



MARATHON COUNTY SPECIAL EXECUTIVE COMMITTEE

AGENDA

Date & Time of Meeting: **Thursday, November 12, 2020, at 4:00 p.m.**

Meeting Location: Courthouse Assembly Room, B-105, 500 Forest Street, Wausau WI

Committee Members: Kurt Gibbs Chair; Craig McEwen, Vice-Chair; Matt Bootz; Tim Buttke; Randy Fifrick; Sara Guild, Jacob Langenhahn, Alyson Leahy, John Robinson, E.J. Stark

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

Executive Committee Mission Statement: *The Executive Committee of the Marathon County Board exists for the purpose of implementing the County's Strategic Plan by coordinating policy formation among the Committees, and providing leadership for all County Board policies through supervision of Administrative staff.*

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Executive Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by **telephone conference**. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees. Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number: 1-408-418-9388. Access Code: 262 543 736** No other number is required to participate in the telephone conference

When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

1. Call Meeting to Order

2. Public Comment (15 Minutes)

3. Policy Issues Discussion and Committee Determination

A. Downtown Wausau Mall renovation project

1. Does the Committee Support the Administrator Signing a Letter of Support for the Project

B. Possibly Apply for Community Development Block Grant-Coronavirus Funds (CDBG-CV) - (Supervisor William Harris and Community Development Manager Tammy Stratz for the City of Wausau).

4. Next Meeting Date & Time, Location, Future Agenda Items

- Committee members are asked to bring ideas for future discussion and educational presentations for the County Board.
- Next Meeting: **Thursday, December 10, 2020, at 4:00 p.m.** in the Courthouse Assembly Room

5. Announcements

6. Adjournment

*Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 one business day before the meeting.

SIGNED /s/ Kurt Gibbs
Presiding Officer or Designee

FAXED TO: Wausau Daily Herald, City Pages, and
FAXED TO: Other Media Groups
FAXED BY: T. Ranallo
FAXED DATE: 11/11/2020
FAXED TIME: _____

NOTICE POSTED AT COURTHOUSE
BY: T. Ranallo
DATE: 11/11/2020
TIME: _____

Unlocking our Potential

Wausau Center Mall

Costs to the Mall Staying Open

- 1) Stagnant and decaying property in the heart of our downtown.
- 2) Continued increase in vacancies.
Of the 385,000 sq. ft. of retail space for rent, only approximately 37,000 sq. ft. is occupied. Less than 10%.
- 3) Continuing loss of value and real estate taxes.
 - Assessed value will continue to drop along with tax revenue
 - Expected value for 2021 is \$3,000,000
 - Expected Real Estate Tax is \$75,000
- 4) Operational losses will continue to increase and expensive deferred maintenance items will have to be addressed.
- 5) Our City's support payments to operational losses will need to continue for six more years and total \$1,962,000.
- 6) Continuing sale losses will result in more job losses.
- 7) Parking revenue will remain very low while maintenance costs, utilities and misuse increases.
 - Current revenue for 1,497 cars of parking is expected to only be 45,000 in 2020. Occupancy is less than 10%.

Opportunities to the Mall Site Becoming a “New Mixed-Use Development”

- 1) Revitalized 8 block site and the entire central business district.
- 2) The vacating of 385,000 sq. ft. of retail has the potential to be replaced with 840,000 sq. ft. of Mixed-Use.
 - Residential Area - 300+ apartment units
 - Retail / Service / Restaurants - 60,000 sq. ft.
 - Public Market - 10,000 sq. ft.
 - Offices / Condominiums - 200,000 sq. ft.
- 3) Increases in real estate tax:
 - Potential for 80 to 100 million dollars of new construction.
 - Potential for \$2,000,000 in new taxes.
- 4) Operating losses will be reduced and funds deployed to stimulate the development.
- 5) Support payments of \$1,962,000 from the city will not be required.
- 6) Job creation and lifestyle living will again occur in our downtown.
- 7) Parking ramp revenue could see increases back to 350,000 annually.
- 8) New streets will again be returning to the mall site:
 - a) 3rd Street to Jackson
 - b) Jackson Street to 5th Street
 - c) Washington Street two-way from 1st Street to 5th Street
 - d) 2nd Street from Washington to Forest Street

This will drastically improve our urban transportation plan, making it a more “walkable city” and becoming pedestrian, bike, car, and bus friendly.
- 9) 95,000 sq. ft. of roadway will be returned to our city.
 - This constitutes 33% of the land purchased by Wausau Opportunity Zone.
 - Assembled value of 95,000 sq. ft. (2.18 acres), approaches \$2,240,000.
- 10) 44,000 sq. ft. of green space will be created.
- 11) Access to the revitalized South Riverfront will enhance access north to the Athletic Park and south to Thomas Street.
 - The entire riverfront and 3rd street will be connected
- 12) Funding of the 3.5 million for the demolition and reconstruction of the mall site to prepare for development will come from existing TID revenues already being received.
 - This will make the site pad ready for new construction
- 13) Although our original TID investment will be 3.5 million to get the site pad ready, that would be offset by the \$1,962,000 savings in the support grant and the \$2,240,000 of land value from the City receiving the 95,000 sq. ft. of land for our new streets.
- 14) Proposed Changes to the Purchase and Development Agreement between WOZ, Inc. and the City.
 - a) WOZ, Inc. to surrender future grant payments from the City in the amount of \$1,962,000.
 - b) WOZ, Inc. to repay City \$660,000 in six equal payments of \$110,000 beginning in July 2022, instead of the initial loan being forgiven.
 - c) WOZ, Inc. to deed over approximately 95,000 sq.ft. of land to the City for future streets.
 - d) WOZ, Inc. to surrender its option to purchase the Sears Ramp.
 - e) WOZ, Inc. will guarantee real estate taxes for any shortfall in taxes that would be normally paid on \$7,000,000 of assessed value for the mall site beginning in 2024.
- 15) Our investment will be returned tenfold financially in a very short time and strategically advance our city for generations to come.
- 16) Local construction jobs will be created.
- 17) The mall site repurposing is a critical element in Greater Wausau's Strategic Plan for Growth.
 - GWPP is our driving force behind this initiative and others that are being advanced with much success and many wins on the horizon for our community.
- 18) New marketing programs for our City and the downtown to attract new talent and innovative companies can be initiated to inspire new residence and companies to live, play, work, invest, and raise their families in our great city.
- 19) We will see dramatic increases in local and out-of-town visitors coming to our revitalized / historic downtown to shop, relax, and enjoy our arts and events.
- 20) Clark Island will become an important location for industry 4.0 and a world-class kayak course will connect to 3rd Street.
- 21) This will become another important step toward Wausau being recognized as “The Best Small City in America”.

