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Shaun Murphy-Lopez, Chair  
Richland County Finance and Personnel Committee

September 15, 2020

Dear Mr. Murphy-Lopez,

Since 1970, the Southwestern Wisconsin Regional Planning Commission (SWWRPC) has provided community planning and economic development support to Richland County. I am writing to express our intent to maintain this 50-year relationship, and share a small measure of the value we bring to the County as you make budgetary decisions for the 2021 fiscal year.

In 2021 and 2022, SWWRPC will be actively engaged in a close partnership with the Richland County Economic Development Director to accomplish two critical projects.

- Initiation of a \$411,215 multi-year Recovery and Economic Resiliency project funded by a grant written by SWWRPC. This grant is contingent on the \$12,500 per year commitment from Richland County, as well as the committed financial support from 3 other municipalities in the County. Key deliverables of this project include:
  - A County Strategic Plan that identifies funding priorities, core values and organizational culture, and the development of continuous improvement practices;
  - A coordinated, county-wide workforce attraction and tourism campaign;
  - Long-range community comprehensive plans for four municipalities;
- Aggressive deployment of our Revolving Loan Fund to support of business start-ups and expansions. Administration of this program is funded in-part with your projected 2021 contributions of \$17,000. We are currently reviewing 5 loan applications from Richland county businesses looking to secure up to \$475,000 in loans. SWWRPC will work to deploy loan funds to these businesses who will leverage our RLF funding towards a total investment of \$1.73 million and the creation of 26 new jobs in Richland county.

This work builds on our history of contributing to wealth creation in Richland County. As a member of SWWRPC, the County has been eligible for public works grants from the U.S. Economic Development Administration (EDA). Since 1990, we have successfully acquired \$1.43 million from the EDA to develop 104 acres in two industrial parks in the county. These investments have catalyzed \$4.3 million in private real estate development that directly benefit the county through job creation and increased tax base. Without your financial support, we will lack the capacity necessary to be competitive for this funding in the future.

All together, these grants and loan dollars have returned an average of \$77,200 per year to Richland County since 1990. We're proud of what we've accomplished together, and look forward to a continuation of this partnership.

Sincerely,

A handwritten signature in blue ink, appearing to read "Troy Maggied".

Troy Maggied  
Executive Director  
Southwestern Wisconsin Regional Planning Commission