



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

SEPTEMBER 2021

### **Main Street Bounceback Grant Program**

Wisconsin Economic Development Corporation (WEDC) recently announced its **Main Street Bounceback Grant** program which provides \$10,000 grants to new or existing businesses and non-profit organizations moving into vacant commercial properties in Wisconsin.

The West Central Wisconsin Regional Planning Commission is partnering with WEDC to administer the program in its seven county region of Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, or St. Croix counties.

Funds can be used to pay leases or mortgages, operational expenses, and other business costs related to the newly opened location. The program is open to new or existing businesses opening a new location or expanding operations in a vacant commercial space as of January 1, 2021.

#### **Eligibility:**

- Must be located in the counties of Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, or St. Croix.

- Must be a new tenant with a 12-month signed lease or purchaser of a previously vacant commercial space or a business who has expanded their existing footprint into additional previously vacant commercial space where the lease or sales contract is dated on or after January 1, 2021 and on or before June 30, 2022.
- Must certify that the business has not or will not vacate a commercial space in Wisconsin to become eligible to claim this grant.
- Must provide a complete and fully executed Business Application without material alteration.

#### **Ineligible Businesses:**

- Businesses part of a national or regional chain, unless the business is an independently-owned and operated franchise.
- A home-based business or property landlord, unless they are moving their business functions into vacant commercial space.
- Real estate investment firms that intend to hold the property for investment purposes only.
- Engaged in any illegal activity under federal, state, or local law.
- Storage businesses.
- Residential uses and lessors of residential units/property (landlords) unless the business unit of the lessor is moving into a vacant commercial space to support functions of the business.

#### **Application Procedure:**

To apply, submit a complete, signed **application** along with the items listed in Section III (Attachments) via email to **Tobi LeMahieu** or **Heidi Biesterveld**.

Call 715-836-2918 if you have any questions.

---

## **Virtual Brownbag Presentation on FINANCIAL RESOURCES FOR BUSINESSES**

West Central Wisconsin Regional Planning Commission (WCWRPC) will be hosting a free virtual brownbag luncheon on October 12, 2021 from 12:00 p.m. to 1:00 p.m. Regional Business Fund, Inc. business loan programs and the Bounceback Grant Program will be discussed.

Topics to be covered include:

- Background and history of the Regional Business Fund, Inc.
- Overview of Regional Business Fund, Inc. loan programs, including:
  - Revolving Loan Fund (RBF)
  - Growth Loan Fund
  - Micro Loan Fund

- Facade Loan Fund
- EDA Revolving Loan Fund
- Technology Enterprise Fund

- Information on the Bounceback Grant Program

The webinar will feature a presentation by Tobi LeMahieu, Fund Manager, and Heidi Biesterveld, Lending Specialist, from WCWRPC who staff the Regional Business Fund, Inc.

The event is free, but to participate you must register by Monday, October 11th. Click [here](#) to register for this event.

---

## 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: September - October 2021

**2021 Virtual Housing Conference** - Wisconsin Housing and Economic Development Authority

September 1-2, 2021

**Healthcare Partnerships for Downtown Success Webinar** - Wisconsin Economic Development Corporation and Rural Wisconsin Health Cooperative

September 2, 2021

**Fall Town and Village Workshops** SAVE THE DATE - Wisconsin Towns Association and UW Local Government Center

September 13, 2021 - Cable, WI

September 14, 2021 - Eau Claire, WI

September 15, 2021 - Tomah, WI

September 16, 2021 - Stevens Point, WI

September 20, 2021 - Minocqua, WI

September 21, 2021 - De Pere, WI

September 22, 2021 - DeForest, WI

**Basic Economic Development Course** - Wisconsin Economic Development Association

September 13-16, 2021

Madison, WI

**Addressing Affordable Housing in Rural Communities, A Developer's Perspective: Hurdles, Opportunities, and Solutions Webinar** - UW Extension and EDA University Center

Center

September 14, 2021

**Entrepreneurial Training Program** - Institute for Business & Entrepreneurship

September 14, 2021 (Virtual or In-Person)

River Falls, WI

**Value Capture Strategies Webinars** - U.S. Dept. of Transportation

September 15, 2021 - Risk Assessment-The Primer

October 6, 2021 - Making the Business and Economic Case-A Primer

**Wisconsin Economic Development Association Legislative Day**

September 15, 2021

Madison, WI

**American Planning Association-Wisconsin Chapter Annual Conference**

September 16-17, 2021

Green Bay, WI

**Saving Wisconsin's Historic Theatres Workshop** - Wisconsin Trust for Historic Preservation and The Frank Lloyd Wright Foundation

