

RE: information

Eric Fowle [EFowle@ecwrpc.org]

Sent: Wednesday, September 04, 2019 2:01 PM

To: Andy Gleason

President Gleason,

First and foremost, I appreciate the time you took to spend sharing information about the Village's important future project for a new Village Hall with me last month. I wanted to follow up with a few basic thought which stemmed from our conversation, as well as to provide some related information about potential funding opportunities for such a project.

As I reviewed and heard this information, I couldn't help but put this project into more of an "economic development" frame of mind, versus it simply being "a municipal building project". As such, I feel that of the two sites proposed for the facility, the one located within the downtown offers significantly more opportunities to enhance and multiply the effect of the building's overall purpose, thereby creating more community benefit. In my opinion (and likely the opinion of a majority of Planners out there), the "edge of town" site would offer little in the way of creating or enhancing community identity or engagement. While the building may be more visible at the "edge of town" site, it would not likely serve as a community gathering space due to its "non-walkable" nature.

The downtown location could be catalytic in terms of the overall revitalization of the downtown and potentially offers enough space for a well-designed facility that also incorporates "place-making" enhancements. If the Village can take an adequate amount of time to fully assess opportunities associated with this facility on the downtown site, there could be many resources, programs and grant opportunities to take advantage of. In general, this is a "once in a lifetime" (or least 50 year) opportunity that the Village should take the time to get right.

As such, if the downtown site is pursued, I would suggest asking a number of new questions that could better investigating resources that may be available to help explore the hidden potential of this site.

- How do you make the facility an asset to the downtown and entire community?
- How does it relate to / tie into the existing adjacent regional trail system?
- How can Creative Placemaking occur within the site boundaries which offers more community engagement opportunities?
- How can arts and culture be integrated?
- Should/could such a facility and site offer integrated housing (apts.) – See City of Brillion's planned new municipal facility <https://www.postcrescent.com/story/news/2018/06/13/brillion-city-center-include-new-city-hall/691543002/> What about retail? Maybe the creation of entrepreneurial space or even a Fab Lab?
- Are there community-wide "emergency response" needs that will/can be included to open up the door for funding from various disaster recovery grant programs? Could it serve as a shelter, etc.?

If the Village wants to take advantage of potential grant and funding opportunities, it will need to commit to "getting creative" with the project. After a bit of digging, a listing of potential resources and funding opportunities is provided below. There are likely more that could be found as community and downtown revitalization (including Placemaking) is becoming a well-recognized way to help with local and regional economic development, housing, and talent attraction concerns.

I hope that this provides some fresh thoughts for yourself and the Board to consider. I would happy to come out to a future meeting if you feel appropriate to discuss this issue/opportunity in greater detail, so feel free to contact me.

Sincerely,

- Eric

Placemaking Info/Resources

<https://www.arts.gov/artistic-fields/creative-placemaking/creative-placemaking-resources>
<https://www.pps.org/category/placemaking>

Local Initiative Support Corporation (LISC)**Community Facilities Fund**

http://www.lisc.org/media/filer_public/07/4e/074e020d-7cbc-47b7-9c61-4eb8b644fc1c/community_facilities_fund_7-18-19.pdf

USDA Rural Development**Community Facilities Direct Loan & Grant Program**

<https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

U.S. Dept. of Commerce – Economic Development Administration**Disaster Recovery Grant Funding**

In June 2019, Congress passed the Additional Supplemental Appropriations for Disaster Relief Act, 2019. The Act provided EDA with \$600 million in additional Economic Adjustment Assistance (EAA) Program funds for necessary expenses related to flood mitigation, disaster relief, long-term recovery, and restoration of infrastructure in areas that received a major disaster designation in calendar year 2018, and tornadoes and floods occurring in calendar year 2019.

U.S. Department of Commerce Announces Availability of \$587 Million to Aid Communities Impacted by Natural Disasters

WASHINGTON – U.S. Secretary of Commerce Wilbur Ross today announced that the Department's Economic Development Administration (EDA) has published the Fiscal Year 2019 (FY2019) Disaster Supplemental Notice of Funding Opportunity (NOFO) making \$587 million available to eligible grantees in communities impacted by Presidentially declared natural disasters in 2018, and floods and tornadoes in 2019.

