



# Wisconsin's Annual Report on Economic Development

## Fiscal Year 2024

### 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)  
Wisconsin Housing and Economic Development Authority (WHEDA)  
Wisconsin Technical College System (WTCS)  
University of Wisconsin System (UW System)  
Department of Natural Resources (DNR)

**LOOK FORWARD >**

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# WELCOME

Fiscal year 2024 marked a historic milestone for WEDC, with unprecedented achievements that underscore our commitment to building an Economy for All—a Wisconsin where everyone has the opportunity to thrive. Over the past year, businesses across the state committed to a record \$2.9 billion in planned capital investments, setting the stage for 4,600 new high-paying jobs. In addition, WEDC launched the \$100 million Wisconsin Investment Fund, the largest public-private partnership in state history, ensuring that our most innovative entrepreneurs receive the financial backing they need to succeed.

These achievements are more than just numbers; they represent the collective progress of communities across Wisconsin. With more than \$33 million invested in workforce housing, child care, and downtown redevelopment, WEDC's efforts are driving momentum that will propel Wisconsin forward for generations. As we reflect on a year of growth and innovation, we are reminded that these strategic investments are not just about immediate gains—they are about securing a prosperous future where every resident and every business has the opportunity to succeed.



On behalf of the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin, I am pleased to present the Annual Report on Economic Development for fiscal year 2024.

In the past year, WEDC's leadership in building an Economy for All set several records, including:

- a record \$2.9 billion in planned capital investments by businesses partnering with WEDC, the largest amount since our agency was created in 2011;
- the creation of the \$100 million Wisconsin Investment Fund, the largest public-private investment fund for Wisconsin startups in state history; and
- a record 131 communities across the state received help enhancing their downtowns and supporting local businesses through the Main Street and Connect Communities programs.

In FY24, we saw businesses expand or locate in virtually every part of Wisconsin, including Kikkoman Foods' expansion in Jefferson and Walworth counties, A.Y. McDonald's construction in Dickeyville and Kieler, Charter Next Generation's growth in Milton, Kwik Trip's new production facilities statewide (including in Deerfield and La Crosse), and Sartori Cheese's expansion of its production facilities in Plymouth and Antigo.

WEDC supported these and other projects with \$62 million in performance-based tax credits, which works out to approximately \$40 in business investment for every \$1 in state assistance.

FY24 also saw a significant number of other major private sector investments, such as Microsoft's planned \$3.3 billion data center in Mount Pleasant, Eli Lilly's purchase of Nexus Pharmaceuticals in Mount Pleasant, and Asahi's purchase of Octopi Brewing in Waunakee. These developments and many more build on the momentum created by WEDC's partnership with enterprises across the state.

To ensure that the momentum continues, this spring WEDC launched the \$100 million Wisconsin Investment Fund—the largest public-private investment partnership in state history. The fund will initially match \$50 million in federal funds with at least \$50 million in private money to invest in innovative businesses.

A significant portion of the fund's initial investments will be aimed at Wisconsin's biohealth and biotechnology industry. This will build on the \$49 million the state and a consortium of public and private sector leaders will receive for Wisconsin's designation as one of 12 national Regional Technology Hubs by the U.S. Economic Development Administration, as well as \$7.5 million in matching state funds. The growing biohealth sector brings together many of Wisconsin's economic strengths, including research and innovation, a highly skilled and solutions-oriented workforce, precision manufacturing, and leadership in artificial intelligence-assisted applications.

We recognize that strong communities remain the key to making Wisconsin a place where businesses want to locate and grow—and where workers want to live, work, and raise their families. To meet growing workforce needs, WEDC provided more than \$33 million for affordable housing, child care, and downtown redevelopment projects.

At WEDC, we are committed to building an Economy for All—where everyone has the opportunity to thrive. As we close FY24, we continue to Look Forward—to make the strategic investments that will promote the economic well-being of Wisconsinites for generations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Melissa L. Hughes'.

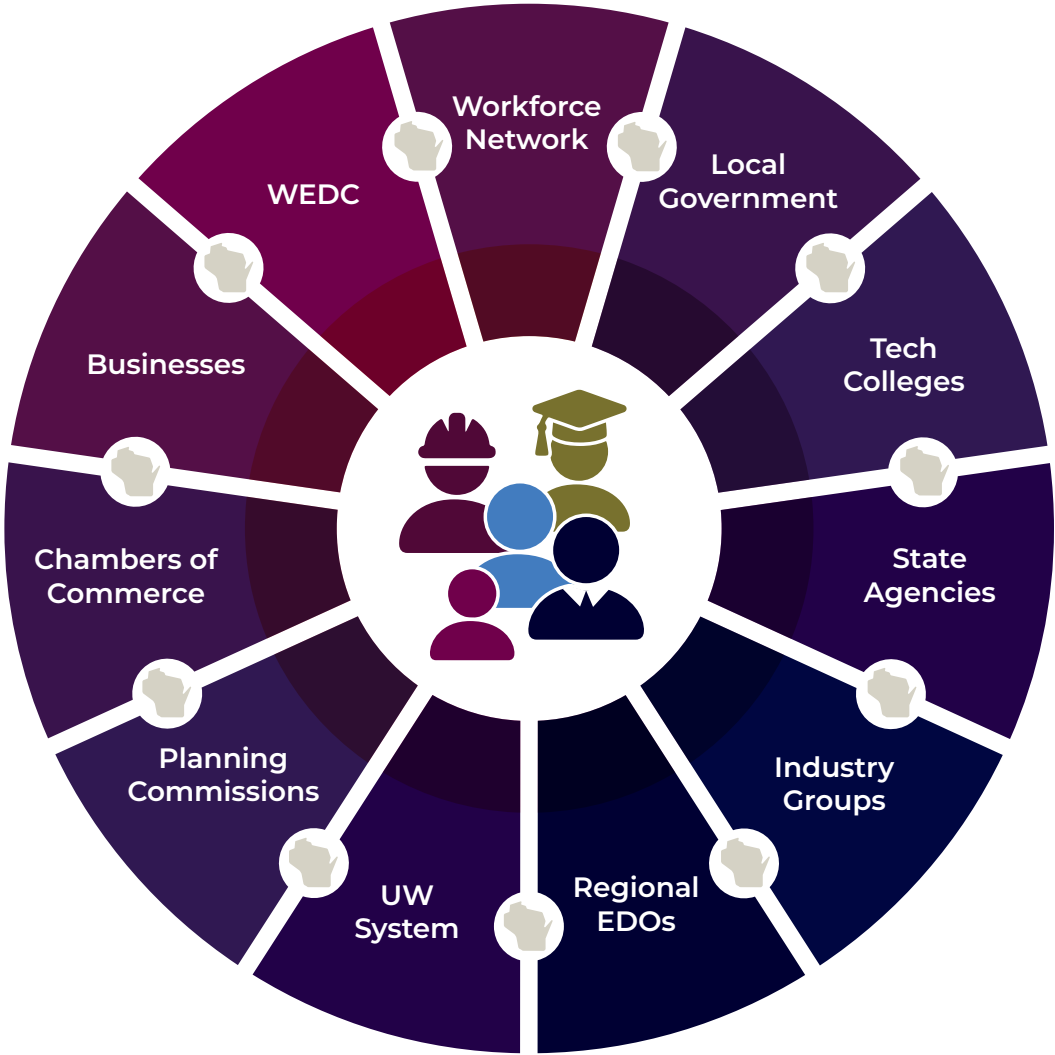
Melissa L. Hughes  
Secretary and CEO

# ABOUT THIS REPORT

The purpose of this Annual Report on Economic Development is to provide objective data to assist policymakers and other interested parties in evaluating the effectiveness of economic development programs of 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 Oct. 1 on the economic development programs they administered during the prior fiscal year.

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

**To strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.**



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 2024 (FY24) 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.

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 FY24, 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/transparency/annual-report-on-economic-development](https://wedc.org/transparency/annual-report-on-economic-development).

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 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

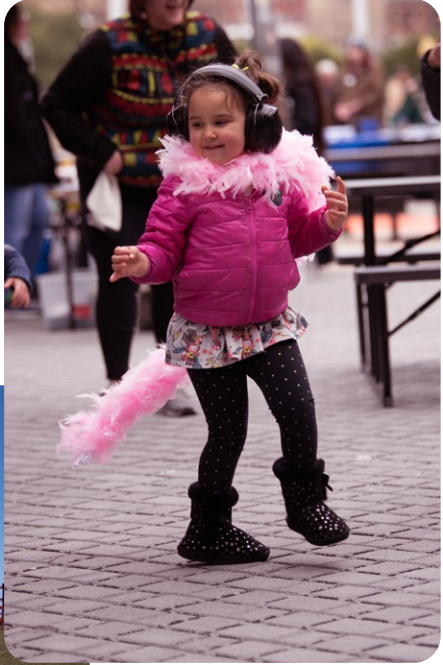
**INCENTIVES AND AVAILABLE FUNDING** – The total program budget for the fiscal year as well as the terms applicable to certain awards under the program

**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

# LOOK FORWARD ➤





# WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Missy Hughes  
Secretary and CEO  
[missy.hughes@wedc.org](mailto:missy.hughes@wedc.org)

**AGENCY CONTACT:**

Flannery Geoghegan  
Senior Director of Policy  
[flannery.geoghegan@wedc.org](mailto:flannery.geoghegan@wedc.org)

# 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 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 <https://wedc.org/transparency/annual-report-on-economic-development/>.

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 Investment outcomes include:

- Quarterly updates on all WEDC contracts
- Annual Report on Economic Development
- Interactive map representing all WEDC awards

# 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 FY24 economic development investments, including capital investment and job impact data as required in this report:

FY24 ECONOMIC DEVELOPMENT INVESTMENTS				
Recipient	Assisted by WEDC	Assisted by Key Strategic Partner	Total	FY24 Goal
Businesses	725	4,311*	5,036	4,387
Communities	171	–	171	191
Partners	74	–	74	77

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

FY24 FINANCIAL AWARDS			
Award Type	Number of Awards	Award Amount	Leverage Ratio*
Bonds	3	\$20,160,000	–
Grants	205	\$22,854,224	27:1
Investor Credits	52	\$132,000,000	4:1
Loans	13	\$3,662,500	3:1
Tax Credits	43	\$67,124,398	37:1
<b>Total</b>	<b>316</b>	<b>\$245,801,122</b>	<b>16:1</b>
<b>FY24 Leverage Goal</b>			<b>9:1</b>

\*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.

FY24 VENTURE CAPITAL			
	Number of Investments	Investment Amount	Leverage Ratio
Wisconsin Investment Fund	5	\$1,352,000	3.3:1

• 5 new fund managers



Capital investment supported by WEDC awards:

**\$2.9 BILLION**

**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.

**FY24 JOBS IMPACT**

	<b>Jobs to be Created</b>	<b>Jobs to be Retained</b>	<b>Total Jobs Impacted*</b>	<b>FY24 Goal</b>
<b>Total</b>	<b>3,713</b>	<b>9,191</b>	<b>12,904</b>	<b>15,075</b>

\*Jobs impacted totals are derived from contracts executed between July 1, 2023, and June 30, 2024. These include executed contracts from both current and previous year commitments and agreements with Key Strategic Partners.



Jobs supported by WEDC awards:

**12,904**

**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 couldn't do what it does without an innovative strategy and strong relationships with an extremely capable economic development community in Wisconsin. To foster that community, we invest in Key Strategic Partners (KSPs) with specialized skills and a proven track record of success. Their combined strength and expertise amplify WEDC's efforts statewide and increase the economic impact of the funds we deploy. Their powerful work contributes significantly to the outcomes of our programs. Let's take a look at the KSPs, which are uniquely positioned to help WEDC meet its strategic goals.

## REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS

### TOTAL AWARDED FUNDING: \$800,000

WEDC provides funding 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 FY24 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 boards 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 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 child care needs
- Hosting and coordinating discussions on entrepreneurship resources and assisting in promoting WEDC's digital entrepreneurship platform
- Leading and working with local partners to develop and enhance diverse business development strategies for the region
- Working with local partners to identify what each region is doing to encourage investment in 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

### TOTAL AWARDED FUNDING: \$450,000

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 FY24, WPI engaged with 917 companies, helping them obtain more than \$841 million in contracts, resulting in 1,063 jobs created and retained.

## DIVERSE CHAMBERS OF COMMERCE

### TOTAL AWARDED FUNDING: \$950,000

WEDC financially supports three statewide diverse chambers of commerce and their affiliated entities. This support is through funding the revolving loan funds and funding their provision of technical assistance to respective business communities.

- **African American Chamber of Commerce** – Madison Black Chamber of Commerce, Wisconsin Black Chamber of Commerce
- **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, Latino Chamber of Commerce of Southeastern Wisconsin

In FY24, 150 loans were processed by the chambers, providing more than \$5.4 million in funding. This helped create and retain 627 jobs. In total, 1,678 businesses were supported by technical assistance.

## WISCONSIN CENTER FOR MANUFACTURING & PRODUCTIVITY

### TOTAL AWARDED FUNDING (PROJECT 1): \$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 listings in this report. In FY24, WCMP reached 737 companies with services resulting in \$16.9 million in cost savings, \$64.3 million in new sales, \$846.1 million in retained sales, \$107.7 million in new investment, 538 jobs to be created, and 622 jobs retained.

### TOTAL AWARDED FUNDING (PROJECT 2): \$1,000,000

The Wisconsin Center for Manufacturing & Productivity (WCMP) has proposed a program to increase its reach and encourage manufacturers to implement technology in a methodical approach to reduce risk and accelerate technology adoption to transform their operations. This KSP project will assist businesses with equipment purchases or leases by establishing a grant program to offset the cost of purchasing or leasing automation or advanced manufacturing technology or equipment for small and midsize manufacturers.

## **CENTER FOR TECHNOLOGY COMMERCIALIZATION**

**TOTAL AWARDED FUNDING: \$540,000**

The Center for Technology Commercialization (CTC) provides services delivered by staff and a statewide network of partners that includes 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 FY24, CTC provided counseling to 576 business clients—activity expected to assist in the creation of 63 new jobs and the retention of 310 jobs.

