



How to sow the seed for grant funding with your comprehensive plan and reap the rewards

Speakers



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Why Is This Important Now

Levy Limits hinder many jurisdictions' ability to implement the projects they would like.

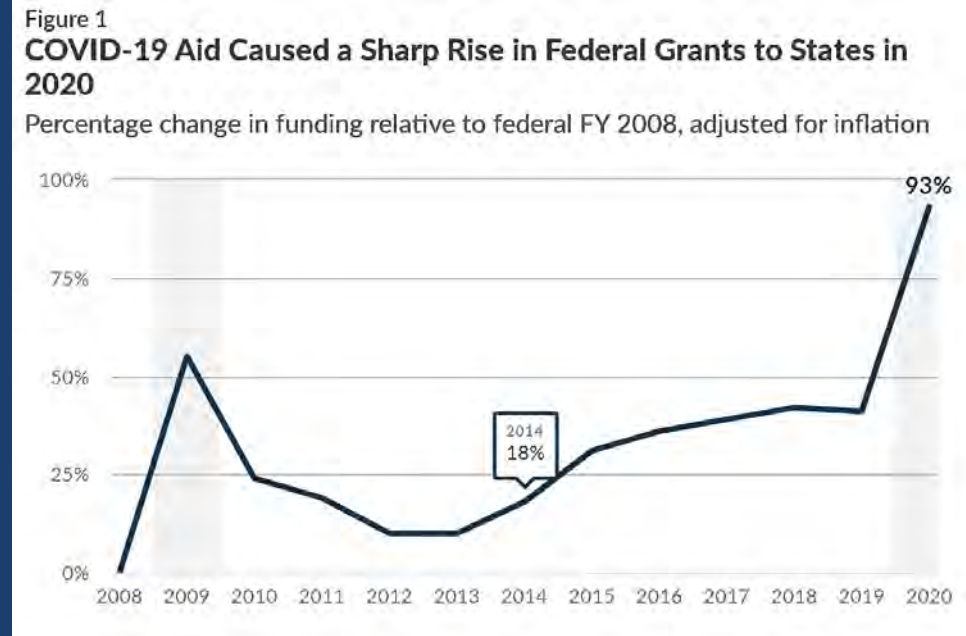
There has been an infusion of federal funding post pandemic.

Creative financing has become the norm.

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Contact: GovPress@wisconsin.gov

Gov. Evers Announces More Than \$20 Million in Grants to 21 Wisconsin Municipalities for Public Improvement Projects

MADISON — Gov. Tony Evers today announced the award of more than \$20 million in grants to 21 municipalities across Wisconsin to fund public improvement projects. The Community Development Block



Source: Pewtrusts.org

Setting the Stage for Successful Funding

But competition is tight, so, you have to strategize and tell your story.

That can take several steps.

Today we'll provide examples and best practices from Eau Claire and other locations.



Aligning a Vision with Grant Opportunities



CITY OF
**EAU
CLAIRE**

- Role of grants in realizing City's vision
- What grants are used by the City
- Strategic approach used by City

Getting Projects Funded



The Andante

- Redevelopment of an unused riverfront parking lot
- Mixed use development
- CDI grant/TIF

