



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, June 17, 2025 at 7:00 AM

The Waupun Business Improvement District Board will meet in person and virtually. Information to access the virtual meeting follows:

1. **Virtual Link:** <https://us02web.zoom.us/j/84001455752?pwd=G3ATkghwyQRHdf0Awocwb8Q9brw0Ju.1>
Meeting ID: 840 0145 5752
Passcode: 190491

CALL TO ORDER

ROLL CALL OF BOARD MEMBERS

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Recognition of Mayoral Appointments
2. Nominate Chairperson for BID Board
3. Nominate Vice-Chairperson for BID Board
4. Select Day and Time of Standing BID Meeting

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

5. Approve Minutes from April 15, 2025 BID Meeting
6. April 2025 BID Financials
7. May 2025 BID Financials

PRIOR OUTSTANDING APPLICATIONS: (if expired, possible extension or cancellation)

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

8. Application for 428 E Main Street (Prison City Pub)

DISCUSSION ITEMS:

9. WI Main Street Cohort Application
10. WRNC Opportunity Fund
11. Ignite Rural Business Accelerator Program
12. Waupun Business Alliance Update
13. Administrator Update

ADVANCED PLANNING:

ADJOURNMENT

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact the City Clerk at 920-324-7915.



MINUTES
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, April 15, 2025 at 7:00 AM

Meeting called to order at 7:02 am by Board Chairperson Gary DeJager.

Roll call taken. Members present Teresa Ruch, Tyler Schulz, Gary DeJager, Bryan Yohn, Mitch Greenfield, Craig Much, Rich Matravers, Jodi Mallas, and Steve Daute (online). Absent and excused Katie Bohn. Also present are Mayor Bishop, Administrator Schlieve, Raina Lyman (Envision Greater Fond du Lac), and Assistant Administrator, Casey Langenfeld.

Motion Greenfield, second Ruch to adopt the agenda as presented. Carried unanimously.

Motion Much, second Greenfield to approve the consent agenda, including Minutes from December 17, 2025 BID meeting and financials for December 2024, and January, February and March 2025 as presented. Carried unanimously.

Bobbi Jo Kunz is present to discuss her application for 432 E Main Street for Home Sweet Home Real Estate. The question is to replace the front door of the building in the amount of \$3,740. Total grant request is \$1870. Motion Much, second Schulz, to approve a matching grant capped at \$1,870 as presented.

Raina Lyman, Envision Greater Fond du Lac, provides an update for Waupun Business Alliance, highlighting free small business marketing workshops offered this year, a 90x90 session coming up at Hoya Hop House on April 30, and dates from the WBA golf outing.

Administrator Schlieve provides a general update on development, highlighting the following:

- Janelle Kartechner and Lauren Tillema, owners of Stone & Suede, were recognized as Entrepreneur of the Year in Fond du Lac County. Make sure to congratulate them if you see them.
- WRNC Opportunity Fund announced. The WRNC Business Opportunity Fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from WEDC focuses on enhancing local economies through two targeted capital seed funds as follows:
 - WRNC Startup Fund: \$10,000 for new businesses with fewer than 25 employees (cannot relocate from another community)
 - WRNC Expansion Fund: \$25,000 to help growing businesses (fewer than 25 employees) that are ready to expand their footprint, add jobs, or invest in new equipment
 - Both tracks include a revolving low-interest loan and forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth
 - Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure readiness of their business plans.
 - Each of the representative communities and a representative from Envision sit on the review board.
 - Funds need to be disbursed by 12/31/26 and we are working with several entrepreneurs who could benefit from this program now.
- IGNITE Rural, a business accelerator, focused on the rural areas of Fond du Lac County, was announced and will launch this fall with the opportunity for startups to pitch their idea and win significant prize

money to support their business plan. Target start is mid-September. Marketing material is being finalized for this program now and I will share full details when that is available.

