

### Pipeline Activity Between 5/26 - 6/20

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Pipeline Description (Public)
5/11/2022	Accelerate	Preliminary - Too new to know!	Jefferson (J)	New Business	Vacant building looking for tenant
6/13/2022	Character	Preliminary - Too new to know!	Jefferson County	Business Attraction	Brewer looking for manufacturing space + tasting room/retail
4/10/2022	Confectionary	Preliminary - Too new to know!	Fort Atkinson (J)	New Business	Start-up interested in financing assistance
6/12/2022	Crete	Preliminary - Too new to know!	Fort Atkinson (J), Jefferson (J)	Existing Business - Expansion	Property search for 15,000 sf of office space
5/17/2022	Crusher	Preliminary - Too new to know!	Jefferson County	Business Attraction	Site search for 4-8 acres in Jefferson County; prefers south of I-94. Outdoor storage needed - no pavement.
12/06/2021	Edge	WIN - Unassisted	Jefferson (J)	Existing Business	Worked with broker & property owner to assist potential buyer. Property sold to another party.
4/11/2022	Electric	ACTIVE - HIGH	Fort Atkinson (J)	Business Attraction	Interested in developing multiple units; assist community & possible loan applicant
6/9/2022	Graham	Preliminary - Too new to know!	Jefferson County	Business Attraction	Site search - 1,000 sf for telehealth facility
01/28/2021	Hope	ACTIVE - HIGH	Jefferson County	Existing Business - Expansion	Assisting with proposed expansion and incentives; temp & long term space needs
5/2/2022	Levee	ACTIVE - LOW	Jefferson (J)	New Business	Assist w/ incentives to remove from floodplain
5/31/2022	Market	ACTIVE - HIGH	Watertown (J)	Existing Business - Expansion	Expanding to 2nd location. Assist with incentives.
4/11/2022	Petey	ACTIVE - HIGH	Fort Atkinson (J)	Existing Business - Expansion	Business expansion; assist community & possible loan applicant
6/17/2022	Phoenix	Preliminary - Too new to know!	Jefferson County	Business Attraction	Existing 150,000-300,000 sf industrial building search
10/24/2016	Pipe	ACTIVE - HIGH	Jefferson (J),	Existing Business	Heavy manufacturing; seeking possible relocation. Assisting with financing & incentives. Possible loan applicant.
6/13/2022	Rubicon	Preliminary - Too new to know!	Jefferson County	Business Attraction	250,000 sf novel meat production facility
2/17/2022	Snazzy	WIN - Jefferson County	Jefferson	Existing Business	Permitting/zoning Assistance to owners of a prooposed multiple use building
11/02/2021	Spring board	Preliminary - LOW	Palmyra (J)	Residential Development	Mixed-use development; assisting municipality. Received Heartland Housing Initiative grant.
6/14/2019	Tees	ACTIVE - HIGH	Jefferson (J)	Existing Business	Assisting owner; possible sale
2/22/2022	Zippy	Preliminary - 50/50	Jefferson County	New Business	Potential to construct new facilities to support residential and tourist storage needs near bypass.



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## **PROMOTING YOUR COMMUNITY'S ASSETS**

Best Practices for Rural Communities

June 23, 2022



# Agenda

- ▼ The Changing World
- ▼ The Basics
- ▼ Local Roles
- ▼ Addressing Barriers
- ▼ Approvals
- ▼ Key Takeaways



# The Changing World

- Low Birth Rates
- Aging Population
- Low Unemployment
- Increased Mobility
- Remote Work





