



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, FEBRUARY 21, 2024 AT 6:00 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

IN-PERSON/VIRTUAL MEETING

By Phone or GoToMeeting: <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

Access Code: 471-703-029

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

A. RDA minutes from January 17, 2024

5. OPENING FOR PUBLIC COMMENT

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

6. NEW BUSINESS

7. OLD BUSINESS

A. Update on Downtown River Corridor RFP

a. Current application period

B. Housing Rehab Grant Program Update

8. STATUS REPORTS

A. Community Support/Communication

a. Social media report-Lisa Famularo

B. Common Council Update- Bartz/Lampe

C. Executive Director Update

a. 111 S. Water St. update: RFP status

b. Revolving Loan Fund update

i. Application update-Becker

c. Beltz Grant status update-Becker

9. ITEMS FOR NEXT AGENDA

A. Items for next agenda

a. Future guest speakers (tentative)

i. Deb Reinbold-Thrive ED March 20, 2024

ii. Steph Juhl - BFTS Update March 20, 2024

10. CONFIRM NEXT MEETING TIME

- A. Confirm next meeting time
 - a. March 20, 2024

11. ADJOURN

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@watertownwi.gov, phone 920-262-4006

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only



Wednesday, January 17, 2024
 6:00 pm
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 Room 0041, City Hall

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All public participants' phones will be muted during the meeting except during the public comment period where applicable.

RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

AGENDA

1. Pledge of Allegiance
2. Roll Call
 - a. Present: Becker, Bartz, Maas, Wagner, Nowatka, and Zimmermann,
 - b. Present Virtual: Lampe & Hurtgen
 - c. Absent: None
 - d. Also Present: Virtual Citizen
3. Determination of Quorum and Call to Order at 6:02 pm
4. Review/Approve: Minutes of Previous Meetings – December 20, 2023
 - a. Nowatka motioned to approve December 20, 2023 Minutes with the correction of misspelled Maas. Maas seconded the motion. Motion carried unanimously.
5. Opening for public comment:
 - a. None
6. New Business
 - a. None
7. Old Business
 - a. Update of Downtown River Corridor RFP
 - a. Current draft review
 - i. Discussion and feedback to push back the deadline date
 - ii. Note: design standards of Ch. 550 should be referenced
 - iii. Remove one of the library photos
 - b. Housing Rehab Grant Program Update
 - a. 30 inquires received
 - b. 3 applications turned in so far, more expected
 - c. Sponsorship/Participation Request
 - a. Bentzin Family Town Square 1st Annual Birthday Bash:
 - i. Discussed request from Steph Juhl to sponsor the entertainment.
Zimmermann motioned to approve \$3,000 towards the sponsorship, with the understanding that the event coordinator could come back later for a further request if there is a lack of sponsorships to cover all event costs. Wagner seconded the motion. Motion carried unanimously.

8. Status Reports

- a. Community Support/Communication
 - i. Social media strategy update:
 - a. Met with Lisa Famularo and discussed messaging strategy and timing.
- b. Common Council Update – Bartz/Lampe:
 - i. Bartz discussed latest with the Main St bridge, and the Special Event Permit ordinance re-write status.
 - ii. Lampe gave feedback on the revised draft of the Special Event Permit, also discussed allowing alcohol sales by City at the Bentzin Family Town Square.
- c. Executive Director Update
 - i. 111 S. Water St. Update:
 - i. RFP status update: Brief update...expecting at least three submissions.
 - ii. Revolving Loan Fund update
 - i. Application Update – Becker:
 - 1. Updated status on the two latest approved loans, will look to re-open applications on February 1st.
 - iii. Beltz Grant status update – Becker:
 - i. Photo ops for Central Block and Pine Hill Farms projects are scheduled for this Friday.
 - iv. Impact Report –
 - i. Updated draft: Board approved of latest draft, discussed releasing after the new Common Council is sworn in this April.
 - v. Items for next agenda:
 - i. Discussed possibly inviting guest speakers in the future,
 - ii. Ideas on successful riverfront redevelopment in other communities.
 - iii. Also suggested inviting Tom Coogan from the DNR as a guest speaker.
- d. Confirm next meeting time:
 - i. February 21, 2024, 6:00 PM.

