



**CITY OF MAYVILLE COMMUNITY DEVELOPMENT
AUTHORITY/ENHANCEMENT COMMITTEE
MEETING AGENDA
JUNE 24, 2026
5:00 PM
MAYVILLE CITY HALL
15 S. SCHOOL STREET**

1. CALL TO ORDER AND ROLL CALL

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. CITIZEN COMMENTS

Citizen Comments are to be kept to a maximum of five minutes per speaker unless the chairperson allows an extension of time. Each citizen is to make comments at the podium after stating name and address. Each citizen may comment only one time per public hearing / meeting.

4. DISCUSS CDA FUND BALANCES

4.1. Monthly Facade Grant Balance

5. DISCUSS WITH POSSIBLE ACTION

5.1. Approval of Minutes of the May 27, 2026, Community Development Authority/Enhancements Committee Meeting

5.2. Discuss, with Possible Action, the Approval and Award of Payment of Facade Grant for 39 S. Main Street
Applicant: Don Ramon's / Eve Hasseldeck

5.3. Discuss, with Possible Recommendation, Window Covering Options for Vacant Downtown Buildings

5.4. Discuss, with Possible Action, Wisconsin Economic Development's Opportunity Attraction Fund

5.5. Discuss, with Possible Action, a Mayville Photo Contest

6. FUTURE AGENDA ITEMS

7. NEXT MEETING DATE AND TIME

7.1. Next Meeting Date - July 22, 2026, at 5:00 PM

8. ADJOURNMENT

Mayor Rob Boelk, Presiding Officer

NOTE: Persons with disabilities requiring special accommodations for attendance at the meeting should contact City Hall at least one (1) business day prior to the meeting.

CITY OF MAYVILLE

BALANCE SHEET
MAY 31, 2026

(21) CDA

ASSETS

21-11111-00-000-000	TREASURER'S CHECKING	54,250.34	
	TOTAL ASSETS		54,250.34

LIABILITIES AND EQUITY

FUND EQUITY

21-34000-00-000-000	FUND BALANCES	66,422.03	
	REVENUE OVER EXPENDITURES - YTD	(12,171.69)	
	BALANCE - CURRENT DATE	54,250.34	
	TOTAL FUND EQUITY		54,250.34
	TOTAL LIABILITIES AND EQUITY		54,250.34

CITY OF MAYVILLE
REVENUES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING MAY 31, 2026

(21) CDA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
	<u>PUBLIC CHARGES FOR SERVICES</u>					
21-46750-80-000-000	CDA - ADVERTISING REVENUES	.00	.00	1,000.00	1,000.00	.0
	TOTAL PUBLIC CHARGES FOR SERVI	.00	.00	1,000.00	1,000.00	.0
	<u>INTEREST INCOME & MISC.</u>					
21-48800-72-000-000	CDA - OTHER REVENUES	.00	.00	100.00	100.00	.0
	TOTAL INTEREST INCOME & MISC.	.00	.00	100.00	100.00	.0
	TOTAL FUND REVENUE	.00	.00	1,100.00	1,100.00	.0

CITY OF MAYVILLE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING MAY 31, 2026

(21) CDA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
21-51400-72-319-000	CDA - CDA WEBSITE DEVELOPMENT	.00	12,171.69	.00	(12,171.69)	.0
	TOTAL DEPARTMENT 400	.00	12,171.69	.00	(12,171.69)	.0
	<u>DEPARTMENT 410</u>					
21-51410-72-705-000	CDA - FACADE INITIATIVES	.00	.00	10,000.00	10,000.00	.0
	TOTAL DEPARTMENT 410	.00	.00	10,000.00	10,000.00	.0
	TOTAL FUND EXPENDITURES	.00	12,171.69	10,000.00	(2,171.69)	121.7
	NET REVENUE OVER EXPENDITURES	.00	(12,171.69)	(8,900.00)	3,271.69	(136.8)



**CITY OF MAYVILLE COMMUNITY DEVELOPMENT
AUTHORITY/ENHANCEMENT COMMITTEE
MEETING MINUTES
MAY 27, 2026
5:00 PM
MAYVILLE CITY HALL**

1. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 05:00 PM by Mayor Boelk, with the following roll call:

Present: Mayor Boelk, Nicole Goodwin, Lisa Neumann, Ald. Henkel, Rachel Smith

Excused: La Toya Bates

Absent: Michael Schmidt (resigned)

Staff present: Clerk/Executive Assistant Anastasia Gonstead

2. PLEDGE OF ALLEGIANCE TO THE FLAG

The Pledge of Allegiance was recited by those in attendance

3. CITIZEN COMMENTS

None

4. DISCUSS CDA FUND BALANCES

4.1. Monthly Facade Grant Balance for April 2026

Reviewed the Facade Grant balance for the month

4.2. Discuss, with Possible Recommendation, Downtown Business Contests

No action/discussion

5. DISCUSS WITH POSSIBLE ACTION

5.1. Approval of Minutes of the April 22, 2026, Community Development Authority/Enhancements Committee Meeting

The motion to approve the minutes was made by R. Smith and seconded by Ald. Henkel

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith

Nays: None

Vote Count: 5 - 0

Motion has Passed

5.2. Discuss, with Possible Action, the Facade Grant Application Request from Krieser Construction

Location: 20 Bridge Street

Applicant: Kory Krieser

Kory Krieser was present to explain the work proposed in his facade grant application. The motion to approve the Facade Grant application request from Krieser Construction in the amount of \$5,000 was made by L. Neumann and seconded by N. Goodwin.

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith
Nays: None

Vote Count: 5 - 0

Motion has Passed

5.3. Discuss, with Possible Action, the Approval and Award of Payment of Facade Grant for 42 S. Main Street

Applicant: Adam Persha

The motion to approve and award the payment of Facade Grant for 42 S. Main Street in the amount of \$5,000 was made by R. Smith and seconded by Ald. Henkel

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith
Nays: None

Vote Count: 5 - 0

Motion has Passed

5.4. Discuss, with Possible Action, the Approval and Award of Payment of Facade Grant for 39 S. Main Street

Applicant: Don Ramon's / Eve Hasseldeck

Discussion was had amongst the body regarding completion of this project.

The motion to table to the June meeting was made by Ald. Henkel and seconded by R. Smith

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith
Nays: None

Vote Count: 5 - 0

Motion has Passed

5.5. Overview of the Updated City Website

Clerk/Executive Assistant Gonstead provided a tour of the new website and added functions

5.6. Discuss, with Possible Recommendation, Window Covering Options for Vacant Downtown Buildings

Discussion was had among the body regarding various methods to implement window coverings downtown, including voluntary, mandatory, and hybrid approaches, as well as the requirements for each option. Consensus was erring toward a voluntary program.

The motion to table to the June meeting was made by Board Member Smith and seconded by Ald. Henkel

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith
Nays: None

Vote Count: 5 - 0

Motion has Passed

5.7. Discuss, with Possible Recommendation, Options for Improving Downtown Parking

The motion to table to the November meeting was made by L. Neumann and seconded by N. Goodwin.

Ayes: Mayor Boelk, N. Goodwin, L. Neumann, Ald. Henkel, R. Smith

Nays: None

Vote Count: 5 - 0

Motion has Passed

5.8. Discuss, with Possible Recommendation, Implementation of a Municipal Room Tax

Clerk/Executive Assistant Gonstead provided an overview of the municipal room tax and the pros and cons she obtained from municipalities that have a room tax in place. Consensus was reached. Mayville does not have enough tourism to warrant implementation of a room tax ordinance.

6. FUTURE AGENDA ITEMS

WEDC attraction fund

Mayville photo submissions/contest

7. NEXT MEETING DATE AND TIME

7.1. Next Meeting Date - June 24, 2026, at 5:00PM

8. ADJOURNMENT

The Community Development Authority/Enhancements Committee meeting was adjourned at 5:50PM, by order of the Chair

Respectfully submitted by Lexi Volbright, Deputy Clerk

CITY OF MAYVILLE
FAÇADE IMPROVEMENT PROGRAM

CERTIFICATE OF COMPLETION

Applicant Name: Don Ramon

Applicant Address: 39 S. Main St Mayville, WI 53050

Date of Completion: 5-2-26

I certify that on the above date, work was completed on the façade of the property at the above address. I further certify that I have met all program requirements provided by the program Application and program Agreement. Included with this Certificate of Completion are accurate photos documenting the improvements, and a paid invoice for the work completed.

