

ARPA/TID INVESTMENT PLAN

Council Proposed Amendments
2/17/22



City of Fitchburg
ARPA/TID Closure Investment Plan
Summary of Council Proposed Amendments
2/14/2022

Description	Group #	Sponsor	Proposed Change
1 Add new voting machines and election equipment	2 - City Facility Improvements	Gabriella Gerhardt	\$ 25,000
2 Add Senior Center outdoor patio	2 - City Facility Improvements	Dave Herbst	\$ 39,000
3 Remove bike lanes on remainder of Whalen Road	3 - City Infrastructure	Julia Arata-Fratta	TBD
4 Add Kids Crossing replacement at McKee Farms Park	3 - City Infrastructure	Julia Arata-Fratta	\$ 250,000
5 Increase inclusive playground funding for access and concrete	3 - City Infrastructure	Julia Arata-Fratta	\$ 60,000
6 Increase inclusive playground funding for benches	3 - City Infrastructure	Julia Arata-Fratta	\$ 4,000
7 Add Tower Hill shelter replacement	3 - City Infrastructure	Julia Arata-Fratta	\$ 250,000
8 Add water fountain at Belmar Park	3 - City Infrastructure	Julia Arata-Fratta	\$ 4,000
9 Add bike parking stalls to major City parks	3 - City Infrastructure	Joe Maldonado	\$ 15,000
10 Add tree replacement for emerald ash borer (EAB) affected trees	3 - City Infrastructure	Gabriella Gerhardt	\$ 135,000
11 Add update/complete tree inventory	3 - City Infrastructure	Gabriella Gerhardt	\$ 50,000
12 Add consultant to plan for park and rides	3 - City Infrastructure	Gabriella Gerhardt	\$ 20,000
13 Add startup funding for municipal tree nursery	3 - City Infrastructure	Gabriella Gerhardt	\$ 100,000
14 Add traffic calming in District 1	3 - City Infrastructure	Dave Herbst	\$ 200,000
15 Remove CIP #1006 New Financial System	7 - Process Improvement Initiatives	Julia Arata-Fratta	\$ (900,000)
16 Add funding to upgrade park shelter to solar shelter	8 - Sustainability Initiatives	Gabriella Gerhardt	\$ 50,000
17 Add funding to add solar panels	8 - Sustainability Initiatives	Gabriella Gerhardt	\$ 50,000
18 Add funding to update street lighting (CIP #3479)	8 - Sustainability Initiatives	Gabriella Gerhardt	\$ 39,000
19 Add funding for Hub Phase 1	NEW - Healthy Neighborhood Areas	Julia Arata-Fratta	\$ 200,000
20 Add additional HNI grant funding	NEW - Healthy Neighborhood Areas	Julia Arata-Fratta	\$ 150,000
21 Add funding for Little John's Restaurant	NEW - Healthy Neighborhood Areas	Julia Arata-Fratta	\$ 50,000
22 Add funding for Fitchburg greenway system	NEW - Greenway System	Julia Arata-Fratta	\$ 4,500
23 Add funding for workforce accelerator business incubator (LLC Plaza)	NEW - Workforce Accelerator Business Incubator	Joe Maldonado	\$ 100,000
24 Add Senior Center vehicle	NEW - Transportation	Dave Herbst	\$ 75,000
			<u>\$ 970,500</u>

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 1
Group #: 2
Change in Funding: \$ 25,000

Sponsor: Alder Gerhardt

Project Title: City Facility Improvements - Election Equipment

Description:

*Add: New Voting Machines and Election Equipment

Justification:

*More polling locations are necessary, but funding to pay for equipment is a barrier. Most urgent is a second polling place in District 3 (Town of Madison annexation) and District 1 (polling place on either side of Verona Road).

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 2
Group #: 2
Change in Funding: \$ 39,000

Sponsor: Alder Herbst

Project Title: City Facility Improvements - Senior Center Outdoor Patio

Description:

Add the design and construction of an outdoor patio for the Senior Center to provide an alternative location for activities.

