



136 North Monroe Street
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A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: August 17, 2021
Time: 6:00 p.m.
Location: Municipal Building, 136 North Monroe Street (via remote phone conference for participants and public)

Remote Access Instructions


Join Zoom Meeting: <https://us02web.zoom.us/j/82908494931?pwd=cFFUakVEMTJZTjJhUDVLOTixZ0MyUT09>
Meeting ID: 829 0849 4931 Passcode: 638727

Dial-in by Phone

+1 312 626 6799 US (Chicago)
Meeting ID: 829 0849 4931 Passcode: 638727

1. PLEDGE OF ALLEGIANCE, ROLL CALL CALL TO ORDER
2. MEETING MINUTES APPROVAL: June 15, July 12 and July 20, 2021
3. UPDATES & REPORTS
 - a. Website Revisions
 - i. Google Drive Data
 - ii. Community Welcoming Material
 - b. School District Liaison
 - c. Grant Tracking
 - d. Treyburn Farms
 - e. Economic Development Plan Implementation Progress Report
 - f. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600
 - g. 575 West Madison Street
 - h. 692 West Madison Street
 - i. Hawthorn & Stone Development Agreement
4. UNFINISHED BUSINESS
 - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up (Outreach In Progress)
 - b. Considering Economic Development Services Proposals, Recommending A Service Provider And Funding To The City Council
 - c. Review Of Tax Incremental Finance – Overview & Progress Report
5. NEW BUSINESS
6. CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Annual Calendar

7. ADJOURNMENT


Mo Hansen, Clerk/Treasurer

Community Development Authority: Soter, Petts, Kuhl, Weihert, Woods, O'Connell, Sharpe and School District Superintendent Brian Henning as non-voting School District liaison
Posted, Mailed and E-mailed: 08/13/2021

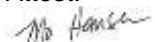
Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: July 20, 2021

Digital audio files are archived with these written minutes additionally serving as the official record.

1. ROLL CALL AND CALL TO ORDER. CDA Vice-Chair Weihert called the meeting to order at 6:00 p.m. attended in-person & remotely. Members present: Sharpe, Petts, Kuhl, Weihert, Woods and Soter. Absent: O'Connell and non-voting member Henning. Others present: Don Nell, Tim Thomas, Ben Reigel and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: June 15, 2021 and July 12, 2021. MOTION: [Kuhl/Weihert] To table approvals. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. UPDATES & REPORTS
 - a. Summary Report (7/17 email). Noted.
 - b. Website Revisions. Interest in a community guide was mentioned. Incomplete items noted by Hansen.
 - i. Google Drive Data
 - ii. Community Welcoming Material
 - c. School District Liaison. Hansen said Henning has asked his Board to assign or appoint a new contact.
 - d. Grant Tracking. Noted.
 - e. Treyburn Farms. Noted and taken up below.
 - f. Economic Development Plan Implementation Progress. Noted.
 - i. 333 Portland Road Development
 1. RTG Enterprise Interest In Purchasing 1.4 Acres of 333 Portland Road
 - g. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600. Noted.
 - h. 575 West Madison Street. Owner interest in constructing a fence to store vehicles and equipment in the parking lot was shared by Hansen.
 - i. Hawthorn & Stone Development Agreement. The developer's payment delinquency was noted.
5. UNFINISHED BUSINESS
 - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up (Outreach In Progress). Hansen asked for more time to complete the project. [Weihert/Petts] to table until the next meeting. VOICE VOTE: Motion carried.
 - b. Jesus and Aidhe Aranda Re-Use Support Proposals, 692 West Madison Street. Hansen said according to Jesus Aranda private negotiations had stalled.
 - c. Considering A Request For Proposal For Economic Development Services. Hansen said the deadline for submittals was extended from 7/19 to 8/9. No action taken
 - d. 2022 Budget Deliberation Process – CDA Budget Submittal
 - e. Review Of Tax Incremental Finance – Overview & Progress Report
 - f. Request For Tax Incremental Financing Assistance, Acquisition Plan For Retail Businesses And Real Estate At 305 West Madison Street.
6. NEW BUSINESS
 - a. CDA Meetings Policy And Citizen Input. Weihert said in Middleton no citizen is allowed to speak during committee meetings. Kuhl and Soter noted that if a citizen spoke no action could be taken. Hansen said the item was for Boards, Committees & Commissions to listen to input, rather than act. Woods and Sharpe spoke in favor or moving the item to the end of the agenda to minimize the opportunity for meeting minutes to be consumed by long amounts of input at the beginning. Thomas spoke in favor of having citizen input. MOTION: [Woods/Soter] to move the agenda item to the end of the agenda. VOICE VOTE: Motion carried.
 - b. Treyburn Farms Project, Marketing Of Lot #3. Hansen said thanks to Sharpe's follow-up, the expired Lot #3 offer to purchase was being represented to the person who initially submitted it to be refreshed. He said communication from the party led him to believe the offer would be renewed.
7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Annual Calendar. Noted.
8. ADJOURNMENT. MOTION: [Kuhl/Weihert] To adjourned. VOICE VOTE: Motion carried. Time: 7:20 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

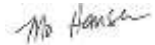
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: July 12, 2021

Digital audio files are archived with these written minutes additionally serving as the official record.