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 Idea Advance 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 (WWBIC)**

**TOTAL AWARDED FUNDING: \$350,000**

WWBIC provides small business owners and aspiring entrepreneurs with an array of educational programming, individual consulting, and microloan assistance. In FY24, WWBIC provided 1,086 clients with counseling services averaging more than seven hours per client. WWBIC's microloan program provided more than \$7.5 million in loan financing to small businesses, including 27 startups. Of the total loan amount, more than \$983,000 served businesses in rural Wisconsin. WWBIC's assistance is expected to facilitate the creation of 95 jobs and retention of 175 positions.

## **WISCONSIN TECHNOLOGY COUNCIL**

**TOTAL AWARDED FUNDING: \$310,000**

The Wisconsin Technology Council (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 FY24, key WTC events—with combined attendance of 2,258 entrepreneurs, investors, service providers, and others—provided select entrepreneurs with unique opportunities and training to advance their ventures. The 2023 Early Stage Symposium featured 54 young firms showcasing their companies to an audience of 28 investors and other advisors, while the 2024 Governor's Business Plan contest provided 52 of the 150 entrants with intensive "pitch" training and culminated in finalists presenting at the Wisconsin Entrepreneurs' Conference. In addition, the Wisconsin Technology Summit facilitated 190 meetings for 17 major and 55 emerging companies.

The Tech Council Investor Networks (TCIN), formerly known as the Wisconsin Angel Network and housed within WTC, organized 30-minute one-on-one sessions with the final 13 contestants of the 2024 Wisconsin Governor's Business Plan Contest and investment mentors, providing assistance and feedback on their pitches. The TCIN also held an investors-only event, with 20 investors representing 17 angel networks, to foster more connections among investors and increase awareness of investment trends and preferences.

## **BRIGHTSTAR WISCONSIN FOUNDATION**

**TOTAL AWARDED FUNDING: \$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 FY24, BrightStar made one investment in an early-stage company totaling \$105,999 and provided assistance to more than 70 companies. Brightstar continues to manage a portfolio of 53 companies.

# GLOBAL NETWORK OF WEDC'S AUTHORIZED TRADE REPRESENTATIVES

**TOTAL AWARDED FUNDING: \$161,950**

WEDC has authorized trade representatives located in high-volume and high-growth-potential markets for Wisconsin companies. In FY24, the Global Network covered 115 countries and consisted of 14 independent contractors, 12 of which fell under an umbrella contract managed by the Council of Great Lakes and St. Lawrence Governors and Premiers. In FY24, the Global Network provided 71 in-country assistances and served 56 Wisconsin companies with WEDC export support services.

Note: As part of WEDC's continued strategic evaluation and planning, the Global Network of authorized trade representatives will move to operations and go through the procurement process starting in FY25.

# WISCONSIN INSTITUTE FOR SUSTAINABLE TECHNOLOGY

**TOTAL AWARDED FUNDING: \$4,000,000**

The Wisconsin Institute for Sustainable Technology (WIST) is part of the College of Natural Resources at the University of Wisconsin-Stevens Point. The institute provides research, laboratory services, and education for business and organizations to meet their goals in ways that make more sustainable use of natural resources.

WIST is engaging in a project to support the forest products industry--the fourth-largest manufacturing sector in Wisconsin and the main employer in 10 Wisconsin counties. In recent years, the forest products industry has struggled as global changes in fiber and wood dynamics have impacted the demand for the products of the diverse businesses operating in the state. Funded through the federal American Rescue Plan Act (ARPA), WIST will increase capacity to undertake research, development, and analysis by recruiting technical specialists in natural fiber science, papermaking, and sustainable packaging, and it will provide technical assistance to companies operating in the forest products sector.

# UNIVERSITY OF WISCONSIN-MADISON DIVISION OF EXTENSION

**TOTAL AWARDED FUNDING: \$1,000,000**

The Board of Regents of the Universities of Wisconsin and the UW-Madison, Division of Extension, working through their Rural Wisconsin Entrepreneurship Initiative, provide education, training, research, and technical assistance to small businesses and entrepreneurs, economic development practitioners, and communities that are interested in supporting and developing entrepreneurial activity throughout the rural parts of Wisconsin.

The Rural Wisconsin Entrepreneurship Initiative (RWEI) is a project designed to support and enhance entrepreneurial activities in rural Wisconsin. Funded with ARPA dollars, RWEI is addressing critical needs in three main areas: providing targeted business development assistance to underserved entrepreneurs, strengthening rural entrepreneurial ecosystems, and improving access to finance for rural entrepreneurs. By offering education, training, research, and technical assistance, RWEI aims to help small businesses and entrepreneurs overcome barriers, create jobs, generate income, and stimulate economic growth in rural communities across Wisconsin.

## **UNIVERSITY OF WISCONSIN SYSTEM INSTITUTE FOR BUSINESS AND ENTREPRENEURSHIP**

**TOTAL AWARDED FUNDING (MSBB TECHNICAL ASSISTANCE):  
\$5,040,000**

The Board of Regents of the University of Wisconsin System and the UW System Institute for Business and Entrepreneurship will support Small Business Development Centers' (SBDC) efforts by making their resources and services accessible to approximately 9,400 Main Street Bounceback Grant (MSBB) recipients. Funded through ARPA, these services will include statewide consultants, a rural consultant, MSBB Rural Small Business Clinics, training/learning opportunities, and access to market research.

In FY24, SBDCs in Wisconsin provided more than 2,300 hours of consulting at no cost to MSBB recipients and served 428 businesses. SBDCs also created 21 on-demand trainings, which are offered in Hmong, Spanish, and English. The Digital Marketing Clinic served 98 businesses in addition to hosting two webinars. One Rural Small Business Clinic was held in Fennimore, with presentations and one-on-one meetings. SBDC also provided entrepreneurs with classes on business operations and resiliency, and 1,034 attendees completed more than 3,546 hours of training.

**TOTAL AWARDED FUNDING (SSBCI TECHNICAL ASSISTANCE):  
\$1,292,346**

The University of Wisconsin's Institute for Business and Entrepreneurship (IBE) has received federal funding through the State Small Business Credit Initiative (SSBCI) to enhance their technical assistance programs. IBE will launch a dedicated Technical Assistance Center, providing legal, accounting, and financial advisory services to entrepreneurs in Wisconsin, specifically for those who have sought or are seeking funding. The initiative will focus on supporting socially and economically distressed individuals (SEDI) and very small businesses (VSBs). Starting in FY25, SSBCI technical assistance programs aim to assist over 100 SEDI and VSB entrepreneurs.

## **UNIVERSITY OF WISCONSIN-STOUT CENTER FOR INNOVATION AND DEVELOPMENT**

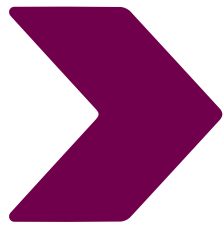
**TOTAL AWARDED FUNDING: \$266,000**

UW-Stout's Center for Innovation & Development supports existing and new digital fabrication laboratories (fab labs) that are funded by the WEDC Fab Labs Grant Program. Over the past three years, UW-Stout's Wisconsin Fabrication Laboratories Cooperative has provided support to existing and new fab labs across Wisconsin through direct consultation and educational programs.

## **UNIVERSITY OF WISCONSIN LAW SCHOOL LAW AND ENTREPRENEURSHIP CLINIC**

**TOTAL AWARDED FUNDING: \$561,154**

Housed within the UW-Madison Law School, the Law and Entrepreneurship Clinic (LEC) offers legal technical assistance to Wisconsin businesses. Through federal funding from the SSBCI, LEC will expand its technical assistance programs and develop an on-demand business formation tool. LEC will hire an additional staff member to provide legal advisory services to socially and economically distressed individuals and very small businesses seeking funding opportunities. Starting in FY25, SSBCI technical assistance programs aim to support more than 200 of those entrepreneurs.



# WEDC FY24 PROGRAM SUMMARIES

## **WEDC lives for Wisconsin's success.**

Each of our programs is tailored to nurture a different type of economic success: businesses that are exporting, expanding, or just starting out; communities that are revitalizing or bringing new, shared spaces to life; schools that are preparing Wisconsin's future workforce; and many more.

# BROWNFIELDS GRANT

## STATUS

Active

## INCEPTION

1997 Wisconsin Act 27; Wis Stat. §238.13

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

Under the program outlined in Wis. Stat. §238.13, WEDC will grant funds to local governments, businesses, nonprofits, and individuals for redeveloping commercial and industrial sites that have been adversely impacted 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 and/or groundwater.

Brownfields funds may be used for brownfield redevelopment or associated environmental remediation activities. Grant funds may typically be used for the following activities:

- The environmental investigation, remediation, and/or monitoring of the site
- The removal of hazardous waste containers
- Soil removal, capping, barrier installation, and vapor intrusion systems
- Demolition activities that will facilitate redevelopment in a brownfield project

## INCENTIVES AND AVAILABLE FUNDING

\$ 2,500,000

Awards generally do not exceed \$500,000, unless the request for funds is for a project that, due to the size The maximum award generally does not exceed \$250,000 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 10 communities or businesses and achieve a 40:1 leverage of other investment.

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended down to \$940,300.

### BF CONTRACTED IN FY24

	Awards	Award Amount	Leverage Ratio
<b>TOTAL</b>	<b>5</b>	<b>\$940,300</b>	<b>346:1</b>

## RECOMMENDED CHANGES

Add scenarios in which the matching funds requirement can be reduced from 3:1 to 1:1 in instances where the project is located in an economically distressed county, rural community, or Opportunity Zone; a municipality has no private development secured but has an approved redevelopment goal for the project site; or a key component of secured private development includes child care services or the expansion of housing availability.

# BROWNFIELD SITE ASSESSMENT GRANT

## STATUS

Active

## INCEPTION

1999 Wisconsin Act 9; Wis. Stat. §238.133

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

The program under Wis. Stat. §238.133 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.

## ELIGIBILITY REQUIREMENTS

SAG applications may be awarded for projects meeting the following criteria:

- The property or properties being redeveloped must be one or more contiguous industrial or commercial facilities or sites that are abandoned, idle, or underused.
- Potential expansion or redevelopment of the property is adversely impacted by actual or perceived contamination.
- The local governmental unit cannot have caused the environmental contamination that is the basis for the grant request.
- The person that caused the contamination must be unknown, cannot be located, or is financially unable to pay the cost of the eligible activities.
- The community has provided documentation that it has access to the project site to conduct SAG activities.
- A financial commitment has been provided to cover the eligible matching project investment.

WEDC may award grants to local governmental units to cover the costs of the following activities:

- The investigation of environmental contamination on an eligible site or facility for the purposes of reducing or eliminating environmental contamination, such as Phase I and II Environmental Assessments
- The demolition of any structures, buildings, or other improvements located on an eligible site or facility
- The removal of abandoned containers, as defined in §292.41(1), from an eligible site or facility
- Asbestos abatement activities, as defined in §254.11(2), conducted as part of eligible activities listed above on an eligible site or facility
- Removal of underground hazardous substance storage tank systems
- Removal of underground petroleum product storage tank systems

WEDC requires a minimum of 20% of eligible project costs in matching investment(s). Match investment may include TIF funds, private party contributions, or other grant sources. The matching investment should include eligible costs and, at WEDC's discretion, may also include acquisition costs.

## INCENTIVES AND AVAILABLE FUNDING

\$1,000,000

The incentives in this program are grants of up to \$150,000 per recipient per fiscal year (may be more than one grant but not exceeding the \$150,000 threshold) or 15% of the available funds appropriated for the fiscal year, whichever is less.

**EXPECTED OUTCOMES**

Assist seven communities and achieve a 6:1 leverage of other investment.

**FY24 PROGRAM ACTIVITY**

During FY24, the program budget was amended up to \$1,048,663.

<b>SAG CONTRACTED IN FY24</b>			
	<b>Awards</b>	<b>Award Amount</b>	<b>Leverage Ratio</b>
<b>TOTAL</b>	<b>8</b>	<b>\$1,048,663</b>	<b>2:1</b>

**RECOMMENDED CHANGES**

None

# 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.

## PROGRAM DESCRIPTION

The program supports job creation, capital investment, training, corporate headquarters location or retention, and investment in workforce housing and employee child care programs 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

WEDC may certify a business as eligible to earn tax credits if the business does all of the following:

- Makes a capital investment in the business and either creates new full-time jobs or retains existing full-time jobs
- Does not decrease its net employment in Wisconsin below its net employment in Wisconsin in the base year
- Is operating, or intends to operate, in the state of Wisconsin
- Applies and enters into a contract with WEDC

There is no limit on the number of businesses that may be certified for tax credits under this program. Each certification may exist for up to 10 cumulative years. WEDC may cap the award and/or limit the number of years in which tax credits may be claimed by a certified business.

To be eligible for a BTC award, the applicant must offer the employees filling the full-time jobs to be attracted, created, or retained as part of the project at least 50% of the health insurance benefit costs to the employees or other equivalent health insurance benefits that are acceptable to WEDC. Recipients will be expected to continue to offer all eligible employees retirement, health, and other benefits through the duration of the agreement.

Tax credits may be awarded for any of the following eligible activities: job creation, training, capital investment, corporate headquarters location or retention, and/or workforce housing (as defined in Wis. Stat. §234.66(1)(i)) and/or employee child care programs. Generally, the maximum amount of tax credits awarded for a project will be determined by calculating the greater of the amount a recipient could earn under either job creation or capital investment. WEDC is not required to award the recipient the maximum amount allowed by statute. A business may be awarded an additional amount of tax credits if the project meets any of the following criteria:

- The project is located in an economically distressed area or Opportunity Zone;
- Locating or retaining a corporate headquarters;
- Wisconsin is competing for the investment with one or more out-of-state locations;
- Fifty percent of eligible employees' wages are greater than 400% of the federal minimum wage;
- Industry jobs multiplier is greater than 2.0; or
- Any other criteria as approved by the Awards Administration Committee of the Board of Directors

## INCENTIVES AND AVAILABLE FUNDING

\$22,000,000 tax credit allocation

- Subject to reallocation of additional funds up to \$10,000,000 and carry-forward of unused credits

## 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.

## FY24 PROGRAM ACTIVITY

BTC CONTRACTED IN FY24					
	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
TOTAL	22	\$20,440,000	2,208	5,809	46:1

## RECOMMENDED CHANGES

None

# CAPACITY BUILDING GRANT

## STATUS

Active

## INCEPTION

WEDC FY13

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

The program provides funds to assist local, regional, tribal, and statewide nonprofit organizations and educational institutions to further the goals of WEDC in its efforts to foster an advanced economic development network within the state of Wisconsin. Additionally, the program provides funds to assist for-profit and nonprofit entities looking to create or expand a cooperative in the state of Wisconsin.