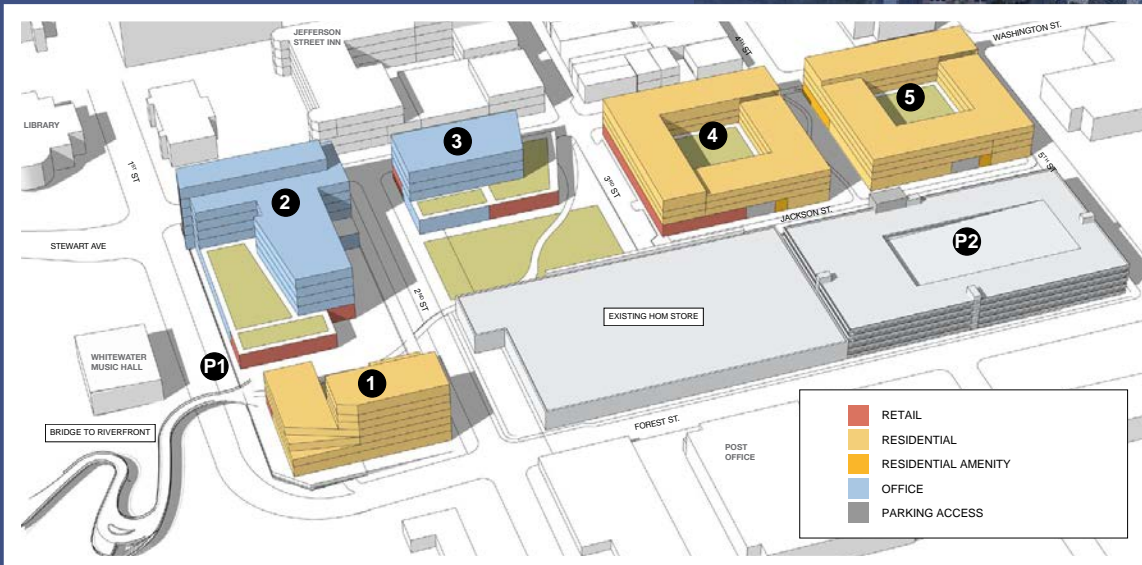


Please provide your input to Chuck Ghidorzi.
chuckg@ghidorzi.com | 715.574.7282



GREATER
WAUSAU

REGION ECONOMIC DEVELOPMENT
STRATEGIC PLAN



Unlocking our Potential

- Financial Outlook -

Community Investments

Purchase of Sears Store	\$650,000
Purchase of Mall	\$1,000,000
Demolition and Reconstruction	\$3,500,000
2020 Grant Payment	\$327,000
Return of Land for New Street 95,000 s.f., 1/3 of Mall Purchase	<\$1,000,000>
Loan Payments from WOZ	<\$660,000>
Net Estimate	\$3,817,000

Street Construction

2nd, 3rd, Jackson, Washington	\$1,200,000
State Transportation Aid	<\$63,000>
Net Estimate	\$4,954,000

Revenue Projections

If Mall Stays

Real Estate Taxes	\$75,000/year
Parking Revenues	\$45,000/year
Total Estimate	\$120,000/year

New Mixed-Use Development

Real Estate Taxes	\$1,200,000 to \$1,500,000/year
Parking Revenue	\$300,000 to \$350,000/year
Total Estimate	\$1,500,000 to \$1,850,000/year

Wausau Opportunity Zone Inc.

Purchase of Mall	\$2,000,000
Additional Cost Investment Redevelopment, Operations, Mall Closing	\$2,000,000
Loan Payments to City	\$660,000
Real Estate Tax Guarantee \$175,000/year	\$350,000
Estimated Investment	\$5,010,000

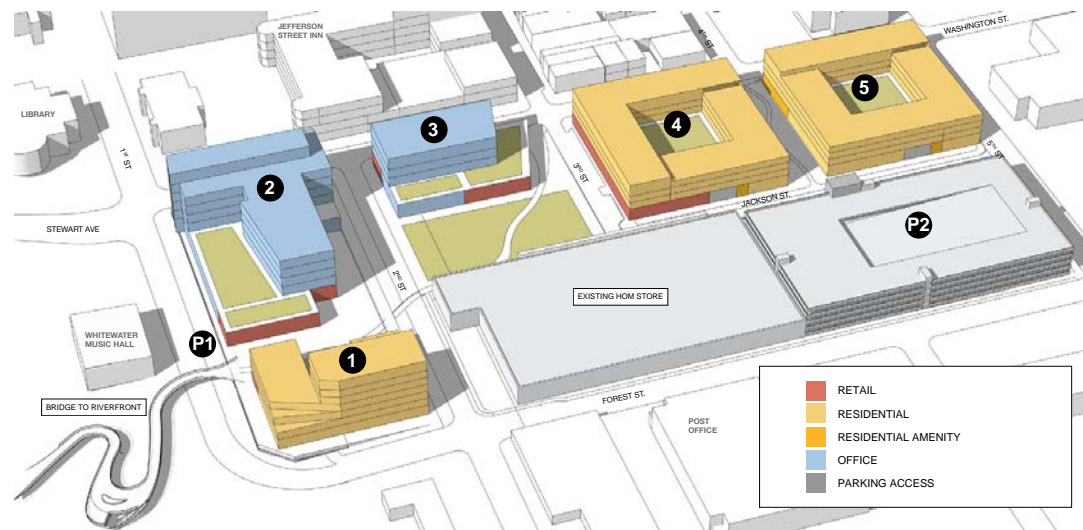
Mixed-Use Developers

Project Investment Estimate

Building Structures	\$75,000,000
Under-Building Parking	\$5,600,000
Startup Cost	\$4,000,000
Estimated Investment	\$84,600,000



