



## JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

**8:30 am - Thursday, September 23, 2021**

**Jefferson County Courthouse, 311 S. Center Ave, Room 205, Jefferson, WI 53549**

**AND VIA Zoom**

**EVERYONE who intends to attend this meeting via Zoom, including board members, staff, and members of the public, must register in advance.**

### **REGISTRATION LINK:**

<https://zoom.us/meeting/register/tJctfu6upj0rEtAs351K-2LyNH59bhIJNGTO>

**After registering, you will receive a confirmation email containing information about joining the meeting.**

### **Board Members**

Rebecca LeMire - City of Fort Atkinson, Steve Wilke – City of Lake Mills, Timothy Freitag – City of Jefferson, Mo Hansen – City of Waterloo, Emily McFarland – City of Watertown, Cameron Clapper – City of Whitewater, Lisa Moen – Village of Cambridge, Brad Calder - Village of Johnson Creek, David Drayna – Jefferson County Supervisor, Amy Rinard – Jefferson County Supervisor, Karl Zarling – Jefferson County Supervisor Russell Kottke - Dodge County Board Chair.

- I. Call to order
- II. Roll (Establish a quorum)
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Agenda – September 23, 2021
- V. Approval of Minutes – August 26, 2021
- VI. Public Comment – Members of the Public who wish to address the JCEDC on specific agenda items must register their request at the time.
- VII. JCEDC Reports
  - a. Finance – ED & HBP
  - b. 2022 Budget – ED & HBP
  - c. Pipeline Report – past month
  - d. JCEDC Services-draft document review
- VIII. Upcoming Meetings
  - ThriveED Investor Council Annual Meeting October 13, 2021 at MBU 7:00-9:00 am
  - JCEDC Board of Directors October 28, 2021, 8:30 am.
- IX. Adjournment

## Jefferson County Economic Development Consortium (JCEDC)

### Board of Directors Meeting

August 26, 2021 – Meeting held in person and via Zoom.

Board members –Rebecca LeMire - City of Fort Atkinson, Steve Wilke - City of Lake Mills, Timothy Freitag - City of Jefferson, Mo Hansen - City of Waterloo, Emily McFarland - City of Watertown, Cameron Capper - City of Whitewater, Russ Kottke - Dodge County, Lisa Moen - Village of Cambridge, Brad Calder of Johnson Creek, David Drayna - Jefferson County Supervisor, Karl Zarling - Jefferson County Supervisor, Amy Rinard - Jefferson County Supervisor.

I. **Call to Order** - Meeting called to order by Chairman Hansen at 8:30 am.

#### II. **Roll Call – Quorum Established**

- JCEDC Board Members Present: Mo Hansen-City of Waterloo, Steve Wilke-City of Lake Mills, Tim Freitag-City of Jefferson, Cameron Clapper-City of Whitewater, Rebecca LeMire – City of Fort Atkinson, Brad Calder-Village of Johnson Creek, David Drayna-County Supervisor Amy Rinard-County Supervisor, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Absent: Lisa Moen-Village of Cambridge, Emily McFarland-City of Watertown
- Staff Present: Ben Wehmeier-Jefferson County Administrator, Victoria Pratt-JCEDC Executive Director, Julie Olver-Marketing Manager, Deb Reinbold-Business Development Manager, RoxAnne Witte-Program Specialist
- Members of the Public Attending: Jeff Garretson, Anita Martin-County Supervisor, Chuck Franklin, Rebecca Giroux, Cathy Anderson, Tom Dehnert, Tina Crave, Alex Allon, Jason Scott, Sue Johnson, Mayor Rob Boelk, Danieta Schreier, Sue Johnson, James Romlein, Sr.

III. **Certification of compliance with Open Meeting Law Requirements**  
Staff certified compliance for the agenda dated August 26, 2021

IV. **Approval of Agenda**  
August 26, 2021 agenda approved as printed by consensus of the board.

V. **Approval of Minutes**  
June 24, 2021 minutes will be corrected to state that Rebecca LeMire was not in attendance. Wilke/Kottke moved to approve June 24, 2021 JCEDC minutes with this correction. Motion passed.

