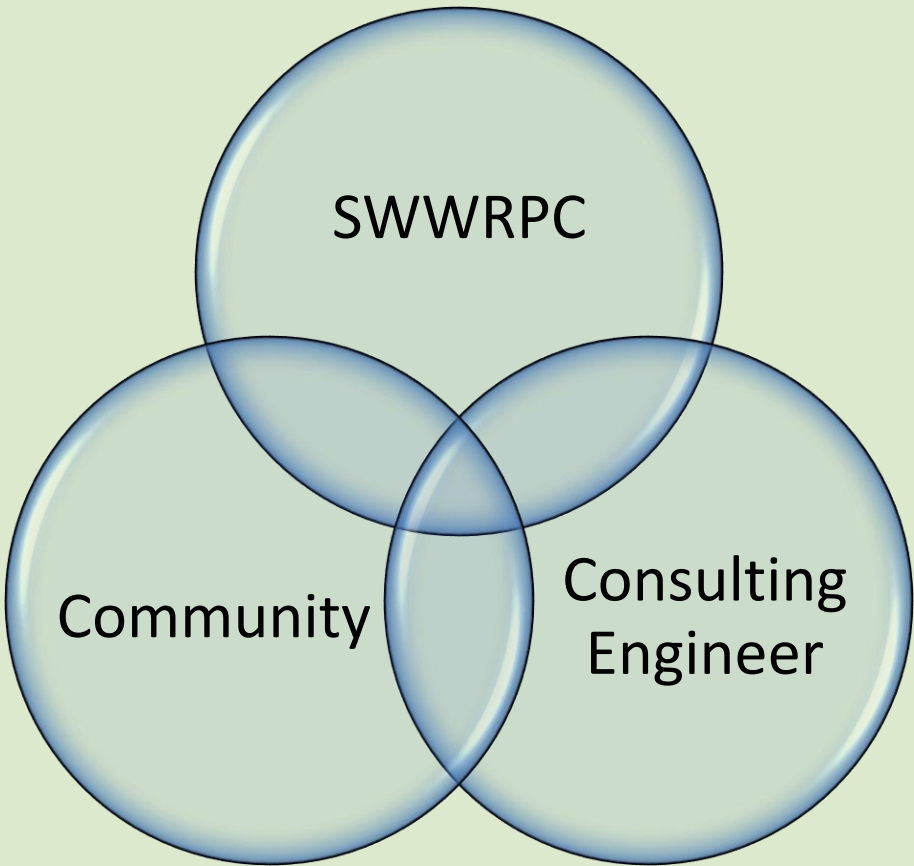
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION





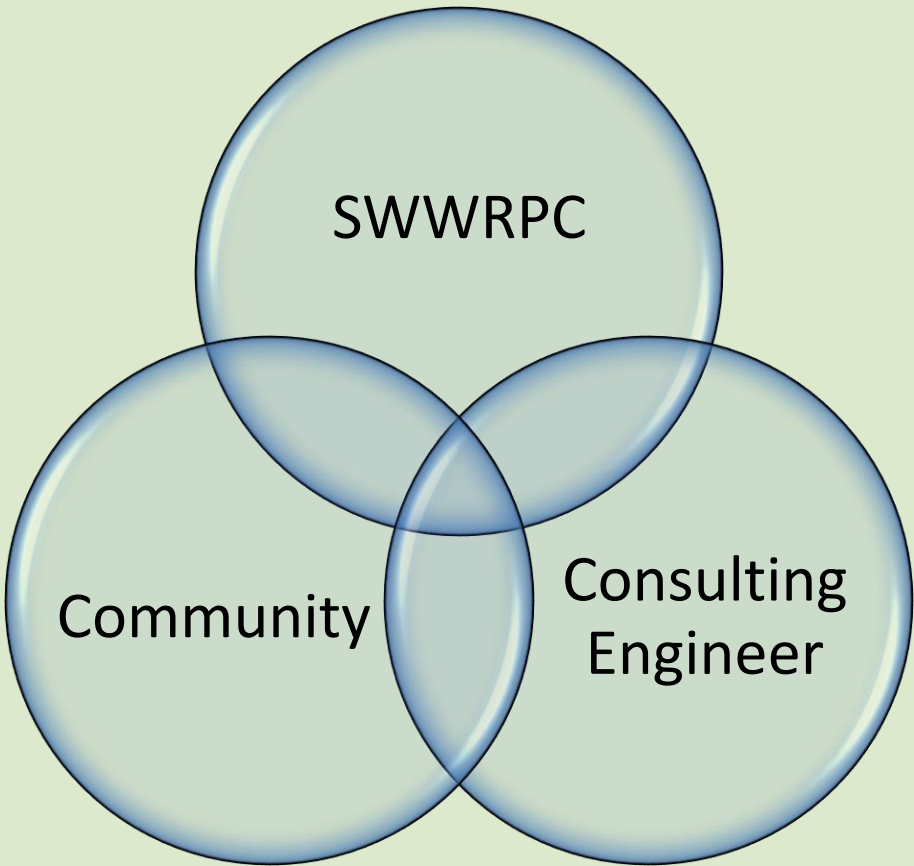
Community

- Lead applicant
- Local match
- Business connections



SWWRPC

- Engineer procurement
- Grant writing strategy, scoping, eligibility
- Economic impacts and project justification
- Grant writing



Consulting engineer

- Preliminary design
- Opinion of probable costs

Public Works Grants



Investment Impacts: 1995-2019

2

Public Works Grants

\$1.43 million

Grant Funding

\$3.14 million

Total Investment

104

Acres Developed



Economic Impacts

\$4.31 million

- Real estate development

\$101,735

- Property Taxes (excluding tax increments)