1. ROLL CALL AND CALL TO ORDER. CDA Chair Weihert called the meeting to order at 6:00 p.m. attended in-person & remotely. Members present: Sharpe, O'Connell, Petts, Kuhl, Weihert and Woods with Soter as an appointed, but not confirmed member. Absent: non-voting member Henning. Others present: Ben Reigel, Craig Kettleison and Kevin Baumann and Clerk/Treasurer Hansen.
2. NEW BUSINESS
 - a. Request For Tax Incremental Financing Assistance, Acquisition Plan For Retail Businesses And Real Estate At 305 West Madison Street. NOTE: The Community Development Authority may convene in closed session under §19.85(e) Wis. Stat. "(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Upon the conclusion of a closed session, the body would reconvene in open session. DISCUSSION: Baumann and Kettleison briefed attendees on a request for a \$50,000 loan to fill a financing gap for Baumann's acquisition of the existing hardware store, auto parts business and the associated real estate. With the loan the Baumann would operate both businesses and potentially in the future separate them. Baumann indicated he had been in negotiations with the current owner for more than a year. O'Connell and others inquired about other means of filling the financing gap. In each case Baumann referenced the concept as presented. MOTION: At approximately 6:45 pm, by consensus, the body voted to go to closed session. It reconvened in open session at approximately 7:15 pm.

Weihert said no action would be taken at this time. He asked Baumann for more information if he wished to pursue the request further. Kuhl indicated that the project did not meet criteria specified from the municipal policy on Tax Incremental Finance. No action taken.
3. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS. Items noted.
 - a. Regularly Schedule July 20th Meeting
 - b. Annual Calendar
4. ADJOURNMENT. MOTION: [Kuhl/Petts] To adjourned. VOICE VOTE: Motion carried. Approximate time was approximately 7:55 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: June 15, 2021

Digital audio files are archived with these written minutes additionally serving as the official record.

1. ROLL CALL AND CALL TO ORDER. CDA Chair Weihert called the meeting to order at 6:00 p.m. attended in-person & remotely. Members present: Sharpe, O'Connell, Petts, Kuhl, Weihert and Woods with one vacancy. Absent: non-voting member Henning. Others present: Maureen Giese, Michelle Soter, Ron Griffin, Ben Reigel, Steve Parker, Tim Thomas, Peggy Hansen, Don Nell, Aidhe Aranda, Jesus Aranda and Clerk/Treasurer Hansen.
2. MEETING MINUTES APPROVAL: May 18, 2021. MOTION: [O'Connell/Petts] To approve the minutes as presented. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. Maureen Giese sought clarity about the May 18th minutes stating a preference for use of the seal rather than logo and sought a reply.
4. UPDATES & REPORTS
 - a. 2021 Facility Tour. Noted.
 - b. Website Revisions. Hansen noted unfinished work to do on 4(b)(i) & 4(b)(ii).
 - i. Google Drive Data
 - ii. Community Welcoming Material
 - c. School District Liaison (verbal). No report
 - d. Grant Tracking (verbal). Noted.
 - e. Treyburn Farms (verbal). Noted.
 - f. Economic Development Plan Implementation Progress. Noted.
 - i. 333 Portland Road Development
 - g. Financial Reports Tax Incremental Finance Districts 2, 3 & 4 and Fund 600. Reports presented.
 - h. 575 West Madison Street. Property owner marketing material presented as part of the meeting materials.
 - i. Hawthorn & Stone Development Agreement (verbal). Developer financial delinquency noted.
5. UNFINISHED BUSINESS
 - a. Implementing A Blight Policy, Hiring Code Compliance Services, Follow-up (Outreach In Progress). Petts recommended staff outreach involving residential inspectors and City of Madison staff for input. No action taken.
6. NEW BUSINESS
 - a. Jesus and Aidhe Aranda Re-Use Support Proposals, 692 West Madison Street – Referred by Mayor. The Arandas said they were negotiating to acquire the parcel with an intent to rehab the existing building and operate a self-service laundromat. They presented cost estimates and requested assistance as outlined in the meeting material. MOTION: [Kuhl/O'Connell to table to the next meeting with additional information requested. VOICE VOTE: Motion carried.
 - b. Community Development Authority Collaboration And Possible Liaison Person With [The Waterloo Business Association](#) (Association Members Invited). Steve Parker, Michelle Soter and Ben Reigel addressed the group with general comments about cooperation. Kuhl said feedback from downtown individuals was needed. Parker commented on his downtown projects, including the pizza restaurant. Reigel said he could serve as a liaison.
 - c. Considering A Request For Proposal For Economic Development Services – Referred by Finance, Insurance & Personnel Committee. Tim Thomas said the Finance Committee was interested in advancing the concept of hiring services for 12 hours a week, reporting the CDA. He described prior efforts involving Errin Welty. MOTION: [Petts/Weihert] to refer the matter to the City Council. VOICE VOTE: Motion carried.
 - d. Stating The Pledge Of Allegiance At Each Meeting. Weihert proposed the idea. MOTION: [O'Connell/Woods] To add to CDA agendas the stating of the Pledge of Allegiance. VOICE VOTE: Motion carried.
 - e. Considering A Community Assessment. Petts said population changes and other factors means a Community Needs Assessment is needed, saying it tells a story of what is needed. It was suggested by Woods, Petts and others that surveys, open house meetings and other low-costs means of getting citizen input was important. Michelle Soter using events such as July 4th and W/K Day to collect citizen information. Kuhl said information was on a Google drive. O'Connell favored similar outreach seeking volunteers. Kuhl said Vilas County has a link to incubate small business. By consensus it was noted in the coming months a survey/outreach plan was to be implemented.
 - f. Review Of Tax Incremental Finance – Overview & Progress Report.

