



**Wisconsin Certified Sites Program**  
2025 Kickoff Webinar

**March 17, 2025**



# AGENDA

-  Introductions & SSG Overview
-  2025 Wisconsin Certified Sites Program
-  Overview of Process & Timeline
-  Q&A

# Key Program Contacts



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CERTIFIED SITES PROGRAM

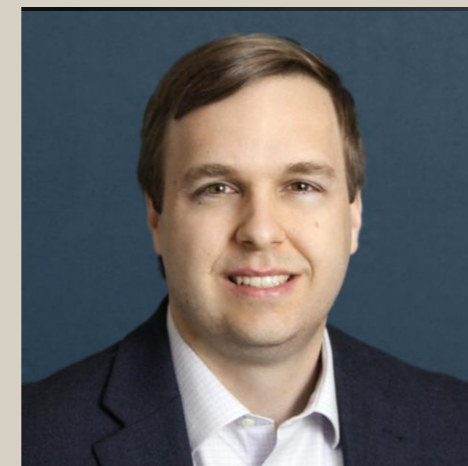


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# *MISSION*

**WEDC's mission** is to strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.

# *VISION*

WEDC's vision is an Economy for All, where every Wisconsinite has the opportunity to thrive.

***CREATING AN  
ECONOMY FOR ALL,  
WHERE EVERY WISCONSINITE HAS  
THE OPPORTUNITY TO THRIVE***



# Real Estate & Development Support

## Technical Assistance

### ➤ Certified Sites Program

➤ Locate in Wisconsin

## Financial Assistance

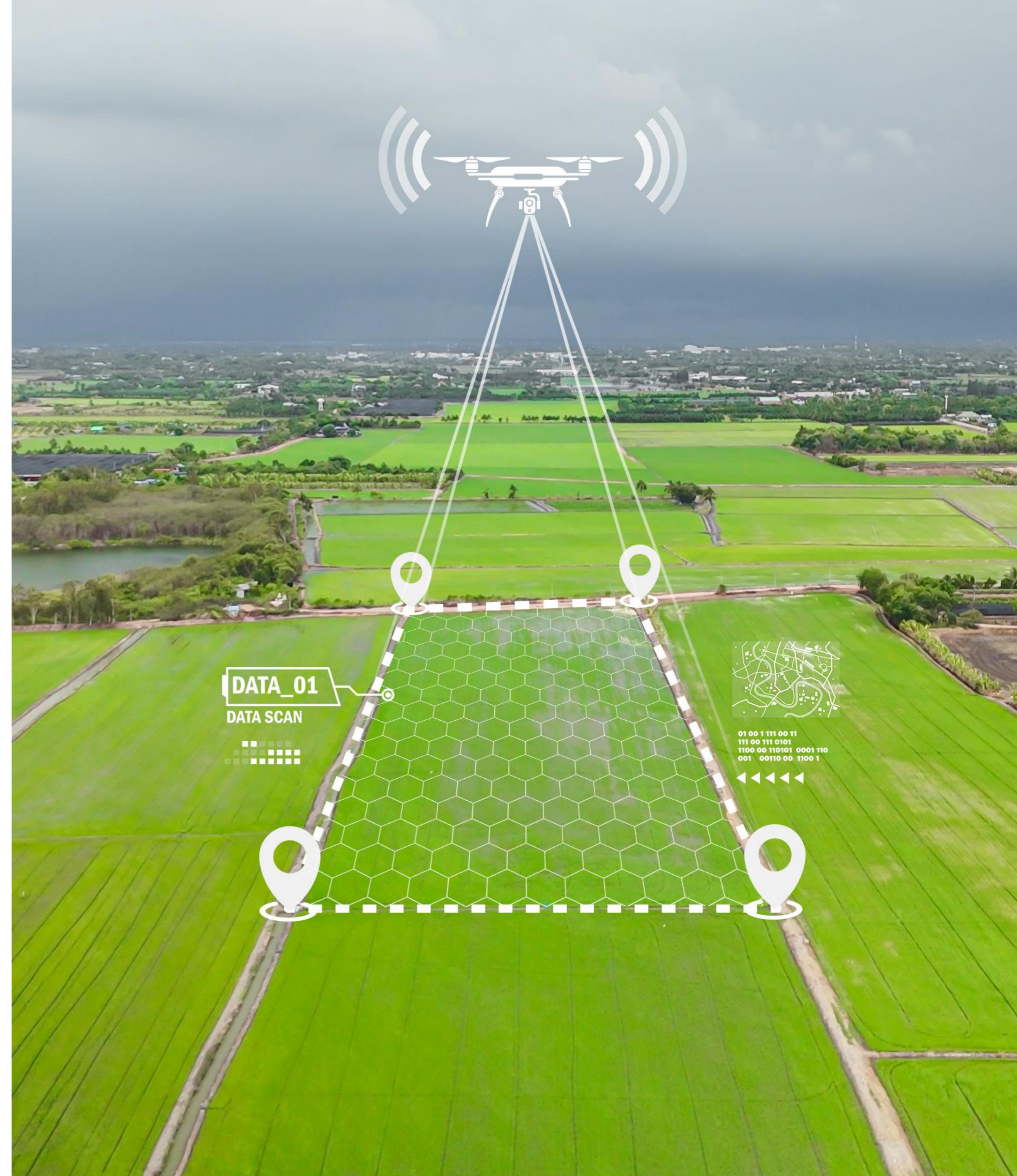
➤ Site Assessment & Brownfield Clean Up Grants

➤ Community Development Investment Grant

➤ Idle Sites Redevelopment Grant

➤ Historic Preservation Tax Credits

➤ Industrial Revenue Bonds



# SSG Overview

# SSG's Core Site Readiness Values

## 1 Apply latest trends from corporate projects

SSG is the largest independent site selection firm in the country. Our clients and projects afford us the opportunity to maintain a deep understanding of trends impacting a wide variety of industries across the country (food & bev., aerospace, automotive, chemical, bioproducts, etc.).

Our experience in the industrial site selection sector is what drives our recommendations and expertise in economic development consulting engagements. Incorporating a project team with a deep understanding of how companies make location decisions (as it relates to utilities, workforce, cost/quality trade-offs, site prep, etc.) is integral to our process and brings value to these important community development decisions.

## 2 Non-site factors are equally as important

Technical site and infrastructure characteristics are the crux of a site readiness engagement. But all too often, states and utilities allow those physical attributes to be the exclusive focus, and as a result, they miss glaring blind spots that have a critical impact on the success of corporate recruitment.

Site Selection Group is passionate about integrating other critical location drivers, especially workforce, into all site readiness engagements to increase the likelihood of creating jobs and capital investment.

## 3 Don't be afraid to use common sense

Whether it is a corporate site selection project or an economic development consulting exercise, employing a flexible approach rather than sticking to rigid criteria can yield much better outcomes. We've all seen what happens when consultants and companies rely on uncompromising requirements: a subpar decision or starting a site search over from square one.

Throughout our evaluation and down-select process, Site Selection Group is committed to employing a common-sense approach that makes decisions holistically and leverages our professional judgement so that sites with compelling value propositions are considered in full.

## 4 Final decisions need to be ROI-focused

Identifying and developing sites can be an expensive proposition, and sometimes the best opportunities require substantial proactive investment. But we know that funds are finite, and as a result, it's critical to spend those limited dollars on projects and communities that will provide the best outcome.

The concept of "Return on Investment" is ever present as Site Selection Group navigates its process. We leverage our corporate experience to handicap the likelihood of success, and use 'ROI' to help prioritize the community's opportunities.



