

CITY OF WAUPACA

COMMUNITY DEVELOPMENT AUTHORITY MEETING



SPECIAL CALLED MEETING
MONDAY JANUARY 17, 2022 AT 5:30 P.M.
COUNCIL CHAMBERS, CITY HALL

“The City of Waupaca’s mission is to provide services that ensure a safe, vibrant and connected community.”

AGENDA

1. Call to Order
2. Agenda
3. Program Reminders
4. Program Impact Summary
5. Grant Applications:
 - 122 S. Main Street, Blue Angel Salon – Building Repair Request
 - 102 Water Street – Façade Repair Request
 - 102 Water Street – Building Repair Request
 - 209 N. Main Street, Main Street Popcorn – Building Repair Request
 - 202 S. Main Street, Antiques on Main – Façade Repair Request
 - 111 W. Fulton Street, Revival – Building Repair Request
 - 111 W. Fulton Street, Revival – Façade Repair Request
 - 218 S. Main Street, Rogers Cinema-Rosa Theater – Building Repair Request
 - 219 S. Main Street, Waupaca Memorials – Building Repair Request
6. Discussion:
 - a. Discussion regarding potential changes to building repair program
 - b. Discussion regarding potential changes to façade repair program
 - c. Discussion regarding downtown site tour
7. Adjournment

Mayor Brian Smith, Chairperson
Community Development Authority

PLEASE ADVISE THE CITY CLERK’S OFFICE IF YOU REQUIRE SPECIAL ACCOMMODATIONS. THE CITY OF WAUPACA PROVIDES EQUAL OPPORTUNITIES FOR PUBLIC MEETINGS. **Open Public Access to Meetings.** This meeting will be held in the Council Chambers, City Hall. Masks are optional. Public Input for any city meeting can be submitted to publicinput@cityofwaupaca.org. For Public Input to be read it should include the name, address and contact information and must be presented by 3:00 p.m. on the day of the meeting.



**Community &
Economic Development**

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TO: City of Waupaca Community Development Authority
FROM: Andrew Dane, Economic Development Specialist
CC: Aaron Jenson, City Administrator
DATE: January 12, 2022
RE: Downtown Incentive Program

This memo provides a summary of background information addressing topics on the agenda for the January 17 2022 CDA meeting.

Program Reminders

1. Following CDA approval, grantees will need to enter into a signed agreement with the City to be eligible for grant funding reimbursement
2. Grantees need TWO (2) quotes prior to entering into agreement with City
3. Grantees must secure all necessary work permits/zoning entitlements (if applicable) prior to commencing work
4. Grantees should follow the reimbursement guidelines available at:

<https://www.cityofwaupaca.org/development/downtown-incentive-program/>

Program Impact Summary

The City's investment of **\$682,246** to date will result in a total investment of **\$1,952,882**. Each dollar of City funding has generated an additional **\$1.76** in anticipated investment downtown. Dollar amounts in table include proposed projects.

Approved Projects	35
Completed Projects	12
Proposed Projects	9
Owner Investment	\$ 1,142,635
City Investment	\$ 682,246
Other Investment	\$ 128,000
Total Investment	\$ 1,952,882
Leverage (ROI)	1.86

Grant Applications

The City has received additional applications for the downtown incentive program. The following grant applications have been reviewed by staff and are recommended for approval.

Applicants will present a brief (1-2 minute) overview of their project(s) at the next CDA meeting. Following each presentation there will be an opportunity for the CDA to ask questions. Below is a summary of program impact to date. Please note these are anticipated amounts; subject to permitting and final grant contract award.

1. **Building Repair Request – 122 S Main Street (Blue Angel Salon).** This request amends a previously approved award in the amount of \$5,948. Because the awarded amount is below the \$25,000 award ceiling and there is need to help cover additional project costs, the owner is requesting an additional **\$19,052** in matching funds. **The amended total project costs are shown below.** The proposed improvements are required in order to meet building codes and will support creation of several additional businesses within same building, including new retail.
 - a. Applicant and property owner: **Jackie McCallum**
 - b. Project components: **HVAC, carpentry, electrical, plumbing**
 - c. Contractor quotes: **Greenwood Project Management**
 - d. Total Project cost: **\$131,230**
 - e. 50% matching grant allowance (not-to-exceed): **\$25,000**