Please provide your input to Chuck Ghidorzi.
chuckg@ghidorzi.com | 715.574.7282



October 6, 2020

Mayor Katie Rosenberg
Wausau City Council
c/o Becky McElhaney, Council President
407 Grant Street
Wausau, WI 54403



Re: Wausau Center Mall Redevelopment

Dear Mayor Rosenberg and City Council Members,

This past year community stakeholders came together to create a public-private partnership with the specific intention to secure and repurpose the Wausau Center mall property for the 21st Century economy and lifestyle. Over the course of months, the City of Wausau, Wausau Chamber of Commerce, and two local benevolent foundations worked to establish the Wausau Opportunity Zone, Inc. (WOZ) within a federal community development program, and on February 4, 2020, WOZ secured the strategic six-block property that lies at the heart of the city.

This property will play a vital role in the future of our community's economic success. The City of Wausau, the Dwight and Linda Davis Foundation, and the Judd S. Alexander Foundation provided the funding for WOZ to purchase the mall from the prior owner. Without this strong commitment to public-private partnership, the fate of Wausau Center and its accompanying real estate would have rested in the hands of a corporation outside our area. Today, under community ownership, we have an opportunity with this property to create something very special for future generations.

In the spirit of the community partnership established to secure and repurpose the Wausau Center property, the Greater Wausau Prosperity Partnership is writing to express its **strong support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center mall redevelopment plan. Further, our organization requests the City of Wausau to continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations in supporting WOZ.**

Though having served as a significant community asset for 30 years, the Wausau Center mall has been in decline for over a decade, beginning with the loss of key anchor tenants Sears, J.C. Penney, and Youngkers. In today's world of online retail sales, and now with the Coronavirus pandemic, enclosed malls are in rapid decline. More and more retailers are filing for bankruptcy protection or moving their brands and products from malls to online sales platforms or geographic locations having denser consumer bases and like retail operations.

The importance of securing and redeveloping Wausau Center was identified in March 2019 by TIP Strategies, a national economic development planning firm that completed the Greater Wausau Economic Development

Plan. In its report, TIP Strategies urged community leaders to “commission a master plan that explores a range of long-term viable options for securing and redeveloping the Wausau Center Mall which includes incorporating a range of public sector investment strategies, foundations interests, and private sector into planning for redevelopment.”

The WOZ, Inc. plan, crafted by the internationally renowned urban design firm Eppstein-Uhen Architects (EUA) of Madison, Wisconsin, establishes a vision and plan for the future of this key real estate in downtown Wausau. EUA’s expertise in urban design and its understanding of the 21st Century mindset of consumers and citizenry have been blended with numerous studies (Toole Design Group, Neighborhood Planners, etc.) commissioned in recent years by the City of Wausau to support the execution of the City of Wausau Comprehensive Plan. Many elements of the Toole study and various plans for north-to-south riverfront development have been taken into account. Essentially, EUA’s design melds the numerous investments in city planning efforts with both the opportunity to shape a new future for the Wausau Center mall property and to create a vibrant downtown economic center.

Challenging as it will be, why is this repurposing of the mall property important to an organization like the Greater Wausau Prosperity Partnership? From the perspective of business, industry, and economic development, we feel it is imperative that the City of Wausau continue as a financial partner in the effort to transform the Wausau Center mall property. Here are reasons the City should stay involved:

- Businesses, the heart of community survival, are required to innovate, thrive, and grow in a very competitive global economy. More than ever, today they are in a race to retain and attract current and next-generation talent. These companies and their employees seek out inviting communities with a vibrant city center that includes market-based housing; dining and drinking establishments; arts, culture, and leisure opportunities; boutique businesses; and green space.

As other communities around the country make needed investments in an effort to retain and attract people and companies, so must Wausau. This community has a long history of successful public-private partnerships and is blessed with generous foundations and strong business support. They are aligned with the City of Wausau for a bright future!

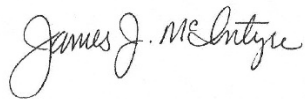
- Retired or nearly-retired people also seek a vibrant downtown environment, especially one offering a quality of life that provides a convenient, connected array of services. For people of all ages, the WOZ redevelopment plan balances nicely with the library, churches, Riverfront Walkway, the Y, senior center, and Grand Theater already in the area. An easy-to-navigate, intimate downtown community appeals to seniors wanting to remain in the area and to those moving here to be near children and grandchildren.
- The City of Wausau has much to gain financially from the sustained partnership with WOZ, Inc. to transform the Wausau Center property. As the EUA-designed plan moves forward, Wausau will benefit from enhanced revenue opportunities to replace failing mall revenue. Further, through its

partnerships, the City will breathe new life and confidence into a large number of downtown businesses adversely impacted by Covid-19 and mall store closings.

- Due to the pandemic and the expansion of remote working, national trends show employees, employers, and entrepreneurs are seeking high-quality, low-crime communities in which to work and live. The Wausau area is already blessed with many attributes for people of all ages, including great schools, an excellent medical system, extensive parks and recreation facilities, a nationally-renowned art museum, quality entertainment and cultural programming, and affordable housing. We need to take advantage of these amenities and add to them.

By working together to build Wausau as America's Best Small City and a place that attracts and retains talented people and companies, we are optimistic that Wausau will begin to grow in population and business base, thereby generating new and additional revenues to support the public good we all enjoy today and into the future. The WOZ plan will shine brightly as an example of progress in an age when companies and talented people seek communities that are committed to the place they call 'home.'

Sincerely,



Jim McIntyre
Chairperson



David Eckmann, Ed. D.
Executive Officer

LETTER ENDORSEMENTS

The undersigned express their support for the Wausau Opportunity Zone, Inc. (WOZ) Wausau Center Mall redevelopment plan and requests the City of Wausau continue its commitment to financial partnership with the Dwight and Linda Davis and Judd S. Alexander Foundations.