# Sample of Recent Industrial Clients

## Heavy Industry



## Transportation



## Food & Beverage



## Construction Products



## Consumer Goods & Packaging



## E-Commerce & Warehousing



## Healthcare, Medical Device, Life Sciences



# And Our Economic Development Clients

## State & Utility



## Regional



## Community



# Typical Site Selection Process

## 1 PROJECT DEFINITION

- Strategy formation
- Business drivers
- Project timeline
- Logistics inputs
- Criteria weighting
- Workforce profile
- Infrastructure needs
- Utility consumption
- Capital investment
- Facility specifications

- Project Questionnaire
- Project Profile Summary

**Understand Client's Objectives & Project Inputs**

2 WEEK

## 2 LOGISTICS ANALYSIS

- Inbound shipments
- Supplier dynamism
- Outbound shipments
- Future growth
- Multi-plant rollout
- Capacity constraints
- Distance/time to customer
- Modes of transportation

- Logistics Analysis

**Identify Target Geography (Center of Gravity)**

2 WEEKS

## 3 CANDIDATE OPTION IDENTIFICATION

- Target geography
- Site requirements
- Baseline utility needs
- Transportation modes
- Broad labor conditions
- Regulatory climate
- Business environment
- Accessibility
- Organized labor

- Site Screening Matrix
- GeoCision Analysis

**Identify Realistic Candidate Options**

4 WEEKS

## 4 IN-DEPTH LOCATION ANALYSIS

- Demographics
- Workforce quality
- Labor supply & demand
- Employment risk
- Workforce training
- Economic incentives
- Detailed site qualifications
- Infrastructure & utilities
- Business climate
- On-going operating costs
- Local dynamics

- Operating Cost Analysis
- Qualitative Matrix
- Detailed Site Evaluations

**Comprehensive Evaluation of Candidate Communities & Site Options**

6 WEEKS

## 5 TOURS & SITE DUE DILIGENCE

- Economic development agencies
- Community leaders
- Workforce commission
- Employer interviews
- Recruitment agencies
- Real estate options
- Infrastructure & utility providers
- Site due diligence
- Permitting

- Tour Materials
- Option Ranking Matrix
- Refined Operating Cost Analysis

**Ranking of Semifinalist Locations**

4 WEEKS

## 6 REAL ESTATE & ECONOMIC INCENTIVE NEGOTIATIONS

- Economic Incentives**
  - Tax abatements
  - Training grants
  - Tax credits
  - Cash grants
  - Real estate grants
  - Infrastructure assistance

- Real Estate**
  - Economic terms
  - Business terms
  - Seller commitments

- Request for Proposals
- Proposal Comparison
- Integrated Financial Analysis
- Competitive Bidding
- Documentation

**Contractually Secure Optimal Economic Incentives & Real Estate**

12 WEEKS

## 7 ECONOMIC INCENTIVE COMPLIANCE

- Annual reporting
- Training reimbursements
- Job creation filings
- Applications
- Contract amendments
- Site audits
- EDC coordination

- Compliance Documents
- Reimbursement Management
- Contract Amendments
- IncenTrak Updates

