



MEMORANDUM

TO: Community and Economic Development Committee

FROM: Karen Harkness, Director of Community and Economic Development Department

DATE: August 25, 2020

RE: Competitive Grant to the Economic Development Administration (EDA)

The City of Appleton is collaborating with the Fox Cities Convention and Visitors Bureau, Outagamie County, Calumet County, Appleton Downtown Inc. and the Fox Cities Chamber in applying for an Economic Development Administration (EDA) grant focusing on economic recovery for COVID, as part of the [CARES ACT](#).

Our proposal is to engage in a Tourism Master Plan that will identify potential investments in tourism-related development that will spur economic development activities, support workforce development and help to balance our tourism portfolio as we respond to the economic injury as a result of coronavirus. The Tourism Master Plan will produce a strategic plan to support the recovery of and resiliency priorities and objectives established under the regional Comprehensive Economic Development Strategy (CEDS).

The total cost of this project is estimated to be \$200,000, and this grant requires a 20% match or \$40,000. The match will come from stakeholders with no more than \$4,000 from the City of Appleton.

Attached are two documents:

The first is the background document describing the Economic Development Administration (EDA) Cares Act Competitive Grant Summary.

The second is the Project Statement for East Central Wisconsin Regional Plan Commission (ECWRPC). ECWRPC is the liaison to EDA.

Please contact me if you have any questions.