VI. **Public Comments** - None

VII. **August Education Session**  
Brian Depies and Bea Grace from Short Elliott Hendrickson, Inc. and Steve DeCleene from Neuman Development, Inc. gave a PowerPoint presentation titled “Using TIF to Incentivize Single-Family Housing Development”. The presentation included market data on existing homes in Jefferson/Dodge counties, a 20-year snapshot on new lots/homes, and a TIF overview for residential housing.

#### VIII. **JCEDC Reports**

- A. **Finance Report** –Clapper/Drayna moved to approve July 31, 2021 JCEDC and Homebuyer Program finance reports as presented. Motion passed.
- A. **2022 JCEDC and HB Program Budgets** – Discussion was held on the 2022 projected budgets for JCEDC and the HB program that will be submitted to the finance committee for budget hearings in September. Lemire/Wilke moved to approve the 2022 JCEDC and HB program budgets as presented with any updates/clarifications to be presented at the September board of directors meeting.
- B. **JCEDC Services** - The August 2021 draft of the Proposed Municipal Economic Development Services Offered document was shared with the board. This document will be used as staff and JCEDC/ThriveED boards work on the 2022-2026 Strategic Plan. Due to time constraints, this agenda item will be added to the September 23rd JCEDC board of directors meeting for further discussion.

#### X. **Upcoming Meeting/Seminars**

- ThriveED Investor Council Annual Meeting – October 13, 2021, 7:00 – 9:00 am, Maranatha Baptist University, Watertown WI
- JCEDC Board of Directors Meeting – October 28, 2021, 8:30 am.

#### XI. **Adjournment**

There being no further business to come before the board for consideration at this time, Clapper/LeMire motioned to adjourn. Meeting adjourned 10:10 am.

Minutes prepared by:  
RoxAnne L. Witte, Program Specialist  
Jefferson County Economic Development Consortium

## Proposed Municipal Economic Development

### Services Offered

August 2021

Economic Development is a non-mandated government service. However, business growth generates taxable income streams for municipal governments and generates jobs that support a community's economy. This simple fact is why Federal, State and local governments provide funding for economic development services.

As JCEDC/ThriveED is about to embark on finalizing its 2022-2026 strategic plan; 5 years after the creation of the public-private partnership; now is a good time to review the work we do and the work behind the scenes that most never see. This document is for discussion purposes only; to be shared with members of the boards of both organizations, prior to adoption of the strategic plan.

**Lead Generation:** ThriveED/JCEDC promotes the assets and resources attractive to primary industry sector businesses, to businesses both inside and outside the region. As leads are generated, these are professionally managed from the LEAD stage to the PROSPECT stage by ED staff. A report is generated and shared monthly, that lists, under code names, of all leads/prospects/projects the staff is working on. The report does not reveal any information that might violate the businesses' request for confidentiality. Currently, each business transaction is managed, as needed, to conclusion with the engagement of staff. In some instances, depending upon the businesses' needs and the municipality chosen, staff may back out of the negotiations between the business and the municipality. Each opportunity is managed based upon the request for engagement from the business and/or from the municipality.

**Prospect Management:** this service is led by the business and normally requires that confidentiality be maintained. Often, businesses are negotiating with several municipalities at the same time, to maximize their return on investment and ensure that their future operating needs will be met. In these scenarios, staff works closely with the business and encourages the decision-makers/influencers, to meet with each municipality. If the company is unwilling to do so, JCEDC/ThriveED remains engaged as the SPOC (Single Point of Contact) for the prospect leads.

**Project Management:** JCEDC/ThriveED staff in various aspects of project management as needed; i.e., assisting businesses with everything from identifying sites or buildings that meet

their needs; accessing financing/building the necessary capital stack to complete the project; identifying builders or services contractors, ensuring that incentives offered at the state and federal level are delivered, assisting with other recruitment or relocations needs the business may have such as finding housing, child care, health care, etc.

**BRE and Competitive Best Practices:** These services are bundled for a reason: keeping a finger on the pulse of existing primary industry sector employers in a community, allows the ED staff to understand and credibly share vital information with community leaders about the 'state of businesses' in their community. At the same time, it allows staff to share best practices with businesses across the region. While there are broad best practice actions that any community can undertake to be more competitive; knowing the issues and the impact from consistent business visits creates a better-informed conversation about how the community might address barriers to growth and/or continue doing constructive things to help businesses grow in place. JCEDC/ThriveED staff also provides input as requested on economic development best practices for municipalities ( and for businesses) to help them to compete for and win new business investments.

