WISCONSIN
ECONOMIC DEVELOPMENT

Wisconsin Economic Development Corporation **Program Guidelines for Fiscal Year 2023**
Program Name: Certified Sites Program **Program Inception:** WEDC FY12 **Lead Division:**   Global Trade and Investment ☒**New**   ☐**Revised** Click here to enter a date. ☐**Aid**   ☐**Pass-thru Aid**   ☒**Technical Assistance**

Program Goal:

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

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 (FY23): $56,500 (non-aids)

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

Activities and Expected Outcomes:

Provide site search technical assistance to 10 businesses and Create three new site certifications in FY23.

Performance Reporting:

Annual program performance is measured by a count of the number of sites that are certified through the program. Site search technical assistance provided to businesses by WEDC will also be documented.

Application and Awards Process:

1. Municipalities, economic development agencies, and private land-owners or developers can be site representatives and apply to the program during the established program application period. Site representatives must send an email to the project lead requesting an application. The email must contain the representative's contact information and the community where the site is located and / or the site name. The project lead will respond with information on how to apply. Once an application is received, it goes through the following steps. More information on each step can be provided by the Program Manager.
2. Desktop Review
3. Field Visit
4. Gap Mitigation
5. Announcement and Marketing

Revision History:

Effective Date	Description of Change
7/1/2020	Placed temporary suspension on new site certifications and funding during FY21; clarified activities and expected outcomes

PROGRAM REVIEW:

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

☐ Chief Operating Officer
☐ Chief Legal Officer
☐ Chief Financial Officer
☐ Other _____

Senior VP Strategic Investment and Policy: _____ **Date** Click or tap to enter a date.

Division Vice President: _____ **Date** Click or tap to enter a date.

AUTHORIZED APPROVAL:

CEO or Designee: _____ **Date** Click or tap to enter a date.