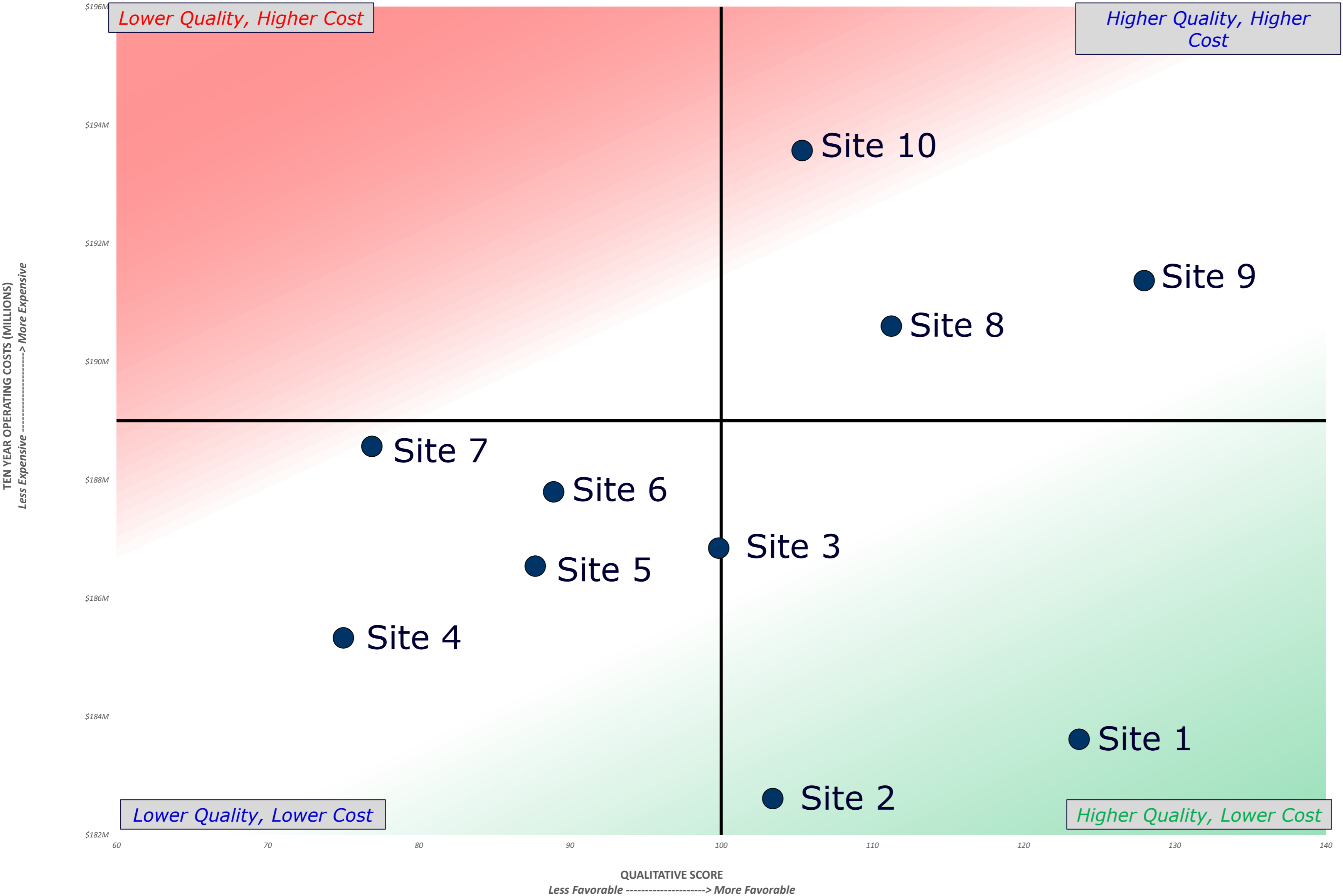
**Compliance of Economic Incentives**

ON-GOING

**How do you Look on Paper?  
(the Data)**

**How do you Look in Person?  
(the Story)**

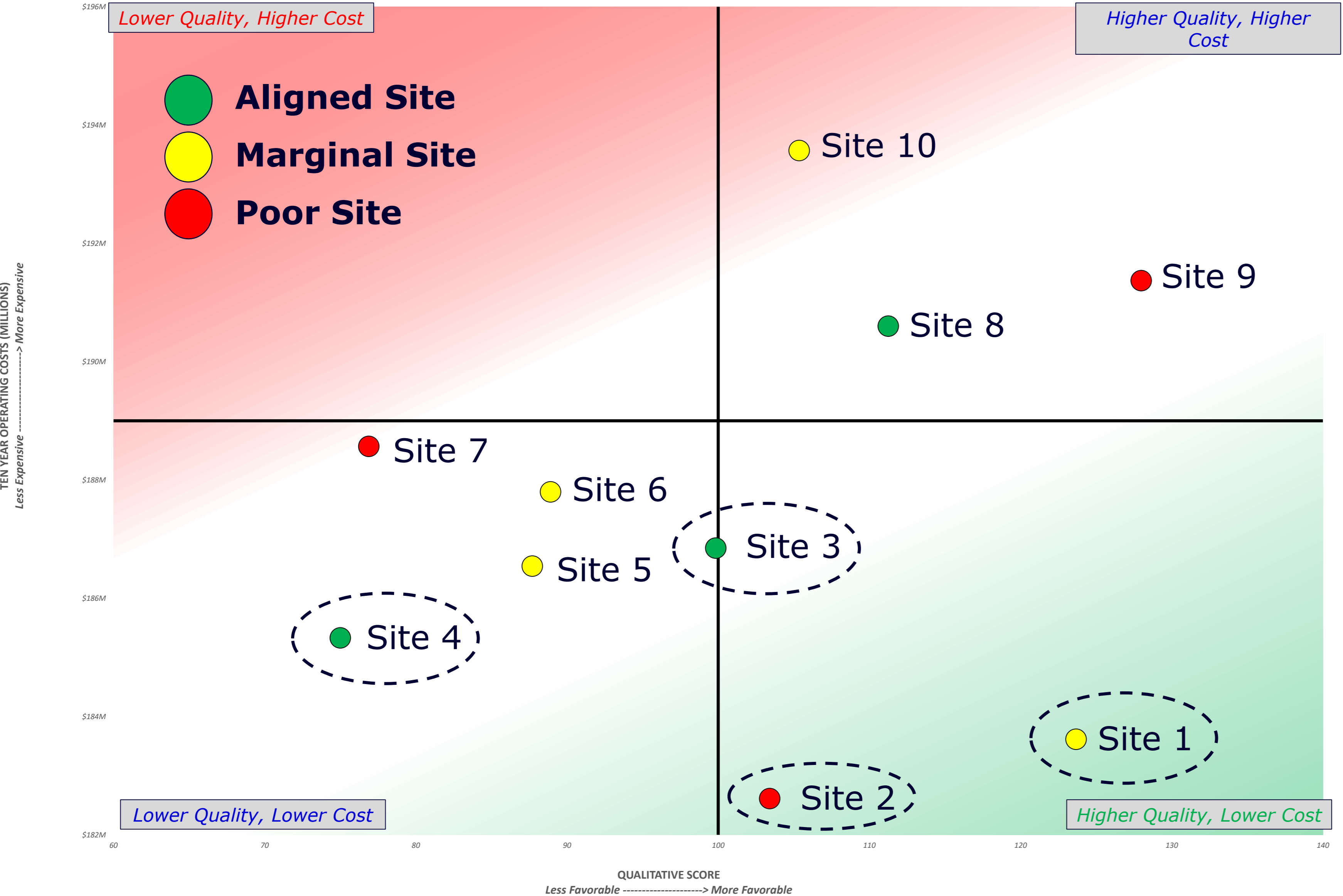
# Cost vs. Quality



## The "Final" Desktop Analysis

- Tradeoff between cost and quality
- Identifying those markets and/or sites that provide the best tradeoff
- But missing one key component...

# Cost vs. Quality vs. SITES!



## The "Final" Desktop Analysis

- A good site can get you on the short list, even if you aren't the least expensive, or the "best" from a workforce perspective
- How can you take a "step up" in your site quality?
- Site 1 would get a visit but may not win against Site 3...but if it were a green, it would win!
- Site 2 won't get a site visit now...but if it were a yellow or green, it would likely be the best option!
- Site 3 or 4 would probably get a visit – even though they don't score as well.

# Wisconsin Certified Sites Program

# 2025 Wisconsin Certified Sites Program Overview



## Overall Program Objectives

- Common-sense approach to due diligence
- Leverages key workforce and target industry data
- Customized strategic development plans
- Comprehensive site and community analysis
- Keen eye towards return on investment



## Applicant Eligibility

- Property must be a minimum of 20 contiguous, developable acres
- Publicly owned or controlled
  - Municipalities
  - EDO's
  - Private landowner/developer
- Available for sale or lease (with a documented price and terms) to prospective industrial investors
- Property has not been previously certified under the Wisconsin Certified Sites Program



## Call for Applications

- SSG and WEDC are seeking site options across Wisconsin in order to have a **diversity of applications** related to:
  - Regional diversity
  - Established industrial park vs. raw land
  - Rural vs. urban
  - Rail vs. non-rail served
- This year, we require interested applicants to submit a Letter of Interest (LOI) and basic supporting documents, aiming to minimize the required documentation to facilitate accessibility and lower the barrier to entry.

# 2025 Program Overview & Timeline



# Wisconsin Certified Sites Timeline



# Kickoff: LOI & Request for Information

## INTERESTED APPLICANTS:

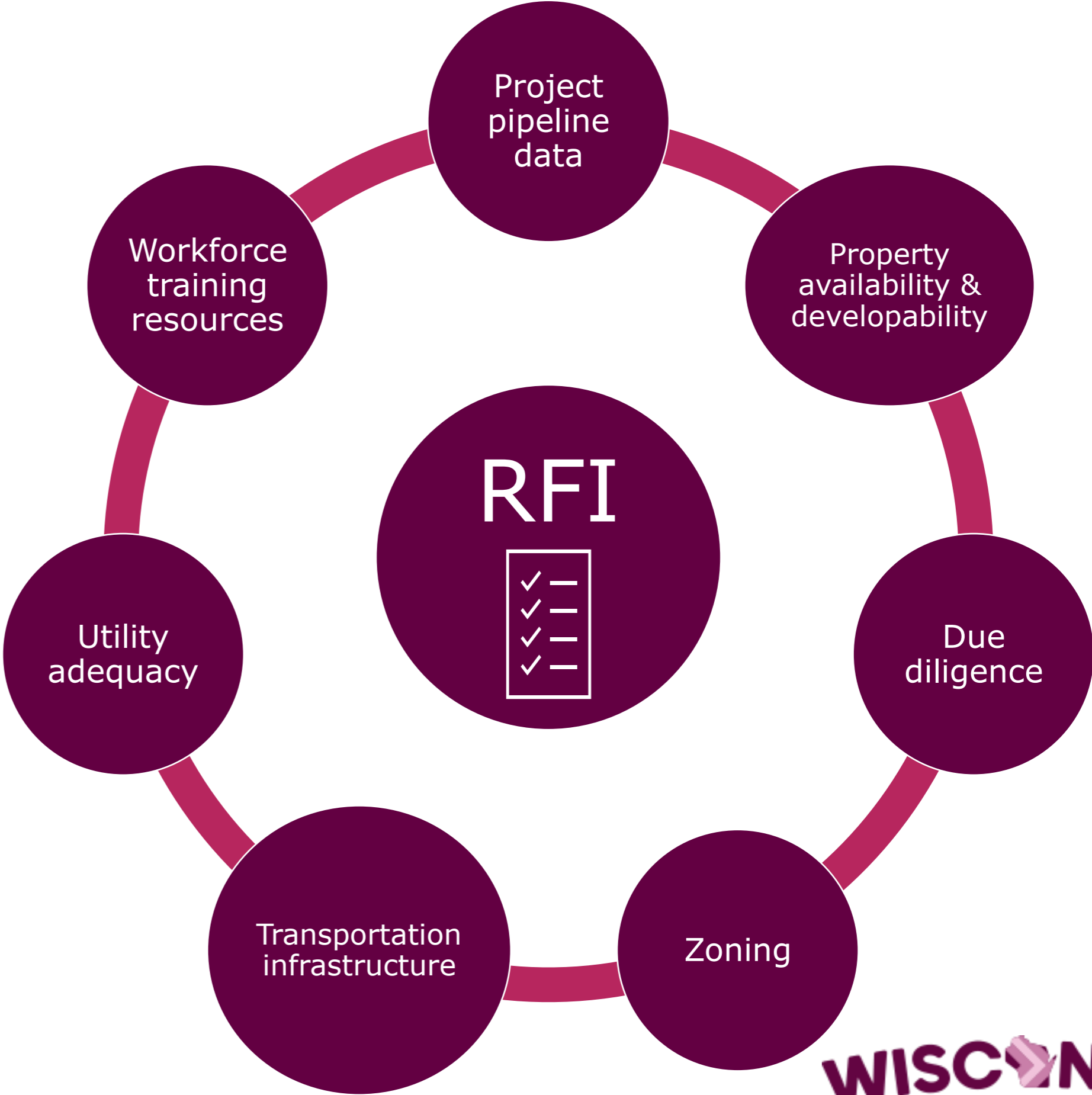
Interested applicants are required to submit a Letter of Interest (LOI) and basic supporting documents **no later than Friday, May 23<sup>rd</sup>**.