Justification:

Living with the pandemic over the past 2 years has been a great reminder that being outdoors is a healthy and safe option for activities and social opportunities. The Senior Center would like to create an inviting, outdoor seating area that would be located adjacent to the lower level entrance of the Community/Senior Center. This proposed location will contribute to and enhance the identity of the building which is to be a gathering place for all, as well as a destination for community connections. The outdoor patio would be open to the public throughout the spring, summer, and fall for scheduled small group programs, impromptu social gatherings, or just an inviting place to enjoy a cup of coffee while reading the newspaper.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 3
Group #: 3
Change in Funding: TBD

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Remove Funding for Bike Lanes on Remainder of Whalen Road

Description:

Remove bike lanes on reminder of Whalen Road

Justification:

This is not a priority for me. There are plenty of bike paths around the city. We should include this project in the next round of CIP.

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 4
Group #: 3
Change in Funding: \$ 250,000

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Kids Crossing Replacement

Description:

Add funding for the Kids Crossing Park at McKee

Justification:

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number:	<u>5</u>
Group #:	<u>3</u>
Change in Funding:	<u>\$ 60,000</u>

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Inclusive Playground Access & Concrete

Description:

Add funding to finish the Inclusive Playground to build the access to the playground, from the playground to the splashpad- from the playground to the south to connect with existing paths. Also, to build the concrete apron that will go around the poured in place surfacing.

Justification:

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 6
Group #: 3
Change in Funding: \$ 4,000

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Inclusive Playground Benches

Description:

Add some funding for purchasing some benches for the Inclusive Playground.

Justification:

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 7
Group #: 3
Change in Funding: \$ 250,000

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Tower Hill Shelter

Description:

Add funds to replace Tower Hill shelter

Justification:

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 8
Group #: 3
Change in Funding: \$ 4,000

Sponsor: Alder Arata-Fratta

Project Title: City Infrastructure - Water Fountain at Belmar Park

Description:

Add: water fountain at Belmar Park (\$4K) (or add this to next CIP)

Justification:

Investing ARPA funds in Parks like construction of new trails, parks, replacement of recreational facilities in our community is a way to aid our city in improving economic recovery, public health, promoting healthier living ecosystem and outdoor recreation, and getting our kids to do more activities.

Preservation of our outdoor recreational infrastructure can be tied to public health and wellbeing, especially providing opportunities for underserved communities. These dollars present a unique opportunity to fund/replace some of the park's amenities that most of the time have been pushed forward or held back because of budgetary constraints.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 9
Group #: 3
Change in Funding: \$ 15,000

Sponsor: Alder Maldonado

Project Title: City Infrastructure - Bike Parking Stalls at Major City Parks

Description:

This funding would pay for 100 bike stalls to be installed at major parks throughout the city. Bicycle racks are estimated to cost \$150 each. Total cost of 100 racks is estimated at \$15,000

Justification:

The City has 930 acres of park space. Fitchburg's parks and cycling infrastructure is a draw for both residents and visitor to the City. Given Fitchburg's commitment to achieving gold status as Bicycle Friendly City, and the Bicycle and Pedestrian Plan's charge to increase ridership throughout the city, this additional bike parking will serve the entire city and provide infrastructure for increased bicycle use.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 10
Group #: 3
Change in Funding: \$ 135,000

Sponsor: Alder Gerhardt

Project Title: City Infrastructure - Tree Replacement for Emerald Ash Borer Affected Trees

Description:

*Add: Tree replacement for Emerald Ash Borer (EAB) affected trees

Justification:

*Emerald ash borer (EAB) beetles are killing ash trees throughout the city. We do not currently have enough funding to replace dead ash trees that must be or have been removed, approximately 450 trees. We have been unable to incorporate additional funding into the operating budget for EAB affected trees, and trees cannot be placed in the CIP for debt financing; one time use funding allows us to complete the mitigation of this issue.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 11
Group #: 3
Change in Funding: \$ 50,000

