

# CITY OF WAUPACA DOWNTOWN INCENTIVE PROGRAM SUMMARY

Thank you for your interest in investing in the City of Waupaca's downtown. This program is administered through the City's Community and Economic Development Department. Please review this program summary document and let us know if you have any questions or concerns.

## PURPOSE OF PROGRAM

The City of Waupaca Downtown Incentive Program includes two separate grants: the Façade Enhancement Grant and Building Repair Grant. The purpose of the grants are to:

1. Provide incentives to maintain and upgrade downtown historic buildings
2. Incentivize new downtown development
3. Encourage new housing development and investment
4. Upgrade existing downtown housing

In addition to the two grants, the City can provide technical assistance to downtown business and property owners. Technical assistance may include assistance with navigating historic tax credits and applying for additional non-City grant or loan funding.

## APPLICATION

- Applicants should review the appropriate program guidelines prior to making their application (separate document)
- Applicants are required to fill out and submit the City's Downtown Incentive Program Application (separate document)
- All program materials are available on the City's website
- Completed applications should be submitted electronically in PDF format to Andrew Dane, Economic Development Specialist at [adane@cityofwaupaca.org](mailto:adane@cityofwaupaca.org)

## CONTACT INFORMATION

The contact for this program is Andrew Dane, Economic Development Specialist. He can be reached at [adane@cityofwaupaca.org](mailto:adane@cityofwaupaca.org) or 920.585.3593. If you are contemplating an application to the Downtown Incentive Program, it is recommended you contact the City to discuss your project to ensure it is a good fit for the program.

## PROGRAM OVERVIEW

The table on the following page summarizes key aspects of both grants.



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	Façade Enhancement Grant	Building Repair Grant
		<b>PROGRAM OBJECTIVES</b>
	Provide capital for visible remodeling projects of historic buildings in the downtown district	Provide capital for remodeling historic buildings in the downtown district
<b>Primary Funding Mechanism</b>	TIF#10	TIF#10
<b>Performance Measures</b>	Facades improved (#) Amount of private capital leveraged (\$)	Buildings improved (#) Amount of private capital leveraged (\$)
	<b>ELIGIBILITY</b>	<b>ELIGIBILITY</b>
<b>Applicant</b>	Business Owner/Property owner	Business Owner/Property owner
<b>Project Location</b>	Within downtown district	Within downtown district
<b>Eligible Projects</b>	Design and construction costs directly related to visible façade improvements including signage, windows, doors, exterior walls, chimneys, masonry repair and other architectural elements.	Interior and exterior improvements including Roof, HVAC, Electrical, Plumbing, Insulation, Structural, and ADA related Improvements
<b>Ineligible Projects</b>	Projects which are not visible from the public R-O-W	Projects which do not directly improve the longevity of the building; equipment expenses not related to eligible project type
<b>Ineligible</b>	Primary use is residential; tax exempt properties, properties with outstanding taxes or fees owed to City	Same as façade program
	<b>TERMS AND CONDITIONS</b>	<b>TERMS AND CONDITIONS</b>
<b><sup>1</sup>Grant/Loan Amount</b>	Up to \$15,000	Up to \$25,000
<b>Match Requirement</b>	50% Cash	50% Cash
<b>Loan Amount/Rate/Terms Repayment/Prepayment/Collateral</b>	Grant award upon completion of project	Grant award upon completion of project
<b>Approval</b>	Staff review applications; complete applications forwarded to CDA for approval	Staff review applications; complete applications forwarded to CDA for approval
<b>Presentation to Staff/CDA</b>	Required	Required
<b>Contractor Status</b>	Licensed contractors required for all projects	Licensed contractors required for all projects
<b>Bidding</b>	Two required bids	Two required bids

<sup>1</sup> For larger projects demonstrating a significant positive impact on the downtown the CDA and City may approve grants awards which exceed the stated program caps.



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## HISTORIC PRESERVATION TAX CREDITS

- Some of the properties within the eligible properties boundary for the Downtown Incentives Program may also be eligible for use of State and federal Historic Preservation Tax Credits.
- Combined, these tax credits can provide up to 40% of the costs of building repair.
- A building is considered "historic" if it is listed in the National Register of Historic Places or if it contributes to the character of a National Register historic district. Waupaca's Main Street Historic District contains many properties which meet this criteria.
  - The district map is available on the City's website:  
<https://www.cityofwaupaca.org/development/historic-preservation/>
- City staff are available to help facilitate the use of tax credits for your project.

## OTHER RESOURCES FOR WAUPACA BUSINESS OWNERS/PROPERTY OWNERS

(None of the programs below are specifically tied to Downtown)

- **Waupaca County Economic Development Corporation (5 programs)**
  - (Up to \$6,700 loan to assist with e-commerce development)
  - (Up to \$100,000 loan to assist with traditional economic development)
  - (Up to \$10,000 loan for façade renovation)
  - (Up to \$25,000 loan for micro economic development)
  - (Up to \$25,000 equity investment)
  - Contact Dave Thiel for more information.
    - (920) 982-1582 – office
    - (920) 810-0865 – cell
    - Email: [wcedc@charter.net](mailto:wcedc@charter.net)
- **CAP Services**
  - Small Business Counseling
  - Loan Programs (Low to Moderate income applicants)
  - Contact Kitty Johnson
    - Business Development Coordinator
    - 920-209-1384
    - [kjohnson@capmail.org](mailto:kjohnson@capmail.org)
    - <https://capservices.org/what-we-do/business/smallbiz/>
- **Small Business Development Center – Small Business Counseling Program** – provide one on one counseling to small businesses at no charge. Contact Waupaca Area Chamber of Commerce (715.258.7343) or SBDC directly for more information or to schedule a session.
  - Phone: (715) 346-3838 (SBDC – UW-Stevens Point)
  - Phone: (920) 424-1456 (SBDC – UW-Oshkosh)
  - Phone: (715) 258-7343 (Waupaca Area Chamber of Commerce)
  - Website: <https://wisconsinsbdc.org/centers/stevenspoint/>
  - Website: <https://wisconsinsbdc.org/centers/oshkosh/>
- **Fox Valley Technical College – Venture Center**
  - Small Business Planning/Entrepreneurship Training
  - Contact: Amy Pietsch for more information:
    - (920) 996-2949

