



This frequently asked questions (FAQ) document is designed to support economic development organizations, regional development entities, municipalities, businesses, and government agencies in understanding and navigating the TRG Program.

TALENT RECRUITMENT GRANT PROGRAM FAQ

GENERAL PROGRAM INFORMATION

Q1: What is the Talent Recruitment Grant (TRG) Program?

A: TRG is a program created by [2025 Wisconsin Act 15](#) to support local efforts to attract and incentivize out-of-state talent to relocate to Wisconsin municipalities.

Q2: Who administers the TRG Program?

A: The Wisconsin Economic Development Corporation (WEDC) administers the program.

Q3: What is the total funding available for fiscal year 2026?

A: FY26 funding totals \$5,000,000. Although funds are allocated in FY26, WEDC expects funded projects to extend beyond FY26. Generally, TRG projects are expected to last up to three years.

ELIGIBILITY

Q4: Who is eligible to apply for TRG?

A: Only the entities listed here are eligible applicants:

- Wisconsin cities, villages, towns, counties, and American Indian Tribes or bands
- Nonprofit organizations with missions related to economic development, workforce/talent development, or community development

Q5: What types of households are eligible for relocation incentives?

A: "Household" is defined as a group of one or more people who dwell together within the same dwelling. Eligible Households must:

- submit an application to a TRG recipient;
- reside outside Wisconsin at the time of application; and
- have a combined household income of at least \$55,000.

USE OF FUNDS

Q6: What can TRG funds be used for?

A: Funds may be used for:

- Administration of talent recruitment programs

LOOK FORWARD ➤

- The costs associated with incentivizing households to relocate from outside of Wisconsin to a municipality in Wisconsin

Q7: Are matching funds required?

A: Yes. Applicants must provide at least 20% of the total program cost in matching funds. Match may be in the form of cash, local investment, or in-kind contributions.

APPLICATION PROCESS**Q8: How do I apply for TRG?**

A: Contact a WEDC account manager at trgp@wecd.org to discuss your project. If, based on a preliminary review, the account manager determines that the applicant and project may be eligible, you will be invited to apply via [Network Wisconsin](#).

Q9: Is there a deadline to apply?

A: Yes. Applications will only be accepted from Jan. 5, 2026, until Jan. 30, 2026, at 11:59 p.m. CST. Late applications will not be accepted. All applications received will be reviewed after the deadline.

AWARD AND REPORTING**Q10: How are awards disbursed?**

A: 50% is disbursed upon contract execution. The remaining 50% is disbursed after the awardee meets at least half of the household goal, defined as the total number of households a talent recruitment program under this section seeks to successfully incentivize to relocate or commit to relocate from outside Wisconsin to a municipality within Wisconsin.

Q11: What reporting is required?

A: At a minimum, required semiannual performance reports must include:

- Total number of household applications
- Total number of approved households
- Cost per approved household
- The annual incomes and occupations of approved households
- The economic impact of the talent recruitment program, including state and local tax revenue and new consumer spending

Q12: Are audits conducted?

A: Yes. WEDC selects awards for audit annually. TRG recipients must prepare and maintain records to validate their performance under the TRG agreement. Records must be retained for at least three years after the final report is due.

ADDITIONAL SUPPORT**Q13: Can businesses participate in TRG-funded programs?**

A: Yes. Businesses may collaborate with Eligible Applicants to support recruitment efforts.

Q14: Who can I contact for more information?

A: Reach out to your WEDC account manager at trgp@wecd.org or visit the WEDC website for [program details](#).

COMMON MISCONCEPTIONS

Q15: Is TRG only for large cities or urban areas?

A: No. TRG is open to all eligible applicants referenced above who are recruiting households from outside of Wisconsin to a municipality in Wisconsin, including those in rural, small, and Tribal communities.

Q16: Can individuals apply directly for TRG funding?

A: No. TRG funding is awarded to Eligible Applicants listed above, not directly to individuals or households.

Q17: Does the household need to move before applying for incentives?

A: No. Households must reside outside Wisconsin at the time of application and do not need to relocate before applying to the eligible recipient of TRG. Applicants for the TRG program are free to design their program to meet the needs of the municipality they are serving within the parameters of the statute and WEDC's program guidelines.

