Program Goal:

The goal of the Certified Sites Program is to enable and promote shovel-ready development sites in the state of Wisconsin.

This program supports the following WEDC Strategic Pillar and Focus Area:

**Business Development:** Business & Investment Attraction

Program Description:

WEDC has created, in partnership with a site selector consultant and community partners, a program that provides consistent standards for industrial site certification in Wisconsin. Certification means that the key approvals, documentations, and assessments most commonly required for industrial uses will already be in place to assist with an expedited development timeline.

Eligibility Requirements:

Wisconsin communities, organizations, or individuals with a site which has a minimum of 20 contiguous, developable acres.

Incentives and Available Funding (FY20): $81,500 (non-aids)

Certified Sites is primarily a technical assistance program. Aid is provided through discounted costs to the communities, as well as provision of technical assistance in the form of site review and analysis, outreach and training, strategy development, site search assistance and marketing through the InWisconsin website and “Locate In Wisconsin” tool.

Activities & Expected Outcomes:

Assist in two new Certified In Wisconsin sites and promote existing 20 sites.

Performance Reporting:

Program performance is measured by a count of the number of sites that are certified through the program in a given year of the program. Site search assistance provided to existing sites will also be documented.
Application and Awards Process:

Municipalities, economic development agencies, and private land owners/developers can be site representatives and apply to the program during the established program application period. Site representatives must send an email to the project lead requesting an application. The email must contain the representative’s contact information and the community where the site is located and / or the site name. The project lead will respond with information on how to apply. Once an application is received, it goes through the following steps. More information on each step can be provided by the Program Manager.

1. Desktop Review
2. Field Visit
3. Gap Mitigation
4. Announcement and Marketing

Revision History:

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PROGRAM REVIEW:

This document has been reviewed by the following parties (Check all that apply):

_____ Chief Operating Officer
_____ Chief Legal Officer
_____ Chief Financial Officer
_____ Other ___________________________________________

Senior Director of Public Policy: ____________________________ Date_________________________

Division Vice President: ________________________________ Date_________________________

AUTHORIZED APPROVAL:

CEO or Designee: __________________________________________ Date_________________________