



MEETING NOTICE

AGENDA FOR LONG RANGE PLANNING COMMITTEE

A Long Range Planning Committee meeting will be held on
Thursday, September 26, 2024 at 5:30 PM
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

Join Zoom Meeting

<https://us06web.zoom.us/j/7689466740?pwd=dEdLR2hXK0ZYMk1qNU5vNFwMzdSZz09>

Meeting ID: 768 946 6740 **Passcode:** Tomah2020

Dial by your location: (312) 626-6799 **Meeting ID:** 768 946 6740 **Passcode:** 546782713

1. AGENDA:

- A. Call to Order - Roll Call
- B. [Approval of April 23, 2024 Long Range Planning Committee Meeting Minutes](#)
- C. [Discussion and possible recommendation to proceed with proposed Downtown Facade Grant Program](#)
- D. Economic Development Workplan funds update
- E. Discussion of potential future agenda items

2. NEXT MEETING DATE:

3. ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the City Clerk's office at 608-374-7420 x7420.



LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, April 23, 2024**, at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: Eric Prise called the meeting to order at 5:30 p.m. Members present: E. Prise, Travis Scholze, Tina Thompson, Paul Dwyer. Absent: Jeff Holthaus, Pete Reichardt, and Shawn Zabinski. Quorum present. Also in attendance: Ben Rohr of Vandewalle & Associates and Deputy City Clerk Nicole Jacobs.

Approval of March 23, 2024, Long Range Planning Committee meeting minutes: Motion by T. Thompson, second by T. Scholze, to approve the minutes of the March 23, 2024, meeting. Motion carried.

Nomination and election of officers (Chair and Vice-Chair): T. Thompson nominated E. Prise for Committee Chairperson, second by P. Dwyer. There were no other nominations. E. Prise was duly elected Chairperson of the LRPC. T. Thompson nominated T. Scholze as Committee Vice-Chairperson, second by P. Dwyer. There were no other nominations. T. Scholze was duly elected Vice-Chairperson of the LRPC.

Economic Development Workplan progress report: B. Rohr of Vandewalle & Associates gave the committee a progress report regarding the City's Economic Development Workplan. City staff and Vandewalle met to discuss the desired approach to handling new development inquiries. It was determined that staff will handle all basic procedural steps and inquiries related to developments that simply require a site plan as well as smaller-scale projects. Vandewalle will handle larger-scale projects, annexations, and/or projects that require additional steps beyond a site plan. City staff began drafting ideas for a new economic development webpage for the city website. No action was taken.

Economic Development Workplan funds update: N. Jacobs gave an update that none of the allotted \$60K has been used from the economic development fund, which was confirmed by B. Rohr. No action was taken.

Update regarding Comprehensive Plan: B. Rohr took the committee through a review of the second draft of the updated Comprehensive Plan. Last month's meeting summary was added, as well as new maps, photos, and references to the City's Park Plan. Committee members discussed with Rohr the future land use map, and any additional changes needed at this time.

Discussion of potential future agenda items: The committee requested a continued agenda item regarding the funds each month.

Next meeting date: Tentatively scheduled for Tuesday, May 28, 2024, at 5:30 p.m.

Adjournment: Motion by T. Scholze, second by T. Thompson to adjourn the meeting at 6:01 p.m. Motion carried.

Respectfully submitted by:

Nicole Jacobs

Nicole Jacobs, Deputy City Clerk, April 29, 2024

Proposed Downtown Façade Grant Program Introduction

The existing Façade Loan Program was established in 2020 within TID #8 and has only been utilized by two businesses since its creation. City staff believe that this may be a result of the existing program only providing low-interest loans and the increasingly onerous requirements associated with procuring a loan. Additionally, the 2024 City of Tomah Comprehensive Plan includes goals and action items related to downtown revitalization. These reflect prioritized public comments gathered throughout that process.

City staff believe that an alternative downtown-based program could be established to facilitate timely and more robust revitalization efforts. As summarized below, this would include the creation of a Façade Grant Program for downtown properties.

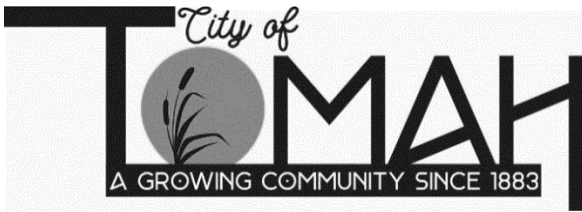
Program Summary Overview

	Existing Façade Loan Program	Proposed Façade Grant Program
Eligibility	<ul style="list-style-type: none"> • Located in TID #8 • Commercial, Industrial, Multi-Family Residential, and Mixed-Use Buildings • Taxable Entities 	<ul style="list-style-type: none"> • Located in TID #8 • Commercial, Industrial, Multi-Family Residential, and Mixed-Use Buildings • Taxable Entities
Amount	10-year loan at max. 50% of project costs up to \$25,000/property	Reimbursement grant at max. 75% of total project costs up to \$10,000/property
Project Costs	Façade restoration, replacement, or repair	Exterior improvements that comply with the Downtown Design Standards
Approval Body	City Council	City Council
Program Timing	2020-2042 (end of TID #8)	2024-2026
Funding Available	Based on TID available cash	\$101,722