- First Fridays of Summer Downtown – food, entertainment with the exception of July 4, which is moved to July 11 due to the holiday.
- North Alley Update: Acquiring 18A N Madison (block building in the center of parking lot; Engineering and will be meeting with building owners to discuss private improvements from alley to building)
- 301 E Main St – Sale is progressing slowly.
- Closed on Carver Flats deal last week – anticipate groundbreaking in June for multi-family complex near the travel plaza.
- CDA – discussing placemaking / public art installation as part of their plans for 2025.

Motion Much, second Ruch to adjourn meeting. Carried unanimously. Meeting adjourned at 7:16 am.

Business Improvement District Financial Statement
For the Month Ending: 04/30/25

CASH ON HAND

Prior Month Ending Balance	\$ 21,797.12
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ -
Total Cash on Hand	<u>\$ 21,797.12</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (1,870.00)</u>
BID Funds Available	<u>\$ 19,927.12</u>

BUDGET

Revenue	\$ 24,762.49
Less Approved Grants & Expenses	<u>\$ 4,835.37</u>
Remaining Budget Funds Available	<u>\$ 19,927.12</u>

2025 Grants Approved - Not Dispersed

Ravenvale, LLC	\$ 1,870.00
	<u>\$ 1,870.00</u>

2025 Actual Operating Expenses

Holiday Planters	\$ 500.00
Sculpture	\$ 500.00
Checks	\$ 127.87
Audit Fees	\$ 1,837.50
	<u>\$ 2,965.37</u>

Total of Grants Approved Not Dispersed and Actual Expenses	\$ 4,835.37
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2025 Upcoming Operating Expenses

	<u>\$ -</u>
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Projected Unrestricted Funds	<u>\$ 19,927.12</u>
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Business Improvement District Financial Statement
For the Month Ending: 05/31/25

CASH ON HAND

Prior Month Ending Balance	\$ 21,797.12
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (91.80)
Total Cash on Hand	<u>\$ 21,705.32</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (1,870.00)</u>
BID Funds Available	<u>\$ 19,835.32</u>

BUDGET

Revenue	\$ 24,762.49
Less Approved Grants & Expenses	\$ 4,927.17
Remaining Budget Funds Available	<u>\$ 19,835.32</u>

2025 Grants Approved - Not Dispersed

Ravenvale, LLC	\$ 1,870.00
	<u>\$ 1,870.00</u>

2025 Actual Operating Expenses

Holiday Planters	\$ 500.00
Sculpture	\$ 500.00
Checks	\$ 127.87
Audit Fees	\$ 1,837.50
Flower Pots - Potting Soil	\$ 91.80
	<u>\$ 3,057.17</u>

Total of Grants Approved Not Dispersed and Actual Expenses	\$ 4,927.17
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2025 Upcoming Operating Expenses

\$ -

Projected Unrestricted Funds **\$ 19,835.32**

**Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~**

Applications missing any materials will be returned for completion.

Date: 5-15-25
Applicant Name: Krishne Salkowski
Applicant Address: 636 S. Madison St
Phone: 920 5836790 Fax: _____ Email: Krissy11x@gmail.com
Name of Business/Property: Prison City Pub
Property Address: 428 E Main St
Property Use: Bar
Property owner, if different than applicant: Paul Salzwedel
Owner address: W2102 Hwy 44 Owner Phone: 608-617-9316
Markesan 53956
Project Summary:
Brief Project Summary: Front Sign change for name change

Total Estimated Cost: \$ 3153.60 Total Grant Request: \$ 1576 1/2
Projected Start Date: 2 week After Approval Projected Completion Date: After Approval
Name of Contractor: Signarama Issue Payment if approved: (Applicant or Business (circle))
Approval of City Building Inspector: SKL (Inspector's initials)

Required attachments:

- | | |
|---|--|
| <input type="checkbox"/> Project plan(s) to 1/4" scale, if applicable | <input type="checkbox"/> Current photo(s) of property |
| <input type="checkbox"/> Release of Information Letter (attached) | <input type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input type="checkbox"/> Quotes/Estimates | |

Submit application form and attachments to:

Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

NOTE: AS LONG AS SIGN FRAME
IS REFAÇED -OK CABINET GRANDFATHERED

A NEW CABINET CANNOT EXCEED 10% PER TYPE II SIGN (16.11)

To be completed by City staff only:

Date application received: _____
Application reviewed for completeness by _____ (initials). Date: _____
Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 5/20/25

To: Waupun Business Improvement District – Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

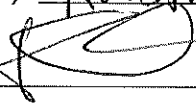
I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the BID board meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Signed,

Name (print):

Kristine Salkowski

Signature:



Date:

5-20-25

2024 Waupun Business Improvement District

~ Façade Improvement Program ~

INTRODUCTION

The Façade Improvement Program has been established by the Waupun Business Improvement District (BID) and may be utilized in conjunction with the Community Development Authority's Design Assistant Grant and Building Improvement Program.

PURPOSE/MISSION

- To improve the business climate in downtown Waupun.
- To improve the aesthetics (façade) of existing businesses
- This mission will also enhance the quality of life in the Waupun Area.

FAÇADE IMPROVEMENT PROGRAM

Property owners and businesses within the B I D of the City of Waupun are eligible for up to \$2,100.00 in matching grant funds for improvements to the exterior of their buildings or improvements visible from the exterior of the building. As a matching grant program, the BID will reimburse the property owner for up to 50% of the expense, up to a maximum of \$2,100.00. The BID reserves the right under this program to exceed the maximum grant amount of \$2,100.00 on a case-by-case basis. All grants will be awarded to eligible applicants while funds are available. Applicants are eligible for only **one grant award every two years**, unless otherwise approved by the BID Board.

ELIGIBLE APPLICANTS

The Façade Improvement Program is available to any Waupun commercial property located in the Business Improvement District.

No application will be reviewed or presented to the committee for their consideration on behalf of an individual or entity that is delinquent in their City of Waupun Property Taxes or Waupun Utility Bills. Neither the grant recipient nor the landlord (if not the same entity) can be delinquent on any utility bills or property taxes in the City of Waupun on any property located in the City.

Eligible projects must meet the requirements of the Zoning Code and Design Standards identified in the Waupun Municipal Code.

ELIGIBLE ACTIVITIES

- Façade renovations – including but not limited to Window Installation, Signage, Awnings and Exterior lighting
- Other expenses deemed eligible by the BID Board

INELIGIBLE ACTIVITIES

- Interior items – including but not limited to appliances, lighting, wall coverings, carpet and paint. These items may be funded through grants offered by the Community Development Authority.
- Other expenses deemed ineligible by the BID Board

PROCESS

- a. Applications are distributed and collected by the BID Board:

Waupun Business Improvement District – Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

- b. As there are code restrictions, it is the applicant's responsibility to receive approval by the City Building Inspector for all projects prior to submission of application.

- c. Completed applications must be submitted no later than the 1st Wednesday of the month in order to be considered at the BID board meeting for that month. **Applicant(s) must attend the scheduled BID board meeting.** Regular BID board meetings are held at 7:00 AM the third Tuesday of every month, Waupun City Hall Council Chambers.
- d. Notification of approval/denial will be provided to the applicant by the BID within five (5) days of application. **Note that the project must be approved prior to any of the work taking place; failure to have prior approval from the BID Board may result in a denial of the funding request for the qualifying project.**
- e. Appropriate documentation, such as invoices and pictures of the completed work, must be submitted to the City Economic Development Department for fund reimbursement upon completion of the project. All projects must commence within ninety (90) days of grant approval and reimbursable expenses must be submitted within one-hundred-eighty (180) days of grant approval.
- f. If the projects are not done in accordance with the requirements and time schedule identified, then the applicant MUST re-appear for re-approval. Limited consideration for grant extension will be given based on demand for program dollars.

APPLICATIONS

- a. Completed Façade Improvement Program application form (attached) and supporting documentation
- b. Completed Release of Information Letter (attached)

DESIGN GUIDELINES

All applicants shall utilize the design standards set forth in Chapter 25 of the Municipal Code as a guideline for designing improvements to buildings. These design criteria were recommended by the Community Development Authority to the Common Council.