**Subject Matter Expertise:** JCEDC/ThriveED staff bring 50 years combined economic development experience in multiple markets, rural and urban to the region. Staff has experience developing incentive programs, managing incentive programs, creating financing tools, developing business investment districts, creating TID's and use of TIF funds; along with a variety of other areas. Business development strategies, use of incentives, establishing and running economic development programs, establishing and running revolving loan funds and targeted marketing to attract business investment are just a few areas of expertise where staff can assist municipalities.

**Economic Development Related Research:** Developing a 'value proposition' requires verifiable data. Whether its assisting municipalities with detail-rich RFP responses, or research that quantifies data points to helps businesses or municipalities address issues, JCEDC/ThriveED can lead these efforts and deliver impactful reports. Municipal leaders looking to promote their community to attract residents, or specific types of businesses, will have better outcomes if their outreach is based upon verified information.

**Home Buyer Services:** Offered across Jefferson County, this service includes one-on-one and classroom services designed to help income-constrained folks buy or refurbish homes within the county. Assistance to home buyers includes access to grant funds to apply towards the purchase of a home. Rehab assistance includes loan funds to rehab an existing home. Loan funds for rehab are not payable until said home is sold.

## **WORK COMPONENTS OF CATEGORIES**

**LEAD GENERATION:** The following activities are part of generating leads or filling the top of the funnel.

- Marketing & Promoting – targeted outreach activities to solicit inquiries. Includes identifying targets; crafting compelling messaging; disseminating materials using strategic media channels; and following up.
- Networking – identifying opportunities to interact with decision-makers and decision-influencers; attending and meeting with key contacts; doing follow up.
- Responding to Inquiries – insuring professional and timely responses to all inquiries that come into the organization.
- Completing RFI's – researching appropriate locations to meet requests; assembling all information to complete requested data fields sent out by customer reps. Following up.
- Follow Up – ensuring that all inquiries are followed up on; that all questions and follow up questions have been answered to the customer's satisfaction.
- NOTE: While the ED professionals are capable of researching and compiling data necessary to complete all RFI's received; the organization usually requires input from the municipality where sites are located, to answer specific questions. Since these are always time sensitive; it's critical to have a Point of Contact established at every municipality who has the capacity to respond within a couple of hours.

### **PROSPECT MANAGEMENT:**

- Costs analyses: often if the company is looking at multiple locations; we can offer some guidance to help them weigh the ongoing costs of doing business in one location versus another. On the flip side; if the company has hired someone to do this for them, we work with their consultant to ensure that the numbers they've pulled together are accurate (because they often aren't!).
- Municipality-Company Consultant: due to the nature of the work; the ED professionals are often privy to information that the company or their consultants are not sharing with the municipalities of interest. At this level; we are able to bring forth key information to the municipality that allows them to 'up their competitiveness' in the process with an eye on winning the deal.

- Developer Introductions: As we are working to generate leads, we often identify developers looking for specific investment opportunities. This makes the developer a “prospect” instead of a lead. We routinely introduce developers to opportunities that meet their requested interest – and introduce them to the municipal leaders they’d need to work with to understand if their proposed investment will work in that community.

DRAFT

**Jefferson County Economic Development Consortium**  
**August 31, 2021**

	August Estimates	July Final	Year to Date	2021 Budget	
<b>Revenue</b>					
JCEDC GHDP Service fees	-	-	67,500.00	135,000.00	50.0%
GHDP Reimbursable Expenses	-	-	-	-	
V-Cambridge	-	-	160.50	160.50	100.0%
V-Johnson Creek	-	-	4,524.00	4,524.00	100.0%
C-Fort Atkinson	-	-	18,712.50	18,712.50	100.0%
C-Jefferson	-	-	12,156.00	12,156.00	100.0%
C-Lake Mills	-	-	9,228.00	9,228.00	100.0%
C-Waterloo	-	-	4,977.00	4,977.00	100.0%
C-Watertown	-	-	22,851.00	22,851.00	100.0%
C-Whitewater	-	-	4,588.50	4,588.50	100.0%
Jefferson County	-	-	128,568.00	128,568.00	100.0%
Dodge County	-	-	135,007.50	135,445.50	99.7%
Contra Account	-	-	(13,717.70)	(13,717.70)	100.0%
<b>Total</b>	-	-	<b>394,555.30</b>	<b>\$ 462,493.30</b>	<b>85.3%</b>