Coordinated Transit Planning

- \$56,500 in planning funds
- **\$1,837,150 in grants (2020)**

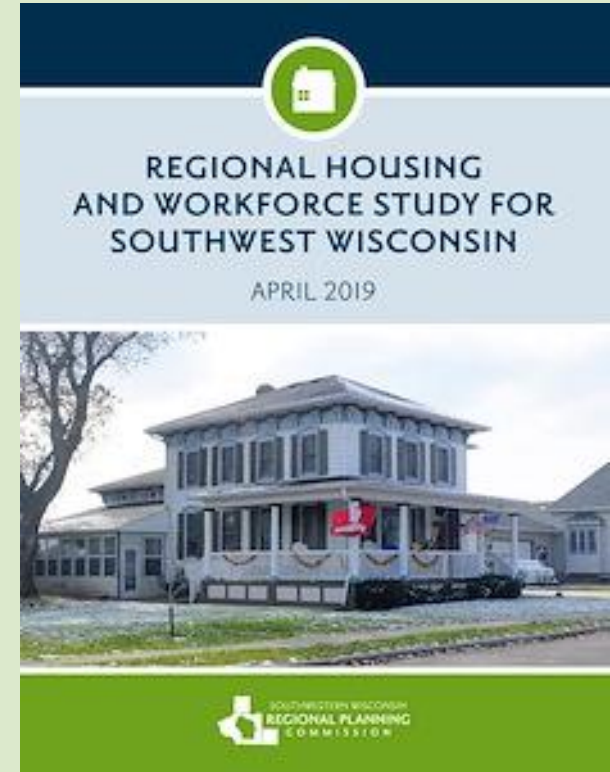


Strategy & Data Analysis



Workforce & Housing Studies

- \$35,000 from WEDC
- \$33,000 from County E.D.s
- 44 community studies



Housing Study Impacts

- Driftless Homes Initiative
 - Up to 60 new units
 - Estimated \$20.7 million investment
 - Brodhead, Monroe, Argyle, Cuba City, Potosi
 - “We are making great use of your housing studies...this data has been crucial as we talk to communities about their interest in affordable housing.”

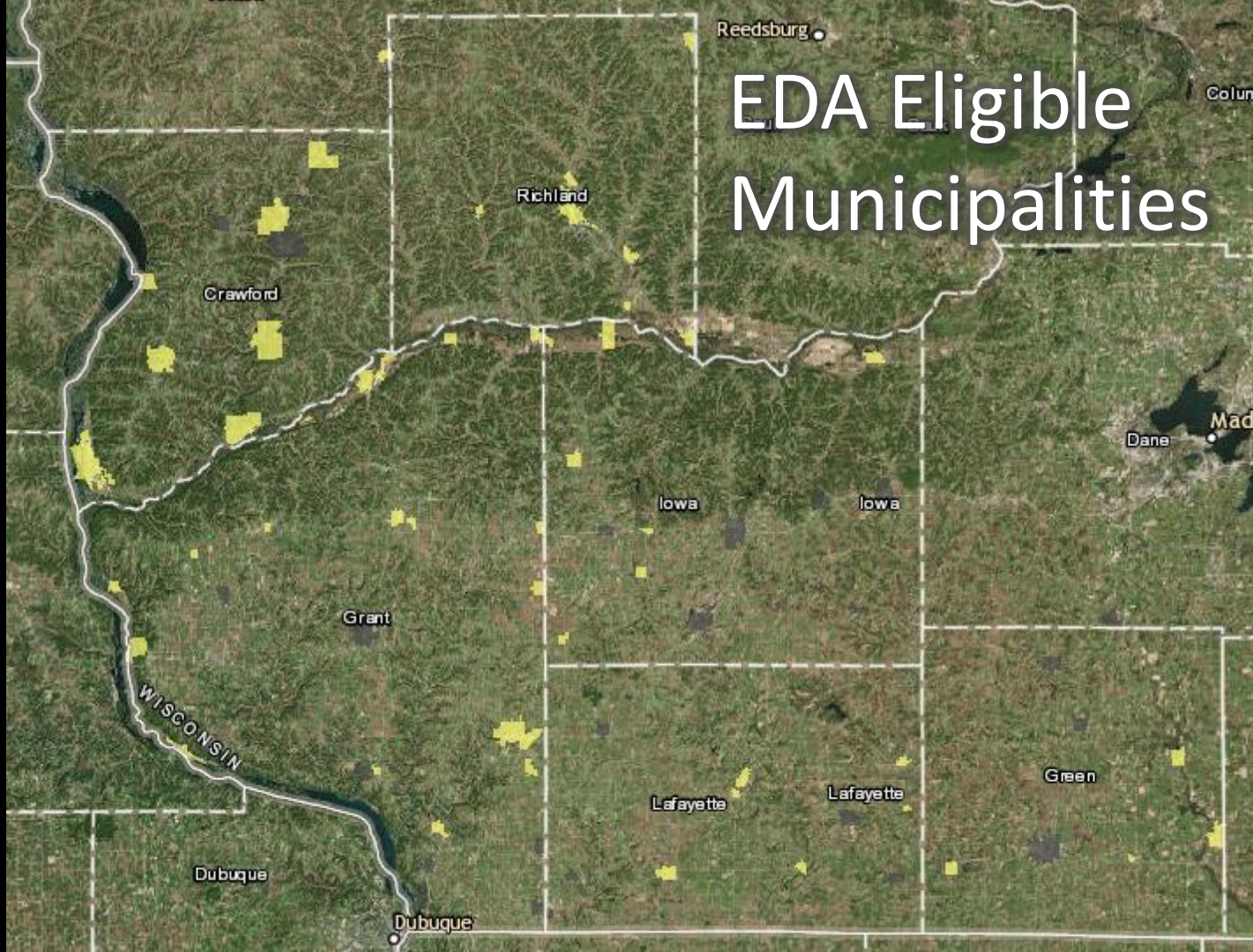
Organizational Support & Capacity Building