1. PURPOSE & INTENT

It is the general intent of the Community Development Authority to renovate, preserve and maintain properties within the redevelopment area of the City of Waupun through a process of design review in order to:

- Encourage urban design excellence
- Integrate urban design and preservation of Waupun's heritage into the process of redevelopment
- Enhance the character of the Waupun business community

2. APPLICABILITY

- *Context:* The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.
- *Harmony:* The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.
- *Compatibility:* The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.
- *Building Design:* All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.
- *Facades:* Facades should exhibit rhythms similar to those found in adjacent structures.
- *Colors:* Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are prohibited.
- *Awnings:* Awnings and canopies are encouraged. If provided, they should be designed as an integral component of the building façade.
- *Signage:* Placement of signs shall not be unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
- *Historic preservation:* Preservation of unique historic or architectural landmarks is encouraged.



N5528 Miranda Way • Fond du Lac, WI • 920.921.7181

Bring
your brand
to life!
Ask us about
wall murals and
graphics!

ESTIMATE

ES-F-53827

Payment Terms: 50% Down, Bal on Completion

Created Date: 3/6/2025

DESCRIPTION: Replace Sign Faces

Bill To: Prison city pub
428 East Main Street
Waupun, WI 53963
US

Pickup At: Signarama
N5528 Miranda Way
Fond du Lac, WI 54937
US

Requested By: Krissy Salkowski
Email: krissyx1x@gmail.com
Work Phone: (920) 583-6790
Cell Phone: (920) 583-6790

Salesperson: Andy Wapneski
Email: Andy@Signarama-FDL.com
Work Phone: 920.921.7181

PRODUCTS	QTY	UNIT PRICE	TAXABLE	TOTALS
1 New Pan Faces for Lighted Cabinet	1	\$3,153.60	\$3,153.60	\$3,153.60
Custom Pan Faces for Lighted Cabinet				
• Qty: 2				
• Size: 55" x 43"				
• Material: Poly Carb Pan faces				
• Digitally printed translucent Vinyl				
Survey included				
Install Included				

Disclaimer and Warranty

Installation and Site Conditions: This estimate is based on the assumption of standard installation conditions, including normal site access, soil composition, and wall structures. Should unforeseen subsurface obstacles or obstructions within or behind walls arise, necessitating additional labor or materials, the installation costs will be adjusted accordingly. This quote expressly excludes the relocation of underground utilities and the restoration of disturbed landscaping. The buyer is responsible for providing suitable electrical feed wires and ensuring adequate building reinforcement.

Permitting and Approvals: Unless explicitly stated otherwise in this estimate/invoice, all permitting responsibilities lie with the buyer. If permitting is included in this agreement, Signarama will assist in securing necessary permits from public authorities. However, the buyer remains responsible for obtaining all other required permissions, including those from property owners, and assumes all risks associated with permit revocations. The buyer is solely accountable for securing necessary permissions for trademark or copyrighted material usage and agrees to indemnify Signarama against any related claims. Municipal permit fees will be invoiced at actual cost, which may differ from estimated allowances, and the buyer agrees to accept any resulting cost adjustments.

Warranty: Signarama warrants to the original purchaser that the monument sign, as manufactured and installed, will be free from defects in materials and workmanship for a period of one (1) year from the installation date. This warranty covers defects in materials, workmanship, electrical

components (subject to manufacturer warranties), and fading or peeling of graphics due to defects in materials or workmanship (excluding normal wear).

Warranty Exclusions: This warranty does not cover damage caused by acts of God, vandalism, accidents, improper maintenance, normal wear and tear (including minor scratches, dents, or fading), or electrical surges not attributable to defective installation.

Warranty Claims: The buyer must notify Signarama in writing of any alleged defects within ten (10) business days of discovery. Signarama will inspect the sign and, at its sole discretion, repair or replace covered defects, utilizing new or refurbished components as needed.

