



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION



WISCONSIN'S

Annual Report on Economic Development

Fiscal Year 2021



CONTRIBUTING WISCONSIN AGENCIES

Wisconsin Economic Development Corporation (WEDC)

Department of Administration (DOA)

Department of Agriculture, Trade and Consumer Protection (DATCP)

Department of Transportation (DOT)

Department of Tourism (Tourism)

Department of Workforce Development (DWD)

University of Wisconsin System (UW System)

Wisconsin Housing and Economic Development Authority (WHEDA)

Wisconsin Technical College System (WTCS)

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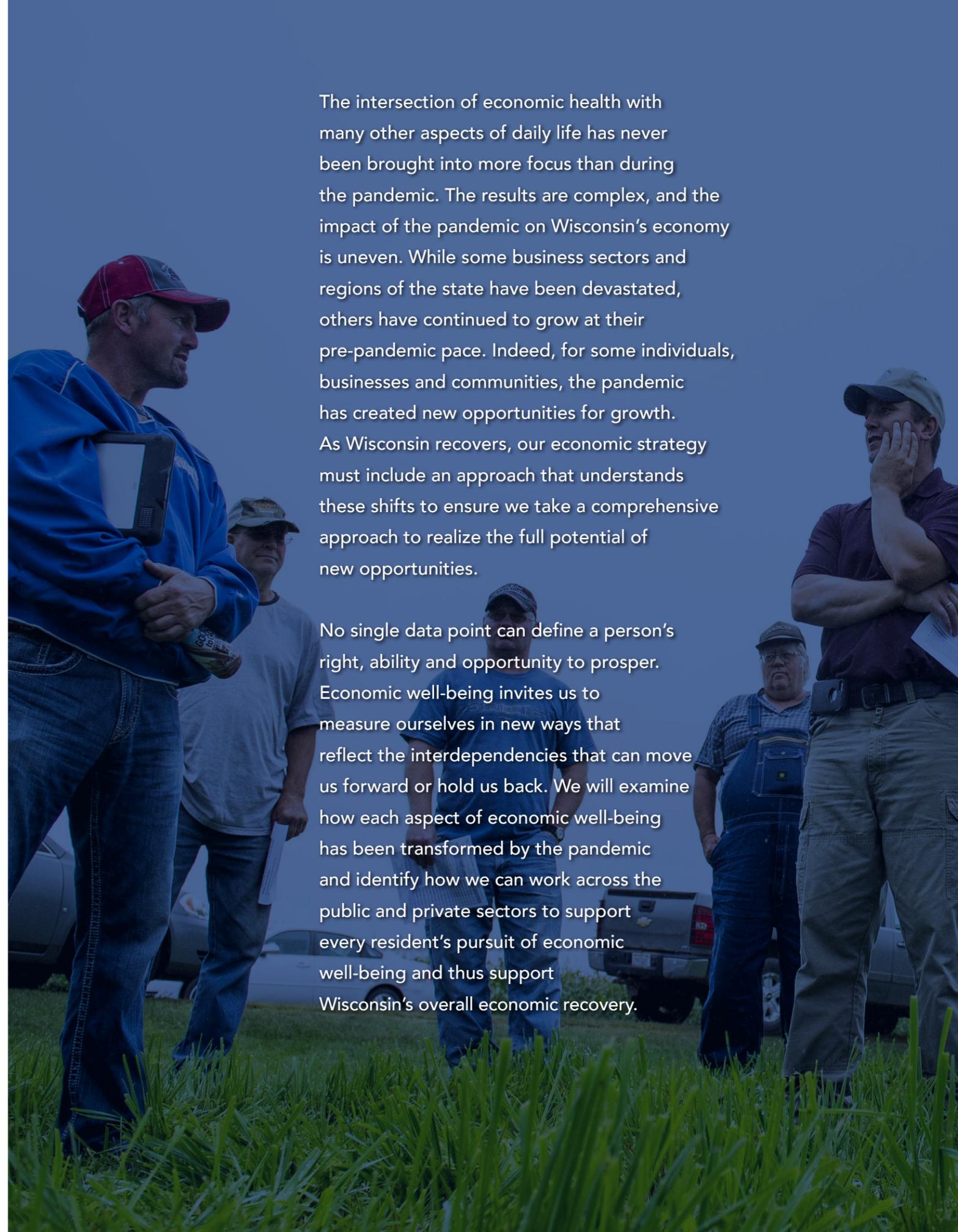
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The intersection of economic health with many other aspects of daily life has never been brought into more focus than during the pandemic. The results are complex, and the impact of the pandemic on Wisconsin’s economy is uneven. While some business sectors and regions of the state have been devastated, others have continued to grow at their pre-pandemic pace. Indeed, for some individuals, businesses and communities, the pandemic has created new opportunities for growth. As Wisconsin recovers, our economic strategy must include an approach that understands these shifts to ensure we take a comprehensive approach to realize the full potential of new opportunities.

No single data point can define a person’s right, ability and opportunity to prosper. Economic well-being invites us to measure ourselves in new ways that reflect the interdependencies that can move us forward or hold us back. We will examine how each aspect of economic well-being has been transformed by the pandemic and identify how we can work across the public and private sectors to support every resident’s pursuit of economic well-being and thus support Wisconsin’s overall economic recovery.





On behalf of the entire staff of the Wisconsin Economic Development Corporation (WEDC), I am pleased to present to the WEDC Board of Directors, the Wisconsin State Legislature, our many economic development partners and the people of Wisconsin this Annual Report on Economic Development for Fiscal Year 2021 (FY21).

Over and above fulfilling a statutory requirement, this report helps WEDC and our stakeholders assess the effectiveness of our collective economic development initiatives, while also fulfilling WEDC's unstinting commitment to transparency and accountability.

As in FY20, this report includes the response of WEDC and other state agencies to the ongoing COVID-19 pandemic and the disbursement of state and federal funds, including those from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act and the American Rescue Plan Act (ARPA).

Beginning in FY20 and continuing throughout FY21, WEDC and numerous state agencies assisted businesses, local governments, health care providers and citizens in responding to the health and economic impacts of the global pandemic. In FY21, those efforts by WEDC and, in some cases, in partnership with other state agencies, included:

- The We're All In Small Business Grant Program, which distributed \$239 million over the course of three grant rounds;
- The We're All Innovating Contest, which awarded a total of more than \$2.8 million to 227 companies across the state with innovative ideas related to pandemic response and recovery;
- The Wisconsin Tomorrow Small Business Grant Program, which has distributed more than \$300 million to small businesses affected by the pandemic.

WEDC also created the We're All In marketing campaign to provide businesses with technical assistance and information about best practices to protect employees, customers, and communities from COVID-19 and established the Main Street Marketplace website to provide a central place for retailers to take their offerings online.

Details of the financial programs WEDC initiated and continues to administer to aid business and community recovery efforts can be found on page 13 of this report, and those programs with measurable FY21 outcomes are highlighted in the table of contents on page two.

As the state's leading economic development organization, WEDC has also released two reports tracking the virus's wide-ranging impact on Wisconsin's businesses, communities and people and outlining a strategy for the state's economic recovery. The first report, Wisconsin Tomorrow – An Economy for All, released in July 2020, assessed the impact of the virus on key industries during the first few months of the pandemic. The second report, Wisconsin Tomorrow – Building An Economy for All, released in April 2021, outlined how state agencies, educational institutions, and private sector partners are working together to address gaps in the state's economy that were exacerbated by the pandemic.

Meanwhile, WEDC continued to resource and activate its regular programs as appropriate across the state. Our investments and outcomes across all 27 active programs are detailed in this report. We also highlight the important work of our Key Strategic Partners whose contributions to Wisconsin's economic success receive funding support from WEDC.

In addition to documenting the outcomes of WEDC's own programs, this report collates data from a wide range of state agencies that administer economic development programs devoted to improving the lives of Wisconsin's citizens, providing a basis for reflection, discussion and action as we continuously strive to promote economic well-being for all of Wisconsin's citizens.

We invite you to engage with this report and the data upon which it is based at wedc.org/inside-wedc/program-outcomes, where you can also view interactive maps showing where and to whom WEDC and participating agencies' financial awards were made, both for traditional programs as well as pandemic-related assistance.

Our state's transparency with respect to economic development investments and their outcomes has been recognized by the Wisconsin Public Interest Research Group, which recently ranked Wisconsin second in the nation for online access to information— a testament to all of the people who both do the work represented by this report and measure and track its impact. To them and the countless people across the state who devote their professional and personal lives to Wisconsin's future, I extend my deepest gratitude.

Sincerely,

Melissa L. Hughes
Secretary and CEO

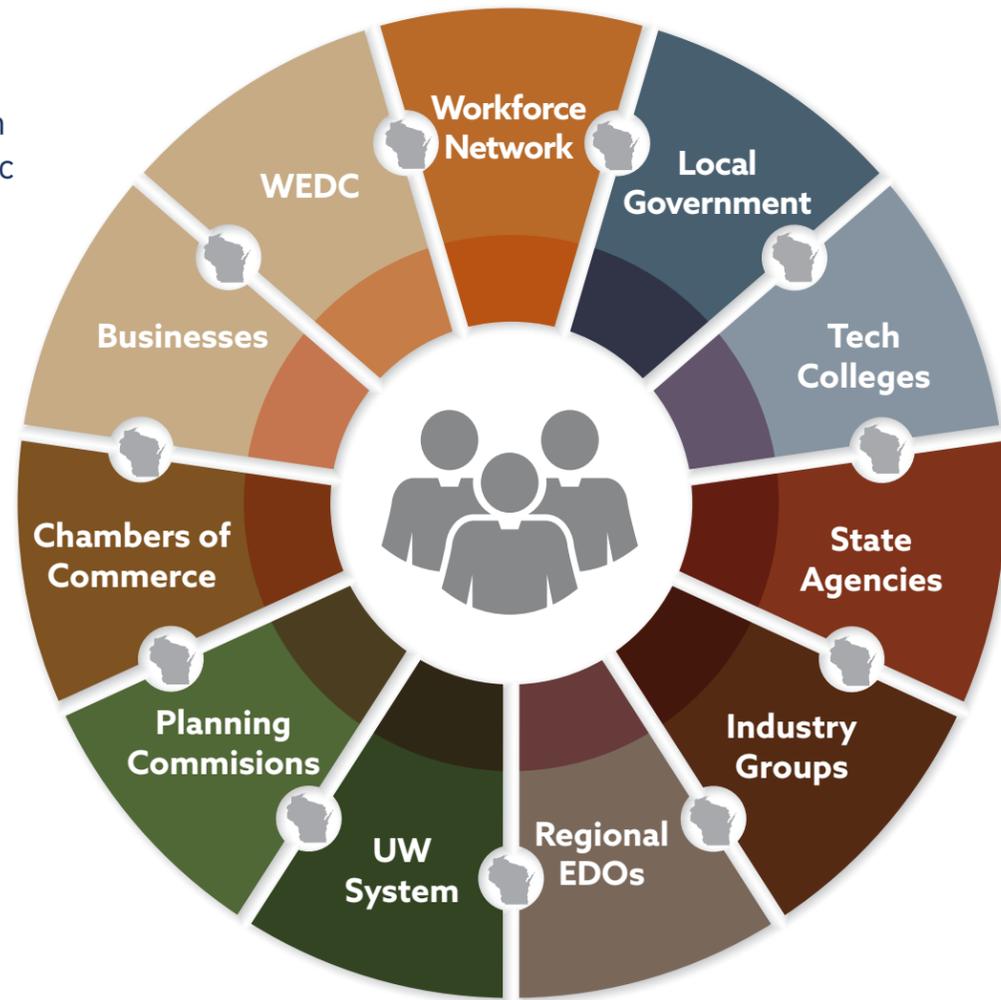
ABOUT THIS REPORT

The purpose of this Annual Report on Economic Development is to provide objective data to assist policymakers and other interested stakeholders in evaluating the effectiveness of economic development programs of the Wisconsin Economic Development Corporation (WEDC) and other Wisconsin state agencies. The origin of this report is 2007 Wisconsin Act 125. Recognizing the importance of measuring the success of programs deploying taxpayer resources, the Legislature crafted Act 125 to require specified state agencies to report annually by October 1 on the economic development programs they administered during the prior fiscal year.

This report recognizes the contributions of economic development partner organizations throughout the state whose work at a local, regional and statewide level contributes to Wisconsin's economic vibrancy. The agencies participating in this fiscal year 2021 (FY21) report are WEDC; the Department of Administration; the Department of Agriculture, Trade and Consumer Protection; the Department of Transportation; the Department of Tourism; the Department of Workforce Development; the Wisconsin Housing and Economic Development Authority; the Wisconsin Technical College System; and the University of Wisconsin System. WEDC, the state's lead economic development organization, works with each of these agencies to appropriately identify their economic development programs as defined by state statute and to report on those programs' performance goals.

WEDC collaborates with more than 600 economic development partners throughout the state in fulfillment of its mission:

To advance and maximize opportunities for businesses, communities and people to thrive in a globally competitive environment.



Included in each agency's section of this report is information on that agency's programs, including each program's outcomes for the year. Note that these program reports reflect only a fraction of the initiatives undertaken by each agency, including WEDC, to build and sustain a healthy Wisconsin economy. Each agency participating in this report engages in numerous additional activities—from talent development and infrastructure investment to community development, industry development and state and regional asset marketing—to help ensure the economic well-being of all Wisconsinites and invest in the future success of our state.

For FY21, each agency was required to provide the following information about its economic development programs:

- a description of the program;
- the location of each job created or retained;
- the industry classification of each job created or retained;
- a comparison of expected and actual program outcomes;
- the number of grants made under the program;
- the number of loans made under the program;
- the amount of each grant and loan made under the program;
- the recipient of each grant and loan made under the program;
- the total amount of tax benefits allocated, and each recipient of a tax benefit verified to the Department of Revenue, under the program; and
- any recommended changes to the program.

Agencies submit this information to WEDC using an online portal for compilation and publication. The award-level information for each agency is included in the online awards management system at wedc.org/inside-wedc/program-outcomes/

This collaborative approach makes reporting on the state's economic development programs more comprehensive, transparent and accountable to the public.

HOW TO READ THE ECONOMIC DEVELOPMENT PROGRAM SUMMARIES

Each agency includes summaries of its economic development programs. These summaries include information listed here with definitions for reference.

STATUS – Active or inactive

INCEPTION – Indicates either the incepting act, if the program was created by state or federal law, or the fiscal year the program was launched

PROGRAM GOAL – High-level description of the program’s intended purpose, policy goal or objective

PROGRAM DESCRIPTION – A description of the program that includes all of the following, if applicable: the type of entity the program serves; the type of assistance the program offers; the funding source; and the target industry, area or population

ELIGIBILITY REQUIREMENTS – Type of organization or activities eligible for award under the program, as well as stipulations relating to program requirements and qualifying uses of funds

INCENTIVES AND AVAILABLE FUNDING – The total program budget for the fiscal year as well as the terms applicable to certain awards under the program

EXPECTED OUTCOMES – The agency’s goal for the program for the fiscal year

PROGRAM ACTIVITY – A report of the outcomes resulting from the program during the fiscal year

RECOMMENDED CHANGES – Changes to program specifications that are being considered

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION



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A COMMITMENT TO TRANSPARENCY

Upon completion of the appropriate internal review and approval process, WEDC makes a financial award commitment to a company or organization whose proposed project fulfills the requirements of the program to which it has applied.

Many of the deliverables for projects that reach the contracting stage are completed over three to five years, on average. So, for example, if a company agrees to invest \$30 million over a five-year period, WEDC reports this capital investment in the year the contract is signed. Subsequently, WEDC monitors contract fulfillment and receives regular reports from companies receiving awards. These reports include capital expenditures, job creation and retention and other performance data that WEDC uses to track contract compliance and to gauge overall program effectiveness. The company's progress toward its obligations is reported online in WEDC's searchable database of awards at wedc.org/inside-wedc/program-outcomes/.

Note that the performance deliverables required in WEDC's contracts often do not reflect the total economic development gains of a project. For example, WEDC's contract may only require a certain capital expenditure, but the project also results in job creation not required by the contract. Or, WEDC's contract may stipulate a minimum job impact threshold required to receive a WEDC award, but the company delivers additional jobs as a result of the project. These jobs may or may not meet WEDC's salary requirements, for example, but they still represent positive outcomes from the investment. WEDC often includes these additional performance impacts, as attested to in performance reports submitted to WEDC by awardees, in this Annual Report on Economic Development.



WEDC continuously evaluates its awards administration process and implements enhancements designed to increase effectiveness.

WEDC's unique organizational structure, including its block-grant funding, also allows it to adapt quickly to changing economic conditions, as was done in response to the COVID-19 pandemic. At the end of FY20 through FY21, WEDC began deploying federal funds from the Coronavirus Aid, Relief and Economic Security (CARES) Act into We're All In Small Business Grants of \$2,500 each to targeted Wisconsin businesses, with priority given to industries and communities most affected by the pandemic. In FY21, WEDC launched the We're All Innovating Contest designed to provide financial support to innovative startups and established small businesses in Wisconsin.

PROGRAM DELIVERABLES

WEDC employs a variety of measures to gauge the effects of its economic development investments, which range from tax credits for investments in early-stage companies to export readiness programs, industry cluster advancement strategies and downtown redevelopment financing.

Tallied here are the total measurable outcomes of WEDC's FY21 economic development investments, including capital investment and job impact data as required in this report:

RECIPIENT	ASSISTED BY WEDC	ASSISTED BY WEDC KEY STRATEGIC PARTNER	TOTAL	FY21 GOAL
Businesses	27,034**	3,738*	30,772	3,762
Communities	158	-	158	128
Partner Organization	74	-	74	84

**Number of businesses assisted and grants awarded include one-time COVID-19 programs.

*The number was reduced by 20 percent to account for potential overlap with WEDC business assisted.

FINANCIAL AWARDS			
Award Type	# of Awards	Award Amount	Leverage Ratio*
Bonds	3	\$13,580,000	
Grants***	26,540**	\$95,802,220	5:1
Investor Credits	52	\$20,167,500	4:1
Loans	13	\$3,425,125	5:1
Tax Credits	46	\$60,984,064	10:1
Total	26,654	\$193,958,909	7:1
FY21 LEVERAGE GOAL			8:1

*WEDC includes a project's total project investment as reported by the company in this leverage ratio calculation in order to capture the complete impact of a project.

**Number of businesses assisted and grants awarded include one-time COVID-19 programs.

*** Includes Wisconsin Investment Pilot program.



Capital investment supported by WEDC awards
\$857 million

A note about capital investment:

The benefits of WEDC's investments do not end with the capital investment made by the company receiving financial assistance. When a company spends millions of dollars on an expansion project, for example, much of that money is pumped into the local economy through the direct purchasing of contractor services.

JOB IMPACT

YEAR	JOBS TO BE CREATED	JOBS TO BE RETAINED	TOTAL JOBS IMPACTED*	FY21 GOAL
FY21	2,930	9,275	12,205	7,710

*Jobs impacted totals are derived from contracts executed between July 1, 2020, and June 30, 2021. These include executed contracts from both current and previous year commitments and agreements with Key Strategic Partners.



A note about job impact:

Not all WEDC financial assistance contracts include a job impact requirement. For those that do, this measurement reflects the number of jobs that will be either created or retained as a direct result of the investment. That job impact number is recorded in the contract and the award is contingent upon its attainment.

It takes time—sometimes years—for the positive direct effects of a WEDC investment to be realized. The question, then, is when are the jobs in question actually impacted? And when do they get counted? WEDC reports the total impact of the jobs in the year the contract is executed, and tracks performance progress to that impact goal throughout the life of the project. Typically, a contract with job creation goals lasts five years.

KEY STRATEGIC PARTNERS

WEDC's success draws upon the combined strength of an innovative strategy and strong relationships with an extremely capable economic development community in Wisconsin. To foster that community, WEDC invests in Key Strategic Partners with specialized skills and a proven track record of success. Their work contributes significantly to the outcomes recorded in this report.