September 17-18, 2021

Spring Green, WI

**First Impressions Regional Workshop Series** - Wisconsin Economic Development Corporation

September 21, 2021 - Cumberland, WI

September 22, 2021 - Weyauwega, WI

September 23, 2021 - Delavan, WI

**Wisconsin Counties Association Annual Conference**

September 26-28, 2021

La Crosse, WI

**Wisconsin Economic Development Association Best Practices Conference**

September 29 - October 1, 2021

Appleton, WI

**Minnesota/Wisconsin Public Transportation Conference** - Minnesota Public Transit Association

October 4-7, 2021

Duluth, MN

**Bringing Back Downtown Retail After COVID-19 Webinar** - UW Extension and The American Downtown Revitalization Review

October 6, 2021

**Women's Business Conference - Reconnect & Restart** - Western Dairyland Women's Business Center

October 6-8, 2021 (In person and online)

Eau Claire, WI

**Wisconsin Towns Association 2021 Annual Convention**

October 10-12, 2021

Wisconsin Dells, WI

**2021 Downtown Summit** - Wisconsin Downtown Action Council

October 12-13, 2021

Appleton, WI

**Fall 2021 Round Table Discussion Groups** - Wisconsin Economic Development

Corporation

October 19, 2021 - Belgium, WI

October 20, 2021 - Elroy, WI

**League of Wisconsin Municipalities 123rd Annual Conference**

October 20-22, 2021

Green Bay, WI

---

## Funding Opportunities: September - November 2021

**Shooting Range Grant Program** (PUBLIC AND PRIVATE RANGES)

September 15, 2021 – Wisconsin Dept. of Natural Resources

**Community Grant Application**

September 15, 2021 – Foundation for Rural Service

**Laura Bush 21st Century Librarian Program** (Preliminary Proposals)

September 24, 2021 - Institute of Museum and Library Services

**National Leadership Grants for Libraries** (Preliminary Proposals)

September 24, 2021 - Institute of Museum and Library Services

**Signals and ITS Standalone Program**

September 24, 2021 – Wisconsin Dept. of Transportation

**Producer-Led Watershed Protection Grants** **JUST ADDED**

September 27, 2021 – WI Dept. of Agriculture, Trade & Consumer Protection

**Infrastructure & Capacity Building Challenge Grants**

September 28, 2021 – National Endowment for the Humanities

**Destination Marketing Organizations Grant Program** **JUST ADDED**

September 29, 2021 – Wisconsin Dept. of Administration

**Rural Microentrepreneur Assistance Program** (First Quarter) **JUST ADDED**

September 30, 2021 – US Dept. of Agriculture

**Go Outside Fund**

September 30, 2021 – Natural Resources Foundation of Wisconsin

**Hometown Grants** - T Mobile

September 30, 2021

**National Trust Preservation Funds** **JUST ADDED**

October 1, 2021 - National Trust for Historic Preservation

**Basic Recycling Grants to Responsible Units** **JUST ADDED**

October 1, 2021 – Wisconsin Dept. of Natural Resources

**Federal Aid in Sport Fish Restoration Fishing Pier**

October 1, 2021 - Wisconsin Dept. of Natural Resources

**County Conservation Aids**

October 1, 2021 – Wisconsin Dept. of Natural Resources

**Fund for Wild Nature**

October 1, 2021 – Fund for Wild Nature

**Urban Forestry Grant**

October 1, 2021 – Wisconsin Dept. of Natural Resources

**FY22 Brownfields Job Training Grants JUST ADDED**

October 5, 2021 - Environmental Protection Agency

**FY2021 STEM Talent Challenge Program JUST ADDED**

October 12, 2021 - US Dept. of Commerce

**Creation and Presentation Program Grants**

October 14, 2021 – Wisconsin Arts Board

**North American Wetlands Conservation Act U.S. Small Grants**

October 14, 2021 – US Fish & Wildlife Service

**Farm of the Future JUST ADDED**

October 15, 2021 – US Dept. of Agriculture

**Wisconsin Humanities Council Grants – Recovery Grants**

October 15, 2021 – Wisconsin Humanities Council

**Climate Program Office FY2022 JUST ADDED**

October 18, 2021 – National Oceanic and Atmospheric Administration

**Industry Sectors Worker Training Grants JUST ADDED**

October 18, 2021 – Wisconsin Dept. of Workforce Development

**Build Back Better Regional Challenge - Economic Development Administration**

American Rescue Plan Act (EDA ARPA) **JUST ADDED**

October 19, 2021 (Phase 1 Deadline); March 15, 2022 (Phase 2 Deadline)