# The Changing World of Economic Development

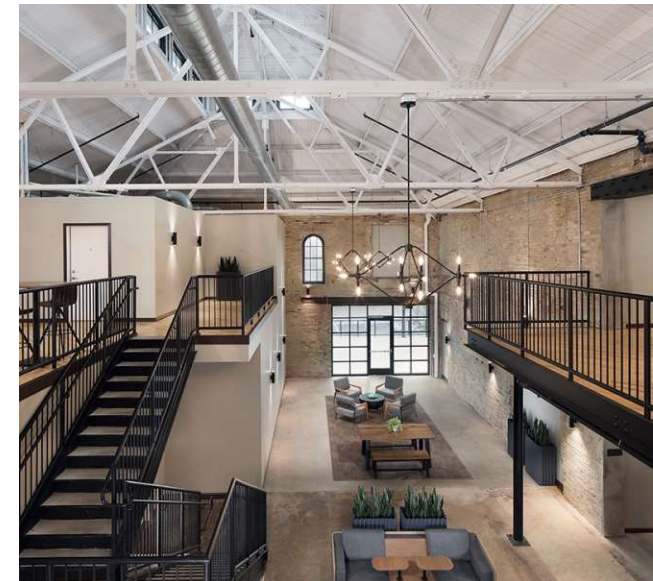
- Job Creation?
- Talent
- Placemaking
- Talent Attraction Barriers





# THE BASICS

- ▼ Sites
- ▼ Available people at different skill levels
- ▼ Fiscal stability
- ▼ Regulatory environment
- ▼ Local approvals
- ▼ Cost and reliability of utilities
- ▼ Incentives



## LOCAL ROLES

- ❖ Analyze and address talent attraction barriers
- ❖ Know the sites that are available
- ❖ Have current workforce data and know programs
- ❖ Line up support (incentives, approvals)
- ❖ Serve as workforce and entitlements concierge
- ❖ Map and improve approval processes
- ❖ Align with EDO, Region, State



# Talent Attraction Barriers

- What workers are needed?
- What do those workers want and need?
- Who is moving in and why?





# Creating a Housing Strategy

- Construction trades or builders
- Workforce housing
- “Move up” options
- Rehabilitation of substandard units
- Affordable residential lots
- Neighborhood amenities such as sidewalks, landscaping buffers from adjacent land uses, etc.
- Risk-sharing with private market



# Attracting New Residents

- Fond du Lac, WI
- Topeka, KS – now remote workers too
- Merrill, WI
- Maine – college graduate tax credit
- Chattanooga, TN – Geek Move



Sparks fly as a welder works on a frame for a school bus. AP Photo/David Goldman

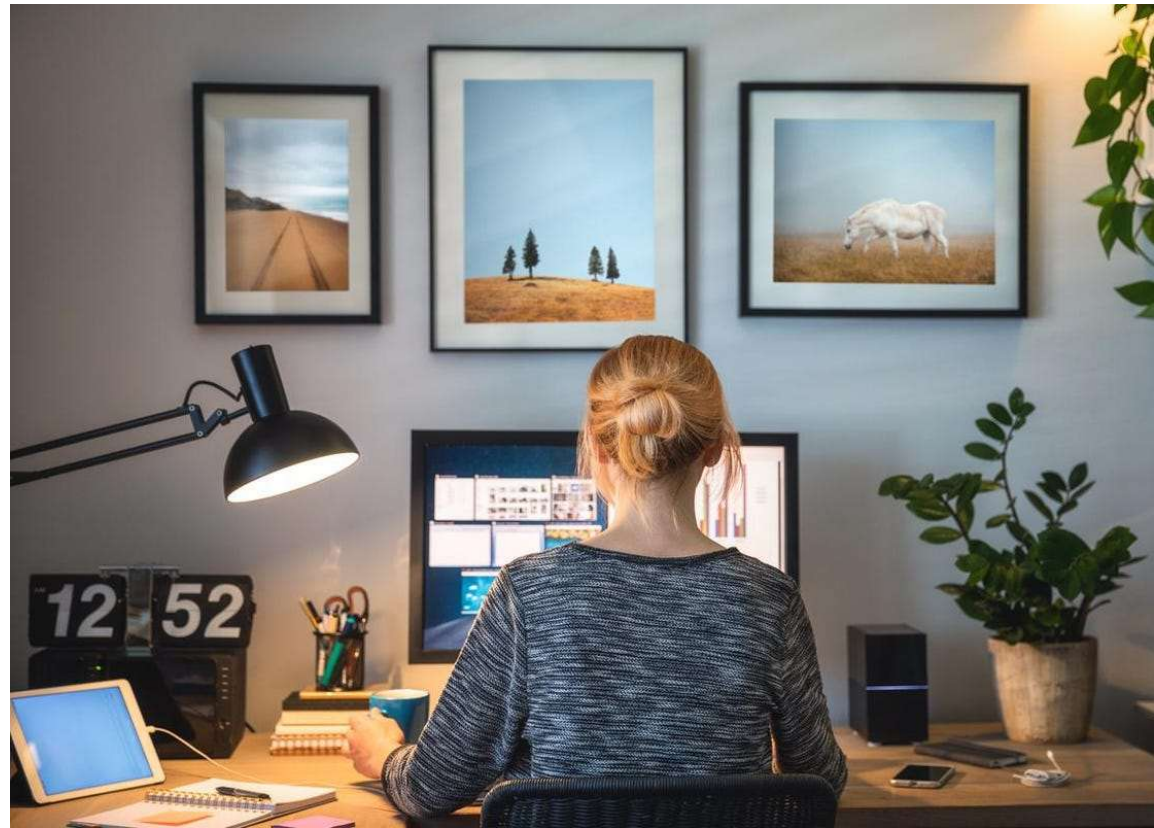
Fond Du Lac Program Offers Workers Up To \$15K To Relocate

