

Community Visioning in East Central Wisconsin

May 25, 2022

**ECWRPC - Ayres Associates -
Village of Winneconne**

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The Idea



- In June 2020, East Central received a \$400,000 CARES Act grant from US Economic Development Administration (EDA) to address the economic impacts of COVID-19.
- CARES Act grant funded multiple initiatives with \$60,000 allocated for a Small Business and Community Technical Assistance Program.
- But what does a good technical assistance program look like?



The Process



- March 2021 – Issued Request for Proposals (RFP)
- Wanted to outline goals, but allow firms to respond creatively
- RFP Criteria:
 - Target small businesses with <25 employees or communities with <12,000 in population
 - Understand economic impacts of COVID-19
 - Work with communities and businesses in variety of ways (grant writing, focus groups, business coaching, best practices guidance)



The Waiting Part

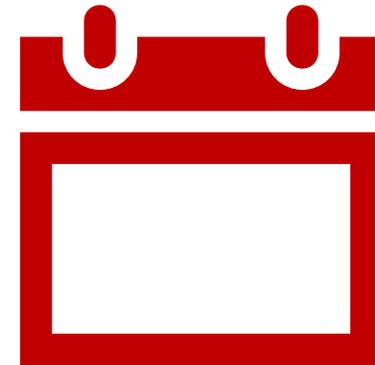


- Developed list of firms to send RFP to directly based on old lists and asking around
- Advertised on State of Wisconsin VendorNet
- RFP Questions Deadline of April 12, 2021, responses by April 16, 2021
- Submittal Deadline on April 23, 2021 – three weeks



The Review

- Received Six Proposals – most on the last day
- Established Review Team “Core Stakeholder Group”
- RFP Review:
 - Each reviewer ranked proposals and those scores were averaged
 - Top two scores turned into firm interviews (virtual)
 - After interviews, core stakeholder group chose firm to award contract.
 - Contract went for board approval and EDA approval in June 2021, contract signed in July 2021 (~5-month process)





ECWRPC Small Business and Community Technical Assistance Program

The Program

Establishing a Scope

Wanted to offer a variety of personalized services

- Grant expertise
- Zoning advice
- Financing for development
- Downtown workshops



Creating a Competitive Process

- Online application
- Flyer sent via email
- Video included in email
- Placed on ECWRPC site
- Promoted by partners
- Direct calls and emails
- Social media



- Is your business or downtown still suffering from the impacts of COVID-19?
- Do you need help with a funding strategy? Help with getting a project off the ground?
- Does your business or downtown need assistance with problem-solving ideas?



In partnership with ECWRPC, one of Wisconsin's leading planning firms can provide you with a variety of personalized, one-on-one technical assistance through a grant funded by the EDA. Our professionals can assist you to:

- Learn how to apply for grants, or better yet, match one grant with another!
- Have a planner walk you through zoning questions to determine if your code aligns with your goals.
- Let an Economic Development Specialist walk you through different financing scenarios for a special development project.
- Or have a group of professionals come to your community for a helpful and informative "Walk-About".

...and more!

Recipients of the technical assistance will be chosen based on:

- Need, project potential, ability to organize, geography, inclusion, economic benefit & ability to pay it forward

Apply by Monday, September 13th, by filling out this simple set of questions. Individual businesses, downtown groups, Chambers of Commerce or local governments can apply.

<https://bit.ly/ECWTechAssistApp>

Selection Criteria

	Score Value
Business/community need (Can they not do it alone?)	
Project potential (Is there a project that would come out of the process?)	
Capacity to help organize around the assistance? (Can they get ready for a walk-about?)	
Underserved or isolated community? (Are the projects spread out geographically?)	
Promote equity and inclusion? (Does the project help people?)	
Stimulate the local economy? (Does the project create jobs, tax revenue)	
Positive secondary impacts? (Does the project “play it forward”?)	

Results of Solicitation

- 26 applications received
- 8 communities selected – by ECWRPC team
- Negotiated some needs
- Ended up with
 - One zoning consultation
 - Seven downtown “walk-abouts” of different size and scope

Scandinavia – Façade Recommendations

- Small community of 366 people.
- Downtown has had some recent investment, with three new businesses moving in.
- Several buildings are for sale and in need of a lot of work.
- No staff to dedicate to downtown planning efforts, the Village was open to any suggestions.