Q18: Are matching funds optional?

A: No. Matching funds are a required component of the TRG Program and must equal at least 20% of the total program cost.

Q19: Does TRG have any income limitations on the households it recruits to Wisconsin?

A: Yes. An eligible household must have an income of at least \$55,000 (cumulative for all the individuals in the household), regardless of the type of job or industry. (See Q5)

EXPANDED QUESTIONS FROM STAKEHOLDER ENGAGEMENT**Q20: Can counties or coalitions apply jointly, or must each application be from a single municipality?**

A: Collaboration is permitted. However, each Eligible Applicant must submit a separate application for each municipality they intend to serve.

Q21: Is a 501(c)(6) organization eligible to apply?

A: Nonprofit organizations with a mission that includes economic development, workforce and talent development, or community development are eligible to apply.

Q22: What officially defines a "relocated household"?

A: While TRG recipients will be required to verify that eligible households moved to the municipality identified in the TRG application in question to count towards the recipient's household goal, recipients have some flexibility on how to determine whether an eligible household successfully relocated, depending on the recipient's TRG Plan. Stronger applications are likely to have TRG Plans with more robust evidence of relocation. WEDC *may*, at its discretion, allow eligible households, described in Q5, that move into a Wisconsin municipality that neighbors the Wisconsin municipality identified in the TRG application to count toward an applicant's household goal. Please note that there are no job-related requirements or components for this program.

Q23: Can Tax Increment Financing (TIF) or other local investment mechanisms be used as part of the 20% match?

A: Yes. A match may come from any non-WEDC source, including but not limited to TIF.

Q24: What types of in-kind contributions qualify toward the match?

A: Examples include memberships, local benefits, and services.

Q25: Is there a standard formula to estimate “new consumer spending”?

A: No. There is no set formula to determine a “new consumer spending” estimate.

Q26: Can municipalities combine marketing and relocation platforms under one grant?

A: Applicants may bundle related activities (e.g., relocation services and digital marketing) into a single grant application if the costs associated for those activities are approved eligible costs that are described above in Q6.

Q27: Will household goals differ for rural vs. urban communities?

A: Applicants set their own household goals, as defined in Q10, in their TRG applications. WEDC expects that goals will vary depending on the needs and the size of the municipality for which the application is being submitted.

Q28: Can municipalities partner with local employers to enhance recruitment?

A: Yes. WEDC does not prohibit an applicant from including partnerships with employers as part of a talent recruitment plan or strategy.

Q29: Can staff time be counted as a match?

A: Yes. Staff time is an eligible type of in-kind match. Staff working on grant-funded activities will be required to track and report their time as part of the ongoing grant reporting.

Q30: Can investments in this project prior to launch be counted as a match?

A: Expenses incurred against the TRG funds and the match must be paid out within the project period, with the earliest allowable project start date being the date an applicant’s application is accepted.

Q31: Can a municipality be part of two grant applications?

A: Yes, a municipality may be part of two grant applications. For example, County A may provide a letter of support to Applicant A (recommending up to \$100,000 in TRG funds) and another letter to Applicant B (recommending up to \$400,000 in TRG funds). In such scenarios, per the statute, no more than \$500,000 may be awarded to support talent recruitment programming in a single municipality in a single fiscal year.

Q32: If a city is part of a regional application and also applies on its own, is that allowed?

A: Regardless of what applications are submitted by other applicants, any municipality can apply for TRG funds or provide a letter of support to an eligible applicant to support an application for a TRG plan that will impact their municipality. WEDC will determine which applicants receive awards and the amount of each award, subject to the limits set by the statute and program guidelines.

Q33: Will WEDC accept a Letter of Support (LOS) from an entity other than the municipality the TRG applicant intends to serve?

A: Yes. If a municipality plans to apply for TRG funds itself and therefore declines to provide a Letter of Support to another applicant, in lieu of an LOS, applicants who want to serve that municipality may submit an explanation as to why they were unable to obtain an LOS from the municipality.

Note: A previous version of this FAQ was published. This version, which includes V2 in the file name and was updated on January 26, 2026, includes the addition of Q33.