[Letter of Interest Link](#)

The screenshot shows the 'Interest Form - Wisconsin Certified Sites Program' on the Wisconsin Economic Development website. The form includes the state logo, a title, a brief description of the program, a user login section for 'devans0110@gmail.com', a disclaimer about Google account information, and two required text input fields for 'First Name' and 'Last Name'.

## PARTICIPANTS INVITED TO PROCEED:

Applicants invited to proceed with certification will be required to complete a thorough Request for Information and provide additional supporting documentation as detailed below.



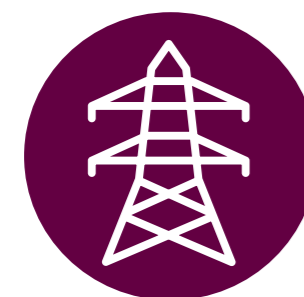
# 1. Community & Site Visits



**Community  
Overview**



**Windshield  
Tour**



**Technical  
Review**



**Workforce  
Discussion**

SSG will plan, coordinate, and conduct a mock site visit to learn more about the property and complete an objective competitive assessment. SSG is committed to providing feedback on the economic development organization's ability to navigate the corporate site selection process.

**Site visits are tentatively scheduled for the Week of July 28<sup>th</sup> or following**, and we suggest incorporating some of the elements at left to maximize the value of the site visit.

As part of the final report, SSG will include site visit feedback, and provide a third-party perspective to improve the site visit experience, marketing materials, workforce pitch, etc. These conversations are often the most fruitful – creating easy impacts to keep sites in the mix by tweaking logistics/procedures/narratives/etc.

# 2. Comprehensive Analysis & Report

SSG will provide customized deliverables for each property as part of the site readiness process. In our opinion, reviewing these analyses with communities are some of the most valuable conversations to set properties up for success. As part of a peek behind the "site selection curtain", SSG hosts an informative final presentation to help educate local stakeholders on how competitive the site selection process is, and why product development is important.

## SAMPLE DELIVERABLES

### STRATEGIC DEVELOPMENT PLAN:

ACTION PLAN	Timing	Comments	Investment Level	ROI Potential
<b>Strategic Initiative 1: Enhance property's marketability and developability.</b>				
1. Continue to master plan for the property	Immediate	A prospect can become overwhelmed with the size of an industrial development such as River Ridge. SSG likes that River Ridge is focusing on 175-acre tract for "next phase" of development. Continue developing Master Plan or Buildable Area Study that depicts potential site sizes (acreage) and building footprints (square footage) within the 175 acres of the property, but also consider which other parcels in the larger property my benefit from having tract specific maps on file.	\$	MODERATE
2. Complete due diligence studies	6 months	Complete remaining due diligence studies and consider updating Archaeological Report for the property. This is particularly important given the history around the property. It is likely one of the biggest hurdles to cross to get more swings at the plate for higher impact projects. If there are any concerns in the due diligence documentation, work to proactively mitigate any risks identified.	\$\$\$	HIGH
3. Continue to refine marketing materials	Immediate	Be sure to update all maps and marketing materials to reflect the water infrastructure upgrades and rail improvements (and any other upgrades to the property as it is undergoing development.)	\$	HIGH
4. Continue internal conversations on mission and vision of River Ridge	Immediate	Create a more formal plan around the vision for River Ridge, defining mission around improving tax base and raising wages. The unique infrastructure available is too important to "waste" on lower impact distribution projects.	\$	MODERATE
5. Undergo more formal master development plans	6 months	Develop a master plan, perhaps phased approach that outlines where certain industries may be better suited within park based on infrastructure/transporta	\$	HIGH
6. Targeted industrial recruitment based on water availability	Immediate	Consider a targeted indu		
7. Proactively address concerns in RFI process	Immediate	Address items like contan		

### EXAMPLE OF COMBINED RESULTS: ADVANCED MANUFACTURING

**Reading the Graphic**

- This graphic combines the results of the cost analysis (Y axis), qualitative analysis (X axis).
- Markets to the bottom right have a more favorable combination of cost and quality. Those to the top left have a less favorable balance.

### TARGET INDUSTRY ANALYSIS

**Quantitative Results**

The figure at right shows the results of the quantitative target industry analysis for the site. This analysis filters out more white-collar, professional services-oriented clusters as SSG believes this site should be focused on industrial uses. We also filter out clusters with virtually no current presence in the market and those that are extremely small/niche nationally (bottom 10% of national clusters).

Based on that target, the results of the analyses, and SSG's qualitative view of the site, we highlight and list key clusters here that may be best aligned with the site:

- Chemicals & Plastics
- Agricultural and Food Processing

Additional information and SSG's view of overall site alignment are included on the next pages.