The proposed new Façade Grant Program would utilize the same application form already developed for the Façade Loan Program, outside of a few minor changes to reflect the above. However, the existing TIF Manual would require some modification to establish both a Downtown Façade Improvement Grant and Loan Program. Today, both documents only reflect the existing Façade Loan Program.

It is anticipated that the new Façade Grant Program could be established later this fall and begin soliciting applications prior to the end of 2024.

Draft New TID #8 Façade Improvement Grant Program



City of Tomah

2024-2026 Façade Improvement Grant Program

DRAFT Date: September 2024

The purpose of the Façade Improvement Grant Program is to provide financial assistance for a portion of costs associated with exterior building improvement projects that contribute to the visual appeal and viability of income-producing properties in downtown Tomah, more specifically defined as the parcels and buildings within the boundaries of Tax Increment District No. 8 (TID 8).

The City of Tomah also has an alternative Façade Improvement Loan Program. That program cannot be used in conjunction with this program, but is available to all parcels or buildings as described above. For more information regarding the Façade Improvement Loan Program, please see www.tomahwi.gov.

Applicant Eligibility Requirements

Downtown property owners of commercial, industrial, multi-family (4+ units) residential, and mixed-use structures and non-residential building tenants with leases of more than three years in length (with property owner approval), located within the downtown area, are eligible for funding. Buildings used exclusively as single-family or duplex residences, regardless of owner or renter occupancy, are ineligible for funding. Non-taxable entities are ineligible for funding.

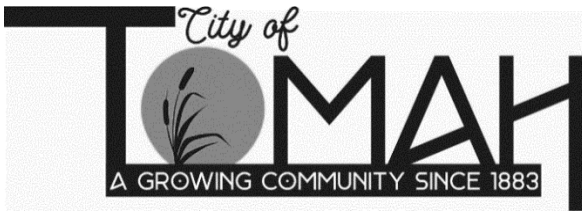
Grant Amounts

Grants may be provided in an amount up to 75% of the total project cost, at a maximum of \$10,000 per property for eligible exterior improvements. The owner/tenant must document the source(s) of all matching funds, which must be derived from non-City sources.

Eligible Costs

The following improvements to street-facing exteriors/façades, and those the City finds to be substantially similar, are eligible for direct funding from the Façade Program provided such improvements generally are not tenant-specific and are likely to benefit/serve future building occupants. The same types of improvements to alley-facing exterior/façades also are eligible if façade includes a publicly accessible building entrance. All eligible costs must be for improvements to the structure that comply with City of Tomah Municipal Ordinance and the Downtown Design Standards Handbook (Section 52-42 of the Zoning Ordinance).

- Restoration of documented historic elements
- Masonry repair, tuckpointing, and cleaning
- Balconies and decks
- Doors and entrances
- Window repair or replacement
- Painting
- Business signage
- Awnings
- Lighting
- Murals
- Professional installation and labor costs
- Professional design services



Ineligible Expenses

As the Facade Program is primarily intended to maintain the historic look and feel of the existing building stock in the downtown, the following expenses, and those the City finds to be substantially similar, are not eligible for funding under this Program:

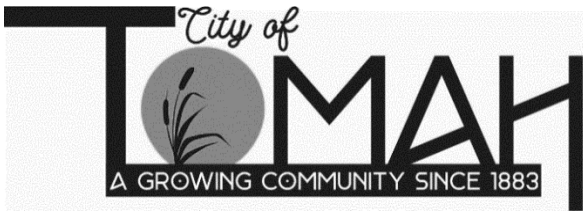
- Roofing or roof repairs
- Tinted windows
- Electric signs
- Security systems
- Paving
- Landscaping
- New building construction
- Land acquisition
- Operating equipment
- Furnishings
- Inventory
- Operating expenses
- **Renovations not previously approved by the City of Tomah**
- **Renovations started prior to receiving final approval of the grant request**

Grant Performance Requirements

Within six months of City Council approval, applicants must enter into a grant agreement with the City, obtain a building permit, and commence work. Projects should be completed within twelve months from the date of City Council approval, including final inspection and issuance of an occupancy certificate by the City Building Inspector. Extensions to the completion period may be granted for inclement weather, or the ordering of special building materials. The applicant must request an extension from the Program Administrator in writing. The Program Administrator will notify the applicant in writing of its approval or denial.

