

Memo

To: Plan Commission

Fr: Brad Lange, Trevor Fuller

Re: DISCUSSION OF RECOMMENDATIONS FOR USE OF REFUND FOR EXCESS LAMBEAU FIELD SALES TAX

Date: 22 December 2015

The plan commission has discussed the legislation by Representative David Steffen for refunding the surplus revenue generated by the 0.5% sales tax in the Brown County Stadium District.

Under the legislation, the surplus revenue would be refunded back to the municipalities in Brown County based on the population of each community. Each municipality is able to use the money for one or more of the following uses: property tax relief, debt reduction, or economic development.

The commission is asked to continue discussing recommended ways on how to use the allocated funds. The Village Board will ultimately be looking for a formal recommendation from the plan commission on the best use of the funds. Below is a list of ideas that has been generated to date from previous discussion by the commission, other committees, and public input.

- All or part for property tax relief
- All or part for debt reduction
- All or part for economic development:
 - 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 – pending DOT approval
 - 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

- Improve property/business owner outreach opportunities
- Business micro loan program for small businesses
- Add Village of Allouez to the water tower
- Purchase property for redevelopment
- Park signage
- NEWEYE
- Way finding signage throughout the village
- Sales tax relief
- Parks and recreation projects
- Bicycle and pedestrian improvements
- Hire a consultant to rewrite/update the zoning code
- Improve infrastructure/roads
- Apply towards debt of Central Brown County Water Authority
- Sidewalks throughout neighborhoods
- Do nothing at the moment/Save all or part of the money for the future
- Marketing/promotion of the village
- Use the funds for youth programs
- Emergency funds