The following Key Strategic Partners are organizations uniquely positioned to help WEDC meet its strategic goals. By leveraging the existing services and subject matter expertise of these partners, WEDC increases the economic development impact of the funds we deploy.

REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS - \$775,000

WEDC funds administrative costs, marketing activities and Inspire licenses for nine Wisconsin regional economic development organizations (EDOs): 7 Rivers Alliance, Centergy, Grow North, Madison Region Economic Partnership, Milwaukee 7, Momentum West, New North, Prosperity Southwest and Visions Northwest. While each regional EDO is organized differently to meet the needs of its respective communities, they all demonstrate regional collaboration with county economic development organizations, municipal economic development organizations, regional planning commissions, workforce development representatives, educators and private sector stakeholders.

WEDC works closely with the regional EDOs around the state to facilitate communication and coordinate support for local businesses and communities. Examples of such cooperation in FY21 include the following:

- Holding regular meetings with local and county EDOs and chambers of commerce
- Engaging, educating and leveraging the local economic development partners within each region
- Establishing regional roundtables with key industry leaders to discuss key drivers, needs and issues facing the region
- Employing a regular communication vehicle such as a newsletter or scheduled emails
- Issuing an annual state of the region report
- Educating elected officials and board of directors on economic development
- Conducting, causing to be conducted, or coordinating the regular business retention and expansion initiatives throughout the region and coordinating the input of results that will be shared with WEDC
- Conducting a marketing effort on behalf of the region and its partners; coordinating with WEDC on business and marketing initiatives incorporating the Wisconsin brand
- Reaching out to rural portions of the region and helping them develop economic growth strategies; addressing any housing, broadband and/or childcare activities
- Promoting and implementing key initiatives such as: diversity, equity and inclusion; workforce and upskilling; COVID-19 relief; and renewable energy systems or energy efficiency

In addition, the Regional Leadership Council, made up of the directors from the regional EDOs, identified key initiatives that could be deployed throughout the state in coordination with, and in advancement of, shared goals and strategies with WEDC.

WISCONSIN PROCUREMENT INSTITUTE - \$350,000

The Wisconsin Procurement Institute (WPI) helps companies sell products and services to federal, state and local agencies as well as prime contractors. WPI navigates the government procurement process for small firms and helps them develop competitive processes and technical capabilities to earn federal, state and local government contracts. In FY21, WPI engaged with 1,236 unique companies, helping them obtain more than \$1.2 billion in contracts, resulting in 45 jobs created and 856 retained.

MINORITY CHAMBERS OF COMMERCE - \$900,000

WEDC financially supports four statewide minority chambers of commerce and their affiliated entities:

- African American Chamber of Commerce - Madison Black Chamber; Wisconsin Black Chamber
- First American Capital Corporation/American Indian Chamber of Commerce - Wisconsin Indian Business Alliance; Latino Chamber of Commerce of Dane County
- Hmong Chamber of Commerce - Wisconsin United Coalition of Mutual Assistance; Latino Entrepreneurial Network

In FY21, a total of 49 loans were processed by the minority chambers, providing more than \$1.5 million in funding, leveraging more than \$4.3 million in private and equity participation. This helped create 69 jobs and retain 122. In total, 699 businesses were supported by impactful technical assistance.

WISCONSIN CENTER FOR MANUFACTURING & PRODUCTIVITY - \$1,250,000

The Wisconsin Center for Manufacturing & Productivity (WCMP), working through the Wisconsin Manufacturing Extension Partnership and the UW-Stout Manufacturing Outreach Center, provides advisory and implementation services to small and midsize manufacturers throughout Wisconsin to implement next-generation manufacturing strategies, increase business performance and improve competitiveness and profitability through programs such as ExporTech™ and the Transformational Productivity Initiative, the outcomes of which are included within the respective program listings in this report. In FY21, WCMP reached 745 companies with services resulting in \$13.5 million in cost savings, \$89.1 million in new sales, \$145.8 million in retained sales, \$109.7 million in new investment, 385 jobs to be created and 1,109 jobs retained.

CENTER FOR TECHNOLOGY COMMERCIALIZATION - \$540,000

CTC services delivered by staff and a statewide network of partners include review and analysis of business models and commercialization plans; advice concerning patent, trademark and copyright issues; and assistance to businesses in obtaining federal SBIR/STTR grants. In FY21, CTC provided counseling to 350 distinct business clients, activity which is expected to assist in the creation of 116 new jobs and the retention of an additional 199.

Note: In addition to this one-on-one assistance, CTC provides significant, in-depth consultation to numerous other businesses in its administration of WEDC's Entrepreneurial Micro-grant Program, SBIR/STTR Matching Grant Program, and the Ideadvance Seed Fund, which is supported through WEDC's Capital Catalyst Program. Outcomes of those activities are included within the respective program listings in this report.

WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION - \$350,000

WWBIC provides small business owners and aspiring entrepreneurs with an array of educational programming, individual consulting and microloan assistance. In FY21, WWBIC provided 1,202 clients with impactful counseling services averaging more than seven hours per client. WWBIC's microloan program provided more than \$7.3 million in loan financing to small businesses, including 37 startups. Of the total loan amount, more than \$1.5 million served businesses in rural Wisconsin. WWBIC's assistance is expected to facilitate the creation of 232 and retention of 458 positions.

WISCONSIN TECHNOLOGY COUNCIL - \$310,000

WTC contributes to the state's high-tech and entrepreneurial economy through its policy work, hands-on work with investors and companies, educational forums and networking events. In FY21, key WTC events, with combined attendance of more than 2,700 entrepreneurs, investors, service providers and others, provided select entrepreneurs with unique opportunities and training to advance their ventures. The 2021 Early Stage Symposium featured 80 young firms showcasing their companies to an audience of investors and other advisors, while the 2021 Governor's Business Plan contest provided 76 of the 251 entrants with intensive "pitch" training and culminated in finalists presenting at the Wisconsin Entrepreneurs' Conference. In addition, the Wisconsin Technology Summit, held virtually this year, facilitated 150 meetings for 80 emerging companies.

Through the Wisconsin Angel Network (WAN), housed within WTC, the organization held three educational seminars for angel and venture investors throughout Wisconsin and is assisting ongoing efforts to develop additional investment groups in the state. WTC/WAN leadership assisted 68 distinct companies in navigating channels for accessing investment capital, not including support rendered through the aforementioned event-based activities.

BRIGHTSTAR WISCONSIN FOUNDATION - \$50,000

BrightStar is a 501(c)(3)-designated nonprofit foundation that manages an equity investment fund capitalized by private donations. BrightStar invests primarily in technology-based, high-growth early-stage businesses to facilitate job creation and increase economic activity statewide. In FY21, BrightStar made five investments in startup and early-stage companies totaling \$350,000.

GLOBAL NETWORK OF WEDC'S AUTHORIZED TRADE REPRESENTATIVES - \$207,100

WEDC has authorized trade representatives located in high-volume and high-growth-potential markets for Wisconsin companies. In FY21, the Global Network covered 81 countries and consisted of 16 independent contractors, 13 of which were under an umbrella contract managed by the Council of Great Lakes and St. Lawrence Governors and Premiers. In FY21, the Global Network provided 70 in-country assistances and served 46 unique Wisconsin companies with WEDC export support services.

BROWNFIELDS GRANT

STATUS

- Active

INCEPTION

1997 Wisconsin Act 27; Wis Stat. §238.13

PROGRAM GOAL

The goal of the Brownfields Grant Program is to support community redevelopment in the state of Wisconsin.

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

Community and Economic Opportunity — Community Development

PROGRAM DESCRIPTION

The program provides funds to local governments, businesses, nonprofits and individuals for redeveloping commercial and industrial sites that have been adversely affected by environmental contamination.

ELIGIBILITY REQUIREMENTS

Any individual, partnership, limited liability company, corporation, nonprofit organization, city, village, town, county, or trustee, including a trustee in bankruptcy, may apply for funds, provided that the party that caused the environmental contamination and any person who possessed or controlled the environmental contaminant is unknown, cannot be located or is financially unable to pay for the remediation of the soil/groundwater. Phase I and Phase II environmental reports must be completed prior to seeking Brownfields Grant Program funding. Brownfields Grant Program funds may be used for brownfields redevelopment or associated environmental remediation activities on sites with demonstrated soil, groundwater or vapor contamination. Grant funds may typically be used for the following activities:

- The environmental investigation, remediation or monitoring of the site
- The removal of hazardous waste containers
- Soil removal, capping, barrier installation and vapor intrusion systems

INCENTIVES AND AVAILABLE FUNDING

\$ 3,000,000

Awards generally do not exceed \$500,000, unless the request for funds is for a project that, due to the size of the brownfield and the degree and extent of contamination, clearly justifies an award beyond normal parameters.

EXPECTED OUTCOMES

Assist six community projects and achieve a 35:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21			
	Awards	Award Amount	Leverage Ratio
Total	8	\$3,185,300	97:1

- In FY21, the program budget was amended up to \$3,193,800.

RECOMMENDED CHANGES

No substantive changes

BROWNFIELDS SITE ASSESSMENT GRANT

STATUS

- Active

INCEPTION

1999 Wisconsin Act 9; Wis. Stat. §238.133

PROGRAM GOAL

The goal of the Brownfields Site Assessment Grant (SAG) Program is to support community redevelopment in the state of Wisconsin.

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

Community and Economic Opportunity – Community Development

PROGRAM DESCRIPTION

The program provides grants of up to \$150,000 to local governments seeking to redevelop sites with economic or community development potential that are or may be adversely impacted by environmental contamination. Grant funds are to be utilized to define the degree and extent of groundwater and soil contamination along with identifying and assessing vapor intrusion issues.

ELIGIBILITY REQUIREMENTS

Eligible entities are local governments, defined as a city, village, town, county, redevelopment authority, community development authority or housing authority, with demonstrable need to perform environmental investigations, defined as one or more contiguous industrial or commercial sites where redevelopment is adversely affected by actual environmental contamination.

INCENTIVES AND AVAILABLE FUNDING

\$1,160,000

Program grants are capped at \$150,000. WEDC administers the SAG Program on a continual application basis and decisions on funding requests are handled throughout the year.

EXPECTED OUTCOMES

Assist eight communities to support site work and achieve a 6:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21			
	Awards	Award Amount	Leverage Ratio
Total	5	\$633,700	1:1

- During FY21, the program budget was amended down to \$755,600

RECOMMENDED CHANGES

No substantive changes

BUSINESS DEVELOPMENT LOAN PROGRAM

STATUS

- Active

INCEPTION

WEDC FY18

PROGRAM GOAL

The goal of the Business Development Loan (BDL) Program is to support the retention and expansion of businesses operating in the state of Wisconsin.

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

Business Development: Business Retention and Expansion

PROGRAM DESCRIPTION

The program offers financing primarily to small businesses that have limited access to standard types of debt or equity financing, particularly in—but not limited to—rural areas of the state. The program is intended to provide gap financing to existing businesses seeking to expand, increase operational efficiency, or enhance competitiveness in key Wisconsin industries.

ELIGIBILITY REQUIREMENTS

To be eligible for a BDL award, the applicant must be a for-profit enterprise registered to conduct business in the state of Wisconsin with fewer than 500 full-time employees, engaged in one of the following industries: aerospace; manufacturing; biohealth; energy, power and control; food and beverage; forest products; manufacturing; water technology; or transportation.

The interest rate for loans will be the prime rate published by the *Wall Street Journal* bank survey at the time of application. For projects located in an Economically Distressed Area, the interest rate shall be 1.5% or 150 basis points below the prime rate.

Recipients may use BDL funds for:

- Real property, plant and equipment
- Long-term leasehold improvements
- Working capital, if fixed assets are also financed with program funds

INCENTIVES AND AVAILABLE FUNDING

The program was not funded in FY21.

EXPECTED OUTCOMES

No activity expected.

FY21 PROGRAM ACTIVITY

No awards executed.

RECOMMENDED CHANGES

Place temporary suspension on program activities and funding.

BUSINESS DEVELOPMENT TAX CREDIT

STATUS

- Active

INCEPTION

2015 Wisconsin Act 55

PROGRAM GOAL

The goal of the Business Development Tax Credit (BTC) Program is to incent new and expanding businesses in the state of Wisconsin.

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

Business Development – Business Retention and Expansion

PROGRAM DESCRIPTION

The program supports job creation, capital investment, training and corporate headquarters location or retention by providing businesses located in or relocating to Wisconsin with refundable tax credits that can help to reduce their Wisconsin income/franchise tax liability or provide a refund, thereby helping to enhance their cash flow to expand the project's scope, accelerate the timing of the project or enhance payroll.

ELIGIBILITY REQUIREMENTS

BTC projects must meet the requirements contained in Wis. Stat. §238.308.

Businesses located in or relocating to Wisconsin may be eligible for BTCs. A business that annually increases net employment in the company's Wisconsin-based workforce may be eligible for BTCs. Individual businesses may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC. Eligible businesses can earn BTCs for the following activities:

- Job creation: The amount of tax credits awarded for job creation may equal up to 10% of the annual wages for eligible employees in full-time jobs. In an economically distressed area, the amount of tax credits may equal up to an additional 5% of the annual wages for eligible employees.
- Capital investment: The amount of tax credits awarded for new capital investment may equal up to 3% of the business's personal property investment and up to 5% of its new real property investment.
- Job training: The amount of tax credits awarded for training may equal up to 50% of eligible training costs.
- Corporate headquarters: The amount of tax credits awarded for the location or retention of a corporate headquarters may equal up to 10% of the annual wages of positions created or retained for eligible employees.

Generally, the maximum tax credit award amount for a project will be determined by calculating the greater of the maximum amount the recipient could earn under either job creation or capital investment. WEDC is not required to award the recipient the maximum amount allowed under the calculation. A certification for BTC tax benefits may remain in effect for no more than 10 cumulative years.

INCENTIVES AND AVAILABLE FUNDING

Subject to a reallocation of additional funds up to \$10,000,000 under §238.308(4)(c) and unused carry-forward credits, WEDC will allocate no more than \$22,000,000 in tax credits in any calendar year.

EXPECTED OUTCOMES

Assist 30 businesses to support the creation of 1,500 jobs, retention of 2,500 jobs and achieve a 20:1 leverage of other investment.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

	CONTRACTED IN FY21				
	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
Total	25	\$10,055,000	1,676	5,505	48:1

- Complete CY21 results not available at publication; FY21 results shown.

RECOMMENDED CHANGES

No substantive changes

CAPACITY BUILDING GRANT

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The goal of the Capacity Building Grant Program is to support local and regional economic development efforts in the state of Wisconsin.

Projects receiving Capacity Building funding must support one of WEDC’s Strategic Pillars and Focus Areas.

PROGRAM DESCRIPTION

The program provides funds to assist local, regional, and statewide nonprofit organizations to further the goals of WEDC in its efforts to foster an advanced economic development network within the state of Wisconsin.

ELIGIBILITY REQUIREMENTS

Recipients may use the funds for purposes that support one of WEDC’s Strategic Pillars. Eligible projects include, but are not limited to:

- Planning initiatives or assessments of the economic competitiveness of the area (e.g., workforce, infrastructure, sustainability, export capacity)
- Initiatives that will assist or enhance an organization’s ability to develop or deliver economic development programming that helps to identify or address issues or challenges of an area or the state
- Implementation or replication of successful pilot programs or economic development best practices
- Marketing by regional economic development organizations. Regional economic development organizations may receive grants not to exceed \$100,000 or the amount of matching funds the organization obtains from sources other than WEDC or the state, whichever is less, to fund marketing activities
- Match funding for projects receiving EDA Cares Act Funding
- Delivery of resources and services to Wisconsin entrepreneurs through the Entrepreneurship Support grant

Capacity Building funding may not be used for past costs, nor may costs incurred prior to application be considered for matching funds, if applicable.

WEDC may take the following into account when evaluating Capacity Building Grant applications:

- the likelihood the proposed effort will result in long-term benefits to the organization, its members, the region or state, or its clients;
- the degree to which the organization can influence state or regional economic conditions (e.g., number of localities served, geography, membership size);

- the extent to which the problem has been approached through regional collaboration with other economic development groups and other local jurisdictions;
- the extent to which the project will provide an impact to smaller communities/rural areas of Wisconsin;
- the financial need demonstrated by the applicant; and
- the extent to which the proposed effort can be replicated throughout Wisconsin.

WEDC may require matching funds depending on the project’s attributes.

Capacity Building – Entrepreneurship Support

The Entrepreneurship Support grant provides funds awarded through a competitive application process for the implementation of entrepreneurship programs. Wisconsin organizations may use the funds for the following purposes:

- Promotion of entrepreneurship
- Entrepreneurial education, mentorship or training programs
- Facilitation of business development or financial services

INCENTIVES AND AVAILABLE FUNDING

Capacity Building: \$1,200,000

The amount of funding per project will generally be up to \$50,000. Projects related to COVID-19 recovery with a statewide impact may receive up to \$250,000.

Capacity Building – Entrepreneurship Support: \$750,000

The amount of funding per project will generally be between \$10,000 and a maximum of \$100,000.

EXPECTED OUTCOMES

Capacity Building – Assist 15 organizations.

Capacity Building – Entrepreneurship Support – Assist 15 organizations and 400 businesses.

FY21 PROGRAM ACTIVITY

CAPACITY BUILDING GRANT CONTRACTED IN FY21

	Awards	Award Amount
Total	10	\$444,100

- During FY21, the program budget was amended down to \$444,900.

CAPACITY BUILDING – ENTREPRENEURSHIP SUPPORT CONTRACTED IN FY21

	Awards	Award Amount
Total	24	\$1,054,000

- During FY21, the program budget was amended up to \$1,054,000.

RECOMMENDED CHANGES

Eliminate emergency COVID-19 initiatives as warranted; transition Entrepreneurship Support activities to new assistance program.

CAPITAL CATALYST

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Capital Catalyst Program is to incent capital formation and investment in startups and emerging growth companies in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides matching grants to seed funds managed by local communities and other eligible entities to provide capital to startups and emerging growth companies. The Capital Catalyst Program increases the availability of capital to startups and emerging growth companies to support growth and attract additional private investment.

ELIGIBILITY REQUIREMENTS

Applicants for Capital Catalyst funds must demonstrate organizational capability and the availability of entrepreneurial support to achieve the goals of their programs. Capital Catalyst fund recipients may include units of government, educational institutions, foundations, other nonprofit entities, or investment holding entities established by otherwise eligible entities. Applicants should have an established investment/selection committee, investment/funding criteria application process, and intended use of returns. Eligibility for the program requires a 1:1 match of the amount of funding provided by WEDC. Investment/funding decisions will focus on assistance to companies in industry sectors including but not limited to advanced manufacturing, agriculture or food processing, information systems or software, medical devices, biosciences and energy.

INCENTIVES AND AVAILABLE FUNDING

\$1,250,000

The program provides grants to approved Capital Catalyst recipients that establish seed funds and meet the eligibility requirements.

EXPECTED OUTCOMES

Award four organizations to support the financing of 25 startup and emerging growth companies. Recipients will maintain an average co-investment ratio of 1:1 and companies financed by local seed funds will achieve a 3:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21				
	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
TOTAL	7	\$1,775,000	95	1:1

- During FY21, the program budget was amended up to \$2,275,000

RECOMMENDED CHANGES

No substantive changes

CERTIFIED SITES

STATUS

- Active

INCEPTION

WEDC FY12

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 and 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

Not applicable

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.

EXPECTED OUTCOMES

Provide site search technical assistance to 12 businesses and promote the existing 20 Certified Sites. Due to the COVID-19 pandemic, no new site certifications are expected in FY21.

FY21 PROGRAM ACTIVITY

- No new sites were certified.
- There are 21 Certified Sites in Wisconsin.

