



An innovative leader in responsible planning and development for over 40 years  
**coordinate. partner. advocate. serve.**

West Central Wisconsin Regional Planning Commission

*Serving the counties of Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix*

## EVENTS & FUNDING

FEBRUARY 2021

### JOIN US FOR AN UPCOMING VIRTUAL BROWN BAG PRESENTATION ON PASSENGER RAIL!

**The event is free, but you must register ahead of time.**

The West Central Wisconsin Regional Planning Commission (WCWRPC) will be hosting a virtual brownbag luncheon to discuss initiatives to establish passenger rail service in the region through public and private partnerships. The session is free, but you are asked to register [here](#) by noon on **Monday, March 15, 2021.**

## COVID-19 Resources & Funding

Economic conditions are rapidly changing throughout our Region due to the COVID-19 pandemic. In response, our office and the Regional Business Fund, Inc. are continuing to develop a list of resources to assist communities and business respond to immediate and long-term challenges. The WCWRPC COVID-19 Resources webpage, available [here](#), provides a list of helpful resources, programs and agencies.

### **Economic Development Administration (EDA) CARES Act Recovery Assistance Revolving Loan Fund (RLF)**

Administered by WCWRPC and Regional Business Fund, Inc.

## **COVID-19 Federal Rural Resource Guide**

US Dept. of Agriculture

## **Rising to Challenges: Navigating through COVID-19 in Wisconsin: Strategies and Resources for Small Businesses and Community Groups**

Publication by Wisconsin Economic Development Corporation

## **Upcoming Events: February - March 2021**

### **Fundamentals of Business Retention Virtual Seminar**

February 3, 2021 - Wisconsin Economic Development Academy

**2021 Downtown Small Business Training Series** - Main Street Wisconsin

February 3 and 11, 2021 - Pivoting Your Business Plan

February 10, 2021 - Basics of Developing an Ecommerce Website

February 11, 2021 - Business Valuation/Succession Planning

February 17, 2021 - Placemaking for Businesses

February 24, 2021 - Advanced Ecommerce Strategies

### **2021 Governor's Conference on Economic Development Virtual Conference**

February 3-5, 2021 - Wisconsin Economic Development Association

### **Food Finance Institute (FFI) Scaler Services Online Workshops**

February 4, 2021 - Marketing and Branding Planning

February 24, 2021 - Operations & Organization Planning

March 18, 2021 - Sources & Uses of Capital Finance Planning

April 15, 2021 - Food Safety & GFSI Planning

### **Livable Communities 101**

February 9, 2021 - American Association of Retired Persons (AARP)

### **Wisconsin Land Information Association 2021 Annual Conference Virtual Event**

February 15-19, 2021

### **Annual Urban Forestry Virtual Conference**

February 21-23, 2021 - Wisconsin Arborist Association and Wisconsin Dept. of Natural Resources

### **Eau Claire Area Economic Development Corporation Annual Meeting & Paragon Award Ceremony**

February 22, 2021

### **Wisconsin Counties Association 2021 Virtual Legislative Exchange**

March 2-3, 2021

### **10th Annual Red Cedar Watershed Conference**

March 11, 2021 - Tainter Menomin Lake Improvement Association, Inc.

## **Funding Opportunities: February - April 2021**

### **Business and Industry (B&I) CARES Act Program **JUST ADDED****

Funds available until expended – US Dept. of Agriculture

**Small Business Innovation Research Program Phase I**

February 2, 2021 – US Dept. of Health and Human Services

**Energy Program for Innovation Clusters (EPIC)**

February 3, 2021 – US Dept. of Energy

**Community Wood Energy and Wood Innovation Program**

February 3, 2021 – US Dept. of Agriculture

**FY 2020 Assistance to Firefighters Grant Program**

February 12, 2021 – Federal Emergency Management Administration

**Biotechnology Risk Assessment Research Grants Program (BRAG)**

February 24, 2021 – US Dept. of Agriculture

**Minor Crop Pest Management Program Interregional Research Project #4**

February 25, 2021 – US Dept. of Agriculture

**Rural Business Development Grants JUST ADDED**

February 26, 2021 – US Dept. of Agriculture

**FY 2020 Fire Prevention and Safety Grant Program JUST ADDED**

February 26, 2021 – Federal Emergency Management Administration

**North American Wetlands Conservation Act U.S. Standard Grants (Cycle 1)**

February 26, 2021 – US Fish & Wildlife Service

**Norma and Stanley DeBoer Quiet Trails Fund JUST ADDED**

March 1, 2021 – Natural Resources Foundation of Wisconsin

**Rivers, Trails, and Conservation Assistance Program**

March 1, 2021 – National Park Service

**Knowles-Nelson Stewardship Grants JUST ADDED**

March 15, 2021 – Wisconsin Dept. of Natural Resources

**Value-Added Producer Grants JUST ADDED**

March 16, 2021 (electronic application); March 22, 2021 (paper/email application) – US Dept. of Agriculture