**Quadratex Cares Energize the Environment Grant-Spring Cycle**

October 30, 2021 – Quadratex

**Safe Drinking Water Loan Program (Notice of Intent to Apply)**

October 31, 2021 – Wisconsin Dept. of Natural Resources

**Clean Water Funds (Notice of Intent to Apply)**

October 31, 2021 – Wisconsin Dept. of Natural Resources

**The Lawrence Foundation**

October 31, 2021 – The Lawrence Foundation

**Environmental Remediation Tax Incremental Financing (ER TIF) Districts**

October 31, 2021 – Wisconsin Dept. of Revenue

**Statewide Planning, Research & Networks - Economic Development Administration**

American Rescue Plan Act (EDA ARPA) **JUST ADDED**

Submit as soon as possible, but no later than October 31, 2021

**Surface Water Management Grants**

November 1, 2021 (APPLICATION) – Wisconsin Dept. of Natural Resources

**Joint Effort Marketing (JEM) Program**

November 1, 2021 – Wisconsin Dept. of Tourism

**Wisconsin Humanities Council Mini Grants**

November 1, 2021

**Knowles-Nelson Stewardship Program Grants to Friends Groups**

November 15, 2021 – Wisconsin Dept. of Natural Resources

**Museums for America**

November 15, 2021 – Institute of Museum and Library Services

**National Leadership Grants for Museums**

November 15, 2021 - Institute of Museum and Library Services

**Inspire! Grants for Small Museums**

November 15, 2021 - Institute of Museum and Library Services

**Museums Empowered**

November 15, 2021 - Institute of Museum and Library Services

**Good Jobs Challenge**

January 26, 2022 – Economic Development Administration American Rescue Plan Act (EDA ARPA) **JUST ADDED**

**Travel, Tourism & Outdoor Recreation** - Economic Development Administration American Rescue Plan Act (EDA ARPA) **JUST ADDED**

Submit as soon as possible, but no later than January 31, 2022

**Economic Adjustment Assistance** - Economic Development Administration American Rescue Plan Act (EDA ARPA) **JUST ADDED**

Submit as soon as possible, but no later than March 31, 2022

**Indigenous Communities** - Economic Development Administration American Rescue Plan Act (EDA ARPA) **JUST ADDED**

Submit as soon as possible, but no later than March 31, 2022

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

**Agricultural Conservation Easement Program**

Ongoing – US Dept. of Agriculture

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

Varies - Wisconsin Dept. of Administration

**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

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

Applications accepted on a rolling basis – Community Heart & Soul

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

Contact the WCWRPC if interested

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

Contact the WCWRPC if interested

**Emergency Watershed Protection Program**

Contact local Natural Resources Conservation Service field office

**Freight Railroad Infrastructure Improvement Program**

Ongoing – Wisconsin Dept. of Transportation

**Idle Sites Redevelopment Program**

Continuous application process – Wisconsin Economic Development Corporation

**Institute for Business & Entrepreneurship Training Opportunities** - University of

Wisconsin System

Various Dates

**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

---

**WCWRPC Staff:**

Lynn Nelson  
Executive Director



Eric Anderson  
Senior Planner



Susan Badtke  
Senior Planner



Heidi Biesterveld  
Lending Specialist



Hailee Bushman  
Assistant Planner



Craig Johnson  
Associate Planner



Tobi LeMahieu  
Fund Manager



Michael Mills  
Assistant Planner



Landon Profaizer  
Associate Planner



**Edwin  
Rothrock**  
Associate  
Planner



**Lisa  
Ruth**  
Office  
Manager



**Chris  
Straight**  
Senior  
Planner



**Mai  
Xiong-  
Thao**  
Loan  
Processor



**Kim  
Zimmerman**  
Financial  
Manager



*Copyright © 2021 West Central Wisconsin Regional Planning Commission, All rights reserved.  
"You have expressed interest in receiving information from the WCWRPC and its work in the region."*

**Our mailing address is:**  
West Central Wisconsin Regional Planning Commission  
800 Wisconsin Street  
Mail Box 9  
Eau Claire, Wi 54703

[Add us to your address book](#)

[unsubscribe from this list](#)   [update subscription preferences](#)