"The Trump Administration and the Department of Commerce understand the challenges faced by American cities and towns devastated by recent natural disasters and are committed to helping them recover," said **Secretary of Commerce Wilbur Ross**. "The funding announced today will help ensure that communities impacted by disaster can rebuild and fuel growth for the future."

EDA disaster grants are made by its Regional Offices under the agency's Economic Adjustment Assistance (EAA) Program, which enables EDA to make awards that support a wide range of construction and non-construction activities in areas which experience sudden and prolonged severe economic dislocation. The submission of applications should be based on long-term, regionally-oriented, and collaborative development strategies that foster economic growth and resilience.

Eligible applicants under the EAA program include a(n): (i) District Organization of an EDA-designated Economic Development District (EDD); (ii) Indian Tribe or a consortium of Indian Tribes; (iii) State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions; (iv) institution of higher education or a consortium of institutions of higher education; or (v) public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State. EDA is not authorized to provide EAA grants to individuals or for-profit entities.

There are no application deadlines and the agency will accept proposals on a rolling basis until the publication of a new Disaster Supplemental NOFO, cancellation of this NOFO, or all funds are obligated. Disaster recovery projects must be consistent with the U.S. Department of Commerce Disaster Recovery Investment Priorities.

For more information, please visit the EDA and Disaster Recovery page.

(PLEASE CONTACT ERIC FOR MORE INFORMATION AS ECWRPC IS THE DESIGNATED ECONOMIC DEVELOPMENT DISTRICT WHICH HELPS COORDINATE PROJECT DEVELOPMENT/FUNDING FOR EDA'S PROGRAMS)

WEDC**Connect Communities Program**

<https://wedc.org/programs-and-resources/connect-communities/>

Board of Commissioners of Public Lands

<https://bcpl.wisconsin.gov/Pages/Home.aspx>

National Endowment for the Arts**Citizens Institute on Rural Design**

The Citizens' Institute on Rural Design (CIRD) is a leadership initiative of the National Endowment for the Arts in partnership with the Housing Assistance Council and buildingcommunityWORKSHOP. Focusing on communities with populations of 50,000 or less, CIRD's goal is to enhance the quality of life and economic viability of rural America through planning, design,

and creative placemaking. <https://www.arts.gov/national-initiatives/citizens-institute-rural-design>

Our Town Program / Grants

<https://www.arts.gov/grants/apply-grant/grants-organizations>

Our Town

Our Town is the National Endowment for the Arts' creative placemaking grants program. These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into local strategies for strengthening communities. These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from \$25,000 to \$200,000, with a minimum cost share/match equal to the grant amount.

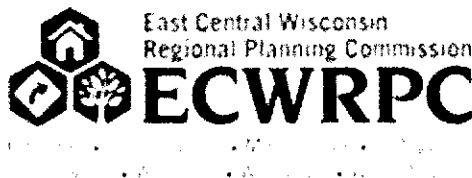
Upcoming deadlines:

Part 1 - Submit to Grants.gov	August 8, 2019
<i>Prepare application materials that it's ready to upload when the Applicant Portal opens</i>	
Part 2 - Submit to Applicant Portal	August 13-20, 2019
Earliest Announcement of Grant Award or Rejection	April 2020
Earliest Beginning Date for National Endowment for the Arts Period of Performance	July 1, 2020

Note: To allow time to resolve any problems you might encounter, we strongly recommend that you register/renew your Grants.gov/SAM registration by at least July 18, 2019 and submit to Grants.gov by at least July 29, 2019.

Eric W. Fowle, AICP – Executive Director
 East Central Wisconsin Regional Planning Commission
 400 Ahnaip Street, Suite 100 / Menasha, WI 54952
 Phone: (920) 751-4770 / Email: efowle@ecwrpc.org / Web: www.ecwrpc.org

Our Mission is to build relationships and cooperative, visionary growth strategies that keep our region beautiful, healthy and prosperous.



From: Andy Gleason [mailto:AGleason@blackcreekwi.net]
Sent: Tuesday, September 3, 2019 7:20 AM
To: Eric Fowle
Subject: information