**The Gus Schumacher Nutrition Incentive Program (formerly known as the Food Insecurity Nutrition Incentive Program)**

March 16, 2021 – US Dept. of Agriculture

**Enhancing Agricultural Opportunities for Military Veterans Competitive Grants Program JUST ADDED**

March 23, 2021 – US Dept. of Agriculture

**Beginning Farmer and Rancher Development Program (BFRDP)**

March 25, 2021 – US Dept. of Agriculture

**Research Grants in the Arts JUST ADDED**

March 29, 2021 – National Endowment for the Arts

**Rural Microentrepreneur Assistance Program JUST ADDED**

March 31, 2021 – US Dept. of Agriculture

**Regional Infrastructure Accelerators JUST ADDED**

March 31, 2021 – US Dept. of Transportation

**Rural Energy for America Program Renewable Energy Systems & Energy Efficiency Improvement Loans and Grants in Wisconsin**

March 31, 2021 – US Dept. of Agriculture

**Food Safety Outreach Program**

April 1, 2021 – US Dept. of Agriculture

**Meetings Mean Business! Grants Program**

April 1, 2021 – Wisconsin Dept. of Tourism

**Joint Efforts Marketing (JEM) Grants**

April 1, 2021 – Wisconsin Dept. of Tourism

**Ready, Set, Go! Grants**

April 1, 2021 – Wisconsin Dept. of Tourism

**Farm Business Management and Benchmarking Competitive Grants Program**

April 8, 2021 – US Dept. of Agriculture

**Notice of Discharge Grants**

April 15, 2021 – Wisconsin Dept. of Natural Resources

**Wisconsin Humanities Council Major Grants**

April 15, 2021

**All-Terrain Vehicles (ATV) Trail Aids**

April 15, 2021 – Wisconsin Dept. of Natural Resources

**Snowmobile Trail Aids**

April 15, 2021 – Wisconsin Dept. of Natural Resources

**Targeted Runoff Management Program**

April 15, 2021 – Wisconsin Dept. of Natural Resources

**Urban Nonpoint Source & Storm Water Management Grant Program**

April 15, 2021 – Wisconsin Dept. of Natural Resources

**The Lawrence Foundation**

April 30, 2021

**Hometown Health Grant**

April 30, 2021 – Mayo Clinic Health System

*The following state or federal funding agencies have various programs and deadlines:*

**Community Development Block Grant Planning (PLNG) Program**

Applications accepted on a continuous basis – Wisconsin Dept. of Administration

**Community Development Investment Grant Program**

No submission deadlines – Wisconsin Economic Development Corporation

**EDA Planning Program and Local Technical Assistance Program**

Contact the WCWRPC if interested

**Freight Railroad Infrastructure Improvement Program**

Ongoing – Wisconsin Dept. of Transportation

**EDA Public Works & Economic Adjustment Assistance Program**

Contact the WCWRPC if interested

**Community Development Block Grant-Emergency Assistance Program**

Varies - Wisconsin Dept. of Administration

**Emergency Watershed Protection Program**

Contact local Natural Resources Conservation Service field office

**Idle Sites Redevelopment Program**

Continuous application process – Wisconsin Economic Development Corporation

**Agricultural Conservation Easement Program**

Ongoing – US Dept. of Agriculture

**Water & Waste Disposal Loan and Grant Program**

Ongoing – US Dept. of Agriculture



REGIONAL  
BUSINESS FUND, INC.

The Regional Business Fund, Inc. (RBF, Inc.) is a non-profit economic development corporation whose purpose is to promote business and economic development in west central Wisconsin. The RBF, Inc. offers low-interest loan funds to businesses that expand within the region, diversify the economy, add new technology, revitalize buildings in the region's downtowns, create or retain quality jobs, and increase capital investment in the region. The RBF, Inc. offers the following programs:

- **Revolving Loan Fund**
- **Growth Loan Fund**
- **Micro Loan Fund**
- **Downtown Facade Fund**
- **Technology Enterprise Fund**
- **EDA Fund**

For more information, visit our [website](#), or please contact:

- **Tobi LeMahieu**, Fund Manager
- **Heidi Biesterveld**, Lending Specialist
- **Mai Xiong-Thao**, Loan Processor

---

**WCWRPC Staff:**

**Lynn Nelson**  
Executive  
Director



**Eric Anderson**  
Senior  
Planner



**Susan Badtke**  
Senior  
Planner



**Heidi Biesterveld**  
Lending  
Specialist



**Craig Johnson**  
Associate  
Planner



**Tobi LeMahieu**  
Fund  
Manager



**Landon Profaizer**  
Associate  
Planner



**Edwin Rothrock**  
Associate  
Planner



**Lisa Ruth**  
Office  
Manager



**Ann Schell**  
Senior  
Planner



**Chris Straight**  
Senior  
Planner



**Mai Xiong-Thao**  
Loan  
Processor



**Kim Zimmerman**  
Financial  
Manager