Funding-eligible improvements must be in accordance with the U.S. Secretary of the Interior's Standards of Rehabilitation for Historic Preservation (as applicable), as well as the City of Tomah Zoning Code, Building Code, and the Downtown Design Standards Handbook. The applicant shall continually maintain the property in compliance with all applicable local, state, and federal laws, rules and regulations and as necessary to prevent deterioration of the property and to present an attractive appearance and shall assist and actively cooperate with the City to ensure the applicant's contractors also comply with all applicable laws, rules and regulations. The applicant also shall be subject to other ongoing responsibilities for property insurance and maintenance per terms of an approved grant agreement.

In order to qualify, the applicant shall not commence construction of the project until receiving all necessary approvals and permits.



Program Administration

The city's Senior Executive Team has been appointed to administer the Façade Grant Program and assist with processing applications through the grant review and approval process. Please see the Façade Grant Form for additional terms, conditions, and information on the application review procedure. Projects also will be subject to review and approval for compliance with downtown design standards and code compliance by the City Plan Commission and City Council.

Grant Program Application

A non-refundable application fee of \$200 must be paid to the City of Tomah at the time of application submission. Payment can be made via check or money order in-person at City Hall or via mail. All mailed application fees must be postmarked to the attention of the Office of the City Treasurer. All applications and accompanying documentation must be submitted in their entirety electronically in PDF or JPEG form to the Office of the City Treasurer. The applicant must be in good standing with the City of Tomah, with current taxes paid in full and no outstanding building code violation citations, and must provide proof of property and liability insurance prior to the start of the grant performance period. Applications are reviewed on a first-come, first-served basis within a calendar year, subject to funding availability.

The final amount of any awarded grant program funding is determined by the total amount of expenditure described in each application. The program is a reimbursement and will not provide recipients with any award until the project is completed. Receipts for all eligible expenditures must be provided upon project completion in order to reimbursement to occur. All eligible expenditure receipts must be submitted at one time after project completion. Reimbursement requests must be submitted within 60 days of project completion.

All questions should be directed to Program Administrator and City Treasurer, Molly Powell, at mpowell@tomahwi.gov.

Draft New TID #8 Façade Improvement Grant Program Application

TAX INCREMENT FINANCING
DEVELOPMENT INCENTIVES



APPLICATION - FACADE IMPROVEMENT Grant PROJECT
(TID 8 ONLY)

Application ID: _____ (Year) - _____ (#) to be completed by City staff upon submittal

Please complete and submit the following information to the City Administrator, or designee, for a more detailed review of the feasibility of your request for Tax Incremental Financing (TIF) assistance. The application is comprised of five sections: (A) Applicant Information, (B) Property Information, (C) Project Information, (D) TIF Request, (E) Budget/Financing Strategy, and (F) Applicant Certification and Acknowledgement. Where there is not enough room for responses provided, please use an attachment. Where questions do not apply, mark NA (not applicable). Applicants are encouraged and may be required to submit additional information such as lease agreements, site plans, environmental studies, market studies, business plans, construction cost estimates, business or personal financial statements to be included for review and consideration.

The official TIF assistance review process begins when the City Administrator, or designee, has verified this application is complete, and the \$200 application fee and retainer (i.e., 2% of the TIF request – min. of \$300 and max. of \$5,000) hasve been paid. Please review the 20240 TIF Manual prior to submitting your application.

A. APPLICANT INFORMATION

Applicant: _____ Phone: _____

Applicant Address: _____

Business Name: _____

Property Owner: _____ Phone: _____

Property Owner Address: _____

Lease Terms: _____

Is any owner, member, stockholder, partner, officer or director of any previously identified entities, or any member of the immediate family of any such person, an employee or elected official of the City of Tomah? No Yes

If yes, give the name and relationship of the employee: _____

B. PROPERTY INFORMATION

Site/Property Address: _____ Parcel Number: _____

Existing Mortgage Holder: _____ Existing Zoning: _____

Most recent total equalized assessed valuation (EAV)

\$ _____ Land \$ _____ Improvements \$ _____ Total

Will a zoning change be requested? No Yes If yes, indicate new zoning: _____

Identify other approvals, permits, or licenses your project may need: _____

C. PROJECT INFORMATION

Include any plans or illustrations prepared for the project, if available. Definition of Project Scope:

Construction Start Date: _____

Construction Completion Date: _____

D. TIF REQUEST

State the total amount of TIF assistance being requested: \$ _____

State the need and justification for TIF assistance. Explain how the applicant intends to demonstrate compliance with the "but for" test. Substantiate that other alternative methods of financing have been thoroughly explored.