New Cash Payment Program Is Part Of A Scramble To Attract Workers



# Supporting Remote Workers

- Broadband
- Co-working spaces
- Make My Move





# Making High Schoolers Sticky

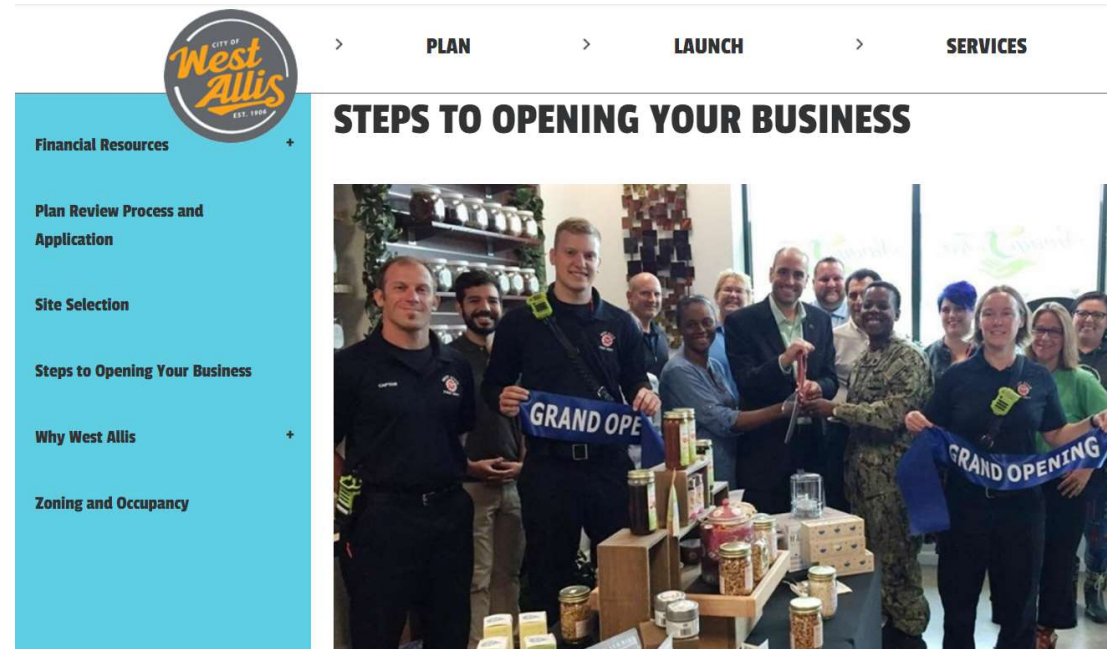
- High school as economic development partner
- Sense of community
- Alumni relations
- Early engagement with local business
- College scholarships/ incentives to return