Applicant Signature: Eve Hasseldeck

Date: 5-21-26

Return to:

City of Mayville
Community Development Authority
Façade Improvement Program
15 S. School Street
Mayville, WI 53050



Lakeshore Professional Inc.

INVOICE

LSP ADVERTISING
270 Braemar Ct.
Bolingbrook, IL 60440
Ph: 708-217-7287 Ph: 630-901-0347
www.lspadvertising.com

Company: Don Ramon

Invoice #: 2660

Date: 03/13/2026

Phone: 9523887616

Contact 1: Julio

Phone: 9523887616

Contact 2: Eve Hasseldeck

Cell: 9202960250

Bill To: Don Ramon restaurante

Fax:

Address: 39 S main st

E-mail: evehasseldeck@gmail.com

City: Mayville State: WI Zip: 53050

Item	Description	Size	Order	Price
1	Set Channel Letters			
	Letters and install included			\$ 7500.-
	costumer is responsible for permi & licence		Fees	
1	Front Awning 10 ft wide			\$ 2000
1	Rear Awning 5 ft Wide			\$1000

*Pd 2500 cash
3000 chk #7464
5-2-26*

Thank You for your order.
PLEASE PAY FROM THIS
INVOICE.

Merchandise:

Tax:

Total:

Deposit:

Balance:

\$ 10,500.00

\$ 10,500.00

\$ 5,000.00

\$ 5,500.00

Signature:

Date:







Don Ramon
RESTAURANT
Hours:
Monday: 11 am - 9 pm
Tuesday: 11 am - 9 pm
Wednesday: 11 am - 9 pm
Thursday: 11 am - 9 pm
Friday: 11 am - 9 pm
Saturday: 11 am - 9 pm
Sunday: 11 am - 9 pm

OPEN



15 South School Street, PO Box 273, Mayville WI 53050

Phone: 920.387.7900 Fax: 920.387.7919

WWW.MAYVILLECITY.COM

A "Gateway to the Horicon Marsh" storefront program could become much more than window clings—it could be a recognizable downtown branding initiative that helps beautify vacant spaces, market available properties, and reinforce Mayville's identity.

Concept: Windows to the Marsh





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Program Value & Return on Investment

A Downtown Window Enhancement Program offers a high-visibility, relatively low-cost improvement that can produce measurable community and economic benefits.

Why This Investment Works

1. Immediate Visual Impact

- Transforms vacant or underutilized storefronts into attractive, engaging displays
- Improves the overall perception of downtown for residents and visitors
- Creates a more walkable, inviting streetscape

2. Business Recruitment Tool

- Markets available spaces in a positive, proactive way
- Helps prospective tenants envision the potential of a space
- Reinforces that the community is active and invested in its downtown

3. Tourism & Branding

- Reinforces Mayville's identity as the Gateway to the Horicon Marsh
- Encourages visitors to explore downtown rather than pass through
- Provides opportunities for storytelling (history, wildlife, events)

4. Flexible & Scalable

- Can start small (pilot of 3–5 storefronts)
- Easy to expand annually based on budget and participation
- Designs can be refreshed every 3–5 years to stay current

5. Cost Efficiency

- Lower upfront investment compared to many capital improvements
- Covers large, highly visible areas (storefront windows)
- Can be implemented quickly with minimal disruption

Estimated Cost vs. Impact

Item	Approximate Cost
Average storefront (120 sq. ft.)	\$1,200–\$2,000
5-storefront pilot program	\$6,000–\$10,000
10-storefront expansion	\$12,000–\$20,000



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For this level of investment, the City can achieve:

- A noticeable improvement along key downtown corridors
 - Consistent branding across multiple properties
 - Increased interest from visitors and potential businesses
-

Long-Term Value

Printed window wraps typically last 3–5 years, meaning the initial investment continues to provide value over multiple seasons, events, and tourism cycles.

