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**AGENDA**  
**COMMUNITY DEVELOPMENT AUTHORITY MEETING**  
**VILLAGE OF SUSSEX**  
**5:30 PM TUESDAY JANUARY 18, 2022**  
**SUSSEX CIVIC CENTER – BOARD ROOM 2<sup>ND</sup> FLOOR**  
**N64W23760 MAIN STREET**

Pursuant to the requirements of Section 19.84, Wis Stats., notice is hereby given of a meeting of the Sussex CDA, at which a quorum of the Village Board may attend in order to gather information about a subject which they have decision making responsibility. The meeting will be held at the above noted date, time and location. Notice of Village Board Quorum, (Chairperson to announce the following if there is a quorum of the Village Board: Please let the minutes reflect that a quorum of the Village Board is present and that the Village Board members may be making comments under the Public Comments section of the agenda, during any Public Hearing(s) or if the rules are suspended to allow the same.)

1. Call to order.
2. Roll Call
3. Consideration and possible action on the minutes of the CDA meeting held on October 19, 2021.
4. Update on economic development tools.
5. Adjournment.

Chairperson  
Community Development Authority

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Jeremy Smith  
Village Administrator

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 Jeremy Smith at 246-5200.

VILLAGE OF SUSSEX  
SUSSEX, WISCONSIN

Minutes of the Community Development Authority Public Hearing held on October 19, 2021.

Vice Chairman Scott Adkins called the meeting to order at 5:30 p.m.

Members Present: Scott Adkins, Heather Pfalz, Jennifer Bell, Dan Badalente

Members absent: Anthony LeDonne, Ralph Benka, Jim Stone

Staff present: Jeremy Smith – Village Administrator

**Consideration and possible action on minutes of the CDA meeting held May 18, 2021.**

A motion by Bell, seconded by Pfalz, to approve the minutes of the CDA meeting of May 18, 2021.

Motion carried.

Mr. Smith gave an update on the CDA Role, existing CDA projects including TIF 6 and 7, existing grant programs, the adopted Village Board strategic Plan and opportunities moving forward.

The Authority discussed 2022 focus. Mrs. Pfalz felt that economic development was a good spot for the CDA to focus on in 2022. Mr. Badalente thought a focus on empty retail made sense. Ms. Bell stated we need to keep growing or we die and we have to work at economic development. Mr. Adkins thought diving into the reason for the vacancies was important and that in a year or two the CDA should look at updating the Redevelopment Plan.

The members said they looked forward to meeting again and working on these things in 2022.

A motion by Adkins, seconded by Bell to adjourn the meeting at 6:17 p.m.

Motion carried.

Respectfully submitted,  
Jeremy Smith, Village Administrator



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**MEMORANDUM**

To: CDA

From: Jeremy Smith, Village Administrator

Re: CDA Update

Date: 1/18/2022

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At the October CDA we gave an update on the CDA roles, policies, and programs. There was a consensus that a focus on filling empty commercial spaces should be a priority. At this CDA meeting I'll give an update on the vacancies in retail. I'll also go over the existing programs that the Village, County, and State has.

## Assistance and Incentives

### Ready to Grow

The Village of Sussex has a variety of financial resources available that can assist with the expansion of existing businesses or the start-up of new businesses. Many of these resources are available directly from the Village or cooperating agencies in the Milwaukee metropolitan area. Other resources are available through the State and Federal government. Regardless of the source of assistance, Village staff is available to answer questions and assist businesses in accessing these programs. Contact us to learn what may be available for your business for more information.

The Chamber (serving Sussex, Menomonee Falls, Lannon and Lisbon) with offices in Sussex and Menomonee Falls is very active and offers additional programs, including networking events, and educational seminars to local businesses.

### Small Business Resources

The Village of Sussex supports small and start-up businesses with access to SCORE, and other SBA programs. Many of these programs are linked through the Waukesha Center for Growth, which the Village of Sussex is a member of.

[SE Wisconsin SCORE](#) is dedicated to helping small businesses start, grow, and achieve their goals through education and mentorship.

[U.S. Small Business Administration](#) is a federal agency dedicated to small business and provides counseling, capital, and contracting expertise.

### Wisconsin Women's Business Initiative Corporation

The Wisconsin Women Business Initiative Corporation (WWBIC) is a statewide economic development corporation providing quality business education, financial awareness programs, technical assistance and access to capital to Wisconsin entrepreneurs and businesses.

For more information please visit [WWBIC](#) for business loan programs, business education programs, and more.

### Manufacturing Assistance

Manufacturing Profitable Sustainability Initiative (WMEP): this initiative has been so successful that it has expanded. To learn more about WMEP visit their [website](#).

### Employee Training

The State of Wisconsin offers training programs that are designed to enhance the skills and abilities of its workforce. Offered in the form of a matching grant, the Customized Labor Training (CLT) Program has historically been driven by a company's commitment to re-invest in new technologies that necessitate the need for training.

In addition to the CLT Program, the state now also offers the Business Employees' (BEST) Program, which is specifically designed to meet the wide variety of training needs of Wisconsin's small businesses.