- g. A Recommendation To Create Tax Incremental District #5, 50+ Acres Of Buildable Land South Of Oak Hill Cemetery – Referred by Mayor. Hansen briefed the body on United Cooperative interest in 50+ acres. Kuhl questioned if a recommendation was premature. MOTION: [Woods/Petts] To forward the recommendation to the City Council. VOICE VOTE: Motion carried.
- h. Start Of 2022 Budget Deliberation Process – CDA Budget Submittal. Noted for action at a following meeting.
- i. RTG Enterprise Interest In Purchasing 1.4 Acres of 333 Portland Road. Ron Griffin said the Mayor had told him to send his offer to the CDA. Members asked that the item be routed to Ben Filkouski. No action taken.

7. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS

- a. Annual Calendar

8. ADJOURNMENT. MOTION: Moved by Petts, seconded by Weihert to adjourned. VOICE VOTE: Motion carried. Approximate time was approximately 7:40 p.m.

Attest:



Mo Hansen
Clerk/Treasurer

City of Waterloo
Economic Development Strategic Plan Implementation Tracking
 8/15/2021 9:05 AM

FOCUS: Industrial & Commercial

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
IC1	Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue funding for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018		2016 site research; 2017 remediation; 2018 marketing
	Task	Status	Due Date	Assignee	Notes
	Acquire Site	Completed		Clerk/Treasurer	
	EPA Site Remediation	Completed	12/1/2017	Clerk/Treasurer	
	Site Demo Contractor Bidding	Completed	6/7/2018	Clerk/Treasurer	
	Site Demo	Completed	6/8/2018	Contractor	
	Close Out Open DNR/EPA Files	Completed	5/1/2019	EPA / DNR contractor	
	Ready 333 Portland Rd for reuse	Completed	5/1/2019	Clerk/Treasurer	
	Publish Site Reuse RFP	Completed	10/12/2018	Clerk/Treasurer	
	Wetland delineation	Completed	6/15/2019	Clerk/Treasurer	Heartland Ecological
	Preliminary geotechnical engineering	Completed	6/15/2019	Clerk/Treasurer	SCS Engineering
	Sell land to Parker Dow	Completed	8/15/2020	Clerk/Treasurer	
	Sell land to Ron Griffin	Aborted	8/15/2020	Clerk/Treasurer	Offer and counter offer expired
	Intern / Broker Zoom Presentations	Completed	Present slide deck to broker and end-user prospects; 1 site visits 4/15/2021	Clerk/Treasurer / Intern Tyler Remmers	Slide deck reviewed by CDA 2/16/2021
	Broker Hired & Marketing	On Going	Brokerage Marketing Site	Ben Filkouski	2 site visits as of 8/15/21
	Execute Developer Agreement	Not Started	TBD	Clerk/Treasurer / Attorney	

FOCUS: Communication & Organizational Capacity

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
ORG1	Engage residents with expanded online presence	Expand social media with focus on new residents	2,000 FB likes by August 2018	As of 06/2021 = 1.3 k	2016-2021
	Task	Status	Due Date	Assignee	Notes
	Weekly use of FB	On Going	On-going	Mo, Gabe, Kelli, PD, DPW WFD, Utilities	website set-up https://www.waterloowi.us/home/pages/stay-informed-sign
	Promote use of Waterloo Events Button	Used mostly by Library	On-going	Amanda Bruekner (library), Mo	Calendar dormant; 7/31/21 Request from Samantha Hensler to recreate is using Google or alternate

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
PRO2	Marketing databases & outreach to market area	PROJECT NEIGHBOR - Build digital market area lists for promotional opportunities	12 creative digital/social media outreach efforts		2019-2021
	Task	Status	Due Date	Assignee	Notes
	Concept review	Completed		Working Group	
	Set-up sign-up box	Completed		Clerk/Treasurer	
	Assemble public data	Completed	4/10/2018	Clerk/Treasurer	
	Update data & create outreach communications 2019-2021	Aged data; progress halted	Data used for elections & dog license reminder robo-calls & letters	Clerk/Treasurer	Under utilized; used for election early voting notices; NEXT STEP?

FOCUS: Housing

ITEM	GOAL	ACTION	GOAL/TASK METRICS	NOTES	PHASE / YEAR
HOU1	Incentivize new home construction	Waive all fees for new single-family home construction		Approved Concept	2019-2021
	Task	Status	Due Date	Assignee	Notes
	Consider continuing for 2019	Completed	12/31/2018	City Council	