	August Estimates	July Final	Year to Date	2021 Budget	
<b>Expenditures</b>					
Personnel	32,152.29	31,468.910	256,251.02	389,577.51	66%
Professional Services	-	-	37,248.00	60,000.00	62%
Web Page Development	-	-	1,541.34	2,125.00	73%
Office Expense	455.00	1,639.230	4,362.20	10,336.00	42%
Membership	-	455.000	1,994.00	3,300.00	60%
Professional Development	998.08	135.000	3,733.15	4,800.00	78%
Meeting Expenses	5.78	-	90.69	1,500.00	6%
Training Materials	-	-	-	500.00	0%
Subscriptions	86.97	86.970	2,443.64	6,000.00	41%
Internet/Phones/Mis	935.94	910.830	7,284.61	12,140.00	60%
Other Operating	-	-	-	1,000.00	0%
Travel Related	654.21	378.220	1,870.64	5,800.00	32%
Other Insurance	250.64	250.640	2,005.12	2,068.26	97%
Vehicle Repair	-	429.000	429.00	-	
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	-	
<b>Total</b>	<b>35,538.91</b>	<b>35,753.800</b>	<b>\$ 333,253.41</b>	<b>\$ 513,146.77</b>	<b>65%</b>

## SUMMARY

August 31, 2021

	August Estimates	July Final	Year to Date	2021 Budget
Revenues	-	-	\$394,555.30	\$462,493.30
Expenses	<u>35,538.91</u>	<u>35,753.800</u>	<u>\$333,253.41</u>	<u>\$513,146.77</u>
Total Profit/Loss			\$61,301.89	
1/1/2021 JCEDC Operating Reserve Carryforward Balance Total		\$347,694.74		
Vested Benefits Balance	(34,125.50)			
JCEDC Operating Reserve Balance	313,569.24			
5/17/2021 Loan Receivable due from ThriveED on 12/31/2022		\$36,782.76		



## Breakdown By Goals

Goal 1	August Estimates	July Final	Year to Date	2021 Budget	
Personnel	10,931.78	10,699.429	87,306.52	134,982.70	65%
Professional Services	-	-	12,414.76	20,000.00	62%
Web Page Development	-	-	513.73	708.33	73%
Office Expense	151.65	546.355	1,453.92	3,445.33	42%
Membership	-	-	664.60	1,100.00	60%
Professional Development	332.66	44.996	1,244.26	1,600.00	78%
Meeting Expenses	1.93	-	30.23	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	28.99	28.987	814.47	2,000.00	41%
Internet/Phones/Mis	311.96	303.593	2,428.07	4,046.67	60%
Other Operating	-	-	-	333.33	0%
Travel Related	218.05	126.061	623.49	1,933.33	32%
Other Insurance	83.54	83.538	668.31	689.42	97%
Vehicle Repair	-	142.986	142.99	-	0%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
<b>*Total</b>	<b>12,060.55</b>	<b>11,975.945</b>	<b>112,971.54</b>	<b>\$ 176,172.45</b>	<b>64%</b>
<b>Goal 2</b>	<b>August Estimates</b>	<b>July Final</b>	<b>Year to Date</b>	<b>2021 Budget</b>	
Personnel	8,681.12	8,496.606	68,406.44	102,665.18	67%
Professional Services	-	-	12,414.76	20,000.00	62%
Web Page Development	-	-	513.73	708.33	73%
Office Expense	151.65	546.355	1,453.92	3,445.33	42%
Membership	-	-	664.60	1,100.00	60%
Professional Development	332.66	44.996	1,244.26	1,600.00	78%
Meeting Expenses	1.93	-	30.23	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	28.99	28.987	814.47	2,000.00	41%
Internet/Phones/Mis	311.96	303.593	2,428.07	4,046.67	60%
Other Operating	-	-	-	333.33	0%
Travel Related	218.05	126.061	623.49	1,933.33	32%
Other Insurance	83.54	83.538	668.31	689.42	97%
Vehicle Repair	-	142.986	142.98	-	0%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
<b>*Total</b>	<b>9,809.89</b>	<b>9,773.122</b>	<b>94,071.45</b>	<b>\$ 143,854.93</b>	<b>65%</b>
<b>Goal 3</b>	<b>August Estimates</b>	<b>July Final</b>	<b>Year to Date</b>	<b>2021 Budget</b>	
Personnel	12,539.39	12,272.875	100,538.06	151,929.70	66%
Professional Services	-	-	12,418.48	20,000.00	62%
Web Page Development	-	-	513.88	708.33	73%
Office Expense	151.70	546.519	1,454.36	3,445.33	42%

