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West Central Wisconsin Regional Planning Commission

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

EVENTS & FUNDING

MAY 2021

COMING SOON - WEST CENTRAL WISCONSIN MICROENTERPRISE GRANT PROGRAM

West Central Wisconsin Regional Planning Commission (WCWRPC) is administering a \$510,000 Community Development Block Grant (CDBG) Coronavirus (CV) award from the Wisconsin Department of Administration to establish a Microenterprise Grant Program. The Program will provide up to \$5,000 in grant funding to eligible small businesses located in Barron, Chippewa, Clark, Dunn, Eau Claire (excluding the City of Eau Claire), Polk, and St. Croix counties to cover working capital needs resulting from the COVID-19 pandemic.

To be eligible a business must:

- be located in one of the aforementioned counties;
- employ five or fewer employees;
- have been established prior to February 5, 2020;
- be current on income and property taxes; and,
- be owned by a person(s) of qualifying income.

Ineligible businesses include those engaged in crop and animal production, lessors of real estate, and nonprofit organizations.

The Microenterprise Grant application acceptance period is scheduled for June 1 – June 15, 2021. Eligible, interested businesses should visit [our website](#) to download the program details, eligibility criteria, and application.

Is it Time to Update Your Comprehensive Plan?

Wisconsin's Comprehensive Plan law was established in 1999 and over the last two decades many communities have adopted comprehensive plans. The law requires that comprehensive plans be updated every ten years. If your community's plan was adopted in 2010 or earlier, it is due for an update. While State Statute does not define what is required in an update, we recommend that the data be updated; goals, objectives and policies be reviewed and adjusted as needed; and maps be redone to recognize changes within the community since the last plan.

Additional information on Wisconsin's Comprehensive Planning Legislation is available on the State of Wisconsin Department of Administration's (DOA) [website](#). The State DOA also maintains a library of adopted comprehensive plans. Note that under current law, certain municipal ordinances and actions taken must be consistent with the community's comprehensive plan. It is important that your plan be reviewed and updated to help advance the community's vision and prepare for future opportunities and challenges.

If you would like to talk about ways that our organization can assist your community with updating its comprehensive plan, feel free to contact Senior Planner [Susan Badtke](#) or call (715) 836-2918 ext. 15.

Apply to Partner with UW-Madison's UniverCity Year

UniverCity Year, a program aimed at finding practical solutions to community-based challenges, is seeking new local government partners for the 2021-2024 academic years. **The deadline to apply is Monday, July 26, 2021.**

A three-year partnership between a Wisconsin city, county, or municipal entity and University of Wisconsin-Madison, UniverCity Year (UCY) engages with government partners through a simple process. First, the partner identifies a set of issues or questions (for example, health related initiatives, park designs, sustainability projects, etc.). Then, UCY matches those priorities with UW-Madison courses where faculty and students development recommendations. Finally, the local government partner receives research, reports, designs, and proposals, as well as help in implementing them.

If you have any questions about crafting your proposal, please contact Gavin Luter via [e-mail](#) or by phone at (608) 261-1141. More information is also available online [here](#).

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.

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: May - June 2021

Institute for Business & Entrepreneurship Training Opportunities

Various Dates - Institute for Business & Entrepreneurship University of Wisconsin System

Wisconsin Land Information Association (WLIA) Spring Virtual Meeting Series

May 3-7, 2021

Wisconsin Rural Partners Virtual Rural Summit

May 5 - June 2, 2021

American Planning Association 2021 National Planning Conference (Online)

May 5 - 7, 2021

2021 Spring Town Officials Workshops Teleconference - Wisconsin Towns Association

May 10 and May 17, 2021 - Powers and Duties of Town Officials

May 11 and May 18, 2021 - Fundamentals of Town Road Operations and How to Create a Simple Capital Improvement Plan

May 12 and May 19, 2021 - Open Meetings Law and Public Records Issues and Answers

May 13 and May 20, 2021 - Budget and Finance Basics and Planning and Zoning 101

May 14 and May 21, 2021 - Ethics for Town Officials and Leading Across Boundaries

Federal Grants Compliance Training for State & Local Governments (Virtual)