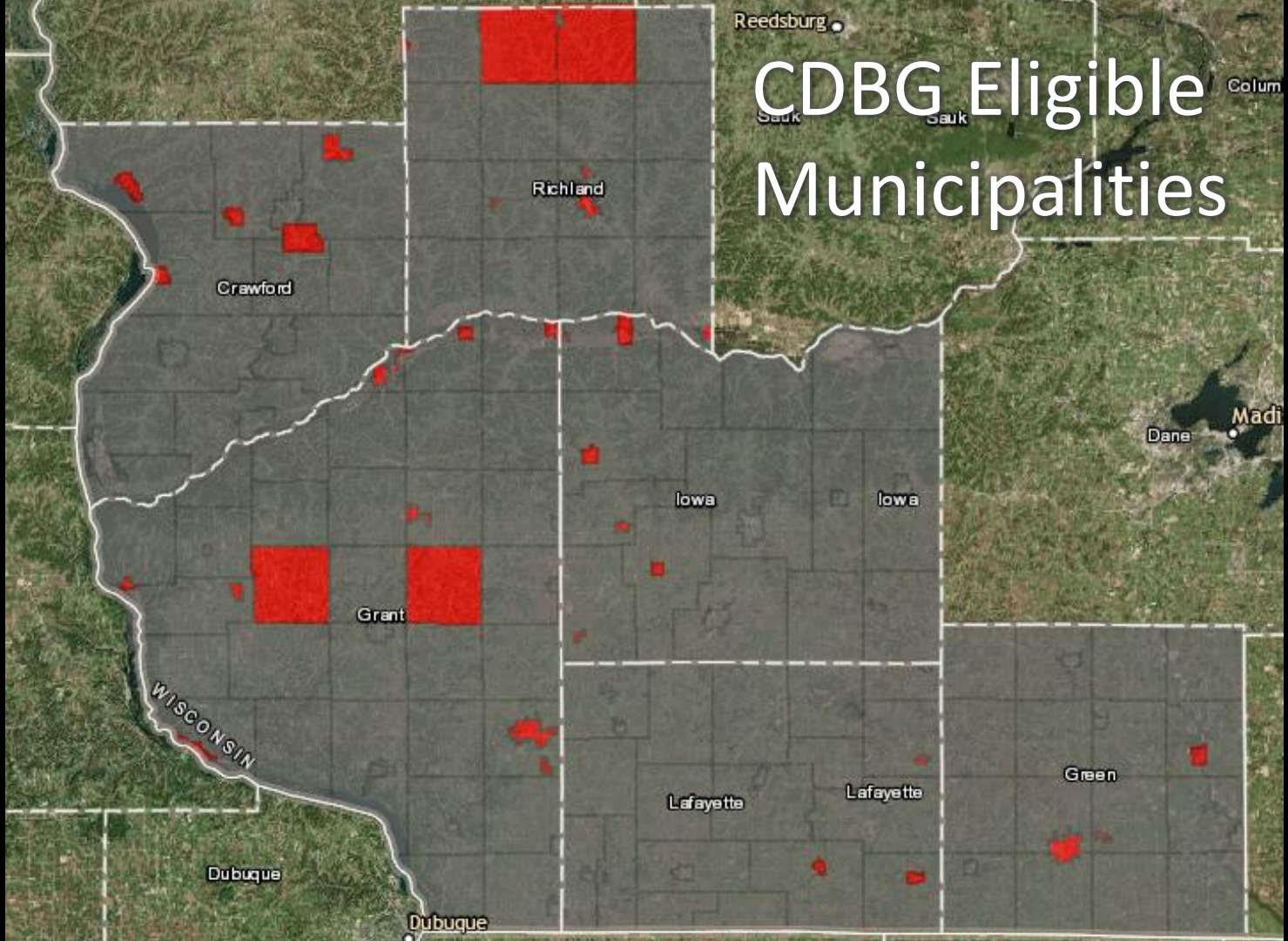
GIS and Information Management

- Support on-boarding of new professionals
- Consistency during turn-over

EDA Eligible Municipalities



CDBG Eligible Municipalities



2020 Annual Report

- Background info
- Recent projects
- Historic funding
- Budget info



2020-2022 Flood Recovery and Economic Resiliency Grant



Scope of Work

- Long-range Community Planning

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- Richland County Strategic Plan

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- Workforce Attraction and Marketing

Scope of Work

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- Richland County Strategic Plan
- Workforce Attraction and Marketing
- Targeted Market Analysis

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- Non-structural flood mitigation analysis

Project Budget

- Total 2-year budget: \$411,215
 - \$328,972 from EDA (80%)
 - \$82,243 local match (20%)

Project Budget

- Total 2-year budget: \$411,215
 - \$328,972 from EDA (80%)
 - \$82,243 local match (20%)
- Local Match
 - \$31,078.80 in-kind through Jasen Glasbrenner
 - \$51,164.20 cash match from Richland County and municipalities

Community Planning

- Outcome: Roadmap for investment decisions required to achieve the community's vision
- Output: 10-20 year Comprehensive Plan

Objective: Identify available land that is 'shovel-ready' for new development.

Strategy: Meet with Townships to discuss potential future areas of development outside of current city limits.

Strategy: Create a Development Handbook outlining processes for new or expanding businesses to assist economic developers, city staff, and business prospects through identification of a streamlined permitting process.

GOAL: Maximize industry clusters and economic opportunities unique to Monroe.

Objective: Capitalize on the tourism and agriculture industry.

Strategy: Contact the Wisconsin Department of Tourism to develop new agri-tourism opportunities and connect the city to existing agri-tourism events around the state.

Objective: Attract young entrepreneurs by leveraging the history and long standing tradition in Monroe of "growing our own" businesses.

Strategy: Implement the recommendation of the Green County Development Corporation's Incubator Feasibility Study by creating a business incubator for small business startups, with services available to grow new businesses.