RECOMMENDED CHANGES

No substantive changes

COMMUNITY DEVELOPMENT INVESTMENT GRANT

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The goal of the Community Development Investment (CDI) Grant Program is to incent primarily downtown community development in the state of Wisconsin.

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

Community and Economic Opportunity – Community Development

PROGRAM DESCRIPTION

The program supports urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community driven efforts. Funded activities should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

ELIGIBILITY REQUIREMENTS

Local governments, tribal entities and other government authorities applying on behalf of a municipality may apply to receive grant assistance for eligible activities such as building renovation, infrastructure investment and new construction. Funding may be used for community development projects such as historic preservation, development of significant destination attractions, infill and mixed-use developments. Applicants must provide a minimum of 1:1 matching investment in project costs. For U.S Economic Development Administration (EDA) CARES Act funded projects, the WEDC investment shall not exceed 20% of the project budget.

INCENTIVES AND AVAILABLE FUNDING

\$8,000,000

The grants will be limited to 50% of eligible project costs with a maximum grant amount of up to \$250,000.

At least 50% of the funds will be awarded to cities and towns within Designated Rural Counties. Funds will be awarded through an ongoing application process.

EXPECTED OUTCOMES

Assist 40 communities and achieve a 20:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

	CONTRACTED IN FY21		
	Awards	Award Amount	Leverage Ratio
TOTAL	41	\$8,544,500	19:1

- In FY21, the program budget was amended up to \$8,576,250

RECOMMENDED CHANGES

Eliminate emergency COVID-19 initiatives as warranted.

DEVELOPMENT OPPORTUNITY ZONE

STATUS

- Active

INCEPTION

1993 Act 232, 1997 Act 27, 2005 Act 259, 2009 Act 2, Wis. Stat. §238.395.

PROGRAM GOAL

The goal of the Development Opportunity Zone (DOZ) program is to incent new and expanding businesses in the city of Beloit.

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

Business Development – Business Retention and Expansion

PROGRAM DESCRIPTION

The program incents job creation, job retention, capital investment and environmental remediation by providing non-refundable tax credits that can help to reduce a company's Wisconsin state income tax liability, thereby helping to enhance its cash flow to either increase the expansion project's scope, accelerate the timing of the project or enhance payroll. Also, the program incents the creation of jobs for target group members.

ELIGIBILITY REQUIREMENTS

Generally, businesses located in, or relocating to, an area designated as a Development Opportunity Zone under §238.395(1), Wis. Stats. may be eligible for DOZ tax credits. A certified business may qualify for tax credits only for activities that occur after an eligibility date established by WEDC. Credits may be earned for the following activities:

Job Creation

Job creation allocations will be based on projected jobs to be created over three years. Businesses will earn tax credits for a maximum of three years and must maintain jobs for five years, commencing on the date the company is certified as eligible for tax credits.

Job Retention

Job retention tax credits are available only for positions that would not have been retained without the tax credits. Businesses will earn tax credits over five years and must maintain those jobs during the entire five-year period, commencing on the date the company is certified as eligible for tax credits.

Capital Investment

Tax credits allocated for capital investment must meet the following criteria:

- There must be capital investment in a project that is beyond a certified business's normal capital expenditures. This specific purpose includes, but is not limited to, diversifying product lines and modernizing and enhancing the efficiency of production processes.
- The amount of the investment is at least \$10,000 for each full-time employee working at the certified business's project location or \$1,000,000, whichever is less.
- At least 25% of the tax benefit verified by WEDC must be based on creating or retaining full-time jobs. Exceptions may be granted to this requirement if it is determined that a business makes a significant capital investment.

Environmental Remediation

Tax benefits for environmental remediation are determined as 50% of eligible costs.

INCENTIVES AND AVAILABLE FUNDING

\$9,519,000-Beloit

The DOZ Program offers incentives across three categories:

Job Creation/Retention Credit: Credits may be earned according to the pay grade of jobs being created or retained.

- FTE paying at least 150% of federal minimum wage, up to \$6,000 per job
- FTE paying at least 150% of federal minimum wage and employing a member of a targeted group: up to \$8,000 per job
- Award amounts within a given tier will be made with consideration of unemployment rates, recent layoffs, health benefits, regional poverty rates, distressed county status, per capita income and public involvement necessary to move the project forward.

Capital Investment Credit: Credits may be allocated at a rate of up to 3% of all eligible capital investment.

Environmental Remediation Credit: Credits may be allocated at a rate of up to 50% of the eligible environmental remediation costs (including investigation, but only if actual remediation follows the investigation).

EXPECTED OUTCOMES

No new awards are expected under this program.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

Complete CY21 results not available at publication; FY21 results:

- No new awards executed.

RECOMMENDED CHANGES

Sunset the program after the final DOZ designation expires on July 31, 2021.

DISASTER RECOVERY MICROLOAN

STATUS

- Active

INCEPTION

WEDC FY19

PROGRAM GOAL

The goal of the Disaster Recovery Microloan (DRM) Program is to provide short-term assistance to businesses affected by disaster events in the state of Wisconsin.

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

Business Development – Business Retention and Expansion

PROGRAM DESCRIPTION

The program will provide grants to preapproved regional entities with the capacity to deploy rapid response microloans to businesses affected by disasters, either natural or man-made. The microloans are to assist the business with necessary restoration and operating expenses until more long-term recovery funding can be secured. WEDC will contract with regional entities to distribute and administer these loans in their respective geographic areas of the state, as applicable.

ELIGIBILITY REQUIREMENTS

DRM program grants will only be made available to regional entities where WEDC has an agreement in place outlining the grant obligations and terms and conditions of the microloan program. Within 30 days following a natural or man-made disaster event, which may or may not include a corresponding State of Emergency or Disaster Declaration, the preapproved regional entity will request allocation of funding to make microloans in its respective region. WEDC will expedite review and approval of the request.

INCENTIVES AND AVAILABLE FUNDING

\$1,000,000

The incentives in this program are grants to preapproved regional entities based on need related to the disaster event to provide microloans to affected businesses under the following conditions:

- Amount: Up to \$20,000
- Term: 24 months with no early repayment penalty
- Deferral: Minimum of six months
- Interest rate: The interest rate for loans will be 0%
- Collateral and guarantees should be considered

Loan repayments may be retained by the regional entity for other economic development uses, such as economic development programming, matching funds to partner programs, small business education programs, revolving loan funds, etc. The regional entity has the authority to make forgivable loans, as long as the provision for such is stipulated in the loan agreement. As part of the grant award, the regional entity may receive up to \$5,000 for the cost to prepare a schedule of expenditures in accordance with §238.03(3)(a).

EXPECTED OUTCOMES

Nine regional organizations approved to administer the program covering all 72 counties

FY21 PROGRAM ACTIVITY

	CONTRACTED IN FY21		
	Awards	Award Amount	Businesses to be Assisted
TOTAL	1	\$4,000,000	108

- During FY21, the program budget was amended up to \$4,000,000.

RECOMMENDED CHANGES

No substantive changes

DIVERSE BUSINESS DEVELOPMENT

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Diverse Business Development Program (DBD) is to support existing, new and expanding minority-, women-, and veteran-owned businesses in the state of Wisconsin.

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

Community and Economic Opportunity – Minority Business Development

PROGRAM DESCRIPTION

The program is designed to support minority, women, and veteran business development through direct assistance to nonprofit organizations and businesses in Wisconsin. The funding is intended to promote investment and job retention and creation in minority communities and underserved markets by increasing access to capital and business development training opportunities.

ELIGIBILITY REQUIREMENTS

Eligible nonprofit grant applicants are organizations that provide business financing, training or technical assistance to the minority and underserved business community. The recipient must demonstrate professional capacity, financial stability and viability, and a demonstrated need.

INCENTIVES AND AVAILABLE FUNDING

\$550,000

EXPECTED OUTCOMES

Award seven organizations to support 80 businesses.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21			
	Awards	Award Amount	Businesses to be Assisted
TOTAL	8	\$550,000	108

RECOMMENDED CHANGES

No substantive changes.

ENTREPRENEURIAL MICRO-GRANT

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The goal of the Entrepreneurial Micro-Grant (EMG) Program is to support business planning and strategy for entrepreneurs and small business owners in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides early-stage technology-based companies with services and funding to support their efforts in obtaining significant federal grant funding. Additionally, business planning services rendered by the Small Business Development Centers (SBDCs) increase the entrepreneurial proficiency of state entrepreneurs and small business owners.

These micro-grants are currently administered exclusively by the Center for Technology Commercialization (CTC, formerly Wisconsin Entrepreneurs' Network). Commercialization Planning Assistance and SBIR/STTR Assistance are provided by CTC, while the Entrepreneurial Training Program is provided by the SBDC. The Entrepreneurship Training Program is an 8- to 12-week course offered periodically by SBDCs that provides assistance with business plan development to current or prospective business owners.

ELIGIBILITY REQUIREMENTS

An eligible entity applying to WEDC to administer Entrepreneurial Micro-Grants must have the expertise and capability of serving a statewide network of entrepreneurs. The SBIR/STTR Assistance and Commercialization Planning Assistance micro-grants are available to those starting or expanding a technology-based or research-oriented business or to firms located in Wisconsin that rely on the use of technology. Applicants must provide at least a 25% cash match for each micro-grant. Eligible projects include:

- development of an SBIR/STTR Phase I or Phase II proposal or other federal funding proposal;
- development of an SBIR/STTR Phase II Commercialization Plan or a comprehensive business plan; or
- procurement of a CTC-approved market research study in support of a commercialization or business plan.

INCENTIVES AND AVAILABLE FUNDING

\$250,000

The incentives in this program are grants to eligible entities to provide micro-grants to companies for commercialization assistance, training, or research and tech transfer.

EXPECTED OUTCOMES

Award one organization to support 100 businesses.

FY21 PROGRAM ACTIVITY

The program administered through CTC assisted 101 businesses and was awarded \$200,000.

RECOMMENDED CHANGES

No substantive changes

ENTERPRISE ZONE

STATUS

- Active

INCEPTION

2005 Act 361, 2009 Act 266, 2009 Act 267; Wis. Stat. §238.399

PROGRAM GOAL

The goal of the Enterprise Zone (EZ) Program is to incent projects involving expansion of existing Wisconsin businesses or relocation of major business operations from other states to Wisconsin.

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

Business Development – Business and Investment Attraction

PROGRAM DESCRIPTION

The program supports job creation, job retention, capital investment, training, and Wisconsin supply chain investment by providing companies with refundable tax credits that can help to reduce their Wisconsin state income tax liability or provide a refund, thereby helping to enhance their cash flow to either expand the expansion project’s scope, accelerate the timing of the project or enhance payroll.

ELIGIBILITY REQUIREMENTS

EZ tax credit projects must meet the requirements in § 238.399, §71.07 (3w), §71.28 (3w), and §71.47 (3w), Wis Stats. Among other things, these statutes cover applicable definitions, eligibility for tax benefits, and limits on the tax benefits.

Businesses located in or relocating to Wisconsin may be eligible for EZ tax credits. A certified business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC or the duration of the EZ, whichever is longer. Tax credits can be earned over a period of up to 12 years.

INCENTIVES AND AVAILABLE FUNDING

Subject to passive review by the Joint Committee on Finance, WEDC may designate any number of Enterprise Zones in Wisconsin. WEDC shall designate at least five (5) zones subject to population limits in a political subdivision. Currently, WEDC has one (1) undesignated statutorily required zone available for a political subdivision with a population of 5,000 or less.

The incentives under this program are refundable tax credits according to the following stipulations:

Job Creation Credit

A tax credit equal to no more than 7% of the net increase in EZ payroll from base in a Tier I county or municipality, less 150% times the federal minimum wage per new, full-time employee and up to \$100,000 per employee; or a 7% tax credit against the lesser of the net increase in state payroll and EZ payroll from base in a Tier II county or municipality, less \$30,000 per new, full-time employee and up to \$100,000 per employee. Calculations are relative to a base year which is fixed as the year before the EZ takes effect. This benefit may be awarded for up to 12 years.

Job Retention Credit

A tax credit equal to no more than 7% of the taxpayer’s EZ payroll in a Tier I county or municipality that is paid to full-time employees who earn more than 150% of the federal minimum wage, but less than \$100,000 in annual wages, less the amount paid to new full-time employees; or no more than 7% of the taxpayer’s EZ payroll in a Tier II county that is paid to full-time employees who earn more than \$30,000, but less than \$100,000 in annual wages, less the amount paid to new full-time employees. This benefit may be awarded for no more than five consecutive years.

Training Credit

The amount of tax credits for training for a certified business may equal up to 100% of the total eligible training costs.

- Amount paid to upgrade or improve skills of full-time employees
- Amount paid to train any full-time employees on new technology
- Amount paid to train full-time employees who are in their first full-time job

Investment Credit

The business may also claim up to 10% of its significant capital expenditures. This benefit may be awarded for up to 12 years.

Wisconsin Supply Chain Credit

The business may also claim up to 1% of the amount it paid to purchase tangible personal property, items, property, goods or services from Wisconsin vendors. Businesses may not claim the Wisconsin Supply Chain Credit and the Investment Credit for the same expenditures. This benefit may be awarded for up to 12 years.

EXPECTED OUTCOMES

Assist three businesses, support the creation of at least 500 jobs and the retention of at least 800 jobs, and achieve a 10:1 leverage of other investment.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

	CONTRACTED IN FY21				
	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
Total	2	\$33,000,000	407	1,026	1:1

- Complete CY21 results not available at publication; FY21 results shown
- During FY21, the Kwik Trip zone was amended to increase the tax credit allocation by \$5 million and the Johnsonville zone by \$1.5 million.

RECOMMENDED CHANGES

No substantive changes

EXPORTECH™

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the ExporTech Program is to support the export capabilities of businesses in the state of Wisconsin.

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

Business Development – Export and International Trade

PROGRAM DESCRIPTION

In order to support the export capabilities of Wisconsin companies, WEDC partners with the Wisconsin Center for Manufacturing & Productivity (WCMP) to offer financial and technical assistance through the ExporTech Program. The program has three financial components: WEDC funding for ExporTech delivery, WEDC assistance with the program cost for eligible participating companies, and funding for a market assessment following ExporTech completion.

ExporTech is a proven export strategy development program designed to speed a company's "go to market" timeline by developing a customized international growth plan for the company's product in key markets. Participating companies receive access to topic matter experts, individualized coaching and consulting, customized support and guided development of an international growth plan. The program provides a unique focus on CEO/top management success factors and aims to provide companies with early export success. Each program takes place over 12 weeks.

This program provides financial assistance to eligible Wisconsin companies to participate in the 12-week program and receive a market assessment upon completion.

ELIGIBILITY REQUIREMENTS

Eligible ExporTech companies must be established businesses operating in Wisconsin that manufacture, process, assemble and/or distribute a product or perform a service with a potential to be exported. Executive level (C-level, president, owner, decision-maker) involvement and participation is required.

INCENTIVES AND AVAILABLE FUNDING

\$156,000

Scholarship Funding

WEDC will fund scholarships for eligible participants for 50% of ExporTech costs, up to \$5,000.

Market Assessment Funding

In order to further support export plan implementation, in-market research/due diligence and utilization of our Global Network, ExporTech graduate companies will receive a formal market assessment in one of their target markets by WEDC's Global Network.

EXPECTED OUTCOMES

Award one organization to support 25 businesses.

FY21 PROGRAM ACTIVITY

- 11 businesses completed the course.
- During FY21, the program budget was amended down to \$82,500.

RECOMMENDED CHANGES

No substantive changes

FABRICATION LABORATORIES GRANT

STATUS

- Active

INCEPTION

WEDC FY17

PROGRAM GOAL

The goal of the Fabrication Laboratories (Fab Labs) Grant Program is to support the growth of a talent pipeline in the state of Wisconsin.

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

Strategic Economic Competitiveness: – State/Regional Talent and Workforce Initiatives

PROGRAM DESCRIPTION

The program is designed to support hands-on science, technology, engineering, arts and math (STEAM) education by assisting public school districts with equipment purchases used for instructional and educational purposes in fabrication laboratories in Wisconsin schools. The open fab lab environment enables students to learn the skills necessary to thrive in the 21st century global economy. Fab labs may also serve as a local economic development tool, providing a resource for entrepreneurs, businesses and inventors through community access.

ELIGIBILITY REQUIREMENTS

Wisconsin public or tribal school districts may apply for a grant to purchase equipment to be used for instructional and educational purposes in one or more fabrication laboratories by elementary, middle, junior high or high school students. Either a CESA or a lead public school district may apply on behalf of a consortium of two or more public school districts. All applicants must match 50% of the grant amount provided by WEDC. In FY21, WEDC continued a moratorium on applicants who have already received three Fab Lab grants. This does not apply to Milwaukee Public Schools or applicants establishing a fab lab for use by K-8 students.

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

- Readiness and long-range planning
- Curriculum
- Business and community partnerships
- Financial need and previous awards

INCENTIVES AND AVAILABLE FUNDING

\$500,000

The incentives in this program are grants of up to \$25,000 for individual school districts or up to \$50,000 for consortium applications to reimburse recipients for equipment purchases. The Fab Labs Grant Program has an annual competition for funding. Applicants may only be awarded one grant per cycle.

EXPECTED OUTCOMES

Assist 20 public school districts or consortiums.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	28	\$635,089

- During FY21, the program budget was amended up to \$635,090.

RECOMMENDED CHANGES

Eliminate emergency COVID-19 initiatives as warranted.

GLOBAL BUSINESS DEVELOPMENT GRANTS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Global Business Development (GBD) Program is to support the export capabilities of businesses in the state of Wisconsin.

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

Business Development – Export and International Trade

PROGRAM DESCRIPTION

The program consists of the International Market Access Grant (IMAG) and the Collaborative Market Access Grant (CMAG). The IMAG program provides funding to support a company’s specific export development and deployment strategy. The CMAG aids these efforts through an industry-focused intermediary.

ELIGIBILITY REQUIREMENTS

IMAG:

- Must be an established business operating in Wisconsin that manufactures, processes, assembles and/or distributes a product or performs a service with the potential to be exported. The company does not need to be headquartered in Wisconsin, but must have export-related operations located within the state.
- Self-certify that at least 35% of the manufactured value of the product, or of the performance value of the service, is provided in the U.S. The program provides an Excel tool to help determine this eligibility requirement.
- The company must be new to exporting (with no significant export sales, or a novice with accidental exports or participating in market expansion. International market is defined as a country, region or market channel within a country.
- Grant funds may not be used for past costs, or costs associated with activities funded by a CMAG.
- ExporTech™ graduate companies generally may receive no more than six IMAG grants. Non-ExporTech™ graduate companies generally may receive no more than three IMAG grants.

CMAG:

- Eligible recipients of a CMAG include industry associations, alliances, agencies, regional economic development organizations or other state/local departments that are invited to apply.
- Collaborators must:
 - Provide a compelling case for the partnership for how the project will benefit Wisconsin exporters;
 - Demonstrate organizational support for the administration of the project; and
 - Provide an explanation for why their services are needed and how these grant funds will make an impact.
- The companies benefiting from these funds must comply with the eligible business requirements of the IMAG.

INCENTIVES AND AVAILABLE FUNDING

\$1,200,000

The incentives in this program are grants of up to \$25,000 for IMAG or up to \$150,000 for CMAG recipients. Funds will be awarded through an ongoing application process.

EXPECTED OUTCOMES

Assist 130 businesses.

- IMAG: Assist 85 businesses.
- CMAG: Assist three organizations to support 45 businesses.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	45	\$945,050

- One CMAG was contracted in FY21 and was expected to assist 10 businesses.
- During FY21, the program budget was amended down to \$951,950.

RECOMMENDED CHANGES

Eliminate emergency COVID-19 initiatives as warranted.

GLOBAL TRADE VENTURE PROGRAM

STATUS

- Active

INCEPTION

WEDC FY15

PROGRAM GOAL

The goal of the Global Trade Venture Program is to support the export capabilities of businesses in the state of Wisconsin.