Organization: _____

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Wisconsin Department of Administration

Division of Energy, Housing and Community Resources

CDBG – CV Program Announcement

David Pawlisch, Bureau Director
Mark Staff, Section Chief

Areas of Discussion

- Community Development Block Grant (CDBG) COVID19 (CV) Program (CDBG-CV)
- Available Funding
- What can CDBG-CV be Used for?
- Application Process
- CDBG CV Details
- Questions

CDBG-CV Program



- The State submitted to HUD a Substantial Amendment to the State's Comprehensive Plan to create the CDBG CV Program (CDBG-CV) which HUD has approved.
- Division of Energy, Housing and Community Resources (DEHCR) developed and obtained approval of a method of distribution of CDBG CV funds.
- On 8/20/20, HUD published the Federal Register containing program rules, waivers and regulations as well as program guidance on eligible activities and national objective compliance.

Available Funding



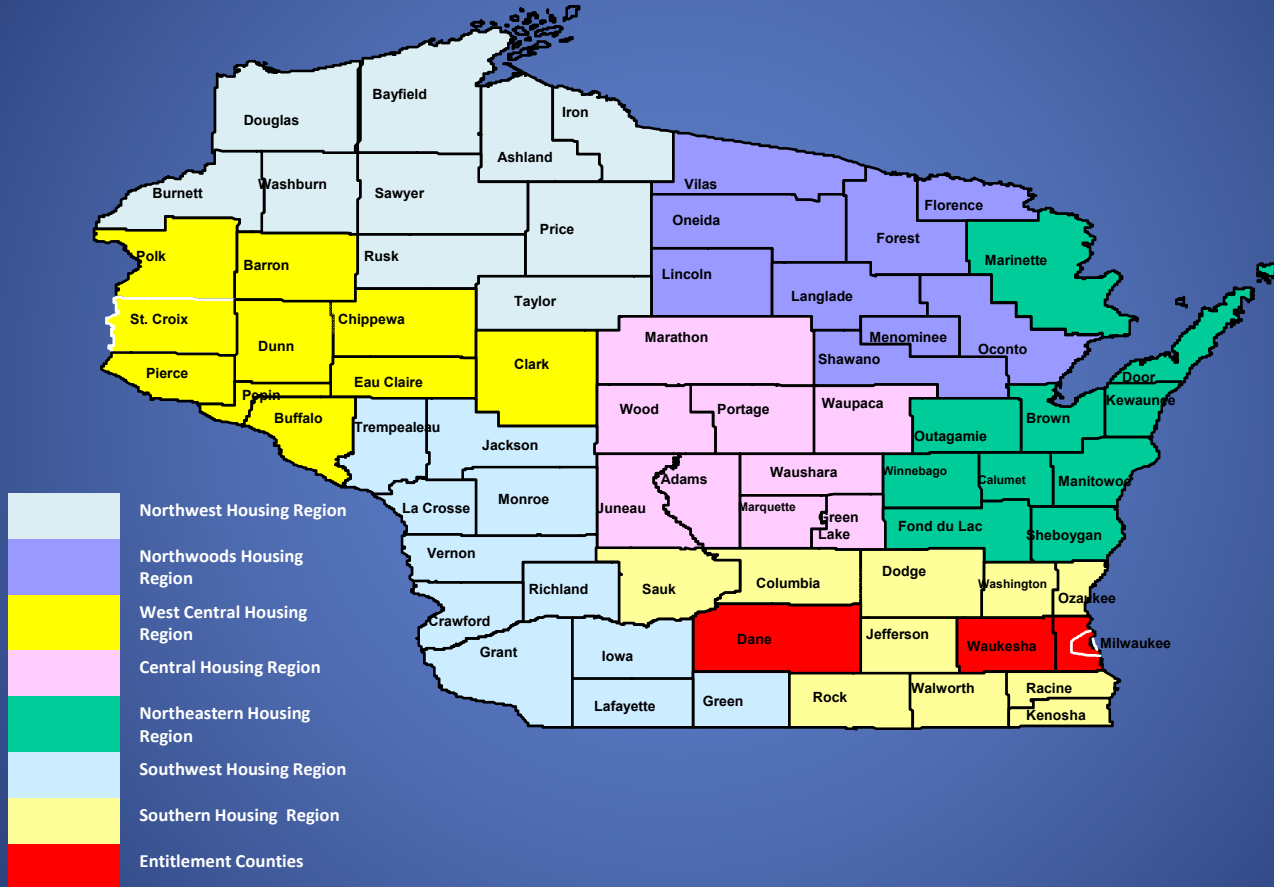
- Round One CDBG CV funding awarded to the State of Wisconsin totals \$16,107,955 and will be distributed to non-entitlement units of general local government.
- Round Two CDBG CV funding awarded to the State of Wisconsin totals \$16,970,300. This funding will be made available to entitlement and non-entitlement units of government. 57% of this total will be distributed to entitlements while the remaining 43% will be added to the round one CV funding and be made available to non-entitlement communities.
- Round Three CDBG CV funding awarded to the State of Wisconsin totals \$10,919,141. These funds will be made available in non-entitlement areas of the State. DOA is determining if these funds will be added to CV1 and CV2 or used to create a renter or homeowner assistance fund.

Available Funding



- Non-entitlement funding will be distributed within Regions based on non-entitlement population within the regions. CDBG Housing Regions are used as the regions. Applications within each region will compete against the other applications generated from within their region. If a region lacks enough applications to utilize all the funds within a region, the remaining funds will be transferred to meet the needs of other regions.
- Entitlement communities will be awarded a set amount of funds based on the percentage of funding the entitlements and State Small Cities program received in Round One.