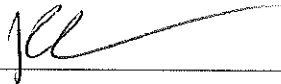
Disclaimer: This warranty is the sole and exclusive warranty provided by Signarama and is in lieu of all other warranties, express or implied, including any implied warranties of merchantability or fitness for a particular purpose. Signarama shall not be liable for any incidental or consequential damages. This warranty is non-transferable and applies only to the original purchaser and is valid only upon full payment.

2	Permit (To be Billed at Cost)	1	\$0.00	\$0.00	\$0.00
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Please Note: The prices provided in this estimate are subject to change based on the scope of work required. We strive to offer accurate estimates, but additional factors or requirements may impact the final cost. We will communicate any adjustments transparently and discuss them with you before proceeding. Thank you for your understanding and trust in our services. The estimate is valid for 30 days.

Base Subtotal:	\$3,153.60
Subtotal:	\$3,153.60
Taxable Amount:	\$3,153.60
WI State Tax Rate (5.0000%):	\$157.68
WI County Tax (0.5000%):	\$15.77
Total Taxes:	\$173.45
Grand Total:	\$3,327.05
Deposit Required:	\$3,327.05

Signature: _____



Date: _____

5-1-25

Thank you for choosing Signarama!

N5528 Miranda Way Fond du Lac, WI 54937 (920) 921-7181

49.5" Cabinet Height

43" Height

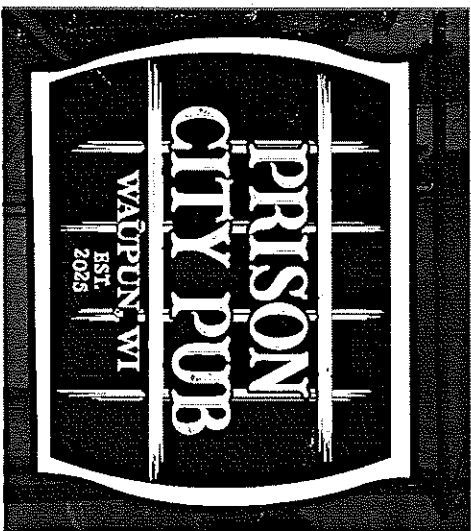
60" Cabinet Height

55" Width

47" Width

PRISON
CITY PUB

WAUPUN, WI
EST.
2025



Projecting Building Sign: Produce and Install (2) Single-Sided Pan Formed Faces to Existing Double Side Projecting Sign

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

Signature	
Client:	Pison City Pub
Address:	
City:	
Date:	5/19/2025
Sales Rep:	Andy W.
Designer:	Val W.
File Name:	53827 Pan Formed Faces
Version:	1
Faces:	Pan Formed Face
Cabinet:	Exting Cabinet
Pillow Size:	15"
Range Size:	15"
Vinyl:	751-Black Vinyl
Lamination:	3M 8518 Gloss
Quantity:	2
	751-Black Vinyl
Shipping:	Delivery
* Estimate Per Page:	Std Mount
Adhesive Mount:	Stands/bds
Mounting:	Mounting Pattern
Additional Details:	
<p>Order Number: This is the Order Number. It's important for you again from actual proof. Any time of production they will be used.</p> <p>Customer Details:</p> <p>Company Name: _____ Phone: _____ Email: _____</p> <p>Address: _____ City: _____ State: _____ Zip: _____</p> <p>Project Name: _____ Project Description: _____</p> <p>Notes: _____</p>	

Main Street Cohort Application Structure Model

Goal: Transition Main Street from a competitive program to an earned status.

Objectives:

- Bring downtown programs into compliance with emerging WEDC policies around competitive programs and with existing state statutes.
- Ensure that communities achieving Main Street designation are adequately prepared to fulfill contractual requirements to remain in the program once designated.

As WEDC is moving to create a standard structure for competitive programs- Main Street is currently treated as a competitive program, but is not fundamentally similar to the other competitive funding programs, but rather it is a restrictive program. Rarely are there more than three communities applying where communities are actually competing against one another for a spot in the program, rather, communities are making the case that they meet Main Street program requirements and are prepared to utilize program services.