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

Business Development – Export and International Trade

PROGRAM DESCRIPTION

The program provides Wisconsin companies with access to expertise in target markets to realize export opportunities and to accelerate export sales.

WEDC's market development directors lead Wisconsin companies on virtual or in-country Global Trade Ventures, providing each participating company with a suite of in-market services executed by WEDC's authorized trade representatives. The services of the U.S. Commercial Service and/or other independent contractors may be required to execute services for a trade venture. Program funds help support the cost of country-specific business services to eligible Wisconsin companies by offsetting the cost of the venture.

ELIGIBILITY REQUIREMENTS

Participants must be established businesses operating in Wisconsin that manufacture, process, assemble and/or distribute a product or perform a service with the potential to be exported. The company does not need to be headquartered in Wisconsin, but must have export-related operations located within the state. Service companies such as engineering, architectural, information technology, scientific research and other traded services are eligible for support under this program.

International professional business service providers or economic development entities seeking to build their international network or to support client companies participating in a trade venture may participate. Service providers unable to demonstrate the potential to expand traded international exports will not be eligible for the funding that supports the in-market service package and will pay the full price to participate in the venture.

If the market for a given trade venture warrants a subject matter expert or an industry representative, WEDC may invite appropriate representatives to join the trade venture.

INCENTIVES AND AVAILABLE FUNDING

\$576,604 (non-aids)

The budget encompasses the total costs of program implementation, including administrative, marketing, in-market services and other costs associated with staff and subject matter experts. WEDC may subsidize a portion of the business service package cost to eligible Wisconsin companies. WEDC will negotiate a reduced rate package for eligible businesses depending on the specific services to be offered. Ineligible companies may participate by paying the full market price of the trade venture package.

Services are determined based on the market and business need. Services may include but are not limited to:

- market assessment;
- partner search (customer, dealer, distributor, representative, agent, licensee, employee);
- translation/interpreting; and
- activities to foster cultural understanding of customers or consumers.

EXPECTED OUTCOMES

Support six virtual Global Trade Ventures in WEDC's target markets in seven countries and assist 46 businesses.

FY21 PROGRAM ACTIVITY

WEDC led five virtual Global Trade Ventures and assisted 31 unique companies.

RECOMMENDED CHANGES

No substantive changes

HISTORIC PRESERVATION TAX CREDIT

STATUS

- Active

INCEPTION

2013 Wisconsin Act 62

PROGRAM GOAL

The goal of the Historic Preservation Tax Credit (HTC) Program is to incent reinvestment into historic main streets, downtowns and commercial districts in the state of Wisconsin.

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

Community and Economic Opportunity – Downtown Development

PROGRAM DESCRIPTION

The program provides transferable tax credits to eligible entities rehabilitating certified historic buildings. The state program acts as a supplement to the federal program, allowing for a state credit of 20% of qualified rehabilitation expenditures for certified historic structures. A “certified historic structure” is a building that is listed individually in the National Register of Historic Places or is located in a registered historic district and is certified by the National Park Service as contributing to the historic significance of that district.

ELIGIBILITY REQUIREMENTS

Nonprofits are not eligible for certification unless 1) the entity is a 501(c)(3) and the entity intends to sell or otherwise transfer the credit, or 2) the entity is a nonprofit other than a 501(c)(3), as described above, and WEDC receives approval of the proposed project from the Joint Committee on Finance under 14-day passive review. For taxable years beginning after Dec. 31, 2013, applicants may be certified to claim tax incentives for qualified rehabilitation expenditures on eligible buildings and projects.

Certification requires that the claimant provide the following to WEDC:

- Evidence that the rehabilitation was recommended by the State Historic Preservation Officer (SHPO) for approval by the Secretary of the Interior before the physical work of construction, or destruction in preparation for construction, began.
- Evidence the taxpayer obtained written certification from SHPO that the property qualifies under any of the following:
 - listed in the National Register of Historic Places in Wisconsin or the State Register of Historic Places;
 - determined by the Wisconsin Historical Society (WHS) to be eligible for listing in the National Register of Historic Places or the State Register of Historic Places;
 - located in a historic district that is listed in the National Register of Historic Places or the State Register of Historic Places and is certified by the SHPO as being of historic significance to the district; or
 - an outbuilding of an otherwise eligible property certified by the SHPO as contributing to the historic significance of the property.
- The costs were not incurred before the WHS approved the proposed preservation or rehabilitation plan.

- The cost of the person’s qualified rehabilitation expenditure, as defined in section 47(c)(2) of the Internal Revenue Code, is at least \$50,000.
- The rehabilitated property is placed in service after Dec. 31, 2013.
- The proposed preservation or rehabilitation plan complies with standards promulgated under Wis. Stat. §44.02(24) and the completed preservation or rehabilitation substantially complies with the proposed plan.
- No physical work of construction or destruction began prior to the recommendation of the proposed preservation or rehabilitation by the SHPO.
- The eligible costs are not incurred to acquire any building or interest in a building or to enlarge an existing building.

WEDC may deny certification to an otherwise eligible project based on funding availability or other application criteria. Funding certifications will be effective for three years commencing on the initial date of certification and must be claimed based on actual qualified rehabilitation expenditures by the conclusion of the three-year period; however, a project may be approved for six years if the rehabilitation is substantial and occurring in phases. WEDC may extend certification windows at its discretion.

If a person who claims a credit under this subsection and a credit under section 47 of the Internal Revenue Code for the same qualified rehabilitation expenditures is required to repay any amount of the credit claimed under section 47 of the Internal Revenue Code, the person shall repay to the Department of Revenue a proportionate amount of the credit claimed under this subsection.

INCENTIVES AND AVAILABLE FUNDING

The incentive through this program is a 20% transferable tax credit of qualified rehabilitation expenses. Fund certifications are awarded on a rolling basis, at the discretion of WEDC. In accordance with 2017 Wisconsin Act 280, the maximum amount of credits for all projects undertaken on the same parcel may not exceed \$3,500,000.

EXPECTED OUTCOMES

Assist 25 community projects and achieve a 5:1 leverage of other investment.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21			
	Awards	Award Amount	Leverage Ratio
TOTAL	19	\$17,929,064	5:1

- Complete CY21 results not available at publication; FY21 results shown

RECOMMENDED CHANGES

No substantive changes

IDLE SITES REDEVELOPMENT

STATUS

- Active

INCEPTION

WEDC FY14

PROGRAM GOAL

The goal of the Idle Sites Redevelopment Program (ISR) is to incent community redevelopment in the state of Wisconsin.

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

Community and Economic Opportunity – Community Development

PROGRAM DESCRIPTION

The program offers grants of up to \$500,000 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. Blighted properties may be perceived as eyesores that can lead to decreased property tax revenue for a community. The Idle Sites Redevelopment Program provides incentives to help rejuvenate abandoned blighted sites and assistance in elevating local economies.

ELIGIBILITY REQUIREMENTS

The applicant:

Any city, village, town, county, government entity or tribal entity that has either an officially approved development agreement or redevelopment plan that describes the project and its goals, anticipated outcomes, project timeline, and actions, obligations and investments to be made by each party.

The project site:

- One or more contiguous industrial parcels that exceed five acres and must have had long-term (over 25 years) industrial usage.
- One or more contiguous commercial parcels that exceed 10 acres and must have had long-term (over 25 years) commercial usage.
- Parcels need to exceed five acres for projects in Designated Rural Counties or Opportunity Zones.
- Applicants must own the targeted site or demonstrate the legal ability to access the property and perform the work proposed in the application.
- One or more contiguous institutional parcels that exceed five acres and must have had long-term (over 25 years) institutional usage.

Eligible costs:

- Grant funds may 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.
- Grant funds may not be used to pay for activities that were conducted prior to a decision being rendered by WEDC on the application.
- WEDC funds cannot exceed 30% of total project costs.

Applicants must provide a signed resolution by the governing elected body authorizing the submittal of an application to the ISR Program and 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.

INCENTIVES AND AVAILABLE FUNDING

\$1,100,000

The incentives in this program are grants of up to \$500,000 for redevelopment of idle sites of five acres or larger. Applicants may receive one award per fiscal year.

EXPECTED OUTCOMES

Assist three communities and achieve a 20:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21			
	Awards	Award Amount	Leverage Ratio
TOTAL	6	\$1,623,000	6:1

- Complete CY21 results not available at publication; FY21 results shown
- During FY21, the program budget was amended up to \$1,623,000.

RECOMMENDED CHANGES

Add consideration for economically distressed communities and diverse business participation; lower maximum grant amount.

INDUSTRIAL REVENUE BONDING

STATUS

- Active

INCEPTION

Industrial Revenue Bond (IRB) Program financing was authorized in Wisconsin in 1969 under Wis. Stats. §66.1103, §238.10 and §238.11, and 26 U.S. Code §144, §146 and §147.

PROGRAM GOAL

The goal of the Industrial Revenue Bonds (IRB) Program is to primarily incent expansions of manufacturing facilities in the state of Wisconsin.

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

Business Development – Business Retention and Expansion

PROGRAM DESCRIPTION

IRB bonds are tax-exempt bonds that can be used to stimulate capital investment and job creation by providing private borrowers with access to financing at interest rates that are lower than conventional bank loans. The IRB process involves five separate entities: the borrower, lender, bond attorney, issuer and WEDC. Each year, federal law establishes a “volume cap” which applies at the state level. The volume cap limits the amount of bonding authority that a municipality or county can issue to businesses in that year. Once the annual cap is established under federal law, WEDC allocates bonding authority to the various municipalities and counties to issue IRBs pursuant to Wis. Stat. §238.10 and the Policy on the Allocation of Volume Cap. The municipalities and counties sell the IRBs and loan the proceeds to eligible businesses undertaking eligible projects.

ELIGIBILITY REQUIREMENTS

Manufacturers can use the IRB proceeds for building, land or equipment but not working capital. There are restrictions on bond size and total capital expenditures. Manufacturing includes nearly every type of processing that results in a change in the condition of tangible personal property. According to federal tax law, the maximum size of an IRB issue is \$10 million. For IRB issues exceeding \$1 million, capital expenditures in the municipality where the project is located cannot exceed \$20 million during the three years before and the three years after the date the IRBs are issued. The \$20 million capital expenditure limitation includes any principal user of the facility and also related persons (defined as a more than 50% owner of stock or partnership interests). Also, the total amount of IRBs outstanding at all related operations of the business, in all states, may not exceed \$40 million. Exempt projects do not have to comply with the \$10 million maximum bond size, the \$20 million capital expenditure limit and the \$40 million aggregate limit. Exempt projects include airports, docks and wharves, mass-commuting facilities such as high-speed rail, facilities for furnishing water, sewage facilities, solid waste disposal facilities, facilities for the local furnishing of electric energy or gas, facilities for local district heating and cooling, and qualified hazardous waste facilities.

INCENTIVES AND AVAILABLE FUNDING

\$315,796,025 in available allocation for calendar year 2021.

As IRB allocations are distributed on a calendar year basis, the funding allocation for this program crosses fiscal years. The incentive in this program is access to tax-exempt bonds at interest rates that are lower than conventional bank loans (typically 75% of the current prime rate).

EXPECTED OUTCOMES

Assist six businesses.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	3	\$13,580,000

- Complete CY21 results not available at publication; FY21 results shown

RECOMMENDED CHANGES

No substantive changes

MAIN STREET AND CONNECT COMMUNITIES

STATUS

- Active

INCEPTION

1987 Wisconsin Main Street Act; Wis. Stat. §238.127, WEDC FY13

PROGRAM GOAL

The goal of the Main Street and Connect Communities Programs is to support downtown community development in the state of Wisconsin.

These programs primarily support the following WEDC Strategic Pillar and Focus Area:

Community and Economic Opportunity – Downtown Development

PROGRAM DESCRIPTION

WEDC provides technical assistance to communities in the planning, management and implementation of strategic development projects in downtowns and urban neighborhoods. This includes Main Street support and Connect Communities, which is aimed at supplementing the Main Street Program by expanding services to more downtowns across the state.

WEDC will maintain partnerships and develop new ones with other state and local public and private entities such as the Wisconsin Downtown Action Council, UW-Extension and USDA Rural Development to provide services to municipalities undertaking downtown revitalization projects.

ELIGIBILITY REQUIREMENTS

Eligible entities for Connect Communities and Main Street communities are communities with a central or core business district and demonstrated local commitment.

WEDC will take the following into account when considering Main Street or Connect Communities applications:

- **Organizational capability:** An applicant's ability to bring financial and volunteer resources together according to the National Main Street Center's four-point approach to downtown revitalization.
- **Public sector commitment:** Local government participation in the form of financial and staff commitment to the local downtown revitalization effort.
- **Private sector commitment:** Participation by local businesses and individuals in the form of financial and volunteer commitment to the local downtown revitalization effort.
- **Financial capacity:** The ability of the community to bring together comprehensive financial resources to adequately support the downtown revitalization program. This includes funds to employ a local program manager to manage the effort for at least five years. Communities with populations of 5,000 or more must employ a full-time, paid program manager and meet a minimum budget requirement. Communities of fewer than 5,000 people must employ a half-time program manager and meet a minimum budget requirement. A community's ability and commitment to hiring design consultants and providing training will also be taken into consideration.
- **Need:** Applicants must show that they need the Main Street Program. This need is exhibited by vacancy rate, excessive competition from competing areas, blight, building deterioration and business mix issues.

- **Physical capacity:** An applicant's ability to show that they have sufficient building stock, businesses and a recognizable downtown district.
- **Historic integrity:** An applicant's existing historic resources in the downtown and genuine interest in saving and restoring their historic structures. WEDC will employ a design specialist to assist Main Street communities with design plans.

In addition to these criteria, local Main Street communities must commit to training and sharing downtown revitalization information with communities that do not participate in the Main Street Program.

INCENTIVES AND AVAILABLE FUNDING

\$250,000 Staff and non-aids contracting

This investment covers administration, staff resources and outside consulting services. No funding is provided directly to communities. Technical assistance is given in the form of training, façade renderings, small business consultations, and hiring of outside consultants to address topics such as business recruitment and retention, branding, historic preservation planning and event development.

EXPECTED OUTCOMES

Assist 35 Main Street communities, 77 Connect Communities and 90 small businesses.

FY21 PROGRAM ACTIVITY

- Provided assistance to 35 Main Street Communities and 77 Connect Communities
- Provided substantive technical assistance to 142 businesses

RECOMMENDED CHANGES

No substantive changes

QUALIFIED NEW BUSINESS VENTURE CERTIFICATION/EARLY STAGE BUSINESS INVESTMENT

STATUS

- Active

INCEPTION

2003 Wisconsin Act 255

PROGRAM GOAL

The goal of the Qualified New Business Venture (QNBV) Program is to incent equity investment in technology-based businesses in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides tax credits to eligible angel and venture fund investors who make cash equity investments in qualified early-stage businesses. If all eligibility requirements are met, investors receive a Wisconsin income tax credit equal to 25% of the value of the investment made in the certified company. The investments incented by this program provide the capital necessary for emerging growth companies to develop new products and technologies, move products to market and provide high-quality jobs in Wisconsin.

ELIGIBILITY REQUIREMENTS

Qualified New Business Venture (QNBV) Certification

QNBV certification allows businesses to offer their equity investors angel or early-stage seed income tax credits as an incentive for investing in their business. WEDC maintains flexibility in evaluating applications for certification to protect the intent of the QNBV Program in focusing on economic development, particularly incentivizing in-state investors, in Wisconsin. A business desiring certification shall submit an application to WEDC. The business shall specify in its application the investment amount it wishes to raise. WEDC may certify the business and determine the amount that qualifies for tax credits under this program. A business may be certified, and may maintain such certification, only if it meets certain requirements such as a minimum requirement of employees located in the state.

Fund Manager Certification

A certified fund manager is eligible for early-stage seed tax credits when making investments in QNBV-certified companies. An investment fund manager desiring certification for a specific fund shall submit an application to WEDC, and the application shall be evaluated for certain criteria.

INCENTIVES AND AVAILABLE FUNDING

The maximum amount of credits that may be claimed in calendar year 2021 is \$30,000,000.

The aggregate amount of investment in any one Qualified New Business Venture that may qualify for tax credits under the program is limited to \$12,000,000 or a different amount determined by the division at the time of certification or recertification. The aggregate amount of angel and early-stage seed tax credits that may be claimed for investments in businesses is limited to \$30,000,000 per calendar year. An angel, angel network, and investors in a certified fund manager are each eligible for a 25% tax credit for making investments in QNBVs.

EXPECTED OUTCOMES

Certify 45 new businesses and eight fund managers, and achieve a 4:1 leverage.

Tax credit and bonding program guidelines approval and expected outcomes transitioned to a calendar year basis in 2021.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	46	\$20,167,500

- Complete CY21 results not available at publication; FY21 results shown
- 6 qualified venture fund managers were certified during FY21.

RECOMMENDED CHANGES

No substantive changes

SBIR/STTR MATCHING GRANT

STATUS

- Active

INCEPTION

WEDC FY15

PROGRAM GOAL

The goal of the SBIR/STTR Matching Grant Program is to stimulate technological innovation by supporting technology-based small businesses in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides funds to technology-based businesses in or relocating to Wisconsin by matching a portion of Phase I and/or Phase II awards under the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs provided through periodic competitions. The program will be administered by the Center for Technology Commercialization (CTC).

ELIGIBILITY REQUIREMENTS

The federal SBIR Program provides more than \$2.5 billion annually in grants from 11 federal agencies designed to help small businesses create and commercialize new innovations and technologies. The program consists of three phases:

- Phase I awards range from \$75,000 to \$150,000 to support a feasibility study.
- Phase II awards range from about \$250,000 to \$1,000,000 to support full research and development.
- Phase III entails commercialization supported by funding outside of the federal program.

CTC must administer the SBIR/STTR Matching Grant Program according to the following guidelines:

Wisconsin businesses that are Phase I or Phase II recipients of federal SBIR/STTR funding may apply to CTC for a matching grant.

Out-of-state businesses may apply for and receive funding contingent on the company relocating to Wisconsin within 90 days of receiving the matching grant funding.

Businesses may receive matching grants for both Phase I and Phase II awards, but the program will primarily support first-time recipients of a federal award for the phase for which a matching grant is pursued. The matching grant is intended to support eligible activities including, but not limited to, customer validation activities, market research, intellectual property assessment and feasibility assessment.

INCENTIVES AND AVAILABLE FUNDING

\$1,500,000

The SBIR/STTR Matching Grant Program will provide awards of up to 50% of the amount of federal Phase I or Phase II funding awards. The grant must be used for new and additional work tasks that relate to the project granted the federal award but are not covered by the federal grant.

EXPECTED OUTCOMES

Award one organization to support 13 businesses and achieve a leverage to federal grants of 3:1.

FY21 PROGRAM ACTIVITY

- The program administered through CTC assisted 17 businesses.

RECOMMENDED CHANGES

No substantive changes

SEED ACCELERATOR

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The goal of the Seed Accelerator Program is to encourage the formation of business accelerator programs and to incent startup companies in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The Seed Accelerator model for entrepreneurial development is designed to increase the outcomes for sustainability and growth of startup companies, typically, but not exclusively in technology-based industries. In a Seed Accelerator, classes of entrepreneurial teams enroll in a defined program over a certain period of time (typically three to six months). Participants are provided with small amounts of financing, experienced hands-on mentorship, educational programming, visibility to investors and other resources, along with processes for market and customer validation and for developing and testing the commercial viability of an idea. The program provides an entity operating a nonprofit Seed Accelerator with grant funding used to support the participating companies.

ELIGIBILITY REQUIREMENTS

The program is designed to primarily support companies in technology industry sectors including, but not limited to, advanced manufacturing, agriculture or food processing, information systems or software, medical devices, biosciences and renewable/green energy. Entities eligible for Seed Accelerator funds may include communities, organizations or other entities that operate a nonprofit Seed Accelerator Program in Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

\$750,000

Factors determining the level of grant funding for company capital:

- The number of companies per class
- The length of the seed accelerator program for each class
- Other factors may include, but are not limited to, industry sector and local economic considerations.