## ELIGIBILITY REQUIREMENTS

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 of 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.
- Cooperative feasibility studies. For-profit or nonprofit entities looking to create or expand a cooperative are eligible to use grants for co-op feasibility studies or for professional services to create or expand current cooperative businesses.

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

WEDC may take the following into account when evaluating Capacity Building 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 economically distressed communities or rural areas of Wisconsin
- The financial need demonstrated by the applicant
- The extent to which the proposed effort can be replicated throughout Wisconsin

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

**THRIVE RURAL WISCONSIN PILOT**

Thrive Rural Wisconsin Pilot funds grants made to local economic development organizations, units of government and/or tribal communities to access financial support that increases their capacity to develop community facilities, community economic development initiatives, and housing projects that will enhance the community as a thriving place to live. Thrive Rural Wisconsin Pilot funds are only available to communities approved in concept prior to submittal of an application.

Eligible expenses include: Professional services for predevelopment of projects including engineering services, design and architectural renderings, project management, legal fees, and environmental impact assessments. Professional services that increase the capacity of a community to apply for state and federal funding including financial management technical assistance and grant writing support.

Ineligible costs for grant assistance include, but are not limited to:

- Past costs
- In-kind contributions (I.e., staff time and benefits)
- Construction costs

**INCENTIVES AND AVAILABLE FUNDING**

\$1,000,000

**Capacity Building:** \$750,000

**Thrive Rural:** \$250,000

The amount of funding per project will generally be up to \$50,000. Projects that demonstrate significant regional or statewide impact may receive additional funding.

**EXPECTED OUTCOMES**

Capacity Building: Assist 14-18 organizations

Thrive Rural: Assist up to 10 organizations

**FY24 PROGRAM ACTIVITY**

During FY24, the program budget was amended down to \$741,765.

- CB amended down to \$617,676. 12 awards were contracted.
- CB-T amended down to \$124,365. Five awards were contracted.

<b>CB CONTRACTED IN FY24</b>		
	<b>Awards</b>	<b>Award Amount</b>
<b>TOTAL</b>	<b>17</b>	<b>\$741,765</b>

**RECOMMENDED CHANGES**

None

# CAPITAL CATALYST

## STATUS

Active

## INCEPTION

WEDC FY12

## PROGRAM GOAL

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

## 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 program. 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. This match must be documented prior to the disbursement of funds.

Investment/funding decisions will focus on assistance to companies with a geographic, community, industry, innovation, or other focus area relevant to WEDC strategy.

## INCENTIVES AND AVAILABLE FUNDING

\$3,250,000

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

**WEDC:** \$1,250,000

**SSBCI:** \$2,000,000

Federal State Small Business Credit Initiative (SSBCI) funding has additional specific requirements for the company eligibility, private funding participation, reporting requirements, and other factors. The funding source utilized will be based on the ability of the applicant's proposed project and funding structure to meet federal funding eligibility requirements, policy guidance, and program objectives established by the U.S. Department of Treasury.

## EXPECTED OUTCOMES

Award six organizations to support the financing of 25 startup and emerging growth companies. Recipients will maintain an average co-investment ratio of 1:1, and a 3:1 leverage of other investment in companies assisted by the recipient.

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended down to \$3,190,000.

WEDC amended down to \$1,190,000. 7 awards were contracted.

3 SSBCI awards were contracted.

## CC CONTRACTED IN FY24

	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
TOTAL	10	\$2,840,000	84	1:1

### RECOMMENDED CHANGES

Modify the eligible use of funds to provide only investment types that will have some return on investment—loans, equity-based investments, and royalty-based financing.

Add Tribal entities as eligible applicants.

# COMMUNITY DEVELOPMENT INVESTMENT GRANT

## STATUS

Active

## INCEPTION

WEDC FY13

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

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

The Vibrant Spaces Pilot funds are awarded through a competitive application process for communities to invest in public projects that will enhance the community as an attractive place to live. The projects must demonstrate a collaborative, community-driven effort, such as identified in a community plan or community document that has identified the project as a positive community investment in order to be considered eligible. A minimum 1:1 match of other funds will be required.

## ELIGIBILITY REQUIREMENTS

Municipalities (including counties, cities, villages, and towns), tribal entities, and other governmental authorities, or private developers designated by a municipality to apply on its behalf will be eligible to receive grant assistance under the following conditions:

- Grant recipients must provide a minimum 3:1 matching investment in project costs; projects located in an economically distressed community, Opportunity Zone, or rural community must provide a minimum 1:1 matching funds. Additionally, a project in which a key component is to provide child care services or expand housing availability may also be approved by WEDC to provide 1:1 matching funds.
- No more than 50% of eligible project costs may consist of other state and/or federal grant sources, excluding federal American Rescue Plan Act (ARPA) funds; exceptions can be made for projects utilizing federal ARPA funds.
- Applicants must provide a signed resolution by the governing elected body authorizing the submittal of the application(s) to the CDI Grant Program.
- An applicant that was impacted by an event that has resulted in a state or federal Disaster Declaration within the 24 months prior to submitting an application may receive funds for mitigation or preparedness planning and will receive additional considerations including the following:
  - WEDC may reduce or waive the match requirements.
  - Applicants must demonstrate that other funding mechanisms (Community Development Block Grants, Wisconsin Disaster Fund, Federal Emergency Management Agency, etc.) have been evaluated and fully utilized before applying for WEDC CDI Grant funding.

## INCENTIVES AND AVAILABLE FUNDING

\$8,000,000

### CDI Grant - \$8,000,000

The maximum award generally does not exceed \$250,000 unless the request for funds is for a project that, due to the size and scope of the investment, clearly justifies an award beyond normal parameters.

No more than one grant per fiscal year shall be located within the boundary of a municipality, unless the applicant is located in an economically distressed community or Opportunity Zone; in which case applicants can apply for up to two CDI grants per fiscal year.

**Vibrant Spaces Pilot - \$0**

Awards will generally be between \$25,000 and \$50,000. Funds will be awarded through a competitive application process. Applicants may receive one Vibrant Spaces grant in any fiscal year. Receiving a Vibrant Spaces grant does not preclude a community from applying for one (or two, if in an economically distressed community or Opportunity Zone) CDI grant(s).

**EXPECTED OUTCOMES**

CDI Grant: Assist 30 communities and achieve a 15:1 leverage of other investment.

**FY24 PROGRAM ACTIVITY**

During FY24, the program budget was amended up to \$8,942,300.

<b>CDI CONTRACTED IN FY24</b>			
	<b>Awards</b>	<b>Award Amount</b>	<b>Leverage Ratio</b>
<b>TOTAL</b>	<b>40</b>	<b>\$8,942,300</b>	<b>13:1</b>

**RECOMMENDED CHANGES**

Add the costs of building relocation as an eligible use of funds.

Add whether the project includes clean energy investments as a review consideration.

Fund the Vibrant Spaces subprogram with match requirement of 50% of the grant amount for applicants designated as a WEDC Main Street community.

# DATA CENTER SALES AND USE TAX EXEMPTION

## STATUS

Active

## INCEPTION

2023 Act 19 [Effective 10/01/2023]

## PROGRAM GOAL

The goal of the Data Center Sales and Use Tax Exemption (DCSTE) Program is to implement the sales and use tax exemption for data centers in Wisconsin pursuant to 2023 Act 19.

## PROGRAM DESCRIPTION

A business entity that purchases certain property for a qualified data center certified by WEDC will be eligible for sales and use tax exemption for eligible data center costs.

## ELIGIBILITY REQUIREMENTS

WEDC will certify a qualified data center for the Data Center Sales and Use Tax Exemption if the data center seeking certification is one or more buildings or an array of connected buildings owned, leased, or operated by the same business entity or its affiliate and:

- The buildings are rehabilitated or constructed to house a group of networked server computers in one physical location or multiple locations in order to centralize the processing, storage, management, retrieval, communication, or dissemination of data and information.
- The buildings create a minimum qualified investment in this state of any of the following amounts within 5 years from the certification date:
  - For buildings located in a county having a population greater than 100,000: \$150,000,000
  - For buildings located in a county having a population greater than 50,000 and not more than 100,000: \$100,000,000
  - For buildings in a county having a population of not more than 50,000: \$50,000,000
  - For buildings located in more than one county, the amount provided under a., b., or c. for the most populous county in which the buildings are located

WEDC's certification of a qualified data center will include a description of the geographic location or locations and buildings of the qualified data center and an identification of the business entity.

## INCENTIVES AND AVAILABLE FUNDING

The Data Center Sales and Use Tax Exemption provides qualified data centers with an exemption of Wisconsin Sales and Use Tax for eligible expenditures. There is no dollar threshold on the exemption; all qualifying purchases are exempt regardless of the amount.

## EXPECTED OUTCOMES

Assist one or more businesses to locate a qualified data center in Wisconsin.

## FY24 PROGRAM ACTIVITY

One certification was committed in FY24.

## RECOMMENDED CHANGES

None

# 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.

## 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 businesses with necessary restoration and operating expenses until more long-term recovery funding can be secured. Providing immediate recovery funding in this manner is a best practice in community economic disaster recovery and leads to improved odds of a business reopening and remaining open long-term. 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.

DRM program funds are available to businesses meeting the following criteria:

- Must be located in or directly adjacent to a region where the authorized regional entity has received an allocation
- Must have suffered measurable physical damage because of the disaster event
- Must attest to intent to resume business operations in the community as quickly as possible

## INCENTIVES AND AVAILABLE FUNDING

The program is not being initially funded in FY24.

The program budget will be determined based upon a disaster event, the number of businesses in need of financial assistance, and the availability of funds. 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: 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 are approved to administer the program covering all 72 counties.

## **FY24 PROGRAM ACTIVITY**

No new awards made in FY24.

## **RECOMMENDED CHANGES**

Change the time frame in which a regional economic development organization needs to apply for funding.

Add the disposal and procurement of perishable/nonperishable inventories and the replacement of critical equipment/appliances to the eligible uses of the microloans.

Increase award amount to \$25,000 and terms to 36 months.

Add that local funding sources should be exhausted before awarding funding.

# DIVERSE BUSINESS DEVELOPMENT GRANT

## STATUS

Active

## INCEPTION

WEDC FY12

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

The program is designed to support capacity building of diverse nonprofit organizations and minority, women, disabled, LGBT, and veteran business development through direct assistance to nonprofit organizations as well as providing capacity building of diverse nonprofit organizations in Wisconsin. The funding is intended to promote investment and job retention and creation in diverse 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 diverse business community. The recipient must demonstrate professional capacity, financial stability and viability, and a demonstrated need.

## INCENTIVES AND AVAILABLE FUNDING

\$500,000

The incentives in this program are grants to eligible nonprofit entities to provide technical assistance, training, and/or microloans to minority, women, disabled, LGBT, and veteran-owned businesses, as well as providing capacity building to diverse nonprofit organizations.

## EXPECTED OUTCOMES

Award eight organizations to support 50 businesses.

## FY24 PROGRAM ACTIVITY

DBD CONTRACTED IN FY24			
	Awards	Award Amount	Businesses to be Assisted
TOTAL	12	\$500,000	15

## RECOMMENDED CHANGES

None

# ENTERPRISE ZONE TAX CREDIT

## 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.

## 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 project's scope, accelerate the timing of the project, or enhance payroll.

## ELIGIBILITY REQUIREMENTS

A business may qualify for EZ certification where the business: (1) Begins operation in an EZ; (2) Relocates to an EZ from out of state; (3) Expands operation in an EZ; (4) Retains jobs in the EZ; or (5) Purchases items or services through a Wisconsin supply chain.

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.

Each EZ may exist for up to 12 years. WEDC may cap the award and/or limit the number of years in which credits may be claimed by a certified business within the EZ. But there is no statutory cap on allocated tax credits per award, or on the overall program.

## INCENTIVES AND AVAILABLE FUNDING (CY23)

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 zones subject to population limits in a political subdivision.

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

**EZ 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.

**EZ 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% times 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 or municipality 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 to support the creation of 500 jobs, retention of 800 jobs, and achieve a 10:1 leverage of other investment.

**FY24 PROGRAM ACTIVITY**

During FY24, the Kwik Trip zone was amended to increase the tax credit allocation by \$15 million.

EZ CONTRACTED IN FY24					
	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
<b>TOTAL</b>	<b>3</b>	<b>\$26,950,000</b>	<b>597</b>	<b>797</b>	<b>52:1</b>

**RECOMMENDED CHANGES**

None

# 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.

## PROGRAM DESCRIPTION

The EMG 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.

WEDC provides funding to the Center for Technology Commercialization (CTC) to deliver micro-grants to clients for the services below:

- Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Assistance program, providing up to \$4,500 for assistance to prepare and submit an SBIR/STTR or other federal funding proposal. Applicants awarded federal funding may receive an additional \$1,000 funding bonus through the program.
- Commercialization Planning Assistance, providing individual and small business applicants up to \$4,500 for assistance in completing business validation activities and a comprehensive market study or business plan or commercialization plan to procure Phase II SBIR/STTR funding or to prepare for angel or venture capital funding. Applicants must utilize an eligible professional services provider.
- Entrepreneurial Training Program, providing a grant of up to \$750 to entrepreneurs upon successful completion of startup coursework provided by the SBDC in the Universities of Wisconsin System. Eligible applicants must provide at least a \$250 match. Eligible coursework may focus on either business modeling or business planning.

## ELIGIBILITY REQUIREMENTS

To administer the EMG program, CTC must continue to demonstrate 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. 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. The Entrepreneurship Training Program is an eight- to 12-week course offered periodically by SBDCs that provides assistance with business plan development to current or prospective business owners.

## INCENTIVES AND AVAILABLE FUNDING

\$250,000

The incentive in this program is 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 assist 125 businesses.

**FY24 PROGRAM ACTIVITY**

The program administered through CTC assisted 23 businesses.