E. PROJECT BUDGET AND FINANCIAL STRATEGY

Project Costs	Amount	Source(s) of Financing
<i>(List Individual Project Elements, demolition, signs, etc.)</i>	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<i>(Soft Costs: planning, design, etc.)</i>		
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
Total Project Costs	\$	

Budget source: Developer Architect Contractor Other _____

Sources of Financing	Amount	Percent of Total Costs
TIF	\$	%
Equity	\$	%
Loans	\$	%
<u>Other Grants (Non-City Sources)</u>	\$	%
Other (please specify)	\$	%
	\$	%
	\$	%
Total Project Costs	\$	100.0 %

Lender for Project if an addition to the City:

_____ Officer _____ Phone _____

Preapproved: No Yes, attach participating Lending Institution Loan Commitment.

Other Grant Sources (Non-City Sources): _____

Application Status: _____

Estimated Likelihood of Award: _____ % Date of Grant Announcement: _____

F. APPLICANT CERTIFICATION AND ACKNOWLEDGEMENT

I acknowledge being informed that the City of Tomah (City) will, upon request by a member of the public or in the course of reporting its activities to the public, disclose the names of individuals requesting Tax Incremental Financing (TIF), the amount of TIF requested, state/federal programs used, if any, and the development impact of the TIF requested (e.g. jobs created, tax base impact and total project investment). I have been assured by the City, and I understand, that other financial information provided by me in connection with this application or with assistance from the City, if any is given (including, but not necessarily limited to business and personal financial statements, business operating statements, data on historical and projected future sales or other aspects of business performance, and business plans) will, to the extent permissible by law, and except for use in collection proceedings, if any, be treated as confidential. This will confirm that I have relied upon such assurance by the City in providing financial information to the City, and that, but for such assurances, such information would not be provided.

I certify that the information contained in this application is, to the best of my knowledge, true and correct. I authorize the City or its agents to verify the information provided in this application and to obtain additional information concerning the applicant(s) financial condition (although the City may rely on this information without any further verification). ~~I authorize the City to furnish such information and any other credit experience with the applicant(s) to others and to answer any questions about the applicant(s) credit experience and other financial relationships with the City.~~ I agree to notify the City, in writing, of any changes that materially affect the accuracy of this statement.

I certify through signing the TIF application that the final form and amount of ~~grant assistance financing~~ the City offers may differ from that requested. The form and amount of ~~grant assistance financing~~ shall be finalized through the execution of ~~an development~~ agreement.

I certify that financial and project assurances will be required as part of the final ~~Development~~ Agreement to be negotiated with the City upon preliminary approval of this application. ~~These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, mortgage or other loan security instrument.~~ All terms and obligations of the City and the applicant shall be finalized through the execution of an ~~Development~~ Agreement.

I certify, by signing and submitting this application, that denial of the application or failure to reach agreement with the City on an ~~Development~~ Agreement shall not entitle the applicant to a refund of the application fee or any amounts of the retainer used in the review of the application.

Applicant _____ Title _____

Signature _____ Date _____

Return To:

City of Tomah
Attn: City Clerk
819 Superior Ave.
Tomah, WI 54600
P: 608-374-7420

Draft Revised TIF Manual

2024~~0~~ TAX INCREMENT FINANCING DEVELOPMENT INCENTIVES PROGRAM POLICY MANUAL



1. PURPOSE

The attached policies and guidelines have been adopted by the City of Tomah for the purpose of guiding decisions related to requests for development incentives (e.g. cash grants or loans) within any of the City's adopted Tax Incremental Financing (TIF) Districts. The following is a summary of the intent of each program which serves as a guide for future applicants, City staff and officials in determining the appropriate program to consider for public assistance requests. This program is intended to support projects that would not be able to proceed without the funding assistance. Except in rare cases where the work must be expedited, funding will only be approved for work that has not begun.

Requests for development incentives are categorized based on the type of project proposed. The following is a summary of the intent of each program, which serves as a guide for future applicants, City staff and officials in determining the appropriate program to consider for public assistance requests.

A. *New Development Project* – A New Development Project generally consists of the construction of a new building or the expansion of an existing building. The program is limited to commercial, industrial, multi-family (4+ units) residential, and mixed-use properties within the boundaries of tax increment finance districts in the City of Tomah. Aspects of New Development Projects typically include:

- The razing of existing structures, site preparation, and construction of new structures with an identified end use/user.
- Expansion of existing facility.
- A significant net increase in the assessed value of the property.
- The creation of new jobs/businesses and/or multi-family or mixed-use housing.

Please refer to the remainder of this document and the separate New Development Project TIF Application for additional details on this program.