CDBG HOUSING REGIONS



Available Funding CV1 and CV2 Only



- Northwest Region \$1,077,501
- Northwoods Region \$1,449,662
- West Central Region \$2,923,723
- Central Region \$2,819,671
- Northeast Region \$4,866,697
- Southwest Region \$2,512,108
- Southern Region \$6,121,055

How to Use CDBG-CV Funds

- Any proposed use of CDBG CV funds must *prepare for, prevent, or respond to coronavirus*. All proposed programs and projects must directly prepare for, prevent, or respond to coronavirus.
- All proposed programs and projects must meet a CDBG National Objective, being, Low to Moderate Income (LMI) Benefit or Urgent Local Need (ULN).

Example Projects/Programs

- Example Project/Program Types:
 - Renter Assistance/Emergency Payments for up to six months.
 - Business Assistance Grants
 - Micro-Enterprise Business Assistance Grants
 - Food Bank/Pantry, expansion, restocking, establishment
 - PPE Purchases
 - Transitional Housing
 - Childcare/Daycare Centers
 - Homeless Shelters
 - Senior Centers
 - Drug Abuse Programs
 - Isolation Centers
 - Temporary Housing
 - Provide in-home services such as meal/grocery delivery, medicine, to quarantined individuals
 - Assistance to communities to address LMI student needs to access online classes

CDBG CV Intent to Apply (ITA)

- **Applicant Information** – UGLG Name, Address, Contact Person Name, Email and Phone Number, Region
- **Project Area/National Objective** – describe geographic service area, number of people to be assisted, National Objective and how you will meet it.

CDBG CV Intent to Apply (ITA) con't.

- **Proposed Activity** – describe funded activity and how it prevents, prepares for or responds to coronavirus. Identify who will administer project/program. Status of partnerships to deliver program.
- **Budget** – No match required. If match is needed is it secured? How will you protect against duplication of benefits?
- **Timeline to Implement**

Application Process



How will this work?

- UGLG's wishing to apply must complete and submit an Intent to Apply Form (ITA). ITA's will identify the applicant, proposed use of funds, readiness to implement, and delivery strategy for the project or program.
- DEHCR will score each ITA and rank them against ITA's submitted from the Region within which they reside.
- ITA's will be scored using these criteria;
 - Delivery Strategy of Program(30pts possible)
 - Are Partnerships in place to deliver program or complete project
 - Regional collaboration encouraged, county or regional level
 - Larger projects with positive impact
 - Readiness to Implement(25pts. possible)
 - Do programs exist, activities possibly complete, well detailed
 - Distress Factors (45pts. Possible)
 - Unemployment Rate, COVID cases within the county, county median household income
- Applicants will be ranked against other applications within their respective Region.

CDBG-CV Program



How will this work?

- DEHCR will invite final applications to be submitted from the highest ranking applicants from each Region until funds are exhausted for each region.
- UGLG's receiving awards will enter into a grant agreement with DOA and initiate their program/project.
- Performance period to complete programs/projects will be two years from application approval.

CDBG-CV Program Application Timeline



- October 7, 2020 – Webinar Announcing CDBG CV Program. Intent to Apply Form made available on the DEHCR webpage.
- November 20, 2020 – Intent to Apply Forms due to DEHCR
- December 18, 2020 – DEHCR issues invitation to submit final CDBG CV Applications.
- February 26, 2021 – CDBG CV application due to DEHCR.
- March 26, 2021 – DEHCR announces awards and begins grant agreement development.

CDBG-CV Details

- Final CDBG CV application has the same “federal strings” as the public facilities and housing programs.
- Grants over \$150,000 require quarterly reporting.
- No Public Services Cap.
- LMI Job Creation Criteria – position wage rate compared to one person household income. No employee certifications required.

CDBG-CV Details

- Abbreviated Environmental Review for most projects/programs.
- Duplication of Benefits, very important for business assistance, rental assistance, other public service programs.
- Shortened Public Hearing Notification period – 5 days.
- Cannot supplant or replace municipal expenditures.

Contacts

- Mark Staff, Section Chief,
mark.staff@wisconsin.gov or 608-635-6058
- David Pawlisch, Bureau Director,
david.pawlisch@wisconsin.gov or 608-333-8047

Questions?

STATE OF WISCONSIN
Department of Administration



**COMMUNITY DEVELOPMENT BLOCK GRANT –
CORONAVIRUS
(CDBG-CV)**

**INTENT TO APPLY
INSTRUCTIONS
October 5, 2020**



CDBG-CV PROGRAM CONTACT INFORMATION

Address: Wisconsin Department of Administration
Division of Energy, Housing and Community Resources
Bureau of Community Development
101 E. Wilson St., 9th Floor
P.O. Box #7970
Madison, WI 53707-7970

Telephone: David Pawlisch, Director,
Bureau of Community Development
(608) 333-8047 (remote work number)

Email: CDBGCV@wisconsin.gov

PLEASE NOTE:

CDBG-CV Grant Application materials can be downloaded from the Bureau of Community Development section on the Division of Energy, Housing and Community Resources website at:

<https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms.aspx>.

Please **download the electronic document(s) prior to application submission** to ensure that you are referencing the most up-to-date version of the application as periodic revisions may have been made since this copy was printed.

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CDBG – Coronavirus (CV) Grant Program Overview

Background

The Wisconsin Department of Administration (DOA) – Division of Energy, Housing and Community Resources (DEHCR) administers the State Community Development Block Grant Program that provides funding to units of general local government (UGLGs) that do not receive an annual allocation directly from HUD.

The purpose of the CDBG CV program is to undertake CDBG eligible activities to **prevent, prepare for, and respond to coronavirus**, principally for the benefit of persons of low and moderate income.

Funding

The CDBG-CV grant program will make up to approximately \$40,000,000 million¹ available to assist UGLGs to **prevent, prepare for, and respond to coronavirus**. Typically, these projects will involve expansion or establishment of new public services, food banks, small business assistance, renter and homeowner assistance, provision of childcare, creation or expansion of isolation centers, purchase of personal protective equipment (PPE), adaption of public buildings and public facilities.