Additionally:

- Graphics can be updated incrementally rather than all at once
 - Elements (branding, imagery, templates) can be reused to reduce future design costs
 - Program structure can be leveraged for grants, partnerships, or sponsorships
-

Strategic Positioning

Framing the program as:

“Windows to the Marsh: Discover Mayville”

positions it as both:

- A downtown beautification initiative
- A tourism and economic development tool

This dual purpose strengthens its appeal for:

- Community Development Authority funding
 - Tourism promotion support
 - Local business participation
-

Design Theme

Each participating storefront would feature professionally designed window graphics incorporating:

- "Gateway to the Horicon Marsh" branding
- Wetland wildlife (cranes, herons, egrets, ducks)
- Native prairie and marsh vegetation
- Historic Mayville photographs
- Downtown business promotion



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- QR codes linking to tourism and business information

Rather than every window being identical, each storefront could tell a different story:

Theme	Example
Marsh Wildlife	Cranes, geese, herons
Historic Mayville	Downtown photos from the 1900s
Manufacturing Heritage	Mayville Engineering, local industry
Recreation	Birding, kayaking, hiking
Community Events	Audubon Days, Rock N Boom
Future Opportunity	"Imagine Your Business Here"

This aligns with recommendations from Main Street practitioners and downtown activation programs that use vacant storefronts as community storytelling opportunities rather than simply covering empty windows.

Sample Program

City of Mayville Downtown Window Enhancement Program

Purpose

The Downtown Window Enhancement Program is intended to:

- Improve the appearance of downtown storefronts.
- Support business recruitment.
- Promote tourism.
- Reduce visual impacts of vacant commercial spaces.
- Reinforce Mayville's identity as the Gateway to the Horicon Marsh.

Programs using temporary graphics, art, and window activations have been promoted by Main Street organizations, WEDC, and downtown revitalization practitioners as effective, relatively inexpensive tools for improving vacant storefront appearance and pedestrian experience.

Eligible Properties

Properties located within:

- Downtown Business District
- Other areas approved by the Community Development Authority



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Eligible Improvements

Tier 1 – Decorative Window Graphics

Examples:

- Frosted graphics
- Marsh-themed vinyl
- Historic imagery
- Business branding

Grant Match:

- 50%
- Maximum reimbursement: \$500

Tier 2 – Full Window Wrap

Examples:

- Full-color storefront displays
- Historic photo exhibits
- Tourism promotion
- Community artwork

Grant Match:

- 50%
- Maximum reimbursement: \$1,500

Tier 3 – Vacant Storefront Activation

Examples:

- Complete window wrap
- Interior display panels
- Lighting

Grant Match:

- 75%
- Maximum reimbursement: \$2,500



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Design Standards

Required elements:

- ✓ Professional appearance
- ✓ Maintain downtown character
- ✓ Include Mayville branding when city-funded
- ✓ No flashing elements
- ✓ No political messaging
- ✓ No offensive content

Preferred elements:

- ✓ Gateway to the Horicon Marsh logo
- ✓ Wildlife imagery
- ✓ Historic photography
- ✓ Tourism information
- ✓ Business recruitment messaging

Example Budget

Assume:

- 10 vacant storefronts
- Average 120 sq. ft. of window area
- Printed perforated vinyl graphics

Item	Cost
Design package	\$3,000
Printing	\$10,800
Installation	\$3,200
Contingency	\$2,000
Total Program	\$19,000

At approximately \$1,900 per storefront, the visual impact can be significant.



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Wisconsin Examples to Reference

Several downtown organizations have used this concept successfully:

- Main Street America promotes vacant storefront activations and "Windows of Opportunity" campaigns.
- Wisconsin Economic Development Corporation specifically highlights temporary window displays, artwork, and vinyl clings as a strategy for vacant storefront beautification.
- Downtown Milwaukee BID #21 transformed 17 vacant storefront windows with illustrated displays and leasing promotion graphics.

Final Thoughts

If successful, the program could expand into a permanent downtown branding initiative and potentially become eligible for Community Development Authority funding, tourism funding, or future downtown grant programs. The first installation could realistically be completed for under \$10,000 if the City supplies the design and participating property owners install the graphics.