Goal 3 Continued	August Estimates	July Final	Year to Date	2021 Budget	
Membership	-	-	664.80	1,100.00	60%
Professional Development	332.76	45.009	1,244.63	1,600.00	78%
Meeting Expenses	1.93	-	30.24	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	29.00	28.996	814.72	2,000.00	41%
Internet/Phones/Mis	312.02	303.644	2,428.47	4,046.67	60%
Other Operating	-	-	-	333.33	0%
Travel Related	218.11	126.099	623.67	1,933.33	32%
Other Insurance	83.56	83.563	668.50	689.42	97%
Vehicle Repair	-	143.029	143.03		
Railroad Consortium	-	-	4,667.60	4,666.67	100%
<b>*Total</b>	<b>13,668.47</b>	<b>13,549.734</b>	<b>\$ 126,210.43</b>	<b>\$ 193,119.45</b>	<b>65%</b>

## SUMMARY

August 31, 2021

	August Estimates	July Final	Year to Date	2021 Budget
<b>Revenues</b>				
Income			<b>394,555.30</b>	<b>\$ 462,493.30</b>
<b>Expenses</b>				
Goal 1	12,060.55	11,975.945	112,971.54	\$ 176,172.45
Goal 2	9,809.89	9,773.122	94,071.45	\$ 143,854.93
Goal 3	13,668.47	13,549.734	126,210.43	\$ 193,119.45
<b>*Totals</b>	<b>35,538.91</b>	<b>35,298.801</b>	<b>\$ 333,253.42</b>	<b>\$ 513,146.83</b>

1/1/2021 JCEDC Operating Reserve Carryforward Balance Total **\$347,694.74**

Vested Benefits Balance (34,125.50)

JCEDC Operating Reserve Balance 313,569.24

5/17/2021 Loan Receivable due from ThriveED on 12/31/2022 **\$36,782.76**

\*Note breakout differences due to percent rounding

Jefferson County Economic Development Consortium  
Home Buyer Program  
August 31, 2021

<b>Income</b>	<b>August Estimates</b>	<b>July Actual</b>	<b>Year to Date</b>	<b>Budget</b>	
V- Cambridge	-	-	10.70	10.70	100%
V-Johnson Creek	-	-	301.60	301.60	100%
C- Fort Atkinson	-	-	1,247.50	1,247.50	100%
C-Jefferson	-	-	810.40	810.40	100%
C-Lake Mills	-	-	615.20	615.20	100%
C-Waterloo	-	-	331.80	331.80	100%
C-Watertown	-	-	1,523.40	1,523.40	100%
C-Whitewater	-	-	305.90	305.90	100%
Jefferson County		-	8,571.20	8,571.20	100%
DPP Home Buyer Program	-	-	2,100.00	10,000.00	60%
DPA Home Buyer Program	650.00	1,300.00	3,900.00		
Additional HBC Inc. Contract Restricted	-	2,500.00	12,572.00		0%
Applied Operating Reserve	-		-	27,389.20	0%
<b>TOTALS</b>	<b>\$ 650.00</b>	<b>\$ 3,800.00</b>	<b>\$ 32,289.70</b>	<b>\$ 51,106.90</b>	<b>63%</b>

