

## Funding Programs

Incentive	Program Description	Availability	Effectiveness	Relevance
Tax Increment Financing (TIF)	Property taxes generated in a defined area on new development is used by City to pay for investments in improvements or entice new improvements, and therefore increase tax base. Incentive goes to private sector project expected to generate incremental property tax revenue	TIF should be used wherever possible, particularly if building on an underutilized site with low value. Where a district does not exist now, a new TIF district should be explored as an option. The possibility of transferring funds from a district with positive increment to a downtown TIF should be explored	Extremely effective when development occurs and generates positive increment.	Downtown redevelopment projects
Community Development Block Grant (CDBG)	Federal program which provides funds for the benefit of Low and Moderate Income Persons (LMI) and for blight elimination. Range of eligible activities include acquisition, demolition, public improvements, relocation, property rehab, housing, planning, microenterprise assistance and public service. Can be used by City. CDBG dollars are available for variety of downtown and neighborhood planning activities that benefit LMI populations	City could start banking funds over the next 3-5 years by programming blight elimination, job creation (economic development) and investment in LMI areas, specifically for downtown revitalization, increasing the amount used for downtown improvements. Existing homeowner or rental rehab money could be used for improving 2nd story units above College Ave. retail. CDBG time requirements for allocation and spending must be considered.	Slightly more administratively burdensome but serves a different purpose and complements well with other incentives. If area is LMI, for example, street lighting can be added as a safety feature, and not come from another budget area. Blight elimination is a very effective use of CDBG funds. Acquisition and demolition of blighted property would serve to facilitate higher value development possibly with TIF, so as to create increment for the district. Use for blight elimination limited to 30% of total funding.	Downtown redevelopment projects; CDBG planning dollars could be targeted to support neighborhood level planning efforts in eligible census tracts
Community Development Investment Grant (CDIG)	State of WI program offered by WEDC for re/development providing financial incentives for shovel-ready projects for downtown community-driven efforts. Funds go to City.	Grants up to \$250,000 are available and applications are accepted throughout the fiscal year, however WEDC staff estimates all funding for this fiscal year will be committed by December of 2016, making an early application mandatory should the City desire to access this funding source. Having a Development Agreement in place is needed for a competitive application.	Very effective depending on the project. Requires a community match so should be structured with project benefitting residents and employees downtown. Possibility for redevelopment of Soldiers Square or other project which directly stimulates private sector investment.	Downtown redevelopment projects; including parks as well as tax producing projects

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Section 42 Housing Tax Credits (LIHTC) and New Markets Tax Credits (NMTC)	Tax credit programs offered through WHEDA (LIHTC) and the IRS (NMTC) providing financial incentives for housing and economic development.	Attracts capital to low income communities by providing private investors with a federal tax credit for investments made in housing (LIHTC), businesses or economic development projects (NMTC)	Can provide critical source of equity for developers, particularly effective when combined with Historic Tax Credits.	Census tracts where the individual poverty rate is at least 20 percent or where median family income does not exceed 80 percent of the area median (NMTC)
Public-Private Partnerships (PPPs)	A catch all term for a variety of public-private arrangements which are structured to cost effectively provide the public with quality goods, services, and facilities.	Opportunities to explore PPPs can be initiated by the City at any time.	When effectively structured and monitored, PPPs can be very effective at delivering public goods cost effectively.	Potential PPPs could address a variety of downtown issues including parking provision, street maintenance, park funding, and others.
Historic Tax Credits	Applies to certified historic buildings. Under the program, owners of eligible buildings may receive a state income tax credit for 20 percent of the qualified rehabilitated expenditures.	Building must be designated "historic" on state and/or federal registry. Improvements must be completed in keeping with historic guidelines and are subject to review and approval by granting body.	Can make all the difference in the financial feasibility of an historic renovation, as they are quite costly. As one part of an incentive, historic tax credits are often paired with other incentives.	Downtown redevelopment projects
Brownfields Grant Program	Any city, village, town, county, individual or business may apply for funds provided that the party that caused the environmental contamination and any person who possessed or controlled the environmental contaminant is unknown, cannot be located, or is financially unable to pay for the remediation of the soil and/or groundwater.	Readily available through Wisconsin Economic Development Corporation, however Phase I and Phase II testing must be done to confirm the presence of a brownfield. This is at the owner or City's expense.	Effective and necessary if a brownfield exists in the downtown (or elsewhere throughout the City) for remediation and repurposing of valuable real estate.	Downtown redevelopment projects and river redevelopment