Additionally, while recently added new communities have many of the basic elements in place to be part of the Main Street program, they have not been ready to meet accreditation within three years, which is a requirement of Main Streets. Specifically, communities often fail to meet one or more of the following accreditation elements:

- Strategic plan/benchmark goals and written work plans (based on MS Approach/Transformation strategies)
- Sustainable & Diverse Fundraising plan
- Volunteer recruitment/recognition plan
- Community/Stakeholder engagement and involvement strategy
- Board/community education about Main Street approach and available services

Cohort Model Overview

To address the identified issues and increase the success/impact of our Main Street programs, we propose an annual cohort application model based on a program used by Virginia Main Street.

- At the beginning of each fiscal year, we would accept up to 5 Connect Communities interested in pursuing Main Street status (potential applicants would need to submit a brief application which includes many of the elements of the current Main Street application).
- Once approved for the program, participants would need to commit to participating in a series of 10 virtual and 2 in-person training sessions over the fiscal year. Each session would need to be attended by at least two individuals from each community, and each community would be required to complete and submit a homework assignment following the training. This model would ensure:
 - o Increase awareness and understanding of the Main Street approach
 - o Increase organizational stability by requiring that multiple individuals attend training
 - o Require broader community engagement to complete required homework
 - o Eliminate communities from joining Main Street that do not have the capacity or buy-in to complete the required coursework.

Cohort Program Outline

The required training and homework would include the following modules – The application and self-led training are intended to be completed prior to being accepted into the cohort. Each of the other modules is intended to incorporate one month of work time following each training session. If an organization already has an element (i.e. an effective brand), they would still need to participate in the training, but could upload existing documents as their homework.

	Activity	Training Topic/purpose	Homework
Pre-Application	Application	Pre-application webinar	Collect critical data on district – number of buildings, historic designation, number of businesses, property value, visitor trends, etc.
	Self-Led Training	Complete Main Street Orientation Module	All prospective staff/board members complete online self-paced training
Orientation	Stakeholder Survey Rollout	Understand the needs and perceptions of downtown stakeholders	<ul style="list-style-type: none"> - Survey business owners, property owners and the community about strengths/challenges, opportunities for downtown revitalization. - 35% of businesses and property owner responses, 50+ citizen responses. -
	In-Person Strategic Planning	Engage broader community in discussion and planning	<ul style="list-style-type: none"> - WIMS staff member attends walking tour of district and three-hour visioning & goal planning session. - At least 15 individuals must attend in communities under 5k, at least 30 attendees in larger communities.
Organization	Bylaws & Effective Meetings Webinar	Understand bylaws, create board matrix, board roles & responsibilities	Confirm DFI registration, review/update bylaws, job descriptions, review/adopt policies
	Volunteer Strategy Webinar	Understand volunteer capabilities, recruiting, tracking, and recognizing	Develop volunteer plan, job descriptions, recruitment strategy, and tracking/recognition system.
	Fundraising Strategy Webinar	Create sustainable & diverse fundraising plans beyond individual events. Create board/committee roles & expectations for fundraising.	Annual fundraising plan & materials

Attend mid-year orientation event, cohort networking and district tour			
	Activity	Training Topic/purpose	Homework
Promotions	Branding & Storytelling Webinar	Create downtown brand, collect testimonials/district stories	Organization and district logo/brand identity, 5+ testimonials
	Communications & Event Planning Webinar, Optional Itinerary Development	<ul style="list-style-type: none"> - Strategic event calendar/tracking and communications plan for 5 audiences Optional, complete itinerary development webinar 	<ul style="list-style-type: none"> - Create communications & social media plan. - Create event calendar and benchmark goals/tracking. - Create 3+ itineraries and identify gaps/potential solutions
Design	Property Improvement Strategy Webinar – ordinances, regulatory and finance	Understand existing historic districts Understand regulatory impacts and funding sources for property improvements	Create property owner guidebook and improvement one-page handout
	Placemaking Strategy Webinar	Assess appearance, function and utilization of public spaces (and/or private spaces with engaged owners).	Identify 2-3 potential placemaking installation projects, work plans, funding plan, partners and timelines
Economic Vitality	Reporting & Tracking Webinar	Understand tools to track and use economic data.	Develop district market profile, complete property inventory (boomstracker), complete annual reporting and annual report
	Business Engagement Webinar	Using survey data, create business training/networking series,	Create business startup/expansion guide, host at least one business networking or training event on topic of interest.