<b>EMG CONTRACTED IN FY24</b>		
	<b>Awards</b>	<b>Award Amount</b>
<b>TOTAL</b>	<b>1</b>	<b>\$250,000</b>

**RECOMMENDED CHANGES**

None

# ENTREPRENEURSHIP PARTNER GRANT

## STATUS

Active

## INCEPTION

WEDC FY22

## PROGRAM GOAL

The goal of the Entrepreneurship Partner Grant (EPG) is to encourage the formation of entrepreneurship support programs and to develop startup and emerging growth companies in the state of Wisconsin.

## PROGRAM DESCRIPTION

The EPG program is intended to increase opportunities for entrepreneurship across the state of Wisconsin. Utilizing community building, capacity building, business financing, technical assistance, and other similar support, the program will strengthen the entrepreneurial ecosystem. Those served by the funded programs may be provided with a wide range of support including, but not limited to, financing, experienced hands-on mentorship, educational programming, visibility to investors, community building, leadership training, entrepreneurship and networking events, idea validation, and business development strategies.

The program provides an entity operating a not-for-profit entrepreneurship program with grant funding used to support the direct operational expenses of the program. Program funds may also be used for eligible financial support of participant companies/individuals related to technical assistance program participation.

## ELIGIBILITY REQUIREMENTS

Entities eligible for Entrepreneurship Partner Grant funds may include nonprofits, communities, organizations, educational institutions, and units of government.

Eligible applicants will provide information on program management, operating plans, entrepreneurship resources, and use of funds. Applicants will identify matching funds equal to funding provided by WEDC according to amount requested. Matching funds may be from cash or valid program expenses and may be dedicated to operating expenses.

## INCENTIVES AND AVAILABLE FUNDING

\$2,250,000

The grant will be offered through solicitations held periodically throughout the year. Each offering will be competitive and may have a focus such as expanding existing programs, pilot programs, and programs focused on identified themes. Applicants may receive one grant per fiscal year.

The amount of funding per award will generally not exceed \$200,000. WEDC may exceed that amount to address unanticipated opportunities, needs, project scope, and project budget.

## EXPECTED OUTCOMES

Assist 20 organizations: 350 startups and early-stage companies.

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended down to \$2,055,400.

EPG CONTRACTED IN FY24			
	Awards	Award Amount	Businesses to be Assisted
TOTAL	17	\$2,055,400	192

## RECOMMENDED CHANGES

None

# EXPORTECH™

## STATUS

Active

## INCEPTION

April 2010

## PROGRAM GOAL

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

## 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 managed and deployed nationally by the National Institute of Standards and Technology's Manufacturing Extension Partnership (NIST MEP) in collaboration with other federal/state export partners and promotion organizations. Through a contractual agreement, ExporTech is coordinated by WCMP, with financial and technical support from WEDC.

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.

The key to success in international markets is preparedness and the goal of ExporTech is to better position companies for success in the global economy. In order to further assist and provide Wisconsin companies with hands-on strategic export development, ExporTech is designed to help companies take a more proactive approach to export markets. As the driving force in job creation and economic growth, small business growth is imperative to the health of the Wisconsin economy.

## 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

\$192,000

**Scholarship Funding:** Through this agreement, 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 Trade Network, ExporTech graduate companies will receive a formal market assessment in one of their target markets by WEDC's global network. These funds will be administered as a pass-through by WCMP.

## EXPECTED OUTCOMES

Award one organization to support 32 businesses.

**FY24 PROGRAM ACTIVITY**

20 businesses completed the course.

<b>EXTECH CONTRACTED IN FY24</b>		
	<b>Awards</b>	<b>Award Amount</b>
<b>TOTAL</b>	<b>1</b>	<b>\$192,000</b>

**RECOMMENDED CHANGES**

None

# 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.

## 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 fab labs 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 school districts may apply for a grant to purchase equipment to be used for instructional and educational purposes in one or more fab labs by elementary, middle, junior high, or high school students. Either a cooperative educational service agency (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.

## 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 minimum grant amount available is \$10,000. Applicants may only be awarded one grant per fiscal year. Applicants can receive a maximum of three grants. This does not apply to Milwaukee Public Schools or an applicant seeking a one-time grant to establish a fab lab for use by K-8 students.

## EXPECTED OUTCOMES

Assist 20 public school districts or consortiums.

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended down to \$493,396.

### FAB LABS CONTRACTED IN FY24

	Awards	Award Amount
<b>TOTAL</b>	<b>18</b>	<b>\$493,396</b>

## RECOMMENDED CHANGES

Add equipment related to artificial intelligence, health care/sciences, and skilled trades to the definition of a fab lab.

Allow a follow-on fab lab grant to expand the fab lab for use by K-8 students.

# GLOBAL BUSINESS DEVELOPMENT GRANT

## 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.

## PROGRAM DESCRIPTION

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

## ELIGIBILITY REQUIREMENTS

### IMAG

- Be an established business operating for not less than one year that manufactures, processes, assembles, and/or distributes a product or performs a service with a potential to be exported. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state and provide economic benefit to the state.
- Self-certify that at least 35% of the value of the product or of the service is composed of Wisconsin cost inputs. Program staff should provide an Excel tool to help determine eligibility upon request.
- The company must be new to exporting (no significant export sales or novice/accidental exports) or participating in market expansion. International market is defined as a country, region, or market channel within a country.
- The company agrees to a minimum cost-match of 30% of the total grant awarded.
- 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.
- The company must have gross revenue of less than \$100 million unless funded with money from the Department of Agriculture, Trade, and Consumer Protection. Companies that have applications in for IMAGs as of July 1, 2023, are exempt from this requirement.

IMAG assistance categories are generally:

- **Trade Shows/Ventures:** Assistance may be provided to attend a U.S. Department of Commerce or WEDC approved domestic trade show, an international-based trade show, conference, or business meeting. The IMAG grant may not be used to pay for any cost to attend WEDC sponsored trade ventures and missions.
- **Marketing and Promotion:** Assistance may be granted for translation of web/printed materials for a targeted foreign market, design services, advertising, and/or printing. Grants may also be used for company/product/foreign trade zone certification, registration, and marketing within the foreign market.
- **Export Education:** Assistance may be approved to support international and export related conferences, seminars, meetings, webinars, and courses. These educational opportunities are for staff who will be implementing the company's international export strategy. Educational courses and seminars also qualify.
- **Consulting Services:** Assistance may be funded for services with WEDC's Global Business Network providers, matchmaker services, Gold Keys, consultants, or brokers.

## CMAG

- Eligible recipients of a CMAG include industry associations, alliances, agencies, nonprofits, regional economic development organizations, or other state/local departments located in Wisconsin working with Wisconsin companies to increase exports.
- Collaborators must provide a compelling case for how the project will benefit Wisconsin companies with international exports, 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.
- Eligible expenses allowed for CMAGs may include, but are not limited to, those eligible under the IMAG.
- Recipients may be eligible for administrative costs to support the project. If applicable, administrative costs must be clearly outlined in the contract.

## INCENTIVES AND AVAILABLE FUNDING

\$1,150,000

The incentives in this program are grants of up to \$25,000 for IMAG applicants or up to \$150,000 for CMAG applicants.

**IMAG:** Eligible Wisconsin businesses may be awarded up to \$10,000 per WEDC fiscal year. Eligible ExporTech™ graduates may qualify for grants up to \$25,000.

**CMAG:** Eligible recipients may be awarded up to \$150,000 per WEDC fiscal year. Pass-through assistance is capped at \$15,000 per company.

## EXPECTED OUTCOMES

Assist businesses

**IMAG:** Assist 65 businesses

**CMAG:** Award two organizations to assist 30 businesses

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended up to \$1,300,400.

**IMAG** amended up to \$1,167,400.

**CMAG** amended down to \$133,000.

## GBD CONTRACTED IN FY24

	Awards	Award Amount
<b>TOTAL</b>	<b>66</b>	<b>\$1,300,400</b>

## RECOMMENDED CHANGES

Change the name of the program from “Global Business Development Program” to “International Market Access Grant,” which the program is commonly called.

Eliminate the subgrant “Collaborative Market Access Grant.” Remove due to lack of utilization and reporting complexity faced by recipients.

# GLOBAL TRADE VENTURE

## STATUS

Active

## INCEPTION

WEDC FY15

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

The program provides Wisconsin companies access to expertise in target markets to realize export opportunities and to accelerate a company's export sales. The program supports Wisconsin's business growth by increasing collaboration between companies within our key industries and our target countries.

WEDC's market development directors lead Wisconsin companies on virtual or in-country trade ventures, providing each participating company a suite of in-market services that are executed by one of 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 will 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 an established business operating in Wisconsin that manufactures, processes, assembles, and/or distributes a product or performs a service with a 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 attending the trade venture may also 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 full price to participate in the venture.

If the market warrants a subject matter expert or an industry representative, WEDC may invite appropriate representatives to join the trade venture at the expense of WEDC or the subsidized rate.

## INCENTIVES AND AVAILABLE FUNDING

\$753,634 (non-aids)

The FY24 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 may 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, rep, agent, licensee, employee)
- Translation/interpreting
- Activities to foster cultural understanding of customers or consumers

## EXPECTED OUTCOMES

Support eight Global Trade Ventures in WEDC's target markets in nine countries and assist 49 businesses. Two of the trade ventures are virtual; three of the trade ventures will be administered by third-party organizations.

## FY24 PROGRAM ACTIVITY

GTV SUPPORT IN FY24		
	Number of Ventures	Businesses Assisted
TOTAL	4	20

## RECOMMENDED CHANGES

Change the name of the program from "Global Trade Venture" to "Global Trade Mission" to align with industry standards and other governmental trade nomenclature.

Require that any business sending more than two individuals pay the full cost of attendance for extra attendees.

# 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.

## PROGRAM DESCRIPTION

The Historic Preservation Tax Credit 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 U.S. Secretary of the Interior before the physical work of construction, or destruction in preparation for construction, began.
- Evidence that 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
  - 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 Wisconsin Historical Society 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.
- The rehabilitated property must be used for income-producing purposes, i.e., used in a trade or business or for the production of rental income

**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 20 community projects and achieve a 5:1 leverage of other investment.

**FY24 PROGRAM ACTIVITY**

<b>HTC CONTRACTED IN FY24</b>			
	<b>Awards</b>	<b>Award Amount</b>	<b>Leverage Ratio</b>
<b>TOTAL</b>	<b>18</b>	<b>\$19,734,398</b>	<b>6:1</b>

**RECOMMENDED CHANGES**

None

# IDLE SITES REDEVELOPMENT GRANT

## STATUS

Active

## INCEPTION

WEDC FY14

## PROGRAM GOAL

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

## PROGRAM DESCRIPTION

The program generally offers grants to Wisconsin communities for the redevelopment of sites that have been idle, abandoned, or underutilized for a period of at least two 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. Approved projects can use funds for demolition, environmental remediation, infrastructure, or site-specific improvements to advance the site to shovel-ready status or enhance the site's market attractiveness.

## ELIGIBILITY REQUIREMENTS

### The Applicant:

Any city, village, town, county, government entity, or tribal entity that has one of the following:

- If a private developer is participating in the project, a draft of a development agreement that describes the project and its goals, anticipated outcomes, project timeline, and actions, obligations, and investments to be made by each party that must be executed prior to the first draw of funds; or
- If the project does not have a private developer, an officially approved resolution that describes the project and its goals, anticipated outcomes, project timeline, and actions, obligations, and investments necessary to achieve redevelopment.

### The Project Site:

May be:

- One or more contiguous industrial parcels that exceed 4 acres and had long-term (more than 25 years) industrial usage; or
- One or more contiguous commercial parcels that exceed 10 acres and had long-term (more than 25 years) commercial usage (for projects in an economically distressed community or Opportunity Zone, parcels need to exceed 4 acres); or
- One or more contiguous institutional parcels that exceed 4 acres and had long-term (more than 25 years) institutional usage (properties of less than 4 acres may be considered when the property is located within a commercial corridor).

Applicants must own the targeted site or demonstrate the legal ability to access the property and perform the work proposed in the application.

## INCENTIVES AND AVAILABLE FUNDING

\$2,000,000

The maximum award generally does not exceed \$250,000 unless the request for funds is for a project that, due to the size and scope of the redevelopment, clearly justifies an award beyond normal parameters. Applicants may receive one award per fiscal year.

## EXPECTED OUTCOMES

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

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended up to \$2,600,000.

ISR CONTRACTED IN FY24			
	Awards	Award Amount	Leverage Ratio
TOTAL	10	\$2,600,000	61:1

## RECOMMENDED CHANGES

Change the size requirement of commercial parcels with long-term commercial usage from 10 acres to 4 acres, and from 4 acres to 2 acres if located in an economically distressed community or Opportunity Zone.

# INDUSTRIAL REVENUE BONDING

## STATUS

Active

## INCEPTION

Industrial Revenue Bond (IRB) Program financing was authorized in Wisconsin in 1969. Authorized 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.

## PROGRAM DESCRIPTION

WEDC is responsible for allocating volume cap on the issuance of private activity bonds. The volume cap limits the amount of bonding authority that can be issued in a year. Once the annual cap is established under federal law, WEDC allocates bonding authority pursuant to Section 238.10 and the Policy on the Allocation of Volume Cap.

Generally, the volume cap allocated by WEDC is for Industrial Revenue Bonds (IRBs). At the federal level, Industrial Revenue Bonds are covered by Sections 103 and 141 through 149 of the Internal Revenue Code and Income Tax Regulations, which establish the nature and size of projects which qualify for federal tax exemption of interest.

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 municipalities and counties issue the IRBs so that the proceeds can be loaned 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. The facility being financed must be located in the state of Wisconsin unless otherwise allowed by law. 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. Also, the total amount of IRBs outstanding at all related operations of the business, in all states, may not exceed \$40 million. Exempt Facility Bonds are bonds issued for one of the following project types, and are not subject to the same rules as other private activity bonds:

- 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
- Qualified hazardous waste facilities

WEDC can allocate volume cap for any private activity bond, including both exempt and non-exempt projects.