OPPORTUNITY ATTRACTION FUND

FLEXIBLE FUNDING TO DRAW OPPORTUNITIES TO WISCONSIN

Attracting major events and programs to Wisconsin can help raise awareness of the state's attributes as a prime destination for travel, business, and living—but attracting these events and programs can be a competitive endeavor among states. In some cases, these opportunities require an investment of funds that will lead to a multiplier effect, as the multiplier program generates economic impact over and above the amount of the up-front investment. In 2023, the state Legislature passed Wisconsin Act 169 directing the Wisconsin Economic Development Corporation (WEDC) to create and administer a fund for this purpose.

How it works

With initial funding of \$5 million, the **Opportunity Attraction Fund** will allow Wisconsin to bid against other states or jurisdictions outside Wisconsin to attract opportunities or events that will draw national exposure and drive economic development and visitors to Wisconsin. The program rules also allow for using dollars from the fund to host opportunities and events that are awarded to Wisconsin through this competitive bidding process. Grant sizes will vary based on the project, with a maximum of \$100,000 available for bid-related expenses and up to \$5 million for hosting expenses. Applicants are required to match the grant amount with non-WEDC funds.

Eligibility criteria

Eligible applications for this program include:

- Cities, villages, towns, or counties in Wisconsin
- American Indian Tribes or bands within the state
- Area visitor and convention bureaus
- Business improvement districts
- Private entities

Successful applications will involve events with the potential to drive economic impact, increase tourism, and elevate Wisconsin's profile on a national level.

LEARN MORE

For more information about the Opportunity Attraction Fund, please contact:

Sarah Duchemin

Vice President, Marketing and Brand Strategy, WEDC
Email: sarah.duchemin@wedc.org
Tel: 608.210.6794

Opportunity Attraction Fund Program

Program Guidelines for Fiscal Year 2026			
Lead Division: Marketing and Brand Strategy			
☐ New	☒ Revised 7/1/2025		
☒ Grant	☐ Loan	☐ Tax Credit	☐ Technical Assistance

Introduction

Background Information: The Opportunity Attraction Fund was established by 2023 Wisconsin Act 169, to create a grant program designed to attract high-impact events and opportunities to the state. Recognizing the economic potential of hosting major conventions, sporting events, and cultural programs, the Wisconsin Legislature authorized an annual \$5 million allocation to help communities and organizations bid for and secure events that elevate Wisconsin's national profile. The fund was created in response to increasing competition from other states and aims to position Wisconsin as a premier destination for tourism, business, and talent attraction.

Program's Purpose: The purpose of the Opportunity Attraction Fund Program is to attract major opportunities and events to the State of Wisconsin, to improve perception and increase awareness of Wisconsin as a place to travel and live. The Program provides funds for eligible entities to attract to Wisconsin, or host in Wisconsin, opportunities and events that are secured through competitive bidding against other states or jurisdictions outside of Wisconsin. Events or major opportunities secured through this program should drive economic impact within Wisconsin. Additional benefits may include increased travel and tourism activity within the state, as well as out-of-state talent attraction.

Eligibility Requirements

Eligible Applicants: Opportunity Attraction Fund applicants may be:

- A city, village, town, or county.
- An American Indian tribe or band in this state.
- An area visitor and convention bureau.
- A business improvement district.
- A private entity.¹

Eligible Use of Funds: Applicants may use Opportunity Attraction grant funds on a project as specified in the application to attract to Wisconsin, or host in Wisconsin, or both, a major opportunity event that is open to the public, whether or not free of charge². Specifically, grant funds may be used to undertake a project to do one or more of the following:

¹ Wis. Stat. § 238.143(1)

² Wis. Stat. § 238.143(3)(b)

1. Bid: Bid against other states or jurisdictions outside of Wisconsin to attract an opportunity or event that will draw national exposure and drive economic development and visitors to Wisconsin.³
2. Such costs may include, among others, documented out-of-pocket expenses for materials and travel to present the bid, or the use of staff time or outside consultants to prepare a bid, or the bid fee itself.
3. Host: Host an opportunity or event that will attract national exposure and drive economic development and visitors to Wisconsin that the applicant has secured through a competitive bid against other states or jurisdictions outside of Wisconsin.⁴

Such costs may include, among others, sponsorship or other fees required for hosting the event in Wisconsin, costs related to event space and logistic expenses, lodging, catering, and capital investment for infrastructure related to the event, as well as expenses related to marketing the event.