Winneconne – Riverfront Development

- Population of approximately 2,400 people.
- Spans the banks of the Wolf River.
- With the bridge construction, property along the river was reconfigured, and the Village now owns a prominent parcel on the river.
- The Village was seeking ideas for this parcel and suggestions for downtown.
- Winneconne is a destination for boaters, but they feel they are missing the economic benefits those visitors could bring.



Kaukauna – Alley Activation

- Kaukauna has two alley spaces downtown that are not used by cars.
- One was made into a plaza like space in the 1980s, and the design is now deteriorating.
- The second space is just an empty space with grass and a mural.
- The City staff was seeking advice on how to make these spaces more desirable, active spaces.



Hortonville - Streetscape

- By 2024 State Highway 15 will take the form of a bypass around Hortonville.
- This means that downtown Hortonville will need to be reinvented to bring people downtown.
- The bypass will result in some downtown intersections that have lights now becoming four-way stops, and the Village will have more freedom to design their Main Street as a local road.



Village Administrator Nathan Trivedi points to a conceptual design on a map of downtown Hortonville as residents meet with urban planners on Oct. 19. John Faucher Photo

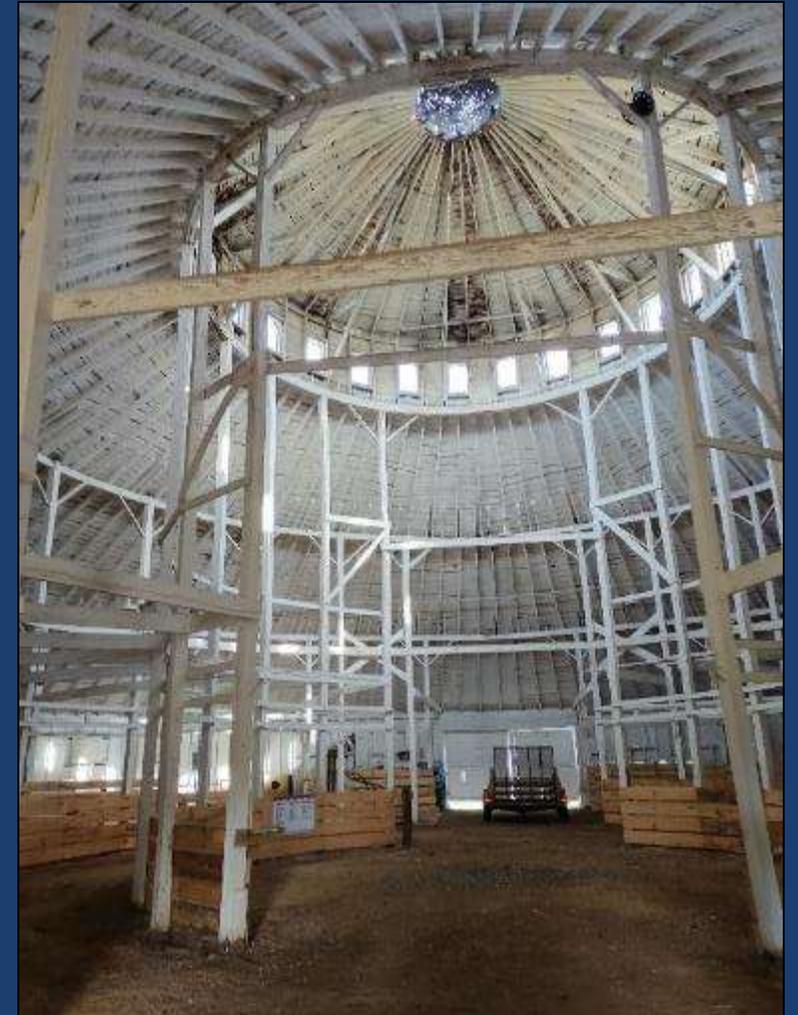
Village receives grant for urban planners

By John Faucher



Marquette County – Fairgrounds Plan

- Marquette County manages a fairground, but most of the activity only happens one week a year.
- Much of the facility needs upgrades.
- The County was seeking input on how to bring more events to the fairgrounds and connect it to the local community.



Seymour – Organizational Planning

- Seymour has a new business council. Primary challenge is getting established and having people join their efforts.
- Issues include affordable housing and people shopping elsewhere.
- The downtown has gathering spots and a regional trail runs through it, but it's in need of branding.