CLUSTER	TOTAL SCORE	INDUSTRY GROWTH	WAGE & TAX BASE	WORKFORCE ALIGNMENT	DIVERSIFY
Food Processing and Manufacturing	62.3%	86.8%	65.5%	49.4%	22.8%
Upstream Chemical Products	62.3%	63.1%	55.4%	66.1%	69.2%
Distribution and Electronic Commerce	61.7%	76.1%	65.8%	51.7%	36.4%
Agricultural Inputs and Services	60.2%	55.0%	56.0%	86.6%	9.6%
Livestock Processing	57.6%	84.1%	60.5%	40.8%	20.0%
Biopharmaceuticals	57.5%	86.2%	35.2%	49.7%	61.6%
Recreational and Small Electronic Goods	56.4%	69.2%	56.3%	49.6%	39.2%
Plastics	56.1%	62.8%	49.7%	72.4%	8.0%
Leather and Related Products	55.6%	62.1%	46.6%	58.3%	54.8%
Metalworking Technology	53.4%	47.1%	53.5%	69.8%	23.2%
Automotive	52.6%	69.3%	51.4%	33.7%	62.8%
Environmental Services	52.4%	49.0%	44.3%	77.3%	12.8%
Video Production and Distribution	52.2%	66.7%	61.9%	20.8%	73.6%
Furniture	52.0%	21.6%	57.9%	65.8%	84.0%
Medical Devices	51.2%	77.1%	28.4%	42.2%	69.2%
Trailers, Motor Homes, and Appliances	51.2%	59.0%	53.7%	39.5%	55.6%
Upstream Metal Manufacturing	50.5%	49.8%	41.5%	70.9%	18.8%
Paper and Packaging	50.4%	52.3%	51.7%	52.5%	34.0%
Construction Products and Services	49.9%	43.9%	41.6%	66.6%	45.6%
Nonmetal Mining	49.8%	43.0%	45.2%	55.8%	66.4%
Information Technology and Analytical Instruments	49.5%	81.7%	35.0%	22.3%	78.4%
Vulcanized and Fired Materials	49.5%	43.2%	42.2%	67.4%	36.4%
Aerospace Vehicles and Defense	49.2%	72.4%	39.7%	27.6%	73.2%
Forestry	49.1%	33.5%	54.0%	75.5%	2.0%
Wood Products	49.0%	32.2%	58.2%	72.2%	2.0%
Downstream Metal Products	47.9%	32.5%	45.3%	72.5%	28.4%
	47.2%	55.3%	37.4%	38.0%	80.0%
	46.5%	40.6%	41.9%	65.2%	21.6%
	46.1%	38.3%	48.0%	55.8%	34.8%
	45.7%	20.6%	68.7%	42.4%	71.2%
	44.9%	31.2%	50.3%	57.7%	32.0%
achinery	41.1%	30.3%	44.0%	58.4%	12.8%
	40.0%	11.6%	59.3%	58.0%	13.2%
ices	39.5%	40.7%	47.8%	24.3%	56.4%
mission	36.8%	21.2%	46.3%	53.5%	5.6%
	33.8%	31.4%	49.6%	12.2%	58.8%

### SSG'S APPROACH TO WORKFORCE ANALYTICS

#### DEMOGRAPHICS

- Population Growth
- Age Profiles
- Educational Attainment
- Realistic Labor Shed

Simply, are there enough people to staff my operation?

#### OCCUPATIONAL DYNAMICS

- Supply: Occupational presence, growth, concentration
- Demand: Competition for labor
- Wages: Intersection of supply & demand

How do I balance access to skills vs. competition?

#### WORKFORCE TRAINING

- K-12
- Technical Training
- Colleges & Universities
- Collaboration

Can I work with the community now and in the future as my needs change?

#### Summary

- The graphic above shows the broad categories under which SSG performs workforce analyses on behalf of its corporate clients. While every project requirement is different and each is driven by different objectives, almost all clients want to be in a location that has 1) aligned demographics, 2) target mix of occupational supply and demand, and 3) robust workforce training and educational opportunities.
- As a result, SSG applies the same perspective to its workforce analyses on behalf of economic development organizations. It is critical to use this framework to identify where a community's workforce value proposition truly lies. For some markets, that value proposition could be based on favorable population and demographic trends. For others, it could be lower levels of competition. Regardless, SSG uses this framework in the report herein.

### SITE CHARACTERISTICS

- ACREAGE**
  - Property is 260 total acres, of which 210 acres are considered developable (81%).
- OWNERSHIP**
  - The property consists of one tax parcel owned by a private landowner. Southern Carolina Alliance possesses an option to purchase the property.
  - Price per acre listed at \$6,000.
- ZONING**
  - Property is in the Allendale County jurisdiction and is zoned Industrial/RUD. No zoning change is necessary for industrial use.

### RECOMMENDATIONS

- Renew the purchase option on the property, ideally for a five-year term.
- Continue exploring the idea of purchasing the property to develop as next industrial corridor in Allendale. There are several interim steps (regional utility planning, due diligence, etc.) that need to happen before considering a purchase.

# Certification Process Flow

## SITE AND COMMUNITY READINESS EVALUATION PHASE

## CERTIFICATION COMPLETION PHASE



Documentation Complete?	Certified Sites	Submittal
Green	Documentation/Criteria has been met	
Yellow	Outstanding documentation - follow-up needed	
Red	Documentation/Criteria CANNOT be met	
Certified Site Requirement		Submittal/Documentation
Green	Proposed property must be clearly identified and delineated	Aerial photograph with clear and consistent property boundaries shown throughout submission documentation
Green	Required	KMZ/KML file that has the property boundaries outlined
Yellow	Required	Complete RFI Questionnaire
Green	Required	General Location Map
Green	Required	Map of Adjoining Businesses Nearby
Green	Entire site must be wholly controlled by a single owner with documented willingness to sell and industrial user	Title attorney opinion or title insurance must be submitted that shows clear title to the property (the title search must encompass at least the prior 50-year history). Documentation must indicate: The owner has a saleable interest in the property; Any restrictions on the use of the property covenants or easements; and any liens that may exist against the property.
Green	Current asking price for sale or lease of the land must be indicated	Letter from property owner/option holder stating that site is for sale and asking price

**CERTIFICATION TRACKER**

WEDC requires that participating sites meet all program requirements within eighteen (18) months of their selection for participation or WEDC reserves the right to cease all certification activities.

# 3a. Certification Phase

## Certification Tracker & Due Diligence Review

SSG will provide a certification tracker after the site visit and desktop analyses are completed. We will outline the outstanding documentation and information that needs to be gathered to achieve certification, including a customized due diligence plan.

SSG will accept and review any due diligence documentation on a rolling basis to expedite the certification process.

Documentation Complete?	Certification Requirements	
	Certified Sites	Submittal
Documentation/Criteria has been met		
Outstanding documentation - follow-up needed		
Documentation/Criteria CANNOT be met		
	Certified Site Requirement	Submittal/Documentation
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### Due Diligence Review:

- Documentation of control and ownership
- Title Search
- Phase I Environmental Site Assessment
- Wetlands Delineation and Jurisdictional Determination letter from the U.S. Army Corps of Engineers
- Threatened and Endangered Species Survey
- Archaeological and Historical Investigation
- Geotechnical Assessment
- Master Conceptual Plan
- Alta Survey
- Fire Insurance Classification Rating
- FAA Flight Plan (if applicable)