Matching: A 1:1 cash match from non-state sources is required. In-kind contributions are not eligible.⁵

Available Incentives

FY26: \$3,067,898

Award sizes:

1. Bid: The maximum grant amount to a bid for an event or opportunity is \$2,000,000.
2. Host: The maximum grants for expenses related to hosting an event or opportunity is \$3,067,898

Activities and Expected Outcomes

Assist 4 communities and achieve a leverage of 1:1 of other investment.

Impact: Direct and indirect economic impact through increased out-of-state visitor attraction to Wisconsin, national exposure via earned media, tourism and related spending by visitors, event-related spending, and possible capital investment related to an event.

Metrics: As an event attraction program, performance reporting metrics for OAF are focused on measuring bid completion or event preparation and hosting. OAF program metrics include the following list, and each project will include one or more of these metrics in its reporting requirements depending on the project's specified use of funds.

³ Wis. Stat. § 238.143(3)(b)1

⁴ Wis. Stat. § 238.143(3)(b)2

⁵ Wis. Stat. § 238.143(4)

1. Bid
 - Plans Completed
 - Performance Milestone
 - Leverage – Total
2. Host
 - Capital Investment
 - Individuals Served/Engaged
 - Marketing Impressions
 - Leverage – Total

Application Guideline

Timeline: The Opportunity Attraction Fund program has a continuous application process.

Review Considerations: Applicants must include a detailed cost-benefit analysis demonstrating the projected direct and indirect economic benefits to Wisconsin. This analysis should include assumptions, methodology, and justification for projections, along with any third-party data or models used.⁶ In addition, all applicants will be expected to provide the following:

- An estimate of the number of event attendees from outside the state.
- Estimates of total or out-of-state visitor spending, broken down by category, as well as the basis for those estimates.
- A breakdown of planned capital expenditures, including construction and equipment, that will be made to host the event.

WEDC may consult with the Wisconsin Department of Tourism⁷ prior to making an award under this program and may take the following into account when evaluating applicants:

1. Bid
 - Whether or not the event or opportunity is appropriate and desirable for support by the State of Wisconsin.
 - Whether or not the applicant has demonstrated sufficient direct and indirect impact to justify WEDC's investment.
 - Whether or not the applicant's expected out-of-pocket costs for preparing and submitting its bid are reasonable.
 - Whether or not the bid fee is reasonable.
 - Whether or not the applicant is based in Wisconsin.
2. Host
 - Whether or not the event or opportunity is appropriate and desirable for support by the State of Wisconsin.
 - Whether or not the applicant has demonstrated sufficient direct and indirect impact to justify WEDC's investment.
 - Whether or not the applicant is based in Wisconsin.

⁶ Wis. Stat. § 238.143(3)(a)

⁷ Wis. Stat. § 238.143(5)



- The extent to which Wisconsin vendors will be used in supporting the event or opportunity.

How to Apply: An interested applicant should contact a WEDC Account Manager to determine if their project is right for the program. Upon review of the project, and alignment with eligibility criteria, an applicant will be invited to submit their application through Network Wisconsin.

Award Process: The completed application will be assigned to a WEDC underwriter and go through WEDC's awards administration process.

Performance Reporting: Recipients must periodically submit a performance report documenting specific project activities and any other contract deliverables.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report and financial records are required to be maintained by the Recipient for a period of at least three (3) years after the last performance report is due.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

Opportunity grants are not subject to Wis. Stat. § 238.03(3)(a).⁸

Helpful Information

Definitions:

"Direct economic benefits" – economic benefits from the event itself, including spending by the event host and organizer.

"Indirect economic Benefits" – economic benefits from attendees of the event, including spending on categories like food and beverages, lodging, transportation, retail, and recreation and entertainment.

Revision History

Program Inception – Fiscal Year 2025

- 7/1/2025: Removes criteria that are more restrictive than statute requires; increases bid fee limit to 2 million; removes in-kind match

⁸ Wis. Stat. § 238.143(3)(c)