May 11 - 12, 2021 - Thompson Grants

Bus Agency Safety Plan Implementation Workshops - Federal Transit Administration

May 12, 2021 - Small Bus Agencies

May 26, 2021 - Small Bus Agencies

June 10, 2021 - Large Bus Agencies

June 23, 2021 - Large Bus Agencies

Planning & Zoning Webinars - Center for Land Use Education

May 18, 2021 - Meeting and Hearing Conduct

Value Capture Strategies Webinars - Federal Highway Administration

May 12, 2021 - Value Capture Strategies and Infrastructure Bank Programs

May 19, 2021 - Value Capture Strategies and Capital Improvement Plan-The Primer

June 9, 2021 - Value Capture Strategies and Project Delivery: Public-Private Partnerships

June 16, 2021 - Value Capture Strategies: Tax Increment Financing-The Primer

July 14, 2021 - Value Capture Strategies: Transportation Reinvestment Zones-The Primer

August 4, 2021 - Value Capture Strategies: Developer Impact Fees-The Primer

August 25, 2021 - Value Capture Strategies: Special Assessment Districts-The Primer

September 15, 2021 - Value Capture Strategies: Risk Assessment-The Primer

October 6, 2021 - Value Capture Strategies: Making the Business and Economic Case-A Primer

CNU29.Design for Change - Congress for the New Urbanism

May 19-21, 2021

Business Attraction: Selling Your Community Assets - WEDA Academy Virtual Training Course

May 26, 2021

Public Art in Your Downtown Regional Workshop Series - Wisconsin Economic Development Corporation

June 2, 2021 - Osceola, WI

June 3, 2021 - Waupaca, WI

June 4, 2021 - Janesville, WI

2021 National Agriculture in the Classroom Conference (in-person and virtually)

June 29-July 1, 2021 - Des Moines, IA

Funding Opportunities: May - July 2021

Business and Industry (B&I) CARES Act Program

Funds available until expended – US Dept. of Agriculture

Community Heart & Soul Seed Grant Funding to Small Cities and Towns

Grant Awards are Limited

Small Business Innovation Research Phase II

May 3, 2021 – US Dept. of Agriculture

Wisconsin Fast Forward Industry Sectors Worker Training Grants **JUST ADDED**

May 6, 2021 – Wisconsin Dept. of Workforce Development

Community Development Block Grant (CDBG) Public Facilities Program

May 13, 2021 – Wisconsin Dept. of Administration

Click [here](#) for a WCWRPC handout/list of communities eligible to apply for this program

Training & Technical Assistance for Wastewater Treatment Works for the Prevention, Reduction, and Elimination of Pollution

May 17, 2021 - US Environmental Protection Agency

Infrastructure & Capacity Building Challenge Grants **JUST ADDED**

May 18, 2021 – National Endowment for the Humanities

Preservation and Access Education and Training Grants

May 18, 2021 – National Endowment for the Humanities

AARP Advancing Economic Opportunity Among Older Adults

May 31, 2021 (Invited Full Application)

Cooperating Technical Partners Program JUST ADDED

May 31, 2021 – US Dept. of Homeland Security

Environmental Justice Small Grants Program JUST ADDED

June 1, 2021 – US Environmental Protection Agency

FY 2021 University Center Economic Development Program

June 4, 2021 - US Economic Development Administration

Notice of Discharge Grants

June 15, 2021 – Wisconsin Dept. of Natural Resources

Pilot Program for Transit-Oriented Development (TOD) Planning JUST ADDED

June 21, 2021 – Federal Transit Administration

Rural Business Development Grants - Transportation Systems JUST ADDED

June 30, 2021 - US Dept. of Agriculture

Quadratrac Energize the Environment Grant-Fall Cycle

June 30, 2021 – Quadratrac Cares

Acres for America

June 30, 2021 (Invited Full Application) – National Fish & Wildlife Foundation

Go Outside Fund

June 30, 2021 – Natural Resources Foundation of Wisconsin

Clean Water Fund Program

June 30, 2021 – Wisconsin Dept. of Natural Resources

Safe Drinking Water Loan Program

June 30, 2021 – Wisconsin Dept. of Natural Resources

Forest Fire Protection Grant

July 1, 2021 – Wisconsin Dept. of Natural Resources

Tourist Information Center (TIC) Grant Program

July 1, 2021 – Wisconsin Dept. of Tourism

Grants for Arts Projects (Second Grants)

July 8, 2021 – National Endowment for the Arts

North American Wetlands Conservation Act U.S. Standard Grants (Cycle 2)

July 9, 2021 – US Fish and Wildlife Service

Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants

July 12, 2021 - US Dept. of Transportation

People for Bikes Community Grants – Fall Cycle

July 23, 2021 (letter of interest due); October 15, 2021 (full applications)

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

Strategic Economic and Community Development (SECD) Program

Open – 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

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