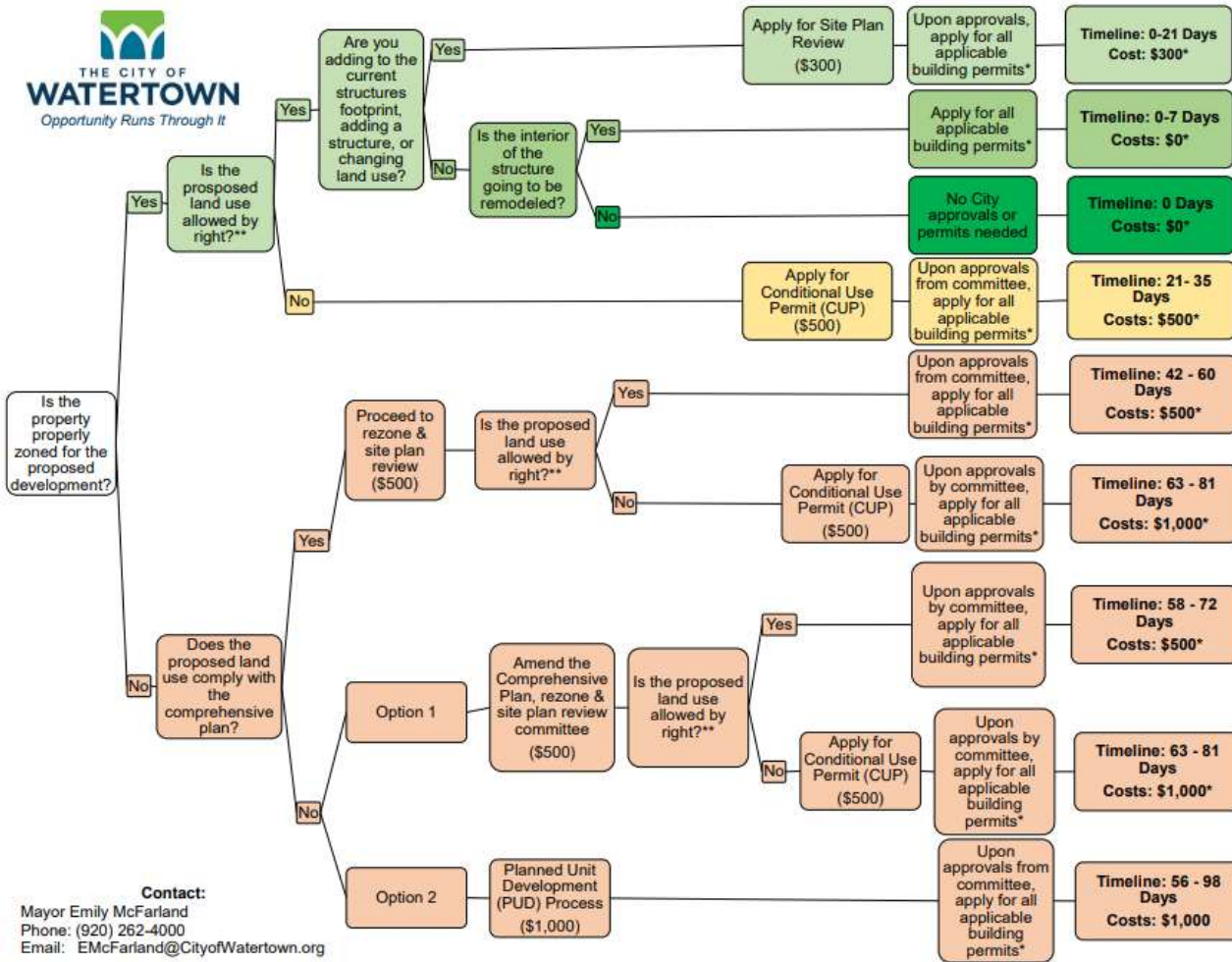




# Mapping Approvals

- Know what's available
- Sense of community, message and buzz
- Business plan assistance and financing help
- Online resources
- Approvals concierge