Strategy: Work with larger corporations in the community to identify opportunities for services or vendors that may be filled locally, and assist small businesses in meeting these demands.

GOAL: Rewrite the zoning ordinance to meet the evolving needs of residents, developers, and business prospects.

Objective: Allow for innovative projects and new development patterns in the city, such as mixed-use housing and commercial spaces.

Objective: Reevaluate zoning districts and eliminate blanket zoning.

Objective: Concentrate new development on infill and redevelopment.

Objective: Streamline the approval processes for new housing developments and urgent business growth, to better accommodate developers.



DID YOU KNOW?

Colony Brands, Inc., located in Monroe, has a Corporate Fitness Program to encourage employees and spouses to stay healthy. The program offers multiple options, including annual membership reimbursements for fitness facilities, exercise class reimbursements, and a points system for self-motivated physical activity. Additionally, between January and May, they hold the Wellness Works Biggest Loser, which offers incentives to employees that lose at least 5% of their body weight.

Source: Colony Brands, Inc.



Senior Center has to offer to clear up misperceptions.	senior population.		
One common location for all entities to advertise informational issues.			

Table B5. Economic Development and Agriculture Projects

Economic Development and Agriculture			
Project Description	Planning Goal That This Project Aligns With	Potential Stakeholders	Potential Funders
Complete overhaul of zoning ordinances (Amend TIF 7).	<p>Rewrite the zoning ordinance to meet the evolving needs of residents, developers, and business prospects.</p> <p>Align with times, stimulate development, remove red tape, attract young professionals, walkability (health), and maximize industry clusters.</p>	Entire community, including: City, residents, investors, developers, etc.	City General Fund, City staff time to re-write ordinance, grants and foundations, Chamber of Commerce, business associations, and realtors.
Business Incubator (boot camps)	Start-up assistance, professional services offerings, keep entrepreneurs in the community, and create wealth.	Monroe School District, higher education, those working in the technology industry, Monroe Clinic, and other existing job and business creators.	job creators, job seekers, profit generated from incubator, Federal Economic Development Administration, State, foundations, and donations.
Job shadowing – career and job opportunities.	Increase workforce training and education for local careers, and awareness of these opportunities.	Students and schools, businesses and industries, and technical colleges.	Sponsors
Work collaboratively with Green County to create an industrial park by Pleasant View (200 acres).	Explore growth opportunities through land acquisitions.	County, City, and future businesses.	County, City, and future businesses.
School sponsored job fair.	Inform students and parents about local career opportunities.	Monroe School District, local businesses, and students.	Monroe School District
Create a pool of interns and coordinate opportunities with local businesses and organizations.	Inform students and parents about local career opportunities.	Monroe School District, Blackhawk Technical College, students, and businesses.	
Promote small business employee wellness grant opportunities.	Strive for a healthier workforce.	Employers, employees, insurance companies, health coalitions, and public health departments.	State Department of Health Services.
Resources for businesses to improve employee health and wellness.	Strive for a healthier workforce.	Employees and community members, health care partners, and providers to educate.	Donations