B. *Facade Improvement Project (TID #8 Only)* – The Facade Improvement Project is a public financing program designed to increase the net assessed value of the City's downtown by stimulating rehab of the exterior façades of commercial, industrial, multi-family (4+ units) residential, and mixed-use properties within the boundaries of Tax Increment Finance District (TID) #8 in the City of Tomah. The improvements must be visible from the public at the property line/right-of-way (particularly the front elevation). Eligible activities of Façade Improvement Projects typically include:

- Restoration of original building façade features (e.g., removal of false fronts).
- Replacement of windows, doors, cornice, etc.
- Repair or replacement of primary façade material with a durable, high-quality material(s).
- Replacing or adding building features such as decorative light fixtures, signage, awnings/canopies, and/or mural (including artist fees).

Ineligible Projects: Interior work, roofing, parking improvements, landscaping improvements and routine maintenance projects. Please refer to the remainder of this document and the separate Façade Improvement TIF Application for additional details on this program.

2. DISCLAIMER

The authority to make decisions regarding the use of TIF funds is vested solely in the City Council of the City of Tomah. This policy manual and associated applications have been prepared by the City to provide both City Officials and applicants a process and consistent set of criteria for reviewing requests for TIF assistance. The actual amount of TIF assistance provided to a project will be determined at the discretion of the City Council on the basis of need, risk, project characteristics, applicant qualifications and the degree to which the project meets the public objectives of the City described in Section 3 General Objectives and Section 6 Evaluation Criteria. The City Council reserves the right to amend or adjust these policies, and recommend any project the City Council deems to be in the best interests of the City of Tomah.

The City Council also reserves the right to reject any and all applications, even those which satisfy all of the attached criteria for the use of TIF for any reason whatsoever, without regard for the viability of the project. The City will provide the applicant with reasons for rejecting the application. Examples may include, but are not limited to, the City's own capacity to fund the project, the scale of the project is too small, the project results in minimal public benefits, failure to meet one or more evaluation criteria, other existing City, County or State funding programs are available for the proposed project, etc.

3. GENERAL OBJECTIVES FOR THE USE OF TAX INCREMENT FINANCING

The overall objective of the program is to stimulate development of commercial, industrial, multi-family (4+ units) residential, and mixed-use properties within the boundaries of the City's TIF districts. While TIF is an important and useful economic development tool, it is essential that it be used appropriately to accomplish the City's economic development goals and objectives. A fundamental principle of tax increment financing is that it is designed to encourage development that would not otherwise occur, or would only occur to a lesser extent, "but for" the assistance provided through tax increment financing. It is the policy of the City Council to consider the judicious use of TIF for those projects that demonstrate a substantial and significant public benefit by:

- ✓ Eliminating blight, unhealthy, or unsafe conditions
- ✓ Strengthen the employment and economic base of the City
- ✓ Increasing property values and tax revenues
- ✓ Fostering rehabilitation and conservation activities
- ✓ Installing, constructing, or reconstructing community amenities or utilities
- ✓ Implementing plans and development strategies adopted by the City
- ✓ Implementing high-quality site and building designs and materials

4. ELIGIBLE COSTS

Allowable uses of TIF assistance funds include, but are not limited to:

- ✓ Land acquisition and surveying
- ✓ Construction costs of new building and utility improvements (interior or exterior)
- ✓ Environmental audits or remediation
- ✓ Demolition of buildings and site grading to bring sites to shovel ready status
- ✓ Rehabilitation of existing structures and utilities (exterior work only)
- ✓ Site improvements (parking, landscaping, lighting, stormwater, recreation, signage, etc.)
- ✓ Planning, legal, engineering, architectural, financing, permit costs and reasonable developer fees

5. METHODS OF FINANCING & PROJECT COMPLETION ASSURANCES

Applications for TIF assistance require the applicant to indicate the type of financing method they are requesting from the City from the list of options below. The list is ordered sequentially based on the City's preferred methods of providing TIF assistance. Applicants seeking more advantageous financing terms (e.g. cash grants) should be aware that the City reserves the right to both specify which form of financing the City will offer based on the merits of the project AND to lower the amount of TIF assistance from the maximum amount allowed under this policy manual (i.e. as the City incurs more risk the City reserves the right to reduce the amount of assistance below the amount requested).

Applicants are advised that the City will require certain financial and project completion guarantees. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, mortgage or other loan security instrument. In addition, the City reserves the right to require an applicant to provide copies of paid invoices demonstrating actual costs incurred and to adjust accordingly any assistance provided by the City in proportion to the ratio of estimated to actual project costs. **All terms and obligations of the City and the applicant shall be finalized through the execution of a development agreement.**

5.1. FINANCING OPTIONS FOR NEW DEVELOPMENT PROJECTS (PRIVATE SECTOR ONLY)

The City may consider the use of a combination of financing methods (e.g. pay-go and cash grant at occupancy). For Applicants requesting a combination of financing (e.g. pay-go and cash grant at occupancy) the maximum amount of assistance shall not exceed 20% of the overall eligible project costs.