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Idle Sites Grant	Redevelopment of existing large commercial or industrial sites that have been vacant for at least the last five years.	Grants up to \$500,000 are available for industrial properties 5 acres or larger, or commercial sites 10 acres or larger. Funds are limited to 30% of eligible costs including demolition, environmental remediation, or site-specific improvements defined in a redevelopment plan. Preference given to sites in high-density urban areas or CBD's.	Effective in redeveloping large tracts of land that can otherwise sit vacant and underutilized for a long period of time.	May not be relevant to downtown study area
Natural Resource Damage Assessment (NRDA) Program	Settlement funding from Fox River contamination lawsuits. Money can be used for environmental, recreation, and access activities in Lower Fox River	On-going grant cycle; currently approx. \$42 million available	Numerous communities along Lower Fox River have used the funding on a variety of projects	Trail development, public access to river, environmental restoration
Transportation Alternatives Program (TAP) Funding	Combination of Safe Routes to School, Bicycle and Pedestrian, and Transportation Enhancement programs	Applications are accepted every other year, with the next round of applications being available in 2017 (likely late in year) for construction to begin in 2018/2019	Applications go through the Appleton MPO. Grants are 80% of project cost.	Trail development

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<p>Fox Cities Convention and Visitors Bureau</p>	<p>Funding for capital projects and special programs which attract visitors to greater Fox Valley. As a general rule the Tourism Development Grant Committee does not fund elements of trail construction projects. There are, however, rare exceptions where a trail project will be considered under the capital project category. Most often these will be unique or unusual crossings or bridges that are key to the success of a particular trail project (See effectiveness column)</p>	<p>Grant review committee meets every other month. Inquire with Director for specific request. <a href="mailto:pseidl@foxcities.org">pseidl@foxcities.org</a></p>	<p>Matching funds. The project must meet at least two of the criteria below.</p> <ul style="list-style-type: none"> <li>• The trail project is a segment of an officially designated state trail or a trail that connects with a statewide trail. It connects, or will eventually connect, the Fox Cities with communities in other parts of the state.</li> <li>• It is located near Fox Cities hotels and connects hotel guests to Fox Cities attractions.</li> <li>• It provides opportunities for year-round usage, including snowmobiling or cross-country skiing in the winter.</li> <li>• It is unique in the state or gives visitors access to a Fox Cities body of water.</li> <li>• There is reason to believe the trail will get a large amount of use by overnight visitors in the community.</li> <li>• Be matched by a significant amount of cash and in-kind support from throughout the Fox Cities.</li> <li>• The trail is consistent with Bureau's strategic vision of the Fox Cities as a thriving visitor destination hosting conventions, sports tournaments and leisure visitors</li> </ul>	<p>Trail development</p>

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CDBG Section 108 Loan Program	Section 108 of the Housing and Community Development Act of 1974 provides for a loan guarantee component of the Community Development Block Grant (CDBG) Program. The Section 108 Loan Guarantee Program (Section 108) provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and other physical development projects, including improvements to increase their resilience against natural disasters. The funds can be used by the City to undertake eligible projects, or, alternatively, can be loaned to a third party developer to undertake the projects. This flexibility makes it one of the most potent and important public investment tools that HUD offers to local governments.	The program allows local governments to transform a small portion of their CDBG funds into federally guaranteed loans large enough to pursue physical and economic revitalization projects capable of renewing entire neighborhoods. <b>While local governments borrowing funds guaranteed by HUD through the Section 108 program must pledge their current and future CDBG allocations as security for the loan,</b> the goal is for the proposed project to have sufficient cash flow to repay the loan without any need for current or future CDBG dollars used for the repayment.	Such public investment is often needed to inspire private economic activity, providing the initial resources or simply the confidence that private firms and individuals may need to invest in distressed areas.	Downtown housing development; low and moderate income eligibility;
Transportation Facilities Economic Assistance and Development Program (TEA)	WDOT funding for transportation related projects which support economic development	Year Round. Generally up to \$5,000 per job created or retained for streets and stormwater improvements.	Funding is generally limited to projects supporting development of manufacturing and or distribution, however the Department has funded projects involving large scale medical center development. Should transportation improvements be needed, this program should be evaluated for use	While not available for Park/Rec projects, if there is an opportunity to support the development of a medical facility in the downtown, it should be considered.