ORGANIZATION {people & partnerships}

Communicating the purpose of an organization is central to generating support and financial backing. Carefully crafting the message of who and what SBDC does is essential to maintaining your focus (so you don't overwhelm your volunteers and dilute your impact by stretching resources too thin.)

Completing a branding process is an effective way to create visual and narrative storytelling to aid board members in delivering the 1-minute elevator speech to pitch. If you can't remember the Mission and Vision Statement, it needs to be refined.

Examples include Lyons VIBE (Colorado) reflects a national grassroots group supported by local government to promote business and culture. Both organization (top) and destination brands (bottom) are available for different purposes. An organization logo helps link the activities of a board to tangible action items. A destination brand is intended to attract visitors and to convey a sense of place.

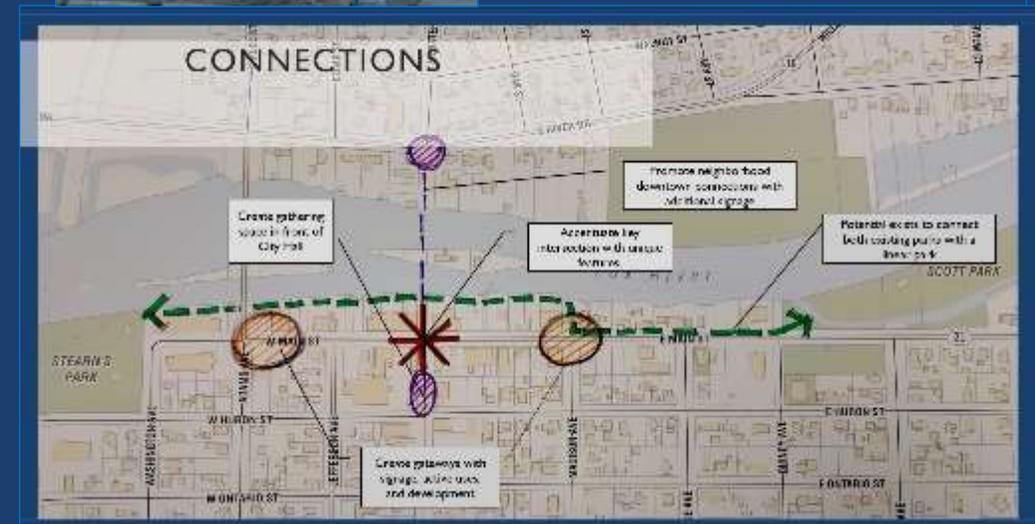
Lyons VIBE is a local program, but is supported by the community. Our vision is that Lyons is the premier destination for outdoor adventure, music and art celebration, and heritage discovery and we aim to get there by promoting local businesses, attracting visitors, and celebrating our unique character to encourage economic vitality. Look for our work throughout Lyons' business district, during local events, and in Poudre Ridge publications and we know you'll love Lyons' best!

T R E A D	TEAM GOALS ENGINEERING	We use Rangely and our Main Street program to help, motivate partnerships to develop the town that still calls Colorado the home.
	RESEARCH BY	We use economic evidence to support our research and research to help our business partners.
	ADVOCACY PROMOTION	We use research to help, promoting the power of place and positioning events that connect local and visitors with business.
	RESEARCH BY	We use research to help, promoting the power of place and positioning events that connect local and visitors with business.



Omro – Building Utilization & Plaza

- Omro is struggling with how to get residents to spend their time and money in the community and how to get people passing through to stop.
- The city also suffers because their Main Street is a highway, and the streetscape is in need repairs.
- A new city hall is planned. There is a vacant lot across from the new city hall site that provides a great opportunity for a community space.



Lessons Learned

- Be flexible
- You can't fully know the needs until you look around and talk to people
- It was hard for people to articulate what they wanted or needed
- Sometimes they needed something they didn't realize
- Full days work better than half days
- The level of public interest varied from community to community
- A picture is worth a thousand words



LET'S REEL 'EM IN
EVERYTHING YOU NEED TO LIVE A GREAT LIFE...

We heard that Winneconne is missing out on the economic benefit that fisherman and other travelers/tourist could bring in.

People need to be drawn from the water into the downtown.

Several downtown buildings are in need of more active (potential water or sports oriented) uses and in need of renovation.

Opportunities exist to do more with the Village's park system, but most importantly the Village needs to decide what to do with the parcel on the water across the street from the municipal center.