2. **Façade Repair Request – 102 Water Street**
 - a. Applicant and property owner: **Cassandra Dropsmith**
 - b. Project components: **Driveway improvements, window replacement**
 - c. Contractor quotes: **Faulks Bros, Wisconsin Glass Plus**
 - d. Total Project cost: **\$5,200**
 - e. 50% matching grant (not-to-exceed): **\$2,600**

3. **Building Repair Request – 102 Water Street**
 - a. Applicant and property owner: **Cassandra Dropsmith**
 - b. Project components: **Remove stairs, floor repair, water heater replacement, soffet reconstruction, misc. interior remodeling**
 - c. Contractor quotes: **Conradt Custom Construction.**
 - d. Total Project cost: **\$8,387**
 - e. 50% matching grant allowance (not-to-exceed): **\$4,193**

4. **Building Repair Request – 209 N Main Street (Main Street Popcorn).** This request amends a previously approved award in the amount of \$12,563. Because the awarded amount is below the \$25,000 award ceiling and there is need to help cover additional project costs, the owner is requesting an additional \$6,176 in matching funds. **The amended total project costs are shown below.**
 - a. Applicant and property owner: **Gina and Scott Diem**
 - b. Project components: **Architecture, trim, ceiling tiles, flooring**

- c. Contractor quotes: **Elite Installations, Franklin J Brown, and materials reimbursement**
 - d. Total Project cost: **\$37,479**
 - e. 50% matching grant allowance (not-to-exceed): **\$18,739**
- 5. Facade Repair Request – 202 S Main Street (Antiques on Main)**
- a. Applicant and property owner: **Mona Bureau**
 - b. Project components: **Window replacement**
 - c. Contractor quotes: **ARC, Precision Glass & Door, Clearview Windows**
 - d. Total Project cost: **\$17,342**
 - e. 50% matching grant allowance (not-to-exceed): **\$8,671**
- 6. Building Repair Request – 111 W Fulton Street (Revival)**
- a. Applicant and property owner: **Brooke Bebout**
 - b. Project components: **Roof replacement**
 - c. Contractor quotes: **ARC**
 - d. Total Project cost: **\$58,300**
 - e. 50% matching grant allowance (not-to-exceed): **\$25,000**
- 7. Facade Repair Request – 111 W Fulton Street (Revival)**
- a. Applicant and property owner: **Brooke Bebout**
 - b. Project components: **Window replacement**
 - c. Contractor quotes: **ARC, Statz Restoration**
 - d. Total Project cost: **\$43,350**
 - e. 50% matching grant allowance (not-to-exceed): **\$15,000**
- 8. ***Building Repair Request – 218 S Main Street (Rogers Cinema-Rosa Theater)**
- a. Applicant and property owner: **Scott and Jennifer Koran**
 - b. Project components: **Lead lateral replacement**
 - c. Contractor quotes: **Woolsey Plumbing**
 - d. Total Project cost: **\$4,067**
 - e. 100% grant allowance (not-to-exceed): **\$4,067**
- 9. ***Building Repair Request – 219 S Main Street (Waupaca Memorials)**
- a. Applicant and property owner: **Giles Stark**
 - b. Project components: **Lead lateral replacement**
 - c. Contractor quotes: **Woolsey Plumbing**
 - d. Total Project cost: **\$6,453**
 - e. 100% grant allowance (not-to-exceed): **\$6,453**

***Project completed as part of Main Street reconstruction. Business was not eligible for 100% reimbursement through State funding, which was targeted to properties with upper floor residential units). Therefore, City staff recommending applicants be reimbursed at same level (100%) for lead lateral replacement.

Discussion

1. Discussion regarding potential changes to building repair program
 - a. Previously, the CDA had discussed providing additional incentives beyond the \$25,000 cap for larger catalytic projects however no decision has been made to date.
2. Discussion regarding potential changes to façade repair program
 - a. Previously, the CDA had discussed providing additional incentives or program modifications to incentivize façade renovations for historic buildings on Main Street in poor conditions, however no decision has been made to date.
3. Discussion regarding downtown site tour
 - a. If there is interest staff can arrange for a tour of a few recently renovated buildings. This can also be an opportunity to help market the program.