# 3a. Certification Phase

## Key Due Diligence Requirements

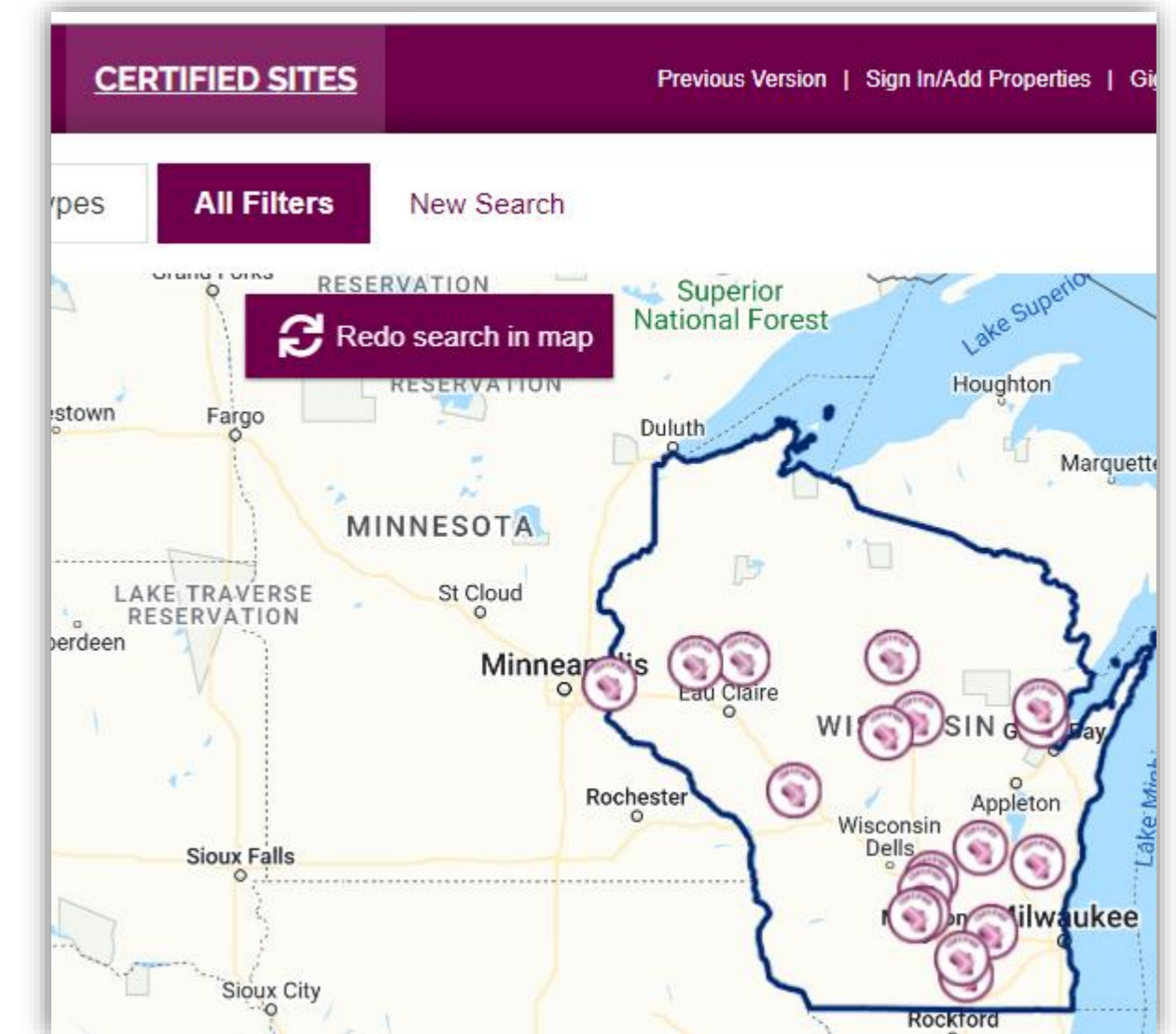
- All studies must cover the entirety of the acreage evaluated
- Phase 1 ESA, Wetlands delineation, and Archeological and Historical Investigation must have been completed in the past 5 years.
- Geotechnical Assessments must have been completed in the past 15 years.
- Phase 1 ESA, Wetlands delineation, Geotechnical Assessments and Archeological and Historical Investigation must include a field survey and shovel tests.
- Threatened and Endangered Species survey
  - A full T&E study conducted by a Certified Reviewer will be accepted.
  - An Endangered Resources Review (ERR) conducted by the Wisconsin Department of Natural Resources will be accepted.
  - The ERR requires annual renewal. Only up to date ERRs will be accepted.

# 3b. Certification Announcement & Marketing

## Certification & Marketing Support

- A unique landing page for each Certified Site with links to site-related documentation and mapping
- Single page promotional PDF
- Social media coverage of certification announcement. WEDC assists in soliciting earned media for all new sites being certified, and development on the site
- Owner's listing on LocateInWisconsin.com becomes tagged as a Certified site.

(This free to use site is WEDC's one-stop site selection resource listing available sites and buildings throughout the state, along with demographic information.)





# Other Benefits

## Team Preparedness/Experience

- Municipality/Local Economic Development Representatives
- Site Representative
- Site Engineer
- Utility Representatives:
  - Electric
  - Natural Gas
  - Water
  - Wastewater
  - Telecommunications/Fiber
- Rail and Road Representatives
- Workforce Representative(s)
- Regional and State Level Economic Development Representatives

## RFI Readiness

- The most requested information and attachments will now be at hand for you to respond to RFIs
  - Quick reference
  - Fewer unknowns
  - Current points of contact if specifics needed.

# Next Steps: 2025 Key Dates

<b>2025 Wisconsin Certified Sites Program</b>	
<b><i>Schedule</i></b>	<b><i>Dates</i></b>
Program Webinar	Monday, March 17 <sup>th</sup>
Letter of Interest Due	Friday, May 23 <sup>rd</sup>
Program Materials Distributed	Friday, May 30 <sup>th</sup>
Deadline for RFI Submission	Tuesday, July 7 <sup>th</sup>
Site Visits	Week of July 28 <sup>th</sup> or following
Site Assessment and Strategy Report	September 2025

***How to Apply***

Interested applicants must submit a [Letter of Interest](#) and supporting documents by **Friday, May 23<sup>rd</sup>**. Applicants will be notified of the invitation to proceed with certification by the week of May 30<sup>th</sup>.

# Fee Structure

# Fee Structure

Wisconsin Certified Sites			
Phase	Fee Structure	Scope of Services	<p><b><u>BOTTOM LINE TO APPLICANT:</u></b>  <b>\$7,500 +</b>  <b>Costs of Due Diligence</b></p>
<p><b>Technical Site Readiness &amp; Community Preparedness Evaluation</b></p>	<p><b><u>Community Contribution</u></b>  <b>\$7,500 per site</b></p> <p><b><u>WEDC Contribution</u></b>  <b>\$7,500 per site + additional funds for management and marketing of the program</b></p>	<p><b><u>Deliverables Include:</u></b></p> <ul style="list-style-type: none"> <li>• Desktop Site Review</li> <li>• On-site visit</li> <li>• Executive Summary</li> <li>• Strategic Development Plan</li> <li>• Technical Site Readiness Evaluation</li> <li>• Target Industry Assessment</li> <li>• Labor Assessment</li> <li>• Competitive Assessment</li> <li>• Certification process coordination</li> <li>• On-going support</li> </ul>	
<p><b>Due Diligence Documentation</b>            (Community's responsibility)</p>	<p><b>NOT INCLUDED IN THIS COST BREAKDOWN AND VARIES DRASTICALLY BY SITE</b></p> <p>(It will be important to get a quote for these due diligence studies early in the process to understand the total cost of certification.)</p>	<p><b><u>Due Diligence Documentation Required:</u></b></p> <ul style="list-style-type: none"> <li>• Documentation of control and ownership</li> <li>• Title Search/Title Insurance (50-year history)</li> <li>• Phase I Environmental Site Assessment</li> <li>• Wetlands Delineation and Jurisdictional Determination request/letter from the U.S. Army Corps of Engineers</li> <li>• Threatened and Endangered Species Survey</li> <li>• Archaeological and Historical Investigation</li> <li>• Geotechnical Assessment</li> <li>• Master Conceptual Plan</li> <li>• Alta Survey</li> <li>• Fire Insurance Classification Rating</li> <li>• FAA Flight Plan (if applicable)</li> </ul>	
<p><b>Total Program Cost to Applicant</b></p>	<p><b>\$7,500 + Costs of Due Diligence</b></p>	<p>Communities are responsible for \$7,500 + costs of due diligence for the certification program. WEDC matches the \$7,500 per site fee, provides overall program management-level funding support, and covers SSG's travel expenses.</p>	