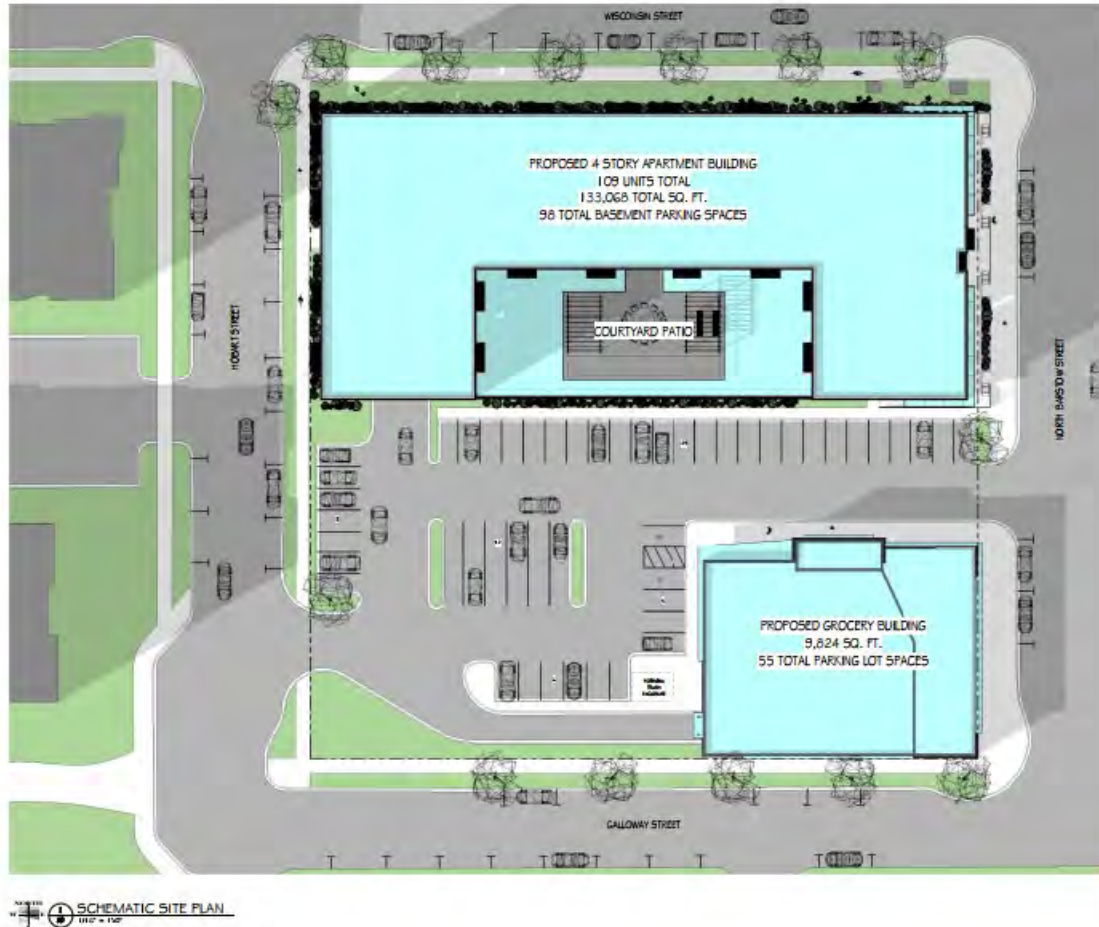
Getting Projects Funded



Hy-Vee

- Redevelopment of an abandoned Kmart store
- National grocery chain
- Idle Sites Grant

Getting Projects Funded



Block Seven

- Redevelopment of former surface parking lot
- Residential and Cooperative Grocery
- TIF/land credits/massing study

Getting Projects Funded



Cannery District

- Former blighted industrial area
- Have already completed \$20+ million, \$50+ million under development, additional \$30 million under negotiation
- TIF/land credits/master redevelopment plan

But That Doesn't Happen Automatically

- Set yourself up for the win (not just luck)
- Engaging parties early
- Explore funding options early
- Establish public private partnerships
- Pair grants with TIFF, tax credits

Grant Program	Agency	Summary	Maximum Request	Program/Cost Share
FEDERAL PROGRAMS				
Federal Recreational Trails Program	FWHA (through FDEP)	The federally funded Recreational Trails Program of the United States Department of Transportation's Federal Highway Administration (FHWA) provides competitive, matching-grant funds to renovate, develop, or maintain recreational motorized, nonmotorized, and mixed-use trails and trailside facilities. Trail planning is NOT an eligible expense for this Program (62S- 2.072(4)(e) F.A.C.)	\$1,000,000	The more match provided, the more points awarded
Land and Water Conservation Fund	FDEP	LWCF is a competitive program that provides grants for acquisition or development of land for public outdoor recreation use. Florida Department of Environmental Protection (DEP) administers the program on behalf of the U.S. Department of the Interior, National Park Service. Enclosed buildings and structures (except restrooms, restroom/concession buildings and bathhouses) are ineligible.	Announced prior to the application period	50/50
RAISE Grants U	SDOT	The Rebuilding American Infrastructure with Sustainability and Equity, or RAISE Discretionary Grant program, provides a unique opportunity for the DOT to invest in road, rail, transit and port projects.	\$5,000,000 minimum; \$25,000,000 maximum	80/20

Aligning a Vision with Grant Opportunities

Set the stage with good policy and plans

- Good story
- Good data
- Good detail
- Good implementation plan

Make your comp plan user friendly

- Call the project out specifically
- Set the context
- Invest in images

ECONOMIC VITALITY {big projects}				
OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Fill the Vacant Spaces	Create vacant spaces building inventory, including vital stats (square footage, etc) and owner contact info.	Listing available, updated annually		
	Consistent zoning enforcement to prevent/minimize blight			
	Research and tour incubator options to cultivate home-grown businesses	Complete business model		
Explore Zoning Adjustments	Develop strategic vision for redevelopment of catalyst building	Redevelopment plan completed with action items		
	Downtown Zoning <ul style="list-style-type: none">• Review allowed uses (some may currently be overlay specific)• Consider allowing more uses with Conditional Use Permits• Make accommodations for pop-up retail			



Aligning a Vision with Grant Opportunities

Connecting policy and funding

- Identify the funding early on
- Don't be afraid to overlap funds
- Explore creative use of funds



Other Examples



Project: Emigh Playfield
Location: Milwaukee, WI
Funding: MMSD/FCCP

Other Examples



Project: Erickson Park
Location: Chippewa Falls, WI
Funding: LAWCON, Recreational Boating, Recreational Fishing, Trails

Other Examples



Project: Downtown Improvements
Location: Marinette, WI
Funding: EDA / DOT



Lessons Learned

- Keep the end game in mind
- Be clear in your policies
- Plan early
- Involve stakeholders
- Ask questions
- Don't give up