City of Waterloo
Economic Development Strategic Plan Implementation Tracking

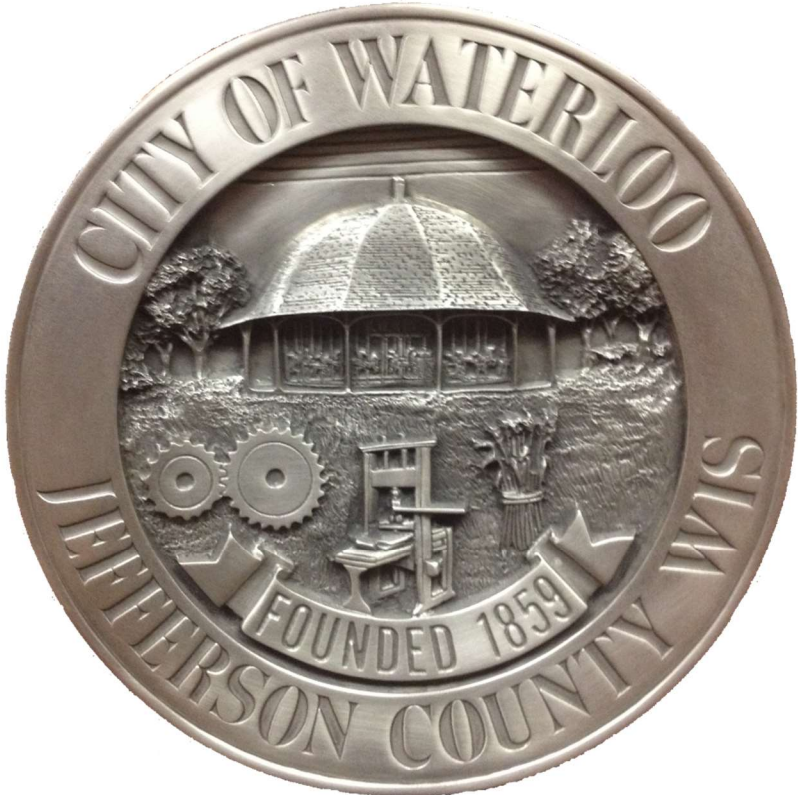
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	2018 outreach efforts	Completed	3/31/2018	Sue Moe	Flyer to real estate agents
	2019-2020 Outreach (Treyburn Farms Project)	Completed	monthly reports	Mayor / Clerk-Treasurer / Summer Intern	Only Lot #2 remains available
	2021 Sell final lot (Treyburn Farms Project)	On Going	monthly reports	Clerk-Treasurer	Lot #2 remains available; one lead; earnest money may be forthcoming

2021

CITY OF WATERLOO

TREASURER'S REPORT - JULY 2021



CITY OF WATERLOO

BALANCE SHEET
JULY 31, 2021

412-TIF DISTRICT 2 FUND

ASSETS

412-11100	TREASURER'S CASH	219,422.64	
412-15800	DUE FROM AGENCY FUND TAXES	19,591.17	
	TOTAL ASSETS		<u>239,013.81</u>

LIABILITIES AND EQUITY

LIABILITIES

412-26100	DEFERRED REVENUE	19,591.17	
	TOTAL LIABILITIES		19,591.17

FUND EQUITY

412-34300	FUND BALANCE	482,159.92	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(262,737.28)	
	TOTAL FUND EQUITY		<u>219,422.64</u>
	TOTAL LIABILITIES AND EQUITY		<u>239,013.81</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 412 - TIF DISTRICT 2 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 2 FUND</u>					
412-41-4111-000 TAX INCREMENTS	.00	61,717.30	81,435.00	19,717.70	75.8
TOTAL TIF DISTRICT 2 FUND	.00	61,717.30	81,435.00	19,717.70	75.8
<u>INTERGOVERNMENTAL REVENUE</u>					
412-43-4364-000 STATE AID EXEMPT COMPUTERS	783.22	783.22	780.00	(3.22)	100.4
412-43-4366-000 STATE AID PERSONAL PROPERTY	.00	3,423.20	2,030.00	(1,393.20)	168.6
TOTAL INTERGOVERNMENTAL REVENUE	783.22	4,206.42	2,810.00	(1,396.42)	149.7
<u>MISCELLANEOUS REVENUES</u>					
412-48-4800-000 MISC REVENUES	.00	.00	50,000.00	50,000.00	.0
412-48-4830-000 SALE OF CITY PROPERTY	.00	30,000.00	.00	(30,000.00)	.0
TOTAL MISCELLANEOUS REVENUES	.00	30,000.00	50,000.00	20,000.00	60.0
<u>OTHER FINANCING SOURCES</u>					
412-49-4918-000 TRANSFER FROM IMPACT FEES	.00	4.47	.00	(4.47)	.0
TOTAL OTHER FINANCING SOURCES	.00	4.47	.00	(4.47)	.0
TOTAL FUND REVENUE	783.22	95,928.19	134,245.00	38,316.81	71.5

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 412 - TIF DISTRICT 2 FUND

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>						
412-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
	TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
<u>ATTORNEY</u>						
412-51-5130-211	ATTORNEY ATTORNEY FEES	.00	1,449.39	150.00	(1,299.39)	966.3
	TOTAL ATTORNEY	.00	1,449.39	150.00	(1,299.39)	966.3
<u>CLERK - WAGES</u>						
412-51-5142-110	CLERK SALARY/CLERK	2,215.08	15,505.56	25,000.00	9,494.44	62.0
	TOTAL CLERK - WAGES	2,215.08	15,505.56	25,000.00	9,494.44	62.0
<u>SPECIAL ACCTG AND AUDITING</u>						
412-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	616.68	1,000.00	383.32	61.7
	TOTAL SPECIAL ACCTG AND AUDITING	.00	616.68	1,000.00	383.32	61.7
<u>ENGINEERING AND ADMINISTRATION</u>						
412-53-5310-215	ENG & ADMIN PROF FEES	2,885.00	4,285.00	2,500.00	(1,785.00)	171.4
412-53-5310-380	TID 2 COMPUTER SUPPLY/MAINT	25.36	175.79	437.00	261.21	40.2
	TOTAL ENGINEERING AND ADMINISTRATION	2,910.36	4,460.79	2,937.00	(1,523.79)	151.9
<u>ECONOMIC DEV-122 S. MONROE</u>						
412-56-5680-221	122 S MONROE ST ELECTRIC	.00	184.50	.00	(184.50)	.0
	TOTAL ECONOMIC DEV-122 S. MONROE	.00	184.50	.00	(184.50)	.0
<u>CAPITAL PROJECT</u>						
412-57-5701-800	CAPITAL PROJ OUTLAY	4,250.00	25,552.83	71,489.00	45,936.17	35.7
412-57-5701-806	CAPITAL PROJ IMPROVEMENT PROG	.00	10,470.50	.00	(10,470.50)	.0
	TOTAL CAPITAL PROJECT	4,250.00	36,023.33	71,489.00	35,465.67	50.4