- A. ***Pay-As-You-Go (Developer Financed)***. Under a pay-as-you-go incentive the applicant finances the upfront costs related to the construction project and the City agrees to make an annual payment back to the applicant starting with the first year the City receives taxes from the improved property (i.e. two years after project completion). The terms of the annual payment are subject to the development agreement negotiated and signed by both parties. The terms are typically represented as a percentage of the annual tax increment collected over a set period of years (e.g. 90% of the actual tax increment collect over 10 years or until total requested financing amount has been reached). The maximum annual amount of tax increment payments shall not exceed 65% of the actual or estimated annual amount of tax increment collected from the project.
- B. ***Cash Grant at Occupancy***. The City may provide financing in the form of a cash grant at occupancy if funds are currently available at the time of the request. Under this form of financing the City provides a cash grant at the time (e.g. within 60 days) the proposed applicant completes the project (i.e. receives an occupancy permit from the City). The City reserves the right to withhold a percentage of the TIF assistance until all landscaping has been installed on the property in accordance with approved site plans. The maximum amount of assistance is capped at 15% of the estimated eligible project costs.
- C. ***Cash Grant at Project Start***. The City may provide financing in the form of a cash grant at the start of a project if funds are currently available at the time of the request. Under this form of financing the City provides a cash grant at the time the project starts (e.g. after approval of the development agreement and within 60 days of receiving all necessary site and building permits for the project). The City reserves the right to stagger payments to the applicant from the time of obtaining building permits to the time of receiving a building occupancy permit based on meeting predetermined construction milestones. The City reserves the right to withhold a percentage of the TIF assistance until all landscaping has been installed on the property in accordance with approved site plans. The maximum amount of assistance is capped at 5% of the estimated eligible project costs.

5.2. FINANCING OPTION FOR FAÇADE IMPROVEMENT PROJECTS (PRIVATE SECTOR AND TAX-EXEMPT ENTITIES)

A. ~~A.~~ Loan. The City may provide financing in the form of a loan at project start (e.g. after approval of the development agreement and within 60 days of receiving all necessary site and building permits for the project). These loans shall be low interest with up to a 10-year amortization schedule as negotiated as part of the development agreement. The maximum amount of assistance is capped at 50% of the estimated eligible project costs up to a maximum of \$25,000.00. The City Council may consider potential principal forgiveness in the final month(s) if in compliance with payments and still in business and/or own said property. The use of future tax increments generated from the project to pay back the loan from the City is not applicable.

B. Cash Grant. The City may provide financing in the form of a cash grant if funds are currently available at the time of the request. Under this form of financing the City provides a cash grant at the time the proposed applicant completes the project (i.e. receives final inspection and issuance of an occupancy permit from the City). The cash grant may be provided in an amount up to 75% of the total project cost, at a maximum of \$10,000 per property for eligible exterior improvement. The owner/tenant must document the source(s) of all matching funds, which must be derived from private, non-City sources. To qualify, the applicant cannot start the project construction until receiving all necessary approvals and permits. This program does not require the application requirements as specified below in Section 6, 7, or 8. Instead, see the 2024-2026 Façade Improvement Grant Program Application for all requirements. Non-taxable entities are ineligible for funding under this program.

6. EVALUATION CRITERIA – DEVELOPMENT INCENTIVE QUALIFICATIONS

The following criteria are to be used by the City to evaluate TIF applications and are considered non-discretionary.

- Application Criteria: A completed application, application fee, professional services retainer, and signed pre-application form have been filed with the City Clerk or Administrator.
- Location Criteria: The proposed project must be within the boundaries of a City TIF district at the time of approval of a development agreement.
- Ownership Criteria: The applicant must be the owner of the property or have a written agreed option to purchase the property from the current owner at the time of approval of a development agreement. Non-residential building tenants are also eligible for funding with the property owners written permission and inclusion in the development agreement.
- But For Criteria: The applicant for each request for TIF assistance must demonstrate that “but for” the use of TIF assistance, the project is not feasible on the proposed site, or would occur to a lesser extent, and that the public benefits described in Section 3 General Objectives would not be achieved. This program is intended to support projects that would not be able to proceed without the funding assistance. Except in rare cases where the work must be expedited, funding will only be approved for work that has not begun.
- Maximum Assistance Criteria: The total amount of TIF assistance in support of a project is based on the form of incentives requested as described in Section 5 and the overall value of the project to the community.