<b>Expenses</b>	<b>August Estimates</b>	<b>July Actual</b>	<b>Year to Date</b>	<b>Budget</b>	
Personnel	2,919.81	2,848.84	24,298.42	36,335.84	67%
Web Page Development	-	-	114.00	150.00	76%
Office Expense	64.06	64.06	642.57	3,420.00	19%
Membership	-	-	-	250.00	0%
Professional Development	-	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	-	
Training Materials	-	73.00	318.80	3,000.00	11%
Subscriptions	-	-	595.00	1,000.00	60%
Internet/Phones/Mis	162.17	187.42	1,295.27	2,048.00	63%
Travel Related	-	-	-	930.00	0%
Other Insurance	20.04	20.04	160.32	227.06	71%
Recording Fees	-	-	-	-	-
<b>TOTALS</b>	<b>\$ 3,166.08</b>	<b>\$ 3,193.36</b>	<b>\$ 27,424.38</b>	<b>\$ 51,060.90</b>	<b>54%</b>

**1/1/2021 Operating Reserve Carryforward Balance**

**\$132,911.42**

**Vested Benefits Balance**

**-\$6,855.23**

**Homebuyer Program Operating Reserve Balance**

**\$126,056.19**

**Jefferson County Economic Development Consortium**  
**2022 Projected Budget DRAFT**

	2022 Approved by County Finance Committee		2022 Approved by JCEDC Board 8-26-2021		2022 Updated Budget Presented 9/23/2021			
	2022 Budget	Population Est Used to Determine Budget	2022 Projected Budget	Population Est Used to Determine Budget	2022 Projected Budget	Population Est Used to Determine Budget*	Esri Population Numbers 9/16/2021	Dept of Admin Preliminary Population Estimates pulled 9/16/2021
<b>Income</b>	<hr/>							
<b>GHDP - Reimbursed Expenses</b>	135,000.00		135,000.00		135,000.00			
<b>V- Cambridge</b>	162.00	108	162.00	108	160.50	107		107
<b>V-Johnson Creek</b>	4,524.00	3016	4,524.00	3016	4,546.50	3031	3031	
<b>C- Fort Atkinson</b>	18,713.00	12475	18,712.50	12475	18,702.00	12468	12468	
<b>C-Jefferson</b>	12,156.00	8104	12,156.00	8104	12,165.00	8110	8110	
<b>C-Lake Mills</b>	9,228.00	6152	9,228.00	6152	9,226.50	6151	6151	
<b>C-Waterloo</b>	4,977.00	3318	4,977.00	3318	5,043.00	3362	3362	
<b>C-Watertown</b>	22,851.00	15234	22,851.00	15234	23,199.00	15466		15466
<b>C-Whitewater</b>	4,589.00	3059	4,588.50	3059	3,882.00	2588		2588
<b>Jefferson County</b>	128,568.00	85712	128,568.00	85712	128,433.00	85622	85622	
<b>Dodge County</b>	135,008.00	90005	135,007.50	90005	135,007.50	90186	90186	90333
<b>Contra Account - Homebuyer</b>	(13,718.00)		(13,717.70)		(13,690.50)			
<b>TOTAL</b>	<b>\$ 462,058.00</b>		<b>462,056.80</b>		<b>\$ 461,674.50</b>			
					<b>*NOTE - Invoicing will be done in December and population numbers will be verified and <u>published numbers at that time</u> will be used for billing purposes</b>			
<b>Loan Receivable: Due 12/31/2022</b> (\$34,998 Principal + 3% simple interest)	\$ 36,782.76		36,782.76		36,782.76			
<b>Projected Revenues for YE 2022</b>	<b>\$ 498,840.76</b>		<b>498,839.56</b>		<b>\$ 498,457.26</b>			
<b>Expenses</b>	<hr/>							
<b>Personnel</b>	414,347.00		407,795.76		414,347.00			
<b>Professional Services</b>	25,000.00		25,000.00		25,000.00			
<b>Web Page Development</b>	2,125.00		2,125.00		2,125.00			
<b>Office Expense</b>								
Office Equipment	1,000.00		1,000.00		1,000.00			
Computer Equip/Software	1,500.00		1,500.00		1,500.00			
Postage	400.00		400.00		400.00			