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 412 - TIF DISTRICT 2 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TRANSFER TO DEBT SERVICE</u>					
412-59-5929-000 TRANSFER TO DEBT SERVICE	.00	300,275.22	103,350.00	(196,925.22)	290.5
TOTAL TRANSFER TO DEBT SERVICE	.00	300,275.22	103,350.00	(196,925.22)	290.5
TOTAL FUND EXPENDITURES	9,375.44	358,665.47	204,076.00	(154,589.47)	175.8
NET REVENUE OVER(UNDER) EXPENDITURES	(8,592.22)	(262,737.28)	(69,831.00)		

CITY OF WATERLOO

BALANCE SHEET
JULY 31, 2021

413-TIF DISTRICT 3 FUND

ASSETS

413-11100	TREASURER'S CASH	39,114.35	
413-15800	DUE FROM AGENCY FUND TAXES	21,169.25	
	TOTAL ASSETS		<u>60,283.60</u>

LIABILITIES AND EQUITY

LIABILITIES

413-26100	DEFERRED REVENUE	21,169.25	
	TOTAL LIABILITIES		21,169.25

FUND EQUITY

413-34300	FUND BALANCE	47,263.74	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	(8,149.39)	
	TOTAL FUND EQUITY		<u>39,114.35</u>
	TOTAL LIABILITIES AND EQUITY		<u>60,283.60</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 413 - TIF DISTRICT 3 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TAXES</u>					
413-41-4111-000 TAX INCREMENTS	.00	66,688.94	87,995.00	21,306.06	75.8
TOTAL TAXES	.00	66,688.94	87,995.00	21,306.06	75.8
<u>INTERGOVERNMENTAL REVENUE</u>					
413-43-4364-000 STATE AID EXEMPT COMPUTERS	319.95	319.95	320.00	.05	100.0
413-43-4365-000 STATE AID PERSONAL PROPERTY	.00	323.63	904.00	580.37	35.8
TOTAL INTERGOVERNMENTAL REVENUE	319.95	643.58	1,224.00	580.42	52.6
<u>MISCELLANEOUS REVENUES</u>					
413-48-4800-000 MISC REVENUES	.00	.00	20,000.00	20,000.00	.0
TOTAL MISCELLANEOUS REVENUES	.00	.00	20,000.00	20,000.00	.0
TOTAL FUND REVENUE	319.95	67,332.52	109,219.00	41,886.48	61.7

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 413 - TIF DISTRICT 3 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
413-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
<u>ATTORNEY</u>					
413-51-5130-211 ATTORNEY ATTORNEY FEES	.00	1,051.50	.00	(1,051.50)	.0
TOTAL ATTORNEY	.00	1,051.50	.00	(1,051.50)	.0
<u>SPECIAL ACCTG AND AUDITING</u>					
413-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	616.66	1,500.00	883.34	41.1
TOTAL SPECIAL ACCTG AND AUDITING	.00	616.66	1,500.00	883.34	41.1
<u>ENGINEERING AND ADMINISTRATION</u>					
413-53-5310-215 ENG & ADMIN PROF FEES	.00	2,320.00	1,500.00	(820.00)	154.7
TOTAL ENGINEERING AND ADMINISTRATION	.00	2,320.00	1,500.00	(820.00)	154.7
<u>TRANSFER TO DEBT SERVICE</u>					
413-59-5929-000 TRANSFER TO DEBT SERVICE	.00	71,343.75	92,378.00	21,034.25	77.2
TOTAL TRANSFER TO DEBT SERVICE	.00	71,343.75	92,378.00	21,034.25	77.2
TOTAL FUND EXPENDITURES	.00	75,481.91	95,528.00	20,046.09	79.0
NET REVENUE OVER(UNDER) EXPENDITURES	319.95	(8,149.39)	13,691.00		

CITY OF WATERLOO

BALANCE SHEET
JULY 31, 2021

414-TIF DISTRICT 4 FUND

ASSETS

414-11100	TREASURER'S CASH	87,466.11	
414-15800	DUE FROM AGENCY FUND TAXES	6,765.11	
	TOTAL ASSETS		<u>94,231.22</u>

LIABILITIES AND EQUITY

LIABILITIES

414-26100	DEFERRED REVENUE	6,765.11	
	TOTAL LIABILITIES		6,765.11

FUND EQUITY

414-34300	FUND BALANCE	66,976.78	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	20,489.33	
	TOTAL FUND EQUITY		<u>87,466.11</u>
	TOTAL LIABILITIES AND EQUITY		<u>94,231.22</u>