Under the State's CDBG–CV Program, the Department of Administration's Division of Energy, Housing and Community Resources has allocated funds to seven geographic regions of the state, the seven regions being the same as the Small Cities Housing Regions. Applicants will compete for funds within their region. There is no limit to the size a grant request, but the request cannot exceed the amount allocated to the region. There is no match required. Applicants can request up to 13% for grant administration. If a grantee utilizes CDBG funds to hire a 3rd party for grant administration, federal procurement requirements apply.

Application Submission

To be considered for CDBG-CV grant funding, the completed and signed Intent to Apply must be received via email **no later than 4:00 PM on Friday, November 20, 2020** at: CDBGCV@wisconsin.gov

PLEASE NOTE:

- ITA's must be submitted via email to CDBGCV@wisconsin.gov. Label the subject line as follows: CV ITA - (ADD NAME OF APPLICANT/MUNICIPALITY)
- **Electronic** signature will be accepted **in lieu of an original** signature. An acceptable form of electronic signature includes:
 - 1) a scanned copy of the specific document being approved/certified that has the CEO's original signature;

¹ Pending federal allocation to the State of Wisconsin and approval of the state's Annual Action Plan.

- 2) a signature through DocuSign or other electronic signature certification software on the specific document being approved/certified; and/or
 - 3) a copy of an email approval/certification from the CEO. If using an email approval in lieu of a signature, the email from the CEO must specify the exact items/documents and sections of the Intent to Apply that the CEO is certifying/approving through the email correspondence.
- ITA's must be submitted with one email as one PDF document *when possible*. If the file size exceeds the Applicant's email system file size limitations, either submit the complete ITA as one document in a zip file folder attached to the email, or split the ITA file into multiple PDFs and submit them through multiple emails, *only if necessary* to meet the Applicant's email size requirements.

Application Scoring and Selection

The application review process is designed to ensure that CDBG funds are awarded to UGLGs for projects that:

1. Meet all program eligibility requirements.
2. Have a substantial impact on the community or region; and
3. Demonstrate significant community or regional need.

PLEASE NOTE: Projects that meet the National Objective of Benefiting Low- and Moderate-Income (LMI) Persons will be given priority in the scoring process.

Applications will be scored and ranked by a panel of reviewers based on the scoring criteria included in the table below. If additional funding becomes available due to a community declining an award or other factors, additional funds may be awarded based on application rankings.

Scoring Categories	Possible Points	Point Criteria Basis
Delivery Strategy	30	<ul style="list-style-type: none"> • Up to 30 points awarded to proposals that demonstrate significant investment or regional approach, partnerships or internal processes are in place to implement the project or program. • Up to 20 points awarded to proposals with proposed partnerships, localized area benefit such as single community approach. • Up to 10 points awarded to proposals that lack specificity or have no plan in place to deliver the project or program.
Readiness to Implement	25	<ul style="list-style-type: none"> • Up to 25 points programs that exist, systems in place. • Up to 20 points for detailed program description but program does not exist. • Up to 15 points for a program that is outlined by lacks organization. • Up to 10 points for programs that are not ready to proceed or indicate potential issues related to eligibility.
Distress Factors	45	<ul style="list-style-type: none"> • County Unemployment Rate 0-15 points. • COVID19 cases within County 0-15 points. • County Median Household Income 0-15 points.

Invitation to Submit Final CDBG CV Application

DEHCR anticipates inviting final applications from the highest scoring applicants **no later than December 18, 2020**. Once final invitation decisions have been made, invitation to submit final application letters will be sent to UGLGs. Unsuccessful UGLGs will be contacted and notified with a written decision.

Final CDBG CV Applications

- Final applications are due to DEHCR on February 26, 2021
- DEHCR will issue award letter(s) on March 26, 2021
- Pre-Agreement documents are due to DEHCR on May 12, 2021

Additional Information

Check the DEHCR website for additional information on the CDBG requirements, grant timelines, training sessions, and other updates:

<https://doa.wi.gov/Pages/LocalGovtsGrants/CDBGPublicFacilitiesProgram.aspx>.

Guidance for Completing the CDBG-CV Intent to Apply:

Applicant Information

Enter the UGLG's full name (e.g., Village of Yourville), address, email address, contact person name and phone number and the CDBG Housing Region where the applicant is located. The contact person should be someone very familiar with the proposal.

For the Chief Elected Official Signature, the CEO must sign (through **original or electronic** signature) and date the Intent to Apply.

PROJECT AREA/CDBG NATIONAL OBJECTIVE AND PROJECT BENEFICIARIES

Project Area

Describe the area of primary benefit of the proposed project. The service area should be the geographic area which the proposed project or program will serve. A regional program such as business assistance or rental assistance can be described as covering specific counties. A community-based program should list the specific units of local government served. If the project serves a specific neighborhood or census tract, please include a map of that area.

Beneficiaries

Indicate whether the project will have community-wide benefit, with the entire population of the UGLG being the primary beneficiaries of the project. For proposals benefiting businesses describe the number of businesses that will benefit from the activity.

When entering the number of individuals who will benefit from the project and the number who meet the qualification of LMI, enter the numbers from the source used to determine the population and number of LMI persons in the service area (i.e., primary beneficiary area) for the proposed project.

To ensure compliance with federal regulations requiring that CDBG-funded activities meet a national objective, the Intent to Apply must clearly demonstrate how the objective is met.

Benefit to Low- and Moderate-Income (LMI) Persons

Under the CDBG CV program, a project can meet the Low- and Moderate-Income (LMI) National Objective by serving an area in which at least 51.0% of the residents are LMI persons (area basis) or by providing services to a group of persons principally made up of LMI individuals (i.e. low- and moderate-income clientele classified as limited clientele (LMC)).

- **Area Benefit**
Indicate if HUD LMISD and/or income survey data for the service area were used to demonstrate the proposed CDBG project will meet the LMI National Objective through LMI Area Benefit.

An activity may qualify as benefitting LMI persons on an “area basis” (i.e., LMI Area Benefit) if at least 51.0% of the persons residing in the area served by the activity (i.e., the service area/beneficiary area) have low- to moderate-income. Determining whether an activity qualifies as benefitting LMI persons on an area basis requires the UGLG to determine both the area served by the activity and the percentage of LMI persons residing in the service area. Service areas may or may not be coterminous with municipal boundaries, census tracts or other officially designated boundaries.