To qualify for an IRB volume cap allocation, the following must be satisfied:

- **Notice of intent:** At least 30 days prior to entering into a revenue agreement with a municipality or county, the business benefitting from the bonds must give WEDC a notice of intent to enter into the agreement, on a form prescribed by WEDC. No later than 20 days after receipt of this notice, WEDC will issue a job impact to the municipality or county, estimating whether the project is expected to eliminate, create, or maintain jobs on the project site and elsewhere in the state and the net number of jobs expected to be eliminated, created, or maintained as a result of the project.
- **Good faith estimate:** Prior to adoption of an initial resolution, WEDC must receive a good faith estimate of attorney fees which will be paid from bond proceeds.
- **Initial resolution:** Within 20 days following publication of notice, WEDC must be provide a copy of the initial resolution together with a statement indicating when the public notice required under Wis. Stat. §66.1103(10)(b) was published.
- **Notice of closing:** After the closing of the bond issue, WEDC shall be notified of the closing date, any substantive changes made to documents previously filed with WEDC, and the principal amount of the financing. This notice must be filed with WEDC within five business days from the date of the closing. The notice must also include the following information: buyer/underwriter, type of sale (public or private), term, and interest rates.

### INCENTIVES AND AVAILABLE FUNDING (CY23)

Volume cap is allocated on a calendar year basis. The total amount for WEDC for calendar year 2024 is \$364,434,688. The federal tax code allows each state to establish by law its own formula for allocating its volume cap. Volume cap is allocated on a statewide basis pursuant to § 238.10, Wis. Stats. And the Policy on the Allocation of Volume Cap.

Specifically, WEDC must:

- Ensure that the amount of private activity bonds issued in a calendar year does not exceed WEDC’s volume cap for such calendar year.
- Calculate the state ceiling using information published in the Federal Register each year. State population is to be determined on the basis of the most recent census estimate of the resident population of the state released by the U.S. Census Bureau before the beginning of the calendar year.

WEDC may elect to carry forward excess volume cap from a calendar year to the following calendar year if it identifies the amount and use of such excess.

### EXPECTED OUTCOMES

Assist six businesses through the authorization of tax-exempt municipal bond sales.

### FY24 PROGRAM ACTIVITY

IRB CONTRACTED IN FY24		
	Awards	Award Amount
<b>TOTAL</b>	<b>3</b>	<b>\$20,160,000</b>

### RECOMMENDED CHANGES

None

# 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 (MS) and Connect Communities (CNTC) Program is to support downtown community development in the state of Wisconsin.

## 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 UW-Extension and USDA Rural Development to provide services to municipalities undertaking downtown revitalization projects.

WEDC will annually develop a plan that describes the objectives of the state Main Street program and the methods for 1) coordinating with the public and private sectors, 2) soliciting private sector funds for revitalization of business areas, and 3) helping municipalities engage in revitalization with help from interested individuals and organizations. WEDC matches technical assistance from our own staff, the National Main Street Center, and outside consultants to the needs of respective municipalities and nonprofit organizations. WEDC will also work with local communities to set strategies to solicit funding from the private sector in those communities to support the local downtown revitalization effort.

## ELIGIBILITY REQUIREMENTS

Eligible entities for Connect Communities and Main Street communities are communities or urban neighborhoods with a central or core business district and demonstrated local commitment to preservation and revitalization activities. Regional entities may apply for the Connect Communities program on behalf of multiple small communities (1,000 or less in population) within their region. Regional coordinators commit to meeting program attendance, sharing information, and collecting annual reporting information from participants.

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:** The participation from local government in the form of financial and staff commitment to the local downtown revitalization effort.
- **Private sector commitment:** The participation from 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. For Main Street communities, 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 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 Connect Communities or 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 (non-aids contracting)

This is a technical assistance program; therefore, no funding is provided directly. This 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. Per § 238.127(2)(j) Wis. Stat., WEDC expends at least \$250,000 annually on the Main Street program, which covers administration, staff resources, and outside consulting services.

**EXPECTED OUTCOMES**

Assist 34 Main Street communities, including one new community in FY24; 89 Connect Communities, plus 10 new communities in FY24; and 150 small businesses.

**FY24 PROGRAM ACTIVITY**

During FY24, the program budget was amended down to \$2,055,400.

<b>MS/CNTC SUPPORT IN FY24</b>					
	<b>Main Street Communities</b>	<b>New Main Street Communities</b>	<b>Connect Communities</b>	<b>New Connect Communities</b>	<b>Businesses Assisted</b>
<b>TOTAL</b>	<b>35</b>	<b>3</b>	<b>95</b>	<b>9</b>	<b>188</b>

**RECOMMENDED CHANGES**

None

# QUALIFIED NEW BUSINESS VENTURE CERTIFICATION/ EARLY STAGE BUSINESS INVESTMENT

## STATUS

Active

## INCEPTION

2003 Wisconsin Act 55

## 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.

## 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 Certification

QNBV certification allows businesses to offer their equity investors the 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 may be certified, and may maintain such certification, only if the business satisfies all of the following conditions:

- It has its headquarters in this state.
- At least 51% of the employees are employed in this state.
- It has: (1) the potential for increasing jobs in this state, increasing capital investment in this state, or both; and (2) it is engaged in, or has committed to engage in innovation, if the innovation involves the development of a differentiating technology, product, service, or production process.
- It is not primarily engaged in (being primarily engaged means having greater than 50% of projected or reported revenue generated from) real estate development, insurance, banking, lending, lobbying, political consulting, professional services provided by attorneys, accountants, business consultants, physicians, or health care consultants, wholesale or retail trade, leisure, hospitality, transportation, or construction, except construction of power production plants that derive energy from a renewable resource, as defined in § 196.378 (1) (h), Wis Stats.
- It has fewer than 100 employees at the time of initial certification.
- It has been in operation in this state for not more than 10 consecutive years at the time of initial certification.
- For taxable years beginning before Jan. 1, 2008, it has not received more than \$1,000,000 in investments that have qualified for tax credits under § 71.07 (5d).
- It has not received aggregate private equity investment in cash of more than \$10,000,000 at the time of initial certification.
- For taxable years beginning after Dec. 31, 2007 and before Jan. 1, 2011, it has not received more than \$4,000,000 in investments that have qualified for tax credits under the program.
- For taxable years beginning after Dec. 31, 2010, and before Jan. 1, 2018, it has not received more than \$8,000,000 in investments that have qualified for tax credits under the program.

- For taxable years beginning after Dec. 31, 2017, it has not received more than \$12,000,000 in investments that have qualified for tax credits under the program.
- Companies whose certification has expired or lapsed due to meeting or approaching \$8 million in qualified Investments prior to Jan. 1, 2018 may qualify for additional funds under the following:
  - If the company is within the required three-year reporting period following the receipt of qualifying investments and is in good standing with WEDC, it may be eligible for recertification in the program under limits established for tax years after Dec. 31, 2017.
  - If the company is outside its reporting period, the company must go through the full application process.

### **Fund Manager Certification/Qualified Venture Fund (QVF)**

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.

### **INCENTIVES AND AVAILABLE FUNDING**

\$30,000,000 allocated for CY23

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 WEDC 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.

### **EXPECTED OUTCOMES**

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

### **FY24 PROGRAM ACTIVITY**

Eight qualified venture fund managers were certified during FY24.

<b>QNBV CONTRACTED IN FY24</b>		
	<b>Awards</b>	<b>Amount</b>
<b>TOTAL</b>	<b>44</b>	<b>\$132,000,000</b>

### **RECOMMENDED CHANGES**

None

# SMALL BUSINESS INNOVATION RESEARCH (SBIR)/ SMALL BUSINESS TECHNOLOGY TRANSFER (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.

## PROGRAM DESCRIPTION

The program provides funds to technology-based businesses that qualify as a small business concern, as defined by SBA, operating 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 \$100,000 to \$225,000 to support feasibility studies.
- Phase II awards range from about \$750,000 to \$1,500,000 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 business 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 award matches of 50% up to \$75,000 of the amount of federal Phase I or up to \$100,000 for up to two years for Phase II funding awards. The grant must be used for new and additional work tasks that relate to the project granted by the federal award.

It is anticipated that the number of federal awards eligible for matching grants will exceed the funding level of the matching grant program. Projects will be evaluated as part of a competitive scoring process and awards will be made based on funding availability and project merit.

## EXPECTED OUTCOMES

Award one organization to support 15 businesses and achieve a leverage to federal grants of 3:1.

**FY24 PROGRAM ACTIVITY**

The program administered through CTC assisted 17 businesses.

<b>SBIR/STTR CONTRACTED IN FY24</b>		
	<b>Awards</b>	<b>Award Amount</b>
<b>TOTAL</b>	<b>1</b>	<b>\$1,500,000</b>

**RECOMMENDED CHANGES**

None

# STRATEGIC INVESTMENT FUND

## STATUS

Active

## INCEPTION

WEDC FY24

## PROGRAM GOAL

The goal of the Strategic Investment Fund (SIF) Program is to assist organizations carrying out activities that support WEDC's:

**Vision:** An Economy for All, where every Wisconsinite has the opportunity to thrive; and

**Mission:** To strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.

## PROGRAM DESCRIPTION

The program provides grants to support projects strategically forwarding WEDC's mission and vision. The SIF will contribute to projects that help build a Wisconsin economy that:

- fuels financial stability;
- educates everyone;
- supports healthy living;
- reinforces community infrastructure; and/or
- respects the environment.

## ELIGIBILITY REQUIREMENTS

SIF projects must advance WEDC's mission and vision and the five pillars of an Economy for All. SIF projects must have an executive sponsor within WEDC and be approved by the CEO and CFO in concept prior to submittal of an application and must have metrics built in for evaluating a project's success.

SIF is not available for projects that are eligible to be funded through other programs offered by WEDC.

## INCENTIVES AND AVAILABLE FUNDING

\$3,000,000

## EXPECTED OUTCOMES

Assist four organizations.

## FY24 PROGRAM ACTIVITY

During FY24, the program budget was amended up to \$3,100,000.

SIF CONTRACTED IN FY24			
	Awards	Award Amount	Leverage Ratio
TOTAL	2	\$1,100,000	4:1

## RECOMMENDED CHANGES

None

# 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.

## 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, highly skilled 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 research and development, proof of concept, and prototype development
- Early-stage company or spinout with fewer than 25 employees
- Demonstrates financial need and potential for business growth
- 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.
- Funding 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.
- Intent is to provide capital for increasing production and approaching profitability.
- Funding 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.

WEDC will consider the circumstances of each loan and will limit its liability to the greatest extent possible.

## INCENTIVES AND AVAILABLE FUNDING

\$3,500,000

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

**WEDC:** \$1,000,000

**SSBCI:** \$ 2,500,000 (total anticipated funding)

Federal SSBCI funding has specific requirements for the company eligibility, private funding participation, reporting requirements, and other factors. The funding source utilized will be based on the ability of the proposed project and funding structure to meet federal funding eligibility requirements, policy guidance, and program objectives established by the U.S. Department of Treasury.

## EXPECTED OUTCOMES

Assist 12 businesses and achieve a 4:1 leverage of other investment.

## FY24 PROGRAM ACTIVITY

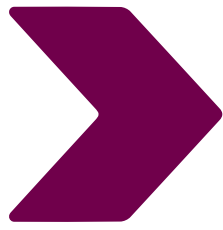
During FY24, the program budget was amended up to \$3,737,500.

TDL CONTRACTED IN FY24			
	Awards	Award Amount	Leverage Ratio
<b>TOTAL</b>	<b>10</b>	<b>\$2,012,500</b>	<b>5:1</b>

## RECOMMENDED CHANGES

Remove the requirement of a personal guarantee by an owner(s) of 20% or more in some circumstances in favor of evaluating risk and potential of the business by implementing the requirement that at least 50% of matching funds comes from private sources.

Remove reference to revenue-based payments.



# WEDC FY24 INITIATIVE SUMMARIES

## **WEDC leverages resources for economic well-being.**

Initiatives in this section also serve WEDC's mission and vision, but have guidelines promulgated by another organization or entity rather than WEDC itself.

# WISCONSIN INVESTMENT FUND

## STATUS

Active

## INCEPTION

WEDC FY23

## INITIATIVE GOAL

The goal of the Wisconsin Investment Fund (WIF) is to leverage public and private dollars to increase investment in Wisconsin companies and to empower small businesses to access capital needed to invest in expanding opportunities.

## INITIATIVE DESCRIPTION

Wisconsin has been approved by the U.S. Department of the Treasury for \$50 million to support the WIF initiative over a 10-year period. The fund will promote entrepreneurship and democratize access to startup capital across the state. Through the WIF, WEDC will be investing equity capital utilizing external venture capital fund managers who will then invest the capital into Wisconsin small businesses.

## INCENTIVES AND AVAILABLE FUNDING

Total allocation over 10 years: \$50,000,000

Available budget for FY24: \$13,959,704

## FY24 INITIATIVE ACTIVITY

WEDC contracted with five fund managers for the total amount of \$42,750,000 over the funding period.

WIF INVESTED IN FY24			
	Investments	Investment Amount	Leverage Ratio
TOTAL	5	\$1,352,000	3.3:1

## RECOMMENDED CHANGES

None



# DEPARTMENT OF ADMINISTRATION

Kathy Blumenfeld  
Secretary  
[kathyk.blumenfeld@wisconsin.gov](mailto:kathyk.blumenfeld@wisconsin.gov)

**AGENCY CONTACT:**

Diana Maas  
Assistant Deputy Secretary Development  
[diana.maas@wisconsin.gov](mailto:diana.maas@wisconsin.gov)

# AMERICAN INDIAN ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE GRANT

## 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

Each year, GLITC sends a plan to the DOA along with a proposed budget of how it will spend the funds and will measure goals.

## EXPECTED OUTCOMES

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

## FY24 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 Administration Program Director, WEDC will answer the needs of Tribal people and communities as they strive for economic prosperity and independence.

WEDC will continue enhancing and adding further resources to the new GLITC Economic Development Programs' webpage and working with the American Indian Chamber of Wisconsin on 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 - ECONOMIC DEVELOPMENT

## WEBSITE

[energyandhousing.wi.gov/Pages/CommunityResources.aspx](http://energyandhousing.wi.gov/Pages/CommunityResources.aspx)

## INCEPTION

Title I 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 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 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 the 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 fewer 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.