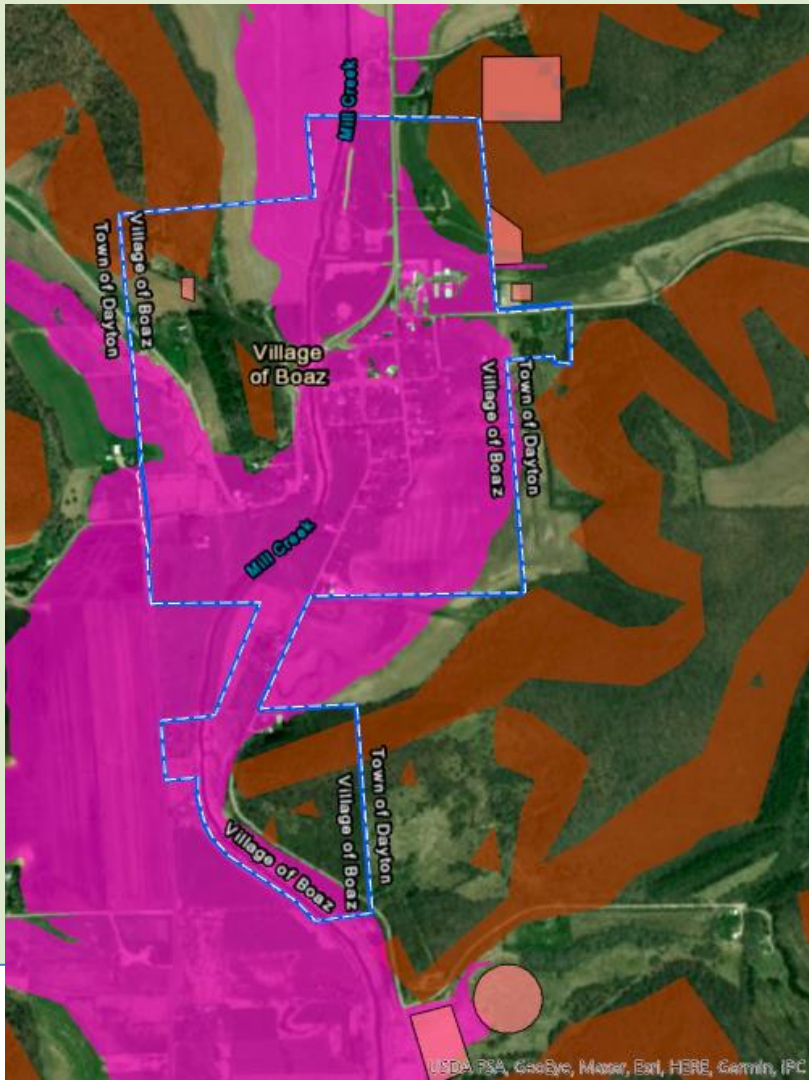
PLANNING ASSISTANCE PROVIDED BY



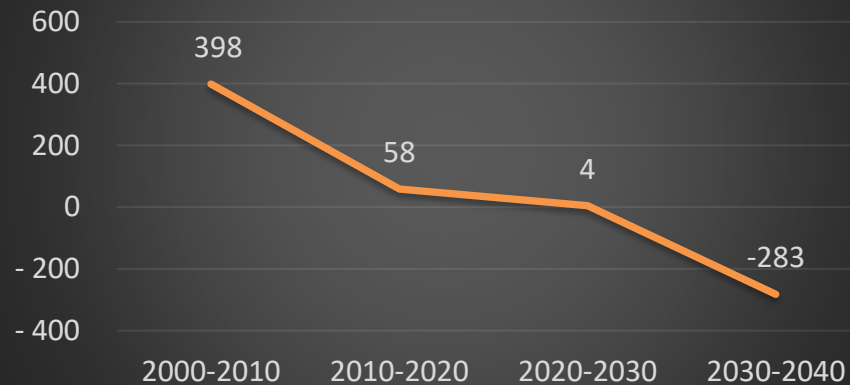
SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
COMMISSION

COMPREHENSIVE PLAN FOR THE VILLAGE OF ARENA, WISCONSIN 2020-2040

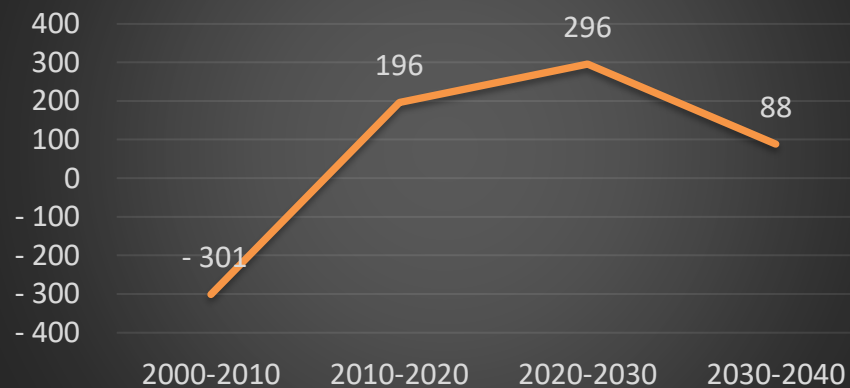




Richland County Natural Increase Projections 2000-2040



Richland County Net Migration Projections 2000-2040



County Strategic Planning

- Outcome: A collective vision and goals designed to create a financially and physically resilient county
- Output: 3-5 year Strategy to guide annual investment decisions

County Strategic Planning

- (Tentative) Timeline: November to April
- Process: Four, 2-hour meetings covering:
 - Vision and purpose
 - SWOT and PEST Analysis
 - Goal and Strategy development
 - Implementation, evaluation, and continuous improvement