## Due Diligence and supporting documentation Cost Estimates - WEDC Certified Sites

Item	Price Estimates		
	20 acres	50 acres	100 acres
Phase I Environmental Site Assessment	\$ 5,000	\$ 8,000	\$ 10,000
Wetlands Delineation - 0 -10% wetland coverage (not reflected in totals below)	\$ 5,000	\$ 6,000	\$ 7,200
Wetlands Delineation - 30-40% wetland coverage	\$ 10,000	\$ 12,000	\$ 15,000
Jurisdictional Determination letter from the U.S. Army Corps of Engineers	\$ 1,200	\$ 1,200	\$ 1,200
Threatened and Endangered Species Survey	\$ 1,500	\$ 2,000	\$ 2,500
Archaeological and Historical Investigation	\$ 15,000	\$ 25,000	\$ 40,000
Geotechnical Assessment	\$ 20,000	\$ 20,000	\$ 25,000
ALTA Survey	\$ 25,000	\$ 42,000	\$ 60,000
Master Site Plan	\$ 4,000	\$ 10,000	\$ 15,000
Fire Insurance Classification Rating	\$ 10,000	\$ 10,000	\$ 10,000
FAA Flight Plan	\$ 7,000	\$ 7,000	\$ 7,000
Desktop Mapping (See PDF handout for item list)	\$ 7,000	\$ 9,000	\$ 12,000
Rail Map (if applicable)	\$ 400	\$ 600	\$ 800
Topographic map	\$ 3,000	\$ 5,000	\$ 8,000
Infrastructure map(s)	\$ 1,200	\$ 1,800	\$ 2,500
Master Map	\$ 1,200	\$ 1,800	\$ 2,500
Telecommunication	\$ 1,200	\$ 1,800	\$ 2,500

**TOTAL**

<b>\$ 112,700</b>	<b>\$ 157,700</b>	<b>\$ 214,000</b>
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This information is abbreviated for presentation.  
Please refer to [2025 Program Materials](#) PDF for detailed version.



# Evaluation Guidelines

# Evaluation Guidelines

The Wisconsin Certified Sites Program evaluates properties at varying levels of development - from raw land, to developed industrial parks, to brownfield development. A property does not need to meet all of the following Evaluation Guidelines to participate in the program, but the below will be used as the lens through which SSG evaluates the property. These guidelines are typical of a corporate site selection project. **Please note that properties previously certified under the Wisconsin Certified Sites Program are not eligible for participation in the 2025 round of the program.**

## PROPERTY AVAILABILITY

1. The property should be at least 20 acres of contiguous, developable land available for sale or lease (with a documented price and terms) to prospective industrial investors. If the property is only available for lease, the lease term should be a minimum of 25 years. The community should either own the property or have an exclusive option on the property.

## PROPERTY DEVELOPABILITY

2. The developable acreage for each property must be clearly defined. "Developable" acres are those that have no impediments to development, or mitigation for any known impediments can be accomplished in less than 90 days. The property's developable acreage should:
  - Be located outside of the 100- and 500-year flood zone.
  - Be free of recognized environmental conditions that would impact the development of a site or use of an existing building.
  - Be free of wetlands **or** be able to be mitigated within 90 days.
  - Be free of state and federal threatened, and endangered species **or** be able to be mitigated within 90 days.
  - Be free of areas of archaeological or historical significance **or** be able to be mitigated within 90 days.
  - Have soils compatible with industrial development.

# Evaluation Guidelines

## ZONING

3. The property should be zoned appropriately or be able to be rezoned for industrial use within 90 days (if applicable). The surrounding properties should also be compatible with industrial uses.

## TRANSPORTATION

4. The property should be directly served or be able to be served by a road(s) that is compatible with standards for tractor-trailer access (80,000 pounds / 20,000 pounds per axle).
5. To market the property as rail-served, the property should be served or be able to be served within 18 months by rail.

## UTILITY ADEQUACY

6. Electric: The property should be served or be able to be served by electric infrastructure. For improvements needed, cost and schedule estimates should be included with the submission. Sites should be able to support a minimum of 1MW of capacity with improvements.
7. Natural Gas: The property should be served or be able to be served by natural gas infrastructure. Sites should be able to support a minimum of 10 mcf/hr of capacity with improvements.
8. Water: The property should be served or be able to be served by water infrastructure and a public water system. Sites should be able to support a minimum of 75,000 GPD of capacity with improvements.
9. Wastewater: The property should be served or be able to be served by wastewater infrastructure and a public wastewater treatment plant. Sites should be able to support a minimum of 75,000 GPD of capacity with improvements.
10. Telecom: The property should be served or be able to be served by fiber telecommunications infrastructure.



# Required Attachments

# Required Attachments

To assist SSG in efficiently reviewing all the critical materials, please submit items in the order listed below. Please submit electronic attachments as separate files, clearly labeling each file with the Attachment number and title listed below. For example, the first attachment should be named "1 – RFI Questionnaire", and the second attachment "2 – General Location Map", etc.

All maps should show a scale, a directional arrow, clear boundaries of the site (boundaries should clearly show only the property being proposed for evaluation), and a date. All letters should be on the appropriate letterhead and include a date and a signature. A "Map Guide" instructional document and example is available online at [Certified Sites in Wisconsin | WEDC](#). These documents demonstrate maps that meet WEDC Certified Sites guidelines. Additionally, these documents clearly delineate between requirements and best practices. An editable copy of the Map Guide is also available for participants to use in their map development.

## GENERAL REQUIREMENTS

- 1. RFI Questionnaire** – (please complete and submit this excel file that includes several tabs as one collated excel file – please do not PDF.)
- 2. General location map** – A statewide map indicating where the site is located in the state.
- 3. KML/KMZ of Property Boundary** – please provide a KML/KMZ boundary file (accessible by Google Earth) outlining the property boundaries. *Note: KML/KMZ files allow site selectors to quickly and accurately load your site's boundaries into a geographical information software (GIS). Many site selectors and corporates ask for this as part of their site intake.* [Instructional Video Link](#)
- 4. Aerial photograph** - with property boundaries clearly identified.
- 5. USGS Historical map** - with property boundaries identified.
- 6. General transportation map** - including roads, rail, ports, and commercial service airports within a 45-mile radius of the property. The 45-mile radius must be visually represented on the map.
- 7. Map of adjoining and nearby businesses** - with businesses identified (if applicable).
- 8. Topographic map** - with property boundaries and clearly defined contour intervals of 2 ft. or less

# Required Attachments

## PROPERTY AVAILABILITY

- 9. Property availability** - Documentation that ensures that the property is available. This should be one of the following:
- An appropriate real estate listing agreement authorizing an agent to offer the property for sale;
  - An exclusive option to purchase; **-or-**
  - If the property owner is also the applicant, a letter from the owner (or its authorized representative) indicating the intent to sell or lease the property for industrial uses.
- 10. Owner letter with price** - Letter from the owner or controlling entity stating a price and conditions of a sale or lease. (This letter can be combined with documentation in Attachment 9, if applicable.) This letter will require annual updates to reflect changing price and contract conditions.
- 11. Deed Packet** - The deed packet should include deeds documenting current ownership, all easements and property subdivisions.
- 12. County tax parcel map** - with tax parcel identification numbers depicting the location and property boundaries.