When a service area is coterminous with municipal boundaries (i.e., the project will have community-wide benefit), census tract(s) or other officially designated boundaries, HUD LMI Summary Data (LMISD) should be used to the greatest extent feasible to determine the percentage of LMI residents within the area.

HUD LMISD for Local Governments:

Using HUD LMISD for local governments for demonstrating LMI Area Benefit is only allowed for projects having community-wide benefit (i.e., the entire population of the UGLG are primary beneficiaries of the project) *or* projects having primary benefit to multiple entire municipalities.

- LMI data for Wisconsin local governments are available at:
<https://www.hudexchange.info/programs/acs-low-mod-summary-data/acs-low-mod-summary-data-local-government/>.

Select the “ACS 2011-2015 Low-Mod All Local Governments” link.

[Tip: This is a Microsoft Excel document that includes data for all states and local governments. Use the filter tool in Excel to view only Wisconsin data. The data are presented under three “GeoTypes” [Column A]: 1) PLACE (local governments and Census Designated Places [CDPs] listed in alphabetical order by name); 2) COUSUB/MCD (sections/subsections of local governments and CDPs within each county, listed by the county code [Column C] first and then alphabetical order by the local government’s/CDP’s name); and 3) COUNTY (county-wide data). Note: County code references are found in the COUNTY section of the spreadsheet.]

These data are also viewable by geographic area on the HUD LMISD map application at:

<https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>

Instructions for using the HUD LMISD map application are available at:

<https://hud.maps.arcgis.com/home/item.html?id=ffd0597e8af24f88b501b7e7f326bedd>

- The nature of the work described in the Intent to Apply must reflect that the project has primary benefit to *only and all* residents in the entire community; *or* to *only and all* residents in *all* of the municipalities involved, if combining LMISD of multiple municipalities to calculate the total population and LMI percentage of the service area.
- If the project will have community-wide benefit to two or more entire communities, *or* will have primary benefit to a combination of entire communities and census tracts, *and* the HUD LMISD are used to demonstrate LMI Area Benefit, an LMI calculation worksheet (*Form 8* in the *Income Survey Data Forms*

document) showing the calculations used to determine the LMI percentage for the total service area must also be submitted in the CDBG application attachments. The *Income Survey Data Forms* document is linked on the Bureau of Community Development website under the “Resources” section at:

<https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms.aspx>

HUD LMISD for Census Block Groups/Tracts:

Using HUD census block group/tract LMISD for determining Area Benefit is only allowed when the service area is coterminous with or covers only and a majority of one or more census tracts (i.e., a majority of the residents in the census tract(s) are primary beneficiaries of the project and only the residents living within the selected census tract(s) are the beneficiaries).

- Data on LMI residents in Wisconsin census block groups and tracts are available at:

<https://www.hudexchange.info/programs/acs-low-mod-summary-data/acs-low-mod-summary-data-block-groups-places/>.

Select the “ACS 2011-2015 All Block Groups” link.

[Tip: This is a Microsoft Excel document that includes data for all states and census block groups/tracts. Use the filter tool in Excel to view only Wisconsin data.]

These data are also viewable by geographic area on the HUD LMISD map application at:

<https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>

Instructions for using the HUD LMISD map application are available at:

<https://hud.maps.arcgis.com/home/item.html?id=ffd0597e8af24f88b501b7e7f326bedd>

- The work described in the Intent to Apply must reflect that the project has primary benefit to *only* and all or a majority of residents in the selected census tract(s).
- If the project will have primary benefit to two or more census tracts or will have primary benefit to a combination of entire communities and census tracts, and the HUD LMISD are used to determine Area Benefit, an LMI calculation worksheet (*Form 8* in the *Income Survey Data Forms* document) showing the calculations used to determine the LMI percentage for the total service area must also be provided in the CDBG application attachments.

The *Income Survey Data Forms* document is linked on the Bureau of Community Development website under the “Resources” section at:

<https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms.aspx>

- Limited Clientele

A project/activity that provides **exclusive** benefit to one or more specific groups classified as “Limited Clientele,” rather than residents within a specific service area, may be presumed to meet the LMI National Objective. HUD guidance specifies that the groups listed below are presumed to be primarily low- and moderate-income clientele (LMC):

- abused children;
- elderly persons;
- battered spouses;
- homeless persons;
- severely disabled adults;
- illiterate adults;
- persons living with AIDS; and/or
- migrant farm workers.

Activities that principally benefit LMI persons may also qualify as serving Limited Clientele. Contact DEHCR and/or refer to 24 CFR 570.208(a)(2) for additional guidance regarding Limited Clientele projects.

To demonstrate the proposed CDBG project will meet the LMI National Objective through serving Limited Clientele, the UGLG must provide a narrative in the CDBG application that describes how the project:

(see criteria on next page)

1. *Exclusively* benefits persons in one or more of the Limited Clientele groups (listed above) that are generally presumed by HUD to be principally LMI persons; or
2. Supports an activity that requires information on family size and income so that it is evident that at least 51.0% of the clientele are persons whose family income does not exceed the LMI limit; or
3. Supports an activity of such a nature and in such a location that it may be reasonably concluded that the activity’s clientele will primarily be LMI persons; or
4. Will remove material or architectural barriers to mobility or accessibility of elderly persons or of adults meeting the Bureau of Census’ Current Population Reports definition of “severely disabled” for an existing public facility.

Urgent Local Need

Activities may qualify under the National Objective of an Urgent Local Need if conditions threaten the safety or welfare of the community and must be linked to coronavirus. To document the existence of an urgent local need, an UGLG must provide written certification that the funded activities are designed to alleviate conditions that:

- Pose a serious and immediate threat to the health or welfare of the community; and
- Are of recent origin or which recently became urgent, meaning that the conditions developed or became critical within 18 months preceding the certification; and
- The local government is unable to finance the activity on its own, and other sources of funding are not available to carry out the activity.