EXPECTED OUTCOMES

Assist five organizations to support 35 startups and early-stage companies. Recipients will maintain an average co-investment ratio of 1:1.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21				
	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
TOTAL	9	\$1,062,850	171	1:1

- During FY21, the program budget was amended up to \$1,560,000.

RECOMMENDED CHANGES

Transition Seed Accelerator activities to new assistance program.

TARGETED INDUSTRY PROJECTS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Targeted Industry Projects (TIP) Program 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

TIP offers assistance to targeted economic driver industries culminating over time in the development of high-quality jobs and significant job growth in Wisconsin.

Applicants must be actively engaged in distinct (non-duplicative) industry or sector development or engaged in efforts to enhance cross-industry competitiveness, such as in workforce development, market development, new investments (domestic and foreign), business attraction, and acquisition of specialized competitive assets or facilities.

ELIGIBILITY REQUIREMENTS

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, and other factors determined by WEDC.

INCENTIVES AND AVAILABLE FUNDING

\$3,192,000

Awards will generally not exceed \$1,000,000

EXPECTED OUTCOMES

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

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21				
	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
TOTAL	8	\$1,315,500	43	1:1

- During FY21, the program budget was amended down to \$1,325,000.

RECOMMENDED CHANGES

No substantive changes

TECHNOLOGY DEVELOPMENT LOAN

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Technology Development Loan (TDL) Program is to support technology-based startup and emerging growth companies in the state of Wisconsin.

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

Business Development – Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides direct financial assistance to startup and emerging growth companies in Wisconsin that are developing and commercializing innovative products and services at critical stages in their development. The TDL Program is intended to provide capital to those companies that have the potential to add to Wisconsin’s economic base over the long term by attracting and training a high-wage, high-skill workforce and establishing a unique competitive advantage. The funds can be used as working capital and require leverage from outside funding for the business development project or funding round under consideration. Funding levels are dependent on the stage of growth, capital need, financial leverage, economic potential, risk evaluation and other factors deemed by WEDC to impact the funding request under consideration.

ELIGIBILITY REQUIREMENTS

Funds are awarded for various activities according to the following eligibility criteria:

1. Product/Process Development

- Supports R&D, proof of concept, and prototype development
- Company should generally be an early-stage company or spinout with fewer than 25 employees
- Demonstrates financial need and potential for business growth
- Product/process development phase funding is generally limited to \$250,000 per company.

2. Product/Service Commercial Launch

- Company is raising funds for initial launch of a developed product into the primary market after proof of concept and development testing
- Product/service commercial launch phase is generally limited to \$500,000 per company.
- A lower limit may be imposed for moving into test markets if the technology or industry requires incremental steps to commercialization.

3. Growth/Expansion Stage

- Company is in growth mode with recurring sales of fully developed product into the intended market
- Company should have strong and growing market traction and have a clear path to sustainability
- Intended to provide capital for increasing production and approaching profitability
- Growth/expansion stage phase is generally limited to \$750,000 per company.

WEDC maintains flexibility in evaluating applications for loan funding in order to best direct the limited funding available on an annual basis.

INCENTIVES AND AVAILABLE FUNDING

\$4,750,000

Funding will be provided in the form of loans and will be awarded through an ongoing application process.

EXPECTED OUTCOMES

Assist 15 companies and leverage at least 4:1 in additional investment over the near term.

FY21 PROGRAM ACTIVITY

	CONTRACTED IN FY21		
	Awards	Award Amount	Leverage Ratio
TOTAL	13	\$3,425,125	5:1

- During FY21, the program budget was amended down to \$4,400,000.

RECOMMENDED CHANGES

No substantive changes

WE'RE ALL INNOVATING CONTEST

STATUS

- Active

INCEPTION

WEDC FY21

PROGRAM GOAL

The goal of the We're All Innovating Contest (WAIC) grant program is to support small and startup businesses to develop innovative responses to the COVID-19 pandemic.

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

Business Development: Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program is designed to provide micro-grants to small Wisconsin businesses most severely impacted by the COVID-19 pandemic.

ELIGIBILITY REQUIREMENTS

Eligible businesses must be a for-profit business and employ 50 or fewer full-time equivalent (FTE) employees. Eligible applicants must fall into three business sizes:

- New businesses and businesses with fewer than five FTE employees;
- Businesses with between 6 and 20 FTE employees; and
- Businesses with between 21 and 50 FTE employees.

The innovation categories for project applications for each business size are:

- Technical innovation to address COVID-19 health impacts;
- Technical innovations to address COVID-19 business impacts; and
- Operational innovations to address COVID-19 business impacts.

Applicants may only apply in one of the above categories.

To qualify for a technical assistance grant, there must be evidence that the recipient organization lacks adequate capacity to execute an revolving loan fund.

INCENTIVES AND AVAILABLE FUNDING

\$3,000,000

EXPECTED OUTCOMES

Assist 225 businesses.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	227	\$2,894,881

RECOMMENDED CHANGES

Sunset one-time COVID-19 program

WE'RE ALL IN SMALL BUSINESS GRANT

STATUS

- Active

INCEPTION

WEDC FY20

PROGRAM GOAL

The goal of the We're All In Small Business Grant program is to support small businesses adversely economically impacted by the COVID-19 pandemic.

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

Business Development: Business Retention and Expansion

PROGRAM DESCRIPTION

The program is designed to provide micro-grants to small Wisconsin businesses most severely impacted by the COVID-19 pandemic.

ELIGIBILITY REQUIREMENTS

Eligible businesses must meet the following criteria: Be a for-profit business operating in Wisconsin; employ 20 or fewer full-time equivalent (FTE) employees, including the owner; have greater than \$0 but less than \$1 million in annual revenues; have been in business in February 2020; not be in an industry covered under other Wisconsin Cares Act Coronavirus Relief Fund programs; and not be part of a corporate chain, unless the business is a third-party franchisee.

INCENTIVES AND AVAILABLE FUNDING

\$75,000,000

The incentives in this program are \$2,500 one-time micro-grants to approved small businesses. The WAIC program offers grants between \$12,000 - \$18,000 for individual contest winners based upon company size in three innovation categories. The top proposal in each category is eligible for an additional \$20,000, with an additional \$30,000 for the overall winning proposal.

EXPECTED OUTCOMES

Assist 30,000 businesses.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	26,108	\$65,270,000

RECOMMENDED CHANGES

Sunset one-time COVID-19 program

WISCONSIN INVESTMENT PILOT

STATUS

- Active

INCEPTION

WEDC FY21

PROGRAM GOAL

The goal of the Wisconsin Investment Pilot (WIP) program is to support technology-based startup and emerging growth companies in the state of Wisconsin.

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

Business Development: Entrepreneurship and Innovation

PROGRAM DESCRIPTION

The program provides direct financial assistance to businesses certified by WEDC as Qualified New Business Ventures (QNBV) in the form of an investment utilizing a Simple Agreement for Future Equity ("SAFE"). The WIP program is intended to provide capital to those companies that have the potential to add to Wisconsin's economic base over the long term by attracting and training a high-wage, high-skill workforce and establishing a unique competitive advantage.

ELIGIBILITY REQUIREMENTS

Businesses certified by WEDC as QNBVs as of the time of application for WIP are eligible for the WIP program. Businesses delinquent in reporting or other obligations with WEDC are not eligible for this program.

Eligible businesses must have matching funds at a rate of 4:1. The WIP program will generally be looking for matching funds to be in the form of a convertible instrument but may consider direct equity investment as part of the matching funds. Matching funds must have been invested in the nine months prior to the execution of the SAFE or are to be invested just prior to the release of WIP funds.

INCENTIVES AND AVAILABLE FUNDING

\$500,000

EXPECTED OUTCOMES

Assist up to 10 businesses and achieve a 4:1 leverage of other investment.

FY21 PROGRAM ACTIVITY

CONTRACTED IN FY21		
	Awards	Award Amount
TOTAL	2	\$86,750

- During FY21, the program budget was amended down to \$193,000

RECOMMENDED CHANGES

No substantive changes

WORKFORCE TRAINING GRANT

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The goal of the Workforce Training Grant (WTG) is to incent new and expanding businesses in the state of Wisconsin.

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

Business Development – Business Retention and Expansion

PROGRAM DESCRIPTION

The program aids businesses in attracting, developing and retaining talent as a part of a business development project. The program provides grant funds to businesses to upgrade or improve the job-related skills of a business's existing and new employees.

ELIGIBILITY REQUIREMENTS

Eligible grant and matching training costs may include the wages of employees participating in the training, training materials and trainer costs. Routine training is ineligible. Eligible training costs do not include development of labor training program curriculum, travel expenses, food and lodging. Job training should focus on new technology, industrial skills, manufacturing process or leadership development. The training must not be currently available through other resources.

INCENTIVES AND AVAILABLE FUNDING

This program is not being funded in FY21.

EXPECTED OUTCOMES

No activity expected

FY21 PROGRAM ACTIVITY

- No awards executed

RECOMMENDED CHANGES

Temporarily suspend program funding and activities.

LEGISLATIVE AWARDS

No legislative awards contracted in FY21

CONSOLIDATED AND DISCONTINUED PROGRAMS

WEDC continues to manage awards made under programs that have been consolidated and discontinued during past fiscal years. Program guidelines in effect at the time of award remain controlling; however, once a program is no longer active in making new awards, the respective program guideline is retired and not included in this report.

The SB20/20 program was a one-time initiative in response to the COVID-19 pandemic.

DEPARTMENT OF ADMINISTRATION



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AMERICAN INDIAN ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE GRANT

STATUS

- Active

INCEPTION

July 1, 2012

PROGRAM GOAL

According to Wisconsin State Statute §16.29(1), the purpose of the program is to partially fund a program to provide technical assistance for economic development on Indian reservations.

PROGRAM DESCRIPTION

Grants to the Great Lakes Inter-Tribal Council (GLITC) partially fund a program for the following businesses: a tribal enterprise, an Indian business that is located on an Indian reservation, and an Indian business that is not located on an Indian reservation but that directly benefits the economy of an Indian reservation. Technical assistance provided: management assistance to existing businesses; startup assistance to new businesses, including the development of business and marketing plans and assistance in securing development financing; technical assistance to new and existing businesses in gaining access to tribal, state and federal business assistance and financing programs. The program may not provide technical assistance for commercial gaming and gambling activity. As a condition of receiving a grant, GLITC shall annually prepare a report on the technical assistance program and submit the report to the Department of Administration (DOA).

ELIGIBILITY REQUIREMENTS

Wisconsin State Statute dictates that the grant will be given to the Great Lakes Inter-Tribal Council.

INCENTIVES AND AVAILABLE FUNDING

\$79,500 annual grant to GLITC per state statutes.

EXPECTED OUTCOMES

Each year, GLITC sends a plan of work to the Department of Administration (DOA) along with a proposed budget of how they will spend the funds and with measurable goals.

FY21 PROGRAM ACTIVITY

The American Indian Economic Development Technical Assistance program has reached out to develop many partnerships and collaborative activities with tribal community economic development initiatives, state business development programs, the private sector and local colleges.

In collaboration with the GLITC Economic Development Administration Program Director, we will answer the needs of tribal people and tribal communities to strive for economic prosperity and independence.

We will continue working on enhancing and adding further resources to the new GLITC Economic Development Programs' webpage and with the American Indian Chamber of Wisconsin completing and updating the Wisconsin Native Owned Business Directory. We will continue to utilize the First Nations Development Institute's Building Native Communities – Financial Skills for Families course text to teach financial knowledge and practices that are based in Native tradition as well as critical to asset building and entrepreneurship.

RECOMMENDED CHANGES

It is more essential now than ever before to provide consistent and culturally sensitive entrepreneurial development skills, small business training, financial literacy, and targeted technical assistance to Native American communities.

COMMUNITY DEVELOPMENT BLOCK GRANT-COMMUNITY DEVELOPMENT

STATUS

- Active

INCEPTION

Title 1 of the Housing and Community Development Act of 1974

PROGRAM GOAL

To provide resources to units of general local government (UGLGs) throughout Wisconsin to address deficient infrastructure and facilities; alleviate threats to public health, safety and welfare; support revitalization of established neighborhoods and downtown businesses; and improve economic opportunities for low- to moderate-income persons and communities

To achieve these goals, Community Development Block Grant (CDBG) regulations define eligible activities and the national objectives that each activity must meet. For each CDBG project that it funds, the Division of Energy, Housing and Community Resources (DEHCR) must ensure that it meets at least one of the following national objectives and that each project is an eligible activity as defined by the U.S. Department of Housing and Urban Development (HUD). The HUD national objective category must be identified in the application prior to the award of funding.

The three national objectives are:

1. To provide benefits to low-to moderate-income persons (LMI)
2. To aid in the prevention or elimination of slums or blighted areas
3. To provide funding for projects that have a particular urgency due to existing conditions which pose a serious and immediate threat to the health and welfare of the community

PROGRAM DESCRIPTION

CDBG - Community Development programs include:

- CDBG - Public Facilities (CDBG - PF)
- CDBG - Planning (CDBG - PLNG)

The CDBG Program is administered by HUD. The primary purpose of the Small Cities CDBG Program is the development of viable communities through the provision of decent housing, a suitable living environment and the expansion of economic opportunities, all principally for the benefit of persons of low-to moderate-income.

The Department of Administration (DOA) is Wisconsin's recipient for the Small Cities CDBG Program. DOA monitors and oversees all of the state CDBG programs, other than those in entitlement communities. Under a previous administrative agreement executed between the Wisconsin Economic Development Corporation (WEDC) and DOA, WEDC administered, with DOA's oversight, Wisconsin's CDBG - American Recovery and Reinvestment Act (ARRA), CDBG - Community Development and CDBG - Economic Development (ED) programs. On July 1, 2013, all CDBG application and contract management activities were transferred to DOA's Division of Energy, Housing and Community Resources (DEHCR). WEDC continues its extensive community and economic development and networking outreach to local communities.

Every year, HUD provides federal CDBG funds directly to states, which in turn provide the funds to small, rural cities and towns with populations of less than 50,000 and/or to non-urban counties. These small communities are referred to as "non-entitlement" areas because they must apply to the state for CDBG funding. Larger areas, including but not limited to Milwaukee, La Crosse and Madison, receive CDBG funding directly from HUD and are defined as entitlement communities. Entitlement communities are not eligible to apply for the state's CDBG program.

ELIGIBILITY REQUIREMENTS

DEHCR may only award CDBG sub-awards to UGLGs, which in turn carry out the funded activities. The only UGLGs eligible to apply for CDBG funds are incorporated towns, non-entitlement cities, villages and non-urban counties. Nonprofit agencies and entities such as sewer districts and fire departments are not eligible to apply for sub-award funds. DEHCR cannot award CDBG funds directly to citizens or private organizations.

UGLGs are responsible for considering the local needs of their populations, preparing applications for assistance to DEHCR and carrying out the contracted development activities. UGLGs must comply with all federal and state requirements pertaining to the use of their awarded CDBG funding.

State CDBG funds are awarded by DEHCR to non-entitlement communities annually on a competitive basis, based on pre-determined scoring parameters. DEHCR awards grants to UGLGs for public infrastructure projects such as municipal water and sewer improvements; construction of public facilities, such as community and senior centers; slum and blight elimination; and community planning activities.

FY21 PROGRAM ACTIVITY

CDBG - PF:

- 32 communities assisted
- 49,460 persons served

CDBG - PLNG:

- 7 communities assisted
- 29,370 persons served
- Since CDBG data are compiled at contract closeout and reported on the program-year basis, performance data do not reflect the time period covered by the state fiscal year, but rather are based on HUD's program year of April 1, 2020 to March 31, 2021.

RECOMMENDED CHANGES

None

COMMUNITY DEVELOPMENT BLOCK GRANT-ECONOMIC DEVELOPMENT

STATUS

- Active

INCEPTION

Title 1 of the Housing and Community Development Act of 1974

PROGRAM GOAL

To provide resources to units of general local government (UGLGs) throughout Wisconsin to address deficient infrastructure and facilities; alleviate threats to public health, safety and welfare; support revitalization of established neighborhoods and downtown businesses; and improve economic opportunities for low-to moderate-income (LMI) persons and communities.

To achieve these goals, CDBG regulations define eligible activities and the national objectives that each activity must meet. For each CDBG project that it funds, the Division of Energy, Housing and Community Resources (DEHCR) must ensure that it meets at least one of the National Objectives and that each project is an eligible activity, as defined by the U.S. Department of Housing and Urban Development (HUD). The HUD National Objective category must be identified in the application prior to the award of funding.

The three national objectives are:

1. To provide benefits to low- to moderate-income persons (LMI).
2. To aid in the prevention or elimination of slums or blighted areas.
3. To provide funding for projects that have a particular urgency due to existing conditions which pose a serious and immediate threat to the health and welfare of the community.

PROGRAM DESCRIPTION

CDBG - Economic Development programs include:

- CDBG - Economic Development (CDBG - ED)
- CDBG - Public Facilities for Economic Development (CDBG - PFED)

The CDBG Program is administered by HUD. The primary purpose of the Small Cities CDBG Program is the development of viable communities through the provision of decent housing, a suitable living environment and the expansion of economic opportunities, all principally for the benefit of persons of low to moderate income.

The Department of Administration (DOA) is Wisconsin's recipient for the Small Cities CDBG Program. DOA monitors and oversees all of the CDBG programs, other than those located in entitlement communities. Under a previous administrative agreement executed between Wisconsin Economic Development Corporation (WEDC) and DOA, WEDC administered, with DOA's oversight, Wisconsin's CDBG-American Recovery and Reinvestment Act (ARRA), CDBG-Community Development (CD), and CDBG-Economic Development (ED) programs. On July 1, 2013, all CDBG application and contract management activities were transferred to DOA's Division of Energy, Housing and Community Resources (DEHCR). WEDC continues its extensive community and economic development and networking outreach to local communities.

Every year, HUD provides federal CDBG funds directly to states, which in turn provide the funds to small, rural cities and towns with populations of less than 50,000 and/or to non-urban counties. These small communities are referred to as "non-entitlement" areas because they must apply to the state for CDBG funding. Larger areas, including but not limited to Milwaukee, La Crosse and Madison, receive CDBG funding directly from HUD and are defined as "entitlement" communities. Entitlement communities are not eligible to apply for the state's CDBG funding.

Incentives and Available Funding

\$29,204,279 in total funding available

Expected Outcomes

1,544 jobs created/retained

ELIGIBILITY REQUIREMENTS

DEHCR may only award CDBG sub-awards to UGLGs, which in turn carry out the funded activities. The only UGLGs eligible to apply for CDBG funds are incorporated towns, non-entitlement cities, villages and non-urban counties. Nonprofit agencies and entities such as sewer districts and fire departments are not eligible to apply for sub-award funds. DEHCR cannot award CDBG funds directly to citizens or private organizations.

UGLGs are responsible for considering the local needs of their populations, preparing applications for assistance to DEHCR and carrying out the contracted development activities. UGLGs must comply with all federal and state requirements pertaining to the use of their awarded CDBG funding.

DEHCR awards CDBG - ED funds to non-entitlement UGLGs that in turn grant or loan funds to local businesses for economic development projects. The controlling federal laws and regulations require that the activity funded must constitute an eligible activity and meet a national objective (benefit persons of low to moderate income, address slum and blight conditions or meet an urgent local need). In addition, at least 70% of the state's total funds must be dedicated to the primary objective of benefiting persons of low to moderate income.

FY21 PROGRAM ACTIVITY

Communities and businesses assisted, job creation, job retention, investment in public infrastructure

CDBG-PFED:

- 1 community assisted
- 44 jobs created

CDBG-ED:

- 1 community assisted
- 25 jobs created

Since CDBG data are compiled at contract closeout and reported on a program-year basis, performance data do not reflect the time period covered by the state fiscal year, but rather are based on HUD's program year of April 1, 2020, to March 31, 2021.