9. Adjournment at 6:50 pm

Zimmermann motioned to adjourn, Bartz seconded the motion. Motion carried unanimously. Meeting adjourned.



[Date]
[Applicant's Name]
[Applicant's Address]
[City, State, ZIP Code]
Dear [Applicant's Name],

Re: Preliminary Approval for Revolving Loan Fund

On behalf of the Watertown Redevelopment Authority (RDA), we are pleased to inform you that your loan application submitted on [Date] has undergone preliminary review, and we are pleased to extend preliminary approval for a Revolving Loan Fund loan in the amount of [Loan Amount] at a fixed-interest rate of 4.95% for five years.

The RDA recognizes the merit and potential impact of your proposed project, and we believe that it aligns with our community redevelopment goals. This preliminary approval is contingent upon the successful completion of the following conditions:

1. Execution of Loan Agreement: Both parties will be required to execute a formal Loan Agreement that outlines the terms and conditions of the loan, including interest rates, repayment schedules, and any other pertinent details.
2. Compliance with Regulatory Requirements: Ensure compliance with all relevant local, state, and federal regulatory requirements, including any permits or approvals necessary for your project.
3. Mortgage: The RDA requires that a mortgage on your property be drafted, which will serve as security for the loan.
4. Any Additional Documentation: The Watertown RDA reserves the right to request additional documentation or information as necessary.

We will work with the City Attorney to draft the above documents. Once the above conditions are met, and all necessary documentation is submitted and approved, we will proceed with the final approval and disbursement of funds.

Please note that this preliminary approval does not constitute a final commitment, and the loan is subject to final approval by the Watertown RDA Board. We anticipate that this process will be completed by [Anticipated Closing Date].

If you have any questions or concerns, please do not hesitate to contact Mason Becker, RDA Executive Director: Email: mbecker@watertownwi.gov, Office: 920-206-4266.

We look forward to working with you on this exciting project and contributing to the economic development of our community.

Sincerely,

Mason T. Becker
RDA Executive Director

**WATERTOWN REDEVELOPMENT AUTHORITY (RDA)
DOWNTOWN COMMERCIAL REHABILITATION LOAN PROGRAM**

Purpose: The Watertown Redevelopment Authority (RDA) Downtown Commercial Rehabilitation Loan Program is a loan program designed to stimulate the rehabilitation and redevelopment of commercial real estate within downtown Watertown, which will in turn, increase property values and improve the overall economy.

Type of Funding: The program provides low-interest loans to be reviewed and approved by the Watertown Redevelopment Authority (RDA) Loan Review Committee. Rehabilitation projects that involve proposed exterior façade rehabilitation shall require review by the Watertown Historic Preservation and Downtown Design Commission. All projects will comply with applicable city codes and ordinances.

Financing Terms:

- Financing assistance shall be made as loans with a flexible amortization schedule based on the proposed project, at a 4.95% interest rate.
- Principal payments may be deferred through the construction/renovation phase of the project, with principal and interest payments required on a monthly basis thereafter.
- A promissory note shall be executed by and between the RDA and the borrower and the final estimated value of the rehabilitated building shall support all existing debt.
- Loan terms may be negotiated under special circumstances and approved by designated staff and the RDA Loan Committee. Typical loans will be payable within five years and secured by a mortgage on the property.
- Applicant may be required to contribute a minimum of 20% owner cash based on the total project cost. If required, 20% owner cash must go into project first, before grant monies are transferred.

Eligible Expenditures: Funds are to be used for physical improvements including, but not limited to, exterior facade and necessary structural, electrical, plumbing, and other building system components, including reactivation of upper-level residential units.

Program Boundaries: Eligible properties include those which are within and are immediately adjacent to the Watertown Main Street program boundary map, attached. Other commercial redevelopment projects outside this area will be considered on a case-by-case basis.

Additional Guidelines: Property must be in good standing with the City of Watertown, with taxes current and no outstanding code violations or citations (unless the applicant is seeking the loan to assist in remedying said code violations or citations).

Application Process: At the opening of a new round of applications (as determined by the RDA board), initial applications will be reviewed and considered based on the value of the project and the positive economic impact on the downtown area. An application fee of \$100.00 will be received from the applicant before the RDA can process the application. The RDA reserves the right to conduct a background and credit check on all applicants.