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 414 - TIF DISTRICT 4 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 4 FUND</u>					
414-41-4111-000 TAX INCREMENTS	.00	21,311.36	28,119.98	6,808.62	75.8
TOTAL TIF DISTRICT 4 FUND	.00	21,311.36	28,119.98	6,808.62	75.8
<u>INTERGOVERNMENTAL REVENUE</u>					
414-43-4364-000 STATE AID COMPUTERS	238.03	238.03	239.00	.97	99.6
414-43-4365-000 STATE AID PERSONAL PROPERTY	.00	1,282.72	.00	(1,282.72)	.0
TOTAL INTERGOVERNMENTAL REVENUE	238.03	1,520.75	239.00	(1,281.75)	636.3
TOTAL FUND REVENUE	238.03	22,832.11	28,358.98	5,526.87	80.5

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 414 - TIF DISTRICT 4 FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
414-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	150.00	150.00	.00	100.0
TOTAL LEGISLATIVE SUPPORT	.00	150.00	150.00	.00	100.0
<u>SPECIAL ACCTG AND AUDITING</u>					
414-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	616.66	500.00	(116.66)	123.3
TOTAL SPECIAL ACCTG AND AUDITING	.00	616.66	500.00	(116.66)	123.3
<u>ENGINEERING AND ADMINISTRATION</u>					
414-53-5310-217 ENG & ADMIN WATER DISTRICT #1	.00	1,576.12	.00	(1,576.12)	.0
TOTAL ENGINEERING AND ADMINISTRATION	.00	1,576.12	.00	(1,576.12)	.0
TOTAL FUND EXPENDITURES	.00	2,342.78	650.00	(1,692.78)	360.4
NET REVENUE OVER(UNDER) EXPENDITURES	238.03	20,489.33	27,708.98		

CITY OF WATERLOO

BALANCE SHEET
JULY 31, 2021

600-COMMUNITY DEVELOP AUTHORITY

ASSETS

600-11100	TREASURER'S CASH	48,816.52	
600-15800	DUE FROM AGENCY FUND TAXES	1,133.29	
	TOTAL ASSETS		<u>49,949.81</u>

LIABILITIES AND EQUITY

LIABILITIES

600-26100	DEFERRED REVENUE	1,133.29	
	TOTAL LIABILITIES		1,133.29

FUND EQUITY

600-34300	FUND BALANCE	20,356.81	
600-34310	PROFESSIONAL SVCS CARRYOVER	25,000.00	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	3,459.71	
	TOTAL FUND EQUITY		<u>48,816.52</u>
	TOTAL LIABILITIES AND EQUITY		<u>49,949.81</u>

CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>UNDER(OVER)</u>	<u>% OF</u>
<u>TAXES</u>					
600-41-4111-000 LOCAL TAX-GENERAL FUND	.00	3,516.71	4,650.00	1,133.29	75.6
TOTAL TAXES	.00	3,516.71	4,650.00	1,133.29	75.6
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000 MBC BUILDING RENTAL	.00	1,550.00	2,400.00	850.00	64.6
TOTAL PUBLIC CHARGES FOR SERVICE	.00	1,550.00	2,400.00	850.00	64.6
TOTAL FUND REVENUE	.00	5,066.71	7,050.00	1,983.29	71.9

CITY OF WATERLOO

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2021

FUND 600 - COMMUNITY DEVELOP AUTHORITY

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>SPECIAL ACCTG COSTS</u>						
600-51-5151-399	SPECIAL ACCTNG COSTS - MISC	.00	.00	375.00	375.00	.0
	TOTAL SPECIAL ACCTG COSTS	.00	.00	375.00	375.00	.0
<u>MAUNESHA BUSINESS CENTER</u>						
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	79.94	202.00	1,000.00	798.00	20.2
600-51-5162-222	MAUNESHA BUSINESS HEAT	10.89	326.10	750.00	423.90	43.5
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	93.21	472.94	698.00	225.06	67.8
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	40.00	240.00	1,160.00	920.00	20.7
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	365.96	.00	(365.96)	.0
	TOTAL MAUNESHA BUSINESS CENTER	224.04	1,607.00	3,608.00	2,001.00	44.5
<u>PLANNING AND CONSERVATION</u>						
600-56-5630-220	PROJECT CDA PROGRAMS	.00	.00	250.00	250.00	.0
	TOTAL PLANNING AND CONSERVATION	.00	.00	250.00	250.00	.0
	TOTAL FUND EXPENDITURES	224.04	1,607.00	4,233.00	2,626.00	38.0
	NET REVENUE OVER(UNDER) EXPENDITURES	(224.04)	3,459.71	2,817.00		

CITY OF WATERLOO
Request For Proposal

**Economic Development Services
Focusing On Tax Incremental
Finance Project Plan Implementation And
Comprehensive Plan Implementation**

Submittal Due Date:

No later than ~~July 19, 2021~~ at 4:00 p.m.

Revised to August 9th

Prepared by:
Mo Hansen
Clerk/Treasurer
City of Waterloo
136 North Monroe Street
Waterloo, WI 53594

v- 920-478-3025
f- 920-478-2021

email – mhansen@waterloowi.us

web – www.waterloowi.us

June 23, 2021

PURPOSE

The City of Waterloo is seeking bids from qualified companies or individuals to provide economic development services for a minimum one-year period. The selected consultant will work closely with the Mayor and Clerk/Treasurer with a focus on implementing the City's Tax Incremental Finance Project Plans and relating Comprehensive Plan items.

BACKGROUND

The City of Waterloo intends to become a *Green and Healthy Community*. Being a *Green and Healthy* community means taking a system-wide perspective for resolving community issues and promoting community growth and health.