RECOMMENDED CHANGES

None

DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION



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BEGINNING, MINORITY AND UNDERSERVED FARMER ASSISTANCE

STATUS

- Active

INCEPTION

2008

PROGRAM GOAL

Provide outreach and referral to technical assistance and resources for business development and risk management to beginning and minority farmers, to improve their sustainability, resilience and profitability.

PROGRAM DESCRIPTION

- Entity Served: Individual beginning and minority farmers
- Type of Assistance: Technical and referral

ELIGIBILITY REQUIREMENTS

Eligibility requirements are under development and planned for implementation.

INCENTIVES AND AVAILABLE FUNDING

General Purpose Revenue and federal grants.

EXPECTED OUTCOMES

New program activities are under development.

FY21 PROGRAM ACTIVITY

Beginning and underserved farmers have increased access to existing programs and services. New program activities are being considered for development as funding and resources become available.

RECOMMENDED CHANGES

Establishment of an appropriation for development of program services and administration are needed to fully resource initiative.

BUY LOCAL, BUY WISCONSIN GRANT PROGRAM

STATUS

- Active

INCEPTION

2008

PROGRAM GOAL

The Buy Local, Buy Wisconsin (BLBW) Grant Program is an economic development program designed to help the Wisconsin agricultural and food industry find ways to reduce marketing, distribution and processing hurdles impeding the expansion of Wisconsin's local food system. The grant program seeks to increase awareness and consumption of locally produced foods and related products and to increase the production and improve the distribution of local foods and related products.

PROGRAM DESCRIPTION

- Funding source: general purpose revenues (GPR)
- Since 2008, 90 projects have been funded in the areas of infrastructure development, market development, agriculture tourism, producer development and many more. The average grant size is \$25,000 - \$30,000 to entities that have a defined project that will increase sales of local foods and benefit the local food industry as a whole.

ELIGIBILITY REQUIREMENTS

Proposals will be accepted from individuals, groups, businesses and organizations involved in Wisconsin agriculture, Wisconsin food processing, Wisconsin food distribution, Wisconsin food warehousing, Wisconsin retail food establishments, or Wisconsin agricultural tourism. Proposals may involve collaborations or partnerships between producers, food businesses, industry, academia or organizations. Applicants may cooperate with any public or private organization. Projects with broad-reaching impacts will receive higher consideration. Projects should benefit the local food industry and/or the public rather than a single organization, institution, individual or commercial product. Proposed projects should be driven by or supported by local food producers.

INCENTIVES AND AVAILABLE FUNDING

The BLBW grant program has \$300,000 allocated for grant awards in FY20 and F21. Projects must be concluded within two years of contract start date. The maximum grant award is \$50,000 per project. The Department of Agriculture, Trade and Consumer Protection (DATCP) may not make more than one grant award to the same person in the same state fiscal biennium. Grant applicants must provide cash or in-kind match equivalent to or greater than 50% of total project costs (1:1 match).

EXPECTED OUTCOMES

- Project demonstrates that it will increase the purchase of Wisconsin food products for sale to local purchasers and includes a way to measure the increase that is directly related to project work
- Project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc.
- Project shows broad impact

- Project benefits the local food industry and/or the public rather than a single organization, institution, individual or commercial product
- Project directly impacts community development
- Expanded community leadership, increased social capital, more effective nonprofit and/or community-based organizations and/or improved quality of life
- Project benefits clearly demonstrate return on project investment
- Project illustrates a direct benefit to local food producers and local markets
- Will build supply chain infrastructure for building Wisconsin's local food system
- Builds a competitive advantage for Wisconsin agriculture

FY21 PROGRAM ACTIVITY

- More than \$12 million in new local food sales
- More than \$4.9 million in new investments
- Return on investment greater than 9:1
- 125 new jobs created
- 137 jobs retained
- 3,447 producers and 4,055 Wisconsin markets benefited

RECOMMENDED CHANGES

None

FARM TO SCHOOL TECHNICAL ASSISTANCE

STATUS

- Active

INCEPTION

2009 (Act 293)

PROGRAM GOAL

The Wisconsin Farm to School Program strengthens local economies by increasing the purchases of Wisconsin-grown and produced food products for sale to Wisconsin schools, either directly from the producer or through traditional distribution channels, thereby expanding markets for Wisconsin agricultural producers and food entrepreneurs. Wisconsin Farm to School program connects Wisconsin food businesses to school food buyers to provide children with locally produced fresh fruits and vegetables, dairy products, proteins and grains to be served in breakfast, lunch and snack programs; helps children develop healthy eating habits; provides nutritional and agricultural education; and improves farmers' incomes and access to markets.

PROGRAM DESCRIPTION

- Serves: Food purchasing organizations and institutional markets
- Program offers: Technical assistance and coordination
- Funding source: General purpose revenue for program expenses, s. 20.115(3)(at), Stats. Appropriation for FTE to manage program administration and oversight
- Target: Producers, processors, distributors, food service management companies, school food service, early care centers, food assistance organizations
- Eligible activities: Local procurement for institutional cafeterias, institutional gardens, nutrition and agriculture education and activities that engage the public, such as cooking demonstrations, taste tests and field trips

The Farm to School Program is conducted with the DATCP Wisconsin Farm to School Advisory Council, the Wisconsin Farm to School Steering Committee, and the Wisconsin Farm to School Leadership Team.

ELIGIBILITY REQUIREMENTS

Eligible activities:

1. Identify needs and opportunities, seek to reduce impediments to farm to school and institution activities and develop equitable supply chains to schools and institutions providing food for Wisconsin children.
2. Advise and collaborate with other state agencies and local agencies on actions to promote farm to school.
3. Promote communication between Wisconsin producers, processors, distributors, buyers for schools, hospitals, early care and senior care, feeding programs, food banks and pantries, and college campus kitchens.
4. Conduct training and provide technical assistance for institutional food service personnel and directors, school staff partners, producers, processors, food distributors, buyers, and supply chain development projects.
5. Promote farm to school programs through public education.

6. Provide information on the internet pertaining to Wisconsin Farm to School.

7. Administer the Farm to School Advisory Council.

INCENTIVES AND AVAILABLE FUNDING

- Specialty Crop Block Grant: \$25,000 - Pending update to meet current needs
- USDA Farm to School Grant: \$98,000 - Pending update to meet current needs
- Farm to School Program Administration: \$90,600 - appropriated under s. 20.115 (3) (at), Stats. for promotion of farm to school programs under s. 93.49, Stats.

EXPECTED OUTCOMES

Increased resiliency in food supply chains to communities through essential institutions: educational, medical, early childhood care and elderly care feeding programs, food banks and pantries

FY21 PROGRAM ACTIVITY

- 200,000 Wisconsin students participated in the Great Lakes Apple Crunch
- Supported food box programs to early care and elderly care by connecting local food suppliers to Wisconsin farm to school and institution initiatives
- Farm to School and institution specialist March 2020
- 35,000 Chili Lunch participants
- COVID response to support food supply chain from Wisconsin producers to Wisconsin institutions
- Supported Wisconsin food industry pivots from food service, no longer operating, to new markets such as food bank purchases and FFA purchases to community members through school pick-ups
- Supported supply chain connections for the implementation of CARES Act funds to food pantries and food banks
- Worked with key supply chain and school food service stakeholders to create partnerships in local supply chain development and procurement
- Continued projects focused on developing a statewide procurement strategy; established Marketplace Meetings in partnerships with DPI to bring local food suppliers and school food service directors together
- Engaged Dairy Farmers of Wisconsin and food service directors with a USDA Farm to School Grant to develop new dairy products suited for new food service needs in COVID response
- Engaged processors and distributors with a Specialty Crop Block Grant to develop minimally processed Wisconsin fruit and vegetables products to assist school food service in meeting the food and service needs in COVID response
- Provided technical assistance to food banks as new institutional buyers, schools, producers
- Started a networking and technical assistance monthly meeting with DPI to bring suppliers and buyers into the same conversations.

RECOMMENDED CHANGES

During FY22, DATCP will continue to develop the Wisconsin Farm to School and Institution Program through enhanced interactions with the targeted group of producers, processors, distributors, buyers, food-service personnel, food assistance programs and collaborating agencies; along with Wisconsin Farm to School Advisory Council, Steering Committee and Leadership. We will also seek alternate funding sources for F2S initiatives.

GROW WISCONSIN DAIRY PROCESSOR GRANTS

STATUS

- Active

INCEPTION

2019

PROGRAM GOAL

The overall goal of the Dairy Processor Grant is to improve the long-term viability of Wisconsin's dairy industry.

PROGRAM DESCRIPTION

The Grow Wisconsin Dairy Processor Grant is designed to provide access to services and resources for proposed dairy processing plant projects that enhance or develop the current business, solve an existing problem or concern at the plant, improve production or profitability and/or help the processor innovate. Focus areas for the grant are highlighted below. Projects could include multiple aspects from the following areas:

- Dairy plant modernization and expansion efforts to aid with professional service costs related to siting, engineering, design and layout of new facilities or production lines
- Consulting services to help pass a food safety audit or certificate needed to meet a customer-driven market requirement
- Training of plant staff on food safety requirements, new technology, etc.
- Assistance for related professional services and consultants (developing new processes, wastewater treatment or handling, new uses for whey or other innovations)
- Other dairy processing projects may be considered

ELIGIBILITY REQUIREMENTS

An applicant must operate a licensed dairy processing plant engaged in pasteurizing, processing or manufacturing milk or dairy products that is located in Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

Grants of up to \$50,000 are available. A total of \$200,000 is available for grants within the program.

EXPECTED OUTCOMES

Explore new technologies, make operational changes and improve profitability and efficiency.

FY21 PROGRAM ACTIVITY

18 applications were received in 2021 and 15 projects were selected for funding. Examples include: Installation of an additional walk-in cooler for product storage; packaging machine rental for two years to increase capacity; hiring consultant to explore options for new cheeses and line extension; creation of equipment room and tank access hallway.

RECOMMENDED CHANGES

Semi-annual reports seeking quantitative data will be required starting in FY22 along with standard final report.

INTERNATIONAL AGRIBUSINESS CENTER/WISCONSIN INTERNATIONAL TRADE TEAM

STATUS

- Active

INCEPTION

1986, authorizing statute § 93.42

PROGRAM GOAL

The International Agribusiness Center (IABC)/Wisconsin International Trade Team (WITT) accesses federal funds to help Wisconsin food and agricultural companies build their export markets.

PROGRAM DESCRIPTION

- Serves Wisconsin's food and agricultural companies
- Program offers technical expertise and market development initiatives
- Funding source: state and federal
- Target: Wisconsin agribusinesses interested in or already exporting
- Eligible activities: technical assistance, market research, trade missions, market development

IABC provides technical expertise and market development initiatives to Wisconsin's food and agricultural companies to aid the growth of Wisconsin agriculture through increased exports and the development of trade-enhancing partnerships. Funding sources include: Food Export Association, U.S. Livestock Genetics Export Association, USDA Agricultural Marketing Services Federal-State Marketing Improvement Program (FSMIP) and State Trade Expansion Program (STEP) Grants.

The trade team staff uses client feedback, global trends, and market and export data to establish criteria for identifying target markets and activities. The Wisconsin International Agribusiness Center works with WEDC on mutually beneficial projects such as the Collaborative Market Access Grant Program.

ELIGIBILITY REQUIREMENTS

Wisconsin-based small to midsize agricultural businesses

INCENTIVES AND AVAILABLE FUNDING

Eligible businesses can access numerous programs including:

- One-on-one consultations
- Education workshops that cover a wide range of topics, from exporter basics and market characteristics to detailed sessions on trade regulation, tariffs and insurance
- Customized export assistance on the details affecting exporting food and agricultural products
- Identifying strategies to reach out to customers in other countries
- Scheduling one-on-one meetings with interested buyers

- Trade show enhancement services, which may include pre-show feedback on competitors, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers, site visits to local retailers, in-market seminars and follow-up assistance
- Trade missions that provide the opportunity to develop firsthand market knowledge through coordinated individual and group programs and to attend scheduled one-on-one meetings with qualified buyers and government officials

EXPECTED OUTCOMES

- Export sales generated by Wisconsin companies as a result of IABC services: \$20 million
- The IABC assisted Wisconsin companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis; however, actual federal funds utilized as part of the program are based on fiscal year): \$1 million
- Number of companies expected to receive export development services from IABC staff: 150

FY21 PROGRAM ACTIVITY

- Export sales generated by Wisconsin companies as a result of IABC services: \$4,209,744
- Anticipated increase in export sales (within 12 months of date reported) generated by Wisconsin companies as a result of IABC services: \$1,120,000
- The IABC assisted 24 Wisconsin food and food processing companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis; however, actual federal funds utilized as part of the program are based on fiscal year): \$632,841
- Anticipated number of jobs created or retained as a result of services: 5.31 based on actual export sales (calculation: \$1 million in agricultural exports creates or retains 8.4 jobs and generates \$1.3 million in additional domestic economic activity; source: USDA's Economic Research Service)
- Additional economic activity: \$6.29 million based on actual export sales (calculation: \$1 million in agricultural exports creates or retains 8.4 jobs and generates \$1.3 million in additional domestic economic activity; source: USDA's Economic Research Service)
- Number of companies receiving export development services from IABC staff: 144 companies received more than 790 services

RECOMMENDED CHANGES

The IABC will continue outreach efforts to Wisconsin food and agriculture companies and collaborate with industry/state/federal organizations to increase awareness of programs and participation in export activities.

ORGANIC CERTIFICATION COST-SHARE PROGRAM

STATUS

- Active

INCEPTION

The program was reinstated in 2014 with the passage of the U.S. Farm Bill

PROGRAM GOAL

Provide a cost sharing program to reimburse part of the cost of obtaining and maintaining organic certification for producers and processors.

PROGRAM DESCRIPTION

The USDA National Organic Program provides each state with funds to reimburse certified organic farmers and processing companies for up to 50% of their certification costs. Rebates cannot exceed \$500 per scope of certification.

ELIGIBILITY REQUIREMENTS

Certified entities must fill out a state application and submit proof of certification along with receipts for expenses paid to their certifier during the federal fiscal year.

INCENTIVES AND AVAILABLE FUNDING

\$531,702 was available for rebates in 2020.

EXPECTED OUTCOMES

DATCP provides outreach with the goal of receiving applications from at least 50% of the state's certified producers and processors.

FY21 PROGRAM ACTIVITY

- 858 entities received a rebate in FY20
- \$531,702 was distributed in rebates
- 46% of Wisconsin's 1,865 certified organic operations* received a rebate in FY20

**USDA Organic Integrity Database year-to-date July 2021*

RECOMMENDED CHANGES

None

SOMETHING SPECIAL FROM WISCONSIN™

STATUS

- Active

INCEPTION

1983 (Act 92)

PROGRAM GOAL

Provide business and product promotion, and technical assistance.

PROGRAM DESCRIPTION

- Something Special from Wisconsin is a statewide identifier. The trademarked logo may be used for products if at least 50% of the value of the product or service is attributable to Wisconsin ingredients, production or processing activities.
- Members are authorized to use the logo on product labels, brochures, promotional material, trade show banners, vehicles and signs.
- Funding source: state general purpose revenue budget (staff salary), membership fees (promotional materials and activities)
- Target industry: value-added Wisconsin agricultural products and other products produced, grown, manufactured or processed in Wisconsin.
- Eligible activities: Market assistance, branding, promotions and technical assistance to businesses are supported by general purpose revenue. Annual membership fees, ranging from \$0 to \$200 based on gross annual sales from the previous year, are used for brand promotion, member and consumer education, program materials and activities.

ELIGIBILITY REQUIREMENTS

No person may use the logo on any product or commodity unless the product or commodity meets the following requirement:

- At least 50% of the product's or commodity's value added is attributable to Wisconsin ingredients or to Wisconsin production or processing activities.

INCENTIVES AND AVAILABLE FUNDING

Funding to operate the program and promote the members to consumers, retailers and chefs comes through annual membership fees averaging \$25,000 annually.

EXPECTED OUTCOMES

Program Membership Measurement:

- Membership retention: 90%
- New member recruitment: 75
- Average member sales increase: 12%
- New member event participation: 150

Membership Website:

- Member self-renewal online: 95%
- Online credit card fee payment: 80%

Direct to Members:

- Category Searches: 109,116
- Referrals to Member's Website: 14,384

Member Directory and Point-of-Sale Signage:

- Direct to Member: 72,283
- Category Searches: 109,116
- Referrals to Member's Website: 14,384
- Point-of-sale signage: 46,000 units requested/distributed

FY21 PROGRAM ACTIVITY

Program Membership Measurement:

- Number of Members: 457
- Membership retention: 83%
- New member recruitment: 80
- Average member sales increase: 12.5%
- New member event participation: 97

Membership Website:

- Member self-renewal online: 99%
- Online credit card fee payment: 86%

Member Directory and Point-of-Sale Signage:

- Direct to members: 91,203
- Category Searches – 277,223 Top category: Artisan & Gifts
- Referrals to Member's Website – 21,914
- Point-of-sale signage: 5,200 units requested/distributed

RECOMMENDED CHANGES

Virtual Benefits:

Develop virtual benefits that facilitate education, networking and support sales of members' products with potential to support/replace in-person events if necessary.

Membership Website:

Continue to work to implement access to credit card processing for membership renewal and event registration through the program's member processing software.

SPECIALTY CROP BLOCK GRANT

STATUS

- Active

INCEPTION

Federal Specialty Crop Competitiveness Act of 2004

PROGRAM GOAL

To increase the competitiveness of Wisconsin specialty crops by providing federal grant funds to Wisconsin specialty crop industry agencies, organizations and businesses.

PROGRAM DESCRIPTION

- Grants are awarded for a three-year period through a competitive process representing Wisconsin's diverse specialty crop industries
- Proposals must be sponsored or endorsed by Wisconsin specialty crop growers' organizations or industry representatives
- Funding source: Federal
- Target industry: Specialty crops
- Eligible activities: Market development, research, education or industry innovation

ELIGIBILITY REQUIREMENTS

Projects must benefit Wisconsin's specialty crop industries (as defined by the USDA) on a large scale geographically or by industry. Projects cannot benefit single entities. Projects must solely benefit specialty crop industries.

INCENTIVES AND AVAILABLE FUNDING

Funding is allocated annually to states through the federal Farm Bill and changes annually based on each state's sales and planted acreage of specialty crops. Projects range from \$10,000 to \$100,000 annually. Typically, about 18 awards are given for approximately \$1,300,000 total.

EXPECTED OUTCOMES

Each project has its own outcomes related to at least one of the following:

- Environmental sustainability, pest and disease control and varietal improvement
- Development of food safety practices that assist with compliance with the Food Safety Modernization Act, Good Agricultural Practices (GAP) and Good Handling Practices (GHP) certification
- Increasing the demand for and supply of Wisconsin specialty crops
- Industry innovation in production, processing and packaging
- Education for producers, processors, and the general public to increase production, sales, or consumption of Wisconsin specialty crops

FY20 PROGRAM ACTIVITY

During FY20, 66 grants were open and managed. About 73% of projects are research-based, with about 16% education and 11% market development. The majority of projects are run by the University of Wisconsin System and Wisconsin's larger growers association groups, with some smaller nonprofit and private entities implementing projects as well.

FY21 information has not been released.

RECOMMENDED CHANGES

None

DEPARTMENT OF TRANSPORTATION



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DISADVANTAGED BUSINESS ENTERPRISE MOBILIZATION LOAN GUARANTY PROGRAM

STATUS

- Active

INCEPTION

The Disadvantaged Business Enterprise (DBE) Mobilization Loan Guaranty Program was created by 1987 Wisconsin Act 399. Professional consultants competed for, and were awarded, contracts to implement loan mobilization activities.