**WATERTOWN REDEVELOPMENT AUTHORITY (RDA)
DOWNTOWN COMMERCIAL REHABILITATION LOAN PROGRAM**

Please provide information on the proposed project. Your signature below indicates your intent to apply for commercial rehabilitation loan funding and that you have received a copy of the program guidelines. **Please return to City Hall, 106 Jones Street, with your check in the amount of \$100.00 for the application fee.**

Applicant name: _____
Address: _____
Cell Phone: _____ Work Phone: _____
Property Owner(s): _____
Project Address: _____
Project description (work to be done): _____

How will this project benefit the business or property? _____

How will this project impact the downtown? _____

Estimated Timeframe for Project Completion: _____
Total Project Estimated Cost: _____ Loan amount requested: _____
Property Mortgage Holder(s): _____

INCLUDE WITH APPLICATION (please check each box):

- ____ Three years of business and personal income tax returns/financials
- ____ Personal financial statement
- ____ Available business financial reports such as profit/loss statement, balance sheet, inventory, receivables.

**Please note that other information may be requested during application review, as deemed necessary by the RDA Loan Review Committee.*

I certify that the information in this application is correct and accurate to the best of my knowledge.

Applicant Date

Loan Committee Review

Signature Date

(check box if reviewed by staff for completion and all supplemental documents included)

Watertown Main Street Program Boundary Map





Downtown Watertown Special Events Grant Program

Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Special Events Grant Program to support special events located within the Downtown Watertown Redevelopment District Target Area. The program offers grants up to \$10,000 to organizations conducting events that will positively impact the downtown area and meet the RDA and City of Watertown's goals, as set forth in the Economic Development Chapter of the City's Comprehensive Plan.

The RDA defines special events as those public events which attract more than 150 attendees and take place within the Target Area, meet economic development goals, contribute to the unique identity of Downtown Watertown, make the City core a compelling destination, provide economic impact, and promote business and community involvement. Special events do not include conferences, grand openings, ribbon cuttings, open houses, or private events not open to the public.

This is a competitive grant program. Applications are reviewed quarterly by the RDA Grant Program Committee. An application deadline will be announced whenever grant funds are available. Recommendations are presented to the RDA Board of Directors for final approval and awarding of funds.

Please note that applicants must complete the application process before incurring eligible expenses through the Special Events Grant Program. Any expenses incurred before a Grant Agreement is executed will be ineligible for reimbursement through the grant program.

Available Awards

The RDA has committed a total of \$50,000.00 from the Dr. John Beltz Charitable Foundation to the program, with a maximum grant award of \$10,000 per special event. Applications will be reviewed after each announced application deadline, and funds will be awarded on an ongoing basis, as long as funds are available in a given calendar year.

Eligibility Requirements

- Event must occur entirely within the Target Area (If an event has multiple locations, the RDA will only consider funding the event portion occurring within the Target Area)
- Event must be open to the public
- Event must meet the objectives of the City's plans and the special event definition stated above
- Have anticipated attendance of over 150 people
- Occur after approval of any funding under this program

Eligible Applicants/Organizations

- Must not have any outstanding fees owed with the City of Watertown at the time of application

Eligible Expenses

- Event related marketing and promotion
- Rentals for the event such as equipment, tents, chairs, tables, facilities, and portable toilets
- Vendor, performer, or exhibitor fees

Please note that if awarded funding, the reimbursement amount will be based on receipts submitted.

Program Goals and Priority Criteria

- Support events, especially new concepts, that promote activity and foot traffic in the downtown area.
- Preference will be given to events that generate positive economic impact for the community, promote and grow downtown businesses, and attract visitors to the City of Watertown.
- Involve members of the community in event planning and participation.
- Events of a political, activist, religious, or controversial nature will not be approved.

Application Process

Application Contents

An application for the program must include all of the following:

- Special Events Grant Application Form
- Event Budget with expenses and any revenue
- If applicant is a nonprofit organization: Articles of incorporation, bylaws and any other relevant documents describing the structure, mission and vision of the organization
- If applicant is a for-profit organization: Last three years of business income statements and most recent balance sheet
- Detailed event plan/information

Submission of Application

The application and all required materials must be submitted to the RDA Executive Director in either print or digital form. Applications are reviewed on a quarterly basis. Applicants are encouraged to submit materials as soon as completed.