## **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.

## **INCENTIVES AND AVAILABLE FUNDING**

\$1,311,063 in total funding available

## **EXPECTED OUTCOMES**

0 jobs created/retained

## **FY24 PROGRAM ACTIVITY**

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

CDBG - ED:

- 1 community assisted
- 121 jobs created

CDBG - PFED:

- 0 community assisted
- 0 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, 2023, to March 31, 2024.

## **RECOMMENDED CHANGES**

None

# COMMUNITY DEVELOPMENT BLOCK GRANT - COMMUNITY DEVELOPMENT

## WEBSITE

[energyandhousing.wi.gov/Pages/CommunityResources.aspx](http://energyandhousing.wi.gov/Pages/CommunityResources.aspx)

## INCEPTION

Title I 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 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 rgw 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 fewer 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 predetermined 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.

## **FY24 PROGRAM ACTIVITY**

CDBG - PF:

- 66 communities assisted
- 166,174 persons served

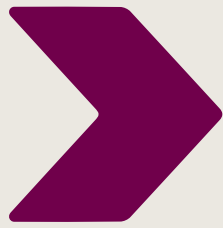
CDBG - PLNG:

- 2 communities assisted
- 25,280 beneficiaries

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, 2023 to March 31, 2024.

## **RECOMMENDED CHANGES**

None



# DEPARTMENT OF AGRICULTURE, TRADE, AND CONSUMER PROTECTION

Randy Romanski  
Secretary  
[randy.romanski@wisconsin.gov](mailto:randy.romanski@wisconsin.gov)

**AGENCY CONTACT:**

Julie Schmidt  
Program and Policy Analyst  
[julies.schmidt@wisconsin.gov](mailto:julies.schmidt@wisconsin.gov)

# BEGINNING, MINORITY, AND UNDERSERVED FARMER ASSISTANCE

## 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

All beginning, minority, and historically underserved farmers are eligible to receive outreach and referral to technical assistance and resources.

## INCENTIVES AND AVAILABLE FUNDING

None

## EXPECTED OUTCOMES

To engage in statewide outreach to beginning, minority, and underserved farmers, and improve awareness of and access to information, resources, and programs to increase farm success

## FY24 PROGRAM ACTIVITY

In FY24:

- Five workshops and outreach events were organized and offered to beginning, minority, and underserved farmers. These events were funded by grants secured from partner organizations, such as the USDA 2501 Grant (sub-award from Easter Seals).
- Individual technical assistance was provided to beginning, minority, and underserved farmers on multiple topics including transitioning to organic, accessing wholesale markets, record keeping, applying for grants, USDA programs such as Natural Resources Conservation Service, Farm Service Agency, Rural Development, and Risk Management Agency grants, cost share, loans, and other programs.
- The Wisconsin Beginning Farmer Resource Guide and other educational materials were distributed to beginning, minority, and underserved farmers at conferences and events. The Department of Agriculture, Trade and Consumer Protection participated in creating the guide which was funded by FSA.

## RECOMMENDED CHANGES

None

# BUY LOCAL, BUY WISCONSIN GRANT PROGRAM

## WEBSITE

[datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx](http://datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx)

## INCEPTION

2008

## PROGRAM GOAL

The Buy Local, Buy Wisconsin (BLBW) Grant Program is an economic development grant program designed to help the Wisconsin agricultural and food industry find ways to improve food production, processing, marketing, and distribution with the ultimate goal of expanding 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

Since 2008, 117 projects have been funded in the areas of infrastructure development, market development, agriculture tourism, producer development, and many more. The average grant award is \$20,000-\$25,000 and goes to entities with a defined project that will increase sales of local foods and benefit the local food industry.

## CUMULATIVE PROGRAM ACTIVITY

- More than \$14.5 million in new local food sales
- More than \$2.9 million in new investments
- Return on investment greater than 9:1
- 210 new jobs created
- 289 jobs retained
- 5,442 producers and 5,289 Wisconsin markets benefited

## ELIGIBILITY REQUIREMENTS

Proposals are 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 among producers, food businesses, industry, academia, or organizations. Applicants may cooperate with any public or private organization. Projects with far-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. 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 cost (1:1 match).

## INCENTIVES AND AVAILABLE FUNDING

The BLBW grant program had \$200,000 allocated for grant awards in FY24. Projects must be concluded within three years of contract start date. The maximum grant award is \$50,000 per project.

## 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.

- Project expands community leadership, increases social capital, makes nonprofit and/or community-based organizations more effective, and/or improves quality of life.
- Project benefits clearly demonstrate return on project investment.
- Project illustrates a direct benefit to local food producers and local markets.
- Project will build supply chain infrastructure for building Wisconsin's local food system.
- Project increases a competitive advantage for Wisconsin agriculture.

### **FY24 PROGRAM ACTIVITY**

In FY24, five projects were chosen with \$200,000 in awarded funds.

### **RECOMMENDED CHANGES**

None

# COUNTY & DISTRICT FAIRS STATE AID

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/FairsAndShows.aspx](http://datcp.wi.gov/Pages/AgDevelopment/FairsAndShows.aspx)

## INCEPTION

1950

## PROGRAM GOAL

Provide aid to county and district fairs that pay premiums to exhibitors.

## PROGRAM DESCRIPTION

State aid is paid based on a formula established by the Legislature in Wis. Stat. §93.23(1)(a). Premiums are paid to junior, open, and senior citizen classes, with a \$10,000 maximum for each fair. The money is to be paid to eligible fairs by request only.

## ELIGIBILITY REQUIREMENTS

State aid paid to each fair is based on premiums paid in the current fair season. One fair per county receives funding, as designated by the county board. Also eligible is any fair that received state aid in 1950, as long as it continues to operate a fair each year in conformity with the applicable law and regulations.

## INCENTIVES AND AVAILABLE FUNDING

\$650,000 was available for equitable distribution among the eligible county and district fairs.

## EXPECTED OUTCOMES

All 74 eligible fairs will request and receive state aid.

## FY24 PROGRAM ACTIVITY

74 county and district fairs received state aid in FY24.

## RECOMMENDED CHANGES

None

# EXPORT EXPANSION GRANT

## WEBSITE

<https://datcp.wi.gov/Pages/AgDevelopment/ExportExpansionGrants.aspx>

## INCEPTION

2021

## PROGRAM GOAL

The objective of the grant program is to accelerate export growth of Wisconsin dairy, meat, and crop products through export expansion projects.

## PROGRAM DESCRIPTION

Projects are selected based on scope, impact, and export growth potential for milk and dairy products; meat, including poultry, fish, and meat products; and crop and crop products. The intent is for the agribusiness industry organizations, economic development organizations, and academic institutions to develop innovative and impactful projects that provide strategic and long-term growth of Wisconsin agricultural exports and exporters.

## ELIGIBILITY REQUIREMENTS

An applicant must:

- Be a not-for-profit organization located in Wisconsin currently serving or demonstrating the ability to serve Wisconsin agribusiness companies.
- Demonstrate the capacity to receive, manage, and provide reporting on the projects that meet the grant objectives.

## **INCENTIVES AND AVAILABLE FUNDING**

In FY23, grants of up to \$100,000 were available for dairy and \$50,000 for other sectors. Export Expansion grant projects were not funded in FY24.

## **EXPECTED OUTCOMES**

Projects will meet one or more of the following objectives:

- Cultivate new-to-export and emerging export agribusinesses.
- Build exporting capacity and knowledge of the industry.
- Increase understanding of foreign markets and consumers.
- Make products export-ready or develop products for specific export markets.
- Promote Wisconsin products in foreign markets.

## **FY24 PROGRAM ACTIVITY**

Export Expansion grant projects were not funded in FY24.

## **RECOMMENDED CHANGES**

None

# FARM TO SCHOOL AND INSTITUTIONS

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/FarmToSchool.aspx](http://datcp.wi.gov/Pages/AgDevelopment/FarmToSchool.aspx)

## INCEPTION

2009 Wisconsin 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. The Farm to School Program connects Wisconsin food businesses to school food buyers in an effort to provide children with locally produced fresh fruits and vegetables, dairy products, proteins, and grains to be served in breakfast, lunch, and snack programs; help children develop healthy eating habits; provide nutritional and agricultural education; and improve farmers' incomes and access to markets.

## PROGRAM DESCRIPTION

The Farm to School Program is conducted with the Department of Agriculture, Trade and Consumer Protection Wisconsin Farm to School Advisory Council and other industry stakeholders.

**Serves:** Wisconsin farmers, food purchasing organizations, and institutional markets

**Offers:** Technical assistance and federal grant program administration and coordination

**Funding source:** General purpose revenue for program expenses, §20.115(3)(at), Stats., appropriation for one FTE to manage program administration and oversight

**Target:** Producers, processors, distributors, food service management companies, school food service staff, early care centers, and food assistance organizations

**Eligible activities:** Connecting farmers to procurement systems for institutional cafeterias, institutional gardens, nutrition and agriculture education, activities that increase awareness and access, and supply chain development

## ELIGIBILITY REQUIREMENTS

### The Farm to School Program:

To be eligible for the Farm to School Program, you must be a Wisconsin farmer, food purchasing organization, or an institutional market that is in the practice of participating in and promoting the use of locally sourced foods in school meal programs.

### The Farm to School Grant Program:

One-time, federal funding has been provided with the purpose of expanding or creating new farm to school activities. The goal of the Wisconsin Farm to School Grant Program is to enable communities to develop partnerships, implement initiatives, and strengthen Wisconsin's farm to school network. Successful projects will gather impact and outcome data, measure grant program demand, and capture success stories for ongoing support and funding. Funds are not intended to provide one-time funding for farm-to-school meals.

Eligible applications should include three or more partners engaging youth in farm-to-school activities. Applicants must identify a school food service director, an early care education (ECE) director, and/or an authorized school or community nutrition program representative.

Projects ranging in size from \$10,000 to \$40,000 were funded for one year following a competitive review process. Eligible expenses included salaries, equipment rental/lease, materials, and supplies. Matching funds of 25% of the award, or 20% of the total project, were required.

## **INCENTIVES AND AVAILABLE FUNDING**

**USDA Specialty Crop Block Grant:** \$100,000 for promoting farm-to-school specialty crop producers

**USDA Farm to School Grant:** \$400,000, piloting the state grant program

**Farm to School Program Administration:** \$90,600

## **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..

## **FY24 PROGRAM ACTIVITY**

- Filled one FTE: Farm to School and Institution Specialist in March 2020.
- 200,000 Wisconsin students participated in the Great Lakes Apple Crunch.
- 35,000 chili lunch participants
- Supported food box programs to early care and elderly care by connecting local food suppliers to Wisconsin Farm to School and Institution initiatives.
- Supported Wisconsin food industry food bank purchases.
- Supported supply chain connections for the implementation of ARPA funds to food pantries, food banks, and schools.
- 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. Continued Marketplace Meetings in partnerships with the Department of Public Instruction to bring local food suppliers and school food service directors together.
- Engaged processors and distributors with Specialty Crop Block Grant to develop minimally processed Wisconsin fruit and vegetable products to assist school food service in meeting the food and service needs.
- Provided technical assistance to food banks as new institutional buyers, schools, and producers.
- Administered federal grants to implement initiatives and strengthen Wisconsin's farm-to-school network.
  - 31 grant applications were received.
  - 8 grant projects were selected for funding ranging from \$10,000 to \$40,000 per project.
  - A total of \$250,000 was awarded to recipients.

## **RECOMMENDED CHANGES**

The Department of Agriculture, Trade and Consumer Protection 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 and leadership. We will continue to seek alternate funding sources for farm-to-school initiatives.

# GROW WISCONSIN DAIRY PROCESSOR GRANTS

## WEBSITE

[datcp.wi.gov/Pages/Growing\\_WI/DairyDevelopment.aspx](http://datcp.wi.gov/Pages/Growing_WI/DairyDevelopment.aspx)

## INCEPTION

The former 20x20 program was transferred to the Department of Agriculture, Trade and Consumer Protection (DATCP) from the Department of Commerce in 2012. The funding for the Dairy Processing Plant Grant Program is cited under §20.115(4)(dm), Stats. The grant program is authorized by §93.40, Stats. and Wis. Admin Code ATCP 61, Subch. VI.

## 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 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.

Projects may include multiple aspects from the following areas:

- Dairy plant modernization and expansion efforts—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 professional services and consultants to develop new processes, improve wastewater treatment or handling, or find new uses for whey or other innovations.
- Other dairy processing projects may be considered.

## ELIGIBILITY REQUIREMENTS

To be eligible for the grant, an applicant must operate a licensed dairy processing plant that is engaged in pasteurizing, processing, or manufacturing milk or dairy products and that is or will be located in Wisconsin.

## INCENTIVES AND AVAILABLE FUNDING

A total of \$400,000 was available for grants in FY24. Grants of up to \$50,000 were available per dairy processor per year.

## EXPECTED OUTCOMES

DATCP's goal is for dairy processors to explore new technologies, make operational changes, and improve profitability and efficiency.

## FY24 PROGRAM ACTIVITY

36 applications were received in 2024 and 15 projects were selected for funding.

## RECOMMENDED CHANGES

None

# MEAT PROCESSOR INFRASTRUCTURE GRANT PROGRAM

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/MeatProcessorInfrastructureGrants.aspx](http://datcp.wi.gov/Pages/AgDevelopment/MeatProcessorInfrastructureGrants.aspx)

## INCEPTION

2021

Funding for the Meat Processor Infrastructure Grant Program is defined in §20.115(4)(f), Stats., and the program authority is under §93.68(1), Stats.

## PROGRAM GOAL

The overall goal of the Meat Processor Infrastructure Grant is to grow Wisconsin's meat industry and improve the long-term viability of the livestock sector through services to meat processing establishments.

## PROGRAM DESCRIPTION

The Department of Agriculture, Trade and Consumer Protection Meat Processor Infrastructure Grants are available to new or existing processors to facilitate changes, support expansion to grow harvest capacity, and increase product throughput. The grant is designed to provide access to services and resources for proposed meat processing establishment projects that grow or develop the current business's harvest or throughput capacity, improve production or profitability, and help the processor answer capacity, production bottlenecks, and other challenges.

## ELIGIBILITY REQUIREMENTS

An applicant must or will operate a licensed meat processing establishment, be engaged in livestock harvest and/or further processing (sausage, cured meats, or other value-added meat manufacturing), and be located in Wisconsin.