Expenses	2022 Approved by County Finance Committee	2022 Projected Budget - Approved 8/26/2022	2022 Updated Budget Presented 9/23/2021
Printing/Duplicating	550.00	550.00	550.00
Small Items of Equipment	150.00	150.00	150.00
Maint Machine&Equip-Copies	2,700.00	2,700.00	2,700.00
Equipment Rent/Lease	2,000.00	2,000.00	2,000.00
Duplication Allocation	-	36.00	-
<b>Membership</b>	3,500.00	4,500.00	3,500.00
<b>Professional Development</b>			
Registrations	5,000.00	5,000.00	5,000.00
Commercial Travel	2,500.00	2,500.00	2,500.00
Lodging	3,000.00	3,000.00	3,000.00
<b>Meeting Expenses</b>			
Food & Others	1,000.00	1,000.00	1,000.00
<b>Training Materials</b>	500.00	500.00	500.00
<b>Subscriptions</b>	6,000.00	6,000.00	6,000.00
<b>Internet/Phones/Mis</b>			
Telephone & Fax	500.00	500.00	500.00
Wireless Internet	1,500.00	1,500.00	1,500.00
IP Telephone Allocation	177.00	177.00	177.00
MIS PC Group Allocation	10,000.00	10,000.00	10,000.00
MIS System Grp Alloc(ISIS)	2,707.00	2,707.00	2,707.00
<b>Other Operating</b>	1,000.00	1,000.00	1,000.00
<b>Travel Related</b>			
Mileage	3,500.00	3,500.00	3,500.00
Mileage County Vehicle	1,500.00	1,500.00	1,500.00
Meals	1,500.00	1,500.00	1,500.00
Other Travel/Tolls	300.00	300.00	300.00
<b>Other Insurance</b>	3,260.97	3,260.97	3,260.97
<b>Railroad Consortium</b>	14,000.00	14,000.00	14,000.00
<b>Operating Reserve</b>	-	-	-
<b>Total Expenses</b>	<b>\$ 511,216.97</b>	<b>\$ 505,701.73</b>	<b>\$ 511,216.97</b>

# Homebuyer Program

9/16/2021

2021 YE Projected/2022 Projected Budget

<b>Income</b>	<b>2021 YE Projected</b>	<b>2021 Budget</b>	<b>2022 Projected Budget</b>	<b>2020 Population Estimates</b>
V- Cambridge	10.70	10.70	10.70	107
V-Johnson Creek	301.60	301.60	303.10	3031
C- Fort Atkinson	1,247.50	1,247.50	1,246.80	12468
C-Jefferson	810.40	810.40	811.00	8110
C-Lake Mills	615.20	615.20	615.10	6151
C-Waterloo	331.80	331.80	336.20	3362
C-Watertown	1,523.40	1,523.40	1,546.60	15466
C-Whitewater	305.90	305.90	258.80	2588
Jefferson County	8,571.20	8,571.20	8,562.20	85622
DPP Home Buyer Program	4,150.00			
DPA Home Buyer Program	5,850.00	10,000.00	10,000.00	
Donations Restricted	10,072.00			
Applied Operating Reserve	10,070.58	27,373.20	29,566.25	
<b>TOTALS</b>	<b>\$43,860.28</b>	<b>\$51,090.90</b>	<b>\$53,256.75</b>	