## Incentives

### State of Wisconsin Resources

The following incentives and assistance are available from the [State of Wisconsin](#) to companies that are expanding and relocating to Sussex.

**Midwestern Disaster Area Bonds (MDABs):** This program offers private businesses in southeastern Wisconsin, including Oconomowoc, a unique opportunity to finance a wide variety of projects using tax-exempt bonds. Interest is exempt from federal income tax for the holders of private activity tax-exempt bonds such as MDABs. Therefore, the bondholders accept a lower interest rate for the tax-free income.

**Tax credits:** Tax credits can be granted for job creation, capital investment (M and E), employee training, and relocating corporate headquarters.

**Main Street Block Grants** The Wisconsin Economic Development Corporation has announced a new program to help fill vacant commercial properties across the State. The [Main Street Bounceback Grants](#) program provides \$10,000 to new or existing businesses and non-profit organizations moving into vacant properties in Wisconsin's downtowns and commercial corridor. The goal of the Main Street Bounceback Grants program is to provide financial support to businesses that move into existing vacant commercial properties, helping to create a foundation for long-term success for themselves and their communities.

### Region/County Level Resources

The County provides significant assistance and resources to help economic development in Waukesha County. Most of the programs are run through the Waukesha County Economic Development Corporation and particularly the Center for Growth.

#### Waukesha County Center for Growth

Waukesha County Economic Development Corporation (WCEDC) and the Center for Growth is Waukesha County's economic development organization focused on generating capital investment, creating jobs, and growing Waukesha County's economic base. It has loan funds available for growing or start-up businesses that cannot fully meet the underwriting standards of private commercial lenders. Some of the programs that WCEDC has available are:

- Waukesha County Economic Development Corporation Revolving Loan Program (WCEDC): WCEDC can lend up to \$200,000 to qualifying businesses for working capital, inventory, equipment, and leasehold improvements, as well as real estate.
- Waukesha County Small Business Leverage Loan Program: WCEDC's Venture Debt Fund is designed to provide debt financing to emerging growth companies. This fund is intended to complement the early stage of equity sources of capital and stretch the ability of growth companies.
- There are also programs aimed at small business development and growth

## **Community Development Block Grant (CDBG) Program**

Through Waukesha County, the Village of Sussex is a part of a United States Department of Housing and Urban Development (HUD) program known as the Community Development Block Grant (CDBG) Program. The primary purpose of the [CDBG Program](#) is to develop and maintain viable communities that provide decent housing, a suitable living environment and expanding economic opportunities for low- and moderate-income residents. The CDBG Program provides a flexible local decision-making tool for assisting local governments in meeting identified needs through innovative and comprehensive approaches to improve the physical, economic and social conditions in specific geographic areas.

[Choose Milwaukee](#) offers resources from the Milwaukee 7 Regional Economic Development Partnership including available sites/buildings.

[Southeastern Wisconsin Regional Planning Commission \(SEWRPC\)](#) is the official metropolitan planning organization and regional planning commission for the seven county southeastern Wisconsin area.

## **Village Resources**

The Village's Planning and Development Department is here to help guide your business through the review and approval process and to support the expansion of business and the Community. Here are the major incentive programs through the Village.

### **Industrial Revenue Bonds**

The Village of Sussex provides fixed-rate financing, at below-market interest rates to manufacturing business that purchase land, buildings, and new machinery and equipment. Businesses access this financing through the issuance of industrial development revenue bonds. Industrial development revenue bonds are sold on behalf of the Village of Sussex and are exempt from Federal income taxes. Bond issues can be used to finance 100 percent of the costs associated with a financing project. [View information on Wisconsin's Industrial Revenue Bond Program.](#)

### **Tax Incremental Financing**

Tax Incremental Financing is a financing program that allows the Village of Sussex to designate areas of the community as tax incremental districts. By creating tax incremental districts, the Village is allowed to finance infrastructure improvements through the taxes collected on the increase in value for taxable property, or the tax increment, resulting from development and redevelopment projects.

### **Economic Growth Grant Program**

The [EGG](#) is a program intended to support existing Sussex businesses with expansion into additional existing vacant facilities within the community, especially when such expansion is being limited by impacts created from Federal and State rules, regulations and practices.

### **Village of Sussex Downtown Loan Pool**

To help attract more businesses to our downtown, the Village of Sussex and Bank Five Nine teamed up to establish a Village of Sussex Downtown Loan Pool. Eligible expenses for these loans include acquisition of property, building improvements, equipment purchases, and environmental or safety compliance. The loans are generally \$10,000 to \$25,000 at a fixed low interest rate, and loan decisions are made by the Sussex Community Development Authority.

### **Contact Information**

Contact Community Development Director XXXXXXXX for more information.

### **Other Business-Related Resources**

Better Business Bureau of Wisconsin is a non-profit, non-governmental organization that aims to create an ethical, trustworthy marketplace.

Sterling's Best Places

Waukesha County Business Alliance is the countywide chamber of commerce for Waukesha county.

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