## INCENTIVES AND AVAILABLE FUNDING

A total of \$1,800,000 was available for grants within the program for FY24. Grants of up to \$50,000 were available per project.

## EXPECTED OUTCOMES

- The establishment of expansion efforts to provide assistance with professional services costs related to siting, engineering, design, and/or layout of new facilities or production lines.
- Any project that can be shown to increase an establishment's harvest capacity by 20% or more per year.
- Any project that can be proven to increase meat or meat product production that shows a benefit to harvest capacity within the supply chain.

## FY24 PROGRAM ACTIVITY

70 applications were received and 38 projects were selected for funding. Grants of up to \$50,000 were available per project.

## RECOMMENDED CHANGES

None

# ORGANIC CERTIFICATION COST-SHARE PROGRAM

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/OrganicFarmingAndFood.aspx](http://datcp.wi.gov/Pages/AgDevelopment/OrganicFarmingAndFood.aspx)

## INCEPTION

The Organic Certification Cost-Share program (OCCSP) originated in the 2002 Federal Farm Bill and was reinstated under the 2014 Federal Farm Bill.

## PROGRAM GOAL

To provide a cost-sharing program that reimburses 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 organic certified farmers and processing companies. Reimbursement was increased back to the historic norm: 75% of eligible certification costs up to \$750 per scope of certification.

## ELIGIBILITY REQUIREMENTS

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

## INCENTIVES AND AVAILABLE FUNDING

\$627,943 was available for rebates in 2023.

## EXPECTED OUTCOMES

The Department of Agriculture, Trade and Consumer Protection (DATCP) provides outreach with the goal of receiving applications from at least 50% of the state's certified producers and processors.

## FY24 PROGRAM ACTIVITY

492 entities received a rebate in FY24 from a total of 498 applications received.

\$490,254 was distributed in reimbursement payments from DATCP to 30% of Wisconsin's 1,656 certified organic operations\* in FY24.

*\*USDA Organic Integrity Database year to date June 5, 2024*

## RECOMMENDED CHANGES

- In 2023, DATCP's ability to apply for OCCSP funding was delayed about a month later than normal. DATCP did not start advertising the program and accepting applications until mid-July, while the Farm Service Agency started advertising and accepting applications for the same program much earlier, in May. In 2024, DATCP will plan to open the program at the beginning of June, even if it cannot start to process applications right away, to increase the number of organic operations that apply through DATCP.
- Adjust the descriptive language about what is required to apply for Organic Certification Cost Share reimbursement. Make it clearer that applicants can submit their applications and then follow up with supporting documentation at a later date and that certifiers can provide this supporting documentation.

# SOMETHING SPECIAL FROM WISCONSIN™

## WEBSITE

[www.somethingspecialwi.com](http://www.somethingspecialwi.com)

## INCEPTION

1983 (Act 92)

## PROGRAM GOAL

Provide commodity and product promotion, and technical assistance

## PROGRAM DESCRIPTION

Something Special from Wisconsin (SSfW) is a statewide identifier. Paid members may use the trademarked logo 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 materials, trade show banners, vehicles, and signs.

**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.

## ELIGIBILITY REQUIREMENTS

Members in good standing are eligible to use the logo on any product or commodity if 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

Program members benefit from having a "Wisconsin" brand identity that consumers recognize as top quality and high value. SSfW provides a quick and reliable way to identify genuine Wisconsin products and services at grocery stores, retail outlets, farmers markets, and restaurants throughout the state.

SSfW labeled products also enjoy a strong competitive edge, and every dollar spent on SSfW products supports local farmers, food processors, entrepreneurs, our communities and their livelihood, as well as the Wisconsin way of life. Any business, no matter how large or small, may participate in the SSfW program.

In FY24 the SSfW program funding received from membership dues was estimated to be \$27,175. General purpose revenue funds staff for program support.

## EXPECTED OUTCOMES

The program expects the following outcomes in membership measurement, website, member directory, and point-of-sale signage:

- Average member reported sales increase as a result of program participation: 12%
- Member event participation: 150

Member directory: Consumer online viewing

- Direct to members – 85,000
- Category searches – 225,000
- Referrals to member's website – 18,000

## FY24 PROGRAM ACTIVITY

The program experienced the following activity in membership measurement, website, member directory, and point-of-sale signage:

- Number of SSfW members: 506
- Membership retention: 98%
- New member recruitment: 67

- Average sales increase reported as a result of membership: 12%
- Members participating in SSfW events: 162

Direct links to members from SSfW website: 76,995 (56,969 in FY23)

- Category searches: 502,510 (285,227 in FY23)
- Referrals to members' websites: 10,560 (12,978 in FY23)

## **RECOMMENDED CHANGES**

Revise Wis. Stat. §93.44 and ATCP 161 to reflect the needs of today's program members.

# WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx](http://datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx)

## INCEPTION

1986, authorizing statute §93.42, Stats.

2022 Agricultural Export Program - Wisconsin Initiative for Agricultural Exports (WIAE) §93.425, Stats.

## PROGRAM GOAL

The International Agribusiness Center (IABC) accesses federal and state funds to help Wisconsin food, forestry, and agricultural companies grow their exports.

Since 2022, the IABC has cooperated with WEDC to achieve all of the following export objectives by June 30, 2026 (§ 93.425, Stats):

- Increase the value of this state's milk and other dairy product exports by at least 25% over the value as of Dec. 31, 2021.
- Increase the value of this state's meat, including poultry, fish, and meat product exports, by at least 25% over the value as of Dec. 31, 2021.
- Increase the value of this state's crop and crop product exports by at least 25% over the value as of Dec. 31, 2021.

Of the funds appropriated under §20.115 (3) (b), Stats., the IABC's marketing shall ensure that \$2,500,000 is expended for the objective specified in sub. (2) (a); \$1,250,000 is expended for the objective specified in sub. (2) (b); and \$1,250,000 is expended for the objective specified in sub. (2). The center may not expend more than \$1,000,000 under the program in any fiscal year.

## PROGRAM DESCRIPTION

- Serves Wisconsin's food, forestry, and agricultural product companies
- Offers technical expertise and market development initiatives
- Funding sources: state and federal
- Target: Wisconsin agribusinesses interested in or already exporting
- Eligible activities: technical assistance, market research, trade promotion activities, and market development
- WIAE financial support: support for food, forestry, and agriculture companies applying for WEDC International Market Access Grants (IMAG); ExporTech™ tuition support for agriculture companies in NAICS category 11 (agriculture, hunting, and fishing); Export Expansion Grants for nonprofit organizations to assist food, forestry, and agriculture producers and processors in growing Wisconsin's exports of dairy, meat, and crop products.

IABC provides technical expertise and trade promotion activities (international trade shows, trade missions, inbound buyer missions, and social media campaigns) supporting Wisconsin's food, forestry, and agricultural companies in their pursuit of increased exports and the development of trade-enhancing partnerships.

Funding sources: WIAE and federal funding include but are not limited to: USDA (Food Export Association, U.S. Livestock Genetics Export Association, Federal-State Marketing Improvement Program, American Hardwood Export Council, and Soft Wood Export Council) and the Small Business Administration State Trade Expansion Program (STEP) Grants made available through WEDC.

The IABC staff uses client feedback, global trends, and market and export data to establish criteria for identifying target markets and activities. The IABC works with its counterparts on the WEDC Global Trade and Investment team on mutually beneficial projects.

## ELIGIBILITY REQUIREMENTS

Wisconsin-based businesses producing, processing, or distributing for export food, forestry, and agricultural products.

## INCENTIVES AND AVAILABLE FUNDING

Eligible businesses can access numerous programs, including:

- One-on-one consultations to identify strategies to reach out to customers in other countries.
- 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 export regulations, product and facility registration, and other issues affecting exporting food, forestry, and agricultural products.
- 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, prearranged 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.
- WIAE support for the WEDC's IMAG program for food, forestry, and agriculture companies: \$10,000 to \$25,000 per state fiscal year.
- Export Expansion Grants: WIAE funded. Up to \$50,000 for nonprofit organizations for projects to assist food, forestry, and agriculture companies to grow exports. For FY23, the Export Expansion Grant total amount for projects to grow dairy product exports was increased to \$100,000. Meat and crop product project totals remained at \$50,000. Grant projects have a two-year duration with an option to request a third year if the organization needs additional time to complete its project. Export Expansion Grants were budgeted only for state FY22 and FY23.

## EXPECTED OUTCOMES

- Export sales and anticipated 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
- WIAE - 35 companies and four organizations
  - Trade promotion activities: three events, 23 Wisconsin companies participating
  - IMAG support: 12 companies
  - Export Expansion Grants: Not available in FY24

## FY24 PROGRAM ACTIVITY

- Total export sales and anticipated sales generated by Wisconsin companies as a result of IABC services: \$211,159,923
- Export sales reported by Wisconsin companies as a result of IABC services: \$2,611,000
- Anticipated increase in export sales (within 12 months of date reported) generated by Wisconsin companies as a result of IABC services: \$57,630,000
- The IABC assisted 76 Wisconsin food and food processing companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis, for 2023): \$2,155,327. Immediate and anticipated sales from federal funding: \$153,529,923.

- Anticipated number of jobs created or retained as a result of services: 1,772, based on actual and anticipated export sales from state and federal programs  
*(Calculation: \$1 million in agricultural exports creates or retains 8.4 jobs. Source: USDA's Economic Research Service.)*
- Additional economic activity: \$274,507,899, based on actual and anticipated export sales  
*(Calculation: \$1 million in agricultural exports generates \$1.3 million in additional domestic economic activity. Source: USDA's Economic Research Service.)*
- Number of companies receiving export development consultation services from IABC staff: 267 companies received 1,185 consultation services.\*
- Agricultural industry stakeholder engagements: 917
  - WIAE FY24 outcomes:
    - Trade promotion activities, WIAE funded: 16, assisting 131 companies\*
    - IMAG: 7 companies assisted, \$85,000\* granted
    - Export Expansion Grants: Not funded in FY24

\* Note: One fewer international consultant starting Dec. 1, 2023 and two fewer starting January 2024 until the end of FY23.

\*\*Note: \$10,000 funding for IMAG is from funding for grants to promote dairy exports from §20.115 (3) (h), loans for rural development.

## **RECOMMENDED CHANGES**

Continue WIAE funding beyond FY26 to continue trade promotion activities, IMAG grants, future rounds of Export Expansion grants, 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.

# SPECIALTY CROP BLOCK GRANT

## WEBSITE

[datcp.wi.gov/Pages/AgDevelopment/SpecialtyCropBlockGrants.aspx](http://datcp.wi.gov/Pages/AgDevelopment/SpecialtyCropBlockGrants.aspx)

## 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 and 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. In FY24, 16 awards were given for more than \$1.2 million.

## EXPECTED OUTCOMES

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

- Increasing consumption and consumer purchasing of specialty crops
- Increasing access to specialty crops and expanding specialty crop production and distribution
- Increasing food safety knowledge and processes
- Improving pest and disease control processes
- Developing new seed varieties and specialty crops
- Expanding specialty crop research and development
- Improving environmental sustainability of specialty crops

## FY24 PROGRAM ACTIVITY

During FY24, 84 grant projects were open and managed. About 70% of projects were research-based, with about 15% education and 15% market development. The majority of projects are run by the Universities of Wisconsin System and Wisconsin's larger growers association groups, with some smaller nonprofit and private entities implementing projects as well.

## RECOMMENDED CHANGES

None



# DEPARTMENT OF TRANSPORTATION

Craig Thompson  
Secretary  
[craigm.thompson@dot.wi.gov](mailto:craigm.thompson@dot.wi.gov)

**AGENCY CONTACT:**

Roselynn Bittorf  
Program Manager, Division of  
Transportation Investment Management  
[roselynnx.bittorf@dot.wi.gov](mailto:roselynnx.bittorf@dot.wi.gov)

# TRANSPORTATION FACILITIES ECONOMIC ASSISTANCE AND DEVELOPMENT PROGRAM

## WEBSITE

<https://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tea.aspx>

## 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 objective of the Transportation Facilities Economic Assistance and Development (TEA) Program is to help support new business development in Wisconsin by funding transportation improvements that are needed to secure jobs in the state.

Eligible applicants are governing bodies, such as a town, village, city, or county, that partners with a business located within that governing body to create and/or retain jobs. The funding is intended to help the business with transportation improvements so it can achieve its job creation/retention goal. Program funding is provided to the governing body in which the transportation improvement is located through a reimbursement of cost process.

## PROGRAM DESCRIPTION

Each state fiscal year, the TEA program is appropriated state funds in order to provide funds to local governments for eligible transportation facility improvements, as defined in §84.185(1)(d), that are essential for an economic development project. An economic development project is defined in §84.185(1)(am) as a business development that directly retains jobs or increases the number of jobs in this state. For grants, applicants are required to provide a 50% match.

## ELIGIBILITY REQUIREMENTS

The TEA Program provides up to \$5,000 for each job created and/or retained. 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, and parking lots are excluded); rail projects to include an industrial lead, a spur, team track, or trackside intermodal transfer facility; harbor/port improvements that consist of dredging, dock walls, piers, intermodal connections, and lighting; and airport improvements consisting of runways, taxiways, aprons, and access service roads (airport hangars are excluded).

## INCENTIVES AND AVAILABLE FUNDING

The biennial budget appropriation for the TEA Program is \$6,805,200. Eligible applicants receive grants based on the following three criteria, selecting the lowest figure from among them:

- 50% of the project's actual TEA-eligible costs
- Total dollar amount for created and/or retained jobs based on \$5,000 per job rate multiplied by jobs created and/or retained
- \$1,000,000

## EXPECTED OUTCOMES

TEA grants awarded in the current fiscal year are pledging jobs in the future by creating new jobs or retaining jobs. The job creation and/or retention needs to take place at the location at which TEA funding will be used and is based on a seven-year timeline with the clock starting at the point at which the project agreement is signed. Snapshots are taken at the three-year and seven-year periods for both new and retained jobs.

For FY24, WisDOT approved two TEA grants, pledging to create a combined 304 jobs.