CITY OF TOMAH TAX INCREMENT FINANCING – DEVELOPMENT INCENTIVES PROGRAM POLICY MANUAL

- Payback Period Criteria: Requests for TIF assistance will be required to demonstrate that the tax increment expected to be generated by the project will be sufficient to pay back any TIF assistance for New Development Projects provided by the City (including applicable interest expenses) in support of the project prior to termination of the applicable TID, according to the following terms.
 - For Pay-As-You-Go (Developer Financed) Agreements. Payments to the Developer shall commence with the first year in which the City receives tax increment from the completed project and continue no longer than the year before the year in which the applicable TIF district is scheduled to terminate, or until the maximum amount of assistance is reached, whichever comes first.
 - For Cash Grant at Occupancy Agreements. Within 15 years starting with the year in which the development incentive payment is made and no longer than the year before the year in which the applicable TIF district is scheduled to terminate.
 - For Cash Grant at Project Start Agreements. Within 7 years starting with the year in which the development incentive payment is made and no longer than the year before the year in which the applicable TIF district is scheduled to terminate.
- Form and Amount of Incentives: The applicant has indicated their preferred method of financing in their application and has acknowledged through signing the TIF application that the final form and amount of financing the City offers may differ from that requested. The form and amount of financing shall be finalized through the execution of a development agreement.
- Financial/Project Assurances Criteria: The applicant must agree to provide financial and project completion guarantees to the City. These may include, but are not limited to, assessment guarantees, letters of credit, personal or corporate guarantees, minimum payment agreements, mortgage or other loan security instrument. All terms and obligations of the City and the applicant shall be finalized through the execution of a development agreement.
- Financial Capability Criteria: Each TIF application must include evidence that the applicant possesses the financial ability to complete and operate the project and will be liable for, or contribute equity of at least 15% of the total project costs.
- Technical & Operational Capability Criteria: Each TIF application must include evidence that the applicant possesses the technical ability to complete the project or has obtained construction cost estimates from professional businesses capable of performing the work. Applicants must demonstrate that they have the ability to operate the proposed use. The City may require applicants to submit copies of contracts with design professionals and construction contractor prior to receiving financial assistance from the City. All improvements must be done by licensed contractors.
- Adherence to Local Land Use Plans Criteria: The project is consistent with the City of Tomah Comprehensive Land Use Plan, Downtown Master Plan, City Building or Zoning Ordinances, or any other applicable plans developed by the City that includes the subject property.
- Adherence to TIF Project Plan Criteria: All requests for TIF assistance must clearly comply with the requirements of the Wisconsin TIF Statutes and the City's adopted TID Project Plan applicable to the subject property.
- Applicant in Good Standing Criteria: The applicant does not have a history of delinquent property tax payments or own any property within the City with known building code violations.

7. EVALUATION CRITERIA, DISCRETIONARY QUALIFICATIONS

The following additional criteria may be used by the City to evaluate TIF applications. These criteria are considered discretionary, projects that can demonstrate the ability to meet these additional criteria will be viewed more favorably by the City Council.

- The applicant/business has a history of community involvement.
- The proposed project is generally supported by surrounding property owners.
- The project will result in average employee wages at or above the median per capita income for the City (e.g. \$21,835, approx. \$11/hr) as reflected in the most recent American Community Survey.
- The project will result in average employee wages at or above the median per household income for the City (e.g. \$40,750, approx. \$20/hr) as reflected in the most recent American Community Survey.
- The project includes “sustainable” (or “green”) practices in building construction and operation.
- The project will result in the removal of hazardous materials or substances.
- The project restores historic features in the exterior facade and/or promotes high-quality building design consistent with vision outlined in the City of Tomah Comprehensive Land Use Plan, Downtown Master Plan, City Zoning Ordinances, or generally accepted best practices for high quality, aesthetically pleasing designs.
- The project includes additional site enhancements beyond what is typically required by local ordinances such as: recreational trails, rain gardens, decorative lighting, outdoor seating, outdoor art, etc.
- The project will not involve the relocation of a business from an existing location in the region (i.e. a neighboring community) to the TID (“job piracy”), where no significant new job creation is expected.
- The project will result in the development of other businesses that directly support or supplement the proposed development (i.e. “catalyst projects”). Or the project will result in a new business which supports or enhances an existing business already in the TID or City.
- The project will result in the creation of new jobs that draw a majority of their workforce from the local population (defined as the 54600 zip code).
- The project will result in a business(s) that provide both healthcare and retirement benefits to employees.
- The project does not include speculative office and retail development (i.e. an anchor tenant is secured).
- The project involves retail development that is targeted to encourage an inflow of customers from outside the City.
- The project does not involve a franchise.
- The project involves a new business or service currently unavailable, or in short supply, in the City.
- The project involves diversifying the existing housing stock within the City.
- The project involves housing for low to moderate income residents.