Review process

Time of Review

Applications are reviewed after each application deadline by the RDA Grant Program Committee.

Substantive Criteria

The RDA Grant Program Committee will screen each application based on the following criteria before making a recommendation regarding the application to the RDA Board of Directors:

- Completeness of application
- Type of special event
- Organization history and experience
- Potential economic impact on the business community in Downtown Watertown

Notification of Recommendation

The applicant will be notified of the RDA Grant Program Committee's recommendation regarding the requested grant to the RDA Board of Directors. The applicant will also be notified of the date, time and location of the RDA Board of Directors meeting at which the committee's recommendation regarding the application will be discussed. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The committee may postpone a recommendation on an application if additional information is requested or the application is incomplete.

Board of Directors Approval

After the RDA Grant Program Committee makes a recommendation regarding the application, the recommendation will be placed on the next RDA Board of Directors meeting agenda. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The RDA Board meets regularly on the third Wednesday of the month. The applicant will be notified of the RDA Board of Directors decision regarding their application.

Conflict of Interest

Members of the RDA Board of Directors or any of its committees who are in a position to influence decisions regarding grants awarded under this program shall not have a financial interest, either directly or indirectly, in any person or entity applying for a grant through this program, unless that interest has been fully disclosed in writing and the board member/committee member involved has removed him/herself from the decision-making process, including all deliberations.

Denial of Applications

Following the recommendation of the denial of an application by the RDA Grant Program Committee, the RDA Executive Director shall so notify the applicant, stating reasons for the recommendation as communicated by members of the Committee, and including, if applicable:

- Requests for additional documents or other information which, if submitted by the applicant, may result in a grant award based on a future application; or,
- Suggestions as to changes in the proposed application which may result in a grant award based on a future application.

Post Award ProcessGrant Agreement

Upon approval of the grant award by the RDA Board of Directors, the applicant will be notified and will be sent a Grant Agreement that will need to be signed by the applicant before project expenses can be incurred. Any expenses incurred before the Grant Agreement is executed will be ineligible for reimbursement through the grant program.

Post-award amendments to Project

Following the award of an RDA Special Events Grant, if the applicant desires to make any changes or modifications from what was approved in their application, the applicant must submit to the RDA Grant Program Committee for review:

- Written description of the changes proposed

NOTE: Failure to obtain approval for any changes in the proposed event after awarding of the original grant will result in disqualification of the applicant from the program and the loss of the entire grant funding.

Distribution of Grant Funds

Payment Request

The applicant may request payment of funds in one payment upon completion of the special event. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all event activities match what was included in the submitted application
- All receipts from eligible expenses seeking to be reimbursed

Compliance with Approved Application

If all submitted documentation is in compliance with applicant’s approved application and the program parameters, the RDA Executive Director will issue a reimbursement check. Checks will be issued within 15 days of request.

Non-compliance

If any of the relocation activities are found to be in non-compliance with the approved application or the program requirements, the applicant will be ineligible to receive grant funding or liable to pay back grant funding already received.

Redevelopment Authority of the City of Watertown

Special Events Grant Application

Applicant Information

Application Date: _____

Organization Name: _____

Organization Sector: _____

Contact Name: _____

Role at Organization: _____

Contact Phone: _____ Contact Email: _____

Organization Mailing Address: _____

Total Amount Requested: _____ Total Event Cost: _____

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

Anticipated Timeline (estimated start and end dates): _____

Organization Information

How long has your organization been established? _____

Please describe your organization, including services offered and a brief history of operations.

Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature _____ Date _____



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- Occur after approval of any funding under this program

Eligible Applicants/Organizations

- Must not have any outstanding fees owed with the City of Watertown at the time of application

Eligible Expenses

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Non-compliance

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Redevelopment Authority of the City of Watertown
Special Events Grant Application

Applicant Information

Application Date: _____

Organization Name: _____

Organization Sector: _____

Contact Name: _____

Role at Organization: _____

Contact Phone: _____ Contact Email: _____

Organization Mailing Address: _____

Total Amount Requested: _____ Total Event Cost: _____

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

Anticipated Timeline (estimated start and end dates): _____

Organization Information

How long has your organization been established? _____

Please describe your organization, including services offered and a brief history of operations.

Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature _____ Date _____