

CDBG Application Number:
CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2018 (January 1 – December 31, 2018)

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM APPLICATION FORM FOR CITY OF WAUKESHA
ALLOCATION**

DEADLINE FOR SUBMISSION: April 4, 2017, 4:30 pm City Hall Room 200 – Community Development

GENERAL INFORMATION

1. Project Title: City of Waukesha Downtown Branding and Promotion
2. Project Address (if different from Applicant's address): 201 Delafield Street, Waukesha, WI 53186
3. Applicant's Legal Name: City of Waukesha
4. Address: 201 Delafield Street, Waukesha, WI 53186
5. Primary Contact Person/Title: Jennifer Andrews, Director of Community Development
6. Telephone: 262-524-3753 Fax: 262-524-3751
7. E-Mail: jmandrew@waukesha-wi.org
8. Amount of CDBG 2017 Funds Requested: 50,000
9. Total Project Costs: \$55,000
10. National Objective: Low to Moderate Income Area Benefit
11. Check One:

☐ New Project

☒ Continuing previously funded project

12. Provide a brief description of your experience in managing a similar project.

The City of Waukesha had some unused CDBG funds reallocated to our Downtown branding project and has been using the funds for branding and other economic development activities aimed at attracting and retaining businesses to Downtown Waukesha, which is a designated Low to Moderate Income Area and is part of a Neighborhood Revitalization Strategy Area.

13. Describe the role specific staff will have in this project. Who will be responsible for managing the project, reporting to Community Development, preparing invoices, etc.?

The Department of Community Development will be the project manager for this. We will be responsible for publicizing the program, working with businesses on their proposals, reviewing grant applications, and all reporting and invoicing.

14. Provide a concise description of the proposed project.

In recent years the City of Waukesha has launched or took over programs aimed at improving the business climate, attracting and retaining businesses and creating employment opportunities downtown, including a new business marketing grant and our façade, sign, and awning matching grant program. In 2016 we unveiled our new Downtown Waukesha branding campaign with a series of events designed to create a unifying and updated image of Downtown. The funds being requested for 2018 will be used to continue branding related activities including production of Downtown Waukesha branded items, items for special events geared towards increasing visitors and customers to downtown, and the production of other branded items for downtown.

If the proposed project is a rehabilitation / ADA / historic rehabilitation of a facility or business, please answer the following:

15. Address of Facility: N/A

16. Year it was built: N/A

17. Is the property on a local or national list and/or registered as a historic property?

☐ Yes

☐ No

☒ Don't Know

18. Select how your project will serve Low and Moderate Income People (Choose one if applicable):

☐ Benefit to LMI **individuals** (at least 51% of total beneficiaries of program must be LMI and income information must be gathered from all participants)

☐ **Presumed Benefit** (all individuals served in the program qualify as low income because of the type of population served, i.e.: Elderly, Severely Disabled Adults , Abused Children, Battered Spouses, Homeless Persons, Illiterate Adults , Persons with AIDS, Migrant Farm Workers. Income information does not have to be collected.)

☒ Benefit to an **area** that is primarily residential and is located in an eligible census tract (at least 30.34% of residents are LMI). See instructions for a list of eligible census tracts.) Provide list of census tracts:

55133202700, 55133202202, 55133202600, 55133202800, 55133203000

☐ Housing units created to benefit LMI individuals or households (every CDBG funded unit must be occupied by and LMI individual or household)

☐ Jobs created to benefit LMI individuals (1 job must be created for every \$35,000 of CDBG funds invested in project; 51% of all jobs created must be for LMI individuals)

☐ Project serves residents of a **NRSA** and agency is a certified CBDO. Provide name of NRSA:

☐ Project addresses conditions of **Slum and Blight** on an Area or Spot Basis. Must provide designation of Slum and Blighted area from jurisdiction when contract is signed, and addresses of affected properties.

☐ ADA Rehabilitation of a public facility or public improvement

19. Describe the need filled for your program or project.

Downtown Waukesha is at a competitive disadvantage to other regional and local shopping destinations due to its location, small size of retail spaces, and perception. People have so many options when deciding where to shop, dine, and play, there is competition here in the City, in the County, and the region. The recent opening of the Corners Mixed Use Development in Brookfield just adds to that competition. People need to know downtown Waukesha has a lot to offer and that it is truly different than the other options. Differentiating and unique characteristics is important to attracting investment and visitors to our downtown which in turn will hopefully turn into additional job opportunities for residents of the surrounding LMI neighborhoods. There have been studies that show that a comprehensive branding strategy can help create a true sense of place downtown and if done well, it can boast retail traffic, attract visitors, and investors to the downtown area. A new brand can also can help change negative impressions of a place.

20. Describe two anticipated measurable outcomes for your proposed project and activities.

Measurable outcomes include new investment downtown as a result of increased awareness of what downtown can offer and an increase in visitors to downtown.

21. Select the appropriate activity category below for your project. Projects categories are listed in the order of highest priority for 2016 at the top of each list.

Public Services	
	Homeless shelter and services
	Meals / Nutrition

	Youth / Childcare / Abused and neglected children
	Seniors and Disabled
	Substance Abuse / Mental Health / Healthcare
	Transportation
	Domestic abuse
	Education
	Employment training
	HIV / AIDS
	Other (list)

NRSA	
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
	Seniors and disabled
	Substance Abuse / Mental Health / Healthcare
	Domestic abuse
	Education
	Employment training
	Transportation
	HIV / AIDS
	Other (list)

Housing	
	Homeowner rehabilitation program/loans
	Rental rehabilitation (special needs/transitional or permanent housing for very low income / supportive services and case management attached to units)
	Rental rehabilitation (multi-family projects, general low income population)
	Downpayment assistance
	Housing counseling
	Acquisition / site preparation of land for housing purposes (not construction)
	Residential historic preservation
	Other (list)

Public Facilities and Improvements (Rehab/construction costs--not operating costs) *the rehab may be for ADA compliance OR to benefit low-moderate income people for each activity	
	Homeless facilities
	Youth / Abused children facilities
	Senior / Disabled facilities
	Facilities for AIDS patients
	Neighborhood / Community centers
	Parks / Playgrounds / Recreational facilities
	Streets / Sidewalk improvements
	Water / Sewer improvements
	Flood drainage improvements
	Parking lots
	Other (list)

Economic Development	
	Loans to small/medium businesses for low-moderate income job creation or retention
	Commercial / Industrial infrastructure development or improvements
	Facade improvement loans to businesses
	Non-residential historic preservation
X	Other (list) Economic Development enhancement through branding and placemaking

Administration and Planning	
	Housing rehab program administration
	Revolving Loan Fund administration
	Fair housing activities
	Planning for communities or NRSAs
	Other (list)

Appendix A: Results of Prior Year Projects

22. Was your agency able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2016 and 2017)

Yes

23. Has your agency had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2016

and 2017)
None for 2016 or 2017.