Sponsor: Alder Gerhardt

Project Title: City Infrastructure - Tree Inventory

Description:

*Add: Update and complete tree inventory

Justification:

*We do not have a complete or updated tree inventory in Fitchburg, which makes managing the urban forest difficult and requires piecemeal tree inventory for individual projects. Fitchburg has been designated a Tree City USA for decades, but a tree inventory (along with forthcoming tree protection ordinance) will qualify us for the Tree City of World designation. A consultant must be hired.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 12
Group #: 3
Change in Funding: \$ 20,000

Sponsor: Alder Gerhardt

Project Title: City Infrastructure - Consultant to Plan Park and Rides

Description:

*Add: Consultant to plan for park and rides

Justification:

*As we continue to grow (with two forthcoming neighborhood plans), we must consider transportation options that take single-use vehicles off the road. Park and rides are one option, and three general locations have been identified by WisDOT in their study as high priority candidates to improve regional traffic issues: Verona Road/County PD, Fish Hatchery Road/County PD, and US 14/McCoy Rd/Lacy Rd. This funding will hire a consultant so we can properly plan for this.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 13
Group #: 3
Change in Funding: \$ 100,000

Sponsor: Alder Gerhardt

Project Title: City Infrastructure - Municipal Tree Nursery

Description:

*Add: Startup funding for City of Fitchburg municipal tree nursery

Justification:

*Fitchburg is large city with an extensive urban forest. Tree nurseries have struggled since the 2008 recession and have never truly recovered, which makes tree procurement (number and species) challenging and expensive. This idea seeks to establish a municipal tree nursery to meet the tree needs for our growing city. Start up costs will be significant, and we will require additional forestry staff, but an investment up front will produce significant savings down the line; it may also generate revenue by allowing us to sell trees to other municipalities. This is a low priority item.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 14
Group #: 3
Change in Funding: \$ 200,000

Sponsor: Alder Herbst

Project Title: City Infrastructure - Traffic Calming

Description:

Add traffic calming in District 1 to improve pedestrian safety and reduce hazardous speeding. Includes concrete traffic humps on Williamsburg Way between Smithfield and Valley Forge, green painted crosswalks at the intersection of King James Way and Williamsburg and at the King James Way pocket park across from King James Way, speed bumps on King James Way north of the pocket park and somewhere south before Northfolk, speed bump on Monicello Way between Valley Forge and the City limit, speed bumps on Crescent Road between Sentinel Pass and Apache, speed bumps on Red Arrow Trail, and speed bumps on Apache.

Justification:

Speeding is a constant problem at these locations that also have a large number of children and pedestrians. The traffic calming installed on King James Way nearly 13 years ago has proven effective in reducing speed and improving pedestrian and biker safety. Given limits on police to enforce speeds and its temporary effects, the neighborhood residents are asking for these permanent installations. The pocket park on King James Way is a priority with high speeds and many unsupervised small children. All projects would still require meeting the standards of median speed and need the residents to gather the appropriate support of the neighbors.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 15
Group #: 7
Change in Funding: \$ (900,000)

Sponsor: Alder Arata-Fratta

Project Title: Process Improvement Initiatives - Remove New Financial System (CIP #1006)

Description:

Remove: CIP #1006 New Financial System

Justification:

I think we should keep this project in the CIP timeframe and re-allocate those funds to pay for parks infrastructure projects since most of those initiatives involved building or replacement to avoid further and future construction inflationary costs.