8. APPLICATION PROCEDURE

Applications submitted for TIF assistance shall be reviewed through the following process:

- Initial Consultation. Applicants are encouraged to meet with the City Administrator, or designee, to discuss proposed TIF assistance requests prior to submitting an application.
- Application. Application materials, including the required fee and retainer, shall be submitted to the City Clerk or Administrator who will notify the City Council, City Staff, City Attorney or any other professional who provides services to the City whom are directed by the City Administrator or Mayor to review the application.
- Application Fees and Professional Services Retainer. A processing application fee, professional services retainer and signed pre-application agreement form must be submitted with the application. The application fee is \$200, and the retainer is equal to two percent (2%) of the TIF request with a minimum of \$300 and maximum of \$5,000. The pre-application form agreement stipulates the applicant will be responsible for any fees incurred for professional services related to the review of the application or development agreement at the request of the City Administrator or Mayor. Any unused funds will be returned to the applicant upon final determination of the application by the City Council, in case of a denial, or upon execution of the development agreement. The City will provide the applicant with copies of invoices for the professional fees incurred along with a check for the unused portions of the retainer. Any short fall in funds shall be paid within 30 days of receipt of the invoice by the applicant. An applicant may appeal the charges to the City Council by filing a written request with the City Administrator within 30 days of the date of the invoice. Any amount which is the subject of an appeal shall be due 30 days from the date of the City Council's decision.
- Preliminary Determination of Completeness. The City Administrator or designee, will review the application for completeness and applicability. If the application is incomplete or if additional information is needed the applicant will be notified that the application is not complete, and the reasons will be stated referring to the specific additional information required. The applicant may then resubmit the application with additional information/modifications or may withdraw the application. Applicants who withdraw their application prior to staff review will be refunded their application fee and any unused portion of the professional services retainer.
- Staff Review. The City Administrator or designee, will review the application for eligibility and complete a pro forma analysis of the project. In order to better understand the needs of the project, the applicant or staff may request a meeting. Review time will be approximately 30 days from the date the completed application is submitted to the City; however, more or less time may be required for particular applications. Upon completion of staff review, the application and a supplemental staff report will be submitted to the City's Long-Range Planning Committee. A copy of the staff report may be requested by the applicant.
- Long-Range Planning Committee (LRPC) Referral. Within 30 days of receiving the staff report, the TIF application will be reviewed by the City's Long Range Planning Committee. The applicant is encouraged to attend to answer questions and hear testimony from City staff. The LRPC will review the TIF application to verify the proposed project is consistent with adopted plans and ordinances (including the Design Standards, if applicable), and the project meets the minimum development incentive qualifications (see Section 6 in this Manual). The LRPC will recommend the application to the Committee of Whole, or not recommend it noting specific criteria not met by the applicant. The

applicant may resubmit to the City Administrator, or designee, with missing criteria identified by the LRPC, and administratively referred to the Committee of the Whole, or referred back to the LRPC for verification and referral.

- Committee of the Whole Recommendation. The application will be reviewed by the Committee of the Whole at its next scheduled meeting following recommendation by the LRPC. The applicant will be notified of the date of the meeting(s)¹ in which the application is reviewed. In reviewing the application, the Committee of the Whole may ask questions of the applicant or hear testimony from City staff. The Committee of the Whole will make a recommendation to the City Council to approve, approve with conditions, deny the application, or table the application pending further discussion or information by the applicant.
- City Council Preliminary Approval. The application will be reviewed by the City Council at its next scheduled meeting following action by the Committee of the Whole. The applicant will be notified of the date of City Council meeting(s)¹ in which the application is reviewed. The City Council at their discretion may refer the matter to another City committee for recommendation or may hold a public hearing. The City Council may approve, approve with conditions, deny the application, or table the application pending further discussion or information by the applicant. *Note, at this stage in the process the City Council may make a determination as to whether to provide TIF assistance, a maximum amount of assistance, the form of incentives, and required assurances. These decision points will provide parameters for City Staff and the applicant to negotiate a draft Development Agreement for future consideration by the City Council.*
- Draft Development Agreement. Upon preliminary approval of the TIF Application by the City Council, City Staff shall create a draft Development Agreement based on the direction provided by City Council. The draft Development Agreement will be reviewed with the applicant. The Development Agreement will describe the obligations of both the City and the applicant, and the terms and conditions of TIF assistance.
- City Council Final Approval. The Development Agreement will be reviewed by the City Council. The applicant will be notified of the date of City Council meeting(s)¹ in which the Development Agreement is reviewed. The City Council may approve, approve with conditions, deny the Development Agreement, or table action pending further discussion or information by the applicant.
- Expiration. Approved TIF applications shall become void if after six months (6) from the date of approval the applicant and City have not executed the Development Agreement, unless both parties agree to an extension.

¹ The Committee of the Whole and/or City Council may meet in closed session, pursuant to Wisconsin statutes, to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, specifically to discuss the TIF application or Development Agreement.