Note that DEHCR's ability to fund projects declaring Urgent Local Need is very limited. Applications meeting Low to Moderate Income Benefit national objective will be given preference.

PROPOSED ACTIVITY

CDBG funds must be used for one or more "eligible activities" enumerated in section 105(a) of Title 1 of the Housing and Community Development Act of 1974 and are directly linked to preventing, preparing for, and responding to coronavirus.

Describe the activities to be funded and how the activities prevent, prepare for or respond to coronavirus. Please describe who and how the project or program will be operate and the roles of partners in delivering outcomes. Examples of eligible activities are listed below.

Examples of CDBG CV Eligible Activities That May Be Funded:	Examples of CDBG CV Eligible Activities That May Be Funded:
Renter Assistance/Mortgage Payments	Meals on Wheels programs
Micro Enterprise Grants	Senior Ride and delivery programs
Business Assistance Grants	Broadband Improvements to address LMI student needs
Food Bank/Pantry	Isolation Centers
PPE Purchases	Homeless Shelters
Public Space/Buildings modifications	Senior Center Improvements
Childcare/Daycare	

Budget Narrative

Describe the funding that is requested and identify any additional funding and sources that may be needed to implement this project/program. Describe if any additional funds have been secured, applied for, or not applied for at this time. Complete the budget table identifying each activity. No matching funds are required.

Timetable

To be considered feasible, proposed projects' should be completed within twenty-four (24) months of the award date; construction or program launch started by July 1, 2021; construction completed by October 31, 2022; and the project completion report and final CDBG request for payment submitted by December 31, 2022. Contact DEHCR for consideration of any exception due to a specific special nature of the project. Any exception must be pre-approved by DEHCR prior to submitting the CDBG CV application.

Grantee Representative

The Chief Elected Official of the unit of local government that will submit a final application must sign the Intent to Apply.

COMMUNITY DISTRESS (0-45 Points)

Median Household Income (MHI), County Unemployment Rate (CUR) and Number of Coronavirus cases within the County will be used to assign a community distress score. DEHCR staff will develop these scores. The applicant is not required to provide this information.

If an UGLG is located in more than one county, the distress score will be calculated as follows:

- If the proposed project is deemed to have community-wide benefit, then the scoring is based on the county where the majority of the UGLG's population is located; or
- If the service area/beneficiary area of the proposed project is deemed to have less than community-wide, then the scoring is based on the county in which the majority of the service area/beneficiary area is located.

Median Household Income Scoring Table

POINT VALUE	MEDIAN HOUSEHOLD INCOME
0	Greater than \$56,774
1	\$54,848 - \$56,774
2	\$52,921 - \$54,827
3	\$50,994 - \$52,920
4	\$49,067 - \$50,993
5	\$47,140 - \$49,066
6	\$45,213 - \$47,139
7	\$43,286 - \$45,212
8	\$41,359 - \$43,285
9	\$39,432 - \$41,368
10	\$37,505 - \$39,431
11	\$35,578 - \$37,504
12	\$33,651 - \$35,577
13	\$31,725 - \$33,650
14	\$29,798 - \$31,724
15	Less than \$29,798

Source: U.S. Census 2013-2017 American Community Survey 5-Year Estimates.*

County Unemployment Rate Scoring Table

POINT VALUE	COUNTY UNEMPLOYMENT RATE		
0	Less than 2.9%		
1	2.9%	-	3.4%
2	3.41%	-	3.9%
3	3.91%	-	4.4%
4	4.41%	-	4.9%
5	4.91%	-	5.4%
6	5.41%	-	5.9%
7	5.91%	-	6.4%
8	6.41%	-	6.9%
9	6.91%	-	7.4%
10	7.41%	-	7.9%
11	7.91%	-	8.4%
12	8.41%	-	8.9%
13	8.91%	-	9.4%
14	9.41%	-	9.9%
15	Greater than 9.9%		

Source: August 2020 County Unemployment, Wisconsin Department of Workforce Development (DWD)

Coronavirus Cases within the County Scoring Table

POINT VALUE	CV CASES WITHIN COUNTY		
0	0		
1	1	-	270
2	271	-	441
3	442	-	712
4	713	-	983
5	984	-	1254
6	1,255	-	1,525
7	1,526	-	1,796
8	1,797	-	2,067
9	2,068	-	2,338
10	2,339	-	2,609
11	2,610	-	2,880
12	2,881	-	3,151
13	3,152	-	3,422
14	3,423	-	3,693
15	Greater than 3,693		

Source: October 4, 2020 Wisconsin Department of Health Services (DHS)



COMMUNITY DEVELOPMENT BLOCK GRANT
COVID-19 response (CDBG-CV) Intent to Apply

Eligibility: Applicants must have identified a project that prevents, prepares for or responds to COVID-19.

Applicant Information:

Applicant:
(Town, Village, City or County)

Address:

E-Mail Address:

Contact Person: Telephone:

Region:

Project Area/National Objective: (Town, Village, City, County, Census Tract, etc.) Please be as specific as possible and include estimated number of people that will benefit from the project and what national objective you will meet:

Proposed Activity: Describe the activities to be funded through the CDBG-CV including how the activities prevent, prepare for, or responds to COVID-19. Please identify who will administer the federal CDBG regulations or assist in delivery of the project.

Budget Narrative: Please include information on whether additional funding including local funds will be required and the status of that funding commitment.

Please list the funds being requested for each activity. You may apply for one or more program activities. Add more lines if necessary

PROJECT COMPONENT(S)	CDBG-CV	\$	AMOUNT
1.		\$	
2.		\$	
3. Administration, up to 13% of project cost		\$	
TOTAL CDBG-CV PROJECT BUDGET		\$	

Time Table:

What is the anticipated time frame in which you will complete the proposed activities/project?

Grantee Representative:

(Signature)

(Title)

(Date)

Please submit this completed form via email to: CDBGCV@Wisconsin.gov

Enter the following on the subject line: "County/City/Village/Town of (Blank) CDBG-CV Intent to Apply".