



**Wisconsin Economic Development Corporation  
Program Guidelines for Fiscal Year 2021**

**Program Name:** Targeted Industry Projects (TIP)

**Program Inception:** WEDC FY12

**Lead Division:** Global Trade and Investment

**New**                       **Revised** [Click here to enter a date.](#)

**Aid**                       **Pass-thru Aid**                       **Technical Assistance**

**Program Goal:**

The goal of the Targeted Industry Projects Program (TIP) is to support industry cluster and sector development in the state of Wisconsin.

This program supports the following WEDC Strategic Pillar and Focus Area:  
Strategic Economic Competitiveness: Future Industry Strategies

**Program Description:**

The program offers assistance to targeted economic driver industries culminating over time in the development, diversification, competitiveness, and growth in sectors that provide sustained high-quality jobs, continued innovation and increase in GDP in Wisconsin.

Applicants must be actively engaged in distinct industry or sector development, or engaged in efforts to enhance cross-industry competitiveness, such as workforce development, market development, new investments, business attraction and acquisition of specialized competitive assets or facilities. These investments are generally intended to support strategic industry initiatives and investments, develop shared-use infrastructure, help fund industry-related pilot projects, expand successful initiatives, increase geographic reach, or allow for expansion of consortia efforts.

**Eligibility Requirements:**

Eligible organizations include industry consortia, non-profits, and public institutional entities in Wisconsin.

WEDC will take the following into account when considering a TIP Grant:

- Impact on the industry
- Financial justification
- Previous planning efforts
- Readiness to proceed
- Involvement of public-private partnerships
- Other factors determined by WEDC

It is not the intention of this program to provide funds for ongoing operational needs over the long-term. WEDC generally requires matching funds and, depending on the project budget, may require additional documentation from other project participants. TIP funds and matching funds may not be used for past costs.



**Incentives and Available Funding (FY21): \$3,192,000**

Individual grants will typically not exceed \$1,000,000.

**Activities and Expected Outcomes:**

Assist six organizations to support 24 businesses, and achieve a 3:1 leverage of other investment.

**Performance Reporting:**

Recipients will be required to periodically submit a performance report documenting specific project activities, as well as any other contract deliverable.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report is required to be maintained for the life of the award.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

**Application and Awards Process:**

The TIP program has a continuous application process. Applicants for a TIP grant should complete an application through an Account Manager. The completed application will be assigned to an underwriter and go through the award review process.

For more information on application review, internal process, and award distribution, please refer to WEDC’s award administration policies and procedures.

**Revision History:**

Effective Date	Description of Change
7/1/2017	Eliminated minimum grant award amount.
7/1/2019	Clarified that program is not intended for fund operations long-term; identified potential match requirement; clarified performance reporting requirements.
7/1/2020	Clarified program description and intent; standardized grant application factors; simplified expected outcomes.



**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 \_\_\_\_\_