PROGRAM GOAL

The DBE Mobilization Loan Guaranty Program is designed to help disadvantaged businesses obtain working capital to participate in transportation-related construction prime contracting or subcontracts with the Wisconsin Department of Transportation (WisDOT).

PROGRAM DESCRIPTION

- Type of assistance: Loans used as working capital necessary to mobilize WisDOT projects
- Funding source: State funds; federal grants when available
- Funding for loans: Interest-bearing state funds, accruing interest since 1984 and currently at North Milwaukee State Bank
- Target industry: Transportation infrastructure, specifically road design and construction
- Eligible activities for assistance: Bank vetting for willingness to work with small businesses, financial analysis, annual financial package, project cash flow projection, loan documentation preparation for U.S. Department of Transportation (DOT) loans, federal grants, U.S. Small Business Administration loans or WisDOT loan guaranty

ELIGIBILITY REQUIREMENTS

Must be a certified DBE firm in good standing with WisDOT; must have a contract or subcontract with WisDOT or with a prime contractor doing business with WisDOT

INCENTIVES AND AVAILABLE FUNDING

- Guaranty up to 90% of the loan amount
- Loan cannot exceed 50% of contract amount
- Term of loan is six months, with option for extension of another six months
- Loan cannot exceed \$250,000 at any given time
- Loan proceeds are used as working capital
- Joint paychecks are issued to lender and DBE until loan is paid in full
- Any Wisconsin bank or credit union is eligible to get this guarantee for loans granted under the program.

EXPECTED OUTCOMES

Benchmarks Goal

- Bank vetting: Establish relationships with two new banks that will accept WisDOT guarantee
- Financial analysis complete: Six DBE firms
- Loan document preparation: Six DBE firms
- Loans processed: Three

FY21 PROGRAM ACTIVITY

The Mobilization Loan Guaranty Program is under reconstruction. WisDOT Office of Business Opportunity and Equity Compliance is evaluating community development financial institutions (CDFI) to provide businesses development services and the written guaranty on behalf of DOT for the bank providing the loan to the WisDOT DBE seeking mobilization assistance. The plan is to have the program back in operation before the end of the year 2021.

RECOMMENDED CHANGES

None

DISADVANTAGED BUSINESS ENTERPRISE SUPPORT SERVICES

STATUS

- Active

INCEPTION

The Federal Transportation Bill, approved by Congress on Dec. 4, 2015, also known as the Fixing America's Surface Transportation Act or FAST-ACT. The program is implemented under Title 49 of the Code of Federal Regulations Part 26. DBE Support Services (DBESS) consultants competed for and were awarded two-year contracts to implement engineering analysis and advisement, legal support services, technical trainings and business development services for DBE firms seeking to do business with WisDOT.

PROGRAM GOAL

- To help remove barriers to the participation of DBE firms in U.S. DOT-funded contracts
- To assist in the development of firms that can compete in the marketplace outside of the DBE program
- To increase participation of firms owned by disadvantaged individuals in all federal aid and state transportation facility contracts

PROGRAM DESCRIPTION

DBE Support Services is designed to assist disadvantaged business enterprises (DBEs) remove barriers that impede competing on WisDOT contracts.

Target industry: Transportation infrastructure—specifically, road design and construction

WisDOT DBE Program offers legal, financial and engineering services. Support services are provided by professional consultants, which consist of a licensed CPA, a contract attorney and professional engineers.

Consultant services include, but are not limited to:

- Business automation
- Business plan consultation
- Capacity building business assessment
- Mentor protégé programs
- One-on-one business consultation
- Subscription to Bid Express Small Business Network

ELIGIBILITY REQUIREMENTS

Business must be a Unified Certification Program (UCP) DBE-certified firm that is capable of performing on WisDOT highway projects.

- Average annual gross receipts of the business are less than \$23.98 million
- Applicant must prove 51% ownership of business
- Operational and managerial control
- Personal net worth is less than \$1.32 million
- Technical competence in work area
- Firm is independent of other businesses

Target audience: UCP DBE-certified firms: Asian-Indian, Asian-Pacific American, Black American, Hispanic American, Native American, women, any individual deemed as socially disadvantaged resulting from circumstances beyond their control per 49 CFR part 29 appendix E

INCENTIVES AND AVAILABLE FUNDING

- DBE Support Services estimated allocation - \$188,000

EXPECTED OUTCOMES

- Increase DBE firms performing on WisDOT Projects in all regions
- Increase the number of minority DBE firms performing on WisDOT contracts
- Increase the number of black female DBE firms performing on WisDOT contracts

FY21 PROGRAM ACTIVITY

- Capacity Building Business Assessments
- One-on-one business consultations and technical support
- Provide professional development workshops
- DBE Video Profiles
- Active mentor for construction and consultants DBE protégés

RECOMMENDED CHANGES

None

TRANSPORTATION FACILITIES ECONOMIC ASSISTANCE AND DEVELOPMENT PROGRAM

STATUS

- Active

INCEPTION

Sept. 8, 1987, under enabling legislation of Wis. Stat. §84.185, and administered under Wisconsin Administrative Code Department of Transportation (Trans) Chapter 510, created as an emergency rule effective Oct. 16, 1989.

PROGRAM GOAL

The goal of the Transportation Facilities Economic Assistance and Development (TEA) Program is to attract and retain business firms in Wisconsin, and thus create or retain jobs. The purpose of the TEA Program is to implement a flexible and expeditious process of evaluating and approving road, rail, harbor and airport improvements that are essential to economic development projects. The TEA Program is a grant program that provides up to \$5,000 per job created or retained by a business to assist with the construction of public transportation infrastructure related to an economic development project.

PROGRAM DESCRIPTION

Project costs not covered by the TEA grant are paid by the local unit of government. Funding assistance is provided to communities in exchange for the guarantee of job creation or job retention for a seven-year period combination of local government and private business funding. The annual budget is \$3,402,500. Funding assistance is provided to communities and businesses in exchange for the guarantee of job creation or job retention for a seven-year period.

Applications are accepted year-round on a first-come, first-served basis. The TEA Program is a reimbursement program whereby the community (the sponsor) must cover 100% of all project costs up front before seeking reimbursement from WisDOT. The business development cannot be speculative.

From receipt of a complete application to approval, the grant review process takes up to 30 days to formally complete and make an award. Once a project has been approved and awarded, project construction needs to commence within three years of the date when the project agreement is executed.

ELIGIBILITY REQUIREMENTS

The TEA Program provides up to \$5,000 for each new job created. The job type must meet eligibility requirements to proceed to the application stage. Certain job types, such as retail stores, eating and drinking establishments, recreation and entertainment facilities, hotels and motels, are excluded from funding consideration. Also, the following transportation project improvements are eligible for funding assistance: street, road, highway, intersection and interchange improvements that are open to the public for travel and come under the jurisdiction or ownership of a public authority (all private roads, parking lanes or parking lots are excluded); rail projects to include an industrial lead, a spur, team track or trackside intermodal transfer facility; harbor/port improvements, to consist of dredging, dock walls, piers, intermodal connections and lighting; and airport improvements consisting of runway, taxiway, aprons and access service roads (airport hangars are excluded).

INCENTIVES AND AVAILABLE FUNDING

The TEA Program awards grants in the lesser amount of:

- 50% of the total project cost
- \$5,000 per job created/retained
- \$1,000,000 (maximum TEA award)

The biennial budget appropriation for the TEA Program is \$6,805,200.

EXPECTED OUTCOMES

The average cost per job must be less than the \$5,000 program maximum. Program compliance reporting also requires the submittal of jobs reports to monitor and track actual job creation and retention versus promised/expected job numbers. This accountability goal must be at 100% compliance for the number of approved and awarded grants.

FY21 PROGRAM ACTIVITY

- Ten grants were awarded totaling nearly \$5.1 million.
- 1,620 jobs were created or retained.
- The average cost per job amounted to \$3,152.
- The total capital investment per grant dollar awarded was \$144.6 million.
- Total capital investment was nearly \$739 million.

RECOMMENDED CHANGES

None

DEPARTMENT OF TOURISM



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JOINT EFFORT MARKETING GRANT

STATUS

- Active

INCEPTION

1975

PROGRAM GOAL

The Joint Effort Marketing (JEM) Grant Program assists in the development and marketing of Wisconsin tourism events and destinations. Qualified projects are awarded reimbursement for marketing expenses and must demonstrate substantial return on investment through increased traveler spending, overnight stays, job growth and marketing deliverables.

PROGRAM DESCRIPTION

JEM Grants provide partnership funding to help nonprofit Wisconsin organizations promote tourism in their areas, e.g., destination marketing; new events; sales promotion; existing events; and one-time, one-of-a-kind.

Projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. The advertising plan must be consistent with the current statewide marketing plan and target markets beyond the local area. Applications are reviewed five times a year. Destination marketing deadlines are April 1 and Sept. 1. All other categories adhere to application deadlines of Aug. 1, Nov. 1, Feb. 1 and April 1.

ELIGIBILITY REQUIREMENTS

Statutory Requirements (Ch. 41.17)

- At least \$1.13 million must be awarded annually.
- Any public or private nonprofit organization, including a tribal organization of a federally recognized American Indian tribe or band in Wisconsin, is eligible to apply.
- Tourism can reimburse up to 75% of a project's first-year promotional costs, but no more than 50% of the total budget. In subsequent years, up to 50% of the promotional costs for the second year and 25% for the third year may be allowed in some categories.
- Grants must be matched dollar-for-dollar through cash or in-kind contributions.
- Grants fund only marketing expenses, i.e., email marketing, print and broadcast ads, direct mail, publicity and billboards. Grant funds may not be used for operational costs.

Administrative Rulemaking (Ch. Tour 1)

- An eligible applicant may submit an application no less than 90 days prior to the first date advertising is scheduled to begin.
- The JEM Committee reviews all applications and makes funding recommendations to the department's secretary.
- An applicant shall submit a written evaluation of the project within 45 days of completion of all project activity in such form as the department may require. Of the total award amount, 10% is withheld until a suitable evaluation is submitted.
- Contracts are terminated if evaluations and project invoices are past due.

Underwriting Criteria

- Applicant originations must be tourism-related Wisconsin nonprofit organizations.
- The application process is competitive.
- Contractual obligations for ongoing JEM projects must be met before any new contracts will be issued.

INCENTIVES AND AVAILABLE FUNDING

\$1,130,000 per fiscal year

EXPECTED OUTCOMES

- Increase visitors and their associated spending to an area, measured by visitor counts x average expenditure numbers from Longwoods/Tourism Economics, or similar research or tax revenues
- Value of advertising provided by grant recipients/marketing deliverables, measured by paid advertising invoices

FY21 PROGRAM ACTIVITY

45 projects were awarded in FY21.

RECOMMENDED CHANGES

None

MEETINGS MEAN BUSINESS (MMB) GRANT PROGRAM

STATUS

- Active

INCEPTION

2010

PROGRAM GOAL

Provide funding to destination marketing organizations to help defray the costs of bidding on and hosting large or midsize meetings and conferences.

PROGRAM DESCRIPTION

The Meetings Mean Business (MMB) Grant Program gives Wisconsin a competitive edge and top-of-mind awareness as the premier place to host meetings or conventions by providing destinations with financial assistance for bid fees or facility costs. Destinations may use the program to attract the type of meetings and conventions that best fit their business model (e.g., associations and organization meetings, trade shows, reunions, education or social groups).

Attracting national or Midwest regional meetings and conventions generates significant economic impact from additional room night bookings and traveler spending in the community in which they are held. Many destinations have invested in substantial conference infrastructure in order to capture meeting and convention business.

- The fund has \$110,000 per year available for matching grants. Destinations may apply for 50% of the costs for convention facility rental, in-community convention transportation or host costs, up to a maximum of \$20,000 per fiscal year (July 1-June 30).
- Applications are reviewed three times annually. The deadlines are April 1, Aug. 1 and Dec. 1.
- Applications can be sent by mail, delivery service or email, as long as they are received by midnight on the first day of the review month and at least 90 days prior to the start of the event.

ELIGIBILITY REQUIREMENTS

- Applications must be submitted to the Wisconsin Department of Tourism through a recognized Wisconsin destination marketing organization (e.g., convention and visitors' bureau or chamber of commerce) and must be signed by the director or president of that organization.
- Organizations receiving funding through this program may not also request funding from the JEM Grant Fund for the same event during the same fiscal year.
- This grant does not fund in-state events that are regularly scheduled or that routinely rotate to destinations within the state.

INCENTIVES AND AVAILABLE FUNDING

\$110,000 annually

EXPECTED OUTCOMES

Over \$175,010 projected visitor expenditures for FY21 grants.

FY21 PROGRAM ACTIVITY

Two MMB grants awarded in FY21

RECOMMENDED CHANGES

None

READY, SET, GO! (RSG) GRANT PROGRAM

STATUS

- Active

INCEPTION

2006

PROGRAM GOAL

To provide funding to destination marketing organizations to help defray the costs of bidding and hosting competitive sporting events.

PROGRAM DESCRIPTION

The Ready, Set, Go! (RSG) Grant Program generates visitor spending by securing or creating competitive sporting events with a structure that both draws a spectator/athlete base for the event and creates an economic impact for the area.

The program is designed to assist destinations in securing competition-related events that require an up-front financial commitment. Grant funding may be used for bid/commitment fees paid directly to the event holder or financial commitments needed to secure a venue or municipal services for an event.

- The department provides \$110,000 for RSG grants each fiscal year (July 1-June 30).
- Applications are reviewed three times annually. The deadlines are Jan. 1, March 1 and Sept. 1.
- They can be sent by mail, delivery service or email as long as they are received by midnight on the first day of the review month and at least 90 days prior to the start of the event.

ELIGIBILITY REQUIREMENTS

- Destinations may request 50% of the bid/commitment fee or 50% of the venue/municipal fees, up to a maximum of \$20,000 per fiscal year.
- Applications must be submitted to the Wisconsin Department of Tourism through a recognized Wisconsin destination marketing organization (e.g., convention and visitors' bureau or chamber of commerce) and must be signed by the director or president of that organization. Events that have been secured prior to the written grant application are not eligible. Organizations or events that are currently funded through statutorily required expenditures (earmarks) are not eligible for funding through RSG. Organizations requesting funding from the RSG Grant Fund are not eligible to also request funding from the JEM Grant Program for the same event during the same fiscal year.
- Events that have been hosted in Wisconsin previously will be considered for grant funding based on prior event evaluation and documented economic impact.

INCENTIVES AND AVAILABLE FUNDING

\$110,000 annually

EXPECTED OUTCOMES

FY21 RSG grants are projected to generate approximately \$22.6 million in visitor expenditures.

FY21 PROGRAM ACTIVITY

Nine awards were funded in FY21.

RECOMMENDED CHANGES

None

DEPARTMENT OF WORKFORCE DEVELOPMENT



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WISCONSIN FAST FORWARD

STATUS

- Active

INCEPTION

2013 Act 9

PROGRAM GOAL

Wisconsin Fast Forward (WFF) standard grant programs fund customized skills training for incumbent workers and job seekers through Wisconsin employers and their partners. The goals of Wisconsin Fast Forward are:

- increasing high-demand skills attainment in the local and regional workforce;
- influencing the number of new jobs created;
- reducing layoffs due to skilled labor shortages;
- helping unemployed and underemployed individuals gain full-time employment; and
- providing incumbent workers with wage increases, increased functionality and job security.

The 2019-2021 Biennial Budget set aside funds for several grant programs. These programs were funded during FY21. Descriptions of these programs are included in the Program Activity section of this report.

PROGRAM DESCRIPTION

The standard WFF Program is designed to provide demand-driven worker training grants to employers in collaboration with training providers and their local workforce and economic development partners. The program accepts grant proposals for customized, short- and medium-term skilled worker training projects for all sectors. Qualifying proposals must be supported by current and projected labor market information, demonstrate the need for training, and state the intent to hire trainees or raise incumbent worker wages. The long-term goal of the program is to encourage statewide economic growth by assisting employers to train workers and fill positions, as well as to ensure meaningful economic advancement for trainees. The Wisconsin Department of Workforce Development's (DWD's) Office of Skills Development (OSD) administers the WFF program through a transparent and accountable process. Since program inception, OSD has awarded grants to support worker training demands in the following industry sectors and occupational areas:

- Agriculture and related occupations
- Construction trades and related occupations
- Customer service occupations
- Financial services occupations
- Health care and related occupations
- Information technology occupations
- Manufacturing occupations
- Transportation, logistics and distribution occupations
- Wisconsin small businesses (with 50 or fewer full-time employees)

A summary of each grant award is available on the WFF website: wisconsinfastforward.com/reports.htm

ELIGIBILITY REQUIREMENTS

Wisconsin Fast Forward grant opportunities are available to any public or private organization with documented workforce training needs in all industry sectors. Allowable expenditures include but are not limited to: curriculum development, instructor/trainer costs, instructional materials and supplies, consultant fees, contractual services, facility costs, and administration costs up to 5% of the total project budget.

INCENTIVES AND AVAILABLE FUNDING

Grant awards for all sector grants range from \$5,000 to \$400,000 and require cash or in-kind match equal to 50% of the award amount. All grantees are limited to being awarded \$400,000 in WFF funds per calendar year.

EXPECTED OUTCOMES

Over \$35 million; supporting more than 340 workforce training projects benefiting approximately 730 businesses; more than 27,000 trainees; at a low average per-trainee cost of \$1,272

FY21 PROGRAM ACTIVITY

During FY21, OSD awarded standard Wisconsin Fast Forward grant contracts totaling:

- Amount: \$2,905,092
- Number of grants: 26
- Number of trainees: 1,420
- Number of businesses: 43

In 2021, the Wisconsin Department of Corrections (DOC) was awarded a grant in the amount of \$1,475,462 for worker training that connects young adults and adults transitioning out of prison with employment and training opportunities. Projects incorporate evidence-informed interventions, transitional services, pre-apprenticeship programming, registered apprenticeship programming, career exploration, job readiness, industry-specific training, mobile career lab career planning and exploration, information technology evidence-based practices and reporting, and/or practices that will address known barriers to employment for the reentry populations.

In 2021, the University of Wisconsin System (UWS), was awarded a grant in the amount of \$500,000 to promote and coordinate internships in high demand fields throughout the state. UWS will use WFF funds to incentivize private sector businesses in high-demand fields to provide paid internships for students from under-represented backgrounds to increase the number of internships in the state.

EXPANDED WISCONSIN FAST FORWARD

During FY21, OSD also awarded grants under the programs introduced by the 2019-2021 state budget. These program awards included:

- **Technical Education Equipment Grant Program:** This grant program was made available to Wisconsin school districts for the acquisition of equipment used in advanced manufacturing fields in the workplace, together with any software necessary for the operation of the equipment and any instructional material necessary to train pupils in the operation of the equipment. Grant amounts varied from \$5,000 to \$50,000. A total of 33 grants were awarded to school districts, for a total of \$1,000,000 in awards.
- **Shipbuilders Training Grants:** This grant opportunity was made available to Wisconsin shipbuilders with 1,500 or more employees that design and construct vessels 40 feet in length or greater for commercial or government use that operated a shipyard facility geographically located in Wisconsin. One grant was awarded for \$1,000,000.

- **Workforce Training in County Jail Facilities:** This grant opportunity was available to Wisconsin county jails, Workforce Development Boards, and community-based workforce development entities or public or private organizations that partnered with a Wisconsin-based Workforce Development Board, community workforce development entity, or employer. The purpose of the grant was to increase the work readiness of jail inmates through job search and employment skills development before they are released to the community, increase employment post-release, and reduce recidivism. One grant was awarded for a total of \$74,745.

RECOMMENDED CHANGES

The program continues to evolve as new funding is earmarked in the state budget and as the DWD leadership team develops their vision for Wisconsin Fast Forward. No other recommended changes at this time.