**Contact:**  
 Mayor Emily McFarland  
 Phone: (920) 262-4000  
 Email: EMcFarland@CityofWatertown.org

\*To apply for applicable **building permits**, use the following link:  
[https://www.ci.watertown.wi.us/departments/building\\_safety\\_and\\_zoning/application\\_forms.php](https://www.ci.watertown.wi.us/departments/building_safety_and_zoning/application_forms.php)

**Plan Commission application:**

- Conditional Use Permit
- Rezone
- Planned Unit Development

[http://www.ci.watertown.wi.us/departments/building\\_safety\\_and\\_zoning/what\\_needs\\_to\\_be\\_reviewed\\_by\\_the\\_plan\\_commission.php#\\_XSeEkutKIuK](http://www.ci.watertown.wi.us/departments/building_safety_and_zoning/what_needs_to_be_reviewed_by_the_plan_commission.php#_XSeEkutKIuK)

**Site Plan:**  
[http://www.ci.watertown.wi.us/departments/building\\_safety\\_and\\_zoning/what\\_needs\\_to\\_be\\_reviewed\\_by\\_the\\_site\\_plan\\_review\\_committee.php#\\_XSeQ-utKIuK](http://www.ci.watertown.wi.us/departments/building_safety_and_zoning/what_needs_to_be_reviewed_by_the_site_plan_review_committee.php#_XSeQ-utKIuK)

**Zoning Map:**  
[https://www.ci.watertown.wi.us/departments/engineering/docs/Zoning\\_Map.pdf](https://www.ci.watertown.wi.us/departments/engineering/docs/Zoning_Map.pdf)

**Legend / Key**

Green	No Plan Commission or Common Council approvals.
Yellow	Plan Commission approval, no Common Council approval.
Orange	Plan Commission and Common Council approvals.
*	Does not include cost of building/plumbing/electric/HVAC permits.

\*\* = Chapter 550, Article II provides each Zoning District's allowed by right land uses.

# Permitting Process in Wisconsin

	Permit Category	Permit/Item Name	Permit/Regulation Description	Estimated Time to Obtain the Permit
Municipal Permits	Village Engineering Review of Civil Site Plans	Building Permit/Inspections	Review / approval of civil site plans in order to begin construction.	1 month
	Zoning	Building Permit/Inspections	Verify that the placement of structures and the use of land are in accordance with local requirements.	1 month
State Permits	Wastewater	Environmental	Review / approval of plans to ensure wastewater does not have any environmental impacts.	90 days
	WPDES	Water Permits	Ensures that water discharged during construction is in accordance with effluent limitations, monitoring requirements and other conditions set by the DNR.	1-2 months
	Building Specific (Structural, MEP, Etc.)	Building Permit/Inspections	Review / approval of plans in order to begin building specific construction.	6-8 weeks
	Storm Water-Mass Grading & Storm Water Management Package	Environmental	Review / approval of plans in order to begin construction of Storm Water-Mass Grading.	6-8 weeks

Milwaukee 7 can assist a company in navigating the permitting process and is happy to answer any questions while they are making a location decision or after a site is chosen.

If the company is considering using a developer to construct a building, M7 could provide a list of trusted, local developers that are familiar with the building and permitting process in southeastern Wisconsin.



# Key Takeaways



Understand the data



Emphasize your unique assets and sense of place



Make talent/business retention and attraction personal



Strategically address barriers to talent attraction



Align Local with EDO, Region, State





**THANK YOU!**

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