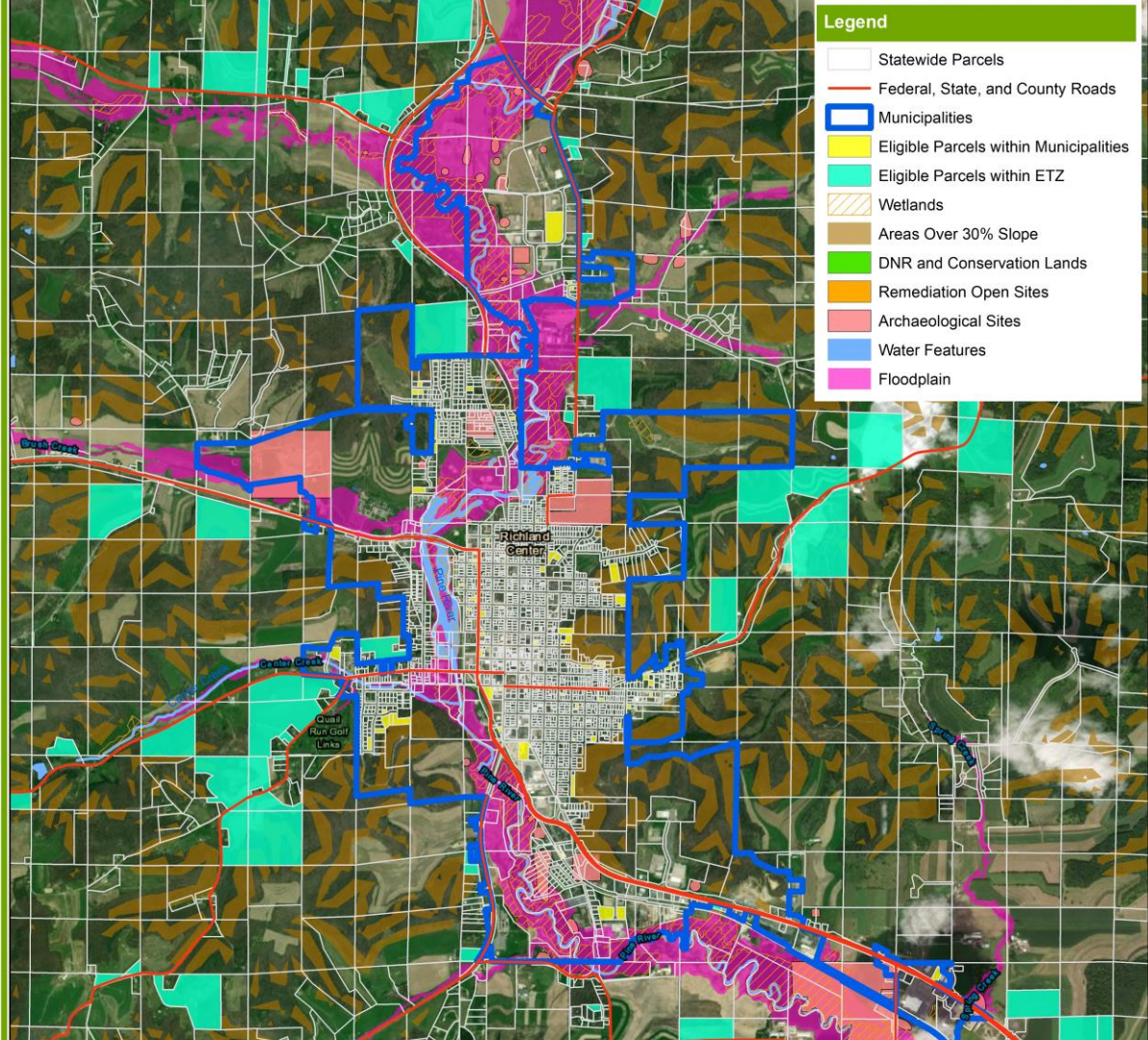
Workforce Marketing and Attraction

- Locally-driven effort
- Create a presence and materials for workforce attraction
- Partnership with Chamber and Tourism

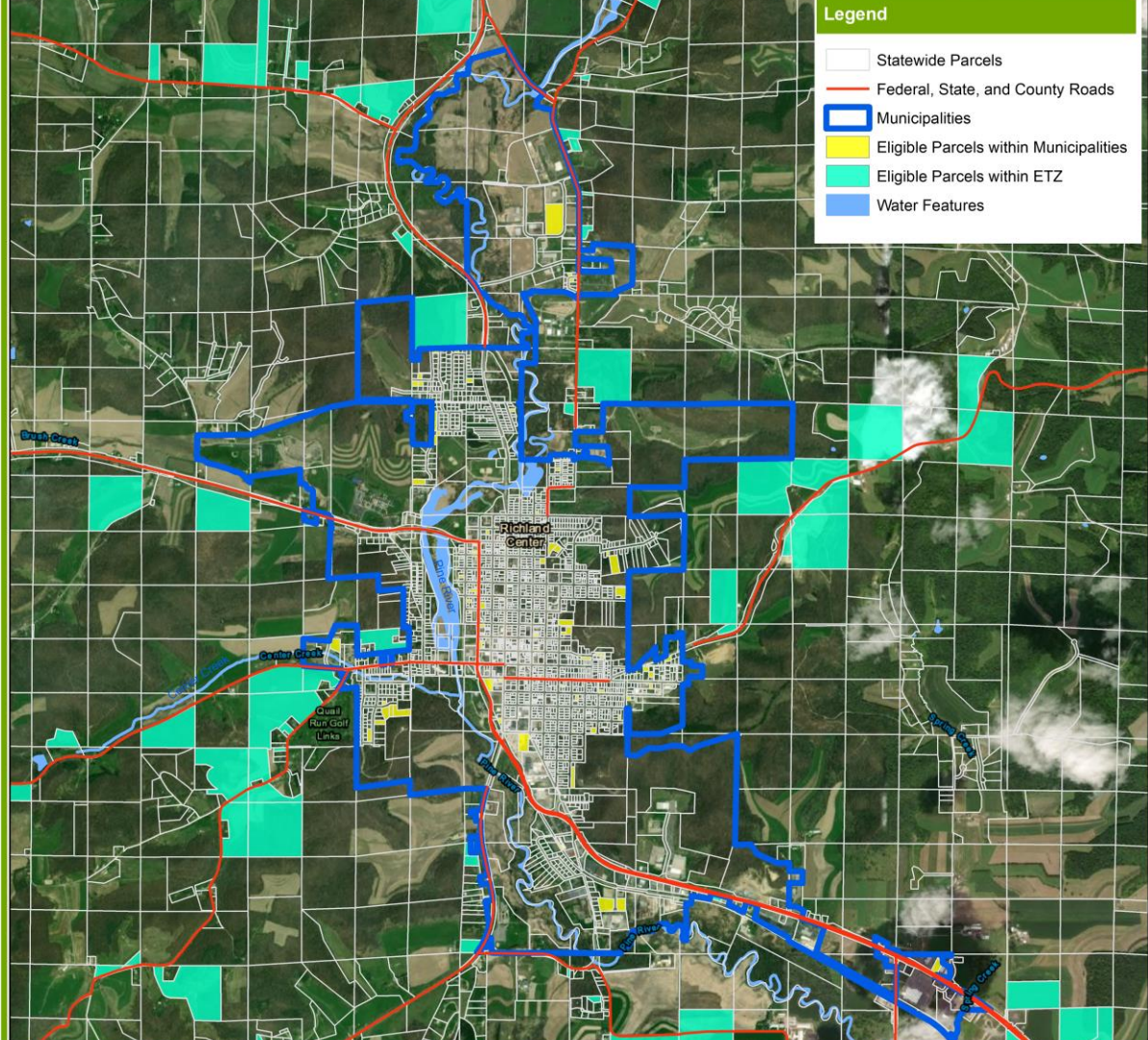
Targeted Market Analysis

- I.D. business opportunities
- Consumption vs. production analysis
- Map physical resources