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Brownfields Area Wide Planning Grant (EPA)	Program provides funding to assist communities in responding to local brownfields challenges	Annually available through competitive grant cycle	Many communities, such as Green Bay, have used the program to successfully conduct corridor planning studies intended to spur economic development	Corridors leading into and adjacent downtown may be good fit for program; as well as sites north of College Ave.
WDNR Sports Fishing Restoration (SFR)	These grants may be used to construct fishing piers and motorboat access projects. Eligible components include boat ramp construction and renovation, along with related amenities such as parking lots, accessible paths, lighting and restroom facilities. Funding for this program comes from federal excise taxes on fishing equipment and a portion of the federal gas tax.	Grant application materials may be submitted at any time. For consideration in the federal fiscal year that begins each October, applications must be received by the regional Grants specialist no later than December 1 of the previous year.		Riverfront development
WDNR Recreational Boating Facilities Grant	These grants may be used by counties, towns, cities, villages, tribes, sanitary districts, public inland lake protection and rehabilitation districts and qualified lake associations for recreational boating facility project. Past projects have included ramps and service docks to gain access to the water, feasibility studies, purchase of aquatic weed harvesting equipment, navigation aids and dredging waterway channels.	A five-member Waterways Commission, appointed by the governor, reviews and recommends projects for funding. Deadlines are established quarterly.		Riverfront development

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WDNR Knowles-Nelson Stewardship Program	Aids for the Acquisition and Development of Local Parks (ADLP) is a regional allocation program which provides up to 50 percent matching grants to local and county units of government and nonprofit conservation organizations (NCOs) to provide assistance for the acquisition and development of local and county parks. NCOs can use these funds for the acquisition of land or easements only. County and local governments may use ADLP funds for the purchase of land and easements and the development of outdoor recreation areas for nature-based outdoor recreation purposes.	[Application deadline - May 1 of each year; \$4.0 million distributed annually statewide]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort/YMCA Ramp Site
WDNR Knowles-Nelson Stewardship Program	Urban Green Space (UGS) is a Statewide program which provides up to 50 percent matching grants to local and county units of government and NCOs to acquire or protect scenic, ecological, or other natural features within or near urban areas and provide land for nature-based outdoor recreation, including noncommercial gardening. These funds can be used for the acquisition of land only. [Application deadline - May 1 of each year; \$1.6 million distributed annually statewide]		Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort/YMCA Ramp Site

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WDNR Knowles-Nelson Stewardship Program	Urban Rivers (URGP) is a Statewide program which provides up to 50 percent matching grants to local and county units of government and NCOs to purchase land or easements, or to develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas. This program is intended to preserve or restore urban rivers or riverfronts for the purpose of revitalization and nature-based outdoor recreation activities. NCOs can use these funds for the acquisition of land or easements only.	[Application deadline - May 1 of each year; \$1.6 million distributed annually statewide]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort Peace Park
WDNR Knowles-Nelson Stewardship Program	The Land and Water Conservation Fund (LAWCON) program was established by the U.S. Congress in 1964 to provide funding for the acquisition of land for park or open space preservation purposes and the development of outdoor recreation facilities. In Wisconsin, LAWCON funds are administered by the DNR. Up to 50 percent of project costs are eligible for funding under this program. A portion of this amount is available to local and county units of government for the acquisition of land and the development of parks and trails. The "nature-based" restriction in the Stewardship Program does not apply to LAWCON funds.	[Application deadline - May 1 of each year; \$1.6 million to the State of Wisconsin allocated by Congress, 2005]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort Peace Park