Waterloo is located in the northwest corner of Jefferson County. It encompasses four square miles and has nearly 3,400 residents. The City is the home of numerous established businesses including one of Jefferson County's largest employers, Trek Bicycle. It has a mix of businesses with a focus on manufacturing. It has a small commercial business sector.

Waterloo's adopted Comprehensive Plan has recently been updated with a focus on implementation. A successful approach to achieving economic health depends upon building the economy around local and regional assets, strengths and partnerships. The Comprehensive Plan and the recent Update can be viewed at <https://www.waterloowi.us/plan-commission>

SCOPE OF WORK

The following scope is broken into four focus areas intended to coordinate economic development services for the Client for a one-year period. Activities will also include solicitation of grants and other funding sources which are identified as candidates to fund program elements.

A. Business Retention & Expansion

Activities associated with business retention and expansion including visits and communication with key community business stake-holders.

B. Business Recruitment & Entrepreneurship

Activities associated with recruitment and formation, consisting of marketing of available properties, planning new developments or redevelopment and continuation of existing programs. Activities include following up on all development leads shepherding projects from concept to implementation.

C. Marketing & Outreach

Activities intended to increase local and regional knowledge of Waterloo, its amenities and local businesses with a purpose of growing private investment in the community.

D. Office Hours & Meetings

Consultant will conduct office hours in Waterloo. Consultant will provide up to 12 hours per week in Waterloo, primarily communicating with property owners, business stake-holders and potential project partners. Consultant will attend up to two public municipal meetings a month.

Client Responsibilities

- Provision of office and meeting space for Consultant office hours and public meetings.
- Timely review and feedback.

- Timely provision of existing and previous studies or community information.

SELECTION CRITERIA

The evaluation and selection process will consist of a review of Request For Proposal submittal by staff and the Community Development Authority. A recommendation to the City Council will be made based on the following criteria:

- Experience in working with communities on similar projects and qualifications
- Demonstrated ability to meet project schedules and budgets

The successful firm or individual will submit a response to this RFP detailing the following information:

- Demonstrated consulting experience in Tax Incremental Finance over the last five or more years.
- Example(s) of ability to leverage a community’s or entity’s digital economic development assets for the long-term economic benefit of said community or entity.
- Examples of past project successes.
- An outline for how the bidder plans to succeed in Waterloo.
- Project cost.

TENTATIVE SCHEDULE

July 19, 2021	RFP Submittal Deadline	REVISED TO AUGUST 9, 2021
Week of July 26th	Consultant Interviews	
August 20 2021	Contract approval/Project Start	

SEALED SUBMISSION REQUIREMENTS

Due Date: No later than July 19, 2021 at 4:00 p.m.

Bid Document: A PDF or printed material are to be submitted using information below with subject heading: “ED Services Submittal”

E-mail or Deliver To: Waterloo City Hall
 Attn: Mo Hansen, Clerk/Treasurer
 136 North Monroe Street
 Waterloo, WI 53594
 Email: mhansen@@waterloowi.us

Contact Person: Mo Hansen, Clerk/Treasurer
 Telephone: 920/478-3025
 Email: mhansen@@waterloowi.us

The City retains the right to reject any or all of the submissions as it deems in its best interest. Waterloo reserves the right to waive any irregularities or technicalities when it deems the public interest will be served thereby. The successful firm/individual must enter into a contract with the City, which specifies requirements for indemnification, insurance and other applicable policies.

Tax Incremental Finance

Since the 1970's, Wisconsin Municipalities have been afforded the opportunity to create tax increment districts (TIDs) as the most widely used economic development tool. As communities grow and/or are in need of redevelopment/rehabilitation, the tax incremental finance law is the single most important economic development tool available to assist in providing assistance to cause the development or redevelopment to occur.

Ehlers & Associates, Inc. has been building better communities by providing municipalities with assistance in studying, creating, amending and managing TIDs.

Currently, there are several different types of TIDs that municipalities can create:

- Industrial
- Mixed Use
- Blight Elimination
- Conservation/ Rehabilitation
- Environmental Remediation

To create a TID, statute requires that at least 50% of the land within the boundary of a TID be suitable for one of the above general classifications of TIDs.

Dependent upon the type of district, the maximum life of a TID can vary. Currently districts have life cycles of between 20 and 27 years.

TID Premise

The premise behind the use of TID is that "...but for the use of TID the development would not occur..." The above is known as the key underpinning test of TIDs. The test been applied in a variety of ways, some of which are as follows:

"But for the use of TID development:

- would not occur at all;
- would not occur in the same time frame;
- would not occur with the same value;
- would not occur with the same amenities; or
- would not occur with the same job creation."

With the positive application of the "but for" test, there is no loss in tax revenues by the various taxing jurisdictions due to the development not being there without the use of a TID.