Cohort participants must also maintain good standing in the Connect Communities program by returning contract and payment and completing annual reporting.

At the end of the cohort, communities that have completed all trainings (2 people per session), completed all the homework, and meet Main Street requirements (dedicated board, dedicated staff, minimum budget size) will be eligible to join the Main Street program.



Fueling Business Growth in Rural Communities

The WRNC Business Opportunity Fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from the Wisconsin Economic Development Corporation—focuses on enhancing local economies through two targeted funding tracks: the WRNC Start-Up Fund and the WRNC Expansion Fund. Whether you're launching a new venture or scaling an existing operation, WRNC provides the tools and financial support to bring your business goals to life.

The WRNC Start-Up Fund offers up to \$10,000 to help entrepreneurs turn their ideas into brick-and-mortar realities. The WRNC Expansion Fund, offering up to \$25,000, supports growing businesses that are ready to expand their footprint, add jobs, or invest in new equipment. Each award includes a forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth. Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure they're ready to succeed.

By investing in small business development across these four communities, the WRNC Business Opportunity Fund fosters entrepreneurship, job creation, and long-term economic vitality in Fond du Lac County. If you're ready to grow, we're ready to help. Please take a moment to complete this [questionnaire](#) to get started.

WRNC Business Opportunity Fund – Frequently Asked Questions (FAQs)

1. What is the WRNC Business Opportunity Fund?

The WRNC Business Opportunity Fund is a regional financial assistance program supporting small business start-ups and expansions in Waupun, Ripon, North Fond du Lac, and Campbellsport.

2. Who is eligible to apply?

Eligibility is open to entrepreneurs starting new businesses and existing

businesses expanding operations within the four participating communities. Applicants must be current on property taxes and municipal bills.

3. What types of funding are available?

Two programs are offered: the WRNC Start-Up Fund (up to \$10,000) for new businesses and the WRNC Expansion Fund (up to \$25,000) for businesses growing their operations.

4. How is the funding structured?

Awards are structured as 80% low-interest loans and 20% forgivable loans (grants) contingent on meeting specific business milestones.

5. What can the funds be used for?

Eligible uses include start-up costs, leasehold improvements, equipment purchases, facility expansions, hiring and training staff, marketing efforts, and more.

6. Is matching funding required?

While a match is encouraged to strengthen the application, it is not required.

7. What technical assistance is required?

Applicants must work with Envision Greater Fond du Lac to ensure their business plan is viable before applying and must participate in at least one economic development program within a year of receiving funds.

8. How is the application reviewed and approved?

A five-member Review Board, made up of municipal administrators and Envision Greater Fond du Lac leadership, evaluates all applications based on business viability, management capacity, financial strength, economic impact, and readiness.

9. Can I relocate my business from another city into a WRNC community using these funds?

No, funds cannot be used to relocate a business from another Wisconsin community into Waupun, Ripon, North Fond du Lac, or Campbellsport.

10. How do I start the application process?

First, complete the interest [questionnaire](#). After you submit the form, a team member from Envision Greater Fond du Lac will reach out to provide technical assistance, confirm your project's eligibility and viability, and guide you through the next steps. If your project qualifies, you'll be invited to complete the formal application for Board review.

Information Session in Waupun **June 24:**

<https://www.facebook.com/events/723649740174463/>

Information Session in Waupun **July 22:**

<https://www.facebook.com/events/2429510960759486/>