I favor investing in the financial system to make our City's system and processes more efficient, streamlined, and automated tasks. I think this project is already in the system to be funded. We should fund it with the next TID closure.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 16
Group #: 8
Change in Funding: \$ 50,000

Sponsor: Alder Gerhardt

Project Title: Sustainability Initiatives - Solar Shelter

Description:

*Add: Upgrade park shelter to solar shelter

Justification:

*A solar shelter is a shelter (park, bus, etc.) where the roof is made up entirely of solar panels. The solar panels will generate energy for the city, producing costs savings and helping us achieve our greenhouse gas emission goals. They are also beautiful and a lovely park amenity (see William G. Lunney Lake Farm County Park). This adds funding to upgrade a forthcoming park shelter to a solar shelter (HUB Phase 1, Stoner Prairie Park and Tower Hill Park may be candidates).

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 17
Group #: 8
Change in Funding: \$ 50,000

Sponsor: Alder Gerhardt

Project Title: Sustainability Initiatives - Solar Panels

Description:

*Add: Solar Panels

Justification:

*Solar panels dedicated to powering lifts, wells and pumps were added to the CIP in 2021. This amendment may allow us to use one-time funding to pay for those projects or expand upon the project at Lift Station #1 rather than use utility rates. Alternatively, we might use this to fund an additional solar park shelter or upgrade the new bus shelter included in the spending plan to solar shelters. Additional solar power will yield energy cost savings and help us achieve our greenhouse gas emission goals.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
Proposed Change to an Existing Group**

Amendment Number: 18
Group #: 8
Change in Funding: \$ 39,000

Sponsor: Alder Gerhardt

Project Title: Sustainability Initiatives - Update Street Lighting (CIP #3479)

Description:

*Add: Update Street Lighting CIP #3479

Justification:

*Justification from CIP Project #3479: "The city owns approximately 600 100W high pressure sodium street lights, which cost over \$4,000/month to operate. Reducing energy consumption (by 50%) yields a savings of approximately \$1.50 a month/fixture (for 100W fixtures specifically). This reduction can be accomplished by replacing the lamp itself (~\$175 with install), or the entire fixture with an LED alternative (cost to be determined ~\$200-\$300 (materials only)). In addition to energy savings, there is an inherent maintenance savings. Based off of energy savings alone for lamp replacement, payback period is expected to be less than 10 years." Using one time funding will allow us to reap the cost savings immediately and eliminate the need to finance this through the tax levy. (\$39,000 is \$13,000 per year for three years with plans for that to be matched 100% through grant funding, as laid out in CIP).

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 19
ARPA Eligibility Category: 6.1
Allocated Funding: \$ 200,000

Sponsor: Alder Arata-Fratta

Project Title: Healthy Neighborhood Areas - Hub Phase 1

Description (50 - 250 words):

Additional funding for N. Fish Hatchery Road Hub Phase 1 all-wheels track, outdoor covered hardcourt, and winter activities. All-Wheel track cost approximately \$450,000. It will be funded with private contribution (Saris Foundation) and CDBG grant. The gap to fund this bike/skate track will be around \$200K.

Also, some additional funds allocated to the covered hardcourt will be great.

Justification:

ARPA funds can be used to provide additional government services like infrastructure (HUB Park) and assistance to impacted households and communities. The HUB Phase 1 also known as the new North Fish Hatchery Park, it is located in an underserved area; most residents are low-income and people of color living in multifamily and with limited access to parks. More development is coming to this corridor, and the City would need to provide more services to current and future residents choosing this area.

Investing ARPA funds to fund outdoor recreational facilities and outdoor recreation opportunities, especially in communities disproportionately impacted by COVID-19.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 20
ARPA Eligibility Category: 2.10
Allocated Funding: \$ 150,000

Sponsor: Alder Arata-Fratta

Project Title: Healthy Neighborhood Areas - HNI Grants

Description (50 - 250 words):

Additional funding for the HNI grant program in 2023 – 2025, at \$50,000 per year

Justification:

Adding more funds to the HNI grant program and working with not-for-profit organizations providing additional services to Qualified Census Tract areas is at the core value of what these funds should be invested. The annual asking for HNI grant funds has increased in the last couple of years and neighborhood needs. This is an excellent opportunity for the City to raise funds allocated to this program.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 21
ARPA Eligibility Category: 2.10
Allocated Funding: \$ 50,000

Sponsor: Alder Arata-Fratta

Project Title: Healthy Neighborhood Areas - Little John's

Description (50 - 250 words):

* Capital funding for Little John's Restaurant in the Verona Road West Priority Neighborhood, focused on enhancing food security among neighborhood and other City residents

Justification:

Little John's is the community's kitchen and restaurant for transforming food excess into accessible, chef-quality meals for all, regardless of their means. They believe in approaching food insecurity with a business mindset, using innovative efficiencies of scale and social enterprise model to turn food excess into food access. This organization saves hundreds of thousands of pounds of food that would otherwise end up in landfills, and they transform this excess into nutritious and delicious meals. When fully operational, Little John's Kitchens is positioned to produce and distribute over 40,000 meals weekly -- 2 million meals annually. They do this through our unique, pay-what-you-can restaurant, by partnering with local nonprofits and agencies to provide no-cost and low-cost meal programs, all while providing meaningful paid culinary training and employment opportunities for military veterans. The COVID pandemic has brought to the light the thin line we all walk between security and the need to ask for help. To tackle this need for accessible, feel good food in our community, Little John's Fitchburg location will feature a commissary production kitchen to focus on the large-scale conversion of donated food into meals.

Since mid- 2021, Little John's has been leasing a temporary production facility in Verona, allowing us to expand their service to over 20 local community organizations, producing over 5,500 meals per week. However, between our new facility's commissary and veteran training kitchens, Little John's could reach ten times this production capacity. The efficiencies of scale in Little John's future commissary kitchen will mean what currently takes seven chefs working 12 hours a day for three days straight could be prepared, cooked, and packaged in under 4 hours with just one chef.

The budget for building out Little John's Fitchburg facility totals \$6 million, with \$3 million allocated to the construction and \$3 million for equipment purchasing. Because good and consistently available food is needed now more than ever, though Little John's is on its way to being financially self-sufficient, and support the City of Fitchburg can provide will mean feeding our neighbors the nutritious and delicious food they deserve now and in the future. The City can contribute and be part of this unique project by allocating some funding for a capital expenditure like a piece of kitchen equipment. This is a great NFP in our City providing great service to our underserved residents.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 22
ARPA Eligibility Category: 6.1
Allocated Funding: \$ 4,500

Sponsor: Alder Arata-Fratta

Project Title: Fitchburg Greenway System

Description (50 - 250 words):

Allocate matching funds to develop Fitchburg Greenway System to design, map, name and provide signage for our local cycling network that potential could increase the number of people riding bicycles for transportation, recreation, and health. Specifically for initial phase: the 4.2 mile Fish Hatchery Greenway.

Justification:

Greenways system is a corridor of land recognized for connecting people and places together. Greenways link together resources that can be connected in different ways. Most greenways contain trails, bike paths, sidewalks, scenic roads, which improve the recreation opportunities, and Parks, open spaces, and land and water corridors are considered elements of a greenway.

The City of Fitchburg, in partnership with Bike Fitchburg (a local nonprofit bicycle advocacy organization), and the Fitchburg Chamber of Commerce, along with the Parks department, can collaborate and develop and implement this greenway system. Also, to become a Gold Bicycle Friendly Community, the City needs to develop this plan.

Bike Fitchburg will apply to AARP Livability grant and to the Dane County Bicycle Association to fund the signs. The City can help match some funds and provide street maintenance staff to install the signs without incurring additional costs.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 23
ARPA Eligibility Category: 6.1
Allocated Funding: \$ 100,000

Sponsor: Alder Maldonado

Project Title: Workforce Accelerator Business Incubator (Known as LCC Plaza)

Description (50 - 250 words):

Add \$100,000 to TID Closure Plan to support renovation/enhancement costs to 5262 Verona Road, which will ultimately create the Latino Chamber of Commerce Economic Prosperity Institute and LCC Plaza.