Constructability Analysis

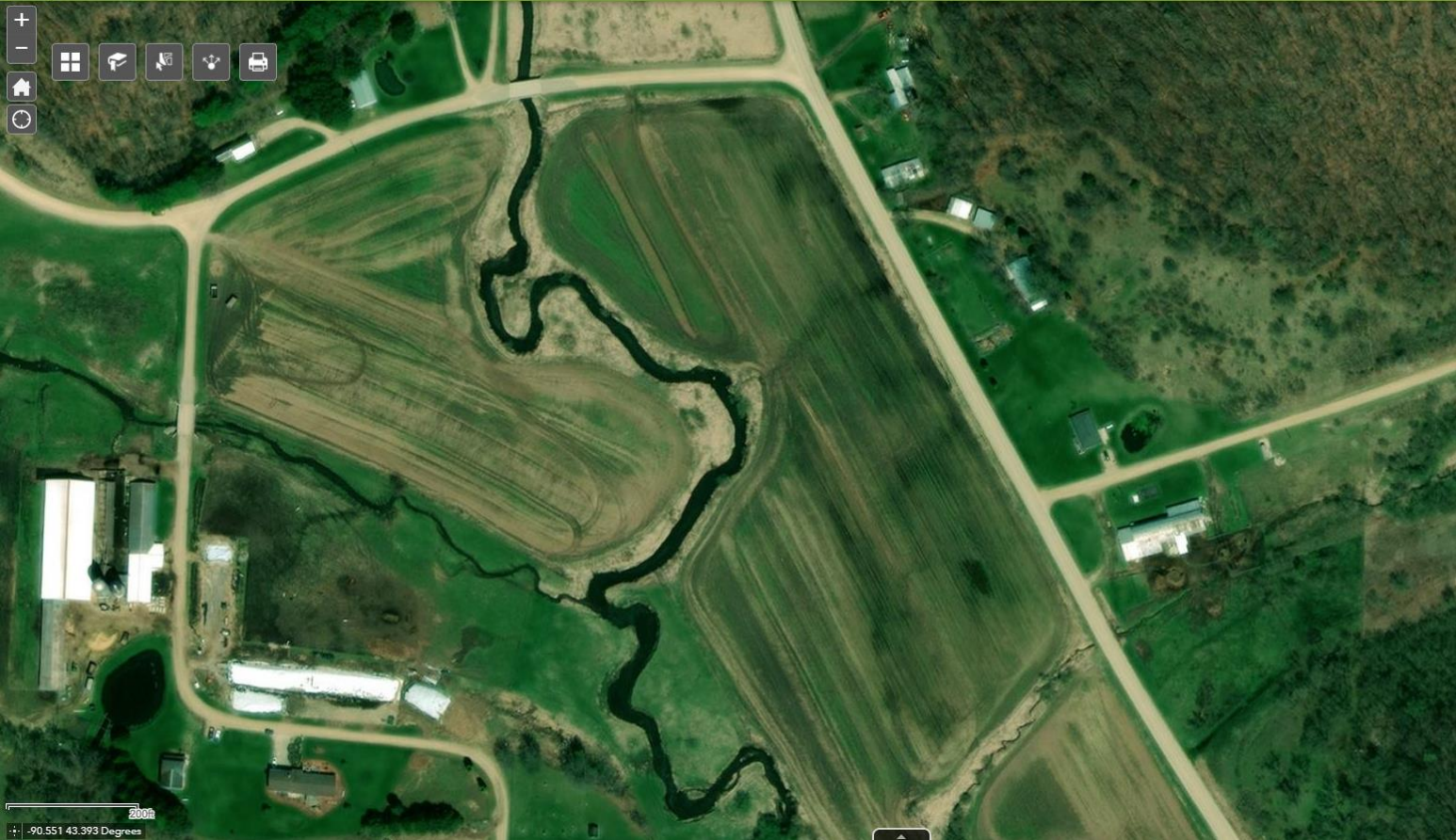


Constructability Analysis



Flood resiliency

- Investigate non-structural flood mitigation
- Assist with identification of prioritizing critical asset protection



Layer List

- Statewide Parcels ...
- Counties ...
- Extra Territorial Zones ...
- Municipalities ...
- Federal, State and County Roads ...
- Remediation Open Sites ...
- Archeological Sites ...
- Floodplain ...
- Water Features ...
- Wetlands ...
- DNR and Conservation Lands ...
- Areas With Over 30 Percent Slope ...
- Eligible Parcels within Municipalities ...
- Eligible Parcels within ETZ ...