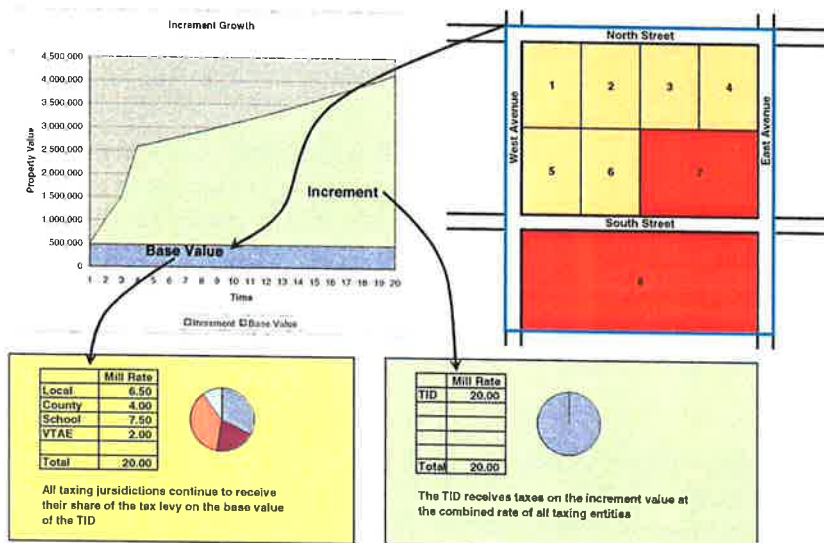
How TIF Works

When creating a TID the first step in the process is to define the boundary of the proposed district. Once the boundary is defined, a value of the real and personal property of the TID is established which is called the "base value".

The base value of the TID continues to be taxed by all taxing

jurisdictions (school district, vocational district, county and municipality); in other words, each taxing jurisdiction continues to receive their piece of the tax "pie."

With the authority of a TID, the municipality "causes" development to occur through the installation of infrastructure, development incentives, land acquisition, environmental remediation, etc. As development, and/or redevelopment occur the value that is created is called the *increment*. The increment is then taxed **at the same rate** as the base value; however, the tax revenues that the incremental value generates are received by the TID to pay for the improvements that "caused" the development.



Types of TID Projects

Tax increment districts have been used for a variety of projects throughout its 30+ year history. Common projects that municipalities include within districts include any infrastructure to support the development. Infrastructure typically includes sewer & water mains, roadways, storm sewers, electrical and communication grids.

Municipalities have also used TID to purchase raw land for industrial development, purchase blighted and/or dilapidated properties for redevelopment, write down the cost of land for a third party (direct development incentive), etc.

When development within a TID causes the need to construct major infrastructure items, TID has been used to pay for all, or a portion of wastewater treatment plant expansion, interceptor sewers, water supply infrastructure, water storage, water treatment plants, electrical substations, etc.

There have been instances where TID has been used to develop industrial incubator buildings, clean-up environmental contamination, traffic controls and other street amenities, and purchase of specialized equipment to service the district, and provide direct development assistance to private entities.

Overall, projects can be broadly defined provided the “but for” question can be answered positively that development is assisted by the expenditure of public funds through a TID.

TID Process

Although the process varies by type of district and whether you are creating a new district or amending an existing district; statute dictates several steps necessary in the process. The standard steps municipalities must undertake to create and/amend a TID are as follows:

- Form a joint review board (JRB) prior to holding a public hearing
- Hold a public hearing on the creation or amendment of a TID by Planning Commission (PC) or Community Development Authority (CDA)

- Approval of creation or amendment of TID by PC/CDA
- Council/Board approval of creation or amendment of TID
- JRB approval of creation or amendment

The process from start to finish will take between 45 and 90 days, dependent upon type of action and meeting schedule.

Once a district is created, the boundaries of the district may be amended (additions or subtractions) four times. The project plan (types projects and/or cost of projects) can be amended throughout the life of the district.

Expenditures within the district can be made up to five years prior to the standard statutory closure of the district.

Ehlers TID Assistance

Limited staff time and resources make it difficult for a community to respond to these challenges. The financial advisors at Ehlers have thorough knowledge of and extensive experience in tax increment financing.

At Ehlers, we provide a full spectrum of services to help you through the complexities of tax increment financing. Our services afford you with the “one stop” TID assistance your community needs including:

- Project Planning
- Create scheduling time-line
- Coordinate documentation process
- Prepare TID project plan
- Conduct development *pro forma* analysis
- Assist in development agreement negotiation
- Develop analysis for proving the “but for” test
- Prepare state reporting forms
- Pre-audit compliance reports
- Maintain project finance reporting & case records
- Assist in public participation process required by statute

Whether you are looking at amending an existing district or creating a new district, the expertise of Ehlers can guide you smoothly through the process. From initial planning to project financing, Ehlers is your expert partner.

Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3rd Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

JANUARY <ul style="list-style-type: none">- evaluate CDA Progress Measures- finalize prior year Annual Report
FEBRUARY <ul style="list-style-type: none">- notify Mayor of member reappointment interest- align/modify CDA Progress Measures as needed- submit Annual Report to City Council
MARCH <ul style="list-style-type: none">- notify Mayor of member reappointment interest- Push to closeout incomplete prior year items
APRIL <ul style="list-style-type: none">- Mayoral appointments- Push to closeout incomplete prior year items
MAY <ul style="list-style-type: none">- CDA election of Chair and Vice Chair- evaluate CDA Progress Measures
JUNE <ul style="list-style-type: none">- start future year budget submittal- review of tax increment finance district progress
JULY <ul style="list-style-type: none">- review of tax increment finance district progress- future year budget planning- align CDA Progress Measures with budget planning- reaffirm or jettison all active programs and projects
AUGUST <ul style="list-style-type: none">- future year budget submittal to Finance, Insurance & Personnel Committee, including tax incremental finance funds
SEPTEMBER <ul style="list-style-type: none">- evaluate CDA Progress Measures
OCTOBER <ul style="list-style-type: none">- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities & <u>t</u>hreats (SWOT) exercise
NOVEMBER <ul style="list-style-type: none">- community outreach
DECEMBER <ul style="list-style-type: none">- community outreach- review staff draft, Annual Report to City Council- update calendar