The LCC Plaza is a space that will 1) provide opportunities for new and emerging businesses to acquire the resources and knowledge necessary to begin or expand their businesses to ensure economic success 2) serve as a retail and food business incubator with permanent and rotating spaces for vendors

The LCC is undergoing a capital campaign to 1) purchase the space 2) renovate and enhance the space to serve its intended purpose. This amendment would contribute toward the enhancement costs. Attached is a small description of the project, its intended purposes, and costs.

Justification:

The LCC already provides an invaluable service to Fitchburg and greater Madison, providing training and technical support to its individual members and member businesses, as well as providing COVID vaccines and PPE during the pandemic.

The area in which the proposed property is located is home to hundreds of residents, many who face economic instability and food insecurity. This space would provide a valuable economic boost to new and emerging entrepreneurs and workers, as well as recreational and retail spaces for potential customers.

Finally, it would bring economic development from throughout the region to the area, as Verona Road is a major thoroughfare to Madison, Verona, and other destinations.



The Latino Chamber of Commerce is a conduit for business, art, and culture within Dane County's increasing Latino population. The "LCC Plaza" will be known as the "The Gateway for Latino Business, Art and Culture." It is located at 5262 Verona Road, a highly visible location facing two highways in a recently upgraded urban corridor. Verona Road links major economic centers of northeastern Iowa, Madison, and the Fox Valley and is a critical corridor in Dane County – the fastest growing county (by population) in Wisconsin.

The site is ready for purchase for \$1.2 million and will require renovations such as building out offices, creating a commercial kitchen, and providing for large events and parking. Early estimates suggest renovations between \$600,000-\$900,000. With operational support to sustain the project for the first three years at \$2.7 million, we estimate the total project would be \$4.8 million. Most of these costs are fixed so the only cost change could be in renovations, which is estimated in the total cost at \$900,000.

The LCC has dramatically increased its partnerships with major funders over the last several years. Cuna, UW Credit Union, Madison Community Foundation, American Family, and Evjue are among the list of growing supporters, and we would seek support from major organizations and foundations to fund our capital campaign. We would seek funding from Fitchburg, Madison, and Dane County. We would approach local businesses and the Fitchburg Business Park to highlight our work to bring working Latinos to their businesses. In addition, we have several small organizations who have committed to reserve/rent space on an ongoing basis, so we expect to generate ongoing revenue to support the LCC plaza long-term.

Latinos are the largest growing minority population in Wisconsin, and the LCC plaza would serve as a major welcoming entrance to Latinos. Highly successful programs like "Tu Empresa" would be taught while food vendors and food carts would use the kitchen for additional support as well as park in our lot overnight. Cultural events will be planned there, and local Latino artists will be featured across its walls.

Now is the time to invest in the Latino Plaza, when economic training and support have never been higher. As an economic hub and gateway to Dane County, it makes strong fiscal sense to invest in a project that will have long-term positive impacts for our growing Wisconsin Latino community.

**City of Fitchburg
American Rescue Plan Act (ARPA) &
Tax Increment District (TID) #6
Council Proposed Amendment
New Group Proposed**

Amendment Number: 24
ARPA Eligibility Category: 6.1
Allocated Funding: \$ 75,000

Sponsor: _____ Alder Herbst _____

Project Title: _____ Transportation _____

Description (50 - 250 words):

Purchase a vehicle to transport residents to the Senior Center.

Justification:

Currently the transportation to the senior center has limited options that require the senior to stay for long periods. Purchasing of a vehicle with a handicap ramp on the state contract would provide an option for more flexible access to the Center for our residents. The staffing of the drivers needs to be determined as part of this discussion since the ARPA funds are to be used for one time expenses.