

Memo

To: Plan Commission

Fr: Brad Lange, Trevor Fuller

Re: DISCUSSION OF THE STATE LEGISLATION ON THE USE OF THE SURPLUS REVENUE FROM THE BROWN COUNTY 0.5% SALES TAX

Date: October 20, 2015

At the September meeting, the plan commission discussed the proposed legislation by Representative David Steffen for distributing the surplus revenue generated by the 0.5% sales tax in the Brown County Stadium District.

The committee is asked to provide the Board with a list of recommended ways on how to use the allocated funds, should the proposed amendment to the bill be approved. Below is a list of ideas that has been generated to date from previous discussion by the plan commission and other committees.

- Creation of a façade program for all businesses using the same criteria as the TIF program
- Entrance signs on both east bound and west bound on ramps near Webster and 172. DOT approval would be necessary.
- Invest in the corner of St. Joseph and Webster Ave. per the corridor study
- Home improvement loans/grants
- Marketing material for the property we wish to see developed - website
- Incentives for development
- Small business loans/grants for startup businesses
- Additional mockups of proposed developments within the corridor study
- Community sensitive solutions for Webster Ave. and Riverside Dr.
- Complete the corridor study south of 172
- Creating green spaces around businesses
- Landowner's out-reach program
- Business micro loan program for small businesses
- Add Village of Allouez to the water tower
- Purchase commercial property for re-development