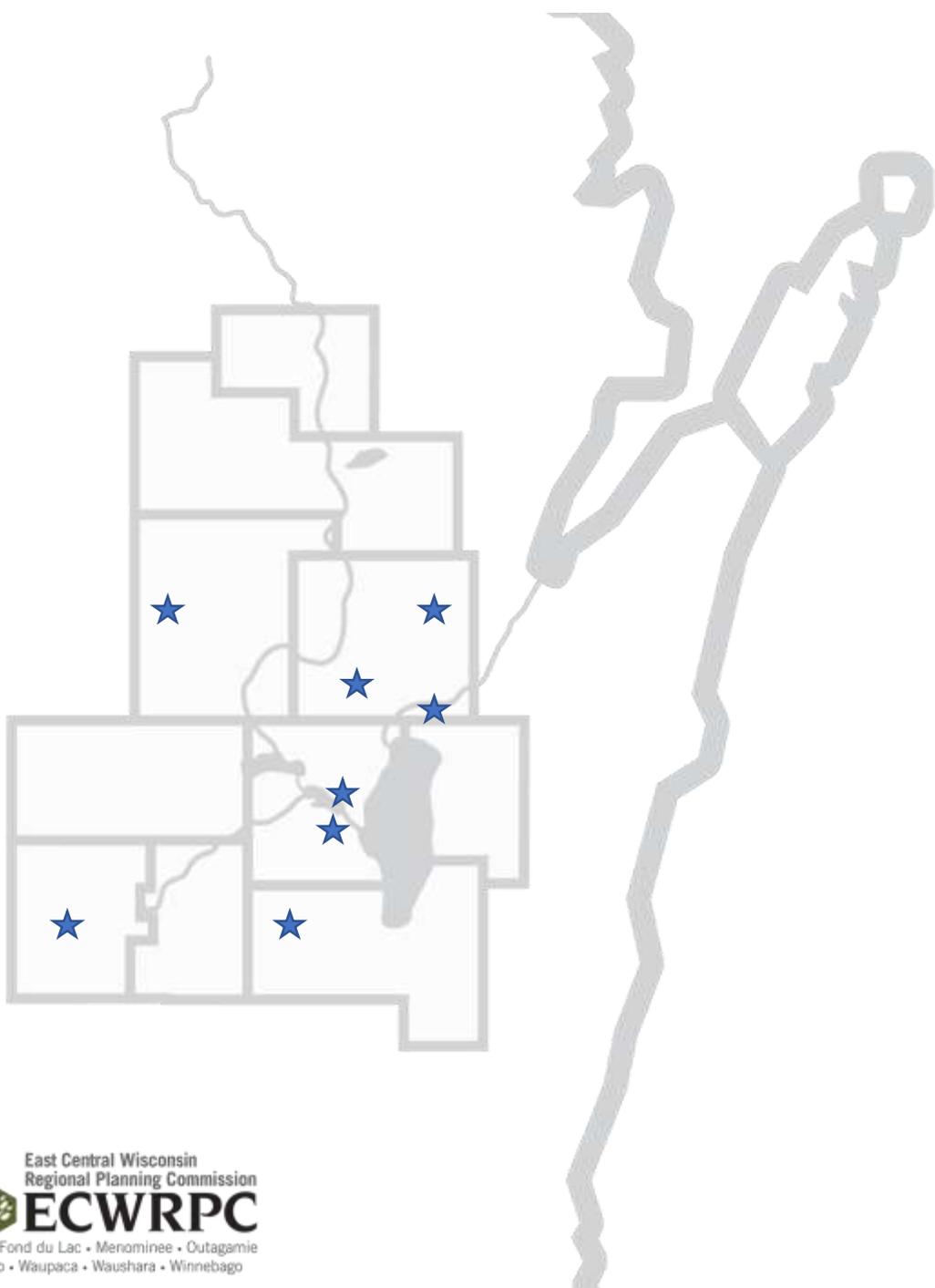
YOUR VILLAGE THROUGH OUR EYES



The collage consists of four photographs. The top-left photo shows a vibrant, multi-colored mural on the side of a yellow building. The top-right photo shows a street scene with a white building and a utility pole. The bottom-left photo shows a wooden crate filled with various fruits and vegetables, with a sign that reads 'Eat Local'. The bottom-right photo shows a white door with a doormat that says 'Hello Stranger' and a small potted plant.

From the Community's Perspective





QUESTIONS?

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