UNIVERSITY OF WISCONSIN SYSTEM



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July 29, 2021

Melissa Hughes, Secretary and CEO
 Wisconsin Economic Development Corporation
 P.O. Box 1687
 Madison, WI 53701

Dear Secretary Hughes,

The University of Wisconsin (UW) System **values its partnership** with the Wisconsin Economic Development Corporation (WEDC) in advancing economic engagement and talent development initiatives statewide. This strong collaboration is reflected in WEDC’s section of the Annual Report on Economic Development (ARED), in which award and outcomes data are noted for initiatives enabled by WEDC funding, including those of UW System’s Institute for Business & Entrepreneurship and several specific UW-led projects. **Over the past year, we were pleased to partner with WEDC to support the extraordinary and ongoing efforts related to pandemic recovery assistance to Wisconsin businesses.** While the remaining UW System activity falls outside the scope of ARED, we appreciate the opportunity to highlight just a few of our additional contributions to economic development in Wisconsin, particularly during the challenges our state and every nation has faced because of the pandemic.

Because we believe so strongly in the quality and value of the UW System education, **we made the call that our universities would be open.** To do this successfully, we implemented an **aggressive testing program** that soon led to UW campuses posting the **lowest positivity rates in the state.** With the support of the federal government, we also offered surge testing to the general public, another tool to help control the effects of the pandemic. In total, the UW System **tested more than one million students, faculty, staff, and community members.** And when vaccines became available, the UW System **opened clinics at 11 campus sites,** providing easy access to campus communities and the public. In total, **nearly 1 in 20 of all vaccines** in the state were delivered at UW facilities.

Through the academic year, UW System **awarded degrees to nearly 37,000 graduates.** With the average lifetime earnings of a bachelor’s degree holder exceeding those of a high school graduate by \$1 million, a UW System education directly promotes an increase in household incomes and community prosperity. **In aggregate, the UW System’s overall impact on the state economy exceeds \$24 billion annually.** Moreover, **nearly nine in 10 resident Wisconsin bachelor’s degree graduates remain in the state for employment** at least five years after graduation.

Additional economic impact extends from UW System’s research mission. In FY19, **groundbreaking research from UW System totaled a record \$1.175 billion,** despite the pandemic. Overall, we are **keeping our quality higher education affordable and accessible,** while **expanding capacity** in high-demand programs the state needs. **Nearly one in three UW degrees** are conferred in **science, technology, engineering, mathematics, and health disciplines.**

Furthermore, UW System is **committed to connecting business and industry** with university faculty, staff, and students in order to foster **internships, innovation, and entrepreneurship, and to build stronger, more resilient communities.** One example among many is our facilitation of a research partnership between Canoo Inc. and UW-Madison’s College of Engineering to accelerate advancements in electric vehicle technologies.

Additional information on UW System efforts in support of its mission of outreach and community service—the **Wisconsin Idea**—are highlighted in the [UW System Accountability Dashboard](#) and through the [UW System Office of Corporate Relations and Economic Engagement](#).

Sincerely,



Tommy G. Thompson, President

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY



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CONDUIT BOND ISSUE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

The Wisconsin Housing and Economic Development Authority's (WHEDA's) Economic Development Conduit Bond Issuance Program is intended to provide Wisconsin businesses financing that will create and retain jobs in the State of Wisconsin, and promote economic development in both rural and urban communities.

PROGRAM DESCRIPTION

WHEDA has the authority to issue up to \$150 million of Economic Development Bonds in aggregate over the next four fiscal years. Sources of tax-exempt bond financing include:

- Industrial Revenue Bonds

ELIGIBILITY REQUIREMENTS

What are eligible uses of bond proceeds?

An economic development project will be eligible for the financing of land, plant or equipment for any of the following:

- Facilities for manufacturing or commercial real estate activities
- Facilities for the retail sale of goods or services
- Other eligible projects, including national or regional headquarters facilities; facilities for the storage or distribution of products of manufacturing activities, materials, components or equipment; facilities for research and development activities; recreational and tourism facilities serving to attract visitors to this state; and facilities for the production, packaging, processing or distribution of raw agricultural commodities
- Activities of a long-term nature, such as research and development or long-term working capital, may also be eligible

Required Criteria

WHEDA may not issue bonds to finance an economic development loan unless all of the following apply:

- The economic development project is or will be located in the state of Wisconsin.
- One or more other financial institutions participate in the economic development project.
- WHEDA shall not assume unsecured or uncollateralized risk for any economic development loan.
- The economic development loan will not be used to refinance existing debt, unless it is in conjunction with an expansion of the business or job creation.
- The name of the person receiving the loan does not appear on the statewide support lien docket.

Considerations

WHEDA may finance an economic development loan only after considering all of the following:

- The extent to which an economic development project will maintain or increase employment in this state
- Whether an economic development project will be located in an area of high unemployment or low average income
- The extent to which the activities constituting the economic development project otherwise would not occur

Preferences

WHEDA shall also give preference to businesses:

- That are more than 50% owned or controlled by women or minorities
- That together with all of their affiliates, subsidiaries and parent companies, have current gross annual sales of \$5,000,000 or less or that employ 250 or fewer persons
- That have less than 50% of their ownership held or controlled by another business and have their principal operations in the state of Wisconsin

INCENTIVES AND AVAILABLE FUNDING

The incentive to use this tax-exempt bond program is that it offers a lower cost of funds. Available funding is determined by an annual Wisconsin Economic Development Corporation review of volume cap allocation.

EXPECTED OUTCOMES

In FY22, no new originations are expected.

FY21 PROGRAM ACTIVITY

No bonds were issued in FY21.

RECOMMENDED CHANGES

On January 1, 2013, the Midwest Disaster Area (MDA) Relief Bond Program expired, eliminating the primary resource for federal tax-exempt bonding using this bond issuance capacity. WHEDA does not expect to see much activity in this program until another tax-exempt program can be matched with it.

WISCONSIN DEVELOPMENT RESERVE FUND (WDRF) – AGRIBUSINESS PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

To provide loan guarantees to lenders to assist in the startup, acquisition or expansion of a business that develops products using Wisconsin’s raw agricultural commodities.

PROGRAM DESCRIPTION

Assist in the startup, acquisition or expansion of a business that develops products using Wisconsin’s raw agricultural commodities.

- The term “raw agricultural commodity” refers to any agricultural, aquacultural, horticultural, viticultural, vegetable, poultry or livestock product produced in Wisconsin, including milk and milk products, bees and honey products, timber and wood products, or any class, variety or utilization of the products in their natural state.

ELIGIBILITY REQUIREMENTS

What is required to be eligible?

- The business must start with a Wisconsin-grown, raw agricultural commodity and do one of the following:
 - Create a product new to the business
 - Expand production of an existing product that will increase the use of a raw agricultural commodity
 - Enhance the efficiency of the business
- The business must be unable to obtain conventional financing on reasonable terms.
- The business must be located in Wisconsin in an area with a population of under 50,000.
- The business owner must be current in any child support payments and not in default on any WHEDA loans.

What are eligible uses of loan proceeds?

- Purchase or improve land and buildings
- Purchase or improve machinery and equipment
- Purchase inventory
- Fund permanent and revolving working capital
- Fund initial marketing expenses associated with making the product available to consumers

What are the terms and conditions of this guarantee?

- Maximum guarantee is the lesser of 50% or \$600,000
- Maximum guarantee terms:
 - Fixed assets, inventory and permanent working capital: Five years
 - Amortization term may exceed the guarantee term but cannot exceed the useful life of the collateral
 - Interest rate is set by the lending institution and is subject to WHEDA approval; variable rate loan may not exceed prime plus 2.75%
 - Loan must be secured by assets being financed; additional collateral and personal guarantees may be required.

How does the application process work?

- The lender must first complete and submit an Agribusiness Guarantee Eligibility Form (Form 3).
- WHEDA determines business and project eligibility and will render that decision within one business day.
- Upon eligibility approval, the lender shall complete and submit a Loan Guarantee Application (Form 4) within 90 days of eligibility determination.
- WHEDA reviews the complete application and renders a decision upon completion of its underwriting process.

INCENTIVES AND AVAILABLE FUNDING

\$28.4 million in guarantee authority is available for all Wisconsin Development Reserve Fund (WDRF) programs, including Agribusiness Guarantees.

EXPECTED OUTCOMES

\$150,000 was benchmarked for new originations or no dollars for guarantee payments. The jobs created and retained benchmark is one for every \$30,000 in guarantees.

FY21 PROGRAM ACTIVITY

No applications were received and no guarantee payments were processed during the fiscal year.

RECOMMENDED CHANGES

None

WISCONSIN DEVELOPMENT RESERVE FUND (WDRF) – CREDIT RELIEF OUTREACH PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

Provide loan guarantees to lenders to assist farmers in obtaining materials and supplies in the planting and harvesting of agricultural commodities and the purchase and feeding of livestock.

PROGRAM DESCRIPTION

The Credit Relief Outreach Program (CROP) Guarantee is a financing resource for farmers that provides guarantees on agricultural production loans. The loan must be used for the purchase of services or consumable goods necessary for producing an agricultural commodity. The commodity must be planted and harvested for consumption within the loan term. This includes livestock, if purchased, fed and sold within the loan term. Eligible uses of loan proceeds include: fertilizer, seed, fuel, land rent, animal feed, hedging, UCC filing charges, equipment rental, tillage service, custom hire, crop insurance, equipment repair, pesticides/herbicides, feeder animals if purchased and sold within the loan term, utility bills related directly to the production of the agricultural commodity and labor costs related directly to planting and harvesting the agricultural commodity (excluding labor costs paid to the farmer and spouse).

ELIGIBILITY REQUIREMENTS

Eligibility requirements for farmers include:

- Inability to obtain conventional financing at reasonable terms
- Debt-to-asset ratio of at least 40% but less than 85%
- Positive projected cash flow budget for the term of the loan
- Sufficient collateral to cover the value of the CROP loan
- The farm is located in Wisconsin and the farmer resides in Wisconsin or is legally registered in Wisconsin in the case of a partnership or corporation.
- The farmer is currently engaged in the operation.
- The farmer is current in child support payments and not in default on any WHEDA loans.

INCENTIVES AND AVAILABLE FUNDING

\$28,400,000 in guarantee authority is available for all Wisconsin Development Reserve Fund programs, which includes CROP Guarantees.

EXPECTED OUTCOMES

Budgeted volume for FY20: \$1,350,000

Actual approved guarantees: \$1,358,280

FY21 PROGRAM ACTIVITY

- Ten applications submitted
- Nine applications approved

RECOMMENDED CHANGES

None

WISCONSIN DEVELOPMENT RESERVE FUND- FARM ASSET REINVESTMENT MANAGEMENT GUARANTEE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

The Farm Asset Reinvestment Management (FARM) Guarantee Program provides loan guarantees to lenders to assist farmers in the expansion or modernization of an existing farming operation and to assist in the startup of new farms.

PROGRAM DESCRIPTION

- Assist in the expansion or modernization of an existing farming operation.
- Assist in the startup of a new farming operation.

ELIGIBILITY REQUIREMENTS

What is required in order to be eligible?

- The farmer must be unable to obtain conventional financing on reasonable terms.
- The farmer's debt-to-asset ratio must be 85% or less.
- The farmer must have sufficient collateral to cover the value of the FARM loan.
- The farm must be located in, and the farmer must reside in, Wisconsin (or be legally registered in Wisconsin if a partnership or corporation).
- The farmer must be actively engaged in the operation.
- The farmer must be current on child support payments and must not be in default on any WHEDA loans.
- If a startup operation, the farmer must have no less than three years' farming experience (including managing day-to-day farm operations).

What are eligible uses of loan proceeds?

- Acquisition of agricultural assets
- Machinery
- Equipment
- Buildings
- Land

- Livestock to be kept more than one year
- Improvements to buildings or land for agricultural purposes
- Refinancing existing debt (not to exceed 75% of WHEDA's guaranteed loan) if expanding an existing farm operation

What are the terms and conditions of this guarantee?

- The maximum guarantee is the lesser of:
 - 25% of the FARM loan
 - The farmer's net worth including the FARM loan
 - \$200,000 if no other state or federal credit assistance program is utilized
 - \$100,000 if any other state or federal credit assistance program is utilized and tied to the same note

Maximum Guarantee Term:

- Land and buildings: 10 years
- Equipment, machinery and livestock: 5 years

How does the application work?

- The lender completes a Farm Guarantee Application (Form 2) and the borrower signs the Farmer's Affidavit (Form 3).
- Submit complete application package to WHEDA, including application fees.
- WHEDA reviews and renders a decision within one business day.

INCENTIVES AND AVAILABLE FUNDING

\$28,400,000 in guarantee authority is available for all WDRF programs, including FARM guarantees.

EXPECTED OUTCOMES

\$950,000 was expected in new originations for FY21 with \$100,000 budgeted for guarantee payments.

FY21 PROGRAM ACTIVITY

No applications were received for FY21.

RECOMMENDED CHANGES

None

WISCONSIN DEVELOPMENT RESERVE FUND – SMALL BUSINESS GUARANTEE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

Help create and retain jobs by providing loan guarantees to lenders for small business projects that would not otherwise receive financing, if not for the credit enhancement provided by this program.

PROGRAM DESCRIPTION

- Assist with the expansion or acquisition of an existing small business that has been in operation for at least 12 months.
- An expansion may involve a new line complementary to the existing business, such as a landscaping business expanding into retail floral or a lodging facility adding a restaurant.
- Assist in the startup of a day-care business for adults or children.
- Assist in the startup of a small business located in a vacant storefront in the traditional downtown area of a community.

ELIGIBILITY REQUIREMENTS

What is required in order to be eligible?

- The business must be unable to obtain conventional financing at reasonable terms.
- The business must employ 250 or fewer full-time equivalent employees at time of application.
- The business must be located in Wisconsin.
- The business owner must be current in child support payments and not in default on any WHEDA loans.
- The project must create or retain jobs.

What are the eligible uses of loan proceeds?

- Purchase or improve land and buildings, including mixed-use properties (properties that contain both commercial and residential components)
- Businesses can occupy as little as 25% of the total building space
- Purchase or improve machinery and equipment
- Purchase inventory
- Fund permanent and revolving working capital
- Finance soft costs (not to exceed 5% of eligible project costs)
- Refinance existing debt (not to exceed 75% of the WHEDA guaranteed loan and/or demonstration of business expansion)

What are the terms and conditions of this guarantee?

- The maximum guarantee is the lesser of 50% or \$750,000 for all uses of proceeds except revolving working capital, whose maximum guarantee is the lesser of 50% or \$200,000.
- The maximum guarantee for businesses in the Transform Milwaukee area is the lesser of 80% or \$750,000 for all uses of proceeds.

Maximum guarantee term:

- Fixed assets, inventory and permanent working capital: Five years
- Revolving working capital: Two years
- The amortization term may exceed the guarantee term but cannot exceed the useful life of the collateral.
- The interest rate is set by the lending institution and is subject to WHEDA approval --variable rate loan may not exceed prime plus 2.75%
- The loan must be secured by assets being financed, and personal guarantees may be required.

How does the application process work?

- The borrower and lender must complete and submit a Loan Guarantee Application (Form 4).
- WHEDA reviews the complete application and renders a decision upon completion of its underwriting.

INCENTIVES AND AVAILABLE FUNDING

\$28,400,000 in guarantee authority is available for all WDRF programs, including Small Business Guarantees.

EXPECTED OUTCOMES

\$2,550,000 is budgeted for new originations and \$90,000 in guarantee payments. The jobs created and retained benchmark is one for every \$30,000 in guarantees.

FY21 PROGRAM ACTIVITY

One loan guarantee was approved for \$160,000 and there was one guarantee payout of \$200,000.

RECOMMENDED CHANGES

None

WISCONSIN TECHNICAL COLLEGE SYSTEM



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WORKFORCE ADVANCEMENT TRAINING GRANTS

STATUS

- Active

INCEPTION

2005 Act 25

Authorizing statute §38.41

Administrative rule TCS 17

PROGRAM GOAL

Wisconsin statute authorizes the Wisconsin Technical College System Office to make grant awards to technical colleges for worker skills training. Grants in this category are awarded to promote increased investment in the development of incumbent workers, improve Wisconsin businesses' productivity and competitiveness, augment the state's economic base and expand technical college training services to businesses and industry. Grants are awarded to upgrade the skills and productivity of employees of established businesses operating in Wisconsin, with the additional objective of supporting regional workforce and economic development efforts.

PROGRAM DESCRIPTION

Workforce Advancement Training (WAT) Grants are made to technical college districts as directed by statute, and the colleges submit applications in partnership with employers or consortia of employers.

WAT Grants promote increased investment in the development of incumbent workers, improve Wisconsin businesses' productivity and competitiveness, augment the state's economic base, support career pathways and expand technical college training services to businesses and industry throughout the state. Training under these grants must focus on occupational skills but can include a combination of occupational, academic and employability topics or courses.

ELIGIBILITY REQUIREMENTS

WAT Grants are focused on improving occupational skills, and a wide range of training is feasible under this umbrella. In addition to very specific job-related skills such as welding, electrical maintenance and customer relations, WAT Grants have covered more general topics such as quality improvement, Lean, supervision and management, teamwork, problem solving, computing, manufacturing core skills, small business development, and occupational health and safety. Basic skills or English language learning instruction that supports the occupational skill training may also be provided under the grants.

INCENTIVES AND AVAILABLE FUNDING

In FY21, the program was funded by general purpose revenue at a level of \$3.97 million. \$500,000 was set aside for grants serving small businesses. The remaining \$3.47 million was available for grants serving businesses of any size.

EXPECTED OUTCOMES

- Percent of business partners who thought the employee skill gains produced by the training met or exceeded their expectations:
 - Expected: 90%
 - Actual: 99%*
- Percent of the businesses that sought to improve the work environment through training and felt that their expectations were met or exceeded:
 - Expected: 90%
 - Actual: 99%*
- Percent of business partners who said they were satisfied or very satisfied with the technical college's services:
 - Expected: 90%
 - Actual: 95%*
- Percent of business partners who said they probably or definitely would recommend the college's services to others:
 - Expected: 90%
 - Actual: 98%*
- Percent of business partners who said they probably or definitely would use the college's services again:
 - Expected: 90%
 - Actual: 98%*

*Measures reflect customer satisfaction information for FY20 WAT grant project, as information for FY21 is not yet available.

FY21 PROGRAM ACTIVITY

In FY21, the Workforce Advancement Training Grants funded 73 projects and served 10,304 individuals.

RECOMMENDED CHANGES

None

DEPARTMENT OF NATURAL RESOURCES



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June 8, 2021

Melissa L. Hughes, Secretary and CEO
Wisconsin Economic Development Corporation
201 W. Washington Avenue
Madison, WI 53703

Subject: FY 2021 Report on Economic Development

Dear Secretary Hughes,

As required by *2007 Wisconsin Act 125*, the Department of Natural Resources reports to your agency each year on job creation and other data associated with economic development programs.

As we have reported in previous years, DNR does not currently administer any grant or loan program that meets the statutory definition of an “economic development program” as defined in section 23.167, Wis. Stats. In that section, an economic development program is defined as “a program or activity having the primary purpose of encouraging the establishment and growth of business in this state, including the creation and retention of jobs...” While DNR administers financial programs that have a positive, secondary impact on the economy, the primary objective of our programs is to promote public health, protect the environment, or enhance outdoor recreational opportunities.

Please let us know if you have any questions.



Beth Bier

cc: Todd Ambs
Steven Little
Jim Ritchie
Cheryl Heilman
Sean Kennedy

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. WEDC provides resources, operational support and financial assistance to companies, partners and communities in Wisconsin. WEDC achieves its mission through initiatives driven by five strategic pillars: business development; community and economic opportunity; strategic economic competitiveness; state brand management and promotion; and operational and fiscal excellence. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network.

Visit wedc.org to learn more.

For questions about this report please contact:

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wedc.org/inside-wedc/program-outcomes/