## SITE DEVELOPABILITY

- 13. FEMA flood map(s)** - with panel number indicated and property boundaries identified.
- 14. National Wetlands Inventory (NWI) map** - with property boundaries identified.
- 15. County soil survey** - with property boundaries identified.

## TRANSPORTATION

- 16. Site Access and Route to Interstate Map(s)** – Map(s) indicating the route from the property to the closest interstate, as well as depicting road access to the site. These maps can be combined or individual maps.
- 17. Rail** (if applicable) - Map of existing rail infrastructure, letter of support from the rail provider, and/or proposed costs and timing of rail spur extension/development

# Required Attachments

## ZONING

- 18. Zoning map** - Map illustrating the current zoning for the property and surrounding area with property boundaries identified. If there is no zoning in the jurisdiction, attach a comprehensive or long-range plan and/or map.
- 19. Zoning description** - If there is zoning in the jurisdiction, provide the property's current zoning description and outline the acceptable uses. If the zoning for the area surrounding the property is different from the zoning for the property itself, a description of allowable uses under current zoning classifications for the surrounding property should also be submitted.
- 20. Codes, Covenants, and Restrictions (CCRs)** – Copy of (or draft form) Codes, Covenants, and Restrictions (CCRs). **SSG strongly recommends community establish CCRs, but it is not a requirement for the program.**

## UTILITIES

- 21. Infrastructure map(s)** - Infrastructure map(s) with property boundaries identified indicating the following:
  - The location and voltage of the nearest electric infrastructure serving the property.
  - The location and size of the nearest natural gas distribution line(s) serving the property.
  - The location and size of the nearest water line(s) serving the property.
  - The location and size of the nearest wastewater line(s) serving the property.
  - The location of the nearest telecommunication infrastructure serving the property.

*Please note that Attachment 1 – RFI Questionnaire will require participation from various stakeholders including Electric, Natural Gas, Water, Wastewater, and Telecom utilities, please coordinate with the appropriate utility providers to ensure accurate information.*

*Multiple utility demand scenarios are represented in the RFI. At least one scenario (minimum scenarios) must be completed in the RFI for certification. **Completed RFI questionnaires are required to achieve certification.***

# Due Diligence Documentation

DOCUMENTATION	PROGRAM REQUIREMENT
<b>Documentation of Control/Ownership</b>	Documentation that ensures that the property is available. This should be one of the following: <ul style="list-style-type: none"> <li>• An appropriate real estate listing agreement authorizing an agent to offer the property for sale;</li> <li>• An exclusive option to purchase; -or-</li> <li>• If the property owner is also the applicant, a letter from the owner (or its authorized representative) indicating the intent to sell or lease the property for industrial uses.</li> </ul>
<b>Title Search</b>	Title attorney opinion or title insurance must be submitted that shows clear title to the property (the title search must encompass at least the prior 50-year history). Documentation must indicate: <ol style="list-style-type: none"> <li>The owner has a saleable interest in the property.</li> <li>Any restrictions on the use of the property covenants or easements; and</li> <li>Any liens that may exist against the property</li> </ol>
<b>Phase I Environmental Site Assessment</b>	A Phase 1 Environmental Site Assessment report by a qualified professional that meets all US Environmental Protection Agency standards in effect at the time the assessment was conducted, specifies if “Recognized Environmental Conditions” (REC’s) were found, and definitively recommends no further action. If any environmental conditions or concerns were identified by the Phase 1 ESA or other studies, the actions conducted as follow-up and results must be specified. For instance, a Limited Phase II ESA may be recommended and need to be completed prior to certification. SSG will discuss with community as issues arise on a case-by-case basis. Such a report requires a field survey. <b>Report should have been completed within the past five (5) years and cover the entirety of the acreage evaluated during the certification process.</b> Sites that have an approved Wisconsin DNR work plan such as a Remedial Action Plan or commensurate arrangement with another state agency may be deemed exempt from the 5-year age requirement subject to review.
<b>Wetlands Delineation</b>	Report by a qualified professional which delineates all streams, bodies of water, wet-lands, floodplains, and other features of the site that may be covered by the “Waters of the United States” Rule. Please note that such features are defined not by just permanent or periodic flowing or standing water, but also by the presence/absence of certain vegetation, soil types, and physical or hydrological conditions. If such water features are present on or close to the site, the report must provide preliminary indication of their impact on future development. Such a report requires a field survey. <b>Report should have been completed within the past five (5) years and cover the entirety of the acreage evaluated during the certification process.</b>
<b>Jurisdictional Determination letter from the U.S. Army Corps of Engineers</b>	Desirable but not essential for delineation to have been approved by the US Army Corps of Engineers; in any case, proof that request for a Jurisdictional Determination (JD) letter has been submitted must be provided. Proof of submittal to the Corps will be sufficient for certification, and once the JD letter is received, please send to SSG. <b>The expiration of certification will be determined upon the JD request documentation. Once/If a JD letter is received, SSG can extend the expiration of certification to match the date of that JD letter.</b> If a JD is not warranted due to the lack of jurisdictional features, a letter on letterhead may be submitted from a qualified professional outlining the reasons for which a JD is not required.

# Due Diligence Documentation

DOCUMENTATION	PROGRAM REQUIREMENT
<b>Threatened and Endangered Species Survey</b>	Endangered Resources Review (ERR) by DNR or a Certified Reviewer. If any concerns are identified by the ERR, follow-up studies may be recommended. SSG will discuss with community as issues arise on a case-by-case basis. Should WDNR deem an ERR to be unnecessary, such a notice including reasons for why the ERR is unnecessary and a description or map of the site reviewed should be provided on signed WDNR letterhead.
<b>Archaeological and Historical Investigation</b>	A report by a qualified professional documenting appropriate study of the site to determine presence of cultural resources, historic significance of the site, and other similar findings in accord with all current US and state laws, regulations, and standards. Such a report requires a field survey including shovel tests. <b>Report should have been completed within the past five (5) years and cover the entirety of the acreage evaluated during the certification process.</b>
<b>Geotechnical Assessment</b>	Geotechnical Exploration should include one boring or sounding per 50 developable acres, but no less than five borings or soundings on total acreage. Borings must be at least 25 feet in depth. The study should also indicate the Seismic Site Class per the current International Building Code (IBC). Such a report requires a field survey. <b>Report should have been completed within the past 15 years and cover the entirety of the acreage evaluated during the certification process.</b>
<b>Master Site Plan</b>	Master Site Plan that illustrates the location of park access roads, rail, easements, utilities (existing and proposed), and proposed lot locations, boundaries, and sizes (total and developable acreage). The Master Site Plan should take into consideration and illustrate the location of development limitations, such as wetlands, floodplains, and permanent easements. Total Lot acreage, total developable acreage, and total acreage should be listed.
<b>ALTA Survey</b>	Boundary survey covering the entire acreage of the property that adheres to standards developed by the American Land Title Association (ALTA) and the National Society of Professional Surveyors (NSPS).
<b>Fire Insurance Classification Rating</b>	Fire Insurance Classification Rating Letter
<b>FAA Flight Plan</b>	FAA produced flight path map or letter from FAA indicating maximum building height on site (if site is less than two (2) miles from airport.)

***Please note that all due diligence documentation must cover the entirety of the acreage evaluated during the certification process. For instance, if property is 100 total acres, but due diligence documentation only covers 50 acres, only 50 acres will be eligible for certification. Please let SSG know if you have any questions on this prior to completion of due diligence studies.***



# Questions & Answers



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