<b>Expenses</b>	<b>2021 YE Projected</b>	<b>2021 Budget</b>	<b>2022 Projected Budget</b>
Personnel	37,362.76	36,355.84	39,450.00
Web Page Development	114.00	150.00	150.00
Office Expense			
Supplies	200.00	650.00	400.00
Maint Machine&Equip-Copies	500.00	2,000.00	1,500.00
Equipment Rent/Lease	770.00	750.00	770.00
Membership	250.00	250.00	250.00
Professional Development <sup>1</sup>			
Registrations	-	1,500.00	1,500.00
Commercial Travel	-	700.00	700.00
Lodging	-	1,500.00	1,500.00
Advertising		-	-
Southern Housing	-	-	-
Training Materials <sup>2</sup>	1,100.00	3,000.00	3,000.00
Subscriptions	595.00	1,000.00	750.00
Internet/Phones/Mis <sup>3</sup>		-	
Telephone & Fax	100.00	150.00	100.00
Wireless Internet	275.00	300.00	300.00
IP Telephone Allocation	66.96	68.00	59.00
MIS PC Group Allocation	1,208.04	1,191.00	1,250.00
MIS System Grp Alloc(ISIS)	368.04	369.00	387.00
Travel Related <sup>1</sup>			
Mileage	210.00	500.00	500.00
Meals	-	300.00	300.00
Other Travel/Tolls	-	130.00	130.00
Other Insurance	240.48	227.06	260.75
Recording Fees	500.00	-	-
<b>Total</b>	<b>\$43,860.28</b>	<b>\$51,090.90</b>	<b>\$53,256.75</b>

**Note:**

<sup>1</sup>. 2021 training virtual with scholarships; anticipate return to live training in 2022

<sup>2</sup>. Lack of inventory - reduced need for HB program training materials/supplies. Assume 2022 will ramp back up to more normal levels.

<sup>3</sup> - 2022 - County Controlled; Numbers for 2022 from MIS.

### Pipeline Activity Since 8-21-2021

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Industry Type	Pipeline Description (Public)
10/01/2019	AFR	Preliminary - LOW	Watertown (J),Whitewater (J)	New Business	Advanced Manufacturing	
01/06/2020	BooHoo	Preliminary - LOW	Whitewater (J)	New Business	Food Processing	Reactivated.
07/20/2021	Campy	Preliminary - 50/50	Johnson Creek (J),Lake Mills (J)	Existing Business - Expansion	Retail	Conditional use permit approved.
07/19/2021	Capacity	PRELIMINARY - Too new to know!	Horicon (D)	Mixed-Use Development	Mixed Use Development	SF developer is looking for development partners for senior housing & retail.
8/31/2020	Casa	WIN - DODGE	Beaver Dam (D)	Residential Development	Residential Development	Approx 60 lot residential subdivision development in Beaver Dam
08/02/2021	Catalyst	ACTIVE - LOW	Lake Mills (J)	New Business	Mixed Use Development	Mixed-use development
01/14/2020	Corner	ACTIVE - HIGH	Jefferson County	Mixed-Use Development	Mixed Use Development	
07/12/2021	Dairy	Delayed	Watertown (J),Watertown (D)	Existing Business - Expansion	Food Processing	Expand production facility & retail footprint. Search paused until October/November
08/02/2021	Gruff	ACTIVE - HIGH	Waterloo (J),Watertown (J)	Existing Business - Expansion	Advanced Manufacturing	Considering multiple locations for expansion
01/28/2021	Hope	ACTIVE - HIGH	Jefferson County	Existing Business - Expansion	Agribusiness	Assisting with proposed expansion and incentives. Solved temporary space needs; looking to solve long term needs.
06/17/2021	Jaberg	Eliminated	Cambridge (J),Watertown (J),Beaver Dam (D)	Business Attraction	Mixed Use Development	Development opportunity - eliminated due to financing issues
10/24/2016	Pipe	ACTIVE - HIGH	Jefferson County	Existing Business	Advanced Manufacturing	Heavy manufacturer looking for a new facility in Jefferson County
01/28/2021	Stamp	ACTIVE - 50/50	Dodge County	New Business	Advanced Manufacturing	Start-up looking to rent/buy a 5,000-15,000 sf facility
07/27/2021	Target	ACTIVE - HIGH	Juneau (D)	Existing Business - Expansion	Advanced Manufacturing	Adding warehouse space, delaying office expansion given cost. Discussed incentives with state and local officials.
06/14/2019	Tees	ACTIVE - HIGH	Jefferson (J)	Existing Business	Other Services	Assisting with TID, developers, some of property has already sold; more development planned.
06/24/2020	Trellis	ACTIVE - HIGH	Watertown (J)	Existing Business - Expansion	Restaurant / Food Services	Owner interested in selling business.
06/03/2021	Twice Baked	ACTIVE - 50/50	Jefferson (J),Johnson Creek (J)	Business Attraction	Retail	Retail business attraction