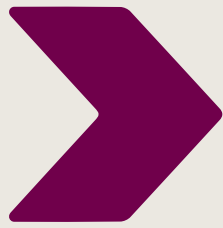
## **FY24 PROGRAM ACTIVITY**

For FY24:

- Two grants were awarded totaling \$1,516,235.
- 304 jobs were pledged within three years.
- The average cost per job amounted to \$4,988.
- Total capital investment was \$305,237,823.
- The total capital investment per grant dollar awarded was \$201.

## **RECOMMENDED CHANGES**

None



# DEPARTMENT OF TOURISM

Ann Sayers  
Secretary  
[asayers@travelwisconsin.com](mailto:asayers@travelwisconsin.com)

**AGENCY CONTACT:**

Heidi Schultz  
Grant Coordinator  
[hschultz@travelwisconsin.com](mailto:hschultz@travelwisconsin.com)

# JOINT EFFORT MARKETING GRANT

## WEBSITE

[industry.travelwisconsin.com/industry-resources/grants/joint-effort-marketing-jem-grant-program/](http://industry.travelwisconsin.com/industry-resources/grants/joint-effort-marketing-jem-grant-program/)

## 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, 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 promotions, existing events, and one-time/one-of-a-kind events.

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 Feb. 1, April 1, Aug. 1, and Nov. 1.

## ELIGIBILITY REQUIREMENTS

Statutory Requirements (Wis. Stat. §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.

A certain percentage of the grants must be matched through cash or in-kind contributions.

Grants fund only marketing expenses, such as 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 in an area, measured by visitor counts multiplied by 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

## **FY24 PROGRAM ACTIVITY**

57 projects were awarded in FY24.

## **RECOMMENDED CHANGES**

None

# READY, SET, GO! GRANT PROGRAM

## WEBSITE

[industry.travelwisconsin.com/industry-resources/grants/ready-set-go-rsg-grant-program/](http://industry.travelwisconsin.com/industry-resources/grants/ready-set-go-rsg-grant-program/)

## 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, April 1 and Sept. 1 at 11:59 PM.

## ELIGIBILITY REQUIREMENTS

- Destinations may request 50% of the bid/commitment fee or 50% of the venue/municipal fees, up to a maximum of \$30,000 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 must be submitted at least 180 days prior to event. Organizations or events that are currently funded through statutorily required expenditures are not eligible for funding through RSG. Organizations requesting funding from the RSG Grant Fund are not eligible to 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

FY24 RSG grants are projected to generate approximately \$14.8 million in visitor expenditures.

## FY24 PROGRAM ACTIVITY

18 awards were funded in FY24.

## RECOMMENDED CHANGES

None

# MEETINGS MEAN BUSINESS GRANT PROGRAM

## WEBSITE

[industry.travelwisconsin.com/industry-resources/grants/meetings-mean-business-mmb-grants-program/](http://industry.travelwisconsin.com/industry-resources/grants/meetings-mean-business-mmb-grants-program/)

## 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 types of meetings and conventions that best fit their business model (e.g., association 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 and/or host costs, up to a maximum of \$30,000 per fiscal year (July 1-June 30).

Applications are reviewed three times annually. The deadlines are Jan. 1, April 1, and Sept. 1 at 11:59 p.m.

## 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

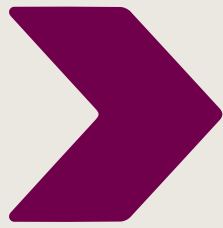
More than \$7.22 million in projected visitor expenditures for FY24 grants

## FY24 PROGRAM ACTIVITY

7 MMB grants awarded in FY24

## RECOMMENDED CHANGES

None



# DEPARTMENT OF WORKFORCE DEVELOPMENT

Amy Pechacek  
Secretary  
[amyc.pechacek@dwd.wisconsin.gov](mailto:amyc.pechacek@dwd.wisconsin.gov)

## AGENCY CONTACT

John Roos  
Office of Skills Development  
[john.roos@dwd.wisconsin.gov](mailto:john.roos@dwd.wisconsin.gov)

# WISCONSIN FAST FORWARD

## WEBSITE

[wisconsinfastforward.com](http://wisconsinfastforward.com)

## INCEPTION

2013 Act 9

## PROGRAM GOAL

The Wisconsin Fast Forward standard grant program funds customized skills training for currently employed workers and job seekers through Wisconsin employers and their partners. The goals of the program include:

- 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 people gain full-time employment
- Providing current workers with wage increases, increased skills, and job security.

## PROGRAM DESCRIPTION

The standard Wisconsin Fast Forward 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 current workers' 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 Office of Skills Development administers the program through a transparent and accountable process. Since the program's inception, the Office of Skills Development has awarded grants to support worker training demands in the following industry sectors and occupational areas:

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

## 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 curriculum development, instructor or trainer costs, instructional materials and supplies, consultant fees, contractual services, facility costs, and administration costs up to 10% of the grant award.

## INCENTIVES AND AVAILABLE FUNDING

Grant awards for sector grants range from \$5,000 to \$400,000 and require a cash or in-kind match equal to 50% of the award amount. A grantee serving as an applicant for a consortium of employment placement partners may apply for more than \$400,000.

## **EXPECTED OUTCOMES**

To date, the Office of Skills Development has issued more than \$50 million in grant contracts. The Wisconsin Fast Forward grants have supported more than 447 workforce training projects, benefiting more than 887 businesses and more than 34,000 trainees at an average cost of \$1,461 per trainee.

## **FY24 PROGRAM ACTIVITY**

During FY24, the office awarded 22 standard Wisconsin Fast Forward grant contracts totaling \$3,974,200. These grants helped 49 businesses train 2,133 trainees.

## **EXPANDED WISCONSIN FAST FORWARD**

During FY24, the Office of Skills Development also awarded grants under the programs initiated through the 2023-25 biennial budget. These program awards included:

- Technical Education Equipment Grant Program: This grant program was made available to Wisconsin school districts to acquire advanced manufacturing equipment. It also includes software necessary to operate the equipment and any instructional material necessary to train students to run the equipment. Grant amounts varied from \$5,000 to \$50,000. The Office of Skills Development awarded 34 grants to school districts, for a total of \$903,229.99 in awards.

## **RECOMMENDED CHANGES**

The program continues to evolve as the Wisconsin Department of Workforce Development develops its vision for Wisconsin Fast Forward. There are no other current recommended changes.



# WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY

Elmer Moore, Jr.  
Executive Director  
[elmer.moore@wheda.com](mailto:elmer.moore@wheda.com)

**AUTHORITY CONTACT:**

Keenan Fonner  
Program Risk Manager  
[keenan.fonner@wheda.com](mailto:keenan.fonner@wheda.com)

# ECONOMIC DEVELOPMENT CONDUIT BOND ISSUE PROGRAM - CHAPTER 234.65

## WEBSITE

[www.wheda.com](http://www.wheda.com)

## 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 WEDC review of volume cap allocation.

## **EXPECTED OUTCOMES**

In FY24, no new originations are expected.

## **FY24 PROGRAM ACTIVITY**

No bonds were issued for FY24.

## **RECOMMENDED CHANGES**

On Jan. 1, 2013, the Midwest Disaster Area 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.

# WDRF - AGRIBUSINESS PROGRAM

## WEBSITE

[www.wheda.com](http://www.wheda.com)

## 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. WHEDA administers the Wisconsin Development Reserve Fund (WDRF) to provide loan guarantees to farmers, other agribusinesses and small businesses.

## 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?

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

- 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 the prime rate 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**

\$34.8 million in guarantee authority is available for all Wisconsin Development Reserve Fund (WDRF) programs, including agribusiness guarantees.

### **EXPECTED OUTCOMES**

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

### **FY24 PROGRAM ACTIVITY**

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

### **RECOMMENDED CHANGES**

None

# WDRF – FARM ASSET REINVESTMENT MANAGEMENT GUARANTEE PROGRAM

## WEBSITE

[www.wheda.com](http://www.wheda.com)

## 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 of 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: five 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**

\$34.8 million in guarantee authority is available for all WDRF programs, including FARM guarantees.

**EXPECTED OUTCOMES**

\$1,000,000 was expected in new originations for FY24 with \$100,000 budgeted for guarantee payments.

**FY24 PROGRAM ACTIVITY**

There was one FARM guarantee approved for FY24 for \$835,106 and no guarantee payments.

**RECOMMENDED CHANGES**

The program continues to evolve as the Wisconsin Department of Workforce Development develops its vision for Wisconsin Fast Forward. There are no other current recommended changes.

# WDRF – SMALL BUSINESS GUARANTEE PROGRAM

## WEBSITE

[www.wheda.com](http://www.wheda.com)

## 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 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 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.

**EXPECTED OUTCOMES**

\$1,500,000 is budgeted for new originations and no dollars in guarantee payments. The jobs created and retained benchmark is one for every \$30,000 in guarantees.

**FY24 PROGRAM ACTIVITY**

\$34.8 million in guarantee authority is available for all WDRF programs, including Small Business Guarantees.

**RECOMMENDED CHANGES**

No guarantees were approved for the fiscal year and there were no guarantees paid out.

# WDRF – CREDIT RELIEF OUTREACH PROGRAM

## WEBSITE

[www.wheda.com](http://www.wheda.com)

## 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

\$34.8 million in guarantee authority is available for all Wisconsin Development Reserve Fund programs, which includes CROP Guarantees.

## EXPECTED OUTCOMES

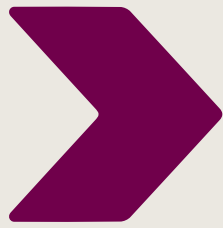
Budgeted volume for FY24: \$1,000,000

## FY24 PROGRAM ACTIVITY

For FY24, 12 applications were submitted and 12 applications approved for \$1,079,000 and one guarantee payout for \$11,238.08.

## RECOMMENDED CHANGES

None



# WISCONSIN TECHNICAL COLLEGE SYSTEM

**Morna K. Foy**  
**President**  
[morna.foy@wtcsystem.edu](mailto:morna.foy@wtcsystem.edu)

**SYSTEM CONTACT:**

**Scott DuBenske**  
**Education Director**  
[scott.dubenske@wtcsystem.edu](mailto:scott.dubenske@wtcsystem.edu)

# WORKFORCE ADVANCEMENT TRAINING GRANTS

## WEBSITE

[mywtcs.wtcsystem.edu/grants-data-reporting/grants/state-grants/](http://mywtcs.wtcsystem.edu/grants-data-reporting/grants/state-grants/)

## 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 an employer or a consortium 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 industries 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 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 FY23, the program was funded at a level of GPR \$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 96%\*

Percent of the businesses that sought to improve the work environment through training felt that their expectations were met or exceeded: Expected 90%, Actual 100%\*

Percent of business partners who said they were satisfied or very satisfied with the technical college's services: Expected 90%, Actual 94%\*

Percent of business partners who said they probably or definitely would recommend the college's services to others: Expected 90%, Actual 99%\*

Percent of business partners who said they probably or definitely would use the college's services again: Expected 90%, Actual 96%\*

*\*Measures reflect customer satisfaction information for 2022-23 WAT grant projects as information for 2023-24 is not yet available.*

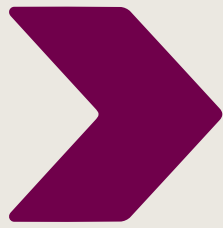
## **FY24 PROGRAM ACTIVITY**

In FY23, WAT grants funded 54 projects and served 8,527 individuals.

*\*Measures reflect customer satisfaction information for 2022-23 WAT grant projects as information for 2023-24 is not yet available.*

## **RECOMMENDED CHANGES**

None



# UNIVERSITY OF WISCONSIN SYSTEM

Jay Rothman  
President  
[jrothman@uwsa.edu](mailto:jrothman@uwsa.edu)

**SYSTEM CONTACT:**

Idella Kangas  
Director of Economic and Employer  
Engagement  
[idella.kangas@wisconsin.edu](mailto:idella.kangas@wisconsin.edu)



## Office of the President

1720 Van Hise Hall, 1220 Linden Drive, Madison, WI 53706

[www.wisconsin.edu](http://www.wisconsin.edu)

[jay.rothman@wisconsin.edu](mailto:jay.rothman@wisconsin.edu) or 608-262-2321

June 25, 2024

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 and talent development 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 other UW-led projects.

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.

In the most recent academic year, UW System institutions awarded over 36,400 graduates. With the average lifetime earnings of a bachelor's degree holder exceeding those of a high school graduate by nearly \$1 million, a UW System education directly promotes an increase in household incomes and community prosperity. Over 90 percent of in-state UW System graduates stay in Wisconsin for at least five years after earning a degree, with a median salary of more than \$66,800.

UW System universities also contribute to the richness of Wisconsin's culture and economy with groundbreaking research, new companies and patents, and boundless creative intellectual energy. Overall, UW System research in FY23 totaled \$1.44 billion. Additionally, 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 to foster internships, innovation, and entrepreneurship, and to build stronger, more resilient communities. Information on UW System efforts in support of its mission of outreach and community service are highlighted in the [UW System Accountability Dashboard](#) and through the [UW System Office of Corporate Relations and Economic Engagement](#).

Sincerely,

A handwritten signature in black ink, appearing to read 'Jay Rothman'.

Jay Rothman  
President



# DEPARTMENT OF NATURAL RESOURCES

Steven Little  
Deputy Secretary  
[steven.little@wisconsin.gov](mailto:steven.little@wisconsin.gov)

**AGENCY CONTACT:**

Paul Neumann  
Budget and Policy Supervisor  
[paul.neumann@wisconsin.gov](mailto:paul.neumann@wisconsin.gov)

**State of Wisconsin**  
**DEPARTMENT OF NATURAL RESOURCES**  
101 S. Webster Street  
Box 7921  
Madison WI 53707-7921

Tony Evers, Governor

Telephone 608-266-2621  
Toll Free 1-888-936-7463  
TTY Access via relay - 711



June 12, 2024

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

Subject: FY 2024 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 grant and loan programs that have a positive, secondary impact on the economy, the primary objective of those programs is to promote public health, protect the environment, or enhance outdoor recreational opportunities.

Please let us know if you have any questions.

Steven Little, Deputy Secretary  
Department of Natural Resources

cc: Mark Aquino  
Jim Ritchie  
Cheryl Heilman  
Calvin Boldebuck



WEDC @ The Hub  
2352 S. Park St., Suite 303  
Madison, WI 53713  
[wedc.org](http://wedc.org)

**LOOK FORWARD** 