200ft
-90.551 43.393 Degrees

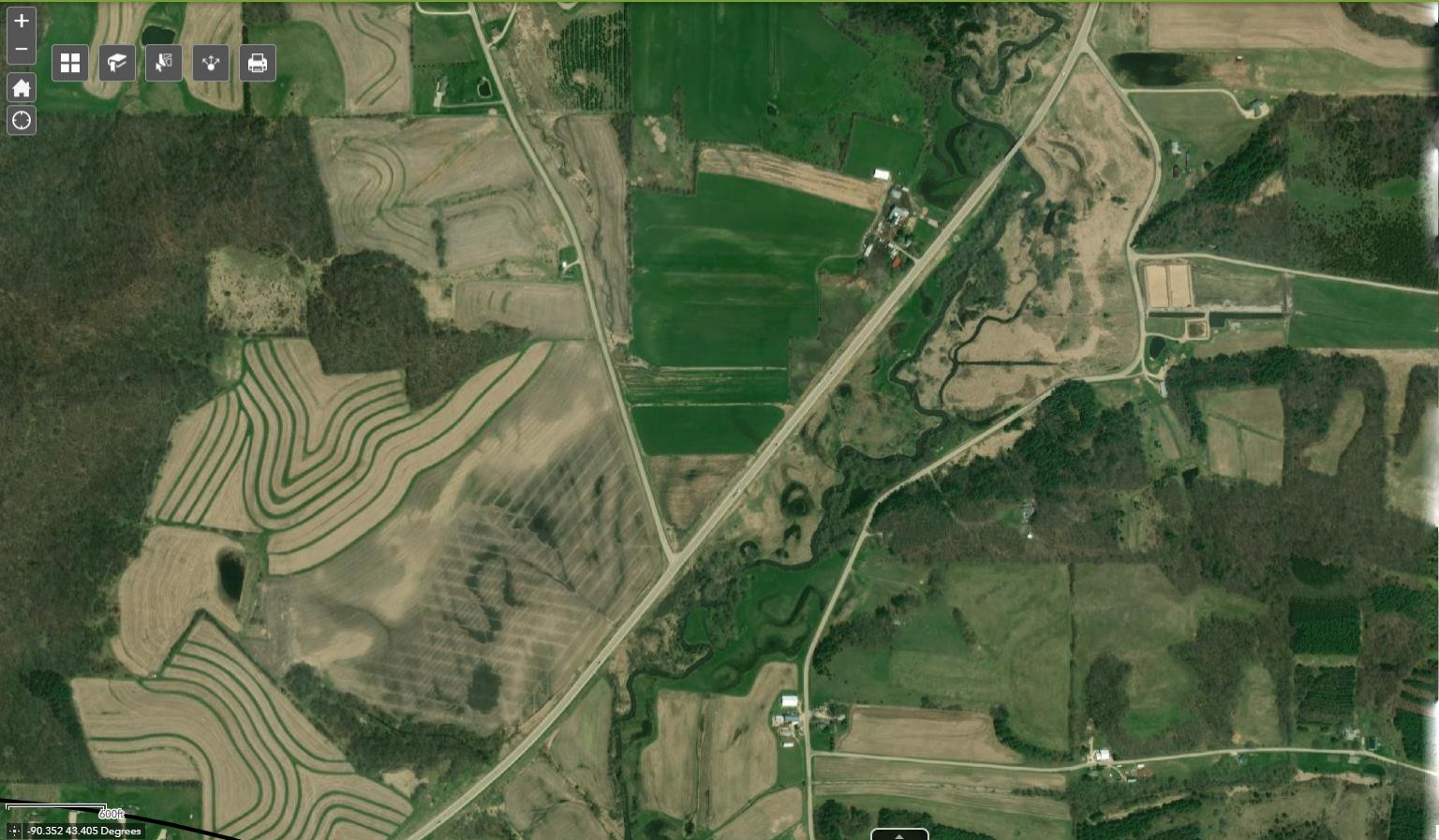


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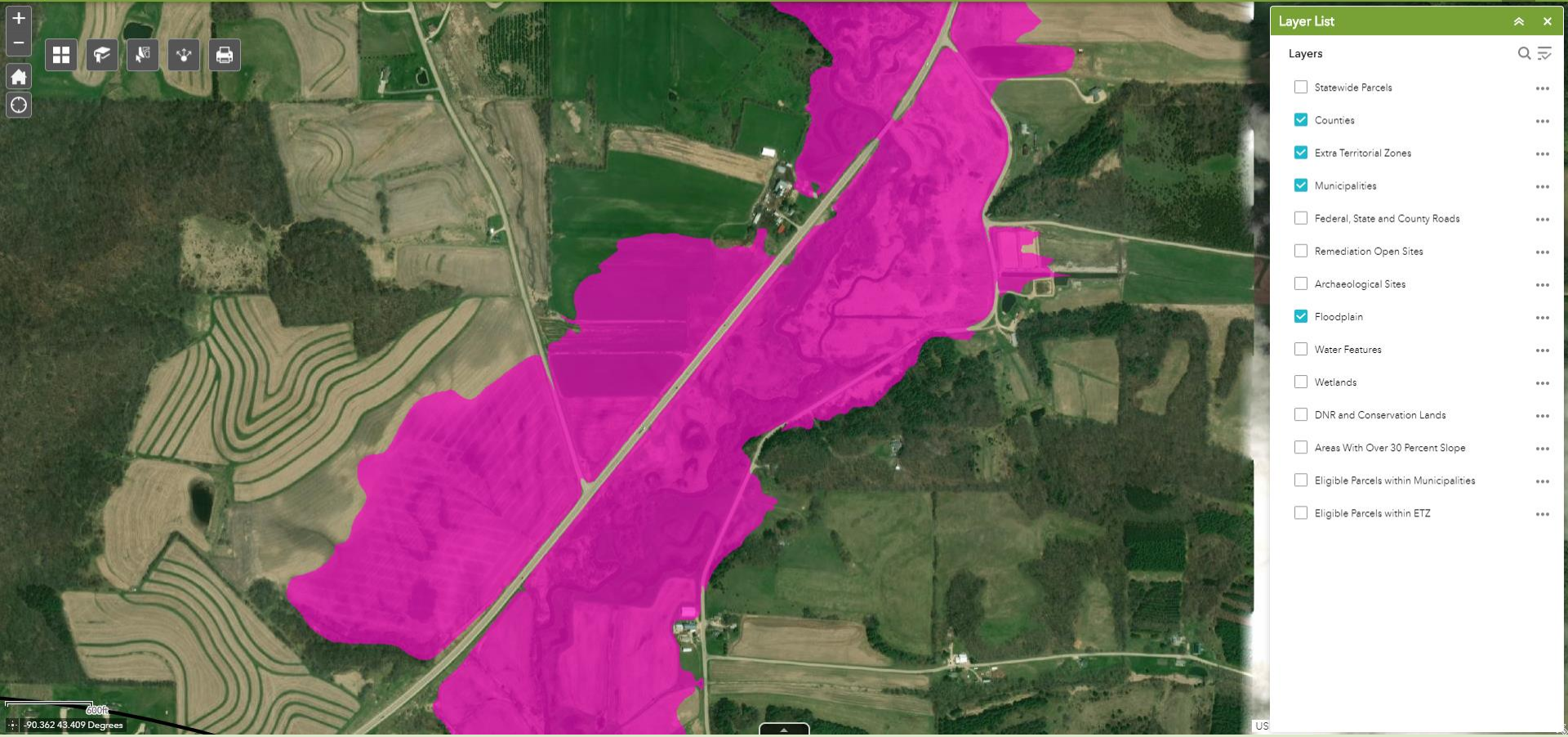
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DOB
-90.352 43.405 Degrees



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www.swwrpc.org

Thank you!

